

December 2020

# splitimes

The Official Newsletter of the Utica Roadrunners



Your 2021 board (left to right above): Bill Callahan, Andrew Rubino, Rocco Fernald, Rebecca Aceto, Jim Mott, Jen Bachelder, Alex Gonzalez and Melanie Crisino. On Zoom: Tim Kane and Rick Gloo. Not pictured: Sharon Scala and Melissa Bartlett



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December  
**2020**  
Utica Roadrunners  
Board of Directors



**President** Jim Mott

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### Activities & Events

Melanie Crisino

### Administration & Finance

Rocco Fernald

**Secretary** Sharon Scala

**Treasurer** Lisa Walchusky

**Past President** Wayne Murphy

## Board Members

Jennifer Bachelder

Tim Kane

Bill Callahan

Cole Perkins

Rick Gloo

Andrew Rubino

Alejandro Gonzalez

## Advertising

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](#)

[Club Handbook](#)



Melanie Crisino, Rebecca Aceto, Stephanie Stark, Jennnifer Eck, Leslie Marangi and Ashley Mancini at the Jingle Jog 5K in Clinton.



# President's Message

by Jim Mott



**“Every single one of us possesses the strength to attempt something he (she) isn’t sure he (she) can accomplish. It can be running a mile, or a 10k race, or 100 miles. It can be changing a career, losing 5 pounds, or telling someone you love her (or him).”** – SCOTT JUREK

Runners:

Well we have almost made it through 2020! In the most challenging year we have ever faced-we have learned many things about ourselves and our resolve as a club, community, and nation. We lost so many things this year yet we gained so many new things we may have never discovered if we had not faced this adversity. I have been humbled by the support we have received and so proud of our Board of Directors and members. I started the year off with a quote from Scott Jurek about goals and I will finish with another one. Some of you had an amazing year in the most uncertain of times. How about reaching 1,000 miles, 2,000 miles or even 3,000 miles for the year! Some runners started or continued a running streak that is still going strong today! The number of creative ways we discovered to stay engaged is quite amazing looking back. Looking ahead to 2021, we certainly hope to get back to some normalcy by having our events go live again. We also would like to try and maintain some of our events we created such as The Scavenger Hunt and The FIVE after FIVE challenge! With 2021 on the horizon, I would like to extend my congratulations to our newly elected Board of Directors that were named at our last board meeting – Rebecca Aceto and Melissa Barlett will now join our other board members as we prepare for a new year full of fun and challenges.

November was a busy month to say the least. As I write this message, I have been a part of a running event in our community for the past five days. Starting off the month we held our second live event of the year which was **The 9-11 Never Forget Run/Walk**. The event took place on Sunday, November 8th at Proctor Park. Phil Trzcinski and Alex Gonzalez did a phenomenal job in creating the concept of having the race here. We were capped out at 50 live runners and we had nearly 30 others run the course using the Virtual or VirtuReal options. We raised nearly \$2,000 that will go directly to The Stephen Siller Tunnel to Towers Foundation based out of New York City. We would also like to thank the Utica Professional Firefighters Local 32 and The John E. Creedon Police Benevolent Association for their support. The usual shout out to our friends at The Sneaker Store for offering us gift cards to give away.

This past Tuesday we had our **Annual Safety Run**. This year we met at The Fitness Mill in New York Mills. We finished at Pizza Boys and all certainly had a great time. We had about 30 people attend in all. A big thanks to Melanie Crisino who put the event together and also won the award for best costume! With the number of live participants being locked at 50, we also had to hold our **Run 2 End Hunger** race with a slightly different twist. To ensure that our runners would have an opportunity to participate and donate their canned goods, we set up shop outside the Parkway for three straight days. We held the Run for Pie 5k on Wednesday. Runners had from 1 pm - 4 pm to run the course and drop off their canned goods. On Thursday (Thanksgiving Day) we held our traditional Run 2 End Hunger. Runners braved the elements early that started in



## PRESIDENT'S MESSAGE (CONT.)

the first hour. That day was a sell out and we set up shop from 8 am -11 am. Friday we held the Run off the Pie 5k from 8 am -11 am. All in all, we raised nearly \$3,000 and had over 110 participants. Some decided to run virtually which was also an option. Money will go directly to The Utica Center of Development. All canned goods were taken to The Utica Rescue Mission. A huge thank you goes to Race Director Rocco Fernalld. He was there each and every day and put a great deal of effort in making sure the event could still be held.

Lastly, runners had an opportunity to run a live event Saturday morning at the **Jingle Jog 5k** in Clinton. Runners were sent off in waves starting at 8 am and the event was a big hit. Once again, the creativity of our running community and the resolve of all our members has been so important in navigating our way through the struggles we have all faced this year.

We finish things off with our **Santa Sizzle** that runs from December 1st-23rd. The Santa Sizzle is The 12 Runs of Christmas and offers weekly challenges to participants to finish off the year running hot! There is no minimum number or limit to the number of challenges each runner has to conquer. At the end of the event we will give out all of our great swag and registration will remain open during the event. We have some runners that are preparing to run over 34 miles in one day to meet the challenge of running the longest distance you have ever covered. The event will have giveaways from our sponsors at Saranac and The Sneaker Store.

It has been an honor to serve the past year as your president and I look forward to a bigger and better year in 2021. Happy holidays to all of you. Please stay safe and healthy as better days are coming soon.

## Safety Run



Runners ran the traditional annual Safety Run on Tuesday, Nov. 24th in New York Mills



## Letter from the Editor

by Michelle Truett

### Looking Down

I had a couple solo runs in November that were breathtakingly beautiful. The trees up in the Valley View Golf Course and along my usual route to downtown Utica sure put on a show this year. One morning I was SO close to not getting up and doing my run, but my inner voice finally won over and thank goodness it did.

There was a ginkgo tree losing its leaves and it's like it was raining little golden fans. I stood under that thing just listening for a long time. The color underfoot that day along the entire route was awesome.

I'm not sure if everything was particularly beautiful this fall, or it's always that beautiful and I rush through with tunnel vision to check the run off the list. COVID has forced me to live a more paced, purposeful year and these fall runs certainly heightened my appreciation for what is around me...and under me.

I hope you had your own amazingly colorful runs this fall.

See you out there, Michelle

## Roadrunners Happy Hour

**JOIN US!**

**Friday, December 4, 2020**

**6 PM**

**7 Hamlets Brewing Company**

**26 Seymour Lane**

**Westmoreland, NY 13490**



# Our Last Event of the Year

COMPLETE THE  
**12 RUNS OF CHRISTMAS**  
& EARN YOUR UR SANTA SIZZLE GEAR  
AND FINISH YOUR 2020 WITH  
GOOD CHEER!



## WEEK 1 GOALS

- 1 - Run a PR for one mile
- 2 - Set your new record for your longest run ever in miles.
- 3 - Take a selfie wearing swag promoting your favorite running club
- 4 - Take a 2020 selfie with Santa

## WEEK 2 GOALS

- 5 - Do your Five Mile Santa Sizzle!
- 6 - Share 6 running goals you have for 2021
- 7 - Go for a run with a family member or friend
- 8 - Go for a disconnect run without any technology - no music, watch, phone, etc.



## WEEK 3 GOALS

- 9 - Complete a run no later than 9 am
- 10 - Run at night wearing reflective gear
- 11 - Run with your Ugly Christmas Sweater - pics are required
- 12 - Run a Wonderful 5k and enjoy your favorite beverage during or after your run! Pics are encouraged!



[REGISTER NOW](#)

**3-WEEKS • 4 CHALLENGES PER WEEK  
DECEMBER 1-23, 2020**

**Don't miss Santa Sizzle's 12 Runs of Christmas! It is our last event of the year!  
We have great swag, challenges, and prizes for all who participate.  
Registration will remain open during the event.  
Don't be naughty, be nice and take on Santa Sizzle's 12 Runs of Christmas!**

The challenges are meant to engage our running groups and give us all some final goals to reach for 2020!

We will be having group runs in Syracuse and Utica and we will be encouraging our virtual friends from out of the area to organize their own! Syracuse area runners can pick up their Santa Swag at USA Racing on Tuesday, December 22nd. The Secret Santa will be revealed. Utica area runners will be able to get their Santa Swag at The Sneaker Store on Wednesday, December 23rd - you will never guess who Santa Sizzle is! Our virtual friends will have their Santa Swag shipped to them just in time for the holidays!

Santa Sizzle's helpers will keep you engaged and challenged throughout the month and we may even have some special gift cards and giveaways for those who have been really good during this trying year!

# 2020 Annual Meeting

## November 9th

UTICA ROADRUNNERS



# 9/11 Never Forget Run/Walk



## *Thank You!*

Thank you to all participants of the 9/11 Never forget Run/Walk, with your contribution and the help of the local authorities, volunteers and runners we were able to support this great cause, we would like to congratulate our first place winners in the female and male categories:

**Karen Callisto Scanio  
and Gary Burak**

The winners of a \$10 gift card for the Sneaker Store are:

**Jessica Ott, Gene Allen, Jeff George, Lee Sampson & Karen Piccola**

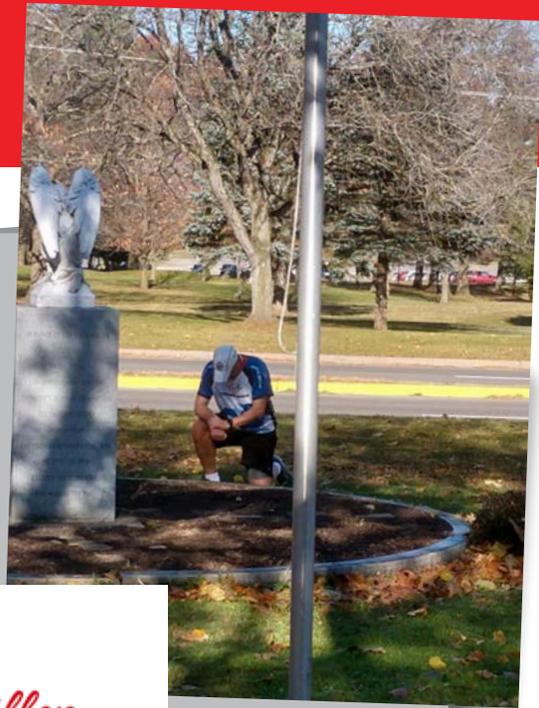
*Please go by the Sneaker Store at your earliest convenience to pick up your prize.*

**You helped us raise \$2,000 to benefit the Stephen Siller Tunnel to Towers Foundation**

# 9/11 Never Forget Run/Walk



# 9/11 Never Forget Run/Walk



## Solo or Group Runs?

by Terry Dwyer



I had not given much thought to group running. However, a recent conversation with a work acquaintance, who has been running with a small group for the past few years, provided some reasons for renewed consideration. Every weekday morning throughout the pandemic they have

been meeting and running 5-8 miles through the quiet and empty streets of his town. Aside from their overly enthusiastic 5:00 a.m. meeting time, I was a bit jealous of his running group and for the first time wished I belonged to one.

My only experience running with others, races excepted, came many years ago when I was training for my first attempt at the Chicago Marathon. It was a marathon start I did not make because injury sidelined me three weeks beforehand. I was relegated to staying home and tracking my running partners individually as they made their way through the streets of Chicago and crossed the finish line. Rather than acknowledge my fault for overtraining, I placed blame on the fact I was running with others. Several years later, after months of individual training, I finally made it to Chicago, ran a personal best, and achieved my first Boston qualifying time. For every marathon thereafter I trained alone, except for the occasional long run with one of my children.

Since my first strides as a young teenager I have always preferred running solo. I have enjoyed the solitude and creative energy it unleashed within me. That feeling has not changed,

but one of the other joys of running has been the shared experienced of community with other runners. Race expositions, packet pick-ups, annual Thanksgiving, Christmas, and New Year's runs were what I considered the communal aspect of running. While I never contemplated the idea of group runs as part of the community experience, my attitude changed after the conversation with my work acquaintance and hearing how devoted the group has been to their daily meetings. But, more significantly, these past nine months of social distancing and the potential for another lockdown as coronavirus illnesses increase has forced me to re-think many things. Ironically, at a time when we have been told to socially distance, I am now questioning my prior hermitic approach to running.

Despite a developed bias toward the group run I am now craving the need for a running community beyond virtual runs. I miss the huddled advances to the starting line and post-race balancing act of water bottles, bananas, and oat-meal cookies while chatting with other finishers. How long until we get back to those days is unknown, but in the meantime, I have become more open to finding some like-minded souls to join for a run. Seemingly, fate may have already intervened with this decision. During the week I began this column, a local running group started up in my area. For now, it seems they are meeting once weekly in the late afternoon. I missed the first get together, but plan to give it a try. If they do not move the runs to 5:00 a.m. they may have a new convert to the group run.

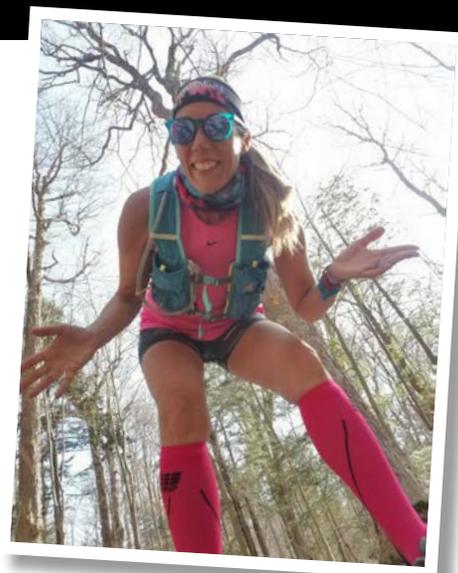
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*Terry is a RRCA certified distance running coach, USATF Level I coach, and Lydiard Level 1&2 coach*



# RUNNING HER BEST YEAR YET!!!

## MEET *Jen* BACHELDER



Jen's maiden name is Joy, which is so fitting because that is exactly what she brings to the Roadrunners and the running community as a whole... JOY! If she's not running with you cheering you on, she's on social media spreading positivity and support to runners everywhere. She's a steadfast ambassador for the club and has personally taken the challenges of 2020 and has shown this year who's boss with the most accomplished year of her running career. We have been holding the December Member Spotlight for her since the summer because we knew this would be a year to remember for her. We caught up with Jen to see how she balances it all – the miles, her family, the board and being one of local running's biggest cheerleaders.

Jen grew up in Ilion where she didn't take part in any sports until she got to high school. She played four years of field hockey and did a year of track where she competed in the one mile, two mile, shot put and discus. After high school, she attended Herkimer County Community College, pursued a degree in business administration, moved to North Carolina for a few years and then returned home. She worked for McDonald's for 15 years, rising through the ranks to become a general manager overseeing two stores. The management and fiscal skills she acquired there later led her



## Member Spotlight (cont.)

to positions in finance, accounting and human resources at Metal Solutions and Upstate Cerebral Palsy. She and her husband Rick have three children – Derek (8), Kaitlyn (6), and Jaymes (3).

Jen had taken up running as an adult and would join up with a sister of a co-worker at UCP, along with a few other people – the more she ran with others, the more she felt she could push herself and “do harder things”. Jen signed up for the 2011 Boilermaker 15K and shortly after, she learned she was pregnant with her son Derek. He was due on May 11, which would leave her about two months to be race-ready after he was born, which in true Jen fashion, she was. She ran that first 15K with a friend and while it may have been a little slow, it got done.

For a couple years after that, she would continue to run with others and the internal spark to go bigger kept growing. Her daughter Kaitlyn was born in 2014 and she did not run through that pregnancy. Fast forward to 2015, she was carrying an extra 25 pounds and became motivated to get out and hit the pavement again. She saw someone she knew out running on Genesee Street and texted her to see if she could run with her. That worked for a bit, until her new running partner opted for treadmill running while Jen yearned to run outside. Feeling like she also needed to find a larger running group, she looked up the Roadrunners online, was led to our Facebook and sent a message telling her story. Melanie Crisino (in true Melanie-fashion!) got back to Jen in like one minute, told her all about the Boilermaker Training Program, asked her if she could join them that very weekend, said to find her when she got there and that her she had just the person to meet and to run with... Sara Hanna. Sara remains one of Jen's closest friends to this day. The next weekend she met Wayne, Amy, Lara, Annie and Michelle and the rest was history. She appreciates so much how welcoming the club was from day one and how Melanie went the extra mile to not just tell her about a group run, but to connect her perfectly with someone, making it such a positive experience. She remembers how important that felt to her and strives to pay it forward doing the same for new club members so that first step isn't intimidating.



*Jen's youngest son Jaymes as a newborn and as an almost four year old!*

2016 was a huge year for Jen –she became a Roadrunner, signed up for her first half marathon (Erie Canal), she exceeded her 1,000 miles and her third child Jaymes was born. (If you're following closely, you'll see that the math adds up and Jaymes was along for the ride for all 1,000+ miles that year!)



*Jen tackled the infamous Honey Badger leg of Peak to Brew*



*Seneca 7 teammates - to Jen's left is Sara Hanna who Melanie introduced her to.*

## Member Spotlight (cont.)

In 2017, Jen became a Roadrunners board member, a position she was compelled to take to give back to the club which had given her so much. It gave her a greater purpose in the running community and it also let her flex her work skills, which was a welcome outlet as she had been staying home with the kids for a few years. Being on the board makes her feel like she is a part of something bigger, and that is very motivating for her. She is in charge of club membership and also helps upkeep the club's social media, which she does with her signature positivity.

Her annual mileage continued to grow, reaching 1,600 miles in 2017, 1,800 in 2018 and 2,300 in 2019. Jen has completed 13 half marathons, six full marathons, two 50Ks and four relay races including Peak to Brew and Seneca 7. In 2019, she ran the New York City Marathon.



Rick, Jen, Derek & Kaitlyn at the NYC Marathon

track to hit 3,500 by December 31st, which is more miles than she has driven her car this year!

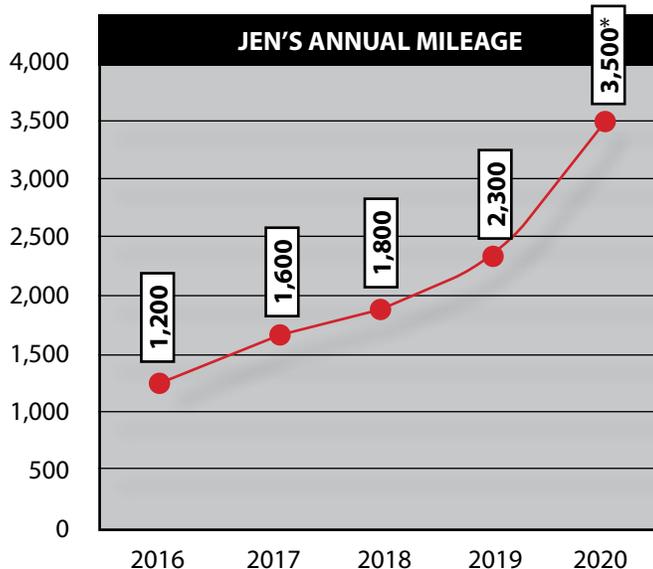
She didn't start out the year with that lofty mileage goal in mind, but she DID have some other lofty goals. When the pandemic hit in March, she was already deep into training, with the help of a program customized for her by Josh Belisle, for the English's Ridge Rumble 50K, so she had a lot of miles logged from January through March already. After the inevitable announcement that the 50K was canceled, she kept the mileage up and ended up completing the course with John Gilligan and Cole Perkins. Once COVID started forcing every other race to cancel or postpone and realizing that she wasn't going to be locked into a regimented training schedule, she looked at 2020 and decided "I can run whatever I want!"

This year, Jen has averaged about 70 miles per week with a record of hitting 90 miles in one week. Her 12-month average right now is 9.3 miles per day (more math for you... that's a Boilermaker a day!) Jim Latshaw told her back in April that she'd probably hit 3,000 miles this year and she laughed. At the time of publishing, she is at 3,250 and is on



### WHAT A YEAR!

- MARCH** **America's Greatest Heart Run 30K**
- APRIL** **English's Ridge Rumble 50K**  
*with John Gilligan and Cole Perkins*
- MAY** **MayHAM** – a personal version of the Willow Runnings "Mayhem" event that ran simultaneously with UR's Five After Five event. Jen and John Gilligan each hit 350 miles for the month of May.  
*with John, Cole, Andrew Rubino, Alyssa Fanelli and Jim Latshaw*
- JUNE** **Table Rock Trail Challenge** – Last man standing competition with 1.2 mile laps, all ended up with at least a marathon distance  
*with John, Cole and Andrew*
- JULY** **Virtual Boilermaker (twice)**
- AUG** **The Yeti Ultra Challenge** – 5 miles every 4 hours for 24 hours (ran at 3, 7 and 11am and again at 3, 7 and 11pm, total of 32.6 miles), *with John*
- SEPT** **Morgan Hill Meat Grinder Marathon** a technical trail race with 4,000 feet of elevation, actual in-person race  
*with John, Cole, Andrew and Amanda Robertelli*
- OCT** **Virtual Chicago Marathon**



\* Projected 2020 mileage total, at 3,254 as of Nov. 30th

## Member Spotlight (cont.)

And she sure has. In a year of very few live races, Jen and friends have made it eventful. Take a peek at the sidebar on the previous page to see the impressive list of 2020 runs Jen has completed.

What we all really want to know is *HOW?!?! And... WHY?!?!* Jen laughs at those questions, asked in astonishment as she's sharing these year-to-date numbers and amazing accomplishments. The why? In her words, she just really loves to run. It's that simple. The how? Her alarm goes off every day at 4:30am, there is no hitting the snooze button, and she gets out the door in

**“I JUST REALLY  
LOVE  
TO RUN”**

20 minutes. She gets her run in (many times with fellow Roadrunners Dan Stedman, Karen Randall, Ryan Misencik and Scott Neary) and is back by 6:30am, before anyone else in the house is awake. She has always been a morning person, and loves the quietness of early hours, so the time works perfectly for her. For the rest of the day she doesn't stop - recently spending a lot of time overseeing remote schooling for the kids. She's in bed by 9:00/9:30pm and then the next morning welcomes

another great run. She follows that schedule Monday-Friday (sometimes swapping mornings for evenings on Wednesdays) and then on the weekends she enjoys group runs with friends. On the only non-running rest day she has taken recently, she joined other Roadrunners and hiked two high peaks in the Adirondacks.

To stay healthy and injury-free putting in that many miles, Jen gives an immense amount of credit to the strength-training class she has been taking with Erik Winberg at SPI. It began as a one-off "Run U" class that Erik created going over good mechanics specifically for runners with runner-focused lifting and has continued on to twice-weekly classes with a group of ten people. Jen is a big believer in strength training and claims that it would have been impossible to put in the amount of miles she did this year without it.

When you've had a year as successful as this, how can you possibly top it? Jen has an unstoppable mindset and has her eye set on tackling a 50 miler - possibly the Rock the Ridge that the Rockin' Chicks completed last year and maybe the 50 mile Meat Grinder. She's been loving trail runs and endurance distances. Her favorite mantra is "I can do hard things" and she's going to keep adding to the list to prove that to herself, loving every mile along the way.

Her three kids do not have a concept of the distance their mom runs yet - they just know she runs. She gets them involved in kids runs and they are the best spectators for her bigger races. She tells them that she hopes they find something they love this much one day, too. ■



Left to right: MayHAM, English's Ridge Rumble and Meat Grinder

# Member Accomplishments



1000 miles in 2020!!!!

Karen Scanio hit 1,000 miles for the first time!



**1,000**

Sue Luley reached 1,000 miles on Thanksgiving morning



**1,500**

Jim Lathshaw (left) hit 1,500 miles



Travis Belanger hit 1,000 miles on Nov 29th



Andrew Rubino ran his first 200 mile month!



Rebecca Aceto and Melanie Crisino ran a 5 mile Turkey Chase



Myron Thurston ran the Rock n Roll Virtual Series Washington DC Half Marathon and dedicated his run to the US Service Members who have selflessly given their lives for our freedom

# Best Running Memory to Date

*by Chris Edick*



2020 finally gave me a live race for the first time in over seven months. Boy, was that a race that I will never forget. Not only was it the first time the Skeleton Run was in Sauquoit, but my daughter finally ran her first kids run. The excitement that Avery showed when she arrived with her mom to meet me at the starting line will never be forgotten. She had her running socks (she still refers to her neon green socks as her race socks to this day), Elsa dress, blue jacket and winter hat. She wanted to stretch some before the race began. We did some toe touches and were off to the starting line. We had two choices, half mile run or the out and back (quarter mile). As a 3 year old, we decided to go for the shorter one. After we observed the inflatable unicorn dress up (Ave loved it), WE WERE OFF! Of the 20 or so kids running, we were one of about 3 to run the shorter distance. Ave took off like a cheetah. We easily pulled away from the competition. If the race was just an out, we would of easily won the race. However, there is the other half of the race – the *back* part. Ave turned around the

telephone pole and was headed to home. One problem –as a first time runner and as a 3 year old (we have all made this mistake during races) she was gassed out. She went from a decent lead to third of three real quick. But boy, did she hold on. Leading up to the beginning of the race, Avery stated that she did not want my wife or I to hold her hand, let alone actually run with her. At this moment, I was all she had and she grabbed onto my hand. I was cheering her on to keep going. “Come on Ave, right there is the finish line! We got this! Let’s Go!” With just over 50 feet, Ave got her feet going. She had the look of determination (or maybe the look of “please end this misery!” LOL) on her face. We hit the finish line with a spot on the podium (3rd place). She got her candy and gave hugs to my wife, her brother Aiden, grandma, and I. The excitement she showed was priceless. She didn’t stop talking about that race for days. This day will forever be remembered by me. Love ya, Avery Shea!

# Call for 2020 Mileage and Volunteer Points DUE JANUARY 8th

Dear Utica Roadrunners,

As we approach the end of the year, please take a minute to read the criteria for Red Jackets and Volunteer Points.

Important! For the 1000 Mile Club Jacket (1000 miles and 10 volunteer points) Award, you must have accumulated at least **10 volunteer points** in helping the club. These points can be accumulated across several years and not necessarily have been earned all in 2020 (unlike the miles, all of which had to be run in 2020). For the Extra Mile Club Jacket Award, you must have earned 30 volunteer points and they must all be earned in calendar year 2020. The point chart is listed below.

Please send questions to **Jennifer Bachelder** at [jmbachelder@gmail.com](mailto:jmbachelder@gmail.com)

**Points:** One point may be earned for each two-hour time commitment. The maximum number of points per event is 5, with the exception of the Boilermaker Training Program and the Development Runs which each has a maximum of 10. Points may be earned for:

**Board of Directors and Similar**

- 1. Serving on the Board of Directors as an officer: 30 points**
- 2. Serving on the Board of Directors non-officer: 20 points**
- 3. Membership Chair: 20 points**
- 4. Merchandise Chair: 20 points**

**Director of Club race or training program: 20 points**

Includes Falling Leaves, Summer Sizzle, SOS, Boilermaker Training Program, Development Runs

**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

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

Includes Falling Leaves, Summer Sizzle, SOS, Skeleton Run, Boilermaker Training Program, Development Runs; plus organizer of Run for Hunger, Safety Run, and similar

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

Includes Awards Committee, Scholarship Committee, Social Chairperson)

**Unique: Hosting a Breakfast Run, Thursday Night Run or the like: 10 points**

**Racing team captain: 10 points**

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

**Writing a regular column for SpliTimes (5 or more issues): 10 points**

**Proof Reading monthly SpliTimes: 10 points**

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

**General volunteer for a single race or training event: 1 point** (this includes volunteering for SOS, Falling Leaves, Summer Sizzle, Skeleton Run, Boilermaker Expo or the like, Run for Hunger, a single Development Run, or a single Boilermaker Training Program training event.

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

Includes Holiday Party, Club booth at Heart Run or Boilermaker Expo, Scholarship Committee member other than chairperson





# HOME

Dwelling Coverage  
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[WWW.UTICAFIRST.COM](http://WWW.UTICAFIRST.COM)

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At **Utica First Insurance**, we work hard to protect what's important to you by providing you with valuable coverage that offers you the peace of mind that **you deserve.**

 **UTICA FIRST**  
INSURANCE COMPANY

# splitimes



UTICA ROADRUNNERS

## Advertise with us!

Our monthly newsletter is emailed to over 600 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 (1,800+ 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)

- January 2021
- February 2021
- March 2021

Would you like to add a UR Facebook post for just \$15 (per month)?

- Yes  No

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