



Mile Markers

We Give You the Run-Around

January 2003 Volume 25, No. 1.

P.O. Box 1818, Santa Fe, NM 87504

Feature Events - Snow Shoe & Corrida

Two Strider Events in one month! The **Snow Shoe Classic** on the 11th and the **Corrida de los Locos** on the 18th. See entry forms in this issue.

Swan Song

by Mike Sutin

And have I written far too long
about the runner's easy hope,
sung a tribute to the youthful strong
and to all forward future hope?

But to each race there is an end,
a time to fall behind the throng.
Our aching legs are not our friend.
There is a last to every song.

Goldman Sets U.S Record!

Aaron Goldman set a U.S. Record for the 48 hour run in the 70-74 age group at the Ultracentric 24 and 48 hr Races. Aaron covered 151 miles and 633 yards in the event, which was held on a 400-m track. He finished 5th out of 13 runners. Three other records were set including John Geesler, winner who went 231 yards 769 yards; Tony Mangan who set a record for Ireland with 212 miles, 1131 yard; and Sue Ellen Trapp who won the 24 hour race with 133 miles, 308 yards.

Come One, Come All! Club Meetings Held on Second Tuesday of Each Month at 7pm

On the 14th at 7:00p, the Striders monthly meeting will be hosted by June Dickinson at 608 Calle de Valdes. Her number is 988-3428.

Letter from the President

Happy New Year!

2003 finds the Striders in great shape! We have energetic members with new ideas for the club, and we are in great financial shape. I'd like to highlight a little of what we're planning for 2003.

The Striders continue to offer the usual high-quality races and have new ones in the works. This coming weekend we revive the Santa Fe Snowshoe Classic after a several year hiatus. Next week is Corrida de los Locos. Entry forms for these two races are in this issue. Later this year we have the Santa Fe Run Around and the Fowl Day run. We'll be helping Peter with Big Tesuque in the fall, and helping the City of Santa Fe with the Hot Chili Run. We'll also continue our tradition of just for fun events like Dale's Ride and Run.

We're also forming new relationships to promote our contributions to our city. We have partnered with Norski Trails de Santa Fe to put on the snowshoe race, the proceeds of which will go toward maintaining the cross country ski trails. An effort we are all excited about is the involvement of the Rotary Club in this year's Run Around. With the continuation of the kids run, the Run Around will contribute again to Partners in Education and to the Rotary Club for their children's vaccination awareness program. And, of course, we'll continue the tradition of the Fowl Day as a way to collect food for the needy.

We also continue to promote running. Thursday evening runs with Jody at the Running Hub have become popular, as have the weekly Sunday runs. Some of us are itching for Tuesday night track workouts. And if we get more snow, we hope to get in another training session for the Mt. Taylor Winter Quadrathlon.

There is so much going on, it's hard to keep up with all of it! Check Mile Markers and the web site to see what's going on. Join the Strider e-mail list to get announcements! But most of all, come join us!
continued on next page

continued from previous page

We should also talk a little non-running business. The club is in great financial shape, which will allow us to continue to do all the things we have scheduled. We continue to get fantastic support from the community to put on our events. Some members may be aware of the financial problems of our national organization, RRCA. We'll be paying close attention to how that develops this year and make sure that we protect the interests of the Striders.

In summary, we are looking forward to a great year. I hope everyone joins in the running fun!

Membership Renewal Time

Don't miss an issue of *Mile Markers*, poetic running in motion. Renew your Santa Fe Striders membership now. A membership form is on the back cover.

New Mexican Company at the Starting Line with Cold Therapy

Santa Fe, NM November 1, 2002 - Every runner knows ice is the best treatment for injuries and muscle pain. When it comes to selecting an effective cold therapy product to relieve inflammation, a New Mexican business wants runners to think "SnowPack".

Introduced to the retail market in March of 2002 by CleanAIR Systems, Inc., SnowPack is serious cold therapy created to treat muscle and joint pain. After researching various markets, Sales and Marketing Manager Louise Roach, realized runners were one of the best-educated consumers of cold therapy products. "Whenever I call on a running specialty store, they are eager to discuss our product. Most retailers in this field are runners themselves. They are purists when it comes to 'icing' and have had first-hand experience with different products to treat shin splints and runner's knee," explains Roach. "Many times they have been disappointed with what's available. The cold packs they've tried don't get cold enough or they lose their effectiveness within thirty minutes. When I tell them SnowPack was developed to act exactly like ice, they're very interested and want to know more about our product.

The idea for SnowPack began three years ago when the president of CleanAIR Systems injured his knee. Unhappy with the cold therapy treatments he found at the local pharmacy, he decided his company could produce a better product. That's when the inspiration for patent-pending SnowPack was conceived. The idea was to develop a flexible, long-lasting, reusable cold treatment that out-performed similar products. Using hundreds of mini-gels in a special solution, each SnowPack freezes to look and act just like frozen snow. Other products retain cold a limited time of 20 to 30 minutes. Both ice and SnowPack go through phase change. Phase change occurs when a substance goes from liquid to solid when frozen, and then back to liquid. SnowPack stays cold for so long 2 plus hours due to phase change.

Ernesto Torres, SnowPack inventor and Project Manager, explains: "An important concept we took into consideration when developing SnowPack was R.I.C.E. - Rest-Ice-Compression-Elevation. The technique of R.I.C.E. is something that every serious runner knows well. The first 48 hours after an injury occurs is the most crucial time to use R.I.C.E. SnowPack offers both Ice and Compression to help with the pain."

Not only does it stay cold long enough to be used two to three times without refreezing, SnowPack also has a long lifespan. Designed to be re-frozen many times, it offers a consumer over one hundred hours of use. According to Trish Shain, a Santa Fe long-distance runner and an Olympic Torch Bearer, "The first time I used it after a long run, I applied SnowPack to my very painful knee and was quite surprised to feel such immediate relief. It is the longest lasting cold pack I have found, and it feels equally good completely frozen or slightly thawed. SnowPack has enabled me to keep running while my knee is healing."

Although runners have become a niche market for SnowPack, other applications include: lower back pain, sports injuries, inflammatory arthritis, post surgical rehabilitation, tendonitis, carpal tunnel syndrome, migraine headaches, toothache pain, and insect bites. It's even effective at treating or preventing heat exhaustion. This New Mexican product is also good to the environment and people. Unlike the majority of cold packs on the market, the mini-gels contained in SnowPack are biodegradable, non-toxic and dye free.

Officially launched in the Southwest, SnowPack is being marketed through running specialty stores, retailers of outdoor and hiking equipment, and independent pharmacies, as well as through various online distributors and catalogs. For more detailed information about SnowPack products and uses, visit the SnowPack website at: <http://www.snowpackusa.com>.

SnowPack is available at several locations in Santa Fe:
Running Hub - 333 Montezuma
Sangre de Cristo Mountain Works - 328 S. Guadalupe
Marty Sanchez Links de Santa Fe Pro Shop
Kiva Pharmacy - 159 Paseo de Perilla
Medicap Pharmacy - Agora Shopping Center in Eldorado
Medical Center Pharmacy - St Vincent Hospital
For additional information contact: Louise Roach, info@snowpackusa.com
Phone: 505-670-8954

Mile Markers

>>> Race Calendar <<<

1/11 Snow Shoe Classic
983-8944 (Kris, kernkt@cybermesa.com)
<http://www.daylight.com/~striders>

1/18 9a, Corrida de los Locos 4.8M
Santa Fe Recreation Complex
Marty Sanchez Links de Santa Fe
<http://www.daylight.com/~striders>
954-4384 (Dale, dkgoering@cs.com)
983-2144 (John)

2/1 10a, 3rd Annual Sandia Mountain Shoe, \$25
Crest House at the top of Sandia Crest Hwy
281-3495 (Jeff or Patti, canyoung5@juno.com)

5/31 (tentative) 2003 Santa Fe Run-Around
<http://www.daylight.com/~striders>
Adults: 438-4463 (Mick, mick@daylight.com)
Kids: 466-3955 (Ted, palmerlorted@aol.com)

Cyber Information

Looking for running information on-line? See our website at <http://www.daylight.com/~jj/striders> or <http://www.racegate.com> for all kinds of goodies.

Weekly Workouts

Striders, guests, and other random runners meet at **6pm** on **Wednesdays** at Lincoln and Palace, across from the **Plaza clock**, for a 5-mile or so run. Also, track workouts (April-October) begin at **6pm** on **Tuesdays** at the **Santa Fe High School**. Everyone is welcome.

Express Yourself!

Please submit articles, race results, running tips, poetry, cartoons, photos, worst-run stories, best-run stories, letters, race schedule information, recipes, blueprints, X-rays, medical records, or almost anything printable to the Mile Markers editorial offices, c/o Mick Kappler, at 441 Greg Ave., Santa Fe, NM 87501, or email mick@daylight.com.

2003 Strider Officers

Kris Kern, President, 983-8944
kernkt@cybermesa.com
Kris Peterson, Vice President, 820-6247
krisp@newmexico.com
Diana Hardy, Treasurer, 438-8602
hardy_diana@seo.state.nm.us
Mick Kappler, newsletter editor, 438-4463
mick@daylight.com

Santa Fe Striders Club Membership Application and Waiver



Name: _____

- Renewal
 New member

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

Email: _____

Annual dues for the Santa Fe Striders club are \$15. A \$1.25 is for a subscription to the RRCA's quarterly magazine, *footnotes* for one year. Annual fees are due in January and membership runs through December. If you are paying in July or later, the dues are \$7.50. Make checks payable to Santa Fe Striders and mail to PO Box 1818, Santa Fe, NM 87504.

WAIVER: I know that running and volunteering to work in club races are potentially hazardous activities. I should not enter and run in club activities unless I am medically able and properly trained. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running and volunteering to work in club races including, but not limited to, falls, contact with other participants, the effects of the weather, including high heat and/or humidity, the conditions of the road and traffic on the course, all such risks being known and appreciated by me. Having read this waiver and knowing these facts, and in consideration of your acceptance of my application for membership, I, for myself and anyone entitled to act on my behalf, waive and release the Road Runners Club of America, the **SANTA FE STRIDERS** Road Runners Club and all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in these club activities even though that liability may arise out of negligence of carelessness on the part of the persons named in this waiver.

Signature

Date

Parent's Signature if under 18 yrs.

Date

Mile Markers

Santa Fe Striders

PO Box 1818

Santa Fe, NM 87504

