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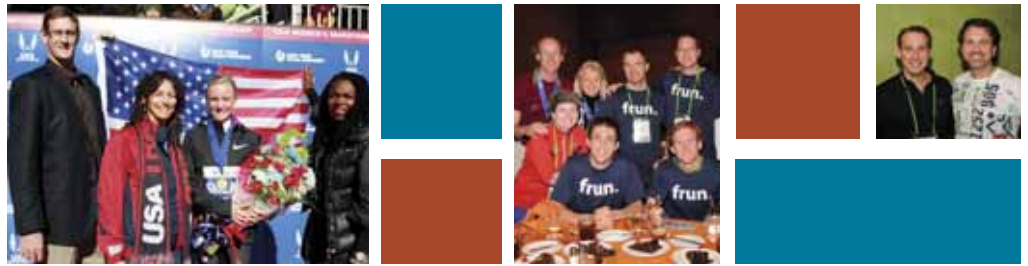


2010 Annual Report / Moving Forward



running  usa

Running USA advances the growth and success of the running industry in America.



Greetings, and welcome to Running USA, the national non-profit organization for the running industry. This annual report—our second and my first as its President—reflects and celebrates the successes, highlights and growth of Running USA over the past year, and what a terrific year 2010 was!

Building on its 10-year legacy, Running USA moved forward on its mission to further promote, grow and advance the sport. In 2010, Running USA had:

- Unprecedented media coverage for the organization and its statistics and the sport
- Its largest and most successful annual conference ever
- More members than ever
- More sponsorships and advertisers
- More RunningUSA.org website traffic
- More social media followers
- More expo attendance and exposure
- Revenue and reserve fund growth

Although 2010 was an outstanding, record-setting year for Running USA, we still have much to accomplish and goals to set and reach as we – our dedicated staff and loyal members – move forward as the sport's leading organization.

Finally, we thank Allan Steinfeld, one of our founders, for his ten years of service as our President. Allan is now our esteemed President Emeritus, and at Running USA 2010, he was honored by the appropriately named Allan Steinfeld Development Award.



Virginia Brophy Achman
President, Running USA



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VISION

Every American is engaged in or inspired by running.

MISSION STATEMENT

Running USA advances the growth and success of the running industry in America.

OUR STRATEGY

Promote, Celebrate and Build the Sport

- Be the communication and promotional resource center for the running industry
- Grow our membership across all segments
- Lead and facilitate the collaboration of organizations within the running industry

Provide Quality Service that Enhances Members' Businesses

- Expand educational and networking opportunities
- Promote and facilitate youth and family running for a healthier, fitter America
- Secure the financial growth of the organization to further support our members and the sport of running

YEAR IN REVIEW

For Running USA and the sport, 2010 was another year of highlights and growth. From 51 Founding Members to the current 300-plus membership, Running USA from its inception in March 1999 has represented and promoted the sport with the twin goals to grow and improve the sport.

Running USA Highlights for 2010

- Running USA 2010: The Industry Conference had record attendance and sponsorship – February
- Running USA awarded inaugural Allan Steinfeld Development Award to Team USA Minnesota – February
- State of the Sport and annual Marathon Reports released – spring and summer
- Inaugural Half-Marathon Report – May
- Supported and promoted the second National Running Day on June 2 with partners USA Track & Field, New York Road Runners and other major running organizations nationwide
- Increased social media presence on Facebook and Twitter
- Running USA “Recession Buster” promotion drew 39 new members
- Reached record membership of more than 300
- Published comprehensive 2009 National Runner Survey



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MORE RECORD RUNNING GROWTH IN 2010

Unlike most of the U.S. economy in 2010, the Running Industry had another year of astounding growth in nearly every sector—road race participation, general running population, apparel sales and charity fund raising—according to the Running USA State of Sport reports.

Like recent years, at literally every distance, there were record or sold-out fields across the country. The marquee distances—the marathon and half-marathon—again had record numbers with 507,000 and nearly 1.4 million finishers respectively with impressive growth of 8.6% (marathon) and 24% (half-marathon—second straight year).

Overall, in 2010, Running USA estimated that there were approximately 13 million U.S. road race finishers (another record high) compared to the previous record of more than 11 million in 2009. Since 2000, the number of road race finishers in this country has grown 73% (7.5 million vs. 13 million) or an impressive 5.5 million.

In 2010, running/jogging continued to show strong and consistent growth annually as general running total participation was up almost 13% overall and has increased by 57% in the last 10 years, according to the Sporting Goods Manufacturers Association. SGMA also projects running/jogging as a sport with some of the greatest growth potential from 2010 to 2015, ranking #12 on the list with a 31% growth rate.

The National Sporting Goods Association reported that running/jogging shoe sales totaled \$2.32 billion in 2010, down slightly by 2% in total dollars from the previous year (\$2.36 billion in 2009). Sales, however, are projected to grow 1% to approximately \$2.33 billion in 2011.

The NSGA also reported that running/jogging apparel purchases totaled \$1.1 billion in 2010, a 23% increase over the previous year, and more than any other category listed in NSGA's report on athletic and sport clothing. Apparel in this category is expected to grow an additional 14% by 2011.

There is no doubt that running for a charitable cause has led to the surge in running participants over the past two decades. According to the Run Walk Ride Fundraising Council, running and walking events such as the American Cancer Society's Relay for Life (\$416.5 million), Susan G. Komen's Race for the Cure (\$121.9 million), and the Leukemia & Lymphoma Society's Team in Training (TNT) program (\$97.0 million) were three of the top four charity events in the overall list of the 30 largest athletic-event fundraisers that overall, generated a record \$1.65 billion for charity.

In summary, the Second Running Boom (circa 1994) maintained its momentum in 2010 with another year of record growth and media coverage, and through its database and different media channels, Running USA compiled the data, analyzed it and reported it to the country and the world. ■



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PROGRAMS

Annual Conference

A record number of more than 400 people attended the Running USA 2010: The Industry Conference on January 31 – February 2 at the beautiful La Costa Resort and Spa in Carlsbad, California. The 7th edition was powered by Active.com, Ashworth Awards and Leslie Jordan, Inc. and the conference theme was “Meeting Challenging Times.”

The largest running industry conference presented diverse and timely breakout sessions such as the power of social media, volunteer recruitment, going green, attracting sponsors, motivating young runners and making the most of your media as well as networking opportunities, inspirational speakers and morning fun runs.

The inaugural Town Hall Meeting focused on running’s role in a healthier, fitter America. Running commentator Toni Reavis emceed the confab with panelists Ali Vincent, the first female winner of the Biggest Loser, and Olympian and race founder Anne Audain.

In addition, a sponsor expo, with a record number of exhibitors, showcased running products and services for the attendees.

Athlete Support

Since Running USA’s inception in 1999, it has supported and promoted U.S. athlete development, and in October 2009, the organization announced the inaugural \$25,000 Training Group Development Award to be presented at its annual conference.

During the ING Hall of Champions dinner at Running USA 2010, Team USA Minnesota was selected for the newly named inaugural Allan Steinfeld Development Award, and the conference’s silent and live auctions raised more than \$37,000 for the training group and other Running USA programs.

Webinars

In 2009, Running USA introduced a webinar series for small- to mid-sized or new-to-the-sport event directors to receive advice, tools and trade tips from the best in the business.

In March 2010, Running USA Treasurer Lonnie Somers, a practicing CPA, presented a webinar “Budgeting for Your Event” that introduced the basics of budgeting, and in September, Merhawi Keflezighi, sports agent to 2004 Olympic silver medalist Meb Keflezighi and several other professional runners, led a webinar called “Attracting Elite Athletes to Your Event.” □



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SERVICES

Expos

Running USA in 2010 went to 12 race expos across the country to promote the organization and our members, to meet and greet people, to answer questions and to distribute Running USA and event material. At the following expos, Running USA reached 390,000 attendees and distributed nearly 40,000 member race calendars.

- Chevron Houston Marathon, January 15 – 16
- ING Miami Marathon, January 29 – 30
- Austin Marathon, February 12 – 13
- Yuengling Shamrock Marathon, March 19 – 20
- Honda LA Marathon, March 19 – 20
- GO! St. Louis Marathon, April 9 – 10
- Dick's Sporting Goods Pittsburgh Marathon, April 30 – May 1
- AJC Peachtree Road Race, July 2 – 3
- Pikes Peak Ascent and Marathon, August 20 – 21
- Medtronic Twin Cities Marathon, October 1 – 2
- ING New York City Marathon, November 4 – 6
- Philadelphia Marathon, November 19 – 20

Also in 2010 we added distribution of race calendars to specialty running retail stores, which was well-received.

Running USA Marketplace News

This quarterly e-newsletter—designed to promote members' new products and/or services to the running industry—was published in February, May, August and November.



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AWARDS 2010

At its annual winter conference, Running USA announced and presented the following honors and awards.

Running USA Hall of Champions, seventh class (2 inductees)

In every sport, the champions are always the victorious athletes, but if there were no events there would be no medalists. Entry to the Running USA Hall of Champions is reserved for those wonderful people who with devotion, vision and commitment built the sport and provided glory for the winners and a place to excel for everyone.

- Fred Finke | Longwood, FL
Coach / Internet Pioneer / Administrator
- Ryan Lamppa | Santa Barbara, CA
Media / Researcher / Historian

The Women's Running Magazine Trailblazer Award

This award goes to a woman who has been a leader and a pioneer in the sport and has served the sport with distinction. In other words, a trailblazer.

- Tracey Russell, Atlanta Track Club executive director

Inaugural Allan Steinfeld Development Award

At Running USA 2010, the training group development award was named after Allan Steinfeld, a long-time leader

in the sport, who jump-started the U.S. distance running resurgence when as head of the New York Road Runners he allocated \$20,000 seed money (\$1 per U.S. entry at the 2000 New York City Marathon) for the development program Team USA Distance Running launched in November 2000 that produced training groups such as Team Running USA (two Olympic medals in 2004 and major marathon wins) and Team USA Minnesota as well as inspiring other groups.

- Team USA Minnesota

Running USA Youth Awards

The Running USA Youth Awards are presented at the annual winter conference (e.g., 2009 winners were presented their respective awards at Running USA 2010).

- Youth Event of the Year: Operation Smile Final Mile, Virginia Beach, VA
- Youth Program of the Year: Medtronic TC Kids Marathon, Minneapolis, MN
- Youth Program Contributor of the Year: Dean Karnazes—Karno Kids Foundation, San Francisco, CA



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MEDIA AND PUBLIC AFFAIRS

Without a doubt, 2010 was the best year ever for Running USA's media and PR operations with unprecedented coverage for the sport and Running USA. For the year, there were 102 Running USA wires as well as 17 Running USA-related releases, produced, distributed and posted, and since its 1999 inception, our wire has been widely and regularly used by the most visited running websites (runnersworld.com, coolrunning.com, active.com, runnersweb.com, etc.)—either as a complete post of a wire article/release with credit or as an introduction with a link to our website.

For 2010, the number of publications—newspapers and magazines—that mentioned, cited or quoted Running USA was impressive and record-setting: nearly 150 published articles in a record 80-plus publications with a total circulation reach of more than 53 million and a 47-week consecutive streak of Running USA mention (our 2009 coverage had a respectable 36 million circulation reach).

With coverage in such august publications as *Time Magazine* (3.3 million), *Sports Illustrated* (3.15 million circulation), *Wall Street Journal*—8 articles (2 million daily circulation), *USA Today* (1.8 million), *New York Times*—3 articles (951,000) and a *USA Today* supplement on running (1 million) with a forward by CEO Susan Weeks, Running USA's name and stats were sourced and read regularly, nationally and locally. Running USA's media office also provided direct support for the above major publications as well as others.

In addition, in September, there was a *USA Today* Snapshots graphic on its front page about U.S. road race growth by women (Running USA sourced), and in October, an NPR piece on charity running with Running USA comment.

In 2010, we introduced a timely annual Half-Marathon Report that was widely sourced and led to numerous articles on the 13.1 miles as the fastest growing distance in the U.S. since 2003, and our 2009 National Runner Survey was also published and well-received.

Also in 2010, we expanded our social presence on Twitter and Facebook with regular postings of the Running USA wire plus organization and other running news and tidbits. During the year, our Twitter followers grew from 100 to 2,200, a more than twenty-fold increase. Twitter and Facebook have also helped increase our website traffic from 300 daily unique visits to nearly 500 by the end of the year. In addition, we created a new Facebook page for the organization that attracted more online “fans” to Running USA.

Running USA is the trusted source of running information partially due to our popular State of Sport reports (six in 2010) that are distributed via the Running USA wire and posted on our website and widely perused, cited and used by the media, our members and others.

In short, our staff, website, wire, e-news and National Runner Survey have consistently “branded” Running USA as a major, reliable clearinghouse and resource center for the sport and beyond. ■



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RUNNING USA MEMBERS

Our valued 300-plus membership includes the sport's spectrum in the following categories: association, awards, charity, event, management, manufacturer, media, photo, registration, retail, timing, training, travel and vendor with events representing 40% of the membership.



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|---|--|--|--|
| 1ST MARATHON | BIG SUR INTERNATIONAL MARATHON | COVENANT HEALTH KNOXVILLE MARATHON | GO! ST. LOUIS GREAT RACE OF AGOURA, INC. |
| 5 SPEED RUNNING | BIGSIGNS.COM | COWTOWN MARATHON | GREENLAYER |
| A1A MARATHON | BKB LTD | CRIM FESTIVAL OF RACES | GREENLIGHT ORGANIC |
| AA SPORTS MARKETING LLC | BLUE CROSS BROAD STREET RUN | CTS GROUP, INC. | GREENWAY CHALLENGE/ CORRIDORKEEPERS |
| ACTION SPORTS INTERNATIONAL | BLUE DOG DIGITAL | DALLAS WHITE ROCK MARATHON | GULF COAST EVENT GROUP, INC |
| ACTIVE AT ALTITUDE | BOOMTOWN DAYS | DECELLE MEMORIAL LAKE TAHOE RELAY | HASTY AWARDS |
| ACTIVE GEAR REVIEW | HALF MARATHON | DESTINATION RACES | HEB BAYOU CITY CLASSIC 10K |
| ACTIVE NETWORK | BOSTON RUNNING CENTER | DETROIT FREE PRESS MARATHON | HONIKMAN CONSULTING |
| ADVANCED FLEXIBLE MATERIALS | BRAND NEW COMPANY | DICK'S SPORTING GOODS BOLDERBOULDER 10K | HOOD TO COAST MOVIE |
| AIR FORCE MARATHON | BRIGHTROOM, INC. | DICK'S SPORTING GOODS PITTSBURGH MARATHON | HOSPITAL HILL RUN |
| ALLSPORTS MARKETING SUPPORT SERVICES | BRIILLANT SOLUTIONS, INC. | DISCORP, INC. | ICESPIKE |
| ALTA PERUVIAN LODGE | BRITTEN BANNERS | DISNEY ENDURANCE SPORTS | IEG |
| DOWNHILL DASH | BROOKS SPORTS, INC. | DMSE, INC. | IMATHLETE |
| ALTITUDE INDUSTRIAL, LLC | BUFFALO MARATHON | ECO-LOGISTICS | IMT DES MOINES MARATHON |
| ALWAYS ADVANCING MANUFACTURING & PROMOTIONS | BURNS COMPUTER SERVICES | EISENHOWER MARATHON | IN MOTION, INC. |
| AMERICAN CANCER SOCIETY | CANYONLANDS HALF MARATHON | ELECTRIC CITY PRINTING | ING BAY TO BREAKERS 12K |
| AMERICAN DISCOVERY TRAIL MARATHON | CAPRI EVENTS | EMEDIAGROUP | ING HARTFORD MARATHON |
| AMERICAN ROAD PRINTING | CARA (CHICAGO AREA RUNNING ASSOCIATION) | EMMI/TRACK SHACK | ING NEW YORK CITY MARATHON |
| AMERICAN RUNNING ASSOCIATION | CELLCOM GREEN BAY MARATHON | ENDURAFIT, LLC | IPICO SPORTS |
| AMERICAN TRAIL RUNNING ASSOCIATION | CHAMPIONSHIP RACING, LLC | ENDURANCE SPORTS MEDIA GROUP, INC. | IRON GIRL |
| AMERICAN ULTRARUNNING ASSOCIATION | CHARITIES CHALLENGE | ESTES PARK MARATHON | IRON KIDS |
| AMERICA'S FINEST CITY HALF MARATHON | CHARLOTTE REGIONAL SPORTS COMMISSION | EUGENE MARATHON | J&A RACING |
| ANCHORAGE RUNNING | CHARM CITY RUN EVENTS | EVENTDIRECTOR, USA | KAISER PERMANENTE NAPA VALLEY MARATHON |
| CLUB BIG WILD LIFE RUNS | CHEVRON HOUSTON MARATHON | EVENTFUEL LLC | KAUAI MARATHON |
| ANDERSON RACE MANAGEMENT | CHRISTIE CLINIC ILLINOIS MARATHON | EVOLVE SPORTS | KD KANOPY |
| ANNOUNCERS ON THE RUN | CHRISTINE BOWEN | FARGO MARATHON | KENTUCKY DERBY FESTIVAL MARATHON |
| ANTHONY TRAVEL | CHRONOTRACK | FETAL HOPE FOUNDATION/ TTTS RUN FOR HOPE | KEYBANK VERMONT CITY MARATHON |
| ARE EVENT PRODUCTIONS | CIGNA FALMOUTH ROAD RACE | FIRSTWAVE EVENTS | KIDS RUNNING AMERICA |
| ASHWORTH AWARDS | CINCINNATI FLYING PIG MARATHON | FLAGSOURCE | KINANE EVENTS |
| ASICS AMERICA | CITY RUNNING TOURS | FOCUS-N-FLY | KINESYS PERFORMANCE SUNSCREEN |
| ATHLETES FOR A FIT PLANET | CLUB NORTHWEST | FOOD FITNESS INTERNATIONAL | LA MARATHON LLC |
| ATHLINKS | COACH BRENDAN | FORTE INTERACTIVE, INC. | LAKE TAHOE MARATHON |
| ATLANTA TRACK CLUB/ PEACHTREE ROAD RACE | COLUMBUS MARATHON | FREDERICK MARATHON | LEAN HORSE PRODUCTIONS, INC. |
| ATLANTIC CITY MARATHON | COMMUNITY FIRST FOX CITIES MARATHON | FREEDOM MARATHON, INC. | LESLIE JORDAN, INC. |
| AUSTIN MARATHON | COMPETITOR GROUP INC. | FREIHOFFER'S RUN FOR WOMEN | LIBERTY SPORTS MAGAZINE |
| BAA BOSTON MARATHON | CONTINENTAL EVENT AND SPORTS MANAGEMENT | FUELBELT, INC. | LIFE TIME FITNESS |
| BAGS BY TCA | GROUP, LLC | GATORADE SPORTS MARKETING | LITTLE ROCK MARATHON |
| BAYSHORE MARATHON | COOL RUNNING | GAULT RACE MANAGEMENT | LONG BEACH INT'L CITY BANK MARATHON/ RUNRACING.COM |
| BIG D TEXAS MARATHON | COOPER RIVER BRIDGE RUN | GENERIC EVENTS | LOUISIANA MARATHON |
| | | GET FIT ATLANTA | MAD DASH MARKETING |
| | | GET IN GEAR 10K | |
| | | GETZEE EVENT | |



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- MALLOY MARKETING GROUP
- MAPMYRUN.COM
- MARATHON BAHAMAS
- MARATHON PRINTING, INC.
- MARATHONFOTO
- MARATHONGUIDE.COM
- MARINE CORPS MARATHON
- MAUI PARADISE MARATHON
- MAXWELL MEDALS & AWARDS
- MEATY DESIGN
- MEDEVENT MOBILE MEDICAL
- MELBOURNE & BEACHES MUSIC MARATHON
- MICRO TALK SYSTEMS
- MIDWEST DISTANCE GALA
- MIKE PLANT & ASSOCIATES INC.
- MILWAUKEE LAKEFRONT MARATHON
- MIRACLE MATCH MARATHON
- MISSOULA MARATHON
- MOHAWK-HUDSON RIVER MARATHON
- MOTEL 6
- MOTION SPORTS MANAGEMENT
- MOTION TRAXX
- MOUNT DESERT ISLAND MARATHON
- MTEC RESULTS
- MTKG
- MWR FITNESS & SPORTS
- MYLAPS SPORTS TIMING
- NEW BALANCE ATHLETIC SHOE, INC.
- NEW ORLEANS TRACK CLUB
- NUBOUND
- NYRR
- OBX MARATHON
- ODYSSEY RELAY SERIES
- OFF 'N RUNNING TOURS
- OMAHA MARATHON
- OREGON SPORTS EVENTS INC.
- ORTHOLITE
- OTTAWA MARATHON
- OUTPUT SERVICES
- PACE SERIES
- PACEPAL
- PACIFIC SPORTS LLC
- PATH OF INTENTION
- PATRICIA BALL CONSULTING
- PHILADELPHIA MARATHON
- PHOTO RUN
- PIKES PEAK MARATHON/TCR
- PLUS 3 NETWORK
- PODIUM FINISH FRAMING
- PORTLAND MARATHON
- POST-NEWS COLORADO COLFAX MARATHON
- PROJECT ATHENA
- PROJECT SPORT LLC
- QUAD CITIES MARATHON
- QUAD-CITY TIMES BIX 7
- RACE CENTRAL
- RACEIT.COM
- RACEMATES, INC.
- RACETECHS
- RACETRACKERS
- RACEWORKS
- RAGNAR RELAY SERIES
- RICHARD C. CALIGUIRI CITY OF PITTSBURGH GREAT RACE
- RIDGEWALK AND RUN
- RITE AID CLEVELAND MARATHON & 10K
- ROAD RUNNER AKRON MARATHON
- ROAD RUNNERS CLUB OF AMERICA
- ROCKET CITY MARATHON
- RUN IN THE NAME OF LOVE
- RUN WALK RIDE FUNDRAISING COUNCIL
- RUNFAR RACING SERVICES
- RUNNERS REWARD
- RUNNER'S WORLD MEDIA GROUP
- RUNNERSWEB.COM
- RUNNING GURU
- RUNPIX
- RYDER TRANSPORTATION
- SALINAS VALLEY HALF MARATHON
- SAMPLE GUY
- SAN FRANCISCO MARATHON
- SANTA CLARITA MARATHON
- SANTA ROSA MARATHON
- SANTA TO THE SEA HALF MARATHON
- SAUCONY, INC.
- SCOTIABANK TORONTO WATERFRONT MARATHON
- SEATTLE MARATHON
- SIGVARIS – ATHLETIC RECOVER SOCKS
- SIMPLY HOSPITALITY
- SKI RUN ROAD CHALLENGE
- SMITH ROCK RACE GROUP, LLC
- SOLE WARRIOR SPORTS
- SPECTRUM SPORTS MANAGEMENT LLC
- SPIRIT OF THE MARATHON
- SPORT PHOTO
- SPORT SCIENCE
- SPORTAL
- SPORTS BACKERS
- SPORTS MANAGEMENT ASSOCIATES, INC.
- SPORTS MEDICINE CONSULTANTS, INC.
- SPORTSSIGNUP
- SPORTSWEAR, INC.
- ST. JUDE HEROES/ST. JUDE MEMPHIS MARATHON
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- STEAMBOAT CLASSIC/ILLINOIS VALLEY STRIDERS
- STRANDS
- SUSAN G. KOMEN RACE FOR THE CURE
- SWEATVAC PERFORMANCE WEAR
- TD BANKNORTH BEACH TO BEACON 10K ROAD RACE
- TEAM IN TRAINING/LLS
- TEAM M4M
- TEAM ORTHO FOUNDATION
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- THE GIANT RACE (GIANTS ENTERPRISES)
- TORONTO MARATHON
- TORONTO WOMEN'S RUN SERIES
- TRAINING PEAKS, LLC
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- TRIMAR USA, INC.
- TULSA WORLD ROUTE 66 MARATHON
- TWIN CITIES IN MOTION
- U.S. ROAD SPORTS & ENTERTAINMENT GROUP
- ULTRAMARATHON/DEAN KARNAZES
- UNDER ARMOUR BALTIMORE MARATHON
- UNIVERSAL SPORTS
- UPBEAT WORKOUTS APP FOR RUNNERS
- USA TRACK & FIELD
- VAIL RECREATION DISTRICT
- VEEP RACES LLC
- VIRTUAL RACE BAGS
- VISION EVENT MANAGEMENT
- VISUAL MARKETING PRODUCTS
- WADDELL & REED KANSAS CITY MARATHON
- WASATCH WOMAN MAGAZINE
- WEARYOURNUMBER.COM
- WINDSHIRTS
- WIN-IT!Z
- WINNING TIME AMERICAS
- WISCONSIN MARATHON
- WOMEN'S RUNNING MAGAZINE
- WOODROW WILSON BRIDGE HALF
- WORLD RUN DAY
- WORLD'S BEST 10K
- XTERRA TRAIL RUN SERIES
- YANKZ!
- YAVAY
- YOUTH RUNNER MAGAZINE
- ZOOMA WOMEN'S RACE SERIES
- ZOOT SPORTS



2010 RUNNING USA BOARD OF DIRECTORS

17 member board with affiliation

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- Steve Baskin | Atlanta, GA
Left Right Left Right
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Partners

Running USA acknowledges and thanks the following generous partners who help the organization reach its mission to advance the growth and success of the running industry in America. Thank you!

- The Active Network
- Ashworth Awards
- Leslie Jordan, Inc.



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RUNNING USA, INC.
STATEMENTS OF FINANCIAL POSITION
AS OF DECEMBER 31, 2010 AND 2009

| ASSETS | 2010 | 2009 |
|---|------------------|------------------|
| Current Assets | | |
| Cash and Cash Equivalents | \$194,344 | \$77,538 |
| Accounts Receivable, net | 96,470 | 33,438 |
| Prepaid Conference Expenses | 9,301 | 75,000 |
| Prepaid Insurance | 934 | 935 |
| Total Current Assets | \$301,049 | \$186,911 |
| TOTAL ASSETS | \$301,049 | \$186,911 |
| LIABILITIES AND NET ASSETS | | |
| Current Liabilities | | |
| Accounts Payable | \$2,474 | \$1,603 |
| Accrued Payroll Liabilities | 2,970 | 2,937 |
| Deferred Revenue | \$311,865 | \$210,379 |
| Total Current Liabilities | \$317,309 | \$214,919 |
| Net Assets | | |
| Unrestricted | (16,260) | (28,008) |
| Total Net Assets | (16,260) | (28,008) |
| TOTAL LIABILITIES AND NET ASSETS | \$301,049 | \$186,911 |



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RUNNING USA, INC.
STATEMENTS OF ACTIVITIES AND CHANGES IN
NET ASSETS FOR THE YEARS ENDED
DECEMBER 31, 2010 AND 2009

| REVENUE | 2010 | 2009 |
|---------------------------------------|------------------|------------------|
| Annual Conference | \$295,998 | \$250,267 |
| Membership Dues | 181,012 | 176,216 |
| Sponsorship and Donations | 44,475 | 48,850 |
| Special Events | 34,833 | 61,742 |
| Value in kind, conference sponsorship | 29,940 | |
| Advertising | 24,800 | 16,650 |
| Sale of Research Studies | 4,266 | |
| Consulting Contract | 3,000 | 13,000 |
| Interest Income | 359 | 454 |
| Loss on Disposal of Asset | | (8,679) |
| Total Revenue | \$618,683 | \$558,500 |
| EXPENSES | | |
| Program Services | | |
| Programs | \$508,062 | \$412,431 |
| Supporting Services | | |
| General and Administrative | \$83,504 | \$79,599 |
| Fundraising | 15,369 | 40,869 |
| Total Supporting Services | \$98,873 | \$120,468 |
| Total Expenses | \$606,935 | \$532,899 |
| CHANGE IN NET ASSETS | | |
| Net Assets (Beginning of Year) | \$(28,008) | \$(53,609) |
| Net Assets (End of Year) | \$(16,260) | \$(28,008) |



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**RUNNING USA, INC. STATEMENT OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009**

| CASH FLOWS FROM OPERATING ACTIVITIES | 2010 | 2009 |
|---|------------------|-------------------|
| Change in Net Assets | \$11,748 | \$25,601 |
| Adjustments to reconcile change in net assets to net cash used by operating activities: | | |
| Depreciation | | 939 |
| Loss on Disposal of Asset | | 8,679 |
| Changes in Assets and Liabilities | | |
| Increase in Accounts Receivable | (63,032) | (23,338) |
| Increase in Prepaid Expenses | 65,699 | (75,935) |
| Decrease in Accounts Payable | 871 | (39,530) |
| Decrease in Accrued Payroll Liabilities | 34 | (2,404) |
| Increase in Deferred Revenue | 101,486 | 20,698 |
| Total Adjustments | 105,058 | (110,891) |
| Net cash provided by operating activities | \$116,806 | \$(85,290) |
| Net Increase (Decrease) in cash | \$116,806 | \$(85,290) |
| Cash and cash equivalents, beginning of year | \$77,538 | \$162,828 |
| Cash and cash equivalents, end of year | \$194,344 | \$77,538 |



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