

## The President's Message



What to get the runner in your life for a holiday gift? I'm not really the guy to ask, but I did visit our local running stores recently to find out. First, however, a shout out to all of the

Boulder Road Runners volunteers; key to the running community, the often-unseen infrastructure that keeps running events humming along. Headlining the volunteers last month was John Bridges, who was featured on the finisher's medal at Lee Troop's Turkey Trot. What a great morning and turnout. I jogged a bit of the race with Joyce LeMire, who had enough oxygen to tell me that there were 16 members of the LeMire family competing, comprising the entire set of kids and grandkids. Thanksgiving is the one time of the year when the whole clan gathers.

"Joyce, do you want to walk it in?" I asked, seeing we were keeping pace with some fit-looking walkers.

"No!" she replied, explaining that it was not a matter of her pace or finishing time. "I feel much better when I run."

There was Freya Troop, still dressed in her Alpine Bank turkey outfit, heading home with her daughter, Macy. The sun was high overhead by now, and it was warm. Up against the blue sky the mountains were crowned with white, and turkey dinner awaited many of us. Yes, we have much to be thankful for, don't we? And let's put all of you volunteers at the top of the list; we will see everyone Monday evening at the BRR Volunteer Appreciation Dinner, set for 5:30 p.m. at Upslope Brewery, with

food, beer and mingling.

Volunteers are often overlooked, until they are not. After the Turkey Trot, I visited with sundry characters. Club founder Rich Castro was there, with John's medal hanging around his neck, along with the medal featuring his likeness from a couple years back. I talked with one of the top finishers, a freshman at CU who of course could not accept any prizes. He is a walk-on and spoke about the great atmosphere on the CU team. His mom was sitting proudly next to him, beaming. Vicki Hunter was rushing off to get ready for her winter sojourn in Hawaii, where she and her husband, Brian, have a condo not far from former club member and elite runner Cindi Brown. Save us some pineapples, Vicki. (She has written a very good memoir and is looking for ideas on publishing it, fyi).

Benji Durden was visiting with finishers -- have you noticed those ubiquitous "neck beards" popular in the NBA and elsewhere? Benji has been sporting his for years. Talking about volunteers, Benji related the story of a race he and another elite were leading in Florida years ago, when they got to an intersection. The volunteer stationed there was clueless and Benji had no clue which road to continue on. Ted Kennedy has another such story, about the only time he beat Olympian Paul Williams, a teammate at the University of Guelph, where Ted was the school record holder in the 1500 meters for many years. (Bonus question for an extra beer at the Volunteer Dinner: what is Guelph's mascot?)

*continued on next page*

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### Your 2021 Board Members

**Mike Sandrock, President**  
**Don Janicki, Vice President**  
**Don Tubbs, Treasurer**  
**Todd Straka, Secretary**  
**John Bridges, Membership Chair**  
**Lorraine Green, At-Large**

**Join us Dec 6 for the Last First Monday and Volunteer Appreciation**

**Upslope Brewing, Central Ave.  
5:30-7:30. Beer and Food**



## President's Message, *continued*

All of this to say to John and all of the Volunteers -- Thanks; we appreciate you.

Oh, yes, I was going to write about holiday gifts. I did so for the Camera, but I know there are a few who do not read the paper. For you, I'll sum up by saying that a nice go-to gift is a ROLL Recovery foam roller. I've found that friends and family members like them, and, as you will see, anyone you give one to as a gift will immediately begin using it. Best of all, you will be able to use it as well. My recommendation: shop in-person, not on-line. Each of the local running retail specialty stores offers a BRR discount, ranging from 15 percent to 25 percent. Finally, best wishes to the Boulder Road Runners teams heading to Tallahassee for the club national championships. As we saw in last month's cross country race, you all look great in the new uniforms.

Looking ahead, you can see elite marathoner Noah Droddy play guitar and



Emma Coburn showing Roll Recovery

long-time local massage therapist Marcus Hille on drums in the punk band Bury Mia at the Fox Theater Jan. 21. The band's music is, how shall we say, energetic. Among its loyal followers is another local elite marathoner, Laura Thweatt, whom I bumped into, quite literally, at a Bury Mia show at the Trident Cafe a couple of weeks before Thweatt and Droddy raced the New York City marathon. Laura uses the band's music to get pumped up before a race, and she said the dancing was a release from the rigors of training. At least I think that is what she said, as the music was loud. I was the oldest person in the audience and can say that it was a lot of fun. See you there, I am hoping Don Hayes will join me on the dance floor.



Noah Droddy, right, and Marcus Allen-Hille, rear, are part of the punk band Bury Mia, performing next month at the Fox Theater.



Fans include Laura Thweatt, center.



Boulder Road Runners, Inc.  
Officers and Contact Information  
2021

### ELECTED OFFICERS

Mike Sandrock, President  
president@boulderroadrunners.org  
Don Janicki, Vice President  
djanicki@comcast.net  
Don Tubbs, Treasurer  
don.tubbs@comcast.net  
Todd Straka, Secretary  
toddstraka@gmail.com  
John Bridges, Membership Chair  
John@boulderroadrunners.org  
Lorraine Green, At-Large  
toucanlorraine@gmail.com

### APPOINTED POSITIONS

Mike Wien, Advisor to the Board  
mike@specifiededge.com  
Todd Straka, Meet Director,  
Summer Track & Field Series  
toddstraka@gmail.com  
Elliott Henry, Newsletter Editor  
ejhenry@pcsisys.net  
Ken Thurow, Volunteer Coordinator  
kdthurow@aol.com  
Tom Lemire, Historian  
Tom\_Lemire@yahoo.com  
Alastair Norcross, Club Photographer  
anorcross@mindspring.com  
Lee Troop, T.E.A.M. Liaison  
lee@teamboco.com  
Ewen North, Revolution Running Liaison  
ewen@revolution-running.com

Boulder Road Runners  
PO Box 1866  
Boulder, CO 80306  
www.boulderroadrunners.org

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# Running May Help to Protect Your Knees

from Dr. Gabe Mirkin's Fitness and Health e-Zine, Checked 11/14/21

Orthopedic surgeons in London published a study showing that running a marathon may strengthen the cartilage and muscles in knee joints (BMJ Open Sport & Exercise Medicine, Oct 16, 2019;5(1)). More than 80 novice runners took a four-month running/training program, and the researchers took MRIs of their knees six months before they ran their first marathon and a half month after they completed the marathon. Their ages ranged from 25 to 73, with a median age of 44. Before the marathon, most of these novice runners had MRI signs of bone or cartilage damage, even though their knees did not hurt. Incredibly, after they ran the marathon (in an average time of 5 hours and 20 minutes), their MRIs showed a remarkable reduction in the knee bone and cartilage damage and marked strengthening of the knees:

- less bone marrow edema,
- increase in cartilage of the knee cap,
- increase in the size of their knee tendons, and
- increase in the size of knee ligaments.

A few of the new marathoners did develop damage to the cartilage in the back of their knee caps, but not in the knee joint itself.

Running appears to protect your knees by decreasing knee inflammation (European Journal of Applied Physiology, December 2016;116(11-12):2305-2314), strengthening hip and knee muscles (BMC Musculoskelet Disord, 2007;8) and healing early defects in knee cartilage (J Rheumatology, January 2001, 28 (1) 156-164). However, another recent study showed that running can increase joint damage in arthritic mice by increasing inflammation (Ann Rheum Dis, 2019; 78: 787-795). Running appeared to increase inflammation with resultant joint damage in mice that had inflammatory arthritis (Annals of the Rheumatic Diseases, 2018;78:6), and researchers found the same results in human runners who had osteoarthritis (PLOS ONE, 2018;

13(10): e0205191). The new study from London excluded runners who already had a history of osteoarthritis.

## **Knee Osteoarthritis is Common**

Eighty percent of North Americans have X-ray evidence of osteoarthritis by age 65, and 60 percent have significant knee pain. The incidence of knee osteoarthritis has risen at a frightening rate over the last 50 years, probably because of changes from an active life of farming and working in industry to a post-industrial society in which most people do not do a lot of physical labor and gain too much weight (Proc Nat Acad Sci, August 29, 2017;114(35):9332-9336). It now appears that osteoarthritis is a disease of inflammation, an overactive immune system caused mostly by lack of exercise, being overweight, eating a pro-inflammatory diet and having inadequate vitamin D levels (JAMA, November 22, 2017).

Many studies show that exercise helps to prevent and treat arthritis:

- A review of 55 studies showed that weight bearing exercise reduces pain and improves joint function in osteoarthritis (British Journal of Sports Medicine, September 24, 2015).
- Aerobic and strength training for 20 weeks markedly decreased knee pain and increased mobility (Arthritis Care & Research, 08/30/2016). No serious side effects occurred from the knee strength and conditioning program.
- A review of six studies of a total of 656 men and women with knee osteoarthritis found that exercise improves symptoms of knee pain in osteoarthritis and that it did not make much difference whether the knee exercise program was of low or high intensity (Cochrane Database Syst Rev, 2015 Oct 29;(10):CD010203).
- Aerobic and strength training for 20 weeks markedly decreased knee pain and increased mobility in 126 people with

knee osteoarthritis and chronic diseases such as heart disease, heart failure, type 2 diabetes, chronic obstructive pulmonary disease (COPD) or obesity, defined as a body mass index greater than 24 (Arthritis Care & Research, August 30, 2016).

- Exercise increases cartilage quality in osteoarthritis (Med and Sci in Sports and Ex, Mar 23, 2017).

## **Too Much Knee Surgery?**

Surgery has not been shown to be more effective than exercise in treating knee osteoarthritis (N Engl J Med, 2013;368:1675-84). Seventeen years ago, the first of many studies showed that arthroscopic partial meniscectomy is no more effective than a placebo (N Engl J Med, 2002;347:81-8). Yet arthroscopic partial meniscectomy to trim a torn knee meniscus is one of the most common surgical procedures done in North America, with more than 750,000 knee arthroscopies done in the U.S. each year.

- Arthroscopic partial meniscectomy is not more effective than sham placebo surgery for a degenerative meniscal tear (N Engl J Med, 2013;369:2515-24).
- Removing damaged attached cartilage offers little or no benefit (Br J Sports Med, 2016;50:1473-1480).
- Exercise is more effective than surgery (arthroscopic partial meniscectomy) in treating people with knee pain and degenerative meniscal tears (BMJ, July 20, 2016). An editorial in the same issue of the journal states, "The surgery is a highly questionable practice without supporting evidence of even moderate quality . . . the latest nail into what should be a sealing coffin" (BMJ, July 20, 2016). Unfortunately, medicine is a business and the bottom line of a business is profit.

***If You Have Knee Pain and Still Want to Run***

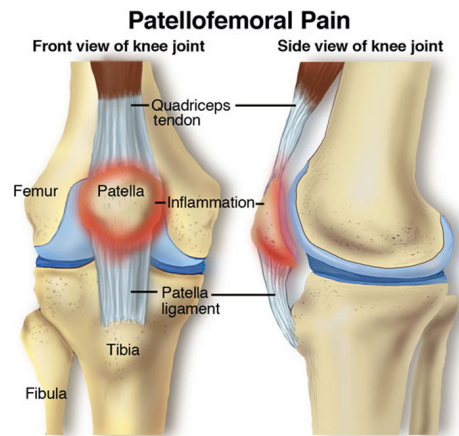
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# Running May Help to Protect Your Knees (Continued)

Take very short steps and if that doesn't stop your pain, you may need to try another sport. You may still be able to run if you can markedly reduce the force of your foot hitting the ground. When you run, both feet come off the ground at the same time, causing you to land with tremendous force that can injure joints, muscles and tendons. Running at a six-minute per mile pace causes your foot to hit the ground with a force equal to three times your body weight. This force is transmitted up your legs to your hips and back, and done repetitively, it can damage joints, shatter bones and tear muscles and tendons (Br J Sports Med, Apr 2016;50(8):450-7; Aug 2007; 41(8):469-480).

The force of your foot hitting the ground is determined most by the length of your stride (Scan J Med & Sci in Sports, May 30, 2018). Unnecessarily high impact can be caused by over-striding. It is not important whether you land on the front of your foot or the heel, but the more you over-stride, the more likely you are to land on your heel. A study of the 2017 IAAF World Championships showed that 54 percent of the men and 67 percent of women landed on their heels (Journal of Biomechanics, May 22, 2019). Landing on the front of your foot does not prevent injuries, it is only a marker that you are not over-striding. A study from the University of Wisconsin-La Crosse shows that as people start to feel tired during running, they shorten their strides and this decreases the force of their foot striking the ground (Med and Sci in Sp and Exer,



Dec 1999;31(12):1828-33). The shorter stride lessens the force of their heel striking the ground and places it forward to the area behind the big toe. To compensate for the decreased force of their feet hitting the ground, they move their legs at a faster cadence. You can use this information to help you prevent injuries when you run. Shortening your stride will help to protect you from injuries by shifting your foot strike force forward. You can keep your speed by moving your legs at a faster cadence.

## *Rules for Preventing Running Injuries*

1. When you are training properly, your muscles will feel sore when you get up almost every morning. If you warm up for a workout and your muscles don't recover and feel fresh after 10 minutes, take the day off or go very slowly. It doesn't matter what workout you have planned for that day.
2. Wear-and-tear injuries don't just happen, they give you plenty of warning. If you are training and you feel a soreness

or pain that worsens as you continue to exercise, or doesn't go away when you slow down, stop your workout immediately. You are headed for an injury.

3. Wear-and-tear injuries are usually not symmetrical. One knee will feel far more uncomfortable than the other.
4. Stop your intense workouts immediately when your legs start to feel heavy or hurt. Worsening fatigue usually comes on suddenly during a workout.
5. You recover faster from workouts by eating food and drinking fluids immediately after you finish a workout and getting off your feet as much as possible. You recover faster by lying instead of sitting and sitting instead of standing. So eat lots of food soon after you finish intense workouts and then take a nap.
6. If you find that you cannot run, you can strengthen your knees with a variety of low-impact sports and exercise equipment, such as race walking, cycling, swimming, water aerobics, cross country skiing, and use of machines such as ellipticals or stair-steppers where your feet are supported by the equipment as you move.

[Runner's Knee \(Knee Cap Pain\)](#)

[Total Knee Replacement](#)

Men's 50+ Team Coordinator: Chris McDonald, mcdonaldjc@gmail.com  
Men's 60+ Team Coordinator: Bruce Kirschner, bhkirsch@comcast.net  
Women's 60+ Team Coordinator: Virginia Schultz, Virginia.Schultz@Colorado.edu  
Men's 70+ Team Coordinator: Jeff Dumas, jeff.dumas@comcast.net

# Boulder Road Runner Mark Tatum Wins Legendary Dipsea Race

*Article provided by Bruce Kirschner*

Mark Tatum, a member of the BRR Men 60-69 team, was winner of the famous Dipsea Race in California on November 7 with a time of 59:23. First run in 1905, it is the oldest trail race in America and the second oldest footrace in the U.S. after the Boston Marathon. Originating as a bet between two men in a bar in 1904, it is usually run every year on the second Sunday in June. The COVID pandemic postponed the race this year. The scenic 7.4 mile course in Marin County north of San Francisco, goes from Mill Valley to Stinson Beach and is considered to be one of the most beautiful courses in the world. The stairs, creek crossings, rocks, overhanging tree limbs, and steep trails make it a grueling and treacherous race. Racers gain about 2,000 feet in less than two miles during the race. Its unique handicapping system based on age and gender has made winners of men and women of all ages. Because of its beauty and challenge, it is a very popular event, and because of safety and environmental concerns the number of runners is limited to about 1,500. While racers enter from all over the world, the Dipsea is primarily a Northern California event and the entry process is allegedly tilted a bit to favor local contestants.

According to the race's official website, "61-year-old Mark Tatum of Colorado Springs became the first non-Californian to win the Dipsea since Gail Scott of Durango, Colorado in 1986 and the first male outside the state of California to win



*Photo By Eliel Johnson of Mark*



*Photo By Eliel Johnson*

the historic trail race since Joe Patterson of Queensland, Australia in 1975." Boulder's Dan King, 62, finished in second place (60:55). Third place finisher was Brian Pilcher, 65, four-time winner and defending champion (61:57). Another Boulder Road Runner, Heath Hibbard, finished in 162nd place. Hibbard, who is a veteran of the race and fourth place finisher in 2018 and winner of the Double Dipsea (out-and-back) race event the same year, was recovering from injuries during this year's event.

According to second place finisher Dan King, "I had a minute head start over Mark because he's a year younger than me. Brian Pilcher was the guy we were chasing. Mark is such a good mountain, trail runner, and technical runner. He is really talented at it. I'm more of a good distance runner for my age. When Mark passed me I realized how adept he was at downhill running. I said to myself, "Like wow, how I wish I could run like that!" I'm glad Mark won and really happy for him. He's a gracious and well deserving champion. Mark has invested so much into this race because Dipsea means so much to him. He is really a super race champion. For me, it was pretty epic to

cross the finish line and be second in my first ever Dipsea Race. I really ran as well as I could have run...I plan to return to Dipsea next year because I had such an incredible experience this time."

Mark Tatum reflected on winning his first Dipsea Race this year: "This was my fifth Dipsea Race. The first time in 2016 I finished in seventh place. The second time I was 26th (and dealing with injuries leading up to it). In 2018 I was third, and 2019 I was second, and this year I was fortunate enough to win. The biggest challenge this year was the high level of competition. We had a world class field, including 28-year-old "scratch runner" Eddie Owens (47:48). I think I was able to win because I haven't slowed down much in five years and they keep giving me minutes (with the race's handicapping system). I believe the reason I haven't slowed down much is due to good, consistent aerobic training and aerobic base development. I'm so much faster than [Brian] Pilcher on the downhills and that's where I was able to catch him. I was able to catch Dan King, but he did really well, really great, especially for his first time doing the race.. I felt pretty good after the race except for some calf soreness. I'm definitely going back for the next Dipsea in June."

Tatum and Dan King will face each other again at the USATF Club Cross national championship in Tallahassee, Florida on December 11.



*Photo By Tony DiPasquale of Dan King*

# MEMBER PROFILE

MIKE WIEN

*This month, Jeff Dumas has interviewed, Mike Wien, the newest member of the BRR Men's 70+ Team. Although Mike graduated from CSU, he has roamed far and wide since then -- even spending several years in Atlanta, Georgia where he captained the ATC Men's 60+ Team. Mike just recently won his age group in the Boston Marathon and the New York Marathon -- and he won his age group at this fall's World Triathlon Championships. Mike will be sporting the new BRR singlet in at the USATF Club Cross Country Championships in Tallahassee, Florida on December 11th!"*

**Where were you born and where did you grow up?**

I was born in Chicago, Illinois and grew up in Highland Park, a suburb 20 miles north of Chicago.

**When did you start running?**

I first started running in high school. I was not much of an athlete. I was the kid always picked last. At 5 foot 2 inches and 92 pounds as a freshman, I was one of the few who could join the wrestling team for the 95 pound category. The wrestling coach insisted we all participate in a fall sport -- football or cross country. The decision was obvious, and I worked my way up to the 7th man on the varsity team my senior year. However, in a high school meet, it was a 5-man team -- so, I would fill in when needed.

**How, if you're from Chicago, how did you end up at Colorado State University as an undergraduate? I understand you met Nannette there to?**

My parents were avid skiers and took my sister and me to Aspen for the first time in 1963. I fell in love with Colorado, so my selection of universities was location driven. Nannette and I met at CSU 50

years ago in 1971. I was a junior and she was a freshman. After she graduated in 1975, we were married in her hometown of Richmond, Virginia.

**When did you start running as an adult?**

After graduating from CSU in business, I received my MBA from Northwestern University and joined Frito Lay in Dallas, Texas in marketing. I was also responsible for entertaining MBA candidates that Frito Lay was trying to recruit. That included eating at some great restaurants which resulted in an unwanted gain in weight. I had a choice of increasing my physical exercise or reducing my calorie intake. I picked running. So, I joined a group of neighbors in Dallas who ran 2 ½ miles every Saturday morning. One afternoon after pizza and too many beers, we decided we should train for a marathon. My dad's friend had just run the New York Marathon and if this old guy could run a marathon, so could we. My dad's friend was an ancient 47 years old! So, we trained that summer starting with 5Ks, working up to 15Ks -- and, in 1978, I ran the New York Marathon and was very happy with my finishing time of 3:28:55.

**I understand that you used to run for the Atlanta Track Club. How did that come about and how long were you with the ATC?**

Nannette and I moved to Atlanta when I took a new job with Deloitte in 1996. After cutting back to just a social runner since 1982, I started training for and running in the Peachtree 10 Road race, every year. In 2012, a fellow board member serving on a non-profit with me noticed my time in the Peachtree and asked me to join him on the Atlanta Track Club's Men's 60+ Team. I was part of the ATC's master's team for the next six years -- and served as the team captain for two of those years.



Mike with Atlanta Track Club

**How did you end up moving to Boulder?**

As I mentioned, I fell in love with Colorado in the early 1960s, and while my career in marketing and education took me all over the country, I was always trying to get back to Colorado. In 2018, I retired from teaching at Georgia State University (a second career) and with a marketing consulting and professional speaking business, realized I could live anywhere in the United States as long as I was near a large airport. I also had improved as an athlete and was competing in Ironman Triathlons on the world stage. That sport combined with my love for skiing made Boulder the perfect place to live, work, train, and ski. [Note from Jeff: Well, it looks like I beat Mike in at least one race! It looks like it took Mike about 45 years to get back to Colorado. From the time I left the Air Academy, it took me only a little over 20 years to get back!]

**Could you tell us how you ended up switching your allegiance to running the BRR?**

As a member of the Atlanta Track Club Masters Team, we had a lot of respect for the BRR. BRR was often the team to beat. So being asked to join the BRR when I moved to Boulder was an honor. Within days after signing up for my first race with



the BRR [Note from Jeff: see the paragraph below regarding the 2021 USATF Club Cross Country National Championships), I received emails from my fellow ATC team mates in Atlanta who were looking forward to seeing me in Tallahassee. Yes, this is a very competitive sport, but there is also a lot of camaraderie among the members of the top teams. [Note from Jeff: Definitely true! In fact at some of these pre-race dinners, I start to think that several members of our own BRR team are politicking for election to high office! Not to name names, but Rich Castro and Jan Frisby immediately come to mind...]

*Could you please tell us about your own racing career, particularly about USATF events?*

My USATF racing career has been limited to the Master Cross Country Team events with the Atlanta Track Club. As part of the 60+ team, I was a consistent top three team scorer in many Club National Championship wins. During that time, I ran with the ATC in Seattle (2011), Lexington (2012), St Louis (2012), Dedham (2012), Bend (2013), Brea (2013) and Bethlehem (2014). [Note from Jeff: Unfortunately – or maybe “fortunately” if Mike was on their team – the ATC did not participate in either of the USATF Cross Country National Championships that were held here in Boulder in February 2014 or February 2015.]

*Could tell us about some of your favorite races -- especially marathons?*

The Boston Marathon is my favorite based on its long and rich history. I have run Boston 15 times, starting in 1980. However, it wasn't until 25 years later that I ran my second Boston Marathon in 2005 (with my 18 year old son, Andrew). In addition to Boston, the New York and Chicago Marathons attract great crowds and a great variety of neighborhoods, people and cultures to enjoy during the 26.2 miles. I have run a total of 60 marathons, includ-

ing the original from Marathon to Athens, Greece. However, I currently think of myself as a triathlete and have run 17 Ironman Triathlons including six World Championships in Kona, Hawaii. Kona is my favorite Ironman.

*How about identifying a few PR's, too?*

My personal best marathon time was at the Dallas Marathon in 1979 in my attempt to qualify for the Boston Marathon. I ran a 2:48:48, just under the Boston Qualifying time in 1980 of 2:50. However, my 3:29 in Boston in October of this year to win the 70-74 age group and basically match my New York Marathon time 43 years earlier was the my proudest marathon moment.. [Note from Jeff: Qualifying for the Boston Marathon under the old standards (like in 1980) would have been a remarkable feat for most of us distance runners back then. Heck, I was living in Cambridge for three years (1975-1978) and never gave competing in the Boston Marathon a thought. Impossible!]

*In that regard, you have won your age group in three very recent, extremely competitive events, two world class marathons and a world triathlon championship. Let's take them one at a time (in chronological order) because each was a unique adventure...*

First, please tell us about your win in the 70.3 Triathlon World Championships. This was my seventh Ironman 70.3 World Championship and my first win (I made the podium two other times.) I came off the bike 10 minutes behind the leader (Nannette was at the start of the run to give me the competitive intelligence) and knew I had a good chance of winning as my strength is in the run. She gave me an update at mile 6 that I had closed the gap to just five minutes. I won by three minutes!

*Second, please tell us more about your*



Mike at Boston Marathon 2021

*age group win in the Boston Marathon in October.*

This was a real surprise. My goal was to finish in the top 10 in my age group. Out of the 15 times I had run Boston, I had only finished in the top 10 once – an eighth place finish in 2013. Nannette was at mile 17 and told me I was in 2nd and just 27 seconds behind the leader. That was the incentive I needed to hold my 8:00 pace for the remaining nine miles. I held my 8:00 pace basically until the last mile and dropped it to a 7:30 pace from 25.2 to 26.2.

*Third, please tell us (the whole, unabridged story!) about your experience in running the November New York City Marathon last month.*

Tactically, this race was very different than Boston, as I had no idea who was in my age group and Nannette had no way to track their progress for me. It was a staggered start and I never saw any of my age group competitors. It was also the first major marathon I have ever run that my objective was not to beat a time goal, but was to win. So, while we had no idea how I was doing during the race, the results posted late that night tell an exciting story. It turns out that I was in the lead ahead of a fellow runner, Leroy Cummins from Brooklyn, by 2 ½ minutes at the half marathon marker – 13.1 miles. That

lead dropped to only 40 seconds at mile 17. By mile 24.8, I had fallen 42 seconds behind Leroy. But I knew that I had only won Boston four weeks earlier by a mere 27 seconds, so I pushed hard to the finish line -- and ended up winning by only 22 seconds. [Note from Jeff: Yep, sometimes we don't know how "exciting" the race was until well after it is over! My last age-group win in a marathon was the Denver Mile High (Rock & Roll) marathon in 2013. Before the race, I checked out the previous age-group winners' finish times and calculated their average pace per mile. It looked like the past winners were clocking a 9:15 minute/mile pace. I knew I could beat that. In fact, checking my watch at mile 20, my average pace was well under 9:00 minutes/mile. It was at a particularly ugly point in the race and I thought to myself maybe I should slow down and "enjoy" the finish. But, I felt strong so I pressed ahead, maintaining my pace -- and finishing in



Leroy Cummings

3:49:52. Looking on-line at the age-group results the next day, I was stunned to learn that I had won my age group by a mere 22 seconds! Lesson learned: The race ain't over 'till it's over!]

However, the real story in this race is about Leroy Cummins. I did some research after the race about this guy who I barely beat and was inspired by his story. Leroy had recently turned 70, retired and joined the New York Road Runner Striders that helps seniors get active, stay fit and improve their health. Leroy had been running the streets of Brooklyn at 5:00

AM since the late 1960's and continues to run 50 miles per week to help control his diabetes. Leroy wanted to encourage other seniors to exercise and prioritize their wellbeing. So, he decided to step up his training and run a marathon. He wanted others to feel encouraged enough to say, "If Leroy can do it, maybe I can do it as well." It is notable that Leroy ran his first marathon at age 70. It is remarkable that Leroy ran the second fastest time out of 102 finishers in his age group. It is extraordinary that he did it to inspire others in his community to live healthy and more active lives with passion and purpose. Yes, I had the fastest time on Sunday, but Leroy was a true winner!

Note: Since Leroy is a newbie to running marathons, I was able to contact his daughter, Kim, to make sure her dad knew that his 3:35 marathon time was an automatic Boston Qualifier -- and the registration period for 2022 was only the week after the New York Marathon. Kim was very appreciative -- and signed him up!

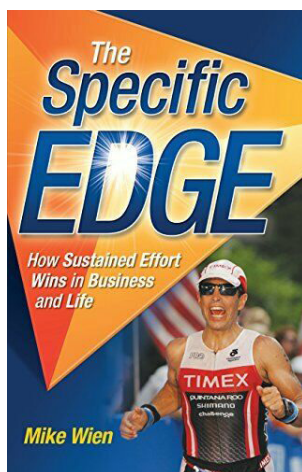
*I understand you have written a marketing book that relies heavily on your many appearances at the World Ironman Championship. Could you please describe it for us and how competitive athletics plays a role in running a successful business.*

As a marketing professional and a marketing professor later in life, I have learned that one of the keys to a successful busi-

ness or a successful career is creating a competitive advantage. I believe that this can be best attained when three things come together to create this Specific Edge. [Note from Jeff: the full title to Mike's book "The Specific Edge: How Sustained Effort Wins in Business and Life".] While no one or two elements create a competitive advantage, when all three are present, you get it. For example, the three things that define Aleve's Specific Edge is that: it is a pain reliever, it reduces fever and it lasts twelve hours. The three things that made me unique and put me in the role of managing the launch of TOSTITOS for Frito Lay was my experiences in brand marketing, new products, and the unique distribution system for salty snacks. What has allowed me to be so successful in Ironman triathlons is my above average ability to swim and bike and my very strong ability to run long distances. And the other similarity is that the key elements of any success is concentration, discipline, and endurance.

*We are very fortunate to have you in the starting box for the BRR Men's 70+ Team in the USATF Club Cross Country Championships on December 11th. Any thoughts about how you hope you and your team will do in Tallahassee?*

We are sending a strong team of experience runners with a target on the Atlanta Track Club. I am sure the Atlanta Track Club is also sending a strong team with a target on the BRR. While I believe my presence will make the Atlanta Track Club run harder, I hope my presence will help to bring home a win for the BRR! [Note from Jeff: Look for more on this race and how our team did in the January issue of the BRR Newsletter!!!





# 2021 Calendar of Running and Fitness Events

Note: Events listed are only those in which the Boulder Road Runners has significant participation.

Date, Time	Event	Location	Sponsorship
<b>Recurring Club Events</b>			
1st Mondays, 5:30 pm	BRR Club Social	Runners Roost	BRR, FREE
TBD	BRR Board Meeting	Zoom Meetingr	BRR
Sundays, 9:00 am	BRR Group Run	BolderBoulder Offices, 5500 Central at 55th, Boulder	BRR, FREE/OPEN
<b>Club Races</b>			
Oct. 16, 2021	Boulder X-Country Race Series, Race 1	Harlow Platts Community Park	TEAM, BRR
Sept. 27 Nov. 5, 2021	Mountain Lions X-Country Season	Centennial Middle School, Boulder	TEAM, BRR
November 6, 2021	USATF Colorado Masters 5K XC Championship	Nevin Platt Middle School	TEAM, BRR
November 6, 2021	Colleen De Reuck Cross Country Classic	Nevin Platt Middle School	TEAM, BRR
November 25, 2021	Boulder Thanksgiving Day 5K	Flatiron Park, Boulder	TEAM, BRR
<b>USATFMasters LDR Schedule *</b> (For more information, contact Bruce Kirschner, bhkirsch@comcast.net)			
October 17, 2021	USATF Masters 5K X-Country Championships	Boston, MAI	USATF
December 11, 2021	USATF Masters Club X-Country Championships	Tallahassee, FL	USATF
January 8, 2022	USATF Masters 8K Cross Country Championships	San Diego	USATF



## As Always, Thanks to Our Associates and Sponsors!

