

The Empire Runner

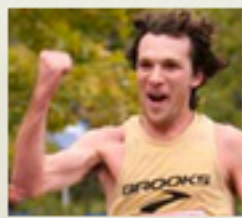
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Annadel Half Marathon

Registration is filling up for the 2nd Annual Annadel Half Marathon & Kathy's Race 5K! Make sure to register soon to be guaranteed a spot. Event will sell out!

[View](#)



The Prez Says...

A message from newly club president
Alex-Wolf Root



The Long & Short of It

Commentary, random musings, and
occasional Deep Thoughts -- Dale
Peterson



The Month That Was

Alex Wolf-Root reports on the month
that was in local and national running



The Doc is In

Running, fitness and injuries -- Alec
Isabeau, DC



Blast from the Past

Memorable newsletter articles and
photos



New Members

Welcome the newest members to the
club! -- Gil Moreno, Membership
Director

FLEET FEET
Sports
SANTA ROSA

Heart & Sole
SPORTS
65 Brookwood Ave - Santa Rosa



Tagliaferri's
Delicatessen & Cafe

Record 41 Teams at Valley Ford



The story of the 2011 Valley Ford Relay is one that combines numerous subplots and headlines, from see-saw battles among the teams in each category to calculated team record-breaking attempts and all-time individual performances. [Click Here](#) to read more.

Bob Shor receives Kathy Van Riper Inspiration Award

The Kathy Van Riper Inspiration Award is esented annually to an Empire Runners Club member whose personal courage, generosity of spirit, and/or dedication to the sport of running extraordinarily inspires us as runners and fellow human beings.

Return to Running

It was late in the year, cold, damp and grey. But I was in pretty good shape training for strength to get ready for the spring races. But then it hit me... *By Jonathan Hayden*

Club Party 2011

Over 100 Empire Runners enjoyed an evening of good food, friends, and Celebration at the annual club party on February 5, 2011. *By Tanya Narath*



From the Board Room

[February Meeting Minutes \(Secretary Paul Berg\)](#)
[February Treasurer's Report \(Treasure Tanya Narath\)](#)
[Email the Board of Directors](#)

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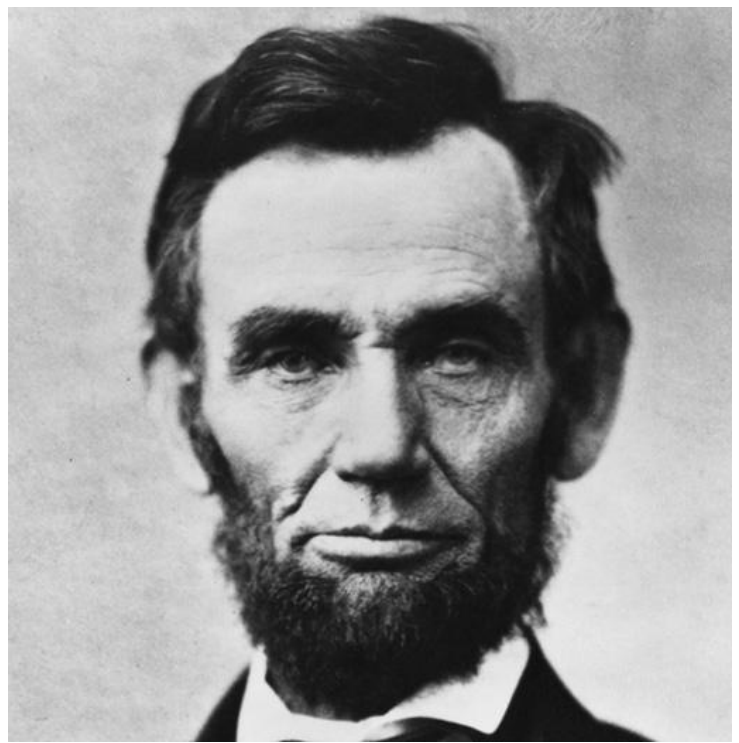
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Empire Runners Club
Hall of Fame

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The Prez-SEZ!

Sometimes things don't go your way. That's life, and that's sure as heck (can I say the word in the publication?) running. but one (or more) bad performance(s) doesn't mean you should hang 'em up. Oftentimes you can learn from it, and if nothing else, you can often bounce back. Brent Vaughn is the man who made me think of this topic this week. For those of you who haven't yet read my *Month that Was* article, Brent Vaughn won this month's USA Cross Country National Championships in dominant fashion. The week before? He DNF'd (Did not Finish)



Alex Wolf-Root looking a little care-worn after only two months as Empire Runner president.

the USA Half-Marathon National Championships. Of course, right after this DNF he wasn't exactly in a good mood; he admits he considered quitting the sport for a while.

"I don't want to stand up and make excuses. It was a bad day," Vaughn said. "The second I stepped off, I was walking back and thinking, 'I'm going to find a job; I'm done running. This is the worst moment of my life.'"

But after a little thought, he realized he could turn this around into something great.

Quoth Vaughn: "Because of the fitness I knew I was in, my confidence in my coach and my confidence in my ability, I decided, you know, I've got to race. I didn't want to waste this fitness. I've been working too hard."

Sure, the last outing didn't go well, but he knew he put in the work, he knew he was fit, and he wasn't going to let that bad experience ruin a golden opportunity.

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One week after Vaughn's victory, Galan Rupp tried to take the USA Indoor 5,000m record from Bernard Lagat, a record he previously held. He failed. He went out at a blistering pace for the first three K's, on pace for a time around 13 flat (the record was 13:11.50). Too fast. He ended up clocking 13:21.83, solid, though not what he hoped for.

But he learned from that, got back on his feet, and made some noise roughly one week later.

Racing British distance sensation Mo Farah in his home country, Rupp put on a smart fight, running a bit more conservative at the start so that he could hold on in the final kilometers. And it worked. While Farah out-kicked Rupp in the final stretch, Rupp's patience rewarded him with a new American Record of 13:11.44, a full 10 seconds faster than the previous week.

He just didn't give up.

And neither should you.

Sure, I'm not saying that after a bad race you're necessarily going to go win a title, or set any big records. But you have to believe in your training. And sure, things don't always go as planned. But you have to be willing to take a chance, learn from it, and trust yourself. Be realistic, for sure, but be confident. And always,

Run Happy

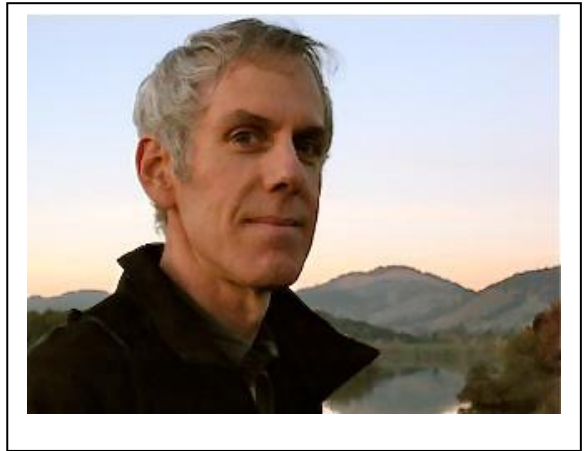
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Return to Running

by Jonathan Hayden

jonathan@renaissancecs.com

It was late in the year, cold, damp and grey. But I was in pretty good shape training for strength to get ready for the spring races. In January, business travel took me back east twice in the first few weeks of the month. Despite getting good rest, treadmill runs, and a lot of vitamin C, upon my return it hit me. A nasty virus that squeezed my throat so tight I couldn't speak for a week. As it moved around my head and chest reeking havoc, (sore throat, stuffy head, sore chest) my running literally stopped. Once the hacking cough set in I was done. A slave to the couch or bed. Neither felt comfortable and sleep seemed like a distant childhood dream. 3 weeks later I emerged well enough to think about running again (although I rarely gave it a thought while I was ill). Still there were times I thought about not running again.



This feeling, having the energy drained out of you from illness, is what happens to just about everyone sooner or later. I had to decide if I wanted to get back into running or not. It wasn't an easy choice. All those miles and effort put into training and racing. I wasn't sure I wanted to start over again. But soon I remembered starting over again is not where you are after only 3 weeks of illness. It takes a lot longer than that to lose all that fitness. The human body is amazing in how quickly it can rebound from illness and injury. It's the mind that takes the longest to recover from my point of view. And in my case this was the challenge. I just wasn't committed.

So, I decided to take it one step at a time. Start out slow, just test the waters. My first run was on a warm afternoon in my favorite park, Spring Lake. Just a simple run with an easy pace. I felt pretty good, but sluggish and a little weak. Seeing other runners and walkers in the park was inspiring as are the natural views of the lake and surrounding hills. I admit I scripted this event on purpose to get my mind back into running. Who wouldn't love that kind of run?

The next day I knew I would be stiff and sore. It was no surprise but a bit disappointing to be that sore. Tylenol kept me from feeling it too much and I decided to wait until the soreness wore off enough to go for another run. When the time came to go again, I still felt a little stiff and a bit sore, until I warmed up. Another easy run just to get back into the rhythm.

After a few weeks of light running, I was able actually to "train". The results were not surprising. My legs felt slower and with less strength. But it's a beginning. Every day back is another step to getting fitter and back on track to reach my goals for the year. So, at least for now I am committed to working

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back into shape. Sometimes I think it's just about having faith in the process and trusting your body to respond in it's own time and with lots of rest.

After a month, I'll have a better idea what kind of shape I'm getting into and when I can begin to plan to race. What started as a decision to begin again after an illness, has become a commitment to a goal. I often think of the saying, "a journey of a 1000 miles, begins with the first step". When running feels pointless and workouts seem more labor than fun, I tell myself to be patient and keep moving. My return to running after an illness has become a journey of faith in the process and commitment to the goals. The value for me is more about the process than the outcome. As the joy of running returns, along with my fitness, I am sure the illness and the effort made to start again will become just a distant memory. For now, it's time to go out for a trail run...the sun is warm and beginning to set. Another great winter day for a run. Maybe I'll see you out there.

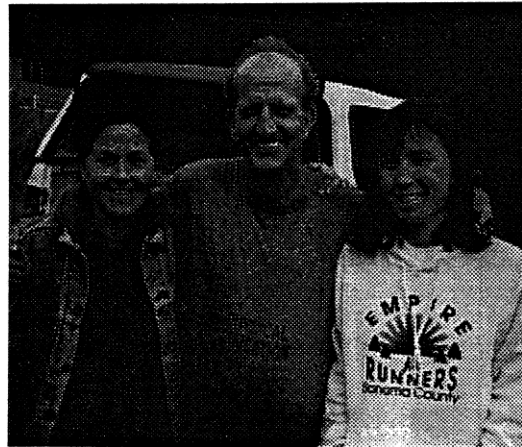


Blast from the PAST!! This is what passed for photos in '93

Loop de Loop 1993



Back row: Mojo. Second row: Jim Arthurs, Michael Vioria, Darryl Beardall, Karl Gripenburg, Doc, Galen Erin, Dan Preston and Peter Verbiscar-Brown. First row: Don Madronich, Don Sampson, Dale Peterson, Bud Ames, John Parente and Larry Meredith.



Deepest thanks to our crew of volunteers: Galen Erin, Darryl Beardall and Lisa Isabeau



Race directors Alec Isabeau, left and John Royston, right mug with unidentified old guy who could have been race winner Dan Preston.



Larry Meredith proudly displays the coveted Certificate Of Authenticity which is the sole reason for running this event. It is vying for this paper, this distinctive acknowledgement of near worthiness, that has built the long, rich and varied history of this race.

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The Doctor is IN - Alec Isabeau DC

Body Language – November 1997

We all know that running fast for more than just a few seconds produces pain. We're not talking about the pain of an injury (hopefully), but the familiar, welcome-to-training-and-racing discomfort of hard physical effort. Being trained in biology and healthcare and being a confirmed nerd (according to my wife), I've wondered about the pain of hard effort: what purpose does it serve?

Why can't I hammer out a 65 second quarter or a 35 minute 10K in complete, euphoric comfort, rather than grimacing pain? I'm physically capable of these feats without any fear of injury and yet when I do such things my body invariably screams, in the language of pain, "STOP, YOU IDIOT!!" This is interesting, don't you think? Come on you nerds out there, nod in agreement with me.

Physiologists know with certainty what causes the pain of fast running: chemicals. Specifically, an increase in the concentration of metabolic waste products (lactic acid is one we've all heard of) stimulates nerve endings embedded in muscles and blood vessels. These nerves fire off messages to the brain and you, running much faster than your comfortable jogging pace, begin to suffer.

Ok, so we know we hurt because the gunk produced in our muscles when we run fast builds up to levels which stimulate special pain nerves. That's all fairly simple – but what good is this masochistic feedback?!

Evolutionary biology asserts that all such basic "hard-wired" responses must in some direct or convoluted fashion assist in the reproductive success of an individual. What survival advantage might be confirmed on an animal by suffering pain during intense running? Here's where we get theoretical, but still quite logical. Follow along:

Our ability to run exists because it was previously extremely vital to our survival- our ancestors didn't run 10K's, but they sure as heck must have run a fair amount to stay alive. The capacity to run fast – whether all out, for just a minute or nearly as hard for many grueling minutes, must certainly have been essential in key scenarios: evading predators and running down wounded game for instance. Thus, we evolved specific metabolic pathways which enable us to run quite fast for brief periods, but – key point here! – always at a substantial price. Such very intense activity is metabolically costly and requires, inevitably, a protracted period of recovery afterwards during which our physical capacity is markedly compromised. As we've all experienced, a single demanding race or workout may leave us exhausted for many days afterwards.

Well, if you're out on the savannah, hunting and being hunted, it's handy to be able to run very fast when absolutely necessary, but remember, the price is extremely high: you may be physically worthless afterwards, for a few minutes, hours or days, depending on the rigor of your effort... and that may prove to be your subsequent undoing. Thus, hard efforts are hard-wired to set off a piercing warning alarm: the build-up of waste products in the muscles creates pain which essentially says to

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the runner: "Listen, this fast running you're doing right now better be really, really important, because you are going to be wiped out for quite a while afterwards. Unless you're right on the verge of catching this week's one big meal, or you're barely 10 strides ahead of a hungry lion, you ought to slow down and mellow out right now, bubba". Slower running and walking, as we all know, can be sustained for very long periods, is not typically "painful" and for most survival scenarios was probably far more efficient and effective.

The pain induced by fast running, then, is a legacy of our desperate past. Fast running hurts because it was an activity which was not to be taken lightly: unless there was a truly compelling, do-or-die need to keep hammering along, the discomfort would naturally slow a person down and keep them from incurring a prolonged and costly metabolic debt.

Therein lies one of the great challenges we all face in racing: your primitive brain is saying "Slow down, you fool! This is not an extreme survival situation and you shouldn't be wasting your energy like this." This message is being transmitted non-verbally, of course, by the sensation of battery acid filling your legs and lungs. Your 20th century, intellectual brain battles back by saying "no, keep going, I'm on PR pace. This IS important! Don't be a wimp!"

When you run hard, and feel that searing full body sting, your sensations and emotions are indeed very primitive, internal and simple: speed up or slow down? PR or no PR? Gold medal or Silver medal? Eat or be eaten? Embrace the pain, or shut it down? You make the call.

Fast Forward UPDATE to 2011

Well, here's one article from a while back that really doesn't warrant any revision or rebuttal. In fact, since that 1997 "Why Does It Hurt So Much To Run Fast?" article, I have come across a few additional papers which address that very question, and there appears to be strong consensus regarding the answer. The intense, transient discomfort we feel during hard physical effort (distinctly different from the pain of injury) is indeed an internal message designed to govern the level of exertion. Simply stated, intense activity (fast running, for example) burns a lot of fuel and requires a recovery period (minutes to days) during which the individual is unable to perform the same or similar tasks at a high level. In a primitive wilderness setting, such a massive expenditure of energy and the subsequent exhaustion and depletion were not conducive to survival, unless the demanding task at hand was of vital importance, such as running down wounded prey. Thus, we evolved a neurochemical feedback mechanism which reminds us while running hard that perhaps we should "downshift", conserve fuel and preserve function.

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In 2011, we now have a name for this neurochemical mechanism and a little deeper understanding of how it tries to slow us in a task as non-critical as a mere race or workout: it is called the Central Governor Theory. It appears that the primary source of pain and the urge to slow down comes from the brain, rather than the peripheral tissues and circulating chemicals. And here's the key point: the central governor (the brain) actually makes us want to slow down well before we've truly depleted our energy reserves or reached our true maximal level of intensity. Our brains, after all, are still wired for survival in an ancient, primitive setting, where "downshifting" was more often than not the wise thing to do. So, next time you're in a workout or race and your brain screams "Slow down!", you might be able to press on by remembering that the signal is purposefully sent early and you actually can keep hammering...if you deem it to be of great importance. ...So much easier said than done. Enjoy the challenge.

Alec Isabeau, D.C.

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Valley Ford Relays 2011

Cold Climes, Hot Times at Valley Ford

The story of the 2011 Valley Ford Relay is one that combines numerous subplots and headlines, from see-saw battles among the teams in each category to calculated team record-breaking attempts and all-time individual performances. An unusually cold, foggy morning had no apparent effect on the turnout for the relay race on February 20. A total of 41 teams made up of 155 runners competed, breaking last year's record turnout of 37 teams and 141 individuals. Race director Doug Courtemarche and his Santa Rosa High School cross country crew worked feverishly to get everyone signed in on time, allowing starter Bob Shor to fire his weapon at precisely 9 a.m., abruptly waking residents, be they human, ovine or bovine, in the tiny town a few miles from the coast.



It truly was a cold and foggy morning at the start of the race! – photo by Dave DeSelle

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Shortly after the fog had cleared, which occurred quickly yet almost imperceptibly during the 3rd leg, competition in the men's, women's and mixed team races each reached their critical moment in deciding the winners. The newly-elected president of the Empire Runners Club, Alex Wolf-Root, anchored his team, Heart & Sole, to the overall victory with a come-from-behind run to take down Peter Egerton and Old Cadavers by a final margin of 29 seconds. Gerald McCormick, Micheal Brew and Jonathan Peck covered the first 3 legs for the winners.

The mixed team Chasing 409 was put together by Brad Zanetti specifically to crack the 1997 50-59 division record set by Pam Ann Airlines, a team that was anchored by the legendary Dan "409" Preston. Val Sell, Zanetti and Shelly Lydon battled Tom's Girls tightly for the first 3 legs and then Paul Berg faced a strong challenge from What's That Smell, a team that steadily snuck up the leaderboard and finished with a fast, young gun named Joe Carrillo. Carrillo cut nearly 3 minutes from Berg's lead but ran out of road at the end, finishing just 17 seconds too late to pull off the surprise. Chasing 409's win was a bonus as they had accomplished their main goal of claiming an age group record, lowering the mark by over 2 minutes.

Women's team champ Tuff Gurlz Knit Cardigans was still back in 3rd place at the final exchange but had an ace up their sleeve in the person of Carrie Joseph, a recent graduate into the masters division. Joseph not only moved into the lead early on her leg, she eventually stretched out the margin of victory to nearly 2 minutes. Tuff Gurlz joining her on the winner's podium included Trishia Lord, Gina Martin and Kris Nied.

A team of Piner High School runners, Wildebeasts II, joined Chasing 409 as the only 2 teams to break divisional records this year when they ousted their predecessors from 2010, Wildebeasts, in the male 13-15 age group. Matthew Mulligan and Will Tran were holdovers from the original team and were joined by fresh blood Ed Lopez and Efren Reyes. The new record is more than a minute-and-a-half faster.

On the individual age-group record parade were three finishers this year. Shirley Fee became the first 70-year-old woman to finish the race, and her downhill direction time of 21:41 was just 10 seconds slower than her 60-69 record set 2 years ago. Don't expect this record to fall anytime soon unless Fee comes back next year. Janet Feldman ran the uphill direction and took 17 seconds off a women's 50-59 division record that was set 16 years ago by Pam Horton. Horton lost 2 records on this day as she was a member of the aforementioned Pam Ann Airlines. On the men's side – or more correctly, boys – 12-year-old Jack Doolittle crushed by 56 seconds the uphill best for 12-and-under runners, clocking 18:09 to knock off Quin Coughlin's mark from 2002. An unfortunate note is that Doolittle's teammate Matt Salazar, also 12, may have run the same course in well under 18 minutes but a timing snafu made it impossible to validate his effort. Look for these boys to raise some eyebrows in years to come.

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A notable streak was broken when Tori Meredith, 53, was unable to compete due to injury. Meredith was the only runner who had run in each of the first 20 years of this event. She vowed to start a new streak in 2012.

Leg One: Take Heart, Old Cadaver

Visibility was only a hundred yards or so when the racers rumbled down the first hill from Dinucci's Restaurant in downtown Valley Ford. The runners were technically out of town by the time they rounded the first turn 100 yards later. The cold fog may have made the early first climb a welcome warm up for many in the starting pack.

Peter Gilmore, 33, of the M30-39 team Old Cadavers emerged from a lead group that included Heart & Sole's McCormick, 28, Papa Americano's Michael Zanetti, 19, and Piner High Schooler Jaime Silva, 16, running for What Can Brown Do For You?. A pair of women running for mixed teams, Carrie Peterson-Kirby, 37, leading off for Tom's Girls, and Sell, 46 of Chasing 409, steadily pulled away from a plucky 12-year-old, Aimee Holland, representing one of the A's in D.A.A.M. Good, a team of girls aged 10 to 12.

Gilmore took the measure of McCormick, opening up a 14 -second advantage for Old Cadavers at the first handoff with an impressive mark of 13:43 for the 2.75-mile downhill direction. McCormick's 13:57 registered on the All-Time Valley Ford Relay list for men 20-29, placing him 5th. Silva slipped away from Zanetti but both ended up on the All-Time list for men 16-19, Silva moving into 2nd at 14:09 and Zanetti besting his mark from last year to move into 4th with a 14:26.

Peterson-Kirby pulled away from Sell to take the early mixed team lead for Tom's Girls. Her 17:09 ended up as the fastest downhill leg of the day for women and Sell's 17:34 was 2nd-best on the day. The youngster Holland finished next, giving D.A.A.M. Good the lead for female teams and setting the 3rd-best time ever for her age group with an 18:32.

Andrea Guzman, led off for mixed team Abandoned Sheep! and had them in 3rd in that category at the exchange. The 2nd and 3rd places for women were being closely contested by Val's Girls' leadoff runner Kassidy Pierce and Jocelyn Mendoza of The Four M's, but both were more than 2 minutes in arrears of Holland. Eventual women's winners Tuff Gurlz were back in 5th, in excess of 4 minutes off the lead at this early stage of the race.

Some other notable age group marks were being laid down on the first leg with the 15-year-old Mulligan of Wildebeasts II running 16:01 for the 4th-best all-time 13-15 runner and, at the other end of the age spectrum, 61-year-old Jerry Lyman running the 4th-best all-time in his division with an 18:23.

Leg Two: The Chase is On

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Brad Zanetti, 56, master architect of the record run for his mixed 50-59 team Chasing 409, did his part by clocking 16:39 in the uphill direction of the 2.75-mile horseshoe-shaped course. He was the fastest over-50 runner in either direction on the day. His effort made up the 25-second deficit he inherited and he added another 15 seconds for good measure after going by Tom's Girls' Cathy DuBay, 46. DuBay was in the process of establishing the 3rd-best uphill time of the day for women, a 17:19. Who ended up at the top of that list? Cathy DuBay, when she ran the same uphill again, albeit for another team, slicing 10 seconds from her first effort on about 20 minutes rest. Bryan Porter took over for the 3rd-place mixed team, Abandoned Sheep!, closed the gap on Tom's Girls with his 16:37, but could only gain 2 seconds on Zanetti.

The overall lead changed hands when Brew, 23, of Heart & Sole ran down Mike Schwartz, 32 of Old Cadavers and hung on to a slim 6-second lead by the halfway point in the race. Brew ran 14:54 to Schwartz' 15:31 but it was Papa Americano's Vojta Ripa, 21, who turned this into a 3-horse race by getting past Schwartz and challenging Brew, rolling into the exchange with a 14:31, which ended up as the 3rd-best uphill time of the day.

D.A.A.M. Good still held a commanding lead among female teams with DuBay's daughter, Melanie Mathewson, 12, turning in a fine 19:35 uphill leg, the 3rd-best in race history for girls in her division. Slowly But Surely was living up to its name by creeping into 2nd place among women, Tessa Berg, 38, running 20:36 on this leg.

Jack Doolittle set his age group record on leg 2 and was joined on the All-Time list by 2 other males. Alejandro Escutia, 12, turned in the 4th-best all-time mark for his group with a 19:08 and Dale Trowbridge, 70, running for the Golden Geezers, is now the 5th-best ever in the 70-79 division.

Movers: Three runners made the biggest jump in the standings that occurred during leg 2, moving their teams up 7 places. Guy Schott, 48, of Spacesheep Travelers took his team from 13th to 6th while turning in a fine time of 15:35. Larry Meredith, 53, had Going Down With The Sheep on the stampede, improving from 20th to 13th, and Craig Ruggles, took Beat By The Kids up the same number of positions into 28th place. Porter moved his Abandoned Sheep! up 6 spots, as did Mike Carpenter, 48, of Are We Done Yet?. Teams gaining 5 places included Running Behind, with Rob Main, 52, hauling his rear closer to the front; Good Sheep Lollipops right on Main's buns with Dave Goodwin, 53, doing the dirty work; and Tessa Berg's efforts mentioned above for Slowly But Surely.

Leg Three: Gurlz Getting Tuffer

Competition in the female category of teams suddenly became interesting on Leg 3, when Slowly But Surely came on like a glacier to cut D.A.A.M. Good's lead from several minutes to just 2 seconds. Sheila Masi, 56, nearly caught Ashlee Ruggles, 11, in the process. In their rear-view mirrors, just a few seconds back, was the irrepressible Tuff Girls Knit Cardigans team, with Nied, 41, carrying the flag to a 20:36 split. It was going to come down to the final leg.

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Which was true in the other 2 categories, as well. Among men, a game of leap frog continued, and the biggest leaper was an Old Cadaver, John Staroba, 31, blazing a 14:33 to move his team from 3rd to 1st at the final exchange. Heart & Sole's Peck, 16, rolled in just 8 seconds after Staroba, setting up a showdown for the overall team title. Another half-minute back was the young Papa Americano squad with Jamie Goldfield, 17, carrying the baton (figuratively). They held a 2-minute lead in the 16-19 division over What Can Brown Do For You? but that team had local high school superstar Luis Luna, 16, waiting in the wings and the question posed by their team name would soon be answered.

In the mixed division, Lydon, a newcomer to the 50+ age group, stretched the lead for Chasing 409 to nearly a minute-and-a-half over Tom's Girls. Lydon's 18:56 on the downhill leg established her as the #2 all-time woman in that division. Both teams, however, were being stalked by Luis Balderas, 18, of What's That Smell? In the biggest move of the day for any team, Balderas gassed past 12 other teams and chopped nearly 3 minutes from the gap to give his crew a shot at Chasing 409 as the last leg began.

Movers: Matching Balderas' blitzkrieg through the team rankings by taking 12 victims was Sean Fitzpatrick, 39, running for In The Nick of Time. Two teams improved by 4 spots during the 3rd leg, Walking Wounded getting it done with the help of Jim Parks, 57, and Justin Donte, 14, getting his Speedos going.

Leg Four: Brave Heart Saves Soles

When all was said and done, youth would triumph on the men's side while experience was the deciding factor among the female teams. And while youth made a frantic charge for the mixed team title a wily veteran had just enough left to fend off the challenge.

Wolf-Root, 24, a graduate of Maria Carrillo High School anchoring for Heart & Sole, quickly erased the 8-second lead given to Peter Egerton, 33, a former Santa Rosa High runner finishing the race for Old Cadavers. Wolf-Root pulled away to an eventual 29-second margin of victory and his 14:03 leg put him on the All-Time 20-29 division list at 5th place. Both teams ran fast enough to make the Top Ten All-Time list at Valley Ford, Heart & Sole sitting at the 7th spot with a combined mark of 57:58 and Old Cadavers right behind them in 8th with a 58:27.

Jose Mendoza, 16, a current Montgomery HS runner, lost over a minute to Luna of What Can Brown Do For You? but was able to nail down third place for Papa Americano and finish with a team time of under one hour. It was the 3rd-fastest M16-19 team in event history. Luna's 13:50 was the fastest uphill time of the day and places him 3rd all-time for the 16-19 division.

Tuff Gurlz Knit Cardigans completed their long climb to the top of the women's race when Joseph, 40, anchored with a 17:18, the 2nd-best uphill time of the day for women and also the 2nd-best masters time in race history. The youngsters claiming to be D.A.A.M. Good showed that they were indeed with Delaney White, 12, bringing them home in 2nd place among female teams. White's time of

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21:06 is now the 5th-fastest time ever for girls 10-12 and the team recorded the 2nd-best divisional time in race history. Robin Stovall, 51, brought her team Slowly But Surely home in 3rd place and helped her team earn the 3rd-best all-time mark for women 40-49. Another all-female team, appropriately named The Littles, ran the 3rd-best time ever for girls 15-and under. That team was made up of Olivia Ruggles, 9, Anais Vargaas, 9, MacKenzie Mathewson, 9, and Amanda White, 10.

The mixed race victory was secured for Chasing 409 by Paul Berg, 55, who finished just 17 seconds before the hard-charging youngster Joe Carrillo, 17, of What's That Smell? Carrillo finished in 15:05. Vernon Stafford, 56, who had already run an uphill leg in 18:19 for Operation Sheepskin earlier that morning, finished things off for Abandoned Sheep!, running just one second slower the second time around. That gave the team 3rd place in the mixed division.

Making the individual all-time list during the final leg was Jon Hermstad, 62, running 18:36 to place 4th in the history of his age group.

Movers: The most impact in the team standings during leg 4 was the 5-place improvement by Gerald McCormick, whose Heart & Sole team for which he ran the leadoff leg had already won. McCormick anchored Operation Sheepskin from 18th to 13th place. Sid Andreis, 30, took down 4 teams to get Two Young & Two Old into the top 10, placing 9th overall. In The Nick Of Time continued to move up through the rankings, Nick Utter-Leyton, 22, gaining another 4 spots. That team came from 41st place after leg 1 to 19th at the finish. As noted above, Carrie Joseph completed the come-from-behind win for Tuff Gurlz Knit Cardigans by taking down a total of 4 teams on the final leg.

Larry Meredith



The END

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NEW MEMBERS

Please welcome the following new members to the
Empire Runners Club

Healdsburg

Melissa Monson

Comstock Middle School Students

Alondra Torres - Brayan Ramirez - Alvarado Breneice Vraga

Zuley Munoz - Justin Dante - Kenneth Delatorre - Alejandro Escutia

Juan Villa - Sitthidet Phiakeo - Claudia Caballero - Brittany Baxman

Cosme Andrade - Jenny Perez - Cintia Agilar - Jes Carnejo

Francisco Monroy - Julio Gutierrez - Armando Madriz

Guilleermo Oropeza - Brayan Ramirez Alvarado - Jessica Aguilae

Adriana Torres - Rigoberto Magallanes - Ulysses Esparza

Rohnert Park

Nick Utter-Leyton

Hugo Yescas

Santa Rosa

The Stone Family

Caryn Shapiro, Eric and Zara

The Empire Runner

Eric Roman Salgado

Josue Lopez

Jocelyn Mendoza

Zekaryas Memrahtu

Eric Kroh

Philip Tran

Edrei Lopez

Maria Luna

Efren Reyes

Kim Nazarek

Sadie Carpenter

Todd Schram

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Kathy Van Riper Inspiration Award 2011



Bob Shor

Every runner who races in this county, perhaps in the entire Bay Area, knows him, if not by name at least by his familiar figure, poised before the starting line, pistol raised to the sky, booming voice commanding every attention, “Runners, ON your mark!”

No one in Sonoma County’s history has done more to support track and cross country than Bob Shor—by far. He is ubiquitous. He fires his starter’s pistol for more than 100 running events each year, but that’s only a small part of his story. Bob is a certified USATF official and one of their top technical experts. He officiates at races all over the country and last year was Co-Technical Chairman of both the USATF National Junior Olympic Track & Field Championships and the USA Masters Outdoor T&F Championships. He also served until about a year ago as the Pacific Association Youth Cross County Chairman.

For all his skill, experience, and knowledge, you’d think a guy like Bob could command a lot of money for what he does. But he does it all—ALL OF IT!!!!—for free.

“Born, raised, and thrown out of Brooklyn,” Bob’s interest in running began in high school where he ran cross country and track (4:45 mile), but even then he often helped out by firing the gun at the start of races. Bob continued running cross country and the one and two-mile track events at Pennsylvania Military College, graduating in 1962 as a 2nd Lieutenant. After college he served in

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Vietnam and obtained the rank of US Army Infantry Captain. Even in the military, Bob started races, volunteering at high school meets while doing a stint at Ft. Polk in Louisiana.

After the military Bob worked in New York for awhile, then moved to Arcata where he lived for 7 years and worked as assistant track and cross country coach at Humboldt State University. In Arcata, he served as starter at local high school and college meets and for AAU events in Oregon.

In 1976, Bob moved to Santa Rosa and continued running for health and recreation but not as a competitor. Several years later, Bob encouraged his daughter to join the Santa Rosa Express.

She eventually lost interest in running, but Bob did not. In 1989 he began assisting Doug Courtemarche who was then the Express head coach. In 1992, he took over Doug's position.

Locally, hundreds of young runners from 7 years old to high school age, including several who went on to gain college scholarships and become running super stars, began their careers with Santa Rosa Express, an organization Bob headed for nearly 20 years and for which he still coaches. Bob also helps coach Santa Rosa High School cross country and track & field teams and is a mainstay with the Empire Runners Club, officiating and starting nearly every club event and always lending his expertise and wisdom to club issues.

Bob turns 70 in 2011. Last year he lost a third of one lung in surgery to remove a cancerous tumor—found in time, thank goodness. This leaves him a bit short-winded as he peddles his bike up and down the hills of Howarth and Spring Lake Parks on workouts with his young Santa Rosa Express protégés. It was serendipitous that the tumor was discovered as part a routine TB clearance exam required for volunteer coaches.

The Kathy Van Riper Inspiration Award is presented annually to an Empire Runners Club member whose personal courage, generosity of spirit, and/or dedication to the sport of running extraordinarily inspires us as runners and fellow human beings.

No one is more deserving of this award and of our respect and gratitude than Bob Shor.

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Empire Runner's Club Party and Awards Banquet - 2011

Over 100 Empire Runners enjoyed an evening of good food, friends, and Celebration at the annual club party on February 5, 2011.

After feasting on a delicious meal Provided by Tagliaferri's Deli & Café new club President Alex Wolf-Root started the evening's program by introducing the new officers and expressing appreciation to the many volunteers who helped organize club events during the past year. Gifts of appreciation for their contributions to the club were presented to retiring club officers and committee members John Harmon, Nate Koch, Dale Peterson and Jerry Lyman. Bob Rogers was also recognized for his leadership as Grand Prix Czar for 2010.



Czar Bob Rogers and Grand Prix Winners Brad Zanetti, Paul Berg, Tori Meredith and Karen Kissick.



2011 Hall of Fame – Marc Van Riper for Kathy Van Riper, Mark McGuire and (absent) Ralph Harms.

The awards ceremony then began with Bob Rogers announcing the winners of the Empire Runners Grand Prix. Al Tagliaferri presented the Hall of Fame class of 2011 awards to Kathy Van Riper (accepted by Marc, Ian and Gillian Van Riper), Mike McGuire, and Ralph Harms. See the February newsletter for a profile of each of the latest members of the Hall of Fame. Val Sell presented the Kathy Van Riper Inspiration Award to Bob Shore. For more information on Bob's many contributions to Sonoma County running, please see the profile of Bob also appearing in this issue of the Empire Runner. The evening concluded with a raffle of great prizes donated by club members and a slide-show by Brendan (the Hutch) Hutchinson.

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Many thanks to everyone who made the club party a success by volunteering or donating prizes for the raffle: Al Tagliaferri, Fleet Feet, George Urdzik, Ian Inman, John Ash Restaurant, Kevin Hutchinson, Laurie Martin, Lisa Isabeau, Mike McGuire, Pam Horton, Paul Berg, Ron Franklin, Shelly Lydon, Stephen Starkweather, Susan Miller, Tony Lane, Tori & Larry Meredith and Val Sell. A special thanks to everyone who pitched in after the party ended to put away chairs and tables and help clean up the Luther Burbank Center. – **Tanya Narath**



Bob Shore receiving the 2011 Kathy Van Riper Inspiration Award. – photos by Dave DeSelle



Empire Runners enjoy the presentations.



Big Al and Val dishing up the good eats!

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The Long and Short of It — Dale Peterson

Home Brewed Recovery

Quite a long while ago I discovered the benefits of recovery drinks. A recovery drink with a 4:1 carbohydrate to protein ratio will help you recover more quickly than plain water or sports drinks by restoring glycogen for energy and protein for muscle repair. I have found that I feel much better at my next workout when I use a recovery drink after hard efforts. I am not saying that there could not be some placebo effect, but even if there is, I have to believe that a mixture of carbs and protein is a very good thing for a tired runner to consume.

However, two things concern me about off the shelf recovery drinks – super high levels of certain vitamins, and mysterious and/or unproven ingredients.

So for the past several years I have been mixing my own “home brew” recovery drink.

I spent a fair amount of time coming up with a formula that duplicates the preferred 4:1 carb to protein ratio and which compares favorably with leading recovery drinks in other nutritional categories but without the concerns I listed above.

Here is the “secret” formula:

I buy **one 16oz container of a chocolate flavored whey-based protein powder** (using soy-based would probably yield similar results) from the local “environmentally conscious” food store. Then I buy **two 16oz containers of a popular powdered chocolate flavored drink mix** (possibly featuring a rabbit on the label) from the local “chain” super-market.

I then proceed to mix it all up in a large sealable container as follows: **11 “level” tablespoons of the chocolate drink mix to one “scoop” of the whey-based protein powder**. Stir then repeat until all of the protein and chocolate drink containers are empty. I believe that mixing via this process ensures a more consistent product than if you simply dumped all three containers together at once but that is up to you!

To serve: add two “scoops” of the recovery drink mixture to 12 ounces of water.

Here is the **approximate Nutritional Breakdown** per one 12oz serving:

Carbohydrate – 42.5g, **Protein** – 10.75g **Calories** – 215 **Fat** – 1.9g, **Sugar** – 38.8

It may not be much cheaper than buying it off the shelf and you may have to burn a few calories to make it. But it is simple, tastes good and gets the job done!

Valley Ford Relays

If you missed the Valley Ford Relays I am sorry to hear of it! The dawned cold and foggy but turned bright and sunny if not warm and it seemed like everyone had a blast. I missed out on getting on one of Larry Meredith’s level teams that he puts together so adroitly each year, but came out smelling like a rose when I ended up on a team with four other “orphans” and we ended up winning our age

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division! Race Director Doug Courtemarche and his dedicated crew of SR HS volunteers put on another stellar event capped off with the best raffle in town...or *out* of town actually. Make plans to be there next year.

Olympic Trials Fever

Wait. This is only 2011 and the trials don't start until the summer of 2012... True. But in the next month or so I expect to receive a packet in the mail for Olympic Trials pre-order tickets. And... it will soon be time to cough up the deposit money for lodging in Eugene. If you have never gone to the trials you are really missing out. Watching some of the greatest athletes in the U.S. not to mention the world in the historic and intimate confines of Hayward Field is one of the great privileges a runner and track fan can partake of. You will never rub elbows with more knowledgeable and enthusiastic fans in any venue in any sport. There is wonderful running to be had along the Willamette River, Pre's trail and other locations in or near town. Top it all off with the college-town atmosphere and friendly downtown and you have yourself a FANTastic vacation indeed. Yup - I already got the fever!

Try Something New

Going around the block got you blue? Tired of slogging around in the same old way, in the same old shoes and with the same old stride? Well folks **Val Sell** has something for you! That's right. So you think you know how to run? Well do ya? Guess what? You have got something to learn.

Starting every Tuesday as of March 1st at 5pm at the Montgomery High School Track, Val is going to lead you through a session of running drills that are almost guaranteed to make you a better runner if for no other reason than you will be using a lot of new muscles, learning about proper technique and you will be *thinking* about your form and technique. That's right - engaging your brain.

I missed the first session tonight as I was nursing a sore hamstring and did not think it would be a good idea to do anything other than shuffle around the track. But as I was going around and watching Val and her eager students I could tell they were really listening to her and that she was imparting some really good advice, all the while making it fun.

Not only are the drills good in themselves but they will get you nice and warmed up before **Larry Meredith's** Tuesday Night Track workout.

I plan on participating next time around and hope to see you out there too!

The Month That Was – February 2011

ROAD RACING

Mary Keitany

Earlier this month, Mary Keitany set a world record in the half-marathon, clocking 1:05:50 in the United Arab Emirates. Let that sink in for a minute.

1:05.50. For 21.1km.

Now, many of you may be wondering, “who’s Mary Keitany?” Unfortunately you likely aren’t alone, as many top African runners, especially women, are often not given the press they deserve here. So let me introduce you to the greatest women’s road racer of the last few years, in our *Spotlight on the Stars!*

Mary Keitany, unlike many other top women’s road racers, didn’t exactly have a storied career on the track before moving up. In fact, her lifetime 5,000m PR is “just” 16:29.4, which wouldn’t even make her the top high-school runner from the Redwood Empire. In 2007, she improved to a 32:18.07 10,000m, which, while better, didn’t exactly turn a ton of heads.

But when she hit the roads, she did big things.

In 2007, Keitany had the race of her then-career, placing 2nd at the World Road-Running Championships. There, she ran a 31:10 10km, significantly faster than her track best. O, but that was merely en route. Because she kept going, and ran a 15km pr of 47:01. Another 5km later, she crossed the 20km mark at 1:03:18. And finally, she crossed the finish line at the half-marathon distance (21.1km) in 1:06:48.

That’s right, the woman who’s best track 5,000m was nearly 16 and a half minutes ran a 1:06 half-marathon just a year later. The roads were good to her.

In 2009, she bettered her silver medal by winning the now-renamed World Half-Marathon Championships, clocking a PR 1:06.36. As she now had the 2nd and 5th best ever legal marks in the half-marathon, she tried her luck at the full, contesting the NYC Marathon last November. People were talking sub-2:20, one of the top times ever, future world-record holder. None of that came to fruition; instead she ran a disappointing 2:29:01, a time that is outside the top 1,000 ever.

But when she headed back down to the half-marathon earlier this month, there was no disappointment. She proved again that she’s one of the best road-racers ever, clocking a new world-record of 1:05:50 for the half-marathon, bringing the record down from 66:25.

To give you an idea of how much she’s improved, she ran her first 5km in 15:18. That’s right, 15:18. And back in 2006 her track PR was 16:29. While she slowed from the initial pace, she still crossed 20km at 62:36, or roughly 5minute pace, and then was able to hammer home the last 1.09km at a scintillating 4:44 pace.

To recap: 1:05:50 half-marathon. 13.1 miles at 5:02 per mile. Yup.

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Cross-Country

USATF Nationals

Matt Tegenkamp (sub-13 5,000m). **Max King** (multi-time Team USA for World XC). **Scotty Bauhs** (multi-time Team USA for World XC, sub-28 10,000m). **Robert Cheseret** (**Bernard Lagat's** brother). Some solid runners contending for that top spot

But the winner? **Brent Vaughn**.

What was Vaughn doing a week prior? O yea, DNF'ing at the USA Half-Marathon Champs. After dropping out at 8 miles, he walked to his hotel and considered, likely mostly in anger, quitting the sport. But his coach wouldn't let him look down, and had him bounce back for the XC Champs. And it worked.

While not expected by most to win, Vaughn does have a 13:18 5,000m to his credit, in a race that saw him almost nip American Record-holder Bernard Lagat. But his credentials almost end there, as he's only a 1:54 800m guy and 3:43 1,500m runner. But Vaughn had stuck with it, plugging away with his old college coach **Jay Johnson**, and the work obviously paid off, as Vaughn will now lead Team USA at the World Championships in Spain next month.

Also representing the USA at Worlds will be club member **Julie Nacouzi**, who placed 5th in the junior (under-20) race.

•North American, Central American, and Caribbean (NACAC) Champs

The other event our harriers qualified for at USA XC's was the NACAC Champs in Trinidad. While some (such as Vaughn) chose to skip this meet, the USA still sent a solid quad. Cheseret led the US contingent, easily dispatching runners from more than 10 other NACAC countries, earning the individual gold. USA also easily won the individual title, with all 5 runners in the top 7.

Well, the women did one better, with all 5 runners in the top 6, though that number 1 spot went to Canadian **Kathryn Harrison**, who crossed the line just 2.4 seconds ahead of **Megan Duwell**. Helping the USA to the team gold and also earning herself and individual Bronze Medal was Santa Rosan **Kim Conley**, who was just 5.1 seconds off the overall win. Nice!

Indoor Track

Ashton Eaton

The world record-holder at the indoor heptathlon did it again this month, scoring 6,568 points in Tallin, Estonia, a good 69 points ahead of his mark at last year's NCAA champs. I can't really do him justice here, and I did focus a bit on him in my last Week That Was, so again I'll just say: don't be shocked if he comes home with a medal at the 2012 Olympics.

Boston Indoor Games

This was looking like one of the best indoor miles in a long time, and it did not disappoint. You had Olympic Silver Medalist **Nick Willis**, American Record-Holder in the mile **Alan Webb**, 3:33 guy **Leo Manzano**, and even HS Phenom **Lukas Verzbicas**.

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Like I said, it didn't disappoint. But none of these men won.

Nope, that honor went to **Russell Brown**, a former All-American from Stanford. While he did have some solid credentials (3:36.89 1,500m, 6th at USA Nationals), no one expected it. Brown put it best himself: "I had no idea this was going to happen. Even when I heard the announcer saying, 'Russell Brown, he's going to win it,' I still didn't believe him."

For more, check out Letsrun.com: <http://www.letsrun.com/2011/brown-1205.php>

2-Mile Challenge

Brown was back in action the next week at a special 2-mile challenge in New York. Well, sort of. He was helping pace Bernard Lagat to break **Doug Padilla's** 21 year old indoor 2-mile record of 8:15:02. Also in the race was Verzbicas, going after the HS record of 8:40.0, set by **Gerry Lindgren** in 1964!

While Verzbicas went out way too fast at 4:15 or so and just missed the record (8:43), Lagat patiently opened in 4:08 or so before dropping the hammer to finish at 8:10.07, lapping Verzbicas just before the line.

Husky Invite

At The Dempsey at U. Washington, there were fast times all across the board. No shocker. The 307m indoor track is consistently one of the fastest in the country, and top runners flock from all over to hit PR's and qualify for various championships. Possibly the most talked about event there was the mile, where American 10,000m record-holder **Chris Solinsky** clocked 3:54.52, to break his own facility record in the mile. Arguably more impressive, though, was collegian **Miles Batty** of BYU, who stuck with Solinsky until the final straight to clock 3:55. His PR before this meet? 4:00. Wow.

The men's 3,000m was incredibly deep, as you had Webb, NCAA XC Champ and 10,000m record-holder **Sam Chelanga**, and former NCAA 1,500m Champion **German Fernandez**, though it was won by Solinsky's training partner **Tim Nelson**, who just edged out the field in 7:49, with 5 others within 2 seconds!

USATF Indoor National Championships

The Indoor Nats was again held in Albuquerque, New Mexico, so while the altitude didn't exactly help the distance times, there were some awesome races.

On the women's side of the distance events, **Jenny (Barringer) Simpson** scored the 3,000m-mile double. On day one, she outkicked **Sara (Bei) Hall** 9:02-9:03, with third place WAY back at 9:35. Yea... She had an even bigger margin of victory on day two with a 4:34-4:36 win in the mile. Hall was 4th there at 4:38, capping a solid double herself.

Possibly the biggest news of the meet was **Jenn Suhr's** American indoor Record in the pole vault. Suhr cleared 4.86m, a full 3 cm higher than the previous record, which she set two years ago at the same meet. This mark also makes her the second highest jumper EVER indoors, though the world mark of **Yelena Isinbayeva** is an astounding 5.00m.

There was also an American Indoor Record in the women's shot put, but I don't know anything about this event on the women's side. New record: **Jillian Camarena-Williams** threw 19.87m. Old record was from 1987.

But for me, by far the most exciting event was the men's 3,000m. Newly-crowned USA XC National Champion **Brent Vaughn**, versus former-and-now-again-current indoor 5,000m national record-holder **Galen Rupp**, versus reigning World Indoor 3,000m Champ **Bernard Lagat**. (Not to mention their countless other accolades.) And the race sure stood up to the hype.

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After few circuits on the 200m track, Vaughn found himself in front, controlling the pace. Hot on his heels were Lagat and Rupp as expected, but also former NCAA DII stud **Aaron Braun**. While Vaughn let the pace lag slightly after the mile, Lagat seemed to decide enough was enough, and shot to the front, immediately injecting some speed into the race with about 1k to go. Rupp, Vaughn, and Braun all went with him, making this into a 4-man race. Two circuits later, and Rupp, donning his new black **Oregon Project** singlet, surged ahead of the reigning world champ, trying to burn Lagat with 600m to go. Lagat and Braun stayed on this tail, while Vaughn began to fade (he'd finish a comfortable 4th). After splitting back-to-back 28-points, Rupp lost his lead as Lagat shot to the front, absolutely demolishing the field. In the final circuit he put nearly 3 seconds on Rupp, with Rupp putting another 2.5 on Braun. The results – with over 5 seconds between 1st and 3rd – do no justice to how close the race was with a lap to go. There is a reason Lagat is the world champion, a very, very good reason.

Man I'm pumped for track!

Alex Wolf-Root

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February Club Meeting Minutes

President Alex Wolf-Root (president@empirerunners.org) called the February 2011 meeting to order at 7:30p.

Secretary's Report:

Secretary Paul Berg (secretary@empirerunners.org) read The January meeting minutes, which were approved as read.

Treasurers Report:

Treasurer Tanya Narath (treasurer@empirerunners.org) reported that the current club balance is \$50,759.43, down \$738.18 from the same time last year. The Student Grant Fund balance is \$2,915.00 approximately \$1,140 more than the same time last year. High School donations YD \$630.00 projected \$9,525.00 for 2011. Club party: Income \$1,336.00, Expenses \$3,155.00 (including Grand Prix awards and volunteer recognition) - Net \$ -1,818.00.

President's Report:

President Alex Wolf-Root reported on the results from the member survey that was conducted the past 2 months. 78 people responded, 74 members. The top priorities listed are "keep events affordable for members", and "have a diverse (age-wise) member base". Lowest priorities were "organize a walking group", and "support not directly running related causes". There were 39 free responses, most notably strong sentiments both for and against supporting elite athletes.

Committee Reports:

Nate Koch reported for the Bylaws Revision Committee that the draft report has been sent from attorney Linda Rosen to member Ginny Doyle for review. The draft should be sent to committee members next week.



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Race Reports:

1. Recent races/Runs:
 - a. USATF XC Nationals 2/5/11. Montgomery senior Julie Nacouzi placed 5th in the junior division, qualifying to represent the USA at the world championship in Spain in March. Kim Conley got 8th in the womens' open race.
 - b. Club Party 2/5/11. Fun.
 - c. Valley Ford Relays 2/20/11. Larry Meredith reported a record number of teams at 39, plus 2 DQs. Several individual and team records were broken, see the newsletter for details.
2. Upcoming Races/Runs:
 - a. NorCal 10-miler 3/5/11. PA road race, Redding
 - b. Big Cat HS Invite 3/5/11. SRHS 9am.
 - c. Ilsanjo Classic and neoclassic 3/13/11. 10 and 4 milers.
 - d. Loop de Loop 4/3/11. Pre-register at H&S day before.
 - e. Annadel Half marathon 4/17/11

Unfinished Business:

1. New Volunteers: PA/LDR officials. Will Ortlinghaus and Brad Zanetti have volunteered for these positions. Both have taken the required exam.
2. New Volunteers: Permits & Insurance: Laurie Martin will take over this position from Jerry Lyman.
3. New Volunteers: Empire Open. Greg Jennings volunteered to be race director. He has some ideas about adding a less-competitive open race. And beer.
4. Club Sponsorship. For sponsorship director Shirley Fee, President Alex Wolf-Root presented the proposal. 2nd by John Harmon. Approved Unanimously.

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Sponsorship Proposal

The Empire Runners Club will change the Sponsorship Levels of the Club, in accordance with the decisions of the Sponsorship Committee, to the following:

Primary Sponsor:

As the Primary Sponsor of the Club, you will be intimately tied into the identity of The Empire Runners Club.

- Prominent banner placement at all of our races
- Banner placement whenever we have a tent at another event
- Logo on shirt provided to all members
- Flyer placement at all our events
- Logo on all club brochures
- Logo on the shirts for all of our events
- Opportunity to have a table at our events
- Prominent banner on our website's homepage
- Prominent banner on monthly newsletter
- Prominent visibility at the Kenwood Footrace
- Prominent logo placement on all email blasts to our database
- Open channels of communication with club officials
- Right to make presentations at monthly club meetings

Top bidder, donation of \$5,000+

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Secondary level:

- Banner placement at all of our races
- Flyer placement at all our events
- Logo on all club brochures
- Logo on the shirts for all of our events
- Logo on our website's homepage
- Logo on monthly newsletter
- Open channels of communication with club officials

Next top bidders, three max, donations of \$2,500+

Tertiary

- Logo on website sponsor page
- Right to supply flyers for all our events

Donation of \$500 or \$1,000 of product

All three of the above level of sponsors will be on a calendar-year agreement. Sponsors who agree early to a 2012 sponsorship may get a pro-rated sponsorship for the remainder of 2011, depending on individual circumstances (ie- may link on website, but too late to get on Kenwood shirt).

Club Discounts:

- Logo on sponsor page
- Logo on Club Discount flyer, to be given out at our events
- Logo on Club Discount email, to be sent to all members

Give club members 10% or better off product/services. Open to all sponsor levels.

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Current sponsors will keep their benefits/visibility for the entirety of their remaining prior arrangement.

There will be no cost to the Club, though there will be the potential to greatly increase the income and profile of The Empire Runners Club with bigger sponsors.

New Business

Santa Rosa Express needs new directors and coaches. Bob Shor explained that the youth running group has been in existence since 1977. Serving children and middle school runners, it has fostered the beginning of many illustrious running careers. It is a big time commitment 3x week, plus weekends.

Monkey Business

Larry Meredith reported that club members Kevin Tuescher and Karen Frindell will be performing music at Café Azul on Saturday night at 7:45pm.

Thursday night runs will now shift back to the regular time of 5:30pm at Howarth Park.

Val Sell will be conducting running drills at MHS track at 5pm on Tuesdays before the 5:30 regular workout.

Raffle: Theresa Manchester won \$17, and \$17 went to the student grant fund.

Drawing: Roberta Kralj would have won \$200 if she attended the meeting.

President Alex Wolf-Root concluded the meeting at 8:35 pm.

Attendance:

Paul Berg, Tim Stewart, Tanya Narath, Luis Rosales, Melanie Rosales, Brad Zanetti, Larry Meredith, noTorious Meredith, Elihuh Root, SLedge, Alex Wolf-Root, Chris Mason, Thereasa Manchester, John Harmon, Jen & Will Ortlinghaus, Darryl Beardall, Mini-Mel, Mr Mini-Mel, Super George, Bob Shor, Bones Koch, Don Sampson.



THE EMPIRE RUNNERS CLUB
SERVING THE RUNNING COMMUNITY OF SONOMA COUNTY SINCE 1975



February 27, 2011

Treasurer's Report

Total Club Funds	\$50,759.43	Down \$738.18 from Feb 2010
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Student Grant Fund	\$2,915	vs. \$1,775 in Feb 2010
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High School Donations	(\$315)	
Projected Total for 2011	\$9,525	vs. \$9,627 for 2010

Donations

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Awards Banquet

Cover	\$865
Raffle	\$471
Facility rental	(\$525)
Food & Beverages	(\$1,145)
Awards and officer recognition	(\$1,441)
Supplies	(\$44)
Net	(\$1,818)