



THE CONE CHRONICLES

ISSUE 11 | NOVEMBER 2024

A THANKSGIVING TRADITION

We all have our Thanksgiving traditions. They may include hunting, football, passing down grandma's homemade dressing recipe, eating too much pie, or some combination of all of the above. In Fitchburg, for the past 20 years, the tradition has been the Berbee Derby; a 5K, 10K and kids run on Thanksgiving morning.

The Berbee Derby was started by Jim Berbee as a way to raise money to help the community. 100% of the proceeds from the annual race went to the Technology Education Foundation (TEF), a non-profit focused on closing the "technology gap" for children, teens, and adults in Dane County. According to their Website, the TEF has granted in [excess of \\$1.5M to support technology education](#).

Following the close of the 2023 Berbee Derby, Tri 4 Schools took over production of the race with a little re-branding, but with the same core mission of donating 100% of the proceeds back to the community.

The [2024 Birdie Derby](#) will be the continuation of this fun-filled, family-friendly, community event with the proceeds being used to "support kids, their families, and schools."

If you're not already scheduled to work this or another Thanksgiving morning race, we encourage you to sign up to run or walk as a participant (NOTE: festive costumes are highly encouraged) or as a [volunteer](#). You can earn that extra piece of pie or turkey leg while spending the morning with some of the coolest and most fun people in Dane County.



THIS MONTH....

UPDATES/REMINDERS

Winter Training

- Refresh those skills!

Overstock Race Shirts

- WTS shirts coming soon!

RECIPE CORNER

Easy Sweet Treat

- No-Bake chocolate oat bars

SPONSOR SPOTLIGHT

Caribou Coffee

Verona Area Chamber of Commerce

Perfect Touch Chiropractic

UPCOMING EVENTS & ANNIVERSARIES



UPDATES/REMINDERS

WINTER TRAINING / SKILL REVIEWS

Over the winter months, we'd like to take advantage of the quiet event schedule and provide opportunities for existing staff to refresh and improve their skills. Please watch for a couple group training sessions to be scheduled. In the meantime, you can schedule some one-on-one training:

Timing Equipment - Kevin Sas - kevin.sas@racedayevents.com

Review the setup in person and become more confident in the EQ role

Driving - Eli Foht - eli.foht@racedayevents.com

Get behind-the-wheel experience driving Traffic, a box truck, or pulling a trailer

Any other topic?

Email meredith.shelton@racedayevents.com and I'll get you connected to the best person



BIRDIE DERBY & EXTRA RACE SHIRTS

The Tri 4 Schools crew will be using part of our smaller warehouse area for prepping Birdie Derby packets, starting on November 11; if you happen to stop by during the weekday, you may see their staff or volunteers working. To make a little more space for them, we've temporarily moved the overstock race shirts to the supply room in the office portion of the building (behind the front desk). Leftover WI Tri Series shirts will be out and available soon, but be aware that sizes are very limited.



RECIPE CORNER

NO-BAKE CHOCOLATE OAT BARS

Expected to bring a dessert this Thanksgiving?

Want something sweet that's *not* pumpkin spice?

Try these quick bars! They have oats, so they're healthy, right??

INGREDIENTS

- 1 C butter
- 1/2 C packed brown sugar
- 1 tsp vanilla extract
- 3 C quick cooking oats
- 1 C semisweet chocolate chips
- 1/2 C peanut butter

DIRECTIONS

1. Grease 9" square pan.
2. Melt butter in a large saucepan. Stir in brown sugar & vanilla; mix in oats. Cook over low heat, 2-3 minutes.
3. Press 1/2 of oat mixture into bottom of pan.
4. Melt chips & peanut butter over low heat, stirring until smooth. Pour over the oat layer in the pan and spread evenly.
5. Crumble remaining oat mixture on top, pressing down lightly. Cover & refrigerate at least 2-3 hours.





SPONSOR SPOTLIGHT

CARIBOU COFFEE

If you've spent time in the Twin Cities (and you have a taste for coffee-based beverages) you've probably been in, or at least by, a Caribou Coffee. The company is starting to expand more into Wisconsin, specifically the SE corner, which is great news for RDE! To help rally some positive exposure, Caribou Coffee will be providing the following:

- Run Santa Run Madison - coffee for volunteers & staff & hot cocoa on course
- Elf Run & Cupid Shuffle - pre-race coffee for anyone on-site

If you're working or running one of these events, stop by their stand and grab a cup a joe or cocoa!



VERONA AREA CHAMBER OF COMMERCE

There's power in numbers, right? That's what we're betting on by partnering with the Verona Area Chamber of Commerce for the 2025 Cottontail Classic 5K/10K. Next year's race will be held in Verona as part of the VACC's Annual Spring Eggstravaganza. In addition to the Cottontail Classic 5K/10K, the estimated 1,500+ attendees will be able to participate in:

- Giant Egg Hunt
- Meet the Bunny
- Haven's Petting Zoo
- Inflatable Slide
- Scavenger Hunt
- Relay Games
- Spring Crafts
- Food Trucks



PERFECT TOUCH CHIROPRACTIC

Based in Hartland, WI, Perfect Touch Chiro is the Official Chiropractic Partner for the 2024-25 Winter Run Series. You'll see their logo on all the marketing items, including race shirts, and when possible they'll be on-site either for PPU or on race morning. Keep an eye out for their table and stop by to say hello.



UPCOMING EVENTS & ANNIVERSARIES

UPCOMING KEY EVENTS

NOVEMBER

- | | |
|------|-----------------------------|
| 24th | Winter Run Series - Elf Run |
| 28th | Birdie Derby |

DECEMBER

- | | |
|------|---|
| 7th | Run Santa Run - Sheboygan |
| 21st | Run Santa Run - Madison |
| 31st | Winter Run Series - Run Into the New Year |

NOVEMBER ANNIVERSARIES

1 Year

Meredith Santillan

