

Los Angeles Marathon

presented by

HONDA

Acura L.A. Bike Tour

Behind the Scenes: A Volunteer Perspective

As any associate who has been involved in the planning for the Los Angeles Marathon and Acura L.A. Bike Tour can attest, the weeks, days and hours leading up to the big event are a beehive of activities. Numerous volunteer committees coordinate and carry out the many duties that are a crucial part of Honda's participation in the day's festivities. The following is a look at just a few of those committees that help to make the Marathon and Bike Tour a special occasion for everyone.

BIKE TOUR FINISH LINE COMMITTEE



Grace Jean has been the chairperson of the Bike Tour Finish Line Committee for the past eight years. Made up of between 25 to 30 associate volunteers, this committee is responsible for planning, coordinating and staffing the finish line festival area. Jean and her committee organize the vendors and entertainment, handle VIP hospitality duties, as well as hand out medals to the riders. "It's really an exciting event, and with so many things going on it takes a lot of coordination," explained Jean. "We do have a lot of fun despite the fact that we have to start setting up before the Bike Tour, which means we're out there at 3 a.m."

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PEP RALLY COMMITTEE

Entering her fifth year as chairperson of the Pep Rally Committee, **Teresa Phillips** will once again organize the big rally for associates who will participate in the Marathon and Bike Tour. On the Friday prior to the race, all participants, volunteers and associates gather in the lobby of Building 100 for a good, old-fashioned pep rally, complete with cheerleaders, a high school band, prizes and food. "We want to recognize the commitment of all the marathoners and cyclists, as well as all the volunteers and build some enthusiasm for the upcoming event," stated Phillips. "I personally get a lot of satisfaction out of being able to pull together all the elements and then seeing how much everyone enjoys the rally."



THANK YOU LUNCH COMMITTEE



For **Cathy Black**, this is her fifth year as chairperson of the Thank You Lunch Committee. The Thank You Lunch takes place the week following the Marathon and Bike Tour and is held in honor of the Torrance-based participants and volunteers. Everyone is invited to Building 540 for a buffet lunch and a special tribute video. The video highlights all the Marathon activities, including the Silent Auction, the Inter-Divisional Ice Cream Challenge and the actual event. "Not only do I love planning this terrific event, but I love hearing the appreciative testimonials from all the participants," added Black. "This is basically the wrap-up to the whole event and it lets us show how grateful we are to have had everyone's help."

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A Show of Appreciation

More than 50 associates gathered at the El Torito Grill in Torrance on November 30 for the annual L.A. Marathon and Acura L.A. Bike Tour volunteer mixer. Those who had signed up to volunteer on any of the committees were invited to attend the mixer, which included a full buffet and raffle prizes.

Rob Alen, who oversees Honda's sponsorship of the Marathon and Bike Tour, addressed the gathering, reminding everyone that the events are only 100 days away. "Just as all the marathoners and cyclists have made a tremendous commitment in preparing for the big event, so too do the many volunteers who help make the Marathon and Bike Tour so successful," explained Alen. "We appreciate everyone for pitching in and hope they come away with a real sense of satisfaction from being a part of something so big."

Eric Conn, assistant vice president of National Advertising, has been a long-time supporter of the Marathon and Bike Tour. He expressed his gratitude towards the many volunteers who sign up each year.



Volunteers Ruth and Phil Tsuji, Julie Blunt and Marjan Manbeian break the ice at the Volunteer Mixer.

"We want to acknowledge all the volunteers and their dedication that makes this effort so special," said Conn.

Associates had an opportunity to mingle, as well as win prizes that were raffled off at the end of the evening. Those interested in volunteering can contact Loretta Gamboa at (310) 781-6093 or loretta_gamboa@ahm.honda.com.



Carrie Floyd, Renee Lavoie, Kimberly Dunn and Laura Allen enjoy Mexican food while waiting for the giveaway portion of the evening.

o.t.v. corner

For associates planning to travel to Los Angeles to participate in the 2006 L.A. Marathon and Acura L.A. Bike Tour, you are eligible to save on your travel expenses! American Honda is once again offering partial reimbursement for travel and hotel costs for our out-of-town Honda associates.

MARATHON REIMBURSEMENT

FIRST TIME RUNNERS:

50%
airfare only

REPEAT RUNNERS:

100%
airfare

50%
hotel

BIKE TOUR REIMBURSEMENT

ALL CYCLISTS:

50%
airfare

* Repeat runners are encouraged to share a room with another Honda associate to receive a full 100% reimbursement.



REIMBURSEMENT FOR TRAVEL: The participating associate is responsible for obtaining reimbursement from their cost center for appropriate expenses (air and hotel only, in accordance with the schedule above). As a reminder, Honda does not reimburse participants for food, transportation or any other additional expense incurred while traveling for these events. Friday and Monday (if requested off) should be taken as vacation days.

For out-of-town visitors with questions about reimbursement, please contact Nicole Scagni at (310) 783-2116 or nicole_scagni@ahm.honda.com





L.A. Marathon and Acura L.A. Bike Tour Artist Profile

For most of us, the sheer magnitude of training for and then running or cycling in a long-distance event is simply incomprehensible. Capturing that raw energy and the enduring spirit of those valiant participants of the Los Angeles Marathon and Acura L.A. Bike Tour was the goal of local artist **Tatum Cardillo**.



Tatum Cardillo, RPA

Cardillo's inspiration for the design of this year's artwork came from having witnessed the finish of last year's event. "I watched the participants cross the finish line, and I was particularly impressed by the emotion etched on their faces," explained Cardillo. "I was really inspired by the dedication of these athletes to their sport and I wanted to

capture that intensity."

Working entirely on a computer, Cardillo's style for this year's design was influenced by 40s-era art, as well as a hint of Art Nouveau and Japanese ink art. In keeping with the traditional L.A. Marathon and Bike Tour color scheme, Cardillo employed the bold use of the primary shades of blue,

red and yellow.

"I wanted the design to convey a very positive feeling about the race and the city of Los Angeles," added Cardillo. "As an artist, it's extremely gratifying to participate in something where people dedicate so many months of their lives to training, and I'm excited to be able to celebrate their commitment."

Training Places

If you've been thinking about running in the L.A. Marathon or riding in the Acura L.A. Bike Tour, you might be wondering where are the best places to train for long-distance events? Whether you are in a big city or a small town, finding a good place to train is important.

Joining a local running or cycling club is often the best way to learn the ropes about where to run from those with more experience. This way you can also be paired with people of similar ability level, train in groups and receive invaluable coaching and support.

For those who prefer to train on their own, there are several things to keep in mind. If you live in a large city, vehicle traffic is always a consideration. You will also want to measure the distance of your route so you can track your progress. Does your route have bathrooms along the way, as well as water stops? Does your route have any hilly terrain?

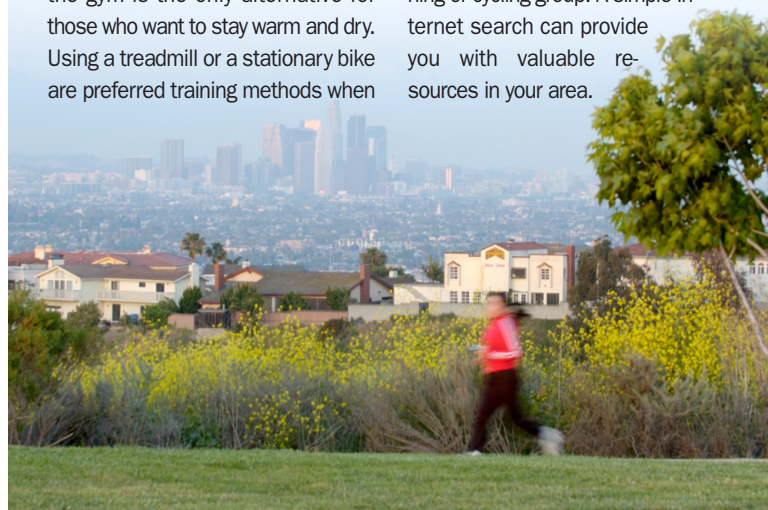
In more rural areas, runners and cyclists often train in their own neighborhoods because they are already familiar with the route and know the distance. However, training can become more challenging during winter months. Running and cycling in the gym is the only alternative for those who want to stay warm and dry. Using a treadmill or a stationary bike are preferred training methods when



the weather prohibits a normal outdoor routine.

Many runners and cyclists in Los Angeles train along The Strand in the South Bay area. This is essentially an uninterrupted stretch of a pedestrian/bike path that winds its way for many miles along the ocean. Cool, clean air and no automobile traffic make this an ideal place to train. Runners and cyclists also work out along San Vicente Boulevard in Brentwood because of the bike lane and grassy median, which are perfect for long-distance training. For hill training, many prefer the streets of Palos Verdes.

So, before you lace up those cross-training shoes for the first time, be sure to map out your route. If you're unsure of where the best place is to run or ride, consider joining a local running or cycling group. A simple Internet search can provide you with valuable resources in your area.



Los Angeles Marathon Under New Ownership

The Los Angeles Marathon has a new owner. Devine Racing, an organization specializing in amateur road racing, has taken over ownership of the Marathon. In addition to the L.A. Marathon, Devine Racing organizes the Las Vegas and Salt Lake City marathons, as well as the Chicago Half Marathon. Founded by Chris Devine, an accomplished marathoner with a passion for running and a true respect for runners, Devine Racing promises to introduce a few new elements to the Los Angeles race.

For the 21st running of the Marathon, a record \$417,600 will be awarded in prize money, a 32 percent increase over last year, making it the fourth highest prize

purse in the U.S. Other prize money changes include increasing the payout for "The Challenge" from \$75,000 to \$100,000, and adding \$51,000 in prize money for places first through 10th. The Challenge is a race-within-a-race, pitting men against women on a level playing field. For the first time, the Marathon will also offer prize money

and bonuses for American and Californian athletes with total purses of \$18,000 and \$5,000, respectively, for the top three places per gender.

In addition, Marathon organizers have announced a bonus of \$1,000 for American athletes who run under the 2008 Olympic Trials "A" qualifying times of 2:20:00 for men and 2:39:00 for women.

Expanding on the L.A. Marathon's popular Roadrunners training program, Devine Racing has started an Inland Empire group as a compliment to the existing Los Angeles and Ventura programs. Former Olympic bronze medalist Rod Dixon will serve as Director of Coaching and Training. Dixon's goal is to offer professional marathon training to the everyday athlete.

Putting their experience as large-city marathon organizers to work in Los Angeles, Devine Racing expects the L.A. Marathon to remain one of the premier distance races in the country for many years to come.



Racer's Lexicon

If you've ever listened to marathoners or cyclists while they're training or during a race, then you've probably noticed that they seem to have their own language. Here is a quick guide to some of the more common lingo used by racers:

Gu (n.) A semi-liquid carbohydrate snack used as an energy boost by cyclists and long-distance runners during long periods of exercise.

Bear (n.) A point in a race when lactic acid buildup physically changes a runner's stride as if they were carrying a bear on their back.

Bonk (n.) The moment when a runner or cyclist runs out of fuel.

Hit the Wall (v.) A sudden bonk in which the racer is so worn out that he/she appears to have literally run into a wall.

Pace (n.) A runner or cyclist's speed as measured in miles per minute.

Rate (n.) The heart rate of a runner or cyclist while training or during a race.

Intervals (n.) Running or cycling short distances at a pace faster than or near race pace.

Jack Rabbit (n.) A racer who takes off fast from the starting line, leaving the pack behind.

Kick (n.) A runner or cyclist's sudden surge or acceleration, taken at the very end of a race, to propel them across the finish line.

Splits (n.) The time it takes to run a certain distance, within a larger distance.

Stride (n.) The distance a runner travels in a single long step.

