

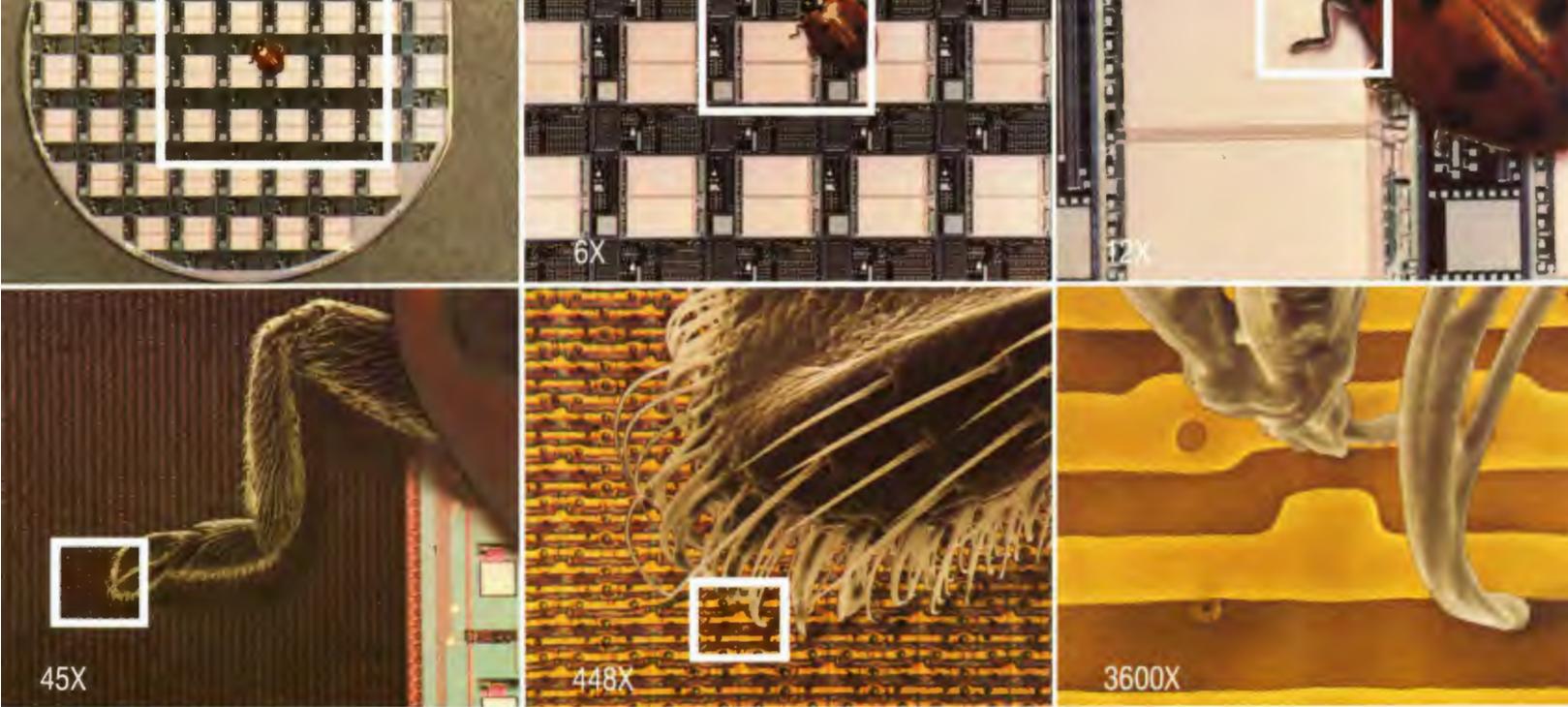
1985 DALLAS  
WHITE ROCK  
MARATHON

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A





# One of the biggest inventions of the 20th Century. Little larger than a ladybug.

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294006  
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The Chip. The Integrated Circuit. Catalyst for the Computer Age. Texas Instruments invented it and has produced more of them than any other company in the Free World.

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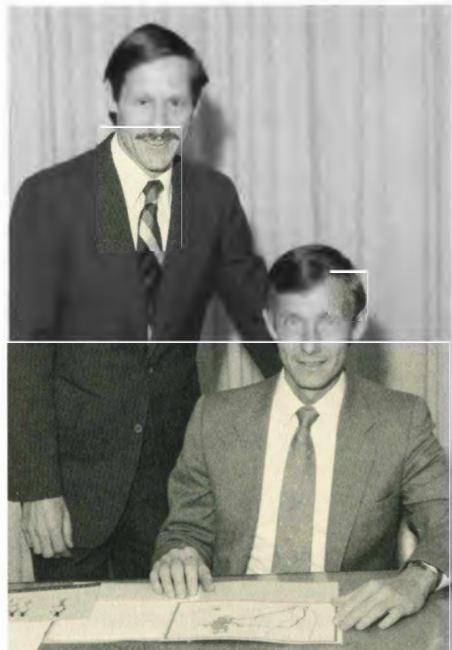
Thanks to all of you for joining us this year for the Sixteenth Annual Dallas White Rock Marathon. Your participation is appreciated.

Our goal continues to be to put on the best marathon weekend in the country catering to you, the runner. We hope you had a good race and that you enjoyed the weekend's events.

Many of the 750 plus volunteers worked throughout the year to bring you this event and our special thanks go to these dedicated people.

Special thanks also go to our sponsors, Adelstein Jewelers, The Dallas Morning News, S&A Restaurant Corp. and Texas Instruments, without whose financial support and resources the race could not have been conducted.

Keep up your training and plan to help us celebrate the Texas Sesquicentennial by joining us for the Seventeenth Annual Dallas White Rock Marathon scheduled for December 14, 1986.



Race Director Steve Shopoff (standing) and Marathon Board President Donald Key helped make the Dallas White Rock Marathon one of the best organized marathons in the United States, preserving it as a runner's race and making the marathon weekend enjoyable for runners and their families.

STEVE SHOPOFF  
Race Director

DONALD KEY  
President,  
Marathon Board

## Board of Trustees Dallas White Rock Marathon

Irving Adelstein	Don Lucas
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Patti Blide	Talmage Morrison
Duff Daniels	Cynthia Pharr
Bob Hancock	Steve Shopoff
Donald Key	Mike Taylor
Rio King	George Van Derven
Mark Kreditor	Joe Zimmerman



## HALL OF FAME

### 1971

RICK RICHARDSON — 2:38:09  
ANNABELLE CORBOY — 4:12:25

### 1972

PAUL HOFFMAN — 2:23:18  
TERRY STRANSKY — 3:49:29

### 1973

WAYNE COMER — 2:37:45  
PATTI PRICE — 4:27:45

### 1974

TERRY ZIEGLER — 2:19:18  
KATHY LOPER — 3:13:48

### 1975

TERRY ZIEGLER — 2:26:07  
KATHY LOPER — 3:00:54

### 2/1976

DON KENNEDY — 2:25:59  
DOROTHY DOOLITTLE — 2:53:43

### 12/1976

JEFF WELLS — 2:15:11  
JEAN OHLY — 3:07:26

### 1977

JOHN LODWICK — 2:16:43  
MARIANNE PUGH — 2:56:55

### 1978

TOM MARINO — 2:18:55  
KAREN BRIDGES — 2:48:36

### 1979

KYLE HEFFNER — 2:14:30  
TONI BERNARD — 2:47:31

### 1980

ROBERT WALLACE — 2:15:19  
MARTHA SARTAIN — 2:41:14

### 1981

DAVID MILEY — 2:16:13  
JULIE BROWN — 2:33:39

### 1982

JOHN LODWICK — 2:12:18  
CAROL URISH — 2:47:21

### 1983

KYLE HEFFNER — 2:13:48  
SUE MOEN — 2:49:54

### 1984

BRUCE MCKAY — 2:20:20  
KAREN MILLER — 2:58:04

### 1985

ED SWIATOCZA — 2:17:42  
CAROL BECK — 2:49:42

BY ROBERT VERNON

Can it really be 15 years?

Fifteen years since Talmage Morrison conceived and directed the first Dallas White Rock Marathon?

Morrison, the founding father of distance running in Dallas, envisioned a marathon of which this city could be proud.

Oh sure, it's a little difficult to keep the fires stoked when only 80 men and two women show up to run the inaugural event in the winter of 1971, an event that was financed to a large extent by Morrison's ability to sell New Balance shoes out of the trunk of his car.

Still, there were enough promising signs to keep Morrison's enthusiasm high, and to help keep alive the visions of a successful marathon — one that people across the country would recognize and respect.

Morrison is all smiles these days, as he watches the race he started enjoy the respect and support he always had hoped for.

December 8, 1985, marked the 16th running of The Rock, as it is affectionately called. The race never has skipped a year, and, in fact, has even been held twice in one year; that being 1976, when the event was moved from February to December because of the unpredictable Texas weather.

It has grown considerably since that first year, reaching an all-time high of 3,636 entries in 1983, the first year the course was run through the city streets instead of the confines of White Rock Lake.

And although the entries appear to have leveled off in the past two years, the race continues to have strong regional support. That traditional sup-

port makes the race a success in the eyes of Morrison and the numerous officials and sponsors who have thrown their support behind this annual event.

Another reason for the race's success in a time when marathons are disappearing from the countryside like Studebakers is the race management. Although this is not a big-budget affair, like New York, Chicago or San Francisco, The Rock continues to score heavily in the areas of course management and runner satisfaction.

Many of the kudos land in the lap of Steve Shopoff, race director the past two years. Shopoff, who has paid his dues on the early White Rock courses and the trails of the Western States 100, took over the race in 1984 and put the emphasis where it belongs — on the runners.

Because the policy of the Dallas White Rock Marathon Board, the governing body of the race, has been to refuse payment in any form to any and all runners, Shopoff has put all his efforts into making certain the course offers everything the runners could ask for . . . and more.

"We don't want the runners to lack for anything on the course, be it vaseline, water, sponges, bananas, E.R.G., medical treatment, split times, you name it," Shopoff says of his course, which is certified by The Athletics Congress. "That is my major concern, and it is the major concern of the marathon board."

Indeed, if you participated in The Rock, you already are well aware of the provisions available along the route. That includes entertainment. Competition between aid stations for post-race rewards has done a great deal to improve the quality and quan-



**C**ame to the 1985 running of the Dallas White Rock Marathon looking for two things — fast times and victories.

Neither came away disappointed.

On a spectacular 40-degree day, Swiatocha and Beck ran faster than they ever had before and faster than any of their competitors as they wrote their names into the Dallas White Rock Marathon history books. Swiatocha finished in a personal best of 2:17:42 and Beck claimed a PR of 2:49:42.

Swiatocha, who moved to Dallas from New York 6½ years ago, had set his sights on claiming his first marathon victory at The Rock. The 35-year-old expense control manager for the Zale Corporation in Dallas, knew he was capable because of the 2:20:11 he had run a little over a month before in New York.

He bolted to an early lead, which he extended to 400 meters by the 10-mile mark. But at 15 miles, Douglas Erickson, a senior at Pan American University running his first marathon, reeled in Swiatocha and took the lead.

Swiatocha stayed close, knowing that the Dolly Parton hills that awaited at miles 19-21 would claim the challenger. They did, and Swiatocha raced in alone to a personal best of 2:17:42.

"(Erickson) didn't really blow past me when he took the lead, so I just kept contact and kept my concentration," Swiatocha said. "When we got to the hills, I took him and that's all she wrote."

Erickson was spent, and eventually lost second place to Guillermo Yrizar of Matehuala, Mexico. Yrizar, who finished in 2:18:45, hadn't been planning on a marathon, but he won a 10K race in his hometown three weeks prior with a trip to Dallas as first prize. So, he upped his mileage and came to town. Like Erickson, who was third in 2:19:42, it was Yrizar's first marathon also. Neither runner had trained further than 21 miles prior to the race.

ner, is a veteran of not only the marathon, but several triathlons as well. She had to switch from her cross-country training, which took her to the U.S. Triathlon Championships this summer, in order to prepare for The Rock.

In 1984, she finished fourth at The Rock four months after giving birth to her second child. This year, however, she came in with three goals.

"First, I wanted to run under sub-3," said the 28-year-old Beck. "Second, was to set a PR. Third, was to win."

She got all three. Her winning time shattered her previous mark of 2:57:33, and was good enough to beat second-time marathoner Sandy Koval (2:52:57) of Allen, Texas, and Brazilian Olympian Eleonora Mendonca (2:57:31).

Beck spent the first 18 miles chasing Suzanne Wolfenden, a freshman at Texas A&M. Wolfenden ran into severe blister problems and at 18 miles, Beck caught up.

"She died at 18," Beck said. "I heard her moaning. As soon as I caught her, she challenged me and got in front again, but I knew she was going to die."

"It was all emotional," Wolfenden said. "I said, 'I've been first this long, you're not going to beat me.'"

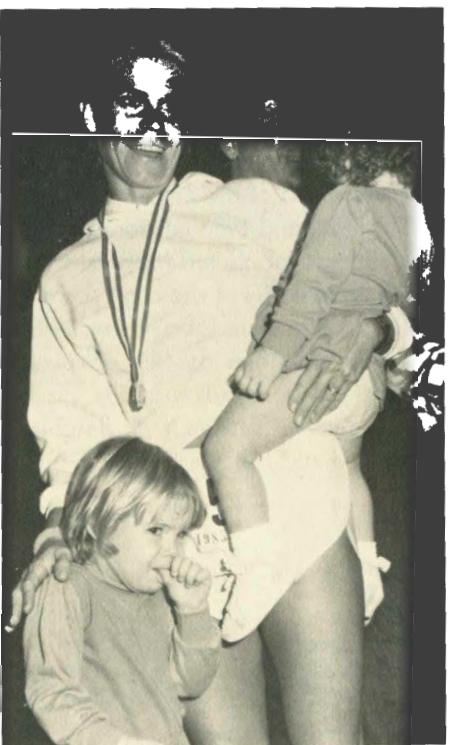
But it was not to be for the young Aggie. Beck was too strong and too experienced.

Robert Abbott, 45, of Plano, won the men's Masters competition in 2:32:33, and Sharon Cooper, 46, of Claremore, Okla., won the women's Masters with a time of 3:12:47.

Abbott would have had more competition had not disaster struck friendly rival Carlos Giron at the start of the race. Giron had taken two steps after the cannon fired to start the race, when someone stepped on the heel of his shoe. The shoe came off and Giron was unable to retrieve it immediately as the pack of 3,200 runners rushed past.

Giron stepped to the side and waited until all the runners had

shoe about a block up the street. He put it back on, then raced to regain his position. Unfortunately, he was never able to catch up with Abbott and finished second in the Masters competition in an amazing 2:36:09.



**Carol Beck, overall female winner with a time of 2:49:42.**

Rick Gore was the winner in the wheelchair competition with a time of 2:21:11, finishing almost a minute ahead of Jim Dax (2:22:01).

Blind marathoner Harry Cordellos finished the race in 3:47:14 despite a troublesome boil on his backside.

David Dozier of Dallas ran 3:49 at The Rock, which was pretty darn good considering he ran 3:27 the day before in Scottsdale, Ariz., in the Fiesta Bowl Marathon.

Uly Vlamides maintained his position as the only person to run every edition of The Rock, finishing his 16th White Rock Marathon in 5:45.

Jack Johnson of Richardson qualified for the Boston Marathon with a personal best of 3:08. What makes that even more impressive is the fact that he warmed up with a 116-mile effort the week before in a 48-hour track run.■

**T**hrough its 16 years, the Dallas White Rock Marathon has appeared in several different forms. The race course has changed with the times, evolving from a two-loop trip around White Rock Lake to a course that involves much of the city.

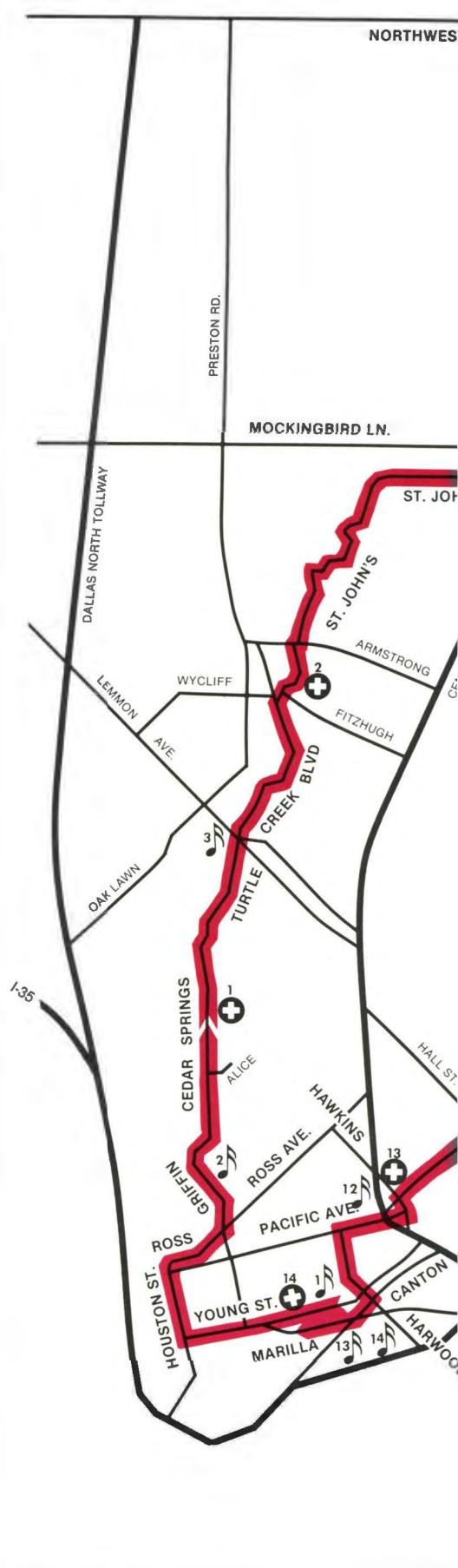
The 1984 and 1985 editions of the Dallas White Rock Marathon featured a new course that offered runners not only an accurate, certified route, but also highlighted many of the city's scenic and historic areas.

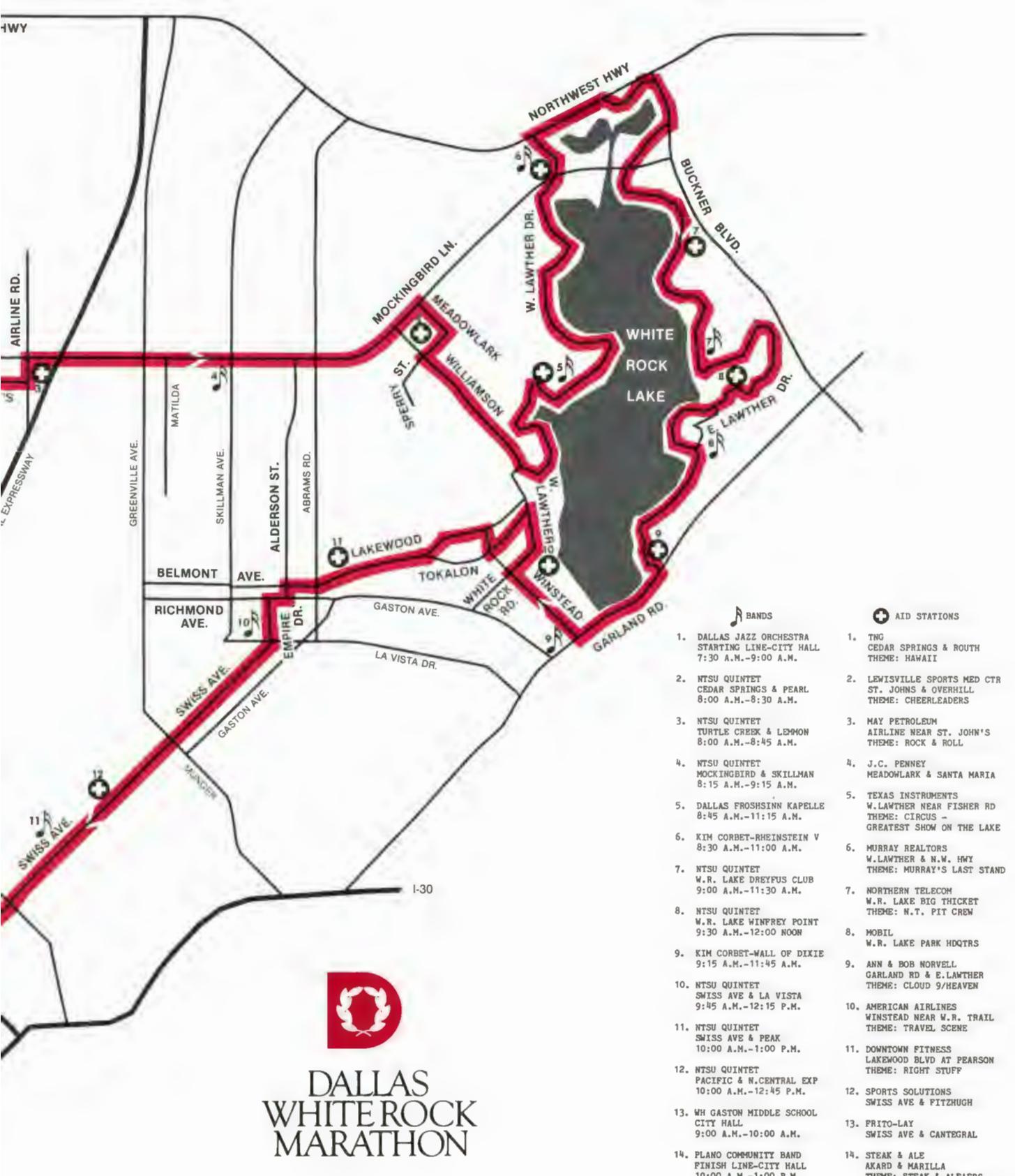
Great pains were taken by race officials to ensure a course that was attractive and offered runners the best opportunity for fast times.

"This course avoids the hills, promises faster times and highlights Dallas' most scenic areas — Turtle Creek, Highland Park, White Rock Lake, Lakewood Boulevard and historic Swiss Avenue," said race director Steve Shopoff.

#### WEATHER CONDITIONS

Time	8 a.m.	9 a.m.	10 a.m.	11 a.m.	noon	1 p.m.
Temp.	38°	45°	51°	57°	61°	64°
Humidity	89%	83%	66%	55%	44%	37%
Wind Speed	7 mph	5 mph	6 mph	8 mph	7 mph	8 mph
Direction	NW	NW	E/NE	NE	E/NE	E
Sky	Clear	Clear	Scattered Clouds	Scattered Clouds	Scattered Clouds	Scattered Clouds





  
**DALLAS  
WHITE ROCK  
MARATHON**









## ***Every day, we run with the best.***

For the second consecutive year, The Dallas Morning News' Sports Day has been chosen among America's top 10 by the Associated Press Sports Editors. And just for the record, The Dallas Morning News is one of only two newspapers nationwide to be recognized for its sports coverage in all three categories of the APSE contest: best daily section, best Sunday section, best special section.

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If all you saw of the 1985 Dallas White Rock Marathon was the start and finish of the race, you missed quite a show.

That's not to say the start wasn't inspiring and that the finish wasn't exciting, but the 26.2 miles in between and the festivities that surrounded this year's event made for quite an entertaining production.

The day before the race, a seminar and exposition was held at race head-



**Bob Abbott, Masters winner, with Joe Zimmerman and Donald Key.**

quarters, the Dallas Hilton. Featured speakers at the seminar were Olympians Jeff Galloway and Francie Larrieu Smith, blind marathoner Harry Cordellos, Dr. Kenneth H. Cooper, the father of aerobics, and Fred Lebow, president of the New York Road Runners Club and the driving force behind the New York City Marathon.

That night, a pre-race carbo load was held, with Dr. Cooper serving as the keynote speaker. At the banquet, the family of Dick Blum, an ardent supporter of the Dallas White Rock Marathon, was honored. Blum died in a freak swimming pool accident in May and the marathon was dedicated to him.

In addition, Talmage Morrison, the founder of the Dallas White Rock

Marathon, was given an award recognizing his outstanding long-term service, commitment and dedication to the Dallas White Rock Marathon and the Dallas running community.

The evening was topped off with Johnny Kelley, the grand old man of the Boston Marathon, singing "Young At Heart."

On raceday, the activity heated up. Not only were the runners providing some hot competition, the battle among aid stations was sizzling as well.

In recent years, an aid station competition has been instituted at The Rock, with the runners voting on the top aid station. The winners receive a free dinner at Steak & Ale Restaurants, one of the race sponsors. The competition is fierce.

It also has had the effect of creating something of a carnival atmosphere, leaving the runners to wonder what awaits them at the next watering stop. Texas Instruments, one of the race's major sponsors, created a circus theme at its customary 11-mile aid station. The TI crew dressed as clowns, ringmasters, lion tamers and even caged animals. They even went so far as to procure an elephant to add to the ambiance.

Some runners were so dumbfounded



**Sharon Cooper, of Claremore, Oklahoma, female Masters winner.**

by the production that they lost minutes off their time so that they could stand around and take in the show.

"Damndest thing I ever saw," said Kelley, who stopped at the TI location and spent the rest of the race there. "I couldn't believe there was an elephant there. They had everything but a high-wire act."

Even Lebow, who ran half the race, had to admit he had never witnessed such a spectacle on a race course.

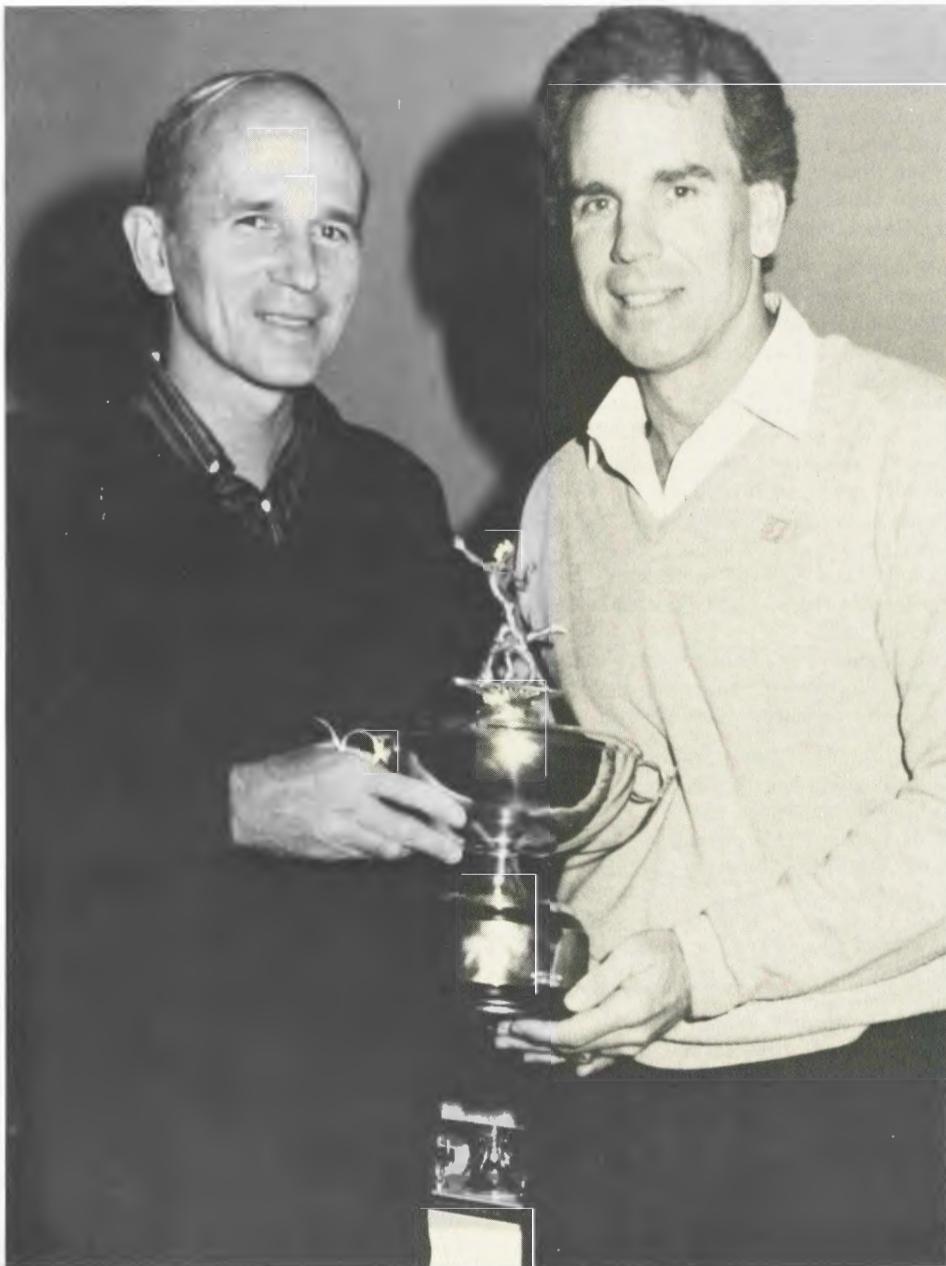
"This race has the best aid stations of any race I've been to anywhere, including my own," Lebow said. "The volunteers really go all-out here; they really get into the spirit of the race. They offer the runners something different to look at."

Following the race, runners voted on the best aid station. Texas Instruments' "The Greatest Show on the Lake" and Ann and Bob Norvell's "Cloud Nine" took top awards in the corporate and non-corporate categories.

The Rock is unique among marathons in that it provides a post-race banquet that is free to the runners, where the race awards are given. This is accomplished through some Herculean efforts on the part of the finish-line crew.

Besides the runners who received awards, Dr. Cooper also was honored as the recipient of the first Roger Staubach Award for Excellence for his continued efforts to promote health and physical fitness.

After the awards were all distributed, the runners enjoyed the food and drink provided by Steak & Ale, watched videotapes of the race and shared their race stories with old friends and new in an atmosphere that only The Rock can offer. ■



The Dallas White Rock Marathon Board of Trustees awarded the first annual Dallas White Rock Marathon Award for Excellence to Dr. Kenneth H. Cooper.

The Award for Excellence is given annually to an individual who has

demonstrated the positive effects of running on health and fitness through outstanding personal effort, determination, commitment and courage. This award is sponsored by The Staubach Company and was presented to Dr. Cooper by Roger Staubach at

the Awards Banquet following the 16th running of the Dallas White Rock Marathon on December 8, 1985.

Recognized through his writing and research as the leader of the international physical fitness movement, Dr. Cooper has been credited with getting more people to exercise in pursuit of good health than any other person.

After 13 years in the U.S. Air Force, during which he developed the Aerobics Point System that led to his first book, *Aerobics*, Dr. Cooper left the service and founded the Aerobics Center in Dallas in 1970.

Through his research and six books, the most recent of which is *Running Without Fear*, Dr. Cooper's aerobics program has helped people of all languages understand and measure the results of their exercise.

In 1982, *The London Times* named Dr. Cooper among 74 people in the world as "the greatest" of the last 20 years and noted, "The drop in deaths from heart disease in America by 14% in the 1970s is commonly credited to Dr. Cooper, as is the jogging boom which got more than 25 million Americans on the roads by the end of that decade."

In Brazil, where 25,000 persons ran in the race in 1982 led by Dr. Cooper, his name is used rather than the word running. Brazilians do not ask if you have run, they say, "Have you done your Cooper today?"

Dr. Cooper is a dedicated runner himself, and ran the Boston Marathon in 1962 while at Harvard University. He was one of the early supporters of the Dallas White Rock Marathon and has personally spent many hours out on the course attending to the needs of the runners. ■

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Associate Director — Gary Neel  
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Start

Scott Condon, Captain  
Richard Blum Sr., Starter

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Brant Bryan

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Greg Burns

Bill Daves

Mike Fay

Bob Fowler

Dale Hager

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Bob Hancock  
Mark Krug  
Coning  
Talmage Morrison, Captain  
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Kim Black

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**Split Times**

Billy Master, Captain

David Wilson, Captain

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Wayne Wallgren                    Christie Webb

**Course Monitors**

Jim Holt, Captain

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Thursday Nite Group — Bill Jones

Lewisville Sports Medicine Center —

Elysia Holt

May Petroleum Co. — Bill Washington

JCPenney — Bill Faith

Texas Instruments — Nancy Dempsey

Murray Realtors — Tina Streiff

Northern Telecom — Brad Lewis

Mobil Oil — Kevin Hellman

Cloud Nine — Ann and Bob Norvell

American Airlines — Kirk Stephens & Carol

Holm

Downtowner Fitness Center — Leann White

Sports Solutions — Alan Armstrong

Plaza Athletic Club — Steve Whiffen

**Bands**

Dallas Frohsinn Kapelle Band

Dallas Jazz Orchestra

W. H. Gaston Middle School

North Texas State University (5 Brass Quintets)

Plano Community Band

Rheinstein Five

Wall of Dixie

**Carbo Dinner**

Directors — Margaret Steenson

Susan Randall-Larsen

Richard Larsen

Master of Ceremonies — Bob Heckman

Speakers — Dr. Kenneth Cooper

John A. Kelley

**Sports Expo and Seminar**

Directors — Mark Kreditor

Mike Taylor

Speakers — Harry Cordellos

Jeff Galloway, Fred Lebow

Francie Larrieu Smith

Exhibitors —

Cross Country Club of Dallas

Institute for Aerobic Research

Leni Reed Nutrition

Metro Sports

President's Health Clubs

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Nike

Tiger/Speedo/Wigwam

Reebok

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Brochure and Results Booklet — Texas

Instruments Central Printing

Printing/Poster Separations — Williamson

Printing

Color Separations — Classic Color

Photographer — Joseph Savant

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S&A Restaurant Corp.

Kyle Craig, President

George Van Derven, Banquet Coordinator

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Ronna Schmoker                    Rick Payne

Cindy Kollar                    Craig Brightup

Pam Gosline                    265 S&A volunteers

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Ernie Trujillo                    Director, KXAS,

Debbie Broach                    Channel 5

Sue Abbott

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