



Final Report

to our Sponsors and Contributors



SEAN'S RUN IS NOW SEAN'S RUN WEEKEND

With the addition of the first ever Sean's Run Zumbathon® to the line-up of activities on Saturday April 28th, the Organizing Committee can state emphatically that Sean's Run is much more than a well-produced community run/walk – it is now a full-fledged weekend event consisting of a number of activities.

While the scale and scope of the event has grown over the past decade, the goal of the Organizing Committee has remained the same: To produce a fun community event that serves as the catalyst for parents and the community to talk with teenagers about the dangers of underage drinking, impaired driving and the failure to use seatbelts.

The Chatham Central School District continues to be a supportive partner allowing Sean's Run to be produced at the High School.

The Village of Chatham, as well as the residents who live along the 5K course, also remain supportive in allowing the 5K to traverse the charming streets of the village.

Participation

Registrations were up almost 5% over last year with 1,375 people submitting entry forms.

Since 2002, almost 11,000 entries have been received.

Presenting Sponsor



First Niagara Bank continued as the Presenting Sponsor of Sean's Run providing the funding that underwrites the grants that the Sean's Run Organizing Committee presents to schools and youth groups.

New Sponsors

The following contributors were added to the sponsorship line-up this year:

- **ZF America** – Major Sponsor
- **Northeast Pest Control** – Gold Medal Sponsor
- **Eileen & Lee French** – Blue Ribbon Sponsor
- **Girvin & Ferlazzo, P.C** – Blue Ribbon Sponsor
- **Prospera Financial Services** – Blue Ribbon Sponsor
- **Rich & Sally Kraham** – Blue Ribbon Sponsor

Contributors & Donors

193 people made contributions to support the work of Sean's Run by adding extra money to their entry fee or by sending a donation. Their contributions of \$4,034 helped underwrite the costs of the scholarships awarded by Sean's Run.

Volunteers

Approximately 75 people, in addition to the Organizing Committee members, turned out to help produce the weekend of activities. The employees of First Niagara Bank continued as an invaluable resource helping in nearly every aspect of the event throughout the weekend. We were also aided by volunteer firefighters from Chatham, Ghent, Mellenville and the Red Knights.

Safety of participants was ensured through the support of Chatham Rescue Squad, Columbia County Sheriff's Department and Chatham Police Department.

Sean's Run Statistics



\$160,950

The amount raised and given away in the past ten years, thanks to generous sponsors and donors.

The Organizing Committee has given away the money raised at Sean's Run to support two specific areas of interest:

1. Scholarships to deserving high school seniors
2. Grants to schools, youth groups and regional organization to implement programs to combat underage drinking, impaired driving and teenagers' lax use of seatbelts.

107



The number of grants that have been awarded to youth programs and schools across the region to implement anti-underage drinking programs and to encourage seatbelt use by teens.

80



The number of college bound deserving seniors from across the region that have been awarded Sean's Run Scholarships.

2012 SPONSORS

Presenting Sponsor



2012 Premium Sponsors

Battle of the Belts Sponsor



5k Sponsor



Meghan's Mile Sponsor



Special Kids Needs Race by



Gator's Gifts Sponsor



Media Sponsor



2012 Gold Medal Sponsors



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ATTORNEYS AT LAW

2012 Silver Medal Sponsors

Berkshire HomeStyle Magazine
Marisa's Bagel Café
Park Row Gallery
Brown's Emporium
Mark & Cathy French

Sonoco Plastics
CarrieAnn Bowker/
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New York Oncology
Hematology

2012 Blue Ribbon Sponsors

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Girvin & Ferlazzo P.C
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 Eileen Young East Chatham, NY

Z
 Ainsley Zaik Ghent, NY



2012 EVENT WINNERS

Sean's Run

5K Champions		
Brina Seguine, 22	Rensselaer, NY	19:11
Chuck Terry, 29	Albany, NY	16:08
5K Age Group Winners		
12 and Under		
Abby Werwaiss, 12	Nassau, NY	22:48
Austin Valliere, 12	Stuyvesant, NY	20:23
13 - 15		
Erin Clark, 13	Old Chatham, NY	20:26*
Griffin Keegan, 15	Kinderhook, NY	17:43
16 - 18		
Kimberly Geniti, 16	Fonda, NY	22:51
Ross Wightman, 16	Chatham, NY	17:28
19 - 29		
Karen Bertasso, 27	Slingerlands, NY	20:00
Macky Lloyd, 22	Voorheesville, NY	16:32
30 - 39		
Jessica Flint, 32	Stuyvesant, NY	21:57
Brian Northan, 37	Guilderland, NY	18:15
40 - 49		
Dominique Saint-Louis, 45	East Chatham, NY	22:22
Jon Rocco, 45	Colonie, NY	18:35
50 - 59		
Linnea Van Tassel, 51	Valatie, NY	21:28
Michael McHugh, 52	Cambridge, MA	19:06
60 - 69		
Judy Phelps, 61	Valatie, NY	23:46
David Hudson, 60	Ghent, NY	24:42
70 - 79		
Anny Stockman, 79	Rensselaer, NY	37:38
Jim Moore, 72	Niskayuna, NY	25:12

*new age group record

Meghan's Mile

Meghan's Mile Champions		
Samantha Taylor, 12	Philmont, NY	6:41
Noah Summers, 12	Chatham, NY	6:39
Age Group Winners		
6 and Under		
Allison Flint, 5	Stuyvesant, NY	10:14
Leonard Sitzer, 5	Ghent, NY	8:24
7 - 8		
Lana Messinger, 7	Spencertown, NY	7:39
Robert Bruneau, 8	Chatham, NY	7:28
9 - 10		
Annabel Flatland, 10	Clifton Park, NY	7:31
Casey Sitzer, 9	Ghent, NY	6:57
11 - 12		
Hallie Allen, 12	Spencertown, NY	6:58
Caleb Doyle, 11	Ghent, NY	6:45



SEAN'S RUN WEEKEND – SATURDAY ACTIVITIES

Zumbathon®

Five certified Zumba® instructors and a professional DJ volunteered to lead this new component of Sean's Run. 70 people participated and nearly all enthusiastically recommended this activity remain a feature of Sean's Run Weekend.

Super Saturday Run for Special Needs Kids

Sea Jem, the Boston-based seafood supplier, again sponsored the Super Saturday Run for Special Needs Kids. Youngsters and others living with various developmental disabilities from around the region participated in this short, but fun, group run and enjoyed all the amenities of Sean's Run. Every participant received a souvenir t-shirt and finisher's medal and enjoyed refreshments after the run. Sean's Run is the only road race in the region to include a component for children with disabilities.

Packet Pick Up and Walk-In Registration

Northeast Pest Control sponsored the special gifts that were provided to the first 350 people who picked up packets on Saturday. Maple ornaments made in Vermont in the shape of a t-shirt were given as "A Gift from Gator" in honor of Northeast's Bed Bug Scent Detection Canine, Gator.



SEAN'S RUN WEEKEND - SUNDAY ACTIVITIES

Event Program and Guide

The **Register Star** and **Chatham Courier**, our media sponsors, published a color, multi-page Event Program and Guide as a tab insert to the Register Star and Chatham Courier; the papers continued as Media Sponsor. The Event Program and Guide were distributed to all participants.

World Championship Battle of the Belts

Rensselaer Honda again served as sponsor of this seatbelt buckling contest which attract schools and youth groups from across the region.

Meghan's Mile

Newkirk, a DST Company, again was the prime sponsor of Meghan's Mile, a race for 12 and under, and a shorter distance for walkers who prefer a mile instead of the 5K. Samantha Taylor, 12, of Philmont, won the girls race (6:41) and Noah Summers, 12, of Chatham was overall champion with a time of 6:39.

The 5K

FairPoint Communications was the prime sponsor of the 5K. Chuck Terry, 29, of Albany, "three-peated" as 5K Champion (16:08), becoming the first runner to win the event three times. Brina Seguire, 22, of Rensselaer won the women's 5K division (19:11). Two new age group course records set: 13-15 female age group by Erin Clark, 13, of Old Chatham (20:26), and the female 50-59 age group by Linnea Van Tassel, 51, of Ghent (21:28).



These Gold Medal Sponsors Underwrote Expenses

Trowbridge Farms, Dell's Plumbing, Heating & AC Inc., Hawthorne Valley, Hover & Mackowski, PLLC, and Randy & Chris Hahn provided cash sponsorships to underwrite the general operating expenses of the event.

Refreshments Aboard

Price Chopper, Winding Brook Country Club, Stewart's Shops, the Columbia County Dairy Princess, Byrne Dairy, Chobani Greek Yogurt and **Marisa's Bagel Café** partnered with the Organizing Committee to provide a wonderful and nutritious spread of refreshments for runners and walkers.

Photos

Five Pines Photography provided professional photography services of all activities on Sunday. Participants were able to search for their photographs at the Five Pines website.

Prevention Education Expo

The gym at **Chatham High School** was lined with exhibits by 13 local youth development and substance abuse prevention organizations offering information and materials to help teens and parents make positive choices.

Presentation of Scholarships

Six college-bound seniors were awarded scholarships ranging from \$500 to \$1,000 in recognition of their volunteerism, good sportsmanship and participation in track & field and cross country.

Presentation of Grants

15 schools, youth groups and regional organizations were presented \$500 grants to implement extra-curricular educational activities to teach teenagers about the dangers of underage drinking, impaired driving and failure to use seatbelts.

Victim Remembrance

This year the Organizing Committee dedicated their efforts in memory of Aaron James Badertscher, a Chatham Central School District student who was killed by a drunk driver. The driver crossed the center line into the oncoming lane, continued to the far shoulder of the road and struck Aaron who was riding his bicycle. The driver's BAC was .26, nearly three times the current legal limit. Aaron succumbed to his injuries the following day, August 27, 1993. He was only 14 years old.



THE SAFETY TREE

Columbia Memorial Hospital has partnered with Sean's Run, Columbia County STOP DWI, Twin County Recovery Services, Inc., **Taconic Driving School** and Remove Intoxicated Drivers (RID) to sponsor the Columbia-Greene Safety Tree Living Billboard, a blue spruce pine that is planted on the lawn of the hospital next to the Emergency Room entrance.

Planted on April 1, 2011, the Safety Tree is enwrapped with white lights as a living billboard reminding everyone about the danger of impaired driving. The partner organizations memorialize all individuals who perished in an

alcohol-involved car crash in the twin counties by replacing a white light bulb with a red bulb during an annual observance. The red bulbs will be permanent reminders of those lost and of the deadly consequences of drunk driving.

The NYS Governor's Traffic Safety Committee at the Department of Motor Vehicles (DMV) compiles the fatality data for each county in the state. In 2010, the most recent year for which data is available, alcohol-involved car crashes accounted for two fatalities in Columbia County and two fatalities in Greene County. There were

a total of 354 alcohol-involved fatalities across New York State in 2010.

The four people who lost their lives because of an alcohol-involved car crash in Columbia and Greene Counties in 2010 were remembered during the special annual ceremony on March 30th conducted at the Safety Tree.

Also, a red bulb replaced a white bulb in memory of Aaron James Badertscher, a 14-year old Chatham Central School District student who was killed by a drunk driver in 1993.

Startling Statistics



- Car crashes are the leading cause of death for young people under the age of 21.**
- Nearly 1/3 of all under-21 crashes are alcohol-involved.**
- Almost 2/3 of all young people killed in car crashes were not using their seatbelts.**



2012 Grant Winners



School or Group	County
Averill Park HS SADD	Rensselaer
Council on Addiction & Prevention Education — The Marathon Project	Dutchess
Chatham HS SADD	Columbia
Chatham MS SADD	Columbia
East Greenbush Goff Middle School	Rensselaer
Fonda-Fultonville HS Student Government	Montgomery
Hoosick Falls HS SADD	Rensselaer
Lynch Literacy Academy Student Council, Amsterdam	Montgomery
Maple Hill High School	Rensselaer
Maple Hill Middle School	Rensselaer
Mohonasen HS SADD	Schenectady
Pine Plains Stissing Mt. SADD	Dutchess
Remove Intoxicated Drivers	Schenectady
Choices 301	Albany
MADD	Albany

2012 Sean Patrick French Memorial Scholarship Winners

Seniors from Chatham High School (Respect for All, Community Service)	Seniors from NYSPHSAA Section III (Sportsmanship)	Seniors from Columbia County (Love of Running)
Eva Chaitman	Kristen Bassler Berne-Knox-Westerlo HS	Abigail Wheeler Chatham HS
		
		
Cole Samuel Gleason	Elijah Murphy Berne-Knox-Westerlo HS	Samuel Mackerer Chatham HS

BATTLE OF THE BELTS WINNERS & PREVENTION EDUCATION EXPO

Place	Group	Team Name	Finish Time
Senior High School Division			
1	World Champions	C2 & K2 Fonda Fultonville	35.96
2	Berlin HS SADD	BA Bucklers, Chatham	41.16
3	Marathon Project	Got the Runs	45.41
Junior High School Division			
1	Junior World Champions Lynch Literacy Academy	Amsterdam Running	40.90
2	Marathon Project	Beacon Bacon	44.50
3	Lynch Literacy Academy, Ichabod Crane	The Riders	45.81
Special Award Winners			
Best Team Name — Jr. High Division Everyday I'm Bucklin' – Maple Hill			
Best Team Name — Sr. High Division Belt It Out Girls – Taconic Hills			
Loudest Cheering Section — Jr. High Division Beacon Bacon – Marathon Project			
Loudest Cheering Section — Sr. High Division Flying Panthers - Marathon Project			
Best Team T-shirts — High School Click It or Ticket – Goff MS, East Greenbush			
Best Team T-shirts — Junior High School Cross Your Hearts – Averill Park			

2012 Prevention Education Expo Exhibitors

Catholic Charities of Columbia and Greene Counties

Chatham High School SADD

Choices 301

Columbia County Sheriff's Department

Columbia County Stop DWI

Madison Handbags

MADD, Capital Region

Parents Who Host Lose the Most

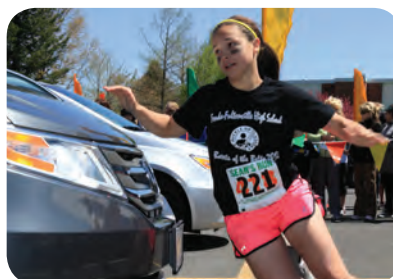
Remove Intoxicated Drivers (RID)

Taconic Driving School

Tobacco Free Action of Columbia & Greene Counties

Twin County Recovery Service, Inc.

Z1 Racing Supplies, Mike Zibella



ADVERTISING AND SOCIAL MEDIA

Blass Communications created an outstanding print brochure which served as our primary communications vehicle to convey information about the details of the event.

The Sean's Run facebook page proves to be useful in communicating with many friends of the event. Also, participants posted comments about their experience at Sean's Run.

Comments Posted on our Facebook Page:

Carmen B — This Event was completely Wonderful (:

Tom W — Another wonderful Sean's Run with a great turn out!

Sean T — Sean's Run is easily one of the best 5K races in the greater Capital Region. And let's hear it for the Chobani yogurt at the finish! Best refreshments of any local running event!

Heather C — That was the most fun I've had at a race so far. So glad I was able to get there to be amongst this celebration. Thank you so much! :)

Sandy K — My whole family did Sean's Run this year! The three youngest did the Meghan's Mile, they were very excited! Can't wait until next years!

Ralph S — To all involved with Sean's Run - thank you for recognizing our son Robert, a person with special needs, at the awards ceremony for his achievement in the 5K. When we got back in the car, he was thrilled with joy!

Linnea V — Sean's Run is a party with a heart. Hats off to the organizers and all the volunteers.

SEAN'S RUN 2012
presented by **FIRST NIAGARA**
media sponsor: **CHATHAM-COURIER Register-Star**

SUNDAY, APRIL 29, 2012
WWW.SEANSRUN.COM
ON FACEBOOK

VOLUME

THIS YEAR, WE'RE TURNING IT UP TO ELEVEN.
With a solid decade behind us, we're just cranking it up. Our 11th running continues to offer a charming course, many amenities, nice giveaways, event shirts and a special 1,300 entries, fun atmosphere, dedicated volunteers, generous sponsors and a special spirit all in support of an important cause. Bring along all your walking partners and running buddies and you will feel it! Register today at www.seansrun.com.

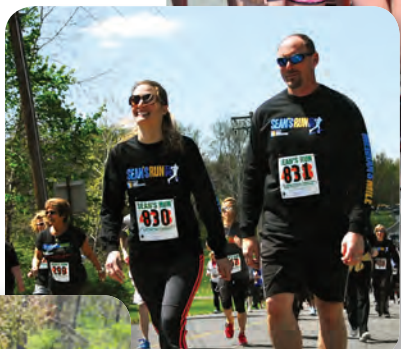
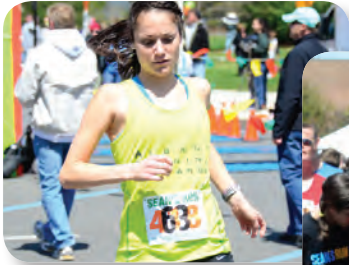
APRIL 29, 2012 / CHATHAM HIGH SCHOOL
5K - 1:00PM / MEGHAN'S MILE - 12:30PM

SEAN'S RUN 2012
presented by **FIRST NIAGARA**

2012 Sponsors:
CHATHAM-COURIER Register-Star
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SEAN'S RUN
SUNDAY, APRIL 29
WWW.SEANSRUN.COM

2012 EVENT T-SHIRTS



SEAN'S RUN ORGANIZING COMMITTEE

Officers 2011-2012

- Jeff French, Chairman
- Carol Goold, Vice Chairman
- Joanne Doyle & Tammi Menegio, Co-Treasurers
- Mark D. French, Secretary
- Kelsey Frederick ('12) - Student Liaison, CHS

Honorary Board of Directors 2011-2012

- The Honorable Stephen Saland, State Senator, New York State Senate
- Kevin Boehme, Chief of Police, Chatham Village Police Department
- Jay Cahalan, Chief Operating Officer, Columbia Memorial Hospital
- Shari Franks, Recreation Director, Town of Chatham
- Jan Madsen, CHS Class of 2015
- Jay Moore, Ian's Dad, Contractor
- Dan Tuczinski, Attorney at Law
- Hannah Cashen, Home Schooler, graduating 2012
- Michele Kraham, Founders Group, Sean's Run

Organizing Committee 2011-2012

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- Karen Blass
- Lukas Coon
- Stacey & Jean Dunbar
- Camille & Jerry Freedner
- Lee French
- Caitlin Gilligan
- Beth Hover
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