



www.XCThrillology.com



**Kenosha Running Company**

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

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

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

Issue #45 • December 2018



**REGISTER**

# Hateya Trail Run

**Saturday, Dec. 8**

Lake Geneva Canopy Tours

Lake Geneva, WI



## Event alerts

- **Hateya Trail Run**  
December 8 – Kenosha, WI
- **Schneeflocke Trail Adventure**  
December 29 – Bristol, WI
- **S-NO-W Fun Run**  
January 5 – Lake Geneva, WI
- **Virtual CaniCross Event**  
January 12 or 13 –  
location of your choice
- **im Schnee festsitzen**  
January 19 – Bristol, WI
- **Boreas Trail Adventure**  
February 17 – Bristol, WI
- **Hills Are Alive**  
March 16 – Lake Geneva, WI
- **Coureurs de bois Trail Run & Relay**  
June 8 – Kenosha, WI

## Early Merry Christmas Everyone...

Just when I thought things could not get any busier, well they just did! A few of these things I have been working on for awhile, and others are opportunities that I needed to trust my heart to make a great choice.

I am crazy excited to announce we will be hosting the first event Special Olympics Wisconsin State Cross Country Meet on Saturday, July 27th. The same day as the [Hilloopy 100+ Relay](#) and [Hot Hilly Hairy](#) events. I first became involved with SO in May of this year and knew I could do more. They have mandates of sorts; **1. To get the community more involved in other events, to be more inclusive.** **2. To stay fit all year long, called SO FIT.** This cross country event will be open to everyone and we will have three distances; 800m, 1,600m and 5,000 meters. More details on this event and how you can get involved will be highlighted in future newsletters and [FB posts](#). If you would like to help with this event in the early stages, please reach out to me.

Evil Smiley Veteran's Day Run, created/organized/hosted by Jerad Bane for the past six years has passed the torch to us. It is with a humble and thankful heart that we accept this opportunity to honor and recognize our military families. More details in this newsletter.

2019, is the year I am looking to get my trail shoes dirty and bounce around the Midwest running some trail events I do not host! So if you are interested in joining me for a trail road tour starting in January, let me know.

I am also looking for a local guitar coach, I have wanted to learn to play the guitar for 10 years, time to start taking it serious!!!

Hoping to see many of you at the [Hateya Trail Run & CaniCross](#) on December... we have a great new location for this one!

Running it is just a way of life,  
Brian

# Our next XCThrillogy event



## Hateya Tail Run

Saturday, December 8, 2018

**NEW LOCATION!!**

Lake Geneva Canopy Tours  
Lake Geneva, WI

**Register Today!!**

**The weather outside may be frightful,  
but running on the trails is always DELIGHTFUL!**

**NEW LOCATION!!!**

The XC Thrillogy Hateya Trail Run/ Walk will take you on an adventure through the trails in the Lake Geneva Canopy Adventure Park. This new to us venue will provide some single track fun that will definitely keep you on your toes. With a new venue, there are always new distances. Runners and Walkers can enjoy the crunch beneath their feet (leaves or snow) for 3.5 or 6.5 miles, while runners can also enjoy 9.5 miles on the trails. CaniCross Athletes can choose between 3.5 or 6.5 miles. The finish of the XCThrillogy Hateya Trail Run is a time where everyone can sit around a bonfire and enjoy the great food, drinks, and the BEST company.

**This event is part of our 2018-2019 CaniCross series.**

XCThrillogy is offering RUNSURANCE on this event. If for any reason you are unable to attend the Hateya Trail Run, you can defer your entry to the next year's event, run a similar priced event, or get 80% of your entry fee refunded. If you are interested, please select RUNSURANCE yes during the registration process.

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

For questions about this or any of the XCThrillogy Events, please email the race director at [briant@kenosharunningcompany.com](mailto:briant@kenosharunningcompany.com)



**Sneak peak at our  
2018 traditional...  
Hateya  
Christmas  
Ornament**

Guaranteed to the 1st 120 runners.  
Register today to assure you get yours.

Feel free to come visit us at  
Kenosha Running Company  
1706 - 22nd Ave., Kenosha  
(your new running specialty destination)  
the day before the Hateya event to  
pick up your bib and packet!  
(from 11 a.m. to 7 p.m.)

Stop in, pick up your bib/packet and perhaps one or  
two things you may need for your next day's adventure!

# Upcoming XCThrillology event

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## Schneeflocke Trail Adventure

Saturday, Dec. 29, 2018

5:30 p.m.

Bristol Woods Park  
Pringle Nature Center  
Bristol, WI

Register Today!!



**GRAB YOUR HAND WARMERS & TOE WARMERS  
TOO BECAUSE THE DECEMBER 29, 2018  
NIGHT TRAIL EVENT AT BRISTOL WOODS PARK  
HAS SOMETHING YOU WILL NOT WANT TO MISS!!!**

The quiet of night, the crunch of snow, the glow of the bonfire and promise of hot chocolate (with out without schnapps) will be all the incentive you need to complete the three mile walk/run or the 6 mile run on the snow covered trails (hopefully).

Once you are done with your run, plan on staying and toasting the New Year in early with your trail friends and family around a bonfire. Warm up with some festive food and drinks and bundle up again for some sledding or a snowman making. It is up to you.

THIS EVENT IS DOG FRIENDLY.  
HEADLAMPS OR KNUCKLE LIGHTS ARE REQUIRED.

**Click here for our new  
Running/Walking/Canicross  
2019 Schedule!**

Special, exciting announcement

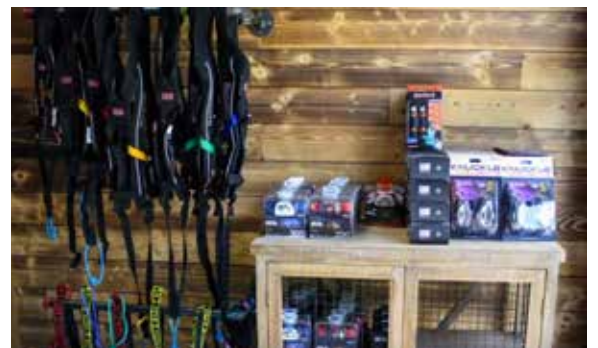
**Stop in and check us out!!!**

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



# Upcoming XC Thrillology events

## im Schnee festsitzen

### Trail Run

Saturday, Jan. 19, 2019  
Bristol Woods Park  
Pringle Nature Center  
Bristol, WI

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



## Boreas Trail Adventure

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

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

## Hills Are Alive Trail Run/Walk

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



# XC Thrillology upcoming event special

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**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: HILL2019 during signup to receive 25% off.**

Offer good through 12/28/18.

# Announcement...

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Dear Evil Smiley Running and Veterans Day Event Supporters,

It is with a heavy heart that I am informing all of you that I will no longer be hosting, directing, or participating in our annual event. Evil Smiley Running has had a great run from 2013 to present and donating over a total of \$50,000 in proceeds to the Wounded Warrior Project and Team Red White and Blue which could not have been done without your support. Thank you for all that you have done for our organization and the charities that we have supported.

There is good news though. After speaking with Brian Thomas of the Kenosha Running Company, his organization has decided to continue the annual tradition and take over the event. We are confident the Kenosha Running Company will provide you with a great event you will love.

Thank you for everything.

--

Jerad Bane  
President and Founder, Evil Smiley Running Inc.  
[evilsmileyrunning.org](http://evilsmileyrunning.org) -- 262-496-2724



Hello Evil Smiley Running "Runners",

I am excited to take the hand-off from Jerad and continue the mission he has started. Six years is a long time to be managing and hosting an event for the love it, a huge thank you to Jerad for his commitment to our Military.

Some of you may be familiar with the Kenosha Running Company and the XCThrilllogy trail events. We have been developing, managing and hosting events in Kenosha County since 2014 and now have "15" events planned for 2019.

We share a similar passion as Jerad for our military heroes. All of our trail events are free to veterans, active duty, reserves and spouses. Visit [www.XCThrilllogy.com](http://www.XCThrilllogy.com) to learn more about our events and you can find us and like us on Facebook at <https://www.facebook.com/KenoshaRunningCompany/>. We also have the only Run Specialty & CaniCross location in SE WI ([www.KenoshaRunningCompany.com](http://www.KenoshaRunningCompany.com)). For those that like to run or walk with your dogs, we have specific events just for you, please visit [www.traildogrunners.com](http://www.traildogrunners.com).

Briefly let me describe how this event will evolve in 2019. There will be a new location, the distances could possibly change, and there will be two distances. We will host a post-event celebration with food, drinks, etc. We will start the event with a twenty-one gun salute and read off the names of those veterans or active duty that have passed away in the past year (names will be provided by you), and these are only a few of the things we have in mind. We are open to your thoughts and ideas, so please give it some thought... this is your event, I am only here to organize and invite. If you would like to become involved at some level in planning and preparation, please reach out.

It is with a thankful heart that we will continue to carry the torch.

--

My best, Brian Thomas  
262-925-0300 -- [www.KenoshaRunningCompany.com](http://www.KenoshaRunningCompany.com)

# Kenosha Running Company exciting events

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# **HUMP DAY**

## **Running & Walking Groups**

**Wednesday Evenings at 6:00 p.m.**

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

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

We will start with a short warm-up and then head out on the bike path. Once done, you are welcome to hang out, socialize and enjoy a bonfire to warm up to.



# Upcoming area events



## **S-NO-W Fun Run** **40th John Jantz Memorial 5-mile race** **Saturday, January 5, 2019 at 2:30 p.m.**

- 8:00 AM – Online race registration closes. (Reminder; this event is online registration only.)  
12:30 PM – Bib pickup opens at the Forum Convention Center Room. Non-runners can purchase wristbands starting at this time.  
2:30 PM – 5 mile race starts just outside the Forum Room. (Start and finish are in same area this year.)  
3:00 PM or by the time you finish running – Food, drinks, awards, music, fun. (yep, the party gets underway).

Join us for the best party race of the season! This five-mile event, hosted by Racine Area Running Club, held at the luxurious four-diamond Grand Geneva Resort & Spa, is the

perfect weekend getaway for you and your running pals! The competition is stiff, the awards numerous, and the party rocks!

- Course: 5 mile out and back on country roads and around the resort.
- The 2019 post race party theme is a costume party.
- Location: Grand Geneva Resort & Spa, Forum Convention Center, 7036 Grand Geneva Way, Lake Geneva, WI 53147
- Entry Fee: Online registration only: \$37.00 each, (plus online processing fee added at checkout). Non-runners can join the party for \$25.00 each by purchasing a wristband at the door (no online or advance purchase option for non-runners). Non-runners are not eligible for door prizes.

**REGISTER for the event TODAY!!**

**Want a chance to WIN a FREE Entry!!**

Join in the fun at the Registration Party on Wednesday, Dec. 5th at Kenosha Running Company, 1706 - 22nd Avenue, Kenosha.

**S-NO-W Fun Run**  
**REGISTRATION PARTY**  
**Wednesday, Dec. 5th | 6-9 p.m.**

**Kenosha**  
**RUNNING COMPANY**  
Trail • Ultra • Road • CaniCross - Specialists Since 2014

**Location:**  
**Kenosha Running Company**  
**1706 - 22nd Avenue, Kenosha**  
**www.kenosharunningcompany.com**  
**262-925-0300**

**FREE ENTRY to**  
**S-NO-W Fun Run**  
**with any regularly priced**  
**shoe purchase at KRC**

-- Beer / Soda  
-- Pizza  
-- Store Specials  
-- Meet Joel Lammers, race director

For more info about the  
S-NO-W Fun Run...  
<http://racinearearunningclub.org/>

**S-NO-W Fun Run**  
**Jan. 5, 2019 | 2:30 pm**  
**Grand Geneva Resort & Spa**  
**Lake Geneva, WI**

**Co-sponsored by: Racine Area Running Club**

## Upcoming area events

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# ANNUAL TOY DRIVE

DONATE A NEW TOY AND RECEIVE YOUR COMPLIMENTARY  
NEW PATIENT EXAM AND CONSULTATION THROUGH  
THE MONTH OF DECEMBER!

**262-924-8690**

10715 75TH STREET, KENOSHA, WI 53142



# XC Thrillology event review

## Wolf Pack and Trail Dog Distance Classic were welcomed with a touch of winter!

The third edition of the Wolfpack Trail Run and second running to the Trail Dog Distance Classic were also welcomed with some muddy trails, unrelenting hills, great trail stories, amazing people, and even better looking pups! I am not exactly sure where to start to share all of the stories of the day... but let me start with that each of you inspire me to find the energy and time to bring our events to life. So a huge heartfelt thank you to our veteran XCThrillology runners and to those that embraced the trails and our event for the first time.

Special thank you to my wife, Tammy, who took care of feeding all of you and tearing things down at the end of the day... Stephanie (my office manager & more) for all she does to make this a great event...Kenny (Carthage student, former XC runner I coached & long-time p-t employee) for timing & lap counting... Mary Baker who volunteered and assisted with timing & lap counting. Yes, only those four and myself made everything happen that day.

To those that embraced 132 of the amazing hills and in process finished 50 miles... Ed Wolf, Garret Lloyd, Tim Van Hoof and Joan Landry... congratulations on overcoming the mental and physical challenges of the day, conditions and the distance thrown at you.

There are so many little side stories and encounters that filled the day... let me share a few.

- Ryan Murray - longest run ever! Very cool in less than one year has gone from no running to finishing 13.5 miles of Bong.
- Mary Wetterstrand alertly finding Scott Falk's wallet on the trails!!! Scott you owe her dinner!!!
- Mike Thomas, all the way from Toronto for the second time this year to run in a little Canicross.
- Dan Bobock, racing 5-½ hrs to make the 2:30 start time for Canicross & beating his wife Ailena Baum there (she had a 10 minute drive!!)
- Aaron Wolfe and Canicross partner Floyd, return to the trails after Floyd recovered from a leg injury. Good to see you both.

Yes there are plenty of more stories, lots of hugs, and new friends made.

Thank you again for coming and making it a great event for each other. I organize, invite and welcome you... each of you do the rest to make it special for each other.

Running it is just a way of life. Brian

## 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*)



# XC Thrillology event review

A look back...



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

## Special promotion



## Don't Miss This RED HOT 30% OFF DEAL!

Cold weather makes me think of hot summer days!!!! We are kicking off our first taste of winter with a unique discount for each of the following races all to be held on July 27th, 2019. We are limiting the number of entries per distance at the 30% discount to "TEN"..... So give it some thought and pick the distance that challenges you and then be one of the first "TEN" to sign up. Make sure to reference the correct discount code.

### Discount CODES (in red):

- 18 Hour Death March -- **18hr2019**
- 100K -- **100K2019**
- 85K -- **85K2019**
- 65K The Dragon Dare -- **65K2019**
- 50K -- **50K2019**

When registering, enter the above red code for the event of your choice to receive 30% off your entry fee.

**REGISTER TODAY!!!**

# 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.

## Shoe review

### Running in high tops?

by: Allison Renaud

Hi, I'm Ally, a sales associate at the new Kenosha Running Company store. Last month and earlier this month I test "drove" the Altra (zero drop) Women's 3.5 Mid mesh. I ran in them "as is" other than, I took out the lame insert and inserted an over-the-counter orthotic insole.

10-26-18

9A, 2.5 miles, Illinois Beach State Park, Northpoint. Trails were dry, and a mixture of crushed limestone and grass. Felt a distinct grip of the shoe on the trail surface, I also ran 1/4 mile on the beach in wet sand, shoes performed well. One complaint, I had to stop and retie my shoes?!

11-07-18

230P, 4 miles, Parkside Cross Country Course. Started with the big long hill, grass was very soggy, felt a good grip going up the hill. Argh, I had to retie my shoes at top of hill. Shoes slipped in the real muddy areas, but gripped well on the rocky packed dirt portions of the trail. At 3.5 mile mark, the tongue on my left shoe shifted and the eyelet grommet started rubbing on my inside ankle bone.

11-11-18

230P, 4.5 miles, KRC trail event out at Bong State Park, first real workout for these new shoes!! Trail conditions "bad">> standing water, muddy muck mud (yes thats a condition :) and some dry grassy spots. Rainy October and snow melt were the contributing causes. Shoes quickly caked up with mud, because of this I basically felt unsure of my footing through out the 4.5 mile loop. The high top feature of this shoe came into play, I felt stability in my ankles when I was slipping and sliding in the mud.

OVERALL RATING: Very comfortable shoe for sure, I would give them a B rating.



## XC Thrilllogy 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.

## Promotional products

**Stay warm**

KRCo Fleece Hat

Zensah Smart Running Gloves

**Be seen**

Petzel Actik headlamp

Knuckle Lights Original

Knuckle Lights Advanced

**Have the right gear**

Salomon Speedcross 4

Kahtoola NanoSpikes

Altra Lone Peak 3.5

**Kenosha RUNNING COMPANY**  
Trail • Ultra • Road • CaniCross – Specialists Since 2014  
1706 22nd Ave, Kenosha, WI 262-925-0300

**Safety first, then fun**

**Kenosha RUNNING COMPANY**  
Trail • Ultra • Road • CaniCross – Specialists Since 2014  
1706 22nd Ave, Kenosha WI 262-925-0300

NoxGear LightHound Harness

Nonstop Alpha Pro Jacket

Howling Dog Protector Booties

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

# Special offerings



**the 9 in 2019**  
THRILLOGY

Great Christmas gift for yourself or that special runner in your life... **ONLY \$225**

we have packaged 9 of our events together for a full year of running excitement and adventure.

- 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/xcthrillogys-nine-in-2019>



**SPECIAL!**  
**Winter 4**  
**Trail Running**

- Hateya Trail Run
- Schneeflocke Trail Adventure
- im Schnee festsitzen Trail Run
- Boreas Trail Adventure

**SAVE \$\$\$... only \$25 each**  
when you sign up for all four.

These events include  as well.

REGISTER AT:  
<https://www.raceentry.com/race-reviews/winters-4-trail-running>  
**(262) 925-0300**

# 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.



**NEW!**

**Mens**



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




**Womens**





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



# Plan your 2018-2019 CaniCross events



Check out CaniCross on 



Check out the new CaniCross dedicated newsletter...

[CLICK HERE](#)

We are in our third year of hosting CaniXC events and we are loving it! CaniCross 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, 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.

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><b>Saturday</b>  <b>January 19, 2019</b>  <b>Bristol Woods County Park</b>  <b>Bristol, WI</b></p>	<p><b>Boreas Trail Adventure CaniCross</b></p> <p><b>Sunday</b>  <b>February 17, 2019</b>  <b>Bristol Woods County Park</b>  <b>Bristol, WI</b></p>	<p><b>Hills Are Alive Trail CaniCross</b></p> <p><b>Saturday</b>  <b>March 16, 2019</b>  <b>Lake Geneva Canopy Tours</b>  <b>Lake Geneva, WI</b></p>
<div style="display: flex; align-items: center;">  <div> <p><b>Sunday, April 7, 2019</b>  <b>Bong State Recreation Area, Kansasville, WI</b></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><b>This event is open to all abilities and walkers.</b></p> <p>The course offers wide trails, challenging hills and great scenic views of this hill-n-dale course.</p> </div>  </div>		
<p><b>Pike River Trail CaniCross</b></p> <p><b>Sunday</b>  <b>September 29, 2019</b>  <b>Petrifying Springs Park</b>  <b>Kenosha, WI</b></p>	 <p><b>Trail Dog Distance Classic</b></p> <p><b>Sun., Oct. 20, 2019</b>  <b>Bong State Recreation Area</b>  <b>Kansasville, WI</b></p>	<p><b>Hateya Trail CaniCross</b></p> <p><b>Saturday, Dec. 8, 2018</b>  <b>10:15 a.m. (3.5m &amp; 7m)</b>  <b>Lake Geneva Canopy Tours</b>  <b>Lake Geneva, WI</b></p>

# Beyond our physical fitness

## Holiday Shopping Guide

By: Tim Barthel

I hope everyone enjoyed Shelly's article last month. She is an expert mortgage lender so I highly recommend talking with her if you have any mortgage questions, she can be reached at 262-694-1600 x 604 or [mfloreani@southernlakescu.net](mailto:mfloreani@southernlakescu.net). Before I share some holiday shopping tips I am sure you are all wondering how my run went in Vegas. Well, it was truly an amazing run. It is one of the few times a year when they close the Vegas strip so I highly recommend the Rock n Roll Vegas if you have the opportunity. I was about three week behind in my training schedule so it was a slower run than I would have liked but I finished and they gave me a medal so I must have won :)

With the holiday season upon us I know a lot of shopping is going to be done so I thought I would share some tips to help you succeed in your holiday spending.

### Tip 1 – Have a Shopping Plan

Shopping this time of year can get easily out of hand. You end up coming home with all of your shopping bags and think "What have I done!!"

That is why it is very important to have a shopping plan before you hit the stores. There is no need to map out each store and have a million coupons clipped, keep your plan simple. Write down who you want to buy presents for (yourself included). Review the ads and specials to see who may have the items you want to purchase. Set a spending budget for each person so you do not overspend. Having this plan written out will help you stay on task while enjoying your shopping trips.

### Tip 2 – Take Time to Think About the Big Ticket Purchases

Now that you have your plan together and written out, you probably have some higher priced items in mind. With the frenzy of holiday "deals" it can be easy to pull the trigger on an expensive item without really comparing prices or making sure you can afford the purchase. A good portion of the "deals" stores will have on higher priced items will look to good to be true, sometimes they are. Be sure to look at all of the features on the higher priced items. Ask yourself questions like; Is it last year's model so you will not receive all of the latest updates? Is it a lesser model that looks like the better model? Is it just a flashier version of a current model to get you to buy it? When making a big ticket purchase the best rule of thumb is for every \$100 an item costs you should spend 8 to 12 hours thinking about your purchase decision. So if a TV costs \$200 you should take 24 hours to think about that purchase to make sure it is really what you want and something you can really afford.

### Tip 3 – Avoid Special Credit Deals

Everywhere you shop this holiday season there will be special financing deals. Like 0% for 18 months, 10% off your purchase when you qualify for a new store credit card, buy now pay later, etc. A majority of these deals are to encourage you to spend more than you were planning on spending. Because you have your written plan from Tip 1 I am sure you will not fall for this. Think about if it is worthwhile to have a hit on your credit report just to get a new store card that you will never use. The store is counting on you not paying the balance off in full so they earn a little extra on the sale.

The 0% and no payments for 18 months deal is to get you to purchase an expensive item that you did not plan on purchasing. Think about what you will do in 18 months if you have not paid for that purchase in full. You will probably have to pay interest for those 18 months if you do not pay it off in full. If you are going to take advantage of one of these deals be sure to fully understand your payment responsibilities and make sure you can afford the payment. Remember to take some time to think about every big purchase.

Holiday shopping is a lot of fun and there are good deals to be found. Make sure you have your written plan in place so that you can come through the holidays with a balance still remaining in your checking account. I hope everyone had a wonderful Thanksgiving. I wish you a very Merry Christmas. Shop smart to survive the holidays.

*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.

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# XC Thrilllogy product & gear



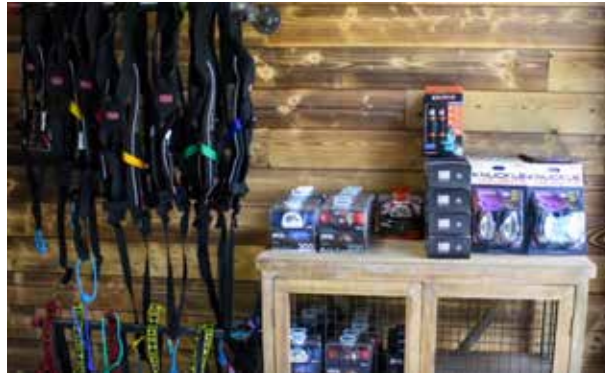
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### XC Thrilllogy Swag for Sale

- 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



Hybrid CONCEPT



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

	 <p><b>Saturday</b> <b>Jan. 19, 2019</b> Bristol Woods County Park Bristol, WI</p>		 <p><b>Sunday</b> <b>Feb. 17, 2019</b> Bristol Woods County Park Bristol, WI</p>
	 <p><b>Saturday</b> <b>Mar. 16, 2019</b> Lake Geneva Canopy Tours Lake Geneva, WI</p>		 <p><b>Saturday</b> <b>June 8, 2019</b> Petriying Springs Park Kenosha, WI</p>
	<p><b>Sunday</b> <b>June 30, 2019</b> Kenosha, WI</p>		<p><b>Thursday</b> <b>July 4, 2019</b> Somers Post Office Somers, WI</p>
	<p><b>Saturday</b> <b>July 27, 2019</b> UW-Parkside Cross Country Course Kenosha, WI</p>		<p><b>Saturday</b> <b>July 27, 2019</b> UW-Parkside Cross Country Course Kenosha, WI</p>
	<p><b>Special Olympics State Cross Country Meet</b> UW-Parkside Cross Country Course Kenosha, WI</p>		<p><b>Saturday</b> <b>August 10, 2019</b> Silver Lake County Park Salem Lakes, WI</p>
	 <p><b>Sunday</b> <b>September 29, 2019</b> Location: TBD</p>		 <p><b>Sunday</b> <b>Oct. 20, 2019</b> Richard Bong State Recreation Area Kansasville, WI</p>
	<p><b>Saturday</b> <b>Nov. 23, 2019</b> Lake Geneva Canopy Tours Lake Geneva, WI</p>		 <p><b>Saturday</b> <b>Dec. 8, 2018</b> Lake Geneva Canopy Tours Lake Geneva, WI</p>
	<p><b>Saturday</b> <b>Dec. 29, 2018</b> KD Park Burlington, WI</p>	<p>Check out <b><a href="http://www.XCThrilllogy.com">www.XCThrilllogy.com</a></b> for more details.</p>	