



THE CONE CHRONICLES

ISSUE 1 | JANUARY 2024



2023 BY THE NUMBERS

Unique Participants	15,822
Total Participant Registrations	21,728
Average Registrations Per Person	1.37
Participants Registered for 5+ Events	469
Participants Registered for 10+ Events	22
Number of US States Represented	47 (and DC)
*States Not Represented: Delaware, Mississippi, West Virginia	
Number of Countries Represented	5 (incl US)
*Canada (10), Great Britain (4), Czechia (2), Netherlands (1)	

THIS MONTH....

UPDATES

Relocation

- What you need to know about the new building

TRAINING TIPS

Extension Cords and Scrim Totes

- Keeping them neat before, during, and after an event

SPONSOR SPOTLIGHT

Midwest Financial Group, Inc

- Madison Mini Title Sponsor

3 Sheeps Brewing

- You guessed it: Finish Line Beer

UPCOMING EVENTS ANNIVERSARIES AND MORE....



UPDATES

RELOCATION

In case you missed the memo, Race Day Events World Headquarters relocated this past November. The new address is 2829 Royal Ave in Madison, in the Braun building just west of the Wal-Mart Super Center. If you haven't seen the building yet and find yourself in the neighborhood during on a weekday, stop on in and we can show you around - or take a look around yourself.

We're still figuring out where some stuff will live, but it's getting closer every day. We are planning to have an open house for our staff in February so watch for a date and time.

In the meantime, when you arrive to work an event:

- Building Access - * [4-digit PIN] # (i.e. 7777 would be *7777 #)
- Personal Vehicles - Front parking lot or on Industrial Dr
- RDE Vehicles - Please return them where & how you found them. Not comfortable backing up? Ask another member of the crew for help or contact Eli to schedule some training - we want you to be comfortable and safe.

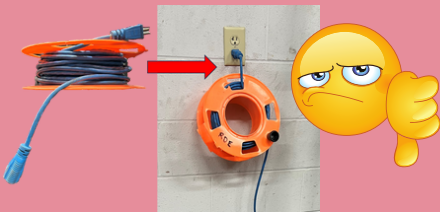


TRAINING TIPS

EXTENSION CORDS

Did you know there's a right and a wrong way to wind an extension cord onto a plastic reel? The male end should be the loose end that you can easily pull off the reel. Whether on a wall or a generator, your source outlet is typically going to be at least 12 inches above ground level.

If the male end is the secured end, either the cord is hanging from the outlet (damaging the cord & the outlet) or you're unwinding the entire cord off the reel.



When the male end is the loose end, you can easily plug it into your source outlet and then work your way back, unwinding only the amount of cord needed to reach your equipment.



SCRIM TOTES

Going forward, scrim totes should only contain scrim. Please do not put zip ties (used or unused) in these totes. Starting with Big Chill on the 21st, the warehouse will return to loading bags of zip ties in the back of the vehicle near the scrim and/or banners, as opposed to inside a tote or truss bag. When bags of zip ties are left inside of containers, our inventory count gets off and we order more before we need to. When totes come back with garbage zip ties in them, it just makes a mess for the next person working with that scrim.

The next time you're packing up scrim, or any other equipment, think about how you would like it to look the next time you need to work with it. The more we can take care of our stuff, the better it's going to work and look for many weekends to come.

Do you have a training tip you'd like to share? Is there something you don't know how to do or you want to know more about? Email me at Meredith.Shelton@RaceDayEvents.com and I'll make sure it's included in a future issue.



SPONSOR SPOTLIGHT

RACE DAY EVENTS IS EXCITED TO WELCOME.....

3 SHEEPS BREWING

Run Santa Run Sheboygan saw the debut of 3 Sheeps Brewing as RDE's new Official Beer Sponsor. 3 Sheeps currently operates out of an old Coca-Cola facility on the north side of Sheboygan. Watch for 3 Sheeps beer in the post-race area of upcoming events!!



MIDWEST FINANCIAL GROUP, INC

In addition to being the *new title sponsor for the Madison Mini Marathon*, Midwest Financial Group, Inc (MFG) will have a presence at most Dane County RDE events, plus the WI Tri Series. You'll see new scrim, all new signage for the Mini, and smiling MFG Team faces on-site. In addition to being supporters of the communities in which they work, a few MFG folks are seasoned RDE athletes! So whether you see them on-site or crossing the finish line, be sure to stop and say "HI"!



UPCOMING EVENTS, ANNIVERSARIES & MORE

UPCOMING EVENTS

JANUARY

Sunday, 21st	WRS: The Big Chill
Saturday, 27th	Abominable Snow Race
	Hibernation Hustle
Multiple Days	Pond Hockey

FEBRUARY

Saturday, 2nd	Frozen Assets 5k
Sunday, 11th	WRS: Cupid Shuffle

JANUARY ANNIVERSARIES

1 Year	Elisa Cataldo
2 Years	Jennifer Hubbartt
8 Years	Eli Foht

2024 RDE EMPLOYMENT SURVEY

Please check your email for a link to the 2024 RDE Employment Survey. This survey is a way for us to get an idea of who is planning to work events with us in 2024, as well as which months everyone expects to be available. Even if you don't plan to work in 2024, please still complete the survey and let me know; or just shoot me an email.

There's a new question for this year's survey: Would you like to see the 2024 Event Schedule to pre-plan your year?

We have a number of weekends this year that are very heavy in staffing needs - some have a lot of events and others have fewer but more needy events - so this is a way for us to get a better handle on when we may need to really emphasize additional staffing, likely calling on some of our subcontractors a little more.

NOTE: Just like with submitting monthly availability, if we get more people signing up for a given event than there are spots to fill, you may be asked to change events - we appreciate your flexibility as try to staff events with the best possible mix of skills and experience.



Run Santa Run Sheboygan, 12/4/23



Run Santa Run Madison, 12/16/23



THANK YOU TO EVERYONE WHO MADE 2023 A SUCCESS

Madeline Ace
Matt Aumann
Evan Bach
Scott Ball
Lauren Bennett
Karl Betchner
Sara Boatman
Amy Borchardt
Chris Borchardt
Ruth Boulet
Lori Bue
Katherine Bundalo
Elise Cataldo
Sammy Chandhok
Marylou Clayton
Ana Cordova
Chris Davis
Kevin Day
Matthew Day
Amy De Simone
Chelsey Drake
Eli Foht
Angela Freedman
Philana Friede
Daniel Furlan
David Furlan
Jayme Garrett
Mark Getz
Hannah Grahl
Ryan Griessmeyer
Brian Hageman
Katie Halvorson
Brian Hamilton
Daniel Handysides

Sandra Handysides
Torben Harrison
Matt Haynes
Ron Heinrich
Jerome Helton
Jodi Herigodt
Justin Herrmann
Kathryn Hosey
Jennifer Hubbartt
Jacob Iavarone
Mark Johnson
Tiffany Jones
Amy Karsten
Brian Karsten
Liz Keith
Diane Kienow
Mark Kochanski
Sarah Lee
Cynthia Liu
C Paul Majors
Deb McClintock
Greg McCormick
Achilles Mendes
Ashley Modder
Peter Nickel
Anna Nielsen
Devan Nielsen
Max Noll
Val Offringa
Dann Petersen
Debbie Podjaski
Andrew Porn
Jen Potrafka
Emilia Prieto
Mari Raphael

Ray Regan
Ryan Richards
Michelle Richards
Brad Rogstad
Debbie Ross
Kevin Sas
Krista Schmidt
Taylor Schoenike
Megan Severa
Emma Shaffer
Dwight Shelton
Meredith Shelton
Luke Smetters
Dawn Smith
Greg Smith
Joshua Stevens
Kelly Suchomel
Emily Tachon
Wes Tateh
Angie Tripp
Courtney Vanorio
Abbey VanValkenburg
Lawrence Walsh, Jr
Teagen Wehmann
Ben Wehmann
Nolan Wiedmeyer
Mason Wiedmeyer
Meghan Will
Kailee Willers
Garrett Wilson
Ben Witman
Melinda Zellmer
Michael Zellmer
Bob Zimmerman

