



Volume 2009 No. 2
Next Meeting - February 17, 2009
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
Totsy Miller 210-648-0637
Treasurer
Pat Gunter 210-479-0805
Secretary
Suzanne Markgraf 210-651-9378

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

rrvc44@yahoo.com
Club Website
[www.geocities.com/
randolphroadrunners/](http://www.geocities.com/randolphroadrunners/)

Event Information
1-800-830-WALK

TVA Website
<http://walktexas.org/>
SW Regional Director
Heinz Johnson 830-980-5723
San Antonio, TX
swrd@gvyc.com

Renewal Time

The following membership renewals are currently due:
Betty Ferguson, Mary Miller/Travis Perez, George Whitehorse, Peggy Cooper, Deborah Ivy, Cindy & Trey Warner, Sherry Barker-Sheets, Mario Cepeda, William Hamilton & Charlene Hooker, Ann Hausheer, Georgia Johnson, Bill & Debbie Menshew, Betty Morgan, Alan & Cheryl Smith, Howard & Lynn Tidwell, Margery Wessel, Sue Andriola, Susan Davis, Lulle & James Gough, Hesse Hayden, Wanda Ortiz, Oralia Smith, and Glenda Wall.

Please send in your renewal fees now. We value your membership. To renew your membership, fill out a renewal application attached or print one from the following website address: www.geocities.com/RandolphRoadrunners/membership.html and send it with your fees to Nancy Paulson c/o the club address.

WELCOME New Members!

Frank Chacon San Antonio
Magness family New Braunfels
Kwadwo Offei-Nnoma Schertz
Susan Fowler-Nice Live Oak
Marcey & Jesus Perez San Antonio

MEETING PLACE & DATE:

The RR club meetings 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 2/17/09. We will meet on the third (3rd) Tuesday of each month until further notice.

AVA Checkpoint

Notes:

Goodsearch.com

Many thanks to all of you who used Goodsearch during 2008. AVA received almost \$200.00 as a result of your searches. For those of you who

are not familiar with this program, go to www.goodsearch.com when searching the internet. If you select AVA to receive your donation, we will receive one cent for each search.

TAW Deadline

The deadline for the April, 2009 issue of *The American Wanderer* is February 25. All articles and photographs should be submitted directly to: The American Wanderer, Laurel Parrott, Editor, 3526 Humboldt Ave. N., Minneapolis, MN 55412, email TAW@bhi.com Be sure to include "TAW" in the subject line of the email. Some folks continue to send these to AVA Headquarters and this causes delays in your information getting in.

1-800 Number

Just a reminder that the 1-800 number is no longer active. Please remove any reference to it from your web pages, brochures, etc.

2009 Convention

The Registration Brochure is currently being worked on and will be distributed shortly. Visit the 2009 Convention Web Page at www.ava.org/clubs/ava2009convention/index.htm

Club Tips

By Bob Wright
Bob shares 33+ years of experience, research, and insights about building stronger volkssport clubs, better IVV events, and greater participation. Got tips to share or a topic to suggest? Contact Bob Wright at rwright2@jhu.edu or 43224 Cardston Place, Leesburg, VA 20176. Include an evening phone number for any follow-up.

Hear Ye, Hear Ye

Letting people know about volkssport clubs and events is important to our success. How well we do publicity greatly influences how well our clubs and events succeed.

In marketing it's repetition, repetition, repetition—getting noticed. In real estate it's location, location, location—placement. We need to apply both: what and where we place publicity makes a difference, as does how much we repeat our message, because it's all about getting noticed. Don't be afraid to repeat yourself. Marketing experts say it could take eight or more times for people to recognize your name. So regularly make your presence known. There are many different outlets to publicize clubs, events and meetings. Many, if not all, of us use the AVA website, *The American Wanderer*, and state/regional volkssport publications that cater largely to volkssporters. To reach beyond you probably use newspapers (local ones are more likely to publicize you than large metropolitan ones, especially in calendars of events), and perhaps public service announcements on local TV (including local cable channels) and radio.

Some stop there, but that would miss opportunities where the kinds of people you are trying to attract—the fitness minded, families with young children, young adults, retirees—frequent: fitness and recreation centers, libraries, sporting goods stores, senior centers, even coffee shops and libraries. Convention and visitors bureaus accept brochures and inputs for their web calendars. Take advantage of Web 2.0 too. Encourage members to talk about volkssports on their Facebook pages and blogs, seek volunteers through Craigslist.

Just publicize your club, events, and meetings? Write a letter to the editor or an article that links volkssports to other things going on locally. Possible storylines: year-rounds as a way for families to fight child obesity; donations to local charities; a club meeting featuring a noted local speaker; the literature you produced about walking or local walking opportunities.

When it comes to the literature you put out, that can take many different printed forms. For brochures you might tailor versions for AVA and non volkssport audiences. For posters you need different sizes: Starbucks has small boards for posters (consider postcard size), while libraries typically

offer much more space. Do you use color? Marketing experts say color attracts more attention. Colored paper and/or color printing will do. Use pre-printed papers from Paper Direct or Idea Art for a professional border or background. If you can afford it, consider some professional printing services for materials that are timeless, and if the folded variety consider adding a home-printed insert with the information that changes.

Another print option, business cards with your message (don't forget the back too) that members can distribute. (Remember that AVA supplies business cards free of charge that you can add your information to.) Carry these business cards with you when walking to give out to anyone who seems remotely interested.

But no matter how many avenues you advertise in and what form it takes, you also need well crafted messages to get publicity. That will be our next topic.



**The famous Toilet seat Museum at the Trinity Events*



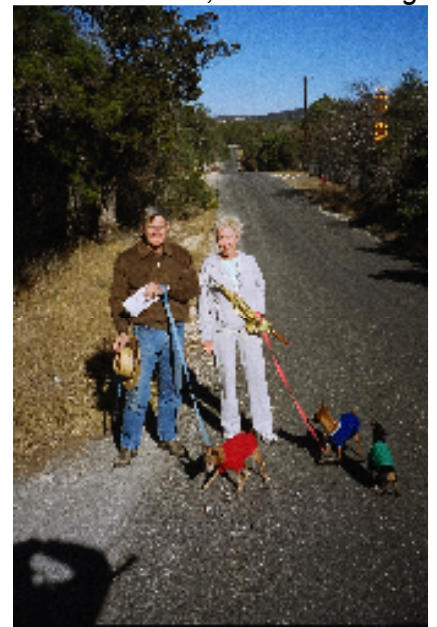
Trinity Events Start with Martin & friends



Martin, Indie & Friends at the Midnight walk, Fredericksburg



Joanne, Carlen & Indie at the Memorial Walk, Fredericksburg



Don & Bilita VanCleave-Helotes

****All Photos in this issue are courtesy of Martin Callahan***

Volksmarch Safari in South Africa

Hi Ellen & RR members,
The African Amblers, a direct member club of IVV, is planning our 6th annual Volksmarch Safari to South Africa from September 26 to October 11, 2009. We would like to invite you and members of your volkssport club to join us. These walks will be sanctioned by the IVV.

Will you please let your club members know about this trip. It is a "once-in-a-lifetime" kind of tour and is concentrated on the parks, animals, flora, fauna, and scenery while getting to do volksmarches in South Africa.

Please check out our website at www.southafricaadventure.net.

If you have any questions, please contact me at Xplorer@aol.com, or at my address or phone number below:

Susan Hall, Secretary
African Amblers
P O Box 416
Miamisburg OH 45343
937-384-7688

New event for 2009

Mark your calendar now for MARCH 1, 2009 for the **CROP WALK**. Working with partners, Church World Service is a cooperative ministry of 35 Protestant, Orthodox and Anglican denominations working to eradicate hunger and poverty - providing sustainable self-help and development, disaster, relief and refugee assistance in some 80 countries.

Millions of people world wide join in or support CROP WALKS each year because millions of people around the world have to walk just to survive----"We walk because they walk" in solidarity, in unity, to make a difference. Millions of dollars that are raised are shared with local hunger-fighting initiatives- food banks and community gardens across the U.S.

Volksmarch participants will not be required to take pledges for CROP, It will be voluntary.
The 5/10km CROP walk will start at 2pm (VM window until 2:30pm) at Mission County Park. More details will be forth coming.

In 2008 there were 698 CROP walkers with a pledge amount of \$64,000. What a fantastic opportunity to expose more people to volkssports and at the same time help a great cause. Don Khan, the CROP walk coordinator, was the club speaker at the RR January meeting.

Coming Texas Events:

2/14/2009 - 2/14/2009 - Walk
Event Number: 83103 10km/5km
Start: Del Webb's Hill Country Retreat

Event City: San Antonio - Del Webb
Host Club: Randolph Roadrunners
Event Website:
www.geocities.com/randolphroadrunners/

More Details: [Click here for directions, ratings, etc.](#)

Write for more information to:

11906 Pepperidge Cove
San Antonio, TX 78213
Contact: Ellen Ott, (210) 723 - 8574
E-Mail:ellenott@sbcglobal.net

Club Website:
www.geocities.com/randolphroadrunners/

2/21/2009 - 2/21/2009 - Bike
Event Number: 80983 25km

Start: Bay Area Park
Event City: Pasadena
Host Club: Houston Happy Hikers
Event Website:

houstonhappyhikers.org
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:
hvhpresident@houstonhappyhikers.org

Club Website:
www.houstonhappyhikers.org/

2/21/2009 - 2/21/2009 - Walk
Event Number: 80974 10km/5km

Start: Bay Area Park
Event City: Pasadena
Host Club: Houston Happy Hikers
Event Website:

houstonhappyhikers.org
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:
hvhpresident@houstonhappyhikers.org

Club Website:
www.houstonhappyhikers.org/

2/21/2009 - 2/21/2009 - Walk
Event Number: 81016 10km/5km

Start: Lion's City Park
Event City: Jefferson - Mardi Gras Festival

Host Club: East Texas Trekkers
Event Website:

www.walktx.org/EastTexasTrekks/2009/Jefferson_Feb_21.pdf
More Details: [Click here for directions, ratings, etc.](#)

Write for more information to:

4722 Comanche Trail
Tyler, TX 75707
Contact: Jan Wood', (903) 534 - 9301
E-Mail:jpw6391@msn.com

Club Website:
www.Walktx.org/EastTexasTrekks/

2/21/2009 - 2/21/2009 - Walk
Event Number: 82834 10km/5km

Start: Pflugerville Recreation Center
Event City: Pflugerville - Fallen Warriors Walk

Host Club: Colorado River Walkers
Event Website:

www.coloradoriverwalkers.org
More Details: [Click here for directions, ratings, etc.](#)

Write for more information to:

15450 FM 1325, Apt 1517
Austin, TX 78728
Contact: Bunker Ehlert, (512) 341 - 8953

E-Mail:bunktx@juno.com

Club Website:
www.coloradoriverwalkers.org/

2/28/2009 - 2/28/2009 - Walk
Event Number: 83426 10km/5km

Start: Fit For Life
Event City: Fort Worth - Benbrook Park Walk

Host Club: Tarrant County Walkers
Event Website:

www.walktx.org/TarrantCountyWalkers/Upcoming_Events.html
More Details: [Click here for directions, ratings, etc.](#)

Write for more information to:

2426 Warner Road
Fort Worth, TX 76110
Contact: Susan Fine, (817) 925 - 5447

E-Mail:finesusan@sbcglobal.net

Club Website:

www.walktx.org/TarrantCountyWalkers

[rs](#)

2/28/2009 - 2/28/2009 - Walk

Event Number: 81760 10km/5km

Start: Freeman Ranch

Event City: San Marcos - Freeman Ranch

Host Club: San Marcos River Walkers

More Details: [Click here for directions, ratings, etc.](#)

Write for more information to:

100 E. Laurel Ln.

San Marcos, TX 78666

Contact: Barbara Piersol, (512) 396 - 4463

E-Mail: bpiersol@grandecom.net

Carpooling to Events-

If anyone is interested in carpooling to any of the walks or meetings, please contact David Toth, 521-8684, or E-mail dntoth@scbglobal.net. It's never too early to start planning for the Dallas AVA convention in 2009!

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.

Address _____

Apt No. _____

RENEWAL FEE: \$4.00 for one year
\$10.00 for three years

This renewal fee includes each family member who paid \$2.00 with the original application. If the \$2.00 fee was not paid with the original application, add family members now by including \$2.00 for each person.

City _____ State _____ Zip Code _____

Telephone number _____

AVA Volkssport Associate Yes / No

E-mail address _____

Family members _____

Eager to serve as club officer _____ committee chair _____

Amount submitted \$ _____