

# ECCC Fall Meeting

Saturday, November 15, 2008

Hosted by Bard College

## Raw Meeting Notes

<http://collegiatecycling.org/eccc/>

### 0900--1000 Team Building Workshop

This year's workshop will focus on team management along with sponsorship and fundraising, three closely related topics.

Emma Bast - newly elected NCCA board member (athlete representative), Mt. Holyoke student

- role of the board
  - 5 volunteers
  - new rulebooks every year
  - processing petitions for nationals
  - developing national collegiate cycling initiatives, programs, ideas
- collegiatecycling.org
  - central hub - all things collegiate cycling related
  - bare bones currently
  - future
    - wiki
    - where schools are with scholarships
    - how to get past cost hurdles
    - tips for funding teams
    - team management systems (team profile, event management)
      - email Mark A for permissions
  - need more people involved
    - comp sci majors who need projects
    - design contest for appearance
  - message from Mark Abramson
    - stuff happens in the ECCC first
    - what we do is important
    - the national rulebook comes from the ECCC
  - blog for the board
    - collegiatecycling.wordpress.com
    - ways to open up the world of the board and collegiate cycling

Rob Rowan - Columbia University Coach

- want to get more people access
  - money is a limiter
    - buying and repairing a bicycle
- get more organized
  - no accountability
  - 3 team goals every year
    - show up every year, get in gear, win the conference, win a race weekend, get out X number of racers
  - team roles to get people involved
    - category captains

- professionalism
  - punctuality
  - responsibility to have bikes in order
    - find somebody who will keep other people in line: "Your bike is disgusting and unclean. You know how to clean it. Go forth and do so."
  - show up for rides ready to go and prepared
  - riding responsibly- don't flame cars and pedestrians while wearing sponsor's kits
  - someone has to be the spokesperson for this
  - have rewards for people who won't be winning races and wearing leaders jerseys
    - "suffer monkey" rewards
- sponsorships
  - categories
    - corporations
    - alumni
    - group deals - 50% off MSRP
  - make strategies to get \$\$\$ from each
    - What do you bring to the sponsor? Are you funny? Good looking? Young and healthy? Target the sponsor individually.
  - each team member should be able to describe their sponsors and what the sponsors do
  - have alumni at races and kibitz with them
  - do charity events, share with alumni
  - do rides with sponsors
  - use monthly emails to share information with sponsors
- focus the sport for cheaper to get in to and easier for them to stay involved in.

#### Questions

- getting in touch with alumni
  - hosted an alumni ride over homecoming weeked
    - promoted through alumni assoc, emails, etc
  - sell jerseys to alumni for \$75-90
    - helps to make minimum
    - get control of your jersey and don't let adrenaline sell your stuff (easier at public univ)
  - use alumni to talk to your school
- who uses bikereg or paypal for jersey sales
  - some
  - paypal charges the promoter, processes the refunds better
  - bikereg charges the buyer
- contact alumni - how?
  - well-updated website
  - carry business cards for sponsorship <http://www.freebusinesscards.com/>
  - identify alumni by years and ask them for friends and contacts
  - get them involved in your race
  - get your riders to race for your team in the summer.
    - 3 riders from your team and reimburse them for the registration fees
  - race at your local training race
- host a cyclocross training series
- alumni rides
- brand association
- regular non-team events

- UNH and Rutgers cx rides
- Villanova? Homecoming ride
- what about regular email contact with anyone?
  - rutgers has a yearlong process
    - sponsorship email often
      - new rider intros, season wrapups
  - sponsorship@rutgerscycling.com, etc that get passed on- the email stays consistent from year to year, even if the person behind it does not. Helps make things easier for the sponsors.
  - friends of MIT cycling - alumni officer sends out periodic updates, nationals, end of season (8-10 emails about racing, jersey order, 15 total per year)
  - race reports sent to college newspaper every week, story always ends with contact ..... for more information about the team
- how many use blogs or wiki face
  - multiple teams, Drexel, UNH, Rutgers, etc
- Summer races-
  - Example: Rutgers- if 3+ racers enter and race in collegiate kits, they get race fees reimbursed.
- who wants to be involved in ECCC blog?
  - Steve Hopengarten already writes for the conference
  - Anybody else? Bueller?
- coalitions
  - race against each other
  - race with each other against other "region"
- split the conference
  - too many riders
  - days are too long
  - splitting too many fields
  - real tension between keeping racers engaged in all locales
  - south/north
    - north would get slammed for weather
    - do we spread apart in april?

#### Teams in Attendance

Union  
 Bard  
 Holyoke  
 URI  
 Rutgers  
 UDel  
 Army  
 Columbia  
 Stevens  
 Princeton  
 BC  
 MIT  
 Harvard  
 Drexel  
 Villanova  
 PSU  
 Yale  
 UVM

Northeastern  
UNH  
BU  
Tufts  
Wentworth  
Pitt  
Merchant Marine Academy  
Lehigh  
Bucknell  
Dartmouth  
UPenn  
Temple  
30 teams

1000--1100 ECCC Fall Planning Meeting Opener & Overview  
Conference status---riders, clubs, events, seasons, projects.

- Volunteers! That's you! And us!
  - Emma Bast
  - Jeff Gunn - UNH mtb coach
  - Steve Hopengarten - website and data tasks "web dude"
  - Ian Sullivan - UVM captain - helps running big teams and good events
  - Mark Vareschi - ECCC CX director
  - Rob Rowan - Hincapie order, jerseys, running team captain survey, ECCC Professionalism Director
  - Caitlin - Assistant Director
    - Owns awesome Car
    - Processes Upgrades for USAC in ECCC
    - Knows info about scoring and points
    - Coaches Intro Races
  - Joe Kopena - Director
    - "You're Going the Wrong Way"
    - used to be a slightly confused D rider
    - Then became an injured A rider
      - There are a lot of risks when you take the line at a bike race
    - In between was the focus and determination to train hard and make something happen (e.g. winning a D race and upgrading to Cs)
    - Here to make better people
    - "Make it happen" ECCC motto for 2009
- State of the Conference Address
  - ECCC
    - Delaware to Maine
    - track, mountain bike, cyclocross, and road
    - full time students - undergraduates and graduates
    - all events are student promoted
  - Leadership
    - Joe and Caitlin direct conference
    - Mark V - CX
      - Josh Jammer - assistant
    - Josh Schwartz - track
  - USA Cycling - collegiate branch
    - Daniel Matheny - National Collegiate Manager
    - Susan Diller - NE Members Services Coordinator
    - Randy Inglis - NE Regional Coordinator

- Collegiate Board of Trustees
    - Mark Abramson, Emma Bast, Nathan Drake, Anne Spalding, Sara Uhl
- Budget
  - Travel reimbursed for Conference Directors
  - some of your license fees covers this
  - covers mtb number plates
  - bring in \$\$\$ through tee shirt sales
- ECCC as compared to other conferences
  - 71 schools, MWCCC has high 50s, everyone else has half of that
  - 917 annual licenses, highest by 250
  - mode ages include 20-21 years old
  - ages range from 18-53
  - team sizes
    - 50% of our teams have <10 people
    - UVM has almost 70
    - PSU has almost 60
    - MIT has almost 50
    - the small teams are hard to sustain
    - UVM is 2% of entire nation's collegiate rider base
  - map of the county and of our conference
    - keep in mind as we make schedules
  - first conference to have all 4 qualifying disciplines for nationals
    - first track season
    - first cx "season" as compared to a race or 2
    - takes very committed riders and volunteers
    - and solid leadership
- We are the model and the Microsoft of the group
  - model for scoring schemes, intro categories
  - our number of riders allows us to do things some people can't do
  - use our lessons to adapt for other conferences
- Road Season
  - 9 race weekends
  - Intro Categories!
    - Intro Category Racers put on bike races the following year
      - CMU/Pitt, Stevens
  - Category Restrictions cleaned up racing
  - 2 races with budgets over \$25,000
  - some races run under \$2,000
  - What happens to races being canceled?
    - Most have already made serious investments in their race
  - 2 races had over 150 volunteers for the weekend
  - some slippage in race organization
    - flyers not out on time
      - determines attendance (besides weather and location)
    - promoters not readily available for officials
    - serious financial hits to races
- Track Season
  - first collegiate national championships in '76
  - 3 weekends, 4 days of racing
  - thanks to Alan Atwood, MIT, PSU
  - 50 racers in the season, 35 at biggest event
  - PSU ran 3 types of races in 1 year

- collecting and posting results wasn't reliable
  - no season overalls so far
  - Future changes?
    - moved earlier in the summer or spread out
    - non-collegiate categories
    - to be discussed at February ECCC meeting
- MTB season
  - best one in awhile
  - every weekend had 2 endurance and 2 gravity events
  - 5 weekends
  - 155 racers/weekend
    - 33% more than 2007
  - expanded season long numbers
  - paid scoring for the season
  - paid referee - all in-house
  - most events were financially profitable
  - shortcomings
    - organization over the summer
    - flyers up earlier
    - MTB meeting earlier (February)
  - pipeline of people in to the conference
- CX
  - first nats-qualifying collegiate CX season!
  - 9 days of racing
  - > 60 racers so far (4 events down, 5 to go)
  - Lots of discussions to have
    - February meeting
    - more issues arising as there are more riders
    - field limits being hit
    - UCI licenses
    - entry fees
    - locations
    - what are our goals as collegiate cycling?
      - leadership opportunities?
    - maybe move to non-UCI events
    - viable yet for self-standing events?
- National competition
  - 40% of the medals in downhill, road omnium, men's crit, women's CX
- Questions -
  - how do we move races west
  - rules changes?
  - race promotion out west?

## 1100--1200 Directions

Projects starting up, major changes, cyclocross season.

- Confidence Chart
  - no deposits now for promoters because we can't process the money
  - chart includes milestones and subjective measures (marshaling demands, communication level)
  - Director fills out the chart
  - Public can view it
  - good, average, fail

- February Meeting
  - need to discuss track, cx, mtb
  - mtb promoters propose events
  - rd promoter updates
  - likely at Yale
- Officials Development
  - reimbursing a number of of collegiate racers for getting an officials license
  - the more new officials there are, the better
  - the more in-house, the better; develop our own talent.
  - we can reimburse about 5--7 officials
  - February clinics
  - one of the best ways to change cycling from the inside
- Help junior cycling, they are the grassroots of collegiate teams
- Chief Referee
  - paid on rider/start/day basis, a la Velocity Results (John Frey)
  - lessens the priority of travel costs over conference, rewards stellar performance that keeps riders returning
  - will work out slightly higher than standard fee schedule for larger commitment
  - 100% quality, improved consistency
  - this will make it easier for conference directors on each weekend, promoting sustainability
- Velocity Results
  - same rates as before
  - as long as we keep growing, he will keep it that same
- Cap on Rider Fee
  - fees will go up when...
    - promoters are losing money
    - solid events are being promoted (flyers out early, host housing)
    - solid work is being done to raise money, including USCF categories
- Race logistics
  - Increased attendance raises a number of issues
  - Long days, field safety, reg hassles, race distances
- Board of Advisors
  - riders, coaches, alumni
  - general tasks, researching pros/cons, mentoring new teams
  - host housing coordinator
  - press officer
  - rulerbook editor
  - web person
  - regional developer
  - intro champion
- Where we are going long term
  - Development
    - out west, some fairly big teams and fairly big schools
  - BMX
    - scheduling and licensing
    - integrate with ABL/NBL
    - or stand-alone races in the dead of winter indoors
  - Full Time Director
    - Joe works 12-18 hours/week on conference, unpaid, not including 20 weekends of travel
    - we need people coming up through the ranks who are committed and can take over

- What about cash for this person?
  - What has to happen to make this a full time position?
  - Sponsorship could fund this
  - \$30,000 to get it rolling
- More People in More Places
  - problems with mindset and attitude throughout cycling world
  - we can change this by infiltrating and taking over in a guerilla-type grassroots underground movement, much like ninjas in an ancient Japanese palace...
- Passing on information from team leaders down
  - have juniors as leaders
  - spread the knowledge
  - don't graduate without passing the information on
  - by collecting ideas and publishing them, we can spread the love
  - be careful with the college cycle of 4 years
  - have a faculty advisor, who has tenure
    - they can support you through the college cycle
  - hook teams together to support each other
    - guide each other
    - help with process of starting teams
    - keep rides going

#### Upgrade Requirements

- go to My USA Cycling at [www.usacycling.org](http://www.usacycling.org)
  - Select license to apply for upgrade
  - Upgrade requirements are available at
  - <http://www.usacycling.org/news/user/story.php?id=580>
    - for Road Upgrades
  - [www.usacycling.org/forms/collegiate/CollCats\\_CorrelationCharts.pdf](http://www.usacycling.org/forms/collegiate/CollCats_CorrelationCharts.pdf)
    - for a nice Correlation between USCF and Collegiate
- in text box, include the following.
  - current (non-collegiate) category
  - list all races for each discipline with
    - date, location and name of race
    - category
    - place and
    - # of people
    - length of the race

#### 1200--1230 Break

Grab lunch, bio break, get back to business.

#### 1230--1315 Rules Changes

Overview of suggestions, discussion, voting.

- Discipline Scoring
  - Same team scoring for all disciplines
  - Status: ACCEPTED
- Overall Team Scoring
  - Currently there is no way to compare D1 and D2 schools
  - Change would make it more simple
  - Change would rank all teams together to assign team points, then rank them together with team scores and pull out D1 and D2 place
  - points would go 20 deep



- Status: ACCEPTED
- Aero Equipment
  - 2 proposals on the table
  - 1) A racers only would be allowed to use aero equipment
  - 2) No one can use aero equipment at all
  - 3) No change
  - Aero gear at Nationals
    - the Board isn't sure what they are going to do
    - If they allow it, we will allow it at a minimum in A races
  - Pro's
    - Level the playing field and reducing the cost of racing
    - Reduces travel costs and safety concerns (from multiple drivers)
    - Follows the mission low costs
    - Not many people going on to super elite level
  - Con's
    - Limits development opportunities, training
    - Question relevance of aero gear at our level
    - Difficult to enforce
    - Teams have already spent money on it
    - Good skill to learn
  - **No aero equipment outside of A races.**
  - **We will adopt Nationals Standards**
  - **We recommend with a 16:12 vote to allow Aero Gear at Nationals**
- X/Y Scoring
  - allows for a team and individuals to drop one whole weekend (not including Easterns) for overall scoring
  - Pros
    - helps riders coping w/non-racing life
    - greatly reduces miles, financial drain, safety factor, and ecological impact
    - rewards good results over consistency
    - may encourage teams to come to a few more races to make the minimum number
    - allows for Easter/Passover celebration
  - Cons
    - makes tracking difficult
    - discourages riding
    - minor effects on standing
    - says that not all races are worthwhile
      - if everyone plans on dropping the same weekend
    - notable hit on attendance
    - favors better results over consistency
    - negative solution to a real problem
  - Discussion: some concern was expressed about a possible inward migration of races and the likelihood of this measure to kill fringe-area races.
  - **By a vote of 22:6, vote against adopting the X/Y scoring system**

#### 1315--1500 Race Proposals

Ten minute presentations from each promoter and short Q&A.

+ Army Spring Classic (26th Annual!) from Jeremy (4min)

- Day 1
  - circuit race
  - 2 miles long

- TTT same as 2008 (before circuit race)
- 15mi or 7.5mi
- Day 2
  - hill climb TT
  - 650 ft/2.5miles
  - Criterium from 2007
  - down around baseball field
  - Hospital 9miles away
  - on-site Army medics
  - cadet marshals and military police
- + MIT X-Pot 3D (Beanpot 2.0) (7.5min)
  - Bolton/Harvard RR and TTT
    - 14.5 mile loop
    - 20 mile marshals
    - staging at Harvard HS
    - rolling course
  - Stoneham Circuit Race
    - 3.5 miles
    - possible ITT
  - back to basics
- + Columbia Grants Tomb (5.3min)
  - annual crit
  - 1 right turn
  - rest are lefts
  - wide uphill finish
  - lots of parking
  - lots of food on courses, including food trucks
  - 2 EMTs and NYPD on site
  - pace car
  - barriers on finishing straight
  - 9 marshals rather than 2008's 7
  - Cadence Title Sponsor
  - Cookie Primes
  - Coaches for Intro Categories
  - Neutral Support
  - The Children's Aid Society
  - 11 am start for the day
  - registration will be improved
- + U Delaware Blue Hen Dual-State Showdown from Kyle (8min)
  - Lollipop ITT
    - lots of parking
    - race hotel is 2miles away
  - Campus Crit
    - circles race hotel
    - roads are brand new
    - S/F line at bridge
    - sideways chefs hat
  - Christiana Hospital is <10min away
  - Road Race - dual race
    - start line is 100 yd from MD border
    - finish right in the middle of town
  - confirmed volunteers---100+ sorority members willing to help out
  - 2 bike shops within walking distance
- + PSU Nittany Classic by Kyle (10min)

- Host housing
- Black Moshannon RR 21.4mi
  - outside of State College
  - wheel-in, wheels-out car
- 85mi Men's A race
- Tadpole TTT
  - 8 miles
  - slightly rolling
  - staging at Fairbrook Park
- Frat Row Crit
  - 1km, 6 turns
- Happy Valley Omnium
- Easy access to hospitals
- + Philly Phlyer (Drexel, Temple, Villanova, UPenn) (5min)
  - day 2: Marlton "Greentree" crit
    - federation races
  - day 1: TTT and circuit in Fairmount Park
    - same as last year
    - fun times!
    - federation races
- + Rutgers (2min pres)/Princeton Campus Circuits (7.5min)
  - ITT - no aero gear
  - crit in the pm at Princeton
    - revival of a 2001 race
    - 4 corner crit with steep uphill after the finish
    - 1.1-1.4km
    - big intro race
    - 30min apart
  - Sunday -
    - Livingston circuit race
  - host housing at Rutgers
- + Yale Lux et Velocitas by David (4min)
  - Race the Rock
    - East Rock TT 4.3 mi
  - Circuit Race around the rock ~3mi
    - uphill finish up ITT
  - Sunday crit on campus
    - 6 turns
    - 0.93miles
    - restaurants around
    - hospital <1 mile away
    - neutral support
    - pace car
- + Stevens (7min)
  - working with Propeller Racing
  - neutral support from Liberty Racing
  - 1.3miles crit
  - circles entire Stevens campus
  - backup venue
    - 0.5 miles, 6 turn crit
  - substantial parking
  - ambulance on site
  - Air Force ROTC marshaling
  - pace car

- Secaucus-Meadowlands park of hotel
- 50 beds for host housing
- + Dartmouth (8min)
  - Prologue
    - 1.7miles
  - Criterium as '08
  - Norwich Hills RR
  - TTT

#### 1500--1600 Scheduling

Determine the schedule for the season.

- March 7/8 - Rutgers/Princeton
- March 14/15 - Columbia/Stevens
- March 21/22 - Delaware
- March 28/29 - Philly
- April 4/5 - USMA
- April 11/12 - Yale
- April 18/19 - MIT
- April 25/26 - Dartmouth
- May 2/3 - PSU

Simple majority vote held to determine whether Rutgers/Princeton or Delaware would lead off the season; Rutgers/Princeton wins opening weekend.

1600 Meeting Adjourns

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#### To Follow! Casual Ride

Notorious Nick Bennette (Princeton) will be leading an easy spin from Bard immediately after the meeting. Anyone is welcome as long as they're down with a casual pace. Ride is expected to be about 15 miles/1 hour. The ride will be on roads but any bikes are welcome; Nick will be on his CX bike, and certainly others will be as well.