



The Phidippides Encino Messenger

We know running and walking... Get to know us!

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HIGHLIGHTS

- Spring is here and so are all the new clothes!
- We mourn the loss of Ernie Van Leuwen and Liz Duncan
- Training Tips from Jeff Waldberg, RPT
- Coach Pat Connelly's Clinic on July 14!

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Summer is here and so are great new clothes !

Summer has arrived, and with it a whole new assortment of great looking clothing, with a great palette of colors and some exciting new fabrications. Brooks debuted their HVAC (heating, ventilation and air conditioning) fabrics last year, but this spring's line up of HVAC short and tops is even better. The fabric is incredibly light, dries more rapidly than anything we have ever seen, and utilizes X-Static silver threads for heat distribution and bacteria control. The clothing sports higher end pricing, but after running in the gear the last two winters and now this spring, we can tell you it *really* works.

For the women there are several new bra styles available now from both **Champion** and **Moving Comfort**. Once again, new fabrications and construction are

improving comfort and support. And for those who waited patiently for the **Fiona** bra to be back in stock



Moving Comfort is now shipping again.

Balega International has introduced several new sock styles, as well. My personal favorite is the new **X-Terra** quarter sock. While ostensibly a "trail" sock, the X-terra features all the things that have made Balega the leader in comfort in the sock world—seamless toes, deep Y heel pock-

ets, incredibly soft wicking fabrics. Then they have added more elastane in the mid-foot for a snuggler more secure feel and a padded welt around the ankle bone that serves two functions—keeping the dirt out and protecting your ankle if you are like me and you kick yourself as you run (masochist). The X-terra is priced at \$10, and it runs a bit large, so you may size down.

The **Doctor Specified** sock line from Balega is aimed at the diabetic market, but several of the socks have great application for running, offering the same materials and basic construction as the Balega running line, but with a more relaxed non-binding top which many runners prefer.

So come on in and get yourself geared up for summer training.

We are saddened by the losses of...

The running community mourns the loss of **Ernie Van Leuwen**, who passed away recently just a short time after his 92nd birthday. Ernie has been a legend and inspiration to thousands of runners across the entire country. His enthusiasm, his involvement in promoting fitness and his deep love for the environment will be missed. We here at Phidippides enjoyed seeing Ernie on a regular basis when he would come in for

his running gear.

We were also shocked and saddened by the loss of **Liz Duncan**, our Brooks in house sales rep, who was struck and killed by a car while she and a friend waited on the sidewalk at a red light while on their way to a track workout. Liz was young, vivacious, deeply committed to running and very active in Athletes in Action, a group dedicated to building character, relation-

ships and hope in our youth through sport. Brooks has established the **Liz Duncan Memorial Scholarship Fund** which will allow young athletes to attend AIA summer training programs. Anyone may contribute to the fund by mailing contributions to:

Liz Duncan Memorial Fund
Brooks Sports
19910 North Creek Parkway
Suite 200
Bothell, WA 98011

The Amazing Running Shoe

Sharpen Up with Coach Pat Connelly Sat July 14 8:00 am

Coach Pat Connelly will be doing a special running clinic at the store. Coach will be covering topics like:

Why run?

Get more from running
Form and technique
Transmission gears
Nutrition
Setting goals
Racing strategy
Added new components to your training

And you'll get:

Personal Form Analysis
Handouts
Autographed copy of Pat's book
A private evaluation for personal training

Price for all this- \$50
Call for reservations

Free Fun Runs from the Store

Run With "The Moose"
Tuesday thru Friday evenings—at 6:30 pm from the store. Come join Craig, the Moose, Chambers for great fun runs. Perfect for beginners, too!



Running shoe companies are constantly introducing new models. Sometimes the models are simply cosmetic updates of existing shoes. Lately, however, we are seeing the introduction of models with radically different midsole and cushioning technologies coming from almost every manufacturer.

Shoe design and construction has been an interest of mine for many years, and being involved with CSUN's exercise physiology department lecturing on shoe technology has kept me and Phidippides up to date on what's going on with new shoes.

Shoe designers face a daunting task in balancing the desirable and the undesirable features of materials and construction techniques used in the building of running shoes. Shoes should be as light and flexible as possible, but at the same time, a shoe should not break down and deform prematurely. Although what constitutes "premature" is somewhat of a matter of opinion, runners have grown to expect somewhere between 300 and 600 useful running miles on a shoe, with heavier runners or runners with severe biomechanical challenges getting at the lower end of the range, and those who are God's gift to mankind getting at the higher end of the range.

If you are an overpronator, your foot exerts tremendous pressure on the medial side of the shoe and both the upper and the midsole will break

down sooner than on a neutral runner. Manufacturers *could* resolve those breakdown issues by making the shoes from a much stiffer, harder material that would resist such breakdown. However, shoes made in this fashion would be heavier, less well cushioned and much stiffer which would present its own entirely *new* set of problems.

So... enter technological inventiveness. Running shoe companies spend large sums trying to come up with materials that won't compress with age, that provide optimal cushioning, that won't deform with torsional flexing, that are not subject to performance degradation at either higher or lower temperatures and altitudes. Witness Nike Air, Saucony Grid, Asics Gel, Brooks Hydroflow, Adids Adiprene, New Balance Abzorb, Etonic Stable Air—all technologies designed to make shoes ride better, protect more and do so with minimum addition of weight. Pretty unbelievable, isn't it?

Those of us who have been running for 30 years can *really* appreciate just how far running shoes have come and just how much farther they can carry us over more injury free comfortable miles. Shoes I drag out of my closet that date back only 10 years and put on for old times' sake make me wonder how I ever ran in them at all!

So, what's new now? Well, let's start off with Brooks' new midsole material called MoGo now in the Trance 6, the Glycerin 5, the Adrenaline 7 and the Beast and Ariel. Brooks is very tight lipped about the makeup of this mid-

sole material, except to say that they have spent 4 years in the labs developing it, that it holds its cushioning and stability properties *much* longer than previous materials, that its performance over wide temperature and altitude variations is stellar and that the waste from production is minimal making it more environmentally friendly. Our experience with the material confirms this to be the case. Customers are *very* pleased with the extended durability and comfort.

Saucony is phasing in a new cushioning add on unit called Pro-Grid in the new Omni, Hurricane and Triumph. Pro-Grid is a polymer add-on cushioning unit that replaces the traditional hard plastic Grid unit used in Saucony shoes for years. The unit has a very plush ride and seems to be holding up very well, as expected. Customer reaction has been very favorable to the new feel in the Pro-Grid unit shoes.

Asics introduced Sol-Lyte a little over a year ago. It is s new midsole material, like Brooks' MoGo that offers lighter weight, better cushioning and longer life than previous midsoles. The first shoes with Sol-Lyte seemed too soft to us, but with the introduction of the GT-2120 and the Kayan 13, we are not seeing that this is an issue and reaction to the ride in the shoes has been very quite positive.

So, come on in and try on the latest and greatest and benefit from all that technology has to offer!

Training Tips From the Experts

Tearing Down & Building UP

When we run our muscles, bones, cartilage, ligaments and other structures undergo some normal wear and tear due to the stresses (although they are good stresses) of running. These tissues need time to repair and rebuild, especially for new runners, before they are ready

to run again. There is a balance between the break down and build up process that may take a day or more. Consider this when training. Many times you will run better and stay mc injury free when a cross training day rest day is placed between runs.

This issue's training tip comes from Jeff Waldberg, PT,MOMT. Many of you have met Jeff at one of the injury screening clinics he has been providing here at the store for the last 15 years or so. Jeff is an accomplished athlete in his own right, as well.

You may visit his web site at www.orthopropt.com.

New Product Review

Brooks Adrenaline 7



The Adrenaline series has been a tried and true performer in the stability category for many years. Each model seems to just get better. The new Adrenaline 7 represents a quantum leap forward in midsole technology with their new **MoGo** midsole. MoGo is lighter, softer and much longer lasting with a more resilient feel better performance over a wide range of temperatures. The Adrenaline continues to offer the moderate overpronator a great deal of control in a light, great riding package. The upper is one of the most comfortable uppers on the market, with lots of mesh and very minimal stays. With three widths in men's and women's models (although the Adrenaline 7 is running wider than the Adrenaline 6) there are LOTS of feet that find a comfortable home in the Adrenaline. Priced at \$95, the Adrenaline is clearly one of the top shoes on the market.

Brooks Beast/Ariel



The Beast (men's) and Ariel (women's) have long been regarded as some of the best motion control shoes ever built. Now, take those shoes and add in the lighter, softer MUCH longer lasting **MoGo** midsole and you have a clear winner in the stability category. Reaction to

these shoes, particularly on the women's side, where the older versions felt too stiff, have been very positive. The shoes offer the same stability as before, but with a much more cushioned, smoother ride over far more miles. Price stays the same at \$120.

Asics GT-2120



The GT-2000 series has been around for a long time with a great ride, width offerings and great support for the moderate overpronator. The new GT-2120 sports Asics' new **Sol-Lyte** midsole offering lighter weight, better and longer lasting cushioning. Our sense of the shoe after using it is that the ride is softer than the competing **MoGo** midsole from Brooks, but perhaps not as long lasting. Narrower feet will be disappointed in that the shoe is running a touch wider than the GT-2110, so some runners may need to add in a flat Spenco or some of the new thinner sheet Spenco we can cut to fit in the shoe. Overall the GT-2120 is a great shoe with a great ride and stability that will work for many runners with moderate motion control needs. Price is \$95.

Saucony Pro Grid Omni 6



The Omni and the Grid Stab have been the real workhorses in Sau-

cony's line for several years now and have long employed Saucony's patented Grid cushioning system. The new Omni 6 has been updated with Pro Grid, a new polymer add on cushioning unit that is providing an exceptionally plush ride, yet with the traditional control that the Omni series has always offered. The Omni upper feel is much improved as well, although the shoes is a bit wider and they have dropped the narrow width in men's. The Omni is priced at \$100 and competes well against the Asics and Brooks equivalents.

New Balance RC600

It's rare that a racing shoe comes on the market that rates a comment as a choice that would work for most runners. The RC600 is extremely light, but yet offers a cushioned stable ride. Lighter weight runners with moderate motion control requirements could marathon with this one. It's not in the same support class as the Nike Air Zoom Elite, or the Adidas Rotterdam but it is LOT lighter. The \$85.00 RC600 is definitely one to look at if you want a lighter shoe for racing but can't run the risk of giving up all the support and cushioning you are used to.

Apparel technology is also changing as fabrications improve. **Moving Comfort**, now that it is part of the Brooks family, has been producing very fashionable, really functional pieces for women, and their bra lineup really has truly exceptional pieces for every level of support and every body shape! **Brooks new HVAC** clothing line is a bit on the pricey side, but from our own personal use of the products, we can tell you that they will keep you dryer than anything we

have seen, and with much better heat distribution as well. There are tops and shorts for men and women priced in the mid \$40 to mid \$50 range.

For those of you using the **Nike Plus Ipod Kit** on a non-Nike shoe, Nathan has created a mini-shoe pocket designed just to hold the sen-



sor. The first round sold out instantly, but we should have some in shortly. Priced at \$5.00, this simple product keeps your Nike Plus sensor securely on the shoe with no bulk or "flappyness" like an ordinary shoe pocket.

And if you're hungry, try the new **Clifbar MOJO bars**—they are crunchy all natural,



nutty snack-in-a-bar treats. They are filled with 70% organic ingredients, such

as roasted whole nuts, organic pretzel pieces and other tasty morsels depending on the flavor. Choose from Peanut Butter Pretzel, Honey Roasted Peanut, Mixed Nuts, Fuit Nut Crunch or Mountain Mix. All are delicious and offer a healthy pick me up at the office or out on the trail.



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Open Tue-Fri 10 to 6, Sat 10-5 Closed Sun/Mon

We know running and walking... get to know us...

Phidippides Encino opened in 1980 and is one of the nation's foremost technical running and walking stores. We are renowned for our service, knowledge, expertise and product selection. We want to help you make fitness a part of your daily life because fit people live longer, healthier, richer lives.

Shoe Tech 101 (for continuing education credits)

We're always being asked questions about shoes, and since shoes are the most important item in your gym bag, knowing a bit more about them will help you get a longer shoe life with more injury free miles.

Q: Should I use a racing shoe?

This is a difficult question to answer. Racing shoes typically give up lots of cushioning and support in order to save as much weight as possible. That's a desirable thing, but there are many runners who face performance degradation at best and injury at worst if they run too far in a lightweight flimsy racing shoe. Charlie has run 250+ marathons with a PR of 2:26 and has never used a racing shoe for the marathon distance since he overpronates far too much for racing shoes. Overpronation wastes energy and substantially increases torsional loads on the foot, the lower leg and knee, so in cases like this, lighter weight trainers with acceptable support (while still not ideal for daily training) can be used as long distance racing shoes. Using full on racers for 5Ks or 10Ks or occasional speed or track workouts is much less risky than long distance racing and certainly makes you *feel* like you should be faster. Just be sure to balance risk against the desire to shave off a few seconds. Too many miles in a flimsy racer might just leave you out of the racing scene altogether!

Q: Do socks really make a difference?

We are asked this question daily. The short answer is an emphatic **yes!** The sock represents your first line of protection

against friction and moisture. A sock needs to be smooth, soft and non-binding and possess great wicking properties. A damp foot is a foot that is more likely to blister. The foot has more sweat glands per square inch than any other part of the body, which explains why many people have such trouble with friction related blisters (there are blisters caused more by pressure, where, say some part of the shoe pushes too much on the arch—socks won't help much there). Some socks are thicker and some are thinner—that is a matter of personal preference. Several socks in the last couple of years have been introduced that utilize what is known as a "hand-link" or "lin" toe that eliminates the annoying toe seam in socks that can cause blisters. All the socks we sell are various moisture wicking fabrics, many with engineered weave variations to maximize moisture transport. **Balega** and **Feetures** both have great fabrications with seamless toe construction and have been very well received by runners and walkers. **Thorlo** is still the king of the thicker sock world and if you really want that extra thick pad, Thorlo remains your ticket. **Double Layer** socks



Balega X-Terra Sock

where one thin sock is sewn inside an outer sock have also worked well for many runners. **Injinji** produces a unique *toed* sock that

has individual sleeves for each toe, like a glove. The **Injinji** works especially well for those with constant rubbing between the toes, or corns.

Q: Do I really need special innersoles in my shoes?

First, let's clarify that over the counter innersoles or arch supports are NOT corrective appliances. Only a custom orthotic ("ortho" means "straight" in Greek) can provide a "correction" in the form of a prescriptive device to re-align your foot. Anything out of a box in a store is simply an arch support—which may do the trick for you, but should NOT be considered corrective. The over the counter innersole market offers more supportive, plastic based products, like **Superfeet**, **Foot Soldiers**, **Powersteps**, etc. Then there is the cushioned market, with **Spenco Polysorbs**, **Sof Sole Athlete's Plus**, etc. A new variety of heat moldable insoles has also emerged, like the **Sole** product line, or the new heat moldables from **Sof Plus**. These offer some support, but really emphasize the custom fit you get after warming them in the toaster oven and popping them in your shoes.

When shopping for a replacement innersole, it's good to try the various varieties in your shoe and run with them. Remember, they are NOT custom made to your foot, so they need to feel supportive but comfortable. The sockliners that come in the shoes from the manufacturers don't generally offer much of anything, so for more support and/or cushioning, try some of these great products in your shoes!