



Spring 2021

THE RUNNING PLACE

Newtown Square, PA



Pattie and Joan founded TRP in 2001. Each is quick to admit the foundation for this endeavor was not based on previous retail experience, and that they began “with a profound lack of any business knowledge.” Pattie cites their “passion for running, education in exercise science, and desire to help others” as the originating spark. They would operate the store “solely on the idea that we would treat each and every customer the way we would want to be treated,” Joan reminisced.

Bill was hired as an associate in 2005, and comfortably settled in to the TRP culture of providing superior service to all customers, whether walker or runner, slow or fast, old or young, who were looking for shoes for exercise, work, or everyday comfort. In 2009, when Joan decided to move to Colorado, she offered Bill the opportunity to buy her share of the business. While he had extensive experience in running retail, Bill was not so confident in his own business acumen and was hesitant. After some gentle nudging, Joan finally convinced him. Bill now admits, “It’s one of the best decisions I’ve ever made.”

On March 17, 2021, The Running Place (TRP) celebrates its 20th anniversary. Since TRP first opened, original owners Pattie Bucaccio and Joan Osborne, followed by current owners Bill Frawley and Ken Taylor, have worked with 30-plus staff members to serve tens of thousands of customers. This has resulted in a close-knit, loyal community that Bill notes, “is as strong as it has ever been.” Given the challenges of this past year, that speaks volumes about the TRP community.



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20th ANNIVERSARY Specials

- 👉 **20% Off Apparel Sale 3/17-3/20**
- 👉 **TRP Magnet with purchase all month**
- 👉 **20 Days of raffles from March 9th thru March 31st**

Earn a raffle ticket with your purchase for a chance to win a prize that day!

Prizes include:

- A Garmin Forerunner 45
- A Pair of Shoes
- \$100-\$50-\$25 Gift Certificates

and a variety of cool accessories!

COVID PRECAUTIONS CONTINUE AT THE RUNNING PLACE

- APPOINTMENTS are STRONGLY RECOMMENDED
- Masks Required – must cover mouth and nose
- Hand Sanitizing Required at Entrance
- 6-Foot Distancing Maintained



MONDAY NIGHT RUN then...



MONDAY NIGHT RUN now...



EVEN THE LOGO GOT A MAKEOVER...



THE RUNNING PLACE CELEBRATES 20 YEARS

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Shortly after becoming an owner, Bill invited Ken, with whom he'd been friends for several years, to join the staff of TRP. At the time, Ken was a teacher and school administrator, and he had worked in another friend's running store. He had enjoyed his time in running retail, and TRP was closer to home, so he started helping out part-time on weekends and evenings.

Within a couple years, Pattie was interested in venturing down other avenues, and Ken was interested in owning a running store. In 2012, they struck a deal that transitioned Ken into partnership with Bill. In 2014, Ken convinced Bill to move into a new, bigger space, where they have remained to this day. Ken says, "I'm proud to go to work each day truly believing that I am helping people to be better and healthier, from the 94-year-old sassy pants with her walker not wanting to slow down, to the high school runner on her way to the state championship, and everyone in between."

TRP has been blessed with great staff over the years. Exercise scientists, occupational and massage therapists, coaches, teachers and students, runners, walkers, and cyclists of all speeds, ministers, lawyers and accountants, techies, and dads and moms have all contributed to the culture of TRP with their life experience and their sincere desire to help others. This great mix of unique and kind people working at TRP since the beginning has continued the culture of sincerity and service that has made the store a vital part of the local running community.

A lot has come to pass in 20 years. There have been broad economic ups and downs, including three recessions. The second 'running boom' brought growth but also more competition as independent retailers opened more shops; 'big box' stores, internet businesses, and venture capitalists all dipped their considerable toes in the run-specialty waters. Flexibility and adaptability have been required as trends like barefoot running and minimal shoes were followed immediately by movement toward maximum cushioning shoes.

Without question, the biggest challenge has been the 11-week shut down due to COVID-19. Ken and Bill agree on this. Ken said, "We didn't know what we were going to do... The 11 weeks we were closed were the most stressful and longest days I have had in a long, long time." TRP adapted, with Ken and Bill taking orders by phone and email, offering virtual fittings, and providing free shipping and delivery. Bill recalled ruefully, "It wasn't ideal, and business wasn't great, but it got us through." Both Bill and Ken are thankful for such great customer support during the shut-down; and, once the business reopened, customers' continued support has helped TRP to get back on track. The flourishing of the 'shop local' credo has been a boon to TRP's recovery.

Coming out of their most challenging time, TRP feels confident in their ability to weather whatever storms may be ahead. It has been an incredible 20 years, and TRP looks forward to the next 20 with you, hopefully starting with brighter days soon for all of us.



👉 Student athletes, be sure to ask about team discounts! 👈

NEW PATHS TO TREAD

by Bill Frawley

STROUD PRESERVE

(454 North Creek Road, West Chester, PA – about 14 miles from The Running Place)

In our ongoing quest to find new paths to tread, our search radius is widening. Occasionally, we still ‘discover’ a path or preserved open space in our neighborhood when a customer or friend enlightens us. However, we are exploring the periphery, and we have recently been introduced to the **Stroud Preserve** near West Chester, PA.

Stroud is part of Natural Lands whose mission it is to “save open space, care for nature, and connect people to the outdoors.” The organization manages about twenty preserves, refuges, sanctuaries, and gardens in eastern Pennsylvania and southern New Jersey. We have written about three of those preserves in previous NPT articles: Hildacy, Willisbrook, and Wawa. Those features can be found at the Newsletter Archives link at www.therunningplace.com.

With 571 acres of rolling grasslands, woodlands, and wetlands, the Stroud Preserve features over 9 miles of trails whose surfaces are mostly dirt or grass. The trails are very well marked with colored blazes. At the trailhead from the parking lot, there is a large map of the trails where you can get your bearings, get a general idea of the layout, and plan your route. You can also find more information before you go, including an online map, at www.natlands.org/stroud-preserve.

The 4.1-mile red trail traces a partial perimeter of the preserve and will take you over two challenging hills. The climbs offer a great payoff for your efforts as the views are wonderful at the top.

If you are not in the mood for climbing, the yellow trail is about 2.8 miles and follows parts of the red trail, but it avoids the two biggest hills that red offers.

The flat 0.8-mile purple trail sticks pretty close to the parking lot but can be nice loop to add on if you are looking for a few more steps. There is one other marked trail whose green blazes take you on a 2.2-mile loop, overlapping parts of a couple of the other trails.

There are some unmarked ‘spur trails’ that can serve as a means to get from one marked trail to another, or as short cuts across the longer loops. There is enough variety to customize a course to the difficulty and distance you’d like.

Stroud Preserve is a beautiful place to find escape for a nice run or hike away from the hubbub. There are great views, wildlife, and exercise waiting for you.

Two things to be aware of: (1) on a nice day, especially over the weekend, the parking lot can fill up early; (2) if it has rained recently, expect to find significant mud and puddles... all the more fun! Enjoy your adventure!



SUPPLY CHAIN DISRUPTION

Since the beginning of the pandemic, we’ve been introduced to new words and phrases. For TRP, a now-ubiquitous phrase that describes a significant challenge we face is “supply chain disruption.”

With COVID-19 shutdowns or outbreaks, disruption of the supply chain can happen in factories, vendor distribution centers, storage warehouses, and various other links along the way. Ramping back up after a shutdown is difficult because demand is high, but the capacity to manufacture, transport, process, and deliver has not expanded. A disruption in any link of the chain slows the whole process down, which results in orders taking longer to be delivered. The release of new shoe models and new colors are delayed for days or weeks, often with no definitive date for availability or delivery.

While it has been difficult getting some products, colors, or sizes, TRP’s shelves are not empty. Continually adapting, TRP still has a full line of technical footwear for your fitness activities and everyday comfort. If you want a certain color, if you need a size that is not currently in stock, or if you are eagerly anticipating the arrival of the new model of your favorite shoe, a level of patience may be required. We are here to help you; it may just take a few more ticks of the clock than it did a year ago.



In addition to this quarterly newsletter, we also send out a monthly email and frequently post updates on Facebook, Twitter, and Instagram. Stay on top of all that is happening at The Running Place. Like us on Facebook and follow us on Twitter and Instagram. Sign up to receive our monthly email: www.therunningplace.com.

TRACK SPIKES AND FLATS

Cross country and track have been upended or modified lately, and track is likely to be again this season. However, TRP has spikes and flats for spring track, whatever version of competition may come. Inventory is not as deep as usual, so if you need shoes for competition, **don't put it off.**

Remember to ask about the 10% team discount. When you buy spikes and trainers together, receive 10% off trainers, 20% off spikes.



Have a great season!

MONDAY NIGHT RUNS - STILL ON HOLD -

The Running Place continues to play things safe and has not yet restarted the Monday Night Runs. Our priority is the health of the community and our friends. We miss the runs, and we miss your company. With continued vigilance and widespread vaccinations, we are hoping to resume the runs in the not-too-distant future. When the runs resume, the news will be shouted from the rooftops.



THE RUNNING PLACE

3551 West Chester Pike
Newtown Square, PA 19073

SPRING Savings!

\$10 off
Any Purchase*

* Present this coupon with your purchase of \$30.00 or higher. Cannot be combined with other coupons or special offers. May be used on sale items. Prior sales excluded.

Expires 3/31/21



Excluding Brooks and New Balance Products