



## XC Thrillology Newsletter

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### Sponsorship Opportunities:

If you or your company would benefit from being an XC Thrillology Event Sponsor, let's talk...

Brian Thomas, 262-925-0300

# HILLS ARE ALIVE

## TRAIL RUN/WALK



*To celebrate St. Patrick's Day, we will be serving corned beef, cabbage, potatoes, craft beer & craft soda!!*

**3 or 5.5 mile walk -- or -- 5.5 or 8 mile run**

**Saturday, March 12, 2016 • 10:30 a.m.**

**Scenic KD County Park in the Twin Lakes / New Munster area of Western Kenosha County**  
*(From Hwy. 50, take Hwy. KD south to Hwy. F, turn right, go to Karow Road, turn right.)*

The Hills Are Alive is a loop course that will provide plenty of photo opportunities for selfies on this Hill-n-Dale course. The trail is challenging, but also welcoming for all abilities of runners and walkers. Walkers can choose between the 3 and 5.5 mile distances, runners take your pick and if you signed up for the 3 or 5.5 and feeling good and want to add an additional loop then have at it! Awards will be given to 5.5 and 8 mile runners.

Our swag will be custom running arm sleeves (first 90 that sign up) and we will have surprises along the trail that will be completely unique! Yes, we pride ourselves on raising the bar to bring you a fun experience.

A big thank you to the Kenosha County Parks for their support and for our Sponsors: Miller Sports & Wellness, Innovative Thinking, Inc., Industrial Safety Controls, Inc. and CJW Distribution (for the beer!)

Please contact Brian Thomas with any questions, [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) or call 262-925-0300.

**REGISTER TODAY!!!** <http://www.xcthrillology.com/hills-are-alive-trail-run-walk.html>

## Upcoming events...

- **Frosty Footrace**  
Sunday, February 28, 2016  
Round Lake Beach, IL
- **Hills Are Alive Trail Run/Walk**  
Saturday, March 12, 2016  
KD Park, Burlington, WI
- **ShamRock N' Run**  
Saturday, March 19, 2016  
Twin Lakes, WI
- **Tour de Trails**  
Saturday, March 19, 2016  
Loves Park, IL
- **2016 "Bunny Wabbit" Run & Easter Egg Hunt**  
Saturday, March 26, 2016  
Libertyville, IL
- **Wauconda Bunny Hop 4-miler**  
Saturday, March 26, 2016  
Wauconda, IL
- **Trailbreaker Marathon**  
Saturday, April 2, 2016  
Waukesha, WI
- **Coueurs de bois Trail Run & Relay**  
Saturday, June 11, 2016  
Kenosha, WI
- **Hilloopy 100+ Relay**  
Saturday, July 30, 2016  
Kenosha, WI
- **Hot Hilly Hairly**  
Saturday, July 30, 2016  
Kenosha, WI

## XC Thrilllogy "Rundraising" Program

### WELCOMES:



If you are associated with a charity or good cause that would like to enhance their awareness and have an opportunity for a fundraiser, our program just might be a great fit.

If you are a runner or walker and raising money for a charity through an upcoming event, you can use our events to raise money for your cause.

Contact Stephanie Zuehls at [stephaniez@kenosharunningcompany.com](mailto:stephaniez@kenosharunningcompany.com) or call 262-925-0300



# HILLOOPY

RELAY

**Saturday, July 30, 2016**

Wayne E. Dannehl National Cross Country Course, UW-Parkside campus, Kenosha, WI

## Time to Get Your Team On!!!

We have already equalled the number of teams that entered in 2015 and the Running/Tailgate Party has not even started yet!

Hope your calendar is marked for July 30th, your GPS is programmed for the Wayne E. Dannehl National Cross Country in Kenosha, WI and your running mates are lined up. This is an event that you want to be a part of and create perhaps the best shared running memories ever. Yes I said ever!

Your team will embrace 33 loops of the 5K course, DJ playing music all day, plenty of like-minded runners to socialize with all day, putting your personal touch and flare with your team camp and taking more selfies than should be allowed!

Housing is available on the campus of UW-Parkside directly across the street from the course, you can set up on Friday night and pick up your packets... we will have custom swag (which will be announced in April), number of runners on a team – minimum of 2 to unlimited and our objective is to make this the most personal, well run and best team running experience - period!

Please contact us if you desire to be on a team, but unable to put your own team together. We are forming teams for runners just like you. E-mail: [stephaniez@kenosharunningcompany.com](mailto:stephaniez@kenosharunningcompany.com) for more information and get set up.

More info: <http://www.xcthrllogy.com/hilloopy.html>

**We would like to welcome two new sponsors for the Hilloopy 100+ Relay...  
CJW Distributors (Beer!), Miller Sports & Wellness and Hammer Nutrition.**

## The North Face Endurance Challenge Teams Up With Kenosha Running Company

**Sept. 17-18, 2016  
Kettle Moraine  
State Forest**

### DISTANCES:

**Saturday, September 17:**  
50 Mile, 50k, Marathon  
and Marathon Relay

**Sunday, September 18:**  
Half Marathon, 10k and 5k

Have you decided to embrace the Challenge? If yes, use discount code KRC15 (case sensitive) for 15% off. If you would like training plan/guidance to ensure a successful event, we offer complete training and coaching services. Contact Brian Thomas, [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) or call 262-925-0300

**Event Website:**  
<http://bit.ly/1L3UVgf>

**Registration Page:**  
<http://bit.ly/1P8RM3i>

For more information on the Endurance Challenge, including how to register, please email: [endurancechallenge@publicishawkeye.com](mailto:endurancechallenge@publicishawkeye.com)

## Upcoming Wisconsin Relays

- **Run Away To The Bay**  
Saturday, April 30, 2016  
Oshkosh, WI
- **Ahnapee Summer Solstice**  
Saturday, June 18, 2016  
Sturgeon Bay, WI
- **Coureurs de Bois Relay**  
Saturday, June 10, 2016  
Kenosha, WI
- **Hilloopy 100+ Relay**  
Saturday, July 30, 2016  
Kenosha, WI
- **The Fall 50**  
October 2016  
Door County, WI

## XC THRILLOGY Partnership Events

Kenosha Running Company/  
XC Thrilllogy are now official training partners for:

**Wisconsin Marthon, Half Marathon & 5K**  
Kenosha, WI.  
Saturday, May 7.  
Discount code: [KRUNCO16](#)

**Fox Cities Marathon & Half Marathon**  
September 16-18

**The North Face Endurance Challenge**  
15% off Discount Code: [KRC15](#)  
Kettle Moraine State Park, WI Sept. 17-18  
Park City Mountain Resort, Utah Sept. 24-25

## EVENT PHOTOS

### Boreas Trail Adventure - February 20, 2016



## HOT HILLY HAIRY IS...

daring you...

tempting you...

double dog daring you!!!

*Time to embrace your "Ultra Side"  
as a solo runner or as part of a relay.*

**Saturday, July 30, 2016**

**85K - 50K - 30K - 20K - 10K**



Are you ready to embrace the distance of perhaps a lifetime and have the running party of the summer all the same day? Welcome to the Hot Hilly Hairy held at the Wayne E. Dannehl National Cross Country Course in Kenosha, WI and mark your calendar for July 30th!

You can run/walk any of these distances as solo runner or relay team. 85K – 50K – 30K – 20K – 10K We realize that for many runners that a 10K, 20K or 30k would be their longest ever run or walk perhaps and we embrace you and welcome you. Those looking for the perfect course to test your will, the 50k and 85K run on this 5K loop course is the perfect setting. The layout is perfect for aid stations every 1.5 miles, a cooling station with 5 gallon buckets of ice water & towels, designated sections for runners in each distance and lines of tables to layout your additional fuel and drink. Swag... Medals – sorry no medals (not original enough for us). Belt Buckles – sorry no belt buckles (do you really wear them on a belt!). What are we doing? We are breaking out with custom made Crowns/Tiaras!

We are getting great responses for our recent promotion, that we will continue it through March 31st. If you sign up for the Hot Hilly Hairy any distance starting at 6:00 a.m., we will customize the back of your race t-shirt. Now how completely cool is that, so get signed up today!

For more information and to sign up visit: [www.XCThrilllogy.com](http://www.XCThrilllogy.com)

**We would like to welcome two new sponsors for the Hot Hilly Hairy:  
CJW Distributors (Beer!), Miller Sports & Wellness  
and Hammer Nutrition.**

## XC Thrilllogy Newsletter...

If you like the format of our newsletter and our approach to trail running/walking and interested in promoting your event, running club or business please contact us at 262-925-0300 and ask for Brian or Stephanie.



**YOUR AD  
COULD BE  
HERE!!!**

**Advertise  
here to be  
seen by  
thousands!!**

Contact Brian Thomas  
for more information...

**262-925-0300**

[briant@kenosha  
runningcompany.com](mailto:briant@kenosha<br/>runningcompany.com)



**Saturday, June 11, 2016**  
**9:30 a.m.**  
**Petrifying Springs County Park**  
**Kenosha, WI**

**4 or 8 mile walk • 8, 12 or 16 mile run • 16 mile 2-person relay**

Petrifying Springs County Park in Kenosha, WI, is a hidden jewel of trails and the Pike River. This is an ideal trail running and walking event for the more adventure-minded runners and walkers. You will encounter single track trails, groomed trails, up and down hills, and, if the Pike River cooperates, a river crossing (the walk at the crossing points is typically less than 12 inches deep).

Endurance minded runners and walkers will share the same 4 mile loop course throughout. If choosing to run the relay... you will have a two person relay totaling 16 miles, each runner alternating running 4 miles. Non-relay runners can select between the 16 mile, 12 mile or 8 mile event and walkers can select either the 8 mile or 4 mile event.

Brian Thomas: [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) or call 262-925-0300.

**SIGN UP TODAY!!!** <http://www.xcthrilllogy.com/coureurs-de-bois-trail-run---relay.html>



## Weekly Group Trail Runs...

Many of you are training for an upcoming trail event: Clinton Lake 30, Ice Age, North Face Endurance Challenge, Wisconsin Marathon, Hot Hilly Hairy, etc... If you are looking for a group to run with on the great trails throughout Kenosha County, you are welcome to join us. All group trail runs will be run on Sunday.

*Please review the dates, starting time and locations:*

- March 6th** – Silver Lake County Park (meet at the Beach Parking Lot) 3:00 pm
- March 13th** – Bong State Recreational Area (meet at the Beach parking area north end) If you do not have a State Park's Pass, you may have to pay and parking fee. 3:00 pm
- March 20th** – UW-Parkside Pike River Trails (meet in the west parking lot on the UW-P campus across from the XC course – look for a yellow FJ Cruiser if you are new to the area) 3:00 pm
- March 27th** – Silver Lake County Park (Meet at the Beach Parking Lot) 3:00 pm



## QUESTIONS?

Contact Brian Thomas

[briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

office: 262-925-0300

## A Warm Welcome to our new XC Thrillology sponsor: Miller Sports & Wellness

### Why pain is not your only problem

Have you ever been treated for an injury only to find the pain returns? As a runner, how frequently do you hear about chronic issues with IT Band Syndrome, Piriformis Syndrome, Runner's Knee, Plantar Fasciitis, Morton's Neuroma, osteoarthritis and more? What if you could do something now to decrease your risk of these conditions that nag thousands of runners every year? Each month I will include an article related to a common condition, giving you tools and deeper understanding of some common misconceptions.

This month I am setting the stage with a very important concept you will see throughout all of my articles. Ask WHY. Getting a diagnosis, while important, is nothing more than the first step. You need to know what to treat, but in many cases the location of pain isn't even the problem- it is the squeakiest wheel, demanding your attention.

Obviously, the first priority of any treatment is to eliminate pain. The second step is often ignored, forgotten or just sometimes difficult to understand but it is most important: preventing the issue from returning! Once pain is gone it is often hard to motivate yourself to keep working through your therapy or treatment plan, especially when the true cause of injury is in a different area of the body. I hope this article helps you understand the overall why and helps keep you motivated even when pain is reduced.

Let's use an analogy. Picture a suspension bridge in a canyon. The steel rods push out giving stability (bones) and the cables pull to give tension (muscles). At each intersection between the steel rods are rivets that allow a certain degree of motion (joints). When the wind blows, the bridge flexes and all forces are distributed perfectly - a beautiful site that speaks to its strength.

Now fast forward 80 years when the bridge has fallen into disrepair. Many of its joints are rusted and immobile. Its cables are now stiff and less flexible. When the wind blows the bridge still must flex. Although some of the rusted joints are fused together, those that are not compensate to make up for the lack of mobility. The same is true for the cables; those cables that still have flexibility can make up for those that do not, but at the cost of much greater strain.

On one particular day, a slightly stronger gust of wind strikes our bridge. As it tries to flex, it is unable to distribute the forces and the weakest link snaps. The entire balance is thrown off and our once sturdy bridge has become damaged and mangled.

This is the same as our bodies. Avoiding injury is largely about distributing forces properly. Every joint, muscle, ligament and bone in our body was designed with a specific purpose. If every piece does its part, there is no undue strain. If one area is unable or stops performing its job, the task must still be accomplished. This forces another area or tissue to work harder or change its purpose, this is known as compensation. Compensation increases the likelihood of injury.

When treating any injury or painful area, compensations must be identified and addressed. Some compensations are a result of injury, some a cause. Every single person has some compensation; it is impossible to go through life without developing some. The real question is if those compensations are effective and/or risk factors for future injury.



**Dr. Therese Miller, DC,  
ART, CKTP, CPT, HES**  
[www.millerswc.com](http://www.millerswc.com)  
[drtmiller@millerswx.com](mailto:drtmiller@millerswx.com)

My vision is to change the expectations patients have from their provider. I am very passionate about educating my patients and providing the highest quality care and evidence based techniques.

I founded Miller Sports & Wellness in 2010. I have a BA in Exercise Science/ Kinesiology along with a Chiropractic degree.

I grew up enjoying all types of sports, but found my true love in gymnastics. It taught me perseverance, developed many lasting relationships with mentors and colleagues, and drove me onto the path I am on today.

I live in Waterford, WI with my husband and young daughter. My hobbies include family time and trips to the zoo. I also dabble in competitive power lifting, power-kiting, swing dancing and binge watching movies whenever I get the chance.



## 1st Annual The Paper Route Half Marathon, 10k, 5k

**Saturday, May 14 • 8 a.m. • Milwaukee**

Whether you're a seasoned runner or a casual explorer, The Paper Route is an experience for all. Join us for a half marathon, 10k and 5k on May 14 as we explore Milwaukee landmarks and treasures via way of the Hank Aaron State Trail. Starting and finishing at Lakeshore State Park, The Paper Route will take runners and walkers through the Menomonee Valley to the Soldiers Home campus and back again, all while exposing participants to Milwaukee's top headlines and news stories posted throughout the course. Top male and female finishers in different age groups will receive a medal and an interview with picture in Shepherd Express, introducing you to 239k new friends! Bring your smartphone on the adventure to participate in trivia questions and selfie stations, with the top selfies and trivia participants winning prizes. Looking to clock you PR? All participants will be chipped with a timing device and split mats throughout the course. Want to take your time and really explore? Enjoy our sit, eat, and relax half-way aid stations in the half-marathon and 10k, offering healthy snacks and seating areas to participants for a quick rest.

**Experience The Paper Route, a half-marathon, 10k and 5k for all ability levels.**

**Register today: <http://www.shepherdtickets.com/events/31187820/paper-route>**



## 2016 XC Thrilllogy events!

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



**January 2017**  
KD Park  
Burlington, WI

### JANUARY

11:00am start. Low key trail run/walk. No set distance, log your miles with friends & fellow runners and record them when done. 3 hours to enjoy well marked trails in a treasure of a County Park. Heated indoor area to warm up, drink, eat and socialize. This is a dog friendly and snow shoe friendly event if conditions permit. This is a BYOS event (Bring Your Own Stuff!!)



**February 2017**  
Bong State Recreational Area  
Kenosha (Kansasville), WI

### FEBRUARY

Low key trail run. BYOSS (bring your own stuff to share!). Trails will be well marked, one aid station and enclosed area but will have a shelter and a couple small fires. Family-friendly, walker-friendly and snow shoe friendly event, conditions permitting. 4.5 miles and 14 miles officially, but run/walk/snow shoe as much as you like just check in after official distance is completed.



**Sat., March 12, 2016**  
KD Park  
Burlington, WI

### MARCH

A unique trail running and walking event. We use the outer 2.5 mile loop, which includes great views of the lake and takes you on well-maintained trails. This course is very welcoming to newbie trail runners and walkers and to those wanting to challenge trail running abilities. Choose from the 8 or 5.5 mile running event or 5.5 or 3 mile walking event.



**Sat., June 11, 2016**  
Petrifying Springs Park  
Kenosha, WI

### JUNE

An ideal trail running and walking event for the adventure-minded runners and walkers. If choosing to run the relay... you will have a two person relay totaling 16 miles, each runner alternating running 4 miles. Non-relay runners can select between the 16 mile, 12 mile or 8 mile event and walkers can select either the 8 mile or 4 mile event.



**Sat., July 30, 2016**  
UW-P National XC-Course, Kenosha, WI

### JULY

This is perhaps the most unique summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! The relay is 33 loops of the 5K XC course. Minimum of two runners per team and no maximum number of runners per team. We will not track individual runners loops only total team loops and our goal is to make sure you and your team have a great experience.



**Sat., July 30, 2016**  
UW-P National XC-Course  
Kenosha, WI

### JULY

The Hot Hilly Hairy is ran in conjunction with the Hil100+py Relay and is perhaps the best summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! There are two ultra solo distances of 85K and 50K, these can be ran as a relay team as well. We also offer solo or relay 30K and 20K. Then there is a 10K that starts at noon and a 10K that starts at 6 pm.



**Sat., Aug. 13, 2016**  
Bong State Recreational Area  
Kenosha (Kansasville), WI

### AUGUST

This is an invitation only event. To be invited you need to have run/walked or volunteered at one or more of our events in 2016. This will start and finish at the Beach on Wolfe Lake. You can run/walk as an individual or as a two-person relay for 5m (individual only distance), 10m, 15m or 20m (15 & 20 miles are run only events). Good food, craft beer, craft soda, music, creative swag, beach fun and amazing trail loving runners/walkers.



**Sat., Sept. 10, 2016**  
Old Settlers Park  
Paddock Lake, WI

### SEPTEMBER

Join the Kenosha County Parks Department and Kenosha County Executive Jim Kreuser in celebrating Oktoberfest with a family-friendly morning run/walk and enjoy the scenic neighborhood surrounding Paddock Lake. The start and finish will take place at Old Settlers Park. We encourage you to dress in Oktoberfest theme to add a little fun and bring a few like-minded friends and family.



**Sat., Oct. 1, 2016**  
Petrifying Springs Park  
Kenosha, WI

### OCTOBER

Starting like a cross country meet, you will then experience single track, rocks, roots, water and hills, while encountering paved bike paths, golf course, groomed trails and rugged trails, possibly crossing the Pike River throughout the 6.4 miles. The Trail Walk (3.5 mile) will follow the same trail as the runners for about 1 mile, you will then be on some of the best walking trails in SE Wisconsin.



**Sat., Nov. 12, 2016**  
Bong State Recreational Area  
Kenosha (Kansasville), WI

### NOVEMBER

The Richard Bong Recreational Area, Kansasville, WI is the home for the Wolfpack Trail Run. The 14 mile loop will include prairie, woods, hills and scenic lake views on a well marked and supported course. You can select between 14 miles (9 am start), 28 miles (8 am start) and 42 miles (7 am start). The 14 mile event is walker-friendly as well. We will also have 4 mile trail run/walk that starts at 10 am.



**Sat., Dec. 10, 2016**  
Petrifying Springs Park  
Kenosha, WI

### DECEMBER

The Hateya Trail Run (approx. 6.4 miles) and Walk (approx. 3.5 miles) will take you on adventurous trails in Petrifying Springs Park. The finish is at Shelter One where everyone can enjoy the great food, drinks and a bonfire to warm up at. The run will start with a cross country style start, before you head into the woods in which you will encounter some single track trails, rocks, roots, nasty hills, and possibly snow.