



THE CONE CHRONICLES

ISSUE 3 | MARCH 2024

DAYLIGHT SAVINGS

Daylight Savings Time is annoying. It can screw up our sleep patterns and anyone with cats or dogs knows the pain of living with creatures whose stomachs don't adjust with the clocks. On the plus side, more sunlight at the end of the day means a better chance of enjoying a colorful sunset.

And after working for a fire department for just over 15 years, I can't ignore the benefit of having convenient, twice a year reminder to check smoke alarms. If you own your home, take a couple minutes to test your alarms (smoke & CO) and check their installation/expiration dates; smoke alarms now have a 10-year sealed battery eliminating the need to keep 9v on hand. If you rent, take a quick walk and make sure all your detectors have a green light - and get that maintenance request submitted for any red lights.



THIS MONTH....

UPDATES

Snack Shelf

- The wait is over

TRAINING TIPS

Traffic Barricades

- Overview of the different types

SPONSOR SPOTLIGHT

All Energy Solar

- Lake Monona 20K & 5K
- Tailwind Nutrition
- Traverse City Trail Fest

UPCOMING EVENTS
ANNIVERSARIES
NEW HIRES
AND MORE....



UPDATES

IT'S BACK!!!!.....

The Race Day Events snack shelf is officially back! If you worked for RDE when we were on Sub-Zero Pkwy, you have experienced the incredible snack shelf. If you're new to RDE since we moved to our current location, prepare yourself for the amazingsness*.

The shelf is located in the smaller warehouse, just through the double doors from the main warehouse. Items on these shelves:

- Are up for grabs
- Are *not* meant to replace grocery shopping
- May be expired or past the 'best by' date - choose wisely
- May simply be left over from an event and not worth saving



NOTE: Just because items are left over at the end of an event, that doesn't automatically mean they're up for grabs. We frequently carry items over from event to event so if it's not on the shelf, always ask the PM/Event Lead before snagging anything.

*The degree of amazingsness does vary from person to person and you may enjoy the offerings more or less than your fellow warriors.

EVENT SHIRTS

As you can probably imagine, we frequently have some participant shirts left after events. Starting in mid-late April, we'll start putting out extra Winter Run Series shirts, followed by Cottontail Classic. Going forward shirts from a given event will be available ~30 days after race day and will be out for 1 month, after which they'll be added to a donation pile. Once we have the official place setup, I'll send out a pic so everyone knows where to look.

TRAINING TIPS

TRAFFIC BARRICADES (and other course signage)

Race Day Events relies on multiple types of barricades to keep our athletes safely and confidently on course. Following is an overview of types & names so you can be confident when asked to grab one from a truck.



A single bar supported between two a-frame ends



A single unit that opens up to an A



3 connected cross bars that stand up in two feet



Verticades are hollow vertical barriers held in place with a weighted base



A-frames are used to hold mile markers, directional signs, or other messaging



Stake signs can be used for turns, miles, sponsors, or relay need for caution

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

ALL ENERGY SOLAR

"Since 2009, All Energy Solar has brought honesty, expertise, and long-term viability to every project, ensuring you get the highest quality installation and best possible experience." All Energy Solar has joined RDE as a sponsor for Lake Monona 20K & 5K and will be on-site, set up in Winnequah Park. Interested in more information about residential solar? Stop by and say hello at LM20K.



TAILWIND NUTRITION

Whether you're looking for a solution for hydration, endurance, or recovery, Tailwind Nutrition has you covered. They pride themselves in creating products that are easy to digest so you can focus on your pace and not your gut. RDE will be featuring Tailwind Endurance Fuel at the aid stations at TC Trail Fest.



UPCOMING EVENTS, ANNIVERSARIES.....

UPCOMING KEY EVENTS

MARCH

9th Lucky Leprechaun
16th B&GC Shamrock Shuffle

APRIL

13th APDA Half Marathon
27th Crazy Lega Classic 8K
28th NYCRuns Brooklyn Half Marathon



MARCH ANNIVERSARIES

1 Year	Karl Betchner Dann Petersen Josh Stevens
2 Years	Devan Nielsen
3 Years	Emily Tachon
5 Years	Philana Friede
7 Years	Matt Aumann

FEBRUARY NEW HIRES

Pat Luebke	Kristine Wanezek
Ken Owens	Lela Yang
Molly Van Herwynen	Saya Yang
Jack Wanezek	

2024 BASIC EVENT SKILLS TRAINING

- 🚧 **What is it?** A chance to learn the skills needed at almost every race we touch.
- 🚧 **When is it?** Tuesday, March 19 and Tuesday, April 16
- 🚧 **What time is it?** 5:30 pm - 8:00ish
- 🚧 **Where is it?** RDE Warehouse at 2829 Royal Ave, Madison
- 🚧 **How so I sign up?** Submit an Add Shift Request via SubItUp or email Meredith.Shelton@RaceDayEvents.com
- 🚧 **What else do I need to know?** The training is designed for brand new Weekend Warriors, but folks who haven't worked an event for a while can benefit from the refresher. The skills covered are: Site (truss, barricades, scrim), Sound System, Timing Equipment, and Course Marking/Coning. This is a hands-on training and parts will be done outside so wear appropriate clothes that can get a little dirty; closed-toe shoes are required.



WRS: Cupid Shuffle, 2/11/24





....& MORE



My favorite thing about working for RDE is the stories; the stories of resilience, the stories of achievement, the stories of overcoming whatever it is any given person has overcome to make it across the finish line.

Based on conversations I've had with people, both associated with RDE and just people out in the world, I wondered who may be denying themselves their personal dream of completing one of the many types of events we help produce; how many people have created a narrative that's holding them back?

After talking & thinking & wondering.....an idea got stuck in my head:

Start a podcast where all types of local endurance athletes can share their respective stories in the hopes they can help someone else realize their own dreams.

Podcast Introduction & Welcome

"Welcome to 'Endurance Journeys,' the podcast where we talk with local athletes who share their stories and what being a part of the endurance community means to them. In each episode, we'll uncover the personal journeys of everyday people who have embarked on extraordinary journeys and redefined their relationship with physical activity, overcoming physical and mental barriers to join the thriving endurance community. Whether they just registered for their first 5K, are gearing up to tackle an Olympic distance triathlon or are training for a 100K bike ride, I hope our guests' stories inspire you to be a better human every day.

My name is Meredith and I'll be hosting these conversations with your friends, neighbors, and fellow athletes. I work with Race Day Events, a Madison-based endurance event production and timing company. Full disclosure: I am not a member of the endurance community; rather I work on the production side where I could be helping with anything from packet pickup to course prep to timing on any given event. I have witnessed the joy of taking first place as well as the joy of simply crossing the finish line. That joy is personal and different for every athlete, and I look forward to bringing these stories to you."

I currently have a list of a few athletes I'd like to interview, but I'm looking for more. I'd like to have 10-12 lined up who I can start with but would love to have more people than I have time to talk with.

If you have a story you'd like to share let me know.

If you know someone with a story you think could be a good fit, please help connect me.

If you have experience creating podcasts, I'd love to chat!!!

If you simply want to talk and better understand what I'm trying to do, hit me up!

Please note, my goal is to share stories and reduce some of the mental barriers to entry into the endurance space that people may be dealing with. Monetizing this podcast is not a goal of mine. That said, if a sponsor comes along who wants to throw a little money at the idea so I can access better equipment, I won't say no.

I would love to hear what you think about this idea - the good, the bad, the praise, and the "there's no way this will work because." All of it can help me make it a little better.

