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Run/Walk May 12

The May OTC Run/Walk Series will take place at Island Park on May 12.

Katie McLaughlin, MSPT, will be the speaker at this run/walk. See Katie's bio on pg. 5.

The Run/Walks are free for OTC members and \$5 for non-members. Registration is at 4:45pm-5:45pm at the start and the race begins at 6pm.

Entry forms can be accessed ahead of time at oregontrackclub.org.

Go Green with OTC!

More of a computer junkie than a paper person? Choose to receive your monthly newsletter electronically and help save precious resources.

E-newsletter subscribers also get their newsletter days before those receiving by mail. Just send an email to: info@oregontrackclub.org and indicate you'd like to Go Green!

It's Time for the 38th Butte to Butte

by William Wyckoff

Runners and walkers of all ages and abilities: summer is quickly approaching, and that means the Aquafina Butte To Butte is just around the corner.

Be a part of the excitement and join the perennial 5,000 participants who start off their Independence Day celebration with a healthy, fun, family/community oriented event. The 38th running of this OTC classic will be held on the Fourth of July, by tradition, with the 10K run and the 4.5 mile Mayor's Walk.

If you're new to the area, the popular race course starts at Spencer Butte Middle School in South Eugene, and makes its way to Skinner Butte Park next to the Willamette River. A special thanks to our continuing sponsors: Pepsi, Aquafina, Hilton Hotel, EWEB and KMTR.

Don't forget that OTC members get a \$5 discount on their registration!

In continuing with the efforts of the past several years, this year's event will

make further strides toward "greening" the event, with a focus on using recycled and recyclable materials. For race results, this year's race will once again be chip-timed, with a 5K split captured for the 10K competitors.

Please be advised of a new dynamic this year – the LTD shuttles that normally transport participants from the finish area to the start, will not be running on July 4th. Smaller shuttles will be utilized, and participants are advised to take a shuttle as early as possible, since space is a consideration.

If you're not able to run or walk in the event, please consider volunteering to assist with registration and packet pickup prior to race day, or as a course marshal along the route.

Volunteers receive an event shirt, an invitation to the event after-party, and eligibility in the random prize drawings. For information on supporting the event, please log onto www.ButteToButte.org, or call 541-484-9883. Let the fireworks begin!

Welcome Shannon Walsh, OTC Youth Liaison

by Kim McManus

Shannon Walsh, a sophomore at Marist High School, is excited to join Oregon Track Club as one of our Youth Liaisons. She is a member of the Marist cross country and track teams, Emerald Valley Track Club and Oregon Cross Country. She has been competing or attending UO Track meets since age 2 and is looking forward to "helping kids find the love of this sport like I did."

Shannon will work with the OTC Youth Committee on projects as well as assist in connecting high school youth to the OTC.

Shannon has already jumped in by working at the OTC booth at the Pepsi meet and we are excited to have her as part of the team.



Shannon Walsh

If you know of a Springfield or Bethel high school youth who is interested in also serving as a Youth Liaison, please have them apply at www.oregontrackclub.org. This is an exciting year to serve!



BUTTE TO BUTTE 10K RUN / 4.5 MILE WALK

BUTTE TO BUTTE 10K RUN / 4.5 MILE WALK



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Business Member Snapshots

Home Federal Bank

Home Federal Bank enjoys a rich heritage that dates back to 1920. For more than 90 years, they've been helping families, businesses and communities grow and thrive. They have 34 banking offices throughout Oregon and Idaho, including 5 full-service branches in Eugene and Springfield.

Home Fed is committed to partnering with the communities they serve. Employees donate thousands of volunteer hours each year and the Bank invests in initiatives that support economic development, education and other important programs.

The Western Oregon team is led by Region President Mark Johnson, an avid runner and tri-athlete, as well as co-founder of the Emerald Valley Track Club. With 30+ years in banking, Mark and his team take a genuine interest in helping their clients succeed—and they can do the same for you! Learn more at MyHomeFed.com or call 541-344-5424 or 1-800-888-7283.

Editor's Note: OTC appreciates Home Fed's support of the Oregon Track Club. Home Fed is not only a business member of the Club, it has recently given a generous sponsorship donation to support the OTC All Comers Meets this year. Thank you!

Fiddler's Green Golf Course and Golf Merchandise

Fiddler's Green offers a golf course and driving range plus an impressive inventory of golf merchandise available at its pro shop or online. The Whalen Family has created what has been called the Pacific Northwest's "Golfer's Candy Store."

The 18-hole Executive course is a great place to practice the short game, and is a lot of fun for the entire family. Yardage 2378, Par 54. Flat course makes for an easy walk. Reservations not needed or required. Clubs and pull carts available for rent.

Practice your long game on their lighted and covered driving range off mats all year long. The driving range features target greens to help with accuracy. The large putting green and chipping green will help

keep your short game in shape too.

Fiddler's Green offers a full menu of golf equipment repair services and products.

For more information call (800) 548-5500 / (541) 689-8464 or visit www.fiddlersgreen.com.

Oregon Research Institute

Oregon Research Institute (ORI) is an independent behavioral sciences research center dedicated to understanding human behavior and improving the quality of human life through the prevention and treatment of health, educational, and social problems.

ORI is a charitable 501(c) 3 organization created in 1960 and dedicated entirely to the study of human behavior. Through rigorous scientific investigations, ORI research scientists study such topics as behavioral problems in children, chronic physical illness in adults, teen substance abuse, and adolescent depression. Their research fosters greater understanding of the causes, prevention, and treatment of social and medical problems, ultimately enhancing quality of life and productivity for people of all ages.

ORI has more than 40 research scientists conducting research on a wide variety of topics.

The organization is based in Eugene but has satellite research offices in Portland, Oregon and in Albuquerque, New Mexico.

For more information call (541) 484-2123 or visit www.ori.org.

Core Strength Chiropractic

Core Strength Chiropractic emphasizes improving your health in an effort to reduce the risk of pain and illness in the first place. Most people would rather be healthy and avoid illness.

For some, Core Strength Chiropractic services will take them back to a place that is cozy and familiar, offering chiropractic care that assists in a rediscovery

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President's Perusings: Let's pack the stands and support our Tracktown USA!

Dear OTC Members,
Perhaps you tuned in to the USA Outdoor Championships in Des Moines, Iowa last year to see Oregon Track Club Elite athletes Lauren Fleshman win the national title in the 5,000 meters,



Nick Symmonds win his third-straight USA championship in the 800, and Jesse Williams take the gold in the high jump. It was definitely a great meet for our local contingent and I was so proud of them. I am looking forward to welcoming this special national event back to Hayward Field June 23-26. And, I'm confident that the athletes are looking forward to the event's return to Hayward Field and the fans which make us Track Town USA.

Athletes like David Oliver, Allyson Felix and our very own Ashton Eaton, Andrew Wheating, Jesse Williams, Russell Brown, Geena Gall, Bridget Franek and many other OTC Elite, will be competing for a spot on Team USA's roster for the World Championships in Korea. I anticipate outstanding performances in front of our passionate fans. The best athletes in America deserve to compete in front of an attentive, appreciative audience.

I want our stands to be full. And you don't want to miss the incredible performances that this year's USA Outdoor

Championships promise to deliver.

So I'm asking you, as OTC members, to help us pack the house and remind both the athletes and the national television audience why this is Track Town USA! All-session ticket packages are on sale now and affordably priced at only \$65-\$100 for four full days of track and field action. Single-day tickets will go on sale on May 20.

You can get your tickets online at GoDucks.com/TrackTickets, or visit the Track Town USA facebook page at facebook.com/TrackTown for more event information.

While we are connecting last year's big meets to what this June holds for us at Hayward Field, I am reminded of how great the 2010 Prefontaine Classic was. I'm sure many of you also enjoyed the experience of watching world-class athletes set thirteen Prefontaine Classic and Hayward Field records in one incredible day. Grab your tickets now for June 4, because the Prefontaine Classic occupies a special niche all its own in its international roster of top marks competitors.

Witnessing the formation of Team USA for 2011, and getting that beloved annual look at global competition at the Prefontaine Classic – please don't miss either event. You have to be there to help create and feel the roar of the crowd.

Thank you for your support and see you at Hayward Field!

Kari Westlund
OTC President

Business Member Snapshots

of health and wellness that had been previously known but long lost. For others, the journey may offer a new sense of balance, one never before experienced.

Chiropractic Physician Jared Wilson and his team offer a variety of services:

- Advanced spinal correction

continued from page 2

- Corrective exercise
- Lifestyle coaching
- Nutritional counseling
- Massage and muscular therapy
- Posture and spinal screenings

For more information call (541) 341-1414 or visit www.corestrengthchiro.com.

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Jackson Mestler, 13, has been part of the All Comers Meets for more than 10 years!

== Favorite post-race treat? Spaghetti with meat sauce, and Prince Puckler's ice cream... ==

Meet Youth Member Jackson Mestler

by Celeste Kuta

OTC members are of all ages and abilities. Jackson Mestler is only 13, but has been participating in All-Comers' meets and volunteering for more than 10 years!

When did you start running? I've been competing in middle school track since 6th grade. Before that I just did OTC All Comers' meets in the summers and occasional road runs that have fun runs for kids.

What school do you run for? Monroe Middle School. We have a big team and it is really fun.

What other sports do you do? Basketball and swimming. I also did soccer through 5th grade.

How old were you when first participated in All-Comers? Two. I've been helping my Mom at the meets as long as I can remember. I usually run or jump in the kids' meet and help out with the 13 and older meet.

Favorite event at All-Comers? Dis-

tance races—800 and 1500 meters. I like them best because you get to run longer.

Best thing about All-Comers? There is a lot of stuff to do. We have lots of friends that go too. It is at Hayward Field. It is really fun!

Favorite runner? Andrew Wheating. I got to watch his 800-meter race at the Olympic Trials in 2008. He was also nice about giving me an autograph.

What other events do you volunteer for at Hayward Field? I volunteer for basket crew during UO meets and for other big meets at Hayward field. I really like to help and it's great to be on the track during the meets. The Prefontaine meet is always exciting. I like the big meets.

What do you like to do in your spare time? Play outside with friends, listen to music and watch sports. I really like to watch ESPN.

Favorite post-race treat? Spaghetti with meat sauce, and Prince Puckler's ice cream after the All Comers' meets.

Join the Fun at the All-Comers Meets this Summer

by Jill Mestler

Join us at the 2011 All-Comers' Track & Field meets this summer.

Week one – June 29 (Wednesday) and June 30 (Thursday) at Hayward Field

The following weeks, every Thursday and Friday – July 6-7, 13-14, 20-21, 27-28 – will be at Lane Community College, because of track re-surfacing. All-Comers meets will return to Hayward in 2012

- Five-week series of meets – come to as many as you wish.
- Registration is simple – on-site, day of meet, only \$3.
- Free for OTC youth members/\$1 for adults.

- Wednesdays for ages 12 and under (yes, we have fun events for one-year-olds!).
- Thursdays for ages 13 and older.
- Full schedule of running, jumping and throwing events.
- Compete by gender and age.
- Participant ribbons for all in every age group.
- Place ribbons in each heat for ages 7 and older.
- Fun!!!

Please visit www.oregontrackclub.org for full schedule and updates. If you would like to volunteer, please contact Liz at broadwaymommy@hotmail.com



The OTCM Monthly

Oregon Track Club Masters

May 2011

President's Column

by Shivaun Black, OTCM President

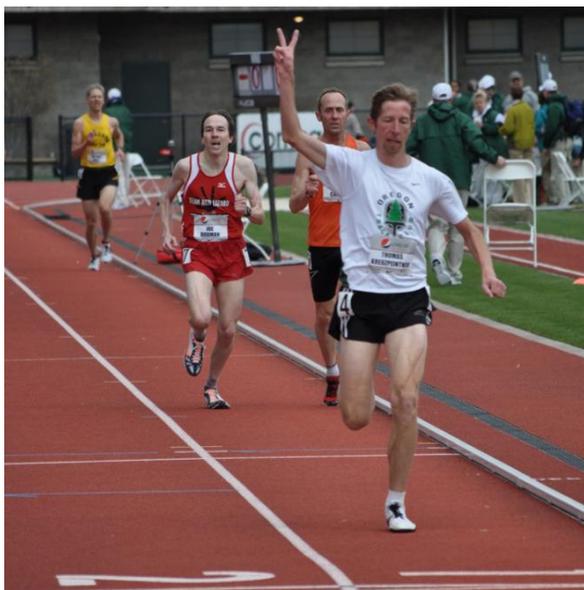
If you are not participating or volunteering for the Hayward Classic on May 14th, we would love to see you there as a spectator. This year the meet will also be the Oregon Association Masters Championship.



Check our website for results and additional photos and videos of both the Masters 100 Meter Dash and the Masters Mile at the Pepsi Invitational. A big thank you to Vin Lananna and Michael Reilly for adding these events to the lineup. After the meet we hosted our popular post-meet reception for the U of O Track Team. I'd like to thank board members Craig Godwin and Kathy Anderson, respectively, for organizing these events.

OTCM Masters Races at Pepsi Invitational

A full field of masters men and women ran the Masters' Mile, followed by a Masters' 100 meter dash, immediately preceding the start of collegiate meet runs.



Master's Mile: OTCM's Thomas Kreuzpeintner one step from victory at Hayward Field

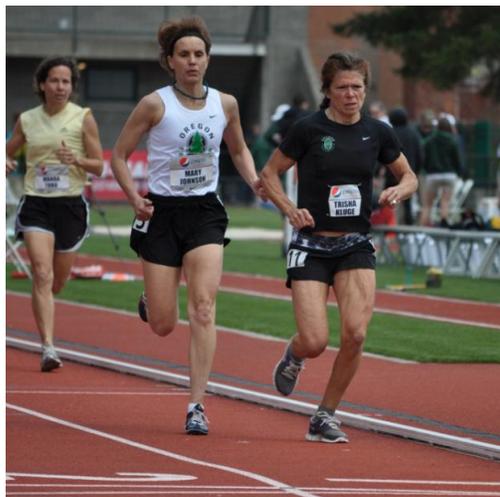
Master's Mile Men: Kreuzpeintner

This year's mile witnessed a mixed field of 9 masters men and 3 masters women competing together.

OTCM club member Thomas Kreuzpeintner took top honors among the men in a tightly contested race with an impressive 4:45.41, followed closely by Portland-area Team Red Lizard's Joe Dudman with 4:47.28 and David Cannon's 4:47.56 – just a little over 2 seconds separation among the top three.

Master's Mile Women: Johnson

Wearing an OTC singlet, Mary Johnson of Eugene Running Club earned top honors among masters women in the mile with her 6:00.74time. OTCM member Trisha Kluge, came in third; her 6:11.81 was about 11 seconds behind Johnson.



Left to Right: Women Masters in the mile Wanda Toro, Mary Johnson, Trisha Kluge

HISTORIC HAYWARD FIELD			
Mixed 1 Mile Run Masters			
HEAT: 1			
PL	NAME	TEAM	TIME
1	Kreuzpeintn	OTCM	4: 45. 41
2	Dudman	TRL	4: 47. 28
3	Cannon	CNA	4: 47. 56
4	Hult	UNA	4: 53. 11
5	Miskimens	UNA	4: 57. 62
6	Davis	BAC	5: 14. 49
7	Kollars	GUES	5: 18. 36
	Toro	UNA	

1:34.15 UNIVERSITY OF OREGON 4:45.38

Masters mile on the scoreboard

Continued on next page

May Birthdays

Day	Who		
1	Mike	Fanelli	55-59
1	Sandy	Itzkowitz	55-59
1	Gretchen	Merten	65-69
2	Susan	Egbert	50-54
3	Mandi	Hash	30-34
3	Dawnetta	Rios	35-39
4	Laurie	Patty	55-59
5	Susan	Staffel	60-64
6	Wally	Miller	55-59
6	Michael	Goldstein	60-64
7	Erik	Petersen	45-49
8	Cathey	Susman	35-39
9	Marian	French	45-49
10	John	Howe	35-39
10	John	Merk	60-64
10	Becky	Sisley	70-74
12	Tom	Pattee	45-49
14	Tony	Mollica	50-54
17	Noreen	Franz-Hovis	55-59
20	Sue	Prichard	65-69
20	Mike	Olsen	65-69
22	Jamey	Dennis	30-35
22	Eric	Zemper	65-69
23	Tana	Hatton	45-49
23	Mick	Cates	65-69
25	Cindi	Feldman	40-44
27	Shivaun	Black	40-44
27	John	DeRoin	50-54
27	Vance	Yates	60-64
30	Todd	Bosworth	50-54



Masters men from OTCM, Club NW and Team Red Lizard run the mile tightly bunched

Masters at Pepsi Invitational ... continued:

Master's 100 meter heats

Two heats of 100 Meter Masters Dashes took place, with Mark Berry, an unattached athlete taking top spot in heat 1 at 12.61 seconds, just 0.2 seconds ahead of OTCM athlete Steve Sanders 12.81 second place finish.



Heat 1 - Men's 100 M Dash Masters

Bob Golly, a versatile 76-year old OTCM athlete, took top spot in the second heat at 15.74 seconds, just barely ahead of OTCM athlete and board member Dick Lamster at 15.88 seconds. OTCM athlete Marcia Thompson took top women's honors with 18.37 seconds.



Heat2: Bob Golly, Garry Jones (in red), Marcia Thompson (in black), Dick Lamster in 100 Meters dash

Vin's Track Town: Passion for the sport

by Vin Lananna

In the past six years this community has sparked a renewed interest in track and field. Through our collective efforts we have raised the bar for conducting major meets, and there can be no doubt that the record attendance, sold-out crowds and unprecedented success of the 2010 NCAA Championships were a direct result of the foundation created by Eugene 08.

So what's next? It is not enough for us to bring big meets to Hayward Field. In order for Tracktown USA to thrive we must remain the leader in best practices. We must be forward-thinking and claim our stake as a community that loves track and field. We must foster our passion for the sport in other communities throughout the state and around the country.

When we make track and field a "big deal" others will as well. You need look no further than Des Moines' recent campaign to brand

itself as Track Central USA or Terre Haute's efforts to claim the title of Cross Country Town USA. These communities are embracing their commitment to the sport, and we must encourage others to brag about their love of track and field, too. Healthy competition between cities to determine who values the sport the most is good for the bigger picture of track and field.

We are only a few weeks away from a celebration of June 22, the day that marks one year until the start of the 2012 Olympic Trials at Hayward Field. We'll be announcing our plans for using Tracktown 12 as a rallying point for the entire state of Oregon.

We will have 12 months to infuse our passion into the farthest corners of the state, and that campaign will help us continue to lead the way for a restoration of the true value of track and field in this country. I can't wait to see what our passion for the sport accomplishes. Go Tracktown USA!



Vin Lananna is the Associate Athletic Director and the Director of Track and Field at the University of Oregon.

McLaughlin is Speaker at Next OTC Run/Walk

Katie McLaughlin, MSPT, will be the speaker at the next OTC Run/Walk on May 12.

Katie started out as an athletic trainer back in the late '70s with the University of Oregon, working with the men's track team, while she participated as a javelin thrower on the women's team. She worked as an assistant in the biomechanics lab, testing the effects of shoe design on running function. She later returned to get her Master's degree in Physical Therapy at Simmons College in Boston and was a research assistant at Harvard Medical School. She began studying the effects of foot alignment in low back function while working at Dartmouth Spine Institute and she continues to treat biomechanical components of movement. Her practice includes custom orthotic fabrication at Axis Physical Therapy in Eugene.

OTC Elite Spotlights – Event, 800 Meters

by Mark Rowland

Tyler Mulder

Birthday: February 15, 1987

College: University of Northern Iowa, 2009

800 Meters PB: 1:45.73

Recent Career Highlights: Tyler opened his 2011 season with a personal-best showing at the Melbourne Track Classic on March 3. Placing fourth behind 800-meter world record



Tyler Mulder

holder David Rudisha and OTC teammates Nick Symmonds and Lachlan Renshaw, Mulder dipped under 1:46 for the first time in his career – running a 1:45.73 – which was a .6-second PR. That time brought him tenuously close to the IAAF World Championships 'A' Standard of 1:45.40, so, on

March 19 at Hayward Field, Mulder tried for the standard again. This time Mulder had to go it alone though, and won decisively in 1:46.86, but missed the standard. ... At the 2010 Prefontaine Classic, Mulder set a 1,000-meter PB of 2:17.91. He also ran the 800 leg on OTC Elite's distance medley relay squad, which set a world indoor best time of 9:21.77 in the winter of 2010.

Best Bets to catch Tyler at Hayward Field this year: The Oregon Twilight (May 6), and the 2011 USA Championships (June 23-26).

IAAF World Championships 'A' Standard: 1:45.40

Coach's Quote: "Tyler's a quiet unassuming lad, but he's got an inner determination and desire to get the best out of himself and to do as well as he can. His first two races were just a conclusion to his winter season, and it was reassuring to

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2011 Grassroots Grant Winner: Monroe M.S.

In times of school district budget cuts and program reductions, the club is proud to support youth participation in track and field in our community. Monroe Middle School was awarded \$1000 in grant money to help support its program, which serves 140 kids, grades six through eight. The team has a record number of sixth graders participating this year!

Funds are being used to support scholarships for athletes and help cover charges for sport physicals. Head coach Shirley Betournay commented that "families gleam with pride that their child can join and compete with their peers. Your organization has helped make it a reality for many!"

Grant money also allowed the team to replace a 25-year-old broken starter's gun, create a discus record display, purchase a measuring wheel for distance races, and create certificates of participation for the season's end.

Coach Betournay notes that the future is uncertain for middle school track as participation fees are on the rise and facilities in need of much repair. The club hopes to continue supporting such vitally important programs.

Oregon Twilight Meet Offers Variety

The Oregon Twilight Meet is set for May 6 at Hayward Field.

The Twilight Meet always offers an exciting mix of middle school, high school, collegiate and post-collegiate athletes. Visit goducks.com for the list of entries.

NCAA West Regional Meet Coming to Hayward

The NCAA West Regional Division One Outdoor Track & Field meet is scheduled for May 26-28 at Hayward Field on the University of Oregon campus.

The top 12 men's and women's finishers in each event will advance to the 2011 NCAA Outdoor Track & Field Championships in Des Moines, Iowa. The East Regional meet will be held on the same dates in Bloomington, Indiana.

Some of the very best collegiate track & field talent from the West Region will be competing in this qualifying event.

Tickets can be purchased by online at GoDucks.com or by phone (1-800-WEB-FOOT) or in person at the Casanova Center Athletic Ticket Office.

2011 NCAA West Preliminary Round	All-Session Ticket	2011 Single Day Tickets
Reserved	All Session: \$35	Thurs.: \$10 Fri. & Sat.: \$20
Adult General Admission	All Session: \$25	Thurs.: \$8 Fri. & Sat.: \$15
Youth, Student & Senior General Admission**	All Session: \$20	Thurs.: \$6 Fri. & Sat.: \$12
NCAA Student	All Session: \$20	Thurs.: \$6 Fri. & Sat.: \$12

Spring Running Season Means Familiar Trouble

by Mike Blackmore

As a licensed massage therapist and a high school coach, I tend to see people experiencing the same types of problems at the beginning of the spring running season. We live in a great running community here in Eugene, but some of us just don't enjoy the cold and rain of winter.

At the first sign of spring (blooming crocus and daffodils), we reach into the closet, dig out the running shoes and head out the door. Ten days later, everything hurts and the massage therapist gets that phone call.

Two things may be happening. The first is how far and how fast that first bunch of training runs were. It's pretty easy to think you can start up where you left off in October or November, but the muscles and joints will disagree.

If you are a seasonal runner, you will want to start back with half, or even less,

of the mileage you ended with in the fall.

The other mistake I see is people wearing last fall's running shoes when they start back up in the spring. If your shoes are worn out, they will let you know.

When my clients and athletes complain about lower leg pain ("shin splints") or IT band problems, I ask them how old their shoes are. About half the time, they are wearing shoes that no longer offer the support they did when they were new. The pain usually disappears 4-5 days after the shoes are replaced.

Ease back into mileage when returning to your running and check your shoes to make sure they will get you where you want to go without causing you unnecessary pain.

For more information, contact me at 1675 Willamette St., phone 541-915-5263, or mike@blackmoremassage.com. My website is www.blackmoremassage.com.

I'll see you at the track!

Hundreds of Youth Participate in Spring Track & Field Event

The clouds parted and the rain stopped for the 2011 Run, Jump, Throw Clinic at historic Hayward Field on March 19.

University of Oregon and Oregon Track Club Elite athletes greeted more than 250 participants, ages 5-12, who sprinted, threw a turbo javelin, long jumped, and hurdled. They also received their own Oregon Preview bib, ribbon, snack and autograph session. The event was sponsored by the City of Eugene, OTC, and the UO. OTC Elite coach Harry Marra designed the clinic activities.

UO Associate Athletic Director Vin Lananna called the youth clinic "an excellent way to open up another exciting track season at Hayward Field... just the first of many youth offerings this spring."



Eager participants from the Run, Jump, Throw Clinic held March 19.

He added that throughout the year, the collective efforts of the City, the UO program, and Oregon Track Club Elite "are exposing thousands of kids to amazing role models, fun activities and the benefits of an active lifestyle."

OTC Elite Athletes

continued from page 5

see that he's progressing well. Now we'll regroup, and try to progress him slowly. Ultimately we'd like him to run the best possible race at the USA Championships, get the 'A' Standard and hopefully qualify for the World Championships."

Geena Gall

Birthday: January 18, 1987

College: University of Michigan, 2009

800 Meters PB: 2:00.44

Career Highlights: A back-to-back NCAA 800-meter champion in 2008 and 2009 and a nine-time All-American at Michigan, Geena Gall joined OTC Elite in 2009 and immediately opened up her pro career with a second-place finish in the 800 (2:01.01) at the 2009 USA Outdoor Championships in Eugene. Before heading to Berlin for the World Championships, Geena set her PR in Lignano, Italy - a 2:00.44. In Berlin, Geena qualified for the semifinals, and finished 14th overall with a mark of 2:01.30.

Best Bets to watch Geena at Hayward

Field this year: The Oregon Twilight (May 6), and the 2011 USA Championships (June 23-26).

IAAF World Championships 'A' Standard: 1:59.80

Coach's Quote: "Geena's very competitive.

Sometimes that can be advantageous and sometimes it can be a disadvantage. The competitiveness got in the way last year, but, over the last 12-month period, she learned a lot. Now she understands and she's starting to find out that she can't press all the time. She's starting to be more of a professional. ... Geena's developed very well in the winter period. Now we want to continue with that momentum through the summer. She's got something to aim at, to try and make it under two minutes. She's never run under that before and 1:59 is the world qualifying standard."



Geena Gall

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The Power of "Hello"

Growing the Oregon Track Club membership over the next few years is a key goal established by the OTC Board. As part of that goal, the OTC is especially interested in attracting and retaining younger members to help insure the future of OTC.

OTC President Kari Westlund and the entire Board encourage all current members to say "Hello and Welcome" whenever they see a new face at any OTC events. These new faces might be new members or prospective new members.

The OTC Marketing Committee recently completed a survey of non-members and former members. There was good feedback from the survey but two results stood out:

- The perception that OTC was for elite runners or serious runners only, that the Club was not open to general membership.
- Non-members will join if they are invited, feel welcome and wanted.

We can easily address this feedback by simply saying hello and welcome to strangers at OTC events: monthly run/walk series, OTC tent at Hayward, annual meeting, Butte to Butte, Eugene Marathon, All Comers Meets, and others.

A few years ago Howard White, Nike's VP of Sports Marketing Jordan Brand, wrote a short article entitled, "The Power of Hello". White pointed out, "I believe that every person deserves to feel someone

acknowledge their presence, no matter how humble they may be or even how important".

White's first lesson in the power of hello came when he was a child. He was walking with his mother and failed to acknowledge a neighbor. His mother pulled him aside and said, "You let that be the last time you ever walk by somebody and not open up your mouth to speak, because even a dog can wag its tail when it passes you on the street."

White continues to follow his mother's advice: "I believe every single person deserves to be acknowledged, however small or simple the greeting." The Power of Hello. Use it!

