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A Monthly Insight into the West Texas Running Club

wtrc newsletter

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Have You Heard About 'Membership Plus'?

We love all the benefits of a WTRC membership, but did you know there is an even better deal available?

Our Membership PLUS option (\$100/person/year) pre-pays your entry into all 13 of our yearly races! And, yes—this includes all of our t-shirt races! You will receive a “permanent bib” at the first event you attend after signing up. This will be the bib you use throughout the year. No need to check-in on race mornings to receive a new bib, and be guaranteed a participant shirt for all our t-shirt races!

Even if you already signed up, something to consider for 2017.

Don't Forget to Renew Your WTRC Membership for 2016!

A Race Every Month, and Two in November!

There are so many reasons to sign up to run with us again this year, and recruit a few friends to do the same.

First, nine of our 13 races are only \$5.00 to enter if you are a member. The other four races are considered our annual “tee shirt races” and are \$20.00 to sign up. And, yes—I said **four** races... We are proud to announce that this year's Buffalo Wallows Half Marathon (aka “The Most Challenging Half Marathon in Texas!”) is now a tee shirt race. In addition, all of those who complete the half will receive a finisher's medal. After all, if you run 13.1 miles and tackle those hills—you deserve a medal!



loop the lake >>>



Race Results:

Overall: 142 Finishers (72 - 2mile, 70 - 5mile)

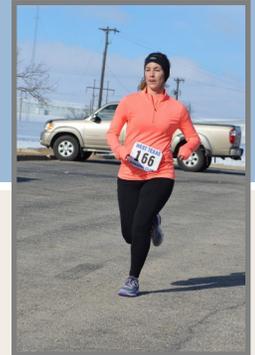
2 Mile Winners: Ben Miller, 27 (12:35) & Brylie Corelis, 16 (15:47)

5 Mile Winners: John Corelis, 50 (32:05) & Allison Pennell, 32 (37:47)

Race Records: Debbie Gelber, F 45-49 2mi (16:58) & Mary Harris, F 65-99 2mi (35:36)

race recap >>>

Loop the Lake



The first race of the year was an exciting one. The always amazing, lakeside course was made more beautiful by intermittent patches of sparking ice. It was like something out of Frozen!

Congratulations to our 2-Mile race winners - Brylie Corelis and Ben Miller. On the long course, 5-Mile winners were Allison Pennell and John Corelis.

Course records were hard to come by, but Debbie Gelber defied the odds for a new 2-Mile F45-49 age-group record of 16:58 and Mary Harris set a F65-99 record of 35:36.

Commit these names to memory: Ronnie Adams, Tony Aleman, Jonathan Botros, Suzan Caudle, Artie Corelis, Kyden Corelis, Erin Dulin, McKenzie Dulin, David Higgins, Michaela Jansen, Tommy Johnson, George Jury, Anna McClendon, Martin Montalvo, Abraham Montalvo, Jerry Morris, Glen Mullins, Eli Paden, Nathan Padan, Emmanuel Ramirez, Arturo Reyes, Heather Riley, PJ Sullivan, Wayne Sullivan, Carol Swinonos, and Fred Weber. These amazing volunteers rule.

Thank you, as always, to the WTRC officers who do so much to make these races a success - as demonstrated this year by the new Landwer House accommodations. How nice to have shelter so close to the finish line.

*Make plans to run this race next year. We *might* have an Ice Castle!*

Mont



Running Shoes: More Expensive = Better?

A Danish statistics professor's study says not necessarily...



Jens Jakob Andersen is a former competitive runner and teacher in statistics at Copenhagen Business School under Center Chief of the Department of Finance Dorte Kronborg. Today he is the founder and CEO of RunRepeat.com. He conducted a study to determine if paying for an expensive running shoe should actually mean the shoe was better. (Disclaimer: no brand or other institution influenced their research in any way. The study was conducted to create transparency in the running shoe market, and not to promote well-performing running shoe brands.)

For this study, over 134,000 online reviews of running shoes were analyzed across 391 different pairs of shoes (24 different brands).

So, here are the study's conclusions:

1. The higher the list price, the lower ratings the running shoes get.
2. The 10 most expensive running shoes (avg. list price: \$181) are rated 8.1% worse than the 10 cheapest running shoes (avg. list price: \$61).
3. Running specialist brands are rated 2.8% higher than running shoes from broad sports brands.
4. The top three best rated brands are: #1 Skechers, #2 Saucony and #3 VibramFiveFingers, while the three worst rated are #22 New Balance, #23 Adidas and #24 Reebok. Adidas Group owns both Reebok and Adidas.
5. The three most affordable brands are #1 Skechers, #2 Vivobarefoot and #3 Puma, while the three most expensive brands are #22 On, #23 Newton and #24 Hoka One

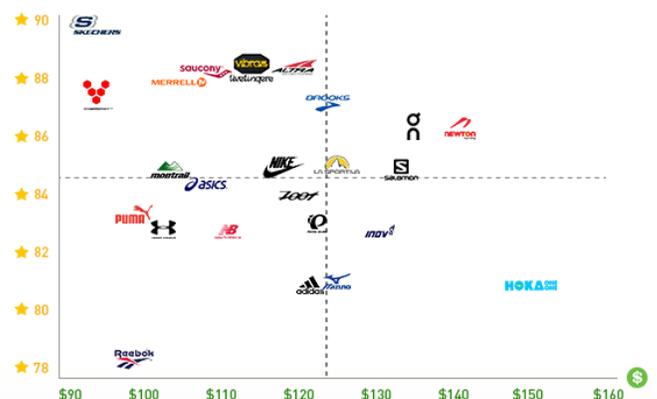


No study is perfect. Here are some pitfalls of this study:

1. One might expect that if a runner buys an expensive shoe, he will have higher expectations for the quality of the shoe and therefore he will more easily get disappointed. True, the more you spend, the more you expect. Though, the list price should reflect expectations. If you spend more on a running shoe, you would logically expect to get a better product.
2. The reviews are from the aggregator RunRepeat.com, which attracts a certain type of runner, which might bias results (in both directions).

4 BRAND MATRIX

Average ratings and prices of 24 running shoe brands. Some brands are expensive, others more affordable. Some are much loved by runners, other less loved.



Lubbock Native Headed to the Olympic Trials

The WTRC was pleased to be joined by Lubbock Native Brandon Birdsong at this year's WTRC Annual Social and Awards. Not only does Brandon hold a number of WTRC race and course records, but he is headed to the 2016 Olympic Trials February 13th in Los Angeles. He is doing his final training with his coach Quent Bearden right here in the Hib City.

Brandon is a graduate of Monterey High School in Lubbock and his running career continued at both the University of Texas and Adams State University. He originally qualified for the Marathon Trials in 2014 before injuries set him back. He is healthy again and hoping to maintain a 5:00/mile pace for all 26.2 miles at this year's Olympic Trials.

The West Texas Running Club was proud to do their part in supporting Brandon by making a financial contribution towards his training.

It will be easier than ever to follow Brandon's journey, as—for the first time in history—NBC will be airing the Olympic Trials live during their "Road to Rio" coverage.

Tune in to NBC on February 13, 2016 at 12:00 noon CT (after you complete the WTRC Prairie Dog Run, of course!).

Find out a lot more about Brandon on his website, <http://www.runbirdsong.org/>

Run like the West Texas wind Brandon!!!!



WTRC Throwbacks!



How many WTRC members do you recognize??

rrca award >>>

WTRC Board Member Named the 2015 RRCA Outstanding Youth Program Director

*Our very own **Terry Dalton** has been selected by the Road Runners Club of America (RRCA) as the **2015 Outstanding Youth Program Director** for his leadership of the **Team Kids Café** program.*

Terry has been invited to receive this prestigious honor at the 2015 National Running Award ceremony at the RRCA National Convention in Dallas, TX on Saturday, March 19, 2016 at the Crowne Plaza Downtown Hotel.

Next time you see Terry, please congratulate him on this honor! We are proud to have him as a key member of the West Texas Running Club.





foot tech >>>

footTech Loyalty Program

Do you have footTech cash waiting on you?? footTech has released their list of all our valued WTRC members who have made purchases in 2015 to qualify them for big rebates. [Click Here](#) to find out how much you have waiting on you!

Rebates!

Accrued Purchases Rebate Amounts

0 - \$49.99	\$10.00
\$50.00 - 149.99	\$20.00
\$150.00 - \$249.99	\$30.00
\$250.00 - \$449.99	\$40.00
\$450.00 - UP	\$50.00

The rebate must be used before April 31 of the issuing year. It may be used on any purchase. It must be used on a single purchase (you may not carry over a balance to be used at another time.) You must be an active (paid) member of WTRC to receive rebate.

footTech continues their **Customer Loyalty Program** for the West Texas Running Club. They would like to thank you all for your loyalty and for your continued support throughout the years. We realize that running is your passion, and we are looking forward to assisting you with selecting appropriate footwear, preventing injury, and keeping on track (or roads, or trails). The new program will be based on all purchases made throughout the year. To ensure you qualify for the In-Store Rebate, each member must be an active member in WTRC with dues paid. Please let the footTech employee assisting you know that you are a member to assure you get credit for every purchase. At the beginning of each year, footTech will send WTRC the amount of the customer rewards for each of the members. The rebate amounts are described to the left.

our next race >>>

Our next club race is the **Prairie Dog Town Run** on February 13, 2016, held at the Bayer Museum of Agriculture (E Broadway & Canyon Lakes Dr).



This race will begin at **10:00am...** and feature two course distances (**2 mile (ages 7+)** and **4 mile (ages 10+)**).

Entry Fee: \$5.00 for WTRC members (& students age 7-12, 2Mi Only), **\$15.00** for non-members.

**** Please use the entrance behind the museum (on Broadway) to keep the front gate clear for the race.**

upcoming events

Each month we like to keep our members up to date on the upcoming races/events in the area, to keep everyone active and engaged!

*FEB 13 **PRARIE DOG TOWN RUN:** 4M/2M, 10:00am, Bayer Museum of Agriculture, E Broadway & Cesar Chavez Dr. RD—Debbie Gelber, russelds@hotmail.com
<http://wtrunning.com>

FEB 27 **Cowtown Marathon:** 5K/10K (Saturday), Half/Full/Ultra Marathon (Sunday), Ft. Worth, TX
<http://cowtownmarathon.org/>

*MAR 12 **BUFFALO SPRING BREAK:** 5M/2M, 10:00am, Buffalo Springs Lake Amphitheater, Lubbock, TX. RD—Tommy Johnson, 806-781-4842
<http://wtrunning.com>

APR 02 **Energy City Half Marathon:** Half Marathon/10K/5K, Midland, TX
www.energycityhalf.com

APR 02 **Willie McCool Memorial:** Half Marathon/10K/5K, Lubbock, TX
<http://www.westtexasendurance.com/>

APR 09 **Amarillo Marathon:** Marathon/Half Marathon/4-Person Relay Marathon, Amarillo, TX
<http://amarillomarathon.jimdo.com/>

*APR 16 **RUN FOR THE ARTS:** 15K/2M/1M, Lubbock Civic Center, Lubbock, TX
1Mile Kids Café Fun Run starts at 8:00am and 15K/2M start at 8:30am...
PLEASE BE PARKED BY 8:00AM FOR THE SAFETY OF THE 1-MILERS!
<http://wtrunning.com>

APR 30 **Lubbock's Original Beer Run:** Buffalo Springs Lake, Lubbock, TX
Benefiting the Epilepsy Foundation.
<http://www.efx.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=619>

JUN 04 **Running2Rescue:** 10K/5K, MacKenzie Park, Lubbock, TX
Benefiting OneVo!ceHome, a Lubbock non-profit working to build a safe home for underage girls rescued from domestic minor sex trafficking.
<http://running2rescue.com/>

* Indicates a Challenge Series Event.



*All photos provided by Suzan.



coming soon >>>

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Member Spotlight

Buffalo Spring Break Preview

Upcoming Events

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 West Texas Running Club

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The WTRC monthly business meeting is held on the first Tuesday of each month @ 7:00pm. All members are welcome to attend.

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