



THE CONE CHRONICLES

ISSUE 13 | JANUARY 2025

WELCOME TO THE CREW!!

Race Day Events is excited to announce the addition of two full-time crew members. Their first day in the office as full-time employees will be Monday, January 6. Help us welcome them to the team!!

Tyler Zandstra - Project Manager

Many of you already know Tyler since he has been with RDE as a Weekend Warrior since March, 2024. Now he'll be able to apply everything he's learned on the ground to help us continue our tradition of making weekends awesome!

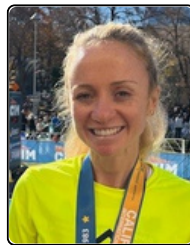


Tyler is originally from Denver, CO and moved to Windsor in 2023 looking for a fresh start and cheaper rent. He doesn't watch a lot of sports, but when pressed for a favorite team he's a Denver Bronco all the way. Tyler's passions include performing in music groups (everything from indi bands to heavy metal), running and working out with his wife, Emily, and hanging with their dog Arlo and two cats. His favorite events to work are anything outside Madison because he loves exploring the state and all the cities he has yet to see. Fun fact: He has a song on Spotify (Without Me, Losing Ground)



Piper Atnip - Staffing & HR Manager

Piper is originally from San Diego, CA and moved to Mount Horeb for her senior year of high school and never left. While attending Edgewood College, she ran cross country and indoor/outdoor track while studying International Relations and Spanish.



As an elite distance runner, Piper loves to push herself to new PR's while still enjoying the sport and having fun. Running is her "nap time", her happy place and the best part of her day. When she's not running, she loves hanging out with her Pug Obi, family, and friends, and generally being outside (as long as it's not too cold). Piper mainly roots for the Packers and the Vikings, but follows all NFL Teams. Fun fact: Spanish is her first academic language.



THIS MONTH....

2024 BY THE NUMBERS

Equipment
Vehicles
Events

SPONSOR SPOTLIGHT

Milwaukee Bike Fit Studio
US Cellular
Bobo's Oat Bars

RECIPE CORNER

Apple Chips & Apple Crisp

UPDATE

2025 RDE Employment Survey
2024 W-2s

UPCOMING EVENTS,
ANNIVERSARIES,
NEW HIRES,
& STAFF UPDATE



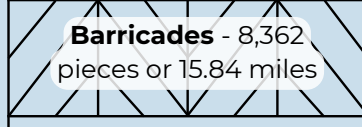
2024 BY THE NUMBERS

EQUIPMENT

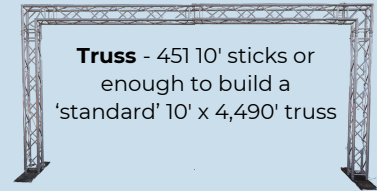
How much was used in 2024?



Cones - 27,272 total
cones or enough to
cone 273 standard 5Ks



Barricades - 8,362
pieces or 15.84 miles



Truss - 451 10' sticks or
enough to build a
'standard' 10' x 4,490' truss

Verticade Bases - 770 or the
weight equivalent of 6 adult hippos



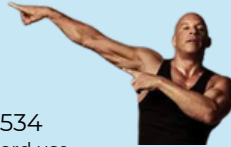
Most frequently used equipment:

1. Tables, chairs, timing mats - 73% of weekends
2. Extension cords, cones, generators - 70.5% of weekends
3. Truss - 64.7% of weekends

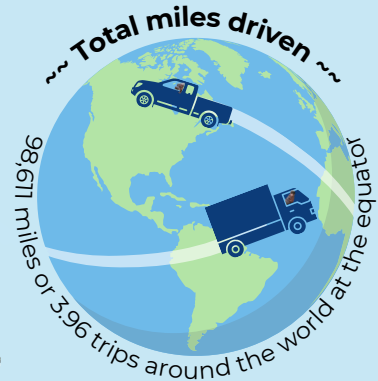
VEHICLES

People who purchased the most fuel*:

1. Kevin Sas - \$3,452
 2. Ron Heinrich - \$3,280
 3. Eli Foht - \$2,925.87
 4. Luke Smetters - \$2,593
 5. Ryan Griessmeyer - \$2,534
- *purchases based on KT fuel card use



Vehicle with the most drive time
Silver F250 (#8) with 21,903 miles



EVENTS

of events in 2024:

- 25 owned events
- 176 supported events (includes rentals)
- 114 events were timed

Where were the events?

78 cities in 7 states, plus DC:

- WI - 178 events
- IL / MI / IN - 6 events each
- NY - 2 events
- GA / MN / DC - 1 event each



How many people registered?

Owned Events = 25,589:

- 54% female
- 46% male
- 3 people undisclosed

Supported Events = 60,424:

- 54% female
- 46% male
- .1% undisclosed

How many events did people register for?

- 1 person = 23 events
- 18 people = 11-17 events each
- 20 people = 10 events each
- 351 people = 6-9 events each
- 2,334 = 2-5 events each
- 16,300+ = 1 event each





SPONSOR SPOTLIGHT

MILWAUKEE BIKE FIT STUDIO

Love riding your bike but wish it could be a little more comfortable? Wish you could have a little more power for hill climbing? Part of the problem may be how you and your bike 'fit' together, or how you don't fit together. Milwaukee Bike Fit Studio specializes in helping you be one with your ride; whether you want your current bike to fit better or you want to find the perfect fitting new bike, they have the tools and knowledge to help you "achieve smiles and miles of pain free riding."

Interested in more information? Contact them at info@MilwaukeeBikeFitStudio.com or talk to them at any of the 2025 WI Tri Series races.

**Milwaukee Bike
Fit Studio**

US CELLULAR

US Cellular has signed on as a new financial sponsor for Cupid Shuffle, Luck of the Irish, and the EPIC Marathon and Running festival. You'll likely see some content in upcoming RDE e-newsletters plus USC may have representatives on-site at each event, providing information about their products and services.



BOBO'S OAT BARS

Based in Boulder, CO, Bobo's oat bars are made with 100% whole grain oats and come in a variety of flavors from seasonals like pecan pie and gingerbread to year-round faves like their apple pie oat bites to their newest edition: PB&Js. Bobo's oat bars will be given to the first 500 people at packet pickup for Pleasant Prairie Triathlon and will also be an aid station option for Traverse City Trail Running Festival.



RECIPE CORNER

APPLE CHIPS

Ingredients

Apples & Cinnamon

Directions

1. Preheat oven 200 degrees
2. Wash, core, & thinly slice apples
3. Arrange slices on parchment-lined baking sheets, sprinkle with cinnamon
4. Bake 2 to 2-1/2 hours, until a single chip is crisp after 2-3 minutes sitting at room temp
5. Turn off the oven but leave the chips in the oven for an hour while it cools down



APPLE CRUMBLE

Ingredients

Crumble Topping

- 1 C flour
- 3/4 C brown sugar
- 1 t baking powder
- 1/2 t salt
- 1/2 t ground cinnamon
- 8 T unsalted butter, melted

Filling

- 2-1/2 # apples, peeled, cored, bite sized pieces
- 1/2 C granulated sugar
- 1 T lemon juice
- 2 T corn starch
- 1/2 t salt
- 1 t ground cinnamon

Directions

Preheat oven to 375 F. Lightly spray an 8 or 9-inch baking dish with nonstick cooking spray

Crumble Topping

1. Whisk dry ingredients
2. Add melted butter and stir with a fork until crumbly

Filling

1. Combine apples, sugar, lemon juice, corn starch & cinnamon
2. Transfer mixture to prepared backing dish
3. Sprinkle crumble mixture evenly over the top
4. Bake for 35-45 minutes, or until bubbling and golden brown on top
5. Let cool for 15 minutes before serving





UPDATE

2025 RDE EMPLOYMENT SURVEY

Please watch your email for a link to the 2025 RDE Employment Survey.

This survey is our way of getting an idea of who is planning to work events with us in 2025, as well as which months everyone expects to be the most (or the least) available. All of this helps us plan ahead with everything from recruitment to calendar management. If you don't plan to work in 2025, please still complete the survey and let us know.

Interested in planning ahead more for 2025? Let us know in the survey and we can get you a tentative 2025 event schedule. 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 we work to staff events with the best possible mix of skills and experience.

2024 W-2s AVAILABLE ON PAYCHEX FLEX

That's right! Your RDE W-2 is ready to download. Just login to your mobile app or desktop: myapps.paychex.com. Click the 2024 W2 icon in the Tax Documents tile and download or print the pdf.

UPCOMING EVENTS, ANNIVERSARIES & NEW HIRES

UPCOMING KEY EVENTS

JANUARY

1st	New Year's Day Dash
19th	Winter Run Series - Big Chill

FEBRUARY

8th	Frozen Assets 5K
16th	Winter Run Series - Cupid Shuffle



JANUARY ANNIVERSARIES

1 Year	Luke Smetters
	Claire Walsh
	Cooper Walsh

9 Years	Eli Foht
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RECENT NEW HIRES

Full-Time
Piper Atnip
Tyler Zandstra

Part-Time
Anna Heard
Nicole Price

STAFF UPDATE

After 9 years with Race Day Events, Abbey Van Valkenburg is starting a new chapter as the Race Director for Badger Challenge. If you've ever worked with her, you know that Abbey is kind, patient, and fun. We will miss her smile & laugh around the office and at events. You'll probably see her around, crossing the finish line of a few key RDE events. Best of luck to Abbey she tackles this next phase.





THANK YOU TO EVERYONE WHO MADE 2024 AWESOME



Eric Adrian
Piper Atnip
Matt Aumann
Evan Bach
Scott Ball
Hernan Ballard
Jennifer Bard
Karl Betchner
Sara Boatman
Amy Borchardt
Ruth Boulet
Lori Bue
Emily Caflisch
Amy Campbell
Sammy Chandhok
Marylou Clayton
Sandy Crain
Kevin Day
Matt Day
Amy de Simone
Julier Duarte
Eli Foht
Daniel Furlan
Dave Furlan
Jace Griessmeyer
Ryan Griessmeyer
Ava Hamilton
Brian Hamilton
Daniel Handysides
Sandra Handysides
Torben Harrison
Matt Haynes
Ron Heinrich
Jerome Helton
Justin Herrmann



Jacob Iavarone
Melissa Johnson
Amy Karsten
Brian Karsten
Liz Keith
Diane Kienow
Mark Kochanski
Nelsen Labansky
Sarah Lee
Cynthia Liu
Pat Luebke
Laurie Mancheski
Amanda Marek
Katie Matuszak
Mike Maynor
Deb McClintock
Greg McCormick
Maddy McKeown
Achilles Mendes
Ashley Modder
Brianna Moling
Henry Moore
Ryan Murphy
Devan Nielsen
Val Offringa
Ken Owens
Dann Petersen
Ben Pieton
Eleanor Pieton
Jason Pieton
Debbie Podjaski
Andrew Porn
Jen Potrafka
Emilia Prieto
Jen Reese
Michelle Richards



Kyle Riphon
Brad Rogstad
Ellen Runkel
Meredith Santillan
Kevin Sas
Krista Schmidt
Megan Severa
Emma Shaffer
Dwight Shelton
Meredith Shelton
Luke Smetters
Dawn Smith
Josh Stevens
Kelly Storti
Kelly Suchomel
Emily Tachon
Wesley Tateh
Angie Tripp
Katey Ullmann
Molly Van Herwynen
Courtney Vanorio
Abbey VanValkenburg
Claire Walsh
Cooper Walsh
Lawrence Walsh
Jack Wanezek
Meghan Will
Garrett Wilson
Brent Wray
Lela Yang
Saya Yang
Tyler Zandstra
Melinda Zellmer
Michael Zellmer
Bob Zimmerman