

March 2018

# splitimes

The Official Newsletter of the Utica Roadrunners

## Ready to go outside?

**BTP moves outside  
March 10  
It's not too late to join!**



**In Memory of  
Kermit Cadrette  
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March  
2018  
Utica Roadrunners  
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If you would like to advertise in Splitimes, please contact: Michelle Truett email: michelle@484design.com or call (315) 534-0067.

All payment, copy, advertisements and race applications are due the first of the month prior to the month that your ad will be placed (NO EXCEPTIONS!).

Editor: Michelle Truett • michelle@484design.com

**Useful Links:**

[Utica Roadrunners Facebook Page](#)

[People Who Run For Fun Facebook Page](#)

[Utica Roadrunners Wednesday Night Development Runs](#)

[Club Handbook](#)



**Lake Effect Half Marathon**

**The Roadrunners had a great showing at the February 25th Lake Effect Half in Syracuse. Congratulations to everyone!**





## President's Message

by Wayne Murphy

The times they are a changing. The new online registration for paying your dues should be up and running through RunSignUp. This was necessary to provide better efficiency and accounting. We will no longer be sending out club membership cards but your information will be saved in RunSignUp and we will provide The Sneaker Store with your name and number so that you can receive your discount there!

The Boilermaker training program is going great. The energy and enthusiasm is wonderful. If you haven't joined the group yet to run or volunteer you can find us every Saturday starting March 10th at the Parkway Rec Center in Utica. We look forward to seeing you there.

How about joining us for a run and breakfast or a trip to a destination for a race! We are planning both! We are beginning monthly runs on a Sunday morning starting in March. They will be hosted by a member at their home or at a local coffee house or restaurant. More information on that soon! Hoping to finalize a bus trip in late fall to a race. Looking at our options. Hope you will join us for these events.

Hope to see you at our first race of the year. The Ted Petrillo Save our Switchbacks will be held on April 22, 2018.

Have you liked us on Facebook and Twitter. Want to volunteer, need additional information or have an idea? Contact me at wayne13413@yahoo.com.

## Happy Hour



*Join us!*

**Club Happy Hour**

**Friday, March 2, 2018**

**6:00pm**

**Griffin's Pub (Downtown Utica)**

**226 Genesee Street**



FROM DAY ONE...

# 2018 BOILERMAKER TRAINING PROGRAM



**We're going outside on Saturday, March 10th!**  
**Meet at the Parkway Rec Center at 7:30am**  
**Still time to join!**

## WHAT IS IT?

A Utica Roadrunners-run training program that works you up safely and successfully to the Boilermaker 5K or 15K! After the first four weeks at The Fitness Mill, we move the runs outdoors and follow predetermined routes that give you a solid base and then increase mileage each week to get you to 9.3 miles. Many of the routes follow the actual Boilermaker route so you can get familiarized with it.

## WHEN IS IT?

Every Saturday morning starting at 7:30am (sharp!) from February 3rd right up to the Boilermaker July 8th. You will get a schedule on the first day to know the routes ahead of time and to get suggested training for during the week.

## WHO CAN DO IT?

**ANYONE!** Doesn't matter if it's your first Boilermaker and you've run no further than to your mailbox OR if you're a veteran runner looking for motivation and a great group to run with. There will be people of all ages and abilities in the group. We guarantee you will find some lifelong friends by joining!

## WHY DO IT?

**Why NOT?!** You'll have a group of friends ready to run with you every week (which will definitely get you out of bed!), you'll have seasoned runners to tap into for advice, there will be volunteers on the course hydrating you and keeping you safe on the streets and so much more. 100% of our participants have crossed the Boilermaker finish line for multiple years. We think it's the BEST training program around! So again... why NOT?!

## DO I NEED TO BE A UR MEMBER?

Yes, please! It's a great deal though - only \$20 for the year for an individual (under 18 is \$10), \$25 for couples or only \$30 for a family. You'll get local running news throughout the year and other benefits. Sign up right on our website:

<http://uticaroadrunners.org/membership/join/>

## QUESTIONS?

Give coordinator **Melanie Crisino** a call at (315) 723-9202 or email her at [mcrisino@yahoo.com](mailto:mcrisino@yahoo.com). She's got you covered.



## Letter from the Editor

### Good Stuff Coming Your Way!

I'm so excited to have articles from some experts right in our running community...and I'm working on twisting some more arms so we can keep bringing you relevant, inspiring content! You'll love Melissa Bartlett's article on how caffeine affects runners this month and I'm pumped that we got Rick Gloor (you read about him last month!) to submit an amazing article on the benefits of a plant-based diet along with his friend Natalie Pape. I'm not sure I'm going to start to eat broccoli right away, but this article is the closest I've ever come to thinking about it! Keep them coming, guys!

If you have an area of expertise or something you have learned through experience that you're interested in writing about, let me know! I can help you with a topic, outline an article or give you a little kick in the butt to dive in and get it done...and we have the best proofers in town! We have your back... think about it!

Thanks and go big, train safe, HAVE FUN!

## Roadrunners Out and About



### Roadrunners in the Community!

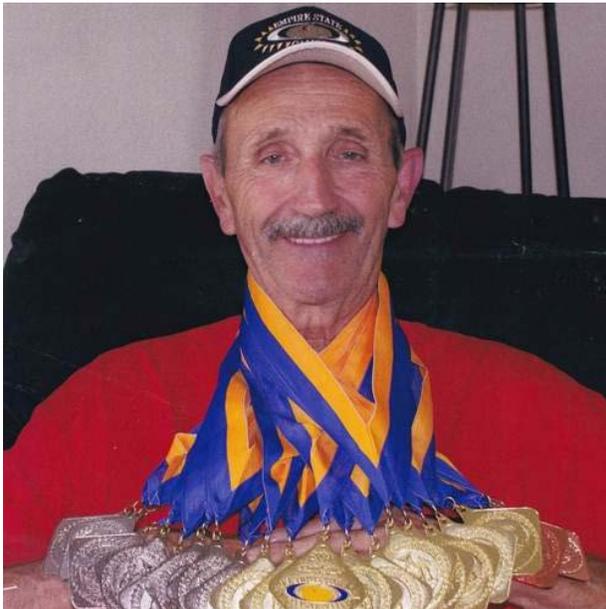
Our information table has been setting up around the area (seen here at the Oneida County Farmer's Market) to recruit new members and share the benefits of being a part of the largest running group in the area! Keep an eye out for us and if you know of an opportunity OR would like to volunteer to man the booth, please let us know!

# In Memory of a Prolific Runner

by *Dennis and Sybil Johnson*

## Kermit Cadrette

1938-2018



Kermit Cadrette, an amazing runner with thousands of running miles behind him, has passed away. Kermit began his running career after quitting smoking at the age of 50. At that time, he changed from being an intense golfer to an intense runner. Kermit thought he was overweight, so he was happy when running helped him to slim down. He became a lean, mean, running machine.

Kermit truly loved to run and race. He earned a ton of medals, awards, and accolades over his 29-year career. Kermit's favorite distance was the marathon, of which he ran 83. Yes, 83!!! This included 21 Boston Marathons, 15 New York City Marathons, the London Marathon, a Canadian marathon, and more! Now, the marathon list sounds pretty masochistic, but good old Kermit went further to compete in numerous Reach the Beach Relays (200+ mile course) in New Hamp-

shire, many Mount Washington Races, and numerous winter and summer Empire State Games in which he won over 150 medals. Amazing!!

After a couple of years knowing Kermit, it was no surprise to hear that he would finish 2 or 3 area races every weekend. He ran so many events that sometimes he came to a race believing that he had preregistered, but the race had no record of him doing so. We would tell him that we would pay him back if his app showed up in the mail, but he would have to fill out a new registration. We never had to reimburse him. His wife, Carol, and his daughter, Kim, joined in to make running a family affair. Together, they traveled all over New York and further to compete. The girls were sensible – they ran less often and for reasonable distances.

Kermit not only ran, he volunteered at the events where he ran. Gosh, he certainly had to have a ton of shirts from the runs, and then he had all of those volunteer clothes too. His running wardrobe alone could probably clothe lots of tall high school runners!

Kermit was a really nice guy. He always was smiling and he had a positive attitude. He made lots of friends wherever he traveled. His name is well known throughout the Mohawk Valley and beyond.

Well Kermit, you have given us so many great and funny memories. We will miss your running and your antics. Like your obituary said – you loved life and lived it to the fullest!

Adios, Amigo!

# Upcoming Race

THE TED PETRILLO  
**SAVE OUR SWITCHBACKS**  
**7.5K**



HALF A BOILERMAKER • 4 | 22 | 18

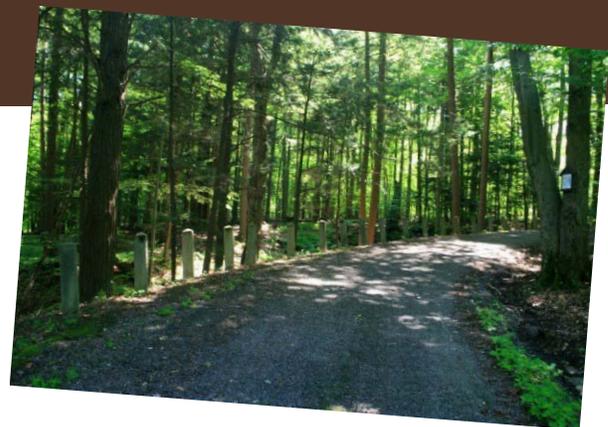
**Sunday, April 22, 2018**

**Run starts – 9am**

**Kid's Run – 8:30am**

**Registration is now open!**

[Sign up now >>](#)



**7.5K Road Race**  
**(4.66 miles)**  
**\$25**

**Help support the South Woods  
Trails Project while running  
"Half a Boilermaker"**

**A Utica Roadrunners Grand Prix Event**

**Start and finish near the Utica Parkway Ski Chalet**

*The Save Our Switchbacks 7.5K road race is the long standing Utica Roadrunners kick-off event. The race marks the start of the weekly Development Runs held every Wednesday.*



## Running with Caffeine – Helpful or Harmful?

*Melissa Barlett, PhD.*



Caffeine is one of those substances that is hard to keep up with - or hard to keep up without! One week it's good for you, another week, it's bad. I'm here this month to give you the "down and the sweet n' low" on the current research out on caffeine and running.

First of all, a quick overview of caffeine in general. It is a water soluble chemical with a structure similar to a nucleic acid base - like the pieces of DNA, but also very similar to ATP, the body's main source of energy. When your body runs low on ATP, you would typically become drowsy, but caffeine blocks the receptors that cause drowsy feelings and increases the neurotransmitters acetylcholine and dopamine, which makes you feel pretty good and pretty awake, at least for a while.

Caffeine has been used for years as a way to enhance performance and recovery in many sports. In fact, from 1962-1972 and again from 1984-2003 it was banned by the World Anti-Doping Agency. However, caffeine's prevalence in food

and drink has made banning it fairly complicated, so now it is just monitored, but not banned. There are many examples of these performance enhancements in controlled studies. Triathletes who supplemented with caffeine finished faster than those without it; it was only a few seconds faster, but it was significant. A group of cyclists saw significantly faster times in a time trial when ingesting caffeine. In runners doing a 1500m run, the time to complete the run decreased when ingesting coffee, and they had a faster "finishing burst" at the end.

So, what is it that caffeine does to the body that causes these effects to occur? There is still a lot of debate on this subject, but here are some of the most likely possibilities. A major effect found is that caffeine decreases perceived exertion. When you ingest caffeine, you tend to feel less tired and less fatigued, meaning that you can push a little harder and exercise longer. Intake of caffeine is related to increases in blood sugar - the main energy source your muscles use for endurance activity. This seems to be due to an increase in fatty acid breakdown. Caffeine makes the body more likely to break down fats for available energy instead of relying on stored energy that can run out more quickly. A similar mechanism

*continued* →

may also allow for enhanced recovery by allowing muscles to refill their energy stores after exercise more quickly. Finally, caffeine may be able to enhance muscle contraction by releasing calcium, which is required for muscles to contract. Generally, these effects were shown both in people who drink caffeine regularly and those who don't.

What about the downsides? Lowering perceived effort can help an athlete push boundaries, but it can also lead to injuries caused by overuse or not noticing the signals to slow down and stop. Caffeine is a diuretic, which means that it causes increased urination and pulls fluids from the body. This can cause dehydration, which any runner knows could be very dangerous. There is also still some question as to how the form of caffeine affects these results. In some studies, caffeine and coffee show the same effect. In others, the caffeine found in coffee does not work as effectively, suggesting that there may be substances in coffee that work against the effects of caffeine.

So, caffeine or no caffeine? Clearly, it has an effect. If you need a boost on a tough day or are trying for your absolute best time, so long as you don't have any other medical conditions,

grabbing that extra soda or coffee about an hour before your run could be helpful - just remember to drink some extra water or sports drink to counter the diuretic effect. However, I would take care not to do this regularly as the likelihood of overuse injuries seems high, and caffeine is an addictive substance that alters brain chemistry over time if consumed constantly.

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References:

Potgieter S, Wright HH, Smith C. Caffeine Improves triathlon performance: a field study in males and females. *Int J Sport Nutr Exerc Metab.* 2018 1:1

Pesta DH, Angadi, SS, Burtcher M, Roberts CK. The effects of caffeine, nicotine, ethanol, and tetrahydrocannabinol on exercise performance. *Nutr Metab* 2013 10:71

Hodgson AB, Randell RK, Jeukendrup AE. The metabolic and performance effects of caffeine compared to coffee during endurance exercise. *PLoS One.* 2013 8(4):e59561

Wiles JD, Bird SR, Hopkins J, Riley M. Effect of caffeinated coffee on running speed, respiratory factors, blood lactate and perceived exertion during 1500-m treadmill running. *Br J Sports Med.* 1992 26(2):116

Glaister M, Gissane C. Caffeine and physiological responses to submaximal exercise: a meta-analysis. *Int J Sports Physiol Perform.* 2017 5:1

## All the Gear You Need at One Location!



**GET  
YOUR  
GEAR!**

**the Sneaker  
Store**

Utica Roadrunners apparel is available for purchase at The Sneaker Store at 4490 Commercial Drive in New Hartford. They can put the UR logo on other pieces available in the store as well!



# CNY Runnings Clubs Cup 2018

**Kuyahoora  
ickers**

*Albany Valley Hill Striders*



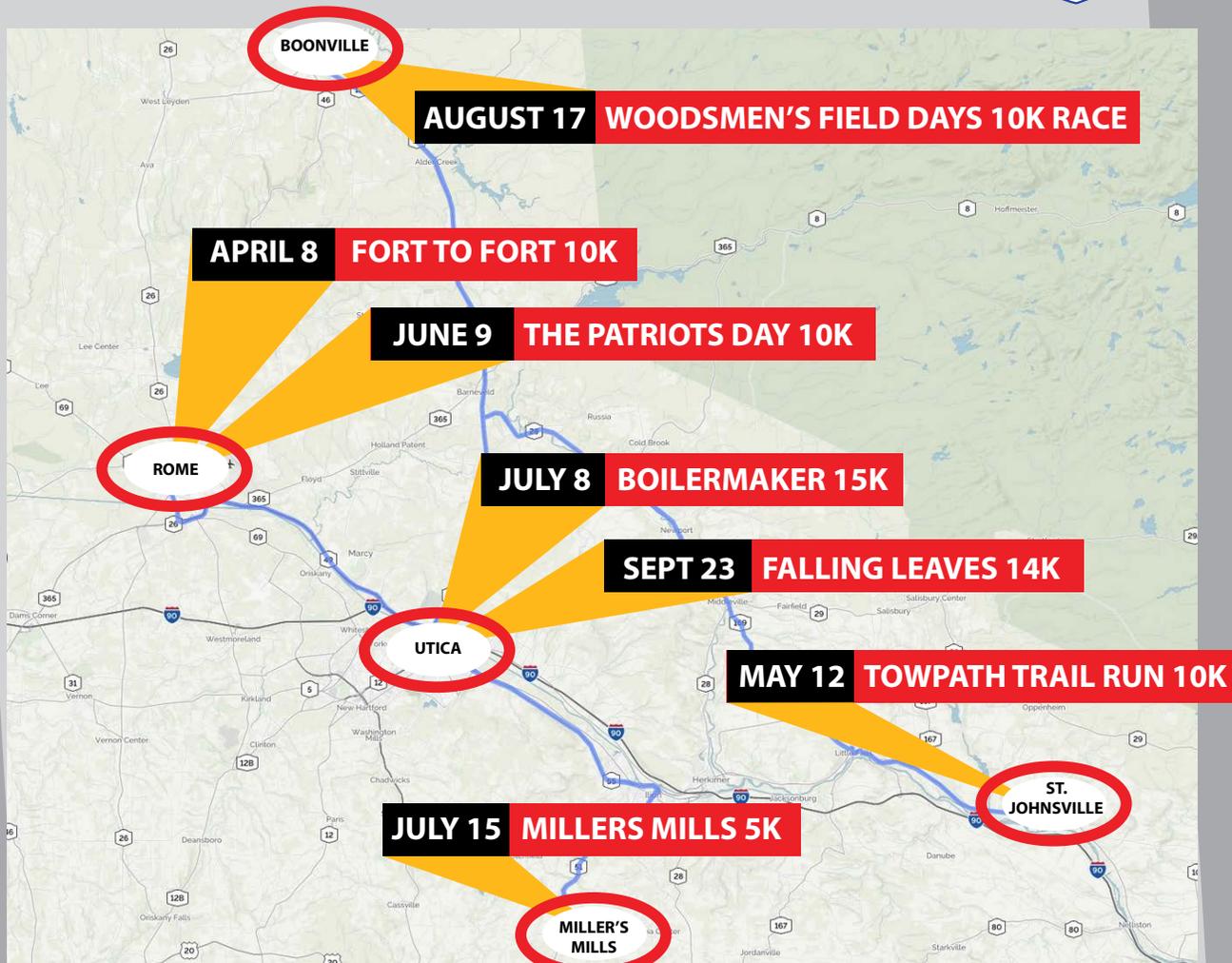
North Country  
"Toe" Path Trekkers  
Walk-Run Club



## 2018 Races are Announced

The following seven races are the CNY Cup races for 2018!

If you are interested in participating on the Utica Roadrunner's Cup Team, please send an email to [laurie.hennessy@aol.com](mailto:laurie.hennessy@aol.com).



# Member Spotlight

## An Amazing Five-Year Transformation



3rd place in her age group at the Lane Lake 10k in Speculator



## Meet Jessica Van Valkenburgh

*She has gone from smoking two packs a day to a “smokin’” running career, with 2017 being her very best year yet. With motivation from her two beautiful daughters, her supportive husband, Brian, and a couple running friends who “get her into some crazy things” (ahem... Melanie and Tanya!), Jessica is five years into an amazing journey and transformation.*

First, we’ll start by letting you know that Jessica travels to run with us all the way from Fort Plain, NY. That’s dedication. She works in the billing department of Nathan Littauer Hospital in Gloversville and is a volunteer firefighter for South Minden. She had volunteered with the Ladies Auxiliary for many years and recently decided that she wanted to dive in to help more and get into the action alongside her husband. That’s not surprising - she has always been a worker. She never did sports as a kid. Instead she had a paper route as soon as she was old enough and also worked in a restaurant.

On February 10, Jessica celebrated her fifth year without smoking. She quit cold turkey on her daughter Natalie’s half birthday, going from eight years of smoking and close to two packs a day to nothing. Not wanting to gain weight after quitting, she set her sights on running a 5K. Her mother-in-law Jean (a fellow Roadrunner) was a runner, so



Natalie, Jessica and Kamryn at the Firecracker 4 in Saratoga on 4th of July

continued →

## Member Spotlight – Jessica Van Valkenburgh (cont.)

they got out together and her transformation began. She never thought she could even run 0.1 mile, let alone 3.1, but she pushed.

She ran her first 5K in August, 2013 in about 40 minutes and it was on from there. She got her gall bladder out. And did another 5K two weeks later. The following year she tackled a 10K and then the Seneca Seven two years in a row. In 2016, she braved the blizzard and finished the Syracuse Half and then did her first Boilermaker 15K in 2017 with the help of the Roadrunner's Boilermaker Training Program, which was her introduction to the group. Also in 2017, she finished in third place in her age group in the Grand Prix. 2017 ended up being her biggest running year so far. She got fast and fit!

She feels great. She can BREATHE! She is reversing the damage that smoking did to her body with every step, every training run and every race she does. She wants the message to her girls, the running community and the "yet to be" runners that it doesn't matter what your size, age or other barriers are... you can always start. Don't let your size in particular stop you from doing anything you want to.

Now, in a typical week, she'll average five days of running (in the winter that may drop down to three) and for 2018, she has some big plans. The 4-mile Run for the Hill in Sharon Springs is on her race list. She will run the hilly course in full turnout firefighter gear. She'll take part in the CNY Stair Climb in Utica in gear as well, honoring fallen firefighters from the September 11th tragedy. She is also planning to run a half marathon every month with the exception of January. In April, she'll be in Ohio at the Hall of Fame Race and the big one... she's signed up for her first full at Wineglass in October!

In the future, a bucket list race is the half in Martha's Vineyard and she would eventually like to help beginner runners start their journey and build confidence in a "I've been there" and a "paying it forward" way. (We think she'd be perfect!)

Jessica loves her Dunkin Donuts (and loved it before becoming friends with Melanie... it has just added to their friendship!) She is also a wine lover and collects glassware from as many of her races as she can – some for show and some for use. Other than that, and making sure she eats a banana before every run, she doesn't follow too many routines or have too many superstitions about running. "I just go!" Melanie describes her jokingly as "someone who never says no!" and her "partner in crime" but also as an inspiring, motivating, genuine friend for life.

When we asked Jessica to sum up her running career so far, she cited the now famous quote, "She believed she could so she did". We don't just believe she can... we KNOW she can and are looking forward to running many miles with her and seeing the amazing things she does!



*Melanie and Jessica at the end of the Boilermaker last year.*



*Jessica and younger daughter Kamryn at the Freedom Run in Little Falls.*



*Jessica with her mother-in-law Jean at Falling Leaves.*



## Eat Plants!

**Information and tips on why and how to get started on a plant-based diet**

***By Natalie Pape, MA, RD, and Rick Gloo***

**Most people know they should eat more fruits and vegetables. The benefits are underscored in National Geographic's Blue Zones study which identified common characteristics of the longest lived populations on the planet: Eating almost entirely plants, strong social connection, and routine physical activity throughout life. Members of the URR running community certainly have strong social connection and activity covered!**

Eating more fruits and veggies is starting to become common language in athletes competing at the highest levels. One of the best ranked ultra-marathon runners in the world, Scott Jurek, eats an entirely plant-based diet. It's not just the endurance folks who benefit from eating plant-based; MMA fighter Mac Danzig and Olympian Weightlifter Kendrick Ferris have no issues with building plant-powered muscle. These athletes understand that eating more plant-based foods aid post-workout recovery, and can also help you drop a few pounds which can contribute to more efficient running. With more of the nation's population suffering from obesity, heart disease and diabetes, it's critical we take steps to eat healthier foods. Here are a few tips to get more plants on your plate:

### **1. Keep It Simple, Eat the Rainbow!**

Legumes, fruits, vegetables, and whole grains contain disease-fighting and immune-boosting substances called phytochemicals or phytonutrients. The important take-home message from today's research is that we need a wide variety of plant foods in our diet to get the full benefit of the spectrum

of phytochemicals. These phytonutrients are expressed by different color pigments, so eat the rainbow! The next time you go shopping, challenge yourself to select one or two fruits or vegetables of each color. Expand your horizons by trying out one unfamiliar



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fruit or vegetable each week. You may just find a new favorite food! Have plenty of frozen produce in stock so that you can add them into any meal. Add berries to cereals and salads and use fresh herbs, garlic, onions, and ginger to flavor dishes. Soup can be made healthier by adding the colors orange, green, and red like in chopped carrots, mustard greens, and tomatoes. Having pasta and tomato sauce? Increase the flavor, color, and health benefits with a colorful vegetable salad and by adding a medley of mixed vegetables to the sauce. Turn a boring sandwich into a colorful pocket of veggies. Fill a whole wheat pita or bread with fresh veggies like mushrooms, sprouts, cucumber, tomatoes, red onion, and peppers, and add a dollop of hummus or bean dip. For dessert, skip the ice cream and puree mixed frozen fruit with some plant-based milk (like almond, soy, rice, or cashew) to make a tasty and colorful 'nice-cream'.

## 2. Focus on Fiber and Nutrient Density

Another reason to add more plants to your plate is that fiber is only found in plant foods. While maintaining the health of the digestive tract and microbiota, fiber also lowers the risk of certain cancers, heart disease, and diabetes, and helps control your appetite. Get the most nutrient bang for your calorie buck by choosing foods that are high in nutrients instead of calorically dense or highly processed foods. Choose oatmeal or whole grain cereal for breakfast, fruit and sliced vegetables for snacks, beans in soups and stews, and replacing refined grain products with whole grains. An easy way to do this, is to start all meals with a salad, soup, and/or fruit. For your entree, fill half your plate with intact whole grains, starchy vegetables, and/or legumes and the other half with vegetables and/or fruit. Consider making salads a meal. Start with a large mixing bowl and add lots of your favorite veggies. Add legumes or whole grains like chickpeas, black beans, lentils, brown rice, quinoa, barley, etc. Your choices are endless! If you are looking for some salad inspiration, consider stopping by Panera Bread or Core Life in New Hartford to make a salad with a variation of ingredients. Don't be afraid to go for a larger size; this isn't your momma's side salad! The Panera kiosks make it easy to have a highly customized salad. Try leaving off non-plant ingredients and see how you feel over time.

## 3. Get Started with 3 Steps

Don't know any plant-powered recipes? You can use a simple, three-step method to come up with nine plant-based dinner menus that you enjoy and can prepare easily. First, think of 3 plant-based dinners you already enjoy. Common ones are tofu and vegetable stir-fry, vegetable stew, or pasta primavera. Second, think of 3 recipes that you prepare regularly that can easily be adapted to a plant-based menu. For example, a favorite chili recipe can be made with all of the same ingredients; just replace the meat with beans or vegetarian crumbles. Enjoy bean burritos instead of beef burritos, veggie burgers instead of hamburgers, and grilled mushroom, eggplant, roasted red peppers, or seitan instead of grilled meat in sandwiches. Many soups, stews, and casseroles also can be made into plant-powered dishes with a few simple changes. Third, check out

# Member Article

cookbooks that have plants as the focus of the meal and experiment with new recipes for a week or so until you find 3 new recipes that are delicious and easy to make. Just like that, with minimal changes to your menus, you will have 9 plant-based dinners at your disposal!

## 4. Plan and Prepare

Stock up your kitchen. If you are well stocked with healthful ingredients, it will be easier to eat healthy recipes. Plan a day to shop for food once a week so you will have plenty of fresh fruits and vegetables on hand. If you're short on time, prep your food over the weekend or cook your meals in large batches so there are healthy meals ready to eat when you don't feel like cooking or are in a rush. For example, cook a whole grain in bulk one day a week and make sure it's multiple servings. Whole grains can easily make a savory or sweet meal. For a savory veggie bowl, mix your favorite whole grain, like brown rice, quinoa, or barley, with salsa and some veggies. For a sweet and filling breakfast, try mixing them with cinnamon and fruit (fresh or defrosted). Prepare overnight oatmeal for the win! Overnight oatmeal is an amazing concept that can save you some serious time in the morning. Put rolled or steel cut oats in a container, add a serving of plant-based milk, throw in spices like cinnamon, ginger, or nutmeg, and toss it in the fridge. It will be ready to eat the next morning, but it can also keep well for multiple days. Mash in a banana or other fruit to add a little extra to the mix.



### **Some helpful links:**

[Forksoverknives.com](http://Forksoverknives.com)

[Nutritionfacts.org](http://Nutritionfacts.org)

[pcrm.org](http://pcrm.org)

## 6. Have Fun

You are living in a time where there are more plant-based options than ever before. Get a cookbook, try some new recipes, experiment with new ingredients and new combinations, find what you absolutely love, and build a repertoire of favorite recipes. Any shift towards adding more whole plant foods to your plate will be beneficial. Finally, nothing about eating healthfully should be stressful, or discomforting, but making life changes as significant as changing your diet can be a challenge. If you hit a bump in the road, seek out a social network of support, and trust that you are doing something positive for your health. Be loving and gentle with yourself, as this is your own journey and it happens one bite at a time!

# Volunteer Points

## How to accumulate points throughout the year:

### 1. Board of Directors and Similar

Serving on the Board of Directors as an officer: **30** points

Serving on the Board of Directors non-officer: **20** points

Membership Chair: **20** points

Merchandise Chair: **20** points



### 2. Director of Club race or training program: **20** points

*Includes Falling Leaves, Summer Sizzle, SOS, Boilermaker Training Program (BTP), Development Runs*

### 3. Director of Club event (non-race/training) or ongoing project: **20** points

*Includes Holiday Party, Awards Party & Committee, SpliTimes Editor, Webmaster, SOS Project, Grand Prix*

### 4. Committee Chair of club race or training program: **10** points

*Includes Falling Leaves, Summer Sizzle, SOS, BTP, Development Runs; plus organizer of Run for Hunger and similar.*

### 5. Committee Chair of club event (non-race/training) or special committee: **10** points

*Includes Awards Committee, Scholarship Committee, Social Chair*

### 6. Unique:

Hosting a Breakfast Run, Thursday Night Run or the like at least four times: **10** points

Racing team captain: **10** points

Racing team member: **1** point per race start with team scoring

Writing a regular column for SpliTimes: **10** points

Proof Reading monthly SpliTimes for a year: **10** points

Writing a single article for SpliTimes: **2** points

### 7. General volunteer for a single race or training event: **1** point.

*Includes volunteering for SOS, Falling Leaves, Summer Sizzle, HOF, Run for Hunger, a single Dev. Run, or a single BTP training event.*

### 8. General volunteer for other club events and committees (non-race/training): **1** point.

*Includes Holiday Party; Club booth at Heart Run or Boilermaker Expo; Health Expos; Scholarship Committee member other than chairperson.*

Upcoming Race



# U.S. National SNOWSHOE Championships



photo by Jack Coughlin

**March 9-11, 2018**

**Prospect Mountain  
Woodford, Vermont**

**Saturday 3/10**  
**5k Citizens Race**  
**10k Championships**

**Sunday 3/11**  
**Half & Full Marathon**  
**Team Relays**

Register Now and Save!

**[ussnowshoechampionships.com](http://ussnowshoechampionships.com)**

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## Advertise your race with us!

Our monthly newsletter is emailed to over 400 runners in the Mohawk Valley who love to take part in races throughout New York and beyond!

For just **\$25 per issue**, you get a full page ad (8.5" x 11"). **For \$40**, get the full page ad PLUS we'll post the flier and a link to your race registration page on our Utica Roadrunners Facebook page (1,400+ likes)

SpliTimes is the 2015 RRCA Newsletter of Year!



### Reserve your space and submission information

Please email SpliTimes editor Michelle Truett at michelle@484design.com to reserve your space today or fill out information below and mail this form to us. Ads can be submitted to Michelle as PDFs or JPEGs (no Word or Publisher docs please!) and all ads are in full color.

**Payment:** Mail to: Utica Roadrunners, P.O. Box 4141, Utica, N.Y. 13504. Ads will not run without payment.



Race name: \_\_\_\_\_

Contact name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Month(s) you would like your ad to run (\$25 per month)

- April 2018
- May 2018
- June 2018

Would you like to add a UR Facebook post

for just \$15 (per month)?

- Yes  No

**Total included: \$** \_\_\_\_\_