

1990

DALLAS WHITE  
ROCK MARATHON





## Dedicated To The Belief That Flying Should Be Something Special In The Air.

At American Airlines, our philosophy is that people aren't just passengers. They're guests. So, we give them attentive service, with courtesy and respect.

Our philosophy means you can expect our planes to be clean and comfortable. Not just sometimes, but all the time. And it means you can depend on us to be dependable. Because we work very hard to keep our schedule on schedule.

So fly American Airlines and enjoy something special. You'll discover why, in a world of airlines, one airline can make a world of difference.

**AmericanAirlines**  
*Something special in the air.<sup>SM</sup>*

# DEAR RUNNERS:

Some things never change—they just keep getting better and better. As usual, the national media's yearly observation that "The Rock" is one of the country's top marathons was proved true.

As the Dallas White Rock Marathon entered its third decade, our field of 3,511 runners was the second largest in our history. A record number of first-time marathoners entered the 1990 running of The Rock. For the third straight year, a Mexican runner earned the first-place 14K gold medallion, strengthening the race's international reputation. This year, we had more runners from more states and foreign countries than ever before, and more than 80% of those who started the race finished it.

Not bad for a race that has never offered prize money, and has never had a paid staff. Among nationally ranked races, "The Rock" stands alone.

As usual, the financial support of our major corporate sponsors—Fina, Texas Instruments, American Airlines, MassMutual, and ARA Services—plus the substantial donations of time, goods, and services from scores of others made the 21st running of The Rock possible. Thanks to each of them for going the extra mile for us to make this year's race, once again, a resounding success.

But of course, The Rock's success is ultimately attributable to each of you, the runners who chose to run The Rock this year, and to the 1,500+ dedicated volunteers who turned out to tirelessly support you every step of the way.

We appreciate your vote of confidence in our race—come back again next year. We promise that in 1991 The Rock will be better than ever. As usual!



BOB HANCOOK  
Race Director



BILLY MARTIN  
Assistant Race Director

Board of Trustees  
The Dallas White Rock Marathon

Irving Adelstein	Bob Hancock	Dodd Miller
Karen Austin	Mary Kennard	Steve Shopoff
Patti Blide	Donald Key	Edwin Smith
Amy Blum	Rio King	Charles Sterling
Jeanne Cullers	Don Lucas	Bill Walker
Jane Deeken	Billy Martin	Vern Yeager
George Eastes	Emily McAdams	Joe Zimmerman



Race Director Bob Hancock and Assistant Race Director Billy Martin

# CERTIFIED ROUTE

The Dallas White Rock Marathon course starts and ends at Dallas City Hall. After passing through some of the old and new areas of downtown, the course proceeds up Turtle Creek Boulevard and through the Township of Highland Park. It then goes out Mockingbird Lane for the traditional loop around White Rock Lake, returning to City Hall through the scenic Lakewood area and historical Swiss Avenue. Fourteen fully staffed and equipped aid stations are spread at approximately two-mile intervals to cheer the runners on.

The 1990 Dallas White Rock Marathon was certified by The Athletics Congress (TAC Certification Number TX 86078KL), and is a qualifying event for the Boston Marathon.

Qualifying times\* for the Boston Marathon are:

Age Group	Male	Female
18-34 years	3 hrs 10 min	3 hrs 40 min
35-39	3 hrs 15 min	3 hrs 45 min
40-44	3 hrs 20 min	3 hrs 50 min
45-49	3 hrs 25 min	3 hrs 55 min
50-54	3 hrs 30 min	4 hrs 00 min
55-59	3 hrs 35 min	4 hrs 05 min
60-64	3 hrs 40 min	4 hrs 10 min
65-69	3 hrs 45 min	4 hrs 15 min
70-over	3 hrs 50 min	4 hrs 20 min

\*Your valid qualifying time is based on your age on the day of the Boston Marathon, April 16, 1990 (age group on the day of your qualifying race may be different).

## Wheelchair Athletes

Class	Male	Female
1 (quad class)	3 hrs 00 min	3 hrs 10 min
2 through 5	2 hrs 10 min	2 hrs 35 min

## WEATHER CONDITIONS

Time	Temperature	Humidity
7 a.m.	48°	45%
9 a.m.	51°	68%
11 a.m.	50°	100%
1 p.m.	50°	100%

Cloudy skies producing rain by midmorning.  
Rainfall 0.45 inch. Wind <5 mph.



Dan Millet introduces Fred Lebow to start the race.



Wheelchair start.

Race start.



# WINNING THE ROCK

By Robert Vernon

For the third year in a row, the Dallas White Rock Marathon has made a run for the border.

Jose Pena, a 29-year-old locksmith from Mexico City, continued the string of Rock champions from Mexico by running a steady race in his marathon debut to win in 2 hours, 24 minutes, 52 seconds. It marked the third year in a row that the overall champion of the race hailed from Mexico. Pena followed in the footsteps of Andres Espinosa Perez, the 1988 and '89 Rock champion, as he led a sweep of the top three places by Mexican runners. The border bonanza continued throughout the top finishers as Mexico produced 32 of the top 200 males.

On the women's side, the Cajun connection held strong as Jenni Peters, a professor at Louisiana State University, extended the streak begun last year by Lisa Presedo, who also works at LSU. Peters, a national-class runner, won the race in 2:48:04 after abandoning her plans to drop out at 20 miles.

The Masters competition was won by the seemingly ageless Carlos Giron of Garland, Texas, who ran an astounding 2:34:43 to win the 40-and-over group and finish 10th overall. The amazing thing is that Giron is not just over 40, he's 50. Still, he ran away from 40-year-old Terry Ziegler, a two-time overall winner of The Rock. Ziegler finished second in the Masters with a 2:40:19.

On the women's side, Joyce Taylor, 43, of Gurdon, Arkansas, set a personal best and won her first Masters title in 3:13.

Meanwhile, Jon Mattern of Arlington steamrolled the competition as he pushed to victory in the Wheelchair division, beating four-time Rock champion Rick Gore in the process.

For Pena, the victory came as something of a surprise. Although he had trained for two months in the high altitude surrounding Mexico City, he came to Dallas hoping only for a strong performance. A victory was not exactly in the cards.

For 23 miles of The Rock, it appeared that Pena would not have to worry about a victory, as he followed a fast-starting Ruben Hinojosa Santoyo. But Santoyo had gone out too fast and was beginning to fade as the race entered the hills of Lakewood at 20 miles. Pena made no strong move to catch up with Hinojosa Santoyo, opting instead to allow the leader to flame out under the burden of the fast pace.

Meanwhile, Santoyo was trying to hold on after expending an enormous amount of valuable energy playing to the crowds in the early part of the race. He had gone through the half-marathon as the leader in 1:08:55, but already he had begun to show signs of fatigue. "I was just so excited," Hinojosa Santoyo said through an interpreter. "I wasn't concentrating on my running."

That was a costly mistake for Hinojosa Santoyo as he was helpless to combat the charge of Pena. Leg cramps, which he began to experience at the halfway point, didn't do much for him either. Then, with a cold rain blowing down on the runners, Pena reeled in Hinojosa Santoyo on Swiss Avenue at 23 miles. "I wasn't worried about looking for him (early on)," Pena said. "Then, I noticed at mile 22 that the leader was getting a little tired." Actually, he was getting more than a little tired, as Hinojosa Santoyo's pace slowed, allowing Miguel Soto Gonzalez to sneak past for second. Gonzalez trains under the guidance of Hinojosa Santoyo, making this the first time the student had beaten the coach in a marathon.

As for Peters, she hadn't planned on winning the marathon. Truth was, she hadn't even planned on finishing it. With a marathon scheduled the following week and numerous shopping expeditions planned for pre- and post-race activities, Peters had figured on running only 20 miles of the race. To strengthen her resolve, she parked her car near the 20-mile mark. "I was going to run 20 and then call it a day," Peters said. But how can you drop out when

you're in the lead? Peters couldn't come up with a satisfactory answer, so she kept on going. "At 20, I decided I was over the hill—both literally and figuratively, so I kept on going," Peters said.

In anticipation of running only 20 miles, Peters had hardly lived up to the pre-race regimen followed by most runners. "Yeah, instead of hitting the sack early and getting lots of rest, we went out shopping," she said. "Then we had a big pre-race dinner of Mexican food." Hardly the kind of carbo-loading recommended by nutritionists and elite runners. "Honestly, I didn't do much of anything right to prepare for a marathon," she said. "But sometimes all the wrong things add up to something good."

Giron's performance is remarkable for two reasons. The first is he is 10 years older than his strongest competition. The second is that he recovered so quickly from throat surgery last March that cost him a full month of training. "This was really special because I didn't have the confidence coming in," he said. "Then, beating those 40-year-old guys, well, that's great!" It was Giron's second Masters title at The Rock. He won it two years ago with a 2:34:25 performance.

In all, 3,511 runners entered The Rock, making the 1990 event the second largest in the history of the race, trailing only the 3,636 who entered in 1983.



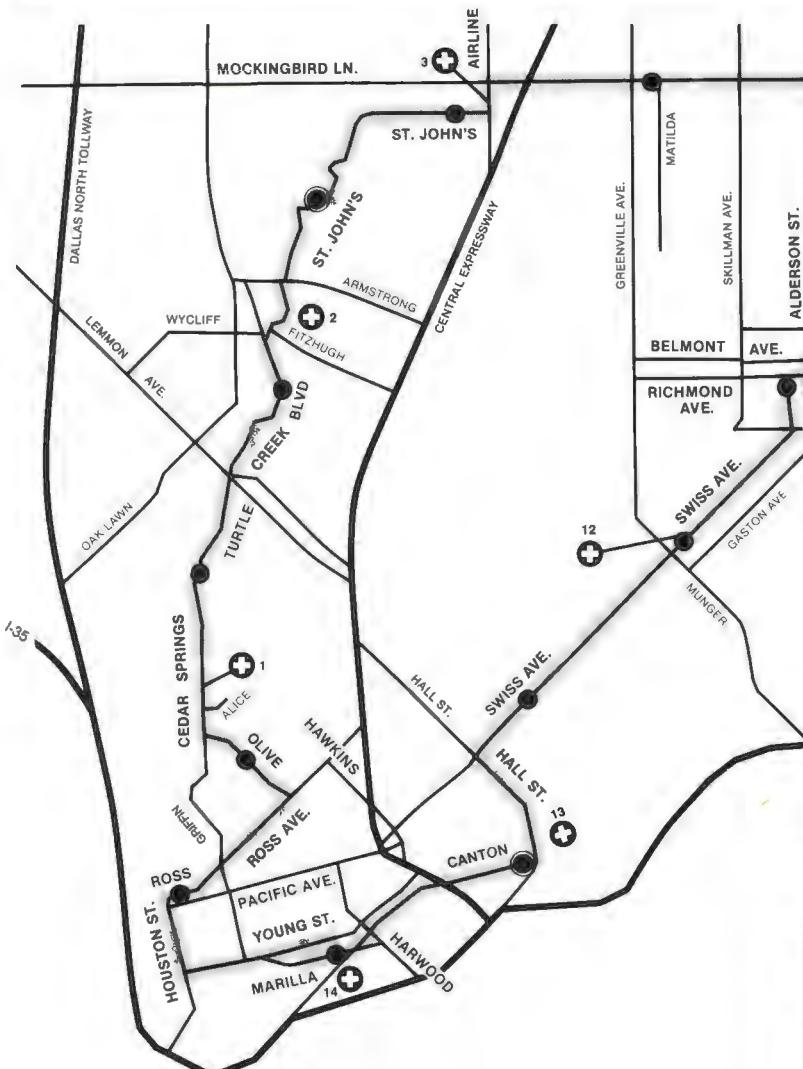
Ruben Hinojosa Santoyo enjoys the lead for 23 miles.

# KLIF 570

"Talk Radio"

sm

your official broadcast  
station for the  
**Dallas White Rock Marathon**



**LEGEND**

- = 5 MILE MARKER
- = 1 MILE MARKER

Kevin McCarthy (not shown) captures the action live for KLIF radio listeners as Jose Pena passes Ruben Hinojosa Santoyo to take the lead near mile 23 on Swiss Ave. Assisting with this broadcast are Robert Vernon (left), Bill Guyger (center), and Dale Hager (right). The race also received excellent coverage from reporters of the area's major sports news publications (not shown).



## ⊕ Aid Stations

- |                          |                              |
|--------------------------|------------------------------|
| 1. TNG                   | 8. Mobil                     |
| 2. Luke's                | 9. Abbott Labs               |
| 3. MassMutual            | 10. Aerobics Activity Center |
| 4. Alexander & Alexander | 11. White Rock Athletic Club |
| 5. Texas Instruments     | 12. E-Systems                |
| 6. JC Penney             | 13. Home Depot               |
| 7. Northern Telecom      | 14. American Airlines        |

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Ruben Hinojosa Santoyo enjoys the lead for 23 miles.



Jose Pena of Mexico City sprints to the finish to win The Rock.

RANDY EL GROTH/DALLAS MORNING NEWS



Jenni Peters of Baton Rouge, LA, on her way to becoming the first place female winner.



## THE CROSS COUNTRY CLUB OF DALLAS

congratulates all 3,511 Marathon finishers and  
welcomes the 1990 Dallas White Rock Marathon  
male and female winners into the Hall of Fame

### Hall of Fame

#### 1971

RICK RICHARDSON—2:38:09  
ANNABELLE CORBOY—4:12:25

#### 1972

PAUL HOFFMAN—2:23:18  
TERRY STRANSKY—3:49:29

#### 1973

WAYNE COMER—2:37:45  
PATTI PRICE—4:27:45

#### 1974

TERRY ZIEGLER—2:19:18  
KATHY LOPER—3:13:48

#### 1975

TERRY ZIEGLER—2:26:07  
KATHY LOPER—3:00:54

#### 2/1976

DON KENNEDY—2:25:59  
DOROTHY DOOLITTLE—2:53:43

#### 12/1976

JEFF WELLS—2:15:11  
JEAN OHLY—3:07:26

#### 1977

JOHN LODWICK—2:16:43  
MARIANNE PUGH—2:56:55

#### 1978

TOM MARINO—2:18:55  
KAREN BRIDGES—2:48:36

#### 1979

KYLE HEFFNER—2:14:30  
TONI BERNARD—2:47:31

#### 1980

ROBERT WALLACE—2:15:19  
MARTHA SARTAIN—2:41:14

#### 1981

DAVID MILEY—2:16:13  
JULIE BROWN—2:33:39

#### 1982

JOHN LODWICK—2:12:18  
CAROL URISH—2:47:21

#### 1983

KYLE HEFFNER—2:13:48  
SUE MOEN—2:49:54

#### 1984

BRUCE MCKAY—2:20:20  
KAREN MILLER—2:58:04

#### 1985

ED SWIATOWICZ—2:17:42  
CAROL BECK—2:49:42

#### 1986

ED SWIATOWICZ—2:22:40  
HOPE FULLWOOD—2:55:37

#### 1987

MIKE MOLOTO—2:22:42  
CHARLENE SOBY—2:55:45

#### 1988

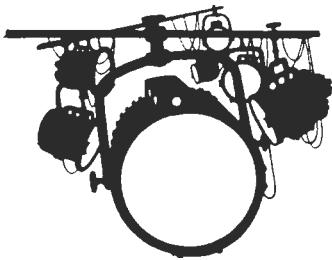
ANDRES PEREZ—2:16:13  
MARTHA ASHLEY—2:46:30

#### 1989

ANDRES PEREZ—2:16:19  
LISA PRESEDO—2:41:47

#### 1990

JOSE PENA—2:24:52  
JENNIFER PETERS—2:48:04



Serving up great performances every day  
is our business.

That's why ARA Services appreciates  
the dedication and drive of the  
great performers of the  
White Rock Marathon.



3403 E. Carpenter Freeway • Irving, Texas 75062









# Congratulations Aid Station Winners and Thanks to All Aid Station Volunteers and Sponsors for the Great Effort!



Winner of Corporate A Division Texas Instruments/ARA Services.



A delegation of TI/ARA volunteers accepts their seventh award.

Corporate A Division



TI's cups with straws are very popular with the runners.

## Corporate B Division



Winner of Corporate B Division MassMutual crew provides water for Clayton Duff (#2367) enroute to his victory in the 16-19 age group.



Aid station volunteers have a big cleanup job!



Receiving their first award brings a big smile to aid station sponsor and volunteers alike.



Don Lucas seems pleased by Fred Lebow's visit to Luke's aid station.

## Non-Corporate Division



Loading the water glasses requires many hands.



The whole gang from Luke's won the Non-Corporate Division.

The aid station competition is unique to  
The Dallas White Rock Marathon



Home Depot enjoyed its first-year as an aid station.



JC Penney's "Exclusive French Restaurant" served runners well.



The gang from E-Systems, out in full force to take care of runners at mile 23, witnessed the change in lead runner this year.

# THE RO





# IE GK





**FINA**

















We help you  
keep your promises.



***MassMutual***

The Dallas Agency

Michael Q. McAdams, CLU, General Agent  
5080 Spectrum Drive, Suite 702 E, Dallas, TX 75248  
(214) 458-9907



TI competes in the best circles –  
in the high-tech world  
and on the track.

Congratulations to all runners  
in the 21st annual  
Dallas White Rock Marathon!

TEXAS  
INSTRUMENTS





American Airlines  
ARA Services  
Fina  
Mass Mutual  
Texas Instruments

