



REDDING ROAD RACE NEWSLETTER

14 Volume 1

1/15/14

Thanks again for selling the race out so quickly. One day quicker than last year and we've increased capacity by a couple hundred runners. I was thinking of discontinuing the 7 Miler this year, to make my life easier, but the registration numbers definitely showed that keeping it was the right decision. It's no longer an "accompanying" race, it'll probably end up having twice as many runners as last year, maybe more! The cool thing about selling out quickly is it makes planning for the race so much easier than guessing/projecting race numbers. I'm already in the process of gift buying (January is my second month of Christmas!!) Some key registration stats:

Average runner age: 41.4

Female/Male breakdown: 61.8% female

States Represented: 21

CT towns Represented: 94 (I'm told there's 169 town in CT in total)

Extra donations, above registration fees: \$2,561, thank you, you're incredible!



The calm before the storm!!

1. WHAT IS NEW POND FARM EDUCATION CENTER

[\(http://www.newpondfarm.org/\)](http://www.newpondfarm.org/)

Exactly what is this not-for-profit that you are running for on May 4th? I will let their website tell the story in detail, but, it truly is a wonderful, multifaceted organization. It has over 5,000 school kid visits each year; astronomy classes, summer camps, Shakespeare plays, and caroling in the barn with the cows to name just a few of its activities. Oh yeah, they also have the best chocolate milk in the world!! Your registration fees and the monies we raise from our loyal sponsors help fund all these wonderful programs. I recommend checking out their website and if you are local, membership is very reasonable.

New Pond Farm is celebrating its 27th year as an environmental education center with a small working farm! Our mission is to connect people with the land that enriches and sustains us all.

Our beautiful 102-acre property, once owned by our founder actress Carmen Mathews, is an outstanding outdoor classroom: we have a variety of habitats for our environmental programs including woodlands, wetlands and pastures. Our Native American programs are enhanced by an authentically-recreated encampment. Our astronomy buildings are home to monthly astronomy programs as well as being the field station for Joel Barlow High School's astronomy classes. Our vegetable and herb programs are featured in our Shared Harvest Program. Our farm programs take place in our barns, which house milking cows, sheep, chickens and roosters. Our barn-like Learning Center with its classroom and spacious meeting areas has been the site of art shows, adult lectures, barn dances and more. In 2007 New Pond Farm was designated a Connecticut Dairy Farm of Distinction, people visiting our Dairy Annex may purchase freshly pasteurized milk and yogurt.

In the summer we host a small and personal residential camp. During three ten-day sessions, we bring together children from the inner cities of Connecticut with children from the surrounding area. Together these youngsters, aged 8-12, from diverse socioeconomic and ethnic backgrounds form friendships, develop an understanding and appreciation of one another as individuals and have a marvelous time discovering the many wonders of the farm.



Connecting people with the land that enriches and sustains us all.

This mission statement is accomplished in a variety of ways.

Each year, using our outstanding outdoor classrooms, we bring students of all ages outside and offer hands-on environmental programs that focus on our habitats with their diverse flora and fauna. When people appreciate and understand the world around them, they become better stewards of their environment.

Our Shared Harvest and gardening programs directly connect participants with the land, its cycles and its bounty. Garden program participants learn how to establish, tend and harvest vegetable and herb gardens in their own backyard. Shared Harvest members are invited to work in our gardens and then share in the bounty throughout the growing season.

Our educational farm programs provide an important introduction to the key role farms play in our lives. Depending on their level, students meet and often work with our cows, sheep and chickens- learning their importance on the farm. Products from our farm animals such as milk and yogurt may be purchased in our Dairy Annex provide a direct connection of where certain types of food come from.



Our Native American programs, which take place on our woodland trails and our authentically recreated encampment, focus on the lifeways of the Eastern Woodland Indians that once inhabited these lands. Students learn how these native people survived using their knowledge of their environment and skills they developed and passed down through the generations.

Our Astronomy programs give participants a personal view of the Universe. As a wonderful complement to programs focusing on environmental awareness and appreciation of life here on Earth, astronomy program participants observe the wonders of the cosmos first hand through optical telescopes. Participants also get to hear about the latest developments in the science of astronomy which provide clues to the mysteries of our own origins and those of our home planet.

2. MIGHTY COW CHALLENGE – WHAT IS IT?

The Mighty Cow Challenge is a 5k race (at 7:20am) followed by a short rest then the Half Marathon at 8:00am. The 5k race can be used as a warm up or you can race it, depending on your mood. The 5k race will again be timed this year and each participant will receive a really cool additional race gift. If you are interested in “supersizing” your race, contact me and I can get you signed up for an additional \$5.

3. SINGLET/RACE SHIRTS FOR SALE

Additional Cool-max race shirts are available for \$10 (you get one complimentary from registering) and newly designed, premier quality, navy and white performance singlets are available for \$18.50. The singlet will have the race logo on it - shown on the first page of this newsletter, not the Lady Horns logo shown below. To purchase, email me your intentions, go to the link below, type in your last name and donate money (it’s easier than it sounds). The singlets run a bit snug, so order one size bigger than you normally would. Please note that shirts will not be available for purchase on race weekend.

<https://www.raceit.com/fundraising/?event=24494>



4. BIB #'s

If you still want to pick your bib number, you may do so. Try and give me your top 3 or 5 because a lot have been taken. Half Marathoners/Mighty Cowers between 11 and 700, 7 milers: 750-1050, Piglet Prancers: 1100-1300.

5. HOTELS/B&B (<http://www.reddingroadrace.com/general-info/lodging.htm>)

La Quinta Inn & Suites in Danbury (5 miles away or so from New Pond Farm) is our host hotel and is offering a late checkout, a complimentary breakfast and a special race rate of \$84. It's rated the #1 hotel in Danbury by Trip Advisor. I've also listed some other nearby hotels in the link above. Please note that it's too early for the hotels to have set up the race rates. In La Quinta's case, they should be setting it up today. I would recommend making the reservation by calling them and saying you're with the Redding Road Race Group, to make sure you get the \$84 rate.

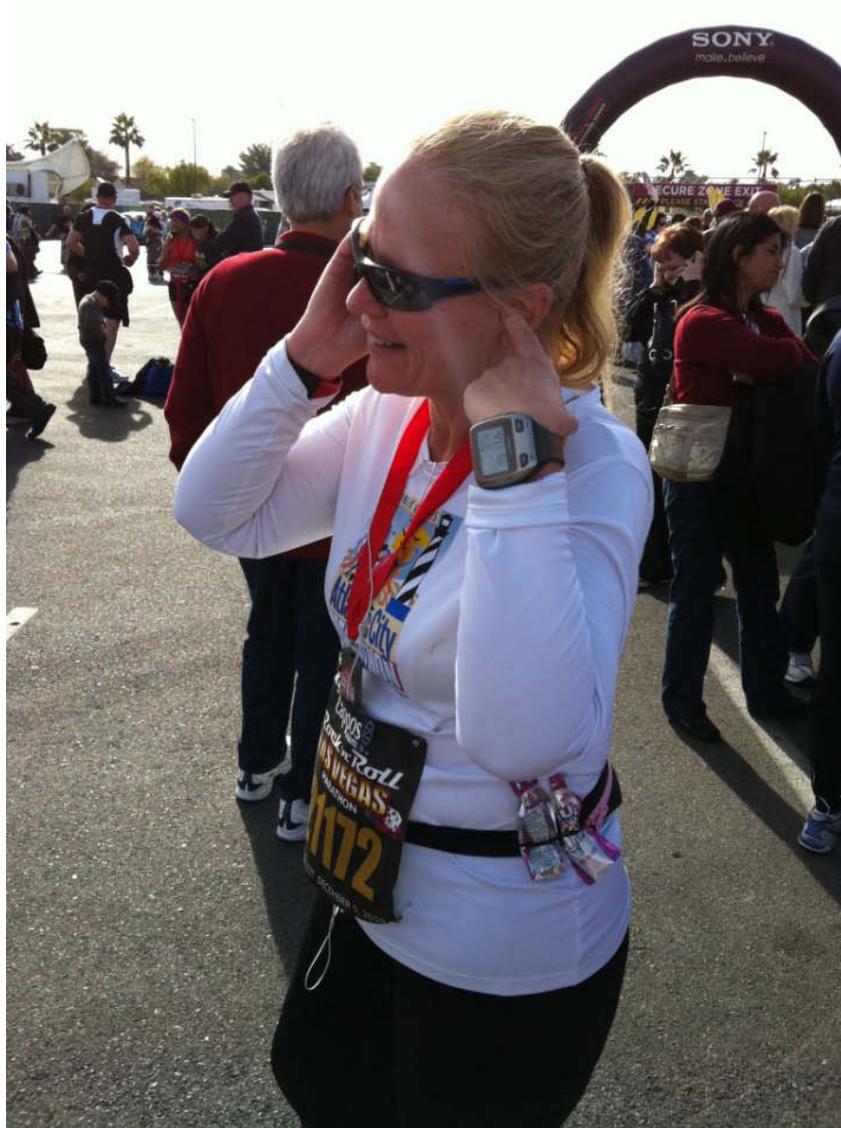
6. REDDING RUNNING CLUB

For local runners who want to occasionally (or more than occasionally) run with other people, the Redding Running Club was formed after the 2012 race and has grown very quickly (over 125). We run twice every weekend (typically starting by Metro North – see the **X**) and it has gotten a bunch of us in the best shape of our lives (can't sleep in on weekends when runners are waiting for you!!). Our typical runs are around 6 or 7 but we go longer when in marathon training mode. The routes can also be shortened for those who don't want to run the full distance. The club is free and very low key –show up whenever you want. We travel together for races, etc.... Email me if you want to be put on the distribution list.

Typical RRC (Redding Running Club) Meeting Location (Mile 1.5 of the races)



7. OUR RUNNER SPOTLIGHT – BARBARA



I like to say that I started "running by accident" 4 years ago. I had just had my second knee surgery for a torn meniscus. My orthopedist instructed me to stay off treadmills as he said they are not good for knees and to stay on the elliptical. Well, I got bored on the elliptical, the treadmills were right next to it, so I started walking on treadmill, got bored with that, kept turning up the speed to the point where I was now jogging and an entire mile at that! I was so proud of myself. I then had a blonde moment (I can say that because I am blonde) and decided that I should run the Las Vegas Marathon.

So, I went to Fleet Feet to get running shoes, found a running coach and the rest is history. Running is no easy feat for me. You see I was overweight, had two spinal cord tumors, having underwent 2 separate surgeries in attempts to remove the tumors . After the second surgery I could not move my left leg. The second surgery left me with weakness and other issues on my left side. Regardless I was determined. I began to train and lost 113 pounds.

While training for my first half marathon, I was diagnosed with another spinal cord tumor. I told my neurosurgeon that the surgery would have to wait because I was running my first half marathon. He shook his head, he wanted to do the surgery immediately and not in five months. He waited.... I ran :)

I actually met with my running coach the morning of my surgery, Ran 4 miles in training, then was off to the hospital for my third surgery. I told the nurses to give me extra fluids as I was quite dehydrated from running..... there was some more head shaking going on there. News traveled fast about this crazy runner and some of the staff thought this was interesting and came in to meet me.

Rehab went well and I was back to running in no time. My neurosurgeon said that I was so far advanced in recovery that I could start jogging. Really?, I said to him. It was at that moment I said to him, 2 weeks ago I ran a 5k race, it took me almost an hour but I finished. He rolled his eyes and shook his head once again and said..... He should have known better that I would do something like that.

Six months later I went out to Las Vegas to run the marathon. I did not make the time cut for the split during the race (had shin splint problems at mile 8) so I was directed on to the half marathon finish.

Still determined to run a marathon, I set my eyes on the Yuengling Shamrock Marathon in Virginia Beach. I trained, ran and finished in 6:30. The following year, I went back and ran their half marathon. The Shamrock race is one of my favorites.

It's getting more difficult for me to run as my spinal cord tumors remain, and I have degenerative disc disease. When I start a race, my legs sometimes feel like they already ran it. My neurosurgeon told me that I will just get slower and slower until I can no longer run. I use to run a 12 min mile, now I run between 13-15

depending on what kind of day I am having. I will keep moving until I can no longer.

So, onto another blonde moment. I decided that I had to run the NYC Marathon. I signed up with MMRF to run for charity in 2012 but hurricane Sandy hit. I continued to train and this past November I competed the NYC Marathon in 07:59:52.

My spinal cord tumors have taken so much away from me. The one thing it can't take away from me is my running. So I win!!

And... when I can no longer run, I will walk.

8. RACE SPOTLIGHT – SWEATHEART RUN

I'll start it off with one of my favorite runs - The Bob & Peg Andrulis Memorial "Sweetheart" 5 mile run.

<http://www.thecommunitycenter.org/id19.htm>

This 5 mile run in charming Litchfield, CT is worth the hour+ drive from Redding CT. The course is relatively flat, given Litchfield standards, the after race food spread is spectacular and the “homey” feel to the race is not something that is easy to find. One of the reasons it's my favorite is what happened last year. My wife, Terri is new to running, she had only been running for about 6 months before that race. We're sitting with some friends after the race, eating of course, as they're announcing awards. I'm not paying much attention because my next race award will be my first and will probably happen when I'm 90, if I'm lucky enough to live that long. Anyway, they're announcing the womens' awards and they say, “1st place in the ... division, from Redding, CT.” Immediately, I shamefully look around for somebody from Redding that I didn't know was running. “Terri McCleary.” 6 months as a runner and her first award – it'll be a moment, neither of us will forget for a long time. I hope to see some of you there in a couple of weeks.

9. SPONSOR FOCUS – MAIDA DESIGN



<http://maidadesignct.com/index.php>

Marge, owner of Maida Design in Ridgefield, CT is a Logo/Branding/Graphic genius. She not only sponsors this race and its sister race, The Great Turkey Escape, but is a great friend, a Redding Running Club runner and has taken on the time and task of changing the logo/appearance of this race. The logo on your shirt and the medal you will get are all her inspiration and are a vast improvement over the designs of the first two years.

Graphic Designer : Marge Maida Heminway

Everyone always asks...how do I see the role of graphic design in marketing?

“After years in corporate design and branding, I have a strong faith in design’s ability to move the message forward in both marketing and sales. It’s not just about aesthetics – although I firmly believe in functional beauty – **it’s about using design to make something happen.**”

Why did I leave a cushy corporate job to start my own design company?

“ Smaller companies with world-class service and products were springing up in Fairfield County and that new energy created a need in the market for design that was both accessible and operating at a higher level. That was **the idea: to be as nimble and energetic as our small business clients while delivering world-class design.**”

What did I learn from my corporate experience?

“As a senior designer at Prescients, a strategic branding agency for clients such as IBM, IMS Health, Gartner, NPD, NFO Worldwide and Pitney Bowes, I worked with everything from conceptualization to design and implementation of full-scale brand identity programs to internet and intranet initiatives to corporate publications in every form imaginable. And my design

experience at Cuisinart, of course, covered the full customer relationship with the brand and its products.

It all adds up to a facility and respect for the role of the visual – in all its expressions -- in creating exceptional brand value. **The overriding lesson? If it doesn't add to the brand value, it isn't good design."**

A final word...

I am proud to say that Maida Design has thrived on referrals as our own business growth engine. We take great pride in the quality communications we create and the relationships we foster. An ability to craft innovative visual solutions to achieve each client's strategic objectives makes for unique and successful designs... and successful brands.

I love what I do, and nothing beats working with people who feel the same way about their businesses. Call us if you'd like to do some great work together!

10. PHOTOGRAPHER NEEDED

If there are any friends or family members out there who are amateur photographers and would like to take pictures by the start and finish (and around the farm during the race), please email me. We like to offer our runners pictures for free, but one of our two photographers won't be around race day this year.

11. SPONSORS/VOLUNTEERS WANTED

If anybody has a business that would like to be a Mile Marker Sponsor, contact me. Our sponsors are awesome and help us raise a lot of money for the farm. Families can also be Mile Marker Sponsors. Information is located here:

<http://www.reddingroadrace.com/sponsorship-opportunities.htm>

Likewise, we're always looking for volunteers. Please email me if you or any friends or family would like to volunteer.

12. PASTA DINNER

More details to follow, but, we're going to team up with the Boy Scouts for a Pasta Dinner on Saturday, May 3rd. The venue will be the West Redding Fire Department, 1/5th of a mile from New Pond Farm, and the cost will be only around \$10. Don't let the price fool you, last years' event showcased homemade sauce, two choices of pastas, salad, soda and water, desert

13. OLA! FOODS COUPONS (OUR TITLE SPONSOR)

Use code **RRR2014** for free shipping on all online orders at www.olafoods.com

\$1.00 OFF
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1oz Grab-N-Go Singles 9 Pack Tray
(Excludes 1 oz. Singles sold individually)

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Reimbursement: face value of this coupon plus 8c which signifies your compliance with Ola! Foods coupon redemption policy which is available upon request. Coupon reimbursement not to be deducted from Ola! Foods invoices.
Send properly redeemed coupons to: Ola! Foods P.O. Box 407
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AGAIN, PLEASE SEND ME YOUR RUNNER STORIES AND FAVORITE RACES FOR INCLUSION IN FUTURE NEWSLETTERS!!!

Cheers,

John