

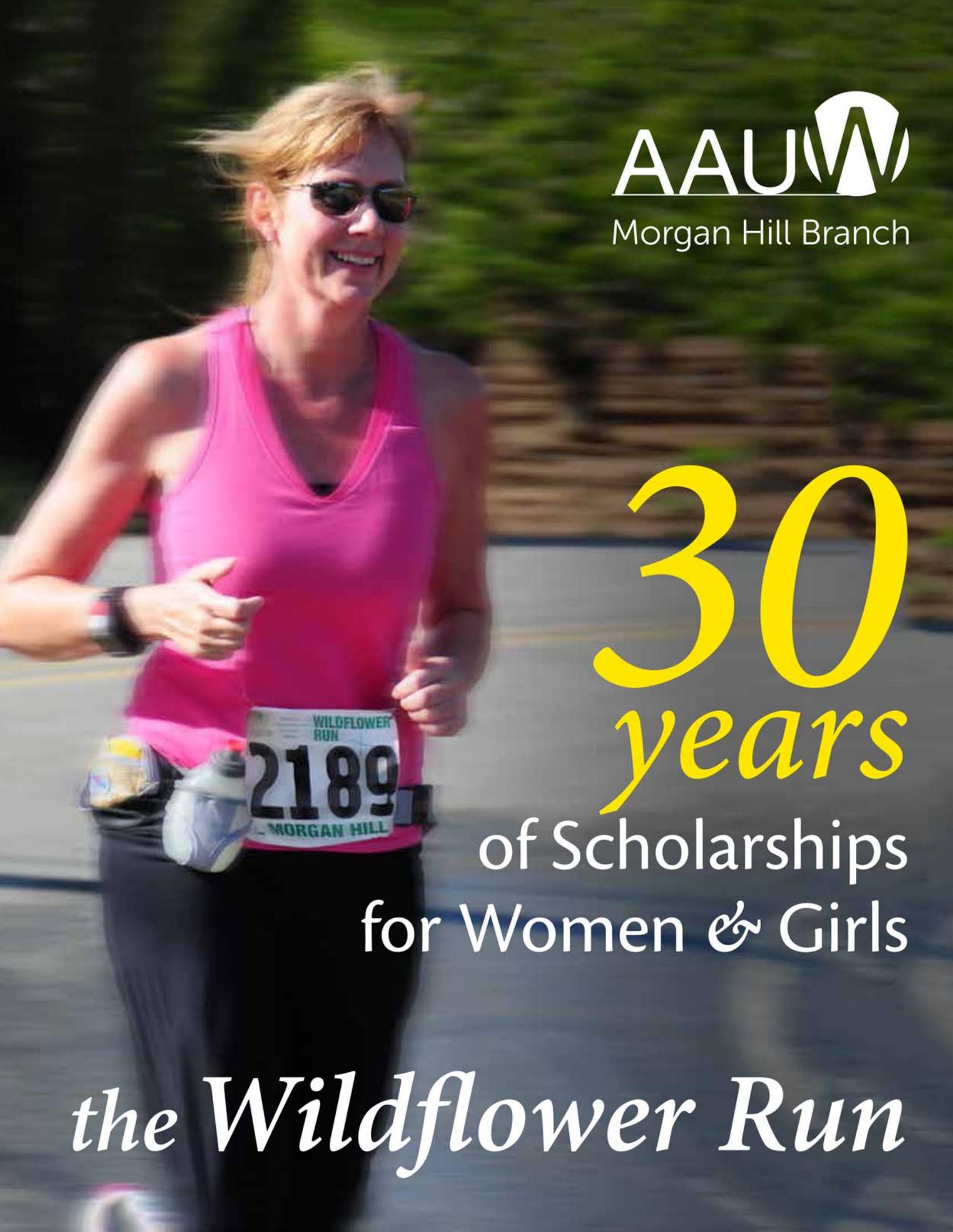


Morgan Hill Branch

30
years

of Scholarships
for Women & Girls

the Wildflower Run



When the grass on the slopes surrounding Morgan Hill is velvet green, the orchards a haze of white, the fields bright yellow with mustard, and the margins punctuated with the dazzling orange of California poppies, Spring arrives —and with it, the Wildflower Run.

Ah, yes, the Wildflower Run: a combination of nature's beauty, women's education, bodies in motion, avid competition, laughter, singing and bouncing babies in jogging strollers.

You can't beat that.

In 1984 the Morgan Hill Branch of the American Association of University Women set out to put on an event that brought together people on a quest and people with a goal. Runners are on a quest for the finish line; AAUW members' goal is to provide scholarships for women and girls.

The day of the race is show-off time for the city of Morgan Hill and a bevy of runners out to either 1) win; 2) record a best time; 3) finish no matter what; 4) cover a set amount of linear space without embarrassing one's children; 5) prove you can still move the old bod' for five or ten kilometers; 6) outrun your parents; or 7) just have a jolly good time.

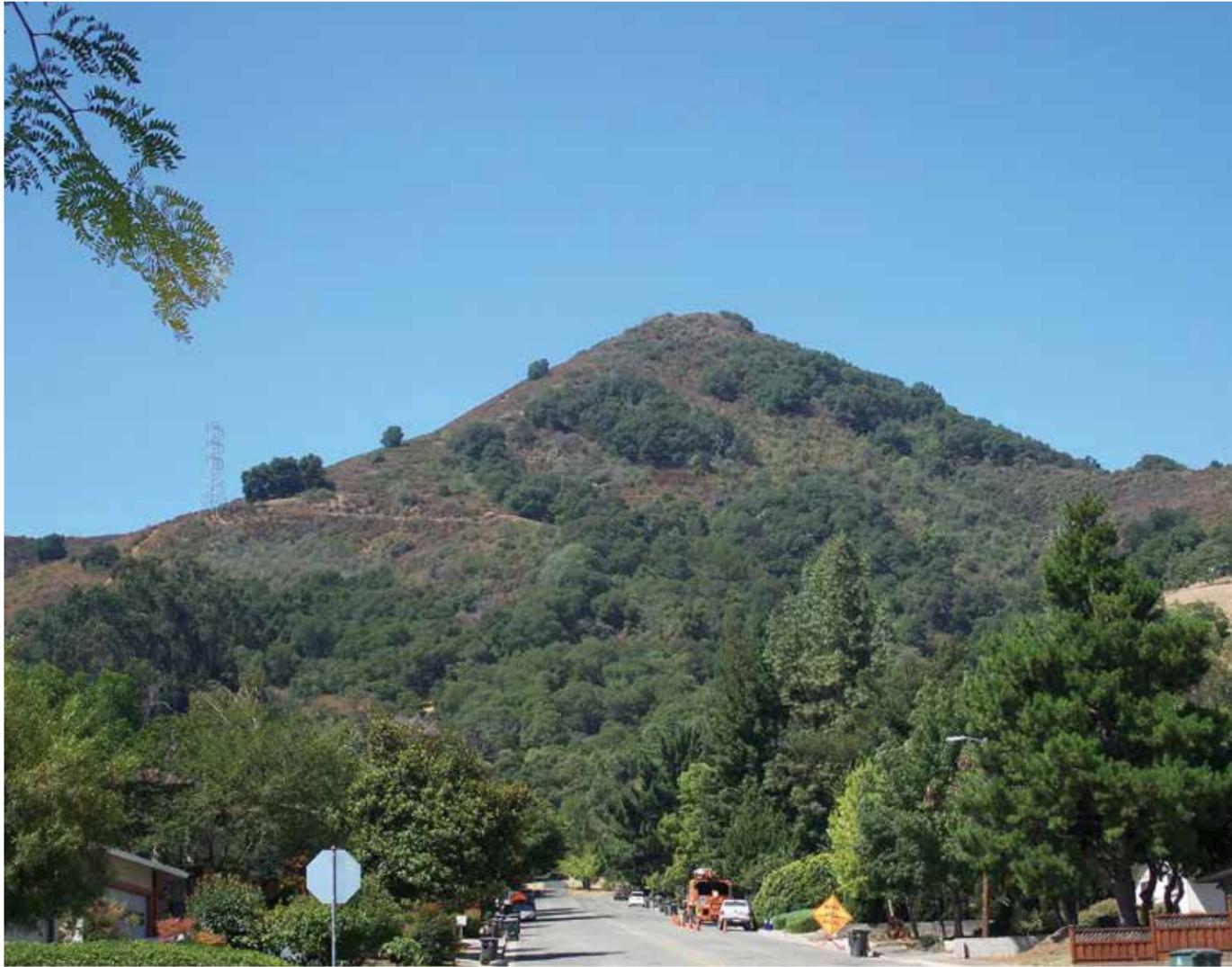
Also having a good time are AAUW members in bright raspberry-colored t-shirts who either 1) set up directional signs on the course; 2) register hundreds of happy runners; 3) guide the runners along the paths to glory; 4) cheer wildly, particularly for the very young and very old; 5) get doused at the water stops; 6) scream "Go! Go! Go!" at the finish line; 7) hand out awards and ribbons to winners; or 8) know proceeds from all their work goes for the education of women and girls.

No, you can't beat that.

Joanne Rife



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In The Beginning...

the western hills of Morgan Hill were green from spring rain.

Birds built nests, wildflowers dotted fields and roadsides,

rabbits and deer prepared for summer;

all was as it should be — bucolic, peaceful, and natural.

And then came the thunder of running feet,

as 217 women and girls charged past in the first-ever Wildflower Run.

Morgan Hill would never be the same again.



THE CITY OF MORGAN HILL lies 24 miles south of the City of San Jose, CA, and enjoys a mild, Mediterranean climate. With a population in 2011 of nearly 39,000, its scenic beauty and laid-back lifestyle have attracted new residents since the city's incorporation in 1906. In an effort to maintain the so-called "rural atmosphere," residents enacted a growth control initiative in 1979, which remains in place today. Once dependent entirely on agriculture, the area is now home to high-tech companies and mid-size businesses, although agriculture—wineries, mushroom, and vegetable products—remains part of the local scene. The largest employer is the local school district.

FROM THAT FIRST SMALL EVENT in 1984, when the Morgan Hill AAUW branch donated \$1,000 to AAUW's national educational effort, to 2013—30 years later—when almost a thousand runners and a host of sponsors could provide more than \$30,000 for three separate endeavors, much has transpired.

The Run has grown and improved, become more organized and visible to the community, with each successive Run Director building on the accomplishments of her or his predecessor. The Morgan Hill Wildflower Run is a production of more than 100 AAUW members working for one purpose—to raise funds for the education of women and girls—and, of course, to have lots of fun.

Most AAUW branches hold several fundraisers each year to support their AAUW and local obligations.

THE MORGAN HILL BRANCH HOLDS ONLY ONE.

A young branch, chartered in 1981 on the 100th anniversary of the American Association of University Women, the Morgan Hill members looked for an event that would be reasonably lucrative, repeatable, and make them feel proud. They decided to capitalize on the recent craze for running.

Since 1984, the Wildflower Run has been the branch's single fundraiser. Its proceeds support AAUW Funds (graduate scholarships and grants for women and the Legal Advocacy Fund), local scholarships for graduating high school seniors and community college women, and AAUW-CA's Tech Trek Science and Math Camp for Girls.

The branch is often in the top ten California branch donors to AAUW Funds, per capita—cause for pride and satisfaction.

Each member is encouraged to do something to help support the Run. If they are not able to be present on Run Day, they

may distribute flyers, handle publicity, solicit donations and sponsors, or even just write a check, but everybody is expected to help, and most do.

RUN DAY DAWNS BRIGHT AND EARLY

(and usually chilly) with dozens of members busily working away at their appointed jobs. Surprisingly enough, the Run has seldom been rained on even given the early April dates. And even when it does rain, the Run goes on.

The first Runs were open only to women and girls but, after a couple of years, the doors opened to men and boys.

As the years went on, the Run progressed from a "seat of the pants" amateur affair to a professional one, certified and with electronic timing to secure exact times for runners.

Carol Holzgrafe

The Beginning (cont.)

FIRST BRANCH PRESIDENT

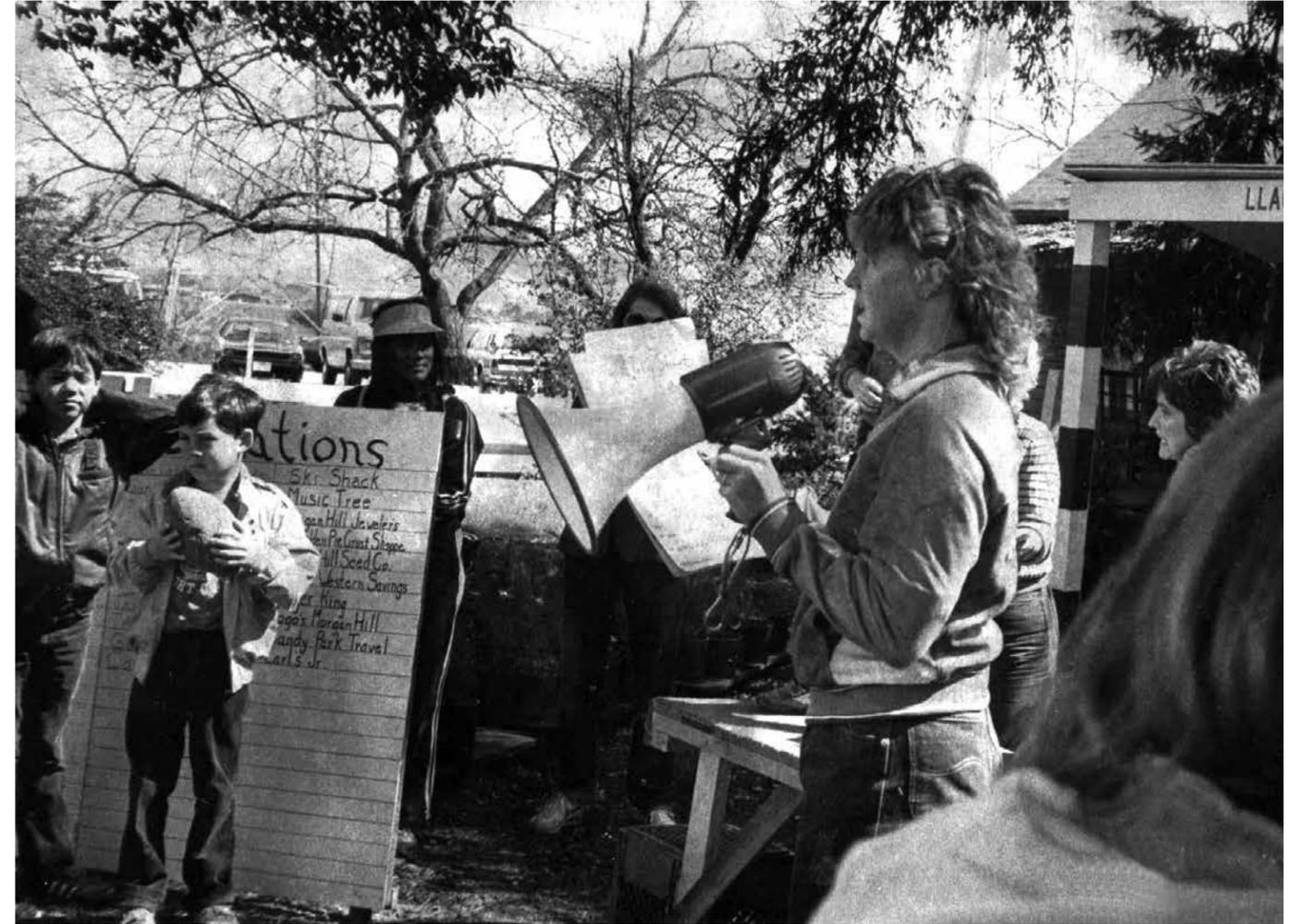
Barbara Cate remembers that it was Irene Blaine's idea for the women in Morgan Hill to form their own branch of the American Association of University Women. "We held a membership luncheon at my home which solidified our intention and from that a great group of women quietly conspired to organize." Irene Blaine agreed to be program chair if Barbara would be president. "It was Marilyn's idea to hold a Run for women. With only 30+ members, it was an enormous undertaking. The amount of chairs and equipment we hauled around in our own vehicles was a huge feat of strength. With a whole lot of determination we worked out the kinks as we went along. It did then, and still does, take an army to pull it off."



FIRST WILDFLOWER RUN DIRECTOR

Marilyn Gadway recalls the first Wildflower Run with enthusiasm. She was looking for a fundraising event that would involve both AAUW members and the community. At that time, runs were beginning to catch on in popularity, but none was specifically for women, so she decided to give it a try. After only a few months of planning, the first Run was held on St. Patrick's Day, 1984, with an astonishing 217 women and girls participating.

In 1988 the event expanded to include men and boys. Participant numbers have continued to increase; 980 competed in 2013. Still a member, Marilyn marvels that the Run has had such a long life. "I had no idea that the Run would last for 30 years."



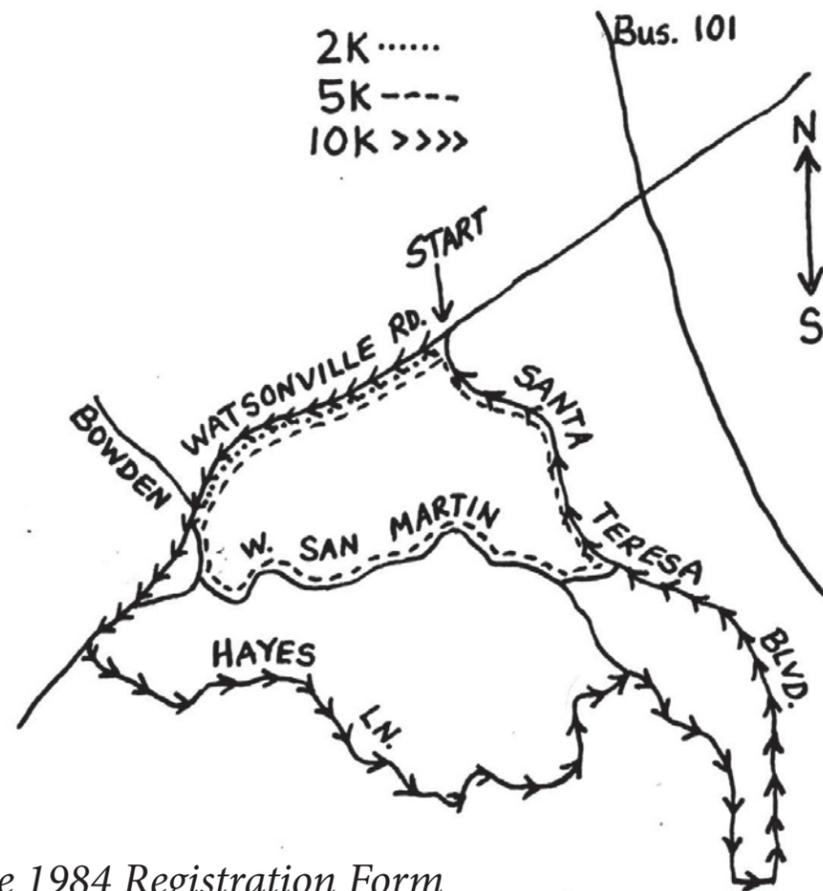
The start of the 1984 Run: the Llagas Creek Christmas Tree Farm at the intersection of Watsonville Rd. and Santa Teresa Blvd.

The First Run

In first Wildflower Run

Women set own pace

Gilroy Dispatch



From the 1984 Registration Form

“runners set out to visit wildflowers...”



Photo: Morgan Hill Times

“THE MORGAN HILL BRANCH, American Association of University Women, took its first plunge into sponsoring an all-female run—which consisted of 2 kilometers, 5 kilometers and 10 kilometers. An estimated 235 runners, in various age groups, participated in the Wildflower Run which started on Santa Teresa Boulevard. The route was through hills on Hayes Lane and East San Martin Avenue. Funds raised by the AAUW will be used for scholarships.”

The Morgan Hill Times

The Course



Sandy Stoob, Course Chair 1994–1998

I was course chair for 5 years, which, at the time, included tally for the 2K, 5K, and 10K—far too much work for one person. It totally burned me out. But I learned how to say “no!” to too much, a valuable lesson! Here is my course chair timeline:

1994 Bob Blaine, who was Run chair, decided we needed a new 5K course. We met 2 or 3 times and drove around in his car to lay out a new 5K course.

1995 The Wildflower Run took place at the soccer fields. Hedy Chang was both president and a city council member that year, and wanted to showcase the recently built soccer fields. It was a huge amount of work to lay out 3 new courses in one year. I did not appreciate the extra workload.

1996 The Wildflower Run moved back to Live Oak High School, because the Run Chair “forgot” to reserve the soccer fields.

1997 The Morgan Hill police demanded that, for safety reasons, we no longer have our 10K race up the rather hilly Cochrane Road past Anderson Dam Park. A lot of fishermen get up early causing heavy traffic early in the morning, just when our runners were pelting down the narrow, curvy road. So, a new 10K course....

1998 We advanced from using tongue depressors to using runner bib tags on stringers to tally race results, a technological improvement, but fraught with its own problems. Workers dropped stringers full of tags on a windy day and all of them scattered, causing the finish times to disperse with the wind.

Another year, when the 2K course followed Condit Road around to the back of the Live Oak track, we discovered that the fence was locked shut with a chain, and the custodian didn't have the key. We scrambled about in a panic trying to figure out what to do. With the custodian's permission, we cut the chain with chain cutters. After the first time this happened, I always checked the back gate first, to get the chain cutting underway as soon as possible. This was necessary —amazingly—for a few more years. We couldn't seem to get this gate unlocked ahead of time. How many women's organizations have chain cutters as part of their regular equipment?

For the last few years, my only job is being in charge of 2K tally, which I love. The kids are so full of energy and enthusiasm, the parents and other family members so proud and supportive, cheering them on. The Wildflower Run has become such a festive, enriching, family, and community event.

Tom Kaiser, Course Chair 2000–2003

During the years that Phyllis Kaiser was Run chair, we instituted a number of innovations, such as:

- Re-measured and corrected the 5K and 10K courses
- Obtained US Track & Field Association certification for the 10K course
- Replaced unwieldy mile-marker A-frame signs with much lighter, more uniform and portable ones
- Relocated all sponsor ads from mile-markers to the race-start area
- Added directional arrow signs distributed to the on-course volunteers
- Arranged for volunteer bike leaders



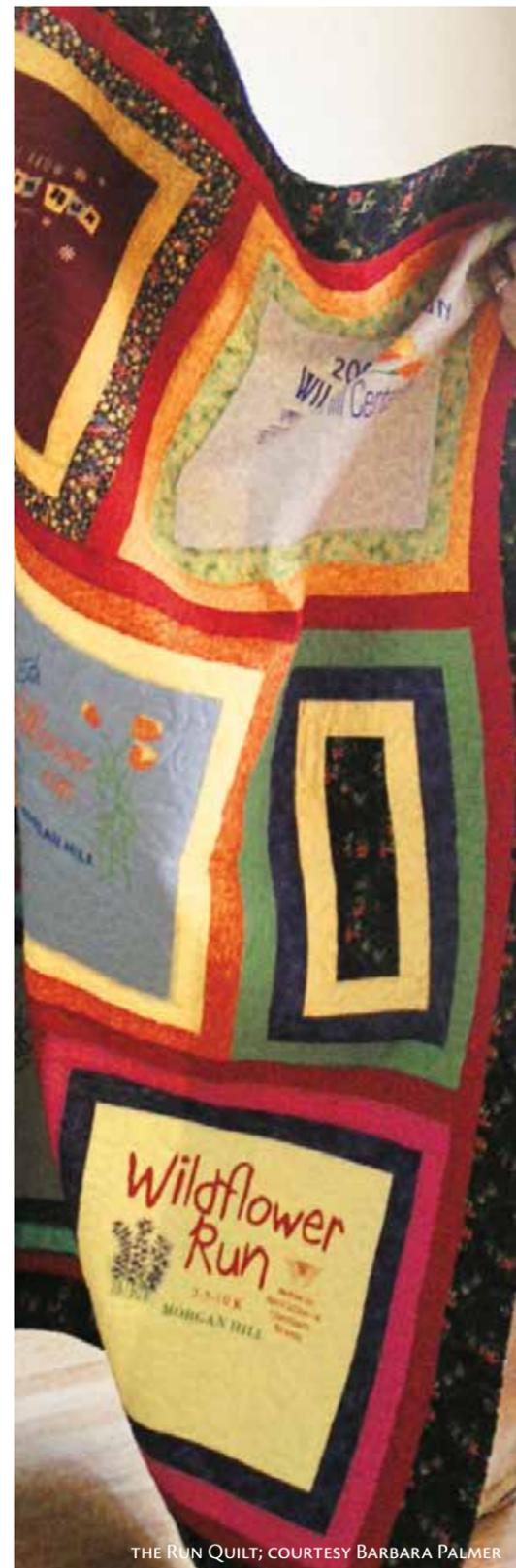
New 5K Course in 2012

When Elizabeth Mandel wanted the 5K to finish at the same place as the 10K, she asked me to determine the exact starting line by riding my bicycle. First, Tim Thornton kindly helped to locate the 10K start and finish. A friend rode with me so that we could improve on accuracy and be company. We first rode the 10K twice to get our bikes calibrated and found the 10K very accurate. My friend's bike was one wheel revolution short each time (about 6 feet), and my bike was 1½ to 2 revolutions long each time. We were excited about the consistency and accuracy so decided to ride the proposed 5K correcting for these errors. The start of the new 5K route is in the same parking lot lane as the 10K, at

the 2nd fence post inside the entrance/exit gate. I attached a stainless steel hose clamp on the top of the fence at that post. We marked the first mile at the intersection of Half and Mission View with a nail and washer located just below the “P” on the STOP painted on the road. The second mile was marked with a nail and washer in the center of the road at 18145 Peet Rd., just past a large “X”. The third mile was marked with a nail and washer in the center of the lane of the teachers' parking lot about 20 feet before the yellow gate (the paving changes colors at the location of the nail and washer). The finish is now at exactly the same location as the 10K.

~ Chuck Wilson

Run Directors



THE RUN QUILT; COURTESY BARBARA PALMER

- 1984 Marilyn Gadway
- 1985 Kae Jenny-Spencer
- 1986 Kae Jenny-Spencer, Charlotte Andreas
- 1987 Marilyn Gadway
- 1988 Kathy Sass
- 1989 Kathy Sass
- 1990 Kathy Sass, Marilyn Gadway
- 1991 Marilyn Gadway
- 1992 Marilyn Gadway, Bob Blaine
- 1993 Bob Blaine
- 1994 Bob Blaine, Cindy Gobin
- 1995 Cindy Gobin
- 1996 Cindy Gobin, Kathy Sass
- 1997 Cindy Gobin
- 1998 Cindy Gobin
- 1999 Nancy Foster
- 2000 Phyllis Kaiser
- 2001 Phyllis Kaiser
- 2002 Phyllis Kaiser
- 2003 Phyllis Kaiser
- 2004 Barbara Palmer
- 2005 Barbara Palmer
- 2006 Barbara Palmer
- 2007 Barbara Palmer
- 2008 Barbara Palmer
- 2009 Yvonne Duckett
- 2010 Yvonne Duckett
- 2011 Yvonne Duckett
- 2012 Elizabeth Mandel, Betsy Ding
- 2013 Elizabeth Mandel



Marilyn Gadway

1984, 1987

1990 (with Kathy Sass)

1991

1992 (with Bob Blaine)

When I was Educational Foundation chair in 1983-84, it was my job to come up with ways to raise money to support AAUW-EF, which provided fellowships and grants to graduate women continuing their education. I wanted to do something different, one big event, not have a bunch of bake sales like many branches did. I remember that the idea of a run came to me while I was attending an AAUW convention. It was such a strong feeling that I just knew that it was a good idea.

THERE WERE ONLY A FEW OF US who organized that first Run. Elena Moreno was in charge of publicity. She was the one who came up with the name Wildflower Run. Kathryn Buckley-Brawner designed the t-shirt (and continued to do so for many, many years, even after she moved to Massachusetts). She was also in charge of awards. Kathy Sass handled course and facilities, Kae Jenny-Spencer did registration, and Barbara Bayless went after sponsors. Running events were becoming popular at that time, so I attended other events to see how they were organized. We were pretty much just flying by the seat of our pants.

Kathy and I laid out the 2K, 5K, and 10K courses on the west side of town starting at the corner of Watsonville Road and Santa Teresa. There were no houses in that area at all at that time. Kathy hand painted signs. We had only one sponsor that first year; Long's Drugs gave us \$1000. We couldn't believe we could get that much money. The Run was only open to women and girls, since we were a women's organization. Registration was \$6, and \$8 for those who registered late. We thought maybe only a few runners and walkers would come, so we were totally surprised when over 200 showed up.

OTHERS WHO HELPED in the early years were Marianne Thornton, Nancy Foster, and Barbara Cate, as well as Marianne's son and my son, who helped with the set up and take down. The Run continued on the west side in 1985. That was the year of the famous rifle incident when a man who lived near Watsonville Road threatened the women runners with his gun. After that that we decided to move the Run to Live Oak High School on the east side of town.

In 1988, after men were allowed to join AAUW, we invited men and boys to participate in the Run. Back in those days, women could walk the 2K, as well as the 5K, but men could only run in the 10K.

EACH YEAR THE RUN GREW larger and more successful. It was always a "full membership" event, as we needed all hands on deck to accomplish all the tasks. There were Runs in the sun and occasionally in the rain. We were a very determined group in those days, and I do believe that the same energy is with us today, just with different people.

I have always been proud of the Wildflower Run. I am particularly proud of the growth in attendance and in sophistication. We have come a long way from our hand-painted signs. For me personally it was a big step in undertaking something I knew very little about, but I always knew that I had all the great gals of the Morgan Hill Branch at my back, and that gave me much confidence.

Run Directors *(cont.)*



Kae Jenny-Spencer

1985

1986 (with Charlotte Andreas)

I was responsible for registration at the first Wildflower Run in 1984. As a brand new member and avid runner, I was more than happy to get involved. With the success of our first Wildflower Run under our belt, and the increased responsibilities Marilyn Gadway had as branch president, I was asked to chair the event for 1985. That year, we modified the route to begin and end at Machado School, eliminating the hill in Hayes Valley.

What I remember most about 1985 is the infamous rifle incident. A man who lived near Watsonville Road evidently didn't like women running by his property and threatened them with a gun. Fortunately, the sheriff's office intervened to defuse the situation and no one was hurt. Foreseeing more participants, it was decided to move the Run to Live Oak High School the following year to accommodate the runners and their supporters.

1986 was also memorable but for different reasons. It rained and I was nine months pregnant. Despite less than optimal circumstances, the Run went on, including a first-ever Tot Trot, a 440 yard dash for girls six and under on the high school track, and the mother/daughter 5K. My daughter arrived five days after the Run, two weeks ahead of schedule. The following year, I turned the Run back to Marilyn, as I had a new baby to fill my time.



Kathy Sass

1988, 1989

1990 (with Marilyn Gadway)

1996 (with Cindy Gobin)

From the May 1988 branch newsletter:

Again, another successful Run. I had my doubts when you all voted to have men run. But I, an AAUW woman, should have known better. You gave this branch a challenge, and you always come through.

Reporting on the 1989 Run:

All in all, this day was a great success. These last two years as the Run Chair have been a real growing experience for me. I've had the opportunity to get to know and work with some super people. Thanks to each and every one of my committee chairs for your hard work and support. I couldn't have done it without you.

“The cannon left no doubt that the race had started.”



Bob Blaine

1992 (with Marilyn Gadway)

1993

1994 (with Cindy Gobin)

I took the job because I thought it would make AAUW more visible and also make some money. My biggest problem was finding help.

Worst of all was that I (we) had to ask people for that money. I finally dragged myself over to the previous year's sponsor only to have him tell me he was going out of business—bad timing, that. After stewing for a while, it dawned on me that I could give the money myself. So I did. Then I realized we wouldn't have to print on the back of the shirt (runners loved this). We saved that cost for quite a few years.

The next problem was dealing with so many women. I was quite worried, but, really, it turned out to be a pleasure. Karen Parks assisted me a great deal; she helped me meet and get used to so many women. Karen handled t-shirt ordering for years.



Cindy Gobin

1994 (with Bob Blaine)

1995

1996 (with Kathy Sass)

1997, 1998

During the nineties, I chaired the Wildflower Run for five years. Beginning on year two of my tenure as chair, I received several complaints that the starting gun could not be heard by all the runners. Then I had the idea of using a small cannon I owned, built by my machinist husband Dale. It was a one foot replica of the wheeled cannons used by pirate ships. The cannon was loaded with black powder (no cannon ball) and when fired made a very loud bang. It was, after all, a cannon! We thought it was wonderful and no other race we knew of had one. The cannon left no doubt that the race had started. Problem solved we thought. Unfortunately, not everyone loved it. I heard that babies cried, people jumped, spilled their coffee, and that it generally scared the bejeebies out of more than one person. We tried moving the cannon to the middle of the football field on year two of the cannon, but it didn't help. It was still too loud. So . . . after two years we retired the cannon and went back to a gun. *Arrrr and Alas Me Maties!*

Run Directors(cont.)



Nancy Foster

1999

When Kathy Sass asked me to be Run chair, I was hesitant because I had not been on the Run planning committee, even though I had always helped out. But a new chair was needed; Cindy Gobin, after five years, didn't want to be in charge again. Since I didn't know much about how the Run was organized, I really relied on the committee chairs that year. I realized that if something happened to one of them, no one would know how to do her job. So I gave each chair a binder and asked that they fill it with all the details of their Run position. That would help with future Runs. I wonder whatever happened to those binders?

One of the best things I did was ask Phyllis Kaiser to take over Course. She was new to AAUW and anxious to get involved. She and Tom re-did the 10K course in preparation for getting it certified. Phyllis went on to serve as Run chair for the next four years.



Phyllis Kaiser

2000, 2001, 2002, 2003

Nancy Foster was Run Chair in 1999, but when she became branch president in 2000, she asked me to chair the Run in that year. I led the committee for four years until Barbara Palmer took over.

My place of business was across the parking lot from that of Elena and Peter Anderson, so we conducted Run meetings there, in Peter's conference room, as often as once a week. Dogs participated—particularly Elena's pet, Savannah. I remember her head in my lap on many occasions. (Savannah's, not Elena's.)

Afterwards, Tom and I (my husband was Course Chair) would have pizza at Mountain Mike's and then sum up the meeting. Those four years easily involved the most pizza I've ever eaten, before or since.

The biggest change I made while Chair was to add a 5K run in 2002. Previously, only walkers did the 5K. This resulted in increased registrations, and eventually became the group with the largest number of participants.

In 2003 we used online registrations for the first time with active.com. We also had the race chip-timed. The company we used was "re-organizing" the following year, so we went back to manual tally.

I remember, thankfully, that chairs for most subcommittees, such as t-shirts, awards, and tally, had held their positions for many years, bringing expertise and continuity to their jobs, which made mine pretty easy.

“What I remember the most from those years is the wonderful camaraderie and friendships I developed; I was amazed at what intelligent and powerful women I knew.”



Barbara Palmer

2004, 2005, 2006, 2007, 2008

I was actually eager to be Run Director. I had worked on the Run for so long and had become very much aware of what I wanted to change. If we were to continue this fundraiser, we needed to improve things every year to make the Wildflower Run the best it could be. My three goals were:

1. To increase the number of runners by increasing publicity.
2. To increase member volunteers: to get as many involved, before, during, and after the Run, as possible.
3. To increase the amount of money we raised by forming a separate sponsor/donor program treated as seriously as tally and water-stop committees.

Previous Run directors had been quite casual about meetings and the overall structure of the Run. True to form, I decided that we needed more formal committees with chairs who would take their job seriously. I also set a calendar of meeting dates that started in November and met once a month—twice during the month prior to Run Day.

TO MEET MY GOAL of increasing income for AAUW Funds, Tech Trek and local scholarships, I talked to several people who were into fundraising for non-profits to better understand what we needed to do.

We wanted to have something to show to potential sponsors, so Cathy Razumich put together the "Presentation Packet" about AAUW and how Run proceeds are used. She had done a similar thing at work and knew exactly what to do. That was the beginning of the structured sponsor committee that continues today. It was a big step in getting the word about AAUW and the Run to the community. Even if we did not get money from a business at first, at least we would make them aware that we were in the community doing good things for women and girls.

The "goodie bags" for runners developed about the third year I was director—another new committee.

Another change was moving the 2K kids' race from the road to the high school track. This made it much safer and allowed parents to easily keep track of their children.

THE MOST REWARDING THING about being Run Director was getting to know our members and really seeing what this organization is capable of doing. I contacted just about every member every year to be sure that they would be volunteering in some way and to remind them how important it was for each member to be involved. It was tough, but it made strides toward the participation we have today.

Of course, there were challenges. Probably no different than any other non-profit, the biggest challenge was following up on those committee members who needed an extra nudge to get motivated.

Trying to do too much was another problem. I chose to be involved with the tally team (my Run roots, after all). I also did sponsors and donors for the first two years or so. I should have asked others to help out. It was also difficult dealing with the school district, city, police department, etc. The final year I asked Stacy Forgy to take on the job of administrative assistant, and she took over all of these aspects. Thank you, Stacy!

MY LAST YEAR AS DIRECTOR was the 25th anniversary of the Run. At the post-Run lunch for volunteers, I was presented with a quilt made from the t-shirts from my five years, sewn by Bobbi Graham and Nancy Brown. It is something that I will always treasure.

What I remember the most from those years is the wonderful camaraderie and friendships I developed; I was amazed at what intelligent and powerful women I knew. Not every branch could have pulled this large event together to raise so much money. I truly believe that our branch is, and will always be, special.

Run Directors_(cont.)



Yvonne Duckett

2009, 2010, 2011

I was thankful that I could take over from a wonderful leader, Barbara Palmer, who had the Run organized to near perfection. I inherited some great committee members with many years of experience, who knew far more about the working of their particular committee than I did. But I did have some ideas of what I wanted to accomplish. In addition to continuing our tradition of a well-run event, I wanted to find ways to entice more runners, to update the advertising materials with coordinating logos, and to give AAUW more of a presence at the Run.

THESE ARE A FEW OF THE CHANGES made during the years I was Run Director.

- We added logos of major sponsors to the back of our t-shirts, even though some members wanted the t-shirts to remain blank.
- In 2009 and 2010, Party Outlet gave us a beautiful balloon arch, something I had seen at other runs.
- In 2011, in response to increasing number of runners and concern for recording accurate times, we decided to try electronic chip timing. South Valley Endurance, a newly established local group, had just begun a timing business and arranged a discount for our first year. Unfortunately, they were spread between two races and had a couple of technical glitches that marred the final scoring. They eventually straightened out the results and worked hard to appease our runners after the race.
- We offered sponsors a booth presence in the area near the finish line. This was a very popular area for runners to congregate after the Run and a convenient place for businesses to reach the public. Our anchor booth is the Jamba Juice smoothie tent, a free treat for runners. We also added an area with information about AAUW and Tech Trek programs.

- We transitioned the registration forms and notifications from printed versions to online copies available on our website. We added a multimedia team to enhance our social media presence using Facebook and Twitter.
- We moved the 5K route to better position the finish line, bringing it closer to the 10K finish.
- We coordinated with the t-shirt logo designer, Jim Holzgrafe, to use his logo on all of our printed materials.
- We bought new banners, location signs and mile marker postings for the course.
- We made the post-Run volunteer lunch a free event to truly thank volunteers for their efforts.

BEING RUN DIRECTOR had its challenges. Organizing the Run took a lot of time and energy that were previously spent on my family and other activities. It was a challenge to keep everyone informed and to communicate sufficiently. I also had to struggle to keep Run materials from taking over the house.

I did find time for a vacation, however. I remember being on a Hawaiian beach in February and getting a cell phone call from the Morgan Hill Police Department and, after a few seconds of panic, being told that they were only confirming their presence at the Wildflower Run.

Directing the Wildflower Run was a most rewarding experience. We have established a unique and exciting event that also raises funds for the promotion of education for girls and women. We continue to strive for a Run that is fun for all, provides a venue for our runners to succeed in their goals, gives advertising opportunities to our sponsors, enlists volunteers to provide enthusiastic support, and raises funds for our cause.

We do it every year. *Go team!*



Elizabeth Mandel

2012 (with Betsy Ding)

2013

I took over a well-oiled Run machine with experienced, capable, and enthusiastic committee chairs. I had previous people and project management experience to draw on, but was grateful for a strong Sponsor committee (led by Yvonne Duckett and Barbara Palmer) to ask for sponsorship money. We have a great cause and capable volunteers, but appearance and visibility is also important. I decided to put extra effort into improving the image, presentation, and outreach of the Run..

SIGNS. I asked Kathy Sullivan to assess our race-day signage and create an upgrade plan. (As the race has grown, signs had been added piecemeal, with no consistency in appearance.) We kept our relatively new mileage markers but ultimately replaced all other signs, adding new flags at the race starts and in the registration areas. We also purchased new safety and caution signs for congested areas on the course. All have a similar, professional look with a wildflower theme.

"FINISH FEST." We improved the energy and presentation at the Run finish. We rerouted the 5K so it would come in to the same finish line as the 10K, focusing spectators (and excitement) in one area. We added more volunteers to cheer the runners (both at the finish and along the route). We expanded the "Sponsor Area" to a large oval and renamed it the "Expo", since it also includes t-shirts, goodie bags, timing tent, snacks, water, photo table, face painting, AAUW booth, etc. Joan Sullivan was in charge, and she kept in touch with sponsors and coordinated the layout. In 2014, we will rename it the "Finish Fest", to reflect the atmosphere we have successfully created and want to promote at the end of the Run.

SOUND SYSTEM. With close to 1000 runners, it was becoming impossible for runners to hear announcements. We purchased a new professional outdoor sound system for use at registration, the 5K start, the 10K start, and for awards at the finish.

WILDFLOWER RUN WEBSITE. Emily Shem-Tov created a second website just for the Run [www.wildflowerrun.org] in order for us to have a more visible presence on the web. We also have a growing Facebook presence.

5K STROLLER ROLLER. In 2013 we added a new stroller category. To encourage signups for the inaugural event, we contacted both local and Bay Area parent organizations. As an added inducement, we gave a bonus: incredibly cute baby tees to the children. With 76 registered participants (many of whom were pushing double or even triple strollers), the event was wildly successful. In addition to giving us additional opportunities for runner registrations and potential sponsors, the strollers added significantly to the happy buzz of the Run.

\$30,000 FOR 30 YEARS. In 2013 we met and exceeded our financial goal of raising \$30,000 to commemorate our 30th year, thanks to increased member donations and record-setting business sponsor contributions and Run registrations.

The majority of my time was spent in ensuring that all the fine tuning details of the Run were taken care of. I often used an enlarged map of the school site for a walk-through from a runner's perspective, including committee reports and answering questions as we went along. I expect this detailed planning and coordination among committee chairs will always remain the most essential part of the Run Director's job. I am delighted that the combined efforts of our members over the past two years have made this amazing event even more successful, and I look forward to our continued success in 2014!

The Runners



The first Wildflower Run in 1984 saw 217 women and girls participating. That day included 10K, 5K, and 2K runs, with the 2K open to both adults and children.

Thirty years later, a record 980 runners, walkers, women, men, girls, and boys registered.



SOME HIGHLIGHTS OVER THE YEARS:

- At the 5th anniversary of the Run in 1988, after AAUW membership had opened to men, men were permitted to run in the 10K and boys could participate in the 2K. There were 330 registrants.
- By 1992 there were about 450 participants. The 5K run was turned into a 5K walk.
- In 1993, the 10th anniversary of the Run, adults could no longer participate in the 2K; it was designated for kids only, ages 12 and under.
- The number of runners broke 500 for the first time in 1996.
- In 2002 a 5K run was added to the 5K walk in response to a growing demand for this distance.
- A record 600 registered in 2007.
- When 919 participated in 2010, we thought that we would soon hit the magic number of 1000 runners.
- That goal remains elusive: 980 in 2013. Maybe next year!



The Runners (cont.)

Ages in the 2013 Run ranged from an 88-year-old woman in the 5K walk to a 2½-year-old girl in the 2K, a 4-year-old boy in the 5K, plus even younger participants who rolled in the stroller category.



PHOTO: SUE BRAZELTON

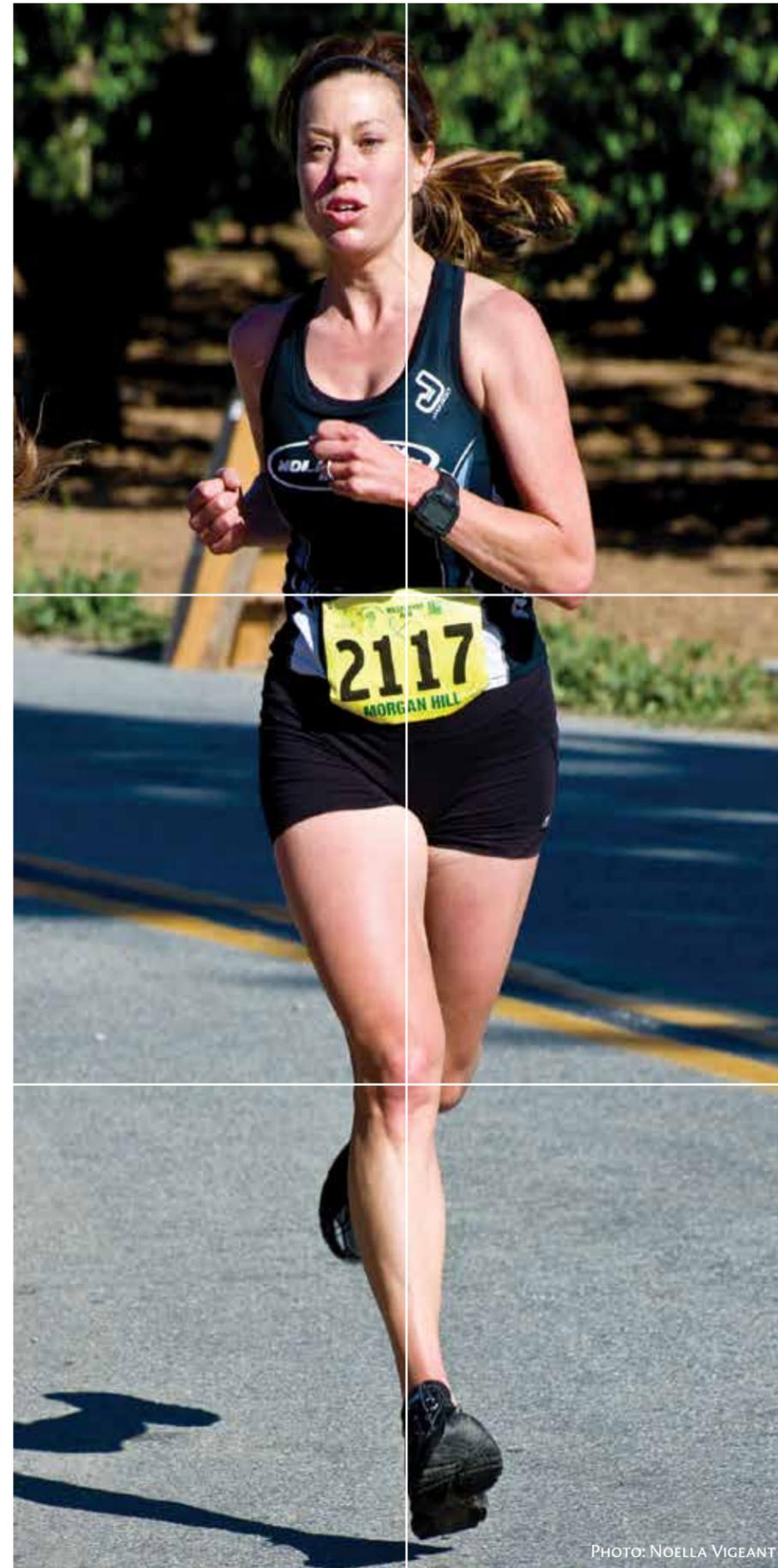


PHOTO: NOELLA VIGEANT

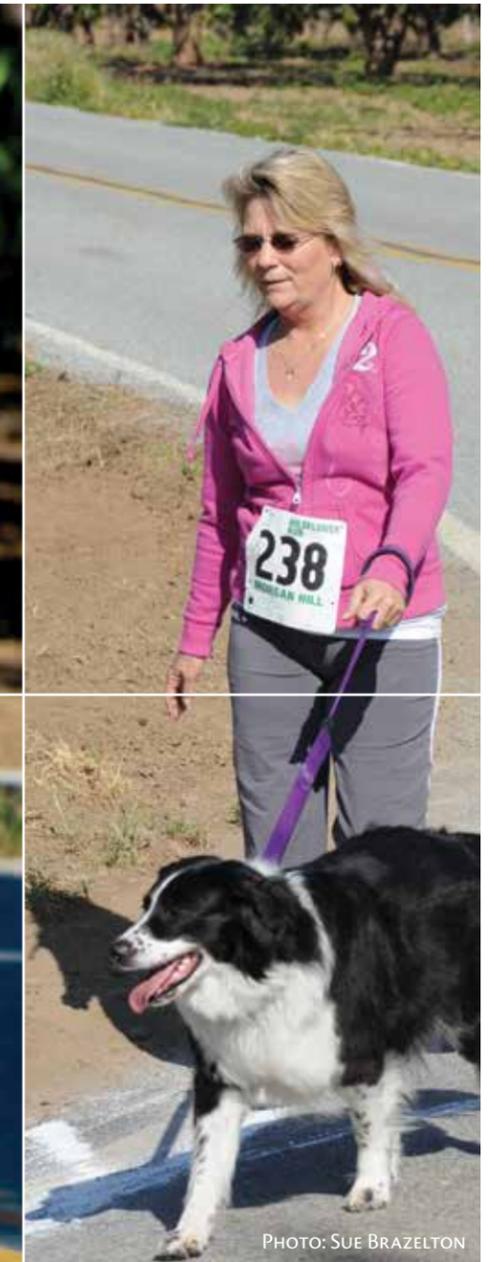


PHOTO: SUE BRAZELTON



PHOTO: SUE BRAZELTON



PHOTO: JOANNE RIFE



PHOTO: NOELLA VIGEANT



PHOTO: SUE BRAZELTON



PHOTO: NOELLA VIGEANT



PHOTO: NOELLA VIGEANT



PHOTO: DAVID FRITTS



PHOTO: EMILY SHEM-TOV



PHOTO: SUE BRAZELTON



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PHOTO: DAVID FRITTS

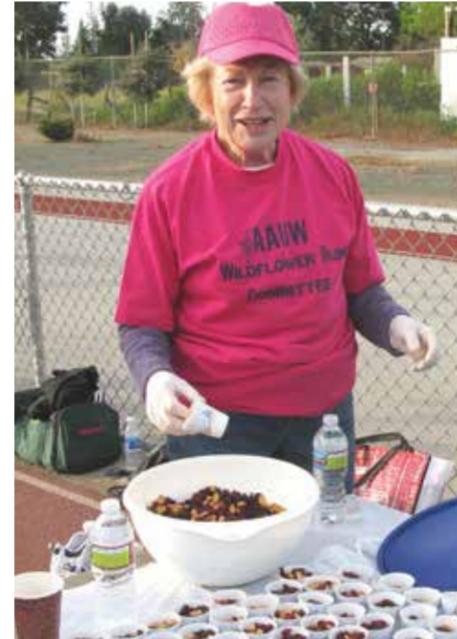


PHOTO: DAVID FRITTS

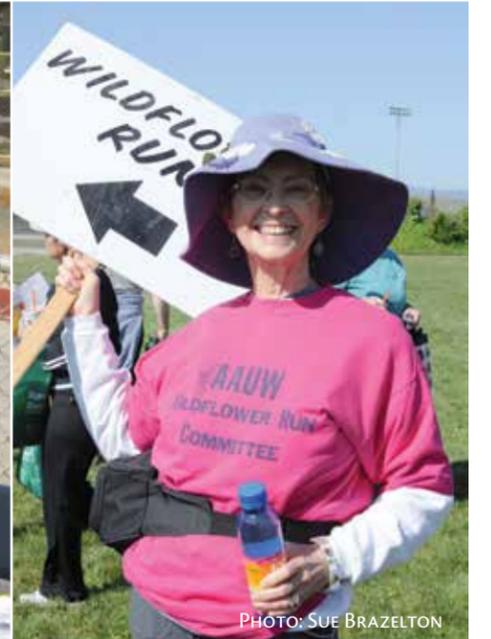


PHOTO: SUE BRAZELTON



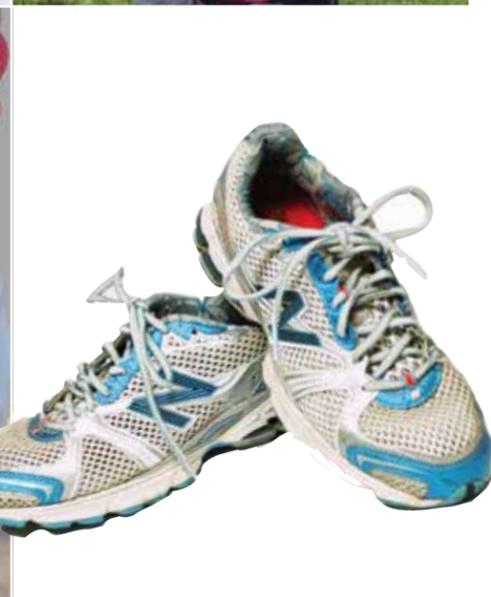
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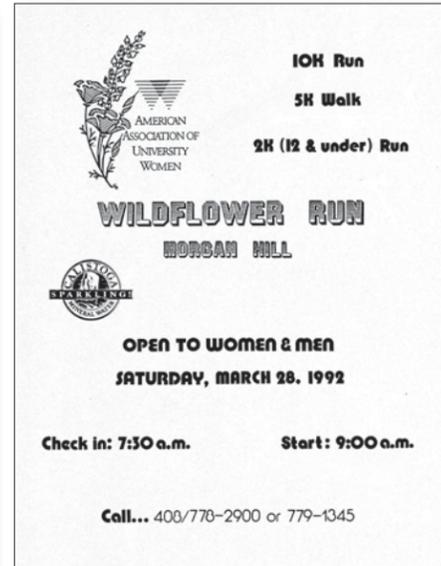
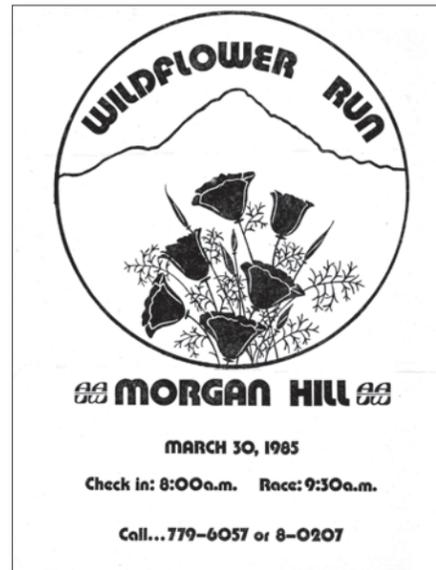
PHOTO: EMILY SHEM-TOV



PHOTO: DAVID FRITTS



Posters & Publicity



Wildflower Run set for Saturday

Morgan Hill Times

In 1984 the first Wildflower Run was publicized with flyers posted around town and letters sent to women runners in other communities inviting them to participate (and even offering housing for out of town runners). Ads were placed in running magazines, and members went to all other local races to hand out Wildflower Run flyers. Over the course of 30 years, publicity has greatly expanded to take advantage of the internet, websites, and social media. Getting the word out, however, is still key to increasing runner participation.

POTENTIAL RUNNERS AND WALKERS now can view posters around Morgan Hill, at local schools, and in surrounding communities as well. Color posters first appeared in 2010. Instead of mailing thousands of registration forms to past participants, the branch mails "Save the Date" postcards, directing them to the Run website for detailed information and registration.

Postcards can also be found in libraries, running stores, exercise clubs and are distributed at one or two selected runs. Branch members distributed a total of 2500 postcards in 2013.

The Morgan Hill Times has supported the Run for years by supplying free ads in its newspaper. The Run is listed on online calendars of newspapers, local magazines and organizations. Details about the Run are sent to other Bay Area AAUW branches, and two regularly send a group of walkers to support us.

To reach families for the new baby stroller category in 2013, we contacted local Las Madres groups and listed the Run in a Bay Area parents' magazine.

There is a dedicated website for the Run, www.wildflowerrun.org, as well as an active presence on Facebook and Twitter.

The T-shirts



Baby Tee by Jim Holzgrafe, 2013

T-SHIRTS DESIGNED BY

- Kathryn Buckley-Brawner 1984 – 2001
- Marby Lee 2002 – 2005
- Bob Blaine 2006 – 2009
- Jim Holzgrafe 2010 – 2013

Sponsors & Donors

Since the very first \$1000 sponsor was recruited in 1984, funding from businesses, individuals, and grants has played an increasingly important role in expanding the Morgan Hill Branch scholarship program. In 2013, 30 years later, more than \$24,000 was raised in cash donations. In-kind contributions had an additional \$10,000 value. Both cash and donations of services and goods are needed to cover the cost of the Run and to help fund the 15 awards now made each year.

So how does all this happen? Since the first Run, there has always been a sponsor committee. For years this committee was responsible for seeking donations from both businesses and members, usually by sending a letter through the mail or including a request in the members' newsletter. Although important, obtaining sponsors was secondary to organizing the Run itself. In 1999, \$4000 in contributions was received, much of which came from one large member donation. Five years later the amount was \$6685, although only 16% came from businesses.

BUSINESS SPONSORS TAKE OFF

In 2005 Run Director Barbara Palmer was determined that the Run earn more in contributions from local businesses. "Sponsors" was then split into two groups: Business Sponsors and Member Donations. The first few years, the Business Sponsor committee used a multi-page presentation packet and called on local businesses in person. This new approach, combined with individual donations, brought in \$10,000 in 2005. The following year, the total was \$11,875, with 35% from sponsors.

Over time, the presentation packet evolved into a more compact version that could be sent by mail or email to potential sponsors. Committee members were assigned to a particular organization and were responsible for follow-up. With the expansion of the branch website, information was available online, accessible to any member who wanted to send it to a potential sponsor.

As a result of this expanded, more targeted approach, business sponsor totals increased dramatically: from \$5200 in 2007 to \$12,000 in 2009. Two years later sponsors contributed \$13,000, and combined with member donations and grants, a grand total of \$18,390 was achieved.

LOCAL BUSINESS SPONSORS

Starting with **LONG'S DRUGS** in 1984, local businesses have supported the Wildflower Run. Business sponsors are now a major source of Run income.

With too many to list them all, here is a sampling of sponsors.

- **SAFeway STORES** has been a supporter for most of 30 years, usually donating gift certificates to be used to purchase food and water for runners and volunteers.
- **HOAGLUND 'S FLOORING** was an early big sponsor.
- **HONDA** and **FORD** became major sponsors after opening outlets in Morgan Hill.
- **THE MORGAN HILL TIMES** provides free space for ads to promote the Run.
- **LOCAL SEED COMPANIES** offered packets of wildflower seeds for runners.
- **GUGLIELMO WINERY** donates cases of wine for runner prizes and awards.
- **ROSY'S AT THE BEACH** restaurant makes an annual contribution and offers discount coupons for runners.
- **LOCAL DOCTORS, DENTISTS AND VETERINARIANS** are among longtime donors.
- **WILDLIFE EDUCATION AND REHABILITATION CENTER (WERC)** provides free educational programs at the school of winners of 2K children's race.



PHOTO: DAVID FRITTS



PHOTO: SUE BRAZELTON

BRANCH MEMBERS

MEMBERS GIVE GENEROUSLY at the time of the Wildflower Run in support of the AAUW mission. Gifts range from \$10 to \$2500, averaging about \$100 per donation.

- For many years, **BOB BLAINE** made a significant contribution, in essence "buying" the back of the tee shirt to keep it free from sponsor logos.
- Some members give through their businesses, such as realtors, architects, and other professionals. Peggy Martin's **FAMILY WEALTH CONSULTING GROUP** is a major sponsor.
- Donations also come from family members or from their businesses, such as **ANAEROBE SYSTEMS**, owned Mary Cox's husband Mike.
- Since 2004, member Katie Howard and her husband Brian, owners of two **JAMBA JUICE** franchises, have provided free Jamba Juice smoothies to all Run participants. The number of runners has doubled and so has the number of smoothies given away. Jamba Juice is a major draw in promoting the Run.

GRANTS

More recently, members have used grants to increase sponsor income. Laura Durica, a retired IBM employee, has received \$4000 in grants for Tech Trek from **IBM**. Another member, Margaret McCann, applied for and received a grant from the **SANTA CLARA COUNTY WATER DISTRICT**. The branch will explore additional grants in the future.

SPONSOR BENEFITS

In addition to supporting the education of women and girls, business sponsors may promote themselves to branch members and to runners. A major perk was added in 2009 when a sponsor could get its logo printed on the back of the Run tee shirt for a donation of \$1000 or more. This is increasingly popular (and the tee shirt back is becoming more and more crowded).

Since 2009 an Expo area near the finish line was created. Booth space here is available to any business that donates \$250 or more. Sponsors may also provide items for runner "goodie" bags.

Major donors may have their logo on the branch website with a link to their business website. Depending on level of giving, sponsors get free Run registrations and tee shirts.

2013: A RECORD-SETTING YEAR

Income from sponsors and donors in 2013, the Run's 30th anniversary year, set an all time high. Businesses and grants brought in \$18,780, and individuals added \$5777, for a grand total of \$24,557 in contributions. (Run registration income is separate.)

Over the course of 30 years, the Wildflower Run has developed a positive, ongoing relationship with local businesses, as well as continuing to rely on the generosity of branch members and other individuals for donations, all in support of education for women and girls.

Money Matters

“Handling the Run proceeds is far from simple. In 2013 our gross income was \$52,000. This included \$18,500 sponsorship income, \$5,500 donations and \$28,000 run income. Taking off expenses of \$15,000 (including chip timing, t-shirts, publicity, fees, permits, etc.), we were left with a net income of \$37,000 (all figures approximate). Out of that, our 2013 donations include \$10,200 for Tech Trek scholarships, \$9,500 for other scholarships, and \$12,400 for AAUW Funds; a total of \$32,100. Another \$4,900 is allocated to support various other local and state projects.”

Elizabeth Mandel, 2013 Run Director



The Scholarships

For 30 years proceeds from the Wildflower Run, along with member donations and business sponsor contributions, have been used to fund scholarships for women and girls, both locally and nationally.

AAUW FUNDS

The Wildflower Run enables the branch to make substantial donations to the national AAUW Educational Opportunities Fund (formerly called the Educational Foundation), which provides graduate fellowships for women. In 1991, as the Run continued to grow and became more financially successful, and in honor of the ten-year anniversary of the branch, Morgan Hill started its own \$100,000 Educational Foundation American Fellowship Endowment. It was established in the names of Irene Blaine, a founding member of the branch, and Barbara Cate, another charter member and first president. The endowment was completed in 2002 from Run proceeds and member donations, along with contributions from other branches. The first Blaine/Cate/Morgan Hill Fellowship was awarded for the 2003-2004 academic year. Funds now go toward other endowments to assist in their completion.

LOCAL SCHOLARSHIPS: COMMUNITY COLLEGE

The first AAUW-Morgan Hill local scholarship was established in 1990 at Gavilan Community College, and it, too, was funded by the Wildflower Run. It was designated for re-entry women who planned to continue their education at a four-year college. The award was \$500. The amount has gradually increased, and now three community college scholarships of \$1000 each are given each year. The criteria, besides returning to school after a break and a plan for further education, include a connection to Morgan Hill and financial need. Scholarship winners who continue to need assistance are eligible to apply for additional funds in subsequent years through the Staying In Touch program.

LOCAL SCHOLARSHIPS: HIGH SCHOOL

In 2001 the branch established the first high school scholarship at Live Oak High School with a \$500 donation from a branch member, and added two \$250 scholarships for senior girls at Central High (continuation) School. Since 2002, all scholarships have been funded by the Wildflower Run, either from sponsor and member donations or from proceeds from Run registration.

When Sobrato High School opened in 2007, the branch added a third scholarship. Since then a scholarship has been given annually to a graduating senior girl at each of the three high schools, with the amount gradually increasing to \$1000. Criteria include an educational plan for an associate or four-year college degree and academic performance. Preference is given to students with financial need, community service, and work experience.

AAUW-CA TECH TREK

AAUW California started Tech Trek Science and Math Camp for Girls in 1998.

Tech Trek is designed to develop interest, excitement, and self-confidence in science and math in young women who will enter eighth grade in the fall. It features hands-on activities in math, science, and related fields. All camps are held on a university campus, and all facilities—sleeping, eating, instructional, and recreational—are located on campus.

In the early years the branch did extra fundraising to send one or two local middle school girls to a weeklong camp at Stanford University at a cost of \$500 per student. Since 2005 Tech Trek scholarships have been funded by donations and proceeds from the Wildflower Run. The number of camperships awarded has gradually increased, so that now eight Morgan Hill girls enjoy a week at the camp. Each was recommended by her math or science teacher, went through an application process, and was selected by a committee of branch members. The goal is to choose girls who show interest in the STEM fields and who will benefit from the camp experience. By 2013 the cost had risen to \$900 per student, all funded by the Wildflower Run.

Besides providing camperships, additional funds have been donated to our Tech Trek camp at Stanford, either from Run proceeds or from specific grants. Tech Trek is one of the most popular programs that the Morgan Hill Branch supports.

Scholarship Winners

Since 1990, more than 120 local scholarships and Tech Trek camperships have been awarded by AAUW Morgan Hill. Here are profiles of a few of the women and girls that the branch has helped to further their education with proceeds from the Wildflower Run.

AAUW FUNDS (AAUW EDUCATIONAL FOUNDATION)



KIRSTEN BLOUNT-MATTHEWS was the first recipient of the AAUW Irene Blaine/Barbara Cate/Morgan Hill American Fellowship. She received her PhD in developmental psychology from the University of California at Berkeley in 2004. Her last year of study was funded by the Morgan Hill Endowment. Blount-Matthews is now a tenured professor in the Psychology Department at Harper College, a comprehensive community college outside of Chicago that serves students from diverse backgrounds.

Besides teaching, she is helping to redesign a program that trains faculty on diversity and social justice issues. She is also involved with the campus Green Committee, attempting to create a path toward carbon neutrality. Blount-Matthews has a seven year old daughter.

STACEY VAN DAHM was awarded the Blaine/ Cate Fellowship for the year 2006–2007, as she completed her PhD in comparative literature at the University of California, Santa Barbara. She now is Assistant Professor of Literature and Writing at Philadelphia University.

PATIENCE FIELDING was the recipient in 2011–2012, as she worked toward her PhD at the University of California, Berkeley. Her study focused on gender and higher education in developing countries; more specifically how women in science, math, and technology overcame barriers in patriarchal societies to pursue careers as engineers and scientists. She is now a consultant in the San Francisco Bay Area in the field of Education and International Development.



ELLA HAE YEON SUNG received the 2012–2013 Blaine/Cate/Morgan Hill Fellowship. She is studying at Stanford University for her MS in Civil Engineering, a field where women are underrepresented. She is in a sustainable design construction program. Her research focuses on optimizing building energy consumption. She has also become interested in start-ups after being exposed to that culture at Stanford. Ella Sung is from Korea.

LOCAL COMMUNITY COLLEGE



Attending college was a “transformational experience” for Gavilan College scholarship recipient **JUDIE CHANDLER**. In 1990 she was first college re-entry women to be awarded a scholarship from the Morgan Hill AAUW. Judie had trained as a hairdresser at age 17 after completing high school. By the age of 44, she had already raised four children and was home caring for a nine-month old infant when she decided to enroll in an art class at Gavilan Community College. After taking the placement test, her counselor told her that she showed an amazing aptitude for math and encouraged her to take a freshman algebra class. Judie agonized over algebra for an entire quarter while caring for her baby and was surprised to receive an “A” grade. The next quarter she enrolled in additional classes as a liberal arts major, and in her third year was elected Student Body President. Her own children were astounded to learn that she had triumphed over a popular football player.

The AAUW scholarship enabled Judie to attend the University of California at Santa Cruz, where she majored in psychology and graduated with highest honors. She continued to study for a Master’s degree in Social Work at San Jose State University, and in 1994 finished in the top 5% of her class. She earned certification as a Licensed Clinical Social Worker and has worked in Child Protective Services for Santa Clara County for nearly 20 years.

Margo Hinnenkamp

RACHEL (GONSOLINE) OBERSTADT, a 1991 graduate of Live Oak High School, received a scholarship in 1995. After graduating from Gavilan College, she went on to DeAnza College and studied to become a board certified physical therapy assistant. She is currently employed at Northshore Physical Therapy in the greater Seattle area.

JACQUELINE VARGAS received the 2005 Gavilan College scholarship. She subsequently completed her Bachelor of Science degree in vocational nursing and is pursuing a Masters in Education while teaching nursing courses for DeVry University.

CLAUDIA ORTIZ was awarded a scholarship in 2010. She is taking nursing prerequisite courses at Monterey Peninsula College and Mission College, where she has applied for the nursing program. She is also working as a medical assistant at the Urgent Care Clinic in Watsonville.

“I’m very thankful for all the support that I’ve received from AAUW.”

Claudia Ortiz

Scholarship Winners (cont.)

LOCAL HIGH SCHOOL



JUSTINE PINGUE was awarded an AAUW scholarship when she graduated from Live Oak High School in 2004. She went to San Jose State University where she received a Bachelor of Science degree in Kinesiology with a focus in exercise and fitness. She has taught fitness classes, worked as an exercise therapist, volunteered for Special Olympics, and developed adaptive physical activities. She currently is a sales representative for Advanced Energy and serves as head coach for the junior varsity volleyball team at Leigh High School in San Jose. Her passion is helping others implement health and fitness as a lifestyle.



KIMIA GHADERI received a scholarship in 2008 as she graduated from Live Oak High School. She writes,

“I graduated Magna cum Laude from Rice University (Houston, TX) with a Bachelor’s in Music May 2012. I am now working on my Master’s of Music in violin performance at the

Cleveland Institute of Music and studying privately with William Preucil, the concertmaster of the Cleveland Orchestra. The generosity extended to me by the AAUW helped me achieve all these goals and many more. I will always be grateful to you!”



AIDA RODRIGUEZ is a 2010 graduate of Central High School. She is working on a Medical Assistant degree at Gavilan College. She is employed by the City of Morgan Hill as an assistant in its preschool program.

TECH TREK



AMBER MASONI was a Tech Trek camper in 2004, a junior counselor in 2007, returning as a senior counselor in 2008. She also participated in GEMS, the math-science girls’ club sponsored by AAUW Morgan Hill. Amber graduated from Sobrato High School in 2009 as valedictorian and was awarded an AAUW Morgan Hill scholarship. She attended the University of California, Davis, and received a Bachelor of Science in 2013 with a major in Food Science and Technology. While at Davis, she served as Food Tech Club president and worked leading tours of the Ecological Garden to elementary school children. (She says, “I love spreading the joy of the garden to the children.”) She is currently working as a grape sampler harvest intern at Mumm Napa winery, Rutherford, CA. She hopes to continue to work at Mumm.



KATIE MACHADO attended Tech Trek in 2006 and graduated from Sobrato High School in 2011 where she was #1 in her class. She is now a pre-med sophomore at UCLA, majoring in microbiology, immunology, and molecular genetics. Katie plans to attend medical school after graduation. She volunteers at UCLA Medical Center and works for a pediatrician in Beverly Hills, CA. She is also vice president of her sorority.



AMBER THOMAS was a 2008 Tech Trek camper who returned in 2010 as a junior counselor. She also participated in GEMS, the girls’ club sponsored by the branch. Amber is a 2013 graduate of Live Oak High School. She sent this note to the branch:

“I would like to thank all the women in AAUW who contributed to Tech Trek, which was, without a doubt, one of the most impactful events on my intellectual development.

“Until I spent that week at Stanford I had not really considered a STEM career. In fact, I was dead set on being a lawyer. Tech Trek really opened my eyes to all the possibilities. It was without a doubt the most fun I had that summer and all the speakers really inspired me. It was empowering and left me feeling like I could change the world for the better with a career in math and science.

“Not only did it spark an interest in the sciences, but it gave me a taste of college life. I fell in love with the atmosphere, independence, and most of all, the Stanford campus. Tech Trek gave birth to a dream. I knew I wanted to be a Stanford student and that desire drove me to push myself in academics and extracurricular activities. I am now co-Valedictorian of my class and have seized opportunities that grew into wonderful experiences, thanks to that motivation. And in the fall of 2013 I will be realizing the dream that came to life during Tech Trek and attending Stanford to study engineering.”

Recollections...

Runs and Seeds

When Marilyn Gadway first presented the idea to the branch of putting on a “run”, I had no idea what she was talking about. The only “run” I knew about was a run in a stocking! I quickly learned, however, and volunteered to be on the first planning committee. I think that my major contribution that year was coming up with the name “Wildflower Run”. I also remember that for several years I scattered wildflower seeds along the route, hoping the flowers would sprout and cheer the runners, but this was not very successful. It seemed that the city regularly sprayed weed killer along the roads, which killed my wildflowers as well as weeds. I gave up, and we just handed out wildflower seeds to the runners instead.

Elena Moreno (91 years old and still a Wildflower Run supporter)

Yeek! Here They Come!

One year I was designated to lead the 10K runners around the course on my trusty Trek bicycle. It seemed a simple job: just pedal off at a leisurely pace when the gun sounded, keeping the lead runners on course. I carefully rehearsed the course to make sure I knew the way, positioned myself about 100 feet in front of the starting line and waited. With the crack of the starting gun I started off, rounding the first corner onto the road. I glanced in my rear view mirror, and here they came, apparently a thousand runners barreling toward me. I pedaled faster. I looked again. They were gaining on me. I felt like a rabbit in front of the greyhounds about to be consumed. My heaven, fast runners do run fast. I put my back into it and wished I had positioned myself 200 feet in front. No, half a mile! It was all I could do to retain my lead and finished the 10K exhausted.

I failed to volunteer for the same job the next year.

Joanne Rife

Chance meeting on a lonely beach in Baja.

Friends were exploring a beach near Bahia de Los Angeles when they encountered another couple walking the same beach. The woman was wearing a special T shirt, “Morgan Hill Wildflower Run”. Our friend, of course, asked if they were from Morgan Hill. “We’re traveling with a couple from Morgan Hill, might you know them?”.... They arranged an invitation to dinner. After arriving back at camp, he announced that we were having surprise guests for dinner. With much anticipation we awaited these guests. Much to our surprise, in came Anne Rosenzweig and Jim Williams. Of course, I knew Anne from AAUW and our work together on the Wildflower Run. What a small world.

Marianne Thornton

A great idea

I really enjoyed it when we added the girls from Tech Trek and GEMS as helpers at the Run and introduced them at the awards ceremony. It is a win-win in so many ways. These young ladies get honored in front of a strong community of women, and we are energized by their energy. And it is great to see the strong commitment and tradition live on.

Lauren Jenkins

PARTICIPANTS FROM OTHER AAUW BRANCHES

I REMEMBER LOS GATOS BRANCH LADIES who, for many years, walked the 10K just to support us. Of course, the walk took them much longer than anyone running. So one year we had almost finished disassembling the 10K finish (the old timer, the sign supported by Peter’s old Jeep Cherokee, etc.) when someone yelled: “Holy x%\$x! There are, like, 10 women coming this way, and they all have on Run T-shirts.”

We quickly re-assembled the finish line and, when they entered the chute, they waved at us and told us not to time them, since they were from Los Gatos and they were there not to get timed but to support us. We didn’t know whether to thank them or kill them. [We thanked them.]

Elena Anderson

I WAS PRESIDENT of the Los Gatos-Saratoga branch and heard about the Morgan Hill Wildflower Run at an interbranch meeting. Two other presidents and I did the 5K walk in 1996. Then, members of the Los Gatos-Saratoga branch hiking group started to attend. After a few years we decided the 5K was too short and we would come early in the morning and walk the 10K. Over the years my children and grandchildren have all joined me, and I have attended every Wildflower Run since 1996.

Patricia Khan, AAUW Los Gatos-Saratoga

DIANE BROMSTEAD, a long-time member of the San Jose AAUW branch, placed third in the first-ever Wildflower Run in 1984 and has competed in almost every Run since. At age forty she had decided to become more physically active and has been running ever since, even competing in the 800 meter and 5,000 meter races at the National Seniors Games at Stanford University. She particularly likes the Wildflower Run because it is well organized and she enjoys the colorful t-shirts.

Janet Espersen

Recollections... (cont.)

TIMING AND TALLY

BIB TAGS WERE TO BE COLLECTED on clips in finish order and this usually worked well. However, occasionally tags went on the holders backwards, and that messed up tally results. I remember one year when that happened and how hard Elizabeth Mandel and Carol O'Hare worked to fix the finish order—runners are quite particular about their times and race order. And impatient.

Actually, keeping the tags in order requires concentrated thought—and dexterity. I once dropped a batch on the ground. After my heart stopped doing a high dive I realized that they were still in proper order. Whew!

That was why attending the pre-Run training session was so important.

Carol Holzgrafe

COORDINATING 5K TALLY will live vividly in my mind for a long time. I was new to the branch and had never worked on the Run, so I had no idea of what I was getting into, but I quickly learned.

I recall when Lisa Pampuch was a new member, assigned to 5K Tally as a tag puller—her first Run—and a record year, with more than 600 people running or walking the 5K. The finish line then was in the dirt behind Live Oak; we were having trouble directing people off the road and through the finish chute. The (quickly improvised) plan was to rotate tag pullers, with one well in advance of the finish to direct runners off the road and through the chute. Lisa was first—and she was so far away from everyone else at the finish and we were so incredibly busy that we forgot about her. She spent at least an hour yelling at runners, all alone. She never volunteered for tally again and said she was hoarse for several days afterward—What a stalwart! At least she remained a member.

Elizabeth Mandel

RECORDING RUNNERS' TIMES ACCURATELY is one of the most important aspects of any run. Over the course of 30 years, the Wildflower Run has moved from using tongue depressors to bib tags to electronic chip timing. We have used stopwatches, borrowed and then purchased timing equipment, determined runners' places and did data entry by hand and, finally, hired a company to do chip timing. We've been through dropped tags, battery failures, incorrect placements, even computer glitches. Runners demand quick results and accurate timing and placements, and, most of the time, we have been able to deliver. 2013 was a banner year for race tally, thanks to new and improved South Valley Endurance timing equipment. No problems; no complaints. Everyone was happy.

Carol O'Hare

“Not every branch could have pulled this large event together to raise so much money. I truly believe that our branch is, and will always be, special.”

Barbara Palmer, 2004-2008 Run Director



About AAUW

THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN promotes equity for women and girls through advocacy, education, philanthropy, and research. Founded in 1881, the organization is currently part of a nationwide network of 80,000 members, 1000 branches, and 800 college and university partners. In today's world, AAUW's voice makes a difference with regard to critical women's issues and civil rights.

AAUW's national headquarters are located in Washington, D. C.; the website is www.aauw.org

AAUW Funds (originally known as the Educational Foundation or EF) is one of the world's largest sources of funding exclusively for graduate women. Each year the Foundation provides \$4 million in fellowships and grants to support women in their professional and academic careers. All branches contribute to this fund.

AAUW CALIFORNIA was launched in San Francisco in 1886. It remains the state's most active and diverse organization for women, with nearly 13,000 members and 140 branches. The website is www.aauw-ca.org

AAUW MORGAN HILL branch was established in 1981 and now has more than 150 members.

It offers educational opportunities and leadership development, plus fun and fellowship, through a variety of programs, projects, and interest groups. The website is www.aauw-morganhill.org.



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