

# THE RUNNING PLACE

SPRING 2013



by Carly Smith

## THE JOURNEY FROM NEWBIE TO "REAL" RUNNER: A chat with Jean Dixon and Michele Haines

Jean Dixon and Michele Haines are friends and coworkers who shared a goal on their "bucket lists": to run a 5k. They came to The Running Place to get running shoes, a decision that would ultimately lead to them finishing not only their first 5k, but a half marathon in the same year.

Jean and Michele work at Simpson Meadows, a retirement community in Downingtown, PA. Jean said, "We got really friendly because we spend so much time in the car together," because they carpool to work from their homes in Broomall and Havertown. They began their 5k training by running on treadmills for about 6 months without seeing improvements, a fact that they lamented each time they came to the store. Pattie Bucaccio and Bill Frawley, two of the store owners, kept encouraging the ladies to join the beginner running program, which they finally did in March 2012.

During the first run with the beginner group, Jean and Michele started out running in front but quickly realized they couldn't keep up with the others. Jean said, "We ended up at the back of the pack, but we told ourselves it was because we were so much older than everyone else." Michele added, "We figured we were still doing well because we didn't need CPR. That first run wasn't pretty, but we did it and made everyone laugh...at our expense." They used that combination of determination and humor to get through the remaining group runs during the next two months as well as the group's goal race: the St. Katharine of

Siena Fitness Awareness 5k (SK5K) on May 19, 2012. The race was hilly, but the group members gave each other a lot of support and cheered each other on. It was a memorable, meaningful race and gave Jean and Michele a sense of community and achievement.

After the SK5K, Jean and Michele wound up running a 10k on July 4, a 5k mud run on July 15, and the half marathon on November 18. When asked what made them want to run



Michele and Jean

longer distance races, Michele said, "It just felt natural to try the 10k and then the half marathon. I guess we just caught the bug." Despite personal health struggles (Michele had carotid artery stenosis and underwent angioplasty; Jean has arthritis), the sense of achievement they got from running encouraged them to keep going.

They ran the Philadelphia half marathon because, as Michele said, "We were only half crazy." They prepared for the race not only by following their training program but also by going shopping for silly hats the night before the race. Michele said, "We were going up to strangers, asking which hat looked best." On race day, Pattie was at the 10-mile water stop and really gave them a boost to get them through to the finish. Jean was on her own when she reached that point and said, "Pattie came out from the water stop and gave me the biggest hug. I would not have gotten through to the finish without that hug."

At the half marathon finish line, Michele and Jean both felt a sense of disappointment

*Continued on Page 2*

### UPCOMING EVENTS:

**February 24th**  
*Super Sunday at TRP*

**February 27th**  
*Breast Cancer 3-Day 'Get Started' Meeting*

**March 4th**  
*Monday Night Group Run and Pizza*

**March 16th**  
*Pickle Run at Ridley Creek State Park*

**March 25th**  
*Beginner Running Class Starts*

**April 6th**  
*Tyler Arboretum 10k Trail Race*

### Breast Cancer 3-Day™ 'Get Started' Meeting

Come out to a Susan G. Komen 3-Day 'Get Started' Meeting on Wednesday, February 27th or Wednesday, March 27th from 6:30 p.m. to 8:00 p.m. at the store. Both informational and inspirational, 'Get Started' Meetings are for new members and old pros alike. You don't have to be registered for the Komen 3-Day to attend. All it takes is a shared passion and belief that breast cancer must be brought to an end. Come learn about the 3-Day experience. If you bring a friend and you both register at the meeting, you'll each get a \$10 discount on your registration fee!

because they were tired, cold, hurting, and finished apart from one another. They were glad they finished the race, but the moment of finishing didn't feel as euphoric as they had thought it would. Jean said, "It was a prouder moment after the race than actually finishing it." They wore their medals on their first day back to work after the half and received a lot of support and congratulations from everyone there. They now both proudly display 13.1 magnets on their cars, a congratulatory gift from Pattie.

Jean and Michele credit the staff at The Running Place with giving them great advice and encouragement. Michele said, "We were like children when we started—we didn't know anything about running. Everyone at the store helped us so much. Through the store, we met so many people and made such great friends that now we can't imagine not running. We wouldn't have stuck with it if we had done it on our own." Jean agreed, adding, "Running is social."

When asked if they now like running, Michele said, "Now I enjoy it." Jean said, "Yes. I have issues (injuries), but I love to run." They feel that it's important to have fun while running. They talk each other through their tough runs and both agree that you're more committed to running when a buddy depends on you to meet up for runs. Running has become a routine part of their lives and they have gained confidence in their running abilities that has enabled them to meet their initial 5k goal and then set and achieve new goals such as the half marathon. After all that they have accomplished, they have come to see themselves and be seen by others as "real runners."

## ONE SIZE DOES NOT FIT ALL (IN TRAINING/RUNNING)

### The Takeaway from Coach Jason's "Running Technique" Seminar

by Carly Smith

Coach Jason Kilderry gave a presentation titled "Running Technique, Minimalist Footwear, and Injury Prevention" at The Running Place on January 9. Here are some points from his presentation to help you make informed choices about your running and keep your training on track.

- Adjusting running form does not guarantee improved performance or injury prevention. There is very little evidence that runners who land on their forefoot or midfoot are less likely to get injured than runners who land on their rearfoot (heel-strikers); overstriding while running causes more injury than where a runner lands on his/her foot. And, there is no evidence that forefoot/midfoot runners perform better than rearfoot runners. The only evidence supporting changes in running technique comes from studies done in a university lab using runners who ran less than 10 miles weekly; it is difficult to apply this data to runners in the real world, who run in varying environments (outdoors, on a regular treadmill, etc.) and often log more than 10 miles weekly.
- Running barefoot or in minimalist shoes does not work for all athletes. Increased strain and injury to the calves (soleus, gastrocnemius, and Achilles) can result from switching too quickly to barefoot or minimalist shoe running. If you are new to running this way, transition to it gradually and consider just using it as part of your training/workouts.
- We improve our fitness by stressing our bodies with physical activity and then allowing the musculoskeletal system adequate time to recover. The key is that the body needs to be overloaded in small increments over time, allowing it to heal and adapt. Doing too much too soon (e.g., increasing mileage and intensity at too rapid a rate) is likely to cause injury; slow and steady progression wins the race in terms of your running.

Remember, there is no such thing as a "one size fits all" training plan; every person has a unique physiologic makeup and needs to find the training method that works best for them. One training tip that can be universally applied is to gradually progress your workouts in terms of their mileage and intensity. Giving your body time to heal and adapt to training is key to meeting your running goals and staying injury-free.

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*Coach Jason Kilderry, B.A. in Health and Exercise Science, USA Level 1 Triathlon Coach, USA Level 1 Track and Field Coach, NSCA-CPT, NSCA-CSCS*

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*For more information about Jason's presentation or to ask questions about your training, contact Jason at [coachjason@etacoach.com](mailto:coachjason@etacoach.com), or check out his coaching company, ETA Coach, at [www.etacoach.com](http://www.etacoach.com).*

## — SUPER SUNDAY AT THE RUNNING PLACE —

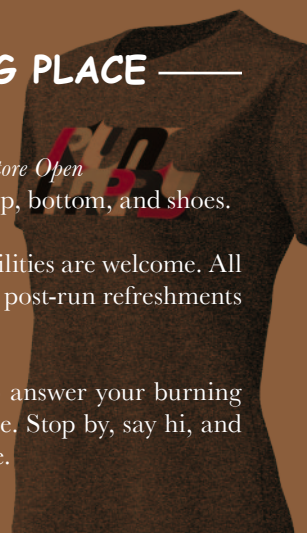
### FEBRUARY 24TH, 2013

\* 10:00 a.m.: Fun Run      \* 11:00 a.m. - 4:00 p.m.: Store Open

\* All Day: Enter Brooks raffle for a head-to-toe outfitting. Prize includes top, bottom, and shoes.

Join us for a morning run of 3-5 miles. Runners and walkers of all abilities are welcome. All Fun Run participants will receive a Brooks give-away. There will be post-run refreshments for all to enjoy.

We will also have the new "Brooks Guru," Rich Ryan, on hand to answer your burning Brooks shoe questions. Receive a free gift with your Brooks purchase. Stop by, say hi, and drop your name in the hat for the Brooks head-to-toe outfitting raffle.



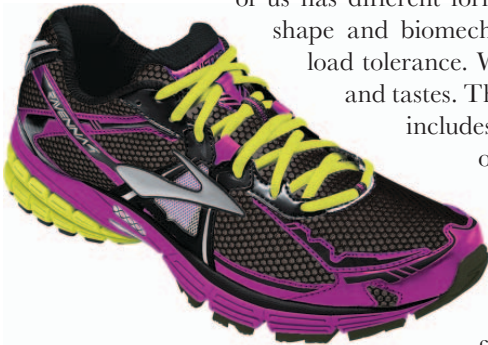




## THERE'S A BROOKS SHOE MADE JUST FOR YOU

Whatever your running style, gait, or training goals, Brooks® makes a shoe for you. In fact, their slogan over the last few years has been, ‘The perfect ride for every stride.’ As talked about in

Coach’s Corner, every person is unique. Each of us has different form and foot strike, foot shape and biomechanics, body type and load tolerance. We have different goals and tastes. The Brooks footwear line includes models and technology to accommodate and complement all varieties of feet and strides, and an array of shoes to fit diverse preferences of fit and feel.



‘Float’ versus ‘Feel’ is how Brooks differentiates between their traditional running shoes and their minimal, PureProject line. ‘Float’ shoes provide a plush and supremely comfortable ride that will keep you well-supported and make you feel like you are gliding along on cloud-like cushioning. This shoe provides maximum protection and may be your everyday shoe for logging miles.

‘Feel’ shoes, such as the PureFlow®, free the foot to connect with the ground and experience the nuances of the road beneath you. The ‘Feel’ is closer to the ground, light, flexible, and efficient. This wouldn’t be a primary shoe for most people, but it fits in nicely as a lightweight shoe for a change of pace, or for quicker runs.

### SHOE CATEGORIES

Brooks divides their traditional footwear into four categories: **Neutral, Guidance, Support, and Control.** Biomechanics is the leading factor that determines the category of shoe that may

<b>NEUTRAL</b> For normal to under-pronation	<ul style="list-style-type: none"> <li>• Glycerin</li> <li>• Ghost</li> <li>• Dyad</li> </ul>
<b>GUIDANCE</b> For mild over-pronation	<ul style="list-style-type: none"> <li>• Ravenna</li> </ul>
<b>SUPPORT</b> For moderate over-pronation	<ul style="list-style-type: none"> <li>• Trance</li> <li>• Adrenaline</li> </ul>
<b>CONTROL</b> For severe over-pronation	<ul style="list-style-type: none"> <li>• Beast</li> <li>• Ariel</li> </ul>

work best for you. What is it about your biomechanics that tells us where to start? **Pronation.**

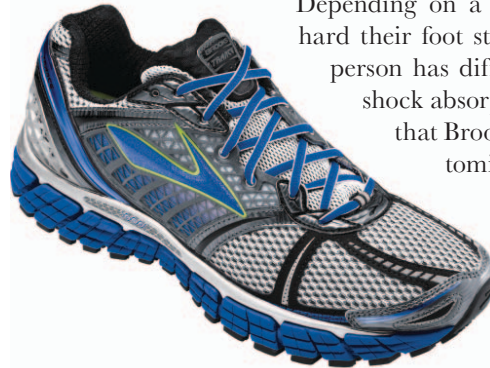
Pronation is the inward rotation of the foot that occurs with each strike. Such motion is not inherently bad. In fact, some pronation is good because it lessens the impact that would otherwise affect the body. It is part of our body’s natural shock absorbing system. Pronation

can become a problem when the inward foot rotation is too great, putting strain on the foot and ankle. This is over-pronation, and it ranges from mild to severe. The degree of pronation determines the category of shoe: the greater the over-pronation, the more support that may be recommended.. The table shown categorizes Brooks shoes.

### FOOT SHAPE

Some people have high arches, some have flat feet, and the rest of us fall in between. Brooks builds their shoes on a variety of different platforms and will have a shoe that corresponds to your foot shape.

### CUSTOMIZED CUSHIONING



Depending on a person’s size and how hard their foot strikes the ground, each person has different requirements for shock absorption. Two key features that Brooks offers to further customize shoes to your needs are Brooks DNA and ‘Tuned Density Midsole.’

DNA is a cushioning material that provides a customized ride for runners of all sizes and speeds. It responds to every step, dispersing impact based on the amount of force applied. This means that each runner, big or small, has their needs met as they go – at whatever pace, on whatever surface.

‘Tuned Density Midsole’ means that the foam in a shoe has a firmness based on the size and gender of that shoe. For example, a size 6 woman’s shoe is going to have softer midsole foam than a man’s size 13, because in all probability the man wearing that size 13 is larger than the woman in the size 6 and requires a different ride.

### A PERFECT RIDE FOR EVERY STRIDE

These are just a handful of the features that Brooks incorporates into their shoes to make each of your runs enjoyable. There are many other details that go into Brooks footwear that contribute to your comfort. We would be happy to chat about them with you. Stop by the store and see which Brooks shoe is right for you.

*In addition to this quarterly newsletter, we send out a monthly email, and frequently post updates to our Facebook page. Stay on top of all that’s happening at The Running Place. Like us on Facebook. Sign up to receive our monthly email: [www.therunningplace.com](http://www.therunningplace.com).*

## BEGINNER RUNNING CLASS

Do you or someone you know  
want to become a runner?  
Join our Beginner Running Class.

The class starts on Monday, March 25th at 6:45 pm. The 8-week program leads to the achievement of a 5k distance (3.1 miles). The class is open to anyone wanting to start a running program who has already worked up to a basic level of fitness (e.g., brisk walking, biking or using the elliptical at the gym). Cost is \$50 for new participants and includes a Gymboss timer, as well as a technical t-shirt for those reaching class attendance goals. Visit our website for registration information: [www.therunningplace.com](http://www.therunningplace.com)

## MONDAY NIGHT RUNS from The Running Place

Are you looking for people to run with?

Join us on Monday nights for our weekly group run. All levels are welcome whether you are following a walk/run program or winning races and age group awards. We leave from the store promptly at 6:45 p.m.

If you need even MORE motivation, on the first Monday of each month, we will treat all Monday night runners to pizza immediately following the run.



### THE RUNNING PLACE

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