

# PHOENIX FREE SOLES

## Footsteps

*Official Cub Newsletter Vol. 7  
March 2015'ish*

### *Presidents Footsteps*



**HAPPY NEW YEAR FREE SOLES!**

### Hi FREE SOLES!

**The Mountain to Fountain races went off well** and that's due to all of your planning, teamwork, hard work, and commitment to put on a top notch race. Congratulations and "Thank you" to all that worked many hours to put on a successful event!

**What a wonderful time of year** to enjoy all kinds of outdoor activities here in AZ! The hills are green and full of animals, wildflowers, bees, hikers, bikers, and runners. March is one of my favorite months and it sure proved it this year while the rest of the country still faced a brutal and long winter.

**We received the club survey results** and the officers will be meeting soon to review, discuss, and then share responses and actions with the club. Be sure to continue to not only provide your input but also help shape the club and make it what you want it to be.

**Our 2<sup>nd</sup> annual May club meeting** will be scheduled soon and we hope many of you can make it. Along with some social time we will take care of some club business as well. Let the campaigning begin! Our May meeting is when we elect officers for the next year (positions run from 6/1/15 – 5/31/16). All positions are open and all club members are eligible.

**It has been enjoyable to be an officer of your club.** I am however not going to run for office this year as I have many things in work that I need to focus on. I look forward to

being a club member who will continue to enjoy the club and support the success of the club. I look forward to completing a smooth transition with a new president whoever that is. If you have any questions on any of the officer positions please ask any officer and consider running for a term and/or nominating your favorite candidate (strong arm if necessary ... 😊).  
It's your club. See you soon! Gotta run!

~ **Todd**

## ***Southwest Spine and Sports Mountain to Fountain (M2F) 15K and 5K***



Thanks to everyone who helped make the fifth M2F a success. We had 820 runners register between the 15K and 5K. This is a bit lower than last year probably due to a couple more races taking place on the same weekend. The 2016 date is already set (Sunday, March 6, 2016) and being promoted so I'm hoping this encourages other race directors to choose another weekend next year. We also plan to start all of our race promotion earlier to make sure everyone knows what a great race we are putting on and when it is. If you have ideas for race promotion please let me know.

The 15K was won by Nick Arciniaga and Alvina Begay. On the women's side PFS member Ariana Hilborn finished second earning \$1,000. To date M2F has awarded just under \$50,000 in prize money to support elite running. We have also awarded over 500 cases on Four Peaks beer. I'll let you decide which is a more significant accomplishment.

The 5K was a display of PFS talent with Jason Macevicius

finishing first, Branden Turley second and Mark Rascoe third in the men's race, and Valerie Grosso second and Jan Tefft third in the women's race. The 5K turned out to be a good addition to the day, and we'll do our best to grow participation in 2016.

Final accounting is not in but I think the race is going to just break even this year. The road construction which required changing the 15K route forced us to hire 5 additional sheriff's at a cost of \$1,000. Beer prices went up after being the same for four years adding \$450 to our expenses. Entry fees to McDowell Mountain Regional Park went up \$700 this year. Finally, not reaching the anticipated 900 participants leaves us with over 100 unneeded but paid for shirts and bags at a cost of \$1,000. Thankfully race sponsorship was at an all time high which allows us the break even. My goal for 2016 is to finally get over 1,000 participants, and I would much appreciate everyone's help getting there.

The race committee is meeting to debrief on Sunday, March 29. If you are interested in being more involved in 2016 please join us on the 29th. If you have suggestions for 2016 please send them to me before the 29th. Thanks again for everyone's support as a volunteer or participant and please mark your calendar for March 6, 2016.

~ John

## ***The Night Run – Two Free Entries and Volunteers (Course Marshals) needed***

Tricia Schafer ([triciaschafer@gmail.com](mailto:triciaschafer@gmail.com)) from “The Night Run” (<http://www.thenightrun.org/>) to be held on 5/9 has offered two free entries to our club. First come first served I believe.

Tricia writes:

Thanks all! I've created two free entries in Chronotrack: FREEFREESOLES.

Those are good through race night.

And we'd love to have some course marshals! This course is easier to administer than Old Town, but will still have some tricky spots around the Marquee and through Beach Park, as the 8K and 5K courses diverge a bit in that area.

Suzanne's already on my volunteer email list, so she'll get my e-blast on the volunteer shoutout in the next few weeks, and can pass it along.

Many thanks!

Tricia

***Last Day (3/29) to Order T-Shirts:***

You may have seen from Kristi & Todd, and a bit late re-reminding at this time, but in case you want to order....

**From:** Kristi Mendenhall

**Sent:** Sunday, March 29, 2015 10:29 AM

**To:** Kristi Mendenhall

**Subject:** Fwd: Phoenix Free Soles Apparel Order Opening 3/23!

Just a reminder to everyone who wants to order PFS clothing... today is the last day to order!

Let me know if you need any help with your order .

~ Kristi

(See Kristi's email from 3/18 with details/screenshots)

## ***Secretary Ramblings:***

A bunch of bullet pointed completely random thoughts/points...

- If anybody is going to Boston and wants to go out to dinner with a group of us email to Dan Klausner <[danklausnerlmt@gmail.com](mailto:danklausnerlmt@gmail.com)> or myself. There around 10 to 15 of us getting together for an early dinner on Sunday 4/19
- Did you run in or volunteer at the M2F? First time for me as I had been in Japan previously. So fun and impressive to watch it all come together and to be a minion for Suzanne. So many PFS's doing tons for the event/race.
- Speaking of M2F, a good meeting with free pancakes & eggs was held today over and John R's. Planning already ongoing for next year's race. Give a shout out if you want to get involved – is/was great fun.
- So many fun races and stuff to do related to running in The Valley. As I was injured I was volunteering like a boss the last few months – so much fun!
- Check out the below survey – good feedback from folks.
- Finally – and perhaps most importantly – my **Michigan State Spartans** are through to the Final 4. Booyah!

Also Ron Hyde's Fighting Irish almost pulled off the upset of the century. I was pulling for your boys Ron.

Happy Running!

~ Ted

## ***PFS Survey Feedback***

You may recall a bit back we sent out a Survey Monkey Survey to get inputs related to the club. Following are the unfiltered inputs. We (we = Todd, Mark G, JT, Kristi, John R, and myself) have discussed the results via emails and will more in our upcoming get together (or “Board Meeting” if wanting to sound fancy) prior to Club Meeting in May.

A lot of good inputs – it is our club, and we do it for our fun / because we want to, so we need to make sure it is fun!

That is certainly how I see it.

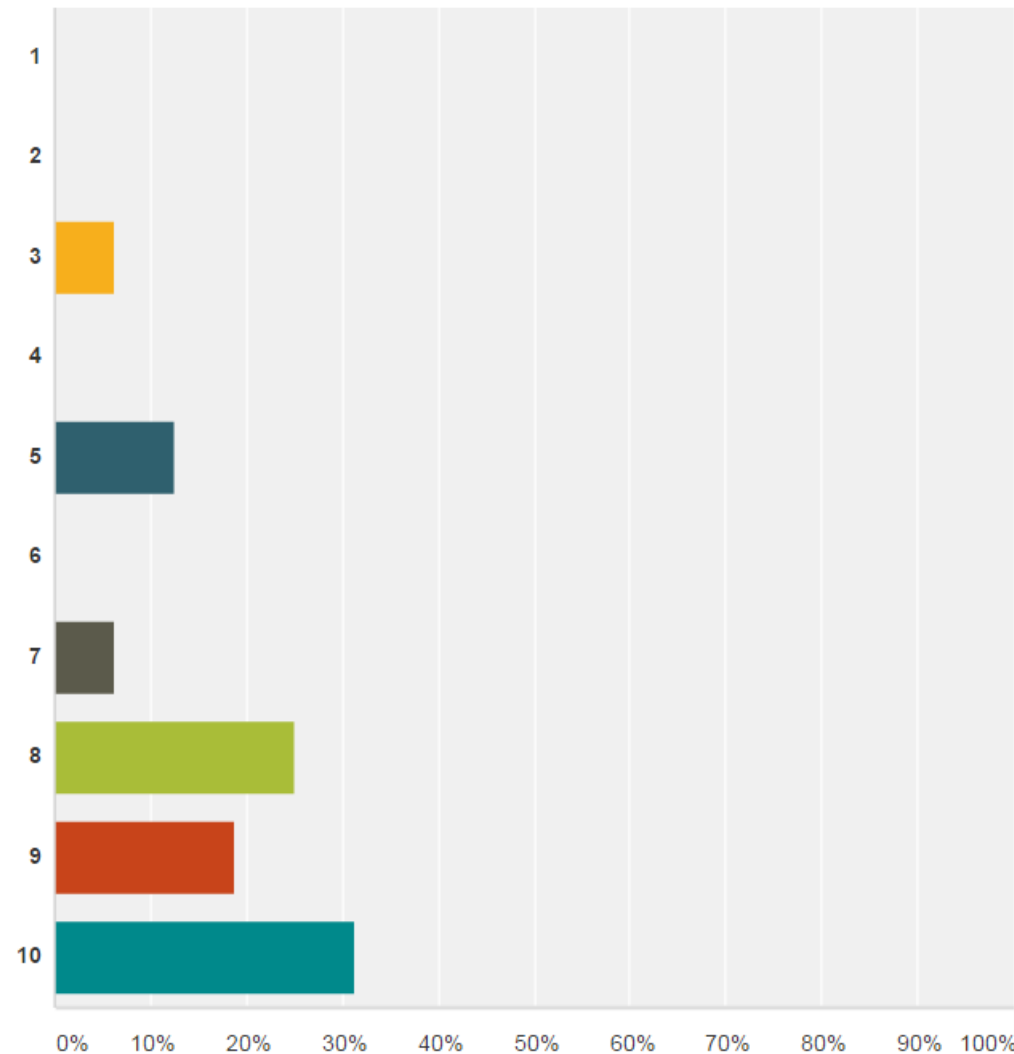
Anywho, following are the feedback inputs and copy-paste of the auto-chart things that Survey Monkey outputs.

~ Ted

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**Q3** (*Q1 & Q2 were about who was going to the Boston Marathon and unrelated*):

How satisfied are you in total with the Phoenix Free Soles as a running group/club on a scale of 1 to 10 with 1 being low and 10 being high?

Answered: 16 Skipped: 0



#### Q4:

What are your inputs toward our current internet presence? Currently we have 3 locations on the Internet:

- <http://www.phoenixfreesoles.com/> (website)
- <https://www.facebook.com/groups/376206465875680/> (Facebook Members only page)
- <https://www.facebook.com/phoenixfreesoles> (Facebook Group page – anyone can see)

not going to the website .... facebook occasionally and likely the best source

2/19/2015 2:23 PM [View respondent's answers](#)

FB page rarely updated

2/17/2015 10:07 PM [View respondent's answers](#)

I continue to feel that FB isn't used to promote PFS well....we could be getting a lot more exposure.

2/16/2015 1:04 PM [View respondent's answers](#)

It's OK nothing ourstanding

2/16/2015 9:08 AM [View respondent's answers](#)

It is just about right - manageable but not over the top

2/15/2015 10:23 PM [View respondent's answers](#)

Don't really use

2/15/2015 7:12 PM [View respondent's answers](#)

Seems good

2/15/2015 7:05 PM [View respondent's answers](#)

Not using any of the three

2/15/2015 7:03 PM [View respondent's answers](#)

Need to use the website more. It's very good but needs to be managed. Good for registration.

2/15/2015 6:33 PM [View respondent's answers](#)

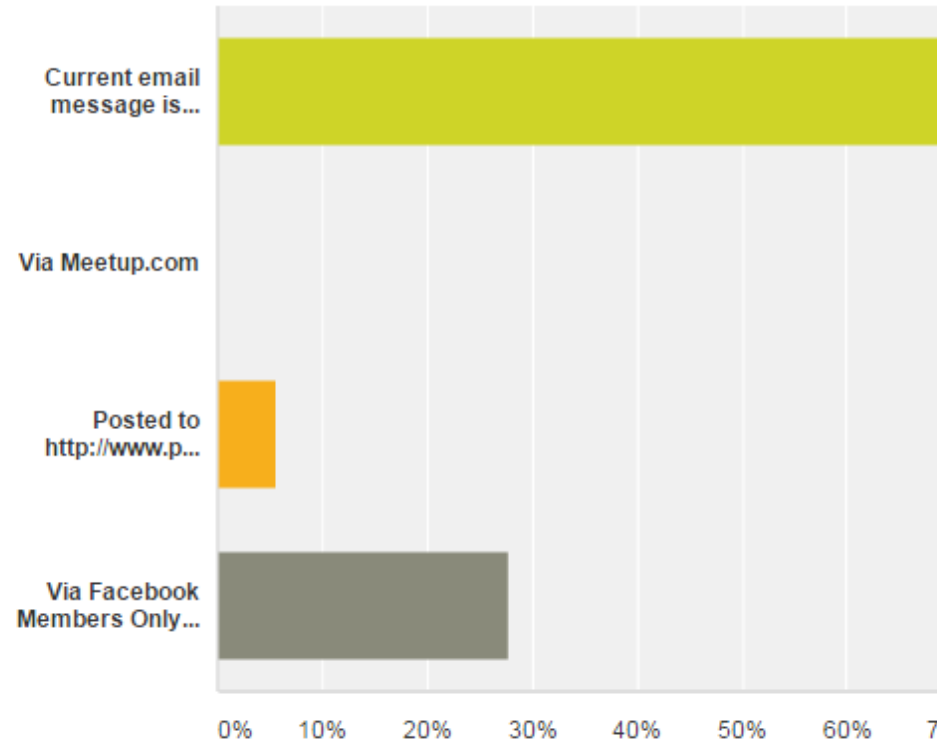


**Q5:**

**How would you like to be communicated about regular group runs?**

**How would you like to be communicated about regular group runs?**

Answered: 18 Skipped: 1



Answer Choices

- ▼ Current email message is easy, simple/convenient.
- ▼ Via Meetup.com
- ▼ Posted to <http://www.phoenixfreesoles.com/>
- ▼ Via Facebook Members Only  
page <https://www.facebook.com/groups/376206465875680/>

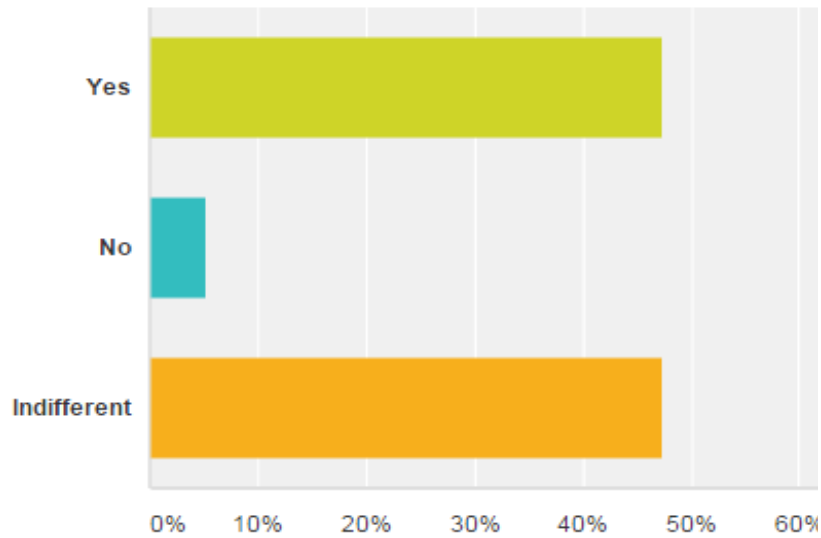


**Q6:**

Would you like to see members results posted on our Members Facebook page?

**Would you like to see members posted on our Members Facebook (https://www.facebook.com/group/65875680/) or other local...**

Answered: 19 Skipped: 0



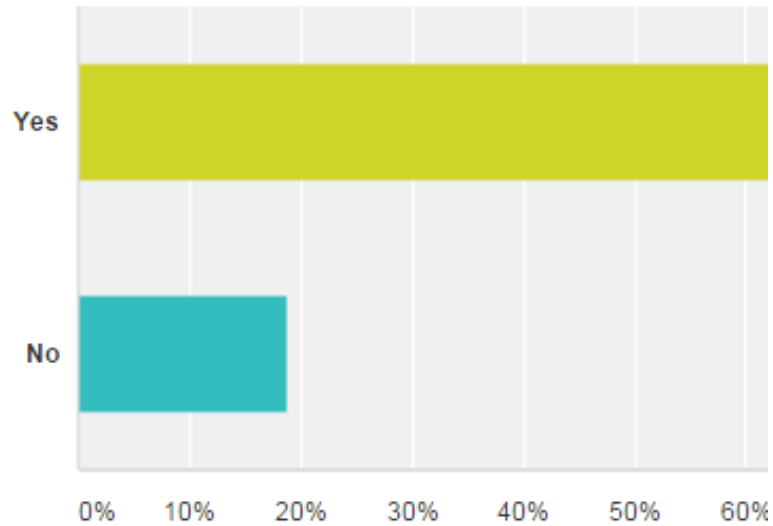
| Answer Choices | Responses |
|----------------|-----------|
| Yes            | 47.37%    |
| No             | 5.26%     |
| Indifferent    | 47.37%    |

**Q7:**

**Would you like the Phoenix Free Soles group to try to become larger, even if there is a tradeoff of lowering our dues?**

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Answered: 16 Skipped: 3



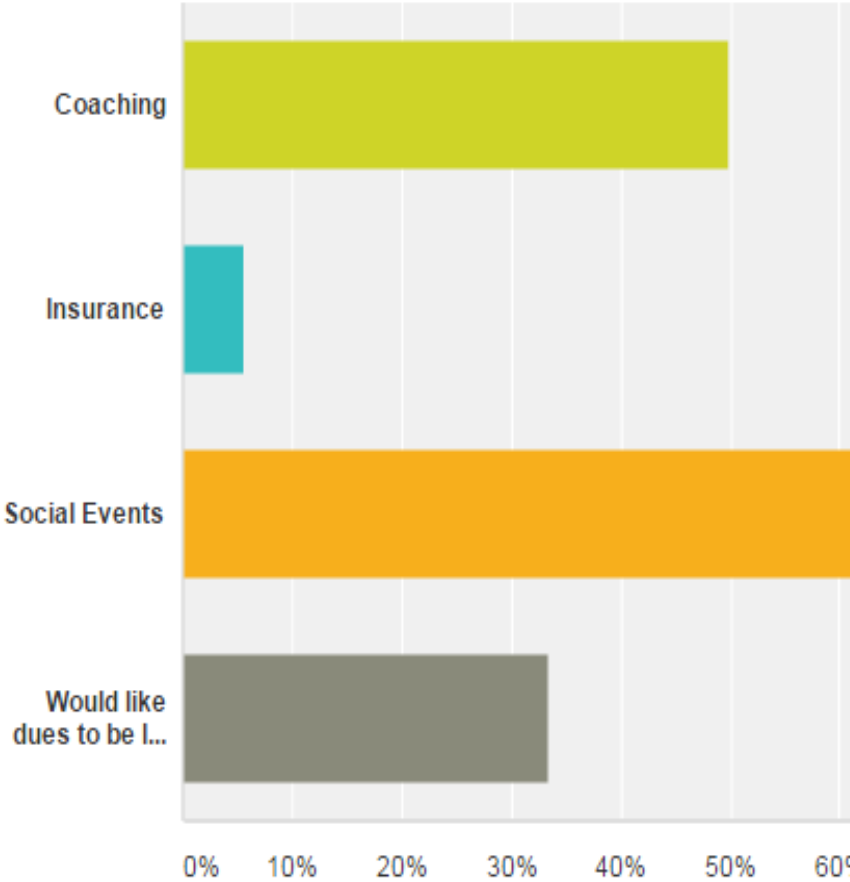
| Answer Choices | Responses |
|----------------|-----------|
| Yes            | 81.25%    |
| No             | 18.75%    |

**Q8:**

**What would be your priority on how dues are spent?**

# What would be your priority on if are spent?

Answered: 18 Skipped: 1



Answer Choices

- ▼ Coaching
- ▼ Insurance
- ▼ Social Events

**Q9:**

**What would you change about Phoenix Free Soles? This is meant to be a broad question – please write anything you would like here about what you like and/or dislike about the group, and what you would like to improve.**

- It seems sometimes like there is some secret communication that goes on between some PFS members and Sonoran Distance. Example - show up for a long run at the published time and 3 people are there. Everyone else (PFS) shows up an hour later to run with Sonoran. Confusing and frustrating.
- New running sights, possibly adding one every 6-8 weeks or quarterly
- It's fine as it is.
- Thanks for the water stops on long runs!
- Attract a wider range of runners. Club almost exclusively fast and super fast runners. Little effort to spread our name, our purpose (not sure what it is), little effort to expand our membership. Seems like no one wants to attract or make any effort to appeal to anyone other than fast runners. Track work outs are barely attended. Haven't seen any effort in promoting the club at all the running stores in Phx, Tempe, Mesa, Chandler--might get new runners trying to achieve a PR, finish their first 5K all the way up to marathon or achieve a BQ time.
- It appears to me we lost the focus of why this group was created. It seems fractioned. We don't do things as a group. It's all fractioned. We have very fast runners and do not do much to encourage or be inclusive to slower runners. We don't do much in the way of community

involvement (except Mt to Ft), and this isn't new. We should have had a of of exposure at the Runners Den pancake race with a booth. We did not do that. Why????

- Everyone is very friendly, but it is a bit intimidating joining as a new member (not me personally, because I'm fairly outgoing but I can see how a new person may be reluctant since everyone is so fast)
- More social events
- I would like better matching for people my pace during long runs. A lot of people run my pace but don't always know who is running. So maybe a place on website with people's running plans for the week.
- Be nice to target club races and get better workout turn out.
- See other comments re keeping dues the same but making an effort to grow club to 100-125
- Overall the group is great

**Q10:**

**What feedback would you have for the monthly(ish :- ) newsletters? What would you like to see more, or less of?**

- more newsletters are a great advertisement for all
- It's fine as it is.
- I love the newsletter! Keep it up! Monthlyish works for me.
- Well written.
- I enjoy them
- It's a good balance. Please keep the runner profiles and the stories from recent races - especially if multiple people are competing in the same race
- Don't really care about the newsletters.
- I like the current newsletter. Great job!!
- About right. 4-6 times per year would be fine with me.
- They are great