

BAY AREA CORPORATE ATHLETIC ASSOCIATION

CORPORATE RELAYS

PRESENTATION TO
DIGITAL EQUIPMENT CORPORATION
SANTA CLARA, CA

MARCH 26, 1987

AGENDA

0 BACKGROUND INFORMATION

- CORPORATE RELAYS- A BAY AREA TRADITION
- WHAT IS THE BAY AREA CORPORATE ATHLETIC ASSOCIATION (BACAA) ?
- THE CORPORATE RELAYS
 - EVENTS
 - TEAMS/ PARTICIPATION

0 THE 1987 CORPORATE RELAYS

- GENERAL INFORMATION
- PROJECTED EXPENSES AND BASES
- SPONSORSHIP
- PUBLICITY

0 DIGITAL CORPORATION SPONSORSHIP

- DIGITAL SUPPORT OF 1987 CORPORATE RELAYS
- BACAA COMMITMENTS TO DIGITAL

0 QUESTIONS/ DISCUSSION

THE CORPORATE RELAYS
- A BAY AREA TRADITION

0 RUNNER'S WORLD MAGAZINE CORPORATE CUP

- INITIAL EVENT 1978 FOOTHILL COLLEGE
 - ONE DAY CORPORATE TRACK MEET
 - SANTA CLARA VALLEY TEAMS

- FIRST "NATIONAL CHAMPIONSHIP" - 1979
 - TWO DAY FORMAT
 - EDWARDS STADIUM - UC BERKELEY

- REGIONAL AND NATIONAL CHAMPIONSHIPS
 - 1980 THROUGH 1983 - STANFORD UNIVERSITY
 - 1984 - SAN JOSE CITY COLLEGE
 - STANDARDIZED TO TWO- DAY FORMAT

0 SALE OF RUNNER'S WORLD MAGAZINE - 1985

0 FORMATION OF THE US CORPORATE TRACK ASSOCIATION
(RENAMED US CORPORATE ATHLETIC ASSOCIATION)

- CORPORATE MEMBERSHIP THROUGHOUT U.S.
- CURRENTLY 11 REGIONAL MEMBER AREAS
- HEADQUARTERED IN LOS ANGELES AREA

WHAT IS THE BAY AREA CORPORATE
ATHLETIC ASSOCIATION (BACAA) ?

- o BAY AREA (NORTHERN CALIF) AFFILIATE OF USCAA
- o INFORMALLY ORGANIZED LATE 1984
- o FORMALLY INCORPORATED IN 1985
 - CURRENT MEMBERSHIP (ATTACHED)
 - BACAA OFFICERS (ATTACHED)
 - PRINCIPAL ACTIVITIES
 - GRAND PRIX ROAD RACE SERIES
 - CORPORATE RELAYS
- o DIRECTION OF CORPORATE RELAYS
 - 1985 AND 1986 - SAN JOSE STATE UNIVERSITY
 - RECEIVED APPROVAL OF USCAA BOARD TO HOST NATIONAL CHAMPIONSHIP AT STANFORD UNIVERSITY IN 1988

BACAA MEMBERSHIP & OFFICERS

1986 MEMBERSHIP

DIVISION I (5000 OR MORE EMPLOYEES)

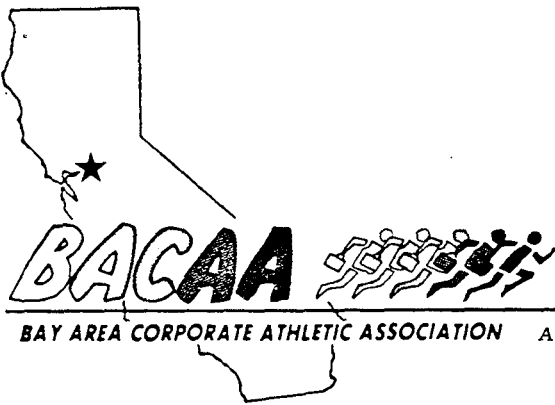
AT&T	LOCKHEED
BANK OF AMERICA	NATIONAL SEMICONDUCTOR CORP.
CHEVRON CHEMICAL CO.	PACIFIC SERVICES EMPLOYEES
EMC CORPORATION	PACIFIC TELESIS GROUP
FORD AEROSPACE COMMUNICATIONS CORP.	PAN AMERICAN WORLD AIRWAYS
GENERAL ELECTRIC	SYNTEX
HEWLETT- PACKARD	VARIAN ASSOCIATES
IBM	

DIVISION II (LESS THAN 5000 EMPLOYEES)

ALZA CORPORATION	ESPRIT
CITY OF SAN JOSE	I.A.M. 1781
CONSOLIDATED CAPITAL	PRESIDIO OF SAN FRANCISCO
CROWN ZELLERBACH	PROMETRIX
EPRI	SRI INTERNATIONAL
ESL INCORPORATED	VERSATEC

1986 - 87 BACAA OFFICERS

CHAIRMAN - RICHARD SPEIDEL, PACIFIC TELESIS
PRESIDENT - HANK LAWSAN, HEWLETT-PACKARD
VICE-PRESIDENT - KEVIN HOLTZCLAW, GENERAL ELECTRIC
SECRETARY - KAYE DONNELLY, SRI INTERNATIONAL
CHIEF FINANCIAL OFFICER - STEVE UNDERWOOD, GAYLORD CONTAINER



BAY AREA CORPORATE ATHLETIC ASSOCIATION A Non-profit Organization

Because many organizations value the health and long-term fitness of their employees, the Bay Area Corporate Athletic Association (BACAA) hopes that you will be interested in supported employee participation by becoming a member of BACAA.

During the late seventies, as the running boom was gaining momentum, the employees of several organizations were engaging in rather loosely organized track and road race competitions with each other for fun and fitness. This eventually grew into the annual Corporate Cup Relays. As the competitions extended into the eighties and corporate sponsorship grew, it became obvious that a central coordinating organization for the Bay Area was needed. Hence, BACAA was born.

Founded in early 1985, BACAA has been busy with incorporation and organization. Many of its activities, so far, have centered around running. However, we welcome ideas that will encourage employee participation in other fitness activities. Several field events were included in our activities in 1986 in an effort to broaden the appeal of BACAA's programs. Further expansion of activities and programs is planned for 1987. Current membership includes corporations, government groups, charitable associations and a military organization. BACAA is a regional affiliate of the United States Corporate Athletics Association (USCAA), which promotes similar activities and fosters similar goals nationwide.

The Bay Area Corporate Athletic Association is dedicated to helping organizations in the Bay Area build worthwhile fitness and athletic programs for their employees, thereby helping to

- o improve employee morale and fitness,
- o lower group healthcare costs,
- o reduce absenteeism, and
- o promote corporate unity.

One of BACAA's premier activities each year is the Bay Area Corporate Relays. This weekend event in late June features road racing, relay track events, individual track events and field events. All participants work toward an overall team score, with teams vying for total points in one of two divisions, based on the size of the organization.

A Regional Affiliate of the United States Corporate Athletics Association

Post Office Box 898 Menlo Park, CA 94025

Small groups (less than 5,000 nation-wide employees) compete against other small organizations, while larger organizations (over 5,000 employees) compete with their peers. Trophies, medals and press coverage help promote the spirit of the activities. This meet, one of a number of regional meets held throughout the U.S., acts as a prelude to the national meet, sponsored by the USCAA. This annual event is held in late July at different locations throughout the country. In 1987, the national meet will be in Boston, and in 1988, BACAA will host the Olympic-year version of the national meet, tentatively planned at Stanford University. Participation in the regional meet is not a prerequisite to participation in the national meet.

To maintain a continued fitness focus throughout the year, BACAA has also put together a Grand Prix Series of road races. Eight or nine Bay Area road races are designated as Grand Prix events, with participating groups receiving points toward an annual total and a permanent trophy. Points accumulate from race to race, with special emphasis given to various age-groups or male/female/coed designations at certain races. Races of different length and different character are featured. Races take place throughout the Bay Area in an effort to increase participation. Grand Prix races are currently held in the four Bay Area regions: North Bay, South Bay, East Bay and Peninsula.

We invite inquiries from all interested groups regardless of size, location or type of organization. Our annual fee of \$30 allows teams to participate in all Grand Prix events, help set BACAA policies and elect officers, attend business meetings and share in ideas to secure funding for teams and encourage participation by employees. Fees for participation in the Regional and National Corporate Relays are based on size and level of participation of the organization.

If you would like further information, please call one of the BACAA officers listed below, or write to:

BACAA
P. O. Box 898
Menlo Park, CA 94025

1986-87 BACAA Officers

Richard Speidel, Chairman
Pacific Telesis Group
415/823-6762

Hank Lawson, President
Hewlett-Packard
408/982-2939

Kevin Holtzclaw, Vice President
General Electric
408/925-2506

Kaye Donnelly, Secretary
SRI International
415/859-4242

Steve Underwood, Chief Financial Officer
Gaylord Container
415/951-6141

THE CORPORATE RELAYS

- o EVENTS - EXTENSION OF ORIGINAL RUNNER'S WORLD FORMAT
 - RELAY TRACK EVENTS - SPECIFIC CORPORATE- RELATED CATEGORIES
 - MALE & FEMALE
 - AGE GROUP
 - EXECUTIVE & PRESIDENTS RELAYS

 - ROAD RACES
 - MALE & FEMALE
 - AGE GROUP

 - FIELD EVENTS: TEAM JUMP & TEAM SHOT PUT

- o TEAMS AND PARTICIPANTS

A) ROAD RACE - Categories consists of OPEN, MASTER and SENIORS for male, female and coed. Teams consist of 3 runners per category (exception of 2 runners for the SENIORS division). The coed categories must have at least one of each sex and a third runner of either sex (SENIORS excepted). Scoring is of BACAA definition and is up to the meet director if it is to be scored by place or time. Placing is based on lowest team totals. Grand Prix road races will follow the same format. (Note : REGIONAL road race will not include any coed divisions.) The road race shall be opened to wheelchair participants on a separate special scoring basis. There shall be one men's division and a separate women's division. Trophies shall be given for first place finishers in both sex divisions, for the Regionals, starting with the 1987 BACAA Regionals. Also beginning with the 1987 Regionals, Road Race scoring will conform to that used in the USCAA Nationals planned for that year. Although the BACAA Regionals may double as a Grand Prix event and thus be scored as two separate races held simultaneously.

B) DISTANCE RELAY Five (5) runners, any combination of male and/or female, running the following legs: 1-mile, 880, 1-mile, 2-mile, 3-mile, in that order. ***

C) MEN'S MILE TEAM RACE - Two (2) male runners, each running a mile, with their times totaled for scoring, lowest total time winning.

D) PRESIDENT'S RELAY - Three (3) runners, any combination of male or female, running the following legs: 880, 440, 1-mile, in that order. A President must be at least forty (40) years of age for Division I, thirty-five (35) for Division II, and be an officer or anyone within three (3) levels of a President. (Note: Another way of stating the second part is that a President, his/her direct reports or their direct reports are classified as President's.)

E) PYRAMID RELAY - Five (5) runners (with a minimum of two (2) female runners), running the following legs: 440, 880, 1320, 880, 440, in that order.

F) MASTERS RELAY - Three (3) runners, any combination of male and/or female, 40 years of age or older, running the following legs: 880, 440, 880, in that order.

G) WOMEN'S RELAY - Three (3) female runners, running the following legs: 440, 880, 440, in that order.

H) THREE-LAP SPRINT - Four (4) runners (minimum of one [1] woman) running the following legs: 220, 220, 440, 440, in that order.

I) WOMEN'S 800-METER TEAM RACE - Two (2) female runners, each running 800 meters, with their times totaled for scoring, lowest total time winning. ***

J) SPRINT RELAY - Six (6) runners, with a minimum of two (2) female runners AND one (1) master runner, running the following legs: 220,

K) EXECUTIVE RELAY - Four (4) executives, at a level of manager of manager(s), and/or supervisor(s), or above, thirty (30) years of age or older, male or female, running the following legs: 880, 440, 1-mile, 2-mile, in that order. ***

L) SUB-MASTER'S SPRINT MEDLEY - Four (4) runners. All must be thirty (30) years of age or older - one (1) must be female, two (2) must be thirty-five (35) or older in addition to the one (1) female, running in order 220, 220, 440, 880. ***

M) SUB-MASTER'S DISTANCE MEDLEY - Four (4) runners. All must be thirty (30) years of age or older - one (1) must be female - two (2) must be thirty-five (35) or older in addition to the one (1) female, running in order 880, 440, 1320, 1-mile. ***

N) TEAM JUMP EVENT - Two (2) athletes. Each will high jump and long jump. Decathlon - type scoring will be used such that equality is assured regardless of age or sex. The top scores will be added to determine placing. ***

O) TEAM SHOT PUT - Two (2) athletes. Each will throw the standard weight shot. Decathlon - type scoring will be used such that equality is assured regardless of age or sex. The top scores will be added to determine placing. ***

- Women 8 lb. 13 oz. (4 kilo)
 - Men
 18-49 16 lb.
 50-59 12 lb.
 60+ 8 lb.

1) To score the field events you take the distance or height and convert to inches (# ft. * 12 + inches = # inches). The formula used to obtain the number of points awarded for a specific distance or height is (# inches / Amer Age group record * 1000 points = # of points). The American Age group records are as follows:

	Open	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
SHOT PUT									
Mens:	72'3"	66'6.5"	60'8"	54'11"	49'3.5"	54'6"	51'8"	55'4"	48'4"
Womens:	62'8"	59'3"	55'10"	52'5"	49'0"	45'7"	45'2"	38'9"	35'4"
HIGH JUMP									
Mens:	7'8"	7'4"	6'11"	6'6"	6'2"	5'9"	5'5"	5'0"	4'8"
Womens:	6'7"	6'3"	5'10"	5'6"	5'2"	4'9"	4'5"	4'0"	3'8"
LONG JUMP									
Mens:	29'2"	27'6"	25'11"	24'3"	22'8"	21'0"	19'5"	17'9"	16'2"
Womens:	23'0"	21'5"	19'10"	18'3"	16'9"	15'2"	13'7"	12'0"	10'5"

P) SENIOR COED RELAY - Three (3) runners all fifty (50) or older, with at least one (1) female, running the following legs: 440, 220, 660, in that order. (Note : Race will be run together, Division I & II, but will be scored separately.) BACAA Regionals only.

Note: Although some of these American records may be outdated, these are the official BACAA 1,000 point equivalents.

BAY AREA CORPORATE RELAYS
San Jose State University
Sunday, June 29, 1986

SCHEDULE OF RACES

TIME	EVENT	DIVISION
8:00 AM	Men's 5K Road Race	I & II
8:30 AM	Women's 5K Road Race	I & II
10:30 AM	Distance Relay	I
10:30-12:00 PM	Team High Jump	I
11:30 AM	Men's Mile Team Race	II
11:40 AM	Submaster's Distance Relay - HEAT 1	I
12:00 AM	- HEAT 2	
12:00-1:15 PM	Team Long Jump	I
12:20 PM	3-Lap Sprint	II
12:30 PM	Women's 800 Team Race - Heat 1	I
12:35 PM	- Heat 2	
12:40 PM	3-Lap Sprint - Heat 1	I
12:45 PM	- Heat 2	
12:50 PM	President's Relay	II
1:10 PM	Executive Relay	I
1:40 PM	AWARDS CEREMONY (MORNING EVENTS)	I & II

BAY AREA CORPORATE RELAYS
 San Jose State University
 Sunday, June 29, 1986

SCHEDULE OF RACES

TIME	EVENT	DIVISION
2:30 PM	Senior Coed Relay	I & II
2:30-3:30 PM	Team Shot Put	I
2:40 PM	Men's Mile Team Race - Heat 1	I
2:50 PM	- Heat 2	
3:00 PM	Women's Relay - Heat 1	I
3:10 PM	- Heat 2	
3:20 PM	Sprint Relay	II
3:30 PM	Submaster's Sprint Relay - Heat 1	I
3:35 PM	- Heat 2	
3:40 PM	Women's Relay	II
3:50 PM	President's Relay	I
4:10 PM	Master's Relay	II
4:25 PM	Pyramid Relay - Heat 1	I
4:40 PM	- Heat 2	
4:55 PM	Master's Relay - Heat 1	I
5:05 PM	- Heat 2	
5:15 PM	Pyramid Relay	II
5:30 PM	Sprint Relay - Heat 1	I
5:40 PM	- Heat 2	
5:55 PM	AWARDS CEREMONY (TEAM CHAMPIONS)	I & II

THE 1987 CORPORATE RELAYS

o GENERAL INFORMATION

DATE - JUNE 20, 1987

LOCATION - STANFORD UNIVERSITY, PALO ALTO, CA

EVENTS - AS PREVIOUSLY DISCUSSED

ENTRIES - EXPECT AS MANY AS 50 TEAMS IN 1987 (UP FROM 30 IN 1986)

o PROJECTED EXPENSES

1986 ACTUAL - \$9,512.88

1987 PROJECTED - \$14,215.00

}

BREAKDOWN ATTACHED

1986 INCOME FOR CORPORATE RELAYS

REGIONAL ENTRY FEES - \$6025.00

SPONSORSHIP - 5000.00

TOTAL - \$11025.00

1986 REGIONAL MEET EXPENSES

AND

1987 REGIONAL MEET EXPENSE FORECAST

	<u>1986</u> <u>ACTUAL</u>	<u>1987</u> <u>FORECAST</u>
Mission College	\$ 83.00	\$ -0-
Van Rental	108.03	-0-
Signs	30.00	-0-
Sportsco	200.00	-0-
T A C Sanction/Insurance	150.00	150.00
Medals/Awards	870.09	950.00
Meet Supplies	48.13	50.00
Race Numbers	552.00	200.00
Ambulance	440.00	500.00
Port-a-Potties	319.50	-0-
Sound System	360.00	-0-
Banners	678.94	400.00
Volunteers Breakfast	55.58	75.00
T-Shirts	3,516.79	3,700.00
Announcing	250.00	250.00
Scoring	500.00	500.00
Meet Director	600.00	3,000.00
Track Rental	500.00	3,000.00
TAC Officials	-0-	440.00
Volunteers	-0-	550.00
Press Releases	67.07	200.00
Post Meet Dinner	183.75	250.00
 Grand Totals	 \$ 9,512.88	 \$ 14,215.00
=====	=====	=====
 Difference: 1987 > 1986		 \$ 4,702.12

THE 1987 CORPORATE RELAYS (CONT.)

o SPONSORSHIP

- ACTIVELY SEEKING SPONSORSHIP

- MAJOR SPONSORSHIP (INCOME)
 - DIGITAL EQUIPMENT CORPORATION
 - PACIFIC BELL YELLOW PAGES
 - AT&T

- IN- KIND SPONSORSHIP (GOODS, SERVICES)
 - INTERNATIONAL CHIROPRACTORS ASSOCIATION
 - MEDALS/ AWARDS
 - VIDEO

o PUBLICITY

- PRINT MEDIA

- RUNNING/ FITNESS PUBLICATIONS

o PUBLICITY (CONT.)

- RADIO/ TELEVISION

- CORPORATE COMMUNITY

DIGITAL SPONSORSHIP

- o DIGITAL SUPPORT OF 1987 BAY AREA CORPORATE RELAYS
 - REQUESTING \$5000 COMMITMENT

- o BACAA COMMITMENTS TO DIGITAL
 - DIGITAL LOGO PROMINENTLY DISPLAYED ON RACE T-SHIRT (PROVIDED TO ALL PARTICIPANTS - EXAMPLE FROM 1986)
 - DIGITAL LOGO DISPLAYED ON START/ FINISH LINE BANNER
 - DIGITAL LOGO (BANNERS) PROMINENTLY DISPLAYED AT STANFORD STADIUM
 - DIGITAL SPONSORSHIP ACKNOWLEDGED BY MEET ANNOUNCER DURING TRACK AND FIELD EVENTS
 - DIGITAL LOGO AND SPONSORSHIP INCLUDED ON ALL PUBLICITY
 - NEWSPAPER ARTICLES (PRESS KIT)
 - FLYERS AND PUBLICITY TO CORPORATIONS
 - RUNNING AND FITNESS ADVERTISING (EXAMPLE - SEE ATTACHED USCAA ADD FROM RUNNER'S WORLD)



**United States
Corporate Athletics
Association**

Presents

**The 1987 Corporate Track Championship Season
Get Your Corporate Team on Track in '87!**

REGIONAL ASSOCIATION CHAMPIONSHIP EVENTS

ATLANTA June 13 Steve Bishop 401-435-9945	CHICAGO June 6 Don Gordon 312-262-6807	DENVER June 20 Bob Koenig 303-930-6572	DES MOINES April 18 Joe Robinson 515-282-3024
DETROIT TBA Geoff Lane 313-337-8674	HOUSTON May 16 Rick Nelson 713-757-2572	LOS ANGELES June 28 Kevin Browning 818-847-8076	NEW ENGLAND June 20 Dick Joseph 617-938-2289
NEW YORK June 13 Jack Berkery 518-387-5308	SAN FRANCISCO June 20/21 Kevin Holtzclaw 408-925-2506	SEATTLE June 20 Alex Johnston 206-442-3027	WASHINGTON D.C. June 13 George Banker 301-564-2392

All Events Feature Individual and Relay Events — All Distances and Ages

★ ★ ★ SEASON FINALE ★ ★ ★

**The 1987 USCAA National Track Championship
July 25th and 26th
Boston-Cambridge Massachusetts
"On The Banks of the Charles"**

sponsored by:

DIGITAL EQUIPMENT CORPORATION

digital™

Compete With The Best!

For more information on the USCAA National Meet please contact:

DMSE, Inc., 430C Salem Street, Medford, MA 02155 (617) 396-3001



HYATT REGENCY CAMBRIDGE