



# Athlete Guide

2024

Our 8th season of racing!

## COMMUNICATIONS

Mark H. Wilson - Race Director ~ (914-466-9214) coachmarkwilson@gmail.com

Tonia H. Wilson - Administrator ~ (716-353-1288) tonia@coachmarkwilson.com

## VENUE

Cassadaga Beach, Park Avenue, Cassadaga, NY 14718

- DOGS ARE NOT PERMITTED WITHIN THE PARK - Please do not bring dogs. Please see the FAQ section on our race website.
- Please make sure that your spectators are aware of this!



## Race dates



- June 5 - Race #1
- July 3 - Race #2
- August 7 - Race #3
- All information in this guide applies to each race

## General Information



- UNLESS you hear from us directly, always assume that the race is on.
- Email notices and postings on our Facebook group page for any emergency notifications or changes.
- We will race rain or shine but will never endanger any of our athletes.
- Wetsuit legal but not mandatory. \*unless water temp goes above 83.9 degrees
- **Pearl City Cycles** will be available for light bike maintenance pre-race.
- *Some have said that the tone of our Athlete Guide sounds stern. The reason is, we are very dialed in and that fact ensures you have an incredible race day experience. We are thrilled to have you race with us.*

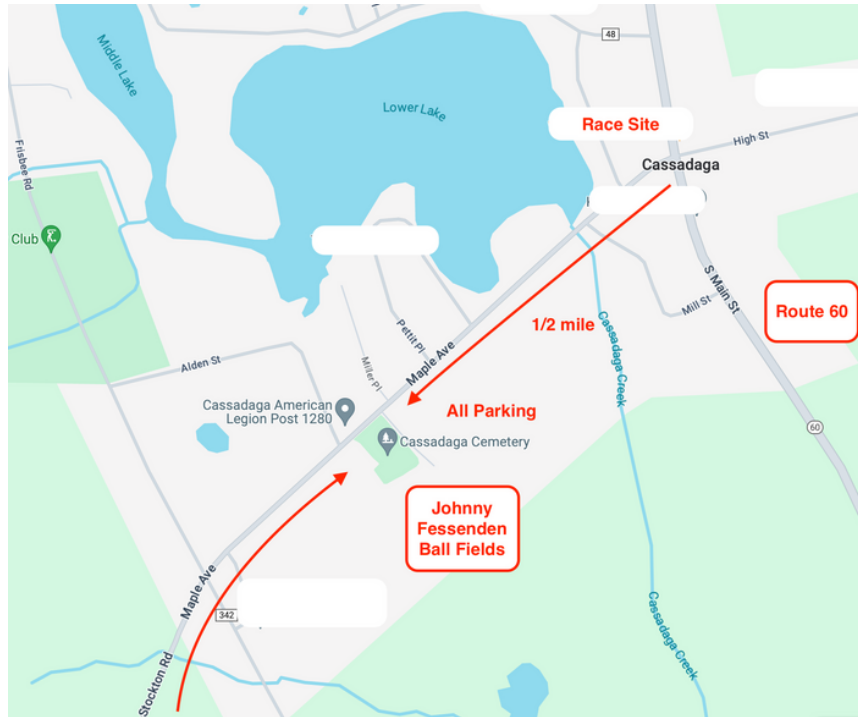
\*Please note that we offer FREE weekly training on the courses beginning in May. See our Facebook Group Page to stay up-to-date on times, conditions, etc. All are invited to join in. <https://www.facebook.com/groups/229098080872406>



# Parking



- **ALL PARKING WILL BE IN ONE LOCATION**
- This lot is one-half mile from the race site located next to 201 Maple Ave, the Cassadaga Cemetery.
- We are not authorized or insured to have you park in any other location!
- Park Avenue will be **CLOSED** to all traffic except residents
- Shuttle is available beginning at 3:30pm and continuing until race start for your gear and your spectators.
- You will need to ride your bike to the race site.
- Your helmet must be **ON** and **BUCKLED** whenever you are on your bike.
- **NO UNLOADING OR BIKE DROP-OFF AT THE RACE SITE**
- **Only after the race is over** can you ride back to the lot to get your car and then drive back to pick up gear/spectators.



**COMING FROM ROUTE 60 ~TURN AT THE TRAFFIC LIGHT ONTO MAPLE AVENUE. 1/2 MILE.**

**COMING FROM CASSADAGA-STOCKTON ROAD ~ ROAD TURNS INTO MAPLE AVENUE.**

**FOLLOW THE SIGNS.**



# Check-in requirements



- **Pre-Registered athletes must show a photo ID.** Volunteers will require you to return to your car if you do not have this. USAT membership info was obtained at registration or purchase of one-day membership. You do not need to show anything else.
- **Absolutely NO bib transfers are allowed!!**
- Race-day registration is available unless sold out. Photo ID required. \$99 individuals, \$149 relay teams payable with cash or Venmo or online thru RunSignUp. If you cannot produce a current USAT card you will be required to purchase one-day membership online via your phone. \$13 one-day membership, \$6 per person for relay teams.
- **Relay Teams** - all members must be present to check-in together and receive team instructions.



# At check-in you will receive:



- **Timing Chip** - disposable, adhesive, goes on your **LEFT ANKLE** - must remain on to take your bike out of transition post-race. \$5 replacement fee if lost before race.
- **Bike Sticker** - must remain on your bike to take it out of transition post-race.
- **Swim Cap** - silicone cap that you must wear during swim portion.



## Race day schedule



### 3:30pm

- Check-in opens
- Transition opens ~ Please stop at check-in BEFORE you go into transition

### 4:45pm - 5:25pm

- Pre-swim available

### 5:25pm

- Check-in closes
- Transition closes

### 5:30pm

- MANDATORY Pre-race meeting

### 5:45pm

- RACE START



## Transition



- Bikes will be racked on a first come first serve, not associated with race numbers.
- NEVER TOUCH ANOTHER RACERS BIKE OR EQUIPMENT.
- Keep your items confined to the space next to your bike.
- Athletes ONLY will be allowed in the transition area. NO coaches, spouses, children, etc.
- Athletes ONLY will be allowed to remove bikes from transition with matching numbers on bikes and ankle timing chip.
- No glass allowed in transition.
- Restroom is located on opposite side of park from transition



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# Pre-race meeting



- Pre-race meeting (mandatory) held 5:30pm
- We ask that you pay attention and listen to the instructions from the Race Director. Last-minute updates and information that you need to know will be given.
- You may have heard this information before, but those around you may have not. Please be respectful and allow others to hear.

# Timing chips and mats



- Timing chips are to be placed on your left ankle. UNDER your wetsuit, not on top of the suit as the sticker on the bracelet indicates.
- If you lose your timing chip during the race (highly unlikely as they are extremely adhesive) you must notify the timers at the table next to the finish line immediately.
- Timing mat locations will be evident; it is YOUR responsibility to ensure you cross the mat, not the volunteers.
- You must cross over the mats at each location to receive your finish time.
  - Swim In
  - Bike Out
  - Bike In
  - Run Out
  - Run Turn-around
  - Finish Line
- Your timing chip must remain on post-race until you take your bike out of transition for the final time.

# Safety



- \*\*\*\*\*We cannot express enough that your safety is the most important part of your race. Your family members are counting on you to go home to them tonight. This is a race that is designed for your enjoyment, the spirit of competition, and the pursuit of fun, fitness, and well-being.
- **IF YOU ARE NOTICING ANYTHING THAT DOES NOT FEEL RIGHT TO YOU AT ANY TIME DURING YOUR RACE, PLEASE STOP AND ASK FOR ASSISTANCE**
- Certified lifeguards and volunteers will be in kayaks during the swim. If you need assistance please flip onto your back and a kayaker will come to you.
- You are allowed to hold onto a kayak for assistance but they cannot move you forward if you intend to finish your swim



- There will be small first aid kits in the following locations:
  - SAG vehicle
  - Finish Line
  - Run Aid Station
- Bike and run courses are open to traffic.
  - Officers and Fire Police will be located at key intersections for your safety
- **DO NOT** ride or run into the roadway. Stay on the shoulder as much as possible.
- **NEVER** cross over the yellow line in the middle of the road!!!

## Aquabike



- Your race will begin at the same time as the triathlon
- Your race will end as you enter transition off of the bike
- Make your way to the Finish Line to be announced and to receive your finisher medal and refreshments.

## Relay Teams



- Relay teams of 2 or 3. Instructions will be given to the entire team together at check-in.
- Each discipline cannot be broken up into parts. Meaning; one person will complete each event. Teams of 2; one person will need to complete two disciplines.
- The team will be issued one timing chip which is a velcro ankle bracelet.
- You must exchange timing chip with the next person on your team in transition before you head out on your leg of the race.
  - Swimmer must remove timing chip within transition and pass to the cyclist before bike is removed from rack.
  - Cyclist must rack bike and then remove timing chip to pass to the runner.
- All members may cross the finish line together, however, you must not impede another finisher in any way
- All relay team members must come to the finish line to receive finisher medals.



# Swim



- **NO CUT-OFF TIME**
- The course is 400 yards.
- The race will have an in-water start. All participants will enter into the soft, sandy beach and wait for the start together.
- You will swim in a counter-clockwise direction keeping buoys on your left shoulder.
- The turn will be around the pontoon boat 200 yds straight out.
- This is a wetsuit legal race however it is not mandatory that you wear one.
- We follow USAT rules regarding water temperature and wetsuits.
- There will be certified lifeguards and volunteers in kayaks.
- If you need assistance please flip onto your back immediately. A kayaker will approach you.
- You are permitted to use a personal swim buoy during the race if you feel it necessary. This is for your comfort and peace of mind only. If you choose to wear one we ask that you stay to the back of the swim start.



# Bike



- NO CUT-OFF TIME

Strava bike link: <https://www.strava.com/routes/7528886>

- YOUR HELMET MUST BE SNAPPED ON BEFORE you remove your bike from the rack
- Walk/run the bike out of the transition area and mount in the designated location
- NO drafting; this means that you must keep 4 bike lengths between you and the rider in front of you. Only when you are going to pass can you call out "ON YOUR LEFT" and then pass, only on the left side, making sure that you are able to move into the roadway safely
- You must quickly pass (within 15 seconds) the other rider and then safely move back in front.
- Our bike maintenance on-site and available to you on course will be Matt Canby of **Pearl City Cycles**. He can be reached during the race on his cell at 716-581-1136. *Please enter that into your phone now if you carry your cell while racing.*



## The course is all right-hand turns.

- Out of transition right onto Park Ave and turn right onto Maple Ave.
  - Right turn onto Frisbee Road.
  - Straight thru stop sign at Dale and Frisbee onto Glasgow Road.
  - Right turn at the T in road onto Fredonia-Stockton Rd.
  - 2 miles downhill take a right at 4 corners onto Webster Road.
  - Turn right onto Porter at the bottom of the short hill at the 4 way stop in Laona.
  - Right turn onto State Route 60. All the way up hill to light in Cassadaga,
  - Right turn onto Maple Avenue and then one block right again onto Park Ave.
- Any areas on the course that we know have potholes, etc will be marked with orange spray paint. Also you will note that there will be orange arrows marked on the pavement before each turn. If you don't see the arrows, don't turn!
  - Always stay to the right-hand side of the road. Use the shoulder when available.
  - We do have a SAG vehicle that will sweep the course. If you need assistance please wait for them. Of course, if you see a fellow racer in need please have someone call 911.
  - AGAIN - DO NOT ride side by side in the road and NEVER cross over the yellow line in the middle of the road. The course is NOT closed to traffic.
  - Dismount your bike in the designated area and walk/run your bike into transition.



# Bike & Run



- **IT IS YOUR RESPONSIBILITY TO KNOW THE COURSES**
- There will be signs along the course, but signs can blow over or be taken.
- The course will be marked with orange arrows painted on the roadway. If you do NOT see arrows at a turn, DO NOT TURN.
- There will be law enforcement officials at major intersections; however, it is their responsibility to control traffic, not direct you.



**DO NOT RIDE/RUN SIDE BY SIDE IN THE ROAD AND NEVER CROSS OVER THE YELLOW LINE IN THE MIDDLE OF THE ROAD.**

**THE COURSES ARE NOT CLOSED TO TRAFFIC.**

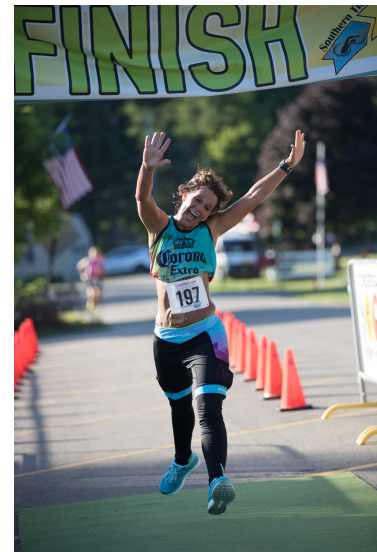


**DO NOT LITTER ON THE COURSES!**

**GARBAGE CANS ARE AVAILABLE AT EACH AID STATION.**

**ALL ITEMS MUST BE KEPT ON YOU UNTIL YOU CAN DISCARD OF PROPERLY!**

**WE WILL DQ ANYONE CAUGHT LITTERING ON THE COURSES.**



# Run



- **NO CUT-OFF TIME**

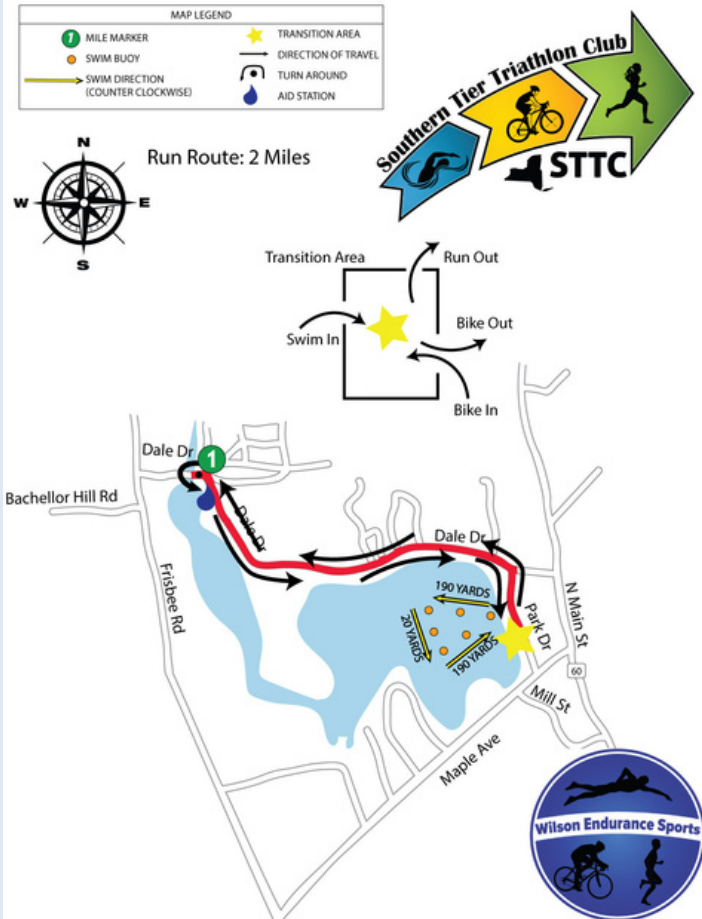
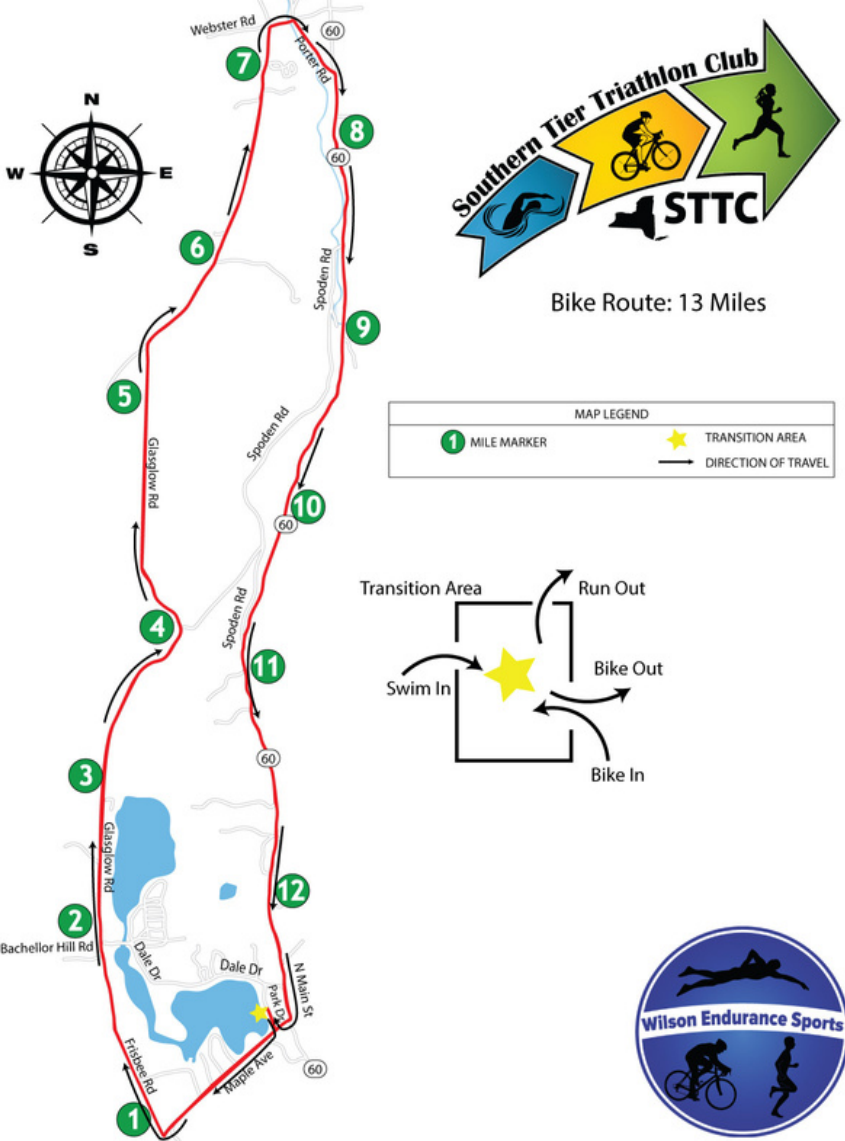
**Strava run link: <https://www.strava.com/routes/8250338>**

- The 2 mile run begins as you run out of transition.
- You will run on the left side of the road to the end of Park Avenue and take a left turn onto Dale Drive, staying to your left.
- You must run all the way to the timing mat at the turnaround point at mile 1.
- You will always be running on the lake side of the road. You will not cross traffic.
- There will be an aid station with water and gels available in transition and at the turnaround point.





# Course Maps



# Please note



- If at any time you abandon your race you **MUST** report to the timers located at the finish line.
- We do not have cut-off times; you finish your race when you finish.
- You cannot leave the designated courses at any time.
- We will be there to cheer you in at the Finish Line.



# Divisions and awards



- We award:
  - Top 3 Male & Female ~
    - Triathlon, AquaBike, Paratriathletes, Relay Teams
    - 5-year age groups M/F for triathlon only
- Award ceremony will take place once the majority of finishers are in.
- **If you need to leave before the ceremony, please check in at the INFORMATION table to receive your award if applicable.**
- Awards will NOT be mailed.



# Food & Beverages



**One of the best parts of STTC is the potluck picnic after the race.**

- We will grill hot dogs and hamburgers and all paper products are provided.
- If you feel so inclined please bring a dish to pass however it is not necessary.
- Anything is acceptable; a bag of chips, a salad, fruit, cookies, etc...
- Water and Body Armor are also provided.
- **We invite you and your spectators to enjoy.**

- Our friends and sponsors from STBC provide our athletes with a celebratory brew after your race.
- Only available to participants and volunteers 21 and older.
- No beer, open or closed, is permitted to leave the picnic area!!! Please be respectful and drink responsibly.



# Volunteers



- We appreciate all volunteers.
- Volunteers receive race t-shirts (if registered early)
- Duties and times can be found on the race website
- If you have someone that is coming with you and would be able to assist us please have them sign up at:

<https://runsignup.com/Race/Volunteer/NY/Cassadaga/SouthernTierTriathlonClubSummerTriSeries1>

or contact Tonia at 716-353-1288 or [tonia@coachmarkwilson.com](mailto:tonia@coachmarkwilson.com)

# Rules & regulations



- **Please see complete list at the end of this document.**

# Thank you



Thank you for racing with us today. We know that you have many choices and we appreciate you joining us.

- We strive to plan a fun, athlete-centered event for you to test your fitness and endurance as well as leave with a new set of friends.
- Please watch our website at [www.CoachMarkWilson.com](http://www.CoachMarkWilson.com) for race results and future events.
- We believe in affordable racing. Early bird registrations for 2025 will open after the last race of the season and be available for one week only. If for whatever reason, with appropriate notice, we will defer your race to the following year. Watch your emails and Facebook for announcement.
- Wilson Endurance Sports, LLC produces 16 events throughout New York State and 1 in Connecticut. We hope to see you again in the future.

Best of luck and stay safe.

~ Mark & Tonia Wilson, Wilson Endurance Sports, LLC



# Thank you to our event sponsors



This event would not be possible without the support of the sponsors.

Please let them know that you appreciate them.

Follow them on social media. Shop with them. Tag them in social media posts.



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Erika Connor, MD



111 W. Main Street  
Randolph, NY 14772  
716-358-2340



# Rules & Regulations



## WILSON ENDURANCE SPORTS

### and USAT RULES AND REGULATIONS, POLICIES, AND PROCEDURES

1. This is a USAT sanctioned event. All rules and regulations apply and can be found at <https://www.teamusa.org/usa-triathlon/about/multisport/competitive-rules>
2. **There are no refunds or bib transfers for any registration.** All registrations are to be completed online through our website. Race day registration is offered and available with cash or Venmo or on your phone at our RunSignUp link.
3. To **defer** a race you must contact Tonia Wilson directly [tonia@coachmarkwilson.com](mailto:tonia@coachmarkwilson.com)
  - o No charge for a deferral from the time of registration to one month from race day.
  - o If asking for a deferral beginning 30 days from race day to 8 days prior to race day, there will be a \$13 fee - paid via Venmo or check.
  - o If asking for a deferral within 7 days from race day the fee will be \$25.
  - o If payment is not received within 48 hours of request then you will be considered a NO SHOW and your registration fee is forfeited.
  - o No deferrals will be made on race day.
  - o Deferrals are valid and offered for one calendar year only.
  - o \*If races are canceled due to a national pandemic or crisis we will make adjustments. We will also make case-by-case decisions when needed.
  - o NO SHOWS are forfeited.
4. **Race Transfers ~ to another Wilson Endurance Sports event**
  - Race transfers are permitted with the same outline and rate fees as the deferrals above. *The full calendar of races can be found on our website at [www.CoachMarkWilson.com](http://www.CoachMarkWilson.com)*
  - o No refunds for going down in distance or race fee.
  - o Payment is required for going up a distance or to the current rate.
5. **Athlete Meetings** These are mandatory for the following reasons;
  - o There can always be changes in the course due to construction or local officials at the last minute that could impact your race.
  - o Weather updates and/or water quality could change the course at the last minute.
  - o Even though you may have raced with us in the past, many others have not. We ask for your attention and silence so that everyone has the opportunity to hear what is being said.



# Rules & Regulations



## 6. Unsportsmanlike Conduct

- Foul, harsh, argumentative, or abusive language or other unsportsmanlike conduct directed at race officials, volunteers, spectators, or fellow athletes is forbidden. This applies pre-race, race day and post-race.
- This also applies to your spectators.
- You will be asked to leave. No refunds will be given.
- Depending on nature and severity you could be banned from all future Wilson Endurance Sports events.

## 7. **NO LITTERING** ON THE COURSES OR GROUNDS AT ANY TIME.

Use provided trash containers.

**YOU WILL BE DISQUALIFIED.** No refunds given.

## 8. **NO** urinating or relieving yourself outside of the provided port-a-johns or restroom will be tolerated.

## 9. **NO DOGS ALLOWED** AT THE VENUE. This includes your spectators.

## 10. **Helmets** must be worn at ALL times when on your bike.

Chin strap must be buckled prior to un-racking your bike and unbuckled only after you have re-racked your bike.

## 11. **Transition** area is for participants only! No spouses, parents, coaches, friends, or children shall be in the transition area at any time.

NO glass containers of any kind permitted.

## 12. **You will not touch another competitor's racing or personal items at any time.**

Anyone seen moving or touching someone else's bike, helmet, shoes, etc at any time prior to, during, or after the race will be disqualified and asked to leave immediately.

Law enforcement will be contacted if necessary.

## 13. **Use of headphones** is not acceptable; this is for your safety while on course.

## 14. **It is your responsibility** to know the courses.

- Cutting the course is an obvious violation and veering from the course at any time is a safety issue.
- Cyclists and runners must NEVER cross over the center line in a roadway!
- Fire Police are the only individuals who can stop traffic at any time.
- If found to veer from any of these rules, disqualifications will be given with no refunds.

## 15. **Outside assistance** (for example, pacing or bike repair), meaning your family, friends, coaches, etc is prohibited.

- Only race staff and volunteers may assist you during the course of the race.



# Rules & Regulations



## 16. No Drafting—

- keep at least four bike lengths of clear space between you and the cyclist in front.
- If you move into the passing zone, you must pass within 15 seconds.
- Position—keep to the right-hand side of the lane of travel unless passing.
- Blocking—riding on the left side of the lane without passing anyone and interfering with other cyclists attempting to pass.
- Overtaken— once passed, you must immediately exit the draft zone from the rear, before attempting to pass again.

17. **Abandoning your race:** If for any reason you decide to discontinue your race, YOU MUST inform the timers at the finish line.

18. **Beer Garden:** Having beer at our events is a privilege and a gift from Southern Tier Brewing Company and local authorities.

- You must be 21 years of age to enter the zone.
- ABSOLUTELY NO BEER, OPEN OR CLOSED CONTAINERS, IS TO BE TAKEN OUTSIDE OF THE BEER GARDEN!

## 19. Race T-shirts.

- Race t-shirts or other giveaways are only guaranteed to those that register prior to 30 days from race day.
- Late registrants or those seeking a size change will need to come back to the information table post-race to inquire about leftover t-shirts from no-shows.

20. **Lost & Found.** If you leave something behind please contact us within **3 days**. If we have it we will arrange to ship it to you. Otherwise, all items will be donated.

**We reserve the right to ask anyone that does not follow our guidelines or makes anyone uncomfortable or feel threatened to leave. No refunds will be given.**

Follow us on social media  
use **#WilsonEnduranceSports** and **#STTCSummerTriSeries**  
when sharing your photos

