

## Inspiring Passion for the Sport

JoAnn Meyer began her career as a runner in the seventh grade, when she was enrolled in the after school cross country program by her mother. Little did she know at the time, but her interest in the sport would eventually blossom into a full-fledged business, centered on the importance of taking the first step towards achieving one's fitness goals. She continued running up until her senior year of high school, before going on to West Virginia University, where she became a member of the rowing team. This athletic background helped to contribute to JoAnn's success when she decided to begin work in the field of personal training and later when she went on to become a running coach.

If asked to guess for what purpose a business established under the name "Hope4Future" was created, many would assume it was a charity, or an organization formed to raise awareness for a particular cause. In a way, this assessment is true. JoAnn's goal is to encourage others to take the first step towards living a healthier lifestyle. She brings to light the importance of being consistent in all aspects of training, and in setting goals to make legitimate progress.

The idea came about when JoAnn was having dinner with a friend and remarked that she would be interested in learning how to cook. Her friend reciprocated by stating that she would love to learn how to run. Like many successful entrepreneurs before her, JoAnn recognized a need, one that was especially prevalent among those who hadn't had the same experience participating in school sports. She began holding a beginner running group in addition to her work as a personal trainer.

Since then her program has taken off as she has trained over one hundred people to run more effectively. The core of her group features mostly women and some men between the ages of 35 and 50, although she has had participants as young as 22 and as old as 72. The group dynamic serves to motivate its members and builds lasting bonds of friendship. People are more likely to form good habits if they know that the group is waiting for them to start a run, and the social aspect makes exercise less of a chore.

Graduates of the program have gone on to participate in a number of races, including 5k's, half marathons, and marathons. Yet all seem to have one thing in common: an inspired passion for the sport of running with the commitment to stay in shape. Sue Chupein, a former member of the beginners running group, believes that her involvement has helped to "reshape" her in more than just a physical sense. "Running has become a large part of who I am and surrounded me with an entire world of

like-minded individuals" she says. Sue Cras expresses similar sentiments, as she remarks "I have formed lasting friendships with several women who I continue to run with weekly, and have since completed several half marathons and my first full marathon this past November."

Although the success stories yielded by the program are countless, one prime example is the experience of Susan Allen. As a full time working mom she struggled to find opportunities to exercise on her own. She decided to join the group and within two years she had completed her first half marathon, as well as a number of

smaller races. "Without JoAnn's program and the group setting I would not be committed to a running routine" she says. Susan describes JoAnn's support as being instrumental to her success, a belief also held by fellow member Nancy VanTrieste who claims that "(JoAnn) had much more confidence in my running potential than I did."

Just last year JoAnn, Becky Goldszal (from her running group) and another friend participated in the Marine Corps Marathon. The event held special significance for JoAnn who had recently lost her father, a former Marine. The race showed the transcendent quality of running, as not only a sport, but an avenue to both motivate and commemorate. The discipline and hard work required to complete a marathon bleeds into all aspects of life, leading to both success and fulfillment. For JoAnn, that success is contagious, as she continues to inspire others and provide Hope 4 the Future.

John Bucaccio, college intern



*JoAnn (on left) shown with some of her participants*



# Brooks Pure Project Has Arrived

Each year we look forward to the shoe updates from Brooks, after all they are currently the top-selling brand at run specialty stores across the country. This year, we are especially interested in their new, much anticipated minimalist line known as the Pure Project.

First the shoe updates. **The Trance 11** is a perfect option for people who need a supportive shoe but also like maximum cushioning and shock absorption along with a tailored deluxe ride. The full length DNA cushioning, which adapts to your every stride by reacting to forces of impact, has not changed.

What's new is the full length 3D Caterpillar Crash Pad along the outside of the shoe. These 'little feet' act as tiny extensions of your foot, adapting independently as each contacts the ground all the way through push-off. In addition, the "tuned midsole" gives a pitch perfect udometer (firmness) for the person wearing the shoe. For example, all women's sizes have a cushion material with the softest durometer, while men's sizes through 10.5 are slightly firmer and men's sizes 11 and above are the firmest.

**The Ravenna 3** hits the sweet spot for a large number of runners for its ability to bridge the gap between neutral and support. This shoe is built on a new last that will fit more foot types. Anatomical DNA cushioning provides that Brooks custom ride, and the base of the shoe has Flextra technology, which offers optimal stiffness during the propulsion phase, and enhanced Omega Flex Grooves for more flexibility. The Running Place carries the women's Ravenna 3.

**The Brooks Pure Project** introduces us to their new, lightweight minimalist shoes. To explain how these shoes may fit into your running program think of the difference between "Float and Feel." "Float" is the plush cushioning and protective

support that has been your go-to shoe for many years. It wants you to disconnect, glide above the path, and cruise on the run.



Feel is the new shoe on the block. Its low-profile is sleek, lightweight and flexible. 'Feel' challenges you to connect to the ground, hug turns, and get in touch with your surroundings. The shoes are different and you choose based on whether you want to experience one ride versus another for each run.

The two core "feel" shoes are the **Pure Flow** (for neutral runners) and the **Pure Cadence** (for stability shoe wearers).

Here's a summary of the technologies in both of these shoes.

1. **Anatomical Fit** - the shoe's shape contours the foot to provide true support and a glove-like feel.
2. **Ideal Heel** - encourages contact points to shift forward, which aligns the joints and creates optimal energy return.
3. **Toe Flex** - split toe enhances forefoot flexibility and independently empowers the big toe to engage in your natural stability.
4. **Nav Band** - the elastic band wraps over the instep and gives a comfortable, assured fit regardless of foot shape.
5. **BioMogo DNA** - a homogenous blend of BioMogo (midsole foam) and DNA (the adaptable cushioning inside) found in Brooks traditional shoes but blended together here, offers great cushioning in a very minimal package.

Come over and take the new Trance, Ravenna or Pure Project shoes for a spin - they are sure to impress!



## Spring Apparel Is In!



Another spring season is here and with it comes a renewed love for the run. Training during the winter months may have been tough at times, but the first run outside in shorts leaves you quickly forgetting any past hardships. The Brooks design team has created some functional and fashion-forward fitness pieces sure to bring more joy to your spring running, as well as being perfect for those errands before or after your workout.

The Infiniti track jacket brings a sporty feminine style with top-of-the-line performance. It features a soft, wicking tricot fabric with windproof, water resistant ripstop front panels. You will stay warm on those chilly spring days, and be ready when April showers arrive. Pair the jacket with the Spartan II pant (men and women), which adds a modern cut to the classic track pant. It's available in both petite and long lengths.

Some of today's fabrics can actually regulate your body temperature. In the springtime, this enables you to avoid overdressing and as temperature rise it will help keep you cool. The Brooks HVAC fabric contains odor-fighting X-Static, The Sliver Fiber. The short-sleeve HVAC top also offers UV protection of 40+.

Look for the Brooks Run Happy equilibrium tops featuring super-soft fabric that feels like cotton but performs as you would expect for a wicking fabric. We've added our store logo, along with special pricing, just for our loyal customers...like you!

# Get Ready to Run with a Dynamic Warm-Up

In 2007, USA Track and Field released a study suggesting no difference between groups that stretched or did not stretch prior to their running routines in the occurrence of injuries. However, it did conclude that if you had chronic injuries, were overweight or were increasing your mileage there was benefit achieved from static stretching. The study looked at static stretching where you place your muscle in a lengthened position for a specific amount of time, in this case 30-60 seconds. If you are trying to stay injury free, there is another option to the traditional warm-up widely used in the physical therapy world, known as a dynamic warm-up.

The dynamic warm-up or PEP (Prevent Injury & Enhance Performance) program was originally designed for soccer players in the late 1990s by the Santa Monica Sports Medicine Foundation.

A dynamic warm-up has now come to the forefront in multiple sports. It has been shown specifically in the running research literature to improve sprint and distance performance in improved race times, as well as heightened energy efficiency.

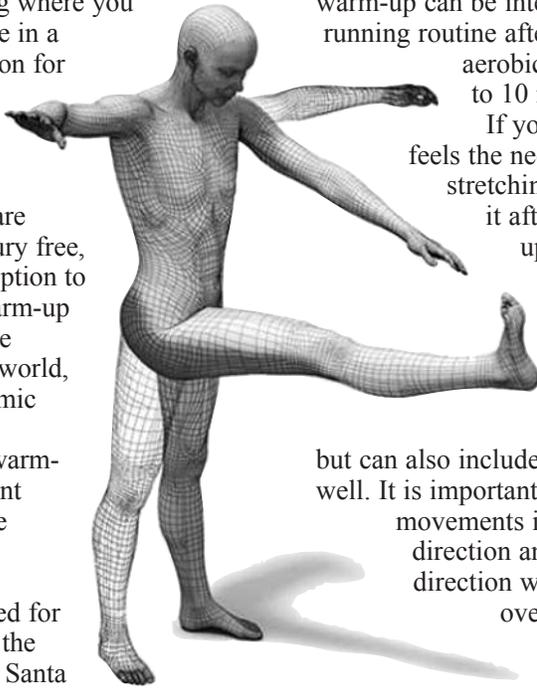


Illustration by Emily Cooper, NYT, 2008

So what does a dynamic warm up contain? The most important clarification is that dynamic warm-up is using active ranges of motion in sport specific movements that improves pre-activity flexibility. Does it matter if you are already “flexible”? NO. This is “Priming the pump” for your specific exercise, such as running. Dynamic warm-up can be integrated into your running routine after a low to moderate aerobic warm-up of about 5 to 10 minutes.

If you are someone who feels the need to include static stretching in your routine, do it after your brief warm up. Then break into a dynamic warm up routine for 5-10 minutes which will include movements for your legs mostly, but can also include trunk and arms as well. It is important to perform

movements in forward/backward direction and in the lateral direction which is often overlooked by most runners. Anyone performing speed workouts needs to include some form of

plyometric before running. If you are an average runner, it is a good idea to do at least low impact plyometric two times per week with your regular strengthening routines to help prevent injury, especially in your hamstrings and calves.

Here are some suggestions to include in your dynamic warm up. Each exercise can be performed for 30-60 seconds at a time. Of course, start slowly and use caution if you feel discomfort.

- **Shuttle runs:** 20-30 ft performed forward, lateral and backward
- **Agilities:** Carioca/grapevine, skipping, figure 8 jogs, walking lunges, butt kicks and high knees
- **Walking stretches:** Hip gates- with knee at hip height turn leg out to the side or across your body while walking; Toy soldier- kick leg with knee straight up to touch opposite hand on arm outstretched in front of you
- **Spiderman crawl:** in hands and knees position, bring one foot up to shoulder height into lunging position and then alternate legs
- **Plyometrics:** Double leg and single leg jumping such as jump rope, drop jumps off

To help with correct form and to clarify the exercises refer to this link (<http://smsmf.org/pep-program>) or go to the Runner’s World webpage (<http://runnersworld.com>) and search “Dynamic Warm-up” for video demonstrations.

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## Super Sunday Fun Run, Brooks Sports & Chi Running

*Come join us on Sunday, February 26th for a day of fun & fitness!*

**10:00 AM** - Fun Run of either 3- or 5-miles followed by breakfast goodies from Great Harvest Bread Company.

**11:15 AM** - Free Chi Running and Chi Walking information session presented by Marisa Leva. Chi Walk/Run combines the principles and focus of T'ai Chi with running and walking to lower impact and make running and walking safer and more fun! But, you don't need to know T'ai Chi to enjoy the benefits of Chi Running and Chi Walking. Marisa is a Certified Chi Running and Chi Walking Instructor. She also has 28 years experience working in healthcare and wellness as an Occupational Therapist and Certified Hand Therapist.

**11 AM - 4 PM** - Store Open with Brooks shoe reps on hand with giveaways and shoe advice. HOURLY RAFFLES - no purchase necessary to enter! SHOP SUPER SUNDAY SALES!

## Beginner Running Class

Our annual Beginner Running Class will start  
Monday, 3/26.

The 8-week program leads to  
achievement of a 5k distance (3.1 miles).

The class is open to anyone wanting to  
start a running program who has  
already worked up to a basic level of fitness.

Cost is \$50 and includes a GymBoss timer.  
Visit our website for registration information.

## Spring Happenings

Check our website for more details and updates  
about upcoming events.

Wednesday, 3/14 - Moving Comfort Fit Fest

Saturday, 3/32 - Tyler Arboretum 10k Trail Run

Wednesday, 4/11 - Brooks Men's Night

Wednesday, 4/25 - Brooks Ladies' Night

## The Running Place

3548 West Chester Pike  
Newtown Square, PA 19073



Address Service Requested

# Spring 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 discounts. Prior sales excluded. Expires 3/31/12.*

[www.therunningplace.com](http://www.therunningplace.com)

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