

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. The public is welcome to attend the presentations, which take place during the Scheels Sports & Fitness Expo as a part of the IMT Des Moines Marathon packet pick-up on Friday, October 18 and Saturday, October 19.

FRIDAY, OCTOBER 18

3:00 p.m.

Creigh Kelley, BKB Productions

WELCOME Receive an official welcome to the Scheels Sports & Fitness Expo from race emcee Creigh Kelley and Olympian and running legend, Jeff Galloway. They 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, book signings and prize giveaways over the course of race weekend.

3:30 p.m.

Jeanette Steinfeldt, Special Olympics Iowa

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 Iowa 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 question and answer, mile by mile, 'run through' of the IMT Des Moines Marathon & Half Marathon, Bankers Trust Marathon Relay, Principal 5K Road Race, MercyOne 5-Mile Run & 1-Mile Walk courses.

4:30 p.m.

Jared Sweet, Altra Footwear

BECOMING A BETTER RUNNER Jared Sweet, LWMS is a certified metabolic tester and endurance sports trainer who has worked with all level of athlete from world-class to first timer. In his decades of experience, Jared has learned that each athlete has different needs and there is no one plan or piece of equipment that fits everyone. As a veteran racer for Altra Footwear, Jared can discuss the factors that go into finding your perfect running equipment as well as how you can improve your individual efforts by focusing on the big factors that affect your running. Jared has run more than 60 races in one year and has been named the Las Vegas male runner of the year in 2011.

IMT Des Moines Marathon MidAmerican Energy Speaker Series

FRIDAY, OCTOBER 18 (cont.)

5:00 p.m.

Daira Driftmier, Hy-Vee KidsFit

HY-VEE KIDSFIT 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.

5:30 p.m.

Ann Meagher, MyTEAM TRIUMPH

CAPTAINS and ANGELS myTEAM TRIUMPH is 501(c)(3) non-profit athletic ride-along program created for children, teens, adults and veterans with disabilities who would normally not be able to experience endurance events such as triathlons or road races.

6:00 p.m.

Jeff Galloway, Galloway Productions

RUN INJURY FREE Jeff Galloway transformed himself from an overweight 13-year-old to an Olympian through learning and applying the principles of training. Over more than 45 years, he has coached over a million runners and walkers to their goals through Galloway training programs, retreats, running schools and books. His methods allow those at all fitness levels to enjoy the accomplishment of finishing 13.1 miles with almost no risk of injury.

7:00 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.

7:45 p.m.

Creigh Kelley, BKB Productions

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 19

10:00 a.m. Creigh Kelley, BKB Productions

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10:30 a.m.

IMT Des Moines Marathon Advocates

A STORY TO TELL Hear from a panel of IMT Des Moines Marathon athletes who are accomplishing some amazing things, while serving as online Advocates. Whether race day brings their first or 50th marathon or if they are running for a cause, these guest speakers will inspire you and get you ready for race day.

11:30 a.m.

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12:30 p.m.

Jared Sweet, Altra Footwear

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2:00 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 MercyOne 5-Mile Run & 1-Mile Walk. Learn more about the I-35 Challenge.

3:00 p.m.

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