



COLLEGIATE RUNNING

ASSOCIATION

10k Road Race National Championships E-Magazine

March 27, 2014



Over **3,600** college students are coming to Richmond, Virginia on March 29, 2014 to compete in the first ever [Collegiate Running Association](#) National Championship. The event is being held within the [Ukrop's Monument Avenue 10k](#) presented by MARTIN'S. [See pages 3-5](#) for the race preview!



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WELCOME AND VISION

The **Collegiate Running Association** is a non-profit organization that aims to promote healthy lifestyles among college students by providing and expanding opportunities in the sport of running.

Our vision is to offer national championship events in road racing, mountain running, and trail running that will be open to all college students enrolled in at least one class. These national championship events will be held within pre-existing races in various parts of the country that can attract and handle large numbers of college students.

We created the Collegiate Running Association for two main reasons: To fill voids in the current collegiate system and to expand upon current offerings. **Did you know that:**

- 95% of high school cross country runners do not continue to the NCAA level
- There are roughly 450 NCAA programs that do not sponsor year-round running programs (XC, Indoor and Outdoor Track & Field)
- Part-time students, those that have exhausted NCAA eligibility, and those that do not or cannot compete at the NCAA level lack college-specific racing opportunities

In order to expand upon current offerings, we will be:

- Providing national championships in road racing, mountain running, and trail running. These are three growing disciplines of the sport that are not currently offered at the collegiate level
- Allow all college students, regardless of division or level, to compete against each other in the same race
- Our only eligibility requirement: be enrolled in at least one college course at any level

In order to make our national championships worthwhile for as broad a group as possible, we will:

- Partner with well-established races that offer a top notch experience
- Pick destinations accessible to large student populations
- Offer prize money specifically for college students
- Encourage elites, running clubs, and first-time runners to participate

We sincerely believe that the Collegiate Running Association offers something for all college runners. It is a broad based idea that is unlike anything currently offered in the sport of running. We aren't looking specifically for top varsity athletes or club athletes or social runners. We are looking for all college runners of all levels. We want college students to embrace road racing, mountain running, and trail running. We want the 95% of high school runners that do not compete in the NCAA to stay in the sport and excel. We want those that participate in our national championship events to return home with experiences that last.

We look forward to the journey and could not be more excited to have our first national championship in Richmond as part of the Ukrop's Monument Avenue 10k presented by Martin's!

Steve Taylor & Jon Molz

Co-Founders

[Collegiate Running Association](#)



COLLEGIATE RUNNING ASSOCIATION 10k ROAD RACE NATIONAL CHAMPIONSHIPS PREVIEW

The Collegiate Running Association is set to welcome 1,175 members to its inaugural 10k road race national championships in Richmond, VA this weekend. In total, the race, which is being held within the Ukrop's Monument Avenue 10k presented by Martin's, has attracted 3,635 entrants that are taking at least one college class.

With a strong reputation as one of the best road races in the country, the Ukrop's Monument Avenue 10k is a perfect match for the Collegiate Running Association. Located in close proximity to many colleges and universities, the third-largest 10k in the country has repeatedly shown over the last decade that it can accommodate large numbers by utilizing wave starts based on predicted finishing times. The flat and fast course, enthusiastic crowds, and post-race party in the park continually attract new runners; in fact over 1,500 of the registered college students indicated that this will be their first 10k race!

The entry list for the 10k championship boasts a handful of current and former NCAA All-Americans, representatives from numerous college running clubs throughout Virginia and neighboring states, and first-time 10k runners.

"We formed the Collegiate Running Association in order to create new opportunities for all college students that enjoy running," said Collegiate Running Association President Steve Taylor. "Our vision included elite runners, club runners, and social runners all converging at the same events, and already that vision is becoming a reality at the Ukrop's Monument Avenue 10k."

MORE INFORMATION:

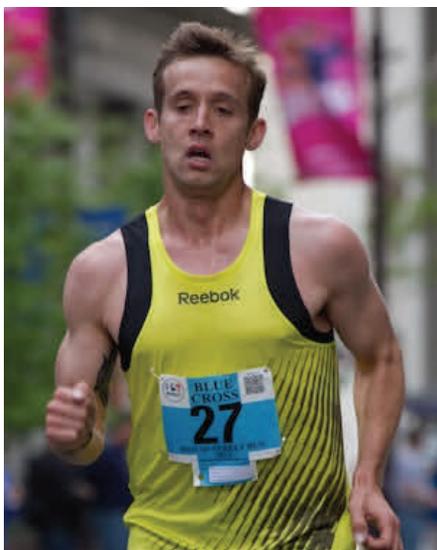
[LIVE RUNNER TRACKING](#)

[ELITE ATHLETE PREVIEW](#)

[OFFICIAL PRE-RACE PRESS RELEASE](#)

[EVENT DETAILS](#)

TOP MEN REGISTERED FOR THE COLLEGIATE RUNNING ASSOCIATION 10K ROAD RACE NATIONAL CHAMPIONSHIP



[Cole Atkins](#)

Zap Fitness, North Carolina

[@cole_atkins](#)



[Andrew Benford](#)

Rogue Athletic Club, Texas

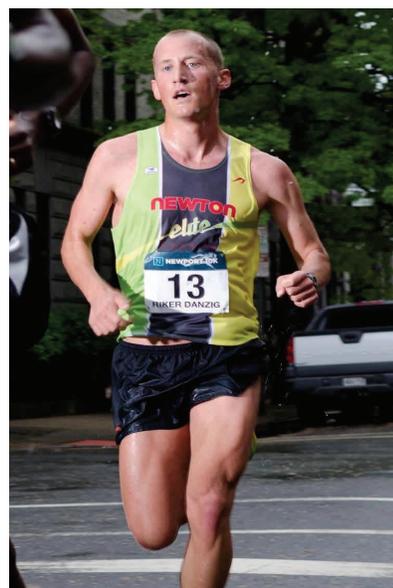
[@andrewbenford](#)



[Paul Chelimo](#)

UNC-Greensboro, NC

[@paulchelimo](#)



[Tyler McCandless](#)

Newton Running Elite, Colorado

[@trackty](#)

TOP WOMEN REGISTERED FOR THE COLLEGIATE RUNNING ASSOCIATION 10K ROAD RACE NATIONAL CHAMPIONSHIP



[Esther Erb](#)

NYAC, New Jersey

[@estherb86](#)



[Ashley Higginson](#)

Saucony, New Jersey

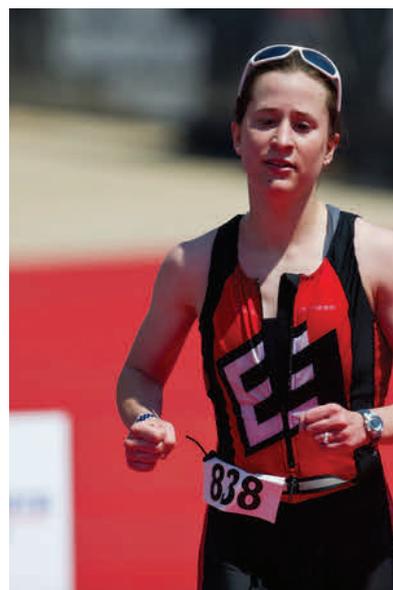
[@ashleyhigz](#)



[Kellyn Johnson Taylor](#)

Northern Arizona Elite, AZ

[@kjxcountry16](#)



[Julie Patterson](#)

Endorphin Fitness, Richmond VA

HOW CAN YOU BECOME A BETTER RUNNER AND STUDENT... WITHOUT STRESSING ABOUT IT?



Tips from 2012/2016 Olympic Trials Qualifier in the Marathon and PhD Student [Tyler McCandless](#)

Time management Everyone has heard of this phrase, but how many people actually manage their time well? My last semester of college, I ran on average 80 to 100 miles per week, earned NCAA D1 All-American honors in the 10k, submitted a paper for publication in the Journal of Weather and Forecasting, earned straight A's, wrote my Master's Thesis, and passed the PhD candidacy exams in Meteorology. I'm now living in Boulder, finishing my dissertation through collaborative research at a national lab, running professionally, and volunteering as a high school coach and for a non-profit that empowers children to make healthy lifestyle choices. During my last semester in college nor currently am I stressed about accomplishing tasks and I always get enough sleep so that I wake up without an alarm. When I'm this "busy" I am really "living the dream" and I always make time for friends and fun. So how do I balance being a student/professional and a competitive athlete?

Keep it FUN - Always remember that even though it may be "work," whatever you're doing can still be enjoyable.

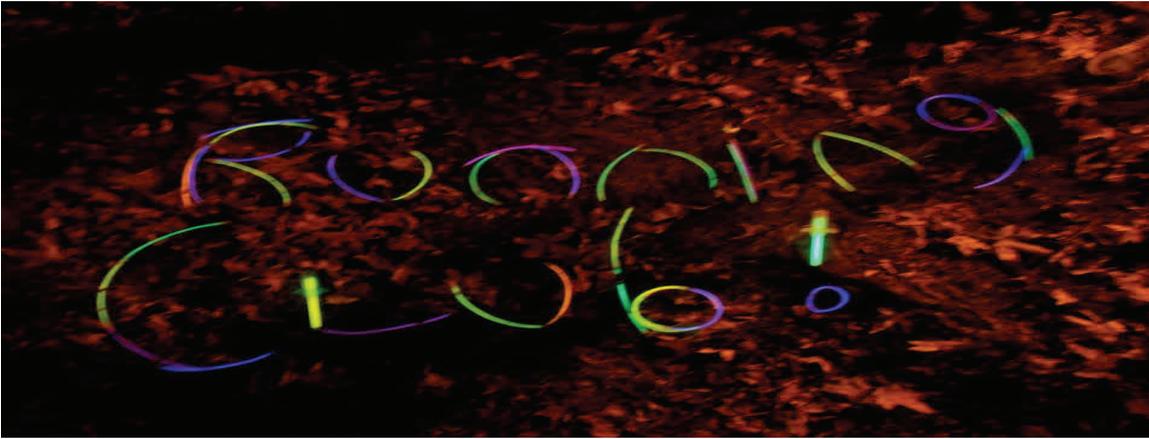
Plan your training - I plan my run(s) ahead of time so that I know when/where I'm running, and what friends are going to share the miles with me. I generally check the weather and lay the proper running clothes out ahead of time.

Focus on the present - It is very easy to get caught up in all you have to do. Focus on one item at a time and accomplish it rather than trying to multi-task too much.

Keep the inbox empty - I archive every message that I have either responded to or does not need a reply. I keep the inbox empty by sectioning off periods of the day where I answer every e-mail I can.

Make your downtime productive - Seems counter-intuitive but it's not. Instead of sitting on the couch and watching television, I fly-fish with friends, shoot some pool, read a book, or try a new recipe. This past weekend I drove two hours into the Rocky Mountains just to explore a new place.

Live with passion - Do the best you can in the classroom, at work, and with your running. There is no better feeling than the sense of accomplishment when you know you have put all of your energy into being the best that you can be.



RUNNING CLUB EXPERIENCES

By Emily Higgins

William and Mary

I have been a part of the William & Mary Running Club since my first few weeks at the College. Having run cross country and track for four years in high school, I was looking for a group to share my love of running and maintain the team spirit that I enjoyed so much in high school. Running Club turned out to be a perfect fit for me: it had all of the positive attributes of a high school team, like the camaraderie, without any of the stressful parts, like a crazy coach! My favorite thing about the club is that it is run solely by students. We as members decide when we want to hold practice each semester, what races we want to participate in, and where we want to run each day. This freedom makes me feel like I really am able to make a difference for the team, even if it is in a small way. I have been fortunate enough to have the opportunity to take on more responsibilities in different leadership positions, which has given me a number of practical skills that I have been able to apply to other areas of my collegiate life. This club has had so many benefits for me, and I'm confident that each of our members could say the same. In Running Club I found an opportunity to make friends, explore running routes around campus, train for and run in various races, and develop as a runner and a leader. Running Club has been a very significant aspect of my collegiate career so far, and I can't wait to see what next year has in store!

Emily Higgins is a junior at William & Mary and president of the William & Mary Running Club.



3 Running Shoe Illusions

Jeff Strojny C.Ped.

The world of athletic shoes is full of branded technologies, marketing facades, and false impressions. Companies write shoe descriptions so every shoe sounds comfortable, even the low end models. While often what they say is true, their claims are exaggerated, which can prove disastrous for consumers falling into the traps. It's time to bust some of the myths associated with running shoes. Keep these in mind next time you're looking for a shoe, and it could pay off.

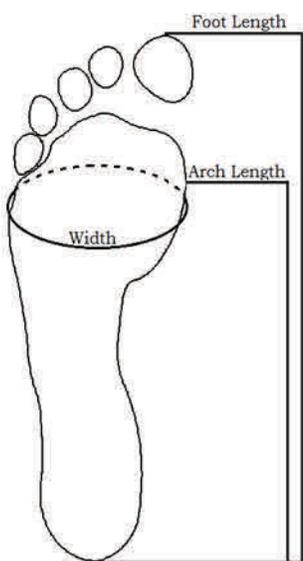
Width isn't Width – Foot measuring isn't a science, it's an art. There are too many measurements and discrepancies on a foot to take into account. Therefore, foot length, arch length, and width are the three main measurements used to fit shoes. Foot length and arch length are somewhat concrete; they are both linear measurements, heel to toe and heel to ball of foot, respectively.

Width adds another dimension which many people overlook. A Brannock Device (a metal contraption used to measure feet) measures from side to side and assigns a letter measurement (B, D, 2E, etc.) to indicate width. This can sometimes be an effective measurement, though it does not take the depth of the foot into account. The width measurement used in shoes really refers to volume, or girth. Someone with a narrow, tall foot might need a wide width to accommodate the height of the instep. The width of the foot bed reflects how much width a typical foot would need if it were to fit that specific shoe.

This makes the narrow, wide foot or the wide, shallow foot difficult to fit. Every width increases $\frac{1}{4}$ " in girth. That is, if you were to take a string and wrap

it around the ball of the foot, the next width up would be $\frac{1}{4}$ " longer. So, even if you have a narrow foot, it doesn't mean you need a narrow shoe.

Stability isn't Stability – One of biggest misnomers of running shoes is the classification system: Neutral, Stability, and Motion Control. Neutral shoes have very little side-to-side support for the neutral or supinated foot, a foot that doesn't need extra help. This classification is appropriate, as long as the term neutral *cushioning* isn't used synonymously, which will be addressed in the next section. The categories Stability and Motion Control are a bit more deceptive. Stability shoes are any shoes designed with a medial (towards the midline of the body) support. You will often see a gray piece on the midsole of the shoe (the post) which is made of a denser material than the rest of the midsole. As the size and density of this piece increases, so does the amount of support. This medial support stops a foot from pronating by forcing it back towards a neutral position. If a supinated foot were to wear a stability shoe, the shoe would supinate it further, causing the person to walk on the outside of the foot. Therefore stability shoes don't necessarily make you stable, they merely decrease pronation.



3 Running Shoe Illusions (continued)

Shoe companies arbitrarily draw a line at a certain point on the stability spectrum and declare anything above that line to be a Motion Control shoe, when in fact they are just heavy duty stability shoes. They do control motion to an extent, but only in one direction. There are a few shoes in production that have both medial and lateral support, which I consider to be the “true” motion control shoes. Pronation and supination are both restricted in these shoes. Though these are rare, they are beneficial to the truly unstable foot. So remember, the next time you think you need more stability, determine where you need the stability.

made orthotics are quite hard. If the mold is taken correctly and the orthotic is fabricated correctly, a hard orthotic feels like pillows on your feet. Done incorrectly, the rigidity of the orthotic emerges and is uncomfortable. There are certain insoles that work to develop more contact on your foot. This leads to a very soft feel every time, though they lack significant support. So, when you think you need more cushioning, think again.



Neutral

Stability

Motion Control

Cushioning isn't Cushioning – Imagine standing on two bricks. One brick is flat; the other is molded exactly to your foot's shape. Which will feel softer? Even though two things are made of identical materials, they don't always feel the same. Often people will ask what the softest shoe is. There is no one clear answer for this; it depends on the foot. Correct size, width, flexibility, and contour for the individual foot will increase the inherent cushioning. Focus more on properly fitting your foot, and the cushioning should fall into place. Many custom-

Jeff Strojny is the owner of [New Balance Richmond](#).

The Collegiate Running Association is proud to receive support from New Balance Richmond, a local running store that not only keeps runners healthy by finding the proper shoe, but also by sponsoring local races and events like the **Healthy Kids Running Series**. Visit New Balance Richmond today to learn about spring and fall programs designed to keep kids healthy and active!



LOON MOUNTAIN RACE

LINCOLN, NEW HAMPSHIRE

COLLEGIATE RUNNING ASSOCIATION MOUNTAIN CHAMPIONSHIP

JULY 6, 2014

LINCOLN, NEW HAMPSHIRE

Partnering with the Loon Mountain Race presented by acidotic RACING



COLLEGIATE
RUNNING
ASSOCIATION

A THANK YOU TO OUR FOUNDING MEMBERS

The Collegiate Running Association is grateful for the support of our generous founding members. These individuals have helped get us off the ground and running.

The non-profit Collegiate Running Association continues to seek out contributions from those that believe in our mission. With your help, we can provide and expand opportunities for college students that enjoy running.

If you are interested in making a donation, please e-mail us at info@collegiaterunning.org or visit our booth at the Ukrop's Monument Avenue 10k expo.

GOLD LEVEL

Matthew Hannay

Michael Pauley

Thom Suddeth

SILVER LEVEL

Andrew Benford

Matt Blanchard

Rick Chavez

John Ciccarelli

Jim McKeon

Richard Pauley

Blake Puhak

Scott & Betsy Rechel

BRONZE LEVEL

Andrew Blanchard

Steve Conroy

Ed Valenski