

SPLIT The Official Newsletter of the Utica Roadrunners

TIMES

UTICA
Roadrunners



MARCH 2011

Spring Into Race Season!

Annual Awards Banquet, p.7

Pay Your Dues!!

Deadline -March 31st

**Training Tips For
Your First Half Marathon, p.11**

**March Runs:
Heart Run & Walk 3/5**

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



TIMES



MARCH 2011



2011 Board of Directors:

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Sybil Johnson

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Activities & Events
Mike Kessler

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& Finance
Moe LaLonde

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Christine McGlynn

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Paula May

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Tom Bick
Ray Brych
Jim Fiore
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Dennis Johnson
Patrice May
Dave Putney

Attention Race Directors!

If you have an upcoming race that you would like to advertise in SpliTimes, please contact Val Cognito by emailing: cognitodesign@gmail.com.

DEADLINES:

IMPORTANT: Please be prepared! Plan on submitting your information or race application **the 1st of the month prior to the month that your event takes place.** (ie: if your race is on July 15th, submit your information by June 1st.)

Payment:

Payment for advertising is due on the 1st of the month prior to the issue you would like to advertise in.

Copy:

Your copy/art/ads/race applications are due on the 1st 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' SpliTimes Newsletter Staff

JOIN NOW!

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





President's Message

by Sybil Johnson

Here we are, March, 2011, and my 15th presidential newsletter article. What fun! Every month I go through such angst to put together just the right stuff for all of you. I used to have the same trouble with reports at my old job. I think it all boils down to the basic issue of being a procrastinator. That's me, Sybil the procrastinator. Val the editor is attempting to put an end to my put-off problems. I will try to live up to her realistic datelines.

BE THERE – March 4th and 5th – America's Greatest Heart Run & Walk 2011 – As always, the Utica Roadrunners will support the American Heart Association's Health and Fitness Expo on Friday the 4th between 9:00 AM and 9:00 PM at the Clark Athletic Center at Utica College as well as the Walk & Run on Saturday. Our Club has had a long history of participating as runners, walkers and volunteers. We used to be very competitive in raising large amounts of donations, and Club members still do bring in big bucks. Time has a way of changing groups and organizations. The monies all still go to the Heart Association; it is just not channeled as exclusively through our Club. That's okay. I know you all do very good jobs in raising money for this cause, and I thank you. If you are able to send your pledges through us, I am the contact person and we are in the Organizations & Clubs category. Ray Brych has set up a schedule of members to work at the Club booth at the Expo, so stop by and see what we have for a freebee!

BE THERE – Saturday, March 26th – There is a new March event in the area, the West Road 1st Annual Shamrock Shuffle 5K and Fun Run. It is in Whitesboro, on Westmoreland Road. Details are on the Club website calendar.

BE THERE – Saturday, March 26th - The Utica Roadrunners Awards Banquet – It is at Aqua Vino on North Genesee Street again and I am sure that a great time will be had by all! Mike Brych will DJ and we are sure to have some good awards. Members have been running a whole bunch and they have been flying! SO, make your reservations ASAP with Kathy Fuller. AND... we may have some new Golden Shoe developments. And yes, I did screw up and had the wrong form in the last newsletter. Go to the website and get the Golden Shoe form out of the Club Handbook. It may be worth your while to send it in to Kathy or me. We will honor it since the arrival will be after the deadlines.

A number of members have asked about the Race Director's calendar that was assembled back in December for the central Mohawk Valley area. When I told them that they can look on the Club website, under Race Calendar, I was usually told, "I don't look at the website!" I was astounded and so I figured, "What the heck, I am going to list the names and dates of all of the events we have right here in my article." If you want more info, go to the website and click on the specific date on the Race Calendar feature. There are some races where there is minimal information. After checking the website, if you know more, let me know at densyb@roadrunner.com. I know there are a few races in the works, like; people in Hamilton are interested in resurrecting the Lake Moraine Run. The list is significant, so I made the following chart for you to use as a handy reference:

2011 Race Director's Calendar for the Mohawk Valley by Sybil Johnson

(If you have any additions/deletions/corrections please email Sybil at densyb@roadrunner.com)

January 1	Hangover Run	Barneveld
February 5	Beer & Chili	Newport
March 5	Heart Run & Walk	Utica College
March 26	West Road's 1st Annual Shamrock Shuffle	Whitesboro
April 2	Fort to Fort	Rome
April 9	Hot Foot 5K	Stockbridge Valley
April 16	5K for Kidneys	Ithaca
April 23	4th Annual OADCC Run for the Children 5K	Oneida
May 1	Mountain Goat	Syracuse
May 7	Ted Moore Run	MVCC – Utica
May 7	The Zone Run 10K & 5K	Richfield Springs
May 7	23rd Annual Towpath 10K Trail Run & 2 Mile Run	St. Johnsville
May 14	ALS Walk/Run	SUNYIT
May 22	National Distance Running Hall of Fame Half Marathon & 5K	Utica
May 23	4th Annual OADCC Run for the Children 5K	Oneida
May 29	Cooperstown Sprint Triathlon	Otsego Lake
June 4	KAC 5K and Children's Races	Clinton
June 5	9th Annual New Balance Girls on the Run 5K	Cooperstown
June 11	16th Annual Lions Ramble	Ft. Plain
June 12	Run for the Violets 5K	Dolgeville
June 19	Summer Sizzle	SUNYIT Marcy
June 25	Yellow Brick Road Run 8K	Chittenango
July 6	Roadrunner Mile Invitational	Utica
July 7	Madison County Fair Run 5K	Brookfield
July 10	Boilermaker Road Race	Utica
July 16	3rd Annual 5K Race for Child RUN!/1M fun Run	Morrisville
July 17	Millers Mills Sundae Run	Millers Mills
July 23	Ilion Days 5K	Ilion
July 30	40th Annual Honor America Days 5K	Rome
July 30	Irish Fest 5K	Frankfort
July 31	Delta Lake Triathlon-Sprint/Olympic	Rome
August ?	Freedom Run 10K	Little Falls
August 5	Newport Field Days Kick Off 10,000 Meter Run	Newport

August 6	Bolder Inspiration of Trenton Falls 5 Mile Run & 1 Mile Walk	Barneveld
August 6	Battle of Oriskany	Oriskany
August 6	Madison County 5K	Nelson
August 7	Canal Fest	Rome
August 13	D.A.R.E. 5K Run	Herkimer
August 13	5th Annual Run for the RACC	Rome
August 13	Ruth Allen Memorial 4 Mile	Deansboro
August 14	Save Our Switchbacks	Utica
August 19	Woodsman 5K & 10K	Boonville
August 19 to 21	Turning Stone Races & Half Marathon	Verona
August 27	Snowmaker 5K	Woods Valley
September 10	Wing Thing 5K	Rome
September 17	Mary Cleary Memorial Run/Walk 5K	Waterville
September 17	Landis Arboretum 5K	Esperance
September 18	Delta Lake Half Marathon	Rome
September 24	Madison Hall 5K Run/Walk	Morrisville
September 24	West Winfield CROP Run/Walk	West Winfield
September 25	Falling Leaves 5K & 14K	Utica
October 1	Herkimer ARC 5K	Herkimer
October 1	22nd Copper Wire Run	Camden
October 1	CNS 5K	Hamilton
October 1	Red Ribbon Run-N-Fun	Utica
October 2	Festival of Races 5K	Syracuse
October 2	Pitt Run	Oneonta
October 2	Town & Country Run	Boonville
October 8	Maine Event 5K & 10K	Brookfield
October 15	Eaton 5K Run/Walk	Eaton
October 22	7th Annual DACC 5K Run/Walk	Delanson
November 12	Mohawk Turkey Trot 5K	Mohawk
November 17	Run for Safety	Utica
November 20	Gail Vernold Memorial Run	Oriskany
November 24	27th Annual Thanksgiving Day Run/Walk to End Hunger	Utica
November 24	Thanksgiving Day Prediction Run	Rome
December 3	Miles for Meals	Rome
December 10	Red Nose Run	

This list doesn't even really touch the Syracuse area! If you don't want to run alone, here is your chance to be with the crowds. Go for it!

(continued from page 4.)

A few housekeeping issues for all of you:

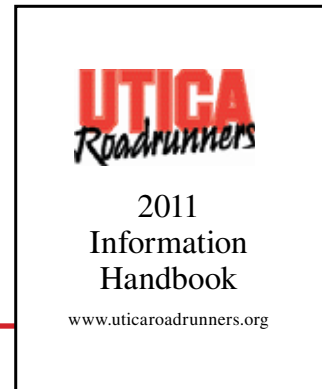
Please consider making nominations for the Club's annual awards. The deadline was February 28th, but if most of you are as predictable as usual, we will probably need some more nominations – soon. The nominations can be made for volunteering at Club events, for unselfish volunteering on Club projects, for non-Club supporters, for members who have a positive influence on other runners, and for a member who has excelled for many years in the sport of running. Some awards are based on statistics, so Jim Moragne has charge of that area. Look at last month's SpliTimes issue to see the specific award categories and send your choices in an email – asap, please.

The Club is in good shape financially. Paula May has been keeping the bucks in tight order. We will be getting figures together soon to submit non-profit tax information that is essential for our charitable status.

We have 688 members in good standing! That breaks down to 300 individual members, 144 individuals registered as couples and 244 individuals registered in families. Remember, if you have not renewed, this is your last newsletter. You'd be surprised at the list of people who have not renewed. Yikes! I have a few reminders to send out to some significant members!

Enough, Sybil! Just stop typing! Go out for a slow jog! Leave these people alone for a while!

So long for now and I'll be back in April.
Be careful out there!



New! Club Handbook

Our newly updated Utica Roadrunners Handbook is your complete guide to your membership benefits, annual events, and general information about the club. Download a pdf of the handbook here:

<http://www.uticaroadrunners.org/documents/UticaRoadrunners2011ClubHandbook.pdf>





Utica Roadrunners Awards Banquet



March 26, 2011
6:00 p.m. - 10:00 p.m.

Aqua Vino Restaurant
16 Harbor Lock Road East, Utica

\$25.00 - members \$30.00 - guests

Includes:

**Appetizers, Buffet, 2 hrs Open Bar (beer and wine),
Soda, Coffee, Hot Tea, and Dessert**

DJ Mike Byrch and door prizes
Enjoy a good time with fellow runners!
Casual dress

RSVP no later than march 21st to fu97jug@roadrunner.com

Mail checks to:
Utica Roadrunners P.O. box 4141 Utica, NY 13504



Membership Updates

2011 Club Dues Window Is Shrinking

Each calendar year, members in good standing from the year before are carried as such on the club roster until March 31st of the new year. If at this point you have not paid your 2011 dues, you only have a few weeks until the end of March to do so. For your convenience, a renewal form can be found on the next page. You also should have received it via email or where necessary, by snail mail. You can complete and mail it with your check to the club at "Utica Roadrunners Membership, PO Box 4141, Utica, NY 13504". Alternatively, if you want to use Paypal, you can go to: <http://www.uticaroadrunners.org/pages/application.html> and follow the prompts. Please note the dues for 2011 are \$20 for an individual, \$25 for a couple (two persons sharing a common address) and \$30 for a family (three or more persons sharing a common address). A full-time student under the age of 20 can renew for \$10.

By renewing, you'll continue to receive the monthly Splitimes, discounts on entry fees to races run by the club, free participation in the Development Run Series, eligibility for running incentive awards such as the Grand Prix, and infinite opportunities to meet hundreds of runners like yourself. Some of your dues go towards a robust youth development program that includes promoting a healthy lifestyle among our young people. We also are working on a new line of club clothing for members. At these rates, club membership remains a bargain, and we'd love to have you renew for another year. If you have any questions, please email me at jmoragn1@twcny.rr.com or call me at 315-894-5402. Thank you.

Please direct any questions to me at 894-5402 or you can email me at jmoragn1@twcny.rr.com.

Grand Prix

Greetings runners! The Fort to Fort 10K, our club's first Grand Prix event, is approaching quickly. There is still a solid month left to prepare for this event, so continue to increase those miles whether it be on the treadmill or for the braver runners who battle the elements, outside.

In order to be part of the Grand Prix please make sure you pay your annual dues by March 31, 2011. It looks to be a great year for the Grand Prix. The male age group of 50-59 will again be extremely competitive and hopefully we will have increased participation among our other male age groups. The female age groups, as always, have great participation and hopefully even more will participate in 2011. Enjoy the running and hopefully we will have a great turnout at the Fort to Fort 10K on April 2.

Nathan Donaleski
Grand Prix Director





Who We Are

The goal of the Utica Roadrunners is to promote health and fitness through running programs. Many members participate in other sports as well as our various club social activities. We are actively seeking to expand our membership and activities to further promote the sport of running in our community. We are a diverse group of people who enjoy running. We run on roads, trails, and on the track. We run in races, for training, and for fun. We run monthly, weekly and daily. We run from one to over 100 miles per week. Our mile paces range from five to fifteen minutes. We range in age from one to ninety. Our membership includes a variety of people, from teachers and students to technicians and tradesmen.

Club Benefits

You will receive SPLITIMES, our club newsletter full of articles on club news, injuries, nutrition, profiles and events. A race calendar listing local and national races is also included. First time members get a club t-shirt with the Utica Roadrunners logo. A popular club benefit is the goal inspiring distinctive red jacket that you may receive after your first calendar year with 1,000 miles and/or some volunteer activity. After that, each 1000 mile year will be awarded with a mileage chevron. Members get a discounted entry fee into club races and free entry in the Development Runs.

Annual dues are \$10 for a student under 20, \$20 for an individual, \$25 for a couple and \$30 for a family. Mail the completed form and check to:

**Utica Roadrunners, P. O. Box 4141,
Utica, NY 13504**

**Questions: Jim Moragne at 894-5402 or
mailto:jmoragn1@twcny.rr.com**

**2011 Membership Renewal or New Member
(circle one)**

Last Name (please print): _____ First Name: _____
Mailing Address: _____

Primary Phone: _____ Secondary Phone: _____
DOB: _____ E-mail address: _____

Development Run Number (if known): _____

T-shirt Size (new members)___ (mens' sizes S, M, L, XL, XXL)

I would be interested in participating on the following committees: Public Relations Membership
 Training Newsletter Merchandise Race Volunteer Board of Directors Social Development
Runs

Signature _____ Date _____
(parent or guardian if under 18)

**Additional (Couple or Family) Renewal or New Member
(circle one)**

Last Name (please print): _____ First Name: _____

DOB: _____ E-mail address: _____

Development Run Number (if known): _____

T-shirt Size (new members)___ (mens' sizes S, M, L, XL, XXL)

I would be interested in participating on the following committees: Public Relations Membership
 Training Newsletter Merchandise Race Volunteer Board of Directors Social Development
Runs

Signature _____ Date _____
(parent or guardian if under 18)

**Additional (Couple or Family) Renewal or New Member
(circle one)**

Last Name (please print): _____ First Name: _____

DOB: _____ E-mail address: _____

Development Run Number (if known): _____

T-shirt Size (new members) ___ (mens' sizes S, M, L, XL, XXL)

I would be interested in participating on the following committees: Public Relations Membership
 Training Newsletter Merchandise Race Volunteer Board of Directors Social Development
Runs

Signature _____ Date _____
(parent or guardian if under 18)

Club Membership Application Waiver (applies to all persons on this form)

I know that running and volunteering to work in club races are potentially hazardous activities. I should not enter and run in club activities unless I am medically able and properly trained. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running and volunteering to work in club races including, but not limited to, falls, contact with other participants, the effects of the weather, including high heat and/or humidity, the conditions of the road and traffic on the course, all such risks being known and appreciated by me. Having read this waiver and knowing these facts, and in consideration of your acceptance of my application for membership, I, for myself and anyone entitled to act on my behalf, waive and release the Road Runners Club of America, the Utica Roadrunners Club, and all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in these club activities even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

Please return entire form with dues payment.



What is the The Grand Prix?

The Grand Prix is a friendly competition open to all current Utica Roadrunners Club members. Members receive points for each Grand Prix race they complete based on their order of finish among club members competing in the same age group. It's a fun way to encourage members to participate in more local races and to keep training throughout the racing season. At the end of the season, the points are tallied up and the Grand Prix awards are presented at the club's annual awards banquet.

IN ORDER TO QUALIFY FOR THE 2011 GRAND PRIX YOU MUST PAY YOUR ANNUAL DUES BY 3/31/11

Scoring

Scoring will be based on the best 5 finishes of the 10 Grand Prix races. There is no minimum number of races needed to qualify.

Age Groups

Age Group for the entire season based on age as of 1/1/11.

There are six age groups, Male & Female:

19 & Under • 20 to 29 • 30 to 39 • 40 to 49 • 50 to 59 • 60 & Over

Points will be awarded in each age group as follows:

1st place - 10 points	4th place - 7 points	7th place - 4 points	10th place - 1 points
2nd place - 9 points	5th place - 6 points	8th place - 3 points	11th place & higher - no points
3rd place - 8 points	6th place - 5 points	9th place - 2 points	

2011 Races

Fort to Fort 10K	April 2	Summer Sizzle 5 mile	June 19
Stockbridge Valley Hot Foot 5K	April 9	Millers Mills 5K	July 17
Ted Moore 5K	May 7	Honor America Days 5K	July 30
Hall of Fame Half Marathon	May 22	SOS 5 mile	Aug 14
KAC 5K	June 4	Falling Leaves 14K	Sept 25

Endurance Training

Transitioning from running to a half marathon training plan

By Susan Paul, MS

Introduction by Valerie Cognito

The 2011 racing season is right around the corner. Want to challenge yourself this year? If you've done some 10ks or completed the Boilermaker last year, how about trying a Half Marathon? A Half Marathon is exactly that—half of a marathon distance, or 13.1 miles. Considering that the Boilermaker is around 9 miles, 13 can be a manageable distance for you. Even if you've never run more than 6 miles, there's still plenty of time to train for a local Half Marathon. There are several local Half Marathons offered this year that I encourage you to consider:



2011 National Distance Running Hall of Fame Half Marathon

The National Distance Running Hall of Fame,
Downtown Utica, NY
Sunday, May 22, 2011
Mary MacEnroe
macenroe@dreamscape.com
(315) 724-4525
www.distancerunning.com

2011 Inagural Turning Stone Half Marathon

Turning Stone Resort & Casino, Verona, NY
Sunday, August 21, 2011
<http://www.turningstoneraces.com/half/>

2011 Delta Lake Half Marathon

Delta Lake State Park, Rome, NY
Sunday, September 18, 2011
Ann Meisenhelder, 315-337-3658,
ameisenh@twcny.rr.com

I've done both the Hall of Fame and Delta half marathons and they were both very well organized and am glad I took part in them. Since the Turning Stone race is in it's first year, I cannot comment on it at this time.

How to Start Your Training:

Establishing a base before beginning a training plan is important because a base provides the conditioning necessary to withstand the demands of training and prevent injuries.

Training plans differ from "just running" because plans provide a structured program with a start date

(...continued on next page.)

and an end date based on your targeted race. A training plan will include runs of different distances and paces with everything from speedwork to longer mileage. Long runs build in small increments based on your chosen distance.

If you are feeling fatigued from the exercising you've been doing to date, take three to five days off before beginning your new plan. A few days of rest allows muscles to repair and restore themselves without compromising your fitness level. Resting also offers the mind a break, too. Beginning your new training program feeling enthusiastic and fresh is important. This will help to avoid injuries and burnout.

Conversely, if you feel ready, it's also fine to begin your training plan immediately if you feel that your previous exercise routine has prepared you to meet the demands of a training program. Select a start date based on the length of the training plan you choose to follow (e.g. begin a 10-week plan 10 weeks before race day.)

Assessing other needs before you start training is a good idea. For example, do you have the appropriate shoes and gear necessary for training of this distance? Where will you run? Have you mapped out running routes in safe areas? When will you train? What time of day is best for you to run? Having all these logistics set before beginning your training will help ensure your success.

Choose a training plan that calls for 3 or 4 days a week of running. That's plenty of running while still allowing time for recovery and cross-training. Cross-training such as swimming, rowing, weight training or yoga are ideal for runners because these exercises recruit different muscle fibers than running. They also utilize more upper body muscles, which helps build upper body strength and endurance, something all runners need.

Susan Paul has coached more than 2,000 runners and is an exercise physiologist and program director for the Orlando Track Shack Foundation.

To find a training schedule that's just right for you, click on the link below:

http://smartcoach.runnersworld.com/smartcoach/new_plan.jsp

or go to www.runnersworld.com, click on "tools" then "smart coach" then "new plan."



Marathon Record Book

The club marathon record book is being updated. All members are encouraged to submit your marathon times, the name of the marathon and the date it was run. At the annual award banquet, special recognition is given for your first, fifth and tenth marathons. Our record book currently covers marathons run through November 2006. Please submit any run since then as well as any run prior to that which you may not have already submitted. This information can be sent to Moe Lalonde at the following address:
mlalonde@westmorelandschool.org

Membership Committee Volunteers Needed

by Jim Moragne



We need to do a comprehensive survey of all members about their likes, dislikes, and aspirations for the club. And yes, ask in what areas they would be willing to volunteer their time to help the club. We could use someone with some basic computing skills (Excel in particular) to help manage the club database and perhaps someday succeed the current chairman.

If you enjoy the benefits of being a Utica Roadrunner and have thought you'd like to find a way to give back, please consider joining the Membership Services Committee. I hope

to convene a first meeting of interested people sometime in the first quarter of 2011. If you are interested, please call me at 315-894-5402 or email me at jmoragn1@twcny.rr.com. I would be happy to discuss this with you and answer any questions you have.

Thanks.....Jim.

TOP 10

Top 10 Similarities Between a Marathon and a St. Patrick's Day Parade:

by Val Cognito

10. They are both community events.
9. Everyone is smiling, waving and cheering.
8. There's a party at the end.
7. Both the parade and race begin in the road and end with a drink.
6. Participants are usually varied shades of green by day's end.
5. You come home wearing something different than what you left the house in.
4. You thank your lucky clovers that you were strong enough to endure the event.
3. You lose count after awhile.
2. At the end of the day you say, "What the hell was I thinking?"
1. It could take weeks to recover.



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 5:30 p.m. at the GPO Credit Union in Illion

Wednesdays at 5:15 p.m. at Hannaford's in Herkimer

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

For more information, email: casler1@peoplepc.com or jmoragn1@twcny.rr.com.



Stockbridge Valley Running Club's 4th Annual Hot Foot 5k Run & Walk



Saturday, April 9th
Stockbridge Valley Central School
Munnsville, NY

(7 miles south of Oneida, NY)

Wheelchair 8:55am

5k Run 9am • Walk 9:05am

Fun Run Following Completion of Walk

Pre-Registration - \$20, Student - \$15

Race Day Registration - \$25 - 7-8:30am

For more information,

see race application on pages 15-16.

\$100 AWARD

For overall fastest Male and Female



The Stockbridge Valley Running Club's
4th annual

Hot Foot

5k Run and Walk

Saturday April 9, 2011

Wheelchair 8:55 start - 5k run 9:00 am - Walk 9:05

Race Expo start 8 am

Directions: From Route 5, Oneida take the turn onto Route 46 and drive 7 miles south into the village of Munsville. Turn right at Stockbridge valley foods onto Williams road and follow the signs to Stockbridge Valley Central School.

Entry Form

Run or Walk (circle one)

Name _____

Address _____

Phone _____ Age as of 4/9/11 _____ Sex _____ T Shirt Size S M L XL

Waiver: I know that running a road race is a potentially hazardous activity. I would not enter unless I am medically able and properly trained. I agree to abide by my decision of race official relative to my ability to safely complete the race. I assume all risks associated with running in this event including, but not limited to: falls, contact with other participants, the effects of weather, holding high heels, tripping, bumps and the condition of the road, all such risks being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I for myself and anyone entitled to act on my behalf, waive and release the Stockbridge Valley Running Club, SVCS, the Village of Munsville, Town of Stockbridge, and all sponsors, the race organizers and spectators from all claims or liability of any kind arising or to my path to the race although such liability may arise out of negligence or carelessness on the part of the person named in this waiver.

Signature _____

Parents Signature under 18 _____

Please mail with payment to: Ray Brych, 32 Old Boume Drive Apt J3, Clinton, NY 13323

Entry Fee

\$20 Pre-Registration - Must be received by April 1

\$15 Student

\$25 Day of Race registration from 7 until 8:30 am

Make Checks payable to Stockbridge Valley Running Club - no refunds

TECH Tee Shirts

Guaranteed to all pre-registered runners.

Size and quantity not guaranteed on race day.

Race Packets

Packet pickup begins at 7 am on April 10 in the school cafeteria

Facilities

Restrooms available inside from 7 am until noon.

Soles 4 Souls

Donate your gently used sneakers for charity.

Awards

Awards will be given to the top three finishers in these categories

Overall Men and Women

Under 15 * 15-19 * 20-24 * 25-29 * 30-34 * 35-39

40-44 * 45-49 * 50-54 * 55-59 * 60-64 * 65-69 * 70+

No duplicate awards

Awards Ceremony

Ceremony will begin as soon as possible in the school cafeteria

Information

If you need more information, call Ray Brych at (315)796-0819 or Corey Graves at (315)761-8966



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

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@gmail.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 Sybil Johnson at densyb@roadrunner.com or (315) 733-6216