

Lakewood Ranch Running Club



Lakewood Ranch Running Club Newsletter, Issue #1





It seems our vision of a running club at Lakewood Ranch is becoming a reality sooner than we thought. Ever since Pam and I moved here in 1999, there appeared to be lots of runners who I thought might appreciate the camaraderie and support that only a club with members committed to the "cause" can provide. The results have been spectacular, with the club reaching almost 30 people in about six months. Imagine what can happen in a few years.

This is a note of thanks to all of you who have supported this effort in so many ways. The Lakewood Ranch Running Club is getting a reputation for friendliness and organization, which bodes well for our future. A particular note of appreciation goes to Pam, who as my "Significant Other" runner has been instrumental in course set up details, always looking for ways to convey organization and completeness. We have reached a stage where we are attempting to expand our horizons, yet we will never deviate from our commitment to make everyone welcome to the club, regardless of their running experience or their speed. Happy Running!

Robert Melo, Founder

In search of Publix support, financially and nutritionally

Our Chief Runner Robert Melo started an endeavor that I would like to help sustain: find a corporate sponsor to financially support our club. Though I knew Robert was already attacking this, my personal desire to take a crack at it came from reading a couple of regional fitness publications and seeing a plethora of advertisements plastered throughout the pages.

I figure with the great and growing Lakewood Ranch environment and the demographics we represent, how hard could it be to find a relevant sponsor with the desire to put themselves in front of us?

We have chosen Publix as our primary target. The decision was very simple: Robert already thought of them. The choice is so relevant because each Publix location is provided a budget to support their neighborhood community. What's more, Publix

would be a great prospect since they not only have the ability to support us financially, but also the capacity to provide essential runner's food like bananas, bagels, and of course, beer.

Obviously, it's not all about us. Without question, Publix will enjoy great benefits from the Lakewood Ranch Running Club.

We all have family and live in an affluent, exponentially growing area; we all shop Publix,

but we also have Albertson's just down the street. It's in Publix's best interest to keep us shopping in their aisles.

Through our club, Publix has the opportunity to soft sell us via recipes, nutrition articles, as well as assertively sell us via newsletter advertising.

We can also provide Publix added value with the promise of incorporating their logo on our



Publix: a strong supporter of neighborhood communities.

See Publix story, continued on Page 4.

On the Web For Ladies Only

I have been combing the Web recently, looking for content that will help me enhance this newsletter. I came across www.womens-running.com, which is relevant since the majority of our group are women. This site discusses (of course) running against topics such as pregnancy, body, gear, nutrition, and even has a section for beginners.

Club t-shirts, a sponsor, a guest speaker, and more

It's been a busy summer for us. Here's an incomplete, very small download of what's going on.

Let's hear it for **Urban Sole**, the sports shoe retailer at 2300 Bee Ridge Road in Sarasota. Alan Boiko, the owner, has agreed to be our club's very first sponsor. Alan is going to provide about 50 t-shirts for free, with our logo and the Urban Sole logo.

Urban Sole will also give us give certificates to raffle off to our membership, store discounts on shoes, and free socks. And, it doesn't stop there. Alan will also share his knowledge of running shoes with us as our September

guest speaker. So, this can be your chance to thank Alan, if you haven't already been to his store. A big, loud shout of thanks should also go to our Chief Runner Robert Melo for making this sponsorship happen.

Melissa Martinez has connected us with the cross country team at **Lakewood Ranch High School**. Their head coach, Ernest Jones, is interested in working out training runs, for his team, with us. The benefit to our club is the opportunity to use the school's track for speed training.

Sue Pagano has graciously accepted to lead our **Walkers Division**, to give attention to members who's fitness routine differ from runners.

Jen Kaufman wants to have breakfast with you. She's made a suggestion to occasionally gather for pancakes after our Saturday runs. No pressure, come if you're hungry.



Help Wanted

As I put this newsletter together, I'm really enjoying the process of creating layout and design.

However, layout and *content* aren't synonymous. I'm no Hemmingway, nor even a Bayless. Writing doesn't come naturally to me. So, I need help with our newsletter's content, and who better to ask than 25 or so beat reporters with cushioned soles and tied laces?

Want to tell us how you find therapy in

"I need help with our newsletter's content."

running/walking and inspire others? Do you have a running experience you just have to share? Do you get a charge from seeing your name and mug published? Are you a closet poet? Well, by all means, send in all your ideas, pictures, and meanderings. My email address is bert@panganiban.com.

Upcoming Race Events

While the upcoming Orlando run will be definite fun, there's also plenty of local running events, benefiting worthy causes, where we can go as a group, wear our club shirts and let Sarasota/Bradenton know we exist. Consider some of these upcoming road races:

- **Race for Freedom 5k**
Sept 11, Siesta Key Beach
- **Race Against Stigma 10k**
Oct 5, GT Bray Park
- **Bill's Beer Run 5k**
Oct 27, Nokomis
- **Latin Classic 1/2 Marathon**
Nov 10, Lakewood Ranch

Mile
Marker

37

Percentage longer you can compete at your peak after chugging a sports drink, compared with drinking water.

MEDICINE & SCIENCE IN SPORTS & EXERCISE

Earning Publix support continued from Page 2.

signage - at each mile marker, water stations, and adjacent to our weekly Saturday morning food and drink spread. We, as a group, can be a great branding voice for Publix.

So, what's our plan to earn Publix support?

As in any endeavor, preparation is the key to success. Right now, we're gathering and developing information.

Robert and I have a meeting with Judy Weaver, Lakewood Ranch Community

Service Center Activities Coordinator, to see if we can obtain general demographics about our neighborhood - ie, median household income, average number of kids, age-group percentages, etc. This would be key in illustrating to Publix why they should support us.

We also need to prepare a features and benefits statement, and request for what we specifically want. Since final approval is decided at Publix Headquarters in Lakeland, I'd like meet and

consequently earn written recommendations from the two Publix Lakewood Ranch location managers, then follow up with the appropriate people in Lakeland.

All this, obviously, takes time, but it will get done. Hopefully, by the next newsletter, we'll have a sponsor in Publix. And, if we don't, well Albertson's is just down the road.



Place
Stamp
Here

Send to: