

Welcome to Berkeley Running Company

Issue: 16

September 2008

In This Issue

Team Berkeley

Fall Seminar

Ironman Kristin

Berkeley Group Runs

October's Local Events

5th-Lakefront Marathon
Milwaukee(website)

5th-Twin Cities Marathon
(website)

11th-GSA for Safe
Schools Run/Walk/Eat
(website)

11th-Whistlestop Marathon
Ashland(website)

12th-Chicago Marathon
(website)

18th-Timber Wolf Trample
1mile/5k Madison (website)

19th-UW Alumni
Association Charity
Homecoming Run/Walk
(website) 19th-Columbus
Marathon (website)

19th-Des Moines Marathon
(website) 19th-Detroit Free
Press Marathon (website)

19th-Grand Rapids
Marathon (website)

19th-Nike Women's
Marathon San Francisco
(website)

26th-Marine Corps
Marathon Washington DC
(website)

Upcoming Local Runs

Join the Berkeley Running
Company over the course
of the next four weeks as
we co-sponsor several
local runs and /or

A Beautiful Time of the Year....

With us entering the autumn season officially this week, we have seen many of you visiting us for your last minute needs as you take part in one of the many fall races/walks in and around Wisconsin. Whether you traveled up to Hayward for the one of the Birkie Trail events with the Berkeley Running Company staff this past weekend or have plans to enter one of the local events that we are co-sponsoring, we have enjoyed seeing many of our Team Berkeley members.



Our Running Company's schedule continues to be a busy one as we are a part of several area events over the next four weekends. This Sunday, September 28, we are proud to co-sponsor the UW's Huffin' for Humanity Run/Walk. The first weekend of October we travel along with many of you to Milwaukee and the Lakefront Marathon as we team up with several of our vendors at the Expo on Friday, October 3rd, and Saturday, October 4th, in the M.S.O.E. Student Center. Feel free to stop by and say hi to one of us to receive a free 26.2 marathon sticker. Berkeley will co-sponsor the GSA for Safe Schools' Run/Walk/Eat event at Warner Park on Saturday, October 11. Finally, all deck in cardinal and white, we'll be running with Bucky Badger as we co-sponsor the annual UW Alumni Association Charity Homecoming Run/Walk on Sunday, October 19.

May you continue to enjoy this beautiful time of the year with your daily walks and/or runs. We are always happy to be a part of your own personal journeys.

Happy Fitness Our Friend,

David

Berkeley Running Company

*"It is our choices...that show
what we truly are, far more
than our abilities."
-J.K. Rowling*

Join Team Berkeley at the Berbee Derby

Whether you are an official member of Team Berkeley or a Berkeley Running Company friend, we invite you to be a member of Team Berkeley for the annual Berbee Derby's Thanksgiving 5K or 10K. Contact Brad, Dan and/or Eric for more information.

TEAM
Berkeley

The Running Company invites you to join us as we promote fitness and wellness throughout the area. Whether you are a walker, jogger, triathlete, and/or marathon

walks. This Sunday, September 28, we are proud to assist the UW's Huffin' for Humanity Run/Walk. Berkeley will also support the GSA for Safe Schools' Run/Walk/Eat event at Warner Park on Saturday, October 11. Finally, all deck in cardinal and white, we'll be running with Bucky Badger as we lend a hand for the annual UW Alumni Association Charity Homecoming Run/Walk on Sunday, October 19.

Berkeley and the Badgers

Berkeley is proud to team up with the University of Wisconsin in several fashions. To help display our support toward youth and education, you saw our sponsorship of this Spring's Rehab with Bucky Run. We are also pleased to share that we have become sponsors of the UW Homecoming Charity Run on October 19 and come next April..... the annual Crazy Legs' Run.

Upcoming Trail Run: We are Hooked!

We are hooked! After enjoying the beautiful scenery of the Birkie Trail 1/2 Marathon this month, we are happy to co-sponsor a November trail run... The Black Hawk Ridge Trail Run outside nearby Sauk Prairie. This year's run will be held on November 9. Join Team Berkeley's very own Paul Riley as he returns to defend his title on this very scenic and historic Battle of Wisconsin Heights' site.

September Apparel Clearance

champion, you are welcome to be a member of Team Berkeley. For more information visit on-line at <http://berkeleyrunningcompany.com/Community/TeamBerkeley/tabid/1080/Default.aspx>

Fall Seminar with Joe Marks: "Proper Warm-up"

To help kick off the Lakefront Marathon week, local success story Joe Marks is offering his endurance marathon coaching abilities and knowledge to the Berkeley's running community on Tuesday evening, September 30, at 7:00. A Senior Performance Specialist and Director of Core Athletic Endurance, Joe just recently finished his first Boston Marathon. For the seminar, Joe will discuss the importance of a "Proper Warm-up" for a race/walk event.

Joe's coaching experience includes athletes participating in 400m track to the Ironman. Whether you are a sub 12-hour IM, age group winner at local races, the firsttime marathoner or 5K runner, Joe will share how you can maximize your athletic potential with specialized training programs. With 8 years of experience working with athletes of all levels, Joe's gift is to take anyone at any level and make their goals and dreams reality.

We are excited to have another talented area athlete come discuss their knowledge in his/her specialized area. If possible, please call Berkeley to reserve your seminar seat for the evening.

Congratulations Ironman Participant Kristin Kellerman

With only five weeks to officially put the final touches on her Ironman training, Berkeley Running Company's contest winner, Kristin Kellerman, proudly represented our store as she completed the event in 12 hours and 24 minutes. Receiving Berkeley bib number 2225 on Friday, August 1, Kristin made the most of her free entry by swimming 2.4 miles in 1:07, biking 112 miles in 6:35, and running the marathon in 4:27. "Congratulations Kristin, you are an Ironman!"

"But as I continued on this adventure, something surprised me along the way. I came to realize that the greatest gift was the people I encountered training and competing."- Kristin Kellerman

Berkeley Group Runs

We are fortunate to have several options for you to join one of our group runs/walks. Ranging from run/walk group sessions to Children Striders, we have things covered for you.

Madison Marathon Champion Aimee Kurian leads a baby jogger group each Monday morning at 9:00. The pace is approximately 11-12 minute mile and the group go out for 2-4 miles.

On Wednesday evenings at 5:30 Laura leads a running group for a 3-5 mile run through Shorewood at a 10-12 minute per mile pace.

Also on Wednesday evenings Janice guides a group of Nordic Walkers in the Good Neighbor City of Middleton at 6:00. To walk with Janice one can contact her at twill@ptwi.com

Bright and early on Thursday mornings Rolando guides a running group through the tree-lined streets of the near Westside at 8:00 AM.

To begin our weekends head out to the Arboretum for a trail run with John Strange. Start at 7:00 a.m. from the visitor's center and run for one hour on the singletrack trails throughout the Arboretum. All paces welcome but the main group will try to keep an 8-9 minute/mile pace. Some may run longer than 1 hour.

Berkeley Running Company is in the midst of our annual September Apparel Clearance. Many items throughout the store are on sale at 20-40% off. Come check out our reduced tri-gear, tanks, and shorts. Several leftover Craft apparel items are also available from our Ironman Wisconsin expo booth.

The Nordic Walking Group is back at it on Saturday mornings, as well. Janice groups leaves from Meadow Park on South Avenue in Middleton again, this time at 10:00.

Sunday mornings we continue the "Run with Joe and Paul" option at 7:00. Joe Kurian and Paul Riley lead the group at a 7:00 minute per mile pace for approximately ten miles.



Save
\$10

Print out this coupon and present it at the store to save on any regular priced pair of shoes. Not to be used with any other coupon and/or discounts.

Offer Expires: October 31, 2008

Berkeley Running Company

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to david@berkeleyrunningcompany.com by

david@berkeleyrunningcompany.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Berkeley Running Company | 3234 University Avenue | Madison | WI | 53705