

Phidippides Voted Best Running Store in LA

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# The Phidippides Encino Messenger

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

VOLUME 1, ISSUE 8

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## HIGHLIGHTS

- New book on cycling—Get In Gear!
- Join Phidippides for a wine tasting at Café Cordiale in Sherman Oaks.
- All you ever wanted to know about GPS but were afraid to ask.

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## What's Up at Phidippides Encino

Join Phidippides Encino as we co-host the Café Cordiale May 7 wine tasting.



We're all under a lot of stress right now, between uncertain economic times, climate fears, energy woes. So... Phidippides is teaming up with establishments here in the Valley to provide opportunities to relax and mingle with neighbors and friends. Come join us to spend some enjoyable time talking about running, family, hobbies, philosophy, the arts ... just generally taking it easy without spending a fortune.

Ava and I have known Phidippides customer **Peter May of Cafe Cordiale** for some time and have always enjoyed his restaurant. We were dining there a few months back and got to talking with Peter about co-hosting some events. So, **Cafe Cordiale and Phidippides** are teaming up to co-host the next Cafe Cordiale wine tasting on **Thursday, May 7, 6:30 p.m.** For a mere \$15 you get to sample a number of excellent wines from wineries around the world, partake of wonderfully exquisite hors d'oeuvres prepared by head chef **David May** and beautifully decorated and displayed by **Margaret May**. Ava and I like to attend the wine tasting and stay for dinner. Cafe Cordiale has a wonderful menu, but you will definitely need to make reservations

for the wine tasting and dinner, as they are usually busy on wine tasting nights, especially since you can hang around after dinner for the really great musical groups that perform at Cafe Cordiale. Where else can you spend a few hours sampling great wines and snacks, while enjoying easy, relaxed conversation with friends and neighbors? We strongly suggest you make a night of it and plan to stay for dinner and music. **Dress is casual, but not running attire...**

And to sweeten the evening, we're going to award a **\$5 Phidippides Gift Certificate** (one per person) to anyone who attends the Phidippides & Cafe Cordiale wine tasting along with a great **Brooks aluminum Run Happy water flask** and a chance to win a **Phidippides/Brooks Gift Certificate** to be awarded by drawing.

So visit Cafe Cordiale on the web at [www.cafecordiale.com](http://www.cafecordiale.com), call **Peter at 818-789-1985** to make wine tasting reservations and please do stay for dinner and the music - you'll be glad you did! Tell Peter you're a Phidippides customer! Don't miss out! Come mingle with new faces and old friends and have a great time with wine, fantastic food and lively music.

Be sure to keep an eye on our web site for other fun upcoming neighborhood events we will be co sponsoring with other businesses. We all need to think and shop locally and keep our communities humming! We're planning fun runs/pizza parties, astronomy

nights, musical events and more, so stay tuned!

**David Kcenich Going Back to the Mouse!**

It is with bittersweet emotions that we bid farewell to Phidippides staff member **David Kcenich**. David joined us several years back after a several years working for Disney and we knew that sooner or later his talents as an animator would take him away from us. Well, it's happened. He's been hired by Disney to work on several new Disney animation projects. David brought lots of experience and knowledge (he managed Super Runners' Shop in New York and ran cross country in high school and college and then got into distance running), a great sense of humor and a commitment to service that fit right in with the Phidippides way of being. We hate to see him go, but David's first love is animation as any of you know who have watched him whip out cartoons for the children of parents shopping in the store. We wish David and his wife Carolyn all the best. David will most likely be helping out on the weekends from time to time so he won't be completely out of touch with us or our customers. Good luck, David!

### Pier to Peak Run

One of Craig's favorite events was the Pier to Peak (Santa Monica to the top of Mt Wilson!) run that he and some close running buddies put together. Pier to Peak was held again last month in Craig's honor. We'll have a full report on the web site soon.

## Pedaling Revolution

As many of you know, Charlie is an avid promoter of bicycles as a mode of transport. "Pedaling Revolution" has just been published, and it is easily the best book-length treatise on the cycling culture and its connection to big-picture issues. It could put cycling in people's minds in much the same way that "Fast Food Nation" and the "Long Emergency" put food choice and peak oil, respectively, into the public's consciousness. Cyclists ride for a myriad of reasons, and many more would ride if our cities were more "bike friendly". With proper urban planning changes we could have more livable cities with lower carbon footprints, less stress and better health. Pick up a copy of "Pedaling Revolution" now at Phidippides!

## Free Fun Runs from the Store

We have fun runs from the store at 6:30 pm most Tuesdays, Wednesdays and Thursdays. The pace is easy and the runners are friendly. It's a great way to add some mileage to your week, especially if you are a beginning runner. Call before coming out just to make sure there will be a group that evening.

## Physically Fit Older Women Are Smarter

New research published in *Neurobiology of Aging* finds that being physically fit helps the brain function at higher levels of performance if you are physically fit! The Canadian study compared two groups of women whose average age was 65 years old, where one group took part in regular aerobic exercise and the other group had a sedentary life style. The medical team recorded and measured the women's cardiovascular health, resting brain blood flow and the reserve capacity of blood vessels in the brain, as well as cognitive functions. The results dem-

onstrated for the first time that people who are fit have better blood flow to the brain, and that better blood flow translates to improved cognition.

The scientists found that compared to the inactive group, the active group had lower (10 per cent) resting and exercising arterial blood pressure, higher (5 percent) vascular responses in the brain during submaximal exercise and when the levels of carbon dioxide in the blood were elevated, and higher (10 percent) cognitive function scores!

"The take home message from our research is that ba-

sic fitness — something as simple as getting out for a walk every day — is critical to staying mentally sharp and remaining healthy as we age", said Marc Poulin, PhD, the lead scientist in the study.

That's what we here at Phidippides Encino hope ALL our customers will do. You don't have to be a gung ho marathoner to enjoy the benefits of fitness that simply incorporating a basic fitness routine into your lifestyle can bring. And we can only assume this works for MEN, too!

See you on the road!

## Training Questions & Answers

**Q: As I have gotten older I am cycling more and running less. Do I have to worry about bone density since I don't put any impact on my legs?**

Actually, the answer is "Yes", you should be somewhat concerned. Cyclists are, of course, no strangers to broken or fractured bones from bad falls and crashes. However, recent studies indicate that avid cyclists are especially at risk of bone injuries if they don't do any cross training (swimmers appear to be in the same boat, or out of it as you will). The lower spine is a particularly susceptible area because it gets almost no loading. The hips may get *some* from the motion of pedaling.

What was really interesting in the study is that *young* cyclists have a greater risk of bone density problems later in life, as the body does not reach peak bone mass until the late 20's. As we age from that point on, we are

fighting a battle against decreasing bone density and therefore increased risk of fractures. The point is that even if you are cycling lots of miles, you should still be doing some impact activity to increase that peak bone mass. Couple this with the fact that avid cyclists, like avid runners, are usually trying to stay trim which means diet may not be ideal for providing the nutrients needed for bone formation.

So, for better *health*, cross train, eat right and get plenty of rest (no, this is not your mother speaking).

**Q: Summer is coming. What's the best sun protection?**

**A:** First, time your runs so that you are NOT out when the sun is directly overhead. There are also atmospheric conditions that affect the total UV that makes it to the ground on a given day. Ozone depletion has

also increased UV radiation since the thinner ozone layer does not shield us against UV as well as it did before CFCs and HCFCs started damaging it. Consult the weather section of your newspaper for the daily UV index.

Next, use UV protective clothing. An ordinary cotton T has a UPF of about 4, while high tech running gear boasts UPFs of 40-50. Wear a hat with a visor and sunglasses to shield the eyes from UV as UV is a cause of cataracts. And, of course, use a good water/sweat resistant sunscreen like Kinesys, All Terrain or Hawaiian Island Creations (we carry those in the store with an SPF of at least 30. Reapply if you are out for a long run. See our web pages for more sunscreen info.

**New Shoes**

There are lots of new items at Phidippides to help you get the most out of your training. So stop by and check out our new arrivals!

**New Balance Innersoles**



These **New Balance** innersoles are unique in that they have a body heat moldable plastizote top layer and a VERY nicely cushioned long lasting polymer bottom layer with extra shock absorption inserts in the heel and forefoot. They come in a wide variety of sizes and are priced competitively at \$35.00.

**New Balance 1224**



We have traditionally not carried the 1200 series as it has always seemed to be very similar in feel to the much less expensive 850 series. However, the 1224 really stood out to us in our testing of the shoe and we have added it to the list of excellent support, very well cushioned shoes that we carry. The \$140 1224 competes quite nicely against the Nike Equalon 3, the Brooks Trance and the Asics Kayano.

**New Product Review**

**New Gear**

**Nike Air Equalon 3**



The Air Equalon is not a new name for Nike. However, this **Equalon** should probably have been called something else as there is no comparison between the original Equalon and this one. The new one rides like a dream. It is supportive but wonderfully cushioned at the same time. There are Nike Zoom Air units in the heel and forefoot for a low profile, super responsive ride. A new Cushlon ST midsole provides a bouncy yet stable ride. Over pronators will benefit from the dual density posting with a TPU shank to prevent collapse of the post. The outsole is a durable BRS 1000 carbon rubber. The price is \$135, but this is the first Equalon that performs really well for an overpronator and feels like a Cadillac!

**Tandem Ice Therapy**



Tandem has long been a leader in injury prevention and treatment products. The

new **Ice Therapy Wrap** is a great tool to keep around in case of an injury. It provides ice cold therapeutic relief, holding an ice filled cub in place over the injury with a form fitting wrap which conforms to your body. Ice therapy expedites recovery of muscle tightness and soft tissue injuries. Price is \$34.

**Nathan Water Carriers**



Nathan has been in the water carrier business for sometime, but Bryce Thatcher (the founder of Ultimate Direction) has infused a real quest for innovation and quality into their line. The Nathan line offers features you can't find elsewhere with a real attention to detail that demonstrates a clear understanding of the runner's needs. With summer headed our way, come on in an check out the latest arrivals from Nathan and get your summer training going safely and comfortably.

**I Bungee Stretch Laces**



Elastic laces are not new,

but I Bungee's system is easy to use, stays put and comes in a wide variety of colors. Most everyone uses either the 26 or the 30 inch sizes on running shoes and we've got them in stock now. Try them out—they make those long runs much more comfortable by removing the pressure from the top of the foot.

**Hawaiian Island Creations-Sunscreen**



Summer is headed our way and with it the need increases for sun protection. Hawaiian Island Creations produces an economical SPF 30 and SPF 50 sunscreen that provides waterproof and sweatproof **UVA and UVB** protection at SPF levels of 30 and 50. It goes on easily and dries quickly and won't run in your eyes. A 4 oz bottle of either the 30 or the 50 SPF is priced at \$12.99.

**Nike Ipod Sensor**



Battery dead? Now you can buy just the sensor for \$19—still a bit pricey, but better than buying the whole kit for \$29.



## Phidippides Encino

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Open Tue-Thur-Fri 10 to 6, Wed 10-7, Sat 10-5

Closed Sun/Mon (open 12-4 1st Sun Each Month)

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—A History Of GPS

### Q:What is GPS and can I eat it?

#### A: Short History of GPS

The Global Positioning System (GPS) was developed by the U. S. Department of Defense (DOD), Ivan Getting, and the Massachusetts Institute of Technology (MIT). Originally consisting of 11 orbiting satellites, the GPS--official name NAVSTAR (Navigation System with Timing And Ranging)--was launched by DOD in 1978 strictly for military use. The technology of GPS history, however, first emerged in the 1950s.

In 1957, Russia launched a satellite (Sputnik) into space. After the launch, MIT researchers noticed that as Sputnik orbited the planet, its radio signal varied in strength. As it approached their position, the signal strength increased. When the satellite departed the MIT researchers' position, the signal strength decreased. From this increase and decrease of the radio signal, the MIT researchers could determine Sputnik's exact orbit. This recognition that radio signals from a satellite, or "artificial star" could determine distinct positions on the ground was truly the launching pad of the GPS system.

The deployment portion of the GPS history began in 1973 with the decision to develop a satellite navigation system based on existing technology of the U. S. Air Force and the U. S. Navy. The system went through extensive testing during the next three years first with earth-based transmitters. By 1985 18 satellites were launched.

In 1983, the GPS ceased being solely a military system and was made available for public use. President Ronald Reagan declassified the GPS system in response to a tragedy involving a civilian airplane. Korean Airline flight 007 got lost over Soviet territory and

was shot down by Soviet fighters.

Since 1995, GPS history has seen considerable technological advancement. More satellites have been put into orbit, increasing both availability and accuracy. GPS accuracy has increased from 100 meters to a few centimeters under ideal conditions. GPS is now widely used by the military, aviation, nautical navigation, land surveying, and many consumer applications..

#### GPS for Runners

The continuing revolution in miniaturization of electronics has allowed GPS technology to evolve to where we can now wear a GPS computer and visually obtain LOTS of amazing information about our running. The interface of these GPS wrist units to computers allows even more amazing things to be done with these little marvels. You can transfer your GPS recorded routes to mapping software that will allow you to do 3D flyovers of your route through the mountains. You can share maps of your routes with friends via collaborative web sites. You can purchase units with heart rate monitors that will track your workout effort, count your calorie expenditure and lots more. It's fun, too!

The first GPS units for runners were introduced by Timex. They required the use of a separate heavy, bulky GPS receiver that had to be worn on the bicep or on a backpack. The unit communicated wirelessly to a wrist monitor that gave you speed, distance and altitude. Garmin then revolutionized the market with the Forerunner 101 - a 3 1/2" rectangular wrist unit that incorporated the receiver in the wrist piece - no more bulky receiver to bounce around on your body. The 101/201/301 (201 and 301 could interface to a computer through a serial port and the 301 had heart rate functionality) were followed quickly by the even

smaller 205 and 305. The 205 and 305 used the much easier USB interface to transfer data to the computer. The use of software "agents" on the PC allowed the data transfers to happen automatically once the unit was plugged in to the PC. Just when you thought it could not get any better, Garmin pulled another revolutionary coup for runners with the introduction of the 405. It was even smaller in size (finally something that more or less fit a woman's wrist), had a more powerful GPS receiver that located satellites much more quickly and with greater sensitivity for fewer "dropouts". The 405 also features a touch bezel for most of the menu navigation. Takes a bit of getting used to, but it does make more sense than trying to remember which combo of buttons you need to press to get to the system menu... AND, to make things even easier, the 405 incorporates the new ANT interface which is a low power wireless communication device that makes the 405 communicate AUTOMATICALLY when you are within 10 feet of your PC. A heart rate option is available as well as a foot pod unit for those who work out indoors on a treadmill (GPS won't work here as the treadmill is not moving...) The 405 also functions as a coach, allowing you to structure workouts which the 405 will then "coach" you through intervals, fartlek, hill repeats. You can program your own workouts, or download various kinds of workouts from Garmin's website into the 405. The picture below shows the progressively smaller wrist units for runners starting with the Timex down to the Garmin 405.

So come on in & take a look at the Garmin 405.

