

SEAN'S RUN WEEKEND 2013

presented by
 **FIRST
NIAGARA**

Final Report to our Sponsors and Contributors



SEAN'S RUN IS NOW SEAN'S RUN WEEKEND

Sean's Run Weekend 2013 attracted the most participants ever.

Registrations were up almost 15% over last year with 1,618 people submitting entry forms to participate in one or both days under blue skies and 70 degree temperatures.

By comparison, in 2003 there were 418 total participants in Sean's Run.

Since 2002, approximately 12,600 entries have been received.

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.

Supportive Community

Thanks to a supportive community, the future looks bright for Sean's Run.

We could not produce Sean's Run without the assistance and support of the following:

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

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

Chatham Police Department — for traffic control in providing a safe course for the nearly 1,400 runners and walkers and support of the Battle of the Belts.

Columbia County Sheriff's

Department — for assisting with traffic control in providing a safe course for the 220 bicyclists and support of the Battle of the Belts.

Chatham Volunteer Fire Department

— assisting with set-up of the staging area and filling barrels used as tie-downs for tents in the school parking lot.

Ghent Volunteer Fire Company

— handles parking of vehicles at the HS and MED parking lots.



Chatham Rescue Squad — provided EMS coverage at the finish line and along the course of the 5K and Meghan's Mile.

Mellenville Volunteer Fire Company

— hosted a rest stop on Saturday at the Mellenville Firehouse that was visited by 200 bicyclists, plus provided invaluable assistance in picking up and disassembling the staging area on Sunday.

Kinderhook Runners Club — assists with pick up following the 5K.

Earnings Given Away


\$172,500

Thanks to the generosity of First Niagara Bank and our other sponsors and donors, Sean's Run has given away \$172,500 since the first Sean's Run in 2002.

Since 2002 our focus has been to support two areas of interest:

- 1) Scholarships to deserving high school students and
- 2) Grants to schools and youth groups to implement programs designed to combat underage drinking, impaired driving and lax use of seatbelts by teenagers!

121


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

86


86 college bound deserving seniors from across the region have been awarded Sean's Run Scholarships.

OUR 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 FOR 2013

Gold Medal Sponsor



Blue Ribbon Sponsor

County Outhouses
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BIKE RIDE SPONSORS

Presenting Sponsor:

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W. B. MASON, "Who But W. B. Mason"

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Dr. Bill Primomo, DDS, Albany

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Federation of Polish Sportsmen, Hudson

Cardona's Market, Albany

Steiner's Sports, Glenmont, Hudson & Valatie

Contributors & Donors

144 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 \$2,673 helped underwrite the costs of the scholarships awarded by Sean's Run.

Volunteers

Approximately 150 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.



2013 Premium Sponsors

Battle of the Belts Sponsor



5k Sponsor



Meghan's Mile Sponsor



Special Kids Needs Race by



Gator's Gifts Sponsor



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Zumbathon® Sponsor



2013 Gold Medal Sponsors



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ZF America

2013 Silver Medal Sponsors

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Park Row Gallery

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2013 Blue Ribbon Sponsors

Cantele Tent Rentals
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2013 CONTRIBUTORS AND DONORS

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2013 EVENT WINNERS

Sean's Run

5K Champions		
Chelsea Benson, 30	Hudson, NY	19:22
Matthew Forys, 27 (tied own 2008 course record)	Howell, NJ	15:18
5K Age Group Winners		
12 and Under		
Charlotte Tucksmith, 12	Chatham, NY	26:52
Robert Bruneau, 9	Chatham, NY	24:27
13 - 15		
Erin Clark, 14	Old Chatham, NY	21:24
Kaushik Pilar, 15	Latham, NY	17:16*
16 - 18		
Louisa Dodds, 16	Hillsdale, NY	22:07
Adam Schwenzfeier, 17	Watervliet, NY	16:55
19 - 29		
Brina Seguine, 23	Rensselaer, NY	20:21
Erik Carman, 24	Albany, NY	17:33
30 - 39		
Kim Morrison, 33	Wynantskill, NY	21:03
Dave Vona, 30	Valatie, NY	17:00
40 - 49		
Christine Varley, 49	Albany, NY	22:26
Roland Platt, 44	Barrytown, NY	19:49
50 - 59		
Linnea Vantassel, 52	Chatham, NY	20:50*
Vladimir Ilin, 55	Albany, NY	18:55
60 - 69		
Judy Phelps, 62	Valatie, NY	22:37*
David Hudson, 60	Ghent, NY	24:42
70 - 79		
Jane Zinke, 70	Valatie, NY	28:18
Edward Bown, 71	Broadalbin, NY	24:17

*new age group record

5k Chatham Residents 40+		
Male		
Glenn Rugen, 56	Chatham, NY	22:03
Michael Thumann, 64	Chatham, NY	22:58
David Dlugolecki, 54	Chatham, NY	24:18
Female		
Linnea Van Tassel, 52	Chatham, NY	20:50
Suzanne Wightman, 53	Chatham, NY	25:46
Ida Drake, 48	Chatham, NY	27:24

Meghan's Mile

Meghan's Mile Champions		
Riley Werner, 12	Valatie, NY	6:44
Louis Warner, 9	Kinderhook, NY	6:56
Age Group Winners		
6 and Under		
Lilyann Schermerhorn, 6	Ghent, NY	9:39
Leonard Sitzer, 6	Ghent, NY	7:57
7 - 8		
Abigail Dolge, 8	Valatie, NY	7:09
Neil Howard III, 7	Hudson, NY	7:22
9 - 10		
Madeline Grout, 9	Valatie, NY	9:14
Casey Sitzer, 10	Ghent, NY	7:06
11 - 12		
Gabriela Neven, 12	Ghent, NY	7:03
Donovan Brown, 11	Valatie, NY	7:09

SEAN'S RUN WEEKEND – SATURDAY ACTIVITIES

Zumbathon®

Dells' Plumbing, Heating and A/C, Ghent, sponsor. Under the instruction of certified Zumba® instructors and a professional DJ, 75 people participated and nearly all enthusiastically recommended this activity remain a feature of Sean's Run Weekend.

The second Sean's Run Zumbathon®, a 2-hour non-stop fitness party, was held Saturday in the Chatham elementary school gym with 75 participants. Six Zumba instructors volunteered to keep the party going and a volunteer DJ made sure the music never stopped. Refreshments were served at the conclusion of the Zumbathon.

Super Saturday Run for Special Needs Kids

Sea Jem, the Boston-based seafood supplier, sponsor. 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. Sean's Run is the only road race in the region to include a component for children with disabilities.

Bike Rides

Hudson Design Engineering, Presenting Sponsor. The first-ever Sean's Run Bike Rides attracted 220 bicyclists. Half chose a scenic 50-mile route of country roads, village and city streets and lovely countryside vistas. The others opted for the 20-mile ride featuring an out-and-back course. Both rides included a lively rest stop at the Mellenville Firehouse with a variety of treats and a finish line refreshment tent featuring both hot and cold foods and drinks.

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. The World Championship Battle of the Belts contested on Sunday was won by Team Violation 12.19 from Mohonasen High School, Schenectady County, pictured below. The Junior High Division was won by the Bucklin' Bunnies from Chatham MS. 13 schools from across the region brought teams to compete in the annual seatbelt buckling competition.

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. Overall winners of Meghan's Mile were Riley Werner, 12, Valatie, 6:44 and Louis Warner, 9, Kinderhook, 6:56.

The 5K

FairPoint Communications was the prime sponsor of the 5K. Matthew Forsys of New York City, age 27, tied his course record of 15:18 set in 2008 and became the 2nd runner to win the race three times. Chelsea Benson of Hudson, NY, age 30, won the women's division with a time of 19:22.

5K records were set in four age groups including 80 and Over Women: Anny Stockman, 80, Rensselaer, 35:31. 60-69 Women: Judy Phelps, 62, Malta, 22:37. 50-59 Women: Linnea Van Tassel, 52, Chatham, 20:50. 13-15 Males: Kaushik Pilar, 15, Latham, 17:16.

The 5K began after a remembrance of the victims of the Boston Marathon terrorist bombings. Runners and walkers in the 5K and Meghan's Mile were treated to a spread of nutritional foods and drinks after crossing the finish line.

These Gold Medal Sponsors Underwrote Expenses

Columbia Memorial Hospital, ZF America, Trowbridge Farms, Hawthorne Valley Association, 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, Propel 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. They included:

Catholic Charities of Columbia and Greene Counties

Chatham High School SADD

Columbia County Community Cancer Fund

Columbia County Sheriff's Department

Columbia County Stop DWI

Madison Handbags

MADD, Capital Region

Northern Columbia Rotary

Our Community Cares, Inc

Remove Intoxicated Drivers (RID)

Taconic Driving School

Twin County Recovery Service, Inc.

Z1 Racing Supplies

Victim Remembrance

In Loving Remembrance of Christopher James Reardon

This year the Sean's Run Organizing Committee dedicated their efforts to the memory of Christopher James Reardon. At age 15 he was killed as a passenger in an underage drunk driving car crash. He was just a freshman at Auburn High School. On May 30, 1993, the underage driver lost control of his vehicle and he and Christopher were thrown from the car; Christopher died at the scene of the accident.

Christopher's mom, Donna Lanphaer has said, "Christopher's spirit will always remain a part of us, but let not his life be in vain. . . let us work as a community and raise our children, keep them safe and encourage their positive choices."

Boston Marathon Terrorist Bombing Victims Remembered

Before the start of the 5K all participants took part in a special remembrance of the victims – those killed, maimed, psychologically harmed – including runners, spectators, marathon volunteers, Boston Athletic Association committee members, volunteers and sponsors - impacted

by the terrorist bombings at the finish line of the Boston Marathon on April 15, 2013.

As nearly 1,200 runners and walkers lined up on the starting line our announcer declared "We are **ALL** Boston." A huge cheer went out in support of Boston and all joined in a chorus of what has become Boston's anthem, "Sweet Caroline." Then the National Anthem was sung beautifully by the Rugen sisters and the air horn signaled the start of the 12th Sean's Run 5K run/walk.



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 two people who lost their lives because of an alcohol-involved car crash in Columbia and Greene Counties in 2011 were remembered during the special annual ceremony on April 5th conducted at the Safety Tree.

Also, a red bulb replaced a white bulb in memory of Christopher James Riordan, the son of Donna Lanphear of Chatham. At age 15 he was killed as a passenger in an underage drunk driving crash 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.



2013 Grant Winners



First Niagara Bank's Gina Lombardo, First Vice President / Area Manager and David Cutler, First Vice President, Direct Lending, on left, presented plaques to representatives of schools and youth groups which were awarded grants. At right is Sean's Run General Chair, Jeff French

School or Group	County
Averill Park HS SADD	Rensselaer
Berlin Middle School SADD	Rensselaer
Council on Addiction & Prevention Education - The Marathon Project	Dutchess
Chatham MS SADD	Columbia
Chatham HS SADD	Columbia
Hudson HS SADD	Columbia
Lynch Literacy Academy Student Council, Amsterdam	Montgomery
Maple Hill High School	Rensselaer
Maple Hill Middle School	Rensselaer
Pine Plains Stissing Mt. SADD	Dutchess
RAAD Coalition	Rensselaer
Remove Intoxicated Drivers	Schenectady
Choices 301	Albany
MADD	Albany

2013 Sean Patrick French Memorial Scholarship Winners



2013 Scholarship winners, from L to R: Meagan Roecker, Burnt Hills-Ballston Lake HS, Sydney Sericolo, Ichabod Crane HS, Kailynn Akin, Chatham HS, Ryan Mackerer, Chatham HS, Ross Wightman, Chatham HS, Adam Schwenzfeier, Shaker HS. At far left and far right are Mark and Cathy French who presented the scholarships in memory of their son Sean Patrick French.

BATTLE OF THE BELTS WINNERS & PREVENTION EDUCATION EXPO

Place	Group	Team Name	Finish Time
Senior High School Division			
1	World Champions	Violation 12.29, Mohonasen HS	37.06
2	Panda Paws,	Stissing Mt. Pine Plains	38.80
3	Nitro Jacks	Hudson HS	42.62
Junior High School Division			
1	Junior World Champions Bucklin' Bunnies	Chatham MS	38.80
2	Click It or Ticket	Taconic Hills	39.50
3	RAAD Coalition	Averill Park	40.80
Special Award Winners			
Best Team Name — Jr. High Division Clickin' It with My Peeps – Chatham MS			
Best Team Name — Sr. High Division Last Minute Bucklers – Maple Hill HS			
Loudest Cheering Section — Jr. High Division RAAD, Averill Park			
Loudest Cheering Section — Sr. High Division MP Biscuits, The Marathon Project			
Best Team T-shirts — High School Buck Wild Bucklers – Chatham MS			
Best Team T-shirts — Junior High School BA Bucklers, Chatham HS			

2013 Prevention Education Expo Exhibitors

Catholic Charities of Columbia and Greene Counties

Chatham High School SADD

Columbia County Community Cancer Fund

Columbia County Sheriff's Department

Columbia County Stop DWI

Madison Handbags

MADD, Capital Region

Northern Columbia Rotary

Our Community Cares, Inc

Remove Intoxicated Drivers (RID)

Taconic Driving School

Twin County Recovery Service, Inc.

Z1 Racing Supplies



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:

James — Awesome ride today! I plan on doing it again next year. Great course, great people, great fun!

Jennifer — My cousins and I ran the 5K yesterday, and my daughter ran her first mile with her dad! What a GREAT day!

We had a super wonderful time, the volunteers are always SO nice, everything went on time, it was super!

Thanks to everyone who puts this event together, looking forward to next year!

Sean — Another great Sean's Run. Nowhere will you find a 5K with this much positive energy!!

Greg — 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 — THANK YOU SEAN'S RUN!!! What an AMAZING time you created this weekend!

SEAN'S RUN WEEKEND 2013
SATURDAY & SUNDAY
APRIL 28 & 29
CHATHAM HIGH SCHOOL
REGISTER: SEANSRUN.COM

Presented by: **FIRST NIAGARA**
Media Sponsor: **CHATHAM-COURIER Register-Star**

CHOICES, YOU HAVE THEM:
Participate one day or both, Zumbathon or Bike Ride, 5K or Morgan's Mile
In 12 years Sean's Run has become a weekend full of events that draws participants from all over the region to Chatham.
Day 1: Sat. April 27 — Sign up for either the Zumbathon®, the 2-hour, non-skip fitness party, or the all-new Sean's Run Bike Ride, featuring a 20 and a 50-mile scenic, self-paced tour.
Day 2: Sun. April 28 — Our flagging parents, the 5K at 12 Noon and Morgan's Mile at 11:30 AM are open to runners and walkers of all ages and abilities. Our courses reverse the streets of charming Chatham Village.
Both Days: Enjoy the many amenities and race giveaways, experience the fun atmosphere, meet our dedicated volunteers and generous sponsors and feel a special spirit all in support of an important cause. Event starts in the first 1,000 entries. **More info & Register today at www.seansrun.com**

APRIL 27 & 28, 2013 / CHATHAM HIGH SCHOOL
PRESENTED BY **FIRST NIAGARA**
SEAN'S RUN WEEKEND 2013

2013 Premium Sponsors:
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SEAN'S RUN
presented by **FIRST NIAGARA**
4/27 – BIKE & ZUMBA
4/28 – 5K & MILE RUN

2013 EVENT T-SHIRTS



SEAN'S RUN ORGANIZING COMMITTEE

Officers 2012-2013

- Jeff French, Chairman
- Carol Goold, Vice Chairman
- Joanne Doyle & Tammi Menegio, Co-Treasurers
- Mark D. French, Secretary
- Caitlin Gilligan, Student Liaison, CHS

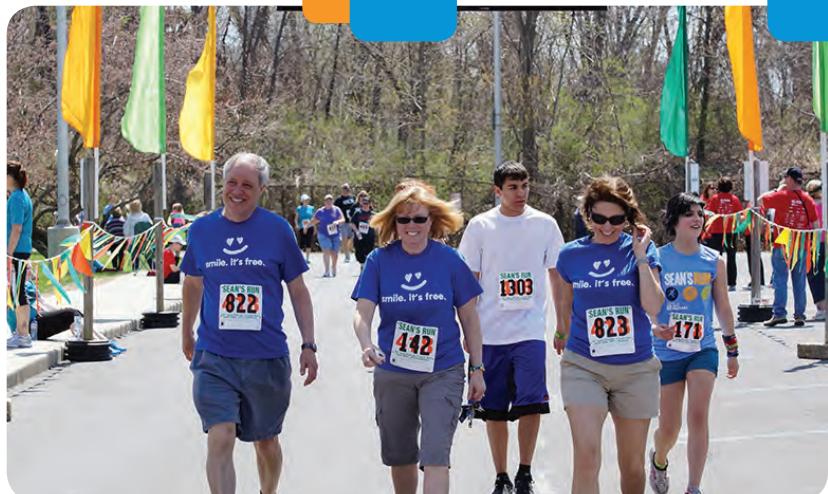
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- Kevin Boehme, Chief of Police, Chatham Village Police Department
- Jay Cahalan, President & Chief Executive Officer, Columbia Memorial Hospital
- Shari Franks, Recreation Director, Town of Chatham
- Jan Madsen, CHS Class of 2015
- Dan Tuczinski, Attorney at Law
- Michele Kraham, Founders Group, Sean's Run

Organizing Committee 2012-2013

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- Lee French
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- Kim Seabury
- Annie Trowbridge
- Mary West
- Ryan West
- TJ Winters
- David Wheeler, Honorary Member





Event Dates:
April 27 & 28, 2013

Mailing Address
96 Metz Road
Ghent, NY 12075

The Committee to Produce the
Sean Patrick French
Memorial Run/Walk

Officers

Jeffrey W. French
General Chair

Carol Goold
Vice Chair

Joanne Doyle & Tammi Menegio
Co-Treasurers

Mark D. French
Secretary

Caitlin Gilligan
Student Liaison, Chatham HS

Honorary Board of Directors

Kevin Boehme
Chief of Police, Chatham Village PD

Jay Cahalan
President & Chief Executive Officer
Columbia Memorial Hospital

Shari Franks
Recreation Director, Town of
Chatham

Michele Kraham
Sean's Run Founders Group
Executive Director - Morris Memorial

Jan Madsen
Student, Chatham High School

The Honorable Stephen Saland
Former New York State Senator
41st Senatorial District

Daniel Tuczinski
Partner, Tuczinski, Cavalier, Gilchrist
and Collura

June 2013

To Our Sponsors and Contributors,

We are pleased to provide you with this report about Sean's Run Weekend 2013.

Thanks to the generosity of our loyal Sponsors and other supporters who provided contributions, we were able to accomplish our goals of combating

- Underage Drinking
- Impaired Driving and
- Lax Use of Seatbelts by Teenagers.

We do this by using the proceeds from Sean's Run to support two areas of interest:

- 1) Grants to Schools and Youth Groups
- 2) Scholarships to deserving college-bound high school seniors.

We estimate that nearly 2,000 school students were impacted by our efforts this past year at 15 schools and youth groups.

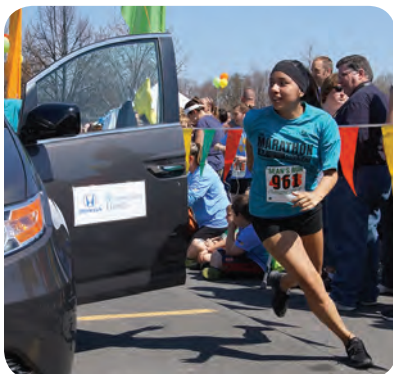
Sean's Run continues to grow and we have become a full-fledged weekend event.

If you have any questions, suggestions or would like additional information about the event that you support, please contact me.

Sincerely yours,

Mark

Mark D. French
Secretary
MarkFrench@FairPoint.net



SEAN'S RUN WEEKEND 2013

presented by
 FIRST
NIAGARA