

THE LANDRUNNER

OFFICIAL NEWSLETTER OF THE OKLAHOMA CITY RUNNING CLUB

Landrunner Mission: To support health and fitness of all ages through recreational running

September 2019 | Issue No. 281

Why Am I Not Getting “Better”? Progress Measured Many Ways

By Mark Bravo

A question or comment I get a lot is: “Why can’t I get faster?” or “Feels like I’ve run into a wall”. It’s pure human nature to always want quantifiable gains, and even expect them when you’re putting in the work. Well, the conversation usually moves to urging the athlete to take a ‘kinder, gentler’ view of the sport, in other words: Give yourself a break! I’ll explain what I mean here, via a few different reminders and perspectives. Rest assured, I’m not saying to aspire less high with your running, only that you can make gains and continue improving, even if your watch isn’t saying so.

First, speed is NOT the only variable to consider when noting one’s progress. When gains have been noticeable over a period of time and we don’t see visible improvement for a few weeks, it’s easy to think we’ve reached stagnancy. In fact, that temporary “plateau” may just be proof that we’ve come a distance, because as progress - FITNESS, in this case - ramps up, you can’t see or feel the changes as strongly. That’s actually a GOOD sign; better shape you’re in, gains become more incremental, but still there.

Whether you’ve just started a walk/run program looking to raise your level of motion, a seasoned runner with your eye on a Boston-qualifying time, or something in between, the challenges involved take similar ingredients that are well-documented, namely a good plan and certain level of stick-to-itiveness. There are a few other “habits” I believe are easily as important though; the “kinder-gentler” approach to running, and never losing the gratitude that arises from doing something we love so much, and that so many aren’t able to do.

Every day won’t show marked gains and if you’re too hard on yourself, chances are you may sabotage, or talk yourself out of what most of us hope for: to make this sport more than a hobby or passing fancy. While regimen is important, don’t be married to your schedule, for the only thing that’s inevitable with running, other than someone telling you to stretch more, is: LIFE will get in the way from time to time. And it should. If we’re that rigid with our workouts, we’re undoubtedly sacrificing more than we should elsewhere. First, realize you haven’t blown your training. If a key workout is missed, find a reasonable time to make it up, and unless very seasoned (and even then, choose carefully) don’t place intensity and distance on back-to-back days. The only thing that can derail you from the sport (and often, your goal) is injury, so embrace the unexpected day off and realize your next workout will wash its memory away. Along the same lines, if a workout, and more often (we’ve all been there) a race, doesn’t produce desired results, there’s almost always a victory you can take from it. It’s essential you not beat yourself up (okay, five minutes to commiserate, then realize you accomplished another finish line.) Oh, you’ll revisit it to assess what could have been done better (more level pacing, keeping focus against wind or on hills, etc.) That’s just fine, but if you don’t realize these are mini-victories on the way to your big goal, your longevity with the sport has much less chance of prospering.

Next, I don’t think that a sense of **gratitude** can be overstated where our sport is concerned. When you’re at a race, especially a “marquis” event, and you’re at the EXPO, the excitement and exuberance of the masses can

*See **Better**, on page 6*

President's Message

By Dana Sue Campbell, Landrunner President

By the time you read this you are probably ready to run in the fall and cooler temps! You also may have been to our amazing marathon training runs where we counted 467 runners at the second training run on August 10, 2019. You also may have registered for a marathon or a 5k race. I feel more energized and excited to run in the Oklahoma fall temperatures! When I first started running, I was extremely motivated and committed to running. I have recently experienced a few challenges that have tested my motivation.

My fulltime job at State Farm Insurance keeps me very busy Monday to Friday. I look forward to 5:00 pm everyday so that I can run! The Oklahoma extreme hot temps have prevented me from pushing myself like I used to. I love being a part of the running groups on Saturday because I feel more challenged to run farther with the training groups.

Here are a few tips to help you stay motivated in the Fall!

1. *Hydration.* You need to drink water or a sports drink before and during your runs. If you feel thirsty. Drink! If you are running in the Oklahoma temps you should drink six to eight ounces every 20 minutes. This is mandatory.

2. *Safety.* Make sure that you follow running safety advice on the Landrunners' website. Run against the traffic when

running on the roads. Share the trail! BE Aware of cyclists! Try to wear an id in case of an accident. Run with a buddy or group.

3. *Racing.* I really enjoy the thrill of racing in the area 5k and 10k races. They help me stay motivated and help with speed and consistency. Plus, when it's a series race you will earn your points for the coveted series award! (Stay tuned for the date and **series award!**)

4. *Track or trail running.* I love the fall scenery in Oklahoma. Go to our website to see the best places to run! I feel like it is so peaceful to run at Arcadia trails or Bluff creek trails or better yet take a quick drive to Mount Scott. You'll be the envy of everyone. Oklahoma native and world record holder Camille Herron runs Mount Scott to help her prepare for some of her races! She is awesome and she will tell you how much she loves running Mt. Scott.

5. *Benefits of running! Stress relief.* (that in itself is my motivation for running)

Now that I have listed a few motivational tips for you, I hope to see you at the training runs or the races! Run by and say hello. Now it is time to Run!

Yours,
Dana

**9th Annual Oklahoma
Fallen Heroes Half
Marathon, 10K
and 5K Run/Walk**

**28 September 2019
OKC River Trail, 4311
SW 15th St OKC, OK
(Meridian & SW 15th)**

**Registration is now
Open. Check in at
0700. Race starts at
0800.**



WHY WE RUN

We run to honor our 19 brothers and sisters from the Oklahoma Army National Guard who have made the ultimate sacrifice since September 11, 2001

The 19 Fallen Heroes will be honored individually with recognition beginning at the starting line, then at each mile marker along the 13.1 mile course and finally at the finish line. A banner will be placed at each of the 19 points highlighting one of the warriors with a photo and a brief bio detailing their lives and sacrifice.

Proceeds from this event will go to the 45th IBCT Fallen Heroes Family Member Scholarship Fund established in 2012 with the help of the National Guard Association of Oklahoma.



**For pictures of the 2018
event or to sponsor the
2019 Fallen Heroes run
please visit**

www.45ibctfallenheroes.org

Thank you for your support and participation and we look forward to seeing you on race day!!

Registered participants will receive a commemorative T-shirt and a commemorative Race medal. Go to www.45ibctfallenheroes.org





QUAIL CREEK
FALL FAMILY FESTIVAL
& THE CREEK RUN

SUNDAY
SEPT 29TH
3:30-6:30
Quail
Creek Park

Activities

- FACE PAINTING
- CARNIVAL GAMES
- FUN FOR EVERYONE
- PICK-A-POP
- PUMPKIN BOWLING
- PHOTO BOOTH
- BOUNCE HOUSE
- PICK A DUCK

Food & Drinks

- PIZZA
- HOT DOGS
- BEER
- BRATWURST
- BOTTLED WATER
- CHIPS

THE CREEK RUN

5K AND 1 MILE FUN RUN

The Creek Run 5K is Sanctioned & Certified
with Bibs & Timing Chips

*Includes T-Shirt & Swag Bag

13 and Older = \$35

12 and Under = \$25

FALL FAMILY FESTIVAL

Live Entertainment by Spaghetti Eddie

Over 15 Games and Prizes

*Includes Food & Drinks

13 and Older = \$15

12 and Under = \$10

Save \$\$\$ and Register for Both Events

13 and Older = ~~\$50~~ \$40 *save \$10*

12 and Under = ~~\$35~~ \$30 *save \$5*

Age 2 and Under Free

Add Beer & Wine for an additional \$10

Landrunner Calendar of Events

<u>Date</u>	<u>Event</u>	<u>Location/Time</u>
9/7	Pink Up the Pace 5K, 10K, 1M \$	Oklahoma City University @ 8:00am
9/15	Santa Fe Thunder*\$	Santa Fe, NM @ 8:00am
9/16	Club Meeting with Craig Thompson	Kimray Conference Center @ 6:30pm
9/21	Swazi 5K*	SNU @ 7:30am
9/21	Miles Against Melanoma 5K	Wheeler Ferris Wheel @ 8:30am
9/28	Fallen Heroes Half, 10K, 5K	OKC River Trail @ 8:00am
9/28	St Jude Walk Run OKC	Myriad Gardens @ 8:30am
9/29	Run Elk City 26.2, 13.1, 5K \$	Elk City, OK @ 7:00am
9/29	OK Ale Trail 5K Beer Run	The Patriarch Edmond @ 3:00pm
9/29	The Creek Run 5K & Fall Festival	Quail Creek @ 3:30pm
10/5	OKC River Run 5K, 10K & Half	Wiley Post Park @ 8:00am
10/5	OutPace Cancer 5K & 10K	800 NE 10th @ 8:00am
10/5	Down Syndrome Festival & 5K	Myriad Gardens @ 8:00am
10/6	Spirit of Survival (Bike Ride on 10/5)	Lawton, OK @ 7:20am
10/6	Stilly Half Marathon \$	Stillwater @ 7:30am
10/26	Lake Murray Endurance 100M, 100K, 50K, 30K\$	Lake Murray @ 6:00am
10/26	Landrunner Bus to Tulsa Run	OKC to Tulsa
10/26	Tulsa Run 15K*, 5K*, 2K \$	Tulsa, OK @ 7:50am
10/27	Miles for Miracles 15K, 5K, 1M \$	1106 N Stonewall Ave @ 8:00am

* Denotes Series Races

\$ Club members discount codes are listed on the Members only section @ okcrunning.org

Landrunners In Action

2/9 MESA PHX MARATHON, AZ

JUSTIN CHAN 3:33:26

5/5 LINCOLN MARATHON, NE

VICTOR CARNEIRO 4:57:24

6/2 SAN DIEGO ROCK'N'ROLL MARATHON, CA

KIM ABEL 4:05:10

7/21 MADISON HER HALF MARATHON, WI

GAILE LOVING 3:15:45

7/21 CHICAGO ROCK'N'ROCK HALF, IL

CHRISTOPHER LEE 2:50:46

7/28 SAN FRANCISCO MARATHON, CA

BOB LEMON 4:02:05
JENNIFER LEMON 2:58:01 - HALF

Click the link on www.okcrunning.org/newsletter page to submit out of state results. Send photos and stories to news@okcrunning.org

RUN FOR AWARENESS • RUN FOR ACCEPTANCE • RUN FOR INCLUSION • RUN WITH A PURPOSE!



JOIN US FOR OUR 25TH ANNIVERSARY!

DOWN SYNDROME FESTIVAL & 5K

SATURDAY, OCTOBER 5, 2019 AT THE MYRIAD BOTANICAL GARDENS



5k starts at 8 AM, followed by the Awareness Walk at 9:30 AM.
Festival is free and open to the public, and begins at 9:45 AM.



WWW.DSFESTIVALAND5K.COM

All proceeds stay in Oklahoma and benefit the Down Syndrome Association of Central Oklahoma

Better, continued

make it seem as though EVERYONE in the free world is a runner. I urge you to never forget that you are still one of a very elite minority who is able to do what we do. Whether you're blessed with natural ability or have the mental and physical toughness to overcome ailments or other hardships, you're doing what the majority out there only wish they could do. Maybe you do so because you've realized the enormous positivity that the majority who lead a life of motion possesses, or it has changed your life in such a way you can't imagine life without it, or that it simply makes every day, and everything you do, a little easier or more enjoyable, gratitude is a pinnacle aspect of your growth in the sport. It even keeps you out there when it's just not working, and you're ready to quit. I'm reminded of an anecdote I've been told numerous times, but once while at another race portrayed to me in a way that I've never forgotten: an athlete from another state was coming off Lake Hefner during the Oklahoma City Memorial Marathon, fighting off what many of you know can be a character-building wind on that day in late April. He told of just not "having it" that day, and as he was about to pull off the course and call it a day (and this was a veteran marathoner) he began seeing the banners with names of those lost in the 1995 Federal Building

bombing. It struck him that, in effect, he was "lucky to be able to hurt this much", as those whose names were vividly displayed "never had a chance." He finished the race and said that moment, with all his struggles, was one of his most gratifying. I knew then that his gratitude would help him to a long running career and have enjoyed seeing him wherever we cross paths at marathons since.

So when you're tempted to dwell on the hills, wind or other possible adversities in a training run you've just accomplished, or more so an upcoming race, remember that you're a runner and part of that definition means we've cultivated the need, moreover the ability, to take whatever is thrown at us. You've heard it before and it still rings true: if it were easy, more would be doing it! And about why it may seem you're not getting better; odds are if you stay uninjured, diligent with your plan, and trust your training, the breakthroughs will come. They may not be linear or predictable, but just one more thing to consider: any day with miles beats the heck out of one without!

Mark is a running coach, author, and announcer/host of road races near and far. He lives vicariously through his fellow athletes, though still can be found on the roads appreciating every mile. He operates OK RUNNER OKC in downtown Oklahoma City.



St. Jude Walk/Run Oklahoma City

+ Register Today.

Sept. 28

stjude.org/walkrun



9-21-19

WHEELER FERRIS WHEEL

Join Miles Against Melanoma OK for the fifth annual Save Your Skin 5K & 1-Mile Fun Run.

Proceeds from this family-friendly event benefit the organization's mission to provide funding for awareness, education, advocacy and research for skin cancer, melanoma and cancers related to melanoma.

To register for this event or for more information visit mamok.org



myheartcreative
DESIGN STUDIO



SSMHealth[®]
Dermatology

How Gullible Are We?

By Tom Coniglione, MD



Look up a recent article in these newsletters about vitamin B 15; we are gullible.

Last month you saw something never before seen in the Landrunner medical articles; criticism of a running shoe. Never before have I criticized a shoe on these pages. For that matter, criticism is not my style.

Landrunner response to the criticism of the Adrenaline 19 was strong. Several runners commented that they too have noticed the Adrenaline 19 is different from their older Adrenalines. A couple of running shoe store sales staff made similar comments.

Last month's article ended with thoughts for future articles: KT tape, orthotics and nutritional supplements. A runner requested information on KT tape. He was wondering why KT tape seems to have been popular at one time but its popularity has declined.

Several products are similar to KT tape: kinesiology tape, rock tape, elastic therapeutic tape, BSN and Hypafix. They are essentially the same.

KT tape was developed in 1979 in Japan. For many years, sales were meager. In 2010, the company donated 55,000 rolls to many Olympic teams. The Olympians used the tape in a variety of ways. The manufacturer provided instructions for using the tape. Some taping techniques were described by a sport medicine physician as "bizarre" and followed no biologic pattern.

Anecdotes emerged about the benefits of the tape. The company advertised the tape could "prevent injury" and "provide 24-hour pain relief" for an injury. KT tape was claimed to "treat" 16 types of injuries.



Soon athletes from professional football players to cyclists (Lance Armstrong), soccer players (David Beckham), water polo players, sprinters and everyone else was wrapping their bodies in colorful displays.

There were numerous theories about why the tape worked; "microscopically lifts the skin and allows drainage of lymph" and "gently tugs on muscles to permit more efficient motion." These were theories but not facts.

Recommendations to use KT tape referred to things the tape "could" or "might" do. The company was bolder in its claims by using the word "cure." Research studies done by reputable scientists showed KT tape did nothing.

Lawsuits followed. In 2017 the company was shown to have falsely advertised KT tape. Anyone who purchased KT tape between 2011 and 2017 was entitled to a refund.

<https://topclassactions.com/lawsuit-settlements/closed-settlements/826355-athletic-kt-tape-false-advertising-class-action-settlement/>

What about all the colors? Does one color do something the other colors don't do? Some people reported one color of tape being more effective than another color. Actually, all KT tape, in all colors, is the same.

British researchers tested red KT tape against other colors. They found the red tape worked better than other colors. Social psychologists came along and explained that anything in red was more effective than other colors; red placebo pills are more effective than blue, green or white placebo pills. A red dress or red tie conferred power or supremacy.

Finally, a physician who had been a KT spokesperson is quoted as making a statement: "The effects of KT tape appear to be psychological rather than biological."



Another placebo?

The placebo effect is real.

A final thought: no matter what it is, if you think it helps, use it.

"The mind of man is capable of anything." —Joseph Conrad

MILES FOR MIRACLES

15K/5K/ 1 MILE FUN RUN



REGISTRATION

MILESFORMIRACLESOKC.COM

\$5 OFF USING LANDRUNNERS5

RUNNERS RECEIVE SHIRT, MEDAL AND SWAG BAGS

AWARDS FOR GENDER AND AGE GROUPS

CHILDREN'S HOSPITAL FOUNDATION

OCTOBER 27, 2019 | 8AM

CHILDREN'S HOSPITAL

Running Better: 7 Habits of Successful Athletes

By Melissa Brevetti, Ph.D.



Good habits lead to success because people who have smart habits are consistently moving forward in what they are trying to accomplish. This fall, consider that subsequent results will naturally happen from these habits throughout the process while striving to reach goals. The advantages of healthy and happy habits will go beyond running, too, as one considers the benefits with clear vision.

1. View Workouts as Appointments - People make time for what they really want to do. When life gets busy, workouts can get put on the backburner; however, a workout is something that an athlete will never regret getting in.

2. Strength-Train Regularly - Runners can often slow down with age due to a decline in muscle mass. Multiple studies continue to show that healthy strength-training will reduce injury risk and increase a runner's efficiency.

3. Eat Real Foods - In our fast-paced world, it becomes difficult to prepare and to keep fresh the real foods that human bodies crave. That is understandable. Remember, though, that high-quality foods boost your workouts, and real foods with antioxidants and/or vitamins help athletes to recover more efficiently.

4. Make Time to Connect - Everyone has a way that they relax and internalize stress, in addition to and/or complementary to their workouts. Whether it is sitting in a nice bubble bath, hanging with friends, relaxing with meditation or prayer, listening to music, getting outside, enjoying a fun trip—make time for it

and recharge. That connection to what inspires you is important to remember who you are and what is real in a fast-paced digital world.

5. Add a Weekly Endurance Workout - When an athlete can get in an effort of over an hour of endurance, it strengthens bones and grows capillaries that improves blood flow to your muscles. Be careful of adding too much, too fast. Designate one day per week as a long day, and good endurance benefits are well worth it.

6. Protect Your Skin - Runners are susceptible to sun damage. Indeed, an estimated one in five Americans will develop skin cancer. Take the time to put on sunscreen and cover up with protective gear, because UVA rays which can cause cancer are still shining through when it is cloudy and even at dawn or dusk.

7. Consider Sleep as a Key Part of Training - Often an athlete will get by on little sleep. If you cannot fall asleep, aim to at least be resting. Your body repairs itself during rest, so it is critical to account appropriate time for sleep.

Excellence did not happen overnight for any successful athlete. Be kind to yourself if you need to adjust your goals as self-compassion is a skill for progress and staying focused to the end. Challenges are good—embrace those tough workouts as getting stronger and running better. Aristotle viewed habits as a way for humans to behave well when life's challenges, sooner or later, will come. To conclude, the power of specific practices becomes ingrained and fulfilling as athletes achieve goals through healthy and happy habits.



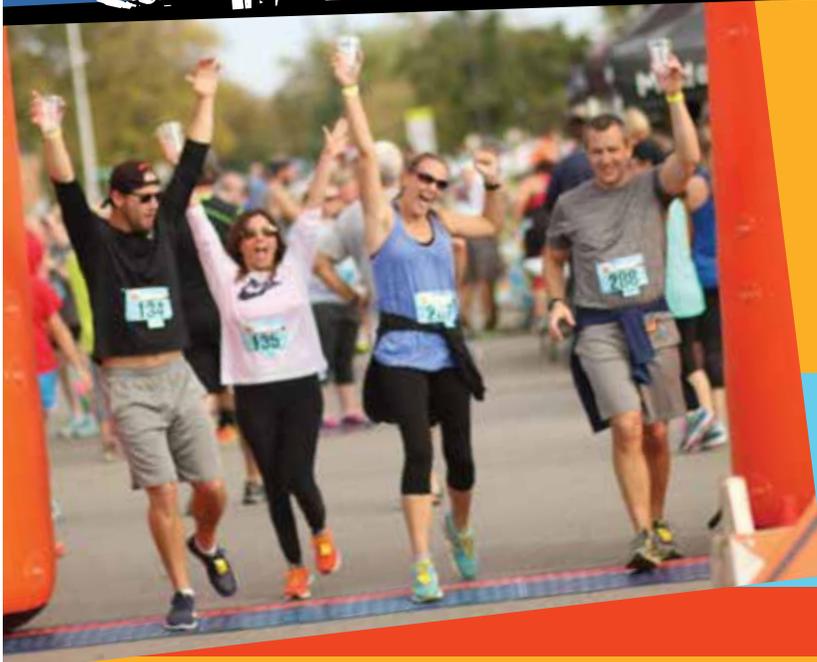
fa
 EDMOND FINE ARTS
 INSTITUTE
 Discover. Create. Perform.

SEPTEMBER 29
3:00PM

The Patriarch Craft Beer House
9 East Edwards



OKALE TRAIL SK BEER RUN



\$40 Registration includes:

- 3 Craft Beers
- Special Edition Souvenir Beer Glass (with early registration)
- Live Bands
- Ale Trail Challenge Awards
- Runners & Walkers Welcome

Early Registration
Ends Sept 7

\$45 After Sept 7

(Souvenir Beer Glass Not Guaranteed)

Register online at EdmondFineArts.com



Proceeds Benefit
Edmond Fine Arts Institute



Timing Provided by
DG Productions

Running Safety

By Tom Coniglione, MD

NEXTDOOR is an app specific to certain neighborhoods. Your area has one too. This was posted in my area's Nextdoor messages.

Running in the dark

Once again this morning at 6:20 there were runners in the middle of the street, no lights, not one bit of reflective gear! Last week I nearly hit them as I turned out of my driveway on my way to work at a Level 1 Trauma Center. I have seen the carnage resulting from an auto vs pedestrian accident and I don't want myself or any of my neighbors to have to live with that trauma. There are many reasonably priced products available for runners and bikers to increase their visibility and safety. Try any of the local running stores or Amazon. I am also a runner and always wear a lighted vest when it is dark. If you see people running without adequate reflective or lighted gear please share this information.

I run in this area, usually at first morning's light. Although I usually run in the middle of the street, this was not I. As the mornings have been getting darker, we have to wear a variety of reflective shirts and vests.

Safety first

We have vests, caps with lights, lighted armbands and various lighted devices to wear. Let's not stress drivers. Please be alert and well lit.

Safety second

There are many inexpensive reflective devices. Wear something.

Safety third



OKC RIVER RUN

5K, 10K, HALF MARATHON

WILEY POST PARK

2021 S. Robinson Ave, OKC, OK 73109

PROVIDE HOPE

OCT 5TH, 2019

5K - \$25

10K - \$35

HALF (13.1M) - \$50

*Price Increase 9/25

**100% of all runner registration fees
will be donated to the Rett Syndrome Foundation!**

RunSignUp.com/OKCRiverRun



"Hi, I'm Mercy.
I have Rett Syndrome."

The GOAL of the OKC River Run is to raise support and awareness for Rett Syndrome, which is a genetic disorder that affects mainly girls and severely impairs "nearly every aspect of the child's life: their ability to speak, walk, eat, and even breathe easily."

THE NEED FOR RESEARCH IS CRITICAL!

<https://www.rettsyndrome.org/about-rett-syndrome>

2020 Board of Directors Nominations

The OKC Running Club Board of Directors shall be comprised of no more than twenty-five (25) members. At the August meeting of each calendar year, the President shall appoint a five (5) member nominating committee who shall develop a slate of Board candidates for the following year. All candidates must be members in good standing of the club. Notice of the elections shall be provided to members in good standing prior to the October meeting. Board members shall be elected by a majority vote of the club members present, in person or by proxy, at the October monthly meeting of the OKC Running Club. Board members shall serve for the calendar year following the election. If a Board member fails to attend three Board of Director meetings in succession, the said Board member shall be considered as having resigned. A vacant member's

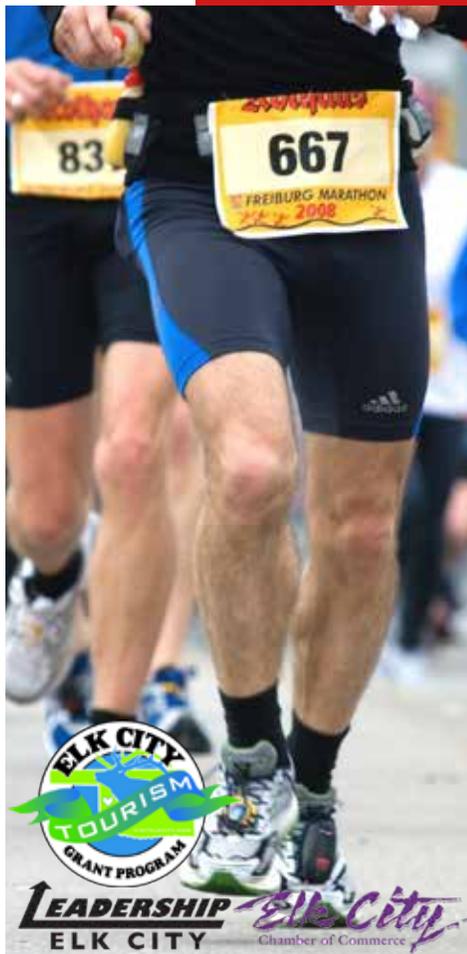
position may be filled by nomination and majority vote by the club membership present, in person or by proxy, at a monthly meeting.

2020 Nominating committee: Dana Campbell (Chairperson), Tom Finley, Kevin Lynes, Jim Roblyer, Darlene Spry.

If you or someone you know would like to serve on the board, please submit name, email, phone and a brief bio either to a nominating committee member, by email to president@okcrunning.org or use the online nominating link on the website before September 15, 2019.

A list of candidates will appear in the October newsletter and the election will be held at the club's monthly meeting on October 21, 2019.

The 2020 newly elected Board of Directors will then meet in November to elect the Officers and appoint committees for the 2020 term.



JOIN US FOR THE 1ST ANNUAL
ELK CITY
LEADERSHIP CLASS VI



09.29.19

FUN RUN, 5K, 13.1, AND
MARATHON

All participants will receive a shirt and a commemorative medallion at the race.

All proceeds will go to renovating the Lincoln Teen Center.

REGISTER NOW AT
RUNELKCITY.COM

REGISTER TODAY

OU MEDICINE | Stephenson CANCER CENTER

OUTPACE

CANCER RACE



Sunday, Oct. 6

Outpace Cancer is a 10K/5K Race & 1-Mile Walk in Oklahoma City, hosted by the Stephenson Cancer Center, to raise money for cancer research and to provide support for cancer patients and their families.



REGISTER AT [OUTPACECANCER.COM](https://www.outpacecancer.com)

**OKC
BRING
YOUR
PACE.**



Landrunners August Meeting – Self Defense

“No one has the right to take you away from your family,” was the message from seventh degree Black Belt Kevin Galloway at the August 19th meeting of the Landrunners. Galloway is the owner/operator head chef and bottle washer at KMG Martial Arts in Yukon, OK. He was invited as the keynote speaker to the Landrunners meeting because there is always a chance while either running or running errands that someone with bad intentions may approach us. Some of his suggestions were:

Don't run alone.

Scream “FIRE” to attract attention.

Keep your face out of your phone.

Run.

In escalated situations when the perpetrator touches, grabs, or threatens you, use every means possible to escape. Galloway demonstrated a couple of self defense techniques that could be used such as: twist and lift if someone grabs your arm, googly (groin) kick or punch if twist and lift is not successful, forcefully look at the ground if grabbed from behind.

Attendance on meeting night was about 25 Landrunners who were attentive, participated, and asked detailed questions during Galloway's 30-minute presentation. If you have questions about safety, self-defense or martial arts, you can contact him at <http://kmgmartialarts.com/> or kevin@kmgmartialarts.com.

Next Meeting will be September 16 with Craig Thompson, OK Runner discussing proper footwear and orthotics.

BLAZE TRAILS running

Presents

The First Running of The Lake Murray Endurance Run



100 Mile - 100K - 50K - 30K

October 26-27, 2019

Duke's Forest
Campground

Lake Murray State Park
Ardmore, OK

Use Code:
LANDRUNNER10
For a 10% discount.

BLAZETRAILS.COM



Saturday, September 21st

SOUTHERN NAZARENE UNIVERSITY

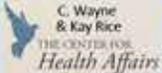
HOBBY LOBBY

Bethany, Oklahoma

Hamilton & Associates, Inc.

PRESENTING SPONSORS

Certified Public Accountants
Members of AICPA and OSCPA

			Richard & Marlene Russell					
	Troy D. Rhodes & COMPANY, INC.		ADG	Sandra Coil-Pinsky CERTIFIED PUBLIC ACCOUNTANT	Rockwell & NW Highway	Paul Rothwell, MD		
Paul & Athena Friese, MD		Bill & Amy Dillard				Scott & Karen Dedmon		
8th STREET CHURCH				Mike & Caryn Roach	digi group			
	Jetta Gandy Memorial			MARK EUDALEY STRUCTURAL ENGINEERS			Carolyn Barlow	
Mosshart Bros. Painting	Harlan & Barbi Moore							
	Leadership Square Eye Care Dr. Tami Ross & Dr. Amber Roby			BACKWOODS		Gary & Marilyn Frazier		

register at www.signmeup.com/129773

Not Only Runners (Are Gullible)

By Tom Coniglione, MD



Wear a twisted-rope necklace made of titanium. You will have less aching in your muscles, less pain (anywhere) and feel more relaxed. A few baseball players started wearing these necklaces. The media picked up on the fact that the ball players were having less pain because of the necklaces. Soon many ball players were claiming miraculous cures because of the necklaces.

The ballplayers may have thought these necklaces were providing some magical relief because the company who manufactured the necklaces was making that claim.

There was no evidence (at all) that the necklaces did anything. The manufacturer, Phiten, was sued for false advertising. Phiten could no longer advertise the health benefits of its titanium necklaces.

It's easy to trick the mind. It's uncomfortable to admit how gullible we are. But the human mind is such a great processor; it can be fooled. If we take a pill expecting the pill will work, there is a 30-40% chance it will work, even if it is a sugar pill.

What's the difference between an anecdote and science? An anecdote is a personal experience. If someone wears a necklace and thinks it helps relieve his pain, his experience is an anecdote. Whatever one

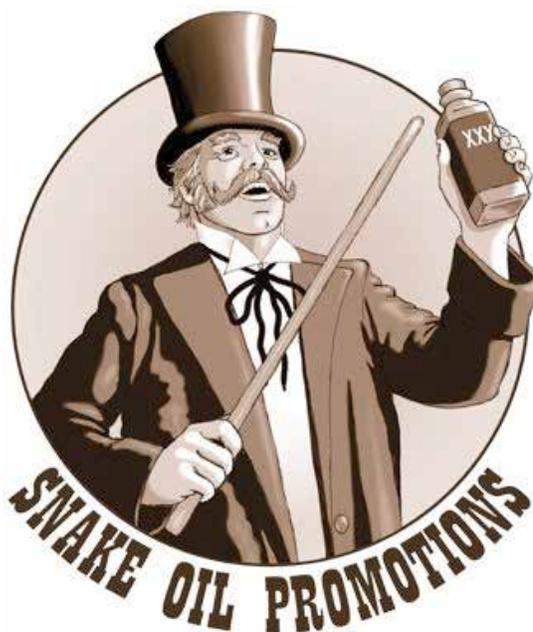
person experiences is not applicable to everyone.

Only when a treatment modality is examined in a scientific fashion and found to have value is that treatment applicable to a wide group.

We should always look to science to validate/prove what we think.

When reading advertisements, look for words that "hedge" a claim. Words such as **COULD**, **CAN**, **MIGHT** or **MAY** are hedge word. This product could make you beautiful; it **COULD** but it probably won't.

Athletes always look for something that people are hyping up thinking it will give them an edge." Remember, vitamin B 15?



Williams

ROUTE 66 MARATHON

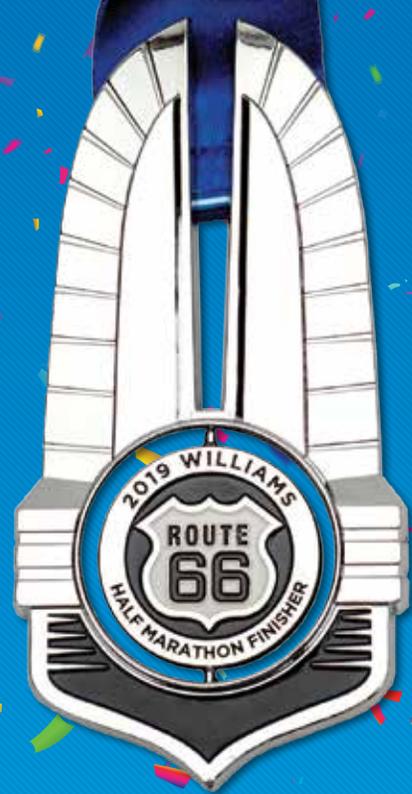
presented by BLUE CROSS AND BLUE SHIELD OF OKLAHOMA

NOVEMBER 23-24, 2019 | TULSA, OKLAHOMA

VOTED A MUST DO FALL RACE!

BY RUNNER'S WORLD MAGAZINE

2019 V
ROUTE 66



MARATHON & HALF-MARATHON PERFORMANCE JACKET



5K & FUN RUN HOODED TEE



RELAY HOODED SWEATSHIRT

REGISTER TODAY @ ROUTE66MARATHON.COM

FUN RUN • 5K • MARATHON • HALF MARATHON • DOUBLE MARATHON RELAY • MASCOT DASH • WORLD'S SHORTEST ULTRA MARATHON



BlueCross BlueShield of Oklahoma

FLEET FEET
TULSA • BROKEN ARROW





P.O. Box 18113, OKC, OK 73154

ADDRESS SERVICE REQUESTED

September 2019

PRSR STD
U.S. Postage Paid
Okla. City, OK
Permit 1810

Join or Renew Online Today!

Check your mailing label for your renewal date.

Join or renew your subscription online at www.okcrunning.org or:

1. Write a check for **\$20** to OKC Running Club
2. Mail Check with your mailing label (above) or new member application (available online) to:

Oklahoma City Running Club
PO Box 18113
Oklahoma City, OK 73154

Visit The Landrunners Online:

www.okcrunning.org

The Landrunner, the Official Newsletter of the Oklahoma City Running Club, is published monthly by the Oklahoma City Running Club



**Fall Training Runs
Every Saturday until Nov 16th**

**Club Meeting - Monday, Sept 16th
Footwear Fitting by Craig Thompson
Kimray Conference Center**

**Landrunner Bus Trip
Tulsa Run 15K / 5K
Saturday, October 26th**

Check the club's website or Facebook page for club events.