

The Tau Beta Pi Association
Iowa Alpha Chapter
110 Marston Hall, Iowa State University
Ames, Iowa 50011-2150

Chapter Project Report

Project Name: 8th Annual Pi Mile Run	Project Status: Old
Date of Project: 10/27/01	Submitted By: Joe Hansen
Hours Organizing: 50	No. of Members: 10
Hours Participating: 3	No. of Electees: 22
Target Audience: Ames/ISU community	% of Membership Participating: 10%

Description of Project:

I. General Description:

The Pi Mile Run is a 5K run held annually on the ISU campus. The event is sponsored by Tau Beta Pi and benefits the Special Olympics.

II. Purpose and Relationship to Objectives of Tau Beta Pi:

The run satisfies TBP objectives by accomplishing the following:

- Directly benefiting a charity organization
- Increasing community and campus recognition of Tau Beta Pi

III. Organization and Administration:

The race was organized primarily by Joe Hansen and Randy Mathison, TBP Project Officers. Organization included contacts with the following ISU organizations:

- Student Activities Commission
- Department of Public Safety
- Memorial Union Food Service
- CyRide
- Facilities Management

In addition, contacts were made with the following organizations for publicity purposes:

- KASI AM
- Des Moines Register
- Ames Tribune
- Iowa State Daily
- Special Olympics
- FitnessSports.Com
- Runner's World

IV. Cost and Personnel Requirements:

Approximate overhead costs for the event included the following:

- 60 T-shirts from T-Galaxy (price reflects a discount for being affiliated with the Special Olympics) \$314
- Brochure printing: \$50
- Sponsor banner and thank-you fliers: \$30
- ISU Daily Ad: \$40
- Post-event pizza meeting: \$50

Personnel requirements include the following:

- 15 people to solicit prize and financial donations from businesses
- 2 truck-driving morning people to set up the barricades and cones prior to the race
- 18 orange-vest-sporting corners to keep runners on the course
- 1 orange-vest-sporting, bike-riding human rabbit for the runners to follow
- 4 alert people to help with registration and timing
- 1 well-meaning, drink-cooler-wielding member to give the back of a supporting minivan that citrusy-fresh feeling

V. Special Problems:

Special problems faced this year include:

- Dealing with large numbers of runners registering on race day is difficult. Future runs should encourage pre-registration as much as possible. If possible, the university waiver and insurance form (which is huge) should be made available to the runners before the race.
- The cross country team was unable to provide timing equipment, so a simple MS Access database was written by Joe Hansen (hansenjd@iastate.edu) to perform timing and award functions. This database is available in the project officer binder.
- Some businesses contacted too late to consider donation in time.
- Getting students to run a race at 8:30am on a Saturday may be a lost cause.
- Cops repeatedly forcing a project officer's mother to take a breathalyzer test because her minivan "smells like a giant screwdriver."

VI. Over-all Evaluation/Results:

Overall, the event was a success. Future run committees should improve the event by focusing on the following areas:

- Early planning (spring before the event).
- Early contact with potential donors.
- More extensive publicity on campus.
- A run time earlier in the year and later in the day.
- Scotch-guarding of all participating vehicles.

VII. Attachments/Pictures

Pictures courtesy of Dr. Smith

"Pi Mile Run Hosting for Dummies -- 2001 Edition"

Pi Mile Run Hosting for Dummies

Revised 5/02

1. Set race date

- Be sure to avoid the Run for the Roses and Homecoming Run in Ames and the Race for the Cure in Des Moines.
- Avoid home football games.
- Laura Bestler-Wilcox at the Student Activities Center will be very helpful in choosing an open day
- Runners are crazy enough to run in frigid cold weather—don't worry too much about having it late in the fall if you have to.
- The 2001 race started at 8:30 am. There was speculation that a later start time would have encouraged more student interest. It would have also been much warmer.

2. Publish race flyer and brochure (with entry form)

- Locate the current version on disk.
- Modify the route map if necessary.
- The 2002 run used 500 tri-fold brochures/entry forms and 300 fliers. There were plenty of leftover brochures, so 400 may be a more appropriate number. The copy center will fold them for you for a price, but it is probably worth the savings in time.
- Be sure to have extra entry forms at the race

3. Get race numbers from Runner's World

- Numbers can be requested from the web site www.runnersworld.com

4. Publicity

- Put fliers up in:
 - The Rec
 - State Gym
 - Forker
 - Sports Page (at the Mall)
 - Engineering building bulletin boards
 - Sports Fitness in Des Moines
 - Ames Racquet and Fitness Club (multiple locations)
 - Dorm / Greek intramural chair boxes at State Gym
 - Dorms, food service
- Contact newspapers
 - ISU Daily (contact early and try to get a story)
 - Ames Tribune and Des Moines Register will both run short blurbs
- Radio
 - Mel Crippen on 1430 KASI is a great supporter of the Special Olympics. He will interview you on his Friday morning program for several weeks leading up to the race, so contact him early in the semester.
 - KCCQ 107.1 will do a Q-Tip for free
 - Announcements on KURE
- Contact Mike Harvey (294-0994) for information about special recruitment opportunities in Rec Services buildings. This will most likely involve placing brochures in the entry ways of the Rec and Beyer, but he may have other ideas as well.
- Get the entry form posted on the TBP web site.
- List the race at www.fitnesssports.com. Link the listing to the online entry form. (This will pull a surprising number of runners from the Des Moines area).
- Runner's World may also have a posting area on their website

5. University Paperwork

- Get an activity authorization form from the Student Activities Center in B6 Memorial Union. They will schedule a meeting where you must present the requirements and safety measures of the event to representatives. Do this early—summer if possible. The meeting mostly focuses on how you intend to make this a safe event.
- Bring signed intramural form (essentially a deposit) to Sue Mallas (294-1023) at Facilities Planning and Management for the barricades and cones.
- Remind DPS and Cy-Ride (292-1100) about a week before the race so there aren't any incidents.
- Notify Bill Young at the MU food service (294-0991) about the timing of the run so that he can reschedule food deliveries, even though he probably won't care.
- Jerry Stewart at DPS (294-4428) is able to lend you a golf cart. This is very useful to check the course on the morning of the race and shuttle materials around.
- Marsha Mclenden at DPS will be able to provide you with orange vests (for corners) and a bullhorn if desired.
- The university has a large waiver that must be filled out by all runners. This form is too long for 80 runners to fill out in the cold on race morning. If the University still doesn't have an electronic version, find a way to get it to the runners (perhaps scan and email) so that they can fill it out at home and bring it on race day. A 2001 Version of this form is on the disk.

6. Sponsors

- Bring a letter (on TBP letterhead) and ask businesses personally. If possible, enlist the fundraising committee and/or some initiates for this job. A list of 2002 donors can be found in the enclosed database. One helpful note is that businesses are more willing to hear your request and take it seriously if you are nicely dressed. It may help to remind them what they donated last year.
- Some businesses might be interested in donating but have time deadlines. It would be nice to contact them several months before the race so that they have time to process your request.
- Cash donations are preferable to product donations, but take what you can get.
- Large banners can be printed for a small fee. This banner can be used to thank your sponsors at the race site, providing them a little extra incentive to give you things.

7. Timing

- Kevin Bourke with the Men's Cross Country team has previously made his race timer available to us. If this is not available for some reason (the 2002 race was during an away cross country tournament) you will need to find another method. The enclosed database includes a quick and simple timing application that can be used. If you feel comfortable with the database and are able to have a laptop computer at the race, this is very slick because it will instantly create results once the race is finished. Joe Hansen can be contacted for questions regarding this program.
- Regardless of the timing system used, have a way to get runners their results. They sometimes get cranky if this isn't done. A printer at the table wouldn't be a crazy idea, or perhaps a fast person with a floppy disk and a campus print balance. A large results board may also be used.
- Make arrangements to put the race results online, again linked from the fitnesssports.com site.
- Create a long, narrow chute of cones and barricades to keep people from finishing simultaneously.
- Collect race tags from runners as they finish on a pencil with a large knob on one end (so you can only add tags from one side and they don't fall off). This step is very important—you will need the exact order of finish in order to match runners with their times. Plan on four people to handle timing and finish orders.

8. T-Shirts

- Have the entry deadline 2-3 weeks before the race so that you know how many shirts to order. In 2002, we had 20 pre-registrations and just over 60 runners, to give you an idea of how many more shirts to order. Try to avoid reordering shirts if possible, as they cost much more in smaller quantities.
- T-Galaxy will give us special pricing because the event is for the Special Olympics. Be sure to mention this to them the first time you speak with them.
- T-Galaxy will also give a 5% discount if we put their name on the back.

9. Course

- Previous years have used 15 barricades and 40 cones. See attached map for barricade location.

- The course has changed slightly over the years, mostly due to construction. As a result, it should really be measured again. Pay special attention to the positioning of the starting line and finish chute.
- Note the mile markers so that it would be possible to have someone at each one yelling times at runners. Marking the miles is pretty important to the runners, and should be done somehow.

10. Day before race

- Chalk the course the night before. This takes about 2 hours and a good-sized bucket of chalk. Hope it doesn't rain that night.
- Separate t-shirts into boxes:
 - On-time entries, guaranteed the correct size.
 - Extras: first-come, first-served
- Buy safety pins for the race tags
- Create a sign-up sheet for t-shirt reorder.
- Get change / cash box from the treasurer

11. Race day

- Pick up golf cart from DPS (they're open 24 hours). For the 2001 race, which started at 8:30, the cart was picked up at 5. You may want to check the course to be sure that the chalk is still visible and there isn't any impromptu construction along the route. One recent race featured a tree crew tearing down a tree in the race path about 45 minutes before the race started.
- Set up cones and barricades. This requires a big truck, at least two people, and about an hour. Adviser Dave Kilzer provided a large truck for the 2001 race.
- Set up food and water at start/finish area
- Organize volunteers. Most of the labor force for the 2001 race was initiates, with a few general members. It is important to make sure everyone knows where to go, what to do, and when they can leave.
- Take entries, hand out shirts and numbers. There should be at least 4 people dedicated to this, as a lot of runners tend to show up at about 15 minutes before race time wanting to register. People will start showing up an hour before the race is scheduled to start
- Set up timing system.
- Start race on time with bike in lead.
- Set up finish line.
- Rip tags as runners finish. Identifying Tag ID collected on a pencil to obtain race order
- Start creating results—matching times with numbers.
- Hold award ceremony.
- Return cones, golf cart, barricades.
- Clean up.
- Go home, fall asleep in front of football game.

12. After race day

- Return timing system.
- Write thank you letters to all sponsors.
- Reorder and distribute t-shirts.
- Send check to Special Olympics.
- Retain liability waivers for one year after event.
- Add your wisdom to this file.

13. Race-day Site Setup

It is difficult to handle a large number of people wanting to register for the race when they all show up 15 minutes before the start time. The following setup idea was formed at the wrapup pizza meeting, with Sarah Bauer finally sketching it out visually. Left to right (end of line to table), it features:

- Big Sign: Post a large sign on an easel saying "Register Here" and telling them that they will need \$16, a registration form, and an insurance waiver.
- Form Table: Place a table next to the sign with the registration form and insurance waiver. A couple dozen clipboards would be incredibly helpful. These forms are long and complicated and will slow down the process, especially if people don't have a place to fill them out and it's 50 degrees outside.

- Registration Table: Place 2 (at least) people here:
 - First person: Has a money box and handles all money stuff (TBP treasurer would be good).
 - Second person: Takes both forms and hands runners their numbers.
 - Third person: Assists the second person. Gives runners bags with t-shirts.

14. Safety

- You need to have at least one CPR certified individual in the finish area. A runner had a heart attack and died at the Run for the Roses a few years ago—we need to be prepared, just in case. In 2001, the CPR trained individual was a member of TBP, but it would be nice to get a professional from Student Health, the McFarland Clinic, or Mary Greeley.

