



THE CONE CHRONICLES

ISSUE 5 | MAY 2024

MOTHER'S DAY

You probably think of Mother's Day as one of the many 'Hallmark Holidays', existing only to increase sales for the card, chocolate, and jewelry makers of the world; however, precursors to Mother's Day date back to festivals honoring the ancient Greek and Roman mother goddesses, Rhea and Cybele. An early Christian tradition referred to as Mothering Sunday slowly shifted to being a more secular tradition, "eventually...merging with the American Mother's Day in the 1930s and 1940s."

The more modern version of Mother's Day got its start during the Civil War with clubs meant to teach women how to care for their children, and post-war they helped to promote reconciliation between former Union and Confederate soldiers. Fast forward through a few more attempts at honoring mothers in a more formal way, and we eventually get to 1914 when President Wilson officially established the 2nd Sunday in May as Mother's Day. With the floral industry helping to promote the concept, the holiday was quickly commercialized to the point where Anna Jarvis, whose efforts are what got Mother's Day added to the national calendar, began actively lobbying Congress to remove it. So there you go.....

source:[history.com](https://www.history.com)

According to the National Retail Foundation, the most popular gifts given on Mother's Day are:

| | |
|----------------|-----|
| Flowers | 74% |
| Greeting Cards | 74% |
| Special Meal | 59% |



Consumers are expected to spend a total of:

- \$7 billion on jewelry
- \$5.9 billion on special outings
- \$3.5 billion on electronics
- \$3.2 billion on flowers
- \$1.1 billion on greeting cards

source:[nrf.com](https://www.nrf.com)

To all the RDE mothers out there



THIS MONTH....

UPDATES

Back Door

- Check that it's latched
- RDE Vehicle Parking
- Return as best you can

TRAINING TIPS

Ratchet Straps

- How to thread, tighten, & release
- How to clip into a box truck

SPONSOR SPOTLIGHT

Great Lakes Potato Chips & Shorts Brewing Co.

- Traverse City Trail Fest
- Yumbutter
- LM20K, TCTF & more

UPCOMING EVENTS ANNIVERSARIES NEW HIRES AND MORE....



UPDATES

BACK DOOR

As you're coming and going from the warehouse via the NE exterior door (the door with the keypad) please make sure the door is closed and latched securely. We've found it not quite latched a few times and have noticed that even if it closes really hard, it sometimes bounces just enough that it doesn't latch.

*****If you're the last person, please push or pull on the door to make sure it's latched*****

RDE VEHICLE PARKING

This has been mentioned before but as the season picks up and we have more vehicles coming and going every weekend, it will become more important that vehicles are parked in the correct spots. On busier weekends with vehicles coming and going to and from multiple events at different times, a parking map will be created to help make sure everything will fit.

One of the most important things to remember when parking is that vehicles with trailers should be detached, as long as you know how to safely disconnect the trailer. If you're not sure, check if someone else on your crew can show you. It is especially critical for the F250s to be disconnected from cade trailers so there's enough room for other vehicles to drive through. If the back parking lot feels packed with vehicles, vans can be parked in the front parking lot.

Watch for June Training Tips: Connecting & Disconnecting a Trailer

EVENT SHIRTS

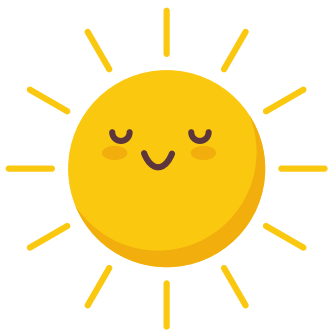
In March you heard it was coming. Now in May, Emma has made it happen: Extra event shirts have a home.

The actual location may vary slightly from week to week depending on what we need to access, but they'll always be on a table in the smaller warehouse and will be labeled FREE. Here's the plan:

- Approximately 30 days post-race, extra shirts will be placed on the table
- Shirts will be available on the table for 1 month
- Any shirts left after 1 month will be donated
 - NOTE: We have a few existing channels for extra shirts, but if you know of an organization that's able to accept and distribute shirts, please let us know - we love to share the love!
- Finally, only shirts on the FREE table are up for grabs - please do not take shirts from any other location in the warehouse or office without approval from the Race Director



Shirts currently available are Winter Run Series, Cottontail Classic and the Penguin shirts from Run Santa Run.



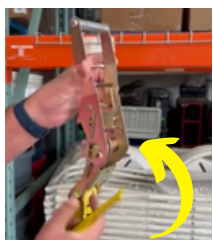


TRAINING TIPS

RATCHET STRAPS

There's a good chance you never used a ratchet strap before working at RDE, and if you don't have experience with them, getting them to work correctly can be intimidating and more than a bit frustrating. Following are some basic tips for threading, tightening, and releasing ratchet straps as well as clipping them inside box trucks.

THREADING



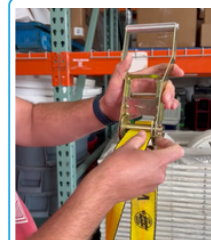
Backside of ratchet



Closed side of spindle



Work ratchet to access open side of spindle



Feed strap through slit and back over spindle

TIGHTENING



Secure strap ends



Pull strap tight *before* ratcheting



Work ratchet back and forth until tight



End in closed position

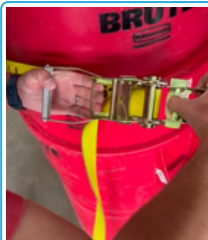
RELEASING



Squeeze release bar toward handle



Open ratchet all the way



If needed, use thumb to pull 2nd release



Pull ratchet assembly toward you to loosen



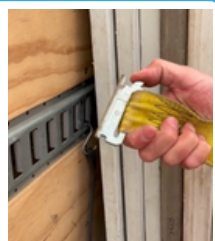
Most important tip:
Always pull strap tight
BEFORE starting to ratchet



USING CHANNEL CLIPS



Pull top lever back with thumb



Insert top of clip first, rotate down to insert bottom, release lever to lock
To remove clip, pull back lever, rotate clip in and pull out



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

GREAT LAKES POTATO CHIPS & SHORT'S BREWING CO

The Great Lakes Potato Chip Co and Short's Brewing Co are back for another year with the Traverse City Trail Running Festival the 2nd weekend in May. Both companies are local to MI (Traverse City & Bellaire, respectively) and have been amazing supporters of the TCTF for the past few years.



YUMBUTTER

Headquartered on Madison's eastside, Yumbutter is dedicated to making "amazingly scrumptious and tasty nut butters." As someone who loves peanut butter, I happen to think they've done a pretty good job. Yumbutter donated 3,000 single-serving packets of creamy peanut butter. They're the perfect size to top a bagel or apple. We'll have them at LM20K, TCTF, and more.



Have a great idea for a future event sponsor? Send it over to ryan.griessmeyer@racedayevents.com

UPCOMING EVENTS, ANNIVERSARIES, NEW HIRES

UPCOMING KEY EVENTS

MAY

| | |
|------|--------------------------------------|
| 27th | Traverse City Trail Running Festival |
| 28th | Cellcom Green Bay Marathon |

JUNE

| | |
|------|------------------------------|
| 2nd | WTS - Lake Mills Triathlon |
| 9th | Wisconsin Milkman Triathlon |
| 22nd | WTS - WI Triterium Triathlon |
| 23rd | Pleasant Prairie Triathlon |

APRIL NEW HIRES

| | |
|-------------|----------------|
| Eric Adrian | Jake Schofield |
| Jake Martin | Angie Tripp |
| Mike Maynor | |

MAY ANNIVERSARIES

| | |
|----------|--|
| 1 Year | Achilles Mendes Anna Nielsen Wes Tateh |
| 2 Years | Deb McClintock Melinda Zellmer |
| 3 Years | Debbie Podjaski |
| 5 Years | Amy De Simone |
| 9 Years | Chris Davis |
| 17 Years | Ryan Griessmeyer |

