



www.XCThrillology.com



Kenosha Running Company

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Issue #33 • January 2018



im Schnee
festsitzen

Sunday

January 21, 2018

10:15 a.m. CaniXC

10:30 a.m. Trail Run/Walk

Bristol Woods Park

Bristol, WI



**REGISTER
TODAY!!**

Event alerts

- **im Schnee festsitzen Trail Run**
Sunday, Jan. 21
Bristol Woods Park
Bristol, WI
- **Boreas Trail Adventure**
Sunday, Feb. 18
Bristol Woods Park
Bristol, WI
- **Survival is Insufficient**
Sunday, March 4
UW-Parkside
Kenosha, WI
- **Hills Are Alive Trail Run**
Sunday, March 11
KD Park
Burlington, WI
- **CaniXC Midwest Championship**
Sunday, April 8
KD Park
Burlington, WI
- **Coureurs de bois Trail Run/Relay**
Sunday, June 8
Petrifying Springs Park
Kenosha, WI
- **Kenosha Civic Veterans Parade Run (2-mile)**
Sunday, July 1
Kenosha, WI

Welcome to 2018, ready or not!!

I have been running in some structured way for nearly 44 years and started tracking my running miles, stats, conditions, etc... about 40 years ago and then stopped in May of 2017. Honestly not exactly sure why, my only thought is who owned who. Did I own my miles or did my miles own me? I am not any less competitive when it comes to preparing or racing and measuring myself one year or decade against another this has been fun over the years. I do not plan on tracking/recording my miles going forward and I am looking for a relatively full year of running, cross training and running events trail, road and perhaps on the track.

Why am I sharing this? It is my hope that you enjoy your running or walking or Canicross, because it brings you joy. Seeing the endless FB posts recently of those running outside with frozen beards, eyelids, etc... should be a great reminder of the fun that running brings to your lives. When I started hosting trail events over four years I never imagined I would have "18 events" on the calendar for 2018, but I do. I wanted you to fall in love with the trails and enjoy our events in ways that are different

than other running events and I am thinking you are.

Each year I hope to evolve our events in some way. This is done with your ideas, support, kindness and encouragement. In 2018, all of our events are free for our veterans, active duty and their spouses. New for 2018, we will be starting an Autism Trail Team, having at least 4 events that will be adaptive athlete friendly and Children's mini trail events. I am actively seeking volunteers to oversee these areas. Please contact me if you are interested.

Finally, we are still in the midst of renovating a building to move our offices and open our specialty trail, running and CaniCross destination. I have been plagued with countless setbacks over the past three months, but our hope is to be open by May 1st. I will be planning pre-grand opening run/walk sometime in April and perhaps a few group runs before then.

Hope to see you all at im Schnee festsitzen on January 21st.

Running it is just a way of life, Brian



**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!

The next XC Thrilllogy exciting event



**im Schnee festsitzen
Trail Run**

**Sunday, Jan. 21, 2018
Bristol Woods Park
Bristol, WI**

**REGISTER
TODAY!!!!**



Bristol Woods is the perfect host for the 3rd Annual im Schnee festsitzen Trail Run!!

This beautiful park and trails take you through upland forest, wetlands, oak savanna remnants, and prairie areas.

This event is the first of two XCThrilllogy's Choose Your Own Trail Adventure. Choose Your Own Trail Adventure allows the participant to decide their distance for the event based on fitness, goals, and Mother Nature (and we ALL know how unkind she can be). Starting at 10:30, participants have three hours to run, walk, snowshoe, or frolic the three mile looped course as many times as they would like.

This event is also the first race of the 2018 CaniCross Event Series. If you are wondering what CaniCross is, you are not alone. It is similar to mushing, but instead of pulling a sled, your dog is pulling you through the trails. All that is required is a gang line, harness, and canicross belt. This event is a timed three mile loop. While it can be competitive, it also can be a fun way to test out both your and your dog's fitness. For more information about our CaniCross Events, visit our CaniCross website, www.traildogrunners.com

After you are done, enjoy beef stew, soup, hot chocolate and Schnapps as you enjoy the company of your fellow trail enthusiasts. Please BYO beverage or dessert to share! Surprise swag, fun awards, and great company make the ending of your im Schnee festsitzen Choose Your Own Trail Adventure memorable.

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

Kenosha Running Company will donate part of the proceeds of this event to the Pringle Nature Center to help them continue environmental education to the community at large.

Yet another upcoming exciting XC Thrillology event



Boreas **Trail Adventure**

Sunday, Feb. 18, 2018
Bristol Woods Park
Bristol, WI

REGISTER TODAY!!



Boreas, the Greek God of the North Wind & bringer of Cold Weather... can be a trickster and no one knows this better than those who run!

BUT, don't let Boreas trick you into missing the second of two XCThrillology's Choose Your Own Trail Adventure, the Boreas Trail Adventure.

The challenging but fun trails of Bristol Woods are ideal to let Boreas know that he cannot stop you! This 3 mile looped course will consist of single track trails, and wide groomed paths that lead you on an adventure through this 197 acre park! The Choose Your Own Trail Adventure event allows the participant to decide their distance for the event based on fitness, goals, and Boreas. Starting at 10:30, participants have three hours to run, walk, snowshoe, or romp through the three mile looped course as many times as they would like.

This event is part of the 2018 CaniCross Event Series. If you are wondering what CaniCross is, you are not alone. It is similar to mushing, but instead of pulling a sled, your dog is pulling you through the trails. All that is required is a gang line, harness, and canicross belt. This event is a timed three mile loop. While it can be competitive, it also can be a fun way to test out both your and your dog's fitness. For more information about our Canicross Events, visit our CaniCross website, www.traildogrunners.com

After you are done, enjoy warm food and warmer company around a bonfire. Please BYO beverage or dessert to share! Entertaining trail stories and some surprises will make this Choose Your Own Trail Adventure one that you will not forget!

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

Kenosha Running Company will donate part of the proceeds of this event to the Pringle Nature Center to help them continue environmental education to the community at large.

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
or call 262-925-0300.



Product partners...



Upcoming XC Thrillology events

Hills Are Alive Trail Run/Walk

Sunday, March 11, 2018
KD County Park
Burlington, WI

REGISTER TODAY!!!!



CanixC Midwest Championship

Sunday, April 8, 2018
9:00 a.m.
KD Park, Burlington, WI

REGISTER TODAY!!!!



Coueurs de Bois Trail Run & Relay

Sunday, June 10, 2018
Petrifying Springs County Park
Kenosha, WI

REGISTER TODAY!!!!



Kenosha Civic Veterans



Kenosha Civic Veterans Parade Run (2 mile)

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

Registration to open soon!!

XC Thrillology event review

A look back...

Hateya



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

CaniXC -- putting the tails on the trails





[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>im Schnee festsetzen CaniCross</p> <p>Sunday, Jan. 21, 2018 10:15 a.m. (3m & 6m) Bristol Woods Park Bristol, WI</p>	<p>Boreas Trail Adventure CaniCross</p> <p>Sunday, Feb. 18, 2018 10:15 a.m. (3m & 6m) Bristol Woods Park Bristol, WI</p>	<p>Hills Are Alive Trail CaniCross</p> <p>Sunday, March 11, 2018 10:15 a.m. (3.5m & 7m) KD Park Burlington, WI</p>
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 <p>MIDWEST CHAMPIONSHIP</p> <p>Sunday, April 8, 2018 9:00 a.m. KD Park, Burlington, WI</p>	<p>We are ending our Winter and Spring CaniCross season with our first Midwest Championship style event. This all-day event will be highlighted with 1.5m x 2 starting time (am & pm), 3m, 6m, 1.5m Junior and a 1.5 mile walk. We will have open and masters age groups and subcategories based on the weight of the dog.</p> <p>We have awards, perhaps prize money, provide a great atmosphere, food for two and four legged creatures, beer and soda.</p> <p>The course at KD County park offers wide trails, challenging hills and great scenic views of this hill-n-dale course.</p>	
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<p>Pike River Trail CaniCross</p> <p>Saturday, Sept. 29, 2018 10:15 a.m. (3.5m & 7m) Petrifying Springs Park Kenosha, WI</p>	 <p>Trail Dog Distance Classic</p> <p>Sun., Nov. 11, 2018 2:30 p.m. (4.5m & 9m) Bong State Recreation Area Kansasville, WI</p>	<p>Hateya Trail CaniCross</p> <p>Saturday, Dec. 8, 2018 10:15 a.m. (3.5m & 7m) KD Park Burlington, WI</p>
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"Tales" from the trails

Group selfie...

Hi Brian!

Here's a group selfie we wanted to share pre-Hateya Trail Run. It was the first year we participated and we had a blast! (Despite any confusions) Looking forward to next year and other upcoming Xcthrillogy events! Thanks for all your hard work and planning!

Tammy Ruggiero
Chris Ruggiero
Jeff Kuper



Please feel free to share your trail from the trail... send to briant@kenosharunningcompany.com.

Upcoming area events

Via Dolorosa Trail Marathon and Half-Marathon

The inaugural Via Dolorosa Trail Marathon and Half-Marathon at Holy Hill takes place on Saturday, March 24, 2018 in Hubertus, Wisconsin along the Ice Age Scenic Trail. This epic trail marathon not only is on one of the more technical parts of the Ice Age Trail but will take place on during Palm Sunday weekend to kick off Holy Week. The Via Dolorosa Marathon takes runners on their own "Way of Suffering" on a very difficult up and down course with somewhat challenging footing at times. The marathon course begins downhill just below the Basilica at Holy Hill parking lot on Carmel Road to Donegal Road. From Donegal, runners travel south to the Loew Lake Ice Age Trail entrance. Beautiful prairie grass trails makes way for treacherous wooded switchbacks taking runners across some of the most beautiful vistas in all of Wisconsin. Throughout the course, there will be 14 Prayer Stations depicting the Way of the Cross for runners to contemplate the suffering of Jesus. Early bird registration ends December 31st. For more information on Wisconsin's newest marathon, visit, www.run1010.com.



CLIMB DETAILS

Rating	Start/End Points	Length	Start/End Elevation	Avg Grade
	9.86 mi/14.35 mi	4.49 mi	936 ft/1227 ft	1.2%



Upcoming area events

Are you ready to test your navigation skills and fitness?

All abilities of runners and walkers are invited to explore the campus and surrounding grounds for this unique event. The course will start at the UW-Parkside outdoor track and finish in Petrifying Springs Park. See UW-Parkside in a new way!

Taking place on March 4th, 2018 at 11:00 a.m. Survival is Insufficient is a event that combines trail running/walking with orienteering, similar to a scavenger hunt, but it you will not have to find someone who has set of measuring spoons in their backpack. Over the course of this 5K trail run/walk, you will need to use your map skills and knowledge from reading Station Eleven to find the checkpoints, answer the questions, and cross the finish line.

Friendly competition is expected. Map skills will be helpful. Reading Station Eleven by Emily St. John Mandel is strongly encouraged (and will get you bonus points).

Once finished, you will be welcomed with great post event food, soda, adult drinks, and fun awards.

Registration for this unique event is only \$17 for students and \$22 for adults. Same day registration will be available at \$20 for students and \$25 for adults, but due to the nature of this event, advanced registration is strongly encouraged.

REGISTER: <https://www.raceentry.com/race-reviews/survival-is-insufficient>

Orienteering Event March 2018 at UW-Parkside

Hi All, and Thank You for your interest in the first Orienteering event held on and at UW-Parkside.

A brief introduction is needed for this event. Orienteering involves navigating a map with a specific course with checkpoints along the way that must be verified to prove that you were actually there.

This new map was made by Chicago's top orienteering map maker with over 30 years' experience and the course setter with the same. Detail on the map is much greater than any other map of this area for navigation purposes. The course will be set at 5 kilometers and will start near the campus outdoor track off Highway E. The Actual course will not be revealed until you receive the map and your timing of the event begins. A compass might be helpful to orient the map to north and south. Once the map is correctly oriented the detail will make sense and be used to navigate around the campus looking for the checkpoints that will have actual orienteering controls with punches hanging to punch in the correct box to prove you were there. Going in order 1-13 at this meet is the usual procedure that will also make the most efficient route.

The controls are located to make the participant think about where they are on the map and possible route choice of how to get to the next control. Always makes fun to compare different routes with others after the event.

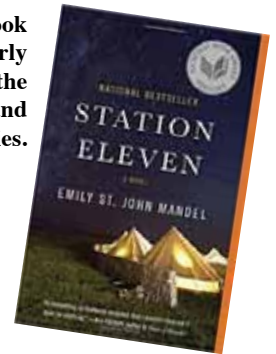
The actual course would be considered sprint type of beginner to intermediate difficulty. This will not be a difficult course, and everyone should find this a challenging but not so hard as they will get lost. A legend will be on the map and should be explained before going out on the course. Please google "orienteering" to get more info into the nature of the sport.

There are clubs all over the US and Canada. The sport is really big in European nations and of course in the Scandinavian countries. Please come out for an adventure, either run or walk. Go in groups with friends or individual for a challenge that just might have you looking for more opportunities to orienteer here and all over the world.

Facebook event link... <https://www.facebook.com/events/549706422034577/>



Station Eleven book will be available early 2018 for free at the UW-Parkside library and the Kenosha public libraries.



XC Thrillology specialty events...



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 if you have questions on these programs and/or want to assistant with your time.

New products

Ready for some Winter Snow - Ice - Trail Running & Walking

We are hoping to make your Winter outdoor adventure perhaps a little more fun and safer with these products. We will have them available on Jan 21st at the im Schnee festsitzen Trial Run & CaniXC and online store thereafter.

Atlas Run Snow Shoe

<http://en-us.atlassnowshoe.com/snowshoes/run-snowshoe>

Tubbs Snow Shoe

<http://www.tubbsnowshoes.com/en/snowshoes/flex-esc-1718.html>

Kahtoola Nanospikes

<https://kahtoola.com/product/nanospikes/?color=teal&size=large>

Kahtoola Microspikes

<https://kahtoola.com/product/microspikes/?color=red&size=small>



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.

My best, Brian Thomas

office: 262-925-0300 email: briant@kenosharunningcompany.com



ALL EVENTS HELD IN THE KENOSHA COUNTY PARKS ARE PRESENTED BY:

**Kenosha County Parks and
Kenosha County Executive Jim Kreuser**

Special offers



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.



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

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

Scarpa Introduces the SPIN!

They make some of the best trail running shoes that you have never heard of!!!! We have partnered up with them and can now bring you these great shoes. I have been running in the Atom, a lightweight trail running shoe with excellent traction on every surface and fit perfectly right from the first run. This shoe fits true to size for me and looking forward to many miles on the trails with them! We are introducing three models for men and women, the Atom (\$120), the SPIN (\$130) and the Neutron (\$130). I can order any shoe you like from www.Scarpa.com and receive the bonuses. Questions, concerns and to place your order, e-mail briant@kenosharunningcompany.com anytime or call 262-925-0300.

To purchase online, click here...



To purchase online, click here...

PET RUNNING GEAR:

www.kenosharunningcompanystore.com/



When you run... feel and relish in the burn of a great workout. Don't feel the burn of chafing when you jump in the shower!

NipEAZE is a simple way to deal with one of the embarrassing issues of chafing.

It is used to shield the nipples from the abrasive texture of your clothing as you exercise or run for long periods of time. Also, men and women who like to wear clingy or lightweight clothing without drawing 'extra' attention, use NipEAZE to conceal their nipples.

NipEAZE is a proud sponsor of our XCThrillology events and is offering a 15% discount on purchases through their website. Please visit <http://nipeaze.com/> and enter the promo code **TRAILRUN2017** to receive your discount.

NipEAZE™



XC Thrilllogy product & gear



Kenosha Running Company on the grow!

Just as we keep expanding our trail offerings to create more opportunities for trail runners and walkers to have fun throughout the year, 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. The Kenosha Running Company store will be THE place to purchase your running gear (trail and 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 the shopping bug bites!



XC Thrilllogy Swag for Sale

- String Bag\$8.00
- Large Red Duffle 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-Blister 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 your XC Thrilllogy wear now.
Click here to place your order.

CHOOSE FROM:
 Hoodies, Women's Cut Tech Shirts,
 T-Shirts, and Long-Sleeved Shirts.



XC Thrilllogy calendar (www.XCThrilllogy.com)



caniX EVENT

Sunday
Jan. 21, 2018
Bristol Woods Park
Bristol, WI



caniX EVENT

Sunday
Feb. 18, 2018
Bristol Woods Park
Bristol, WI




caniX EVENT

Sunday
March 11, 2018
KD Park
Burlington, WI



DOG friendly

Sunday
June 3, 2018
Petriying 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



DOG friendly

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
Petriying 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
Petriying Springs Park
Kenosha, WI



DOG friendly

Saturday
Dec. 29, 2018
KD Park
Burlington, WI