



a 501(c)(3) nonprofit organization  
through the Road Runners Club of America

## ***2019 Annual Member Meeting***

Dec. 7, 2019  
Lone Palm Golf Club

# YEAR IN REVIEW

John Scimone founded the Lakeland Family YMCA Runners Club in 1974 with a mission to bring runners and walkers together by creating the first running events in Polk County. Forty-five years later, the Lakeland Runners Club, Inc., is following a similar mission to promote running to people of all ages and abilities. As a nonprofit, we strive to make the greatest impact with our resources.

The LRC is a 100%-volunteer staffed organization, with races seven months of the year, 22 weeks of group training, and 52 weeks of community runs. The LRC is able to offer more running opportunities than most RRCA clubs due to our wonderful volunteer community. We are grateful for the 290 volunteers assisting throughout 2019, and we want to give special recognition to our 2019 Outstanding Volunteers, listed on pages 5 and 6.

I am especially grateful for the opportunity to work with this year's board of directors. They are passionate about the LRC and serve as advisors, decision makers, problem solvers, and leaders of the programs that fulfill the LRC mission. It has been a privilege to serve with each of them, and to be part of a collaborative volunteer team willing to work through challenges and implement new ideas. From the outside looking in, our responsibilities may look easy, but the reality is much different, and I am grateful for their commitment to the hard work that is required to make the LRC successful.

The LRC remains dedicated to community-based programs that inspire all ages to be active in our running club. We had more than 100 runners combined participate in our third year of Spring Ahead 5k training and a new 10k training program. Our kids run club and middle school development

## YEAR IN REVIEW *cont.*

program have more than 50 students participating in each. The hill runner program attracted runners of all levels for community training, and our early morning Pack and evening track workouts drew runners working on speed improvement. In support of these wonderful free programs, the club hosted a RRCA Coaching Certification course in October and sponsored five members to become volunteer club coaches.

The club is often complimented on the quality of our events. In order to ensure that we are using best practices, the club sponsored four race directors to complete the RRCA Race Director Certification course. We formed a race planning committee, resulting in a collaborative effort between our race directors, volunteer coordinators and course set up and management teams. To provide reliability and flexibility for our registrations, the club migrated to RunSignUp in the 4<sup>th</sup> quarter. This platform gives participants the ability to manage and modify their race entries, as well as providing analytics tools for the race committee to use for event planning. We also expanded member benefits for our families, and now all members save 20% off all race registrations automatically.

We brought back and revamped the Fleetest Foot Award, recognizing both overall and age-graded recipients who completed all 10 LRC races. We offer our congratulations to the 35 members who completed all of our events this year, and are listed on page 7. The award winners were recognized at the November member meeting, and are listed on the club website.

The club's primary goal is to provide opportunities for competition and fitness by producing 10 annual races. We

## YEAR IN REVIEW *cont.*

had 20% growth in our 2018 registrations, which we attributed to the addition of finisher medals to all LRC races. Race entries were 15% lower than anticipated for the 2019 Mayfaire 5k and the Watermelon Series. This drop in registrations was common across the country, and it prompted us to adjust our targets for the remainder of the year. This resulted in race day sell-out events at the Aching Quad Challenge, Double Down 5k, and an early sell-out for Lake to Lake 10k, minimizing the extra expense of unclaimed shirts and medals. With the generous financial support of our sponsors, combined with opening 2020 race registration in 2019, the club generated \$46,711 in race revenue. This revenue funds our charitable donations, training, membership, volunteer, administrative and operating budgets.

The Polk Museum of Art, Polk Education Foundation, kidsPACK, and the YMCA were recipients of more than \$18,000 in charitable donations from the club in 2019. We also donated race entries for silent auctions to the Junior League of Lakeland and the Kiwanis Club of Lakeland. Additionally, we promoted more than 50 other Polk County running events with the updated community calendar.

Our club currently serves 415 households and 717 members. As we look to the future, we want to strengthen the LRC's identity in our community, retain and engage our current membership, and to bring new runners into our club as members, volunteers, and leaders.

It has been a privilege to serve our organization as president. The Lakeland running community is truly outstanding, and I appreciate all I have learned being a part of it.

Sarah Kozul  
President

# 2019 BOARD OF DIRECTORS

Sarah Kozul - President  
Chuck McDanal – Vice President  
Lynn King – Secretary  
Angi Griffin – Treasurer  
Louis Irwin  
Betsy Slay  
James Hurst  
Rebecca Kimble  
Milton Lyons  
Byrl Arnold  
Michelle Hoffert  
Roxanne Youngs

## COACHES & COORDINATORS

**5k Program** – Betsy Slay  
**10k Program** – Betsy Slay  
**KIDS CLUB** – Shannon Abitbol, Jolene Ahlschwede, Kaelani Leone,  
Amanda Speakman, Erica Roberts  
**Middle School** – Michelle Hoffert, James Hurst, Amanda Speakman,  
Devon Legendre, Jake Nakamura  
**Monday Night Track** – Milton Lyons  
**Thursday Night Hills** – Dave & Cookie Quarles  
**The Pack** – Brian Heipp

## RACE COORDINATORS

**Mayfaire** – Byrl Arnold and Roxanne Youngs with Lynn King  
**Watermelon Series** – Jon Mott with James Hurst, Marianne George  
and Deanna Legendre  
**Aching Quad Challenge** – James Hurst with Brittany Irvine  
**Double Down 5k** – Angi Griffin with Lynn King  
**Lake to Lake 10k** – Lynn King with Angi Griffin

# OUTSTANDING VOLUNTEERS

We are a 100%-volunteer staffed organization. Every first-class experience we offer is due to members who give extra generously of their time assisting in multiple capacities for the LRC, at our weekly runs, as pacers for our training programs and as race volunteers. In addition to the members listed on pages 4-5, we recognize the following members for their contributions as Outstanding Volunteers by volunteering over 20 hours in 2019.

Chris Baker	Ben McConnell
Stephen Barber	Kacey Mingus
Timothy Gibson	Adrianna Mottola
Dawn Hargett	Sharon Nance
Bob Harter	Michael Nipper
Sherry Harter	Miguel Reyes
Cheryl Irwin	John Scimone
Ruthe Jameson	Danny Slay
Krissy Lavoie	Pamela Smith
Connor Legendre	Kandy Spangler
Daniel Long	Dan Windley
Cindy McCalla	

# VOLUNTEER HOURS

- 1255** hours at 10 LRC races by 123 volunteers
- 140** hours at the Spring Ahead 5k program by 29 volunteers
- 99** hours at the 10k program by 16 volunteers

# FLEETEST FOOT

The 2019 Fleetest Foot awards recognized 10 male and 10 female members for their dedication to LRC events in the sport we love. Cumulative finish times from all ten 2019 LRC races were also converted to age-graded scores. Members with the lowest cumulative times overall and age-graded were recognized on November 21.

Congratulations to our members who completed all 10 LRC races.

Shannon Abitbol

Kim Baker

Petra Beemer

Jennifer Burnett

Candy Bryant

Kristen Chaves

Melanie Cookson

Cheryl Kolb

Kaelani Leone

Nicole Minott

Petra Norris

Linda Nugent

Cassandra Pileggi

Nanette Rodgers

Gelissa Rodriguez

Meghan Ruger

Melissa Shields

Pamela Smith

Ellen Vargo

Trish Walsh

Darrell Acreman

Chris Baker

Rick Briggs

Douglas Collins

Louis Irwin

William Lay

Cliff Parkinson

Mike Rehn

Tyler Ruger

George Sapp

Kevin Sapp

Ryan Shields

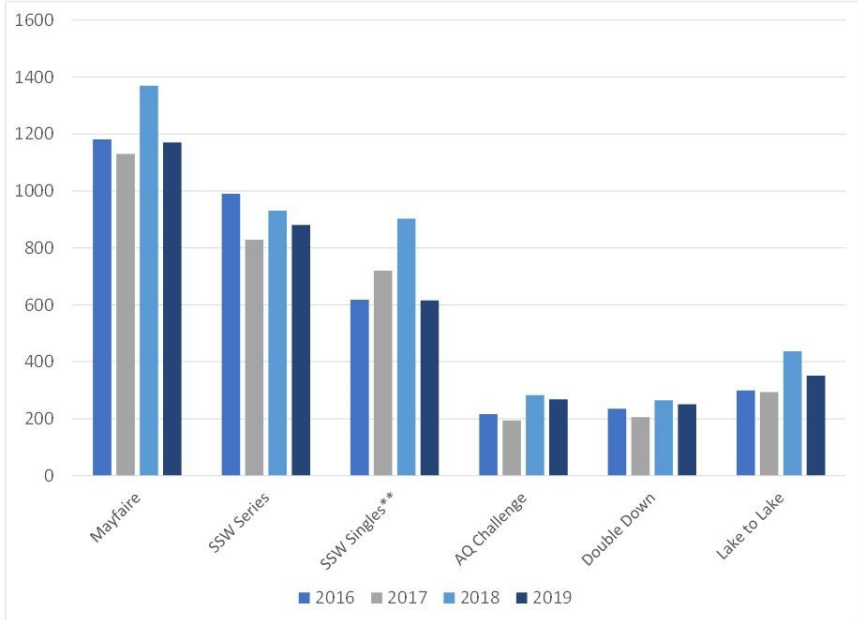
Bruce Snively

Wilson Strouse

Todd Vargo

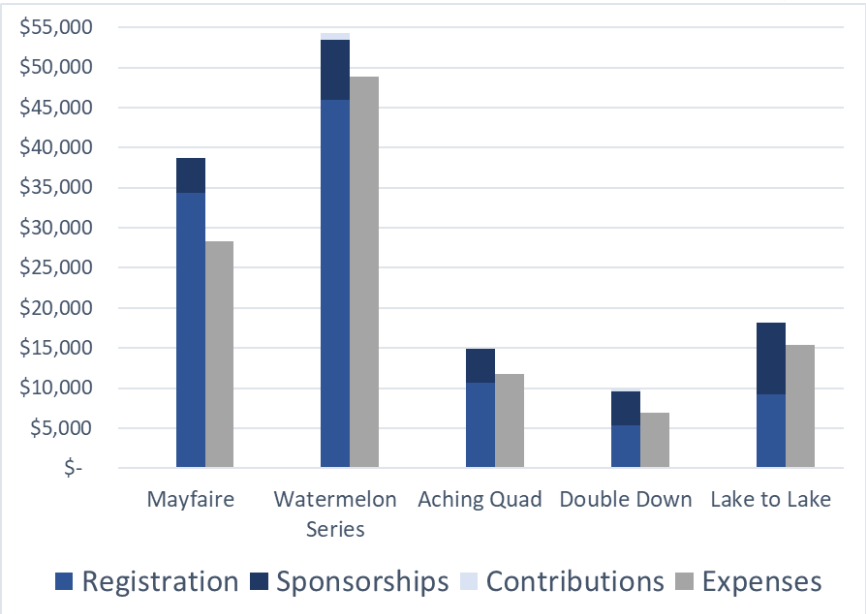
# RACE DATA

2016 - 2019 Race Entries



\*\* SSW Singles is sum of individual race entries that year.

2019 Race Revenue & Expenses





# CLUB FINANCIAL REVIEW

2018 Profit & Loss Report	
Race Revenue	
Registration	\$ 112,596
Contributions	\$ -
Apparel Sales	\$ 100
Sponsorships	\$ 27,550
<b>Total Race Revenue</b>	<b>\$ 140,246</b>
Race Expenses	
Shirts	\$ (33,339)
Medals & Awards	\$ (21,847)
Charitable Donations	\$ (20,555)
Timing	\$ (17,255)
Food, Water, Ice	\$ (8,394)
Marketing	\$ (7,909)
Rental	\$ (5,842)
Course Management	\$ (5,285)
Photography	\$ (808)
Postage, Mailing Service	\$ (640)
Supplies	\$ (379)
Gas	\$ (107)
Printing and Copying	\$ (95)
Service Charges	\$ (23)
Graphic Art / Logos	\$ -
<b>Total Race Expenses</b>	<b>\$ (122,478)</b>
<b>Net Race Revenue</b>	<b>\$ 17,768</b>
Training & Group Run Revenue	\$ 2,865
Training & Group Run Expenses	\$ (6,040)
<b>Net Training &amp; Group Runs</b>	<b>\$ (3,175)</b>
Member Dues Revenue	\$ 11,220
Member & Volunteer Expenses	\$ (16,420)
<b>Net Member &amp; Volunteers</b>	<b>\$ (5,200)</b>
Annual Meeting Revenue	\$ 1,757
Annual Meeting Expenses	\$ (9,328)
<b>Net Annual Meeting</b>	<b>\$ (7,571)</b>
Administrative Expenses	\$ (14,982)
Operating Expenses	\$ (4,779)
<b>Net Admin &amp; Operating</b>	<b>\$ (19,761)</b>
<b>Net Club Revenue</b>	<b>\$ (17,938)</b>

2019 Profit & Loss Report	
Race Revenue	
2019 Registration	\$ 105,492
2020 Registration*	\$ 5,851
Contributions	\$ 1,146
Apparel Sales	\$ 310
Sponsorships	\$ 29,300
<b>Total Race Revenue</b>	<b>\$ 142,098</b>
Race Expenses	
Shirts	\$ (29,005)
Medals & Awards	\$ (22,266)
Charitable Donations	\$ (17,355)
Timing	\$ (16,248)
Food, Water, Ice	\$ (6,979)
Marketing	\$ (117)
Rental	\$ (8,768)
Course Management	\$ (6,508)
Photography	\$ (855)
Postage, Mailing Service	\$ (602)
Supplies	\$ (846)
Gas	\$ (119)
Printing and Copying	\$ (643)
Service Charges	\$ (28)
Graphic Art / Logos	\$ (275)
<b>Total Race Expenses</b>	<b>\$ (110,614)</b>
<b>Net Race Revenue</b>	<b>\$ 31,485</b>
Training & Group Run Revenue	\$ 9,983
Training & Group Run Expenses	\$ (8,842)
<b>Net Training &amp; Group Runs</b>	<b>\$ 1,141</b>
Member Dues & Gear Revenue	\$ 12,265
Member & Volunteer Expenses	\$ (16,944)
<b>Net Member &amp; Volunteers</b>	<b>\$ (4,679)</b>
Annual Meeting Revenue	\$ 2,400
Annual Meeting Expenses	\$ (5,338)
<b>Net Annual Meeting</b>	<b>\$ (2,938)</b>
Administrative Expenses	\$ (14,196)
Operating Expenses	\$ (5,522)
<b>Net Admin &amp; Operating</b>	<b>\$ (19,718)</b>
<b>Net Club Revenue</b>	<b>\$ 5,290</b>

\*early 2020 race registrations contributed to a positive net revenue in 2019.

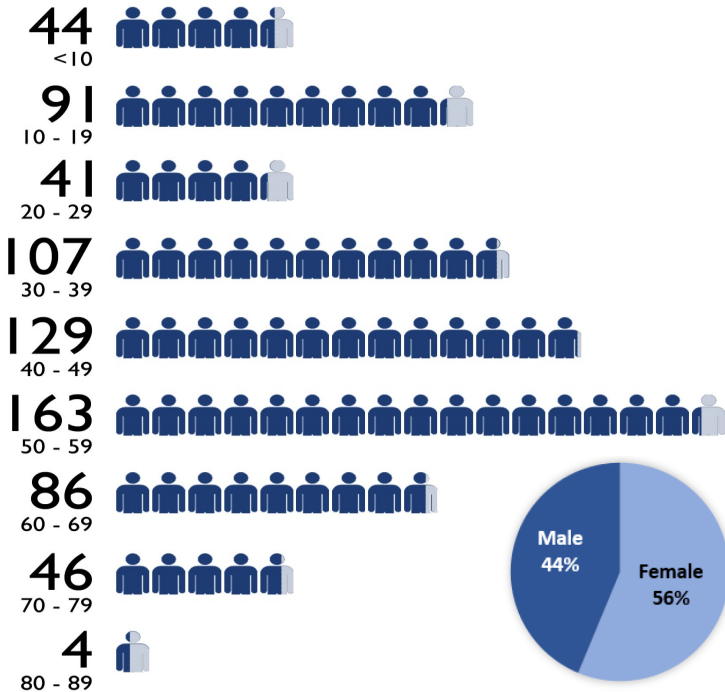
# CHARITABLE DONATIONS

<p><b>Polk Museum of Art</b> \$1,775 Annual Exhibitions Fund</p>	<p><b>Polk Education Foundation</b> \$15,000 Ten \$1,500 scholarships for local high school graduates</p>
<p><b>kidsPACK</b> \$600 Funding for food for two children for one year</p>	<p><b>YMCA</b> \$1,500 Annual Giving Campaign</p>

# CLUB DEMOGRAPHICS

## LRC MEMBERS BY AGE

each body represents 10 members



# 2020 DIRECTOR ELECTION

The nominating committee recommends the following slate of directors for election.

Byrl Arnold

Luis Duran

Angi Griffin

Dawn Hargrett

Brian Heipp

Michelle Hoffert

James Hurst

Louis Irwin

Sarah Kozul

John Lancaster

Sharon Nance

Chuck McDanal

Betsy Slay

Roxanne Youngs

# SPONSORS

## PRESENTING

MIDFLORIDA Credit Union

## ELITE

Howell & Thornhill – Tri Thornhill

MedExpress – Leah Barr

## ENDURANCE

Allen & Company – Isaac Hartman

Allstate – Julie Jackson

Black & Brew – Chris & Charity McArthur

Clark, Campbell, Lancaster & Munson, P.A. – John Lancaster

CliftonLarsonAllen – Lance Schmidt

Foot & Ankle Associates – Dr. Matt Werd

Hand & Stone – Rene Tirado

Hulbert Homes – Mark Hulbert

Polk State College Foundation – Marianne George

Orange Theory Fitness – Maura Aman

Winter Haven Oral Surgery – Dr. Rigo Cornejo and Dr. Jose Ramirez

## SPRINT

Denis L. Fontaine Foundation

Camp Gladiator – Katie Isaacs

Love Chiropractic – Dr. Steve Love & Dr. Tiffany Love

Tikiz Shaved Ice – Stephanie Danforth

Publix Charities

Ragnar – Megan Karis

Stryker – Liz Barshack

## DONORS

Florida Dairy Farmers

Peterson & Myers

Sir Speedy Printing

TheOverFortyRunner – John Carter