

MARCH 2010

SPLIT

# TIMES



THE OFFICIAL NEWSLETTER OF THE UTICA ROADRUNNERS

## America's Greatest Heart Run & Walk 2010

Saturday, March 6th

American Heart  
Association 



### Awards Banquet, p.4

Running Barefoot?, p.8

### Upcoming Runs:

Heart Run/Walk - 3/6 • Fort to Fort 5k & 10k - 4/3

For a complete race calendar, visit our website at  
<http://www.uticaroadrunners.org>

SPLIT

# TIMES

THE OFFICIAL NEWSLETTER OF THE UTICA ROADRUNNERS

## 2010

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MARCH 2010

### Attention Race Directors!

If you have an upcoming race that you would like to advertise in SplitTimes, please contact Meg Parsons at [mparsons@twcny.rr.com](mailto:mparsons@twcny.rr.com) or call (315) 337-7452. See last page for rates.

**IMPORTANT:** Do not send requests for advertising to the SplitTimes Editor – It will slow down the processing of placing your ad or race application and you may not be included in the issue that you have requested.

**DEADLINES:**

Payment for advertising is due on the 1st of the month prior to the issue you would like to advertise in (ie; if your race is July 12th, your payment is due on May 1st in order for the ad to run in our June issue). Your copy/art/ads/race applications are due on the 10th of the month prior to the issue your ad will run in – no exceptions! (see last page for advertising rates)

Thank you,  
The Utica Roadrunners'  
SplitTimes Newsletter Staff



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**JOIN NOW!**

**VISIT:** <http://www.uticaroadrunners.org>

# Greetings From Our President: Sybil Johnson



Hello Everyone! March is here and spring will be too. This is Central New York, so we shall see “when” spring really arrives.

To begin the month, we have the Heart Run. The Utica Roadrunners are in the team competition for raising funds. We are a Clubs and Organizations team, with me, Sybil Johnson, as the team captain. For many years, our Club has raised a significant amount of money for this worthy event. Many of you are on other teams, and we understand. Back when I worked, sometimes I pledged my money toward the Utica Teachers Team. Whichever way you go – run, walk or volunteer – just try to be out there for the good of the cause.

At the February Business Meeting, Jim Moragne, our membership chair, reported that we now have 561 members! Sixty-two members have been added just since our last meeting. Many of them may be due to the Development Run mailing by Linda Turner. Linda and Jim have merged their data to have an all-encompassing list of Club members and Development Run participants. Many of the summer Wednesday runners are becoming Club members to take advantage of the Club benefits, like no charge for the Development Runs. Right now, those membership numbers include some of you who have not renewed for 2010. You will receive newsletters and messages until March 31st.

Pay attention to race venues. We may be holding the Summer Sizzle in a new location. New and exciting shakeups are happening. Maybe there will even be a new event or two to add to the race calendar. A change of scenery is good for everyone.

The Awards Banquet is shaping up. It will be on a Saturday night, April 10th, at Aqua Vino. Mike Brych will be the MC and after the program, he will be the DJ. Yep, we are going to have some dancing and partying happening. I hope you have sent in your nominations and running statistics for 2009 so everyone can receive their just rewards.

I have some soapboxing to do. Please, please, be careful on the roads. Whether you are running, walking, or biking, be aware of everything around you. Our dear friend, Chuck Mix, was involved in an accident while biking in Ft. Myers, Florida. He is in critical condition and will require a long rehabilitation period once he heals. Keep Chuck and Joyce in your thoughts.

Okay, that’s enough rambling. I hope March is a good weather month for running, or walking, or maybe even biking. Just get out there!

A handwritten signature in cursive script that reads "Sybil".

# UTICA Roadrunners

## Annual Awards Banquet

Saturday, April 10, 2010

6-9 p.m.

Aqua Vino (Formerly "Kitty's" By the Canal)

Social Hour at 6 pm

Dinner at 7 pm

\$20 Per Person In Advance  
Includes Buffet Dinner, Drinks,  
and Hors D'Oeuvres

With our very own Mike Brych  
crankin' the tunes!

**Reservations required by March 26th**

Make checks payable to: Utica Roadrunners

Mail to:

Utica Roadrunners

P.O. Box 4141

Utica, NY 13504



# America's Greatest Heart Run & Walk 2010

**America's Greatest  
Heart Run & Walk 2010 – DO IT!**

**SATURDAY, MARCH 6, 2010**

**Volunteer! • Run! • Walk!**

When you register to run or walk, enter as the  
"UTICA ROADRUNNERS TEAM"

Sybil Johnson, Captain

Check at the Club Booth for the team photo time on  
Saturday morning.

To register, go to: [www.uticaheartrunwalk.org](http://www.uticaheartrunwalk.org)



**Boilermaker**  
15K ROAD RACE • UTICA, NY  
SUNDAY JULY 11, 2010

Train the Right Way!

Register now to participate  
in the  
Boilermaker Training Program!

For More Information,  
Go To: [www.train2run15k.com](http://www.train2run15k.com)

# America's Greatest Heart Run and Walk

## Where your donations are going



By Dick Mattia, Jim Stasaitis, and Theresa Swider

You have probably been reading and hearing things about America's Greatest Heart Run & Walk that may confuse you about where the money from our event goes. We want to share information with you so that you are very informed and can continue to participate in the Run/Walk. The best way to correct any inaccuracies that are being spread is to inform you so that you may correct those inaccuracies when you are speaking to others about our wonderful event.

### **First and foremost – where does the money we raise go?**

A percentage of the money raised in America's Greatest Heart Run and Walk goes to the Founders Affiliate of the AHA and a percentage to the National AHA. These monies are allocated by the affiliate and national to be used towards research grants, programs, health education, medical professional training, advocacy and general expenses. Please see the editorial on page 7 that Theresa wrote about how the money is used locally.

### **How is the research money allocated?**

The research money is allocated at the affiliate and national level. Research labs and hospitals apply for grants. These grants are reviewed by a peer group of scientists. The grants are ranked as meritorious or non-meritorious. Those ranked meritorious are then scored and ranked from highest to lowest. The highest scoring grants are allocated monies going on down the line until the money runs out. The AHA funds the grants in a blind process. It only sees the final scores of the proposals so one particular geographic area cannot receive a preference. Usually the money runs out before all grants that are deemed meritorious are funded. All the more reason events like ours around the country need to raise more money.

### **Does all the money go to New York City?**

Absolutely not. This is being spread by "The Window King" and is totally false. Being that our affiliate merged with an affiliate that included NYC it is being assumed that since the Masonic Research Lab is not getting funded that other larger hospitals and labs in cities such as NYC are getting all the funding. Not true. Even before NYC was part of our affiliate, Utica was part of the Northeast Affiliate which included the Boston area. See above on how grants are scored. There are many other smaller institutions across the northeast, similar in size to MMRL, that have received funding.

### **Is there increased competition for grants in the affiliate now that we are a larger affiliate?**

Yes, there are more labs and hospitals that are in our affiliate to compete for the grants, but there is also a whole lot more money to allocate. Now our affiliate includes very successful fundraising events in NYC, Connecticut and NJ. Keep in mind, more competition will drive better research. And better research, wherever it is conducted, will help save lives in Utica.

### **Why should we continue to participate in this event?**

Funding research is only one way the AHA achieves its mission. Your fundraising also supports the AHA's advocacy efforts. For example, the AHA was instrumental in passing the Clean Indoor Air Act. So now you can breathe smoke-free in Utica area restaurants and pubs. Cities and states that have passed this legislation have seen significant declines in cardiovascular disease. The AHA also lobbied to get automated external defibrillators (AEDs) placed in all NY schools. The next time you go to your child's sporting event or concert, you know the school is ready to respond to a cardiac emergency. More than 40 lives have already been saved directly by this law.

The AHA also works with hospitals on patient care. It developed a program called Get With the Guidelines for hospitals to follow before they discharge cardiac and stroke patients. Evidence shows that following these guidelines can reduce the chance that the patient will return with another cardiac or stroke event. Many Utica area hospitals take part in this program.

The AHA also works with students on physical activity and nutrition because obesity is a significant risk factor for heart disease. More than two dozen Utica area schools participate in AHA Youth Market programs. The AHA was also instrumental in persuading the snack and beverage industry across the country to replace sodas and junk food with healthy options in school vending machines. This directly impacts our kids' health.

The AHA also created CPR and provides CPR training. In fact, this year marks the 50 year anniversary of CPR! There are training sites across the Utica area.

(...continued on next page.)

Together, all these activities improve and save lives in Utica. If you choose to donate to local research institutions, that's great. But please recognize that is not the AHA's mission. Its mission is improving and saving lives.

What you are doing in America's Greatest Heart Run & Walk has made a tremendous difference in the lives of Americans and allows the AHA to continue to fund research and programs. Utica is the benchmark for the rest of the country with the best volunteers so we have a lot to live up to! You, as volunteers, are extremely valuable as you can share the enthusiasm for the Heart Run & Walk and the AHA with your friends, families and co-workers. We want you to also be able to share the correct information about where the money goes with them. If you have any questions on any of the above topics, please feel free to give Dick, Jim or Theresa a call.

**Thank you**

### **Editorial by Theresa Swider – Appeared in Utica OD on 2/28/10**

As the mother of a child born with a congenital heart defect, I care about how the American Heart Association spends the dollars I help raise in America's Greatest Heart Run & Walk. I volunteer, fundraise and support the AHA as my way of giving back and showing appreciation for my daughter's life.

My daughter was born with a complicated heart defect, having only three functioning heart chambers instead of four. After four heart surgeries performed by phenomenal doctors at University Hospital in Syracuse, I am thrilled that she is able to live a normal life. The procedures that were performed on my daughter were not discovered in Utica, NY, but that does not matter to me. The important thing is that my daughter is alive today because research was done somewhere with fundraising dollars raised here in Utica and around the country.

It is disappointing the AHA doesn't currently fund research at Masonic Medical Research Laboratory. The AHA has an obligation to fund the most promising research proposals and if that research is taking place in another community, I'm okay with that. What if the research that saved my daughter's life didn't get funded because the dollars raised here in Utica could only be used by a local research institution? I'm glad the AHA is working with MMRL to improve the grant applications.

When I started volunteering with the AHA in 1995, my focus was on raising money for heart research. But the AHA is about more than just heart research. The AHA has programs to improve the lives of all Americans. Focusing only on research misses the big picture

of the American Heart Association's impact on our community. Think about these discoveries that have had significant impact on all of our lives:

- 50 years ago there was no CPR.
- 35 years ago there was no angioplasty.
- 30 years ago there were no effective anti-rejection drugs for heart transplants.
- 20 years ago there were no medications to reduce disability from stroke.
- 15 years ago there were no defibrillators on airplanes.
- 10 years ago there were no drug-eluting stents
- 8 years ago there was no smoke-free legislation for NY restaurants or pubs.
- 4 years ago there were no guidelines for providing healthy snack alternatives in NY schools.

These are tangible ways that the citizens of our community have benefited from the American Heart Association's work.

More than ever the AHA is committed to helping Americans understand and manage their health. Here in the Utica area, students in more than two dozen schools learn about physical activity by participating in AHA programs. Several area hospitals participate in the AHA's Get with the Guidelines program which improves cardiac and stroke patient care.

The AHA START! initiative involves working with companies and their employees to implement walking programs. Studies have shown that for every one hour of exercise you can gain two more hours of life. The Go Red for Women movement is raising awareness for women that their warning signs for heart attack and stroke are different from men. My mother was one of those women whose heart attack warning signs were misdiagnosed because her symptoms were different from the traditional symptoms. The AHA is working all around us to empower Americans to make changes in their lifestyle by giving advice on how best to live their life.

If you are touched by any one of these advancements or initiatives, thank the AHA and its dedicated network of volunteers. If you participated in events like America's Greatest Heart Run & Walk, you should feel proud that your support has helped make these advancements happen. I urge you to continue participating in America's Greatest Heart Run & Walk to help the AHA fight heart disease and stroke in Utica, and in all communities.

# BAREFOOT RUNNING

Two sides of a very hot topic.

By Amby Burfoot

From the February 2010 issue of *Runner's World*

In 1960, Ethiopian Abebe Bikila won the Olympic Marathon in bare feet. In 1966, Robert Parker recorded his hit song "Barefootin'." And in 1969, Paul McCartney walked barefoot across Abbey Road. No one noticed a trend; people in the '60s had other concerns. Three decades later, Ken Bob Saxton completed his first barefoot marathon in 4:12. Still, it wasn't until 2009 that barefoot running became a hot topic. The biggest impetus was Christopher McDougall's book *Born to Run*. While ostensibly the story of Mexico's Tarahumara Indians—who run barefoot or in tire-tread huaraches—controversial chapters in the book conclude that running shoes have done little to prevent injuries. The popularity of minimal shoes, such as the Nike Free and Vibram FiveFingers, has fueled the fire. "Barefoot Ken Bob" Saxton, founder of [runningbarefoot.org](http://runningbarefoot.org), and sports podiatrist-biomechanist Kevin Kirby, D.P.M., a runner for nearly 40 years, agreed to discuss the merits—and drawbacks—of running barefoot. (McDougall declined.)

**RUNNER'S WORLD** What are the best and worst things that can be said about barefoot running?

**KEN BOB SAXTON** The best thing for me and a lot of others who run barefoot is actually the stimulation and exhilaration. It's the process of being more interactively involved in the running—we feel it on our feet. We don't just robotically pound out the steps. And we enjoy the freeing effect of air blowing across our feet. In short, it's fun.

**KEVIN KIRBY** I have no problem with people who occasionally run barefoot on a safe surface as a supplement to their normal training. But in today's society, we don't have a lot of grassy fields. We have a lot more asphalt, concrete, glass, and nails. So I worry that barefoot running is going to produce injuries, such as puncture wounds, infections, and even lacerations of vital structures at the bottom of the foot. I would hate to see someone who wouldn't get injured in shoes go out barefoot running and get a serious injury.



**RW** In recent years, there has been a lot of talk in running circles about Pose running, Chi running, and now barefoot running, which all seem to advocate for a midfoot or forefoot landing pattern. Have you encountered a lot of runners interested in these approaches?

**KIRBY** Yes, and I think Pose running and Chi running can be okay for some people. They both seem to advocate landing more on the forefoot because proponents think rearfoot strikers will somehow be less efficient and/or get more injuries. But forefoot running can cause injuries, too. I've seen a lot of Achilles tendon injuries among runners who were naturally rearfoot strikers but then forced themselves to run more on the forefoot.

**SAXTON** I've met runners who got injured from the so-called minimalist shoes more than from barefoot running. I think the shoes take away too much of the feedback. When I ran my first marathon, I wore shoes, and I got such bad blisters that I had to walk the last six or seven miles. My toenails all turned black and fell off. Since then, I've run a total of 74 marathons barefoot, and hundreds of shorter races. I've run on trails and roads, and covered tens of thousands of miles in training. And I can assure you that the total barefoot damage that my feet have endured is significantly less than what they suffered in that one marathon in shoes. I don't think my feet are particularly special.

**RW** Theoretically, barefoot running should be faster because you don't carry any weight on your feet. Have you found this to be the case?

(...continued on next page)

**SAXTON** If it helps you run all the way instead of walking, which was my situation, then it will definitely make you faster. When I first started racing 10-Ks barefoot, I was breaking 40 minutes. Before that, in shoes, I couldn't break 40. So for me, it has been faster, though I'm getting older and slower now. In our barefoot running community, we have found mixed results. A lot of our people are older runners who have had injuries, so they're not so concerned about speed. They're enjoying the fact that they can run more without injuries. In some cases, that gets them in better shape, and then they can run faster in races.

**KIRBY** In my personal experience, back in my cross-country days at UC Davis, we would sometimes run mile repeats around a grassy baseball field. I found I could run about five seconds per mile faster without shoes. A couple of research studies have shown that you can run about three percent faster barefoot than in 12-ounce shoes because of the weight reduction. So barefoot running is certainly more economical. The question is: What can the runner tolerate? Are you willing to take the risk of going barefoot? How about racing flats that weigh six ounces each? That might be a reasonable middle ground for some.

**RW** In *Born to Run*, Chris McDougall argues that modern-day running shoes have done nothing to prevent injuries and that barefoot running might be the answer. Your thoughts?

**KIRBY** I've been running for 40 years, and I lecture on biomechanics internationally, and I just don't think we have any studies to support that. It's ridiculous to claim that running shoes are the cause of injuries. It's the act of running that causes injuries—the hard surfaces, hitting the ground with two to three times your body weight. Those forces are going to cause injuries whether shoes are involved or not.

**SAXTON** I've met or been in contact with hundreds of runners who would not be running today if they had to run in the available shoes. Shoes might not be causing the injuries, but they're not preventing them the way the companies represent themselves through their marketing. The *Born to Run* book has encouraged a lot of runners to try to defy injuries with barefoot running or minimalist shoes. That's a plus, but it can also be a bad thing if people get too excited. They might go out and do more than they're ready for. Then, either from lack of foot strength or from not having learned good running technique yet, they get hurt.

**RW** Many readers of this will want to try barefoot running, and they'll wonder how they should begin.

**SAXTON** Like an infant. Take advantage of the fact that your soles are tender and sensitive. That's going to teach you the most. Start by going out and standing on a gravel road or trail, and getting used to it. Stand straight, bend your knees, and notice how your heel lifts up. It's an experience of discovery. You definitely can't just say, "Okay, I'm a runner. I'm going to do 10 miles barefoot." You need to be aware of what's going on with your own body. Luckily, your feet are sensitive, which is a good thing. Listen to them and they'll keep you from doing something stupid. And keep in mind how long it takes a baby to learn to walk and run before they do their first mile.

**RW** Is the current interest in barefoot running a media-driven fad or something that will continue and grow?

**KIRBY** I think it's an overhyped fad. That doesn't mean it's bad, but the media likes it because it's something different. I'd guess that less than one-tenth of one percent of runners are doing it. I do think it will have a few converts, and some will benefit from it. I recommend to some runners that they try it out: Go out and do a little barefoot running on nice grass. I agree with Ken that it's good for runners to have a better sense of their feet on the ground. But I don't think we're going to see any big changes down the road, or see that everyone's out running barefoot.

**SAXTON** Barefoot running is actually something that's been tried and tested over millions of years of evolution. Feet have become the engineering marvel that they are because they work. But right now, sure, it's a media-driven fad, and I'm partly responsible for that. Which is okay with me. The running-shoe industry has had many years of hyping shoes, backed by millions of dollars of advertising. If barefoot running catches on, it will only catch on because it works for people. And it is working for lots of runners who have gotten injured so much they had stopped running or stopped enjoying it. This isn't a movement that's trying to create ultramarathoners or Olympic marathoners. We're just trying to help average runners become more mindful of how they're running and to enjoy it more.

# THE 23rd ANNUAL FORT TO FORT RUNS

*for the benefit of the*

**American Red Cross - Rome Area Chapter**

**\*\*\* SATURDAY, APRIL 3, 2010 \*\*\***

**1/4 Mile Fun Run - FREE compliments of Roman Runners**

**Open 5K Run and Walk - Course on Griffiss Park Grounds**

**Open 10K - Fort to Fort - Griffiss Business Park to Fort Stanwix and Back**

**CHIP TIMING by LEONE TIMING**

The *Roman Runners* invite you to participate in the *Fort-to-Fort Runs*. Races will start at the Geiger Road Fitness Center, Griffiss Business Park. The Fun Run and 5K Run and Walk will take place in the Park. The 10K will start in the Park, proceed through Rome to Fort Stanwix National Monument, through the Fort and return to Griffiss Park. Finish line will be near the Fitness Center.

**REGISTRATION:** 7:30 - 8:45 am Race Day at Geiger Road Fitness Center  
Griffiss Business and Technology Park

**START TIMES:** Fun Run - 8:45 am --- 5K Run and Walk - 9:00 am --- 10K Run - 9:00 am

**AWARDS:** T-Shirts to first 400 entrants  
Awards for overall and 5 year age group winners  
Refreshments

**REGISTRATION FEES:** Pre-registration on or before March 30, 2010 -- \$20.00  
Morning of Race - 7:30 a.m. to 8:45 a.m. -- \$25.00  
Student - \$15.00

Special thanks to:

**NBT BANK** \* RBC Wealth Management  
Thrivent Financial \* Roman Runners \* Price Chopper  
Adirondack Bank \* Englebert's \* Freihoffers

In consideration of acceptance of this application, I, the undersigned, intending to be legally bound, hereby, for myself, my heirs, executors, administrators and assigns waive and release any and all rights and claims for damages I may have against Griffiss Business and Technology Park and the City of Rome, their representatives and successors for any and all injuries suffered by me at the races to be held in Rome, New York, on April 3, 2010. I verify that I am physically fit and have trained sufficiently for the competition of this race.

Printed Name: \_\_\_\_\_ Age (on 4/3/10): \_\_\_\_\_ Sex: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

e-mail: \_\_\_\_\_

Parent Signature if under 18: \_\_\_\_\_

Event: *Circle one*

Shirt Size: *Circle one*

5K Walk      5K Open      10K Open

Small      Medium      Large      X-Large

➤ Make checks payable to *Roman Runners* and mail to Cindy Reynolds, 1101 N. George St., Rome, NY 13440  
or **REGISTER ON LINE @ [WWW.ACTIVE.COM](http://WWW.ACTIVE.COM)**

To make an additional donation to American Red Cross Rome Area Chapter

Check Here \_\_\$10 \_\_\$20 \_\_ other amount



# Join the **50 States Half-Marathon Club**

Take on our 50 STATE ENDURANCE CHALLENGE and finish a HALF marathon OR LONGER (or 70.3 HALF Iron distance triathlon or longer) IN ALL 50 STATES! We WILL ACCEPT Full Marathons and Ironman distance completions to count toward a State for this challenge. JOIN OUR RUNNING COMMUNITY! BECOME A CLUB MEMBER NOW!

Take on our 100 HALF ANYWHERE CHALLENGE and finish 100 Half Marathons and/or 70.3 Half Iron distance triathlons ANYWHERE in the U.S. This challenge will be an excellent match for those who don't have the time or the financial means to travel as much and is not exclusive to any specific state. This challenge is exclusive to HALFs only.

## **SOME OF OUR MEMBERSHIP PERKS:**

RACE EVENT DISCOUNTS (Such as the Rock 'n' Roll Series of Races, the Mississippi Blues Marathon & Half Marathon, and more!)

NICE PERSONALIZED FINISHER AWARDS AND PERSONALIZED FINISHER CERTIFICATES FOR BOTH CHALLENGES

A "HALF WAY THERE" MILESTONE AWARD being implemented into awards in 2010!

ANNUAL SOCIAL & AWARD EVENT

DISCOUNTS, SUCH AS 20% OFF ON ROAD ID, AND MORE TO COME

**Nicole Blomgren**, Founder and CEO of the Fifty States HALF Marathon Club, has been a runner for over 20 years. Her desire to promote an active and healthy lifestyle and passion for fitness and the outdoors inspired her to start a business that can motivate, encourage and influence others. Her own personal goal of finishing a HALF marathon in all 50 states triggered an exciting decision to bring together others that would like to share that goal and camaraderie and have a Fifty States club and site that was catered towards HALF Marathoners, in addition to 70.3 Half Ironman distance triathletes. Join in Runners and triathletes, and come share your passion for endurance!

For more information visit [www.halfmarathonclub.com](http://www.halfmarathonclub.com)

or

email: [info@halfmarathonclub.com](mailto:info@halfmarathonclub.com)

# Social/Training Group Runs



## BREAKFAST RUN!

**Event:** Group "Breakfast" Run

**Date:** Saturday, March 20

**Time:** 9:00 am

**Host:** Meg Parsons

**Distance:** 3.4 mile out & back route  
(shorter or longer, if you like.)

**What to bring:** Breakfast food items to share such as bagels, fruit, quiche, donuts, muffins, etc.

**Address:** 7477 Rickmyer Road, Rome, NY 13440.  
Look for the log home.  
If you need directions, call Meg at 337-7452.



## Thursday Night Social Runs

Our Thursday night social runs will continue throughout the winter months. We run from The Fitness Mill at 5:45 p.m. The Fitness Mill provides showers, reflective vests and locker room. After the run we meet at the Black Cat for food, drinks and stimulating conversation. All are welcome to attend even if you don't run.

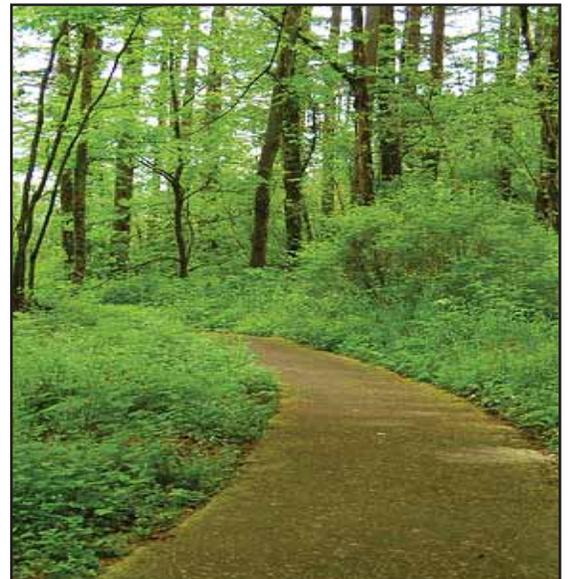
## Group Runs for Utica Roadrunners "Down in the Valley"

Mondays at 5:45 p.m. at Barringer School in Ilion

Wednesdays at 5:45 p.m. at MOVAC (next to the Mohawk-Herkimer bridge)

Saturdays at 8:00 a.m. at the Little Falls YMCA.

All are welcome to join us anytime! We run from 3 to 10 miles depending on what we may be preparing ourselves for. There are both beginning and experienced runners. There are no showers or meetings for socializing after the runs at this point. For more information, email: [casler1@peoplepc.com](mailto:casler1@peoplepc.com) or [jmoragn1@twcny.rr.com](mailto:jmoragn1@twcny.rr.com).



# Nomination Form

Return nominations to: Utica Roadrunners Nominations, P.O. Box 4141, Utica NY 13504; No **later than 2/28/10**

**1. Robert H. Carlson Distinguished Service Award** - Awarded in honor of Bob (Coach) Carlson to the Utica Roadrunner who has contributed significantly to the success of the Club by volunteering hours of work to racing and running events, social events and helping to run the Club.

Nominee: \_\_\_\_\_

**2. Bill Acquaviva Volunteer of the Year Award** - Awarded in memory of Bill Acquaviva to recognize the Utica Roadrunner who unselfishly volunteers hours of time for the benefit of the various projects of the Club and for the entire running Community.

Nominee: \_\_\_\_\_

**3. Distinguished Roadrunner Supporter Award** - Awarded in appreciation and recognition of a corporation, group or individual whose support has made a significant contribution to Utica area running. (This award is typically given to non-Club members.)

Nominee: \_\_\_\_\_

**4. Ed Bruni, Sr. Inspiration Award** - Awarded in memory of Ed Bruni, Sr. to the Utica Roadrunner whose upbeat attitude and dedication to using his or her talents has had a positive influence on other runners throughout the year.

Nominee: \_\_\_\_\_

**5. Utica Roadrunner Hall of Fame Award** - Awarded to the individual who has excelled for many years in the sport of running and has distinguished himself or herself through racing achievements and/or support of the running community.

Nominee: \_\_\_\_\_

**6. Frank D'Allesandro Training/Volunteer of the Year Award** - Awarded in memory of Frank D'Allesandro to recognize an individual with the most enthusiasm, time and support to new members of the running world.

Nominee: \_\_\_\_\_

**7. Roadrunner(s) of the Year Award (Female & Male, Open & Grandmaster)** - Awarded to the Utica Roadrunner who has the most outstanding season of running in road races, on the basis of finishing using times and awards. The award was expanded in 1998 to recognize females and males in two age divisions, Open – under 50 years and Grandmasters – 50 years and over. **(Although mainly based on stats, suggestions are welcomed.)**

Nominee (Female Open): \_\_\_\_\_

Nominee (Male Open): \_\_\_\_\_

Nominee (Female Grandmaster): \_\_\_\_\_

Nominee (Male Grandmaster): \_\_\_\_\_

**8. Most Improved Roadrunners (Female & Male) Awarded** to the female and male Utica Roadrunner who has had the greatest improvement in times from the previous year for a number of races over a variety of distances.

Suggestions are welcome since we may not have complete timing information.

Nominee (Female): \_\_\_\_\_ Nominee (Male): \_\_\_\_\_







# UTICA Roadrunners

## Promoting Competitive, Fitness and Recreational Running

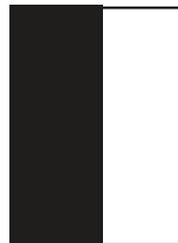
Our monthly e-publication reaches 400+ readers in member households throughout central New York with news about club activities & community events, training tips, member profiles, local race results & photos, and race applications.



FULL PAGE  
7.5" X 10"



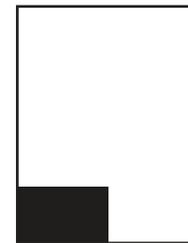
HALF PAGE-H  
7.5" X 5"



HALF PAGE - V  
3.5" X 10"



QUARTER PAGE  
3.5" X 5"



BUSINESS CARD  
3.5" X 2.5"

### PER ISSUE ADVERTISING RATES (EFFECTIVE 1/1/2008)

ADVERTISING SPACE & FREQUENCY	SINGLE ISSUE	ADDITIONAL ISSUES	12 ISSUES
FULL PAGE RACE APPLICATION	\$25	\$25	\$300
FULL PAGE (OTHER THAN RACE APPLICATION)	\$75	\$50	\$625
HALF PAGE	\$50	\$25	\$325
QUARTER PAGE	\$25	\$15	\$190
QUARTER PAGE (MEMBER)	\$20	\$10	\$130
BUSINESS CARD (NON-MEMBER)	\$10	\$5	\$65
BUSINESS CARD (MEMBER)	\$5	\$5	\$60

#### Mechanical Requirements:

Only digital files formatted as a pdf, jpeg, or tiff file will be accepted. E-mail any technical concerns or questions about setting up your artwork to [cognettodesign@aol.com](mailto:cognettodesign@aol.com).

#### Advertising Deadlines & Terms:

Space reservations and payment are due by the 1st of the month prior to publication (ie; April 1 for May issue). Artwork is due by the 10th of the month (ie; April 10 for May issue). Cancellations may be made by mail or e-mail if received prior to the closing date of the issue in which the ad is scheduled to run. No refund payment will be made after the deadline dates. The Utica Roadrunners reserves the right to determine the appropriateness of any ad.

To place an ad or for more information contact Meg Parsons at [mparsons@twcny.rr.com](mailto:mparsons@twcny.rr.com) or (315) 337-7452.