

Coaches' Corner

A Chat With Coach Mark

By now, most of you have met Mark Kotarski, M.Ed., CES, the friendly and helpful staff member who has worked at The Running Place for the past year. In addition to being a valued store employee, Mark is also an accomplished athlete who has competed in several marathons and Iron-distance triathlons (e.g., Ironman), most recently Beach2Battleship in Wilmington, NC on October 20. Mark also owns his own coaching company, Kotarski Endurance Training (www.ketfitness.com). He has coached endurance athletes for numerous events and enjoys helping people to meet their fitness goals, whether that goal is a 5k or an Iron-distance triathlon. We asked Mark to talk to us about why and how he coaches, and to give readers some tips for staying motivated to run outdoors throughout the winter.

WHEN DID YOU BEGIN COACHING, AND WHAT MADE YOU START?

I had my first taste of coaching during my college internship in 1985. I was working in a corporate fitness center and was approached by two athletes seeking advice: a cyclist who was training for a cycling track race, and a runner who was training for a 5-mile race in Philly. Working with those athletes planted the seed in my mind that I would enjoy coaching on a full-time basis. So, after many years of informally coaching family and friends to run half marathons and marathons, I attended a USA Triathlon coaching clinic and became a certified coach in 2008.

WHAT IS YOUR COACHING PHILOSOPHY?

I believe that athletic training is a balance between performance improvement and injury prevention. An athlete's training plan should include not only training in the sport on which they are focusing, but information on nutrition and mental preparation as well. I like to combine scientific research and personal experience when designing training plans.

WHAT ARE THE ATHLETIC EVENTS YOU ARE PROUDEST OF HAVING COMPETED IN YOURSELF, AND WHY?

There are many, and they range from a 10k when I started out too fast and suffered for 5 miles to my most recent Iron-distance triathlon that I completed in less than 12 hours (a personal best!). Whether a race goes badly or well, I see it as a learning experience that I can transfer into training tips for my athletes.

YOU'VE WORKED AT THE RUNNING PLACE FOR ABOUT 1 YEAR. WHAT DO YOU ENJOY MOST ABOUT WORKING AT THE STORE?

The people! The customers I meet are wonderful, and I enjoy the level of energy my fellow staff members bring to the store and the many ideas that we share.

DURING THE COLD AND DARK OF WINTER, MANY RUNNERS (NEWBIE AND VETERAN ALIKE) FIND EXCUSES TO SKIP OUTDOOR RUNS. WHAT ARE SOME SUGGESTIONS YOU HAVE FOR RUNNERS TO KEEP THEIR WINTER TRAINING CONSISTENT, AND MAYBE EVEN TO ACTUALLY ENJOY RUNNING IN COLD WEATHER?

This can be a challenge, but I can suggest a few things to make that first step outside a little more inspiring. The most difficult part of winter training is usually taking that first step out the door.

1. Bite the bullet and purchase some winter apparel. The fabrics being used today for cold weather running apparel are amazing. Many people find that with the right clothing, they need fewer layers to stay warm and are more comfortable running outside.
2. Cover your face and hands when the temperatures really drop. It will be more comfy and you can shed the gloves, etc. during your run if necessary.
3. Place running clothes in the dryer for a few minutes to warm them up before venturing outdoors.
4. Consider buying a GPS watch to make running outdoors more interesting. These devices can provide you with training data that you can then download onto a website for analysis of your workouts. As you measure your progress through the winter, you'll be motivated to continue those outdoor runs.
5. Register for a winter race. Thanksgiving Day and Jingle Bell races are always fun. In addition, many running clubs and stores have winter series 5k's throughout the winter to keep you motivated.
6. Log your runs by using a website such as trainingpeaks.com or a log book. Many studies have shown there is a greater success rate in following an exercise program if you keep a log of some kind.
7. Keep making goals for races and other fitness-related areas such as weight management and healthy eating habits. These goals naturally align with your running and will keep you motivated to get outside throughout the winter.

Stay motivated!

Run with a group or enter a winter race:
Join our Monday Night Fun Run from
The Running Place every Monday
all through the winter.

The run starts promptly at 6:45 PM.

All levels welcome.

Be safe, please wear reflective gear.

Plan to run a low-key race or two this winter – the
5k Pickle Runs are held the third Saturday of January,
February, and March
at Ridley Creek State Park.

For more info, visit runtheday.com

Calendar Alert – check our website for training seminars at the store throughout the winter months.

Holiday Gift Guide

WINTER TOOL CHEST

The Farmer's Almanac predicts a colder than normal winter, and the idea of exercising outdoors in cold temps can be downright daunting. However, by adding some tools to your winter gear tool chest, you can stay warm and safe and keep yourself motivated to tackle whatever Old Man Winter may bring your way. These ideas also make great holiday gifts!

TOOLS TO KEEP YOU WARM

A **Jacket** serves as an outer layer of protection against the elements, locking out wind and repelling precipitation. There are many great styles to choose from, including ASICS' wind and waterproof Storm Shelter Jacket, or Sugoi's Versa Jacket which easily converts from a jacket to a vest if you really heat up while on the go.

Winter Pants come in many varieties, including loose fitting and tight, followed by warm, warmer, and warmest. If you tend to get really cold, take a look at the Sugoi MidZero or SubZero tights that feature a fleece-like brushed lining. Sporthill's 3SP pants are made from a knit material that provides great insulation; these pants are also windproof for you true cold bloods. Brooks' Spartan II pant for men is loose-fitting and great for outdoor use in the cool temps, but versatile enough to be worn if you're working out in the gym. For the ladies who've grown fond of running skirts for spring and summer, check out the winter version: running skirts with built-in tights.

Mizuno's Breath Thermo fabric is almost magically warming. As the material wicks moisture from your skin, that body moisture is converted to heat: the result is a warm and toasty you!

Mizuno incorporates this revolutionary thermal material into winter clothing, hats, gloves, and arm warmers. A staff favorite is the Breath Thermo Plus Mock Turtle Neck.

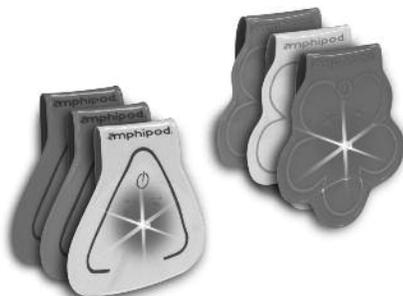


'E-FRIENDLY' GLOVES

E-Tip gloves from The North Face, TrailHeads, and Saucony enable you to work a touch screen phone without removing your gloves. Keep your fingers comfy while texting your friends to tell them how far you've walked.

TOOLS TO HELP YOU SEE AND BE SEEN

If you are hitting the street in the early morning or evening these days, it is hard to see and be seen. Make sure you have the necessary tools to stay safe, such as reflective vests, arm and ankle



bands, blinking lights, and headlamps.

We love these new attachable **Vizlet™ Flashing LED** reflectors from Amphipod. They attach by magnets to your gear and increase your visibility during nighttime walks or runs. Also, check out our new TRP clip-on lights and Saucony USB-rechargeable clip lights.

TOOLS TO KEEP YOU ON TARGET

Ever wonder how fast you are running or how far you have gone? There are tools, simple and advanced, that can give you this information while you are running. The Running Place carries several GPS (Global Positioning Satellite) watches from Garmin and Timex:

Get into GPS training with the affordable **Timex Marathon GPS** (\$99) watch for runners and walkers who simply want to see their speed and distance on a wristwatch during their workout. Timex introduced this watch early in 2012 (highlighted in our summer newsletter) and this fall they have added a new pink color option.



The NEW **Garmin Forerunner 10** is the smallest, simplest GPS watch Garmin produces, and it is also their least expensive, retailing for \$129.99. The watch's two screens display two customizable fields with four field choices of Time, Distance, Current Pace, or Calories. It allows for a run/walk alert if you wish to do intervals and also features a long battery life: up to 5 weeks in watch mode and up to 5 hours in GPS

mode. It stores your personal records (PRs) of fastest mile, 5k, longest run, and so on.

Forerunner 10 color options: black, pink, and green.

Garmin's Forerunner 610 is the ultimate training watch. The 610 supports customizable data screens and advanced data plans.

It features a touchscreen interface to easily toggle between data fields; plus, workout planning, Virtual Partner, NEW Virtual Racer, heart rate based Training Effect and vibration alerts.



SPECIAL OFFER – 25% off Garmin FR 610 with Heart Rate Monitor Nov. 23-Dec. 3 while supplies last.



The **GYMBOSS** is a small, easy to use, repeating interval timer. For example, if you want to walk three minutes and run one minute for 10 cycles, the Gymboss will alert you (beep or vibrate) at each change and at the end of the workout. The Gymboss can be clipped onto clothing or held in the hand since it is very light.

The **Accusplit** pedometer is a goal tracking pedometer with steps, distance, calories, and activity time. It is often used in research studies where accuracy is essential.



A BIG BOOK & BOOK SIGNING

The **Runner's World Big Book of Marathon and Half-Marathon Training** was written (in part) by local runner Jen Van Allen who is also a Special Projects Editor for Runner's World magazine. The book offers winning strategies, inspiring stories, and training tools. Jen will sign copies on Thursday, December 13 at the store from 6:30-8:00 pm. Stop by for a signed book and to chat with Jen. Refreshments will be served.

Gift Certificates

*available on our website
www.therunningplace.com
using PayPal 24/7,
or
call us to process during business hours.*

Socks: Buy 3, Get 1 Free

*from Thorlo, Wrightsock, and Feetures!
Here's your chance to stock up on your favorite socks or share a pair with a friend!
Sock specials run through December 31, 2012.*

Shop with us on Small Business Saturday - Nov. 24th

Between Black Friday and Cyber Monday sits Small Business Saturday®, a day dedicated to helping small businesses and their communities.

We at The Running Place are proud to take part in Small Business Saturday this year and we want to encourage you to Shop Small® with us on November 24th.



On Small Business Saturday receive a holiday ornament or running/walking car magnet with any purchase if you mention Small Business Saturday, and be entered into a Free Raffle for a Pair of Shoes.



Thank you for supporting Small Business Saturday 2012!

We would like to optimize our communication with you and need your feedback to let us know how you prefer to get information. We will continue to send this newsletter out by U.S. mail, but we will also post each newsletter on our website. If you prefer, you can sign up to receive the monthly e-mail and then link to our website to read or print this newsletter. To change your preferences, please email us at therunningplace@gmail.com. Also, "like" us on **facebook** to get ongoing updates.

**Super Sunday
December 2nd
Store Open 11 am to 4 pm**

10 am - Fun Run/Walk Prediction Style with 3- or 5-mile options! Predict your finish time for your distance and win a prize if your actual time is closest to your predicted one. A pair of shoes is the Grand Prize; a TRP shirt and TRP winter hat round out the winning prizes.

11am – 12 pm - Coaches' Corner - Coach Mark Kotarski, M.Ed., CES, will offer one-on-one consultations to answer your training questions. Mark has expertise in using the GARMIN GPS watches and the Training Peaks website. You can book a time slot with Mark or just stop in and chat with him. For a time slot, send an e-mail to therunningplace@gmail.com.

11 am – 4 pm - Hourly Raffles & Special Sales

**Extended Holiday Hours
New in 2012**

**OPEN EVERY SUNDAY IN
DECEMBER from 11 am to 4 pm**

**Monday, 12/17 to Saturday, 12/22:
10 am – 8 pm**

Sunday, 12/23: 11 am – 4 pm

Monday, 12/24: 9 am – 3 pm

The Running Place

*3548 West Chester Pike
Newtown Square, PA 19073*



Address Service Requested

Winter Savings

\$10.00 Off Any Purchase*

Celebrate Winter With Our Gift To You!

**Present this coupon with your purchase of \$25.00 or higher.
Cannot be combined with other coupons or special offers. May be used on sale items. Prior sales excluded. Expires 12/31/12.*

**610-353-8826 • www.therunningplace.com
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