



# THE RUNNING EVENT<sup>®</sup> 2010 AUSTIN TEXAS

NOVEMBER 15-18, 2010  
HILTON AUSTIN & AUSTIN CONVENTION CENTER

The Running Event 2010 Conference  
A Two Day Information-Packed Event

Our Biggest Ever Line Up Of Breakout Sessions

The Only B2B Expo Devoted Exclusively  
To The Running Specialty Business

THE ONLY CONFERENCE AND EXPO ENDORSED EXCLUSIVELY BY  
THE INDEPENDENT RUNNING RETAILER ASSOCIATION



# The Running Event Conference, November 15-16, 2010 at the Hilton Austin

The Running Event 2010 Conference offers two days of education, presentations and breakout sessions on business operations, marketing, merchandising, human resources and management.

## Featured Speakers

MONDAY, NOVEMBER 15, 2010

### Gutsy Leadership

Dr. Kevin Frieberg  
Presented by New Balance



*Creating a great PLACE, where great PEOPLE, are inspired to do great WORK. Are your leaders worthy of the loyalty they desire from employees? Customers? Do your people care*

about your business as much as you do? Is everyone in your store committed to getting smarter, better, faster? Does your store provide unforgettable service—really? In this keynote Kevin will show you what other entrepreneurs are doing to answer these questions with an emphatic “YES!”

### The Human Foot, The Running Shoe & The Future

Simon Bartold, presented by ASICS



Learn some of the latest theories and findings on biomechanics, injury prevention and footwear design from this internationally

known researcher. Bartold recently received the Schuster Award, presented by the American Academy of Podiatric Sports Medicine to a researcher who has made an outstanding contribution to the body of knowledge of biomechanics and sports medicine.

### Come Together

Kelly McDonald  
McDonald Marketing



*Generational Differences and How to Effectively Work with Someone Much Older or Younger than You.*

Why don't Boomers realize there's more to life than work? And why don't Millennials realize that their 5:00 p.m. yoga class does not take precedence over a client deadline? This presentation will focus on key generational differences and how you can work effectively with someone much older or younger than you – and enjoy it!

TUESDAY, NOVEMBER 16, 2010

### Customers Do Not Know What They Want

Dan Mann, president The Mann Group  
Presented by Puma



In this session, we'll show you the assumptions your sales staff MUST avoid in order to be most successful with your customers. Also,

we'll show you the assumptions your customers may have about you! We'll show you why that is the case; How these assumptions translate into poor behavior; and most of all, what can you do about it!

[www.therunningevent.com](http://www.therunningevent.com)

### Terms of Endearment

Paul Erickson,  
Senior Vice-President  
Client Services of RMSA



*The liveliest presentation on Inventory Management and Control that you will ever see. This presentation is interactive, employing actual case studies so that the participants hear from*

stores just like yours. We all know that too much inventory is a problem but what about too little? The presentation looks at the paradox of inventory and why having too little can actually be worse than having too much. The seminar examines how to determine sales potential and missed business in your inventory data.

irra

### How to Hire A Players and Find the Right People for Your Team

Eric Herrenkohl, Herrenkohl Consulting



Eric Herrenkohl is the author of the upcoming book “How to Hire A-Players: Finding the Top People for Your Team – Even if You Don't Have a Recruiting Department.” He is also

President of Herrenkohl Consulting, a firm devoted to helping business owners create the organizations they need to build the businesses they want. He has worked with a number of leading running stores on hiring, training and retaining staffers and putting the right people in jobs where they can be successful and help your store's bottom line.

NOTE:  
You must be an IRRA member to attend this session

## Inside the Numbers: Your Roadmap to Business Health

Nuts & Bolts:  
A special 2-part session sponsored by the IRRA and Running Insight

irra

Parker Karnan,  
Karnan Associates



### Session 1: The Retail Dashboard

In the first nuts and bolts session, Parker Karnan will demonstrate how the IRRA Specialty Running Dashboard provides you with ‘at a glance’ vital information that benchmarks your store performance and allows you to make smart business decisions.

### Session 2: Linking employee compensation to your goals

Employee compensation is a hot topic in 2010. What percentage of revenue should employee payroll be? How do you evaluate your staff and provide competitive compensation plans? In this second nuts



## The Biggest Ever Line-up of Breakout Sessions

Small focused presentations and open discussions on topics chosen by retailers

### Foot Function and Fit: Shades of Gray

By Jeff Gray, C.Ped., Superfeet Director of Education and Training

Jeff Gray, C.Ped. has an extensive background in Applied Biomechanics and has been fitting footwear in a retail environment for over 30 years. Gain a greater understanding of a proper fit system in which every element works together to enhance your customer's experience, health and foot function. Each foot is different –fitting footwear according to each person's individual foot shape is not black and white!

### The Doctor's Office

What are the most common running injuries treated by doctors today? And how do doctors interact with local running stores to keep runners healthy and on the road. This informative session, presented by the American Academy of Podiatric Sports Medicine, will share the medical point of view on what's going on in running today with their patients and your customers.

### How to Plan and Grow Your Apparel Business

Presented by Nike

In this interactive breakout session, retailers will learn how to focus on buying and merchandising apparel and how the two functions go together. Topics will include" how to drive volume with foundational styles, drive differentiation with seasonal styles and drive traffic with heat styles.

**Companies interested in sponsoring the Conference or exhibiting at the Expo should contact Troy Leonard at [tleonard@formula4media.com](mailto:tleonard@formula4media.com) 352-624-1561**

and bolts session, Parker will show an employee structure that works for specialty running shops and includes evaluation techniques, and compensations plans that all use the store dashboard to measure performance and success.

## Networking, Social Events and Runs

### Opening Night Welcome Reception

Monday, November 15 at 6:00 p.m., Hilton Austin. Sponsored by Balega

### Cocktails on the Expo Floor

Tuesday, November 16 at 6:00 p.m., Austin Convention Center

### The Running Specialty Hall of Fame® Dinner & Inductions

Tuesday, November 16 at 8:00 p.m., Austin Convention Center

Presented by the IRRRA

### Breakfast Seminar: The Compression Session

Wednesday, November 17 at 9:00 a.m.

Learn about one of the hottest categories in running at this entertaining, informative presentation that discusses the technology of the product, its performance benefits and the opportunities for retailers. **Sponsored by Saucony**



### The Running Event Expo

Wednesday, November 17 & Thursday, November 18 at The Austin Convention Center

- The largest, liveliest business expo in North America devoted exclusively to running and multi-sport retail.
- More than 150 Exhibitors, key suppliers to the running specialty channel.
- Wear test the newest running shoes and socks from leading vendors at the Shoe and Sock bar.
- Learn about the latest and greatest performance apparel in the new Apparel Tech Center.
- Touch and experience the latest in fabric innovations and learn from company experts during Apparel Tech Center Question Time.



### 50 Best Running Stores® Awards & Banquet

Wednesday, November 17 at 7:00 p.m. The Hilton Austin

Sponsored by Competitor Group

Join us as we celebrate the entire running specialty channel by honoring the best stores of 2010 and The Store of the Year. Other special awards include: The Ubuntu Community Service Award, presented by Balega, and the Just Do It Award presented by Nike for leadership and service to women athletes.

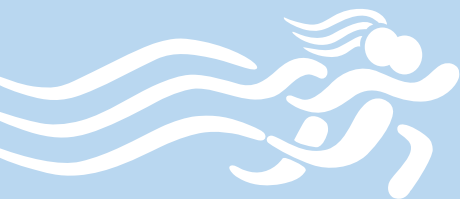
**Have your customers nominate your store at [www.competitor.com/50best](http://www.competitor.com/50best)**

### Breakfast With the Athletes

Thursday, November 18 at the Austin Convention Center. 8:30 a.m.-11:00 a.m.

Featuring some of the best athletes in the world.

**Retail registration opens in July. Retailers interested in attending The Running Event should contact Mark Sullivan at [msullivan@formula4media.com](mailto:msullivan@formula4media.com) or 646-319-7878**



# The Running Event At-A-Glance

## The Running Event Conference

### MONDAY, NOVEMBER 15

11:00 a.m. – 1:00 p.m.  
Registration opens. Lunch Served

1:00 p.m. – 5:30 p.m.  
Conference in Session

6:00 p.m. – 7:30 p.m.  
Welcome Reception at the Hilton – Austin  
*Sponsored by Balega*

7:30 p.m.  
Dinner on your own at local eateries in downtown Austin

### TUESDAY, NOVEMBER 16

6:30 a.m.  
Trail Run in Zilker Park  
*Sponsored by The North Face*

8:45 a.m. – 5:30 p.m.  
Conference in Session

12 p.m. – 1:00 p.m.: Lunch

1:00 p.m. – 5:30 p.m.  
Special Sessions & Breakout Sessions

6:00 p.m. – 8:00 p.m.  
Cocktail Reception on the Expo Floor at the Austin Convention Center

8:00 p.m.  
The Running Specialty Hall Of Fame Dinner & Inductions presented by the IRRRA at the Austin Convention Center  
*Sponsored by Runner's World and Brooks*

## The Running Event Expo

### WEDNESDAY, NOVEMBER 17

6:30 a.m.  
Indie 5K: Featuring the fastest running store owners in the Country.  
*Sponsored by K-Swiss, New Balance Performance Socks, Timex, Gu Energy Labs, Jelly Belly/Sport Beans, KT Tape, Nathan & Running Skirts*

9:00 a.m.  
Breakfast Seminar Presentation at the Austin Convention Center.  
*Presented by Saucony*

10:00 a.m. – 6:00 p.m.  
Expo Hours

7:00 p.m.  
50 Best Running Stores in America Awards and Banquet  
*Sponsored by Competitor Group*

### THURSDAY, NOVEMBER 18

8:30 a.m. - 11:00 a.m.  
Breakfast with the Athletes on the Expo Show Floor  
Join some of the most well known athletes in the sport on the floor of the Expo.

1 p.m. Expo closes

[www.therunningevent.com](http://www.therunningevent.com)

### PLATINUM SPONSORS



### SPONSORS



### EXHIBITOR LIST (AS OF 5/5/10)

- |                             |                                       |                           |
|-----------------------------|---------------------------------------|---------------------------|
| Achilex                     | K-Swiss                               | Sistas Shirts             |
| adidas                      | Kako International                    | Skirt Sports              |
| Aetrex                      | KT Tape                               | Smartwool                 |
| Amphipod                    | LaSportiva                            | Salomon                   |
| Ampocket                    | Leisure Trends Group                  | Scott USA                 |
| Asics                       | Leslie Jordan                         | Sockwise                  |
| Baby Jogger                 | Life Is Good                          | SOLE                      |
| Balega Sports               | Louis Garneau                         | Soleus Running            |
| Birkenstock                 | Manzella                              | Spenco                    |
| Black Diamond Equipment     | Marshall-Browning International Corp. | Spibelt                   |
| Boa Technology              | Medi-Dyne                             | Sporthill                 |
| BOB Strollers               | Mizuno                                | Sport Science             |
| Blue Seventy                | Montrail                              | Strassburg Sock           |
| Brooks                      | Moving Comfort                        | Sturdy Girl Sports        |
| Camelbak Products           | Mueller Sports Medicine               | Sugoi                     |
| Celerant Technology Corp.   | New Balance                           | Superfeet                 |
| CEP Sportswear              | Newton Running                        | Suunto                    |
| Clif Bar                    | Nike                                  | Tarma Designs             |
| Comformable                 | Nuun Active Hydration                 | The North Face            |
| Cool Palms (BEX)            | Oakley                                | 3Point5                   |
| Competitor Group, Inc.      | Oiselle Running                       | Thorlo                    |
| CW-X Conditioning Wear      | Orthaheel                             | Tifosi Optics             |
| DeFeet                      | Peet Shoe Dryer                       | Timex                     |
| Dermatone                   | Pearl Izumi                           | Treksta                   |
| Earth                       | Penguin Brands/Nathan                 | Trigger Point Performance |
| Feetures                    | Polar Electro Inc.                    | 2Toms                     |
| Garmin                      | Powerstep                             | 2XU Compression           |
| GoldToe Moretz/ New Balance | Pro-Tec Athletics/Tandem Sport        | 26.2 Apparel              |
| Performance Socks           | Puma                                  | Twinlab Corporation       |
| Hoka One One                | Quattro Fitness                       | Under Armour              |
| Gu Energy Labs              | Redi-Thotics Performance Insoles      | Vibram Five Fingers       |
| Handful                     | Reebok                                | Wigwam Mills              |
| Headswears                  | Rider                                 | WL Gore & Associates      |
| Hickory Brands/DryMax       | Road ID                               | Wrightsock                |
| Icebreaker                  | Rock Tape                             | Yankz!                    |
| iFitness                    | Runner's World/Rodale Media Group     | Yurbuds                   |
| Injinji Footwear            | Running Skirts                        | Zensah                    |
| Inov-8                      | Ryder's Eyewear                       | Zoot Sports               |
| Jelly Belly/Sport Beans     | Saucony                               |                           |



# THE INDIE 5K

## Who is The Fastest Retailer in America?

Race through Austin's Zilker Park for the coveted title of the "Fastest Retailer in America." Special prizes for fastest store owners, fastest man, fastest woman and best team score.

Winning team will receive a trip to the Los Angeles Marathon, courtesy of K-Swiss.



Title sponsors: K-Swiss, New Balance Performance Socks and Timex.

