

WINGFOOT

NOVEMBER/DECEMBER 2017

TEAM UP

XC CLASSIC

1 Richmond Hill 16

1 Richmond Hill.
2 Northview High Sch

25 25

THE RISE OF CORPORATE WELLNESS PROGRAMS

Whyter White excouls work

THE HIIT CRAZE

& YOUR RUNNING ROUTINE







On the Cover: Milton High School celebrates winning its third Wingfoot Cup at the 2017 Wingfoot XC Classic. Photo by Paul Ward.

CONTENTS

FEATURES

- Wingfoot XC Classic Sees Record Attendance along with Top State and National Performances
- When Your Training Buddies Expect You, You Show Up
- Corporate Wellness Programs: Helping Employees Reach Goals on and off the Clock
- 20 Cheney Stadium's Track, Reborn

COMMUNITY CONNECTION

- A Word from the Director
- Get Social
- The Starting Line: Young Runners Find Camaraderie, Competition on New Youth XC Team
- I Am Atlanta Track Club: Atlanta Track Club Elite Edward Kemboi
- ATCetera: New Atlanta Track Club Member Benefits

RUNNER RESOURCES

- **Upcoming Events**
- 2018 Event Calendar
- Run Local: Techwood Parkway PATH
- Coach's Corner: Incorporating HIIT into Your Training Routine



A Word from the Director

Running is considered a solitary pursuit, but for anyone who's been on the BeltLine at dawn, or Piedmont Park's Active Oval in the early evening, or along the Chattahoochee on the Cochran Shoals trails on a Sunday morning, you know moving forward in the ATL is hardly a lonely endeavor. As I've mentioned in this space previously, I opt to run alone on most days as it gives me time to reflect, prioritize and strategize on and around the events of the day. But this hasn't always been the case. My best results have always come from being in a group or with a training partner.

A good training partner knows when to talk, when to drive a quicker cadence, when to follow, when to go long and, most importantly, when to recover. Not unlike your spouse, a training partner seems to know when you are having a great day or a rough one. Speaking of spouses, I was lucky enough to hit the training partner lottery. One of my training partners eventually became my wife! No better way to test the viability of relationship than with an extended 'trial' of miles.

Anyhoo (as my teenage son likes to say), my hope as executive director at Atlanta Track Club is that the next time you see a fellow runner or walker on the roads, trails or track wearing the "winged A," you'll quickly know that you have enough in common to become fast friends and training partners.

Rich Kenah

Re m Keller Executive Director

We asked our staff: What is the most important quality in a training partner?



Blais Hickey Senior Manager, Strategic Partnerships

Being comparable speed. Too slow and you won't improve. Too fast can be discouraging. Like Goldilocks, it's great when you find the one that's just right.



Sallie Post
Office Assistant

Someone who understands and follows good running etiquette! One of my college teammates and I used to joke that we should write a book on running etiquette. Key topics: half-stepping, cutting-off, and lack of spatial awareness on sidewalks!



Elizabeth Unislawski Manager, Finance & Elite Services

For me, it is a loyal training partner. Someone who shows up when they say they will and do the workout you are planning on, whether it is slow, fast, long or short. Someone who is there for you through thick and thin – kind of like Lucy and Ethel.

IT'S AMAZING WHAT WE CAN ACCOMPLISH WHEN WE'RE IN IT TOGETHER.









PUBLIX GEORGIA MARATHON, HALF MARATHON & 5K

Where Atanta Runs Together

March 18, 2018

Register at atlantatrackclub.org



Set. Social

This month we asked:

What is the most important quality in a training partner?



Jack Lumanog

For me, it is a healthy mix of accountability and encouragement. Being able to have a person to check in with to keep me accountable on my training balanced with a healthy dose of "you can do it!" is very valuable in a training partner.



Sandra Legath

Showing up on time and with similar goals. Always ready to do the extra 400, loop, or something outside our comfort level.

Next Issue's Get Social Question:

What is your biggest health or fitness goal for 2018?

Look for this question on our Facebook page, or send your answer and a photo to **stories@atlantatrackclub.org**. You could be featured in the next issue of *Wingfoot*!



Melissa Forte

The most important quality in a training partner is DEDICATION! Knowing that she is as dedicated as I am to doing our best in a race assures me that she'll be committed to showing up to our training runs and that we can push each other every day to improve!



Daniel Jenkins

Running partners are super important. My wife has always pushed me to get out there and encouraged me to do more than I thought I could.

Connect with Atlanta Track Club

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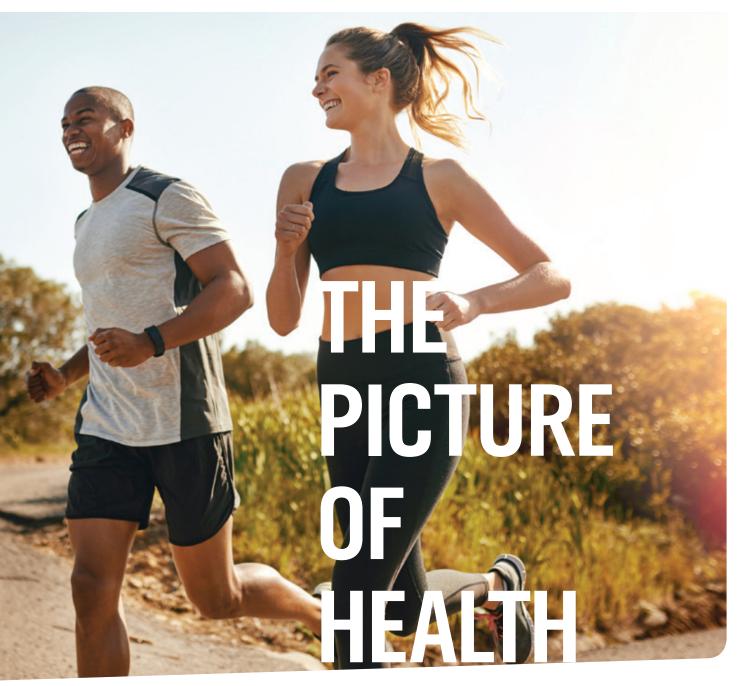
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We support all Atlanta Track Club runners, walkers and volunteers! There are so many different ways to stay healthy. And everyone has their own routine. But one thing that's important for all of us is making sure you look at the "whole" you, connecting all the parts to stay fit and strong.

That's the idea behind Blue Cross and Blue Shield of Georgia's Whole Health ConnectionSM. Our medical plans work hand-in-hand with our pharmacy, mental health, dental, vision, life and disability plans. By coordinating the efforts of doctors and specialists who can share information and resources, we help them see the "whole you" to make sure that everything you're doing to stay healthy works well together. And that makes it simpler for everyone.

bcbsga.com/specialty



























THANKSGIVING DAY HALF MARATHON & 5K 7:30 a.m., Turner Field, Atlanta

- Half marathon, 5K, One Mile, 50m Dash
- Give thanks for your health and fitness before sitting down to Thanksgiving dinner
- Donate clothing at race number pick-up or on race day; all items will be donated to Atlanta Mission



GRAND PRIX FINALE & VOLUNTEER AWARDS BANQUET

7:30 a.m., Atlanta Track Club office

- Group run
- Open to all participants of the Grand Prix Series presented by Piedmont Healthcare
- Grand Prix and volunteer awards

NEW YEAR. NEW CHANCES. SAME GREAT MEMBERSHIP.







SET GOALS MAKE A PLAN GET TO WORK STICK TO IT









Membership renewals now available!
All members must renew by February 1 to receive guaranteed entry to the 2018 AJC Peachtree Road Race.

Renew at atlantatrackclub.org today.



ROCK & RUN

. NEW MUSIC & RUNNING EXPERIENCE . MORE MUSIC & LIVE BANDS ON-COURSE . DISTANCES FOR EVERYONE





Humana Rock'n' Roll MARATHON & 1/2 **NEW ORLEANS**

March 3-4, 2018

(5K) (10K) (13.1) (26.2)

🏂 ST. JUDE Rock'n' Roll

NASHVILLE

April 26-29, 2018

5K 13.1 26.2 KiDS

Register to Run at: RunRocknRoll.com

























2018 ATLANTA TRACK CLUB EVENT CALENDAR

JANUARY

- 1 Resolution Run 5K, One Mile & 50m Dash*
- **7** Extra Yard 5K
- 19 Annual Social
- 27 Atlanta Hawks Fastbreak 5K presented by Sharecare

FE BRUARY

- 10 Hearts & Soles 5K
- 17 Southside 12K

MARCH

- 1-14 AJC Peachtree Road Race Member Registration
- **15-22** AJC Peachtree Road Race Lottery Registration
- 16/17 Publix Georgia Marathon Health & Fitness Expo
- 18 Publix Georgia Marathon, Half Marathon & 5K/Be Healthy Georgia Festival
- 27 Kilometer Kids Fun Run & Dash

APRIL

- 10 Kilometer Kids Fun Run & Dash
- 14 Northside Hospital Atlanta Women's 5K
- 24 Kilometer Kids Fun Run & Dash
- 28 Singleton 4 Miler

MAY

- 1 All Comers Track & Field Meet
- 8 All Comers Track & Field Meet
- 15 All Comers Track & Field Meet
- 19 Blue Cross Blue Shield of Georgia Peachtree Junior
- 22 All Comers Track & Field Meet
- 29 All Comers Track & Field Meet

Grand Prix events are marked in red *denotes a pay event in the Grand Prix Series

JUNE

- 5 All Comers Track & Field Meet
- 7 All-Metro High School Track & Field Banquet
- 12 All Comers Track & Field Meet
- **TBD** Braves Country 5K presented by Mizuno, One Mile 50m Dash

JULY

- 2/3 Peachtree Health & Fitness Expo
- 4 AJC Peachtree Road Race
- 14 Decatur DeKalb 4 Miler
- 22-27 Atlanta Track Club Cross Country Camp

AUGUST

- 4 680 The Fan Tailgate 5K
- 18 Atlanta's Finest 5K, One Mile & 50m Dash*

SEPTEMBER

- 22 Wingfoot XC Classic
- **TBD** Mercedes-Benz Stadium 5K/Walk Like MADD
- TBD Kilometer Kids Fun Run & Dash

OCTOBER

- 21 PNC Atlanta 10 Miler & 5K*
- TBD Kilometer Kids Fun Run & Dash (2)

NOVEMBER

- Thanksgiving Day Half Marathon, 5K, Blue Cross Blue Shield of Georgia One Mile & 50m Dash
- TBD Kilometer Kids Fun Run & Dash

DECEMBER

- 1 Grand Prix Finale & Volunteer Awards Banquet
- 4 All-Metro High School Cross Country Banquet

WINGFOOT § 9





WINGFOOT XC CLASSIC

SEES RECORD ATTENDANCE ALONG WITH TOP STATE AND NATIONAL PERFORMANCES

By Amanda Kowaleski

The third annual Wingfoot XC Classic delivered a meet record as well as some of the fastest times in the state, and even the nation, at that point in the season. Already one of the largest meets in the state, this year's event expanded with 90 high schools and 25 middle schools competing in Sam Smith Park in Cartersville on September 23. More than 4,500 runners and walkers participated between the student athletes, the

community race and the free one-mile event, which was the first of the newly announced Kilometer Kids Youth Running Series.

Milton High School remains the only team to take home the Wingfoot Cup with their third consecutive win. The Eagles earned the trophy by scoring the most points across the boys and girls Varsity Championship Divisions.



2017 Team Titles

Wingfoot Cup Winner: Milton

Varsity Boys Championship: Milton

Varsity Girls Championship: South Forsyth

JV Boys Championship: South Forsyth

JV Girls Championship: Marist

Varsity Boys: Richmond Hill

Varsity Girls: Roswell

JV Boys: Northview

JV Girls: South Forsyth

Middle School Boys: Atlanta Track Club

Middle School Girls: Alpha Crush











2017 Individual Titles

Varsity Boys Championship: Jacob McLeod, Trinity Christian (14:50)

Varsity Girls Championship: Elizabeth Funderburk, Colquitt County (17:32)

JV Boys Championship: Gary Halverson, Milton (16:45)

JV Girls Championship: Katie Hartigan, Marist (20:23)

Varsity Boys: Michael Smith, Northview (16:00)

Varsity Girls: Grace Clements, Bremen (19:15)

JV Boys: Paul Graham, Northview (17:26)

JV Girls (3K): Maggie Jones, Landmark Christian (12:25)

Middle School Boys: Connor Henson, Nashville Youth Athletics (10:08)

Middle School Girls: Clara Heppner, Unattached (11:10)

Community Race Male: Matt Galvin (14:58)

Community Race Female: Brigitte Mania (17:31)





Register at atlantatrackclub.org

DO SOMETHING TODAY THAT YOUR FUTURE SELF WILL THANK YOU FOR







Atlanta Track Club members enjoy the largest discounts on all In-Training programs. Find the right program for you this spring and jumpstart your New Year's resolutions.

> In-Training for Publix Georgia Marathon & Half Marathon Registration now open

> > Learn more at atlantatrackclub.org



By Amanda Kowaleski



When you ask Casey Nicodemus why he's a familiar face at Atlanta Track Club's In-Training programs, the answer is simple. "It's about a 50/50 split of wanting to accomplish my goals and the social aspect."

The 30-year-old Atlanta resident has already set and accomplished a lot of goals over the past two years. Better finish times for 10Ks and half marathons. His first marathon. His first triathlon. His first century ride. And Nicodemus still wants to do more.

He's also made many new friends thanks to his participation in several In-Training programs. And those friends are extremely important to him.

"I don't really work out by myself very well. I'm not very accountable," Nicodemus admits.

Finding Motivation

Nicodemus has every reason to not be accountable. He works late nights and long hours as an Uber driver. Despite his schedule, he signed up for In-Training for Peachtree in 2016 after feeling disappointed with his 2015 finish. That meant some early wake-up times following only a few hours' worth of sleep.

After completing the AJC Peachtree Road Race in 2016, Nicodemus realized that even though he completed the training program, he wasn't giving running his all. He'd show



up to the long runs but skip out on the mid-week runs. When he signed up for In-Training for Thanksgiving Day Half Marathon, he shifted his mindset.

"The one thing I can do is show up. I can show up tired. I can show up angry. But I can show up. You have to look at the positives of the situation."

Nicodemus completed the Thanksgiving Day Half Marathon, and then registered for the 2017 Publix Georgia Marathon to earn Ultimate Peach status.

Finding (and Becoming) a Resource

"When I first started [the In-Training Programs], I had all these problems," remembers Nicodemus. "I remember asking about chafing and was like 'Oh my gosh, I'm not the only person in the world who has this problem."

Coach Amy Begley and experienced volunteer run leads provide information and support throughout each In-Training program. Another area Nicodemus has focused on within the past year is nutrition. He says it helps to be around people who have tried many different things and ultimately found success.

Now Nicodemus is the one sharing his experiences with runners and walkers who are new to the In-Training for Fall Marathon program. He serves as a run lead as he prepares for the Soldier Marathon on November 18.

"[Being a run lead] helps me accomplish my goals. There's something about helping someone else run that I get more out of it now."

Finding Your "Ah-Ha" Moment

While working towards a goal, there can be tough moments. But it is in those moments that you can find new inspiration.

Nicodemus had one of those epiphanies while training for the Publix Georgia Marathon. He had worked until 4:00 a.m., got to Saturday practice late, and ended up running most of the 22 miles he needed to do that day by himself. To top it off, the temperatures were unseasonably warm.

"I remember I was exhausted; I had two hours of sleep. I was like 'Why are you running a marathon?" Then he started laughing. "I thought, 'In two weeks you're going to finish your first marathon.' It was my 'ah-ha' moment."

That moment was enough to help Nicodemus push through that run and eventually his first marathon. After he runs his second marathon this month, he hopes to do a half or full Ironman in 2018 along with the Publix Georgia Marathon.

When asked what Nicodemus would tell people who are considering the In-Training programs, his advice was simple. "Totally do it. There are a lot of resources you will receive and friends you are going to make to help you through more things than you know."

Join the Fun!

In-Training for Publix Georgia Marathon & Half Marathon

Group training begins January 7 4 pre-season runs in November/December

Register at atlantatrackclub.org



WINGFOOT 15





There are a variety of reasons why people might tackle a race distance longer than they'd ever imagined being capable of.

To achieve a goal. To build confidence. To test themselves. To increase fitness. To bond with training partners or raise money for charity.

But Linda Matzigkeit actually felt, on a certain level, like it was her duty to complete an Ironman – like it was part of her job: The 50-year-old mother of a teenage boy is chief administrative officer at Children's Healthcare of Atlanta, and among the divisions she oversees at the massive pediatric healthcare system is employee wellness.

"I decided, 'You know what? I need to be the ultimate role model. I need to show that anything is possible," said Matzigkeit, who crossed the finish line of Ironman Chattanooga in September 2014. "That really was my motivation."

While that's one of the more extreme, awe-inspiring and indirect approaches, she's far from alone in her efforts to improve the health, happiness and productivity of employees via a corporate wellness program.

According to a 2015 report by the Society for Human Resource Management, 70 percent of U.S. employers currently offer a general wellness program, an increase of 12 percent over the survey SHRM conducted in 2008. In the U.S., corporate wellness programs are a nearly \$8 billion industry, based on the findings of a 2016 report by IBISWorld.

Now, not many are like Google's, which pampers employees with ping-pong tables, nap pods, LEGO stations, free laundry and massage services, or slides in the place of stairs.

In general, standard hallmarks of these programs are focused on preventive health such as weight loss and obesity prevention; smoking cessation; cholesterol, diabetes and blood pressure management – to name just a few traditional examples. In addition, some larger companies have built wellness centers and fitness gyms, and contract with vendors to staff the facilities with registered nurses, dietitians, nutritionists and trainers who can lead exercise classes.

But in recent years, an increasing number of corporate wellness programs are specifically promoting a passion for running and other endurance sports.

For example, a key and highly successful piece of Turner Broadcasting's wellness program has been Time Warner Fit Nation, which is in its sixth year and is open to benefitseligible employees of all abilities who are looking to achieve personal fitness goals through training, camaraderie and participation in races.

Thanks to partnerships with Atlanta Track Club and the Atlanta Triathlon Club, Turner employees in Atlanta can gain access to free 12- to 16-week group training programs, race-team uniforms and either free or half-priced fees for target races including the Publix Georgia Marathon & Half



"I decided, 'You know what? I need to be the ultimate role model. I need to show that anything is possible.' That really was my motivation."

Linda Matzigkeit, Ironman Finisher
 Children's Healthcare of Atlanta
 Chief Administrative Officer

Marathon in March and the John Tanner Park Triathlon in August.

Many of them are new to endurance sports. "It's awesome," said Amber Hosch, health and wellness manager at Turner, "because there are people who literally don't know how to swim when they start the program, who don't own a bike. For them to then do a triathlon – I mean, it's truly life-changing for a lot of people."

For those who choose to start smaller (or who want to supplement bigger fitness goals), Turner also incorporates Virgin Pulse into its wellness program. Utilizing a mobile app or online trackers, Virgin Pulse can track fitness and nutrition and encourages healthy habits through social media, and by essentially turning things like counting steps and calories into a game that allows co-workers to compare progress.

In the same vein, Delta Air Lines' corporate wellness program offers a variety of step challenges for its employees. The company also has an official running club: The Delta Dusters,



Atlanta Track Club. "I don't think there's a better way to inspire someone who's never even walked a 5K than to hear from someone who essentially runs for a living. They get to have a credible, real, fun conversation, and that person starts to feel at ${\sf UPS} \ {\sf and} \ {\sf other} \ {\sf Club} \ {\sf partners} \ {\sf receive} \ {\sf free} \ {\sf registrations} \ {\sf for} \ {\sf their} \ {\sf companies'} \ {\sf wellness} \ {\sf programs}.$ ease and see that an elite athlete puts their shorts on the same way as a beginner walker does."

which is open to employees, Delta retirees and their family members. Although the Dusters are managed by employees and independent of the company's wellness program, Delta sponsors a tent and pays for a spread of food for members and other employee participants at the Kaiser Permanente Corporate Run/Walk every September.

And at Delta's headquarters in Atlanta, the Dusters are like a

walking – or make that running – ad for health and wellness, since they meet for group lunchtime runs on Wednesdays

"That's actually gotten us a lot of visibility, people asking me, 'How can I be a part of that?" said George Oruoch, president

year, the company purchased and gave away 500 Atlanta Track Club memberships to employees, with the only stipulation being that the employee had to commit to participating in at least two races with the Club during the calendar year. As of October 1, Matzigkeit – the Children's chief administration officer/Ironman finisher - said that 359 employees had held up

Children's is also one of multiple companies in and around Atlanta that have hosted clinics led by running coaches. Often, these coaches come from Atlanta Track Club, which has two on staff: Amy Begley, a 2008 U.S. Olympian in the 10,000 meters, and her husband Andrew Begley, who competed in the 2000 Olympic Trials at the same distance.

"We're probably the only running organization in the country that uses elite, Olympic-level athletes in a corporate wellness outreach (capacity)," said Rich Kenah, executive director of the

On top of those initiatives, the Club annually gives sponsors of the AJC Peachtree Road Race - including Delta, Coca-Cola, Home Depot, UPS and many more – allotments of free registrations, some of which are funneled through those companies' wellness programs.

But are all of these running-related perks paying off for companies?

18 WINGFOOT



"It's awesome because there are people who literally don't know how to swim when they start the program, who don't own a bike. For them to then do a triathlon – I mean, it's truly lifechanging for a lot of people."

Amber Hosch, TurnerHealth & WellnessManager

Most corporate wellness professionals will tell you that it's not easy to quantify return on investment, and it's pretty much impossible to nail down the impact of pushing employees toward footraces. In a general sense, however, there certainly are positive signs. For example, a 2012 report published in the American Journal of Health Promotion found that companies with wellness programs had 25 percent less costs related to sick leave, health plans, workers' compensation and disability insurance costs compared with those that didn't offer one.

The constant challenge, however, is getting employees to utilize the benefits – especially those workers who already live a healthy, active lifestyle. One 33-year-old avid runner and triathlete we spoke with said her employer (one of Atlanta's largest) offers a fitness center and wellness classes, but admitted she hasn't used them at all. Interestingly, according to a 2016 survey by the Harvard Business Review, 69 percent of those who didn't participate in their company's program said they simply weren't aware their workplace had one to begin with.

As such, employers are continually experimenting with offerings to try to attract more participants.

Companies like Alston & Bird, Coventry Health Care of Georgia and Turner have hired Good Measure Meals – best known as a health-conscious meal delivery service – to educate their workforces about nutrition and healthy eating through "Lunch 'n Learns," cooking demos and more. Good Measure Meals, in fact, has been in a partnership with Atlanta Track Club for the past two years, and provides those

Children's Hospital of Atlanta employees at the 2017 Hearts & Soles 5K.

participating in the Club's In-Training programs with weekly nutrition tips in their training logs and e-newsletters, free nutrition consultations, discounts on nutrition services, and pre- and post-run snacks at group training runs.

But ironically, Atlanta Track Club's Executive Director Rich Kenah says that in spite of the organization's long history of promoting health and wellness, and in spite of its efforts to prop up other companies' wellness programs, the Club doesn't always practice what it helps to preach.

While the Club does have a weight room and 50m indoor track and allows employees to run if they need a break during the work day, Kenah acknowledges there is more work to be done. "I don't think we spend enough time looking the mirror and saying, 'Hey, are we taking care of *ourselves?*""

WINGFOOT

№ 19



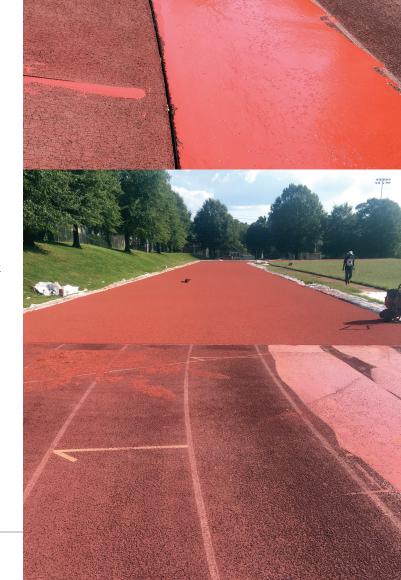
It did not get national television exposure. Medals were not won there. It was never packed with cheering fans. But Cheney Stadium in Atlanta's Summerhill neighborhood is as vital to the city's Olympic legacy as the former Olympic Stadium less than one mile away. Before the cameras were rolling, before the medals were won, before the fans cheered, Cheney was where athletes went to prepare for the biggest races of their lives.

In 1996, Cheney Stadium and its Mondo surface was one of the best track and field facilities in the Southeast. After the Games, time took its toll. As of this summer, the track had fallen into disrepair. Water filled potholes on the front stretch. Large sections of Mondo were worn down to the asphalt surface. "It was sad to see the track in that state," said Dan O'Brien during a visit to Atlanta in 2016. O'Brien, the 1996 gold medalist in the decathlon, recalled specifically choosing a hotel near the track instead of staying in the Olympic Village so he could workout prior to competition.

O'Brien's reminiscing added fire to an idea Atlanta Track Club's Executive Director Rich Kenah had been kicking around for months. What if the Club led the efforts to restore the track? "Our members always tell us that they have no track to run on in Atlanta," said Kenah. "By revitalizing this track, we could not only protect this historic site, but also create a place for kids, high school and college teams as well as adults to take part in the sport of track and field."

Within months, a plan was in place to raise the money needed for the massive project. Atlanta Public Schools, which owns the track, and Atlanta Parks Department, which maintains the park where the track is located, were on board. Neighbors in Summerhill were excited. Rekortan, a leading builder of tracks around the world, was ready to take on the project.

"It was an ambitious undertaking," Kenah said. "Raising \$300,000 is no small task, but we know our members and partners are invested in this community and care deeply about preserving its Olympic legacy."





in North America to feature this technology, which can help a distance runner measure pace and a sprinter determine acceleration and deceleration.

By October, a new surface was in place around the track and on the jump and throw runways. At press time, the final touches were being put on the track. The lines were being painted. The grass was being mowed. By the time this magazine arrives in your mailbox or your inbox, the track will be officially open to the public. A ceremony featuring Olympic Gold Medalists Devers and O'Brien and members of the Kilometer Kids program is planned for October 26.

Now, runners, walkers, throwers and jumpers can see the track for themselves. "The gates are always open," says Kenah. "We want this track, that already has so much history, to make memories for the athletes who exercise and train here every day."

The track could be a future home to Kilometer Kids programs and events. Atlanta Track Club also plans to hold at least one All Comers Track & Field Meet at Cheney in 2018.



RACE TO THE CHAMPIONSHIP



Photo credits: Dan McCauley

THE STARTING LINE **YOUNG RUNNERS** FIND CAMARADERIE, COMPETITION ON NEW YOUTH XC TEAM

By Amanda Kowaleski



Mark Your Calendars!

Atlanta Track Club Cross

July 22-27, 2018

It's only the team's first season, but Atlanta Track Club's Youth XC Team is already seeing a lot of success. The boys topped the podium at their first meet ever, Battle of Atlanta in August, and have gone on to claim other successes, including winning their home meet, the Wingfoot XC Classic.

But for members of the team, it's about so much more than how they place.

"One of the things I have enjoyed the most about being on the Youth XC Team is running with great teammates and coaches," says Edward Blaha. "Being on the team has helped me improve the way I train."

The 11-14 year old boys and girls train hard, meeting 2-3 days per week with an online training plan to guide them through the rest of the days. Coach Andrew Begley and Patrick Peterson, who runs for Atlanta Track Club Elite, oversee team workouts.

Edward's twin brother George is also on the Youth XC Team. The 13-year-old boys are used to running with each other after running cross country together at Pace Academy. "I like being

on a team with him," Edward says of his brother. "We push each other."

That friendly competition is only one part of practice and race day though. While both boys enjoy their individual successes, they truly enjoy the camaraderie that comes along with team victories.

"When I cross the finish line after a successful race, I feel a great sense of accomplishment; but it's when they call 'Atlanta Track Club' up to podium that I feel the best, and it's my teammates that drive me to run a better individual race," says George.

Atlanta Track Club's Youth XC Team is a recent addition to the Club's expanding youth running initiatives. And it's not just the kids who are excited for this opportunity.

"I have enjoyed getting back into youth coaching this year," says Begley. "It's always fun to teach the next generation of runners all of the things you have learned as an athlete and coach so they can excel at a younger age and go further in their careers."

ATLANTA TRACK CLUB ELITE TEAM MEMBER EDWARD KEMBOI

Edward Kemboi joined Atlanta Track Club Elite in August and won the Atlanta's Finest 5K in his first local competition. Born in Kenya, he moved to the United States to go to college at Iowa State University. Coach Andrew Begley describes him as a team player who can help lead the Club's emerging middle distance group.

When did you start running?

I started running when I was 8 years old. Running really started when I was in 6th grade, when my sister was a star in high school. She used to win a lot of trophies and I wanted my own. She advised me to start doing morning runs with her when she came home from boarding school.

S'ATMANTA FIL

What is your favorite distance to compete in?

I don't know, but I won't say 800m is my favorite distance event because I never thought I would move up to 800. I grew up running 400m, so distance wasn't on my mind until I was a junior in college when I started working with Jeremy Sudbury (ISU coach). I would say 8K cross country is my favorite event.

What is your favorite memory of running?

To be honest, I have a lot of memories of running. First was during Big 12s in college when I had to double races, 1K and 800m, and it was 15 minutes apart. And this was after I ran the first leg of DMR the night before and prelims of both 1K and 800m. I won both races and I also did it back-to-back the following year. Secondly was winning NCAA indoors after not having enough sleep.

What made you want to move to the United States?

In Kenya, coming to United States is not a guarantee; there are a lot of processes to follow until you finally say "I'm going to America."

There are a lot of qualifications. What made me come to the U.S. was education. After I heard I was getting a scholarship, I never knew it would happen to me – I didn't

even know what a scholarship was. And when I heard it was like free college education with only running for

school and

[getting] be in America,

that's when I decided to come to the U.S.

What do you miss most about Kenya?

Family. I miss my mom and my dad. I talk to my siblings almost every day on the phone. I also miss Kenyan/traditional food. Kenyan training, this is where all my running starts. Running on a dirt roads and dirt track. And the Eldoret environment - training at altitude 24/7.

What made you join Atlanta Track Club Elite?

It's obvious. My brother [teammate] Patrick Peterson. He's the reason why I won two NCAAs tittles. He used to push me to the limit and when I was struggling, he was the one who called me and texted me every day. I thought it would be great to be teammates one more time but on a professional team. With him, 2018 is going to be amazing year.

What big events are you preparing for in 2018?

Actually, I won't say 2018 is an off year but for me it's big year. As a Kenyan, we have Commonwealth Games, World Indoors and maybe Diamond Leagues. I'm also eyeing JDL [Fast Track] for indoors and TrackTown USA Summer Series if I get selected again.





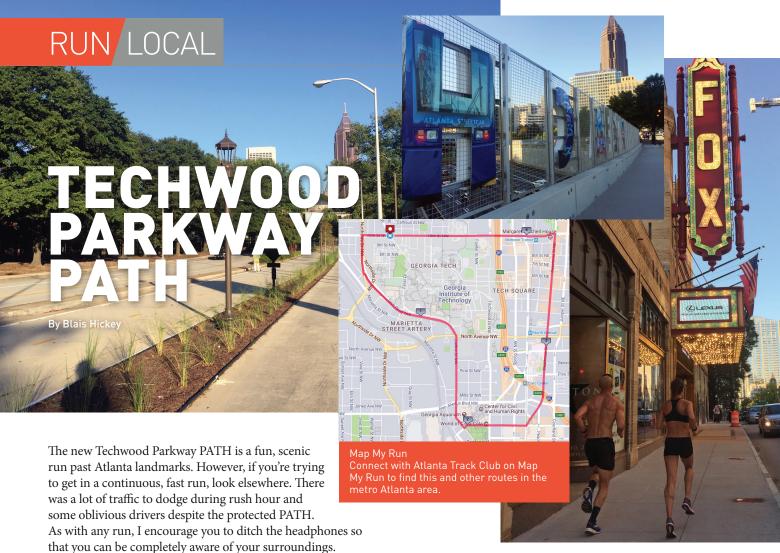
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Course Highlights:

- See some of Atlanta's biggest landmarks including Centennial Olympic Park, the Georgia Aquarium, Fox Theatre, Coca-Cola headquarters and Georgia Tech
- The entire run is off of the road, and the first 1.5 miles is on the Techwood PATH, separated from traffic by a grassy island
- The route goes past Big Peach Running Co. Midtown and their much-appreciated water cooler

Course Notes:

- 5-mile loop
- A few decent hills, but overall not a terribly hard route
- Combination of sidewalk and paved PATH
- You can start this loop anywhere and run in any direction

Directions:

 Start at 10th Street and Hemphill Ave; head towards Northside Drive

- At the intersection with Techwood Parkway, cross over Techwood and turn left onto the PATH
- Continue on the PATH across North Ave and Ivan Allen Jr. Blvd
- Turn left on Baker and run on the sidewalk next to the Georgia Aquarium
- Turn left on Peachtree Street
- Turn left on 10th Street and continue until you return to your starting point

Add Distance By:

There are multiple ways to add distance, depending on your needs:

- Loop around Centennial Olympic Park (+ 0.5 miles)
- Run up Peachtree Street to 14th instead of 10th; turn left on Northside Dr. (+0.9 miles)
- Make it a really long run by looping Piedmont Park (+1.5-3 miles)

Parking:

- Legal street parking near 10th Street around Georgia Tech
- If you start the loop elsewhere, there are ample free and paid parking options the way

26 ₹ WINGFOOT

NEW ATLANTA TRACK CLUB MEMBER BENEFITS

By Jay Holder

New Atlanta Track Club members and returning members who renew their memberships will enjoy added benefits that rolled out during 2017. In an effort to ensure the safety and well-being of all participants, volunteers and spectators, Atlanta Track Club has partnered with Project S.A.V.E., a Children's Healthcare of Atlanta program. Project S.A.V.E.'s mission is to promote prevention of sudden cardiac arrest through awareness, education and promotion of CPR/AED education.

"We want to provide the running community with the training they need should they find themselves near someone experiencing cardiac arrest," said Sue Payne, Atlanta Track Club's director of community outreach and membership. "There were two cardiac incidents at our events this summer. Fortunately, both lives were saved, but those frightening moments highlight the importance of this initiative."

Beginning in 2018, CPR and AED training will be available both in person and online. Details will be listed in an upcoming member newsletter.

The CPR/AED training is in addition to another safety-focused partnership exclusive to Atlanta Track Club members. Atlanta Track Club members receive 20% off all purchases from RoadID, the company that makes identification bracelets and tags containing emergency contact information for runners. Members can receive the discount by clicking the RoadID link listed under "Member Deals & Discounts" tab on atlantatrackclub.org.

Members can also take advantage of discounts from Bauerfeind USA. The company is now the official brace and support supplier for all Atlanta Track Club events. "Bauerfeind brings decades of medical heritage into the world of elite sport," said Warren Colter, CMO at Bauerfeind USA. "Now that we're working with Atlanta Track Club in an official partnership, we're able to reach and help thousands more runners achieve their goals." Members can find Bauerfeind USA products at Big Peach Running Co. – just present your member key fob to receive 15% off your purchase.



YOUR TRAINING ROUTINE

Unless you've been living under a rock, you've probably heard about HIIT workouts. Despite their popularity, you may not know what exactly they are and how they should fit into your running routine.

By Amy Begley

HIIT, or high-intensity interval training, is repeated short bursts of high-intensity exercise followed by a rest period. The intensity should be a hard to all-out effort followed by short rest. Most of the time, HIIT is done at a gym with weights or body weight exercises with a few sprints thrown in. HIIT is known to burn more calories and maintain a calorie burn for up to two-hours after exercise. It will also increase fitness, including heart health, while decreasing blood pressure and improving insulin sensitivity.

Before you sign up for a class, it is important to get a physical with your doctor and a build a good foundation of training or base fitness before adding any advanced training. A base fitness level includes consistent training of 3-5 days a week for several weeks. At this point, you can begin to add other training aspects to your routine. Training plans include long runs, tempo runs, long intervals, easy days, strength training, stretching and even HIIT workouts.

Before adding HIIT workouts to your schedule, keep the following in mind:

1. Due to the intensity of HIIT, it is recommended to only

do 2-3 sessions per week followed by a rest day.

- 2. Warm-up before the workout to decrease injury risk.
- 3. Do these workouts at your intensity; you should not race others.
- 4. Do exercises with proper form.
- 5. Intensity efforts are 30-60 seconds long.

Examples of HIIT running workouts (again, all workouts should begin with a warm-up):

- 1. HIIT Sprints: Do 6 X 30 second all-out effort sprints. Either walk back to your starting point or take 1-3 minutes of rest between each sprint. As you build fitness, you can increase the number of repeats to 10-12 or increase the all-out effort to 45-60 seconds in length.
- 2. Hills and HIIT: Do 3-6 X 30 second hill repeats and walk down. To make it harder over time, you can increase the time to 1-2 minutes. You can also slowly jog down the hill between repeats or find a steeper hill.

Both of these workouts can be simulated on a treadmill as well.

Trying HIIT can take your training to the next level, so don't be afraid to try something new! Just remember it is always better to ease into a new routine than to do too much, too soon. Otherwise you can get injured and miss training time.



practice and hard work will pay off.



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