

IMT Des Moines Marathon MidAmerican Energy Speaker Series

The MidAmerican Energy Speaker Series features presentations that focus on the sport of running and active participation in healthy lifestyles, which coincides with the Scheels Sports & Fitness Expo on Friday, October 19 from 3:00 to 8:00 pm and Saturday, October 14 from 10:00 am to 6:00 pm.

FRIDAY, OCTOBER 19

3:00 p.m.

Creigh Kelley, BKB Productions

WELCOME Receive an official welcome to the Scheels Sports & Fitness Expo from race emcee Creigh Kelley. He will introduce you to IMT Des Moines Marathon activities including the MidAmerican Energy Speaker Series. Stop by the MidAmerican Energy Speaker Series meet and greet table for trivia questions and prize giveaways over the course of race weekend.

3:30 p.m.

Jeanette Steinfeldt, Special Olympics

CHARITY PARTNER Since 1968, Special Olympics Iowa has been a statewide movement that unleashes the human spirit through the transformative power and joy of sports. Using sports as the catalyst, and including programming on health and education, Special Olympics is fighting inactivity, injustice and intolerance. As a result, people with intellectual disabilities become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all.

4:00 p.m.

Chris Burch, IMT Des Moines Marathon

COURSE PRESENTATION Chris Burch, Director of Racing and Events, will present a mile by mile 'run through' of the IMT Des Moines Marathon & Half Marathon and Bankers Trust Marathon Relay courses, as well as the Principal 5K Road Race. Plus, a preview of the Mercy Live Up Loop 5-Mile Run & 1-Mile Walk. Learn how you can get involved in next year's I-35 Challenge. Rich Green, Medical Director, will also identify Mercy Medical Center First Aid services offered on the course and what to do in the event of an emergency on race day.

4:30 p.m.

Zach Bitter, Altra Footwear

RUN BETTER & RUN LONG Zach is an endurance athlete and world-class coach of distance runners of all levels and experience who loves the trials of the journey as much as the results. He will teach you about four points to better running technique and share how you can benefit from nutrition using a high fat diet for endurance. Hear also about his ultra-marathon experiences; including his American Record at 100 Miles and 12 Hour World Record.

5:15 p.m.

Daira Driftmier, Hy-Vee KidsFit

HY-VEE KIDS FIT CLINIC Learn new ways to communicate through movement at home with Hy-Vee KidsFit. The demonstration will be interactive with the audience which will include partner challenges, team challenges and lastly personal challenges that can help the whole family have fun being their best. We make the healthy choice easy. Visit www.hy-veekidsfit.com and sign up for your FREE 5-Week Challenge. Download the Hy-Vee KidsFit App to create your best self.

6:00 p.m.

Amanda Krenz, Local 5

SCHEELS FALL & WINTER FASHION SHOW Join Amanda Krenz from Local 5 for a preview of the hottest new fitness trends featuring designs from the leading vendors at Scheels. Expect the showcasing of both men's and women's running apparel and accessories from the avid runner to the beginner.

7:00 p.m.

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7:45 p.m.

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GOOD EVENING Receive an official thank you for attending the MidAmerican Energy Speaker Series and Scheels Sports & Fitness Expo from race emcee Creigh Kelley.

Hy-Vee Hall (Hall C) is located in the Iowa Events Center. 730 3rd Street, Des Moines, IA 50309.

IMT Des Moines Marathon MidAmerican Energy Speaker Series

SATURDAY, OCTOBER 20

10:00 a.m.

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10:30 a.m.

Legacy Runners, IMT Des Moines Marathon Milestones

HEEL TO TOE CLUB Hear from a panel of IMT Des Moines Marathon athletes who are accomplishing some amazing things. Whether race day will be their 50th marathon or if they are running for a cause. These guest speakers will inspire you and get you ready mentally for race day.

11:15 a.m.

6:00 p.m.

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12:00 p.m.

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2:00 p.m.

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