

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Rolling Into The Mainstream**

**By Stephen Michael Kerr**

**Rolling Into The Mainstream by Stephen Michael Kerr**

Ask any disabled athlete if they would jump at the chance to compete against able-bodied athletes, and they would probably give you an emphatic "Yes!" Whether it's crossing the finish line in a track meet, or kayaking on the river, having the opportunity to participate in the same athletic activity as an able-bodied person is the goal of disabled athletes everywhere.

That's also the goal of World Wheelchair Sports (WWS), an organization dedicated to providing outdoor activities for people with mobility impairments. Founded in 1990 and based in Eugene, Oregon, WWS believes physical fitness is vital to everyone, regardless of disability. People of all ages throughout the Pacific Northwest take part in track and field, road racing, cycling, kayaking, and other sports and recreational activities.

Best of all, many of these activities have been set up to allow disabled individuals to compete with and against their able-bodied peers. The track program, led by WWS Executive Director and former Paralympic track coach Kevin Hansen, has produced many Olympic and Paralympic medallists who have set world and national records.

"Some of our junior athletes have competed with their standing peers at regular high school track and field meets, and have earned Varsity letters," Hansen explains.

Over the past several years, WWS has coordinated various wheelchair track events, including the first ever exhibition race at the 2002 State High School Track Championships, and the annual Oregon Regional wheelchair track and field championships.

Another sport which allows disabled athletes to join their able-bodied counterparts is sailing. WWS, in conjunction with Disabled Sailing of Oregon, offers both accompanied and solo sailing activities and lessons.

"We currently have two boats in our program," Hansen says. "One is a 21-foot keelboat shared with the local Sea Explorer troop. The other craft is a 25-foot Santana 525 sloop purchased in 1999 with a

grant from the Meyer Memorial Trust."

Wheels In Nature, or WIN, brings children and adults in wheelchairs together with those who aren't through muscle powered outdoor adventures. Each summer, WIN conducts youth camps in kayaking, wheelchair court sports and racing, sailing, fishing, hand cycling, and a special Arts In Nature Day. Longer outings include day trips to wildlife refuges and overnight campouts in some of Oregon's national forests.

Funding for WWS is provided through membership and entry fees, donations, and grants. Members come from many different backgrounds and levels of disability. Hansen, who became a quadriplegic following a snow skiing accident, thought his athletic days were over until he was able to acquire one of the first lightweight aluminum sports chairs to be mass-produced in the U.S.

"That chair got me into road races and track meets, and was the first of many equipment upgrades," he says.

Some participants are older people who suffered a stroke or severe arthritis, while others were born with disabling conditions that left them paraplegics or double amputees. But thanks to the programs of World Wheelchair Sports, these individuals can experience the thrill of athletic competition, or the freedom to enjoy recreational activities in a more relaxed environment. The chance to share these experiences with those who are not in a wheelchair gives them an even greater feeling of satisfaction and accomplishment.

To find out more information about World Wheelchair Sports, visit their website at:  
[www.efn.org/~wwscoach](http://www.efn.org/~wwscoach)

Stephen Michael Kerr is the publisher of Adaptive Sports & Recreation, a free ezine devoted to sports and recreation for the disabled. To read previous issues, visit:<http://archives.zinester.com/41809>

### **Alarming Marketing Trend**

**By M. H. "Mac" McIntosh**

One key discipline of successful direct marketing has been to test marketing communications tactics to continually improve results. There is now an alarming trend according to a recent survey that we conducted among business-to-business marketers who are readers of Sales Lead Report.

Only 24% of the marketing professionals surveyed said they usually or always test their marketing communications tactics before rolling them out.

The survey was completed by 280 of 940 subscribers who received and read a special edition of the newsletter Sales Lead Report.

When asked if they test marketing communications tactics before rolling them out: Less than 5%

## Rolling Into The Mainstream

(4.5%) said they always test; Less than 20% (19.5%) said they usually test; 27% reported they occasionally test; Nearly 34% (33.7%) said they seldom test; 15% (15.2%) said they never test.

In other words, nearly half of the survey participants (48.9%) said that they seldom or never test marketing communications tactics before rolling out their campaigns.

When asked about the reasons for not testing: More than 50% (50.7%) said they had no time for testing; Almost a quarter of those surveyed (24.8%) said they had no budget for testing; More than 16% (16.3%) said they had no systems for tracking test results; Just over 8% (8.2%) said they had no need for testing.

The survey further showed that fewer than 5% (4.6%) said they always test and more than 19% (19.5%) said they usually test marketing communications tactics before rolling them out.

Based on those who do test: A little over 41% (41.1%) percent said the audience was the most important thing to test; Nearly 39% (38.7%) said the offer was the most important thing to test; Almost 15% (14.9%) said the copy was the most important thing to test; Just over 5% (5.38%) said the media was the most important thing to test.

Successful direct marketers have always touted the value of testing in making the scientific decisions about their campaigns. In today's economy, sadly, testing appears to be considered an optional activity; one that is used only for very large campaigns or when prospecting for new audiences.

This is an alarming trend. Eliminating testing because of cost is like playing Russian Roulette with your marketing campaign. Sometimes you'll be safe, and the campaign will bring results. But you'll never really understand why. And unfortunately, one major marketing failure could put a massive hole in your growth strategy.

Think long term vs. short term to reap the sure-fire benefits that testing will give to your marketing campaign.

M. H. "Mac" McIntosh is described by many as America's leading authority on inquiry handling and sales lead management. He is president of Mac McIntosh Incorporated, a sales and marketing consulting firm specializing in helping companies get more high-quality sales leads and turn them into sales. To request a free subscription to his newsletter, Sales Lead Report™, phone 800-944-5553 or 401-294-7730, send an email to

or visit

Alarming Marketing Trend

How Excited Would You Be To Have Rolling Stones Tickets?

Golf Tips On When To Chip Versus Putting

Sub Prime Lenders – Get A Mortgage With Bad Credit  
Interior Painting Ideas Guaranteed To Bring Your Walls Back To Life!

Real Estate Investment for Beginners  
Super Six PHP Scripts  
Forbidden Psychological Tactics  
The Golden Book Of Proof



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**