

2021 CVR President's Report

2021 was a very active year for the Central Vermont Runners. Going into another Covid year we were still in a state of emergency and following Covid protocols. Thanks to great planning by the Race Timing Committee, who created alternative plans for timing, and the Race Directors Committee we were well prepared to conduct our races to meet the protocols at the time of the event in 2021. Since there was a lot of doubt regarding what we might be able to accomplish in the year, it had been decided before the start of the year we did not want to commit to an official race series. In the end however, only 1 race was canceled - Barre Town Spring Run. A great accomplishment for the running club.

At the end of 2021 our membership has grown to 331. At the time of this report, it has grown to 345. Our treasurer John Valantine reported at our final club meeting in December that we have \$20,000+ in the treasury. The Race Committee did another outstanding job to create this year's plan. The following is the year in review. The club is well positioned for success in 2022.

2021 in Review

- 1,144 runners participated in 17 CVR lead or sponsored race events. Of the total, CVR members accounted for 25.7% participated. 111 CVR members participated in at least 1 race event.
- I believe we did very well this year with volunteers supporting our events. We had 224 volunteers this year with 88 CVR members volunteering at least once. The Google signup sheet worked very well. Our webmaster John Hackney has since taken that one step further by adding Volunteer Signup capability to our website. We piloted it for the Fallen Leaves Series and NYE5K and it will be our main tool this year.
- We had record growth in new members in 2021. 95 new members is 3-4 times more than any other year. At the time of this writing, we have 345 members.
- Vermont Senior Games teamed up with CVR for their 10K using the Capital City Stampede and with Northfield Savings Bank with the NSB5K.
- I have been in discussions with Vermont Senior Games for this year and they really like working with CVR and want to continue to use the Capital City Stampede as their 10K event. They gave me warning that NSB may back out of the 5K this year and are hoping CVR will take that event on without NSB. I have already reported that to the Executive Committee. They said they would support us if we sponsor the event.
- Winter Long Runs was successfully started in December of 2020 and ran through April 2021 with no issues. In discussions this year we have decided to rebrand the

winter Saturday runs to Winter Group Runs, taking out the “long” as it seemed to be discouraging some members to participate.

- A new Summer Trail Series was launched in May and events were held every Saturday there was no CVR race, through September. It was a great success. We scheduled to complete the series at the beginning of September but participants carried it on into October.
- CVR sponsored a Leaf Peepers Training Series lead by April Farnham. The series ran for 8 weeks with up to 23 participants, which included 3 CVR members and 20 runners who had not competed for long periods of time. All runners succeeded to compete in either the Leaf Peepers Half Marathon or 5K. The nonmembers were offered free membership for the remainder of the year. 12 participants accepted the offer.
- On Jackie Jancaitis’s initiative our first ever Snowshoe race was held in February. It was virtual but with that success Jackie will bring us a live event this year.
- We worked on our relationship with ORO and have a formal agreement established with them. ORO will continue to sponsor our race series with \$1,000 of certificates to be distributed to CVR races, as agreed upon by the race directors. We will promote ORO in our newsletters, race materials and social media. ORO will work with us on another co-branded T-shirt and ORO will produce a CVR Race Series Calendar.
- CVR members helped design a co-branded ORO/CVR T-shirt that became available before our first race in April. Profits of sales came back to CVR and we made approximately \$250 on this activity.
- The Race Committee worked on a plan to integrate trail running events into our race series. That was successfully completed. There will be 3 trail events in the series this year. One of the trail events will be our sponsor’s event. I was successful to convince ORO to bring back their North Branch event and add it to our series.
- We conducted 2 separate surveys to gain more insight to our running club and its members. The 2nd survey was created by a Survey Committee. Another survey committee was formed to review survey results and propose changes that may benefit the club and members in the future. The survey committee has met several times and will make a proposal to the club at our annual meeting in March.
- As a result of the first CVR Survey, we launched a new Facebook Central Vermont Runners Community page for members only to post and communicate with each other. So far, this effort has been very successful with 150 members following.

- An embroidery campaign was launched by Sal Acosta. It was a great opportunity for members to have the CVR logo put onto anything they liked.
- CVR donated a total of \$1,200 in grants to Spaulding, U32, Lamoille, Paine Mountain and Craftsbury.

Personnel Changes during the year

- I've tried to recruit new Race Directors during the year. Jackie Jancaitis picked up what others had started and created a very nice handbook. It is now available on our website.

There was some success with recruiting.

- o NYE5K - Jennifer Dickinson was my co-director for this race and will become the new race director this year.
- o Mutt Strutt - Maryellen Copping has accepted the race director position for this event.
- o Barre Town Spring Run - I worked on this one for a while and currently have a potential candidate. More to come in that I hope.
- Jim Flint, long term handler of the CVR Race Series Points indicated he would like to retire from this position. We were able to replace him with Joe Merrill.
- Natalie Gentry indicated to me she would like to support our social media opportunities. I reached out to Dylan Broderick to see if she would like to share responsibility and she was interested. Since that happened in December, Dylan has stepped down and Natalie is now our Social Media Coordinator.
- Heather Tomlin took over as the coordinator of the winter Group Runs taking over from Donna Smyers who did it the year before substituting for Jeff Prescott who had carried it on for many years.

All in all, it was a very active and successful year for Central Vermont Runners!!

Best Regards,

Manny Sainz

President, Central Vermont Runners