



Madison's Premier Running and Walking Specialty Store

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Welcome to Berkeley Running Company

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July 2009

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Summer Wellness Series

Summer has made it's splash on the area and the staff at the Berkeley Running Company continues to display our support toward your fitness needs through the holding of another upcoming Wellness Series. Following our Winter Wellness Series format, we will host a number of speakers on a variety of topics to help you enhance your performance. The seminars will be held here at Berkeley on Monday evenings beginning at 7:00.

Our first session on July 13 will have Nutritional Consultant Tracie Hittman share healthy eating strategies for one to follow during their athletic training schedule. This session will be followed on July 20 with the Berkeley staff sharing techniques to assist runners/ walkers that are preparing themselves for the upcoming Madison Mini Marathon, or any other fall marathon, in order to have a successful race. As with past Wellness Series, email updates will follow in the weeks ahead regarding future scheduled session.

In closing this month, may you be able to continue to embrace the beautiful summer weather that lies in front of us with your daily walks and/or runs.

Happy Fitness Our Friend,
David
Berkeley Running Company

Team Berkeley Has Now 90 Members



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 Ted being the latest member to sign up. For more information one can contact [Eric](#) or visit us [on-line](#).

Shorewood Hills' Family Tri

Feet Right Shorewood Hills "Tri-it"
Swim 250m Bike 7.5km Run 3km

Date: July 4, 2009
Time: 9:00 am-11:30 am (on-site registration)
Location: Meet Outside Community Center by pool entrance
Participants: Children who have completed 5th Gr through adult
Registration: Fee: \$5.00 This is event is designed for family fun.
Note: Children under 18 will need a guardian for registration and waiver form.
Sponsored by the Shorewood Hills Recreation Committee.
Athletes will receive a participation ribbon and coupons from co-sponsor Berkeley Running Company.
Please direct questions to kfdbrown@aol.com
Participants will swim 250m in the Shorewood Pool

Upcoming 2009 Local Events

July

4th-Shorewood Hills Family Tri ([website](#))
 4th-Firecracker 5000 5k Fun Run/Walk,
 Chamber of Commerce/AMerican Family
 Insurance Parking Lot, McFarland ([website](#))
 11th- Dances with Dirt 50 mile, 50k, 100k
 team runs, Devil's Lake ([website](#))
 12th-Diva Dash 5k, Middleton ([website](#))
 18th-Edgerton Fun Run 10k/5k run and 5k
 walk ([contact](#))
 26th-Capitol Mile, Madison ([website](#))

[CLICK HERE FOR MORE INFORMATION](#)

Change your plate. Change your life. A eight-week nutrition seminar

Food can make you feel better ...if it's the right food. Tracie Hittman, local nutritional consultant, will lead participants through a eight-week course to help one feel and look his/her best by incorporating real food into one's diet. Attendees will learn how different foods affect their energy level, metabolism, hormonal system and more.

Tracie will cover the following: cutting one's cravings and getting balanced; how foods affect energy and metabolism; healthy fats . . . the new information; finding the right proteins; the cholesterol myths; carbohydrates that count; traveling and dining out; and healing one's body.

The result will be a nutrition plan for attendees, plus: shopping lists, menus, recipes, handouts, resource lists, support and motivation, and a binder to safely store your new materials.

The workshop will be held on Wednesday evenings from 7:15-8:30 starting on July 15. The cost will be \$200. To reserve your plate contact Tracie at tracie@itsyourplate.com or calling 608-213-2021.

Depot to Depot and the MaMa Goose Memorial Run/Walk

We are happy to announce that the Running Company is a sponsor of two upcoming fine events: [Depot to Depot](#) and the [Mama Goose Memorial Run/Walk](#).

The Depot to Depot is a community event linking the communities of Black Earth and Mazomanie on Saturday morning, August 8. The course is flat and runs between Black Earth and Mazomanie.

Margaret Giesfeldt (a.k.a. Mama Goose) exemplified service, positive attitude, and a zest for living that was unmatched! Come and run or walk in the inaugural Mama Goose Memorial Run/Walk in Mama Goose's hometown of Verona on Saturday, August 29. Proceeds of the race will benefit the Paul C. Carbone Comprehensive Cancer Center at the University of Wisconsin Hospital.

Berkeley and our Friends at the Birkebeiner

The Berkeley Running Company has joined hands with our friends associated with American Birkebeiner again this summer as we hold weekly Nordic Walking training options with the Running Company's very own, Rolando Cruz. These group walk sessions will not only help promote a healthier lifestyle, but prepare interested participants to take part in the [Second Annual Birkie Trek](#) on September 19. All Tuesday evening sessions leave from Berkeley at 5:00.

Summer Children Group Runs

Tuesday and Thursday mornings will be filled with enthusiasm as we hold our school age group runs.

At 9:30 David leads the Intermediate grade children on a 1-2 mile run.

For the older children, Berkeley employees Ryan Gasper and Tony Canales run 2-3 miles with middle school aged children at 9:30. This is followed with the two leading the high school runners at 10:30 for a 3-4 mile run.

For planning purposes, please call if you and/or child(ren) will be joining us here at

Berkeley Summer Group Runs

We are fortunate to have several options for you to join one of our group runs/walks. Please RSVP if you will be joining us for the first time for a session by either calling the Running Company at 608.395.2375 or emailing 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 Colleen, Crystal and David on Monday afternoons at 3:30 for a 9:30 per mile group run.

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Tuesday afternoon is our Nordic Walking opportunity as Rolando shares his leadership and knowledge skills in this area by educating and taking a group out on a 30-45 minute late

Berkeley at 608.395.2375.

afternoon workout at 5:00.

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.

Training for the Mini?

If you are looking for support, a plan, or just someone to train with... come join Berkeley. Your friendly staff has a number of group run options or will just guide you from the side as you train this summer for the new [Madison Mini-Marathon](#) on August 29.

Local Ironman Joe Prestigiacomo will lead a group from Berkeley each Thursday evening at 5:00 for an eight mile run to the square and back at a 7:45 minute per mile pace. Joe has participated in every Ironman Wisconsin and has a wealth of information on the multisport event.

We have our walk/run group again for the summer on Saturdays at 9:00. This group will walk/run 1-2 miles each weekend, meeting at Berkeley.

Ironman Wisconsin Volunteering

The Berkeley Running Company is proud to announce that for the third straight year we will assist with the Ironman Wisconsin event. As in the past, we will lend a hand with the triathletes in the Marathon Special Need Bag area on the square. If you would like to volunteer for our area or any other Ironman Wisconsin area, click on the following link <http://www.sportsinwisconsin.com/node/355>

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, Boston Marathoner, lead the group at a 7:00 minute per mile pace for approximately eleven 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.

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

Isthmus Runner Blog

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 runs.

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: August 30, 2009

Berkeley Running Company

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