

GREYHOUNDS REACH THE BEACH ATTENDEE SURVEY

November 2007

*“The small town atmosphere is what makes it special –
for a few days we live in a small beachside town where
all of our neighbors own and love greyhounds.”*

– Survey respondent



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GREYHOUNDS REACH THE BEACH ATTENDEE SURVEY

Introduction

Each year the organizers get mostly compliments and a few complaints regarding Greyhounds Reach the Beach (GRTB), as is natural with any large event involving human beings (if it were up to the dogs, we'd just sniff each other and be happy).

Being attendees and (some of us) past vendors ourselves, we did not expect many surprises. Nor did we find them. What we did find was some really great information (who knew that 39% of us are in town by Wednesday and 73% of us don't leave until Monday or later?). Several people requested that there be more events on Sunday, and with this knowledge it certainly makes sense.

We heard some great ideas, and several respondents are willing to step up and take them on. We also found that some people didn't realize we had already thought of a few things (looking for larger lecture halls, for example). What follows is a brief summary of our findings. We have included an appendix that addresses respondents' most frequently asked questions.

You will note that we didn't ask you about non-registered people getting into events and registration packets arriving late or with incorrect contents. The organizers are acutely aware of these issues, and decisions were made to correct them prior to sending out the survey.

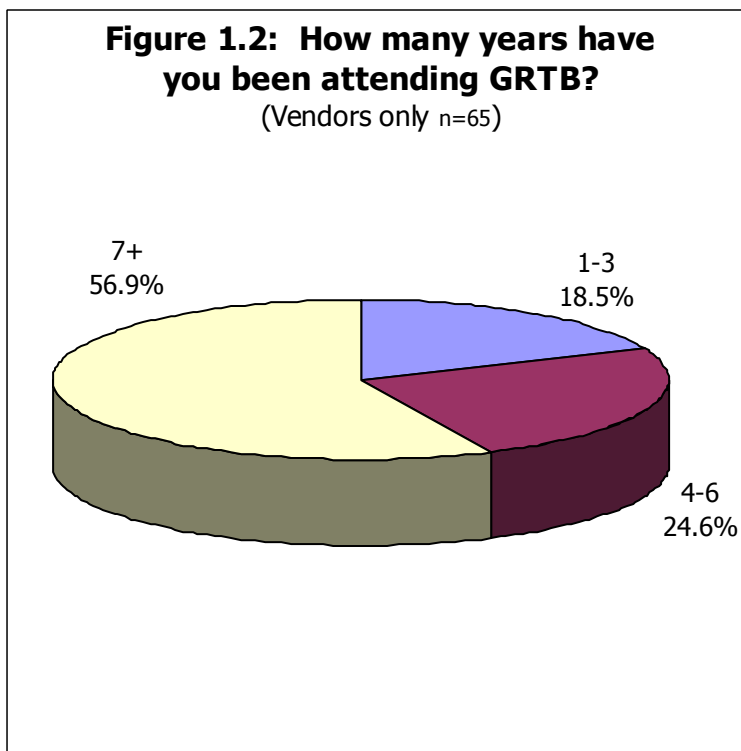
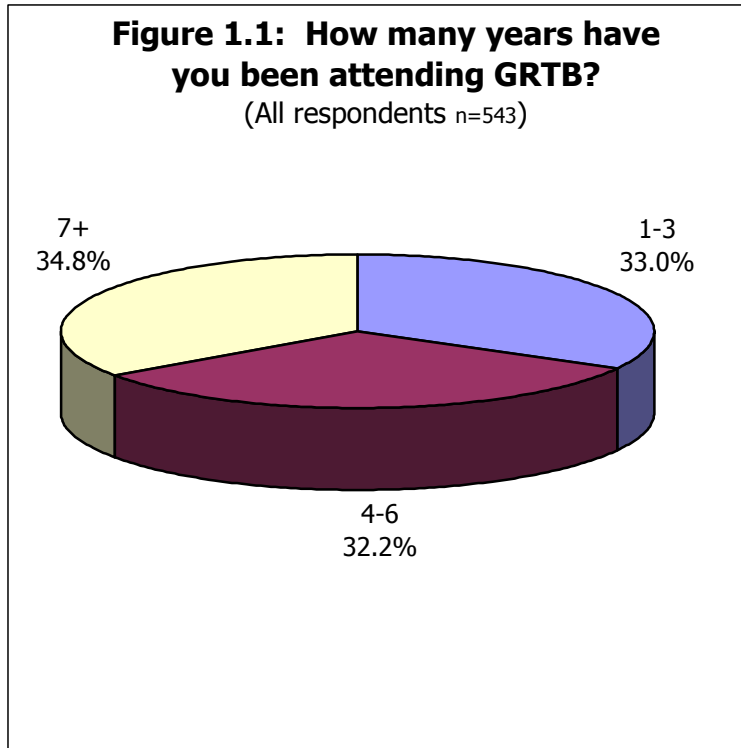
Greyhounds Reach the Beach began as a gathering of friends, and throughout its evolution it has remained first and foremost a gathering of friends. There has never been, nor will there be, a move to increase the size or micromanage the details of the weekend. This is your event, and we hope you enjoy it as much as we do.

Methodology

All data was collected via a questionnaire on the SurveyMonkey.com web site. One month after GRTB 2007, an email was sent to registered attendees that provided email addresses in 2007. After bounces from invalid addresses and servers that rejected it as spam, 586 appeared to be delivered. There were 491 responses from this group, for an 83.4% response rate. Non-registered attendees and attendees from past years were also invited to complete a questionnaire. Notification with a link to the survey was sent to the Greyhound-L, the Greyhounds Reach the Beach message board, Greytalk, and the GRTB Vendor List. A total of 543 completed surveys were received by the cutoff date of December 1, 2007. The survey was set to allow only one response per IP address to prevent duplicates. Note that due to rounding and multiple choices allowed on many questions, totals will not always equal 100%.

Summary

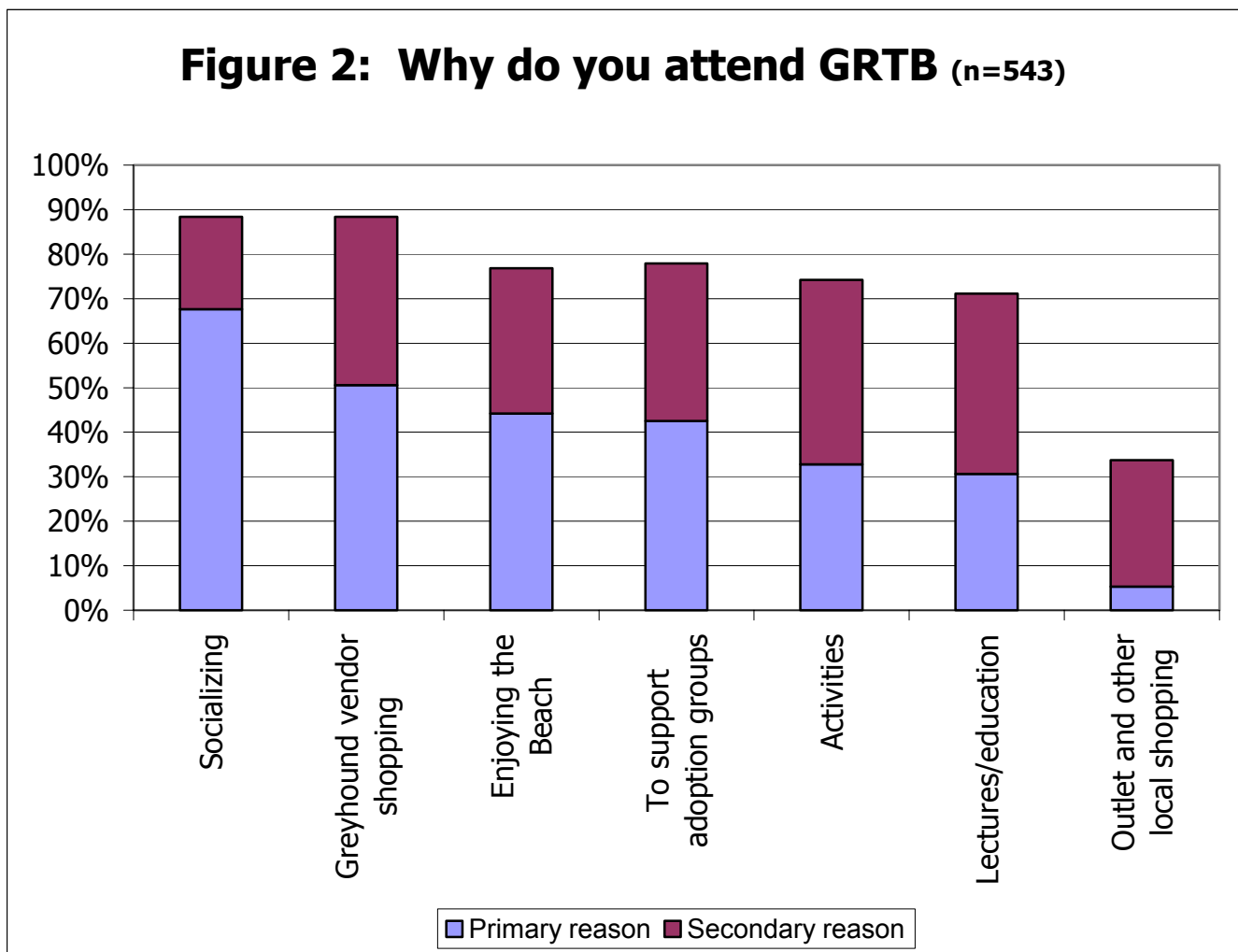
One-third of respondents have attended GRTB 1-3 years (33%), one-third have attended 4-6 years (32.2%), and one-third have attended 7 or more years (34.8%). On average, vendors have been attending more years than other attendees.



Why do you attend Greyhounds Reach the Beach?

A majority of attendees say they attend to vacation with their dogs and see their long-distance friends, primarily those friends they met online. The statistics bear this out, with 67.6% saying Socializing is their primary reason for attending. Vendor Shopping comes in second (50.6%), followed by Enjoying the Beach (44.2%).

Top reasons for attending identified as "secondary" are Activities (41.4%), Lectures/Education (40.5%), and Vendor Shopping (37.8%). Interestingly, 33.7% of attendees listed Outlet and Other Local Shopping as a primary or secondary reason for attending. This is very likely related to extended vacations, as indicated in the "Length of Stay" section (see page 10).



When "primary" and "secondary" reasons for attending are combined, Greyhound Vendor Shopping ties with Socializing at 88.4%.

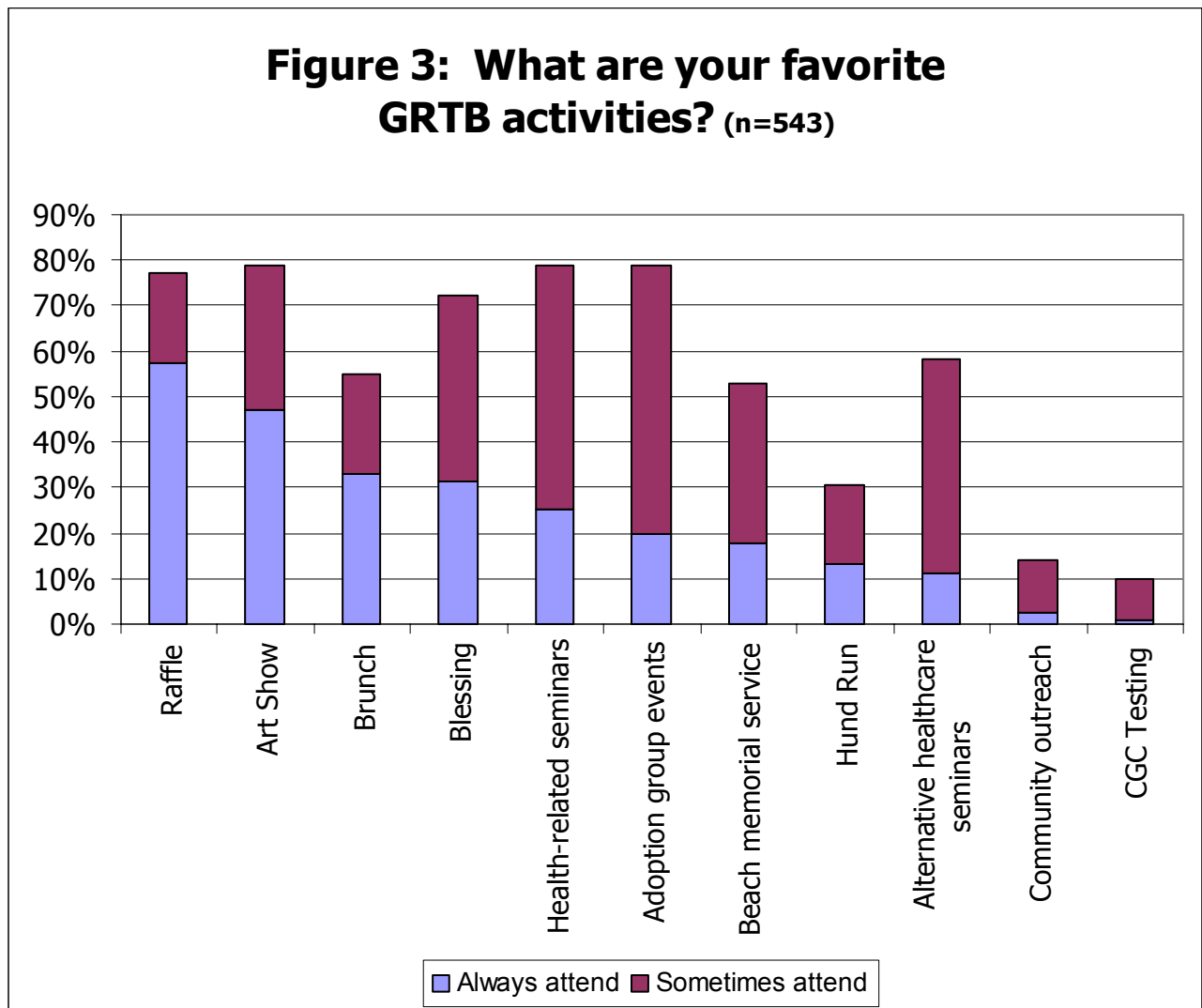
How do you spend your time?

The Raffle (57.5%), the Greyhounds in Art Show (47%), and the Brunch (33.1%) rated highest in the "Always attend" category.

Next most popular "Always attend" activities are the Blessing of the Hounds (31.3%), Greyhound Health-Related Seminars (25.2%), and Adoption Group-Sponsored Events (19.7%).

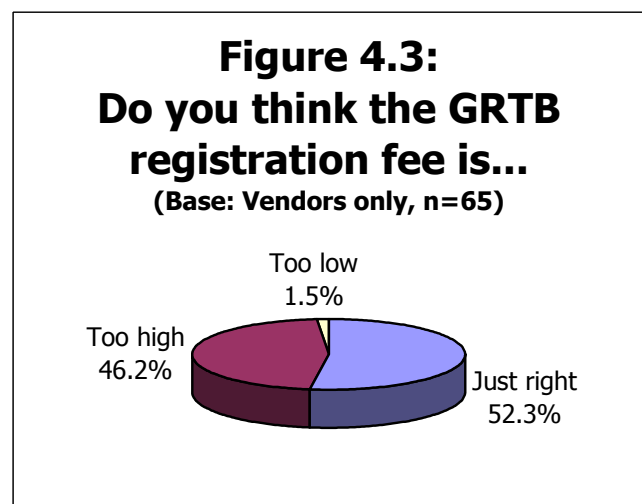
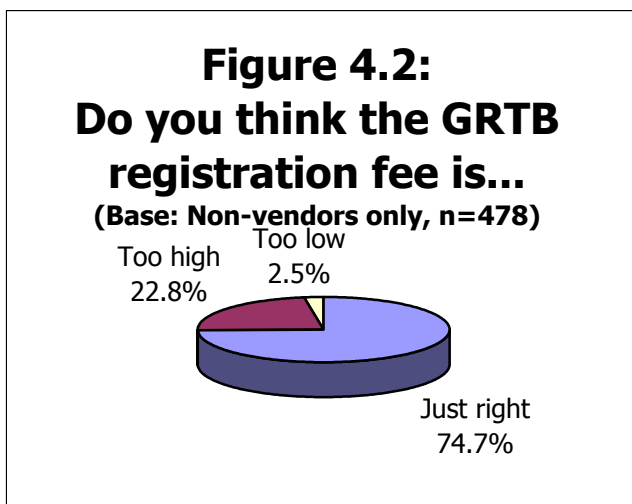
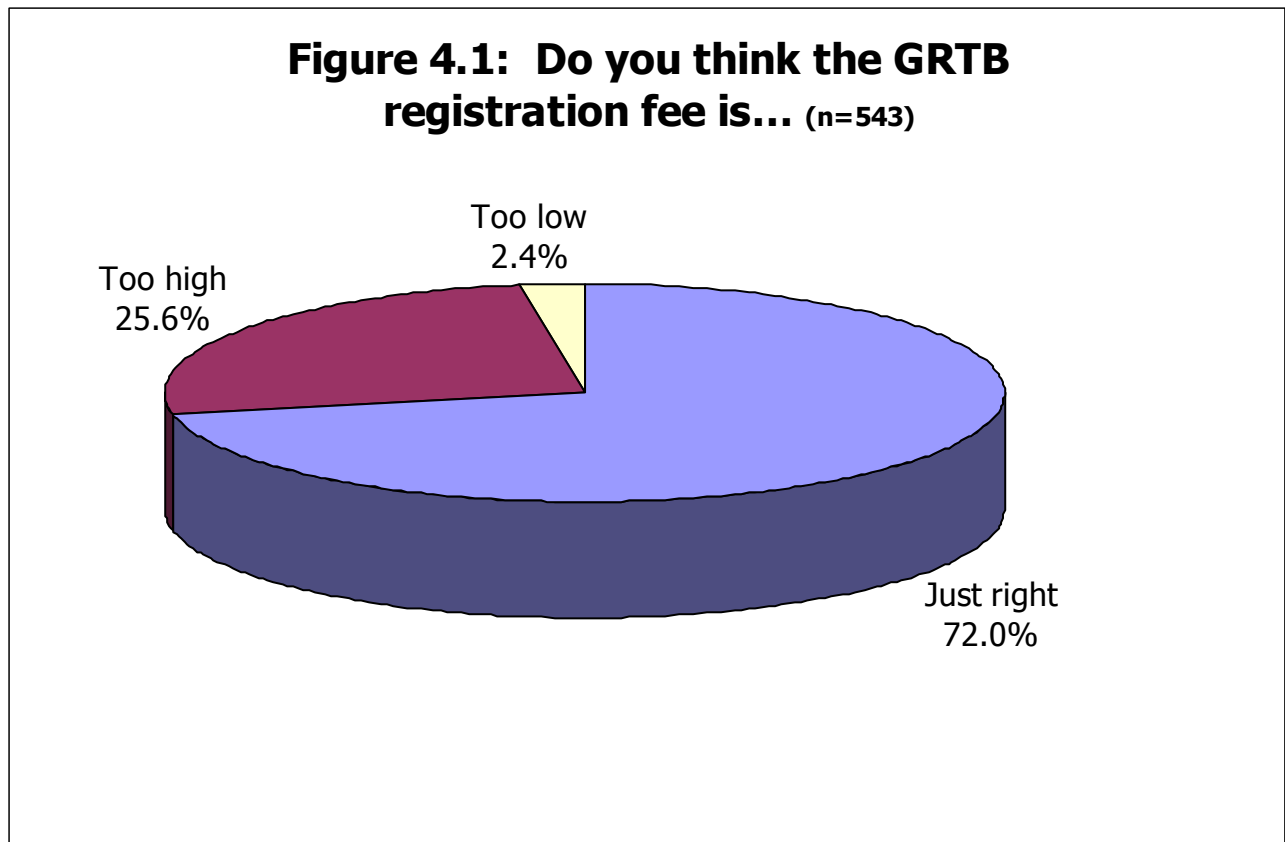
Of course, the number of folks that attend in no way measures the value of the event. The 14.2% of people who regularly do Community Outreach visits to area schools and senior facilities have a major impact on raising awareness about the hounds and making them more welcomed by the Dewey and Rehoboth communities.

And, while 60.8% of respondents never attend or have no opinion about the Hund Run, those that do attend express strong hopes that it will return in 2008.



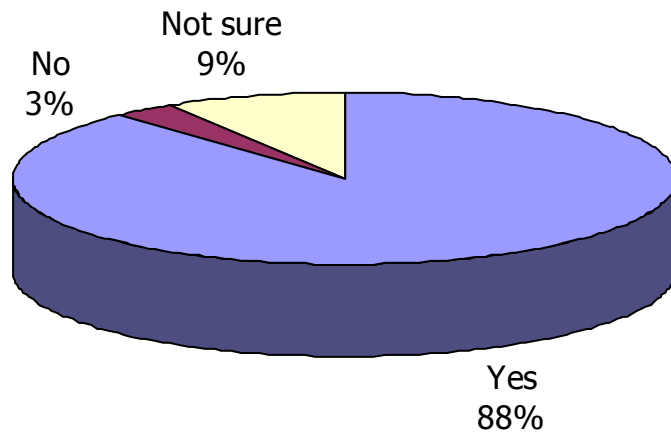
Registration

The majority of respondents believe the registration fee is just right (72%). When responses are segmented, nearly half (46.2%) of vendors think the fee is too high as opposed to 22.8% of other attendees. This is not surprising, as many vendors expressed that they register because "it's the right thing to do," but find they are unable to attend most events because they are vending.



Most people (88%) expressed that they would take advantage of a discount for early registration.

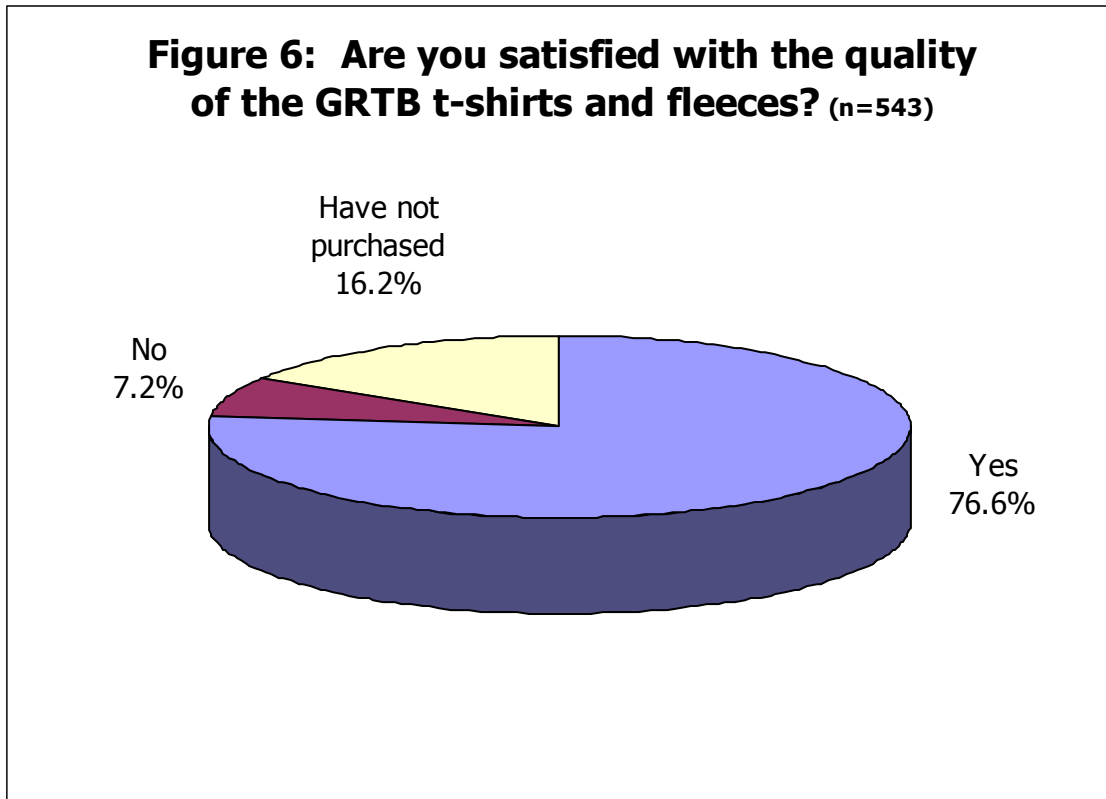
Figure 5: Would you register and pay early if a discount were given to early registrants? (n=543)



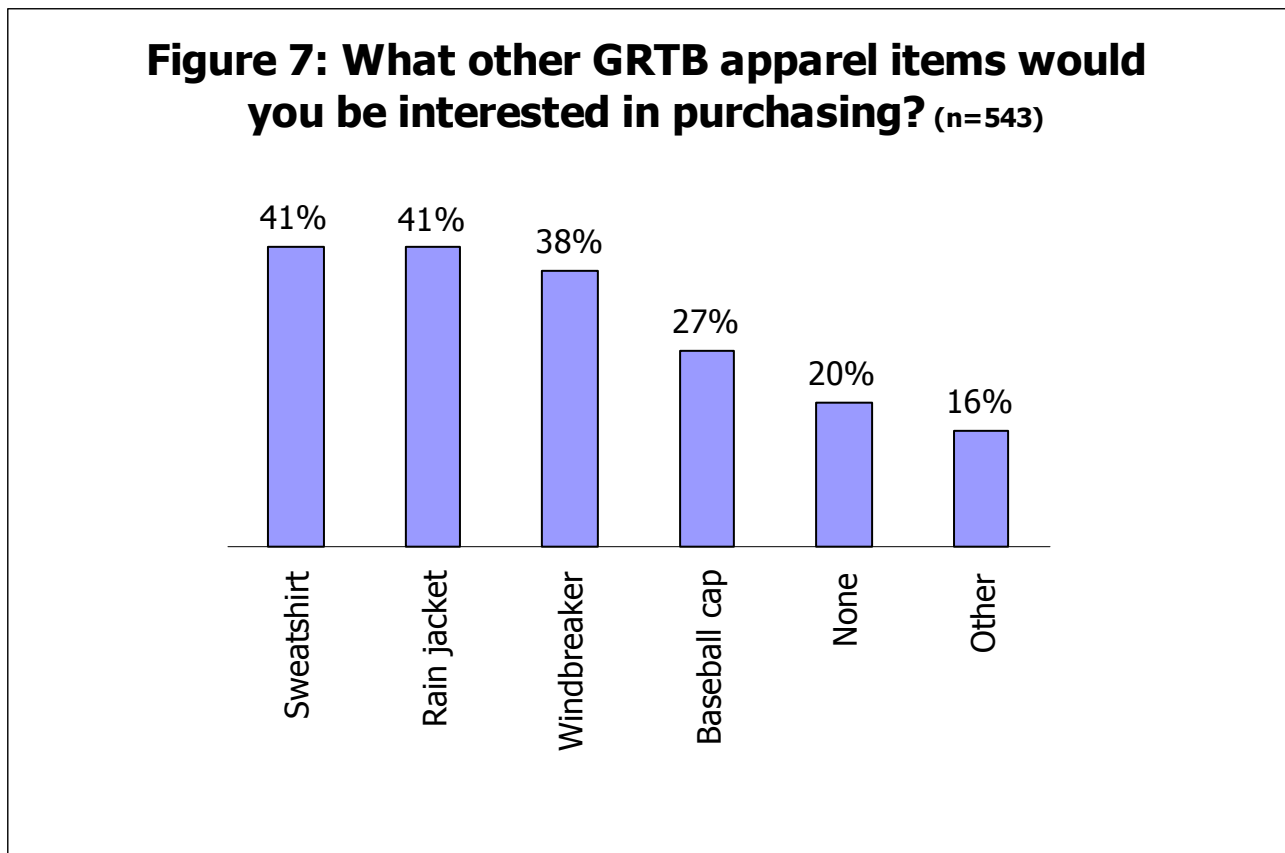
Several attendees said they register early anyway and suggested that – should there be a discount for early registration – they would welcome an option to donate the savings to benefit canine cancer research.

Event apparel

While most people were satisfied with (76.6%) or do not purchase (16.2%) t-shirts and fleeces, there were several suggestions for improvement regarding options and men's vs. women's sizes.



A significant number of respondents expressed an interest in purchasing event-related sweatshirts (41%), rain jackets (41%), windbreakers (38.1%), and baseball caps (27.1%).



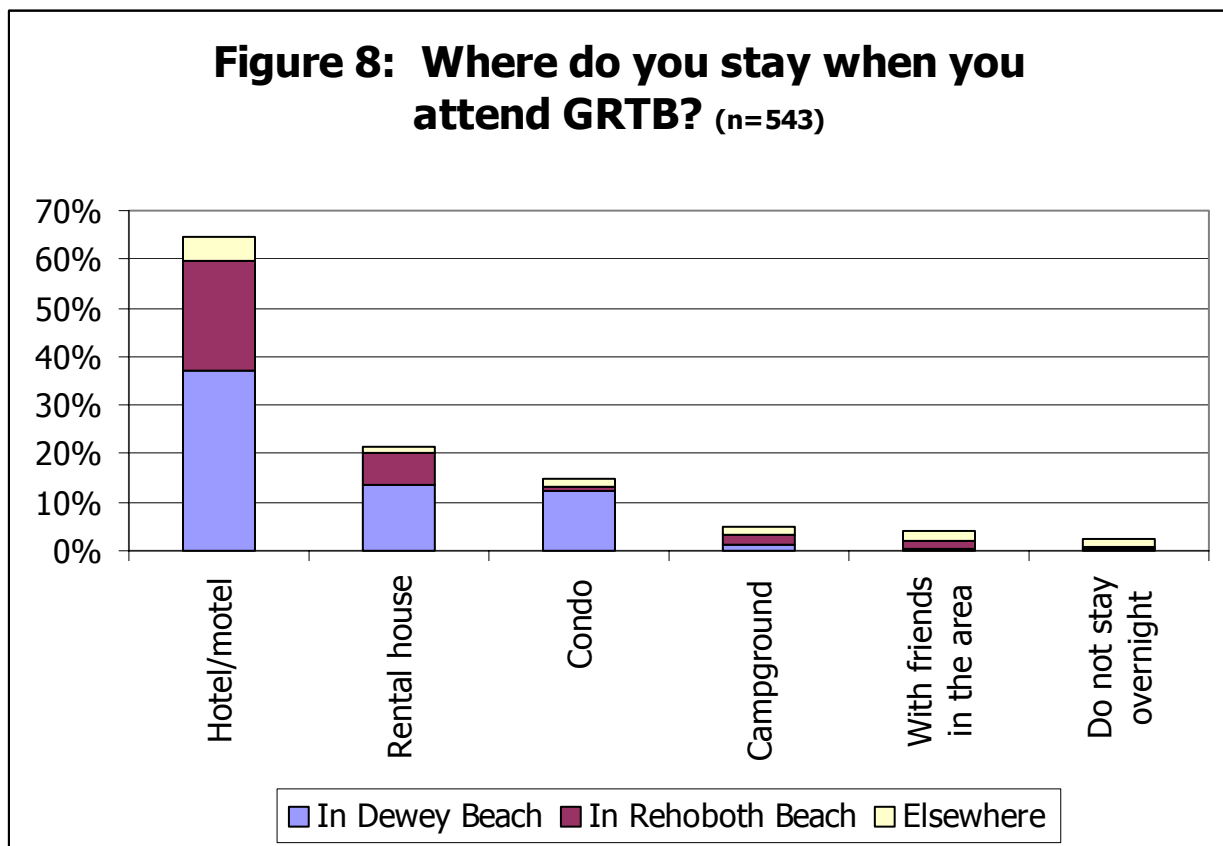
Other frequently suggested items that respondents would purchase are long-sleeve t-shirts, polo shirts, tote bags, zipper fleece jackets, tank tops, and vests.

Where do you stay?

The majority of attendees stay in hotel rooms (64.6%), and most of those hotel rooms are in Dewey Beach (57.3%) and Rehoboth Beach (35.3%). Next most popular are rental houses (21.4%), primarily in Dewey (62.9%) and Rehoboth (31.9%). Fifteen percent stay in condos, and nearly all condo rentals are in Dewey. Less than 1% stay in condos in Rehoboth. Five percent camp in Dewey Beach (Delaware Seashore State Park), Rehoboth Beach (Big Oaks Family Campground), and Lewes (Cape Henlopen State Park). Four percent stay with friends in the area. Four percent stay with friends in the area. Four percent stay with friends in the area.

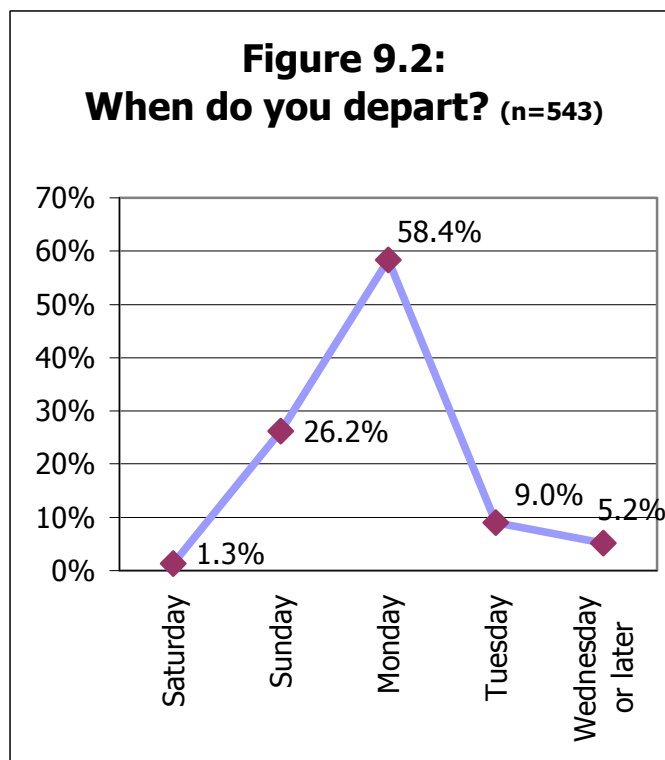
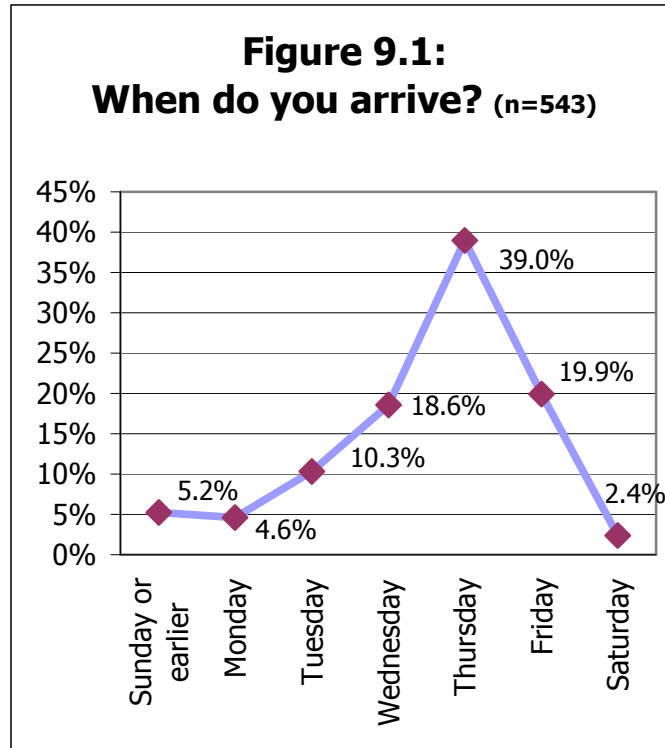
Among respondents that report staying in communities besides Dewey and Rehoboth Beaches, 15 stay in Lewes, 4 stay in Ocean City (MD), 4 stay in Bethany Beach, 4 stay in Long Neck, and 1 stays in Selbyville.

Among respondents that don't rent or stay overnight, 2% (nine people) report living nearby. Interestingly, two of them purchased homes in the area as a direct result of attending GRTB.



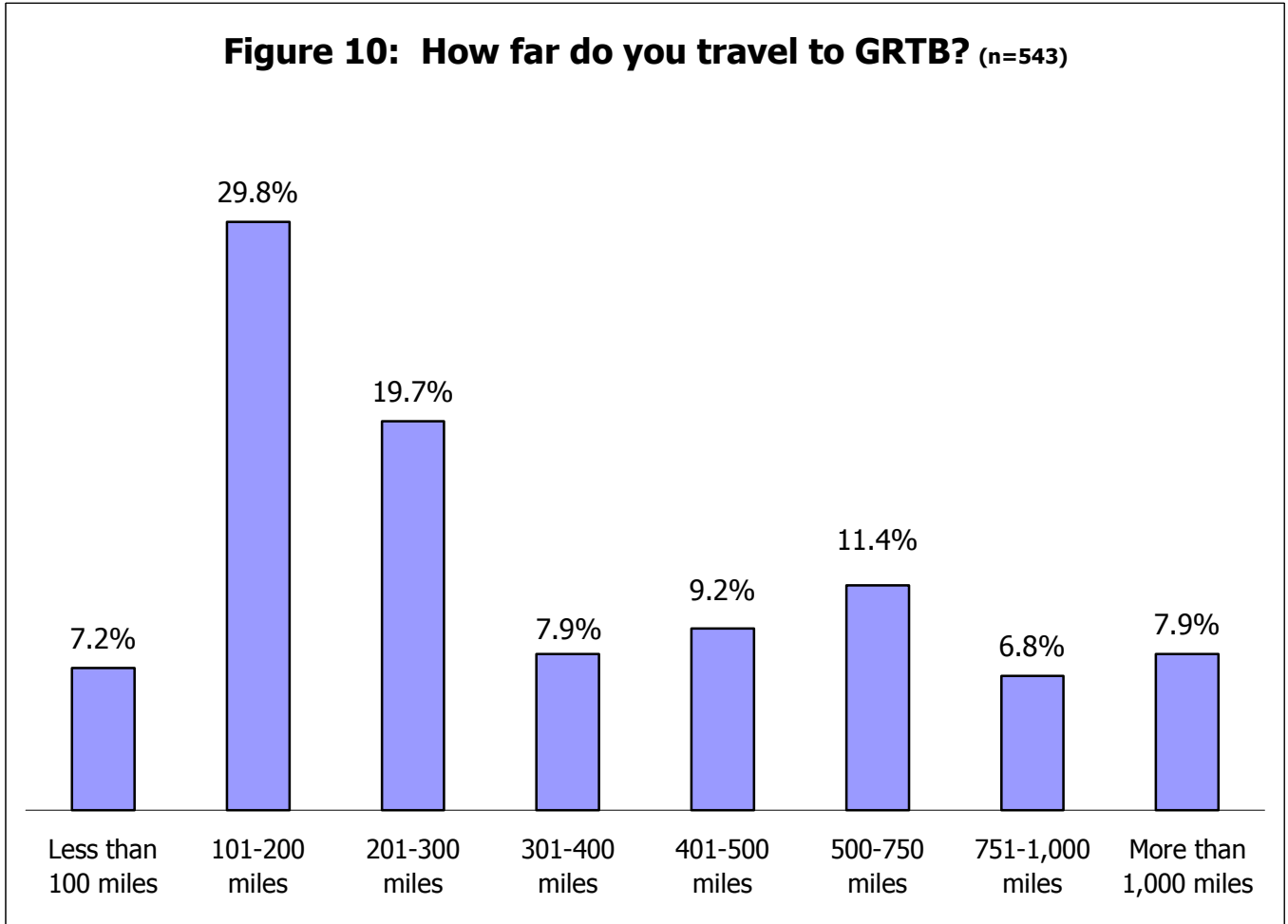
Length of stay

A surprising 39% of attendees are in the area by Wednesday. Another 39% arrive on Thursday, and only 20% arrive on Friday. Nearly three-quarters of attendees do not depart until Monday or later, and there are many requests for more events to take place on Sunday.



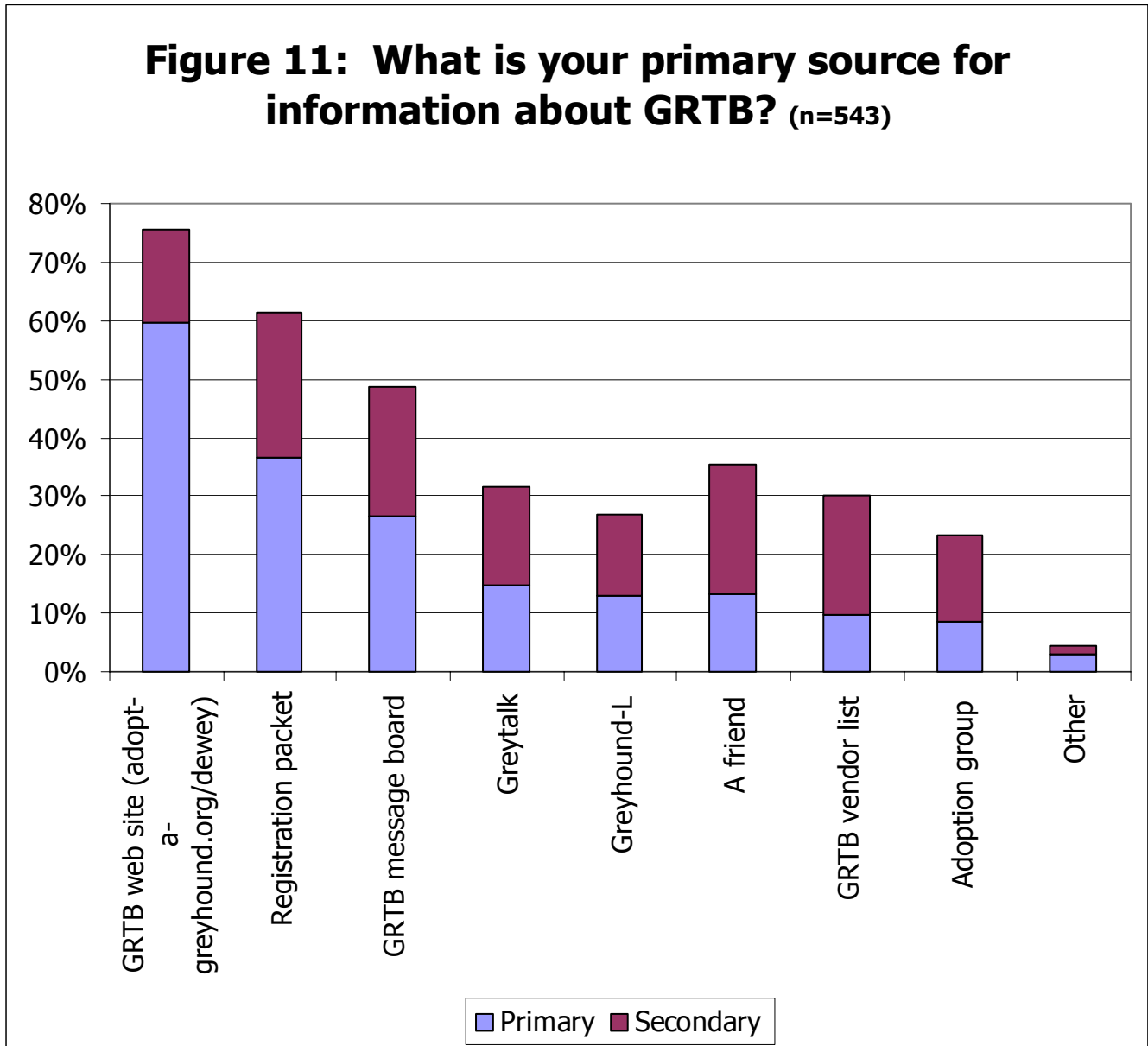
How far do you travel?

Greyhounds Reach the Beach attracts national and even some international attendees. Twenty-six percent travel more than 500 miles. Another 36.8% travel between 200 and 499 miles. Note that Washington DC, Baltimore, and Philadelphia are within 200 miles of the event.



Where do you get your information?

Most attendees rely primarily on the adopt-a-greyhound/dewey web site for event information (59.7%) and on their registration packets (36.6%). However, they rely significantly on a wide variety of other resources as illustrated in Figure 11.



Conclusion

Watching the results of this survey come in was a real treat. By the end of day one, we had a 50% response rate. When the survey closed three weeks later, we had an 83% response rate. This is one passionate crowd.

The survey included several open-ended questions. Most questions and suggestions for improvement are addressed in Appendix A - Frequently Asked Questions (page 14).

There were many suggestions for activities, including new ideas and several from past years; they are listed in Appendix B – Activity and Seminar Suggestions (page 19). Individuals or adoption groups organize most activities at GRTB, and many are fundraisers. We heard from many people who would like to volunteer, and we hope these ideas inspire a few more of you.

The organizers thank each of you for your time in helping us with this survey. It has identified some ways that we can improve the event immediately, some activities that individuals and groups will organize in 2008 and beyond, and lots of ideas for the attendees and organizers to ponder for future years.

Thank you for whatever part you play in helping retired racing greyhounds, and – rain or shine – we hope to see you at the beach in October.

APPENDIX A: FREQUENTLY ASKED QUESTIONS

All survey questions offered a comment field to encourage feedback. Comments ranged from humorous ("raise the fee to keep out the riff raff") to complimentary ("you guys don't get enough credit for what you do") to critical ("you need to hire organizers, change the date, and change the location") to silly ("hold the event when it doesn't rain"). A few recurring themes are addressed here.

Why aren't there larger venues for speakers?

Each year the organizers contact multiple venues, including those that say "no" year after year. Sometimes a new location is found; sometimes an existing location is lost. The same is true for 2008, and organizers are somewhat optimistic there will be one or more larger lecture facilities available. As of survey publication date, it appears the larger locations may not permit dogs.

Why is it possible for people that don't register to get into talks when they are overflowing, while people who did register can't get in?

In 2008, no one will get into an event without a wristband.

Why are so many activities held at the same time?

Due to a shortage of facilities and an abundance of activities, overlap is unavoidable. We try to avoid having similar topics at the same time. For example, two veterinarians will not have overlapping presentation times.

The survey has shown that 73% of people are in the area until at least Monday, and an effort will be made to schedule more activities for Sunday.

There are several requests for more evening events, particularly by vendors who cannot attend events during the day. If any speakers are willing, the organizers are open to this idea. Perhaps some of the more popular talks can be repeated in the evening.

Why didn't the registration fee go down when the vendor tents were eliminated?

The vendor registration fees paid for all vendor-related activities. Attendee registration fees cover other event expenses.

Why aren't all the registration materials mailed in one packet, and why are they mailed so late?

A professional fulfillment house will be used in 2008, and deadlines have been moved forward one month. Unfortunately, using the Sheltered Workshop over the past several years has proven to leave too many details out of the organizers' hands.

Why don't you make the registration materials available online so they don't have to be mailed?

This would be one more reason for a few unethical folks to skip registration, and there are some tangible items that must be delivered (raffle tickets, wristbands). While some people expressed no interest in the tourist brochures that are included, an equal number said they like receiving them. We include these brochures as a courtesy to our host communities.

We share our registration materials and don't want two of everything. Can there be a slightly reduced fee for a second person in the same household?

Yes, great idea.

Can there be a separate fee for vendors who are unable to attend any events?

Based on survey feedback, we expect there will be more activities scheduled earlier in the week and in the evenings. We will keep your concerns in mind as the schedule develops. Bear in mind that the majority of event expenses are fixed and do not change based on number of participants.

Can we know who the brunch speaker is before purchasing tickets?

It's unlikely, as that is not usually known at the time registration opens. The brunch typically includes the raffle to benefit canine healthcare research, a speaker from the Morris Animal Foundation with an update on their research, and a speaker that the organizers expect will have wide appeal.

Can we see what the apparel artwork looks like before placing an order?

There is normally a preview of the artwork on the registration site when it opens.

Can you have apparel available in women's sizing?

We are looking into options that include women's sizing.

Can you add a check box to the registration form for attendees that wish to be contacted regarding Community Service visits?

Yes, another great idea.

Can you open registration at the same time every year so those of us not on various lists know when to expect it? How come on-site registration hours are so limited?

Organizers expect to offer an early registration discount from May 1 through June 15, and an effort will be made to stick to this date each year. Normal registration will run from June 15 through July 31. Details on late registration (normally August 1-31) have not been finalized as of survey publication date. The purpose of on-site registration hours is only to correct any errors that may have been made in your packet, which is why on-site hours and supplies are extremely limited.

Why weren't there enough seats at the 2007 brunch?

Much to the organizers' dismay, some people got into the brunch without tickets. The Ruddertowne Complex and the organizers sincerely regret the inconvenience this caused.

Why can't we have dogs at the brunch? Why don't the registration materials say no dogs are allowed? Didn't dogs used to be allowed? How can you have an event where dogs are left in the car?

Due to health regulations, it is not possible to have dogs in the Ruddertowne Complex. Organizers will be sure the registration site clearly specifies "no dogs" by the brunch ticket ordering area. Dogs have never been allowed at the brunch. The Information Booklet that is provided with registration materials discourages dogs ever being left in cars, and an announcement is made at the beginning of brunch each year requesting that anyone with a dog in their car return to their vehicle.

This is billed as a "neutral" event, but it seems like the organizers are pro-racing.

There are 10 primary organizers for the event, and we are all individuals with our own opinions. Not all decisions reflect all organizers nor all members of The Greyhound Project board. We make every effort to keep politics out of GRTB.

Why don't the organizers arrange for discounts and no dog fees at all the hotels?

Unlike many newer events, GRTB was never intended to be anything more than a few friends getting together. When it began 13 years ago, no one had any idea that hotels would fill and rates would rise. By the time this phenomenon became clear, it was too late. The hotels have no incentive to offer reduced rates when they have waiting lists for their rooms. The Atlantic Oceanside, the "headquarters" hotel, does not raise its rates for the weekend.

Why don't you move the event to Ocean City where there is more room?

We checked into dog-friendly facilities there and found they do not exist. And we agree with the survey respondent whose quote appears on the cover of this document: there is something special about living "in a small beachside town where all of our neighbors own and love greyhounds."

Why don't the organizers keep a list of available rooms?

We tried that, and this event is just too widely distributed among proprietors that operate independently. If someone believes they can manage it, the job is yours. There is a list of pet-friendly options on the Chamber of Commerce web site (<http://www.beach-fun.com>), including many facilities that allow pets "greyhound weekend only."

Some of us have had to change lodging over the years, and we have found multiple options by calling the dog-friendly facilities on the Chamber of Commerce web site, the local real estate agents, and individual house and condo owners we found online. We are not aware of anyone who did not attend because they could not find a place to stay. As some options have gone away, other options continue to open.

Why not have a group photo every year?

We did that the first four years, until the event became too large. To capture even half the attendees, individuals and dogs would appear so small that they cannot be recognized.

Why isn't there television coverage every year?

Actually, there is. Each year, about 300 press kits are mailed to national, regional, and local media. Most years one or two regional television stations, two or three radio stations, and about a dozen magazines and newspapers cover the event. We hit the jackpot with live national TV in 2007, but we have been contacting them for nine years. More detail on past coverage can be found on our press web site at <http://greyhound.com/DeweyPress>.

Why wasn't there a Hund Run in 2007?

The organizer who manages the Hund Run was not available in 2006 or 2007. We recruited some volunteers to run it for her in 2006, and it was a minor disaster in terms of safety and the way the field was left for the community. Rather than risk further problems, we elected to wait until she returns to supervise the field in 2008.

Questions that are out of organizers' hands:

- **Can we go back to having all vendors in a centralized location?**

There have been many positive (33.3%) and negative (66.6%) remarks regarding the lack of one centralized location. As with nearly all GRTB activities, the organizers do not manage the vendors. We do anticipate more complete information on where to find vendors in the 2008 registration packets.

Many people suggested the parking lot at the Ruddertowne complex, which is not available (it is used for parking during some of the weekend). Others suggested a parking lot at one of the outlet complexes.

- **What happened to the Beer & Biscuits Ball?**

The Ruddertowne Complex sponsored this event.

- **Why do some talks start early?**

We will pass along your concerns.

- **Why do some vendors close earlier than their advertised hours?**

We will pass along your concerns.

- **What happened to the first aid classes?**

The organizers are happy to list any activity that is open to all attendees. No one offered to do first aid classes in 2007.

APPENDIX B: ACTIVITY AND SEMINAR SUGGESTIONS

We received many great suggestions for new and old activities and seminars, and we hope the ideas from survey respondents will spark some ideas among attendees. As always, the organizers welcome any organization or individual to sponsor an event or seminar.

The ideas, in no particular order:

Activities:

- Costume ball
- Beach barbeque
- Beach breakfast
- Beach concert
- Closing ceremony bonfire Sunday night (or other bonfire events)
- Senior social
- Gathering to meet canine relatives
- Sand sculptures on the beach
- New attendee welcome walk, party, or something on Saturday
- Microchipping
- Scavenger hunt
- Casino night
- Fashion show
- Live auction
- Greyhound walk at State Park
- A second ice cream social (on Saturday or Sunday; suggested by a canine ice cream maker)
- Dog games at the school grounds
- Hound sitting service as fundraiser
- Evening beach walk
- Face painting
- Temporary tattoos
- Coffee vendor for brunch line
- Vehicle decorating contest
- Tattoo contest

Seminars:

- Getting attention at meet and greets
- Starting a greyhound walking group
- Finding a lost greyhound
- Canine nutrition
- Raw feeding
- Home cooking for hounds
- Canine massage
- Positive reinforcement dog training
- Behavior
- Flyball, agility, lure coursing (at Hund Run field)
- Volunteering (recruiting, preventing burnout)
- First aid/CPR training
- TDI or Delta Society testing
- Animal communication
- Roundtable Q&A with veterinarians
- Providing for your hounds after you're gone
- Hiking and backpacking with your hounds
- Introducing a new hound to the pack
- Caring for aging greyhounds
- Vaccination protocols
- Tick diseases and testing
- What to look for as a new adopter
- Shy dogs, spooks
- Dealing with separation anxiety
- Kennel management
- The adoption process
- Adoption expert roundtable
- Best way to trim or Dremel nails
- Blood donor information
- Training through a prison program

1. Welcome

There are just 15 brief questions here, and your responses will help us understand what you like and where you think we can improve Greyhounds Reach the Beach. This should take about five minutes.

Your responses will remain completely anonymous, and we will only contact you if you if you request it at the end of the survey.

The survey you are about to complete is your personal copy. Only one survey can be accepted per computer, so if you share a pc with another attendee, your answers should reflect both of your viewpoints. You may use the "Comments" field at the end of any question if you wish to clarify your response. If you get bounced back to the beginning after you are done, scan down for a question that says it requires a response.

THANK YOU for your time.

2.

* 1. How many years have you attended Greyhounds Reach the Beach? (This question requires an answer)

1-3

4-6

7-10

11+

Comments?

* 2. Why do you attend Greyhounds Reach the Beach? (This question requires an answer)

	Primary reason	Secondary reason	No interest
Lectures/education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Socializing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoying the beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To support adoption group(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greyhound vendor shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outlet and other local shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments?

* 3. What are your favorite Greyhounds Reach the Beach activities (check all that apply). (This question requires an answer)

	Always attend	Sometimes attend	Never attend	No opinion
Greyhound health-related seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canine alternative healthcare seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adoption group-sponsored events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canine Good Citizen testing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Greyhounds in Art Show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sunday Brunch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Raffle to benefit canine cancer research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Blessing of the Hounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Memorial Service on the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Hund Run	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Community Service (school/nursing home) visits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments?

* 4. Do you think the Greyhounds Reach the Beach registration fee is... (This question requires an answer)

Too low

Too high

Just right

Comments?

* 5. Would you register and pay early if a discount were given to early registrants? (This question requires an answer)

Yes

No

Not sure

Comments?

* 6. Are you satisfied with the quality of the Greyhounds Reach the Beach t-shirts and fleeces? (This question requires an answer)

I have not purchased them

Yes

No

If not, why not? Any other comments?

* 7. What other Greyhounds Reach the Beach apparel items would you be interested in purchasing? (This question requires an answer)

Baseball cap

Rain jacket

Windbreaker

Sweatshirt

None

Other (please specify)

* 8. Where do you stay when you attend Greyhounds Reach the Beach? (This question requires an answer)

	In Dewey Beach	In Rehoboth Beach	Elsewhere (specify below)
Hotel/motel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rental house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With friends in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't stay overnight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

* 9. How long is your visit? (This question requires an answer)

Arrive

Depart

When do you ...

Comments?

* 10. How far do you travel to Greyhounds Reach the Beach? (This question requires an answer)

- Less than 50 miles
- 51-100 miles
- 101-200 miles (e.g., DC, Baltimore, Norfolk, Philadelphia)
- 201-300 miles (e.g., New York, Richmond)
- 301-400 miles (e.g., Pittsburgh)
- 401-500 miles (e.g., Boston)
- 500-750 miles (e.g., Cincinnati)
- 751-1,000 miles (e.g., Atlanta, Chicago)
- More than 1,000 miles

Comments?

* 11. What is your primary source for information about Greyhounds Reach the Beach? (This question requires an answer)

	Primary	Secondary	Rarely	Never
GRTB web site (adopt-a-greyhound.org/dewey)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GRTB message board	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GRTB vendor list	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greyhound-L	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greytalk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adoption group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registration packet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A friend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(please specify)

* 12. Are you a vendor? (This question requires an answer)

- Yes
- No

Comments?

13. Please list any suggestions for future activities or seminars that you would like to see at Greyhounds Reach the Beach. (Optional)

14. Would you or your adoption group be willing to organize and sponsor an activity or event at Greyhounds Reach the Beach in the future? (Optional)

No

Yes

If yes, please enter your contact information

15. Are there any other comments you wish to share with the organizers? (Optional)

3. Thank you!

Thank you for taking the time to help us improve Greyhounds Reach the Beach. You have the option of editing your responses until December 1, 2007.

If you have friends that wish to complete the survey but didn't get an email because they either didn't register or didn't attend in 2007, they may fill out their personal copy at http://www.surveymonkey.com/s.aspx?sm=90wsna_2bpS3bKfdXLFXn6Zw_3d_3d. This link will not work from your computer.

-- The Greyhounds Reach the Beach Organizing Committee