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# The Rundown



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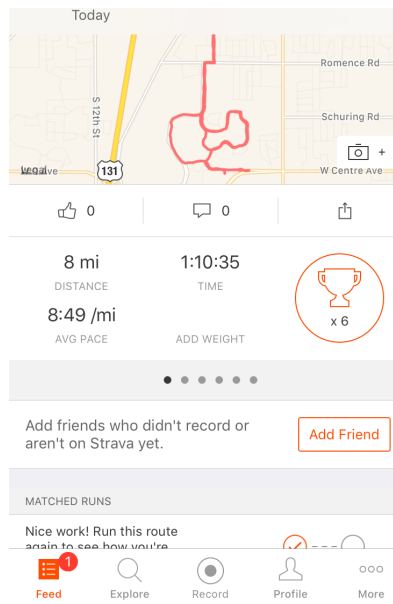
NOV/DEC 2017

*"Fast running isn't forced. You have to relax and let the run come out of you". – Desiree Linden*

## How Technology Transformed Running

### By Bonnie Sexton

As the holiday season approaches, runners often include the latest running gadgets on their wish list. Over the past decade, advances in technology have rapidly changed the sport through platforms and devices impacting race management, performance tracking and feedback, heart rate monitoring, social connections, the customization of training plans, charity running and more.



I will be the first to admit I am one of the last individuals on the planet who has the hi-tech expertise necessary to write an article about running technology. I confess to being "that girl" who knows just enough to get by and survive the rapid acceleration of technological advancement. It is not for lack of desire to stay abreast of the latest change; like most people, it is a matter of time available to tinker with the vast universe of technology available to athletes. Even for those professionals engaged in technological development, change is constant; it is the new norm required to stay relevant in today's dynamic environment.

My petite Garmin Forerunner 35 measures distance, pace, splits, steps, heart rate, (through its infrared technology), calories and just about everything else one could possibly need. There wasn't a need to pair my IOS device with Garmin Connect... that is right away.

When the Kalamazoo Area Runners (KAR) board approved a Strava ([www.strava.com](http://www.strava.com)) account for our organization (thanks to KAR member Jon Mathiesen), it was time to finally take the plunge. I was able to pair my Garmin with my iPhone and then figure out how to link Garmin Connect with Strava.

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**Amanda Knapp**



**Kerri Langdon**

Downloading and connecting both apps proved to be fairly intuitive and I was proud of getting as far as I did without assistance from my technology savvy Millennial and Generation Z offspring. Once my Garmin was paired to my iPhone, Strava automatically began to post runs from my Garmin history and I started receiving “Kudos” from fellow runners. My Garmin started going off constantly with Strava followers, Instagram, Twitter, breaking news and phone calls. I knew Apple Watch had the capability to do all this (and more), but didn’t know this level of functionality was built into my Garmin.

My first official “Strava” run was an 8 mile run from the Portage YMCA. As soon as I finished the “activity” Strava immediately notified me to view my run, and there it was, posted for all my connections to see; distance, average pace, splits, a map of my route, an elevation chart and total time.

It was motivational to connect with and see the runs completed by other runners and to be able to share kudos. It was interesting to see how many were out on the roads the same time I was and where they were running and it was comforting to learn I wasn’t the only one who preferred to sleep in during the off season.

When it comes to devices, the icing on the technology cake was when I went for a run with another KAR member, who was heart rate training and needed to stay within a prescribed range. A message popped up on my Garmin asking me if I wanted to add the heart rate sensor and I responded “yes.” What I didn’t know was that the sensor it wanted me to add was that of the device of my training partner and it took a few miles to realize that our heart rates truly weren’t exactly the same—we were both viewing her heart rate on our devices and running within her aerobic training zone.

Personal feedback and tracking isn’t the only area technology has had a dramatic impact. Training programs have been transformed by technology and algorithms programmed into cloud based platforms have the capability to generate personalized training plans. The Lydiard™ Foundation Training Program uses Running Wizard ([www.runningwizard.com](http://www.runningwizard.com)) to accomplish this.

When an athlete purchases a plan through Running Wizard, they answer a series of questions such as resting heart rate, recent race time, how long they can comfortably run, how many days they wish to train a week, target race, etc. The system then uses algorithms to generate a personalized training plan, complete with day by day workouts that display ranges of time, pace, distance and heart rate. The plan also has workout descriptions and runners receive daily email reminders describing their workouts.

The plan generated by Running Wizard can be downloaded into yet another program, Final Surge. In Final Surge, athletes can log data for each of their workouts and the app can sync to Strava and Garmin Connect. In addition, coaches can view the workouts and communicate with their athletes.



**Kristen Mansfield**



**Carrie Mortlock**



**Scott Struck**



**Elizabeth Vandenheede**

Constantly evolving registration, timing and results platforms have drastically changed the world of race management. In 2002, when I returned to running, chip timing had already made its debut, phasing out manual tear tag and popsicle stick timing. Chips were replaced by disposable D-tags, and D-tags by B-tags, the technology we enjoy today.

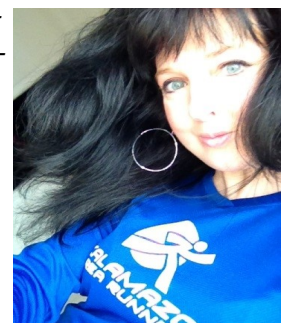
RunSignUp ([www.runsignup.com](http://www.runsignup.com)) has emerged as a leader in race registration and results, introducing new functionality that has changed race management practices. One small example of this—five years ago, the ability for organizers to allow runners to transfer bibs from one runner to another was rarely an option as the technology to accomplish this was not available. Now this technology exists on platforms such as RunSignUp, and races are able to allow runners to gift their bibs to another runners, or transfer them in a manner that credits the transferor and charges the transferee. As a result, barring any other considerations, most races can now easily allow for “legal” bib transfers.

Timing and results technology allows runners to receive text messages with their time and captures video as they cross the finish line.

Finally, if you want to turn your miles into dollars supporting a charitable cause, socially responsible technology exists for that as well. Magali Mathieu is a Portage Northern graduate (now resides in San Francisco) is part of a team that developed an app called Atlas Run ([www.atlasrun.com](http://www.atlasrun.com)). Atlas Run partners with charities, businesses and runners & walkers to develop challenges. Runners and walkers select a charity to donate their miles to, and a sponsor contributes the funds. On a local level, Big Brothers, Big Sisters is one of the charities that can be selected. For each mile run, Schupan & Sons will contribute \$1 to Big Brothers, Big Sisters.

Regardless of our individual technological expertise, all of us as runners have in some way been impacted by the rapidly changing technology redefining our sport. The pace of change will no doubt continue to accelerate as we look to 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 Human Resources and Community Relations Director for a Kalamazoo non-profit organization. Bonnie is an RRCA Certified Coach and Lydiard Certified Coach II. In addition to authoring articles for The Rundown, her publications have appeared in Michigan Runner Magazine, Texas Township Living, Gull Lake Living and Heart of Texas Township. She is recipient of the 2011 STAR Community Leadership Award and 2013 RRCA Club President of the Year Award and serves on the Speakers' Bureau of the United Way of the Battle Creek and Kalamazoo Region. She has conducted presentations at a number of local and national organizations including the RRCA National Convention, Kiwanis and Rotaract.*



## Just Another Member's Story: Lisa Jasiak

### Don't Let Anything Keep You Down



To get through life's valleys, sometimes requires a thick skin. Experiences such as the loss of a job, unexpected illnesses or the death of a friend or family member may come in waves. These unplanned occurrences can wreak havoc, knocking some to the ground, emotionally and physically. If one does not remain positive, despair may set in making it all too easy to stay down rather than put up a fight to rise from the ashes and stand once again. Detours such as these may also come up in our running causing long layoffs from the sport. These interruptions can be difficult to recover from, often requiring baby steps when returning to a running program or at times starting again from scratch.

***"It's not about how hard ya can hit. It's about how hard you can get hit and keep moving forward"***

***-Rocky Balboa***

This month's featured member, Lisa Jasiak, has experienced setback after setback over the past four years. She has suffered blow after blow, being beaten to the ground, rising to claim victory only to be knocked down once again. Looking in from the outside it would seem that Lisa was receiving plenty of signals that running was not an activity that she was meant to partici-

pate in. Lisa would not give in to these signs however. Although leaving the sport of running may have seemed an easier path to follow while recovering from each obstacle, Lisa developed a thick skin and vowed to never abandon running despite having to start over again and again.

Lisa's desire to begin running draws similar parallels in comparison to many entering mid life. "I began about 8 years ago. I just wanted to get in shape and lose some weight. I thought running would be the best way to do that. I lost about twenty pounds."

Losing weight may have been the catalyst for Lisa but the sport quickly became much more than a healthy life-style shift for her. "I just kind of got addicted and kept running. I started out with the couch to 5K program with the walk run interval method. I just stuck with it."

Lisa began to draw off of the energy that running created. She also found the running community as she began to create a network of friends. She would lean on this group heavily four years after she started running. "About four years ago I became very sick, lost a lot of weight, became very fatigued and was always vomiting. So I went to my doctor and after a year of testing was diagnosed with ulcerated colitis."

## Don't Let Anything Keep You Down

Although her illness and the side effects it created made running a much more challenging task, Lisa continued with her running routine. "I continued to run through it with some discomfort, running the Borgess Half Marathon and participating in the fast track program."

The sickness and pain was an animal itself to deal with as a runner but the Ulcerative Colitis also caused disruptions in her bathroom schedule, making things a bit more complicated when it came to running. "It eventually got to the point that I had to run on a track just to be near a bathroom. I continued to run after diagnosis. The original treatment was an oral medication."

Unfortunately Lisa's doctors could not find an oral medication that would treat her symptoms with any success. Frustration was mounting but Lisa would not let this beat her down. "I tried a variety of oral medications but those didn't work. I tried monthly IV infusions but those did not work either."

With all options for a non invasive treatment failing to provide relief, Lisa was forced to finally go under the knife. "I was told that the only option I was left with was to have my entire colon removed. Cleveland Clinic does a procedure to make an internal pouch, replacing the colon, using the small intestine. This was a three part surgery covering seven months."

Through all the ups and downs of experiencing initial symptoms, to diagnosis and then lack of success with non-surgical treatment, Lisa's solace was that she was able to continue life as a runner. This would be stripped from her, but Lisa's grit and determination would not allow it to be a permanent loss. "I was restricted from running during this time. My third surgery was August of 2015. I was able to return to running and complete a triathlon to raise money for Crohns and Colitis Foundation less than a month later."

With the procedure to have a new colon made, Lisa was finally confident that she would recover from her surgery and life would resume as normal. She would soon realize that she was not out of the woods yet. "I kept having pains which were a result of infections in my new colon. My doctors tried to treat it with antibiotics for sixteen months. Unfortunately the new colon failed within a year. Finally I had the colon removed and now have an ileostomy."

Many of the symptoms that Lisa initially experienced because of her condition are non-existent, but ulcerated colitis has left her with permanent side effects beyond living with a colostomy bag. "Arthritis is one of the symptoms of Colitis. I have some pain because of this but it feels worse if I don't walk or run."

Lisa's last surgery was in December and although she wants to pick up right where she left off as a runner, she is trying to accept that she may never be as fast or have the ability to run as far as she did before colitis entered her life. It has been a process of starting all over and Lisa continues to take it one day at a time. "My last surgery was in December. I have had two infections from this and have been back to running since April. I have been able to run 5ks and would like to build up to a 10K."

There are conditions from her not having a colon that Lisa must take into consideration when running. "Because I don't have a colon my body does not absorb water normally. This leaves me more prone to dehydration. I am always thirsty and have to drink water at all times."

Running longer distances has become more difficult and dangerous for Lisa because of being more at risk of dehydration. Lisa is reluctant to try longer distances but there is still hope. "Because of this I'm not sure about running a distance more than a 10K but I know of other people with the same condition who run marathons and participate in Iron Man triathlons so I'm not totally dismissing longer distances."

## Don't Let Anything Keep You Down

Lisa has proven that she is not one to give up on her true passions without a fight, but admits that she could not have done it alone. Inspiration has come far and wide starting with the leader of our local running club. "I always have looked to Bonnie Sexton as inspiration. She devotes so much time to the local running community." It is Bonnie and the Kalamazoo running community who have helped Lisa to pull herself up by the boot straps and keep herself in the game, even when it meant starting all over.

"I would not have gotten through all that I have gone through if it were not for the running community. If it were not for the support of the people in this group I probably would have given up on running."

Life without a colon has created some changes to Lisa's day to day life. Although these adjustments are never seamless, Lisa seems to have found a new normal in her life. Living with a colostomy bag and an extra risk of dehydration would leave many athletes ready to throw in the towel. Lisa would never consider curling up and crawling into a shell however. Running is too important to her to abandon it. She would argue that giving up would make living more difficult than holding onto her passion as an athlete, even with the inconveniences of running now. Running and the friendships that it has blessed Lisa with have provided a huge shoulder for her to lean on as she adjusts to her new normal. She is a true example of letting nothing stand in your way.

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

*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, coach, author and educator from Battle Creek. His philosophical publications have appeared in Marathon and Beyond, the Lansing City Pulse and Michigan Runner.*



# Just Another Runners Perspective

## Who is Your Inspiration?

**By Gale Fischer**

When interviewing runners for my monthly Featured Member Articles, one of the questions that I always ask is "Who is your inspiration?" I have heard many different answers to this question, but one common theme exists with most. It is difficult to respond to this query by naming just one individual.

In general runners possess the trait of self-motivation. Even with this internal drive that most of us tap into, there are times when the well runs dry and another source of stimulus is required. We may call on this during the mid portion of a training run, along the home stretch of a race or quite simply just to seek the impetus to begin a workout. Sometimes this coveted external source of assistance provides another type of lift for runners. At times the inspiration we find simply helps to feed our love of running, enhancing the passion that we have for our sport.

This inspiration can come from a variety of individuals for each and every runner. It could be a buddy who has overcome a traumatic experience or diagnosis to return to running. Maybe it is a competitor that we chase in an attempt to gain age group status on the local running scene. For many seeing a senior in their sixties or seventies out on the roads enjoying a daily run, provides a steady positive influence. Sometimes this motivation may come from an individual whom we have never met, but simply heard or read about.

***"When you are living the best version of yourself, you inspire others to live the best version of themselves"***

This source of inspiration doesn't necessarily have to come from another runner. The words of encouragement, "Don't ever let anyone tell you what you cannot do" from a grandfather nearly thirty years prior, while sitting on his knee as a toddler may echo in one's psyche for life, providing the boost needed to get through the last stretch of a marathon. Inspiration can come from a childhood best friend, a sibling, teacher, coach, preacher or an uncle. Some individuals may provide inspiration for a life time while others bestow a much needed presence for only a short period of time. It can come from one individual at a time or in the example of my indoctrination into running, it can blast out from a mass of humanity.

***---Steve Maraboli***

My first inspiration as a runner came twenty years ago while watching a friend run the Chicago Marathon. Twenty thousand runners out on the course that day planted a seed in my soul, encouraging me to come back home the next day and start running in hopes of someday experiencing the thrill of crossing a marathon finish line.

As I trained the next year I clung to that scene in Chicago on that pleasant October morning, to help me build my mileage and the distance that I could run at one time. I managed to get to ten miles rather quickly as I first sought out a half marathon the following May. Once I tackled this challenge I began to ratchet up the distance climbing my way to twenty six miles. I had no one to run with, no advice or training plans to follow and no clue as to what I was getting myself into. Mid summer heat and humidity drained my spirit and I found it difficult to jump above the sixteen mile plateau.

Although not a runner, my wife Kathy supported me during those long runs, driving ahead on the course with water every three miles. I wanted to complete a marathon more than anything but doubts began to drown my confidence. When I began to question myself, Kathy was always there to tell me "I know you can do it."

Her simple words kept my goal alive and she became my first big individual inspiration as a runner. Left to my own will to keep going, I surely would have let my dream die, but my wife's confidence in me was the perfect antidote to clear the mental hurdle I was facing. Her steady presence pushed me over the bump in the road, letting momentum carry me through the months leading up to my race.

# Just Another Runners Perspective

## Who is Your Inspiration continued...

After completing my first marathon that fall, I was introduced to our local running group, the Battle Creek Road-runners, a few months later. My introduction to social running provided many benefits for me but perhaps more than anything else, it has given me countless examples of inspiration through others who share the same passion for running that exists deep inside of me.

You can be a fast runner to be a source of inspiration but you don't have to be. You can be an ultra runner laying it all on the line for thirty three miles, fifty miles and more providing positive influence for your peers, but you don't have to be. You can be an overweight forty year old finding running again to help shed weight and implement a healthy lifestyle, using your example to motivate others, but you don't have to be. I truly believe that all of us, whether or not we are runners, have the potential to be a source of inspiration for others.

Everyone has the potential to influence others in a positive way. Chances are you have provided this boost for countless individuals without even knowing it. Our local running community is overflowing with examples of motivation. Even if you run all of your miles alone, other runners can still have an influence on you.

After becoming a member of the local running community back in 1999, I became acquainted with hundreds of individuals over the next eighteen years who helped shape me as a runner and as a person. Some provided inspiration for a short period of time while others have remained a constant presence in my life.

Through the years much of this influence has come from other adults sharing my love of running but when my daughter, Torey, joined her high school track team as a freshman in 2014, an opportunity to interact with runners in a younger age bracket was given to me.

When my children were very young, I often hoped that they would develop the same passion for running that encompassed my life. As they transitioned to their school age years their interests began to develop in a direction that did not line up with running. I accepted this and moved on with running becoming my thing. As Torey transitioned from young child to teenager, I would be provided an unexpected opportunity to be inspired. During my Torey's spring semester of eighth grade she decided she wanted to participate in track. I was excited by this and enjoyed the common interest that we shared and the time that it gave us together.

A year later I was asked by Torey's high school track coach to join his coaching staff in the spring as track coach and the next fall during the cross country season. I reluctantly accepted his invitation, not sure of where it might lead me. I hoped that it would provide an opportunity to spend more time with Torey. If I was lucky I thought, I might be able to inspire her to be the best high school student athlete that she could be. Maybe I could do the same for some of her teammates.

What I failed to predict was that my daughter and her teammates would influence me in ways that I could never have imagined. Torey experienced success early on in cross country her first year as a sophomore but would face some setbacks her junior and senior years. Pain in both ankles and iron deficiencies made running difficult for her at times. She refused to give in to these issues, finishing races and workouts even when she was given the option to opt out. Her determination to finish and compete with her teammates became a huge source of pride and inspiration for me.

## Who is Your Inspiration continued....

It wasn't just Torey who would fuel my desire to run. Over the past four years, each and every athlete whom I have coached has inspired me on some level. Examples come from a variety of athletes. Some of my athletes inspire with raw athletic talent. There are others who would run through a brick wall if I asked them to do so. There was the senior girl my first year of coaching who ran through the pain each and every stride from the pins that held her injured ankle together. She finished last in most every race she competed in but she refused to give in and quit.

Some have joined our team not to compete but simply to be a part of a team while others are there to use running as a way to escape the demons that have haunted their young lives. Each season, leaders emerge to create lasting impressions on their teammates and coaches. One such example comes from one of this year's senior captain who was always ready to sacrifice her workouts by making sure that a special needs teammate always had someone to run with in practice. These young teenage runners have a way of making me feel my age and feel youthful at the same time. I can only hope that I have had half as much positive influence on them as they have had on me.

Running is the perfect metaphor for life. Life and running can provide special moments but it can also be a grind. One does not have to grind on their own. Whether things are great, tough or somewhere in the middle, seek out examples of positive influence. Inspiration is all around you.

KEEP RUNNING!!

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

## Kalamazoo Area Runners (KAR) Club Championship Series

The Kalamazoo Area Runners (KAR) Club Championship Series consists of local events offering a discount to KAR members (except as noted) and runners earn points for participating. Time points are added for each runner's best 9 races. Points are determined as follows:  
 $\text{Time points} = \frac{\text{winner time}}{\text{runner time}} \times 100.$

The 2017 Club Championship Series concluded September 30, 2017 with the Run KDC 5k. Club Series age group awards were presented to the top three in each age division at the Club Series Awards Celebration held on November 14, 2017.



[Click here for 2017 Club Championship Series Standings](#)

Congratulations to all our members on your accomplishments over the past year and stay tuned for the 2018 Kalamazoo Area Runners Club Championship listing coming in early February 2018.

## October New and Renewing Members

Eric Blackwell  
Julian Borst  
Ruth Borst  
Karen Christensen  
Cyndee Clemann  
Mike Foster  
Michele Gilpin  
Larry Grodstein  
Brittany Hagen  
Elizabeth Healy  
Karen Hook  
Monica Hurley  
Todd Hurley  
Kathy Hutchins  
Terry Hutchins  
Jerry Johncock  
Mark Johncock  
Denise Keely  
Amanda Knapp  
Melanie Kolenko  
Karina Kwok  
Keith Lohman

Gina Manning  
Terry Manning  
Lauri Meeks-Grodstein  
Ann Pierluissi  
Cindy Schnotala  
Kathryn Sederberg  
Randee Sedore  
Steve Sedore  
Jon Simmonds  
Cara Smith  
Scott Struck  
Alec Williams  
Amanda Williams  
Candace Williams  
Jacob Williams  
C.J. Wyman  
Kara Wyman  
Anna Yetter  
Jared Yetter  
Mark Yetter  
Nick Yetter  
Sarah Yetter

## Kalamazoo Area Runners is now on Strava!

The Strava logo, consisting of the word "STRAVA" in white, bold, sans-serif capital letters, set against a solid orange rectangular background.

We are pleased to announce Kalamazoo Area Runners (KAR) is now on Strava and we invite you to join our online community of runners!

### What is Strava?

Strava is the social network for athletes - you can use Strava to connect with your friends, join clubs, follow your favorite brands and get new sport-related content. It is a tracking app that records your workouts, races and adventures and provides insightful and fun activity analysis. It works with your favorite GPS device, too. Strava provides tools to help you find a new trail, compete with friends, and discover events, races, workouts and groups of other athletes.

Thank you to Jon Mathiesen for setting up the Kalamazoo Area Runners (KAR) club on Strava as well as Scott VanLoo who will be assisting Jon with administration.

If you are already part of the Strava community, all you need to do is join the Kalamazoo Area Runners club. If you are new to Strava, you will sign up for an account and then will be able to join the club

Begin your Strava adventure now and discover a new way to inspire each other!

[Click here to join Kalamazoo Area Runners on Strava](#)

## Meet Our Volunteer Directors & Board Liaisons



Meet  
Scott  
Taylor

### Amanda Burdette

Co-Director, BC Fast Track (Spring/Fall)  
[Amanda.burdette@kalamazooarearunners.org](mailto:Amanda.burdette@kalamazooarearunners.org)

### Doug Chapel

Co-Director, Sunday afternoon runs in BC  
[Doug.chapel@kalamazooarearunners.org](mailto:Doug.chapel@kalamazooarearunners.org)

### Chelsea Dilla

Membership Director  
Co-Director, Kalamazoo Klassic (KAR)  
[Chelsea.dilla@kalamazooarearunners.org](mailto:Chelsea.dilla@kalamazooarearunners.org)  
Co-Director, Spring Fast Track

### Gale Fischer

Featured Runner and Another Runner's Perspective Author.  
[Gale.fischer@kalamazooarearunners.org](mailto:Gale.fischer@kalamazooarearunners.org)

### Sarah Gillig

Run Through the Lights Co-Director (with Gazelle Sports and Kalamazoo Loaves and Fishes)

### Maggie Honaker

Chair, Battle Creek Subcommittee  
Co-Director, BC Beyond Training Program  
[Maggie.Honaker@kalamazooarearunners.org](mailto:Maggie.Honaker@kalamazooarearunners.org)

### Marty Hoover

Director, Club Series Administration  
[Marty.Hoover@kalamazooarearunners.org](mailto:Marty.Hoover@kalamazooarearunners.org)

### Brian Hunt

Director, Graphic and Web Design  
[brian.hunt@kalamazooarearunners.org](mailto:brian.hunt@kalamazooarearunners.org)

### Michael Hutchinson

Director, Thursday Night Richland Library Runs (with Cindy Schnotala)  
[Michael.hutchinson@kalamazooarearunners.org](mailto:Michael.hutchinson@kalamazooarearunners.org)

### Arya Jayatilaka

Club Photographer  
[runarya@yahoo.com](mailto:runarya@yahoo.com)

### Shannon Kelly

Co-Director, Spring Fast Track  
[Shannon.kelly@kalamazooarearunners.org](mailto:Shannon.kelly@kalamazooarearunners.org)

### Fred Keister

Board Liaison, Kal-Haven Trail Run  
Co-Director, Indoor Fast Track  
[Fred.Keister@kalamazooarearunners.org](mailto:Fred.Keister@kalamazooarearunners.org)

### Amanda Knapp

Co-Director, Turkey Trot Time Prediction 5k Run  
Director, Expo Management  
[Amanda.knapp@kalamazooarearunners.org](mailto:Amanda.knapp@kalamazooarearunners.org)

### Kerri Langdon

Director, Annual Banquet and Club Series Celebration  
Board Liaison, Winter Blast Half Marathon, 10k and 5k  
[Kerri.langdon@kalamazooarearunners.org](mailto:Kerri.langdon@kalamazooarearunners.org)

### Carrie Mortlock

Director, Project Sole  
Board, Liaison, Bunny Hop Run  
Bronson Walk-in Clinics  
Carrie.Hoch-  
[Mortlock@kalamazooarearunners.org](mailto:Mortlock@kalamazooarearunners.org)

### Matthew Santner

Co-director, Sunday Afternoon Runs in Battle Creek  
[Matt.Santner@kalamazooarearunners.org](mailto:Matt.Santner@kalamazooarearunners.org)

### Leslie Scheffers

Director, Information Technology Security  
[Leslie.scheffers@kalamazooarearunners.org](mailto:Leslie.scheffers@kalamazooarearunners.org)

### Cindy Schnotala

Director, Thursday Night Richland Library Runs (with Michael Hutchinson)  
[Cindy.schnotala@kalamazooarearunners.org](mailto:Cindy.schnotala@kalamazooarearunners.org)

### Kirstin Simons

Director, Member Reception Runs  
[Kirstin.simons@kalamazooarearunners.org](mailto:Kirstin.simons@kalamazooarearunners.org)

### Bonnie Sexton

Director, Beyond Training Program (Kalamazoo)  
Director, Fast Track Training (Kalamazoo-Summer)  
Co-Director, Summer Safari (with Gazelle Sports)  
Director, Kalamazoo Klassic (MRC)  
Board Liaison, Winter Blast Half Marathon, 10k and 5k  
Director, Club Series Outreach  
Team Captain, Race for the Cure  
[Bonnie.sexton@kalamazooarearunners.org](mailto:Bonnie.sexton@kalamazooarearunners.org)  
Rundown Editor

### Scott Struck

Director, Team Events (non-fundraising)  
Board Liaison, BC Fast Track & Beyond  
[Scott.Struck@kalamazooarearunners.org](mailto:Scott.Struck@kalamazooarearunners.org)

### Scott Taylor

Co-Director, Turkey Trot Time Prediction Run (with Amanda Knapp)  
[Scott.taylor@kalamazooarearunners.org](mailto:Scott.taylor@kalamazooarearunners.org)

### Liz Vandenheede

Director, Website Content Management  
Board Liaison, Kal-Haven Trail Run  
[Liz.vandenheede@kalamazooarearunners.org](mailto:Liz.vandenheede@kalamazooarearunners.org)

### Linda Vaughan

Director, Indoor Track Workouts  
[Linda.Vaughan@kalamazooarearunners.org](mailto:Linda.Vaughan@kalamazooarearunners.org)

## PAGE 12 Upcoming Kalamazoo Area Runners Events and Programs

Check out Kalamazoo Area Runners fall and winter events and programs! Keep track of the important dates that you need to know and learn more by visiting the links below.

### [Run Around Gull Lake](#)

December 2, 2017  
Registration is OPEN!

### [Beyond Half and Full Marathon Training Program](#)

January 6 – April 2, 2018  
Registration is OPEN!

### [Winter Blast Half Marathon, 10k and 5k](#)

February 25, 2018  
Registration is OPEN!

### [Kal-Haven Trail Run Solo Ultra and Relay](#)

April 14, 2018  
Registration is OPEN!

## Group Runs

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 Liz VandenHeede at [liz.vandenheede@kalamazooarearunners.org](mailto:liz.vandenheede@kalamazooarearunners.org)

[Click here for a community group run list.](#)

## Injury Assessment Clinics Through Bronson Sports Medicine

The Kalamazoo Area Runners are pleased to partner with Bronson Sports Medicine to present a FREE monthly sports injury walk-in clinic!

Do you have an injury from running, exercising or training? Athletic Trainers from Bronson Sports Medicine can help. Injury Assessment Clinics are held the third Wednesday of each month from 4:00–6:00pm for KAR Members. Please call 269-341-8280 with your name and phone so that proper clinic staffing can be arranged. Clinics are held at Bronson Athletic Club, 6789 Elm Valley Drive, Kalamazoo.

Questions? Call 269-330-2747 or 269-808-0041 or visit [Bronson Sports Medicine Injury Clinics](#)

### Next KAR Board Meeting is January 8, 2018

The next KAR Board Meeting is January 8, 2018 at 7:30pm at the Maple YMCA. As always, members are welcome to attend. For questions contact **Bonnie Sexton** at [bonnie.sexton@kalamazooarearunners.org](mailto:bonnie.sexton@kalamazooarearunners.org).

### 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.

facebook

 **BRONSON**  
Sports Medicine

## Race Discounts

KAR Members are eligible for many local and regional events. Please contact Kirstin Simons at [kirstin.simons@kalamazooarearunners.org](mailto:kirstin.simons@kalamazooarearunners.org) if you need a KAR membership discount code for an upcoming race, training program or participating merchant or service provider.

Discount codes are no longer required for events presented by the Kalamazoo Area Runners, or in most cases for other events utilizing the RunSignUp registration system. The system will automatically detect current KAR memberships if the RunSignUp account has been properly claimed. For more information and questions about this process, please contact Kirstin at the email address above. Below are upcoming events and programs offering KAR members a discount:

### [Santa Stroll \(5k, 10k, Mile\)](#) – Elkhart, IN

December 9, 2017

\$3 discount

### [Ground Hog Marathon, Half Marathon and 1/6 Marathon](#) – Grand Rapids, MI

February 2 & 3, 2018

10% Discount



# Service Provider and Merchant Discounts

## 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](http://www.agilitysportsmedicine.com) for locations and contact information.



## 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 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.



## ATHLETIC MENTORS

Athletic Mentors, located in Richland, is offering KAR members the following coaching and metabolic testing discounts:

- Run Coaching: 10% discount per month off monthly run coaching programs. Start-up fees waived with a 3 month commitment.
- Metabolic Testing: 20% off. The initial test is regularly priced at \$195 and includes a 30 minute consultation (\$156 KAR price).
- New in 2017, the Metabolic Efficiency Class includes an ME Test, and a 2 hour training to teach how to understand your test results as well as how to train and eat to become more metabolically efficient. The class and repeat tests (without consultation) are regularly priced at \$135 (KAR price \$108).

For more information visit <http://www.athleticmentors.com/> or call 664-6912. Please use the standard KAR discount code when booking services.



## CENTERING YOGA

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 via <http://www.centeringyogabc.com/> and

Use the standard four digit KAR code to receive the member discount.



## BORGESS HEALTH AND FITNESS CENTER

The Borges Health and Fitness Center is offering KAR members their corporate discount rate of \$99 initiation fees (50% off) for new members (\$50 each additional associate). Subject to change with future facility rate increases. For more information call 552.2348.



## CEREAL CITY ATHLETICS

Cereal City Athletics is offering KAR members discounts on all of its 2017 events. Visit <https://www.cerealcityathletics.com/> to learn more about Cereal City Athletics and to register for their 2017 events. Cereal City Athletics uses the RunSignUp registration platform, so KAR membership will be automatically recognized.

2017 Events include:

Paddles and Picnic, May 14 (\$3 off)  
Ice Cream Century Ride (\$5 off)  
Battle Creek Half Marathon & 5k, (\$5 off 5k, \$5 off half marathon)  
Cereal City Triathlon,  
Cereal City KIDS Triathlon  
Tinsel Toes 5k

Cereal City Athletics also has an online store featuring TYR's multi sports apparel line. KAR members are eligible for a 10% discount when shopping! Please use the standard KAR discount code at checkout to receive your discount.



## Service Provider and Merchant Discounts

### KALAMAZOO ATHLETIC WELLNESS

The Kalamazoo Athletic Wellness sports Massage Center is a sports minded massage facility. Kalamazoo Athletic Wellness is southwest Michigan's largest provider of therapeutic and sports massage! Their Sports Massage Center offers a full postural and gait analysis as part of your initial consultation. You can use their convenient online scheduling at [www.kalamazooathleticwellness.com](http://www.kalamazooathleticwellness.com) or call 269-373-1000 to schedule. KAR members receive \$10 off any massage of an hour or longer at the Sports Massage Center location only. Cannot be combined with other discount offers.



### SPIRIT RACING

Spirit Racing is offering KAR members discounts on all of its 2017 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](http://www.spiritracing.us) to learn more about Spirit Racing and to register for 2017 events, using the 2017 KAR discount code..

Schedule of events:

- Gull Lake Triathlon-June 24, 2017
- Shermanator—August 5, 2017
- Kids Get Active Triathlon-August 12, 2017



### 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.downdogvogacenter.com](http://www.downdogvogacenter.com). Provide the 2016 discount code to receive discounts.



### NITE BEAMS

Nite Beams is offering KAR members 20% off all products online and in-store! Shop for LED safety products for runners, walkers, bicyclists, and pets at [www.nitebeams.com](http://www.nitebeams.com).

Be sure to use the four digit standard KAR



code to receive the discount.

## Service Provider and Merchant Discounts

### GAZELLE SPORTS

Gazelle Sports, newly remodeled and conveniently located in downtown Kalamazoo, is offering 10% off regular priced footwear purchases year round for all KAR Members!

Visit [www.gazellesports.com](http://www.gazellesports.com) for more information on footwear available.



**Gazelle Sports**

### CORE

CORE is a tool for athletes of all levels. They help create nutrition plans for training or big events.

CORE is providing the following for KAR members:  
50% off the Premium Plan  
Single nutrition plan for a race or event  
No limit on the the number purchased with the discount

75% off the Unlimited Subscription through May 31st,  
50% on and after June 1st  
1 year subscription  
As many Premium Plans as you would like

Special plans available for Boston & Kalamazoo Marathons.

Visit [www.fuelthecore.com](http://www.fuelthecore.com) for more information. To receive the deal, use the standard four digit KAR discount code upon checkout.

**CORE**

NUTRITION PLANNING

### TROY HUGGETT FITNESS PROS

Troy of Troy Huggett Fitness Pros would like to offer members of the Kalamazoo Area Runners a discount on a strength training class that he offers at his training facility in Battle Creek. This class is designed for cross-training of runners who are looking to increase strength, endurance and overall performance while reducing injury risk. It is a 30 minute... Strength and Conditioning class using a variety of modalities including, but not limited to: bodyweight, dumbbells, resistance bands, sandbags, and resistance machines. Each individual session will vary exercises, sets, reps and equipment, while maintaining a focus on safely increasing strength, stamina, and flexibility.

Pricing for the classes is typically \$30 per month (4 sessions) or \$10 per session. Troy would like to offer the class to KAR members for \$20 per month (4 sessions) or \$8 per session.

To learn more and to register visit [www.troyhuggett.com](http://www.troyhuggett.com).

Troy would also like to toss in a bonus offer of a B.O.G.O monthly Rock Climbing membership. Generally it is \$20/per person for the month - no long term commitment, joining fees, or additional fees of any kind. KAR members can buy one and give the other membership to a friend. This is a great way to train for obstacle course races in addition to just getting some great cross training in

To learn more and to register visit Troy's website at [www.troyhuggett.com](http://www.troyhuggett.com).

### YMCA OF BATTLE CREEK

The YMCA of Battle Creek is dedicated to strengthening the Battle Creek community while building strong minds and strong bodies. Located at 182 Capital Ave., NE, the Battle Creek YMCA is now offering a 15% membership discount to KAR members! Visit YMCA Battle Creek to learn more membership and use the 2017 KAR discount code when registering.





**Mission: To promote a healthy lifestyle through the sport of running while enhancing the quality of life in the community**

**Email: [Membership@kalamazooarearunners.org](mailto:Membership@kalamazooarearunners.org)**

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