



Penn Dutch Pacers Volksmarch Club • Lancaster, Pa

NEWSLETTER

September, October, November • 2005

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...

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Are you interested?

If you are interested...

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On October 15th & 16th the Penn Dutch Pacers will be producing our Fall walk in a venue that we have not visited before, the borough of East Petersburg.

Our start and finish point will be graciously provided by the Lanco Field House and allows us the unique opportunity to explore this great walking venue. The entirety of East Petersburg is primarily residential with a smattering of light industrial and a minimal amount of retail along the main street which is Route 72. Route 72 runs north from Lancaster through East Petersburg to Manheim and beyond.

The trail is 10K and is rated a 1+. The trail is entirely within the borough of East Petersburg and is on sidewalks, along the side of streets that don't have sidewalks and there is a short distance on the berm of a country road on the edge of town. The 10K trail is made up of 2 - 5K loops both of which begin and end at the Lanco Field House. Because the trail is not entirely on sidewalks and because not all intersections have curb cuts wheelchairs would have difficulty and not be safe. Strollers should have no problem although as mentioned there are areas of the borough that don't have sidewalks although those streets typically also have light traffic except for one short section.

The recorded history of Hempfield Township (East Petersburg is located East Hempfield Township) originates in 1729 when the boundaries of Lancaster County were defined by surveyors upon the decree of the provincial government. Hempfield was one of the original townships of the county and included the present land areas of East Hempfield, West Hempfield and Manor Townships, and the Boroughs of Columbia, Mountville, and East Petersburg. Manor Township became a separate entity in approximately 1740; Columbia was incorporated as a borough in 1814 with further annexation of land in 1904; East Hempfield, including the area currently

Cont'd on Page 2, Column 1

Promoting Walks and Why Things Aren't Working

Editor's Note: There has been some conversation lately on promoting walks on the Walklist e-mail list and I thought it would be interesting to include some of them here since there is not a PDP meeting that goes by that we don't discuss how to get more people at our walks. Maybe hearing other people's thoughts on the matter will generate some ideas of our own and of course we can also incorporate some of the ideas presented here directly into future PDP walks.

Of course it should be said that I think that PDP does a lot of things right but that doesn't mean we can't improve. I also think that all of us can relate to some of the circumstances mentioned. Read on and get motivated.

Just one note for those who are not familiar with e-mail speak. Any of the text below that is prefaced with a '>' symbol indicates that it was written by someone other than the person indicated and is included since the writer was replying to that persons comments.

Paulette Wagner wrote, "I am a Volksmarch fan but not an active participant. Perhaps I can add a perspective to your discussion about Volksmarching brochures.

The people who have suggested making the word "WALK" a prominent part of the heading are right on target. You need to get people to pick up the flyer and read it. Something that is unusual (unfamiliar words) as the focus of the title will scare newbies away.

The people who have suggested that the word "VOLKSMARCH" must be in the title are also right on target. We want people to equate "VOLKSMARCH" with "WALK."

One of the recent emails made the brilliant suggestion to use both. Why has that person's logical solution been overlooked and the bickering continued?

You have a WONDERFUL sport, filled with WONDERFUL people, modeling healthy behavior, lowering stress, encouraging social interaction between multiple generations, helping people discover the hidden jewels in America (and around the world), and helping people have FUN!

The more people you bring to Volksmarching the better. So have a headline that says, "Join

Cont'd on Page 2, Column 2

Cont'd from Page 1 • East Petersburg

known as East Petersburg Borough, was established in 1817; and finally, Mountville Village became a borough in 1906. Essentially, the land area of West Hempfield Township has retained its name since 1818.

According to available information, West Hempfield Township was settled in 1718-1720 by an overflow of Scotch-Irish pioneers from the Donegal region, and Germans from the East Hempfield area. Since the Township is traversed geologically by a limestone belt which has weathered sufficiently to produce a soil compatible with excellence in farming, it initially became a rich agricultural district with some of the finest farms in the county. A quartzite ridge cuts a wedge through the center of the Township and had significant bearing on the historical aspects of the township during the 19th century.

East Petersburg was the original location of the Victorian Train Station that you now see at the Strasburg Railroad. In 1960 the Strasburg Railroad stockholders purchased the Strasburg Rail Road's first steam locomotive, Canadian National number 7312, re-named Number 31. The same year, the 1882 Victorian train station was purchased in East Petersburg, PA and moved in sections to Strasburg where it was reassembled.

East Petersburg covers a land area of 1.2 square miles and sits at an elevation of 357 feet. And in 2002, which is the latest figure we could find had a population of 4,414.

This will be a great walk for new walkers since it is flat and also offers two 5K loops. We would encourage each and every regular walker to bring at least one person along who has never done a Volksmarch. Introduce them to our wonderful sport and mentor them. Tell them about the exciting new promotion that will save them \$24.00 the New Walker/New Member Combo (see article inside). Explain the program and plan to walk with them again. It is only through new walkers that our sport will survive. Please do your part. Hope to see everyone in East Petersburg in October.

Cont'd from Page 1 • Promoting

us for a WALK. Have fun on a VOLKSMARCH!" or something to that effect. Hand out business cards with your local club info and the AVA info on them. Give them away to EVERYONE: at runners' events, community centers, gyms, car shows, hotels, convention centers, etc. Business cards are cheap, easy for people to hang on to, easy to store, and small enough to put on a bulletin board or refrigerator. Since the information won't change very often people can keep the card until the "teachable moment" when they are ready to WALK on a VOLKSMARCH."

Donna Seline from the Minnesota Volkssport Assn., NorthStar Trail Travelers wrote

"It's hard to put your 2¢ in when you've got \$5 worth of things to say. I guess the trick is to make sure the \$5 IS worth hearing.

I started in Germany in 1972, and, yes, it was great fun! When we started here in Minnesota, it became very clear very early on that there was no way to duplicate what had happened in Germany. In fact, on my trip over last year, I found that even their events weren't what they used to be ... although they still have the food and ambience most events here are missing, but only one of the two I attended had an award.

I fought the terminology for years and, like Nell, wanted to continue using Volksmarching. But over the years, I've seen that we need to use more than that terminology if we want to recruit new participants.

But, as Doyle said, it isn't what we call it or where it came from, it squarely lands on clubs' shoulders as to whether the events they're sponsoring are quality events. Many are ... many aren't! And how do we change that? We have several clubs here who do a good job making their events fun by serving food, signing their trails and having people at the registration area to greet walkers. Even a club with 6 members manages to do that, while a larger club of 125 members has one couple working the entire event the entire day. If those clubs who do a good job bring in some new people, they promptly get turned off when they attend the events of the club who isn't doing any more than providing an activity for their members." And we lose the new walkers.

Regarding YREs ... most of you know I abhor them ... not because of what they are but be-

Cont'd on Page 4, Column 1

President's Message



Boy, has this summer been hot or what! The humidity has cast a real wet blanket over my desire to walk. However, I continue to receive inquiries from out-of-towners about our YREs, so there are people walking, even in this heat. As for me, I'm looking forward to the cool of October, when we host our walk in East Petersburg. By the time of our Lititz Christmas walks, though, I'll be wishing I were warm again! Speaking of YREs, we've received our AVA sanctions for our two new YREs in New Holland. These new walks will begin in January 2006. With the addition of these walks, we'll have the county pretty well covered with a total of nine different walks. I'm not aware of any other club that offers so many different YREs. I encourage you to take advantage of these YREs; they're a great way to accumulate kilometers while you get your exercise.

By the time you read this, we will have enjoyed our annual club picnic, held in Millersville. Many of us took the opportunity to walk the Millersville YRE before swimming and eating at Miss Kitty's. It's always fun to get together and socialize with the Penn Dutch Pacers. If you sign-up to help out at the East Petersburg walk you'll have a great time *hangin' with the Pacers!* I look forward to seeing you there.

PETE

PENN DUTCH PACERS NEWSLETTER

The PDP Newsletter is published for the membership and friends of PDP and is produced 4 times a year with the intention of keeping everyone up-to-date with what is happening within the club and also within the world of Volksmarching. We encourage contributions from members and non-members alike. Our deadlines are November 1 for Dec/Jan/Feb edition, February 1 for the Mar/Apr/May edition, May 1 for the Jun/Jul/Aug edition and August 1 for the Sep/Oct/Nov edition. We prefer that articles for inclusion be submitted via e-mail either as a Word attachment or as native e-mail. We also accept articles typed or in long hand. All submissions will be included on a first-come first-included space available basis. Thanks in advance for your submissions.

Editor.....Phil Allamong
 Contributors.....: Dan Stoltz,
 Sherry & Phil Allamong, Pete Byrne, Bob Gast, Diane Evans, Barb Weatherholtz,
 Kitty Glass

**2005 NEW FOOTPRINTS
ADDED TO THE TRAIL**

Mary Jo & Don Bachman
Donna Simpson
Richard, Theresa, Seanas,
Thomas, Caitlin & Conner
Whitesel

We are so pleased to add the
above NEW members to our
roster. Thank you!

**RENEWED FOOTPRINTS
KEEP
ON WALKING THE TRAILS**

2006

Dorothy Broucht
Charles and Jeanne Coombs
Nancy Fellenbaum
Maryanne & Edward French
Catherine Glass
Roger Johnson
Carmelita Keiser
Fran, Bob, Tara & Bobby
Patterson
Steven & Carol Schell
R. Michael & Susan Snyder
Aubrey & Irene Steffy
Judy Stevens
Nancy Strohl
William & Kathryn Terry

2007

Richard & Irene Anderson
Rosalie & Mary Angeline
Terry Brown
Judy & James Hahn
Muriel & Charles Halsey
Mimi & Bruce Kegerize

2008

Marvin & Dayle Albert
Charles & Audrey Bard

2008 (cont'd)

Leroy & Janice Copenhaver
Gary & Sonda Haldeman
Terry & Charlotte Haugh
Barbara Horst
Virginia Hunsberger
Byron & Leslie Miller

LIFE MEMBERS

Jay M. Eberly
Mary Kathryn Eberly

Records as of August 31, 2005

*Please check your newsletter
mailing label and if it shows
PAST DUE or **PLEASE
RENEW** – annual memberships
were due June 1, 2005!*

**Daniel Stoltz
Membership**

**CLUB MEMBERS
ACHIEVEMENT AWARDS**

KILOMETER MILESTONES

7,000 K
Paul Simmers

5,500 K
Ernie Kiser

4,000 K
Joan Simmers

1,500 K
David Brooks

500 K
Robert Coonney

EVENT MILESTONES

2700 Events
Wayne Oak

1400 Events
Cora Seats

1200 Events
Louise Clouser

900 Events
Letitia Zook
Robert Zook

600 Events
Paul Simmers

550 Events
Janice Copenhaver
Leroy Copenhaver

525 Events
Leroy Copenhaver

400 Events
Joan Simmers

375 Events
Lynne Haffner

275 Events
Myrna Oaks

75 Events
Virginia Hunsberger

50 Events
Robert Coonney

30 Events
Robert Coonney

10 Events
Charles Coombs
Jeanne Coombs
Ralph Greenwalt III

**Source: American Wanderer –
June/July August/September**

Cont'd from Page 4 • New Walker . . .

the New Walker Packet thus
your total savings is \$24.00

This program is designed as a tool
that will make it easy to not only get
new walker packets in the hands of
new walkers but to also get them in-
volved in the club as well. Please
take advantage of the opportunity
that this package presents and offer
it to family and friends that are new to
Volksmarching.

Keep in mind this program is only
available to NEW members. It cannot
be used to renew an expired mem-
bership or by anyone who has ever
been a member of the Penn Dutch
Pacers but has left their membership
lapse and elects to renew at this
time.

Cont'd from Page 2 • Promoting

cause there are too many. And I fear that calling them permanent walks will just give those clubs even more excuse to not change the routes year after year. I enjoy doing these events when I travel, but I don't plan my travels based on who has YREs and I totally disagree with the mind set that a club needs to provide any particular type of YRE to provide a "special program" stamp for travelers. [Sorry Joan! :-) I firmly believe in supply and demand ... and the less the supply, the more the demand. [Case in point ... the Trenton event at convention.] But I agree that we need a new "civilian" terminology to get the point across.

>.... and perhaps put our personal agendas just a little into the background? Can we get objective > feedback? On a selfish note, I want to continue walking for many years. If we don't do what we > can do to further our organization, we're all out of luck.
>Adele Degnan

This is right on ... we have enough "book stampers" who don't put any energies toward providing quality events. I'm not saying all book stampers are that way ... so don't shoot me yet! :-) But there are many who don't really care how good or bad the event is as long as they get their stamps. Instead of giving some constructive advice to a club [who may or may not want to hear it] they just go on their way and forget about it.

And I think if most of them realized that what Edele said about promoting the AVA needs to happen, they might take it more seriously. Without AVA, they'd have to travel overseas to get their books stamped! My, what an uproar we would hear then!"

Steve d'Adolf of the San Diego County Rockhoppers wrote, "Something to consider.... In today's electronic world where you can list info in many places, and with so many nice low cost places to have copies made, nothing stops any club from making two brochures for each walk.

You can make your "standard" Volkswalk brochure for the purests. You can send them to you members, hand them out to existing members at walks, etc.

Then, for just a few cents more you can change the heading and a few words here and there and print the "Fun Walk" brochures to leave at the visitor's bureau, etc. Instead of printing 200 of one brochure, print 100 of each."

Wendy Bumgardner - walking.guide@about.com wrote,

"> Do we have to 'dumb' down everything for those who can't be bothered to understand or learn a > new word?

"Yes. While YOU are probably very dynamic and friendly and helpful, and if you grabbed my elbow and invited me to your volksmarch, I'd ask more about it, you'd tell me, and I'd get excited about the fun time I'll have. I'm likely to go.

But your Brochure isn't you, it doesn't have your personality. It has to SPEAK FOR ITSELF, and it needs to do so up front in the biggest letters and graphics that are instantly recognizable as THIS IS A WALK.

> It should also be noted that the terms are explained in our brochures also (so there shouldn't >be any confusion on their definitions).

This assumes people recognize the brochure is about something they want to do - WALK - enough to open up the brochure or read down to ad the fine print. If all it says on the front or in big letters is VOLKSMARCH, with a graphic of something other than walkers, many if not most people looking for a WALK won't bother to read the rest of it, they'll pick up the brochure for Race For the Cure or some other charity walking event instead. Those say WALK. They understand those, even if they do cost money.

I am not saying to eliminate volkssport or volksmarch, I am saying that looking at your brochure, the word WALK and/or a graphic of WALKERS should leap out at people as the most prominent thing. You can still have volkssport or volksmarch on it, but it should NOT replace having WALK and/or photos or graphics of walkers on the cover. People LOVE to walk, it is the most popular physical fitness activity in the USA, Canada, Europe, the world.

They don't yet know that they love to volksmarch. Get them to your WALK and show them how much fun a volksmarch is. Do I get a sense that some of you reading this perhaps LIKE being part of an exclusive organization, with our secret code words and special rituals? That you really don't want new walkers if they don't instantly "get it?"

If you are happy with the number of walkers already at your events, the number of hard-working members in your club, the number of new walkers and new members you get each year, etc. just keep



The Penn Dutch Pacers have a new program to get you started right, at a cost everybody can afford. We're calling it the New Member/New Walker Combo.

For the price of club membership at whatever level you choose, i.e. 1, 2 or 3 years, \$10.00, \$18.00 or \$25.00 respectively new members will also get a new walker packet which normally costs \$5.00 at no charge.

So let's review all that new members get with this offer:

- Membership in the Penn Dutch Pacers for the term you select.
- Subscription to the Penn Dutch Pacer Newsletter
- First event book: Good for your first 10 events anywhere in the world until you earn your first Achievement Award. A \$5 value.
- First distance book: Good for your first 500K anywhere in the world. A \$5 value.
- Three coupons for free credit at events: so you can go to three events for free and still get credit (a \$9 value). These coupons are good only at events in the USA.
- A coupon for a free issue of [The American Wanderer](#)
- Explanations about [volkssporting](#)
- 10% off your first AVA Specialities order.
- You are saving the \$5.00 it would normally cost for

2005 - 2006 ATLANTIC REGION CALENDAR
(Official Regional Director's Calendar & Effective as of 08/14/05)

| Date | Type | Sponsoring Club | Event Location | Contact Phone |
|--------------------------------------|-----------|---|--|---------------------|
| September | | | | |
| 10 | W | Monmouth Shore Walkers | Seaside Heights NJ | 732-776-8950 |
| 10-11 | 2W | Susquehanna Rovers | Sunbury PA (Shikellamy State Park) | 717-567-9537 |
| 11 | W | Washington DC Area Volksmarch Club | Washington DC (Rock Creek Park) | 301-449-6325 |
| 11 | W | Freestate Happy Wanderers | Bladensburg MD (Waterfront Park) | 301-572-5574 |
| 12 | NW | Northern Virginia Volksmarchers | Fairfax Station VA (Fairview Elem Sch) | 703-292-7301 |
| 15 | M | Penn Dutch Pacer Membership Meeting • Lancaster Regional Medical Center • 7 PM | | |
| 17-18 | — | USAF Global Weekend | | |
| 18 | W | Princeton Area Walkers | New Brunswick NJ (Rutgers University) | 732-536-9006 |
| 20 | NW | Washington DC Area Volksmarch Club | Alexandria VA (Barrett Library) | 301-449-6325 |
| 24 | W | Loudoun Walking Club | Lovettsville VA (Bonnie's Kitchen) | 703-737-2175 |
| 24-25 | W | York White Rose Wanderers | New Freedom PA (Train Station) | 717-259-0044 |
| 24-25 | W | Piedmont Pacers | Fairfield PA (Strawberry Hill Nature Ctr) | 410-795-7855 |
| 29-30 | W | Ft Belvoir Outdoor Rec | Fort Belvoir VA (Parade Field #2) | 703-805-4686 |
| October | | | | |
| 01 | W | Liberty Bell Wanderers | Philadelphia PA (Chestnut Hill Acadmy) | 215-699-9246 |
| 01-02 | W | Susquehanna Rovers Volksmarch Club | Harrisburg PA (GNC) | 717-761-1338 |
| 01-02 | W | Ft Belvoir Outdoor Rec | Fort Belvoir VA (Parade Field #2) | 703-805-4686 |
| 08 | W | Virginia Volkssport Association | Shenandoah Caverns VA (Picnic Area) | 703-631-8512 |
| 08 | W | Freestate Happy Wanderers | Laurel MD (GNC-Laurel Center Mall) | 301-725-5372 |
| 08-09 | 2W | Baloney Stompers | Colebrook PA (Rails to Trails) | 717-272-0655 |
| 09 | W | Seneca Valley Sugarloafers | Derwood MD (Agriculture History Farm) | 301-926-4985 |
| 15 | W | Lee Lepus Volksverband | Ivor VA (Rescue Squad) | 804-768-0055 |
| 15-16 | W | Penn Dutch Pacers | East Petersburg PA (Lanco Fieldhouse) | 717-786-7118 |
| 15-16 | W | Northern Virginia Volksmarchers | Springfield VA (Subway Saratoga Ctr) | 703-455-1872 |
| 20 | M | Penn Dutch Pacer Membership Meeting • Lancaster Regional Medical Center • 7 PM | | |
| 21 | W | U.S. Freedom Walk Festival | Rosslyn VA (Holiday Inn Key Bridge) | 703-583-2936 |
| 21-23 | W | U.S. Freedom Walk Festival | Washington DC | 703-583-2936 |
| 22 | W | U.S. Freedom Walk Festival | Rosslyn VA (Holiday Inn Key Bridge) | 703-583-2936 |
| 22 | W | Princeton Area Walkers | Madison NJ | 732-536-4073 |
| 23 | W | U.S. Freedom Walk Festival | Rosslyn VA (Holiday Inn Key Bridge) | 703-583-2936 |
| 29 | W | Chesapeake Bay Country Wanderers | Crofton MD (Library) | 410-695-0112 |
| 29 | W | Freestate Happy Wanderers | Ocean Pines MD (Swim/Racquet Club) | 410-208-0876 |
| 29-30 | W | First State Webfooters | Rehoboth Beach DE | 302-698-3980 |
| November | | | | |
| 05-06 | W | Columbia Volksmarch Club | Columbia MD (River Hill Village Ctr) | 410-313-8499 |
| 11 | W | Wood and Dale Wanderers | Lakeridge VA (Community Park) | 703-580-5040 |
| 12 | W | Gator Volksmarsch Club | Norfolk VA (Virginia Zoo) | 757-490-9324 |
| 13 | W | First State Webfooters | Kitts Hummock DE (St Jones Reserve) | 302-698-3908 |
| 17 | M | Penn Dutch Pacer Membership Meeting • Lancaster Regional Medical Center • 7 PM | | |
| 25-26 | 2W | Susquehanna Rovers Volksmarch Club | Hershey PA (Derry Township Rec Ctr) | 717-761-1338 |
| 25-26 | NW | Susquehanna Rovers Volksmarch Club | Hershey PA (Derry Township Rec Ctr) | 717-761-1338 |
| December | | | | |
| 03-04 | 2W | Washington DC Area Volksmarch Club | Alexandria VA (Masonic Natl Memorial) | 301-449-6325 |
| 09-10 | NW | Peninsula Pathfinders | Williamsburg VA (Clarion Hotel) | 757-766-3065 |
| 10 | 2W | Penn Dutch Pacers | Lititz PA (Lititz Community Center) | 717-625-3533 |
| 10 | S | Peninsula Pathfinders | Williamsburg VA (Clarion Hotel) | 757-766-3065 |
| 10-11 | W | Peninsula Pathfinders | Williamsburg VA (Clarion Hotel) | 757-766-3065 |
| 18 | W | Northern Virginia Volksmarchers | Arlington VA (TBD) | 703-292-7301 |
| 31 | W | Gator Volksmarsch Club | Smithfield VA (Smithfield Station) | 757-490-9324 |
| 31 | 2W | Freestate Happy Wanderers | Columbia MD (Owen Brown Comm Ctr) | 410-437-2164 |
| 2006 Atlantic Region Schedule | | | | |
| January | | | | |
| 01 | W | Gator Volksmarsch Club | Smithfield VA (Smithfield Station) | 757-490-9324 |
| 01 | 2W | Freestate Happy Wanderers | Columbia MD (Owen Brown Comm Ctr) | 410-437-2164 |
| 19 | M | Penn Dutch Pacer Annual Meeting • TBD • 7 PM | | |
| February | | | | |
| 04-05 | W | York White Rose Wanderers | York PA (Central Market House) | 717-764-6150 |
| 16 | M | Penn Dutch Pacer Membership Meeting • Lancaster Regional Medical Center • 7 PM | | |

Legend: W=Walk, GW=Guided Walk, GNW=Guided Night Walk, NW=Night Walk, B=Bike, S=Swim
Sk=Ski, XSki = Cross Country Ski, IS=Ice Skate, RS=Roller Skate, SS=Snowshoe M=Meeting

doing as you're doing. Enjoy!

I have a different mission, which is the mission of the American Volkssport Association. That is to promote fitness, fun, and friendship through providing non-competitive walking and other sporting events for EVERYONE.

(Even the dumb ones who don't know what a volksmarch is and are prejudiced against foreign-sounding words. I want them ALL.)”

Wendy Bumgardner - walking.guide@about.com also wrote, “I think it is a big problem that too many of our weekend events are lacking the minimum amenities that walkers are used to at other non-volkssport walking events.

I have heard many clubs say they just don't have enough volunteers to staff checkpoints, start and finish, and mark the trail.

I say, kindly, "Balderdash." I say this as the president of what was pretty much a 1-person club (now inactive). Despite only having 1 member, I produced a full-service event each year that received votes as a favorite walk of the year.

1. Printed brochure and web site full information.
2. Marked AND mapped trail. The trail included the veterans' parade, so it was a good family event with some fun things to see and not "just a walk."
3. Indoor Start/Finish, comfortable with restrooms and water fountain. Coffee, tea, snacks provided - self-service with a donation jar. Two tables full of door prizes - one to about every 5th walker, in addition to the New Balance giveaways. (These are things I saved up throughout the year, plus I ordered a couple of \$15 grab bags from a sporting goods company and put out on the table whatever didn't fit me or my husband. Door prize winners got their choice).
4. Checkpoint at a local Starbucks, where they provided free coffee samples.
5. Donation table for coffee mugs for our nursing home veterans. All profits went to a fund for the veterans nursing home, and we always had a profit.

For day-of-event labor, I sent out email to other local clubs and asked for volunteers, and asked for volunteers in my flyer and volkssport publication ad. I always got plenty to staff the event. Perhaps because they knew they would be indoors, out of the weather, and it was a fun event.

While veteran volkssporters seem only to want a stamp in their book and a map, we should NOT have regular events that have only that. Every volkssporter should go to a couple of charity walks each year and see the difference from their own regular events. Does the crowd include younger people, lots of kids? What things do they seem to enjoy the most? What did you enjoy the most? How can you do that at your club walks?

It can be done. Sponsors are available if you have the sort of walk they think will attract the public and not just your club members. We got great support for our Discovery Walk Family Fun Walk, which attracted over 100 new walkers, most of them children and their parents, despite a rainstorm.”

Doyle Piland wrote, “Talking about calling events "Walks" or "Volkssomething" is trivial. In the end, it most like doesn't make a significant difference. And that was true "then" and it is true "now." Our club's brochures have had both "Volksmarch" and "Fitness Walk" on the front of it for years. When we started putting the "Fitness Walk" on the brochure, there was no noticeable difference in participation, although over the years since, participation has gone down. What isn't trivial is consistently providing quality events, having a good marketing and advertisement plan, and executing that plan successfully. And that has been and is true "then" and "now." You can fast forward all you want, it will always remain true. What does fit the "that was then, this is now" thing is the willingness/necessity to host quality events and develop/execute a quality marketing program. Then it was a necessity to survive financially, now it isn't, so most don't expend the time and effort to do it.”

Wayne Holloway, Pacific RD wrote, “How about this: 1) print your flyers in two-fold so they will fit in those little brochure holders in hotels/motels/visitor centers; and 2) print across the top of the first page in big bold letters, "WALK (city of your choice)" and leave the rest of your flyer in the traditional language? Can we strike a compromise here?

You all are printing flyers for your YREs aren't you? Or are you counting on the Starting Point or that state publication to get walkers to your event? What's the chance of a new walker/suspect having one of those?”

Cont'd on Page 8, Column 1

If you would be a real seeker after truth, it is necessary that at least once in your life you doubt, as far as possible, all things. -- Rene Descartes

www.penndutchpacer.org

We'd like to let you know that you can now get to the Penn Dutch Pacer website by using the simple to remember www.penndutchpacer.org URL instead of former long and not easy to remember web address.

We have taken this move for a number of reasons. First and foremost no one could remember the Penn Dutch Pacer web address - www.ava.org/clubs/pdp/index.html thus when trying to share information about our wonderful sport with friends and acquaintances very few could get it right without looking it up or writing it down.

In case you're wondering the reason our web address was so long it's that it is hosted on the AVA server and for those of you who know anything about hard drives and sub-directories AVA created a sub-directory for all the club websites on their server. PDP has a sub-directory along with any of the other clubs that AVA is hosting and the index.html is simply our homepage which is the standard name for any website homepage but in this case because of it's not located in the top directory it needs to be spelled out.

Secondly www.penndutchpacers.org is ten characters shorter which means that it will fit nicely across a newspaper column without being split up or in the case of some long web addresses just simply being deleted from a press release by the editor because it is too long.

Just in case there are those of you out there who are upset that we made the change after you took the time to laboriously memorize www.ava.org/clubs/pdp/index.html never fear you can still use it, it hasn't gone away. You now just have an easier way to remember and shorter way to get to the information that you need to share about the Penn Dutch Pacers. What could be easier than the simple, easy - www.penndutchpacers.org. Tell everyone you know.

subscribe-pdpacers@yahoogroups.com

If you are reading this you are either a Penn Dutch Pacer member reading your edition of the newsletter as one of your benefits of membership or you were given a copy of this newsletter or downloaded a copy from the website because of your interest in our club and in Volksmarching in general.

This newsletter is a great way to keep up to date with what's happening with your club and volksmarching. The problem is that it is only published four times a year which means that it's impossible to let you know about things that come up at the last minute or changes in dates and times or other opportunities to which you might want to avail yourself.

If you have internet access there is a way to receive all the changes and updates in between the publication of this newsletter. The Penn Dutch Pacers have an e-mail group. This group allows information about the Penn Dutch Pacers to be sent to everyone who is a member of the list.

If you haven't joined yet, you need to. It's quite easy. Simply send a blank e-mail to subscribe-pdpacers@yahoogroups.com. You will receive an e-mail response from Yahoo asking you to respond by clicking the indicated link or copying the link into your browser. You are asked to complete this step to eliminate the possibility of someone else signing you up for the group without your knowledge.

If you don't respond to the e-mail then you won't become a member of the group. Once you are a member you will receive a copy of all notices that are sent to the pdpacers e-mail group. The other thing that being a member allows you to do is to post messages to the group. To post a message to the group [remember that your message goes to everyone] send an e-mail to pdpacers@yahoogroups.com.

Please take a moment, at your earliest convenience, and join the Penn Dutch Pacers e-mail group.

New Programs beginning January 1, 2006

**Pony Express

Walk one event in Missouri, Kansas, Nebraska, Colorado, Wyoming, Utah, Nevada, California -- the route of the Pony Express. Cost of the program will be \$10.00, a 4" embroidered Pony Express patch and hatpin will be awarded upon completion.

POC For more information contact Millie Haupt, Yakima Valley Sun Striders, 2510 So. 52nd Avenue, Yakima, WA 98903, email m.haupt@charter.net

**RiverWalk America

Starts January 1, 2006 and runs indefinitely. The program rules include a sanctioned AVA walk, bike or ski event if the trail passes by or crosses over a river. A river is defined as a flowing body of water whose name ends in the word River. A trail passes by a river if you can sight the river as you walk the trail. Requests for inclusion in the program should be sent to POC Lorraine Weaver for clarification. Handwritten entries are not acceptable. This program is not retroactive. Each event may be included only once. Cost of the program is \$8.00. The program can be completed at four distinct levels. A participant may turn his or her book with five, ten, fifteen or twenty stamps. The level approach has been chosen so that children will be able to participate and complete the RiverWalk American Program without being discouraged if the challenge of completing 20 qualifying events is too great. Levels - 5 events Rafter; 10 events Rowboat Captain, 15 events, Paddlewheel Captain and 20 events Steamboat Captain. POC Lorraine C. Weaver, 22222 Chesapeake Lane, Leonardtown, MD 20650. Checks should be made payable to RiverWalk America Volksmarch Special Program

**RailRoad Heritage

Starts January 1, 2006. Program runs indefinitely. Cost is \$8.00. Criteria: A sanctioned AVA walk, bike or ski event if the event trail follows, at some

Cont'd on Page 9, Column 3



Sunday, October 9th - 1 PM

East Petersburg Pre-walk for workers Only from Lanco Field House.

Saturday & Sunday, October 15th & 16th

East Petersburg Walking event from the Lanco Field House.

Thursday, October 20th

PDP Membership Meeting - 7PM • Lancaster Regional Medical Center 6th Floor Board Room.

Thursday, November 17th

PDP Membership Meeting - 7PM • Lancaster Regional Medical Center 6th Floor Board Room

Saturday, December 10th

Lititz Christmas Walking event from the Lititz Rec Center.

You are among the first to know ! NEW YRE in New Holland for 2006

By Bob Gast

Beginning January 2, 2006, the *Penn Dutch Pacers* will be sponsoring two new walks; both in New Holland. Trailmaster Barry Weatherholtz has worked hard to set up these two walks - one in the eastern end of town; the other in the western end. The Country Squire Motor Inn at 504 East Main Street will serve as the Start Point for both walks which are on sidewalks and paved walking trails. New Holland, as you may know, is a small rural community 12 miles east of Lancaster on PA Route 23, and is surrounded by many Amish and Plain Sect farms. New Holland is the home of Case-New Holland farm machinery products and Tyson Foods. The community itself can trace its religious roots back to 1728 with the first two churches being established there in 1730 and 1732. The eastern walk circles the eastern end of town going through the grounds of Garden Spot High School, old and new residential neighborhoods, then wandering along the walking paths on the facilities of the new retirement community known as "Garden Spot Village."

The western walk travels through various business and residential areas to the manufacturing plant of New Holland farm machinery. Both walks are 10k and are rated 1+ . The *Penn Dutch Pacers Volksmarch Club* anticipates that these two walks will be welcome additions to the other Year-Round and Seasonal Events offered in Lancaster, Lititz, Millersville, and at Middle Creek.

Cont'd from Page 6 • Promoting

Steve d'Adolf, President - San Diego County Rockhoppers wrote, "Lots of good ideas being discussed here....thanks.

I think we all need to remember something. Just making sure we explain abbreviations and include "Walking", etc. probably won't make a "significant" difference. We each need to do many things to see a significant difference in walk attendance.

Let's say you have 100 walkers per event now. You start putting "walk" on brochures, along with Volkswalk." You check the next couple of events and you maybe see one additional walker. So, you may want to assume that your change had no effect. But, maybe it did....you had a 1% increase in walkers.

Not seeing a significant increase after implementing just one new idea has the tendency to demotivate those trying to improve things...they think their efforts are wasted. The point is that you need to do 10-15 of these kinds of marketing things.

Then, if each one brings in a 1%-2% increase in walkers you can multiply that by the 10-15 marketing things you have added and you see a better return on your effort....it can add up to a 10%-30% increase...well worth the efforts.

In the past we have had some good suggestions on these kinds of marketing tips. These ranged from brochure wording, getting articles in the papers, holding walks coincident with other events such as street fairs, giving talks at local non-walking group meetings, etc. Maybe it's time to once again collect all the suggestions and put them into one list for everyone, especially those who might be new to this online group. I'd be happy to collect them all into one list if people wanted to send them to me.

Liz from the Saguaro Sun Striders wrote, "Sometimes we have to step back and look at our flyers and brochures as if we are a new walker. We even need to question the use of "YRE," except as an administrative term for club leadership to use. I have started using "Map Guided Walk" and add that it is available every day to walk at their leisure. I know that brochures are required but have experienced that more and more people are finding us through the Internet and through notification of listservs. I have new people request to be put on our club e-mail list almost weekly. We don't require membership for that... just for those who want a traditional mailing with those expensive stamps!

Wendy Bumgardner - walking.guide@about.com wrote again saying, "For many, many years - from way back when I was first on the AVA Council in 1991, we've suggested to AVA clubs that they call their walks WALKS, not volksmarches, at least not on the cover of the brochure. Volkssporters already recognize it is a volkssport event by the AVA/IVV logo on the brochure. They don't need the headline to say Volksmarch. Meanwhile, you really, truly do scare away new walkers by calling it a volksmarch. They assume you have to be part of a club to participate. They may be turned off by the weird German words.

For every 1 person who recognizes it and thinks - hmmm, I used to do those when I was stationed in Germany, you scare off 100 other walkers. But volksmarch clubs are often led by the 1% who think the German word is kinda groovy and really can't see why it isn't instantly attractive to newcomers.

If we had \$50 million to blitz radio and TV, we might be able to begin to make the word volksmarch or volkswalk familiar and acceptable. But most of our events spend under \$100 in advertising, or may likely run flyers off somebody's office copier for free. We aren't in any position, after all these years, to change the American consciousness, we need to use words they understand.

Jim Boulet, Jr. wrote "Wendy Bumgardner has said something important that should provoke real discussion:

Do I get a sense that some of you reading this perhaps LIKE being part of an exclusive organization, with our secret code words and special rituals?

Cont'd on Page 9, Column 1



Recalling The Battle of Trenton, a Convention Walk By Robert Cooney

This walk is a bi-annual event held by the Princeton Area Walkers.

The start point was outside The Trenton Thunder Stadium (a minor league baseball team). Although this was a Capitol City walk, it was also a College Campus (Thomas Edison College), a U.S. Presidents (Woodrow Wilson & George Washington), and American Revolution program walk as well.

My father and I started the walk at approximately 9:30am and by the time we finished, the heat and humidity became very oppressive as the temperature reached over 90 degrees.

One of the most notable landmarks is the Battle Monument, which marks the site of a major gun emplacement set up during The Battle of Trenton on December 25, 1776. Trenton has a wealth of other sites to see from this period of time in our Nation's history as well. The most panoramic view of this walk was during our trek on the tow path along the Delaware River. We had a spectacular view of the city, including the golden dome of The Capitol Building. At the end of the tow path, we came to a pedestrian bridge called "What Trenton Makes The World Takes", which was also illustrated on the award for this event. At this point we were nearly finished with the walk, after walking past Club Katmandu and around the stadium, we were finished and quite drenched with perspiration.

We met people from all over the United States; Colorado, Indiana and a couple from Alaska just to name a few. There were over 500 people at this event and many of them participate in various different programs offered by the AVA. Quite Impressive! After talking to the event coordinators, the reason this walk is not a year round is because Trenton is not a safe place to walk, so walking in groups for this event provides safety in numbers, but don't let that discourage you. If you enjoy history, panoramic views and are in need of the capitol of New Jersey or any of the programs aforementioned above, then take advantage of this close to home event.

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Cont'd from Page 8 • Promoting

Perhaps the secret code words are all the AVA thinks it has going for it anymore. Let me explain. One block from my office is a "Curves" gym for women only, promising a 30 minute workout, pretty much on demand, in 9,000 gymnasiums nationwide. Curves did not exist until 1995. They claim 4 million members. Cost: I don't know.

Six blocks from my office is a Gold's Gym. Hours: 5AM - 11PM. Rates are reasonable. A Volksmarch here in the Washington, DC area involves a minimum of 30 minutes of driving to the site. We are blessed with lots of sites, but fewer than in 2000. Compare these three options for a woman (or man) interested in getting some regular exercise. If it wasn't for the secret words (e.g. "year-round") and keeping books, would anyone's first choice be Volksmarching?

About the only way to find out about future walks is to attend another Volksmarch or to know what you are looking for on the Internet. Meanwhile, Curves and Golds are out there recruiting in virtually every city and town. I was just mailed a coupon to bring a friend for a free workout at my gym. There corporate owner seems to think getting new people exposed to their product means new members.

The AVA would do well to consider ways to expose people to its product in the same fashion corporate America has proven works. There are free walk coupons for new walkers but what of free walks for guests? Or (gasp) a "free 1st time walk" coupon as an actual part of an event brochure; "Bring a friend and they walk free;" or "Admit one free walker." The friends who turned me on to the sport provided transportation, breakfast, often lunch, AND two hours of comradery. A few walks like that and well, even a couch potato will almost willingly get up in the morning.

Note: none of these "recruitment costs" are borne by the AVA or any local club. I learned from my friend's good example and gladly pay the way of many of my guests at events. But were I to just pick up a brochure as a complete "newbie", the offer of a free walk, like the offer of a free sample of anything else, might get me out of an air-conditioned gym and onto your trail without knowing anything else about the sport.

Just a thought. And one more thing: are your event brochures in any local health clubs which allow such things?

Anyd Howard for the Houston Happy Hikers wrote

>> Do we have to 'dumb' down everything for those who can't

>> be bothered to understand or learn a new word?

"Dumb down, no. Speak in the first timers' language, yes. We (*emphasis added*) have something to "sell", not the new person. The "seller" always would be wise to speak the language of whom ever they are "selling" something to. And, since we are "selling" to 2 markets [new and old walkers], a "bilingual" flyer/brochure/etc would be prudent. In some locales, it might be wise to be "severalingual". <grin>"

Convention Walkers Visited Lancaster

By Kitty Glass

Even though Penn Dutch Pacer's Year Round Events were not included in the convention walks, several individuals from out of state took advantage of participating in some of PDP's Year Round Events. Listed below are visitors from several states who did the Lancaster Downtown walks: Dee Schrum of Chesterfield, VA wrote (She also had a complimentary note on her card: "My compliments to the person who did the directions – directions were clear, concise, and correct. Map was well marked with the route. Best of walks I did this week.")

Jill Ruef • Prairie du Sac, WI

Judy Gordon • Reno, NV

Frank Reigel • Mannford, OK

Lennis Montague • Reston, VA

Tommie Herrick • Livingston, TX

Clyde Faulk • Anchorage, AK

Barbara Lippincott • Chesapeake, VA

Stan & Linda Neu • Evansville, IN

Mr. and Mrs. Sell • Huntington, IN

Claudia & Bruce Fitch • Richardson, TX

Brooke Hudson • Hurst, TX

Helen Bateman • Dallas, TX

Sarah Hoover • Los Alamos, NM

Janica Wood • Tyler, TX

Elisabeth Johnson • La Cruces, NM

Terri Tyler • Topeka, Kansas

Rita Eldrige • Omaha, NE

Dorothy Brown • Tulsa, OK

Don Vartanian • Indianapolis, IN

Connie O'Connor • Milton, FL

We appreciate their participation in our walks. The weather cooperated –no ninety degree days! We hope they enjoyed the walks and will return to do some of our other year round events.

Cont'd from Page 7 • New Programs . . .

point, a former rail bed. This includes rails-to-trails as well as abandoned railroad tracks that are now legally used for recreational purposes. This program does not encourage or endorse any activity that results in trespassing along active railroads or railroad properties. The event passes a railroad station, either formerly or currently used for passenger and/or freight service. Qualified walks will be listed on RailRoad Heritage website. Each event may be included only once, even if the event passes by or over more than one railroad or railroad station. The program can be completed at six distinct levels. A participant may turn his or her book with five, ten, fifteen, twenty or twenty five stamps. Each level will bring you higher in the railroad line: Enrollment entitles you to be a "Hobo"; 5 events "Passenger": 10 events "Brakeman"; 15 events "Fireman"; 20 events "Engineer": 25 events "Conductor (remember the conductor is actually the boss of the train, and is considered more essential than the engineer). For more information, contact Lorraine C. Weaver, 2222 Chesapeake Lane, Leonardtown, MD 20650. email seka@gmpexpress.net Checks made payable to Rail-Road Heritage Volksmarch Special Program.

PDP Gets the Word Out in Mount Joy!!



By Barbara Weatherholtz



On July 23, 2005 from 11 to 3 Mount Joy held its annual Taste of Mount Joy "CRUISIN CUISINE" along with a Community Health Fair which was organized by the Mayor of Mount Joy.

The Penn Dutch Pacers had the opportunity to participate in this event. Marv and Dayle Albert and Barry and Barbara Weatherholtz were available to hand out material about our walking club and explained what our club and Volksmarching is all about. Brochures for the next walk in East Petersburg in October along with the newly revised *What is Volksmarching & Who are the Penn Dutch Pacers?* brochure along with New Balance shoe horns were also handed out.

Some of the people had never heard of Volksmarching. There were also some that we talked to who had been members or who have participated in a walk that one of the areas clubs had sponsored. As the people took a shoe horns, they were reminded to use the shoe horn to put on their walking shoes so that they can come walk with us at our next event. It is only through actually experiencing a walk that will know what it's all about.

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Return Service Requested!



Check us out at www.ava.org/clubs/pdp/index.html

MEMBERSHIP APPLICATION

FAMILY NAME _____ FIRST NAME _____ SPOUSE _____
 ADDRESS _____ CITY _____ ST _____ ZIP _____
 TELEPHONE (____)____-____ CHILDREN'S NAMES _____
 E-MAIL ADDRESS (Optional) _____

I hereby make application for membership in, and agree to conform to the bylaws or any amendment thereof in the PENN DUTCH PACERS VOLKSMARCH CLUB, INC., and with the rules and regulations of the AVA in the IVV and in application I certify the above.

DATE _____ SIGNATURE _____

NEW RENEWAL *All membership fees are renewable in June.*

\$10.00 • 1 year \$18.00 • 2 years \$25.00 • 3 years

LIFE (individual) Under age 30 - \$200 30-49 - \$150 50-69 - \$100 70 or over - \$50

CHECKS TO: **PENN DUTCH PACERS VOLKSMARCH CLUB, INC. ATTN.: MEMBERSHIP**
P. O. BOX 7445, LANCASTER, PA. 17604-7445

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