



Madison's Premier Running and Walking Specialty Store

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Welcome to Berkeley Running Company

Issue: 29

October 2009

Fall Store Hours

Weekdays 10 - 7
Saturdays 10 - 6
Sundays 11 - 5

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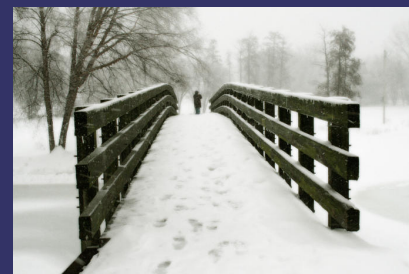
Team Berkeley



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. Our members are from all over Wisconsin with Andy being the latest member to sign up. For more information one can contact [Paul](#) or visit us [on-line](#).

Embracing the Wisconsin Chill....

In a few weeks we will begin to face the Wisconsin chilly weather that will be around until March or so. Members of the MadNorSki group will be smiling from ear to ear, while some of you will be wondering what your next move will be to tackle all of the predicted snowfall. Excitingly, we learned last winter from many of our customers was how we can embrace the cold, snowy weather to make the training season more tolerable.



One way to embrace the winter is by participating in area runs/walks such as the Berbee Derby. Registering for this annual Thanksgiving Day run/walk you will have a great fitness goal that will lead you almost into December. A number of other walks and/or runs will take place this winter in Madison and other Southern Wisconsin communities that will also help the winter season quickly go by for all of us.

Alternative activities such as snow shoe running is a great way to also embrace the snow that we will receive in and around the Madison area. Snow shoe running is an excellent exercise to get the heart pumping as one needs to really lift their legs to succeed in the snow.

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, we are happy to be a part of your personal journeys.

Happy Fitness Our Friend,
David
Berkeley Running Company

"On a cool Wisconsin Day one can run forever."

Upcoming 2009 Local Events

Our Vibram's Five Fingers are Restocked!

November

1st- Blackhawk Trail Run 10k/20k, Sauk City, WI ([website](#))

1st- ING New York City Marathon, New York City, NY ([website](#))

1st- Rails to Trails Marathon, Norwalk, WI ([website](#))

8th- MATC Turkey Trot Run/Walk 5mi/5k, Madison ([website](#))

14th- New Balance Girls on the Run of Dane County 5k, Waunakee, ([website](#))

22nd- Philadelphia Marathon, Philadelphia, PA ([website](#))

26th- Berbee Derbee 10k and 5k, Fitchburg ([website](#))



We at Berkeley are proud to share that we have gone "the extra step" by bringing in [Vibram FiveFingers®](#) which allows one

to relive the sensation of having their feet close to the Earth. According to Vibram's website, unlike conventional shoes that insulate you from your surroundings, FiveFingers footwear deepens your connection to the Earth and your surroundings.

Our very own Rolando has worn his pair of Vibram during his daily runs through Governor Nelson Park. Just as the website states, FiveFingers has enhanced his sense of touch and feel, while improving foot strength, balance, agility, and range of motion. Because wearing Vibram FiveFingers® is so close to going barefoot, we are told that one will enjoy the health and performance benefits of barefooting without some of the risks.

Black Hawk Trail Run and the Berbee Derby

We are happy to announce that the Running Company is a sponsor of two upcoming fine events: [Black Hawk Trail Run](#) and the [Berbee Derby](#).

Wisconsin Trail Runs is an all volunteer organization that puts on two trail runs in beautiful south central Wisconsin, one in June at Blue Mound State Park and one in the fall at Black Hawk Ridge.

Proceeds go to the Friends of Blue Mound State Park and the Lower Wisconsin Riverway.

Start your holidays off on the right foot this Thanksgiving with the sixth annual Berbee Derby and you'll also benefit technology education throughout our community. All event proceeds go to the Technology Education Foundation, started by Berbee to enrich the lives of students. This year's event takes place on Thursday, November 26.

Berkeley Running Company and the Berbee Derby

Hamstring Flexibility: Choosing the Correct Stretch

The second 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 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.

Whether you are an official member of Team Berkeley or a Berkeley Running Company friend, we invite you to be a member of the Berkeley Running Company team for the annual Berbee Derby's Thanksgiving 5K or 10K. To join us for either the 5K or 10K teams one can register at [Berbee Derby's 5K](#) or the [Berbee Derby's 10K](#). To help off set your costs of registration, the Berkeley Running Company will provide all Berbee Derby's Berkeley team members with a ten dollar gift certificate to spend during the month of November or December here at the Running Company. Questions on registration or the event itself can be directed toward [Brad Brinkmeier](#). All registration for BRC's Berbee Derby members must be done on line by November 6.

Somnio Day at Berkeley

The Berkeley Running Company is pleased to announce Somnio Day on Wednesday, November 25th. Co-Owner and Madison resident Andy Pliszka and his team will join hands with our BRC staff to introduce to the Madison Area running community the cutting edge Somnio Footwear technology that provides a custom fit to an individual's biomechanics utilizing a system of footbeds for differing arch heights, various wedge inserts to manage pronation, and a series of forefoot and heel plugs to create a more supportive or cushioned "ride" to the shoe and may even help with an injury. The Somnio system allows the fitter to address each foot individually, for a truly custom fit. You can check out more at www.somniorunning.com and even view a video of the fit process. Somnio Running shoes will be available in our store in the Spring 2010.



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 focused on static passive stretching last month and this month will focus on dynamic stretching as it would be difficult to discuss all the techniques in this story. Dynamic stretching uses muscular effort to bring about a stretch and allows movement within the full range of motion in the joint. Using speed of movement and momentum, dynamic stretching can better replicate movements that are inherent to a particular sport making dynamic stretching more sports specific. Unlike static stretching, the end position is not held. Using the example of the static hamstring stretch from last month, the exercise can be made dynamic by incorporating hip rotation during the stretch. A second variation is to actively bend and straighten the knee repetitively for approximately 20-30 seconds. To increase the dynamic component, remove support at the heel, use muscular contraction to kick the leg up and down, keep the knee extended and walk forward, much like a toy soldier. In addition, martial arts exercises provide an excellent training option. For example, the front-snap kick and long-leg kick reproduces acceleration and creates stress similar to what is encountered when sprinting.

Once the right stretch is chosen, the next consideration is when would be the best time to stretch? There has been ongoing debate about which is more effective: stretching before or after physical activities. It is difficult to keep up with the research recommendations because it changes from year to year. Even expert advice varies depending on whose opinion you seek.

The following guidelines might be helpful:

1. Spend more time on a sport specific warm-up as stretching without a warm-up prior to activity has not been found to enhance performance or reduce injuries.
2. Perform dynamic stretching after warm-up by choosing movements that are inherent to your sport. Incorporate sport specific speed into the movements.
3. Perform static stretches after activity for increased range of motion while the muscles are warm and responsive as it is not recommended prior to activity. Some research indicates that static stretch before activities reduces performance, although minimal.
4. Keep the stretch intensity at mild to moderate for all stretches as too intense of a stretch can have a negative impact.

The most important rule is to make the stretch comfortable for you. Identify your purpose for stretching and chose an exercise that you like to do. If you don't like movement with stretching, then you might find pleasure performing static stretches after activity or another time away from competition. If you like to be in motion, then dynamic stretching before activities will serve you well. If you are not responding to static or dynamic stretching, you might consider connecting with an exercise professional who can teach you about PNF, AIS or other stretching techniques. Regardless of your preference, make time to discover the benefits of

Isthmus Runner Blog

Madison Mini Marathon Champion, Shelby Anderson, shares his thoughts on running here in Madison. The Berkeley Running Company is proud to have Shelby's work on our website. If you haven't read the [Isthmus Runner](#) blog lately, we encourage you to read Shelby's thoughts on upcoming events and his latest marathon performance in the Twin Cities.

Did You Know?

*BRC has available shoe [Stabilicers](#) to assist you with your snowy or icy travels this winter. Back by popular demand the Stabilicers will give you an extra edge when you are out and about.

Have one of our staff members inspect your current pair of Stabilicers' cleats to see if one needs to be change. Just allow us to work with your Stabilicers for a day or two and we will have them ready to go for you for the upcoming winter;

*We are looking for volunteers to assist BRC at a Berbee Derby water station on Thanksgiving Day. Contact us at info@berkeleyrunningcompany.com if you are interested with helping us.

*Our very own Running Company's Travis is a Garmin Pro when it comes to answering questions about the 405. Just call us and we will tell you when he is available to assist you; and

*Registration for the [Madison Marathon](#) and the other upcoming Memorial Day Weekends' runs/walks have opened for interested participants.

stretching and the mind-body connection that stretching can offer. Flexibility of the body's muscles and joint range-of-motion play an integral part in many athletic movements. Better freedom of movement enhances performance and decreases risk of injuries.

If you have any questions or would just like to send an email to say that you've appreciated the article, please feel free to contact Nike Loomis. 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

Berkeley Fall Group Runs

If you are joining one of our groups for the first time please either call the Running Company at 395.2375 or email us at info@berkeleyrunningcompany.com Most runs will leave from the Berkeley Running Company unless otherwise indicated below.

To get your training week started, join Crystal and David on Monday afternoons at 1:30 for a 9:30 per mile group run.

If you are an early morning riser, you can join Jonathan for a 9-10 mile run from Berkeley to the Capitol each Tuesday morning at 5:00 AM. Jonathan's pace will be at a 7:00 to 7:30 per mile.

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

Trail Run at the UW Arboretum? Train with the ghosts of Leopold and Lapham every Saturday morning on the beautiful UW-Arboretum trails. The run starts at 8 a.m. from the main visitor's lot and lasts for 1-2 hours. All trail. Pace = 8-10 min/mile depending on the group. Group buys coffee for anyone who falls and/or tells a funny joke during the run. If interested, call John at 609-0632 or send him an email at jwstrange22@yahoo.com

Sunday mornings we continue our up tempo option runs at 7:00. When can one have the opportunity to run with several marathon winners like Paul Riley and Bryan Schneider? The two runners and Joe Marks, Madison Mile winner, lead the group at a 7:00 minute per mile pace for approximately eleven miles.

If you would not mind area runners joining your group's run each week, let us know and we will put your run on our website and in our monthly newsletter. We can be contacted at info@berkeleyrunningcompany.com

Join Berkeley on Facebook

See and join the Berkeley Running Company and Rolando on Facebook. Type in Berkeley Running Company in the search area and see updates, events and pictures that Rolando will manage for us all.

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 the purchasing of the Vibram Five Fingers, any other coupon and/or discounts.

Offer Expires: November 30, 2009

Berkeley Running Company

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