



Volume 2010 No. 1  
 Next Meeting – January 19, 2010  
 7:00 p.m. at the Universal City Library,  
 100 Northview Dr., Universal City  
 A member of the American Volkssport  
 Association (AVA) & the International  
 Federation of Popular Sports (IVV)  
 The Public is always welcome

**Randolph Roadrunners**  
**Volkssport Club**  
**A Walking Club Established 1980**  
**PO Box 2744**  
**Universal City, TX 78148-1744**  
*Elected Officers*

*President*  
 Ellen Ott 210-525-8574  
*Vice President*  
 Pat Roberts  
*Treasurer*  
 Pat Gunter 210-479-0805  
*Secretary*

### *Committee Chairs*

*Membership*  
 Nancy Paulson 210-658-8324  
*Programs*  
 Ellen Ott 210-525-8574  
*Publicity*  
 Alan & Gloria Mick 210-659-5402  
*Sales*  
 Joanne Forinash 210-493-8543  
*Webmaster*  
 Randy Baker 210-369-9538  
*Newsletter*  
 Audrey Vertucci – AudreyVe@aol.com  
 210-496-2197  
*Year-round Events, Boerne*  
 Larry Cook 210-566-5603  
*Year-round Events, Universal City*  
 Tony Paulson 210-658-8324  
*Year-round Events, San Antonio*  
 Carlen Forinash 210-493-8543

### *Club Website*

www.randolphroadrunners.info

### *Event Information*

1-800-830-WALK

### *TVA Website*

www.walktexas.org

### *SW Regional Director*

Heinz Johnson 830-980-5723  
 San Antonio, TX  
[swrd@gvtc.com](mailto:swrd@gvtc.com)

## Renewal Time

The following membership renewals are currently due:  
 Thomas & Betty Arbaugh,  
 Paulette Dunlap, Bob & Virginia  
 Askew, Ursula Bonds, Bonnie  
 Caruso, George & Ginny  
 Klotzbach, Leon & Elizabeth  
 Levan, Sonia & Lewis Ricks,  
 Kathryn Ruthruff, Maria  
 Alvarado, Don & Isabelle Burke,  
 Mario Cepeda, Carlen & Joanne  
 Forinash, Victor & Carlo  
 Hernandez, Josephine Hernandez,  
 Jan Heyer, E.J. & Cindy Livingston,  
 Suzanne & Robert Markgraf, Patti  
 Paulson and John & Tania Walshe.  
 Please send in your renewal fees now.  
 We value your membership. To renew  
 your membership, fill out the renewal  
 application attached or print one from  
 the following website address:  
[www.RandolphRoadrunners.info](http://www.RandolphRoadrunners.info)  
 and send it with your fees to Nancy  
 Paulson c/o the club address.

## Welcome, New Members!

Sally Arcelio & Dan Theus

Helotes

Jean Geary San Antonio  
 Albert Binch III San Antonio  
 Bobby Kniejski San Antonio  
 Sherri Prejean New Braunfels

## **CORRECTED ARTICLE**

### **Boerne Christmas Walk**

**Thank You!! Boerne Christmas  
 Walk Workers**

There were many brave, dedicated and loyal Randolph Roadrunners who showed up in sub-freezing (19 degrees) weather to help in anyway they could at the Boerne Christmas Walk. I want to personally thank each one of you and a special thanks to those that worked two or more shifts and stayed all day to clean up and make sure everyone was off the trail. These walks could not happen without you and all you do is greatly appreciated. **Thank You; Tony and Nancy Paulson, Herb Laing, Ellen Ott, Mike Hermes, Joan Whealon,**

**Pat Roberts, Totsy Miller, Travis Perez, Don and Bilita VanCleave, Diane Duesterthoef, Carol Shaner, Rick White, Pat Gunter, Darlene Oner, Jack and Natalie Morgan, Suzanne Markgraf, Audrey Vertucci, David Toth, Alice Felder, and Carlen Forinash.**

Thanks again and may the year ahead find you enjoying good health and happy trails.

*Joanne Forinash*

## MEETING PLACE & DATE:

The RR club meetings are held at the Universal City Library, 100 Northview Drive which is one block west of the AVA with the side of the library on Pat Booker Rd. Our next meeting is 1/19/10. We meet on the third (3<sup>rd</sup>) Tuesday of each month.

## RR Club News:

Attention RR members! Please consider volunteering as our club secretary. We need someone to fill this position A.S.A.P.!

January Meeting Speaker - Matthew Driffill on the South Mission Reach.

February - Karen Kimball, the Development Coordinator on River Enhancements along the Mission Reach (art work).

March - Antoinette Ruth - "From where it all Began" - friend of the founder of volkssports in southern Germany.

Check out the 2010 Starting Point for new yre's in the area. Some great new walks.

On January 2 there is going to be a natural history interpretive walk at Crownridge Natural Area from 9 - 11 a.m. This area is included in a new yre!

The Worker's walk for Trinity is scheduled 8 January - 2pm at Bell Athletic Center. Join in the fun!

### 2010 Dates to remember:

1/9/10 Olmos/Monte Vista walk  
2/13/10 Del Webb walk  
3/13/10 Leon Valley walk in conjunction with Leon Valley market days.

Start up your engines to get to the walks along I-35. The 35 on 35 program begins 1 January 2010 and runs until 31 December 2012. Any event that is in a community that borders on I-35 counts, but only one stamp per event. Contact Ellen at [ellenott@sbcglobal.net](mailto:ellenott@sbcglobal.net) for further information. Don't forget the OST program is still on-going.

The RR holiday party was December 15th at Julian's Italian Pizzeria & Kitchen, 13444 West Avenue. "Thank you" to Pat Roberts and Herb Laing for finding Julian's for the Christmas party. It was wonderful to see such a great turnout.

And, Tony Paulson won the sketchers! The 10% sketcher coupons can only be used at a Sketcher's store. There is a store on the north west corner of 410 and Bandera Rd.

*Ellen Ott, Pres.*

## **AVA News**

### **Call for Agenda Items**

The next meeting of the National Executive Council is March 12-14, 2010. Clubs wishing to submit an agenda item for this meeting must have those to their Regional Director by January 11, 2010.

### **Want to Host Convention?**

Preliminary results of post convention surveys overwhelmingly recommend consideration of holding conventions in months other than June. AVA Bylaws allow the National Executive Council (NEC) to make an exception to a June convention. AVA Membership is required to choose a site for the 2013 convention at the 2011 Biennial Convention in Des Moines. Should the NEC receive an offer for the 2013 convention in the months of April, May, or June, the NEC will consider making an exception on the convention date when forming its recommendation to the AVA membership. Those interested in submitting a bid for the 2013 AVA Convention should contact

their Regional Director to learn the requirements for a convention bid.

### **1991 Awards Booklet**

Do you have an original copy of the 1991 Biennial Awards Booklet that you would be willing to donate to the Awards Committee? If so, please send Wayne Holloway an email at:

[vicepres@ava.org](mailto:vicepres@ava.org).

### **2009 Starting Point**

Would you like copies of the 2009 Starting Point to use for publicity, marketing or?? If so, if you pay the actual shipping costs, your club can get as many as they need until our leftovers are gone. Email us at [avahq@ava.org](mailto:avahq@ava.org) or call 210-659-2112.



*Ying Meng, Martin Callahan & Indie at South Austin/Bouldin Creek Walk*



*Don & Bilita VanCleave at the South Austin/Bouldin Creek walk- Green Pastures Restaurant.*

**\*All Event Photos are provided courtesy of Martin Callahan**

### **Club Tips**

By Bob Wright

#### **Market Your Club**

Without good marketing your club could be great but few people would know it. You don't need to be a

professional to do a great job. You just need a plan and the will to execute it.

### **Have a Plan**

Chances are you have a limited budget. In that case you need a marketing plan that keeps within your budget while focusing on your most immediate needs. Your campaign should last for months if not the entire year. Cover the following in your plan:

What benefits do you offer the community? Opportunities for healthy activities throughout the year. Guest speakers on walking related subjects at meetings? List 3-5.

What materials will you use to promote that? The AVA grabber brochure and AVA business cards? Something locally created and targeted? Website?

What will you market? Your club, its events, both? Which benefits?

Where will you market? To whom would you market?

Then decide what, when, where, how, and to whom to market.

### **Be Seen**

To be known, your name needs to become commonplace in the community. (Marketing experts say it takes upward to 10 times having your name in front of the public for people to recognize you.)

Wear your club shirts in public.

Adopt a stretch of highway or a trail—the sponsor will put up signs with your name on them (our club gets regular queries because walkers see those signs).

Put literature, with your club contact information on it, out in libraries, realtors' and doctors' offices, etc. If you are adventurous, create your own custom brochure and card.

Create colorful (yes, color attracts attention more than black-and-white) posters about walking to put up in libraries, coffee shops, fitness centers, grocery stores, etc. Some paper suppliers (e.g., Paper Direct and Idea

Art) sell border papers to which you just add B&W text in the center.

Create a pamphlet about walking in your area and put it out at the local visitors' center, libraries, etc.

Use an AVA banner and/or create a custom club banner to display near where your events start to attract attention.

Advertise a speakers bureau that offers members to speak to groups about Volkssports and your activities.

### **Publicize**

Use the media not only to publicize your club's activities, but also to tell about your club. (Refer to the February 2009 issue of *Checkpoint* for more details.)

Write a story about a member's unique walking experience and submit it to the local papers.

Take on a high visibility project that attracts media attention, and get noticed. Help with Special Olympics, Relay for Life, a school walk. (Our club co-sponsors a walk where high school students raise tens of thousands of dollars for charity, and we get publicity on their t-shirts, media releases, etc.)

If the media contacts you to do a story about your club or Volkssports or an event,

Respond in a very timely manner (be mindful of reporters' deadlines).

Follow up with any information you promise to provide. Invite the reporter, and a photographer, to a meeting or event to take pictures.

Provide a media kit (one-pager information sheet about the club, copies of articles in the media about the club, sheet with frequently asked questions [and answers], information about Volkssports with pictures, and contact information for key officers and members for further information).

**Look for every opportunity to get your name, activities, and message in front of the public. Do it well, and often, and you will be well rewarded.**

Got tips to share or a topic to suggest? Contact Bob Wright at [rwright2@jhu.edu](mailto:rwright2@jhu.edu) or 43224 Cardston Place, Leesburg, VA 20176. Include an evening phone number for any follow-up.

### **Coming Texas Events:**

1/1/2010 - 1/1/2010 - Walk  
**Event Number:** 86242 10km/5km  
**Start:** St. Joseph's Hall  
**Event City:** Fredericksburg  
**Host Club:** Texas Volkssport Assn.  
**Event Website:** [walktexas.org](http://walktexas.org)  
**More Details:** [Click here for directions, ratings, etc.](#)

**Write for more information to:**  
17314 Spring Hill Drive  
San Antonio, TX 78232  
**Contact:** Phyllis Eagan, (210) 496 - 1402  
**E-Mail:** [papre1947@yahoo.com](mailto:papre1947@yahoo.com)  
**Club Website:** [walktexas.org](http://walktexas.org)

1/9/2010 - 1/9/2010 - Walk  
**Event Number:** 86280 10km/5km  
**Start:** William H. Bell Athletic Center on Trinity University  
**Event Number:** 86281 10km/5km  
**Start:** William H. Bell Athletic Center on Trinity University  
**Event City:** San Antonio - Monte Vista Walk  
**Event City:** San Antonio - Olmos Park Walk  
**Host Club:** Randolph Roadrunners  
**Event Website:** [randolphroadrunners.info](http://randolphroadrunners.info)  
**More Details:** [Click here for directions, ratings, etc.](#)  
**Write for more information to:**  
11906 Pepperidge Cove  
San Antonio, TX 78213  
**Contact:** Larry Cook, (210) 566 - 5603  
**E-Mail:** [larcoo@att.net](mailto:larcoo@att.net)  
**Club Website:** [www.randolphroadrunners.info](http://www.randolphroadrunners.info)

1/9/2010 - 1/9/2010 - Walk  
**Event Number:** 86329 10km/5km  
**Start:** It's a Grind Coffee House  
**Event City:** Dallas - DART & Walk Deep Ellum  
**Host Club:** Dallas Trekkers, Inc.  
**Event Website:** [www.dallastrekkers.org](http://www.dallastrekkers.org)  
**More Details:** [Click here for directions, ratings, etc.](#)  
**Write for more information to:**

3321 Dartmoor Dr., Dallas, TX 75229  
**Contact:** Helen Bateman, (214) 732 - 3419  
**E-Mail:** [helenbateman@earthlink.net](mailto:helenbateman@earthlink.net)  
**Club Website:** [www.dallastrekkers.org/](http://www.dallastrekkers.org/)

1/23/2010 - 1/23/2010 - Walk  
**Event Number:** 86333 10km/5km  
**Start:** Boerne Middle School South  
**Event City:** Boerne - Odduary Events walk  
1/23/2010 - 1/23/2010 - Bike  
**Event Number:** 86334 25km  
**Start:** Boerne Middle School South  
**Event City:** Boerne - Odduary Events bike  
**Host Club:** BTC Oddsports Club  
**Event Website:** [http://faculty.sulross.edu/cbaulch/index\\_files/Page443.htm](http://faculty.sulross.edu/cbaulch/index_files/Page443.htm)  
**More Details:** [Click here for directions, ratings, etc.](#)  
**Write for more information to:**  
6438 Hill Creek Dr.  
San Antonio, TX 78256  
**Contact:** Clay Baulch, (210) 204 - 9301  
**E-Mail:** [btco@satx.rr.com](mailto:btco@satx.rr.com)  
**Club Website:** [faculty.sulross.edu/cbaulch/index\\_files/Page615.htm](http://faculty.sulross.edu/cbaulch/index_files/Page615.htm)

1/23/2010 - 1/23/2010 - Walk  
**Event Number:** 86376 10km/5km  
**Start:** Mosquito Cafe  
**Event City:** Galveston  
**Host Club:** Houston Happy Hikers  
**More Details:** [Click here for directions, ratings, etc.](#)  
**Write for more information to:**  
P. O. Box 101, Orchard, TX 77464  
**Contact:** Catherine Kellner, (979) 478 - 6203  
**E-Mail:** [hhhpresident@houstonhappyhikers.org](mailto:hhhpresident@houstonhappyhikers.org)  
**Club Website:** [www.houstonhappyhikers.org/](http://www.houstonhappyhikers.org/)

1/30/2010 - 1/30/2010 - Walk  
**Event Number:** 85567 10km/6km  
**Start:** University Center Atrium/Rattler Den @ St. Mary's University  
**Event City:** San Antonio - St. Mary's Neighborhood Walk  
**Host Club:** LoneStar Walkers  
**More Details:** [Click here for directions, ratings, etc.](#)  
**Write for more information to:**  
27727 Ramblewood  
San Antonio, TX 78261

**Contact:** Heinz Johnson, (830) 980 -  
5723  
**E-Mail:**[swrd@gvtc.com](mailto:swrd@gvtc.com)

**RANDOLPH ROADRUNNERS**  
PO Box 2744  
Universal City TX **78148-1744**

**RANDOLPH ROADRUNNERS APPLICATION**  
PO Box 2744, Universal City TX 78148-1744

Please check applicable box (es):  
☐ Renewal                      ☐ New Member                      ☐ Family member(s) included (see instructions below)    DATE \_\_\_\_\_

Name \_\_\_\_\_

**NEW MEMBER FEE:**                      \$4.00 for 1 year  
   \$10.00 for three years

This fee applies to the primary member. Additional family members require a \$2.00 fee per individual.