



The mission of the American Sokol is to provide fitness and community for individuals and families through physical, educational, cultural and social programs.

July/August 2014 | Volume 137 | Issue 6



AMERICAN SOKOL

ISSN 003-1259

Published nine times each year: Jan, Feb, March/April, May, June, July/Aug, Sept, Oct, Nov/Dec.

American Sokol, 9126 Ogden Ave, Brookfield, IL, 60513

Subscription: \$12.00 per year

Periodical postage paid at Brookfield, IL and additional mailing offices.

2014-2018 Executive Board

Jean Hruby	President
Bob Podhrask	1st Vice President
Roger Martanovic	2nd Vice President
Bev Domzalski	Secretary
Meribeth Tooke	Treasurer
Maryann Fiordelis	Physical Director
Ethna Flaherty	Educational Director
Julie Meyer	Membership Director
Lynda Filipello	Public Relations
Allen Cushing	Foundation
Jolene Dalton	By-Laws Chairman
Kathy Barcal	Board Member
Howie Wise	Board Member
Allison Gerber	Board Member

Board of Governors

Jean Hruby	President, American Sokol
Allison Gerber	Western District
Irene Wynnyczuk	Eastern District
Alice J. Khol	Northeastern District
Bob Podhrasky	Southern District
Yvonne Masopust	Pacific District
Lynda Filipello	Central District
Bev Domzalski	Secretary

ASO Executive Board

Meets every 4th Tuesday* at 7:00 pm CST

ASO Board of Instructors

Meets every 2nd Wednesday* at 7:30 pm CST

*except in July and August

Office Manager:

Library-Archives, Museum Curator: Annette Schabowski

National BOI Office Secretary: Juanita Lo Giudice

Operations Advisor: Mary Cushing

National Publication Editor: Julie Kaupert

Webmaster: Angela Hartford

TABLE OF CONTENTS

Letter from the Editor	2
President's Address	3
The Sokol Educator.....	4
Sokol Memories	5
In the News	6
American Sokol Gymnast.....	7-10
Updates from Around the Districts.....	11-12
The Executive Corner	13
Rising Star	14
Calendar of Events	15
Advertise with Us	16

From the Editor...

As I put together this issue, and through reading various unit newsletters, I realized the theme had to be related to our culture, our roots, and the social aspect of Sokol that lives on every day. Our social roots is what makes Sokol different. It's what makes our organization so special. Bar none!

What better way to honor that philosophy than to include stories rich in culture, history and the social bond we all carry as Sokols. I am proud to present to you a preview of what's to come, and many memories yet to occur and be shared.

With Sokol's 150th anniversary in America coming up soon, continue to share your memories with our members. Join me in making this celebration extra special! Please continue to send a memory, article, photo, newsletter or calendar of event to: editor@american-sokol.org all year long.

NAZDAR!



To Submit Items for Publication:

Email: editor@american-sokol.org

Postal Mail: American Sokol Editor, Julie Kaupert, 1333 W. Touhy Ave., #216, Park Ridge, IL 60068

Postmaster:

Send Notice of Undeliverable Periodicals to:

American Sokol, 9126 Ogden Ave, Brookfield, IL 60513



“If you’re fond of sand dunes and salty air...”

Ah, Patti Page singing “Old Cape Cod” is truly the sound of summer. It is the season to spend time outside in the fresh air with family and friends enjoying the warmth of the sun. My summer began with a trip to the World Sokol Federation meeting in Oetz, Austria where the beauty of the summer was on full display.

I was honored to have Brother Paul Lebloch accompany me to the meeting in Oetz, the place where Miroslav Tyrs died. The meeting was only part of a whole Slet weekend and most of the activities were held outside in meadows nestled between the grand and gorgeous mountain peaks of the Alps. In attendance were Sokol leaders and members from the USA, Czech Republic, Slovakia, Slovenia, Germany, Austria, France and Switzerland. There were two days of sports activities in the meadow and at night many camped in the field. Each evening finished with a “taborak” which included cultural singing and dancing by the bonfire. The WSF business was also conducted and there are a few items you should know about. The WSF leaders approved a new fitness test program for all ages which will be posted on the WSF website this year. You will also begin to see the WSF on more social mediums, including Facebook, as the leaders strive to increase Sokol’s visibility around the world. American Sokol will host the next WSF meeting in 2015 during our National event celebrating 150 Years of a Sound Mind in a Sound Body. At the meeting, it was brought to our attention that the governance of non-profit organizations in the Czech Republic has changed and the COS must evaluate how this will affect their bylaws as well as the WSF seat, which currently is in the Czech Republic. I will keep you up to date on this situation and how it affects us all. Finally, COS is hosting an International Workshop for Instructors November 7-9, 2014 in Prague at Tyrsuv Dum.

It was a memorable weekend with my Sokol Brother and mentor Paul Lebloch by my side teaching me about our Sokol organizations, while we bonded with all of the Sokols from abroad. We were impressed and heartened with the participation and enthusiasm of many younger members. One night, as we sat for a late dinner outside in a quaint ski-resort village, Brother Paul noticed two young men walking down the street dressed in traditional Sokol uniforms. It was a vision from the past and we wanted to run to meet them but they were soon gone. We later met these two energetic young Sokol men at the slet and learned they were from Sokol Olomouc. We spent some wonderful time with the two of them (who, by the way, wore those uniforms the whole weekend—see image below). Both Paul and I found it hopeful that the youth of our organization are inspired by our history and are continuing the traditions that keep Sokol alive.

This amazing weekend concluded with a Czech Mass on Monday morning, a formal cultural program performed by the Sokols from Pardubice, and a traditional march along the raging river to the spot where Tyrs’ body was found in the water. As we crossed the river on a tiny walkway, all Sokol flags were dipped ceremoniously to either side of the river and the Czech and Slovak Anthems were sung by the Monument which bears three bronze plaques. One of the plaques was placed on this rock by American Sokols in 1962. It was a beautiful and touching tribute and a reminder that our present is not separate from our past.

I started my summer in a fairytale town surrounded by the beauty of the earth and our World Sokol family but I am so looking forward to my summer here with my family and friends. How will you spend your summers in our own beautiful country and with our own American Sokol family? Please share your stories and submit them to us at aso@american-sokol.org. Finally, good luck to our future Sokol leaders as they attend Instructor School this summer and to our youth who will embrace the beauty of the outdoors at Sokol Camp!

At’ žije Sokol! – Long Live Sokol

Jean Hruby

American Sokol President





The Sokol Educator

from *The National Education Committee*

Education Expectations and Explorations

“Education is the improving the lives of others and for leaving your community and world better than you found it.” ~ Marian Wright Edelman

“Education is simply the soul of a society as it passes from one generation to another.” ~ G.K. Chesterton

“The roots of education are bitter, but the fruit is sweet.” ~ Aristotle

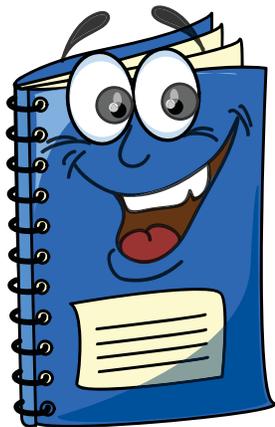
The task of Education is as varied as our Sokol units. What is “Sokol Education”? Some will answer, passing on of the history that has brought our organization and individual units to where we are present day. Others will respond, conveying the tools for living right; exercise, diet & nutrition. Some will argue that others are focused on the unimportant.

I bid you to consider this...it’s all important! One cannot explain Sokol without referring to Tyrs, or Czech and Slovak cultures. Once shared, is education complete? Not at all, our focus needs to explore all the avenues so that our final products are sound of mind, body and spirit; capable of being the best citizens possible, who continue improving our communities.

Well, that is an awfully large job! How on earth do we do all of that and do it well? We do it by realizing everyone is an educator and that everyone has something to bring to the table. We do it by understanding that not everyone will have interest in everything. We do it by sharing our knowledge, pooling our resources. We do it as a true collaboration.

We all have met the “information hoarder” – the person in your unit or district that seems to have all the missing pieces of information. The person who has quietly assembled annals of materials and information on a topic that spoke to his/her heart. Ask this person to share –perhaps to write a series of articles, to bring show and tell to a meeting or two, to be interviewed by another member. Do you

have a nutritionist or dietician in your midst? How about a series on how to read labels? We all thought we knew how to, but it seems the food industry has changed again and we all need to relearn this task. BUT, and here is the important part, don’t you become an information hoarder in the process. If your unit shares the materials and information with your district, and the district shared with our other districts, we would have advanced our Education Resources by decades. Special call to our information hoarders, please don’t wait to be asked – we may not even be aware of what gems you have!



submitted by Sis. Ethna Flaherty, National Education Director



If you have a Sokol Memory or photo send it to editor@american-sokol.org. We look forward to hearing and sharing your special memory.

Sokol Spirit's Senior Adult Co-Eds

A Sokol Sr. Co-Ed Class was begun sometime in the 1980s by Sis. Anne and Bro. Ed Halik as an opportunity for men and women of all ages to continue their active gym involvement in a day-time Sokol class. All members of all gyms were invited, along with friends who liked to exercise and meet on a regular basis. They came from Slavsky, Berwyn, Stickney, Havlicek, Tabor, Chicago, Town of Lake, Chicagoland, West Suburban, Naperville, Sokol U.S.A. Lodges 39-40W and 306 and points beyond. While too many from the original classes are no longer with us, those who now gather at Sokol Spirit continue to meet weekly for some laughs, exercise and to participate in exhibitions and slets and celebrate being together. Below are some of the memories they've shared.

My memories of Sokol life began when I was four and my sister brought me to a big gym on 61st Ct. in Cicero, IL Up a long set of stairs with a red railing down the middle and a mural of Pres. Masaryk on a horse above the doors. I can still remember the sounds - it was Slavsky. The following year I can still remember drilling in Soldier Field in the tan "pumpkin" uniform my mother made for me and then being lost behind the vast stands, clutching my cousin Ellie's hand. Now, mega years and four moves later, the Sokol Brookfield building houses Sokol Spirit and the Sr. II Co-Ed class that we're a part of. *Sis. Ellie Babka, Sokol classes since 1938*

My first memory is that of a small girl standing in line in a sunny gym looking at a painting on the side of the stage and wondering who the man in the white robe and long white beard was. Then there were the exhibitions - watching my father at Sokol Chicago with its wonderful balcony. As I grew older, I remember being frightened of the man who yelled before exhibition and then admiring that same man as he became my coach and gave me courage to compete.

Later there were the special numbers taught by Millie (Prchal) who was my idol. She did not have any children of her own, but she gave so much to us. There was a long time I could not come to Sokol, but it was always there - in my blood, passed down from my parents and grandparents. Now I'm back, and it feels like I have come home. *Sis. Janice Polacek Polz, Sokol classes since 1945, Sokol Tabor*

This certificate, sponsored by Bro. Paul Lebloch, was presented to President Vaclav Havel on July 14, 1990 at the Lany Presidential Palace in Prague, with Bro. Paul Lebloch words:

Brother President:

In grateful appreciation of your role in the velvet revolution that made it possible for the reactivation of the Czechoslovak Sokol Organization—the XV General Convention of the American Sokol Organization has awarded you an Honorary Membership.

We wish you and your country much success. Please accept this certificate.

Nazdar!



Sokol gymnastics come to the Northwoods

Written by Joyce Laabs of *The Lakeland Times*, as printed in the Friday, June 12, 2009 edition

"To build a healthy and beautiful human body – To cultivate a harmonious and total person – To develop firm character, a well-rounded disposition and a love of truth and justice to produce strong, lovely and honorable people. That is the goal of a 'Sokol' education." Sokol is an organization dedicated to the physical, mental and cultural advancement of its members, and the children who attend its gymnasiums.

Since its inception it has not only been dedicated to gymnastics and physical fitness - which is still their main goal - but to equality of the sexes, freedom, democracy and moral elevation of its members. Now Sokol has come to the Northwoods in the person of EllenJeanne Schnabl. She and her husband, Ed, who is a member of the Sokol men's group, moved to Lac du Flambeau from Berwyn, IL, in 1991.



They both volunteer at the Lac du Flambeau Grade School; Ed in the upper level classes, and she in the 4th grade Title I program. They have done it for over 10 years and enjoy working with the children.

Now EllenJeanne Schnabl has found another volunteer project. She is sharing some of the Sokol fitness routines in classes for women at the Lakeland Community Senior Center each Tuesday and Thursday. "I try to help those in my classes keep limber by using all the muscles in their bodies. We do this by running in place, using the floor mat for stretching (not all can do that), and by using weights, stretch bands and balls. It is important to get the kinks out.

"Most members of my class are in their 70s and 80s – some are widows. They all watch out for each other and we try to have a laugh each time we meet."

Of Czechoslovakian heritage, Schnabl has been in Sokol most of her life and taught gymnastics at Sokol Berwyn for over 40 years. "When I started at age seven, all classes were run in the Czech language, and not only those of Czech heritage belonged. Gradually integrations took place because of changing neighborhoods, and later, inter-marriages among different nationalities," said Schnabl.

Schnabl wrote many prescribed calisthenics exercises for all levels of the Sokol classes. They were done to specified music and performed all over the country. She also wrote many apparatus routines for various skill levels. "The national body of Sokol has an exhibition called a "Slet" - every four years," Schnabl continued.

Over the years, Schnabl has served administratively in Sokol – as the National

Director of Women for five years; as National secretary for five years; as director of the Central District for 10 years; as well as a member of the National Educational Committee; the Central District Educational Committee; and the National Board of Instructors. She has also taught at Sokol Berwyn for approximately 40 years. She continues to write a column once a month for their publication – American Sokol.

Now Schnabl has been honored. Sokol has presented her with a Citation of Merit in appreciation of her 60 years of service to the organization. "I'm very appreciative of the recognition, and plan to continue teaching gymnastics as long as I can."



Postage stamp issued in 1965 to honor the Sokol Centennial



AMERICAN SOKOL GYMNAST

*Pages 7-10 are specifically designed to benefit the gymnastic programs of the American Sokol.
Please pull, copy and distribute to your participants as you see fit.*

Kandi Pajer • 117 Oakland Grove • Elmhurst, IL • 60126 • Kandi@pajer.us

How Exercise Can Shape Your Mind

By Chanel Mulcahy From: Truestarhealth.com

Exercising for at least twenty minutes a day has so many wonderful benefits. Not only does it keep your body healthy and full of energy, it also increases your confidence while reducing stress, bringing our mind much closer to a state of contentment.

One of the most powerful benefits of daily exercise is its ability to reduce or even remove stress. Through the movement and concentration of your body, you have the capability to get rid of any stress or anxiety that may have built up from a tough day at the office, school or home. If you are feeling stressed, hop on the treadmill or even better yet, if the weather permits, go for a run outside.

Another benefit of exercise is that it has actually been proven to increase happiness as it releases endorphins (the "feel good" hormones). It is easy to put off exercise when you are feeling down or sluggish, but if you hop on that bike or roll out that yoga mat, in just a short time, you will improve your mood. When you don't feel like moving, just remind yourself that performing just 20 minutes of exercise four to five times a week can increase your overall happiness and create a positive mindset!

It is so common for us nowadays to rely on the indoors for a good work out. When it is time to exercise, it is a common belief that you need to head to the gym to hop on the treadmill or lift some weights. Remember that exercise can be a way to connect to the outdoors! Next time you want to head to the gym, try the alternative; looking up a local hike path, going for an hour run, hopping on your bike, practicing yoga outside or putting on a pair of rollerblades! Not only will you connect with the great outdoors, you will also get a boost of vitamin D which can lessen the likelihood of depressive symptoms. Exercise and the outdoors is a dynamic duo that can really improve your mood.

Empower your mind with a bit of exercise. Just by investing 2 hours a week or more you will see a huge improvement in your mood and happiness. If it's been a while since your last workout, ease into it with a light jog or simple stretches; it will get easier and soon you will not be able to imagine a life without exercise.

Sports Concussion Awareness for the Gymnastics Community

By Dr. David Kruse - From: USA Gymnastics, *Technique Magazine*, June 2014

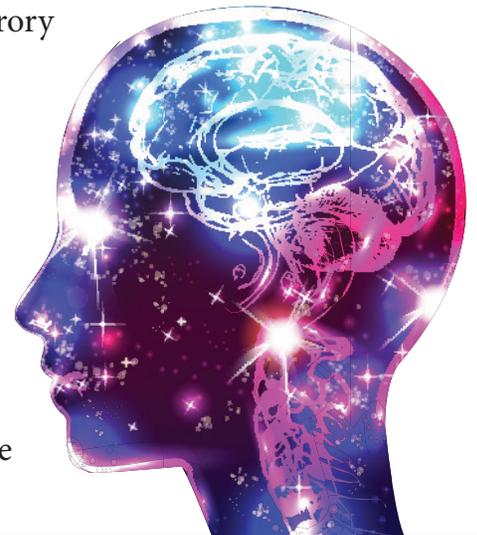
The awareness of head injuries in sport has grown in recent years. As a result, sports concussion has been more appropriately diagnosed and with increased frequency. In the sports medicine world, gymnastics is considered high risk for head injury. Therefore, we need to advance the dialogue on sports concussion in our sport. In the USA Gymnastics Safety Manual, head and neck injuries are discussed in detail, which helps to establish a base for this discussion.

In February 2013, USA Gymnastics created the Medical Task Force (MTF) as part of ongoing efforts to promote wellness and safety for its athletes. We are concerned about the impact concussions can have on the gymnastics community.

Consequently, the MTF has a goal of providing education on how to recognize and manage concussions in our community. We hope this awareness will help facilitate timely initial care, follow-up treatment and help establish a standardized approach to how we care for a concussed gymnast.

A concussion is a traumatic brain injury that disrupts the way the brain works. This can occur from a direct or indirect force applied to the head. Many types of falls in gymnastics can result in a head injury: a missed release move, under or over rotated skill or dismount, Thomas skill on floor, slip off beam, a peel off high bar or uneven bars, to name a few. A direct blow causes a ricochet movement of the brain in the skull. An indirect force, typically a whiplash movement or abrupt rotation, caused by a blow to the body or awkward fall, can also cause a concussion (McCrorry 2013). Rotational forces can be more significant. It is an injury that does not lead to any visible or detectable physical damage to the brain but affects the functional ability of the brain. Physicians trained in managing and assessing sports concussion can evaluate symptoms and perform a physical exam with specialized concussion testing to diagnose the condition.

It is important to note that sports concussion is also classified in medical terms as a mild traumatic brain injury. Unfortunately, we must deal with the reality that gymnasts are also at risk for severe traumatic brain injury and/or cervical spine injuries. Please review the USA Gymnastics Safety Manual for important details.



A direct blow causes a ricochet movement of the brain in the skull.

Many aspects of brain function can be affected by a concussion; therefore, a concussed athlete can present with a multitude of symptoms. (TABLE 1 on page 10) It is important to note that symptoms may occur at the time of the injury or sometimes not until hours after. Concussions may or may not involve loss of consciousness.

If a fall is observed, the coaching staff should be able to recognize concussion symptoms and identify a gymnast suspected of having sustained a concussion. If the coach is suspicious that a gymnast has sustained a concussion, they should immediately remove them from participation and recommend further evaluation. It is recommended that a gymnast seek evaluation by a physician (MD/DO) within 24-48 hours following the fall.

If you suspect a concussion, it is important to stress both physical and cognitive rest while awaiting further guidance from a physician. This is essential to promote symptom resolution. The typical time for symptom resolution is 7-10 days, although children may require a greater amount of time. During this initial phase of “brain rest,” it is beneficial to remove most cognitive and visual stressors, which may include reading, texting, computers, iPads, video/computer games, television, loud music, bright lights or over-stimulating environments. It is common for an athlete with a concussion to require time away from school or at least have some restrictions placed on academic participation, such as delayed testing, altered homework requirements, part-time attendance, or the use of quiet study hall periods. Their physician should help to make these arrangements for academic accommodations.



Prior to starting any physical activity, it is essential that the gymnast have complete symptom resolution for 24-48 hours. If the gymnast has become symptom free and has been cleared by their treating physician to return to physical activity, it is recommended that they follow a gradual return protocol (McCrorry 2013). There are some general guidelines for this return that are accepted by the international medical community, but gymnastics is a unique sport that can pose specific challenges for a gymnast recovering from a concussion. The MTF has developed gymnastics-specific guidelines to help safely transition a gymnast back to full participation and lower the risk of symptom recurrence or repeat head injury. (TABLE 2 on page 10)

The progression should follow a step-by-step process, with the gymnast advancing between steps every 24 hours. The gymnast should be monitored for recurrence of any symptoms during each step in the progression. If symptoms do return, the progression should be stopped and they should be referred back to their treating physician. Once the gymnast has been evaluated by their physician and the symptoms resolve, restart the progression at the last completed asymptomatic step. The progression developed by the MTF is a template based on international guidelines with gymnastics-specific adjustments based on the MTF’s insight and experience with treating a concussed gymnast. Use this template as a starting point, but know that the program may need to be customized to the individual gymnast.



Final clearance back to full participation should be based on the following: complete symptom resolution, tolerating all academic work, has successfully completed the exertion protocol and has been cleared, in writing, by their treating physician.

As with all aspects of gymnastics, when dealing with a concussed gymnast safety comes first. The early recognition of a concussion event and early access to care will help ensure appropriate treatment and avoid further injury. The MTF recommends that all USA Gymnastics Member Clubs create a concussion action plan to ensure consistent and safe intervention. It is essential to promote concussion education among all club staff, parents and gymnasts. Appropriate technique, proper spotting, adherence to the rules, and equipment safety are essential to help prevent these concussion events.

Reference: McCrorry P, et al. Consensus statement on concussion in sport: the 4th International Conference on Concussion in Sport held in Zurich, November 2012. Br J Sports Med. 2013;47:250-58

TABLE 1
Sports Concussion Symptoms

-Headache	-Pressure in Head
-Confusion	-Disorientation
-Feeling Slowed Down	-More Emotional
-Personality Changes	-Irritability
-Decreased Balance	-Dizziness
-Blurry or Double Vision	-Nausea
-Light and Sound Sensitivity	-Sleep Disturbance
-Difficulty Concentrating	-Fatigue
-Difficulty Remembering	

TABLE 2
CONCUSSION
Gymnastics Exertion Protocol

STEP 1 – NO ACTIVITY, physical and cognitive rest, until all symptoms resolve.

STEP 2 – LIMITED ACTIVITY: stretch, non-impact aerobic activity, i.e. stationary bike (15-20 min), no strength.

STEP 3 – GYM-SPECIFIC ACTIVITY (LOW RISK): limited inversion, no twisting, no flipping.

STEP 4 – GYM-SPECIFIC ACTIVITY (HIGH RISK): increased inversion, basic flipping, no twisting/pivots.

STEP 5 – PARTIAL CLEARANCE: skill progression all events, start strength training, higher difficulty flipping, no twisting.

STEP 6 – PARTIAL CLEARANCE: increased strength, start twisting, continued skill progression.

STEP 7 – PARTIAL CLEARANCE: return to normal strength training and skill work, add sequences & partial routines

STEP 8 – FULL CLEARANCE: complete skill work, full routines – **FULL CLEARANCE**

STEP 9 – INJURY PREVENTION: strengthening of neck muscles can help to minimize the risk of concussion.

(Developed through the collaboration and expert opinion of the USAG Medical Task Force.)

<For the complete list from TABLE 2, please refer to TECHNIQUE MAGAZINE – June 20

3rd Annual National Senior Health and Fitness Day

by Chuck Kalat, Sokol Karel Havlicek Borovsky – Ennis, Texas

On Wednesday, May 28, 2014 the Senior class at Sokol Karel Havlicek Borovsky (KHB) – Ennis, Texas, welcomed friends, members of the Ennis Sewing circle, and Brothers and Sisters from Sokol Fort Worth to share its celebration of the 2014 National Senior Health and Fitness Day. Senior Class coaches Jan and Chuck Kalat, assisted by physical Director Lezlee Hernandez assembled the group of 30, ranging in age from 60's to 90's, in a long line to receive a “welcome” and instructions/outline for the activities planned.



To get things started, The group was split in two lines facing each other and walked through a “meet me” ice-breaker warm-up. Then, using Sokol Seal secret coded name tags, the group quickly split into 3 squads. Three activities were conducted simultaneously. One squad assembled for some balance and beam activities, under the direction of Coach Jan, using the high beams as ballet bars and various heights of beams ranging from 0 (a line) to about 12

inches high (spot required). Activities included balancing with eyes closed and balancing on one leg with the other leg in various positions; various “walks” across the “beam” of the participant’s choice, as well as some balances and turns on the beam. Hoops added yet more variety. Another squad was ushered into the clubroom under the direction of Coach Lezlee, where they enjoyed a session of challenging armchair fitness exercises targeting all parts of the body following a DVD presentation on our 60-inch flat screen “fitness” TV. By placing this group in the clubroom, the groaning and heavy breathing did not permeate to the other groups in the gym. The third squad led by Coach Chuck, exercised their arm muscles through a series of pulls and pushes using their own body weight and the low bar of the uneven bars. The toughest part here seemed to be climbing up on the mats to reach the bar at the appropriate height. Then the group moved to a circle of chairs for passing, tossing, and kicking around one or more playground balls simultaneously. Most of the movement here involved getting out of the chair and fetching wayward balls that left the circle. The ball activity ended trying to keep a beach ball in the air as long as possible—attempts ranged from 1 to almost 40 hits (more attempts closer to 1 than 40). After about 25 minutes, the three squads rotated to their next activity.

A large group picture was taken and everyone enjoyed a luncheon of roast pork, dumplings, sauer kraut, BBQ, potatoes, veggies, (all leftovers from the big National Polka Festival event the weekend before and donated by the unit for this activity) and other homemade fare including desserts of course. Each participant received a handout with a collection of exercise and good eating tip sheets and a large cloth bag donated by a local rehab facility. Everyone really seemed to have a good time—many saying we should do this more often! All were invited to come join our weekly Senior Exercise Class.



Gymnastics Community Gets History Lesson

by Rome Milan

Historical gymnastics displays have been making the rounds. In 1968, Sokol Fort Worth member, Rome Milan, received his first Olympic pin. It was one of several pins brought back from the Olympic Games in Mexico City by his parents, lifelong Sokol gymnastics members, Henrietta and Jerry Milan. That pin was the start of Rome's collecting, which is now in overdrive. He has attended 10 Summer Olympic Games and has over 10,000 Olympic pins in his collection. Rome's traveling Olympic and gymnastics displays feature over 4,500 pins. He doesn't collect the typical souvenir pin. His goal at each and every Olympic Game is to collect at least one National Olympic Committee (NOC) pin from a team member of every country participating at those Games. This is sometimes extremely difficult to do with many countries not attending due to boycotts, some of these pins can be very rare. Some NOC pins command in excess of \$500.



Many people see soccer or basketball or even swimming as the best sport at the Olympic Games. Gymnastics, however receives the most TV and media coverage, yet track and field has the most participants. But Rome contends that "pin trading" is the #1 Olympic sport. Everyone, (over a million people) participates in pin trading at the Olympic Games. They are all winners that walk away with their little Olympic medal. Never underestimate the power of the pin. Rome has traded pins for directions, hats, shirts, souvenirs, food,

Pivo, taxi service, Olympic tickets and even entry into the Olympic Village and the gymnastics practice hall in Munich, Germany.

Rome's collection has grown from NOC pins, to official banners, original posters, participant medals, participant badges, official report books, uniforms and even authentic Olympic Torches. Rome now has eleven original Olympic torches in his collections. The historical memorabilia that Rome has collected includes items from the first modern day Olympic Games in 1896. Rome's collection of Sokol memorabilia began on his first trip to Czechoslovakia in 1972. As his collection of Olympic memorabilia grew, so did his Sokol collection. Rome began showing his Sokol displays at the Gymnastics Association of Texas Gathering (GAT). Rome's father was the very first President of GAT in 1970. Rome has served as GAT President twice, in 1992 and 1996, and was a member of the GAT board for 12 years.

Rome Milan's Gymnastics and Olympic displays are presented three to eight times each year at different related events or as backdrops at awards ceremonies. Autograph signings were conducted at the USA Gymnastics 50 year anniversary museum. Over 30 Olympians and world champions were secured to sign autographs for fans at the museum.



Three-time Olympian, Bart Conner, and his wife, 1976 Olympic All-Around Champion Nadia Comaneci, were on hand for the event. Nadia autographed a painting of herself painted by Henrietta Milan. The painting is owned by 1977 National Vault Champion, USA team member and former Sokol Fort Worth gymnast, Lisa Cawthron. It was a gift from Sokol Fort Worth. All were delighted to see the history and vintage gymnastics equipment. Please consider donating vintage equipment to the displays that are seen by thousands of appreciative gymnastics fans & communities. Contact: Rome Milan, 817 371-1944, romeparis@aol.com.



Public Relations and Marketing

by Lynda Filipello

Advertising

What is advertising? How do you get your message out?

You could place an ad in your local newspaper about your upcoming events. How many people will read that ad. Maybe 10% of the people that actually read newspapers.

You could have a website that advertises your events but what drives the public to your web site?

The most effective advertising is word of mouth. Yes, people do talk and you want people talking about the good results they have from your product. Positive publicity is the key.

Connecting with the public is vital for any business to survive. Yes, we are a membership driven organization but we are in the public eye each time we wear our Sokol image.

What methods do you use to promote your unit? Your events? Are they effective? We would like you to share with us what resources you use to advertise your organization and what the results are.

If you have a public relations director how active is that role in developing your public image.

Do you have a web site? How effective is it is on the search engine?

Advertising is more than an ad, it is about public relations. Developing a public image. How is your image?

P.S. On the subject of advertising, have you noticed the ad on Ervy Sports Fashion? This company has been a supporter through advertising since our 2013 Sports Festival. We first met Adelheid Seidensticker at a Wheels competition. She has been a supporter ever since. The leotards and sports apparel are of high quality and you can contact her for a catalog and some fabric samples.



ADVERTISEMENT

A big thank you
for the Sokol Seals
donation from

Joe Kocab

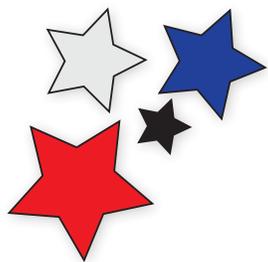
of Sokol Greater
Cleveland &
radio show host
of "Czech Voice
of Cleveland" for
supporting the ideals
& spirit of Sokol.

Nazdar!

ervy[®]
JUST SPORTS
... Fashion for Pros and serious Teams

www.ervy.de
Birmingham, MI
Tel.: 586 530 9800

... Finally, an upscale & affordable alternative!



RISING STAR: JIM BUCHANAN

Submitted by Yvonne Masopust, Membership Director, Sokol Los Angeles

A Rising Star in our unit is Sokol Los Angeles Education Director Jim Buchanan. Unlike most others in our unit, Jim is not of Czech heritage, yet he manifests exceptional enthusiasm for all things Czech- and Sokol-related.

Jim grew up in Ohio. After graduating from engineering school, he moved to California where he received a job offer. The new job also involved quite a bit of travel to foreign countries, and among those Jim visited was the Czech Republic. Jim immediately felt a connection with the Czech people. He could not explain it, but he definitely felt it. He found them eager to befriend him and genuinely interested in everything American. He found himself drawn to the Czech culture and was intrigued by the language.

Back in California he searched for a way to cultivate this new interest in the Czech culture. He can't remember the exact chronological order anymore, but he thinks it was around 2005 that he discovered through an online search that Czech language classes were being offered by Sokol Los Angeles. Around the same time he met his future wife, Marci (Marcela), then a recently arrived Czech immigrant who was looking for someone to swap Czech videos with. Jim



joined the Czech language class. Marci, just a friend at the time, was happy to help him with his studies. At that time the late Millie Urbanski was the Education Director of our unit and Jim says she completely won him over. It was due to Millie's influence that he became a very enthusiastic and diligent student. When Millie could no longer continue in her position due to age-related issues, Jim was glad to step in and take over. He became the chief motivator for the adult Czech language students. He also implemented and continues to maintain our unit's website.

In time, about four years after they first met, Jim and Marci started dating. Following Jim's lead, Marci also joined Sokol. Today they are married and last September welcomed their first child, son Daniel.

Jim and Marci have plans to help our unit expand our activities to appeal to young families. They want Czech American playmates for their son, and to network with other young people who, like themselves, want their children exposed to the Czech culture. We feel very fortunate to have someone with Jim's enthusiasm and dedication in our unit. That's why he's our Rising Star!



American Sokol Deadline

Send your submissions, articles, events and photos to editor@american-sokol.org by the 1st of the month prior to the publication issue! For example, send items you want included in the October issue no later than September 1st.



Mark your Calendar

Events around the American Sokol

Get your event featured! Email editor@american-sokol.org

July

- July 4** Sokol Detroit Camp — Fourth of July Picnic
- July 12** American Sokol Instructor School Exhibition & Graduation — Sokol Greater Cleveland
- July 13** 91st Annual Cesky Den Festival — Sokol Ceska Sin & Greater Cleveland, Auburn Township, Ohio
- July 18** Sokol Spirit World Beer Club — Sokol Spirit
- July 19 & 20** Sokol Detroit Ethnic Festival — Sokol Cultural Center
- July 27** Czechoslovak American Congress Festival — 30th Annual at Ehlert Park, Brookfield, IL
- July 27-Aug 3** National Sokol Camp — Detroit, MI

August

- August 16-23** Youth Summer Camp — Sokol Washington, Monongahela National Forest, WV

2014 WSF Videoshow
Central and Western Districts submitted several of their special numbers for consideration. Proud to announce the following award winners. Sokol Naperville-Tyrs "Jungle Gym" for Creativity of Composition. Sokol Tabor "Derby Day" for Humor and Originality of Theme. Sokol Stickney "Inspiritment" for Choreography of Space Used. Congratulations to all who submitted numbers.
NAZDAR!



Congratulations to Sister Doris Marks, choreographer for Sokol Stickney's Senior Women Special Number "Inspiritment", for being the recipient of the 2014 World Sokol Federation (WSF) award for Choreography and Use of Space. Great Job Ladies!

Sokol Naperville Tyrs received a certificate from the World Sokol Federation for the Most Creative special number. The author of "Jungle Gym", Craig Myers, has been coaching for the past two seasons. This was his first attempt at special number for the 2nd class girls.



Congratulations Sokol Tabor Juniors on the 2014 World Sokol Federation



Videoshow of Stage Compositions Award for Humor and Originality of Theme for "Derby Day" which was presented at the 2014 WSF meeting in Austria this month! Proud coach of these amazing kids, Christina Wurst.



PERIODICAL

9126 Ogden Avenue
Brookfield, IL 60513
www.american-sokol.org
aso@american-sokol.org
708.255.5397

July-August 2014 | Issue 6

Advertise with American Sokol Online or in Print!

Reach over 4,500 community-active individuals interested in:

- Fitness including artistic and rhythmic gymnastics, team calisthenics and marching, aerobics, basketball, volleyball;
- Cultural programs including folk, ballroom and acrobatic dancing, cooking class, foreign film night;
- Many other activities including language classes, camps, picnics, advanced learning and more!

Online and Print Advertising Bundles Available!

For more information visit american-sokol.org/mediakit13.pdf

or contact the National Office at **708-255-5397**
or email **editor@american-sokol.org**

Plus, **SPECIAL RATES** for American Sokol members! Advertise your business to other Sokol members. Contact the Editor for details!!