

Open statement to Boulder Road Runner Members & Friends

2011 will be the last year of my leadership of the BRR. Having foundd the club 32 years ago is one of my proudest achievements. There are several areas that need to be closely examined by those that elect to take up the mantle of President and organizer of the BRR. We have evolved through many phases over our three decades. At one time we were all things to all people in the Boulder running community. As time passed we have slowly become a niche organization. Taking on projects that needed to be addressed and no other organization was capable or willing to undertake. A prime example is the Summer Track Series. It is the only track series within about 100 miles and provides members the opportunity to compete on the track at a variety of distances. We still sponsor a weekly group run on Sundays, which initially was our starting point for our club. We continue to staff several major road races with our volunteers and are the back bone of one of America's greatest races, the Bolder Boulder. If we are to continue and thrive for another 3 decades we need to adapt, evolve and rethink our approach to running, the recruitment of new members and what activities we will continue to support. Here are the areas I feel need to be inspected and here they are in no special order. I am sure I have omitted something from this list so please feel free to contact me and add your comments or critical thinking to this list.

1. Updated Mission Statement.

Running Activities:

- A. The Sunday Group Run. Location, meeting time, post run refreshments.
 - B. BRR Summer Track Series (first & third Thursdays of June, July & August)
 - C. CU @ Turley's Turkey Trot (Thanksgiving Day)
 - D. Run Boulder Race Series (Uni Hill, West End 3k and Pearl St. Mile)
 - E. Bolder Boulder (mile chief and volunteer recruitment in exchange for donation.)
 - F. Avery's 4k on the 4th.
 - G. Earth Day 5k (April)
 - H. Cause for Paws 4k (September)
2. Social Activities. First Monday Club Social at Walnut Brewery and Avery Brewing Co. Post Run Refreshments on Sundays. National Running Day, (first Wednesday in June).
 3. Affiliations. Road Runners Club of America & USATF.
 4. Insurance coverage.
 5. Volunteer recruitment and rewards program.
 6. Sponsorships, Saucony, Great Harvest Bread Co., PowerBar, etc.
 7. Support of local running activities. Columbine Mile Marathon, high school XC, etc. Run Boulder Series.
 8. Electronic Monthly Newsletter
 9. BRR Homepage, Facebook and other social media.
 10. Age group teams for USATF National Club XC Championships.
 11. Ongoing support of the CU Track & Field and Cross Country Program.
 12. Rich Castro Endowment Fund to Benefit the CU T& F and XC Program.
 13. Forging new alliance with the Boulder Track Club and unite local runners under one banner when traveling to National Championships.