

Stein Coaching and Training Program Winter/Spring 2008 Training Season

Program Background:

The training program officially started in the fall of 2002. A small group of athletes started meeting regularly and running workouts designed by Danny. The group slowly began to see progression and goals began to evolve. Soon the group started to grow as others saw the improvements of the individuals in the group and asked to be part of it.

Danny soon became President of South Coast Roadrunners, VP of A Snail Pace Running Club and a member of the Snails Pace/New Balance Elite Team. Through these affiliations the program was offered to associated members of these groups as a free service to all that was interested. The group was split up into a 5k/10K program and a ½ marathon/marathon group. Depending on the goals and experience of the individuals, the program also split into more of a beginners/intermediate structure and a more formal structure including aggressive performance goals and workouts.

All-in-all over the past 5 years, the training program has grown to 249 people listed on the scrtraining@yahoo.com email list. Among those listed, over 700 individual programs have been developed, customized and used by the training group's athletes. The results have been impressive ranging from as many as 9 PRs by an individual in a single season, to first time Boston Marathon Qualifiers, to National Rankings in the Duathlon, to World Qualifiers in the Triathlon, to US Olympic Trials Qualifiers in the Marathon, to everything else in between.

About the Coach and Influencers of the Program:

Danny Stein began his running career as a junior in High School running in the State of North Carolina. In a short period of time, his determination and desire to excel in the sport showed through to his racing efforts and times. By his senior year, Danny was recognized across the County and Region as one of the most improved and promising athletes within the State of North Carolina. Danny was recruited at several Division 2 and Division 3 schools across the Southeast, but once accepted at the University of North Carolina his path was created.

Joan Nesbit, at the time a future US Olympian, National Champion and World Record Holder, was just named Head Cross Country and Distance Coach at UNC. The team was rebuilding its distance program to compliment their top ranked sprints and throws track program. However, the qualifying standards for a spot on the team were well beyond the current accomplishments Danny had produced through his Senior Year Cross Country and Track seasons.

Danny's desire to run for UNC and continue on his path of improvement exceeded the odds of making the team come the fall try-outs. He entered the time trial qualification race with the slowest high school times among the 20 runners vying for 12 spots on the

team. He finished 13th. Upon entering his dorm, he was on the phone with Joan begging for his chance and offering to be a “training” Manager just to have a chance of running and being Coached among and by the best. Joan’s agreement was the true beginning of Stein’s desire to improve himself as a runner, learn all he can about the sport, and eventually take his experiences/knowledge and form them into his own training program

Danny Stein competed from 1994-1998 at the University of North Carolina. During his time at North Carolina, he was coached by Joan Nesbit, US Olympic 10K Qualifier, US National Cross Country Champion, World Bronze Medalist, and Current Head Coach of Carrboro Athletics. Joan’s philosophy and influence are heavily adapted into the program Danny has developed. Joan is still a close advisor and resource that Danny leverages and shares information with as needed.

Danny also competed with US distance stars Mike McKeeman and Blake Russell. Mike competed in the US Men’s Olympic Trials qualifying with a 2:17 marathon. He is also the training partner of US 10K, ½ marathon and marathon record holder Deana Kastor. Mike and Blake are advisors to Danny and they provide deep insight to the Coaching and methods of their Coaches, including Terence Mahon. Terence is the Head Coach of Running USA and besides Deana and Mike he currently Coaches Ryan Hall, US Olympic Marathon Trials Winner and US ½ marathon record holder, Meb Keflezighi, Olympic Marathon Silver Medalist, among other US greats.

Other Coaches and notable athletes Danny has competed with or has been influenced by are Todd Morgan, Assistant Distance Coach at the University of Florida, the books and teachings of Arthur Lydiard, as well as, volumes of running/coaching books, articles and studies he has read. He is a true student of the sport and prides himself on testing, training and adapting his program to offer optimum performance across all his athletes.

Lastly, Danny is an accomplished runner in his own right. He has competed and had success at the high school, college and Professional levels of the sport. He is currently sponsored by New Balance by way of Snails Pace Running Stores. He is primarily a 5K/10K runner with PRs of 14:48 and 31:42.

Program Design:

The program is focused on designing a program that is based on Danny’s overall running/racing philosophy, but is customized down to account for the needs, abilities and goals of each individual athlete. Each Athlete will be required to meet/talk with Danny at the beginning of the base period to discuss their individual goals, background and review details of their current training.

Danny will customize a starting program with the suggested daily runs, weekly mileage, workouts, and splits for the workouts. The primary distances that will be focused on are 5k/10K and ½ marathon/marathon. Danny is happy to discuss focus events of Triathlon, middle distance track events, or other running interests.

Each athlete is required to keep a training log that can be shared with Danny throughout the season. For now, the website that will be used is <http://merv.stanford.edu/Workouts>. Each runner will go online and create a free user name and password. He would like all runs, workout splits, cross training exercises, etc logged on this site. He would also like for each runner to put notes on how they were feeling, any pains that might have occurred on the day, as well as, any other details you would like to include to help yourselves and Danny. You can choose options and make it public or private. If you choose “public” you will need to provide Danny with your user name only. If you chose “private” you will need to provide a user name and Password. In the later mode, only Danny and the individual will have access. The information will remain confidential, so feel free to put anything in it that you don’t mind your Coach reading. The logs will be reviewed on a minimum of a monthly basis formally where he can make changes, provide feedback and give advice for the going forward phases of development. Additionally, race strategies and goal times will be discussed prior to each agreed upon race of the season.

Communication and Feedback Sessions:

In addition, to the pre-arranged communication and log review sessions. All athletes will have complete access to Danny through out the season. For immediate questions and answers, Danny will provide each person with his cell phone. He will work to provide responses within a 24 hour period. Athletes can also send Danny general questions or information over email. Emails can expect a maximum 5 day response timeframe, but in most cases will be answered in a 48 hour period.

Expectations of Results and Communication:

Danny is 100% committed to helping each athlete work to obtain reasonable goals and provide a very positive experience with their running. However, he will provide honest and direct feedback on obtainable goals. It is important for a Coach and Athlete to have mutually accepted targets and expectations. Candid feedback and honesty are important on both sides in order for this to be fulfilled.

The value of the program can only be recognized if the Athlete is committed and works to take and follow Danny’s suggestions and feedback. If major changes or additions are made to the program, Danny requires that he be informed of the changes and be involved in the decisions that are made.

Each athlete is required to keep him informed of injuries, fatigue, positive and negative changes in the body and mind, and anything else that may play a factor in the results of the athlete.

As mentioned, Danny is committed to helping each athlete to the best of his ability. The program will be designed to challenge and push each athlete. It will not be easy. There is always risk involved with intense physical activities that aches, pains, and injuries could result. It is expected that each athlete work to address these and communicate with Danny on progress. On that note, Danny will not be held responsible for any resulting injuries or other related problems as a result of this program.

Weekly Workout Overview Emails:

A separate email group will be setup for all athletes participating in the formal program. Each week an email will be sent out to the group covering the locations of the group runs, overview of the workouts, and any other tips and information Danny chooses to share. These emails will not be shared with athletes outside of the program. It is requested that the information be kept among the training group. Please understand this program is only offered to the Elite Athletes Danny chooses to Coach and to paying athletes that see the value of the time, energy and services he strives to provide to this group.

Other Possible Opportunities and Benefits of this service:

There are possibilities of having team conference calls with some of Danny's contacts throughout the season to ask questions, gain insights and hear about the trainings of other Elite Athletes. As Athletes, meet the standard set for sponsorship Danny will work to promote and provide times and insight to Snails Pace among other potential sponsors to help gain additional support for the athletes of this program.

Membership Standards and Investment:

The standard fees for this program and all that it entails will be \$100 for a 4-6 month program for the first season of each athlete. The program will be built to account for each athletes peak/focus race. Most programs will be 5 months in training and one month of rest and recovery after a peak.

The first season will be \$25 higher per athlete due to the time, energy and learning process Danny will need to do in order to learn the athlete and ensure a good program is put together. Each season there after will be \$75.

After deep research on other programs and Coaches fees, these costs are about 1/3 to 1/5 of the fees of other programs available. Once again, some of the reason behind the fees is to gain the Athletes commitment to the program and plan as described above. It is also to narrow the number of Athletes reaching out for help so the time and energy of the Coach can be directed to the athletes that need and truly want his help.

The program will be offered to all New Balance/Snails Pace sponsored athletes at any of the qualifying standards. Danny also will be open to waiving the fees of any Male athlete able to run under 17:00 for the 5K and under 18:30 for any female or equivalent times.

Danny is open to discussing special arrangements with any athlete of any level with costs concerns. The ultimate goal is to promote the sport, help individuals meet their goals, and have a lot of fun doing it.