



www.XCThrillogy.com



Kenosha Running Company

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www.kenosharunningcompany.com -- briant@kenosharunningcompany.com

Issue #46 • January 2019



REGISTER

**im Schnee
festsitzen
Trail Run
Sunday, Jan. 20**

Bristol Woods Park, Bristol, WI



Event alerts

- **Virtual CaniCross Event**
January 12 or 13 –
location of your choice
- **im Schnee festsitzen**
January 20 – Bristol, WI
- **Boreas Trail Adventure**
February 17 – Bristol, WI
- **Hills Are Alive Trail Run/Walk**
March 16 – Lake Geneva, WI
- **Shamrock Beer Run 5K**
March 23 – Milwaukee, WI
- **Meraki Trail Adventure /
Dirty Dog Dare**
April 7 – Kansasville, WI
- **Coureurs de bois
Trail Run & Relay**
June 8 – Kenosha, WI
- **Hilloopy 100+ Relay**
July 27 – Kenosha, WI
- **Hot Hilly Hairy**
July 27 – Kenosha, WI

Good bye 2018, thank you for the memories...

Hello 2019, what kind of trouble do you have in store!!!!

Like for so many of you, 2018 was one heck of a roller coaster ride for me! Many aspects of the year fulfilled dreams I have held for a long time, created and strengthened friendships that I feel will last a lifetime and have been challenged with many new opportunities.

2019, will bring twelve trail events, eight Canicross events, two parade runs and us carrying the torch for Evil Smiley Veterans Day Run. Three of our trail events will be hosted in Lake Geneva and we are exploring hosting our first event out of state. We will be expanding our impact on the running/walking and Canicross community through the Kenosha Running Company Specialty Destination with; running programs, Wednesday night groups runs, personal coaching services, supporting other locally held events and providing great service and products.

One program that surpassed my expectations, is our Military Program. We have provided almost \$5000 of free entries this year. We have tried other programs for our Men/Women in Blue and cancer survivors will little to no success. It lifts me up to be able to show my personal appreciation for our veterans, active duty, reserves and their spouses. If you would like to be involved in this program, please reach out to me.

What has defined 2018 and years past, has been you. You are the only reason we are entering our 6th year of developing and managing events and had the courage to open a Run Specialty & Canicross location (first of its kind in the country).

With your encouragement, support and active involvement, I look forward to 2019 and beyond.

Running it is just a way of life.
Brian

Our next XCThrillogy event



im Schnee festsitzen Trail Run

Sunday, Jan. 20, 2019
Bristol Woods Park
Pringle Nature Center
Bristol, WI

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

Bristol Woods is the perfect host for the 4th Annual im Schnee festsitzen Trail Run.

Bristol Woods is the perfect host for the 4th 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 XCThrillogy'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 two hours to run, walk, snowshoe, or frolic the three-mile looped course as many times as they would like.

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 part of the 2018/19 CaniCross series. The CaniCross event will be a 3 or 6 mile (approximately) timed loop. CaniCross athletes do have the option of running additional loops if they would like. Please note that the CaniCross event will start 15 minutes prior to the runners and walkers. The CaniCross athletes start at 10:15 and the run/walkers will start at 10:30. 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.

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

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

Upcoming XCThrilllogy event



Boreas **Trail Adventure**

Sunday, Jan. 17, 2019
Bristol Woods Park
Pringle Nature Center
Bristol, WI

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

Boreas, the Greek God of the North Wind and 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 XCThrilllogy'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 two 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 2018/9 CaniCross Event Series. Canicross Athletes will run a timed 3 or 6 mile (approximate) loop. There will be an option to run more loops should you and your pup desire. Please note that CaniCross athletes start 15 minutes before the runners/walkers. CaniCross athletes start at 10:15 a.m. and the runners/walkers will start at 10:30 a.m.

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

SPECIAL!

the FAB 4
Trail Running

SAVE \$\$\$... all for only \$100

These events include  as well.

REGISTER AT:
<https://www.raceentry.com/race-reviews/the-fab-4>
(262) 925-0300

- im Schnee festsetzen Trail Run
- Boreas Trail Adventure
- Hills Are Alive
- Meraki Trail Run / Dirty Dog Dare

>> more information

Kenosha's Running & CaniCross Specialty Destination



Stop in and check us out!!!

We are excited to meet you and show you around our new digs.

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

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

www.kenosharunningcompany.com

Upcoming XC Thrillology events

Hills Are Alive Trail Run/Walk

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

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



Meraki Trail Adventure

Sunday, April 7, 2019
10:15 a.m.
Bong State Recreation Area
Kansasville, WI

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

Dirty Dog Dare

Sunday, April 7, 2019
10:00 a.m.
Bong State Recreation Area
Kansasville, WI

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



Coureurs de bois Trail Run & Relay

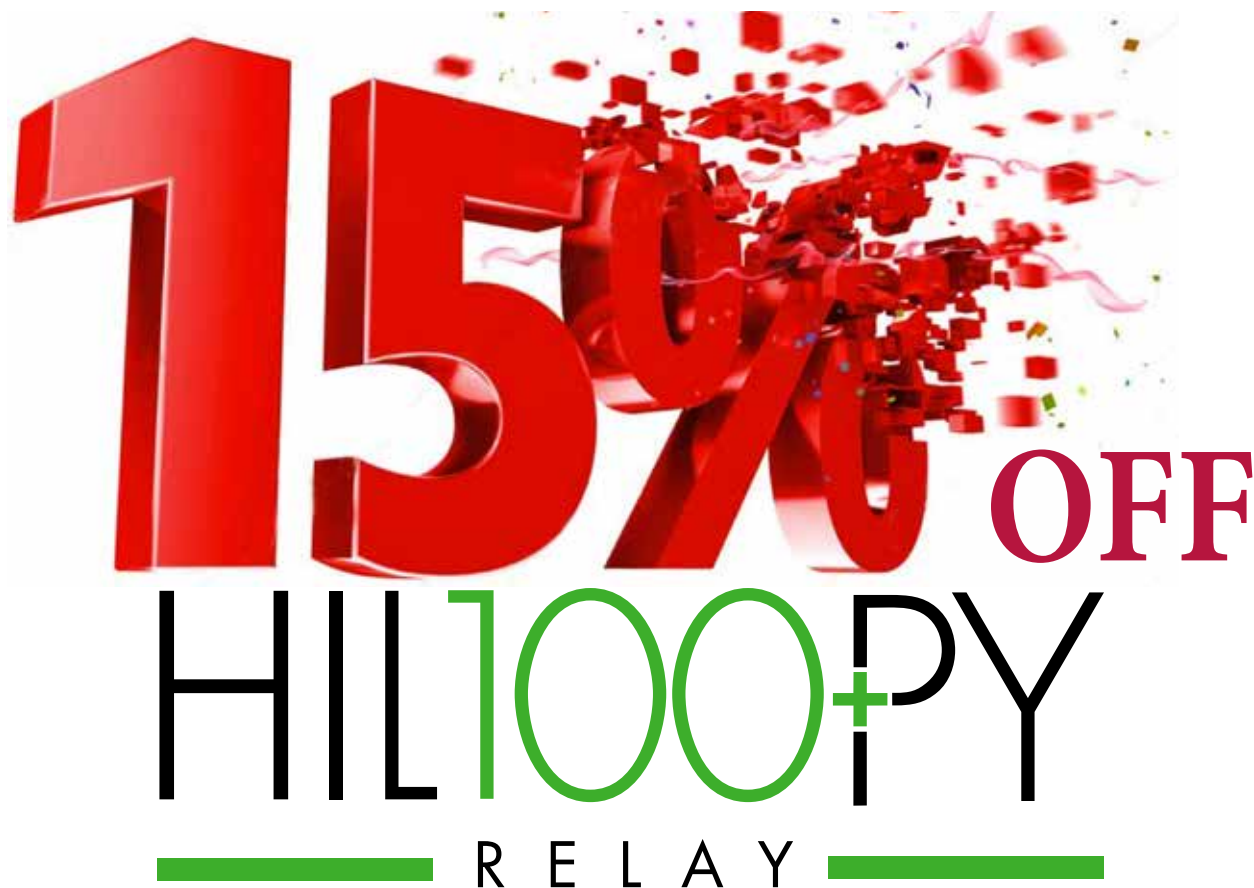
Saturday, June 8, 2019
Petrifying Springs Park
Kenosha, WI

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

Product partners...



Special promotion



Saturday, July 27, 2019 • 6:00 a.m.

UW-Parkside National
Cross Country Course, Kenosha, WI

The SUMMER RUNNING TAILGATE PARTY of the Midwest!

SIGN-UP TODAY!

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

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

Use discount code: HILLS2019 during signup to receive 15% off. Ends 2/1/2019.

Special promotion



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

Saturday, July 27, 2019 • 6:00 a.m.

UW-Parkside National Cross Country Course, Kenosha, WI

Use discount code to receive 20% off your registration fee for any distance:

HHH2019

DISTANCE OPTIONS:

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

Offer good through 2/1/2019.



Upcoming area event



Shamrock Beer Run 5K

Veteran's Park

1010 N. Lincoln Memorial Drive

Milwaukee, WI

March 23, 2019 - 2pm Start

Join us for a run and exciting beer run!

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

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

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

Here is the registration link for the Shamrock race:

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

Here is our event page on facebook:

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



Special promotional deals

Military Program continues in 2019



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

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

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

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

Let's celebrate your birthday!!

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



If you have a birthday in the month of one our events, you can run for FREE... provided you get at least five friends to join in running or walking our event. These friends need to sign up online or at our store prior to the event and pay the normal entry fee. When they sign up online, we have a question that asks are you running for a Charity... your friend should put in your first name and date of your birthday, for example Brian420. If you wish to participate in this program, email Stephaniez@kenosharunningcompany.com with the charity code you are sharing with your friends and your name. Once we have at least five entries using that code, we will give you an online code to allow you to sign up for free... it's that easy!

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

XC Thrillology Canicross hits the airwaves!

Those that attended the Pike River Trail Run & Canicross will remember the Milwaukee PBS Crew there filming and interviewing. They will be sharing our story on the following dates...

It will air on our two stations during Outdoor Wisconsin (Channels 10 & 36):

January 24th at 9 PM on channel 10.1

January 26th at 9 AM on channel 10.1

January 25th at 6:30 PM on channel 36.1

January 26th at 12:30 AM on channel 36.1

They will be sending us a link to the story after it airs, I know not everyone is in our viewing area or that attended the event will be able to watch. I want to thank Heather for making the introduction to Traci Neuman at PBS.

A huge thank you to Traci for bringing our CaniCross event and sport to the public.

Upcoming area event

Motivate yourself this winter!

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

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

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

www.wisconsinmarathon.com

Exclusive 10% discount code: 18KRUNCO



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



Can't miss deal of the year...

the 9 in 2019

Fill Your Calendar with XC Thrillogy events...
we have packaged 9 of our events together for a full year of running excitement and adventure.

ONLY \$225

- im Schnee festsitzen (Jan.)
- Boreas Trail Adventure (Feb.)
- Hills Are Alive Trail Run/Walk (March)
- Meraki Trail Adventure (April)
- Coureurs de Bois Trail Run (June)
- Night Crawlers Trail Adventure (Aug.)
- Pike River Trail Run/Walk (Sept.)
- Trails Are Alive Night Adventure (Nov.)
- Hateya Trail Run (Dec.)

(262) 925-0300
<https://www.raceentry.com/race-reviews/xcthriilogys-nine-in-2019>

Personal & group coaching...



Kenosha Running Company is forming Group Running Programs for all ages and abilities starting the week of January 21st. We are also expanding our personal coaching program and welcoming all abilities and experience levels.

Whether you are wanting to run your first 5K or set a new PR at any distance, or get more comfortable running on trails we will be able to guide you along.

GENERAL OVERVIEW OF OUR PROGRAMS:

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

**** Trail Running preparation****

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

Coaching services developed and managed by:

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

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

To learn more about our program, call 262-652-8660 or email briant@kenosharunningcompany.com

XC Thrillology event reviews

5th Annual Hateya Trail Run & CaniCross...

found a new home in Lake Geneva! After 4 great years at Petrifying Springs County Park, we simply needed a better indoor facility to accommodate the expected cold December weather. Thank you to Lake Geneva Canopy Tours for allowing us to explore the trails, enjoy the two fires, and have the comfort of a great indoor facility. A couple brave ones even did some ziplining once done running!

I think many can attest that the start on the highest point on the property looking down over the valley and Lake Como made it feel like we were in the mountains. No I wasn't drinking at that point!!!

Let me start by thanking those that made the day possible... Carlie who helped me mark the course, set up and assisted with timing, Ryan who brought some great homemade soup, tear down and assisted with timing, Stephanie with check-in, same day signup, fitting dogs and humans with products, and tear down, Jim & Maggie with the food & tear down, and my wife Tammy who puts up with all my SH#%, set up, tear down and makes you post run happy with the food.

Now to each of you... I like to say I plan, organize and invite, the rest is up to you! You made it a great event for each other, thank you :) Those that brought treats to share, thank you so much. Whoever brought the Peppermint Vodka, shame on you!!! You better come every time now as everyone is counting on you for a shot either straight up or in their hot chocolate!!!

The trails?? What do you think? I am hoping you loved them as we will be out there in March, November and December in 2019. I promise you there will be a different combination of trails every time! For more information on our upcoming events... www.XCThrillology.com

[2018 Hateya Photo Gallery...](#) or https://www.facebook.com/pg/KenoshaRunningCompany/photos/?tab=album&album_id=1283916521788357
Check out these great pictures from Jan Bezzo owner of Shadow Dog Photography and our usual trail camera photos. Thank you Jan, everyone loves your pictures.

Most of you I will not see until after Christmas, have an Amazing & Happy Holiday Season.

Thank you all for an amazing day. Brian

Check out... [2018 Hateya Event Results](#)

Schneeflocke Trail Adventure in Review

When we scheduled this almost sixteen months, I imaged a crisp December night, the trails covered in snow, and a full moon to turn night into day. Well we had a very pleasant temperatures! One out of three is not bad.

As now is the tradition each of you made it a great evening for each other. I was hoping for maybe 40-50 runners if the weather was good, we ended up with 75 and a few no shows. Thank you so much for your support. Those of you that brought treats, they were sinfully good!!! The mint brownies, whoever made those... you are my new best friend! Call me!!!

The Nies celebrated the event with three generations of runners. The six of them made it a funny memory. The Swards, coming up from Peru, IN... I believe they ended up with seven runners from their family. I know there were several couples, parent/child combos and good friends that are new and regulars at this event. Emily Krattley, nice to meet after knowing your dad and mom through our events the past few years. The Patches, thank you for your high energy and passion. Chris and Jess, thanks for making the road trip from Madison. Jennifer with her girls, who drove down from Green Bay on a spur of the moment decision. Ryan, thanks for dragging Sam along, was great to finally meet her. Carrie, you owe Megan a beer for holding up the start of the run for you! Just know I am thankful for all of you, and enjoy and appreciate your friendship more than you know.

The evening would not have been nearly as fun and perhaps not even possible if not for a supportive crew... Stephanie, my office manager & trail junkie and her daughter Valerie; Carleen and Don for assisting with timing and finish line; and my wife Tammy for overseeing the food and putting up with me.

Those of you interested in the results...

<http://nebula.wsimg.com/a470e0e99006ced5a9ea7c42cd258ffd?AccessKeyId=1637F603815F145317D9&disposition=0&alloworigin=1>

We did steal some pictures from you... <http://www.xcthrillology.com/schneeflocke.html> If you have additional pictures or videos you would like to share, please email them to: Stephaniez@kenosharunningcompany.com

Our next event (im Schnee festsitzen) is Sunday, January 20th, here the link for more information...

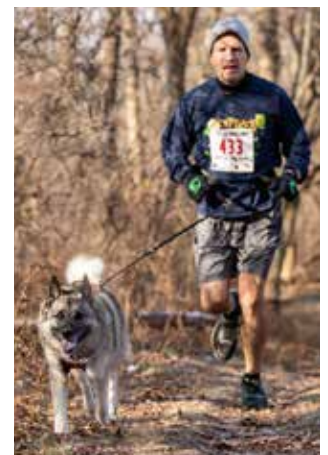
<http://www.xcthrillology.com/im-schnee-festsitzen-trail-run---1-20.html>

If you are interested in signing up for the first four events of 2019, \$25 per event, [click here to register](#). Perhaps you are crazy in love with our events, we have selected Nine events for just \$25 per event, [here is the link for registering](#).

Looking forward to a fun year of running and getting to know all of you better!
Running it is just a way of life, Brian

XC Thrillology event review

A look back...



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

XC Thrillology event review

A look back...



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

Unique virtual event

First-Ever Virtual CaniCross Event...

Ready to sign up for the Cani Cross America?

<https://www.raceentry.com/race-reviews/cani-cross-america>



RACE DESCRIPTION

CaniCross USA is pleased to announce the first-ever Virtual CaniCross Event in the US (to the best of our knowledge) hosted by the Kenosha Running Company. This will be the first of at least three similar events for 2019. It has been exciting to see so many embrace CaniCross and thousands run with their dogs on a regular basis with some having no idea there are actually events that are exclusive to those who run or walk with their dogs.

SPONSORED BY:



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

Although registration indicated that the event will be on January 12th, you may run either January 12th or 13th depending on your schedule or weather conditions. Distance will be completely up to you! We prefer you run on trails, but any location is fine. You will be able to post pictures of your run, including distance, selfies, or any other fun things you wish to highlight from your run on the CaniCross USA Facebook page (<https://www.facebook.com/canicrossusa/>). We will also be posting information and results on our website and in our newsletter.

Once you sign up you will receive a confirmation email from us. We will be mailing out the swag, which is a custom patch and bandana, to the address used for registration. Swag will be mailed on January 3rd and guaranteed to the first 200 registrants. Entries received after January 3rd, delivery of the swag prior to the event is not guaranteed.

FREE entry into an event!!!!



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

When you purchase a pair of regularly-priced trail shoes, you will receive a **FREE Entry** into one of our upcoming events (*excludes the WolfPack Trail Run*)



Promotional products

Stay warm

Be seen

Have the right gear

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

KITCO Fleece Hat

Zenith Smart Running Gloves

Sabotain Speedcross 4

Kahtoola NanoSpikes

Ultra Lone Peak 3.5

Petzl Actik headlamp

Krukkle Lights Original

Krukkle Lights Advanced

Safety first, then fun

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

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

NucClear LightHound Harness

Howling Dog Protector Booties

Horstap Alpha Pro Jacket



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



www.KenoshaRunningCompany.com

Highlighted shoe of the month

361°
ONE DEGREE BEYOND

SPIRE 3

MSRP: \$149.95

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



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



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kenosharunningcompany.com
262-925-0300



Plan your 2019 CaniCross events



Check out CaniCross on 



Check out the new
CaniCross dedicated
newsletter...
[CLICK HERE](#)

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

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

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

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

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

We also have additional dog-friendly events.

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

 <p>Sunday, Jan. 20, 2019 </p>	 <p>Saturday, March 16, 2019 </p>	 <p>Sunday, Sept. 29, 2019 </p>	 <p>Saturday, Nov. 23, 2019 </p>
 <p>Sunday, Feb. 17, 2019 </p>	 <p>Sunday, April 7, 2019 </p>	 <p>Sunday, Oct. 20, 2019 </p>	 <p>Saturday, Dec. 7, 2019 </p>

Beyond our physical fitness

New Year's Financial Resolutions



By: Tim Barthel

The New Year is upon us and you know what that means. New Year's resolutions are being made to make our lives better! That also means that the gym will be crowded until at least the third week of January. Hang in there your favorite treadmill will be available for you to use sooner than you think. Resolutions to get in shape are hard to keep and so are resolutions to improve our financial fitness. It takes work to keep your body at top performance and it takes preparation & concentration to set and keep your financial goals. In an effort to get you off to a good start in 2019 here are some suggestions to help you on the road to keeping your financial fitness resolutions.

Resolution 1 – Recover From that Holiday Spending Hangover

It is easy for holiday spending to get out of hand. There are lots of people to buy presents for, fun trips to go on, and all of those holiday parties with cash bars. The dollars add up quick. So what can you do to get over that spending hangover? The first thing to do is determine what your goal is for getting over the spending hangover and write it down.

Did you rack up a bunch of credit card debt? Did you spend all of your savings? Did you follow the advice of some car companies and make that big car purchase as a gift? No matter what your money situation, you need to take the time to reflect on what you have done and where you want to be. Take time to set your goal. The next thing you need to do is decide on your plan. If it is credit card debt you want to payoff commit to paying more than the minimum balance. Take a hard look at your monthly spending to see what you can cut out. Use that extra money to pay your debt. Finally, once you have achieved your goal celebrate. Maybe not with a huge party but tell your friends how you did it and give a round of high fives. You could also buy yourself a small treat. That way you do not go back into debt but still can feel good about what you have accomplished.

Resolution 2 - Save for the End of the Year

One great way to have a better spending season at the end of this year is to plan ahead to save. You have most of your receipts from this year so take a look at them to see where you spent your money. Ask yourself, "Am I going to spend like this again this year?" Follow these easy steps to get your savings done. First set up a budget for spending this year end. Setting your budget is easy; if you spent \$1,000 this past season you know you will need at least that much this upcoming season. Next, calculate how much you will need to save and how frequently you plan on saving. If your goal is to set aside \$1,000 and you want to save up monthly do the math. It is January right now, so there are 11 months until spending season starts. Divide the \$1,000 by 11 and you will get \$90 needed to be saved each month ($\$1,000/11=\90). Finally, open a separate savings account for your savings. If the money is out of sight it is out of mind so you will be less likely to spend it. Many financial institutions still offer Holiday club accounts in which you cannot touch the money without a penalty prior to November (I know Southern Lakes Credit Union offers this type of account). If you save to spend you will be able to enjoy your spending so much more at the end of this year.

Resolution 3 – Save for the Future

This is probably the most difficult thing to do because there is always something to spend your money on. To be successful you need to make this easy for yourself. If you are at a job where you have a 401(k) or similar retirement plan, you can have money deducted right away from your paycheck. You never see the money so it is very hard to miss it and a lot of times this money is deducted on a pre-tax basis so it makes your savings larger. Start small with \$5.00 a paycheck and then whenever you receive a raise add to the amount that you are having deducted. If you do not have this as an option but your pay is direct deposited into your account there are two strategies you can use. The first strategy is the easy one, talk to your financial institution about setting up and automatic transfer into a savings account whenever your direct deposit happens. Again start small, if it is never in your checking account it is that much easier to save. The second strategy is to have all of your paycheck deposited into your savings account. Then transfer into your checking account only what you think you will need to spend. This strategy really makes you think about your spending and helps you develop a budget.

Resolutions are difficult to keep. If they were easy, we would all be skinny and rich. The difficulty of a resolution makes it that much sweeter when you keep it. Take some time to reset your money goals this year. I know you will be successful if you give it your maximum effort.

Have a Happy New Year!

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.



Special offers



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

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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 anytime or call 262-925-0300.



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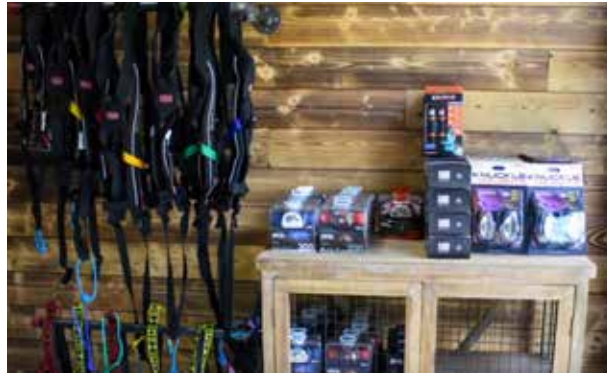
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- String Bag\$8.00
- Large Red Duffel Bag..... \$20.00
- Frisbee\$3.00
- HooRag.....\$8.00
- Stainless Steel Water Bottle.....\$8.00
- Hats..... \$15.00
- Beach Towel \$15.00
- Gloves.....\$5.00
- Stadium Blanket \$20.00
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-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

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Hybrid CONCEPT





2019 TRAIL & PARADE RUNNING & WALKING SERIES

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

 <p>Sunday, Jan. 20, 2019</p>	 <p>Saturday, June 8, 2019</p>	 <p>Saturday, July 27, 2019</p>	 <p>Saturday, Nov. 23, 2019</p>
 <p>Sunday, Feb. 17, 2019</p>	 <p>Sunday, June 30, 2019</p>	 <p>Saturday, Aug. 10, 2019</p>	 <p>Saturday, Dec. 7, 2019</p>
 <p>Saturday, March 16, 2019</p>	 <p>Thursday, July 4, 2019</p>	 <p>Sunday, Sept. 29, 2019</p>	<p>☯ Bristol Woods County Park, Bristol, WI</p> <p>☾ Lake Geneva Canopy Tours, Lake Geneva, WI</p> <p>✈ Bong State Recreation Area, Kansasville, WI</p>
 <p>Sunday, April 7, 2019</p>	 <p>Saturday, July 27, 2019</p>	 <p>Sunday, Oct. 20, 2019</p>	<p>⌚ Petrifying Springs Park, Kenosha, WI</p> <p>💧 UW-Parkside XC Course, Kenosha, WI</p> <p>👍 Silver Lake Park, Salem Lakes, WI</p>