



www.XCThrilllogy.com



Kenosha Running Company

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Issue #35 • March 2018



Hills Are Alive Trail Run/Walk

Sunday

March 11, 2018

10:15 a.m. CaniXC

10:30 a.m. Trail Run/Walk

KD Park Park

Burlington, WI

**HILLS
ARE
ALIVE**
TRAIL RUN/WALK

**REGISTER
TODAY!!**

Event alerts

- **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
- **Operation Finally Home 5K**
Saturday, May 26
Menomonee Falls, 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
- **Kenosha YMCA Firecracker 5K & 10K**
Sunday, July 1 - Kenosha, WI
- **Honoring Somer's Hereos Mile Run (Parade Run)**
Wednesday, July 4 - Somers, WI
- **Fort2Base**
Sunday, Aug. 26 - Chicago, IL

Welcome to March

Tell me... is your first two months of the year off to the start you imagined? I am not that much different than each of you I am guessing, but my year is pretty diversified, many aspects I am on track, yet honestly I am not on the track I imagined in the running department. Perhaps you have a race on your calendar (like I do) and thinking that date is getting closer and my fitness is getting farther away! I also know ten weeks is enough time to get ready for a 50K, I am sharing this only to perhaps inspire those that are off track and to give you a little insight into my craziness!!!

I am very excited to share that our new building and future home of Kenosha Running Company and the XC Thrilllogy Trail & CaniXC Series (see pictures) will be opening soon. I have shared before that this building and location (nontraditional in both regards) is a dream I have had for many years (more than 20).

We are located on the northside of Kenosha on over 2 acres with the bike trail in our backyard. Those Running Ragnar Chicago to Madison we will be waiting for you as we hope



to be opened my mid - May.

We have a great line up of events over the next 30 days: Starting with our first Orienteering event (very entry level) on the campus of UW-Parkside - [Survival is Insufficient](#) on March 4th. The 4th Annual [Hills Are Alive Trail Run & CaniXC](#) on March 11th, with our traditional Corned Beef, Cabbage, Potatoes & Carrots and Trail Swag. The first annual [Midwest Championship CaniXC](#) event on April 8th, this event is open to all abilities and walkers and newbies are equally welcomed.

Thank you so much for your ongoing support of our events. Please feel free to contact me anytime with questions or suggestions for our events or Running and CaniXC Specialty Destination.

Running it is just a way of life, Brian



Product partners...



The next XC Thrillology exciting event

HILLS ARE ALIVE TRAIL RUN/WALK



Hills Are Alive Trail Run/Walk

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

REGISTER TODAY!!!!

DISTANCES:

3 miles, 6 miles, 9 miles and 12 miles.

The 9 mile distance will offer prize money based on age/gender and graded times.

KD Park is the perfect location for the Hills are Alive Trail Run and Walk. This looped course, allows you to enjoy the varied landscapes of this former gravel quarry and 39 acre lake. The beginning of the loop takes you around the lake on wide groomed paths and some picturesque single track. The view is so spectacular that you might be inspired to take a few selfies during your trail adventure! Your circle back is single track through the woods where deer and trail runners play! The trail is well maintained and not highly technical so this course is welcoming, but is also challenging due to the hills.

Once you have completed your loops, you will return to a St. Patrick's celebration with corned beef, cabbage, and carrots and potatoes. Craft beer, soda, and great company make Hills Are Alive Trail Run/Walk the perfect kick start to your spring training!

The 9 mile trail event is a trail race for PRIZE MONEY. It will be age graded. Age grading is a way of putting all race participants on a level playing field, regardless of age or gender. For example a 24 year old male running a 5K event in 30 minutes will have an age graded time of 30 minutes, a 68 year old man running it in 30 minutes would have an age graded time of 22:47, and a 13 year old girl would have an age graded time of 27:45. This unique twist will put a little running fire under everyone's feet as the fastest time may not necessarily win!

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 your CaniCross Events, visit our website, www.traildogrunners.com

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

Yet another upcoming exciting XC Thrillology event



CaniXC Midwest Championship

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



All abilities and walkers are welcome to participate.

REGISTER TODAY!!!!

DISTANCES: 1.75 miles, 3.1 miles and 6.2 miles.

You have been putting in the training. Now is the time to see if the hard work has paid off!

The CaniCross Championships is the culmination of our Winter/Spring CaniCross season. This all day event will be highlighted with several events including a 5.3k and 10.5k morning event and a 1.5 mile afternoon event. Even if you are just dipping your paw into the world of CaniCross, no worries, this CaniCross Exclusive event will give you the opportunity to test your and Rover's fitness against other like-minded, pet loving runners/walkers. Whether you have a distance dog or a sprinter, there is an event for you! After you have competed, plan on staying and enjoy food for both you and your dog and the company of fellow CaniCross athletes!

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 but you are working as a team with Rover. 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. This sport has gained a lot of popularity across Europe and is gaining popularity here in United States and Canada. The only thing required is a dog harness, gangline, and CaniCross belt. To get a better idea of what CaniCross is about watch this video!

CaniCross Championship Events*:

10:30 a.m. -- 5.3k and 10.5k run event 1:00 p.m. -- 1.5 mile run event

**Times and event order subject to change.*

Awards will be determined by size of the dog (under/over 80 lbs) and then broken into female and male open, master, and super master categories (owner). We want this to be a fun experience for both you and your pet so we encourage you to come out and try out this sport. While it can be competitive we just want everyone to have fun, no matter what level you or your pup are.

XCThrillology is offering RUNSURANCE on this event. If for any reason you are unable to attend the CaniCross Championships, 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.

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@kenossharunningcompany.com or call 262-925-0300.





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!

Upcoming XC Thrillology events

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
Limited to 150 runners!!

Registration is now open!! Register today!

Honoring Somer's Heroes Mile Run

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

Register Today!!



Limited to 150 runners!!



Hilloopy 100+ Relay

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

Register Today!!

Upcoming area events

Survival is Insufficient – Orienteering Are you ready to test your navigation skills and fitness?

All abilities of runners & walkers are invited to explore the campus & surrounding grounds for this unique event. The course will start at the UW-Parkside outdoor track and finish in Petrifying Springs Park in Kenosha, WI.

Taking place on March 4th, 2018, with packet pickup and same day sign up starting at 11:00 a.m. and starting times will begin at noon. Survival is Insufficient is a event that combines trail running/walking with orienteering. Everyone will be given a map of the course as they start, with individuals or families or couples leaving every minute. Over the course of this 5K trail run/ walk, you will need to use your map skills to find the checkpoints, then punch your map with the designated punch, answer questions about Station Eleven for bonus points, and cross the finish line. Once finished you can enjoy food and beverages as you await other finishers.

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. In orienteering terms this is considered a short or sprint course. This could be a perfect family event, or for a Cub Scout troop, or anyone who enjoys running or walking with a little fun added!

The Survival is Insufficient event is part of the NEA Big Read program. The NEA Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. More information about UW Parkside's participation in the NEA Big Read program can be found at <https://www.uwp.edu/engage/bigread/>.

Station Eleven book will be available early 2018 for free at the UW-Parkside library and the Kenosha public libraries. Friendly competition is expected. Map skills will be helpful. Reading Station Eleven by Emily St. John Mandel is strongly encouraged (you get bonus points).

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

Registration is only \$17 for students, \$22 for adults, couples \$35, and families of 3 or more \$45. Same day registration available, but advanced registration is strongly encouraged and helpful .

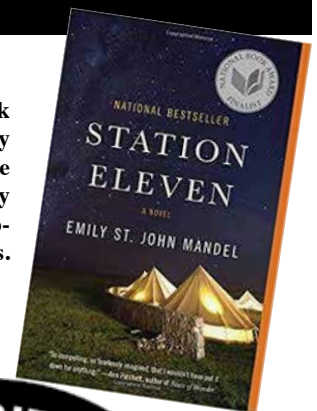
Questions??? Call 262-925-0300 or e-mail briant@kenosharunningcompany.com

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

PLEASE NOTE: this is not a dog friendly event.



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



Upcoming area events

HILLOOPY RELAY

We Want You!!

For our XC Thrilllogy Bandits Hilloopy Team

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

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



Upcoming area events

Kenosha Running Company will be attending this event with our Mobile Running Store!!



**5K REGISTRATION
OPEN NOW!**
Guaranteed T-Shirt &
Early Bird Pricing by April 16

262.248.6211
GenevaLakesYMCA.org/5K

Schedule of Events

Friday, April 27, 6 am - 7:30 pm
Packet Pick up at the YMCA

Saturday, April 28, 8 am
Registration/Check In at YMCA/ Packet Pick up

9 am
5K Run/Walk Begins

9:45 am
Awards Announced

10 am
FREE 1/2 Mile Run for Kids 10 and under



Follow us on Facebook at Geneva Lakes Family YMCA beginning Monday, March 5 for "Weekly Workout" posts to prepare you for this 5K!

Registration Info

Race Starts/Ends
Geneva Lakes Family YMCA
203 S. Wells Street, Lake Geneva, WI

\$30: Run/Walk Participant
Fee includes professional chip timed race, marked course, t-shirt, awards, snacks and goody bag.

\$35 after April 16
(shirt and goody bag are not guaranteed)



Healthy Kids Day

Healthy Kids Day is a YMCA initiative to teach healthy habits for kids and families and encourage physical and mental play. This free, community, family event is immediately after the 5K and includes many activities and informational booths. Watch our Facebook page for updates.

10:30 am—12:30 pm | Follow us: GenevaLakesFamilyYMCA

Contact the Y for GREAT 5K Sponsorship Opportunities | 262.248.6211

Dances With Dirt Gnaw Bone -- Indiana Style!

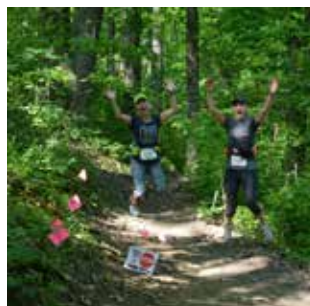
Looking for more trail fun? Look no further than Dances With Dirt Gnaw Bone, an extreme trail run on May 19, 2018 in the wicked hills of Nashville, Indiana. The terrain at Dances With Dirt will bring you shock and awe, from the breathtaking natural beauty of the area to the gnarly single track trails. This insane test of human endurance will leave you knowing you are fully awake, alive and living life in full color! Hit the trails for 10K, Half Marathon, Full Marathon, 50K, 50 Mile or grab your friends to form an extreme relay team. Pair that with sweet swag, a BBQ spread

and some fine brews and you've got the makings of a seriously kick-butt day.

Check out the event:

<http://dwdgnawbone.com/>

Free entry will be given away at the Hills Are Alive on March 11th
Win ANY DISTANCE (excluding relay).



Upcoming area events

Allina Health Trail Mix – April 21

Lake Rebecca Park Reserve, Rockford, Mn

Register before April 16th and save!!

ThreeRiversParks.org/trailmix

Start the season with one of the oldest spring turf trail races in Minnesota. The 50K, 25K, and 12.5K, solo or team races are on a looped course through a landscape of rolling hills, prairies, wetlands and big woods. Race proceeds purchase adapted equipment making outdoor, active lifestyles available for people of all abilities. Volunteers needed.



The poster features a yellow background with a topographic map pattern. At the top, the text 'ALLINA HEALTH TRAIL MIX' is displayed in blue, with a silhouette of runners and trees below it. The race distances '50K • 25K • 12.5K • TEAMS' are listed in blue. A large purple banner on the right side reads 'VOLUNTEERS NEEDED'. A central photograph shows a group of runners on a dirt path. At the bottom, the hashtag '#TRAILMIXMN' is written in large white letters. Below the hashtag, the date 'SATURDAY, APRIL 21, 2018' is shown, followed by details about a post-race celebration with awards, music, food, and craft beer at Lake Rebecca Park Reserve, Rockford, MN. The website 'ThreeRiversParks.org/trailmix' is provided. Logos for Three Rivers Park District and Allina Health are at the bottom right.

ALLINA HEALTH
TRAIL MIX

50K • 25K • 12.5K • TEAMS

VOLUNTEERS NEEDED

#TRAILMIXMN

SATURDAY, APRIL 21, 2018
Post-race celebration with awards,
music, food and craft beer
Lake Rebecca Park Reserve,
Rockford, MN
ThreeRiversParks.org/trailmix

Three Rivers
PARK DISTRICT

Allina Health

Upcoming area events

Time to Get Your Ultra On & Relay Team Together

Saturday, July 28
UW-Parkside National
Cross Country Course
Kenosha, WI



10th Annual Wisconsin Marathon

This Wisconsin Marathon is celebrating our tenth year and we want you to come out and celebrate with us!

Run the marathon, half marathon, or 5K on Saturday, May 5th in beautiful Kenosha. Our course winds through downtown Kenosha, up towards Carthage College, and through parts of Pleasant Prairie. The magnificent views of the lake will inspire you along the way.

When you finish the race, you'll have our popular Big Cheese Medal draped around your neck and will have a chance to enjoy a beer, brat, and some cheese while listening to live music at our Post Race Party!

New for 2018: Race morning packet pick-up will be available!

Register by January 31st and beat the price increase! Use the promo code **XCTHRL10** at checkout for **10% off** any distance.

Come on out and celebrate with the cheesiest runners around!

Register at: www.wisconsinmarathon.com



XC Thrillology event review

A look back...



[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>Watch for our 2019 event Bristol Woods Park Bristol, WI</p>	<p>Boreas Trail Adventure CaniCross</p> <p>Watch for our 2019 event 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 1.75m, 3.1m, 6.2m. We will have open and masters age groups and subcategories based on the weight of the dog.</p> <p>We have awards, provide a great atmosphere, food for two and four legged creatures, beer and soda. This event is open to all abilities and walkers.</p> <p>The course at KD County park offers wide trails, challenging hills and great scenic views of this hill-n-dale course.</p>	
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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

CaniCross, Wait ... What?

Don't worry, until yesterday, I didn't know what it was either!

I run ½ marathons...in fact in the past 5 years I have run 40 of them, in 40 different states...yeah, I'm one of those!!! I was doing some research on running with my dog. I was kind of thinking that I could try to do a ½ a marathon with her...I really should have been looking into this all along.

Ok, it sort of just came to me!!! There is a running store, in Kenosha, Wisconsin, a short distance from where we live that has canine cross country events...essentially, attach yourself to your dog somehow and run a trail run as a team. So that sounds fun, huh? The truth be told, I run with my dog, Trixie, all the time! It is one of her favorite things to do! She can go 10.5 miles, I don't run in the humid or hot weather, because that's just mean, but 10.5 miles is pretty impressive, huh? That's all the water that I can carry for us, we both take a drink every ½ mile...I have it built into my running app to prompt me every ½ mile for sippy time and I taught her to drink out of a sippy bottle. She's a border collie/blue healer, so it is easy to teach her just about anything! That is why I pick this breed. I also taught her left and right, so that when we approach an intersection, I call out “left” or “right” and she makes the turn on her own. She is so smart, during our runs, I'm the dumb one!!!



Sunday, race day arrives and this is one of the easier race day commutes in that it is about 15 minutes from our house and Brian came along as crew, of course. I actually missed the deadline for signup, so I had to get there and sign up and pick up my bib and swag. The people were super nice and at 10:15 we were off to run a 3 mile lap. The race is designed in 3 mile loops with dog and runner running as many or as few as they want. Trixie and I were planning 2 laps. At the beginning a German Shepard broke his leash, so that distracted Trixie (had to say Hi you know), but we buckled down and followed the very well-marked trail. Not only did the trail have caution tape blocking the wrong turn, but it had bright orange arrows painted in the snow for the correct turns.

Our first lap included Trixie pulling harder than she should and me reminding her to “not tug”, the path was largely snow covered, some ice, with lots of uneven terrain...but, Brian bought me trail running shoes, yesterday and they were a lifesaver! Had I not had them to run this race, I would have been on my butt, face, you name it!!!

The first lap went off great and we arrived back at the start where I adjusted my shoes and encouraged my dog to drink. She's so into the sippy cup that she won't drink out of a pan while on the leash anymore (spoiled much)! The second lap began and we were off to repeat on familiar terrain. The first lap done, I used that second lap to work on technique of running on these trail shoes that were a lot grippier (is that a word?). I discovered through trial and error that I need to run further forward on the foot to really access the backward facing chevrons on the sole of the shoe and I also need to take a shorter stride with quicker pull (that's pulling the rear foot off the ground). Once I combined all of this stuff, the running really changed and the second lap was a vast improvement over the first...not necessarily in speed, but certainly in comfort and ease on the runner's body! Now we are getting somewhere! I love a run that has a learning curve; the challenging terrain (hills, turns and unevenness), the surface challenge (bumpy snow and ice covered) and of course new shoes!!! The least challenging part of the whole race was honestly running with Trixie. She is soooo good at this, she always picks the best path (I just follow her, remember, I'm the dumb one) and she keeps enough slack on the line that we aren't tripping. She's awesome and we finished strong! I have no idea what our time was, nor do I care, we just had a great sunny winter run in the woods and got experience and a hat out of it!

Our next Canine Cross Country – March 11th! As you can see from the picture, my dog was tired, but happy!!!

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

"Tales" from the trails

The beginning of my running journey started in 2011...

My roommates at the time had three dogs. Hailey, a sassy four year old Dachshund with the need to bark if the wind was blowing the wrong way. Sugar a four year old Husky who was the princess with a huge attitude and Lexus, a seven year old extremely loyal black and tan German Shepard who led the pack of three. There was no doubt that this pack was tight! Looking to each other for everything they needed and being separated was not something they tolerated. Sadly within six months of that year both Hailey and Lexus had to be put down for unexcepted reasons. We as humans were heartbroken with the loss of two family members in a short period of time but the impact it had on Sugar was devastating.

The once independent princess of the house went into a deep depression. She became a couch potato, stopped eating and ended up back in her kennel during the day because she reverted to tearing things up in the house. Something had to be done to help her through her grieving process and help her come to terms with being the only dog in the house. I decided I would commit to an hour walk (3 miles) every day and see if that would help her out of her slump. After a couple weeks she seemed to be doing a bit better but the hour walks were killing me. I am the kind of girl that always has too much on her plate and can't say no. The next step for me was to speed up the process with a run. We started out with walking and the last ½ mile running and then increasing our running a ½ mile every two weeks.

To my surprise it was just what Sugar needed. She immediately took to running. I should have known with her being a Husky and all. She was working and had a purpose. After a few weeks she was playing with toys and eating all her meals again. It became something we both looked forward to everyday. That's when I gave myself the goal to enter a 5K. Since I was running every day I might as well have something to work toward. I gave myself a few months to prepare because I wanted to run the whole 3 miles without stopping to walk.

July of 2012 was my first official timed 5k and literally fell in love with running the second I crossed the finish line. I wanted Sugar to experience that feeling too. So we signed up for our first of many races together that December in Racine called the Jingle Bell Run. I was a bit nervous to take her because she was not the most social dog and was pretty much afraid of anyone she didn't know. The waiting around to start was the worst for both of us. Everyone wanted to pet her and she hid between my legs shaking the hole time, but, once the starting pistol went off so did Sugar. I mean she took off like lighting! Weaving in and out of people to get to the front of the pack. She was in competition mode. This was a side of her I was not familiar with. Normally she runs right next to me. It was like all her fears of people disappeared and she had one goal and one goal only. TO WIN! I had a hard time keeping up with her and getting her to slow down was not an option. Crossing the finish line with her was a feeling hard for me to explain but I knew this is what she is meant to do. I knew I had found the perfect running partner and would never have to run alone. We even stopped at Public Brewing on the way home to celebrate with a beer. It's become a tradition!

Although I have not lived with Sugar for a few years now I still manage to run with her 5 days a week and she is always sitting in the window waiting for me to pull in. She is the best motivation to lace up my shoes every day and get out there even when I don't want too. She counts on me to be there and I know she is eagerly awaiting my arrival. Her whining, howling and pawing at my leg is a sure sign she is ready to get out there and I am taking to long.



We have even let her 5 year old brother Cracker join our team. Cracker is a white German Shepard with a bit of an aggression problem so the running has really helped manage that and calm him down. We are now a pack of three!

In a way I feel like through this journey Sugar and I have helped each other through some tough things in life with the love of each other and running. She has become a more confident and extremely social dog now and I have found a way to manage some anxiety I have struggled with. The Kenosha running Company and the Canicross Runs have also made it a bit easier for us to explore the joy of running together in a semi competitive setting close to home. She can barely contain herself when I pick her up on race day. She knows where she is going and the car ride is a bit ridiculous to say the least.

Over the last six years she has become the most faithful running buddy I could have asked for. We have found our own way to read each other and communicate when running. The trust between us and the bond we have created is like no other. She has been there to help me train for so many events, pushing me to not give up. Her dedication to me does not go unappreciated. I feel like we both share the same excitement and love for running. Rain, snow or freezing temps. Long run or short I can count on her to be at my side and share a sip of beer together at the finish!

Missy Gray & Sugar

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

"Tales" from the trails

Becoming a Runner - That First Race

By: Susan Miller

Well, as I scanned through my Facebook feed today a request popped up from Kenosha Running Company that seemed to have been written just for me. To summarize it said, running stories wanted in exchange for a free race entry at an upcoming CaniXC event. I checked my calendar it is scheduled on a day I have off!! What a fantastic opportunity!! So a story I will submit.



I will start by introducing myself, my name is Susan and I reside in Oswego, IL. I am a 43 year old married mother to three teenage boys. We share our home with lots of pets, including three dogs. I work as a nurse, I'm a part-time student, and I'm a jogger/runner. When I think back, my running story began with the occasional jog (purely for figure-maintenance purposes) when I was in high-school and of course I was required to run in PE class. It was not something I would look forward to, but as I recall, I was competitive enough that I would make a real effort and would usually finish in the top cluster of kids.

Through college and my early twenties I was physically active and fit, but not into running. After having three kids and moving out of that exhausting sleep-deprived baby rearing stage I went back to school to earn my Master's degree. About midway through my studies one of my instructors emphasized the importance of self-care so I started a small vegetable garden for stress relief, and decided to start exercising for health improvement. Over the previous several years all semblance of structure had left my exercise routine. I decided jogging was what I should be doing. I am fortunate enough to have a lovely one mile loop around an elementary school and its park within sight of my home. It would be perfect. I could take all my kids and our old dog with me, it was free, and I could participate any time I wanted by simply slipping on my shoes (I didn't own any sneakers at the time) and stepping out my front door.



It wasn't perfect. It was hard. I hadn't realized that running a mile, when you have not tried to run that far in well over a decade would be so hard. I physically couldn't do it. Sure I could travel that distance, but to run without stopping for a full mile. It was beyond me. My 33 year old self and my small children needed a plan. I found a couch to 5k training program from a fitness magazine and signed up for a local race as a goal for the end of the summer. We kept at it running and walking and stopping and starting loop after loop around the park. With bribery and threats I cajoled my children into putting in a bit of effort and we made it to race day.

I loaded the kids into the car early in the morning and drove off into the country. I got lost along the way, but made it before the start of the race. It was a point-to-point race on a long straight section of closed country road on a beautiful day. There were fire trucks with flags on display. We were huddled with the runners and the excitement in the air was palpable. The gun went off (I hadn't realized there would be a starting gun!) and my kids were sprinting like the wind. It was glorious for about 5 minutes. Then my 5 year old was done running, but my seven year old and nine year old were still booking it away from me down the road.

I tried to call for them to wait up so we could stay as a group, but they weren't having it. It was race day! I ended up piggy-backing my youngest most of the way through the race. I was worried about my other kids so I hustled along as fast as I could with the extra weight (I did not train for that!). Eventually I found my oldest son happily watching a turtle in a creek alongside the course. We pushed onward together and near the finish line I found my not so happy middle son waiting for us. He was on a high overpass section over a busy highway and he hadn't seen any of us for a good 30-40 minutes. His legs hurt and at this point he was a bit scared. Thankfully, other runners, and the firemen patrolling the course, had been offering him encouragement along the way and telling him what a good job he was doing. I couldn't believe how far he had gotten on his own and was so relieved to find him. I promised the race was almost finished and our little group got going again staying close together to the finish line.

All ended well but I realized that for future races we needed a buddy system. I recruited my parents. Grandma could be a walker for my youngest. Granddad could pair up with my speedster and I would stick with my oldest. The racing bug had bit hard! My parents, ever willing to support my antics, went to multiple local races with me and the kids each year. My children eventually moved into their own sports as they entered Jr. High but they would still jog together around that local park with me and our now two young dogs at least a few times a week. As they got bigger I threw in an annual local 10K into the mix for the older kids and my dad and I to race in. My kids didn't need buddies anymore and often would outrun the adults, but race mornings and a post-race breakfast were still a special time.

After a few years of the annual Thanksgiving 10K I decided I wanted to try and keep running and racing through the winter. I hated how great I felt when running in the fall race to then stop running until spring when that first single mile would become so hard to run again. I was looking for a winter race and came across a listing for a 50k trail race. I thought it was a typo and read on. No it was not a 5K. Yes it was in the woods. I was intrigued. I was an avid hiker and a runner but I had never heard of trail running or ultras. My 39 year-old self found a 50K training plan on the internet and I signed up for the Earth Day 50k in Crystal Lake, IL. A new chapter of running had begun and I have kept at it ever since.

Now I'm 43 and still looking for new running adventures and goals. I run with my kids when our schedules mesh and they want to join me. A highlight from 2017 was summer running with my now 16 year old middle son. We trained together some, did a fun run around Lake Geneva, and camped and raced together in the Rock Cut Trail HOB0 series (he beat me in the 10K & 25K and fished while I did the 50K). CaniXC events are something I just learned about in the last couple of months and are on my list for something new to try in 2018! We currently have three dogs who win the prize for being my most enthusiastic running partners. Skye is an Irish Wolfhound who loves to sprint, but isn't fond of long-distances. Rommel is a Dachshund who loves a good fast few miles, but does not like the cold or wet. Gretta is my roly-poly Labrador Retriever who is always ready for some long-slow miles, but who really needs to lose a few pounds so her joints aren't so sore post-run. My vet recently emphasized that he really wants Gretta to lose weight so as we welcome spring the dog-jog portion of my running routine needs to increase this year. My other running goals for 2018 are to start signing up as a volunteer at some races (I've got one on the calendar so far!), to be a little bit faster (always a goal) and dare I say it...to run a 100miler. My family, work, school, and running life are a tricky thing to balance. I thought I found the perfect race for a hundred-miler, but I just got a family wedding invite in the mail, so more planning is needed. Take care and enjoy your miles! ~Susan Miller

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

Programs

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.



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.

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.



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

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

Specialties



Hot Yoga, Kenosha

Come join the one and only hot yoga studio in downtown Kenosha! The studio is heated from 95-105 degrees at 40% humidity with air purification. There are several classes to enjoy which include inferno pilates, hot26, and our vinyasa flow. Come increase flexibility, circulation, strength, endurance, balance, and detoxify your whole body.

Benefits of Hot Yoga Include:

- Improves Concentration
- Improves Balance
- Promotes Relaxation
- Improves Cardiovascular Health
- Helps Weight Reduction
- Strengthen Immune System
- Lubricates Joints
- Reduces Stress
- Improves Heart Function
- Improves Circulation
- Improves Posture
- Develops Muscle Tone
- Improves Breathing
- Increases Energy & Stamina
- Detoxification
- Better Focus & Discipline
- Relieves Chronic Pain
- Radiant Glowing Skin
- Improves Nervous System
- Aids Injury Recovery & Regenerates Scar Tissue



More specifically runners and athletes can benefit from hot yoga in many ways:

TEMPERATURE

The temperature in hot yoga raises your heart rate, which can make the workout more strenuous. If you decided to run on a hot summer day after incorporating hot yoga into your practice you won't feel nearly as warm.

BREATH

Next, we focus on breathing in class. Since inhaling and exhaling lead your movement, we work on breathing techniques to help fuel your body, practice, and increase lung capacity. This can help you get through a difficult stretch of miles.

YOUR FEET

Now the feet! For runners your feet are obviously important. We work on strengthening your feet and this will make them more stable to land on when you're running.

LISTENING TO YOUR BODY

Injury prevention is vital for runners and athletes.

Runners and athletes tend to push through injuries. It is important to listen to your body, and practicing hot yoga forces you to listen to your body. It is a perfect way to "check up" on your limbs, joints, and muscles to make sure everything is ok.

Hot yoga helps your body as a whole. It works every single muscle, joint, ligament, and cell in your entire body from head to toe. Every runner and athlete should incorporate hot yoga into their exercise routine to help build strength, endurance, flexibility, and help prevent injury.

Check out our full schedule on Facebook at **Hot Yoga Kenosha!** Check in on mindbody. Bring a mat and 2 towels, one large towel to place over your mat and an additional towel to use for sweating. Also, try to come on an empty stomach and make sure your hydrated. Bring a large water. **Mention "Thrilllogy" to receive \$5 off your first drop in rate or 10% off your first package!!**

611 56th Street
Suite 201
Downtown Kenosha
217-220-4120

Beat the Winter Blues with these Great Classes
Classes held in 95 to 105 degree room

Inferno Hot Pilates (60 Minutes)	Vinyasa Flow (75 Minutes)	Hot 26 (60 & 90 Minutes)
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2018 PRICING

• \$15 Drop in Class	• \$120 Monthly Unlimited
• \$53 4 - Class Card	• \$330 3 Month Unlimited
• \$115 10 - Class Card	

To Signup:
217-220-4120
hotyogakenosha@gmail.com
or use the app:
MINDBODY.

020818

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. Available in our [online store](#) and on Sunday, Feb. 18th at the [Boreas Trail Adventure & CaniXC](#).

Kahtoola Nanospikes

<https://www.kenosharunningcompanystore.com/accessories>

Kahtoola Microspikes

<https://www.kenosharunningcompanystore.com/accessories>



Highlighted running shoes



MERAKI!!

Available in wide.

COLOR - Diva Pink/Tart. **WEIGHT** - 8.5 oz each. **DROP** - 9mm

Our latest high mileage neutral running shoe great for everyday training. Powered by soft and responsive QU!KFOAM™ cushioning delivers long lasting shock absorption and guidance. Seamless vamp and Fitz-Rite midfoot support holds the foot securely yet comfortably. Full ground contact outsole for a more natural ride.

- Seamless engineered mesh vamp
- Externally the Fitz-Rite midfoot utilizes a distinct overlay pattern to hold the foot secure.
- Pressure Free Tongue designed to provide comfort and avoid irritation
- QU!K Flex forefoot engineering provides for a natural and balanced toe off and enhances ground contact for better acceleration.
- Powered by QU!KFOAM and QDP System

NEUTRON!!

A daily driver with the heart of a Ferrari–this is the Neutron. A dual-density EVA midsole with a six-millimeter drop allow you to rack up the miles in comfort. A lugged sole and just enough toe protection give you the freedom to push the pace on rocky, uneven terrain and make it home with happy feet. Breathable mesh and synthetic uppers keep your feet cool in summer, while resisting wear in high-abrasion areas. At just 9.7 ounces, this is a race-inspired, but training-worthy trail shoe.

- Upper: Synthetic Leather & Polyester mesh
- Lining: Polyester
- Insole: H-EVA Plate
- Midsole: Compression Molded EVA
- Sole: Vibram Genetic
- Last: TRN
- Sizes: 39 - 47, 48(half sizes)
- Weight: 275g; 9.7oz (1/2 pair size 42)
- Product Code: 33035/350



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 fit 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/



store proudly offering...



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 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-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

2019
Bristol Woods Park
Bristol, WI



caniX EVENT

2019
Bristol Woods Park
Bristol, WI




caniX EVENT

Sunday
March 11, 2018
KD Park
Burlington, WI



DOG friendly

Sunday
June 3, 2018
Petifying 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
Petifying 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
Petifying Springs Park
Kenosha, WI



DOG friendly

Saturday
Dec. 29, 2018
KD Park
Burlington, WI