



[www.XCThrillology.com](http://www.XCThrillology.com)



**Kenosha Running Company**

P.O. Box 126, 1706 - 22nd Avenue -- Kenosha, WI 53140

(262) 925-0300 -- Fax: (262) 652-1388

[www.kenosharunningcompany.com](http://www.kenosharunningcompany.com) -- [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

Issue #48 • March 2019



**REGISTER**

## Hills Are Alive Trail Run/Walk & CaniCross

**Saturday, March 16**

Lake Geneva Canopy Tours

Lake Geneva, WI

**HILLS  
ARE  
ALIVE**  
TRAIL RUN/WALK

## Event alerts

- **Hills Are Alive Trail Run/Walk**  
March 16 – Lake Geneva, WI
- **Shamrock Beer Run 5K**  
March 23 – Milwaukee, WI
- **Meraki Trail Adventure / Dirty Dog Dare**  
April 7 – Kansasville, WI
- **Virtual CaniCross Event**  
April 13 or 14 –  
location of your choice
- **Coueurs de bois Trail Run & Relay**  
June 8 – Kenosha, WI
- **Somers Let Freedom Ring One-Mile Parade Run**  
July 4 – Somers, WI
- **Hilloopy 100+ Relay**  
July 27 – Kenosha, WI
- **Hot Hilly Hairly**  
July 27 – Kenosha, WI

## Calendar says March... Feels like January

### When will it end???

Woke up this morning and it was 8 degrees and the days ahead do not look much better. Over my 45 years of running I have not embraced the winter running in the “cold” temperatures with the same vigor and kick ass attitude in the last couple of years. Perhaps I am just getting soft, but the indoor track and treadmill are not that bad anymore during these conditions!!!!

The challenge for so many that signed up for a Spring Marathon or another distance, is getting in the workouts and feeling good when the continuous cold, snow, shorter daylight hours starts to wear you down.

Just a few suggestions that might carry through;

1. **Get on a track or treadmill or clean stretch of road and do speed workout. Nothing like running fast**

to make you feel just a little better and shake things up! Alternating one workout a week is not going to inhibit your overall training program and might just get you through another week!

2. **Go find the trails, leave your watch at home and just go run/play in the woods... Go slow, run fast, walk... just call it a play day in woods. Remain unplugged and listen to the sounds of the trail.**
3. **Perhaps a weekend road trip to warmer grounds!**

Stay motivated and hope to see many of you on

Saturday, March 16th for the **5th Annual Hills Are Alive** at Lake Geneva Canopy Tours in Lake Geneva, WI

Running it is just a way of life,  
Brian

# Our next XCThrillogy event

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## HILLS ARE ALIVE TRAIL RUN/WALK

### Hills Are Alive Trail Run/Walk

Saturday, March 16, 2019  
Lake Geneva Canopy Tours  
Lake Geneva, WI

[Click here for  
more information...](#)

## Check out the new location for this event...

Lake Geneva Canopy Tours/Arbor Trails is the new home of the Hills are Alive Trail Run and Walk. Every turn of this 3.25-mile trail loop will reveal new treasure. From the emerging wildflowers to surprising a deer or another critter, the beauty of this 100-acre property will spring clean your soul.

Individual distances for Hills include a 3.5, 6.5, 9.5 or 12.5 mile. There also is a 13.5 mile 2-person relay option.

This event is part of the 2018-9 CaniCross Event Series and offers 3.5 or 6.5-mile events. For the safety and comfort of all athletes, the CaniCross event will start 15 minutes prior to the start of the Run/Walk event. CaniCross athletes will start at 10:15 and Run/Walk athletes will start at 10:30 a.m.

Even though the location has changed, our traditional celebration remains the same with an Irish of feast corned beef, cabbage, and carrots and potatoes.

Hills Are Alive Trail Run/Walk the perfect kick-start to your spring training and the BEST way to celebrate St. Patrick's Day.

This event is perfect for all fitness levels and is dog-friendly for those not interested in participating in the CaniCross Event. Please note that this event is welcoming to all levels of CaniCross athletes and special equipment is not required. If you would like to test CaniCross equipment or upgrade your current set up, visit our boutique at 1706 22nd Kenosha. We will happily fit your dog (and you) and you can test run the equipment on our property or the adjoining bike path.

XCThrillogy is offering RUNSURANCE on this event. If for any reason you are unable to attend the Hills Are Alive, you can defer your entry to the next year's event, run a similar priced event, or get 80% of your entry fee refunded. Select RUNSURANCE as an option during registration if you are interested.

[Click here](#) for our  
Running/Walking/CaniCross  
2019 Schedule!

# Upcoming XCThrillogy event



## Meraki Trail Adventure & Dirty Dog Dare

Sunday, April 7, 2019  
10:15 a.m.

Bong State Recreation Area  
Kansasville, WI



## Meraki Trail Adventure

Meraki is a Greek word which means “to do something with passion, with absolute devotion, with undivided attention”. There are many answers to why our participants participate in our events, but they all can agree on the fact, when they are running/walking the trails, they are doing so with passion, devotion, and undivided attention.

The Meraki Trail Run is 4.5, 9.0, or 13.5 miles of immersion in the experience of trail running in the spring. Bullfrogs and song birds will be your soundtrack. Muskrats, deer, forest, and wildflowers will be your backdrop. The new spring grass will give you the bounce in your step to complete your chosen distance (or perhaps more)!

Ran in conjunction with Dirty Dog Dare... the CaniCross companion event. CaniCross athletes will have a choice of 4.5 or 9.0 mile events as a final test of their trail fitness.

This event is perfect for all fitness levels and is dog-friendly for those not interested in participating in the CaniCross Event.

**REGISTER TODAY!!**

## Dirty Dog Dare

There are many answers to why our participants participate in our events, but they all can agree on the fact, when they are running/walking the trails, they are doing so with passion, devotion, and undivided attention.

Dirty Dog Dare is the CaniCross companion event to the Meraki Trail Run and is the final event of the 2018-19 CaniCross season. CaniCross athletes will have a choice of 4.5 or 9.0 mile events as a final test of their trail fitness. If you are new to CaniCross, please note that this event is beginner friendly and special CaniCross equipment is not required. If you are interested in trying CaniCross equipment or upgrading your current set up, visit our boutique at 1706 - 22nd Ave., Kenosha where we will happily fit your dog (and you) and you can test run the equipment on our property or the adjoining bike trail.

Ran in conjunction with the Meraki Trail Run is 4.5, 9.0, or 13.5 miles of immersion in the experience of trail running in the spring. This event is perfect for all fitness levels and is dog-friendly for those not interested in participating in the CaniCross Event.

**REGISTER TODAY!!**

## **XC Thrillogy CaniCross hit the airwaves!**

At the Pike River Trail Run & CaniCross in Sept of 2018, PBS Milwaukee did a feature on our CaniCross event.

<https://www.youtube.com/watch?v=d370ouOrpIY&feature=share>

For more info on our upcoming CaniCross events, visit [www.TrailDogRunners.com](http://www.TrailDogRunners.com)

Please share with other dog lovers & runners!



# Running & CaniCross Specialty Destination

1706 - 22nd Ave.  
Kenosha, WI  
(262) 925-0300

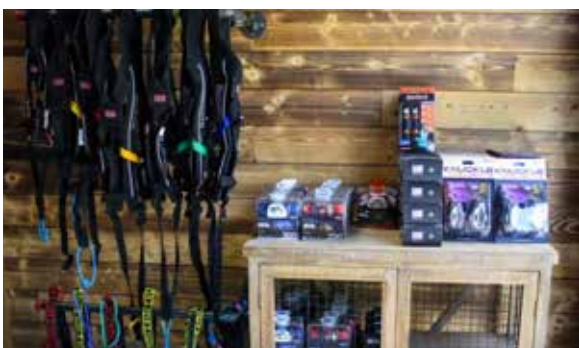
## Stop in and check us out!!!

We are excited to meet you and show you around our new digs. Bring your dog too!

<https://www.youtube.com/watch?v=E5p0kkzWfIU&feature=youtu.be>



[www.kenosharunningcompany.com](http://www.kenosharunningcompany.com)



# Upcoming XC Thrillology events



## Coureurs de bois Trail Run & Relay

Saturday, June 8, 2019  
Petrifying Springs Park  
Kenosha, WI

[Click here for more information...](#)

## Somers

### Let Freedom Ring One-Mile Parade Run

Thursday, July 4, 2019  
Somers Fire Station  
Somers, WI

[Click here for more information...](#)



## Hilloopy 100+ Relay

Saturday, July 27, 2019  
6:00 a.m.  
UW-Parkside National  
Cross Country Course  
Kenosha, WI

[Click here for more information...](#)

## Hot Hilly Hairy

Saturday, July 27, 2019  
6:00 a.m.  
UW-Parkside National  
Cross Country Course  
Kenosha, WI

[Click here for more information...](#)



## Product partners...



Think summer running...

# HIL100PY

## RELAY



**Saturday, July 27, 2019 • 6:00 a.m.**

**UW-Parkside National**

**Cross Country Course, Kenosha, WI**

## **The SUMMER RUNNING TAILGATE PARTY of the Midwest!**

**SIGN-UP TODAY!**

This ultra-relay event has each team running 33 laps of the nationally known 5K cross country course. Imagine the fun of running this beautiful nature trail which keeps looping you back to the cheers and support of your teammates and other spectators. With a relay event like this, strategy is the key! Any size team is WELCOME from 2 to 33! Not everyone has to run the same number of loops, but everyone does have to have a great time!

All teams will begin at the same time in a thrilling mass start and with each loop you have the option to hand off to a teammate or run another based on your team's strategy. We track the number of loops for each team, provide loop splits for all 33 loops, and will have continuous live updates on a large screen near the exchange zone.

# Think summer running...



## DISTANCE OPTIONS:

The 18 Hour Death March — 100K — 85K Ultra Solo  
65K The Dragon Dare — 50K — 30K — 20K — 10K  
Charge the Knight 5K

<http://www.xcthrillogy.com/hot-hilly-hairy---7-27.html>

**Saturday, July 27, 2019 • 6:00 a.m.**

**UW-Parkside National Cross Country Course, Kenosha, WI**

How can it be the 5th Annual already... Over the years we have made this perhaps the most welcoming of events, especially for those attempting their first ultra or testing their limits with their longest run ever. This tailgate running party atmosphere is created by the amazing people that run and walk our events. Our policy of no cut-off times for any distance takes at least one obstacle out of the way for many runners.

The 5K cross country course, with one mini aid station and one full blown aid station are ideal. Aurora Medical sets up an amazing recovering and prevention tent that is fully staffed, including ice bath pools.

You will have a designated corral area for those running the same distance as you and you are welcome to set up your own camp as well. Perhaps your personal ultra distance is a 10K or you are looking to test your sanity with the 18-Hour Death March, either way you will be welcomed and treated in an amazing way throughout the day.

New this year and I believe a first for any event across the country, we will have Hot Hilly Hairy Black Sashes for the first 125 Ultra Runners signed up and the first 75 signed up for sub-ultra distances will receive Yellow Sashes. We will continue to have as an option tiaras and medallions. But you only get to pick one!!! It is one of our objectives to have the most unique swag options.

For more information and to signup, visit: <http://www.xcthrillogy.com/hot-hilly-hairy---7-27.html>

# Upcoming area event



## Shamrock Beer Run 5K

Veteran's Park

1010 N. Lincoln Memorial Drive

Milwaukee, WI

March 23, 2019 - 2pm Start

*Join us for a run and exciting beer run!*

This 5k includes starting with a drink of beer and then at the 1k-2k-3k-4k points along the race there are beer stations (instead of water stations) for you to stop at to continue drinking and after you finish you get a free beer and entry into our beer garden area. This is a non-competitive race and you will have a ton of fun!

Come and enjoy a 5K, some beer then be rewarded with a magnetic bottle-opening finishers medal! Plus all participants receive a long-sleeve shirt & pint glass. Not to mention 31 ounces of beer are included!!

**Hang out after the run for an awesome post-race BrewFest!!**

Here is the registration link for the Shamrock race:

<https://runsignup.com/Race/WI/Milwaukee/ShamrockBeerRunBrewFestMilwaukeeatVeteransPark?raceRefCode=38zyshww>

Here is our event page on facebook:

<https://www.facebook.com/events/2226021847720396/>





# Upcoming area event

## Motivate yourself this winter!

Register now for the marathon, half marathon, or 5k on Saturday, May 4th and give yourself a reason to get those winter miles in.

The race starts and loops around downtown Kenosha (start line is located next to Kenosha Civil War Museum, corner of 1st & 54th) and the surrounding areas. It ends with a Big Cheese Medal at the finish line and a brat and beer at our post race party.

Prepare for a fun and cheesy run at the Wisconsin Marathon!

[www.wisconsinmarathon.com](http://www.wisconsinmarathon.com)

**Exclusive 10% discount code:  
18KRUNCO**



## Wisconsin Marathon, Half Marathon & 5K May 4, 2019



- short warm-up
- run on bike path
- hang out
- socialize
- warm bonfire

## HUMP DAY Running & Walking Groups Wednesday Evenings at 6:00 p.m.

[www.KenoshaRunningCompany.com](http://www.KenoshaRunningCompany.com)  
1706 - 22nd Ave., Kenosha  
(262) 925-0300

Runners & walkers of all abilities are welcome.  
No preset pace or distance – you decide.

# Upcoming area event



Bark 'N Brew will have hours of entertainment for owners and their dogs. The Milwaukee County Police Department's K9 Unit will be on site hosting demonstrations on how their hounds put their noses to work. Dogs can compete for distance and height in the Ultimate Air Dog Competition, where dogs will race down a dock and leap into a 20,000 gallon pool. All competition dogs are encouraged to pre-register at [UltimateAirDogs.com](http://UltimateAirDogs.com). Beginners are welcome to sign up on site the day of the event.

Bark 'N Brew will feature The Bark Place Food Court with food from Davian's and La Masa Empanada Bar with a variety of craft beers from Lagunitas Brewing Company, Good City Brewing Company, and Founders Brewing Company.

At the main stage area, attendees and their dogs will be able to participate and win prizes in various contests like Best Trick, a Dog and Owner Look-Alike contest, an 80's Costume Contest, Best Kisser, and the Furminator (biggest hair-ball). Participants can sign up for contests next to the stage the day of the event. Exhibitors will be on site to educate pet owners on pet nutrition, obedience training, pet care, and grooming and there will be vendors showcasing the latest fashions and pet products that you won't find in stores.

Bark 'N Brew admission is free and a portion of the proceeds from food and beverage sales will benefit Friends of MADACC (Milwaukee Area Domestic Animal Control Commission,) a local nonprofit organization. In addition, Schlossmann Subaru City is donating \$25 for every new Subaru sold between Saturday, August 26 and Monday, September 4 to the organization.

Bark 'N Brew is a rain or shine event. Dogs must be on a leash and be current with vaccines. There will be an off-leash area for dogs to run and play.

## Schedule

### SATURDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Ultimate Air Dogs Splash 3
- 3:30 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:30 pm – Wiener Dog Race
- 5:00 pm – Ultimate Air Dogs Fetch It

### SUNDAY

- 11:00 am – Ultimate Air Dogs Splash 1
- 12:00 pm – K9 Crew
- 12:30 pm – Costume Contest
- 12:45 pm – Look-A-Like Contest
- 1:00 pm – Ultimate Air Dogs Splash 2
- 2:00 pm – K9 Crew
- 2:00 pm – Ultimate Air Dogs Chase It
- 2:30 pm – Furminator Contest
- 2:45 pm – Best Kisser Contest
- 3:00 pm – Best Trick Contest
- 4:00 pm – K9 Crew
- 4:00 pm – Ultimate Air Dogs Finals
- 4:30 pm – Pug Run

## Special promotional deals

# Military Program continues in 2019

In 2018, we started a program to express our appreciation and to honor our Military Veterans, Active Duty, Reserves, and Spouses by extending an invitation to enter our events for FREE with our gratitude. Based on the success of this program last year, we will be continuing this program in 2019 and beyond.

Many of you have contributed to this program when you sign up for our events, and it is very much appreciated. We were able to extend over \$5,000 worth of entries and we had donations of close to \$700. In addition to continuing this program, we want to grow it!



I am looking for those that are connected to different military groups that we can reach out to and that you can personally invite. We are also looking for financial supporters whether individuals or companies to assist in making this program maintainable and sustainable for the long term.

If you feel moved to assist in growing the program in the ways I have referenced or in other ways, please share them... email [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) or call 262-925-0300.

## Let's celebrate your birthday!!

We currently have an event in almost every month of the year (May is still work in progress!) and we will be launching a new fun program for 2019.

If you have a birthday in the month of one our events, you can run for FREE... provided you get at least five friends to join in running or walking our event. These friends need to sign up online or at our store prior to the event and pay the normal entry fee. When they sign up online, we have a question that asks are you running for a Charity... your friend should put in your first name and date of your birthday, for example Brian420.

If you wish to participate in this program, email [Stephaniez@kenosha-runningcompany.com](mailto:Stephaniez@kenosha-runningcompany.com) with the charity code you are sharing with your friends and your name. Once we have at least five entries using that code, we will give you an online code to allow you to sign up for free... it's that easy!

Let us know if you have any questions or if you are ready to start planning your birthday run with us.



# Personal & group coaching...



Kenosha Running Company has formed Group Running Programs for all ages and abilities. We are also expanding our personal coaching program and welcoming all abilities and experience levels. Whether you are wanting to run your first 5K or set a new PR at any distance, or get more comfortable running on trails we will be able to guide you along.

## GENERAL OVERVIEW OF OUR PROGRAMS:

- Evaluation of running form.
- Cardio development through personalized workouts.
- Training schedules prepared for general running and to achieve peak performance for a given date and distance.
- Core development.
- Dynamic warm-up.
- Evaluation of range of motion, stability, strength and flexibility.
- Weekly and bi-weekly group and individual work outs.
- Fees based upon level of assistance you are requesting.

\*\* Trail Running preparation\*\*

**We will have a group specifically for the Wisconsin Marathon – Half Marathon – 5k held on May 4th.**

*Coaching services developed and managed by:*

*Jim Heiring – Three Olympian in Racewalking and very well established Road and Trail runner.*

*Brian Thomas – High School Cross Country & Track Coach, personal & running program coach and runner for the past 44 years.*

To learn more about our program, call 262-652-8660 or email [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

# Shout out...

## Calling out all Running Clubs, High School XC & Track Teams

Kenosha Running Company is managing and hosting the first ever Summer State Cross Country Meet with a focus on Special Olympics Athletes. Special Olympic State Cross Country Meet on July 27th will be held at the Wayne E. Dannehl National Cross Country Course on the campus of University Wisconsin – Parkside in Kenosha.

**Special  
Olympics**  
Wisconsin



Special Olympics of Wisconsin has two missions that we are becoming involved with in 2019. Those missions being, to have their community of athletes become more actively involved in events outside of those hosted by Special Olympics and to be active throughout the year. We are asking that you will open up one of your summer running days from the middle of June through end of July to include Special Olympics Athletes. You are not required to provide any coaching, only make them feel welcome, include in your warm up and include to whatever extent you would like. These athletes typically all have full time jobs and would be available late afternoon or very early evening for the workout. The state is divided in seven regions, with 160 Special Olympics coaches throughout the state. If you are interested, please [e-mail me](mailto:briant@kenosharunningcompany.com) and share any details about your group or high school team. I will be sharing updates and connecting you with area coaches and athletes.

In addition you are also invited to run in this event as mentor or on your own, distances are 800 meters, 1600 meters and 5,000 meters. We also have a unique challenge where you can run all three distances!

More info available at: <http://www.xcthrillology.com/special-olympics-state-cross-county-meet---7-27.html>

My e-mail: [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) Office phone: 262-925-0300 Cell: 414-719-4771

I do hope you will join us in developing this program.

My best, Brian Thomas

## FREE entry into an event!!!!



1706 - 22nd Avenue  
Kenosha, WI  
[KenoshaRunningCompany.com](http://KenoshaRunningCompany.com)

Kenosha Running Company is the trail shoe running headquarters of Southeast Wisconsin. You are welcome to take our shoes for a run on our over 2+ acres to make sure you get a great fit.

**When you purchase a regularly-priced pair of trail shoes, you will receive a**

**FREE ENTRY**

**into one of our upcoming events**

*(excludes the WolfPack Trail Run)*



# Promotional products

**Stay warm**

**Be seen**

**Have the right gear**

Kenosha RUNNING COMPANY  
1706 22nd Ave, Kenosha, WI 262-925-0300

KTICo Fleece Hat

Zenath Smart Running Gloves

Salomon Speedcross 4

Kahtoola NanoSpikes

Altra Lone Peak 3.5

Petzl Actik headlamp

Krukkle Lights Original

Krukkle Lights Advanced

**Safety first, then fun**

Kenosha RUNNING COMPANY  
1706 22nd Ave, Kenosha WI 262-925-0300

Not sure on harness size? We'll fit your dog in one for you!

NucClear LightHound Harness

Howling Dog Protector Booties

Horstap Alpha Pro Jacket



Available at  
Kenosha Running Company  
1706 - 22nd Avenue  
Kenosha, WI  
or online at



[www.KenoshaRunningCompany.com](http://www.KenoshaRunningCompany.com)

# Highlighted shoe of the month

**361°**  
ONE DEGREE BEYOND

## SPIRE 3

MSRP: \$149.95

Engineered for integrated comfort, cushion and performance. The 361-SPIRE 3 offers the most plush and responsive ride yet.



Choice of a FREE  
Petzl Tikka headlamp or an  
Orange Mud Handheld  
Hydration pack with  
purchase!



1706 22nd Ave  
Kenosha, WI  
kenosharunningcompany.com  
262-925-0300



# XC Thrillology event reviews

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## **The Boreas Trail Adventure & CaniCross ended up being a perfect day to... PLAY on the TRAILS!!**

Thank you everyone who accepted challenge to drive and then find their way around the snow covered trails. There are some great pictures and some even better stories.

Special thank you to my friend Brian Vasey who brought a few of his HS XC kids from Oregon, WI. I do hope everyone's drive home was uneventful.

Remember these are winter trails, with a touch of everything from the past couple of weeks and the falling snow on Sunday made for postcard quality memories. Those that put sheetmetal metals or brought a slipon for over there road shoes are thankful for the extra traction! We had 60+ runners, walkers and CaniCross brave the snowy conditions to arrive at Bristol Woods safely.



Stephanie Moss and Murray I believe won the loudest dog award despite lots of competition to start the CaniCross fun! Once everyone started there was complete silence!!!

Thank you to Matt Mueller for timing the CaniCross, Jan Bezzo for taking great pics, and of course to Stephanie & Tammy for doing everything else!!!!

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**Have you liked our Facebook page yet? Here is your chance!**

Here's the link: <https://www.facebook.com/KenoshaRunningCompany/>

**Did you see our pictures from the day? Here is the link...**

[www.xcthrillology.com/boreas2.html](http://www.xcthrillology.com/boreas2.html)

**Want to know the CaniCross results? Check it out here...**

<http://nebula.wsimg.com/c341a71b9f3b356489cb034fd7bf5e9c?AccessKeyId=1637F603815F145317D9&disposition=0&alloworigin=1>

**Ready to sign up for our next event?**

**Hills Are Alive Trail Run/Walk/CaniCross is ready for you... sign up today!**

<http://www.xcthrillology.com/hills-are-alive-trail-run-walk---3-16.html>

If you are in need of a new pair of road or trail shoes, I do hope you think of us first. When you purchase a regularly-priced pair of shoes, you get one of our events for FREE. [www.KenoshaRunningCompany.com](http://www.KenoshaRunningCompany.com)

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Thank you everyone for coming out and making it a fun day for each other. Hope to see you all in March at [Hills are Alive!](#)

Running it is just a way of life.  
Brian

# XC Thrillology event review

## A look back...



[Click to see more photos...](#)



Unique event

# MARCH

*from*




# MADNESS

**Take your health to the championship level!**

*We will have three drawings throughout the tournament:*

- ✓ 1<sup>st</sup> Drawing: **During the Sweet 16**
- ✓ 2<sup>nd</sup> Drawing: **During the Final Four**
- ✓ 3<sup>rd</sup> Drawing: **During the National Championship**

*How to Enter to Win One of Our National Championship Prizes:*

- Refer someone to the office (5 tickets)
- Give a video testimonial (4 tickets)
- Give a Google+ review (3 tickets)
- 'Like us' on Facebook (2 tickets) 
- Tell your chiropractic success story on Facebook and tag us (5 tickets) 
- Every new patient will receive 2 tickets
- Check in on Facebook each visit (2 tickets) 

**Call (262) 764-5390**



# Unique virtual event

## Spring Into Action 2nd Virtual CaniCross Event...

[Click here](#) to sign up for the 2nd CaniCross America!

### RACE DESCRIPTION

CaniCross USA is pleased to announce the  
**2nd Virtual CaniCross Event**  
hosted by the Kenosha Running Company.

It has been exciting to see so many embrace CaniCross and thousands run with their dogs on a regular basis with some having no idea there are actually events that are exclusive to those who run or walk with their dogs.



SPONSORED BY:



### HELP US GROW THE SPORT AS WE TAKE ON THIS NEW ADVENTURE!

You may run either **APRIL 13<sup>TH</sup> or 14<sup>TH</sup>** depending on your schedule or weather conditions. Distance will be completely up to you! We prefer you run on trails, but any location is fine. You will be able to post pictures of your run, including distance, selfies, or any other fun things you wish to highlight from your run on the CaniCross USA Facebook page (<https://www.facebook.com/canicrossusa/>). We will also be posting information and results on our website and in our newsletter. Once you sign up you will receive a confirmation email from us. We will be mailing out the swag to the address used for registration.

### XC Thrilllogy CaniCross hit the airwaves!

At the Pike River Trail Run & CaniCross in Sept of 2018, PBS Milwaukee did a feature on our CaniCross event.

<https://www.youtube.com/watch?v=d370ouOrpIY&feature=share>

For more info on our upcoming CaniCross events, visit

[www.TrailDogRunners.com](http://www.TrailDogRunners.com)

Please share with other dog lovers & runners!



## More Virtual CaniCross Events...

Check out these great  
upcoming events for  
you and your pooch...

XC Thrilllogy is pleased to announce the addition of more Virtual CaniCross USA Events in conjunction with their running/walking/CaniCross events throughout the year... here are the next two upcoming events.

Watch for more...



### Hills Are Alive Trail Run/Walk

Saturday, March 16, 2019  
Lake Geneva Canopy Tours  
Lake Geneva, WI

[Click here for more information...](#)



### Dirty Dog Dare

Sunday, April 7, 2019  
Bong State Recreation Area  
Kanasville, WI

[Click here for more information...](#)

# Plan your 2019 CaniCross events



[Check out CaniCross on YouTube](#)



Check out the new CaniCross dedicated newsletter...

[CLICK HERE](#)

The XC Thrilllogy CaniCross Series is the largest and longest running series in the country. It derives from the sport of dog mushing / sledding, but you are working as a team with Fido. It's very much a team effort, the dog is actually pulling you while you are running.

We have increased our number of events to eight and with distances that will be welcoming and challenging for everyone. All of our events are held on trails in Kenosha and Walworth Counties in Southeast Wisconsin. The trails range from single track, to wide and welcoming, hilly, wooded and for fun we throw in some optional water crossings.

If you are up for a laid back event with amazing people and pups, then we will be a perfect fit for you! We encourage you to come and try out this amazing sport!

Please contact us with any questions or stop by and see us!

We also have additional dog-friendly events.

We can also properly fit you and your dog with harness, lead line and running belt, stop by our new location for your and your dog's fitting (1706 - 22nd Ave., Kenosha, WI). We are proud partners with Howling Dog Alaska, Non-Stop Dog Wear and Kurgo.

- ☯ Bristol Woods County Park, Bristol, WI
- ★ Lake Geneva Canopy Tours, Lake Geneva, WI
- Bong State Recreation Area, Kansasville, WI
- ⌚ Petrifying Springs Park, Kenosha, WI

<p>Watch for the 2020 event ☯</p>	<p>Saturday, March 16, 2019 ★</p>	<p>Sunday, Sept. 29, 2019 ⌚</p>	<p>Saturday, Nov. 23, 2019 ★</p>
<p>Watch for the 2020 event ☯</p>	<p>Sunday, April 7, 2019 ➤</p>	<p>Sunday, Oct. 20, 2019 ➤</p>	<p>Saturday, Dec. 7, 2019 ★</p>

# Become a member of CaniCross USA...

## You've asked... we answered.

Over the past several months we have been busy in developing a functioning organization. In order to grow our sport and develop all the benefits of this great recreational activity now and for years to come, we will now start a membership program and offer insurance for CaniCross events. Please review the following information and if you have any questions please email me, [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

My best, Brian Thomas

### **CaniCross USA – 2019 Canicross Event Guidelines for Insurance**

***In order to use CaniCross USA insurance,  
you will need to follow these guidelines...***



Our events are welcoming to all types of dogs and owners of all abilities and fitness levels. Walkers with dogs should be encouraged and welcome to our events as well.

Locations: Bike paths or unpaved trails. NO Roads, only for crossing and need to be supervised.

All permits and approvals with those that govern the property in which you are to host the event.

You can include non-CaniCross entrants as well. Suggest two different starting times, those with dogs first and then those without a dog. Suggest 5-10 minutes difference in starting time.

Dogs need to be in good health.

Dogs aggressive towards other dogs or a person will be asked to step away, if it happens again any point, even during the run/walk, the dog will need to leave the event.

Dogs that attempt to bite another dog or person, need to immediately leave the public area and return to the car. The dog will not be allowed to run in the event or return to the public area.

CaniCross USA is not responsible for the action of a dog at an event, specifically dog bites and attacks.

Owners are responsible for cleaning up after their dog in a proper way.

Dogs are not permitted in any enclosed buildings or enclosed shelters.

Dogs must be on a 3 foot or shorter leash prior to the start of the event except to warm up. Once done running or walking the event, the dog must be put on the short leash.

Water stations for the dogs should be adequately placed based upon the weather conditions and course. Recommend a dog water station about every 1.5 to 2 miles during warmer temperatures and every 2-3 miles during cooler temperatures. Water station should be available prior to the start of the race as well. Change water as frequently as possible.

No special gear is required to run or walk, but all dogs must be on a running line, leash or similar that is in total control of the owner.

**BECOME A MEMBER TODAY!!**

**<https://www.raceentry.com/canicross-usa-annual-membership/race-information>**

# CANICROSS USA – MEMBERSHIP PROGRAM

The creation of our membership program is an outcome of the passion for this sport that has been displayed by you. “YOU” meaning our dog owners, dog owner runners, CaniCross USA Chapters, Dog Related Groups & Clubs, CaniCross Race Directors and companies that support and provide products for CaniCross.

## Who is CaniCross USA?

CaniCross USA was started and funded by Kenosha Running Company, Inc. in order to advance the sport of CaniCross across the USA and beyond. Currently, CaniCross USA is operated by Brian Thomas, president of Kenosha Running Company, Inc., his staff and a handful of volunteers located throughout the country. It is our objective to have CaniCross USA as an independent organization with paid staff so we can continue to grow and be sustainable long into the future.

Kenosha Running Company, Inc. is based in Kenosha, WI and develops and manages the largest CaniCross Series in the Country, visit [www.traildogrunners.com](http://www.traildogrunners.com) to learn more about their events.

## Why join CaniCross USA?

1. To support the growth of CaniCross USA
2. To support the growth of CaniCross USA Chapters around the country
3. To participate in CaniCross events
4. To celebrate a love for dogs and engage with others who share the same passion

## Who should join CaniCross USA?

1. Individuals
2. CaniCross USA Chapters
3. Dog Related Clubs and Groups
4. CaniCross Race Directors
5. Companies that provide products and services to CaniCross and dogs
6. Companies and individuals that want to support our mission and grow CaniCross

## Benefits of Membership:

1. Receive our newsletters and updated information on CaniCross events across the country
2. Discounts on Canicross USA Virtual Events
3. Discounts on Kenosha Running Company, Inc. CaniCross Events
4. Access CaniCross Insurance for your events
5. Discounts on CaniCross gear through Kenosha Running Company, Inc. and other sponsors
6. Discounts on CaniCross USA apparel and related products

## Membership Levels\*:

1. Individual Annual Membership: **\$30.00**
2. CaniCross USA Chapters: **\$60.00**
3. Dog-Related Clubs & Groups: **\$80.00**
4. Race Directors: **\$80.00**
5. Companies that Support CaniCross: **\$100.00**

\*All membership fees are due annually



- **Members** - if you chose, your name will be listed on our [website](#).
- **All CaniCross USA chapters** - will be listed and linked to the CaniCross USA Facebook Page.
- **Dog related clubs and groups** - can chose to have their name listed and linked to their respective Facebook Group page or website.
- **Race directors** - we will link the name of your event or race series, link to your designated site and will post your logo for an additional \$25.00 per year.
- **Companies** - we will link the name of your company and designated website and will post your logo for an additional \$25.00 per year.

*Membership dues are based on the calendar year and will not be prorated.*

To sign up online: <https://www.raceentry.com/canicross-usa-annual-membership/race-information>  
[Click here](#) to print and mail in your registration.

# Beyond our physical fitness

## Winter Blues

By: Tim Barthel



I want to start out this month's article with a shout out to the Shaymus Guinn Foundation, the Pleasant Prairie Firefighters Local 3785 Charity, and Coins Sports Bar for raising funds to help families affected by child hood cancer. As you can tell from my before and after shots I got my head buzzed to support the cause.

Now on to the article, it's that time of year where cabin fever is setting in and causing the winter blues. When you cannot spend time outside it makes it hard to stay dedicated to staying fit. The same goes for your financial fitness. The winter blues causes us to focus on the troubles spots of our lives. Some of us may still be suffering from the holiday spending hang over, others may be down because tax refund amounts are less from the changes in tax laws, and some of us are just itching for the opportunity to make a financial change. Here are some quick tips to help with those winter financial blues.

### Holiday Spending Blues

So you spent so much money this past holiday season that you are still down and looking for ways to get out of debt. Let the debt snowball help you get on the right path. It's an easy four step process.

Step 1 – Gather all of your bills you have left from the holiday season to figure out how much you owe

Step 2 – Arrange your bills either by lowest balance or lowest minimum payment

Step 3 – Pay the minimum payment on all of your bills except the one that ended on the top of your stack. For that bill pay as much as you can afford to pay over the minimum payment until that one is paid in full.

Step 4 – After the first bill is paid in full repeat Steps 1 – 3 with your next bill. With the extra you have from paying off the previous bills it snowballs your payments to get everything paid off faster.

### Tax Refund Blues

So your refund is not as big as you were expecting because of the new tax laws. Believe it or not this is a time to be happy. The smaller refund is mostly caused by the change in tax withholdings on your paycheck. This means you had more money to spend during the year last year and gave the government less of your money to spend. So how can you make 2019 better knowing that your refunds will probably be less going forward? The answer is simple, start an automatic savings program. Most employers who offer direct deposit will let you split your check between a couple of accounts. Take advantage of this by having your employer send money directly to your savings account. Start small with \$5, \$10, or \$20 a paycheck and watch your savings grow. If you cannot do this with your employer use your personal account to do it for you. Most accounts will let you set up automatic transfers. Pick a couple of days a month that you want money to automatically move into your savings. Once you get going you will never miss the money and it will be there for you when you need it. Remember to increase the amount you are saving at least once a year for a bigger bang.

### Financial Change Blues

If cabin fever has kicked in and thoughts about life have given you the financial change blues now is the time to make a change. To make more money look for a side hustle. Drive people around, make T-shirt quilts to sell, or use the skills to you have to make a little extra cash. Look for ways to improve yourself to make you more marketable. Check out a book from the library to read, take a class, go to a seminar, etc. If your job is not all you had hoped for, put yourself on the market or see if you can turn your hobby into a career.

It's easy to let the blues take over and get you down. When you wake up in the morning remember that you have a choice. Either you can choose to be down or you can choose to do something about it. It's not always easy, but you will feel more fulfilled if you choose to do something about it. Remember spring is around the corner.

*Tim Barthel is President/CEO of Southern Lakes Credit Union in Kenosha, WI. He has been part of the Credit Union movement for 17 years. His passion is helping people achieve financial success. Southern Lakes Credit Union serves people who live or work in Kenosha, Racine, Walworth, Milwaukee, Rock, and Waukesha counties in Wisconsin along with Lake and McHenry counties in Illinois. Open an account today and experience the difference of being a member owner.*



# Special offers

**CLEAR OUT SALE**

**ALTRA ESCALANTE 1.0**  
MSRP: \$130

**\$70**

Men's      Women's

**Kenosha RUNNING COMPANY**

Questions, concerns and to place your order,  
e-mail [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) anytime or call 262-925-0300.



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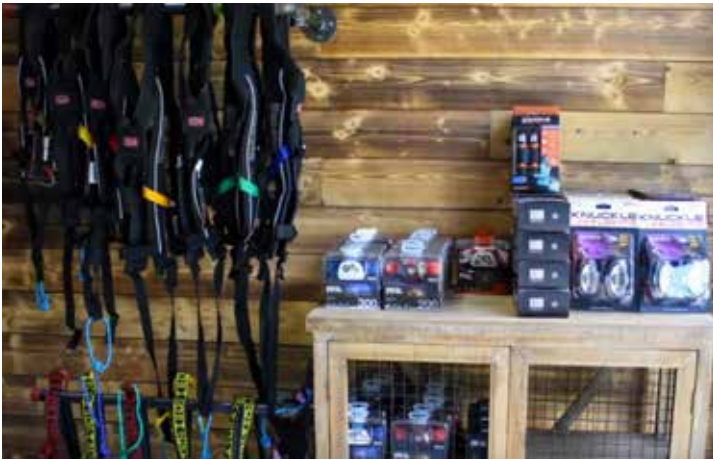


# XC Thrillology product & gear



## Kenosha Running Company is on the grow! Check it out...

Kenosha Running Company Online Store (<http://www.krco.mybigcommerce.com>) or visit our New Specialty Destination located at 1706 - 22nd Avenue, Kenosha, WI.
















# THRILLOGY

# 2019 TRAIL & PARADE RUNNING & WALKING SERIES

The XC Thrillology Trail Series is entering the fifth year of holding trail events and is the largest trail series in the state of Wisconsin. We welcome walkers and runners of all abilities, and our focus is on making our events friendly in all regards. Our events proudly offer a variety of distances on varying trails throughout six select locations. If you are looking for ultra distances or relays, or perhaps a fun parade run, then we have you covered. We are proud to work with numerous charities throughout the year and continue our tradition of our events being free for all military veterans, active duty, and their spouses.

 <p>Watch for our 2020 event!</p>	 <p>Thursday, July 4, 2019</p>	 <p>Sunday, Sept. 29, 2019</p>	<p><b>LOCATIONS:</b></p> <ul style="list-style-type: none"> <li>☯ Bristol Woods County Park, Bristol, WI</li> <li>☯ Lake Geneva Canopy Tours, Lake Geneva, WI</li> <li>☯ Lake Geneva Recreation Area, Kansasville, WI</li> </ul>
 <p>Saturday, March 16, 2019</p>	 <p>Saturday, July 27, 2019</p>	 <p>Sunday, Oct. 20, 2019</p>	<ul style="list-style-type: none"> <li>☯ Petrifying Springs Park, Kenosha, WI</li> <li>☯ UW-Parkside XC Course, Kenosha, WI</li> </ul>
 <p>Sunday, April 7, 2019</p>	 <p>Saturday, July 27, 2019</p>	 <p>Saturday, Nov. 23, 2019</p>	<ul style="list-style-type: none"> <li>☯ Silver Lake Park, Salem Lakes, WI</li> </ul>