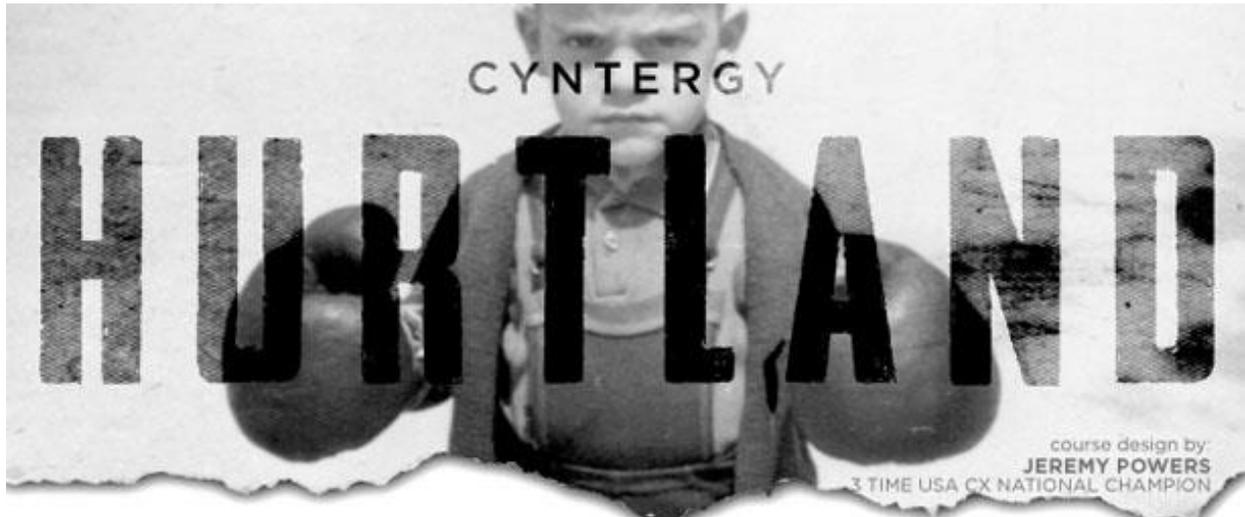


EVENT GUIDE



Online pre-registration via bikereg.com is available through Thursday, Nov 19, 2015 at 11:45 PM CT. On-site, race-day registration will incur an additional one-time \$5 late fee for adult race categories. Additional race registrations per day are discounted \$10.

CATEGORY	START	LENGTH	PURSE	FEE	LIMIT
Juniors - Girls 15-18	10:00 A	30 MIN	PRIZES/5	\$20	50*
Juniors - Boys 9-14	10:01 A	20 MIN	PRIZES/5	\$20	50*
Juniors - Girls 9-14	10:02 A	20 MIN	PRIZES/5	\$20	50*
ROUND 2					
Men 4/5	10:45 A	40 MIN	PRIZES/5	\$35	75*
Juniors - Boys 15-18	10:46 A	30 MIN	PRIZES/5	\$20	75*
ROUND 3					
Masters 40-49 (Cat 1-3)	11:30 A	45 MIN	\$1,000/7	\$35	100*
Masters 50-59 Cat 1-3)	11:31 A	45 MIN	\$1,000/7	\$35	100*
Masters 60+ (Cat 1-3)	11:32 A	45 MIN	\$1,000/7	\$35	100*
ROUND 4					
Virgins Race **	12:30 P	21 MIN	PRIZES/50	\$20	50
ROUND 5					
Men 3/4	1:00 P	45 MIN	\$1,500/10	\$40	100*
Single Speed Elite/1/2/3/4	1:01 P	45 MIN	PRIZES/5	\$35	100*
Collegiate Men B	1:02 P	45 MIN	PRIZES/3	\$20	100*
ROUND 6					
Women Elite/1/2	2:00 P	45 MIN	\$5,000/15	\$50	100*
Collegiate Women Open	2:01 P	45 MIN	PRIZES/3	\$20	100*
Women 3/4	2:02 P	40 MIN	\$1,000/7	\$35	100*
ROUND 7					
Men Elite/1/2	3:00 P	60 MIN	\$5,000/15	\$50	100*
Collegiate Men A	3:01 P	60 MIN	PRIZES/3	\$20	100*

- * Combined field limit of all categories on the course at one time
- ** First time CX racers only. Must be 21 or older. Participants must never have completed a USAC Sanctioned CX RACE (USAC Sanctioned training events excepted)
- All USA Cycling Rules apply. Elite riders must have a current USA Cycling or UCI license to compete in the elite male or female class.
- Packet pick up and registration will be available at Cain's Ballroom from noon to 6:30pm 11/21 and at the venue beginning at 8:30am 11/21.
- Event day registration will close 60 minutes prior to the start of each race.
- Riders will be staged by USAC Rank.
- If field minimum payouts are not met, the unpaid purse will not be distributed and will revert to the organizer.
- Current USAC annual or one-day license required (USAC one-day and annual licenses available for purchase). Races run rain, snow, sleet or shine; no refunds and no whining.
- No warm-up on the course while races are in progress or disqualification may occur

\$15,500
PURSE PLUS PRIZES

FRIDAY, NOV 20, 2015
PRERIDING NOON- 5:00PM

SATURDAY, NOV 21, 2015
ROUNDS BEGIN AT 10:00AM

VIRGINS WELCOME
FIRST TIME CROSS RACERS

OWEN PARK, TULSA
560 N. MAYBELLE ST.

NATL CALENDAR EVENT
PERMIT NO. 2015- 2669

FOR ALL THE GORY DETAILS, GO TO WWW.HURLANDUSA.COM
ONLINE REGISTRATION IS AVAILABLE THROUGH WWW.BIKEREG.COM/CYNTERGY-HURLAND
Benefitting The Tulsa Children's Museum Discovery Lab

A TULSA TOUGH PRODUCTION



WHO WE ARE

Tulsa Tough, Inc. Staff

Event Director - Malcolm McCollam
Production Manager – Shawn Brett
Director of Operations - Jim Beach

Tulsa Tough, Inc. Board of Trustees

Tonja Carrigg
Tim Carrigg
Marc Delametter
Mike Dodson
Jennifer Donnelly
Kevin O'Sullivan
Chris Zenthoefer

Race Officials

Chief Referee – Bonnie Walker
Chief Judge – Angela Barnes
Judge – Nicole Dorholt
Judge – Mary Lou Wender
Registration – Jack McNeal
Pit Official – Dennis Bowles
Pit Official – Tom Loeffelholz

Event Services

Finish Line – One 2 Go Event Services
Course Tape provided by Shimano USA
Public Relations provided by Propeller Marketing

Media Contact

Stacey Roggendorff
Propeller Communications
stacey@thinkpropeller.com
918-812-4796

WHY WE'RE DOING THIS

Mission of Tulsa Tough, Inc.

Our mission is to elevate the profile of Tulsa and promote active lifestyles.

Tulsa Tough, Inc. produces the Saint Francis Tulsa Tough cycling event which has become a staple on the calendar of Tulsans as a highly visible, fun weekend event which shines a spotlight on Tulsa in a positive way both locally and nationally. The 2015 event also resulted in participants from 35 states and 13 foreign countries.

We created the Cynergy Hurtland to compliment SFTT and to focus on the development of STEM talent in Tulsa.

- We will advance this cause by building awareness of and generating financial support for the Tulsa Children's Museum, with a focus on STEM-related exhibits, programming and activities.
- We will donate \$5,000 to the Tulsa Children's Museum.
- We will help grow the mentoring program of the Tulsa Regional STEM Alliance by encouraging sponsors to provide a mentor for the program.

Beneficiaries of Cynergy Hurtland

Tulsa Children's Museum

- Tulsa Children's Museum is a nonprofit children's museum that was established in 2007.
- The mission of TCM is to inspire children, connect families and build community through exploration, exhibits, programming and play
- In May 2013 TCM opened its Discovery Lab in historic Owen Park. Discovery Lab features constantly changing exhibits and activities for children ages 2-12 and their families.
- Every week museum educators present engaging and educational STEM-focused demonstrations
- TCM is associated with the following organizations
 - American Alliance of Museums (AAM)
 - Arts and Humanities Council of Tulsa
 - Association of Children's Museums (ACM)
 - Oklahoma Center for Non-Profits
 - Oklahoma Museum Association
 - Oklahoma Museum Network
 - Tulsa Regional Chamber
 - Tulsa Regional STEM Alliance (TRSA)
 - Visitor Studies Association (VSA)

Tulsa Regional Stem Alliance

- The Tulsa Regional STEM Alliance (TRSA) is a Tulsa Area United Way supported entity that encourages businesses and the education community to produce a highly skilled STEM workforce able to drive economic prosperity while meeting the needs of a globally competitive Tulsa region.
- Its broad base of members includes government, industry, foundations, educators and affiliated interest groups <http://tulsastem.org/members/>
- TRSA supports an array of STEM activities, events, and programs designed to engage all students from around the Tulsa region.

OUR SPONSORS

These folks gave their hard-earned money, provided professional services and provided materials and labor so we could create this cyclocross event for you. Tell them how much you appreciate it.



WHERE THIS HAPPENS

Owen Park - Owen Park Neighborhood - Roosevelt Elementary School

The Cyntergy Hurtland takes place in Owen Park and on the grounds of Roosevelt Elementary School adjacent to the Owen Park Neighborhood. These are all special places and it is a privilege for us to be here showcasing this historic area. Here's the backstory.

In 1832 the federal government sent the U.S. Rangers to this area along with several civilian observers. One of them was the well-known author, Washington Irving. During their travels they paused briefly at a hilltop where Irving enjoyed a panoramic view of the countryside. He wrote about the view in his book, *Tour of the Prairies*. A monument to this event was dedicated in 1915. You can visit it by walking 400 meters up Easton Boulevard, which is just west of the racer staging area. Walk up there with your kids and touch the monument.

You can also visit the oldest surviving house in Tulsa which sits in the Northeast corner of Owen Park across from the Tulsa Children's Museum. It was built in the early 1880s by a Methodist missionary minister, Rev. Sylvester Morris. You can't go inside though. It's old. Just look at it.

Owen Park was Tulsa's first municipal park. It was named after Chauncey A. Owen, an entrepreneur and Civil War veteran. He married a Creek Indian woman in the 1870s and when she died in 1902 he inherited the land you will be racing on. He sold it to the City of Tulsa in 1909 for \$13,500, which was a controversial move for the City at the time because of the land's high price and distance from downtown. In those days, it was considered to be too far out in the country. Owen Park officially opened on June 8, 1910.

In 1913, the ravine in Owen Park was dammed to create a small lake which was used as a city swimming hole. During the Cyntergy Hurtland you will have the opportunity to cross this ravine eight times each lap of the course. Really. Count 'em.

On July 4, 1915, the *Tulsa World* newspaper announced, "Lots are going fast in [the Owen Park Neighborhood] Tulsa's most beautiful residence suburb . . ." The oil boom had made many wealthy and was also providing jobs for a growing middle class. New homes were in demand and residential construction progressed rapidly. By the end of the 1920s, the lots were filled with homes ranging from craftsman bungalows to mansions. Owen Park Historic District was added to the National Register of Historic Places on September 9, 1999.

Theodore Roosevelt Junior High (now an elementary school) was built in 1926. You will have the great pleasure of carrying your cyclocross bike up two sets of stairs on the Roosevelt School grounds. We're sure the founders would admire your grit and determination. Be strong. Make them proud.

PARKING

Alert users of Google Earth will no doubt notice that our race venue is adjacent to a neighborhood with numerous side streets. Don't park there. Those streets are narrow and we have better parking options for you at the venue.

At the venue two designated parking areas are available. Both offer excellent proximity to the course and even closer proximity to the porta johns. Parking attendants will be on hand graciously provided by American Parking, Inc. Be polite to them.

Parking on Friday, Nov. 20

For those pre-riding the course during the designated pre-ride time between Noon – 5:00 p.m., parking is available on the south end of the course. See the course map for exact location. Enter this open grass lot from the west off Quanah Ave.

Parking on Saturday, Nov. 21

Public parking is available in the lot on southeast of the course. Enter from the north off of Edison Street. On event day we ask that teams and individuals with oversized vehicles or who wish to set up pop-up tents park in the lot on the south end of the course. See the course map for exact location. Enter this open grass lot from the west, off Quanah Ave.

THE COURSE

Reigning U.S. National Champion, Jeremy Powers, who has said, "courses in this country need to be harder" designed the Cyntergy Hurland course. The mission was to design a championship caliber course with a spectator-friendly focus.

To excel on this challenging course will require a complete set of both skills and physical ability. The course will both flow and be disruptive to flow. It will have fast smooth sections and slow technical sections. It will include steep drops and steep climbs. In other words it should require you to use every tool in your toolbox. A diagram of the course map can be found in the Appendix.

MORE THINGS YOU SHOULD KNOW

Coffee & Breakfast Items

Saturday morning from 7:00 – 11:00 a.m. our own Shelly Womack, the pastry chef from DoubleShot Coffee Co. will be on hand dispensing hot coffee and serving tasty creations from her kitchen. Look for her by the registration tent. She accepts cash, credit cards and tips. Definitely tips.

Brats, Beverages and College Football

Visit our hospitality tent beginning at 11:00 a.m. and we'll have beverage service along with a sampling of locally-made brats and sausages. Cash and credit cards are good here too.

And because we know you like your football this time of year we've arranged for multiple big screens to be broadcasting the college games throughout the day. See, there really is no reason to stay home.

Nobody's Perfect

We certainly aren't. And neither are you. For the most part, we really enjoy producing events like the Saint Francis Tulsa Tough and the Cyntergy Hurtland. We love experiencing the energy, passion and fun.

What we don't love is when some Cat. (*insert number here*) starts screaming about how he was horribly wronged by some heinous act or decision of one of us or one of our officials. Don't do that.

If you watch the World Series, the NBA, the NFL or just about any sport you know that mistakes are made. Officiating can require judgment calls. Sometimes you'll like them. Sometimes you won't. If you disagree with an official's call, politely discuss it with him or her and see if you can get it resolved. Our officials are hard-working people with the best of intentions. Be nice to them.

You Can't Say "Thank You" Too Much

We've been planning the Cyntergy Hurtland for well over a year. The hours volunteers have put in behind the scenes are staggering. During the week of the event, volunteers – many of whom are also sponsors – will be spending untold hours setting up the venue, organizing registration and doing all the things it takes to produce this event. Many will take vacation time to do this.

When you see them staffing registration, standing at a course crossing, repairing torn course tape, handing you an award or any one of the hundreds of chores necessary to make this event happen, thank them. They will notice it and appreciate it.

Be Social

For all things social, follow us on Facebook (Tulsa Tough), Twitter and Instagram (@tulsa_tough). Use the hashtags #HurtlandCX and #HurtlandUSA.

TECHNICAL RACER STUFF

Read this. There will be a test.

REGISTRATION AND PACKET PICKUP

- Registration and packet pick up will be available Friday, Nov. 20, from 1:30 – 6:30 p.m. at the Cain’s Ballroom, 423 N. Main St., Tulsa, OK
- Event-day registration and packet pickup will be at the venue starting at 8:00 a.m.
- Registration is available up to 60-minutes prior to the start of each event.
- Race numbers are *not* transferable.
- A valid racing license must be shown at packet pick-up or for any onsite registration.
- You may only race in the category for which you have a license or in the appropriate age category, which is the age you will be as of December 31, 2015.
- At the time of packet pickup, all registered participants will be required to complete and sign the USA Cycling Accident Waiver and Release of Liability.
- Don’t ask for a refund because you won’t get one.
- Four (4) bib numbers will issued: two (2) shoulder numbers and two (2) for the back of your jersey
- Don’t fold or trim your bib numbers.
- You are responsible for knowing the course and following USA Cycling rules.
- Protests must be submitted to the Chief Judge within 15-minutes of the time the results were posted.

PRE-RIDING

- The course will be open for pre-riding Friday, November 20 from Noon – 5:00 p.m. and Saturday, November 21 from 8:00 a.m. – 9:00 a.m.

BIB NUMBER PLACEMENT

- Wear the smaller (shoulder) numbers on your shoulders facing forward.
- Wear the larger (back) numbers on both sides of your jersey with the bottom aligned with the side seam of the jersey (vertical orientation).
- **Results** will be posted at the conclusion of each event near the finish line and online at <http://www.tulsatough.com>.

PRIZES AND PRIMES

- You must show your bib number and race license to claim your prizes and primes.
- Primes and prize money will be awarded after results are final.
- Prizes and primes will be available at the registration/payout tent.

PODIUMS

- Podium presentations will be made for each race **immediately** after the race.
- Don't go to your car for dry/clean clothes. (At *Cyntergy Hurtland* we take podium pictures of you in all your gritty griminess because we're the self-proclaimed grit capital of the world).
- Don't go to your team tent.
- Don't do another lap on the course.
- Go to the podium (*here's that word again*) **immediately**.
- If you are in the top three – or think you might be in the top three – proceed to the podium (*say it with me this time*) **immediately**.
- Podium means top three.
- Podium isn't the same as payout.
- Podium is a ceremony based on unofficial results where we take pictures.
- Payouts occur after the officials have certified the results to be final.
- If you've never been to a podium presentation, and don't want everyone else to know this is your first time, do these things and you'll look P-R-O:
 - Wear your kit. Cargo pants and your jersey is not your kit
 - Only the winner gets to have his/her bike in the photo. Not second. Not third.
 - If you are showing off your rad cross bike, respect the machine and do it right.
 - Right means drive side out, chain in outermost chain ring, cranks parallel with the ground, no water bottles (unless they contain sponsor logos), no helmets hanging on handlebars, and heaven forbid no saddlebags.
 - Winner goes in the middle. Second is on the winner's right. Third is on the winner's left.
 - Give good photo. Winner - both arms extended upward with palms facing outward. Others - inside arm straight along your side; outside arm extended upward with palm facing outward.
 - Smile. Don't ruin everyone else's podium photo by pouting because you didn't win. Grit up, put your best face forward and crush it next time. Somebody out there wishes they could be standing where you are, so be grateful.

Medical

A first aid station and EMSA will be located at course throughout the day.

Local Hospitals

OSU Medical Center: 744 W 9th Street. Tulsa, OK 74127 - (918) 599-1000

St. John Medical Center: 1923 S Utica Avenue, Tulsa, OK 74104 - (918) 744-2345

Hillcrest Medical Center: 1120 S Utica Avenue, Tulsa, OK 74104 - (918) 579-1000

Saint Francis Medical Center: 6161 S Yale Avenue, Tulsa, OK, 74136 - (918) 494-2200

Doping Control

Anti-doping inspections may be carried out by USADA (United States Anti-Doping Agency). If a participant is requested to be screened USADA personnel will directly inform the participant. It is the responsibility of the participant to comply. Failure to comply may result in a positive test result. Alternates must also present themselves until released by USADA.

APPENDIX

