

# 2023-2024 Book Catalog



the photos of them have been manipulated in our contemporary world. His current investigation is about political protests and how images are used. In both works Göttsche examines a different approach to image. In *A Protest* included in this chapter, the work is about image. *A Protest in Hanoi*, is presented as a video in the book *Protest* (2013) in the book. As the camera zooms in, the image of the revelatory photo on the *International Herald Tribune* in Göttsche presents an adapted

The works (...) included in this chapter express

[www.broadbookpress.com](http://www.broadbookpress.com)



# Broad Book Press

Broad Book Press empowers aspiring nonfiction authors, particularly women, to turn their innovative ideas into impactful books. With over 35 years of industry expertise, we offer a comprehensive suite of services from editorial guidance to marketing, dedicated to transforming expertise into influential publications. Our mission is to elevate underrepresented voices through education, publishing, and promotional support, fostering thought leadership and professional growth.

Specializing in nonfiction, we are the go-to partner for business owners, entrepreneurs, and thought leaders seeking to enhance their influence and professional opportunities through book authorship. Our tailored services, focused on women in business, combined with our expansive educational courses, set us apart in nurturing authorial talent and transforming business insights into compelling, marketable books that open doors to speaking engagements and enhanced visibility in the professional sphere.

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EBook

ISBN:

Price: \$9.99

BUS050030

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BUS027030

Personal Finance, Money  
Management, Wealth  
Management

## The Money Journal: A 12-Month Budgeting Plan to Take Control of Your Finances

By Gemma Bird, The Money Mum

**If you are worried about rising costs and expenses of everyday life, then this is the journal for you!**

Imagine knowing you have all your money problems sorted: budgets, bills, Christmas expenses, vacations, and childcare (or doggy daycare for all you DINKS!) -- you have enough put aside to cover it all!

*The Money Journal* goes beyond your typical budget planner. Instead, this journal dives deeper, helping you work out your money mindset and tackle your financial anxiety at its core. Discover bank-boosting tips and learn how to tailor your savings goals to your own lifestyle by formulating a personalized budget plan. With *The Money Journal* you can also keep on top of your monthly spending, so you always stay on track. All it takes is a little bit of time every day to build your funds. Inside this journal you'll find:

- A spender quiz to help you discover your money mindset
- A guide to setting your savings goals
- A checklist for getting out of debt
- A monthly to-do list to help you reach your targets
- Space for taking notes and reflecting on your progress

Let *The Money Journal* empower you to take back control of your bank balance and achieve your money goals.

<https://broadbookpress.com/money-journal>

## What's Inside (spreads to come)

Introduction

Hiya!

How to Use This Journal

Gemma's Saving Quiz

Setting Savings Goals

Setting Happiness Goals

Your Budget: Working It Out and Why It Matters

Get Out of Debt Checklist

Gemma's Key Techniques

Months One through Twelve

What to Look Out for Through the Calendar Year

Acknowledgements and Resources

about

## the author

**Gemma Bird AKA Money Mum** is a hard working mother of two from Essex. After years of working multiple jobs at once, from picking mushrooms to working as an estate agent, Gemma never earned more than \$32k a year and yet managed to pay off her \$281k mortgage. Gemma then launched @moneymumofficial on Instagram to help others save cash. She now regularly shares money-saving tips and promotes her 'No Spend Day' and 'Make Money Day' to her 389k loyal followers.

**Follow:** [instagram.com/moneymumofficial](https://www.instagram.com/moneymumofficial)





Pub Date: April 02, 2024

Pages: 200 pp

Paperback

ISBN: 978-1-7375178-7-0

Price: \$25.00 USD

Trim 6x9

EBook

ISBN:

Price: \$9.99

SOC052000

PSY031000

POL008000

Censorship, Media  
Studies, Misinformation,  
Government & Society

## Fake News, Witch Hunts, and Conspiracy Theories

By Pauline W. Hoffmann

**What's the truth and what's a lie? What is the difference between misinformation and disinformation? How can I tell the difference? How do I communicate with those who believe?**

Looking to weaponize information, talking heads and other so-called experts use disinformation and conspiracy theories to prey on our fears and emotions. Why? It can be to get us to act and behave in a certain way. It may be done for some gain like money, power, or even an election.

There is so much being done to create and craft messages to counter disinformation but not as much to explain the infodemic itself. Not much to explain science, health and other topics to those unfamiliar with it. To be fair, it can be difficult to explain one's field or passion because we are immersed in it and know it well. We don't always know what others don't know. What seems obvious to us may not be to others.

That's where this book comes in. Fake News, Witch Hunts, and Conspiracy Theories is truth-telling through research and education to help you survive the infodemic.

<https://broadbookpress.com/fake-news>



## What's Inside

Chapter 1: What is the Infodemic?

Chapter 2: I Can't Tell an Atom from An Anus...The Scientific Method Explained

Chapter 3: If It's On The Internet It Must Be True....And Other Lies We Tell Ourselves

Chapter 4: How Do You Know Something Is Disinformation?

Chapter 5: Trust No One

Chapter 6: How Do We Inoculate Ourselves Against Disinformation?

Chapter 7: Elvis Is Alive And Working At A 7-Eleven in Sheboygan (An Introduction to Conspiracy Theories)

Chapter 8: Let's Talk About It

Chapter 9: Let's Unpack

Chapter 10: This Is Our Most Desperate Hour....Who's Fighting Disinformation Really Well?

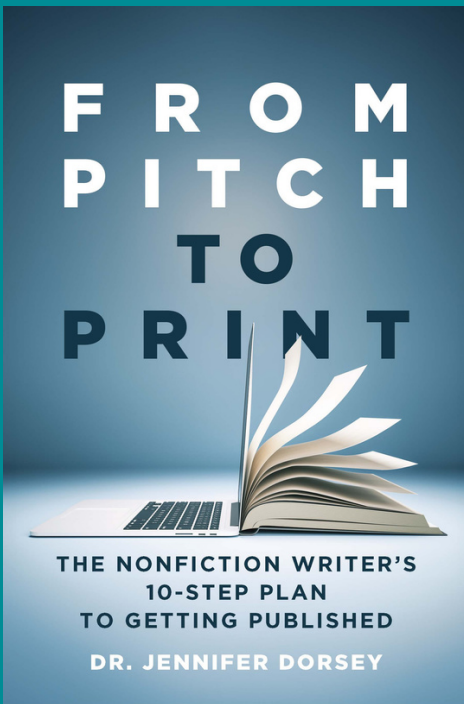
about

## the author

**Dr. Hoffmann** is a former dean of the Jandoli School of Communication, the School of Graduate Studies, and an entrepreneur. Her research and teaching focus on conflict management, conflict resolution, and corporate communication and strategy. Prior to going into academia, Dr. Hoffmann worked as corporate communications manager for The CRS Companies and for Catholic Health.

Visit <https://www.datadoyenne.com/>





## **From Pitch to Print: The Nonfiction Writer's 10-Step Plan to Getting Published**

By Dr. Jennifer Dorsey

### **Are You Ready to Write and Publish Your Nonfiction Book?**

Many aspiring nonfiction authors struggle to get their book proposals accepted by publishers, leaving their dream of becoming a published author unrealized. Get ahead of the game and make sure you are prepared to achieve your publishing goals and dreams.

*From Pitch to Print: The Nonfiction Writer's 10-Step Plan to Getting Published* covers everything you need to know to go from idea to final printed book:

- Get the 5-cent tour of the book publishing landscape
- Find out if you're the right person to write the book
- Lay the professional groundwork to become an author
- Enhance your brand visibility
- Do the work and the research
- Write your query letter and design your elevator pitch
- Focus on the book AND the marketing
- Determine your publishing roadmap
- Make the pitch

By the time you complete this 10-step plan, you'll have a polished book proposal and book outline that's ready to submit to publishers and agents. Your path to becoming a published author starts here.

**<https://broadbookpress.com/from-pitch-to-print>**

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Paperback

ISBN: 979-8-9851913-3-2

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EBook

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Price: \$9.99

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LAN005060

LAN027000

Writing, Authorship,  
Nonfiction, Publishing  
Industry

## What's Inside

Overview of nonfiction publishing landscape

Step 1: Interview Yourself

Step 2: Lay the Professional Groundwork

Step 3: Enhance Your Brand Visibility

Step 4: Conduct Research

Step 5: Write the Query Letter

Step 6: Write the Book Proposal, Part 1: Focus on the Book

Step 7: Write the Book Proposal, Part 2: Focus on the Marketing

Step 8: Create the Book Proposal Package

Step 9: Make the Pitch

Step 10: Determine Your Path

What to expect after you've signed.

about

# the author

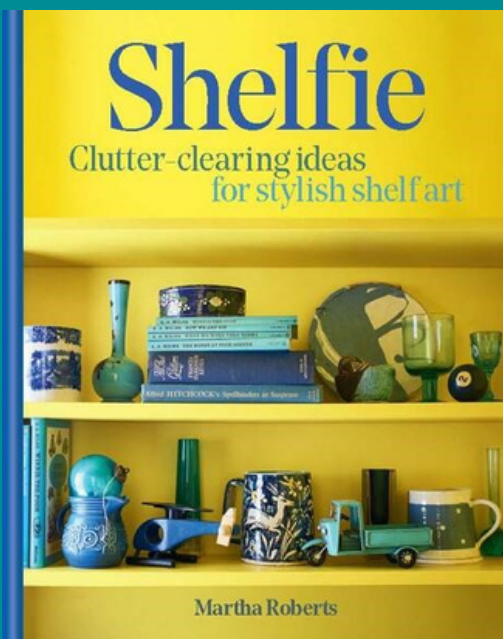
**Dr. Jennifer Dorsey** has worked in book publishing for over 25 years. Specializing in nonfiction, she has worked for both small presses and large national publishers in the history, tech, lifestyle, self-help, business, and professional development categories.

website: [www.drjendorsey.com](http://www.drjendorsey.com)

social media: @drjendorsey







## Shelfie: Clutter-Clearing Ideas for Stylish Shelf Art

By Martha Roberts

**Award-winning journalist, color blogger and shelfie fanatic Martha Roberts shows you how to source, sort and arrange your belongings into stylish shelfies for home and workspace.**

An interesting response to the clutter-clearing movement has been 'the shelfie' as a decorating trend and social media phenomenon. What started as a label for beautiful bookshelves is now applied to artfully stylish arrangements of collectibles, flowers, photos, crafting ephemera, perfume bottles - and of course books. And shelfies don't just appear on shelves but also on tabletops, fireplaces and desks. At a time when we own six times more objects than our parents did, and move more often, decluttering, and then curating our possessions stylishly, is an important way of having a dedicated space that is a 'little bit of us', injecting stylish personality into the home and workplace. In the first book on the subject, Martha Roberts explores the art of creating great shelfies, explaining color, scale and composition then showing inspiring shelfies in every room in the house, from the kitchen to the bedroom, the home office to a hallway, allowing you to declutter your surroundings without throwing away the things you love in the ultimate form of self-expression. The book's photographer, Nick Pope, took the photographs for *At Home with Plants*, also published by Mitchell Beazley.

**<https://broadbookpress.com/shelfie>**

Pub Date: Sept. 18, 2024

Pages: 144 pp

Paperback

ISBN: 9798985191363

Price: \$25.00 USD

Trim 6.8 x 8.1

EBook

ISBN:

Price: \$9.99

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Organizing, Decorating & furnishings,

# What's Inside



## about the author

**Martha Roberts** is an award-winning journalist who writes for YOU magazine, the Daily Mail, the Guardian, Glamour and Sunday Express. She has been a columnist at Psychologies magazine for four years where she has written about evidence-based ways of achieving happiness. Her blog [www.thecolourfile.com](http://www.thecolourfile.com) was shortlisted for the Amara Interior Blog Awards 2017 in the Best Colour Inspiration Category (sponsored by Farrow & Ball). She takes on private commissions for bespoke shelf art.



# IT HAPPENED AT THE PALACE

UPCOMING NEW RELEASE  
OCT 23, 2024



FINAL COVER TO COME

## It Happened at The Palace: The History of New York City's Palace Theatre

By Stewart F. Lane

**Penned by Mr. Broadway, Stewart F. Lane, *It Happened at The Palace* is your all-access pass to the epic saga of one of the most famous theatres in the world.**

From its opulent Vaudeville roots to its star-studded Broadway nights, the Palace Theatre has been a beacon of entertainment, surviving the ebb and flow of time and taste. Lane, with his unparalleled expertise in theatrical productions, guides you through the grandeur and the grit of the theatre's past, the ambitious renovation that restored its former glory, and its enduring legacy in the heart of New York City.

More than a historical account; it's a love letter to the performing arts, a chronicle of New York's cultural evolution, and a business saga of revival and triumph. With an insider's perspective, the authors reveal untold stories, intimate portraits of stage legends, and the intricate process of preserving a landmark not only of bricks and mortar but of dreams and memories.

*It Happened at the Palace: The History of New York City's Palace Theatre* is an essential read for theatre aficionados, history buffs, and anyone who's ever been captivated by the magic of Broadway.

<https://broadbookpress.com/the-palace>

Pub Date: Oct. 23, 2024

Pages: 175 pp

Hardcover

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Price: \$60.00 USD

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EBook

ISBN: 9798985191356

Price: \$15.99 USD

PER013100

ARC011000

HIS036080

Theatre Restoration, NYC  
Landmarks, Broadway,  
Performing Arts, Historic  
Theatres

## What's Inside

Introduction: An Unforgettable Afternoon

Chapter 1: Birth of the Palace

Chapter 2: The Valhalla of Vaudeville

Chapter 3: The Movie Years

Chapter 4: From Movies to Musicals... Reviving the Palace

Chapter 5: Smash Hit Musicals, Disney and Liza

Chapter 6: Diversity Rules: From Disney to SpongeBob

Chapter 7: Time to Raise the Palace

about

## the author

**Stewart F. Lane**, is the CEO, President and cofounder of BroadwayHD, and Chief Executive Officer of Theater Venture Inc. Lane is a six- time Tony Award winning producer for "Jay Johnson: The Two & Only," "Thoroughly Modern Millie," "The Will Rogers Follies," "La Cage Aux Folles," "A Gentleman's Guide to Love and Murder," and "War Horse." Lane is the author of the books *Let's Put On A Show* (The Works of Art Library), *Jews on Broadway*, 1st and 2nd Editions (McFarland & Company, Inc.), and *Black Broadway* (SquareOne Publisher).





new series

# contested classics

This unique collection resurrects timeless literature that has, over time, found itself at the heart of controversy and censorship. Our series starts with meticulously curated editions of *The Great Gatsby*, *The Adventures of Tom Sawyer*, and *Mrs. Dalloway*. These aren't just books; they're conversation starters, thought provokers, and timeless pieces of art that have weathered the storm of censorship. Each Contested Classics include:

- **Editor's Essay:** A detailed essay explaining why these titles have been banned or challenged, with historical and cultural context.
- **Annotations:** Insightful annotations throughout the text, highlighting sections that have been controversial or reasons for the book's banning.
- **Discussion Questions:** Thought-provoking questions at the end of the book to stimulate critical thinking and discussion, ideal for classroom settings or book clubs.

Visit [www.broadbookpress.com/contested-classics](http://www.broadbookpress.com/contested-classics)

## THE GREAT GATSBY

UPCOMING NEW RELEASE  
AUGUST 20, 2024

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FINAL COVER TO COME

### The Great Gatsby

By F. Scott Fitzgerald

Part of the **Contested Classics Series**, this insightful edition of *The Great Gatsby* uncovers the layers beneath its glamorous surface. Our editors provide a richer understanding of the text and its historical context with annotations throughout the text where the top reasons why *The Great Gatsby* has been banned or challenged.

Print ISBN: 9798985191370 | \$15.00 USD

EBook ISBN: 9781963549973 | \$9.99 USD



# THE ADVENTURES OF TOM SAWYER

UPCOMING NEW RELEASE  
AUGUST 20, 2024

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press **B**

FINAL COVER TO COME

## The Adventures of Tom Sawyer

By Mark Twain

Part of the **Contested Classics Series**, this distinctive edition of *The Adventures of Tom Sawyer* by Mark Twain reinvigorates the timeless classic with a contemporary lens. Our editors identify the text that has been challenged and dives deep with annotations on the main reasons for banning *The Adventures of Tom Sawyer*.

Print ISBN: 9781963549980 | \$15.00 USD

EBook ISBN: 9781963549959 | \$9.99 USD

# MRS. DALLOWAY

UPCOMING NEW RELEASE  
AUGUST 20, 2024

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press **B**

FINAL COVER TO COME

## Mrs. Dalloway

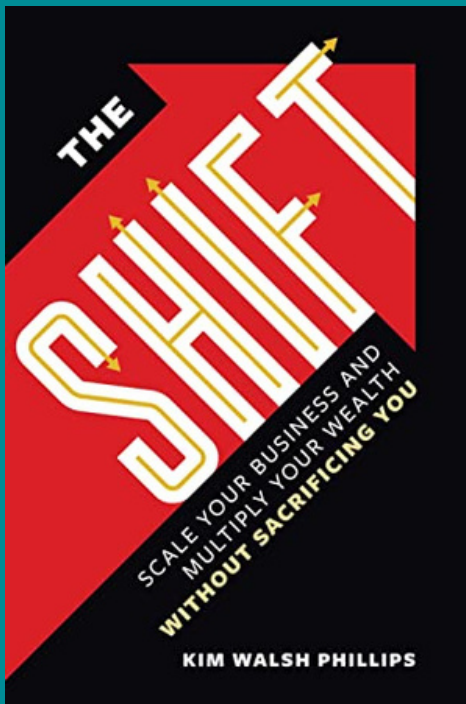
By Virginia Woolf

Part of the **Contested Classics Series**, this special edition of Virginia Woolf's *Mrs. Dalloway* offers readers a unique opportunity to explore one of the 20th century's most captivating and contested novels. With in-text annotations this edition identifies and explores which sections are reasons for this book being banned.

Print ISBN: 9781963549997 | \$15.00 USD

EBook ISBN: 9781963549966 | \$9.99 USD

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- FIC027260, FIC027360, FIC027200, LIT007000
- Audience: High School, College, General Trade



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Paperback

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EBook

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Price: \$9.99 USD

*\*Also in audiobook*

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BUS060000

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Entrepreneurships,  
Webinars, Sales Funnels,  
Social Media, Brand  
Building, Stop Burnout

## The Shift: Scale Your Business and Multiply Your Wealth Without Sacrificing You

By Kim Walsh Phillips

**Business “gurus” are quick to focus on the hustle-and-grind, 24/7 messaging that encourages sacrificing it all to achieve your goals. They have perpetuated a lie of the need to choose between building a business and having a life. But that’s just not true.**

*The Shift* is a step-by-step toolkit to help entrepreneurs multiply impact and income without sacrificing personal time. This book is not about wishing, manifesting, or hoping that something might happen ... that doesn’t work. It’s about leveraging a scalable business model to quick growth in the shortest amount of time.

Kim Walsh Phillips went from 32 clients to over 11,000 in less than one year by going against the advice of gurus and developing a scalable model that enables her to launch, grow, and multiply her ROI on any new product or service quickly. This book provides the step-by-step toolkit of the Scale F.A.S.T. Formula to quickly multiply impact and income without sacrificing personal time. It helps entrepreneurs target their zone of genius and understand how to outsource those other tasks. This system will empower entrepreneurs to quickly scale their business in a way that returns their time and grants them financial freedom.

**<https://broadbookpress.com/the-shift>**

## What's Inside

Chapter 1: Power Goals

Chapter 2: Power Whys... And How They Create Your Bottom Line

Chapter 3: Powerful Planning: The 5 North Stars to Success

Chapter 4: Powerfully Simple: The Apex Accelerator

Chapter 5: Powerful Prospecting: Giving All of Your Attention to Your Right Client

Chapter 6: Powerful Lead Generation: Endless Supply of Quality Leads

Chapter 7: Content of a Powerful Professional

Chapter 8: Standing Out in a Sea of Sameness

Chapter 9: The Power of Social Influence: Getting Your Prospects to Say Yes

Chapter 10: Powerful Profits: Turn Prospects into Sales with a Winning Webinar

Chapter 11: The Powerful Presentation...The Winning Webinar

Chapter 12: The Powerful Profitable Business Secret... A Course

Chapter 13: The Powerful Sales Machine

Chapter 14: Making Your High-Ticket Offer... by Scott Whitaker

Chapter 15: Powerfully Pouring Fuel on the Fire

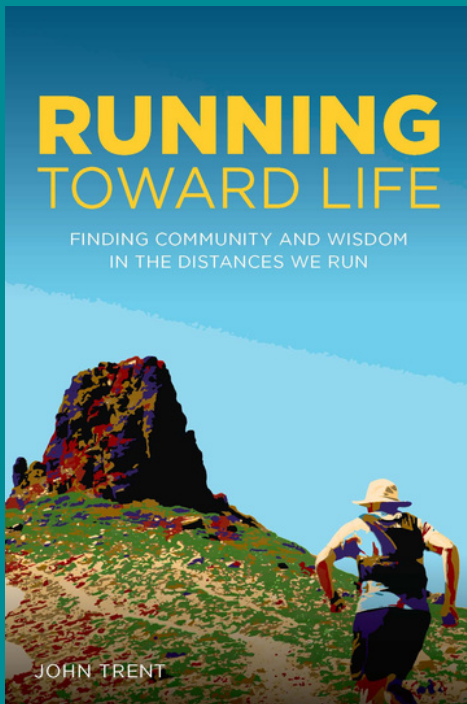
about

## the author

**Kim Walsh Phillips** is the founder of Powerful Professionals, a business coaching and education company. She went from 32 clients to over 11,000 in less than a year and was recently named #475 in the Inc 5000 and is an MBA-free self-made millionaire. Named “a must to read by those in business” by Forbes Magazine, she is the best-selling author of multiple books including *The Ultimate Guide to Instagram for Business* and *The No BS Guide To Direct Response Social Media Marketing*

Visit <https://powerfulprofessionals.com/>





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BIO026000

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Memoir, Running, Trail  
Running, Marathon  
Endurance, Self-Help

## Running Toward Life: Finding Community and Wisdom In The Distances We Run

By John Trent

***“An insightful tour of an intense athletic world unknown to most.” —Kirkus Reviews***

***“A passionate celebration of ultrarunning.” —BookLife Reviews***

Looking at life through the lens of this unique sporting community, journalist and veteran marathon runner John Trent draws a direct line between the mentors, companions, and challenges he's met on the trail and the paths we all face in life in *Running Toward Life*.

When covering the 100-Mile Western States Endurance Run as a pace runner, John found himself running 38 miles after joining his friend Joe Baninburg at the 62-mile mark. That day would see temperatures soar to 104 degrees—still the hottest day ever recorded at the Western States Endurance Run—but it would also ignite his love for the ultra running sport and the life-affirming code of compassionate care these competitors live by.

The mindset that helps ultra runners commit to such an arduous journey is one that John found can also help anyone overcoming challenges in life off the trail, too. Over the years, John would document the stories, hard-earned lessons, and the shared experiences within the community he became part of while on the trail.

**<https://broadbookpress.com/running-toward-life>**

## More Praise for *Running Toward Life*

“Trent brings to life a niche running subculture that treats running as a social activity that brings people together to accomplish a daunting goal. *Running Toward Life* is a fascinating memoir about the challenges and benefits of ultra running.” —Foreword Reviews

“Once I cracked this book, I could barely put it down until there was nothing left on the pages to read. I read it all in a single day.” —5-Star Amazon Review

“If you ever feel like getting inspired, just read this book. I could not put it down. It's personal, uplifting; it will make you cry, laugh and contemplate your running and your life. This is one of the best running stories I have ever read.” —5-Star Amazon Review

about

## the author

**John Trent** is a former two-time Nevada Sportswriter of the Year who lives in Reno, Nevada, with his ultra-running family: wife Jill and daughters Annie and Katie. A past president of the Western States Endurance Run and member of Western States' board of trustees since 2004, he has been involved with ultra running as an organizer, volunteer, participant, and journalist covering the sport since 1987.

**Listen to the Running Toward Life Podcast:**  
<https://runningtowardlife.podbean.com/>





# digital money

## DEMYSTIFIED

go from **cash to crypto**<sup>®</sup>  
safely, legally, and  
confidently

PROFESSOR TONYA M. EVANS  
Forewords by Arlan Hamilton and Lynette Khalfani-Cox

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Building Wealth,  
Economic Power, Bitcoin,  
Cryptocurrency, Fintech,  
Blockchain

## Digital Money Demystified: Go From Cash to Crypto Safely, Legally, and Confidently

By Professor Tonya M. Evans

### Illegal? A fad? A scam? Unregulated? What is Cryptocurrency?

*Digital Money Demystified* is an expertly researched, engaging, and informative guide that separates fact from fiction in the wild world of crypto by tackling the most common myths of this emerging asset class.

With well-sourced data and facts, and “ripped from the headlines” examples about the promise and pitfalls of crypto assets, well-respected legal, policy, and crypto education expert Dr. Tonya M. Evans, tackles misinformation and fear, uncertainty, and doubt (aka FUD) to right-size the conversation with an economic empowerment and financial inclusion approach to the decentralized web’s future of work, wealth, and creativity.

*Digital Money Demystified* empowers investors and future-forward business owners to go from "crypto curious" to confident while avoiding the scammers, carnival barkers, and status quo hawkers. This is the right book in the right voice at the right time.

**“Digital Money Demystified is a field-leveling, enjoyable introduction into a forbidding but ever more relevant financial topic.” —Foreword Reviews**

**Clarion Rating: 4 out of 5**

**<https://broadbookpress.com/digital-money-demystified>**

## Praise for *Digital Money Demystified*

“This book is a must-read for every woman of color looking to amplify her voice, bolster her power, and break free from financial constraints.” — Minda Harts, bestselling author of *The Memo*

“*Digital Money Demystified* masterfully achieves this. At the heart of our advocacy is education, and this book perfectly mirrors our mission, demystifying complex concepts and empowering readers to embrace the financial future.” — Kristin Smith, CEO of Blockchain Association

“With easy-to read explanations grounded in thorough research, Evans offers valuable insights for anyone wondering how digital money will change the world.” — Michele Neitz, University of San Francisco School of Law professor, founder, and academic director of the Blockchain Law for Social Good Center

about

## the author

**Tonya M. Evans** is a professional speaker represented by Gravity Speakers, published author, investor, entrepreneur and tenured professor of law at Penn State Dickinson Law School with an expertise in blockchain and cryptocurrency, data, technology, entertainment law and social justice. She was named to the 2021 Forbes 50 Over 50 Investment List and the FastCase 50 2021.

Visit [www.advantageevans.com](http://www.advantageevans.com)

Listen to the Tech Intersect Podcast:

<https://techintersectpodcast.com/>





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SPO035000  
PHO023060  
HIS036140

Coffetable books for runners, Ultrarunning, Western States Endurance Run

## **Second Sunrise: Five Decades of History at the Western States Endurance Run**

By John Trent

***Second Sunrise* brings to life the 50-year history of one of the world's oldest running trails with stunning photography, historical details, and the stories of the people who made the Western States Endurance Run a reality.**

Since its founding in 1974, Western States has been predicated on the notion that in the beginning at the first sunrise there must always be hope that 100 miles was within a runner's grasp. And then, with the start of a second sunrise, there had to be continued determination to search out where the finish still might lie even if the clock ran out.

Bringing the story of the race to life, 11-time Western States finisher and ultra-running writer John Trent along with runner and veteran book designer Vicky Vaughn Shea set out to craft a book that showcases the rich history of the Western States trail and the runners who keep its traditions alive.

This coffee table book consists of more than 175 photographs depicting the history of the race with end sheets that include the names of every Western States Endurance Run finisher through the 2022 race.

***"An excellent Western States history thoroughly researched and well written." —Charles Savage, 20-time Western States finisher and longtime WS board member***

**<https://broadbookpress.com/second-sunrise>**

# What's Inside

WESTERN STATES ALL-TIME FINISHER LIST

1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
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## Second Sunrise

FIVE DECADES OF HISTORY AT THE WESTERN STATES ENDURANCE RUN

John Trent

### LIVE A BUTTERFLY ON A BULLET

#### JIM WALMSLEY HAS NEVER BACKED DOWN FROM THE FLAME OF WESTERN STATES

Jim Walmsley's race at Western States represents the glory of several previous years as well as the history that a runner can feel following successive Western States. In winning the race three years after a three-year gap, Walmsley to complete the Western States record book. His time was 29:59:37 in 2024, 2019 and 2020 and three of the last four Western States ever at Western States, the iconic "Hotter" location, located in 2020 with his winning time of 30:25. Three years later, Walmsley broke his own record with a time of 29:59:37. The 2024 Western States, had Walmsley returned in 2021 and was again. By that point the 37-year-old Walmsley was embraced by the entire community of Western States and celebrated for his genuine...



PART FIVE

### The WSER Sees its Second Sunrise

"You've got to love a sport where the most exciting thing that happened all year was a last-place finish by a 70-year-old grandmother."

—John Trent, two-time past president of WSER and longtime public address announcer at the finish line

The final hour of Western States had always been a time to rejoice and celebrate the run's last finishers. It came to be known as "The Golden Hour," and each year it played out in the most dramatic and memorable of ways. The widest range of abilities and backgrounds were always on full display during the one hour between 29 hours and the precise moment at 30 hours when an air horn would sound, signifying the bittersweet finality that the race was officially over.

SECOND SUNRISE

"The streets were almost lined from Boulder Point all the way to the track. I think there were just so many people this year who wanted and needed Western States to be there and to be back."

—Three-time finisher and course record holder Jim Walmsley

"If you had somebody that this was the year you'd want Western States to end, you'd be talking about me... it was a really good year for me that night."

With the crowd lining the track and in the stands, watching a live race, the cheering and celebrating had reached another exciting level. Because every athlete the live with just in search to open in 2019-24. But Ken looked surprised, and proud. He put his hands to his mouth at one point, as if he couldn't believe what he had witnessed.

"Oh my God. We were all in tears as Gashil finished. She made it." Mulligan said. "People have their doubts even they are in they're going to do it... it was a really good year for me that night."

And, maybe some of it was Gashil. This is a Western States legend, runner Karl Haglund. He said, "You've got to love a sport where the most exciting thing that happened all year was that place finish by a 70-year-old grandmother."



# about the author

**John Trent** is a former two-time Nevada Sportswriter of the Year who lives in Reno, Nevada, with his ultra-running family: wife Jill and daughters Annie and Katie. A past president of the Western States Endurance Run and member of Western States' board of trustees since 2004, he has been involved with ultra running as an organizer, volunteer, participant, and journalist covering the sport since 1987.

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