

Welcome to Berkeley Running Company

Issue: 18

November 2008

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Team Berkeley



The Berkeley Running Company continues to invite you to join us as we promote fitness and wellness throughout the area. Whether you are a walker, jogger, triathlete, and/or marathon champion, you are welcome to be a member of Team Berkeley. For more information one can contact Eric or visit on-line.

November's Local Events

11/27-Berbee Derby - Thanksgiving Day 5K Run/Walk and 10K Run Fitchburg (website)

11/29-Foot Locker Cross Country Championships- Midwest Regional

12/7-Dickens of a Run and Walk Stoughton (website)

Fuel Hydration Belts

A holiday gift idea...

The Berkeley Running Company is proud to provide our customers with wonderful accessories such as Fuel Belt hydration wear. According to their website, Fuel Belt products have helped many athletes get more out of their training and racing. With more than 120 unique products available, the Running Company has been able to assist many area runners/walkers with their respective exercising needs.

Last spring, Fuel Belt launched one of

Reflection....

Just as one may do with his/her career or any other part of his/her life, some of you have shared with us how you like to reflect on your summer/fall training seasons at this time of the calendar year. Reflection allows us to remember and/or review what went well over the recent months and also allows us to make some goals or benchmarks for the future. Whether everything has gone as plan or not, a reflection strategy could be a vital part of one's exercise routine.



On another note, we have appreciated the response to one of our stories last month with regards to how one layers his/her clothing for a comfortable run/walk in the Wisconsin winter temperatures. Because of this, we are repeating the story in this issue. With the arrival of cold, chilly air and snow flurries this weekend, we are happy to share that we are freshly stocked with the second shipment of pants, tights, gloves, mittens, and hats.

Also, we look forward to seeing many of you at the Berbee Derby on Thanksgiving Day morning in Fitchburg. We are excited to share that we are impressed with the members of the Berkeley Running Company community that have signed up to participate as members of Team Berkeley for the grand event. Let's hope for a clean, safe surface for all of us to either run or walk on during this year's Derby.

Finally, celebrate.... as winter is just around the corner. May you be able to enjoy the upcoming beautiful winter that lies in front of us with your daily walks and/or runs. As always, the Berkeley Running Company is happy to be a part of your own personal journeys.

Happy Fitness Our Friend,
David
Berkeley Running Company

*"Going to the woods is like going home."
- John Muir*

Hamstring Flexibility: Choosing the Correct Stretch

The first of a two part piece written by Nike Loomis, Personal Trainer, Melt Studio, Downtown Madison

If running is your sport, chances are you, or someone you know, has experienced a hamstring related injury. The hamstring is the muscle on the back of the thigh, and

their most exciting collection of hydration belts. It's called Helium, signifying an incredible improvement in terms of weight savings, comfort, color ways, and new bottle and cap designs.

Fuel Belt is also the exclusive distributor of Gatorade Endurance Formula Powder to sport specialty retailers!

U Rah Rah Wisconsin

If you purchased your shoes here at the Berkeley Running Company this past year, there is a chance that members of the University of Wisconsin Men's Big Ten Champion Cross Country Team sold you your shoes. Hats off to Berkeley employees Ryan Gasper and Tim Pierie as the two assisted the Badgers with winning their tenth straight title. Next on the team's schedule is the NCAA Great Lakes Regional in West Lafayette, Indiana, on November 15th. The UW has hopes of capturing their seventh straight regional championship.

State High School Cross Country Meet

Just like parents, we at Berkeley are proud of our customers who participated in the recent State High School Cross Country Meet in Wisconsin Rapids. We have enjoyed meeting and visiting with athletes and their families this past season here at the Running Company and at area meets and invitationals. We are honored that the State Champion Mt. Horeb-Barneveld girls' squad began their season with a team evening in our store to purchase their shoes. We even had one of our Rock County customers purchase socks at Berkeley for the Janesville Craig boys team to wear on the Rapids' course last Saturday. Congratulations to all runners for a successful season.

This season's Out and Back Weekly Runner's to Watch:

Week 1 Alex Brill, La Follette
Week 2 Kiah Ehrke, Stoughton
Week 3 Spencer Agnew, Ft. Atkinson
Week 4 Michaela Bogdanske, Lodi
Week 5 Matt Dugan, Waukesha West
Week 6 Sarah Baltisberger, LaFollette.

Isthmus Runner Blog

hamstring injuries account for more lost time in sports than any other musculotendon injury. Thus, making time to stretch the hamstring wisely can help keep you on the course and out of the training room.

As a runner, if you seek advice from ten fellow runners about hamstring flexibility exercises, you might get ten different suggestions. With so many recommendations out there, how do you decipher which one is correct for you? In order to make the best decision, a runner/walker should consider the following: first, the structural and dynamic roles of the hamstring muscles; and second, the different exercise postures (stand, sit, lying on your back, etc.) combined with different types of stretching techniques (static, dynamic, other) for each posture.



First, focusing with understanding the structure of the hamstring muscles, the hamstring is actually comprised of three separate muscles: the biceps femoris, semitendinosus and semimembranosus. These muscles originate underneath the gluteus maximus on the pelvis bone and then separate to wrap themselves around each side of the knee. The hamstring muscles are bi-articular (they cross two joints: the hip and the knee).

Dynamically, the hamstring is active during the swing phase of the run to flex the knee and extend the hip. During weight bearing, such as squatting, bending over and during the stance phase of the run, the hamstring can also produce motion at the pelvis relative to the femur (thigh bone). Even though the hamstring is generally described as a knee muscle, EMG studies have documented that the hamstring is more active at the hip than the knee during activities such as walking, running and cycling.

Secondly, knowing a bit about the the following stretching techniques could be helpful to a runner/walker: Static Passive Stretching, Static Active Stretching, Dynamic Stretching, Ballistic Stretching, Isometric Stretching, Proprioceptive Neuromuscular Facilitation (PNF) Stretching, and Active Isolated Stretching (AIS).

For the interest of runners and walkers, this informational piece will focus on static passive stretching and dynamic stretching as it would be difficult to discuss all the techniques in this story. Static passive stretching, often referred to as just "static" stretching, requires an external force or body weight to hold the stretch and is the easiest to perform. A common static hamstring stretch is to raise one leg, prop the heel on a footstool or chair and lean forward. Attention must be placed on initiating the forward lean at the pelvis by first tilting it forward or anterior tilt of the pelvis. If you are seated in a chair, an anterior pelvic tilt is moving your navel forward creating a gentle arch in your back. Runners and walkers who are very tight in the hamstring will already feel a good stretch with just the pelvic tilt. If this is the case, no additional forward lean is needed. Runners and walkers who are more flexible may increase the stretch intensity by leaning more forward, remembering to hinge from the hip, not the low back. The stretch is held for 20-30 seconds. This is a good stretch for runners and walkers for several reasons. First, the runner or walker is standing and must balance on the opposite foot, offering a proprioceptive challenge. If necessary, hold onto something sturdy for support. Otherwise, why not train your balance while you stretch as to be efficient with running or walking requires some balance. Second, this stretch puts the body in a position similar to the late swing phase of the run when the hip is moving forward while the knee is being extended. Finally, most hamstring injuries occur during the late swing phase of the run or walk. Therefore, this latest mentioned position is worth reinforcing with both flexibility and strengthening.

Nike Loomis will finish her piece in the December newsletter. She will be the Running Company's first speaker in our Winter Wellness Series on Tuesday evening, January 13. She has practiced as a Licensed Athletic Trainer for more than 10 years at the UW Sports Medicine Center. Nike now practices independently as a Personal Trainer and works with clients at MELT Studio in Madison. Nike's training techniques blend together the concepts of exercise science, sports rehabilitation, and sports biomechanics. You may contact Nike at 608-576-4957 or nikeloomis@verizon.net

Shelby Anderson recognizes area runner Monica Theis in his latest blog interview. A University of Wisconsin senior lecturer, Monica is known for her work in promoting good nutritional eating habits. Monica continues to have a wonderful running career as she combs area paths and roads during her training runs.

If you haven't read the Isthmus Runner blog lately, we encourage you to read Shelby's thoughts on his latest marathon race and how one becomes a year round runner.

Winter Wellness Series

Once again the Berkeley Running Company will provide a Winter Wellness Series filled with information that will help take your fitness goals to the next level. As we put together topics we would appreciate hearing from our customers on what they have enjoyed in our past series and what new topics they would like for us to share in an upcoming session. Feel free to contact us at info@berkeleyrunningcompany.com to share your thoughts.

Pre-Holiday Apparel Sale

Berkeley Running Company is in the early holiday shopping spirit with our very own Pre-Holiday 10% Apparel Sale throughout our store. Currently we have many fall and winter items on sale besides the typical summer clearance apparel. The early birds continue to get the best buys on the latest gear fashions.

January's Multisports Expo

Join the Berkeley Running Company at the Wisconsin State Fair Park Expo Center in West Allis this upcoming January 31 and February 1. The First Annual Great Lakes Multisport and Running Expo will feature retailers and vendors who will be offering great deals on apparel and accessories. RACC (Racers against Childhood Cancer) are the organizers of the event and have also scheduled several speakers, presentations and a 5K race to take place throughout the expo. We are excited to be back in the Milwaukee area after a fun-filled Lakefront Marathon expo weekend in October. More information on the Multisports Expo can be found on the web or contacting organizer

Getting the Most from Your Cold Weather Clothing

During the colder weather season one decision a runner has is what layering of clothing one must wear when going outside to train. The Berkeley Running Company feels that there are several clothing brands that make wonderful layering products for runners to use in our winter climate. Meeting with clothing vendors, we have also found it is an aggressive market for companies to be on the cutting edge to ensure that their clothing is going to perform for outdoor enthusiasts. Some of our customers have a preference for clothing brands that do not sell a shoe line. The reason might be because these companies accommodate to winter sports such as skiing and cycling, and often have better, tougher cold weather lines. Hence, we have found success carrying brands such as Craft, Louis Garneau, SportHill, and Sugoi. In addition, a new brand on the Madison scene last winter was CW-X. Besides being used for their insulation, CW-X also has found success by claiming that their tights provide support for such areas as your lower back, IT bands, and the knee joint area.



Image Deleted

We have used the following three layer information with our customers while they are searching for the perfect gear:

Upper Body: Keeping your upper body warm is easier than you think. You need four primary pieces.

Wicking Base Layer:

The layer closest to your body should be made from a suitable wicking material as this will help keep your sweat off your body.

Insulating Layer: Your middle layer, which is needed for very cold weather, should be an insulating material. This layer creates a pocket of warm air around us.

Wind & Water Proof Outer Layer:

This shell layer is important for the frigid temperatures, especially in snowy weather.

Gloves/Mittens: Gloves are vital for most weather, but in the coldest weather, mittens are best.

Legs: A runner's legs do not need as numerous layers as the rest of his/her body because our legs quickly warm up. In our climate one needs to consider the idea of wearing two layers.

A wicking layer of underwear: Thermal underwear or running tights is a great wicking layer. Men need to be especially careful in freezing weather to keep this layer warm. In cool weather, this layer can be worn alone in the form of just the running tights.

Wind & Water Proof Outer Layer: A good track pant can work as a wind and/or water proof layer.

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 5:15 Laura leads a running group for a 3-5 mile run through Shorewood at a 10-12 minute per mile pace.

Mike O'Connor. All proceeds benefit the Childhood Cancer organization.

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

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.

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: December 31, 2008

Berkeley Running Company

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