

RRCA's 2015
Outstanding
Club Newsletter
award winner!



march 2016

splitimes

The Official Newsletter of the Utica Roadrunners



2016 Awards Banquet
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March
2016
Utica Roadrunners
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This absolutely
deserves a page
all its own...

Advertising

If you would like to advertise in Splitimes, please contact:
Sybil Johnson email: densyb@roadrunner.com
or call (315) 733-6216.

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!). See last page of this newsletter for advertising rates.

Editor: Michelle Truett
michelle@484design.com



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ON facebook!**

<https://www.facebook.com/pages/Utica-Roadrunners/190521540992510?fref=ts>





President's Message

PROCRASTINATION. I am so guilty of this weakness. Here I am pounding out this article on February 21st, and it was due on the 12th! Ugh. This month I will blame Dennis. With the school winter vacation week, he had time off. We usually take a trip to Lake Placid in February, but since Dennis had knee surgery in January, we would not be hiking or cross country skiing. So..., taxes got done, breweries were visited, and day trips were enjoyed. Okay, today is technically still part of the break, but skies are gray and rainy. We won't be going anywhere but the grocery store. No more procrastination for me.

YEAH for Michelle Truett!! She won the Road Runners Club of America Best Club Newsletter Award! Michelle develops and edits the Best Running Club Newsletter in the USA! Unfortunately, her son has a gymnastics event at West Point on March 19th and Michelle cannot go to the convention in Dallas, Texas to receive her award. So, Sybil will travel to Dallas with Dennis to accept the award. Yeah!! We've never been to Texas. This should be fun. The RRCA Convention is a 4 day event, packed with meetings, dinners and running. It costs \$380 per person to attend. Yup, \$760 if Dennis and I attend. Since we get to Dallas early on Thursday and come back home early Sunday, we will just do the dinner. We decided to save our Club this money and just ask for some help with travel expenses. The RRCA will pay for my dinner and \$400 towards travel.

The Roman Runners had their Awards dinner in February, on the evening of the Beer & Chili Run. A few of us multi-Club members went to the Beeches to help them celebrate. There were copies of the Club's annual financial reports and their Grand Prix results. Melanie Crisino and I liked their Grand Prix report. We will have to show that to Fran Peruzzi and Gary LaShure, our GP guys. The RR have 10 events and we have 12. They do age groups and point systems similar to ours. Our Club has many more members competing. Anyway, we had fun at the banquet. Melanie had the most fun. She got to go to the Casino with her husband, Joe afterwards. Dennis wouldn't go just because he had that knee surgery 11 days before. Go figure. We probably could not have stayed awake until 5:30 AM anyway. Youth!

March has a few running events for those runners who don't mind the iffy weather. Right at the beginning of the month on the 5th, we have the Heart Run. This year, there will be a Half Marathon added to the traditional distances. Pray to the Weather Gods for sunshine. The Club will have a booth at the Health Expo on Friday the 4th. The set-up will be different from what we are used to and our booth will be in the Healthy Living section. Let Sandy Arcuri sarcuri3@roadrunner.com know if you want to volunteer. She will set up 2 hour sessions. For the Run/Walk if you are not already participating with another group, you can sign up with Utica Roadrunners at Clubs and Organizations. Use my name, Sybil Johnson, as your contact. Thanks.

On the same day as the Heart Run, there is a 1 mile race in Binghamton. The Parade Day Miler goes off just before their St. Patrick's Day Parade. The parade and party starts when the race finishes. On March 20th, there is a Run for the Rare in Constantia, at the Fire

continued →

***Our newsletter
wins RRCA award!***

***Roman Runners
Awards Dinner***

March Events

Heart Run & Walk

***The Parade Miler
in Binghamton***

Ice Breaker Challenge

Boilermaker Training Program

Scholarship

Thank you!

Department. In Albany, on the 26th, you can do the 6th Annual Ice Breaker challenge. I thought the runners might have to jump in the icy water, thankfully, not. As runners run along a bike path by the Hudson River, the Albany Rowing Center rowers will be racing. I wonder who will be faster. Probably, it depends on the weather. What if there is ice on the river? Do they still row? Let me know.

So far, the weather for the Boilermaker Training Program has only affected the ability to get to the Mill. It has been cold and icy. Melanie Crisino, Mike Kessler and Stephanie Stark won't subject the participants to the elements until March 11th. This year's class is learning about stretching, avoiding/remediating injuries and running gear. They are running and walking in the indoor track at the Fitness Mill for 4 weeks before they meet at the Parkway to start their outdoor running.

For those 2016 Utica Roadrunner Scholarship hopefuls, we have an additional \$700 available. Dr. Paul Ohlbaum and his daughter Diane have donated these additional funds. Board Member, Anne Marie Latshaw, is in charge of the process. She has contacted coaches and guidance counselors, but if you have a family member or friend, who might be eligible but does not have an app, go to the Club website for one. www.uticaroadrunners.org

Okay, last but not least, I hope you had the best time at the Awards Banquet. I believe a great time was had by the 100+ crowd. Mike Kessler and Ryan Misencek were great entertainers. Melanie Crisino and Stephanie Stark got the best door prizes. Scott and his crew baked a delicious dinner. All was well worth the \$20 per person. I hope that you thanked Melanie and her committee for their work. I did. Again, THANK YOU very much, Melanie and associates!

I hope all of you have a great March, and remember to... **BE CAREFUL OUT THERE!**



You can
still join
the group!

Boilermaker Training Program



NEXT RUN (2.5 MILES)
Saturday, March 12th
7:30am SHARP
The Parkway Rec Center

Are you new to running??
Is the Boilermaker 15K on your bucket list? or is the 5K?
Do you wanna train with a great group of encouraging/supportive people?

We have a GREAT group this year!

All you need to do is be a member of the Utica Roadrunners.
If you are not a member, you can sign up online at
www.uticaroadrunners.org

The price is as follows:
under 18 - \$10, over 18 - \$20, new couple - \$25, family of 3 or more - \$30

If you have any questions..please feel free to email Melanie at
mcrisino@yahoo.com

Letter from the Editor



Newsletter award

Jim Moragne is a really cool guy. He went ahead and nominated SplitTimes for a Road Runners Club of America award and wouldn't you know it... it won! Thanks for the work you put in to the nomination, Jim - it's so appreciated.

A shout out goes to Valerie Cognetto as well – my friend and marathon trainer who was the editor before me and elements of the design still have her mark on them. She trusted me to take over when she was ready to hand down the project and I have to thank her as well!

Although I can't make the trip to Dallas to accept the award in person (of course my son's state gymnastics meet is the SAME weekend down at West Point!), Sybil and Dennis will take the trip to the Lonestar State and bring back the spoils. (Safe travels and THANK YOU!)

So now, we have a lot to live up to! We're the reigning NATIONAL club newsletter winner and we have to keep making it awesome. So as I mentioned at the awards banquet, please consider telling your story or letting me interview you. If you'd like to write a column, a tip, submit photos, etc. just let me know! It's the connection we have as runners, the stories we can relate to and the inspiration we get by learning from each other that makes not only the newsletter strong... but our whole local running community strong as well.

See you out there!

Order Roadrunners Gear!

ORDER BY
MARCH
3

UTICA ROADRUNNERS
FLASH STORE

\$20.00 | NIKE Nike Men's Legend S/S Poly Top
Available in 2 other color(s).

\$24.00 | NIKE Nike Men's Legend L/S Poly Tee
Available in 2 other color(s).

\$20.00 | NIKE Nike Women's Legend Tee
Available in 2 other color(s).

\$24.00 | NIKE Nike Women's Legend L/S Tee
Available in 2 other color(s).

\$32.00 | NIKE Nike Club Fleece Hoody
Available in 1 other color.

\$15.00 | NIKE Nike Men's Core Long Sleeve Cotton Crew

\$12.00 | NIKE Nike Men's Short Sleeve Core Crew

BSN SPORTS
Contact Rich DiLiberto: 315-263-5590
rdiliberto@bsnsports.com
Team Coordinator Elizabeth Casatelli: 315-796-2942
liz_casatelli@uwc.com

ORDER ONLINE
www.bsnsports.com/mts
Enter Access Code To Login

Access Code
casate3XQ
Order 2/26 to 3/3

No orders will be accepted after the deadline.

Order a Utica Roadrunner hoodie or tech shirt – you have **one more chance!**

The online store will be open until March 3. Orders will arrive in approximately 3 weeks.

[Read more >>](#)

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H.S. ATHLETE Q&A

Kenny Burdick

Connor Davies

Nolan Durr

Nick Valenti

New Hartford 4x800 relay indoor track team



This team of four are fierce competitors on the track and like brothers off. For the first time, we are featuring a relay team in our high school athlete spotlight.

Their Coach Jeremy shares, "They're great kids. They believe in each other and motivate each other. As soon as one of them finished their leg of the relay, they would always be along the track cheering on their teammates. They are the type of kids you want on your team because they aren't just about themselves and their individual events. Winning wasn't good enough. If they won but didn't get the time they wanted, then they weren't happy. Hungry & humble."

Their biggest accomplishment has been steadily improving over the indoor season. They started out running the 4x800 with a time of 8:59 their first race and ended up running a 8:49.

During the season they won every race but one - the Utica College Invitational with schools from all across the state. They ran most of their races at Colgate University with Mohawk Valley Indoor Track but did get the opportunity to run last few meets at the new Utica College Indoor track.

Coming into sectionals, they were the number two seed and seeded 13 seconds behind the top seed. The team stepped up and they won the Section III Class A 4x800 sectional title with the time of 8:49 on January 15th at the SRC Arena & Events Center. They won by 15 seconds.

They all run outdoor track and hope to run together in the outdoor relay as well. They hope to win a sectional title - with the ultimate goal of making it to state qualifiers.

Everyone on the 4x800 team gets along extremely well. They are all seniors and they look forward to a great final outdoor track season.

We asked the team when they all started running, what inspired them to start, what the future holds for them, what they do in their "spare" time and then of course our favorite questions - they piece of gear they can't live without, what their favorite food is and what their mantra is.

continued →

Kenny Burdick

12th grade

I started running in 9th grade

My mom told me I was fast in basketball and thought I'd be killer for a track or cross country team so I joined.

I'd like to run in college and eventually join or coach a runners club for part time

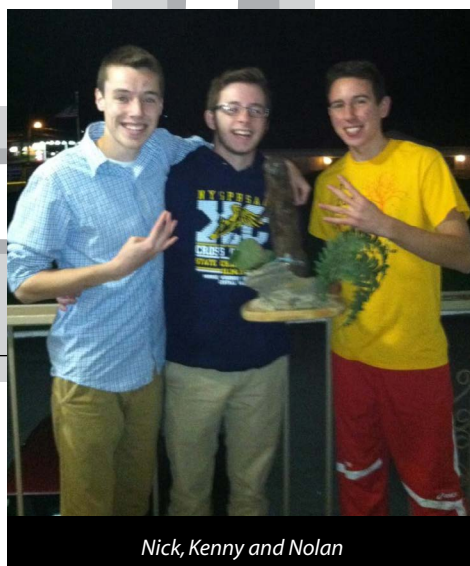
Most definitely I need my headphones before a track meet and my lucky bracelet before every xc race.

Definitely before a race my favorite food is a Cliff bar and after is either pasta or steak.

I love to go out and walk in the woods and I love to play basketball with my xc and track team.

"Pain is temporary memories are forever"

I can say although we don't look alike we are all brothers and love knowing we got each other's back on and off the track.



Nick, Kenny and Nolan

Nolan Durr

12th grade

I started running in 7th grade

My inspiration is that I wanted to be faster at the mile in phys ed testing

I hope to run in college on a varsity team or at least in a club

I have been running with the same pair of green Brooks spikes since I started varsity and I don't plan on getting replacements.

I'll eat anything after a race.

I'm in honors society and ecology club

"To give anything less than your best, is to sacrifice the gift" - Steve Prefontaine

Connor Davies

12th grade

I began running in 7th grade to prepare for modified track.

I played soccer and had always been a good runner so I decided to run for the school.

As I continue my search for the college which is right for me, I am thinking about running for a collegiate indoor and outdoor track team.

I can not live without my muscle roller, I use it to loosen up before races and after races to aid in the recovery process.

My favorite post race food is a peanut butter bagel.

In my spare time I enjoy going to the gym, skiing, and playing soccer. I am also a member of the ski club at school.



Connor

"To give anything less than your best, is to sacrifice the gift" - Steve Prefontaine

Nick Valenti

12th grade

I began running in 7th grade with cross country and started indoor track in 11th.

I wanted excuse to stay in shape and run year round so I started Indoor track.

I'm running track in the spring and hope to run in college maybe at the Division 3 level.

One piece of gear I can't live without has to be my track spikes.

My favorite post race food has to be an apple, there's nothing better than having an apple after a race.

In my spare time I'm probably trying to catch up with homework or hanging out with friends. I'm also in National Honor Society at school.

"To give anything less than your best, is to sacrifice the gift" - Steve Prefontaine

Awards Banquet



1,000 MILE CLUB JACKET RECIPIENTS

(left to right) Cathleen Wiley, Robert Meyer, James Latshaw, Dodi Murray, Dorothy Massinger, Annika Heacock, Lorrie Tibbits and Liz Casatelli



FRANK D'ALLESANDRO TRAINING AWARD

Melanie Crisino



MOST IMPROVED ROADRUNNERS DEVELOPMENT RUN

James Latshaw and Tanya Beers



ED BRUNI, SR. INSPIRATION AWARD

Jim Mott and Dorothy Massinger



VOLUNTEER OF THE YEAR

Mark Arcuri, Sr.



DISTINGUISHED ROADRUNNER SUPPORTER AWARD

Rec Center of Utica

Awards Banquet



MOST IMPROVED – MALE AND FEMALE
Matthew Zawisza and Lorrie Tibbits



CLUB PRESIDENT'S AWARD
Dave Jones and Tom Joslin



DISTINGUISHED SERVICE AWARD
Stephanie Stark



EXTRA MILE JACKET RECIPIENTS
AnneMarie Latshaw and Stephanie Stark



ROADRUNNERS OF THE YEAR
Stephen Paddock and Justyna Wilkinson



BEST FRIEND AWARD
Tom Bick

Self Love



Willijah Dawson

Full time insurance customer advocate, full time student and lover of running (in her spare time!) With numerous 5Ks and two Boilermaker 15Ks under her belt she claims "running is my therapy."



For most my adult life I've been one of those people who valued the importance of "Me" time and made sure I always squeezed it in whether it was getting in a workout, taking a nature walk or reading a good book.

But as of late my life has gotten to be soooo busy with work, school and my home life. I can't even remember the last time I took out some time for "me."

I am normally one of those people who always try to be positive and look on the bright side of things, and I believe in the importance of treating everyone with respect but as of late I've been finding myself in grumpy moods and getting annoyed by the littlest of things. I've been asking myself what is wrong with me this is not like me?!? I finally reached a breaking point and that's when the reality hit me.. I haven't been caring for myself in the way that I normally do I haven't been doing the things that I use to always make time for.

I read an article recently that talked about the importance of "Me" time the part that stood out to me most read "There's a tremendous amount of stress

and pressure put on women (and men); being parents, being daughters, friends, wives, and professionals." All of these roles combined leave many of us not taking adequate care of ourselves — which is what sustains us and gives us the energy to take care of all these other responsibilities that we have," says Randy Kamen Gredinger, a Wayland, MA, psychologist.

Now I am sure we have all heard this in some way or another... but sometimes its just nice to have the reminder. What I gathered from this is that in order to perform well in all areas of your life and give the people close to you the attention they deserve you have to be able to take some time for your self to recharge and rejuvenate. You can't let yourself go in the process of handling your day to day activities and/or reaching towards your goals. You have to learn to set boundaries and better budget your time even if you are just giving yourself 20 minutes a day. If this sounds like something you can relate to I encourage you to start being intentional about setting aside some time for you.

"Self-care is an act of Self-Love"

CNY Running Clubs Cup 2016

2016 Races are Announced

After a great first year with the CNY Running Clubs Cup in 2015, competition resumes in 2016. The original six clubs, the Kuyahoor Kickers, Mohawk Valley Hill Striders, Roman Runners, Syracuse Chargers, Toe Path Trekkers and the Utica Roadrunners are joined this year by Team RWB. In a series of designated races throughout the season, each club's members will compete on an age-graded basis against the six other clubs. By using age grading, anyone in a club could find themselves contributing to the club's success in a given race.

There are no gender or age distinctions. The Cup is truly open to all of our members.

The results of up to five members of a club in a race will be compared to the other clubs and points awarded on a descending basis, with seven points to the best, six to second and so on down to a single point. At the end of the year, the club with the most points wins the CNY Running Clubs Cup and bragging rights for a year. To make this work, the race registrations for a Cup race will now include a question about club affiliation, and that information will be included in the race results. People who are members of more than one Cup club should be aware that the first club you compete for in a year is the club you will represent for the rest of the year. So, everyone, make sure you fill in our club name when you sign up for any of these races, and let the fun begin!

There are six races in the Cup thus far. A seventh (TBA) may be added in October. We are excited to add two new races to the Cup in 2016: the Nate the Great 12K in Canastota on June 11th, and the queen of them all, the Boilermaker 15 Road Race in Utica on July 10th. The six announced races are:

April 2nd: Fort to Fort 10K Race in Rome

May 7th: Towpath Trail 10K in St. Johnsville

June 11th: Nate the Great 12K Race in Canastota

July 10th: Boilermaker 15K in Utica

August 19th: Woodsmen Field Days 10K in Boonville

September 25th: Falling Leaves 14K in Utica

The Fort To Fort 10K is coming up in a hurry, so sign up for it soon. Paper registration is available at: www.romanrunners.com. Online register at: <https://runsignup.com/Race/NY/Rome/Fort2FortRuns>. Look for updates, standings and individual results in the newsletter and at our web site as the year unfolds. Any questions about the Cup can be addressed to Jim Moragne at jimmoragne@gmail.com.



Our 2016 Kick Off Race!

SAVE OUR SWITCHBACKS



HALF A BOILERMAKER • 4 | 24 | 16

7.5K Road Race (4.66 miles)

\$20 (Price increases April 15, 2016)

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

Sunday, April 24, 2016

Run starts – 9am

Kid's Run – 8:30am



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.

[Register Now >>](#)



Happy Hours!



February's Happy Hour brought the Roadrunners crew to Lukin's on Varick!

Join us!
Club Happy Hour
March 4, 2016 • 5:00pm
Swift's
Genesee Street, Downtown Utica



News and Events



THERE'S STILL TIME! **Sign up for the first ever Have a Heart Half by this Thursday online!**

Race starts at General William Floyd Elementary School, on Main Street in Holland Patent and finishes at Utica College. Shuttle bus leaves Utica College at 6:45am. \$65 registration fee. Online registration closes Thursday at 5pm. Registrations will be accepted in person at the expo on March 4th from 9am - 9pm.

[Register >>](#)

2015 Dues

The Dues Window for 2016 Has Opened

Dear Roadrunners Member,

The Dues for 2016 are due now.

Dues are the same as last year: **\$20** for an individual, **\$25** a couple, **\$30** for a family up to four and **\$2** each for family members 5, 6, 7, etc.

You can pay via the club web site using Paypal or print the club renewal form from the same location (or from page 14 of this newsletter) and mail it in with a check.

If you have any questions feel free to email (sdpaddock@aol.com) or call 315-857-0281

Thanks

Dave and Sue Paddock

[Renew NOW! >>](#)

UTICA ROADRUNNERS 2016 MEMBERSHIP APPLICATION/RENEWAL



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. 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.

2016 Membership Renewal or New Member (circle one)

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

Mailing Address: _____

E-mail address: _____

Primary Phone: _____ DOB: _____ Gender (M/F): _____

Development Run Number (if known): _____

Additional Renewal or New Member (circle one)

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

E-mail address: _____

Primary Phone: _____ DOB: _____ Gender (M/F): _____

Development Run Number (if known): _____

Additional Renewal or New Member (circle one)

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

E-mail address: _____

Primary Phone: _____ DOB: _____ Gender (M/F): _____

Development Run Number (if known): _____

Additional Renewal or New Member (circle one)

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

E-mail address: _____

Primary Phone: _____ DOB: _____ Gender (M/F): _____

Development Run Number (if known): _____

Annual dues are \$10 for anyone under 18, \$20 for an individual, \$25 for two people sharing the same address and \$30 for a family of 3 or 4 sharing the same address. For new families only, there's an additional fee of \$2 for each family member after 4 members. Use second form for additional family members.

Mail the completed form and check to: Utica Roadrunners, P. O. Box 4141, Utica, NY 13504.

Club Membership Application Waiver (application will not be accepted without signatures of all persons on this form, or that of their parent/guardian if under 18 years of age)

I agree that I am a member of the Utica Roadrunners, and I know that running in and volunteering for organized group runs, social events, and races with this club are potentially hazardous activities, which could cause injury or death. I will not participate in any club organized events, group training runs or social events, unless I am medically able and properly trained, and by my signature, I certify that I am medically able to perform all activities associated with the club and am in good health, and I am properly trained. I agree to abide by all rules established by the club, including the right of any official to deny or suspend my participation for any reason whatsoever. I attest that I have read the rules of the club and agree to abide by them. By signing this waiver, I agree to follow the club's member code of conduct as well. I assume all risks associated with being a member of this club and participating in club activities which may include: falls, contact with other participants, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. I understand that bicycles, skateboards, baby joggers, roller skates or roller blades, animals, and personal music players are not allowed to be used in club organized activities and I agree to abide by this rule. Having read this waiver and knowing these facts and in consideration of your accepting my membership, I, for myself and anyone entitled to act on my behalf, waive and release the Utica Roadrunners, the city of Utica, and the Road Runners Club of America, all club sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation with the club, even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver. I grant permission to all of the foregoing to use my photographs, motion pictures, recordings or any other record for any legitimate promotional purposes for the club.

First Member's Signature: _____ Date: _____
(parent or guardian if under 18)

Second Member's Signature: _____ Date: _____
(parent or guardian if under 18)

Third Member's Signature: _____ Date: _____
(parent or guardian if under 18)

Fourth Member's Signature: _____ Date: _____
(parent or guardian if under 18)

Questions? Please email Dave Paddock at sdpaddock@aol.com or call him at
(315) 867-0281.

Social Group Runs/Useful Links

Wednesday Night Parkway Developmental Runs

Our Wednesday night Development Runs are a popular gathering for runners of all abilities who want to train with a group. There are several distances and kids' runs offered as well as finish chutes, water stations and a timing clock. The 5K run heads through a golf course along a tree lined road while the 10K heads into wooded trails also known as the "Switchbacks." The course is rolling hills and beautifully scenic. The Parkway runs continue for 20 weeks throughout the summer months and are located on Memorial Parkway & Elm Streets in Utica, NY. Runners must sign a waiver their first time and registration each week is \$1.00 for individuals, \$2.50 for families, and free to Utica Roadrunners members. For more information on our Parkway Development Runs, go to: <http://www.train2run15k.com/DEVRUN/DevRun.html>



Thursday Night Social Runs

The Thursday night social runs continue, starting from The Fitness Mill at 5:45 PM. 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.

Down in the Valley

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

Wednesdays at 5:15 p.m. at 622 North Main St. in Herkimer

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

For more information, email Jim Moragne at jmoragn1@twcny.rr.com.

Parkway Rec Center

Saturdays at 7:30 a.m.

A mixed group with all speeds and abilities welcome. Meets inside the rec center

SUNY IT

The Speterz Running Group meets in "Lot A" on Wednesdays at 6:00 p.m. and Sundays at 8:00 a.m.

Send questions to Peter Angelini at handmsdad@aol.com or Dan Aubert at danaubert79@yahoo.com.

Dan can be called at 939-4572.

Useful Links:

Utica Roadrunners FB Page: <https://www.facebook.com/pages/Utica-Roadrunners/190521540992510?fref=ts>

People Who Run For Fun FB Page: <https://www.facebook.com/groups/89667583324/?fref=ts>

Utica Roadrunners Wednesday Night Development Runs: <https://www.facebook.com/groups/102503856458013/?fref=ts>

Club Handbook: <https://www.uticaroadrunners.org/documents/UticaRoadrunners2013ClubHandbook.pdf>



Promoting Competitive Fitness and Recreational Running

Our monthly e-publication reaches over 500 readers in member households throughout central New York with news about club activities and community events, training tips, member profiles, local race results and photos, and race applications.



FULL PAGE
7.5" X 10"



HALF PAGE-H
7.5" X 5"



HALF PAGE - V
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QUARTER PAGE
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BUSINESS CARD
3.5" X 2.5"

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

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

Mechanical Requirements:

Only digital files formatted as a pdf, jpeg, or tiff file will be accepted. E-mail any technical concerns or questions about setting up your artwork to cognettodesign@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.

If you would like to advertise in SplitTimes, please contact:

*Sybil Johnson email: densyb@roadrunner.com or call (315) 733-6216.