



2013 FIGHT FOR AIR CORPORATE CUP

aksarben village • omaha, nebraska

TEAM CAPTAIN HANDBOOK
9.15.2013

THANK YOU TO OUR SPONSORS



IT'S MORE THAN A RACE



Race Participants and Volunteers,

Welcome to the 33rd Annual American Lung Association Corporate Cup. The Corporate Cup is the largest fundraising event for the American Lung Association in Nebraska, and we are glad that you have decided to join us in the fight against lung disease.

Whether you are a serious runner or a walker there is something for everyone at this year's event. One can walk/run the USATF Certified 10-K course or the 2-mile course. We have a Seeded Pass Area, Kid's 100-yard Dash and more. The Corporate Cup was recently ranked the 10th Best 10-K in the U.S. by America's Best Online.

We'd like to take this time to send a thank you out to the Corporate Cup Committee members, sponsors, volunteers, athletes and the team captains. Without all of you this event would not be possible!

Sincerely,

Brian Lodes, *McGladrey*
Chair, Corporate Cup Committee

Mission

To prevent lung disease and promote lung health

Vision

A world free from lung disease

Focus

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Count on us
for the road
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WHY WE WALK, RUN & GIVE

The American Lung Association is the oldest voluntary health organization in the United States. Founded in 1904 to fight tuberculosis, the ALA today fights lung disease in all its forms, with special emphasis on asthma, tobacco control, and environmental health. Programs are funded by contributions from the public, along with gifts and grants from corporations, foundations and government agencies. They include:

Asthma 101 provides basic educational information on asthma symptoms, triggers, physiological aspects, and asthma management plans.

Breathe Well, Live Well is for adults with asthma and aims to reduce illness and disability by improving asthma knowledge and self-management skills.

Camp Superkids is a week-long residential summer camp for Nebraska children 7-14 years old who take daily medications for asthma. Around the clock staffing with experienced nurses and asthma specialist physicians assures a fun and safe camping experience.

Freedom from Smoking is an eight-session group program for adults who are ready to stop smoking through a step-by-step plan. It is offered at work sites and health clinics.

Lung Help Line allows individuals to talk to qualified health professionals in a confidential and non-threatening environment about lung health issues.

For more information, contact Hanneka Brown at hbrown@breathehealthy.org.



At Kiewit, the most important bridges we build are with the communities in which we live and work, and with the charitable organizations that help make them strong and vibrant.

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Icons: A yellow bar at the bottom contains six circular icons: a location pin, a hammer and pickaxe, a water drop, a lightning bolt, a curved arrow, and a gear.

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Items in this book are subject to change. Team Captains will be notified of changes through email.



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IMPORTANT DATES & DEADLINES

Monday, May 6

Thursday, August 1

Wednesday, August 28

Friday, August 30

Sept. 9, 10, 11, 12, 13

Friday, September 13, 4 p.m.

Sunday, September 15

Monday, September 16

Wednesday, October 2

Online registration opens

Open division fee increases to \$35

Paper registration deadline

T-shirt design contest deadline

Race number pickup at

American Lung Association office at

8990 West Dodge Road, Suite 226,

Omaha, NE 68114

Online registration deadline

Race Day! Open Registration available from 6:30 - 7:30 a.m.

Preliminary results available online

Awards Celebration at Scott Conference Center

For questions and information, contact:

Amy Donner, Development Manager
adonner@breathehealthy.org
(402) 502-4950 Fax (402) 502-3012

Lung Disease and Tobacco in Nebraska

- 200,000 Nebraskans suffer from some form of lung disease.
- 125,000 Nebraskans have asthma—30,000 of them are children.
- Asthma causes 14 million missed school and work days each year.
- Nebraska ranks ninth in the nation for asthma-related deaths.
- 8,000 Nebraska children become addicted to cigarettes each year.
- The average age children start smoking in Nebraska is 11.

With your help, we can make a difference through the Corporate Cup!



Proud to Support the 2013 Corporate Cup.

At First National Bank we have been committed to our customers and the communities we serve for over 150 years. As part of this commitment, we are proud to support the 33rd Annual American Lung Association Corporate Cup.

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RACE DAY INFO

START TIME

- The Corporate Cup “Main Event” will start at 8:00 a.m. This includes all 2-mile and 10-K participants.
- The 100-yard dash Kids’ Race will begin at approximately 9:30 a.m.

SELECT SEEDED PASS AREA

- The Select Seeded Pass participants will start in front of the Seeded Pass participants. They will still enter in the Seeded Pass gate but will be granted access to a fenced off area in front of the Seeded Pass area. The Select Seeded Pass qualifications are:
 - Males = 50 minutes or under in 10-K
 - Females = 55 minutes or under in 10-K

SEEDED PASS AREA

- The Seeded Pass participants will start behind the Select Seeded Pass participants. They will need to enter in the Seeded Pass gate near the Start Line. The Seeded Pass qualifications are:
 - Males = 60 minutes or under in 10-K
 - Females = 65 minutes or under in 10-K



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PARTICIPATING AND ORGANIZING A TEAM



The Corporate Cup is a team event that offers exciting challenges and wellness incentives and benefits a great cause.

Divisions

In the corporate division, companies compete against others of similar size. The community division is for family groups, clubs, churches, organizations, unions and other groups whose members don't receive W-2 forms from the organization.

Participation

Virtually everyone can participate, including family members. They can:

- run or walk the 10-kilometer (6.2 mile) course
- run or walk the 2-mile course
- enter their children ages 5 to 10 in the 100-yard dash (There is a \$5 fee for this race for all children who don't have a race bib from the longer courses.)

No pets are allowed on either course. In addition to animals being an asthma trigger for some people, the danger of tripping over a leash is too great. MP3 players and strollers are allowed on the course. Participants with strollers should be courteous to the other participants around them and start behind the runners.

Team Captains

Each team needs a team captain to register the team, distribute information and runner's numbers, and turn in appropriate materials to the American Lung Association by the deadline. Much of this can be accomplished online at www.omahacorporatecup.org. See the registration section that follows for more details. American Lung Association staff are ready, willing and able to help you get started and answer any additional questions you may have. Contact Amy Donner at adonner@breathehealthy.org or (402) 502-4950.

Corporate Cup Memento

There are prizes for top team finishers, and everyone who completes the event receives an official Corporate Cup souvenir. Children participating will also receive a special souvenir.



Race Day Schedule:

6:30-7:30am Day-Of Registration

8:00am 10K Start

8:00am 2-Mile Start

9:30am Kids Race Start

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T-SHIRT CONTEST

The T-shirt design contest will be based on your team's Corporate Cup T-shirt and will produce one overall winner, which will be announced at the awards celebration in October. The winning company's logo will be displayed on the front of the 2014 Corporate Cup souvenir.

The Corporate Cup logo must appear on either the front of the T-shirt or one of the sleeves to be eligible. All shirts submitted for consideration will be displayed at the awards celebration. (We prefer a large or extra-large shirt to facilitate judging.)

A PDF of the T-shirt design or an actual T-shirt must be delivered to the American Lung Association office by August 30. For those submitting a PDF file, an actual shirt must be turned in to the American Lung Association by Friday, September 13. Limit one T-shirt design per team.

For more information, please contact Amy Donner at 402.502.4950 or adonner@breathehealthy.org.



2012 WINNER



2010 WINNER



2009 WINNER



2011 WINNER

REGISTRATION

1. Go to www.omahacorporatecup.org
2. Select "Create or Join a team" (notice: you may have to temporarily allow pop ups in order to have the next page appear.)
3. Select "Form a New Team".
4. Enter your team name, your company name and select the division that your company will be participating in. Then select the "Next Step" button at the bottom of the screen.

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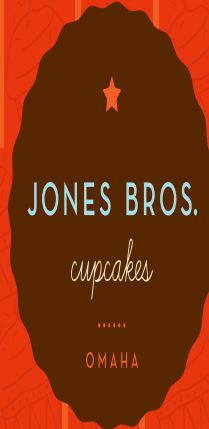
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REGISTRATION

5. Select the Division Fee that is appropriate for your team (Division A = 1 to 99 local employees, Division AA = 100 to 499 local employees, Division AAA = 500+ local employees). **DO NOT** select the participation or kids' race fee. If your company wishes to be billed the division fee please enter the corresponding code found in the description below each fee in the discount code section at the bottom of the page.

6. After selecting your fee and possibly entering the corresponding code select "Next Step" at the bottom of the screen.

7. If you are new to the Corporate Cup please select "New User" and click the "Next Step" button. If you are returning to the Corporate Cup please select "Returning User", enter your e-mail address in the "e-mail me my login" box and then check your e-mail for your User name and Password.

Joining the Fight for Air

Woodmen of the World is proud to support the American Lung Association and the **2013 Corporate Cup**.



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For more information, call (402) 554-2533 or email unowalk@unomaha.edu

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REGISTRATION

8. On the "registration" page enter in all of the required information (marked with an asterisk) and click the "Next Step" button at the bottom of the page
9. Please read through the waiver. You can agree to the waiver by putting a check in the "I agree to the terms and conditions" box.
10. The Registration Summary page will give you the opportunity to register another individual or complete the registration. If you have any questions during the registration process please call the American Lung Association office at 402 502-4950.

YOUR REGISTRATION IS NOT COMPLETE ON THE SUMMARY PAGE. YOU MUST CLICK "COMPLETE REGISTRATION" BUTTON.

Come Join Our Team!

To get ahead, sometimes you have to break away from the pack.



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TIMING

TIMING

Each 10K participant will receive a disposable timing chip attached to his/her race number. Participants on the 2-mile course will have the option to receive a timing chip. The participant fee is the same with or without a chip, but not requesting one unless needed reduces the cost of the event. The timing chip does not need to be removed from the bib this year. Using results from the timing system, cumulative times are compared in each of the divisions, for both male and female groupings. The lowest cumulative employee times determine awards.

AWARDS

10-K Course

Team Awards

- Male team and female team, each division, first through third places.

Kids Race

For youngsters 5 to 10 years of age, a 100-yard dash will begin at approximately 9:30 a.m. Children will race against others in their age group.

AWARDS

AWARDS CELEBRATION

Join us for the official Corporate Cup Awards Celebration at the Scott Conference Center on October 2. This event is free to team captains and one guest each. Additional tickets can be purchased for \$8/ticket or you can purchase a table of 8 for \$50. This event will include lunch, door prizes, a speaker and the distribution of all corporate awards.



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Ready to find what you're looking for?

2013 Fundraising Goal: \$100,000

- If you are a returning team, try to increase your team participation by 10% over 2012.
- Announce “Jeans Days” at your company: everyone who donates \$5 gets to wear jeans. Pick up your jeans day stickers at the American Lung Association office.
- Encourage your team members to add \$5, \$10 or \$20 to their registration fee - a little bit goes a long way!
- Sell raffle tickets for the Scion IQ! Each Team Captain is asked to sell at least one book of 20 tickets. Each ticket is only \$5, or you can buy 3 for \$10. All raffle sales go toward your fundraising goal!
- Are you a 2-mile participant, but you're not concerned with your time? Opt to walk without a timing chip and approximately \$2.50 will go back to the American Lung Association!
- We would like to see each team set a fundraising goal of at least \$500.
- There will be incentives for individual and team fundraising.

SCION IQ RAFFLE

- Performance Auto Group has donated a 2012 Scion IQ to the American Lung Association!
- The American Lung Association staff can arrange to bring the Scion to your company or team location to encourage ticket sales.
- Each Team Captain is asked to sell at least one book of 20 tickets. Each ticket is only \$5, or you can buy 3 for \$10. All raffle sales go toward your team goal!
- Fliers are available to promote your raffle sales. Ask the American Lung Association staff for your fliers.
- If individuals have questions or you need additional raffle tickets, contact the American Lung Association office at 402-502-4950.



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We will breathe easier when the air in every American community is clean and healthy.

We will breathe easier when people are free from the addictive grip of tobacco and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and workplaces is clear of secondhand smoke.

We will breathe easier when children no longer battle airborne poisons or fear an asthma attack.

Until then, we are fighting for air.