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The

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CORPORATE

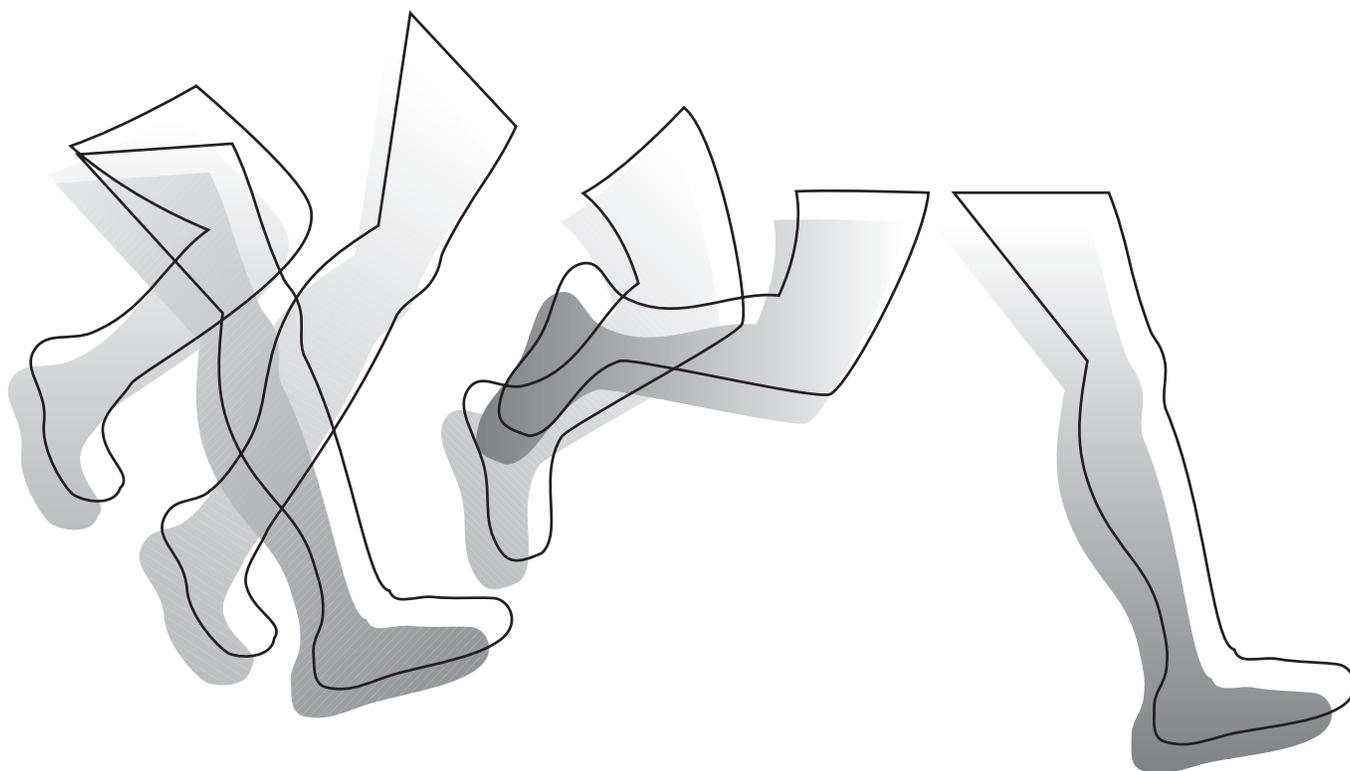
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Running

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Sourcebook

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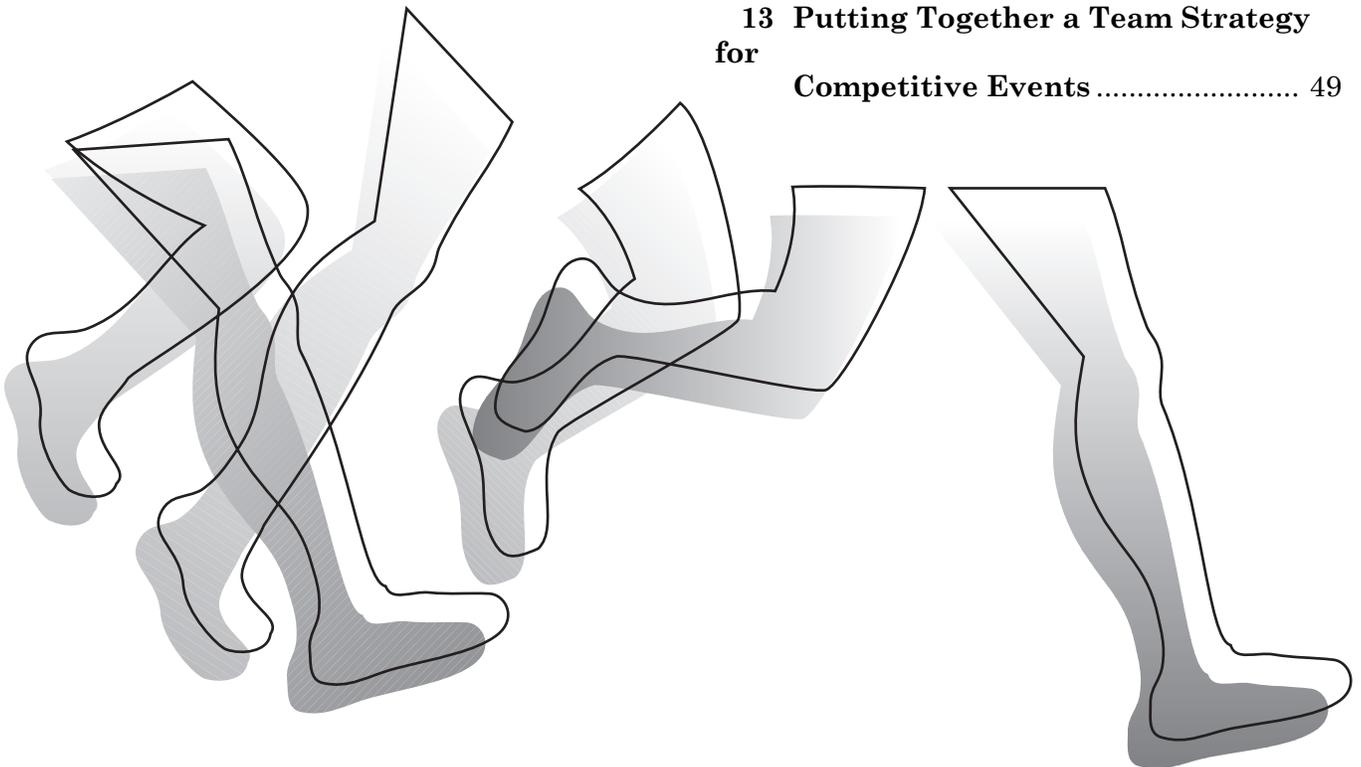


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# Corporate Running?

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## Sounds interesting...

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**If you have picked up this booklet and started to scan it with real interest, chances are that you are:**

- a dedicated runner who wishes that you could hook up with others at your workplace who share your passion for running
- a former track and field competitor who thought you had left the excitement of the starter's gun behind when you left high school or college
- someone who is committed to all-around fitness in your organization and sees a place for organized running in that program
- or maybe just someone who naturally loves to organize things that bring people together in fun, bonding (and health-enhancing) activities.

Whichever descriptor best fits you, we have written this sourcebook just for you. The information in this book is gleaned from the experience of folks just like you who wanted to put together a way of sharing their enjoyment of running with their coworkers. The idea for such a resource grew out of the recognition that it takes a lot of effort to go from the initial enthusiasm of a few individuals to a balanced and well-trained team ready to compete in a major corporate track meet. The Board of Directors of the United States Corporate Athletic Association decided in 1992 that part of their legacy could be to share what they had learned over the years about putting together corporate running teams. What emerged was this “anthology of advice” that we have chosen to call *The Corporate Running Sourcebook*

Each chapter was authored by a member of the board who has had some significant experience with that topic. We have tried to give you enough information to help you at each step along the way without overwhelming you with too many details. In each chapter you will find:

- a general discussion of the key elements
- checklists and summary charts to condense the ideas and advice into simple action lists
- where appropriate, examples, aids, and even a few anecdotes to help communicate the intangibles.

We hope that you find in these pages the help you need to get a successful running program established in your organization. Our summary advice to you is—

- It is worth the effort!
- Find allies within your organization; it's a lot easier that way.
- Start small and build. Like physical conditioning, you need to establish a base and take on the next challenge in increments that are do-able.
- Once your team has the experience of competing together, the momentum will build; so find an appropriate event to enter and get started.

Finally, let us hear from you about your experience with this sourcebook. Let us know what was helpful and what wasn't so we too can improve. Good luck and happy organizing!

Robert Radnoti  
Chairman, USCAA

Ed Claassen  
Sourcebook editor