



www.XCThrillology.com



**Kenosha Running Company**

P.O. Box 126, 4112 Sheridan Road -- Kenosha, WI 53141

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www.kenosharunningcompany.com -- brian@kenosharunningcompany.com

Issue #39 • July 2018



# July Fourth Parade Events

Sun., July 1 - **REGISTER**

**Kenosha Civic  
Veterans Parade Run (2-mile)  
-and-**

**Wed., July 4 - REGISTER**

**Somers Let Freedom Ring  
One-Mile Run**

## Event alerts

- **Kenosha Civic Veterans Parade Run (2-mile)**  
Sunday, July 1 - Kenosha, WI
- **Kenosha YMCA Firecracker 5K & 10K**  
Sunday, July 1 – Kenosha, WI
- **Somers Let Freedom Ring One-Mile Run**  
Wednesday, July 4 – Somers, WI
- **Walk Run Wag for MADACC**  
Saturday, July 14 – Wauwatosa, WI
- **Dance with the Dirt**  
Saturday, July 14 – Baraboo, WI
- **Run for Bogota 5K**  
Saturday, July 21 – Zion, IL
- **Hilloopy 100+ Relay**  
Saturday, July 28 – Kenosha, WI
- **Hot Hilly Hairy**  
Saturday, July 28 – Kenosha, WI
- **Tri My Best Triathlon**  
Sunday, Aug. 5 – Kenosha, WI
- **Nightcrawlers Trail Adventure**  
Saturday, Aug. 11 – Silver Lake, WI
- **Fort2Base**  
Sunday, Aug. 26 – Chicago, IL
- **Oktoberfest 5K+**  
Saturday, Sept. 8, 2018  
Paddock Lake, WI
- **North Face Endurance Challenge**  
September 15-16  
Kettle Moraine State Park, WI
- **Walk, Roll n Run 5K**  
September 22 – Kenosha, WI

## Summer has knocked down the door...

... ready or not.... I am mostly ready!

The month of June has been fast and crazy furious, as I finished up the track season with two boys going to the State Meet in the 3200 and High Jump. Followed by the next weekend at the Special Olympics State Track Meet in Stevens Point, what a very cool experience. Then helping out at Racine's largest running event, Lighthouse Run, and then trying my best to do some announcing during the awards. We also finalized details to offer the first youth running development program in Kenosha for those in 2nd-8th grades with our new partner **Boys & Girls Club of Kenosha**. This program starts July 24th, more info further on in this newsletter. We have also finalized our partnership with Rec Plex, the largest fitness, aquatic & ice facility in the country. We are a Gold Level Partner that will also include, our ability to host events, develop a running program for youth and adults, be involved in their running events and we also have banners throughout the facility. Lots of fun stuff coming together as the month of June comes to an end.

We are also very near the completion of your new building, the interior is 99%

finished, but we are still needing our parking lot to be put down to obtain our occupancy permit. Hoping to have this completed by Mid-July with our opening in late July. Look for a mid-July newsletter with pictures and all kinds of other updates.

We are off to a flying start in July, as we kick off the **Kenosha Parade** on July 1st with a 2-mile run in front 15-20,000 spectators and then on July 4th, we start the **Somers Parade** with RRCA State Road Mile Championship in front of 2-3,000 spectators. Please note, both of these events are adaptive athlete friendly. We have also created a special section for these two events and two others in the Kenosha area that are adaptive athlete friendly.

This month we also host our largest running events of the year on July 28th, **Hilloopy 100+ Relay** and **Hot Hilly Hairy Ultra Solo & Relay**. I personally invite you to join us that day. The creation of these two events almost six years ago have evolved in the **Kenosha Running Company** and the **XC Thrillology** series of trail, canicross and parade events.

Hope to see you soon!  
Running it is just a way of life, Brian

## Product partners...



# Adaptive athlete events



## Somers Let Freedom Ring One-Mile Parade Run

Wed., July 4, 2018 - 1:30 p.m. - Somers, WI

[Register Today!!](#)



Taking place prior to the start of the Somers' 4th of July parade, this unique event will let you test your speed while you are cheered on by hundreds of parade spectators!

After you run, plan on staying to watch the parade and celebrate the Village of Somers Heroes. There is a free Ice Cream Social after the parade at Somers Elementary School and the Somers Fire Department will be selling food during the parade.

Awards will start at 1:45 at Somers Memorial Park (7511 12th Street) in the VFW Pavilion located behind the Village/Town Hall. Cash prizes will be awarded for the overall winner, male and female in the open and masters division. Age group awards will follow.

**\*\*\* We are proud to announce this event welcomes all adaptive athletes!!**

### THE DETAILS:

Race will start at 1:15 p.m.

- Runners not across the finish line in 15 minutes (1:30 p.m.) will be swept from the course.
- Race course is a straight mile starting at the intersection of H and E and ending at the intersection of EA and E.
- Race will be limited to 150 people. Sign up early.
- Online registration will close on Monday at 10:00 a.m.
- If spots are available, same day sign up will be available at packet pick up. Same day sign up will be \$15.00
- Packet pick up will be at the Somers Fire Station starting at 12:15.
- Parking will be limited. Some parking will be available at Shoreland High School and Somers Elementary School and the surrounding area. Please note that roads will be closed at 12:30 p.m. to stage for the parade.
- Event will be hand timed.

We are excited to announce that the Somers Let Freedom Ring One-Mile Parade Run has been selected as the RRCA Wisconsin Championship 1 mile Race!

# Adaptive athlete events



## Kenosha Civic Veterans Parade Run (2 mile)

Sunday, July 1, 2018  
12:20 p.m., Kenosha, WI

Registration is now open!!  
Register today!

This first annual event will be held with thousands of spectators lining the parade route for this 2-mile run. In addition to awards for the fastest of runners, awards will also be given out based on the best 4th of July running outfit and we will recognize those running in the memory of a veteran.

Entry fee will be \$15.00. Same day registration: \$17.00

\*\* We are proud to announce this event welcomes all ADAPTIVE ATHLETES!!

Adaptive Athletes starting at 12:10 p.m. All open runners starting at 12:20 p.m.

This event we feature wheelchair athletes and adaptive sports athletes. Those starting at 12:10, you will have 45 minutes to complete the race. And those starting at 12:20, you will have 35 minutes to complete the race.

This event will benefit the Honor Flight program. The purpose of the Honor Flight is to fly veterans, free of charge, to see the memorials created for them in Washington D.C. In addition, to a portion of your race entry fee, a donation can be made to Stars and Stripes Honor Flight with your online registration. Donations can be made to Stars and Stripes Honor Flight without race registration. Please click the green Donate button.

The Kenosha Running Company is humbled and thankful to announce that all military veterans, active serviceman, and their spouses will be able to run/walk all of our 2018 events for free. If you are a veteran, active serviceman, or a spouse, please email us ([stephaniez@kenosharunningcompany.com](mailto:stephaniez@kenosharunningcompany.com)) or call our office (262) 925-0300 to get the discount code for the free entry. Please note, you will have to show your military ID at packet pick up. If you are not involved in the military, please consider a donation to the military program so it will be maintainable and sustainable for many years to come. If you are interested in donating to the military program, please contact [stephaniez@kenosharunningcompany.com](mailto:stephaniez@kenosharunningcompany.com)

## XC Thrillology "Rundraising" Program

Associated with a charity that would like to enhance awareness or have a fundraiser? Our program would be a great fit. If you are a runner or walker and raising money for a charity, you can use our events for your cause.

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





# Adaptive athlete events



# Adaptive athlete events

## Tri My Best Triathlon - Kenosha Sunday, August 5

### ABOUT THE TRI MY BEST TRIATHLON- KENOSHA

The Tri My Best Triathlon-Kenosha is an adaptive event for children and young adults with developmental disabilities. Hosted by the Kenosha YMCA and Tender Touch Therapy and presented by Uline, the 4th annual Tri My Best Triathlon- Kenosha will be held on Sunday, August 5th at the Kenosha YMCA. The event is always in need of athletes, volunteers, and sponsors to make it a special day.



### VOLUNTEERS NEEDED!!

There will be over 120 athletes participating in the 4th annual Tri My Best Triathlon!

**What does this mean?** It means that there needs to be close to 500 volunteers. The biggest area of need, volunteer wise, is the position of “Athlete Buddy” The athlete buddies complete the race alongside the athletes to insure safety and provide support and direction.

**What does this look like?** Well typically, buddies swim with the athlete in either a lap pool or a shallow water pool based on the athletes swimming capabilities and then run/jog/walk alongside them during their bike and run portions.

**Why are you needed?** You are athletic and passionate about running and can be trusted to keep up with the athletes and give them the support they need. There are also many other open positions spanning from cheerleading to water station assistance to managing the transition areas. The whole family can get involved! You can check out the Volunteer Registration Site found below (Under “Important Links”) to scroll through our options. If you have questions about which position is best or you please email Meaghan at [trimybestkenosha@gmail.com](mailto:trimybestkenosha@gmail.com). If you sign up, there will be a “Team/Organization” line to fill out in the form. Please indicate your affiliation with Kenosha Running Club!

### Our Athletes and Courses

The Tri My Best Triathlon staff prides themselves on creating an entirely adaptive event that children and young adults of ALL abilities can participate in. Athletes range in ability level but each one of them is capable of participating in the event. There are 4 race courses offered that are color coded by distance. The shortest course involves a 25 yard pool swim, a ¼ mile bike, and a 200 yard run. The longest course distance offered involves a 200 yard swim, 2 mile bike, and a 1 mile run. The other 2 course distances fall in between. The event is inclusive for all athletes including athletes with down syndrome, cerebral palsy, autism, spina bifida, and many others. The event is completely tailored to the needs of each athlete. Check out this video to see what our event looks like: [2017 Recap Video](#)

### Sponsorship Opportunities Available

The Tri My Best Triathlon-Kenosha is a tax-deductible 501c3 event and offers a variety of sponsorship opportunities for businesses and individuals. In-kind donations are also needed for the event. If you have questions about sponsorships please contact Emily Kron at [ekron@tendertouchtherapyllc.com](mailto:ekron@tendertouchtherapyllc.com)

### REGISTRATION DEADLINES:

- July 6th – Athlete Registration Deadline
- July 18th- Deadline to be an Athlete Buddy
- July 20th – Deadline to receive a Volunteer Shirt
- July 27th – Volunteer Registration Deadline

### IMPORTANT LINKS:

- [Athlete Registration Form](#)
- [Online Donations Site](#)
- [Volunteer Registration Site](#)
- [Training Camp Athlete Registration Form](#)
- [Sponsorship Form](#)
- [Training Camp Volunteer Registration Site](#)

If you have any Questions about the Tri My Best Triathlon- Kenosha please contact Meaghan at [trimybestkenosha@gmail.com](mailto:trimybestkenosha@gmail.com) or by phone at (414) 587-5320.

[Tri My Best Triathlon- Kenosha on Facebook](#)

Follow us on Instagram @trimybestkenosha



# Upcoming area events

# HILLOOPY RELAY

## We Want You!!

## For our XC Thrilllogy Bandits Hilloopy Team

The 4th Annual Hilloopy is well on its way and as our tradition, we are inviting you to run on our team... The XC Thrilllogy Bandits!!! Many of you would like the idea of running on a team, but do not have the time to organize your own team or know enough runners to put a team of 10 runners together. Whether you are new runner, slow or fast, old or young... we want you! This is a tailgate running kind of event and I hope you take the next step!!! For more information, visit <http://www.xcthrilllogy.com/hilloopy-100--relay---7-28.html> Questions? Call 262-925-0300 or email [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)

**Ready to sign up? Our Team name is XCTBandits Password is Bandits**  
<https://www.raceentry.com/race-reviews/hil100py-relay> Mark your calendar for July 28th and see you then!



# Upcoming area events



*New for 2018  
- 100K -*

**No cutoff times!**

**Housing available in  
UW-Parkside dorms.**

**Summer running  
tailgate party!**

## Hot Hilly Hairy Ultra Solo and Relay

**Saturday, July 28, 2018**

UW-Parkside National Cross Country Course  
Kenosha, WI

### SOLO

- The Death March -- 18 hour race -- 6:00am
- 100K Ultra Solo -- 6:00am
- 85K Ultra Solo -- 6:00am
- 50K -- 6:00am
- 65K The Dragon Dare (four races one day) -- 6:00am
- 30K -- 6:00am
- 20K -- 6:00am, noon, 6:00pm
- 10K -- 6:00am, noon, 6:00pm
- Charge the Knight 5K -- 9:00pm

### RELAY

- 85K Relay -- 6:00am
- 50K Relay -- 6:00am
- 30K Relay -- 6:00am



**REGISTER  
TODAY!**







**Hot Hilly Hairy Ultra Solo and Relay**

**Saturday  
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**RELAY**

- 85K Relay -- 6:00am
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**REGISTER TODAY!**

Upcoming XC Thrillology events



**Hilloopy 100+ Relay**

Sat., July 28, 2018  
6:00 a.m.  
UW-Parkside National Cross Country Course, Kenosha, WI

**Register Today!!**

**Nightcrawler Trail Adventure**

Sat., August 11, 2018  
Silver Lake Park  
Silver Lake, WI

**Register Today!!**



**Oktoberfest 5K+**

Sat., September 8, 2018  
Old Settlers Park  
Paddock Lake, WI

**Register Today!!**

**Pike River Trail Run/Walk**

Sat., September 29, 2018  
Petrifying Springs Park  
Kenosha, WI

**Register Today!!**





# Upcoming area events

## DANCE With DIRT in Baraboo, WI

REGISTER: <https://runningfitevents.redpodium.com/2018-dances-with-dirt-devils-lake>

DANCE with the DIRT in Baraboo, WI on July 14, 2018 for 10K, 13.1M, 26.2M, 50K or 50 miles. On course you'll find breathtaking bluffs, wicked single track trails and gorgeous grassland prairies.



Follow it up with a cold beer, great BBQ picnic and a fun finish party. Dances With Dirt Devil's Lake boasts the world's most dramatic aid station! Come get some DIRT in your shorts.

**\*\* Please join me -- I will be running the Half Marathon.**  
Brian Thomas,  
[bthomas@kenosharunningcompany.com](mailto:bthomas@kenosharunningcompany.com)



## Fort2Base Race

Join us for the 8th annual Fort2Base Race on Sunday August 26th.

Two unique events distances to choose from, 10 or 3 Nautical Miles (11.5 or 3.45 miles). 1/4 zip long sleep tech shirts, one of a kind finisher's medals for each event distance, free downloadable photos and family friendly post-race party open to all!

For more information or to register visit [www.fort2base.com](http://www.fort2base.com)

**\*\* Kenosha Running Company will be attending this and I will be running 10 NM.**  
Brian Thomas, [bthomas@kenosharunningcompany.com](mailto:bthomas@kenosharunningcompany.com)



## North Face Endurance Challenge

Kenosha Running Company is partnering with The North Face Endurance Challenge Wisconsin again in 2018. The race will take place on September 15-16 on the trails of Kettle Moraine State Park and the Ice Age Trail. Race trail running distances of 50 Mile, 50K, Marathon, Marathon Relay on Saturday and Half Marathon, 10K, 5K on Sunday.

Use the code **KRC20** at checkout to receive **20% off** any trail race distance.

Register Now: <http://bit.ly/2Cm12NX>

Website For More Details:

<https://www.thenorthface.com/get-outdoors/endurance-challenge/wisconsin.html>

**\*\* Please join me -- I will be running the Half Marathon. KRC will also have a tent at the start/finish.**  
Brian Thomas, [bthomas@kenosharunningcompany.com](mailto:bthomas@kenosharunningcompany.com)

# Upcoming area events

## Join us for Walk Run Wag for MADACC 2018 on July 14th

The 7th Annual Walk Run Wag for MADACC will once again be at Hart Park in Wauwatosa on July 14th. Join us for a day of exercise, fun, and supporting the animals at MADACC. Can't make or don't want to walk/run? You can still sleep in and fundraise for MADACC! Don't think a small amount matters? MADACC sees over 10,000 animals come through its doors each year. Every small amount can help with medical treatment, food, and care of these animals. Early bird registration ends June 1st, after which prices will go up.

Don't miss out!

Register and learn more about the event at:

[www.madaccwalkrun.org](http://www.madaccwalkrun.org)



## Kenosha Firecracker Run Sunday, July 1



Celebrate your independence and healthy lifestyle with an exhilarating run through historic downtown Kenosha! Hundreds of participants come from near and far to compete in a race that winds its way through the Third Avenue Historic District and Kenosha's fabulous lakefront. For the participant and spectator alike, this race is hard to beat!

The race is USATF Certified and will take place along Kenosha's scenic lakefront harbor and historic district. There will be 4 water stations located on the course for the safety of the runners.

### NEW – REGISTRATION OPTIONS

Through April 30th

5K = \$20

10K = \$25

Through June 27th

5K = \$25

10K = \$30

LAST CHANCE TO REGISTER: Saturday, June 30th from  
9am – 2pm at the YMCA

There will be NO Same Day Registration

Register online at [www.itsyourrace.com](http://www.itsyourrace.com)

### RACE INFORMATION

Race Day: Sunday, July 1, 2018

BOTH Races will Start @: 8:30am

Race Location: Kenosha Library Park (5947 7th Avenue, Kenosha, WI 53140)

Race Distances: 10K Run -OR- 5K Run / Walk

Packet Pick-up:

– Sat., June 30 from 9am – 2pm (Also, last change registration)

– Sun., July 1, (Race Day), 7-8am at the

Race Registration Area (Library Park)



# Upcoming area events

## Run for Bogota 5K Saturday, July 21

Run for Bogota is a 5K fun run/walk event that will be held on July 21, 2018, at 9 a.m. at the Zion Park District in Zion, IL.

Registration is \$15 for youth between the ages of 7-12 years old and \$25 for participants 13 years old and above. The price will increase to \$35 for race-day registrants. You can go online and register at <https://raceroster.com/events/2018/17632/run-for-bogota>. Medals will be awarded to the top male and female finishers in the various age categories; additional medals will be awarded to the top 3 male and female finishers. Packet pickup will be on July 18 from 5-8 p.m. at Culver's in Zion.



This inaugural event is sponsored by Trinity Christian Center. Money raised from this 5K will go to support a team of volunteers from Trinity Christian Center as they go to Bogota, Colombia. Trinity's team will partner with Children's Vision International to influence the destinies of at-risk children through the Gospel.

Children's Vision International, Inc. is a non-profit organization founded in 1993 by Jeanene Thicke, who found a baby abandoned inside a cardboard box in Bogota. She was moved with compassion and took the child into her home. She began to rescue other children from the streets, and today Children's Vision International, Inc. currently has over 200 children within its program. Many of the children have been abused, and many high-risk infants have required immediate medical care. The children are given a safe, loving home and daily nutrition. Children's Vision International, Inc. serves over 600 meals a day and over 216,000 meals in a year. The children are also given an education, which gives them a greater chance for a sustainable future. Children's Vision International, Inc. relies on volunteers and raised funding to continue their outreach to the children of Bogota. With your help, we can make the difference in the life of a child.



# Upcoming area events

## the FALL 50

October 20, 2018 Door County

SCENIC FUN, EPIC RUN!!

### Solo Runner event information...

Start time: 7:00 am (ALL solo runners)

Finish time: 6 pm or 11 hours (a 13:12 per mile pace)

REGISTER: <http://www.fall50.com/door-county/registration/>

More information: <http://www.fall50.com/door-county/solo-101/>



The Fall 50 is designed to be a daylong running adventure set against the colorful backdrop of Door County, Wisconsin during peak Fall colors. Participants may compete as members of a team of 2-5 runners or as a solo ultra-marathoner.

The course starts at the northern tip of the Door County peninsula at Gills Rock. The starting line is in front of the Shoreline Restaurant, just up the hill from the Washington Island Ferry parking lot. The course travels south primarily on back roads along the western shoreline. It passes through quaint villages and beautiful park areas including Ellison Bay, Sister Bay, Ephraim, Peninsula Park, Fish Creek, Juddville, Egg Harbor, Murphy Park, Little Harbor, Old Stone Quarry Park and finally Sturgeon Bay.

The finish line celebration will begin at 1 pm at Sunset Park in Sturgeon Bay beneath a massive big top tent. Participants will cross the finish line directly in front of the party tent to the cheers and jeers of fellow runners. A DJ will be playing music and announcing the names of finishers for the friends, family, teammates and competitors waiting beneath the tent. The finish line buffet will include beer, soda, and pizza.

### PACKET PICK UP

- Friday at Stone Harbor Resort from 2 pm until 8 pm
- Saturday at the start line – The Shoreline Restaurant in Gills Rock from 6 am until 6:59 am

# Special announcement

## KRC World Headquarters Opening

Tentative opening - July 23

The Midwest's only running specialty & CaniCross destination.

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

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





# Start planning your 2018-2019 CaniCross calendar





[Check out CaniCross on YouTube](#)

We are starting our third year of hosting CaniXC events and we are loving it! If you're wondering what CaniCross is then you're not alone. This is one of the fastest growing sports that one can do with their dog. 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. While you can certainly participate and just run with your dog the idea behind CaniCross is that the dog is actually pulling you while you are running.

You are welcome to run or walk with your dog either on a leash or with the dog harnessed and attached to your running belt. We can also properly fit you and your dog with harness, lead line and running belt. We are partners with Howling Dog Alaska, Non-Stop Dog Wear and Kurgo.

We want this to be a fun experience for both you and your dog, so we encourage you to come and try out this sport. We have two exclusive CaniXC events and five CaniXC events associated with our trail events. We will also have a number of additional dog friendly events.

|   |   |  |
|---|---|--|
| <p><b>im Schnee festsetzen CaniCross</b></p> <p>Watch for our 2019 event<br/>Bristol Woods Park<br/>Bristol, WI</p> | <p><b>Boreas Trail Adventure CaniCross</b></p> <p>Watch for our 2019 event<br/>Bristol Woods Park<br/>Bristol, WI</p> | <p><b>Hills Are Alive Trail CaniCross</b></p> <p>Watch for our 2019 event<br/>KD Park<br/>Burlington, WI</p> |
|---|---|--|

|  |   |   |
|--|---|---|
|  <p><b>MIDWEST CHAMPIONSHIP</b></p> <p>Watch for our 2019 event<br/>KD Park, Burlington, WI</p> | <p>This all-day event will be highlighted with 1.75m, 3.1m, 6.2m. We will have open and masters age groups and subcategories based on the weight of the dog.</p> <p>This event is open to all abilities and walkers.</p> <p>The course at KD County park offers wide trails, challenging hills and great scenic views of this hill-n-dale course.</p> |  |
|--|---|---|

|   |  |  |
|---|--|--|
| <p><b>Pike River Trail CaniCross</b></p> <p>Saturday, Sept. 29, 2018<br/>10:15 a.m. (3.5m &amp; 7m)<br/>Petrifying Springs Park<br/>Kenosha, WI</p> |  <p><b>Trail Dog Distance Classic</b></p> <p>Sun., Nov. 11, 2018<br/>2:30 p.m. (4.5m &amp; 9m)<br/>Bong State Recreation Area<br/>Kansasville, WI</p> | <p><b>Hateya Trail CaniCross</b></p> <p>Saturday, Dec. 8, 2018<br/>10:15 a.m. (3.5m &amp; 7m)<br/>KD Park<br/>Burlington, WI</p> |
|---|--|--|

# XC Thrilllogy event review

## A look back...



[Link to YouTube video.](#)



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



# Programs

## PARTNERSHIP REQUEST FOR NEW MILITARY PROGRAM

Starting with the Hateya Trail Run & CaniCross on December 9th and going forward, all of our events for military veterans, active serviceman and their spouses will be free. In order to make this program maintainable and sustainable we will need partners to promote our events and provide financial support. If you are willing to join us in making this new program a success please contact me and let's discuss how to achieve our shared objectives. Any amount of time or financial assistance is welcome and sincerely appreciated.

Thank you for your consideration. If you are ready to make a financial contribution, make your check to Kenosha Running Company, Inc. and mail to: PO Box 126, Kenosha, WI 53141. If you would like to honor someone with your contribution, please let us know.

## MILITARY

The Kenosha Running Company is humbled and thankful to announce that all military veterans, active serviceman and their spouses will be able to run/walk all of our 2018 events for free. Enter in one of three ways; call our office at 262-925-0300, mail in an entry form or enter online (call to get a discount code). We are also looking for:

1. Assistant Race Director (volunteer position) to help nurture & grow this program. 2. We would like to give others the chance to support this program financially so it is maintainable and sustainable for many years to come.



## ADAPTIVE ATHLETES

As we evolve our events it is also time to evolve our ability to be as inclusive as possible. We are making our parade events on July 1st, July 4th and December 2nd wheelchair athlete, wheelchair assisted and amputee (those able to run or walk on blades or similar) welcoming events. We are desiring to make all of our events welcoming to visually impaired runners and walkers. We are also wanting to accommodate those that suffer from PTSD by starting at an earlier times. With this program in mind, we need: 1. Assistant Race Director(s) (volunteer position). 2. Guide Runners & Walkers.



## KID'S TRAIL EVENT

We would like to develop four kid trail races that would be 400 to 800 meters that would be run at the conclusion of our regular trail events. I am thinking our March, June, Sept. and Sept. events. We are in need of an Assistant Race Director to oversee and develop this aspect of our trail events.



## AUTISM TRAIL TEAM

I have read stories on a similar program out East and want to develop and support an ATT here in SE WI. Honestly I have no background in this and ignorant to all the many aspects that parents deal with and the different levels of Autism. We need some coaches and Assistant Race Directors (volunteer positions) to help develop and manage this program.



Contact Brian Thomas at 262-925-0300 or e-mail [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com) if you have questions on these programs and/or want to assist with your time.



### \*\*\* SPECIAL OFFER:

**Buy a pair of shoes, and you get to participate in one of our events for FREE!!!!**

*(Excludes the Hot Hilly Hairy, Hilloopy and WolfPack Trail Run events.)*

**To purchase online, click here...**

# Shoe review

## Trail Tested and Roadworthy -- Altra Escalante and Altra Superiors

~ Stephanie Z.

I have had the pleasure to meet many you at our events, but many of you don't know me aside from a familiar face at packet pick up. Those who know me a little bit better, may have noticed that I am an "all in" person. Start rebuilding my fitness after having a child - train for a marathon. Start swimming and biking as a way to cross train - work my way up to Ironman Wisconsin. Decide to focus on road marathons - train hard to qualify and race Boston. Switch to trails? Of course I need to run an ultra! One might say I was even "all in" with my family. Why have one or two kids when you can have four!



My "all in" philosophy also applies to my running shoes. Find a pair I like? Buy two or more so I can rotate my shoes. For the past few years I have been running in Brooks Pure Connect, a minimalist, 4mm drop shoe. I have owned at least 8 pairs of them, always buying more than one pair (different colors, of course) so I can rotate my shoes. I LOVED those shoes with the exception of the dreaded pinky toe "pop". You know the spot where your pinky toe rubs a hole through the fabric of the shoe? I dealt with it because they were perfect in every other way and then the most horrifying thing happened.... They were DISCONTINUED. You all know of the pain and sadness when your favorite shoe is changed or even worse, dropped.

When I was discussing my plight with some of you at our events, more than one suggested I try Altra shoes as a way to prevent pinky toe pop. I was hesitant as they look a little funny due to the foot shaped toe box and I still had some time on my running shoes. When Kenosha Running Company became a retail partner, I decided to bite the bullet and try them. But as you may expect, I went all in. After much research, I bought the Altra Escalante (road shoes), and Altra Superiors (trail shoes). I currently only own one pair of each, but have plans of multiples soon.

Altra shoes are a ZERO drop shoe, which means there is no difference between the height of the heel and toe. Since I was already running in a 4 mm drop shoe, and I wear zero drop shoes for everyday, I thought that I would have no difficulty transitioning to a zero drop. Boy, was I wrong!

I decided that my first run in the Escalantes was going to be an easy four miles. I did have the foresight to bring another pair of running shoes to the track. After the first quarter mile, my calves and feet were telling me that they were not quite sure of what I was doing. I finished up the mile and switched to my other shoes for the rest of my run. The next time out, I ran two miles in the Escalantes, the next time three, etc. until I built all the way up to my base run of 6 miles. When running in the Escalantes, I noticed that not only was there no pinky toe rub, but I ran differently. I could tell that I was pushing off more with my toes, because my toes were tired. It took about a month to feel comfortable in the Altras, but now they are my favorite running shoes. In fact, when I rotate to my 4mm drop shoes, they don't feel quite right.

Due to my wonderful Mother's Day present of a sprained left thumb (I bet all of you mom readers are jealous of my gift), I have not been able to spend as much time on the trails as I would like (something about not falling) so my experience with the Superiors is not as extensive as the Escalantes. But, because I am not a good patient and convinced that I will not fall, I have been sneaking out to the woods a little more than I should. I chose the Superiors because they are the trail version of the Escalantes. They have some really nice features such as a padded sewn in tongue and I like the texture of the laces as I double knot my laces and they still come undone. The Superior laces have stayed tied. The shoe is already set up for gaiters. (Another accessory I will need to move to the "must have" list -- for research of course) The tread has enough traction for the trails that I frequent, but not so bulky that it makes the shoe heavy. I wore the Superiors in their first trail event, the Bigfoot Triathlon 10K Trail Race, and they were the correct choice. The large amount of rain we had in the days prior to the event created some pretty decent mud puddles on the course and I was able to run through them with secure footing, even on the second loop and we all know how muddy trails deteriorate the second time through. They did not collect the mud on the sole and had excellent grip up the hills. At the end of my race, my only regret wearing them is that they are now really dirty.

I am really glad that I finally took the advice of my trail friends and tried Altra. I plan on building my Altra shoe wardrobe and give them one enthusiastic thumb up! (It would be two, but I currently cannot give a left thumb up).

If you want to ask me any questions about my experience with these two different Altra shoes, email me at [stephaniez@kenosharunningcompany.com](mailto:stephaniez@kenosharunningcompany.com). I will be happy to answer them.





# Special kid's event highlight



**REGISTER TODAY!!**

Ages 14 and under.

Two time options:  
9 a.m. & 6 p.m.

Distances:  
400 meters  
800 meters  
1,600 meters

Only \$5.00 (benefits Boys & Girls Club of Kenosha)

Ran in conjunction with the Hot Hilly Hairy on Saturday, July 28 at UW-Parkside National, Cross Country Course, Kenosha, WI

Contact Andrea Webb  
([andrea.webb04@gmail.com](mailto:andrea.webb04@gmail.com))  
with questions.

# Retail partner product spotlight

## Orange Mud – Endurance Pack

The Endurance Pack is the top pack for high performance on any big adventure. The front chest harness was designed for the ultimate custom fit so you can easily move it to fit your body type. The harness even features a safety whistle just in case something ever goes wrong. The pack is fit by adjusting the sides nice and snug which stabilizes the pack for a comfy ride with no movement. The front chest pockets work great for holding plus sized iphones, backup nutrition and more, and the shoulder pockets are designed to hold gels, electrolytes, chapstick and any other small pieces you'd like to access on the run.

The rear cargo is designed for some fun too. You can load up the back with 70oz/2L of water which is held stable by a built in compression system, plus there are 2 pockets for rear cargo. Additionally the shock cord on the back can add on extra layers like a lightweight shirt or jacket. Trail, road, wherever, this pack will help you get there!



**ORANGE MUD**



# Community involvement

## New partnership for the youth of Kenosha

### Running Club presented by Kenosha Running Company

[CLICK HERE TO REGISTER](#)

Cost: \$95 per person. Includes program t-shirt and Glow in the Garten 3K Fun Run to conclude the program.

Dates & Location: Tuesdays and Thursdays (4 - 5:15pm) from July 24th - August 30th and Mondays and Wednesdays (6 - 7pm) from September 5th - 12th. All practices will be held at the Boys & Girls Club of Kenosha. The Glow in the Garten 3K will be on September 15th at Petrifying Springs Park. Packet pick-up begins at 5pm with the race starting at 7:15pm.

Ages: Boys & girls, grades 2nd - 8th.



#### The Program:

- **DYNAMIC WARM UP:** Every child will start by doing a dynamic warm up. This is an active way of warming up the muscles, developing athletic ability and enhancing mobility and range of motion.
- **RUNNING:** Every child will run based upon their current level of fitness and ability
- **PLYOMETRIC DRILLS:** Every child will explore the range of plyometric drills to develop strength, power and speed.
- **CORE:** Core development is a key and critical element in strengthening muscles that contribute to better running form and economy. This will further develop all athletic skills across the board.
- **STRETCHING:** Stretching key muscles after a workout is important regardless of one's age.

#### Questions?

Please contact Sports Department at 262.654.6200 Prompt 5 or [sports@bgckenosha.org](mailto:sports@bgckenosha.org)



# Beyond our physical fitness

## Financial Fitness: Stages of Life



By: Tim Barthel

I had the pleasure of running the Coureurs de Bois Trail Run/Walk at Petrifying Springs Park this past month. As anyone who participated in the event knows, it was a wet and muddy run. I loved it! Reflecting on that run, I was amazed to realize that this was my first trail run since my high school cross country days. This led me to thinking about how we go through many stages in our lives when it comes to physical fitness. Our financial fitness is a lot like our physical fitness. We go through many stages and have to work and plan to succeed. We start out slow when we are younger. We gain momentum to set a good pace as we get older. Like physical injuries we run into financial injuries along the way, for example that unexpected bill. We hope to finish financially strong just like the last past at the end of a race. Keeping those similarities in mind here are some financial health tips to ensure you are training well to be financially fit throughout all the stages of your life.

### Stage 1: Ages 18 – 24

You have made the decision if college, vocational training, or straight into the workforce is best for you. Do this to start out financially fit.

- Start an emergency savings fund. Put aside \$20 - \$40 a week into a savings account that is not easy to access, until you have saved up at least \$500. Skip that yummy latte, recycle some cans, write a few free lance articles. Do what it takes to start saving a little. In a pinch \$500 goes a long way.
- Put together a simple spending plan (budget). Write down your bills and expenses then compare them to the money you make. You cannot financially succeed if you do not know where your money is coming from and where you are spending your money.

### Stage 2: Ages 25 – 34

Depending on your educational choice, you are either a college graduate or you have started to make a headway in the working world. Here are some ways to stay focused on your financial health goals.

- How is your retirement savings? If you have not started saving yet, now is the time. Make compound interest work for you. If you are eligible for a 401k or other retirement account save 1% of your paycheck. Whenever you get a raise add a percent to what gets put away.
- Set a few financial goals. Do you want to buy a house? Do you want a better car? Put these goals on paper and make a plan of when you want to accomplish them along with the steps you will take to make them a reality.

### Stage 3: Ages 35 – 55

These are your prime working years. Are you in a career you love? Do you need more education? Now is the most important time to focus on your financial health. Consider the following.

- Do you own a home? If so this is one of your greatest assets. Make compound interest work for you by paying more than your minimum payment or have a mortgage expert run the numbers to see if you can refinance into a shorter term loan to save time and money.
- Find ways to make a difference in your community. If you do not have the disposable income to donate money take the time to volunteer. Donate your time and talents to give back to your neighbors.

### Stage 4: Ages 55 – 70

You are on the home stretch towards retirement. Keep up the good work to stay financially healthy. Give these ideas a try.

- Find a retirement professional you can trust. Have them review your portfolio and make adjustments to ensure you have the amount of money you will need in retirement.
- If you do not love your job, why not? Make a change. It can be scary but it may be the best decision of your life. Money is important but fulfillment will keep you going.

### Stage 5: Ages 71 and Better

Hopefully you have made it to retirement, if not keep working on your spending. Keep that financial body toned with these suggestions.

- It is never too late to learn the difference between wants and needs. You may want a greasy cheeseburger, but to meet your caloric needs you do not need it. Start eating financial salad by cutting back on luxuries. Stop spending money on the little items here and there that you do not need. Pennies add up to dollars and dollars can add up to big money.
- Remember Grandma Moses. She started painting when she was 78. Have you found your life's passion? If not now is the time to go after it.

Remember that in every stage of your financial life you will go through trials. How you respond to those trials will determine if you stay financial healthy. What you practice is what you will improve upon. Remember that there is always room for improvement.

Tim Barthel is President/CEO of Southern Lakes Credit Union in Kenosha, WI. He has been part of the Credit Union movement for 16 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. [www.southernlakescu.org](http://www.southernlakescu.org)



# Special offers



**\*\*\* SPECIAL OFFER: Buy a pair of shoes, and you get to participate in one of our events for FREE!!!!**

*(Excludes the Hot Hilly Hairy, Hilloopy and WolfPack Trail Run events.)*

**To purchase online, click here...**

## Introducing the Altra Escalante

Introducing the Limited Edition Escalante™, this Altra Ego™-equipped runner is our popular Escalante but in a limited release color. It features an engineered knit magenta/gray upper for a sleek, sock-like fit and flexibility. Built on Altra's PFS performance last with a responsive Altra Ego™ midsole and decoupled heel, the Escalante is designed for a fast ride with energetic rebound and minimal ground contact. Take a run and unleash your alter ego with the all-new Altra Ego™ experience. You can't have too many Escalantes, right?! Right, so grab yourself a pair before they are gone.

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



361-SHIELD 2

**To purchase online, click here...**

## Run for FREE!!!

Purchase of all new shoes... receive 1 of our select trail running events FREE!!

We also have special discounts for the 361° shoes at all of our events.



361-FEISU



**store proudly offering...**



**To purchase online, click here...**

**PET RUNNING GEAR:**

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



# XC Thrilllogy product & gear



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

Just as we keep expanding our trail offerings to create more opportunities for trail runners and walkers to have fun, we are also working towards serving other needs of our running/walking community. Many of you know of our plan to open a retail store in the future. This store will be THE place to purchase your running gear (trail & road) and will be a hub for the running and CaniCross enthusiasts in the area.

As we work towards this goal, the Kenosha Running Company {online} Store (<https://www.kenosharunningcompanystore.com/>), was created to start the ball rolling. It has the same awesome merchandise that you can buy at our events, but now you can purchase it anytime!

### XC Thrilllogy Swag for Sale

- String Bag .....\$8.00
- Large Red Duffel Bag..... \$20.00
- Frisbee .....\$3.00
- HooRag.....\$8.00
- Stainless Steel Water Bottle.....\$8.00
- Hats..... \$15.00
- Beach Towel ..... \$15.00
- Gloves.....\$5.00
- Stadium Blanket ..... \$20.00
- Trail Toes Anti-Blisters Cream.... \$12.00
- Trail Toes Foot & Body Cream. \$13.00
- Trail Toes Foot & Body Cream. \$22.00

Cash, checks or credit cards accepted. Checks payable to: Kenosha Running Company  
Call: 262-925-0300

**Order now!!!**  
**Click here to place your order.**




# XC Thrilllogy calendar ([www.XCThrilllogy.com](http://www.XCThrilllogy.com))




**caniX EVENT**

**2019**  
Bristol Woods Park  
Bristol, WI



**caniX EVENT**

**2019**  
Bristol Woods Park  
Bristol, WI




**caniX EVENT**

**2019**  
KD Park  
Burlington, WI




**DOG friendly**

**2019**  
Petrifying Springs Park  
Kenosha, WI



**Sunday**  
**July 1, 2018**  
Kenosha, WI



**\$\$\$ prize money**

**Wednesday**  
**July 4, 2018**  
Somers Post Office  
Somers, WI




**Saturday**  
**July 28, 2018**  
UW-P National  
XC-Course  
Kenosha, WI



**\$\$\$ prize money**

**Saturday**  
**July 28, 2018**  
UW-P National  
XC-Course  
Kenosha, WI



**Saturday**  
**Aug. 11, 2018**  
Silver Lake Park  
Silver Lake, WI




**DOG friendly**

**Saturday**  
**Sept. 8, 2018**  
Old Settlers Park  
Paddock Lake, WI




**caniX EVENT**

**Saturday**  
**Sept. 29, 2018**  
Petrifying Springs Park  
Kenosha, WI



**Saturday**  
**Oct. 20, 2018**  
KD Park  
Burlington, WI



**\$\$\$ prize money**

**Sunday**  
**Nov. 11, 2018**  
Richard Bong State  
Recreation Area  
Kansasville, WI



**Saturday**  
**Dec. 1, 2018**  
Lake Geneva, WI



**caniX EVENT**

**Saturday**  
**Dec. 8, 2018**  
Petrifying Springs Park  
Kenosha, WI



**Saturday**  
**Dec. 29, 2018**  
KD Park  
Burlington, WI