

Welcome to Berkeley Running Company

Issue: 19

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Team Berkeley

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.

Upcoming 2009 Local Events

1/03- "S-NO-W Fun" Run Lake Geneva

2/07-LaFollette High School Frozen Five - 5K Run/Walk, Madison

2/14-Valentine's 5K Run, UW Natatorium, Madison

2/14-Frosty 5K Run/Walk, Madison

4/04-Black Earth 2 and 10-Mile Run

4/24-Crazy Legs' Run, Madison

5/24-Madison Marathon

Pre-Holiday Apparel Sale

Berkeley Running Company is in the 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

Winter Wellness Series: Learn by Doing

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. Our winter theme is titled, Learn by Doing, as we will make several sessions as active as we can. We are continuing to put together a list of topics and speakers with the input 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.



Here is our first three weeks' schedule. Our sessions will take place mostly on Tuesday evenings beginning at 7:00.

January 13 Hamstring Stretching with Nike Loomis, Personal Trainer at Melt Studio

January 20 Injury Prevention with Dan Reimer, Physical Therapist at Dean Clinic West

January 27 Running your first Marathon with the Berkeley Running Company's Staff

Coming in February...

Ultra Distance Running, Great Eating Habits, Boston Marathon, and The Ins and Outs of Running as a UW Badger. Joe Marks will also return to Berkeley to discuss Core Training for Runners/ Walkers. Joe will follow up from this past fall's session with an interactive seminar on the importance of proper warm-up.

Finally, celebrate.... as the winter weather has arrived on schedule on Monday, December 21. May you be able to embrace the 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 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.

early birds continue to get the best buys on the latest gear fashions.

STABILicers

A holiday gift idea...

The Berkeley Running Company is proud to provide our customers with wonderful accessories such as STABILicers. According to their website, whether you're hiking an icy trail, going for a winter run, or shoveling the walkway at work, STABILicers SPORT provide confidence-inspiring GRIP. Aggressive cleat and tread combination creates the mobility and traction you need to stay active all winter long. Engineered to be lightweight with Tension-Fit Binding™, STABILicers SPORT holds securely to your favorite running shoe or hiking boot, as well as most casual footwear.

Snowshoe Running?!

Another holiday gift idea...

Already tired of treadmills and slushy pavement? Cabin-fever setting in already? What about snowshoe running?! The Berkeley Running Company will be getting in our first shipment of Atlas running snowshoes in the very near future. This would be a wonderful way to embrace our beautiful, snowy winter.



Marathon Training Group

The Madison Marathon weekend is coming up to the magic 20 week out training schedule and your friends at Berkeley would like to assist you. We are looking for interested members who would like to train with us over the next five months to prepare for any of the three race distances that are held on Memorial Day Weekend. Email us if you have an interest to participate or have questions at info@berkeleyrunningcompany.com

Running Museum in Utica, NY

On July 11, 1998, a hall of fame was established to honor the sport of distance running. The National Distance Running Hall of Fame is dedicated to honoring the athletes who have made contributions to the sport of distance running, contributions

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 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

that have brought distance running fame and recognition. From the sport's top runners and most decorated athletes to those who pushed the sport's barriers and eventually broke them, the Hall of Fame honors their talents, initiative and drive.

Recently, one of our customers participated in the Boilermaker 15K, the largest 15K in the country. Before they left town his wife and he had a nice visit to the museum.

Isthmus Runner Blog

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.

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

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 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 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

Madison Marathon Changes Course

In a recent press release from Madison Festivals, Inc., the Berkeley Running Company has learned that the Madison full marathon, half marathon, and quarter marathon races will begin and end at Alliant Energy Center instead of starting on Capitol Square as they have in previous years. According to new race director, Ryan Richards, "To alleviate some of the hilly sections, the new marathon course will be run in the reverse direction from past races. The course will first take runners on a trip through the Vilas Park area and the UW Arboretum. The full marathon course will then take runners through the University of Wisconsin campus, around Lake Mendota, and past Maple Bluff and the state capitol."



Race day is Sunday, May 24, 2009. The Madison Marathon Health and Fitness Expo is at Alliant Energy Center's Expo Hall on Saturday, May 23, 2009. Visit www.madisonmarathon.com for additional details.

Berkeley Group Runs

We are fortunate to have several options for you to join one of our group runs/walks. Ranging from run/walk adult group sessions to the high school Saturday morning maintenance session, we have things covered for you.

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.

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 high school winter runs begin this Saturday mornings for area teenagers who would like to maintain their endurance until the track season begins in late March. Join

high school state meet participant, Zach Zweifel, and David as the group runs five miles, leaving the store at 9:00.

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.

Also on Sunday mornings join area runners for a comfortable 10K run through the Arboretum as this group leaves from Victor Allen's on Monroe Street at 7:30.

We have been asked to see if there is an interest to begin a running group in the Black Earth/Cross Plains' Area. Please email us at info@berkeleyrunningcompany.com with your interest and/or questions.

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