

“What you get by reaching your destination is not nearly as important as what you will become by reaching your destination.”

-Zig Ziglar

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www.kalamazooarearunners.org

The Kalamazoo Area Runners Rundown

2015 Membership Benefits, Event & Program Survey Results

By Bonnie Sexton

(Statistics Prepared by Vice President, Chelsea Dilla)



Photo by Chelsea Dilla

In October 2015, Kalamazoo Area Runners (KAR) administered a membership survey to gather feedback on the personal importance of membership benefits, events and programs. Two months later, we followed up with a second survey to gather membership feedback on our priorities, resources and long term vision from an organizational perspective.

We wish to thank each member who took the time to respond to one or both of these surveys. As a leadership team, we use the results of membership surveys to drive and mold change within our organization, as well as improve upon our benefits, events and programs.



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New Member Welcome

One hundred thirty-five (135) members responded to the membership benefits, events and programs survey, and this month, we are pleased to share the results from this initial survey. One hundred fifty-one (151) members responded to the visionary survey, and the results of this survey, as well as recommendations, will be shared in the next edition of *The Rundown*.

Independently, the results of each survey provided critical insights; together, they presented an interesting contrast in perspectives. The areas which were identified as having personal importance in the membership survey didn't necessarily correlate to what was important from an organizational prioritization, resource or visionary perspective.

For example, in the membership survey, the personal importance of local race discounts scored very high in comparison to other benefits with a Likert Scale Rating of 3.81 (1 = not important, 5 = critical). In the visionary survey, when asked if Kalamazoo Area Runners primary purpose should be to serve the membership through membership discounts, it scored very low in comparison to other options presented.

This contrast makes sense when you examine personal goals and priorities, versus those of the organization as a whole. For example, marathon training is critical to me personally in my preparation for the Boston Marathon, while programs geared towards the 5k and 10k distance are irrelevant to my current goals. From an organizational viewpoint, my perspective is very different. High importance is placed on offering a balance of programs, events and benefits that connect runners with Kalamazoo Area Runners and the running community in general. This includes a priority on programs that will reach out to the new runner and those training for shorter distances such as Fast Track as well as races and membership benefits geared towards encouraging participation in the sport.

The first section of the membership survey focused on general demographics. Vice President Chelsea Fay prepared a comparative analysis of the demographics of the membership against the demographics of the respondents. It is interesting to note that those age 40 and older had a markedly higher response rate than the percentage of membership they represent. Nearly 62% of respondents were female and nearly 58% have been members one to five years.

1. What is your age division?			(16 members with invalid age not included)	
Answer Options	Response Percent	Response Count	Membership Base	% of Total
14 and under	0.7%	1	114	7.9%
15 - 19	0.0%	0	57	3.9%
20 - 24	2.2%	3	54	3.7%
25 - 29	2.2%	3	80	5.5%
30 - 34	8.1%	11	148	10.2%
35 - 39	8.1%	11	188	13.0%
40 - 44	21.5%	29	225	15.5%
45 - 49	16.3%	22	178	12.3%
50 - 54	13.3%	18	164	11.3%
55 - 59	9.6%	13	118	8.1%
60 - 64	12.6%	17	80	5.5%
65 - 69	2.2%	3	28	1.9%
70 or over	3.0%	4	15	1.0%
answered question		135	1449	Total
skipped question		0	40.19	Avg Age

2. What is your gender?			(7 members with blank gender not included)	
Answer Options	Response Percent	Response Count	Membership Base	% of Total
Female	61.9%	83	868	59.5%
Male	38.1%	51	590	40.5%
		answered question	134	Total
		skipped question	1	

3. How long have you been a KAR member?				
Answer Options	Response Percent	Response Count		
Under 1 year	19.5%	26		
1-3 years	33.1%	44		
3-5 years	24.8%	33		
5-10 years	14.3%	19		
Over 10 years	8.3%	11		
		answered question	133	
		skipped question	2	

The second section of the survey focused on member preferences and participation; favorite running venues and most frequently raced distances. Running on the road emerged as the strong favorite in terms of venue, with 69.4% of responding members sharing this preference. The Half Marathon was the most popular distance with 44.4% participating in the half marathon most frequently, with 29.6% participating in the 5k most frequently.

5. Do you prefer running				
Answer Options	Response Percent	Response Count		
On the road	69.4%	93		
On a track	1.5%	2		
On the treadmill	2.2%	3		
On a trail	22.4%	30		
Other (please specify)	4.5%	6		
		answered question	134	
		skipped question	1	

6. What race distance do you participate in most frequently?				
Answer Options	Response Percent	Response Count		
5k	29.6%	40		
10k	9.6%	13		
15k	0.0%	0		
25k	0.0%	0		
Half Marathon	44.4%	60		
Marathon	11.1%	15		
Ultras all the way!	1.5%	2		
Other (please specify)	3.7%	5		
		answered question	135	
		skipped question	0	

The third section evaluated the importance of specific programs, events, and member benefits.

In the program and team activities rating section, some of these represented our own broad based programs (i.e. Club Championship Series) and training programs (i.e. Beyond), others represented organizations Kalamazoo Area Runners supports through team, sponsorship or other fundraising activities. Among broad based programs, training programs and team activities, our top scorer was the Beyond Half and Full Marathon Training Program with a 3.03. This section in particular had unusually low scores not necessarily due to the fact these options weren't important to KAR as an organization, but because of personal importance. A runner training for the 5k and 10k distance is more likely to rank Fast Track as important to them personally, while a runner training for the half or full marathon will rank Summer Safari and/or Beyond as higher.

In the events section, the Kalamazoo Marathon/Borgess Run for the Health of It was the strong frontrunner in terms of personal importance with a 3.88. The Kalamazoo Klassic was second with a 3.17, and Winter Blast Half Marathon & 5k third with a 3.11. Scoring unusually low with a 2.03 was the Children's Easter Egg Hunt Run, which attracts 500+ children each year. The lower ranking among members along with high participation indicates this event has a strong community out-reach impact.

Among membership benefits, the ability to connect with other runners scored highest with a 4.01, followed by local race discounts. The ability to connect with other runners can take many forms, and can occur through training programs, group runs, events or our social media platforms. Local race discounts scored second highest with a 3.81 and regional half/full marathon discounts scored third with 3.49.

7. Please evaluate the following programs and team activities as to their level of importance to you personally based on the following scale.

Answer Options	Not Important	Somewhat Important	Important	Very Important	Critical	N/A	Rating Average	Response Count
Club Championship Series	52	33	22	12	6	8	2.10	133
Runner Recognition Program	55	31	27	9	2	6	1.97	130
Beyond Half and Full Marathon Training Program	26	20	26	26	25	10	3.03	133
Summer Safari Half and Full Marathon Training	30	28	25	27	15	9	2.75	134
Greater Kalamazoo Girls on the Run	24	22	33	33	16	5	2.96	133
Fast Track 5k and 10k Training Program	34	26	38	18	8	10	2.52	134
Indoor Track Workouts at WMU	42	29	20	26	8	7	2.43	132
Susan G. Komen Foundation Race for the Cure	45	33	25	14	5	12	2.19	134
American Cancer Society Relay for Life Fundraising	41	33	26	18	4	12	2.27	134
Competitive Racing Teams in Local Events (ex.	45	30	20	20	10	8	2.36	133
<i>answered question</i>								135
<i>skipped question</i>								0

8. Please evaluate the following events as to their level of importance to you personally based on the following scale.

Answer Options	Not Important	Somewhat Important	Important	Very Important	Critical	N/A	Rating Average	Response Count
Portage Winter Blast Half Marathon, 10k & 5k	16	24	34	40	15	5	3.11	134
The Kalamazoo Klassic	13	18	45	38	14	5	3.17	133
Kal-Haven 33.5 Mile Ultra Trail Run and Relay	30	30	30	22	8	10	2.57	130
Thanksgiving Day Turkey Trot Time Prediction 5k	34	34	34	21	4	6	2.43	133
Run Through the Lights	24	36	39	22	8	5	2.64	134
Kalamazoo Marathon / Borgess Run for the Health	3	9	31	44	43	2	3.88	132
YMCA Healthy Kids Day Run	37	30	31	18	4	13	2.35	133
Children's Easter Egg Hunt Run	49	32	24	13	1	12	2.03	131
Jack-o-Lantern 5k and 10k Trail Run	35	34	34	15	6	6	2.38	130
Member Reception Runs	46	38	23	17	4	4	2.18	132
KAR Annual Banquet	46	39	20	16	4	6	2.14	131
Club Championship Series Awards Celebration	47	36	18	16	5	7	2.15	129
<i>answered question</i>								135
<i>skipped question</i>								0

9. Please evaluate the following member benefits as to their level of importance to you personally based on the following scale.

Answer Options	Not Important	Somewhat Important	Important	Very Important	Critical	N/A	Rating Average	Response Count
Regional Marathon / Half Marathon Discounts (ex.	12	10	40	37	30	4	3.49	133
Service Provider & Merchant Discounts	10	28	40	40	17	0	3.19	135
Local Race Discounts	4	10	33	48	39	0	3.81	134
Ability to connect with other runners	0	10	35	33	56	0	4.01	134
KAR hosted mid-week group runs (ex. Portage	19	36	32	32	16	0	2.93	135
KAR Rundown Newsletter	9	25	51	35	13	0	3.14	133
KAR Facebook Group	26	14	37	40	13	2	3.00	132
KAR Facebook Page (new in 2015)	25	21	33	38	12	4	2.93	133
KAR Website	6	22	45	37	22	2	3.36	134
Member News / Race Results	12	32	35	35	13	3	3.04	130
Membership in Road Runners Clubs of America	41	30	33	18	3	6	2.30	131
KAR Apparel Program	39	47	29	12	1	4	2.13	132
KAR tent at local races for members to meet and/or	17	18	43	33	21	2	3.17	134
Volunteer Opportunities	18	24	46	29	10	5	2.91	132
<i>answered question</i>								135
<i>skipped question</i>								0

10. Please evaluate the following ideas for additional KAR programs that could be implemented as to their level of importance to you personally.

Answer Options	Not Important	Somewhat Important	Important	Very Important	Critical	N/A	Rating Average	Response Count
Youth running programs	25	25	37	32	8	7	2.79	134
Guide runner matching services	25	30	43	20	2	14	2.53	134
Accessibility in races for individuals with disabilities	28	26	41	20	7	10	2.61	132
College scholarship program for student athletes	39	38	26	19	2	8	2.25	132
Training program scholarships	35	36	27	22	6	7	2.43	133
Coach training program	24	24	37	30	9	8	2.81	132
Race Director training program	36	27	28	23	8	11	2.51	133
Racing Team to compete in events across the	41	25	29	17	9	12	2.40	133
Other (please specify)								2
<i>answered question</i>								135
<i>skipped question</i>								0

The final question focused on future opportunities. These are activities other RRCA running clubs sometimes engage in, that are currently not offered by Kalamazoo Area Runners. Scoring highest in terms of personal importance was a coaches training program, with a close second youth running programs. Accessibility in races for individuals with disabilities was third.

In next month's edition of *The Rundown*, we will share the results of our visionary survey, as well as the recommendations developed as a result of your valuable feedback. We appreciate your continued feedback via our surveys as we evaluate current and future events, programs and member benefits, and establish our collective vision for the future.

Bonnie Sexton is KAR Board President and has served on the leadership team since 2004. She is married with three children, an avid runner, event and training program founder and organizer, served as a HS XC Coach for three years and is an HR and Community Relations Director for a Kalamazoo non-profit organization. In addition to authoring articles for The Rundown, her publications have appeared in Michigan Runner Magazine.



Executive Director Report—Annual Campaign Update

By Joy Mills



The Executive Team of the Kalamazoo Area Runners closed out 2015 by holding its first annual fundraising campaign, “Footprints on the Community.” Through that campaign we raised \$1,670 to help us fulfill our mission to promote running as a source of physical, social and spiritual wellness while enhancing the quality of life in the community. During the same time period, an additional \$590 in donations were received through the RunSignUp registration system. As we celebrate the results of this first campaign, we wish to again express our gratitude to everyone that contributed to its success as the Kalamazoo Area Runners continues support our membership, events and programs. Thank you!

Annual Campaign donations are used to support the stability of our organization during a period of tremendous growth and change, while helping to build the infrastructure needed in order to further transition the Kalamazoo Area Runners to a staffed organization.

The 2015 Annual Campaign may be over, but you can continue to leave “Footprints on the Community” throughout the coming year. Financial contributions to the Kalamazoo Area Runners are always accepted through the [donations page on our website](#). While there, be sure to check out the stories of Kathy Alizo, Deb Kloosterman and Brian Schwartz, as well as the infographic created by our Director of Graphic and Web Design Brian Hunt. Donations can also be added to event and program registrations and membership renewals when utilizing the RunSignUp system.

You can inspire families to embrace a healthy lifestyle by making a gift to the Kalamazoo Area Runners at anytime during the year. Change a life today! Thank you for making a difference in our community by growing running for all!

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Just Another Runner's Perspective: Pick Your Passion Pick Your Poison

*"Spring passes and one remembers one's innocence.
Summer passes and one remembers one's exuberance.
Autumn passes and one remembers one's reverence.
Winter passes and one remembers one's perseverance."
--Yoko Ono*

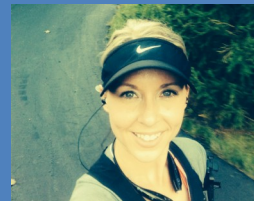
December 14, 2015: Changing into my running clothes for my afternoon run after work went a little quicker today than for most December runs. Today's run would not require running tights, extra layers on top, a stocking cap or gloves. I slipped on a pair of shorts, pulled a technical long sleeve shirt over my head, slid my feet into my Sauconys and stepped foot out the door in record December time. The temperature was a balmy 51 degrees, not bad for a few weeks prior to Christmas. Although warm enough for this time of year, I enjoyed a pleasant run two days earlier with even higher temperatures as the heat index climbed into the 60s. Although November and December of 2015 had given us shades of hope for a mild winter, Jack Frost did make his presence known in West Michigan with a winter carnival, covering the earth's surface with a wet and heavy 12 inches a week prior to Thanksgiving. This fresh blanket of white had all but disappeared before Thanksgiving however. The season's first snowstorm was an afterthought today as I ran due west towards Ott Preserve this mid December Monday afternoon. A spring like heavy shower made things a bit uncomfortable but a mile in it seemed like poetic injustice when Cold November Rain, a familiar Guns and Roses ballad, popped up on my playlist. This December monsoon was anything but cold. The hour workout put in this day provided an extra dose of a runner's high as I marveled at the truly unseasonable weather conditions of the day. Perhaps what catapulted me over the edge into a state of intoxication the most was the breathtaking view that exploded through the sky as the precipitation stopped on a dime, sunshine invaded Battle Creek, and a double rainbow led me back to my destination for my final mile of the day. Was this really December?



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To the non-runner, it would seem that running would become relentlessly stale rather quickly. Our sport after all is as repetitive of an activity as most. As a non-running buddy once told me. "If you can figure out the pattern of left foot, right foot, left foot, right foot then you can run" Perhaps what is the saving grace for runners is that if you enjoy the outdoors, you can run in a variety of conditions. If your schedule is booked, you can rise early and run in the still darkness of the early morning. Some prefer breaking up the day with a lunchtime run. Others end their day religiously with a cardio boost. Depending on time commitments, you can mix it up day to day or week to week. Time of day however is only one variable when it comes to running. Those who reside in a region with four seasons are blessed with the luxury of experiencing running in a variety of outdoor conditions. With this variety one must ask, which season is the best to run in?

I would argue without hesitation that autumn is the season built for runners. Cool crisp mornings unfold into glorious sunny skies and mild temperatures. The humidity associated with zapping the energy reserves of the best of athletes is no longer an issue. If the endless afternoons of sunny skies and temperatures approaching 70 degrees becomes drab and dull, don't fret, as Mother Nature will give us a glimpse of what she has in store for us in just a few short months with cool winds that seem to find their way down the nape of one's running jacket. Autumn provides as much change in weather conditions as any season while also transforming the landscape in a short period of time. The season begins with full green foliage providing a thick canopy, moving quickly to a multi colored covering and changing again as the skies abruptly open up into full view as rain and cold winds transition the leaves from sky to ground. There is nothing better than running in October.

Although autumn is full of its own glory, winter can provide ideal conditions for running as well. Winter sometimes gets a bad rap with its relentlessness in dishing out some brutal conditions for activities involving the outdoors. In my early years of running I would embrace these harsh elements but the tide has changed. As a runner I love nature and what it offers but icy roads, bitter winds, and arctic temperatures sometimes make the treadmill a more logical choice for me. This is not to say that I despise everything about winter. There is nothing more peaceful and soothing to the soul than a run through a wonderland of white with snowflakes floating from the heavens and the crunch of each footfall on a fresh layer of powder. There is something about running on a soft white carpet with a flurry of flakes keeping pace stride for stride that draws one back to their inner child. Winter is a time when cabin fever becomes contagious. As cozy and comforting as the confines of the couch are with the orange glow and crackle that comes from the fireplace, one can hide inside for only so long. Running can provide the perfect antidote for cabin fever in the middle of a January weekend. As

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mesmerizing as winter's glory is, four or five weeks a year would be plenty.

Fall and winter have their own characteristics that break up the monotony of running's repetitive action but the other two seasons can bring life to the runner's palate in their own way. Winter can test the patience of any true outdoorsman. Spring has a way of offering much needed relief for those who have had enough of the mountains of white, short days and long nights and bone chilling temperatures. Spring breathes in us new life and can provide all the motivation needed for those runners chomping at the bit for the true racing season to begin. What better way to become reacquainted with wildlife that has moved south or just hunkered down the past four months than on a run through a wooded path. Periods of rain seem to wash away the dirt that comes from thawing snow combined with layers of salt scattered on our roads through the winter months. Lush green hues begin to reappear as buds turn into leaves providing nature's canopy once again. Running tights are replaced with shorts. Jackets are pushed to the back of closets with single layer long sleeve shirts, eventually turning to short sleeve versions. Stocking caps and gloves are placed back into storage for another nine months. Nature provides us with longer hours of daylight to enjoy our sport. Flowers begin to bloom and the vibrant fragrances associated with spring plant growth become common again. Spring is a great time to run. What comes next isn't half bad either.

Local five and ten kilometer races can be found close to home most any Saturday. Summer seems be an open invitation to run. Long lazy afternoons with day trips are a common thread. Week long vacations to destinations visited annually or to uncharted areas can provide the perfect opportunity to discover unfamiliar areas on foot while running. Many prefer to beat the heat and get out early in the morning or late in the evening but any time of the day suits me. As a teacher, summers provide the most flexibility for me as a runner. If I decide to run at one in the afternoon my calendar is usually free. If I want to rise early, get in a little cardio and follow it up with a nap this option is usually open as well. For the marathon runner, summer requires a great deal of accountability but if you are up to the challenge, the excitement of a fall marathon begins to mount during the dog days as long runs are completed on the weekend mornings followed by afternoons recovering at poolside or on a sandy beach. If your mind and body can get beyond some of running's toughest conditions with Michigan's heat and humidity, running has the potential of being one of life's purist and most simple of activities to enjoy in the midst of one of our region's most popular seasons. Summer has always been a time to enjoy my lazy, care-free side and there is no better way to compliment this than with a run when the mood strikes.

I have always considered autumn my favorite time of year to run

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but when it comes down to it, picking one season over another is difficult. All four seasons offer ideal attributes for runners to enjoy while also claiming some of running's most undesirable conditions. I suppose that sunny skies, light breezes and temperatures in the 60s and 70s would be a dream for every day of the year as a runner, but wouldn't I grow tired of this in due time? During the harsh days of January I would give anything for a few days in Florida to make my miles less burdensome. In the midst of summer's plight with a broken record of thick air and the sun's oppressive burning rays, I long for a few days to run along Lake Superior's coastline with its cool summer breezes. There are days when Mother Nature makes running difficult at best but one must weather the storm. When things grow stagnant or even miserable all I have to do is simply wait for Mother Nature to mix it up. The hot sunny days of July, the pristine white pathways of December, the reds and yellows of October's chilly skies and the lush green shades that come with April showers are what make living and running in West Michigan a paradise of nature's diversity. As predictable and steady as nature can sometimes seem, we are offered rare treats when we least expect it. The monsoon and double rainbow this past December 14 is a reminder that although we can come to anticipate the ups and downs of each season, spring may give us a day of winter or autumn a day of summer. There is no better way that I can think of to enjoy the predictable and not so predictable qualities of each season than on the run.

KEEP RUNNING!!

Until next time, this has been just another runner's perspective.



Gale Fischer has been running since 1997, is married with two children and is a long time member of Kalamazoo Area Runners. Gale served on the Board of the Battle Creek Road Runners before merging with Kalamazoo Area Runners, and is an avid runner, author and educator from Battle Creek. His philosophical publications have appeared in Marathon and Beyond, the Lansing City Pulse and Michigan Runner.

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Featured Member—Scott Struck Miles of Stories



*"In this time of 'information overload', people do not need more information. They want a story they can relate to."
— Maarten Schäfer*

What each of us appreciates most about running can vary from individual to individual. As we pass through different seasons of our lives our perception about what aspects of running are most important to us may change. Like anything in life we are not necessarily locked into one particular line of thought. During any given race or run we may come to appreciate many of the nuances that come with our sport. Typically we come to appreciate one aspect of running over others for a given period of time. The thrill of competition, the endorphin rush, the stress relief and the sense of belonging to a community that can raise each of us to new heights are all common themes that center around what we like most about our sport. Just as in other facets of our lives stories are created that will be talked about for years to come with smiles, laughter and tears. This month's featured runner, Scott Struck enjoys this aspect of running more than any other at this juncture in his running journey. Moments shared and experiences had during training runs and races with his running partners are common topics of conversation during future partner and group runs. These experiences may be isolated events but the lasting memories that each creates is etched in stone and re-created during conversations for miles to come.

KAR Discount Sponsors

Unless otherwise indicated, please use the 2014 KAR discount code when purchasing merchandise or services from discount sponsors.

Gazelle Sports

2016 Information coming soon!



Healing Moments Massage

2016 Information coming soon!



Prater Chiropractic

2016 Information coming soon!



BORGESS HEALTH AND FITNESS CENTER

2016 Information coming soon!



Scott began running in college but slipped out of it for an extended period of time as father-hood took over. *"I started running in college but then took a break for many years when I went to grad school and eventually started a family. I ran off and on during that time but wasn't very consistent. I have always enjoyed the challenge of running but wasn't really able to regularly afford the time until our kids were older. I have been running and racing now pretty consistently for about the last 11 years and have participated in about 110 timed, competitive events."*

Scott's idea of what makes running special swung in different directions throughout the years. He has embraced different aspects of our sport during different periods of time. *"What I like most about running has changed from when I first began as a college student. It has varied greatly over the years. Initially, my drive was simply to complete a few miles, but eventually that grew and I progressed to doing longer and longer races. Now that I have been at it a while, the accomplishment of achieving a great finishing time isn't nearly as important as having a fun story to tell about the social aspects of the particular event...such as: "...remember the time we got lost at the Huff and ended up 5 miles off course?" Or how about: "...remember the time we paced the Winterblast and ran with that gal in the down trench coat? The stories are way more fun than the fleeting memory of PR! Whoop do doo, so you ran a 1:xx half, but did you have FUN and enjoy a little mayhem along the way?"*

With that being said one would find it difficult to believe that there are those traits of running that Scott does not embrace. When posed the question, "What do you like least about running" Scott's response was as follows. *"Having to buy new shoes all the time when you are racking up lots of training miles for a big race. Oh yeah, and I don't like having to pick off burrs stuck all over you if you are running trails and wipe out into a bush or run through some gnarly part of the trail."*

Scott considers Anton Krupicka to be his running mentor. *"I really don't have a mentor per se, but I really like Anton Krupicka's gate and overall attitude. I want to run half as smoothly as he does!"* Trail running legend, Scot Jurek is his running inspiration. *"Scott Jurek sounds like an interesting guy. I'd like to meet him some day and try to keep up for a few miles. I'm sure I could learn tons from just a short run with him!"*

Scott's advice for fellow runners involves reflection and evaluation. *"Figure out what your "Why?" is for running and then go after it! For me it's more and more about the social aspects of running and having fun. Make friends with as many runners as you can. Runners are great people! Oh, and one more tidbit*

Continued...

KALAMAZOO ATHLETIC WELLNESS

Kalamazoo Athletic Wellness is a sports specific massage and personal training facility. Kalamazoo Athletic Wellness specializes in sports massage, one-on-one strength training, and injury prevention/recovery. They offer a full postural and gait analysis as part of your initial consultation for no additional cost. You can use their convenient online scheduling at www.kzooathleticwellness.com or call 269-459-6469 to schedule. KAR members receive \$10 of any services of an hour or longer. Cannot be combined with other discount offers.



BATTLE CREEK YMCA

2016 Information coming soon!



CENTERING YOGA—BATTLE CREEK

Centering Yoga is Battle Creek's first and only dedicated yoga studio offering Basic, Gentle, Restorative, All Level Flow, Hot, Stand Up Board and Core Power Yoga. Located at 1279 W. Columbia Avenue, Centering Yoga is offering members of the Kalamazoo Area Runners a two week trial of unlimited yoga classes for \$25, as well as 10% off a 10 pack of classes. Please register for classes at the [Centering Yoga website](#) and use the standard four digit KAR code to receive the member discount.



of advice, if you get a pebble in your shoe, stop right away and get it out!"

Scott has made many friendships through the sport of running outside of his immediate family but his wife and kids play an important role in his active lifestyle. *"I bike with my wife Anita, run with my daughter Sam, and ski/snowboard with my son Chris."* In fact Scott's most memorable moment as a runner comes from an experience that he had with his daughter. *"I had the wonderful opportunity to run and hike on the Tahoe Rim Trail, and part of the Western States course at Squaw Valley, with my daughter Sam. We have some amazing and unforgettable memories from that trip!"* I would imagine that there are some stories Scott could tell as from the time he and Sam spent out west running.

Scott has many goals for his short term and long term future as a runner. *"Teresa Fulcomer and I hope to pace the Winterblast Half Marathon again this coming winter. Next year, maybe I'll try the 100k at Woodstock (I ran the 50 miler this year and loved it). My long term dream goal would be to run rim to rim to rim at the Grand Canyon (but not all in 24 hours), or perhaps the Lake Tahoe Midnight Express Ultra 72 mile race."*

When it comes to race distance preferences Scott is a long distance guru. *"Generally I like races in the half marathon to 50k range. I really prefer trails, but road races are great to. I like unusual races that have a unique theme or really good swag. If you promise me some cool jacket, a hat, a pint glass, or some sort of other weird trinket, I'll probably run your race!"*

By race performance standards success in running comes with a price. Miles must be run and hours of time spent in preparation. Although race goals may not equate to speed, running distances of 13 to 100 miles requires commitment in terms of time and work. The endless miles spent training for Scott are indeed a labor of love. Age group awards and PRs are not what drives Scott to keep in shape. For Scott the payday involves the stories that are created during each and every run. Keep running Scott. The stories will follow.

Everyone has a story. Stay tuned next month for another runner's story.

continued...

BRONSON ATHLETIC CLUB

The Bronson Athletic Club is offering KAR members a the following:

- \$100 initiation fee (new members)
- Free equipment orientation
- Free Wellness Assessment with a personal trainer (membership not required)
- Free Pilates Reformer Class

For more information on joining, contact membership at 544-3200 or stop by and mention KAR and the member discount code.



NEW PERKS! TJ SNYDER MASSAGE OF NV SALON

2016 Information coming soon!



SPIRIT RACING

Spirit Racing is offering KAR members discounts on all of its 2016 events. Discounts range from \$20 for adult triathlon relays, \$10 for adult individual triathlons, and \$5.00 for the remaining events and kids triathlons.

Visit www.spiritracing.us to learn more about Spirit Racing and to register for 2016 events, using the 2016 KAR discount code.



KAR Membership Race Discounts

KAR Members are eligible for many local and regional events. Please contact our Executive Director, **Joy Mills**, at joy.mills@kalamazooarearunners.org if you need a KAR membership discount code for an upcoming race, training program or participating merchant or service provider. The Board has transitioned this responsibility to staff effective immediately. Below are upcoming events and programs offering KAR members a discount:

[Groundhog Marathon](#)—Grand Rapids, MI

February 6, 2016

10% discount

[KAR's Winter Blast Half Marathon, 10k & 5k](#)—Portage, MI

February 28, 2016

\$10 discount half marathon, \$5 discount 5k/10k

[Rock CF Rivers Half Marathon](#)—Grosse Ile, MI

March 20, 2016

\$5 discount

[Ann Arbor Marathon & Half Marathon](#)—Ann Arbor, MI

April 3, 2016

10% discount

[Horsetooth Half Marathon](#)—Fort Collins, CO

April 17, 2016

\$10 discount

[Kal-Haven Trail Run](#)—Kalamazoo, MI

April 9, 2016

\$10 solo event discount, \$5 relay event discount

[Wisconsin Marathon & Half Marathon](#) - Kenosha, WI

May 7, 2016

\$5 discount

[Fifth Third River Bank Run](#)—Grand Rapids, MI

May 14, 2016

\$5 off any event (25k, 25k Relay, 10k, 5k Run and 5k Walk)

[Sunburst Races](#)—South Bend, IN

June 4, 2016

\$6 off any event (5k, 10k, Half Marathon, Marathon)

[Charlevoix Marathon & Half Marathon](#)—Charlevoix, MI

June 25, 2016—10th Year!

\$10 discount

continued...

AGILITY PHYSICAL THERAPY

KAR members receive \$10 off specialty services at Agility Physical Therapy and Sports Performance including:

- Gait Analysis
 - Lactate threshold testing for heart rate monitor training
 - Biomechanical evaluation for orthotic recommendations
 - Lower quarter screen for proper posture and bike fit
 - Comprehensive musculoskeletal assessment and sport specific training program
- S2P.E.A.K plyometric jump training program for performance enhancement and knee injury prevention.

Visit www.agilitysportsmedicine.com for locations and contact information.



PEDAL BICYCLE

Pedal Bicycle, located at 611 West Michigan Avenue, Kalamazoo offers members of Kalamazoo Area Runners a 15% discount on accessories and apparel and preferred pricing on new bicycles. For more information and store hours visit <http://pedalbicycle.com/>. Provide the 2015 KAR discount code to receive the discount.



DOWN DOG YOGA CENTER

Down Dog Yoga, conveniently located in downtown Kalamazoo, is now offering members of KAR the following benefits:

One FREE yoga class each year of KAR membership (to be used on date of choice for any weekly drop-in class).

\$5 off a 5 Class Pack (normally \$75 - only \$70 for KAR members).

15% off Down Dog Yoga Center merchandise. For more information visit

www.downdoggyogacenter.com. Provide the 2015 discount code to receive discounts.



Hot Club News and Events



Feel Good February 5k Fun Run

Presented by Kalamazoo Area Runners



February 1, 2016

6:00 pm at Gazelle Sports
214 South Kalamazoo Mall, Kalamazoo, MI 49007
(Check in and Late Registration 5:30 – 6:00 pm)

Free of Charge

Attention prospective members, new members and long-time members! Kalamazoo Area Runners is pleased to host the Feel Good February 5k Fun Run on Monday, February 1, 2016 at 6:00pm at the Gazelle Sports (Late registration and check in from 5:30 - 6:00 pm). This is a casual fun run and social event sponsored by the Kalamazoo Area Runners and will follow a course throughout downtown Kalamazoo. Refreshments and door prizes immediately following at Gazelle Sports. Participants are welcome to stay for the KAR Board Meeting beginning at 7:30 pm. Registration is required. For more information contact Karen Christensen at karen.christensen@kalamazooarearunners.org.

[Register Online with RunSignUp!](#)

VOLUNTEERS NEEDED: We need two volunteers for set up and registration from 5:20-6:00 pm. Please contact [Karen.christensen@kalamazooarearunners.org](mailto:karen.christensen@kalamazooarearunners.org) if you can help out.



**KALAMAZOO
AREA RUNNERS**



Run Indoors With KAR

Are you tired of running outside in the cold and/or snow and ice? YES!
Then come run with the Kalamazoo Area Runners (KAR) on the indoor track at
Western Michigan University's Read Fieldhouse.

2016 Schedule

Date	Time	Day of the Week
December 20	6-10am	Sunday
January 3	6-10am	Sunday
January 10	6-10am	Sunday
January 19	5-7am	Tuesday
January 24	6-10am	Sunday
February 2	5-7am	Tuesday
February 14	6-10am	Sunday
February 16	5-7am	Tuesday
February 21	6-10am	Sunday

These runs will be FREE to all club members and \$5 for non-members.

Kalamazoo Area Runners Annual Membership Banquet
Wednesday, March 23, 2016
6:30 PM at the Fetzer Center, WMU
Guest Arrival and Check in from 6:15-6:30 PM

Guest Speaker, Daren Wendell of Activewater

About the Event

The 2016 Annual Banquet and Membership Meeting will be held Wednesday, March 23, 2016 at 6:30pm at Fetzer Center at WMU (registration and check in 6:15 - 6:30pm). The evening's events will be presented in two parts. Part I will begin with dinner provided by Fetzer Center Catering at 6:30pm and a presentation by our special guest speaker Daren Wendell of ActiveWater. Daren is a co-founder of Activewater and a graduate of Kentucky Christian University where he earned a Bachelor's degree in Youth and Family Ministries. An accomplished public speaker, Daren regularly shares about the global water and sanitation crisis at conferences, churches, youth groups, schools, and small businesses. Some of his athletic accomplishments and personal campaigns to raise money for safe water include walking 3,400 miles across the United States, cycling 4,400 miles from Oregon to Virginia, competing in several marathons and ironman events, swimming 50.6 non-stop miles across Lake Michigan in under 35 hours, and most recently, running 100 marathons in 100 days across the United States. Daren and his wife (Danielle) reside in Canton, Ohio and are currently writing a book from their many adventures. [For more information about Activewater, please visit their website.](#)



There is a charge (\$20 KAR Member Adult/\$25 Non-KAR Member Adult/\$10 Children age 3-10) for dinner and the presentation.

Part II will begin at 7:40pm and will include our Runner Recognition Awards, Volunteer Awards, Annual Business Meeting and Election and Door Prize Drawing. Part II attendance only is FREE of charge.

Pre-registration is required and closes at 5:00pm, Friday, March 18, 2016.

[REGISTER HERE!](#)

Kalamazoo Area Runners Fanwear Store – Check Out Our Updated Apparel Line!

Have you checked out the updated Kalamazoo Area Runners Fanwear from Gazelle Sports ? Short sleeve and long sleeve tech shirts, singlets, 1/2 zips and jackets by Nike are now available for purchase on the [Team Gazelle site!](#)



A couple of notes to help you navigate the new Fanwear site:

1. When you click on the link above, you will be taken to a page that says “Gazelle Sports Soccer” at the top. You are in the right place! Just choose the team name “KAR Fanwear” and continue.
2. The next step is to choose the player name “K Runners.”
3. Finally, check the box at the bottom of the terms page, and continue on to check out the new Nike options.



We hope that you will enjoy the new options, and look forward to seeing new KAR Fanwear at area events. Thank you to Leslie Scheffers for spearheading these changes!



Follow the Kalamazoo Area Runners on Social Media!



Follow us on Facebook®. Connect with each other, receive event and program updates and more! Click on the above icon and join the Kalamazoo Area Runners Facebook® Page. The KAR Facebook® page is a social media platform dedicated to the latest information on KAR organized, co-organized or sponsored events, programs and membership. KAR also maintains our Kalamazoo Area Runners and Kalamazoo Area Runners in Battle Creek Facebook Groups as a forum for KAR and running community discussion and posts. Invite your friends to "like" us and thank you for connecting with us on Facebook.

Next KAR Board Meeting is February 1, 2016

The next KAR Board Meeting is February 1, 2016 at 7:30pm at Gazelle Sports in Kalamazoo, following the Member Reception Run. As always, members are welcome to attend. For questions contact **Bonnie Sexton** at bonnie.sexton@kalamazoorearunners.org.

Community Events

Borgess Run Camp prepares for record participation as runners and walkers around Kalamazoo commit to good health.

Kalamazoo, Mich. – Registration is open for Borgess Run Camp, a 13-week training program for individuals who plan to run a half marathon, 10K or 5K this spring. The team-oriented camp begins February 6 at the Borgess Health & Fitness Center.

Camp organizers – the same people who organize the Kalamazoo Marathon and Borgess Run for the Health of It – expect as many as 1,200 participants. About 325 of those have already started training in an extended 21-week camp that features training for the May 8 Kalamazoo Marathon.

Borgess Run Camp is said to be the largest program of its type in the country. Although they're braced for large numbers, Camp Directors Cheryl Pickett, Janeen Docsa and Blaine Lam say the camp's popularity is based on attention to individual runners. The camp has 12 coaches, including physicians, and more than 120 trained team leaders.

"We've never cared about numbers other than from a logistical standpoint," says Lam. "Our focus has always been on creating a great experience for the individual runner. We create a supportive, team-focused, environment that can benefit runners at any level – even people looking to get into running for the first time."

Lam says Borgess Run Camp was created to make running accessible for people of all abilities and experience levels. "Campers are placed on teams with runners who best match their goals and pace. If you're a serious marathon runner looking to improve your time, we've got a team for you. And, if you've never run before, or are recovering from an injury, and just want to complete your first 5K, we've got a team for you."

Borgess Run Camp will host a one-hour orientation for people looking for more information about the camp. The Orientation will be held January 27 at the Borgess Lawrence Education Center at 6 p.m. It is free and open to the public. Reservations are not required.

Fee for the 13-week camp is \$75. Fees go up after January 27. When the 8:30 a.m. Saturday training sessions are full, online registration for that time slot will close and campers interested in training for the 5K and 10K will only be accepted into the 10:30 a.m. slot. For more information, or to sign up online, visit www.borgessruncamp.com or call 345-1913.



Join the Kalamazoo Area Runners as we support the Borgess Run For the Health Of It Team Competition on May 8th!

***Train Together!
Succeed Together!
Celebrate Together!***

That is what the Borgess Run For The Health Of It Team Competition is all about! If you are planning to participate in the Borgess Run For The Health of It Half Marathon, 10K or 5K on Sunday, May 8th we invite you and your friends to form a Kalamazoo Area Runners team!

How the Competition Works

Teams are made up of three to five people, with the top three finishers on your team scoring. Individual places are based on age and gender divisions. Each finishing place equals 1 point. So for instance, if your top three runners finished 3rd, 5th, and 8th in their respective divisions, the team score would be 16. Low score wins!

How to register

1. There is no additional team charge this year, just individual participant fees.
2. Running team members **MUST** register all at once with a single credit card.
3. To be recognized as a Kalamazoo Area Runners team, your team name must include “KAR” or “Kalamazoo Area Runners” in the title.

In addition to the awards available through the Borgess Run For The Health Of It Team Competition, all members of a KAR team will receive a KAR short sleeved technical shirt to wear on race day. Show your pride as a member of the Kalamazoo Area Runners and fill the ranks of runners in the Half Marathon, 10K and 5K with Team KAR pride!

Invite your friends and get registered today! If you would like to be partnered for with other members of KAR as part of a team, please email joy.mills@kalamazooarearunners.org.

To learn more about the Borgess Run For The Health Of It Team Competition and register for a team event visit <http://borgessrun.com/team-competition>.



2014 KAR Team Blue—Half Marathon Division Champions!

**FEB
27**



Coaches Training 9am - 12:30pm

Bring Let Me Run to your school! Let Me Run is a program for boys in 4th through 8th grade. Designed to inspire boys through the power of running to be themselves, to build healthy relationships, and to live an active lifestyle. Attend the FREE coaches training on February 27th, 9-12:30pm at the People's Church in Kalamazoo. Go to www.letmerun.org/coaches/training for more information.

MANDY@LETMERUN.ORG



letmerun.org

Take The Challenge!!!

The Michigan Fitness Foundation along with the [United Dairy Industry of Michigan \(UDIM\)](#) are encouraging Michiganders to engage in events promoting physical activity, health and wellness.

To participate in the Pure Michigan FITness Series Challenge, you must:

1. Sign up for the challenge using [RunSignUp](#)
2. Provide name, mailing address, email address and shirt size

This Event Endorsed by



You will receive a FIT point for every Pure Michigan FITness Series event you participate in, or volunteer for, over the course of 2016.

- **5 Points:** You're eligible for a trip up the Mackinac Bridge Tower (values at \$4500)
- **10 Points:** Receive a Pure Michigan FITness Series water bottle
- **15 Points:** Receive a Pure Michigan FITness Series medal
- **20 Points:** Receive a Pure Michigan FITness Series hoodie

The Pure Michigan FITness Series Challenge will send you an email quarterly with instructions to report your participation in the endorsed events.

Several KAR events are participating in the Pure Michigan FITness Challenge, including Winter Blast and the Kalamazoo Klassic. [For a complete listing of 2016 series participants, see the full event schedule!](#)

FREE

SPORTS INJURY WALK-IN CLINIC

KALAMAZOO AREA RUNNERS (KAR)

Meet Our Athletic Trainers



Jeff Willson, MS, ATC
Michigan Licensed. Certified
Athletic Trainer since 1978.



Heather Sjoquist, MS, ATC
Michigan Licensed. Certified
Athletic Trainer and Certified
Strength and Conditioning
Specialist since 2006.

Do you have an injury from running, exercising, or training for an upcoming race? We can help.

Visit Us on:

- Thursday, October 30, 2014
- Thursday, November 20, 2014
- Thursday, December 18, 2014

And, in 2015, the walk-in clinic will be held on the third Thursday of each month.

Time: 4:00 p.m. to 6:00 p.m.

Open to KAR members

Location:

Bronson Athletic Club

6789 Elm Valley Drive, Kalamazoo

On-Site Services:

- Athletes seen on a walk-in basis
- Evaluation of a sport or exercise-related injury
- Recommendations for exercise, stretching techniques, or use of other reconditioning methods
- Consultation with your personal trainer or coach
- If necessary, assistance with physician referrals

Questions?

Call **(269) 330-2747** or **(269) 808-0041**.

bronsonhealth.com/sportsinjuryclinics



Kalamazoo Area Runners Group Runs and Training Programs



Connect with other runners through local group runs and training programs! Our comprehensive group run listing features KAR organized as well as other community training programs and group runs in the greater Kalamazoo/Portage/Battle Creek area. For more information, contact the individual(s) indicated on each run/program. Updates or corrections may be sent to Joy Mills at joy.mills@kalamazooarearunners.org. Check it out at <http://kalamazooarearunners.org/events-and-programs/traning/group-runs/>.

Kalamazoo Area Runners (KAR) hosts six organized group runs throughout Greater Kalamazoo, Portage and Battle Creek, with Gazelle Sports offering an additional two. These runs are all free of charge. Runners interested in attending KAR group runs should email the designated contact(s) to request to be added to the distribution. The provision of hydration, distances and meeting locations sometimes vary and more detailed information is provided via the individual distributions.

Kalamazoo/Portage

Kalamazoo Area Runners (KAR) Wednesday Night Runs at Borgess Health and Fitness Center

Wednesday evenings at 6:00pm at Borgess Health and Fitness Center for runs of various distances. Contact **Brent Yager** at brent.yager@kalamazooarearunners.org for more information and to be added to the distribution. All paces are welcome. Bring your own hydration unless otherwise specified

Kalamazoo Area Runners (KAR) Wednesday Night Runs at Portage YMCA

Wednesday evenings at 6:00 pm at the Portage YMCA for runs of a variety of distances. Please park and meet by the A-frame building. Contact **Scott Everett** at scott.everett@kalamazooarearunners.org to be added to the email distribution and/or for more information. Locations sometimes vary. Hydration is dropped and all paces are welcome.

Kalamazoo Area Runners (KAR) Thursday Night Runs - Portage YMCA—On Hiatus
Thursday evening runs from the Portage YMCA are on hiatus until further notice. Contact **Mandee Kerns** at Mandee.Kerns@kalamazooarearunners.org, or **Laura Sandahl** at Laura.Sandahl@kalamazooarearunners.org. to be added to the email distribution and/or for more information.

Thursday Evening Runs – Richland Community Library (8951 Park Street, Richland).
Thursday evenings at 6:00 pm at the Richland Community Library for a variety of distances. Contact Michael Hutchinson at michael.hutchinson@kalamazooarearunners.org or Cindy Schnotala at cindy.schnotala@kalamazooarearunners.org to be added to the email distribution and/or for more information. Please bring your own hydration.

The Urban Herd

FREE runs on Wednesday nights, 6pm at Gazelle Sports. 2-8 mile fun runs; you choose your distance. No need to register—just come when you can and join anytime. For more information, contact Tim Martin at tmartin@gazellesports.com.

The Dirty Herd

FREE trail runs on Sunday mornings at 8:00am at Al Sabo Preserve. 2-8 mile fun runs you choose your distance. No need to register—just come when you can and join anytime. For more information, contact Tim Martin at tmartin@gazellesports.com.

Battle Creek Kalamazoo Area Runners (KAR) Tuesday Nights from Riverside Park
Tuesday evening runs from St. Mark's Church (corner of Capital SW and Minges), Battle Creek, MI. Meet at 5:45 pm; depart at 6pm. All paces welcome. Please bring your own hydration. For more information contact **Michael Couey** at michael.couey@kalamazooarearunners.org.

Battle Creek Kalamazoo Area Runners (KAR) Battle Creek Sunday Runs – Battle Creek YMCA

The Sunday group runs in Battle Creek meet at 7:30am in the Battle Creek YMCA lobby. Distance is approximately 6 miles, all paces welcome. Please bring your own hydration. For more information or to be added to the distribution, contact **Matthew Santner** at matt.santner@kalamazooarearunners.org or Eric Campbell at eric.campbell@kalamazooarearunners.org.

Club Member Corner

New Member Welcome

As of the end of December, the Kalamazoo Area Runners had 1552 members. This represents 10.3% growth since December 2015. Please join the Kalamazoo Area Runners Executive Board as we extend a warm welcome to the newest members of our running family.

Todd	Buchanan
Steve	Abbott
Makayla	Allen
Sheila	Allen
Jason	Allen
Audrey	Andrews
Jeffrey	Baas
Hanane	Bachimi
Jon	Bale
Leslie	Ballentine
Maria	Barros
Corey	Beggs
Erin	Belen
Angela	Bell
Daniel	Bell
Landon	Bell
Levi	Bell
Shannon	Birkhold
Ajay	Bleier
Adam	Brody
Mary Jo	Brown
Joe	Cardenas
Cathy	Cheron
Avery	Coleman
Lauryn	Coleman
Liz	Coleman
Dawn	Couch
Angie	Crouch
Jim	Curry
Sheila	Cutshall
Rachael	Deneau
Jamie	Dougherty
Patrick	Dougherty
Amber	Edson
Matt	Eib
Rebeca	Evens
Don	Ewert
Sharon	Fielder
Bonnie	Fleckenstein
Jennifer	Foote
Joshua	Foote
Mandi	Franco
Angela	Franks

Brad	Franks
Joseph	Franks
Kevin	Franks
Zachary	Franks
Sandy	Frederick
Artis	Freye
Sandi	Fritz
Kasey	Fuller
Anne	Giorio
Judy	Gipper
Lisa	Graham-Bleier
Doug	Gucich
Rosie	Hall
Margaret	Hamlett
Denise	Hartsough
John	Hayes
Greg	Hensen
Carolee	Hinton
Brandon	Hoggard
Julianna	Hoggard
Karyn	Hoggard
Aidan	Huber
Heather	Huber
Mike	Huber
Joe	Hulsebus
Lana	Hulsebus
Tami	Idzkowski
Marlena	Jackson
Abigail	Jasiak
Eric	Jasiak
Lisa	Jasiak
Brandon	Jeannot
Gary	Jessel
Jim	Justice
LuAnne	Justice
Sara	Kaliszak
Amy	Kartch
Amy	Kavanaugh
Caitlin	Klask
MaryLyn	
n	Klemett
Jamie	Kneeshaw
Rosie	Kovac
Jacob	Lemon

Sue Lennan
Suzanne Liddell
Stephanie Mattox
Laura McDonald
Jodi McIntyre
Marilyn McKenna
Regina Miller
Madison Moore
Scott Motson
Carrie Muessig
Derek Noid
Henry Odza
Jackie Odza
Kelly Pasch
Henry Plachcinski
Anne Puente
Leander Rabe
Steve T Rice
Kelly Richter
Claudia Ring
Dawn Roberts
Marie Salvato
Janet Schauer
Sheri Schmidt
Tom Schwab
Joe Shepherd
Missy Shepherd
Saman-
tha Simpson
Kristen Smith
Kim Solvik
Carolyn Stiles
Spencer Stiles
Sheri Stricker
Andis Svikis
David Talsma
Christina Thomason
Luke Thomason
Linda L Thompson
Lauren Torres
KEVIN ULRICH
Roberta VanZile
Ashley Vaughn

Danielle Vaughn
Jez Vedula-Cardenas
Alisa Ventrone
Adam Wade
Becca Ward
Jay Wardell
Elsisa Watkins
Amanda Wehner
Sarah Willey
Laura Wilson
Jessica Wise
Jennifer Young
Victoria Zerbe

Kalamazoo Area Runners does not endorse any specific political or religious viewpoint of partners, sponsors, and benefiting or otherwise listed organizations.