

# SPLIT **TIMES**



THE OFFICIAL NEWSLETTER OF THE UTICA ROADRUNNERS

**JANUARY 2012**

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**UTICA**  
*Roadrunners*





# SPLIT TIMES

**JANUARY 2012**

**UTICA**  
Roadrunners

**2012**

**BOARD OF DIRECTORS:**

**PRESIDENT:**

Sybil Johnson

**VICE PRESIDENTS:**

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Mike Kessler

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**TREASURER:**

Paula May

**BOARD MEMBERS:**

Ray Brych

Jim Fiore

Kathy Fuller

Dennis Johnson

Ted Lenio

Patrice May

Dave Putney

## REMINDER:

Please submit your forms:

- ✓ Membership Renewal
- ✓ Mileage For 2010
- ✓ Volunteering Sign Up

**SUBMIT TO:**

**[jmoragne@twcny.rr.com](mailto:jmoragne@twcny.rr.com)**

## ATTENTION RACE DIRECTORS!

If you have an upcoming race that you would like to advertise in SpliTimes, please contact:

Patrice May

email: [patricem.may@gmail.com](mailto:patricem.may@gmail.com)

or call (315) 368-8416

Payment arrangements must be in made in advance with Patrice prior to submitting your advertising to our Editor.

## DEADLINES:

All Payment, Copy, Advertisements and race applications are due **the 1st of the month prior to the month that your event takes place (NO EXCEPTIONS)**. (If your race is on July 15th, submit your information by June 1st.) **See last page of this newsletter for advertising rates.**

Thank you,

*The Utica Roadrunners' SpliTimes Newsletter Staff*

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



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## **PRESIDENT'S MESSAGE**

by Sybil Johnson

January is here! Wipe the slate clean and start counting miles anew. Make a resolution to walk/jog/run to keep healthy and well. Promise yourself that you will keep fit through exercise and diet. Enjoy yourself, whatever you do and do not do anything in excess – well maybe there are a few things that can be done in excess. I won't discuss them here.

Okay, on a lighter note...did you receive everything you wanted for Christmas? Did you get new running shoes? How about a bike? New exercise clothes? Golf clubs? GPS watch? I got the golf clubs – hybrid irons. Watch out on the links, 'cause I am gonna be hot – I think. I also received a new pair of Saucony running shoes. Funny, they last longer when you do more walking than running. I still have that thing about going from running shoes to walking footwear. Maybe someday I will come to grips with the activity level to which I should resign.

Welcome to the Board of Directors and Officers for 2012! I will continue as President, Mike Kessler will continue as Vice President of Activities and Events, and Paula May will stay on as Treasurer. Chris McGlynn will be the Vice President of Administration and Finance and Suzanna Price will be our Secretary. We already worked on the Budget for 2012. Line items are basically the same, but we hope to do more for scholarships, the Run for Hunger, youth training, and Club merchandise. We hope that the Boilermaker Training Program continues to be popular. I will tell you about committee heads next month. Just today, I heard about some people who would like to switch positions. So, we will have everything sorted out at the January business meeting.

Thank you to all of the members who have renewed their membership for 2012. But, less than 10% of you have filled in the volunteer portion of the form. We thought that if we made the volunteer information bigger, that you might take the time to complete it. There are always those volunteer points that could be turned in for discounts on membership, races and/or merchandise. Are you remembering to keep track of all your volunteering time? Are we going to be trading volunteering points for Roadrunner Bucks? I guess that the Club may be saving this year if you are not keeping track. Please consider filling out that section of the membership app to help the Club. You have to keep track of your own volunteer earnings. Look up the volunteer form on the Club website [www.uticaroadrunners.org](http://www.uticaroadrunners.org) fill it out and send it in to the Club mailbox – P.O. Box 4141, Utica, New York 13504-4141. I think we will hand out everything at the Awards Banquet. I am planning on a new hat for me!

*(...continued on next page)*

(...continued from page 3)

Speaking of helping the Club, we need a director for the Save Our Switchbacks Race. We have moved the event to the third Sunday in April to usher in the Development Run season. Thank You to Mary Ruckel for heading the event most recently. Whoever takes over will have one part of the directorship all set. Logos and shirts will be designed by some of the Graphic Art students at MVCC. Jim Fiore has arranged a competition among them. He has also contacted Rich Karaz at the Sneaker Store for tech shirts. Rich has made arrangements with a major manufacturer. So, one part of the race will be completed for the director. A big part of race management is sponsorship. As race participants, we do not think of the background work that has to be done before the event. Some people have a gift for drumming up financial or in-kind support. That is what we need for SOS, a director and crew that can do just that. The Club needs the race profits to ensure that the Switchbacks are maintained for the Development Runs and for every event that takes place in the South Woods. If that job is for you, let me know. I will be anxiously anticipating your responses!

Soon you will be able to take advantage of a member benefit. There will be a holiday party in January. I am not on that committee, so I do not know the details other than you do not have to pay the entire cost. The Club always pays the difference between the actual food cost and the price of the tickets. The parties have been fun in the past. We try to have fun music. Door prizes are plentiful. Just be there. Kathy Fuller should have information on another page in this SpliTimes issue.

We need to decide on the races that we will use for the Grand Prix series. Were you happy with the races that were chosen for 2011? Are there any races that should be added or subtracted? The Rome Art and Community Center would like their race added to the Grand Prix. If any of you have an opinion about the series races, or the number of races we should use, please contact me.

Let's see, I want to be sure that I cover any important issues from the Business meeting. We will be needing volunteers for the Utica Roadrunners booth at the Heart Run Expo on Friday, March 3rd. Ray Brych will be planning the time slots, so give him a call. The Club will again have a team for raising bucks for the cause. I will be the team coordinator. Even though The Heart Run is not until March, you might want to start lining up your pledges. Go to the website - [www.uticaheartrunwalk.org](http://www.uticaheartrunwalk.org) for all kinds of information. You have probably received some flyers in the mail already. Dennis and I have.

There is just one more thing. The Boilermaker Training Program is set to begin again. Maybe you know someone who wants to do the Boilermaker this year. Tell them about Linda Turner and Mike Kessler. With their crew, they have the program down pat. If you want to start your training for this year's 15K, you can join them on Saturday mornings.

Okay, that's all I have.  
Happy New Year to All of YOU!  
I still want you to be careful out there!



**MEMBERSHIP RENEWAL PAYMENT IS PAST DUE DEADLINE WAS JANUARY 1, 2012**

"Members dues are due on January 1st each year, and can be paid by using either the form in this edition of the SpliTimes, printing out the same form from the club website at <http://www.uticaroadrunners.org/pages/application.html>, or using Paypal at the same Web address. Thank you".



# **HOLIDAY PARTY!**

January 28, 2012

Daniele's At Valley View

620 Memorial Pkwy Utica, NY 13501

6:00-7:00 p.m. & 8:00-9:00 p.m. Open Bar

7:00 p.m. Buffet Dinner

DJ & Dancing!

\$20.00 per person

RSVP by January 23rd BY MAIL ONLY

**SORRY, WE WILL NOT BE ACCEPTING PAYMENT AT THE DOOR**

Please bring a gift to give (it can be a funny or unusual)

We will be playing "Holiday Pirate."

Let's get together to have fun and relax with our running friends after the hectic holiday season!

Send reservation payment **IN ADVANCE ONLY** to:

**UTICA**  
*Roadrunners*

Utica Roadrunners Holiday Party

Attention: Kathy Fuller

P.O. Box 4141 Genesee Street, Utica, NY 13504

Make checks payable to: *Utica Roadrunners*

## SHARE YOUR EXPERIENCES!

Have a story to share about a running experience? Is there a member you know that has done something special who might be too shy to tell us about it? Our club is made up of many extraordinary people doing extraordinary things. Even if it's not about running, we want to hear stories about our members and the great things they do!

If you or a member you know has a story to tell, we'd like you to share it. Fellow Roadrunner Paul Marshall has offered to write human interest stories for the Splitimes newsletter. If you would like to share your story or suggest another member's story be included, email Paul at [MileMarkerStories@gmail.com](mailto:MileMarkerStories@gmail.com). You do not have to write the article, just contact Paul with your name, phone number and the subject of the article and he will do the rest!



## WANTED:

The Utica Roadrunners are looking for a current photography student who is interested in shooting action sports and building his/her portfolio. Student must be reliable, organized, available on weekends and be able to meet copy deadlines. This is an unpaid, volunteer position but a great opportunity to gain experience working in a real life editorial environment with art direction and mentoring. Email Val Cognetto at [cognettoesign@gmail.com](mailto:cognettoesign@gmail.com). if you, or someone you know may be interested.

## Interested In Becoming A Race Director?

After a few years of being race director for the Summer Sizzle, Paula May is passing the baton. Thanks Paula for the improvements and changes made! Who wants to step up and help the club? Now is your chance! If you are interested in taking on the challenge of directing the "perfect" race and earning a volunteering patch, drop us an email! You can email Mike Kessler at [mkessler1012@adelphia.net](mailto:mkessler1012@adelphia.net).



## 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/index.html>.



## 2011 MILEAGE FORMS DUE BY 2/28/12

“The 2012 Utica Roadrunners Awards Banquet is held in April. In order for runners to receive their recognition at the banquet for running 1,000 miles or more in 2011, and for any marathons run, you need to send in the Personal Mileage form below. The form is used to compile all of the races you participated in, your finish times as well as volunteering and total number of miles that you ran in 2011. Those figures will be used to distribute several other types of patches and 1,000 mile jackets. For more information regarding criteria for awards, please refer to our club handbook. All forms are due on or before February 28, 2012. Send questions or reports to Jim Moragne at jmoragn1@twcnny.rr.com.”

### Personal Mileage and Race Record for 2011

NAME: \_\_\_\_\_

Date	Race	Distance	Time	PR?	Place/Award

Total Miles Run in 2011: \_\_\_\_\_ Total Miles Run as a Utica Roadrunner: \_\_\_\_\_

Personal Volunteer Information for Red Jackets (Check all that apply):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Host Thursday Night Run   | <u>Club Race Volunteer</u>                  | <u>Other Club Activities</u>                 |
| <input type="checkbox"/> Host Sunday Breakfast Run | <input type="checkbox"/> Falling Leaves     | <input type="checkbox"/> Developmental Runs  |
| <input type="checkbox"/> Club Board Member         | <input type="checkbox"/> S.O.S. Race        | <input type="checkbox"/> Club Social Event   |
| <input type="checkbox"/> Club Officer              | <input type="checkbox"/> Summer Sizzle      | <input type="checkbox"/> Boilermaker Packets |
| <input type="checkbox"/> Club Committee Head       | <input type="checkbox"/> Thanksgiving Run   | <input type="checkbox"/> Splitimes Article   |
| <input type="checkbox"/> Club Race Director        | <input type="checkbox"/> Hall of Fame Races |  |

Please return this form (**no later than February 28<sup>th</sup>, 2012**) to: **Jim Moragne – URR Mileage Info**  
**P.O. Box 4141, Utica, NY 13504**  
**jmoragn1@twcnny.rr.com**

# Running with a Different Perspective;

Mom's who run share their stories/tips

## A Mother & Son As Training Partners

With the purchase of a jogging stroller came a new running partner.

By Susan Williams

Published 06/19/2007; Runner's World

I took up running for all the usual reasons: to get in shape, to set personal records, to go farther than I had ever gone before. I ran because I was told I could--and because I was told I couldn't. I ran because I was too old to be a gymnast and too uncoordinated to ride a bike.

All those reasons compelled me to run, at one time or another. But now I have a much stronger reason--my young son, who accompanies me in his jogging stroller. These days, when his little voice pleads for a "Bobby ride," that's the only motivation I need.

I never suspected my perspective could change so much with just one purchase. In fact, I like to believe the old cliché about what money can't buy. But when I ordered the jogging stroller, I had a feeling about it.

When I finally got it and took my son for his first ride, I knew why I had been so anxious for its arrival. The stroller would bring us together in a way that nothing else could. After all, he can't appreciate my fondness for crossword puzzles, and I can't appreciate his for toy trucks. But the stroller allows us to share something we both love despite our differences in age, size and ability.

Granted, the weight of the stroller combined with the weight of my son slows me down. But I don't care. I was never fast to begin with.

Besides, my new running partner gives me more important things to think about than speed. And he has changed my running in several wonderful ways.

I used to run the other way every time I spotted a dog. Now Nicholas yells, "Come, doggy doggy" to every canine we see. And I, in turn, have become much more relaxed around them.

I used to worry about how I looked to passing motorists and fellow runners. Now I think less about the fit of my shorts or about my sweaty face and more about my son's spectacular sightings--a penny, a tulip, a butterfly he attempts to snatch from the air.

I used to make excuses not to run. I'd tell myself the day or the time or the place wasn't ideal for running. Now I have a running partner who informs me that he is ready anytime, anywhere. The snow or the heat doesn't deter him; to him, they're all the more reason to go out.

I used to think satisfaction came at the end, at the finish line. Now I know that what I see or smell or do on the way is much more significant than the distance we covered or how fast we did it.

I used to force myself to run for some imagined future--a future when I would be thin and fast. But now the future will bring a day when my son outgrows the stroller and may not want to go for a run with his old mom. So I no longer run for what running may bring me tomorrow but for what running gives me--and my son--today.





(...Mom's, continued.)

## Pregnant?

You don't have to give up your running.

By Yishane Lee

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

The old-school thinking about pregnancy was that women should exercise very little--or not at all. Fortunately, times have changed, and doctors routinely advise expectant patients to stay active.

"Each woman and each pregnancy is different, but if there are no complications, runners can keep running," says Kathryn Peck Rutenberg, M.D., an obstetrician in New York City who ran through both her pregnancies.

After you get your doctor's go-ahead, your mileage is determined in part by how much you were doing before. Dr. Rutenberg says that if you regularly ran five miles a day, you can keep logging those miles, albeit at a gradually slowing pace. So if you ran an eight-minute mile, you may find an 11-minute mile during pregnancy is just as challenging.

As your due date approaches, lower-impact activities like swimming and walking may be more comfortable.

Continuing to run during pregnancy isn't only about doing something you enjoy. Studies show that exercise improves the health of mom and baby--it lessens back pain, prevents excessive weight gain, improves sleep quality, and reduces delivery complications and time spent in labor.

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## Motherly Advice

Experienced moms share their strategies, secrets, and essential gear for fitting in a run.

By Yishane Lee

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

### PLAN YOUR ROUTE

"When I was pregnant, I planned my runs so there would be potties along the way," says Luiza Jewitt, 29, a mom of three in Evans, Georgia.

### TAKE IT EASY

"To keep running through pregnancy, I went slow, carried water, and listened to my body," says Lori Vickerman, 29, of Alberta, Canada. Blake Russell, 35, an Olympic marathoner also used her body's cues: "I ran based on perceived exertion and erred on the side of caution. I never ran hard enough to break a sweat. And I walked when I got tired or uncomfortable."

### FEED THE BABY

"Nurse or pump before you go so that you won't leak and you don't have to worry about hurrying home to a hungry baby," says Malina Larson, 27, who has four kids in Bountiful, Utah.

### BUDDY UP TO RUN...

"Meeting up with someone can give you a reason to go run," says New York City mom Abbie Gellman, 35. It can also be a social break. "Being a stay-at-home mom is a bit lonely," says Jane Berger, 43, of New York City. "Joining a running club helped me make friends."

### ... OR TO TAG-TEAM

"When the weather was too harsh to take my son out in the stroller, a friend and I took turns watching each other's kid while the other went running," says Lisa DellAquila, 33, of New York City.

### USE A TREADMILL

"I put mine in my living room so I could watch Owen and run without needing a sitter or my husband to be home." —Magdalena Lewy Boulet, 37, Olympic marathoner

### CALL IN THE PROS

"A babysitter for an hour or two (or three) lets my husband and me get our long runs done together," says Michele Arnold, 36, a mother of two in Scottsbluff, Nebraska. "That's worth \$10-\$15 to me!"

### DO IT FOR YOU

"There are so many things that a parent has to sacrifice for her children; just do this one thing for you," says Amy Lowe, 30, a mother of two in Virginia Beach.

# TOP 10

## Top 10 Runner's New Years Resolutions

by Val Cognito

10. I will pay my Utica Roadrunners dues on time.
9. Running more will now be scheduled in with other priorities.
8. No longer will donuts be considered a food group.
7. I will consider signing up for a marathon...on several occasions.
6. Power walkers will receive the respect they deserve!
5. No more heckling Sybil's lack of computer knowledge.
4. Red and black are the new chips and dip!
3. I will not tell a visibly exhausted runner that he is "Almost there."
2. I will shop local small businesses for all of my running needs.
1. No whining...Unless I get closed out of a race!

## Look Sharp in Utica Roadrunners Apparel!



**Singlets**  
**UTICA ROADRUNNERS**  
or Circular Logo  
100% polyester  
**\$15**

**Ladies** - Double panel front  
Small, Medium, Large, X-Large  
**Mens** - Small, Medium  
Large, X-Large



**Short Sleeve Tech Shirts**  
**Cool-N-Dry 100% polyester**  
**\$20**

**Ladies V-neck**  
Red or White  
Small, Medium, Large,  
X-Large  
(Ladies shirts run small,  
order one size up.)  
**Mens Crew neck**  
Red or White  
Small, Medium, Large,  
X-Large



**Shorts - Boxer style**  
**100% polyester**  
**\$15**

**Ladies** -Red or Black  
Small, Medium, Large, X- Large  
**Mens** - Black  
Small, Medium, Large, X-Large



**To order merchandise,**  
Please e-mail Mary Ruckel at  
[townclerk@roadrunner.com](mailto:townclerk@roadrunner.com)



## The More the Merrier!

The club gets inquiries several times a year from runners who have just moved into the area, or have just taken up running, or have finally decided they want to run with a group. The question's always the same: "Do you know of any regular group runs in (insert town, village, city) that I might join?"

We're asking that anyone who has a regular run, solo or group, and who is looking for more partners, to let us know. We will publish those runs in the SplitTimes each month, and will look into putting them in a section on the club's webpage. Give us the day(s) of the week, where, when and contact information. Also, indicate if the group: goes a specific distance, is training for something like a marathon, is targeted towards faster runners or the general pace, runs year-round, etc. If you would like to just have the information shared on a one-to-one basis we won't publish it, but instead just provide the contact info (telephone or email) for those individuals looking for partners.

If you're interested, please email the information about your run to the club's Membership Chairman, Jim Moragne, at [jmoragn1@twcny.rr.com](mailto:jmoragn1@twcny.rr.com), or call him at (315) 894-5402.

### WANTED: SUNDAY MORNING RUNNING PARTNERS

Cornelia Brown's looking for one or more running partners for a regular Sunday run between Clinton and New Hartford. Country roads, averaging 10-12 miles at a pace of 9:00-9:30 a mile. She can be reached at [cbrownmami@gmail.com](mailto:cbrownmami@gmail.com) or (315) 732-2271.



## 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 Those "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](mailto:casler1@peoplepc.com) or [jmoragn1@twcny.rr.com](mailto:jmoragn1@twcny.rr.com).



# UTICA ROADRUNNERS 2012 MEMBERSHIP FORM (PAGE 1 OF 2, please submit both pages)



## 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. Members get a discounted entry fee into club races and free entry in the Development Runs.

## 2012 Membership Renewal or New Member (circle one)

Last Name (please print): \_\_\_\_\_

First Name: \_\_\_\_\_

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

E-mail address: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Second Phone: \_\_\_\_\_

DOB: \_\_\_\_\_

Development Run Number (if known): \_\_\_\_\_

T-shirt Size (new members) \_\_\_\_ (men's sizes S, M, L, XL, XXL)

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

Last Name (please print): \_\_\_\_\_

First Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

DOB: \_\_\_\_\_

Development Run Number (if known): \_\_\_\_\_

T-shirt Size (new members) \_\_\_\_ (men's sizes S, M, L, XL, XXL)

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

Last Name (please print): \_\_\_\_\_

First Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

DOB: \_\_\_\_\_

Development Run Number (if known): \_\_\_\_\_

T-shirt Size (new members) \_\_\_\_ (men's sizes S, M, L, XL, XXL)

(Use second form for additional family members.)

Annual dues are \$10 for a student under 20, \$20 for an individual, \$25 for a couple and \$30 for a family of 3 or 4. For new families only, there's an additional fee of \$2 for each family member after 4 members. Mail the completed form and check to: Utica Roadrunners, P. O. Box 4141, Utica, NY 13504

**Please complete page 2 on the following page - both pages must be submitted in order for your application to be valid-Thank You**

# UTICA ROADRUNNERS 2012 MEMBERSHIP FORM VOLUNTEERING FORM (PAGE 2 OF 2)

URR Volunteer Categories (check any that interest you) Participation earns you Roadrunner Points!				
1 <sup>st</sup> Member	2 <sup>nd</sup> Member	3 <sup>rd</sup> Member	Committee	Duties
			Membership	Maintenance of records and membership list, membership cards, information to new members
			Club Races	Helps plan URR races such as SOS, Summer Sizzle, Falling Leaves
			Racing Team	Helps with recruitment of Team members, organize Racing Schedule and Team registration, coordinates transportation
			Training	Boilermaker Training Program and other Youth Training Programs, Development Runs
			Volunteer	Solicits club members to volunteer for various club races and activities
			Social Activities	Annual Awards Banquet, Fun Runs and parties, other special events promoting fellowship
			Awards	Determine qualifications, criteria and appropriate awards for the URR Grand Prix and other club awards
			Public Relations	Newsletter, Website, Email, Media releases, Use of URR logo, other means of promoting the Club
			Finance	Submission of a proposed annual budget to the Board, establish reimbursement policy
			Merchandise	Design, purchase, marketing and sale of Club merchandise

### 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.

1st Member's Signature: \_\_\_\_\_  
(parent or guardian if under 18)

Date \_\_\_\_\_

2nd Member's Signature: \_\_\_\_\_  
(parent or guardian if under 18)

Date \_\_\_\_\_

3rd Member's Signature: \_\_\_\_\_  
(parent or guardian if under 18)

Date \_\_\_\_\_

Questions? Please email Jim Moragne at [jmoragn1@twcny.rr.com](mailto:jmoragn1@twcny.rr.com) or call him at (315) 894-5402.



# 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](mailto: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 Patrice May at [patricem.may@gmail.com](mailto:patricem.may@gmail.com) or (315) 368-8416.