

Phidippides Voted Best
Running Store in LA
Jan 2008 LAS&F



The Phidippides Encino Messenger

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

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HIGHLIGHTS

- Price Increases Ahead!
- Marathon Training on Fewer Miles
- UV Rays and Your Skin and Eyes

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Shoe Prices to Climb Significantly

Every manufacturer we deal with has announced price increases taking effect immediately and warnings of increases on the order of 12-15% coming as we enter the fall season.

China is now the source for over 90% of all shoes sold in the United States and China is experiencing a number of changes that are dramatically affecting their position as the premier low cost producer of everything from shoes to electronics.

Numerous recent articles outline what is going on (LA Times, Business Week, NY Times), but as we face these increases it helps for us all to understand what is happening.

The days of cheap labor and minimal regulation are gone. With no labor or environmental law to speak of and a labor force hungry to move from subsistence rural living to the big cities, China captured virtually all of the world's labor intensive production. This has led, of course, to a huge trade deficit for the US as our factories closed and the jobs were sourced to China. Cheap Chinese consumer goods flooded the world market driving out local production (the last US shoe factories in the Northeast closed down years ago, followed in short order by the textile mills of the Southeast). Now China is going through the same kind of "restructuring" the US went through a generation ago. New Chinese labor laws took effect Jan 1, 2008, raising basic labor costs significantly. Chinese law now requires companies to provide employee benefits including pensions, collective bargaining rights, job guarantees and the like—all things we would want for ourselves. Labor

costs have increased some 40% as the effects of the law and rising wages have hit.

Food prices around the globe, but especially in China, have been spiraling out of control as pressures in food commodities, driven largely by the worldwide push for alternative energy liquid fuel has gobbled up significant quantities of grains and beans for bio fuel and also enticed more farmers to grow more bio fuel agricultural products and less food grains.

Fuel costs are dramatically affecting the cost of transporting Chinese goods (hence China's scramble to buy up oil supplies in Africa, Canada and South America).

In spite of China's effort to keep the yuan artificially low, it has risen significantly against the dollar, making exports to the US far more expensive for US consumers. The Chinese government has also cancelled numerous preferential export rebate policies (largely in response to pressure from other countries to level the playing field) resulting in price increases of up to 20% by the manufacturers as they recover money lost by the end of the rebates. New more stringent environmental laws as well as increased enforcement of those laws have added to the price increases as well.

To make matters worse, as business conditions have become more difficult, many plants have gone bankrupt. In Dongguan province, home to most of the major shoe factories used by US shoe brands, 150 factories have been shuttered, resulting in less competition and higher prices being demanded by those that are left. This

has also resulted in delays of new models. Several new models we expected to see in early summer have now been pushed to late summer.

Then there is the cost of the major raw material used in running shoes—petroleum. We all know what the gas pump says as we fill our tanks, and that pain will only get worse. But that very same black goop is used to make the midsoles, innersoles, outsoles and uppers of our running shoes!

So where to? Most industry experts expect the situation in China to force an exodus to new cheaper sources of labor, like Vietnam and Cambodia where labor and environmental laws are still lax and the cost of living is much lower than China, resulting in cheaper labor—perhaps as much as 50% less.

However, even if production is moved to other countries, it will take a decade to train workers and to build the supply chain infrastructure necessary to supply the raw material, house workers, transport the products, etc.

So, we're in for a bumpy, more expensive ride over the next couple of years and we want our customers to understand what's going on in our industry. Phidippides is doing what it can to keep the price impact as minimal as possible. We are booking in advance to postpone the impact of price increases where possible. We're working with some manufacturers on new delivery programs to try to mitigate the big increases in freight costs due to the high cost of oil. All that being said, running and walking are STILL the cheapest sports around, and may soon be our cheapest mode of transporta-

Today's Marathoners Run Fewer Miles

UV Rays Are Just Around the Corner

UVB rays burn your skin, but UVA damages the skin at deeper levels and it now appears that UVA is more of a culprit than UVB in premature skin aging and in causing skin cancers. Most sunscreens do a good job of filtering out UVB, but not all do an equally good job of blocking UVA. So when you are choosing a sunscreen, get one like Kinesys or All Terrain's sunscreens that we carry in the store. Remember that one severe burn increases the risk of skin cancer 50%! UVA and B have also been implicated in early onset cataracts, so wearing sunglasses with UVA and B protection is important as well. Our Tifosi line of sunglasses are UVA and B rated (and stylish, too!)

Free Fun Runs from the Store

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



Back in the old days, anyone who was REALLY serious about running a marathon put in upwards of 90 miles per week. Craig and Charlie routinely did 120 plus mile weeks. Granted we were driven. Icons like Bill Rodgers and Frank Shorter were gaunt, lean mean running machines and we all wanted to be like them. It was Shorter's 1972 Olympic Marathon victory that in fact, inspired the running movement that swept the nation in the late 70's and early 80's and made us all think that we had to train like Shorter and Rodgers. I still have a great poster that shows Frank Shorter cruising effortlessly down the road with a caption reading "Quality Miles", which inspired me to want to go out and run REALLY hard on every run so that ALL my miles were "quality miles" as opposed to "junk miles", which is what we called short mileage slow run days.

Now things are different. We seem to have come a bit more to our senses. Last year there were over 410,000 marathon finisher nationwide. Amby Burfoot (he goes back to the early days) is the executive director of Runner's World Magazine and has called the marathon "everyman's Everest". Marathoners

come in every size, shape, weight and conditioning imaginable, and from all walks of life. The proliferation of easy to follow and easy to schedule training programs that require less weekday running and less of our precious time have made it easier (at least time wise) to prepare oneself for the marathon.

Jeff Galloway, founder of the first Phidippides store, is a leading proponent of the less is more philosophy and his training programs are widely used around the nation by the cause groups that raise money by running. Such programs need to draw from a wide diverse base of the population and therefore must be doable by that base. Galloway's program includes regular timed walking intervals during the long training runs and the race itself. His followers have been called "Gallowalkers" by the more elitist runners, but Galloway's program boasts an incredibly high participant finish rate. There's still at least one long run per week or every other week. Galloway prefers building the long run to the full 26.2 miles, but other programs target 20 miles. The long run is still viewed as essential for forcing the body to adapt to such rigors by creating more blood vessels to transport oxygen to working muscles; to deliver and utilize oxygen more efficiently; to more quickly rebuild muscle damaged in these longer runs. But overall, the programs in use today are generally suggesting lots less mileage.

The statistics tell us that over half the marathon finishers last year used a minimal mileage training program, something that would have been unthinkable 20 years ago. This more relaxed approach to marathoning has led to a gradual erosion of average finish times, but a big increase in the number of finishers. It is really a democratization of the marathon world, where the benefits, joys and sense of accomplishment that accrue from success in the marathon are now able to be enjoyed by more than just the running elite. Inspired to accept the challenge of the marathon, runners are dreaming and living large, inspired to do things they would never have thought themselves capable of. Women in particular feel more empowered and self confident than ever as they challenge themselves and succeed in attaining goals they might have found laughable before they started marathon training. It's an amazing feat to cover distances that we might not want to drive. Craig's commute running across the Santa Monica mountains (a marathon a day) was a real inspiration for many of our customers. Being part of helping you attain your goals and celebrating in your successes is part of what makes our job at Phidippides rewarding and meaningful.

We know running... get to know us

Training Tips From the Experts—Marathon Recovery Tips

Post Marathon Aches and Pains
Spring marathon season is well underway. Rock and Roll in San Diego will be here before you know it!

So, as you run that next marathon, here are some things to consider *post* marathon or after very long training runs.

It is normal to experience muscle soreness after a long run or event, with the peak of soreness occurring on the second day after the event. After that point the soreness should be subsiding. Joint pain is not

normal unless it is mild or if it is on both sides of the joint rather than only one side.

Another consideration is that our bodies are constantly undergoing a break-down and build-up process of the tissues we use to run (muscle/cartilage/bone). With an event such as the marathon, the amount of break-down happens quickly, but the build-up process requires some time. Therefore, something to consider post marathon is a rest period of several weeks so that the build-up process can catch up. Many times

doing less running or even no running at all, and instead cross training with a non-impact activity, will prevent post race injury and allow the build and repair process to happen more quickly and return you to running stronger and better than ever, ready for your *next* marathon.

Courtesy of:

Jeff Waldberg, RPT

OrthoPro Physical Therapy

654 Lindero Canyon

Oak Park, CA 918-865-9800

Flash—NimbusNow
In Widths!

New Product Review

New Water Carriers
From Amphipod!

Clif Dipped Mojo Bars



Let's start off with something basic here—FOOD! Clif's original Mojo bars were immensely popular when they were introduced. Now, they have made a good thing even better. Take a Mojo bar and dip it in either chocolate or a yogurt dip and enjoy! There are three great flavors—Peanut Butter and Jelly (my favorite), Fruit and Nut and Chocolate Peanut. Great for snacks on those long runs. Keep some in the office for a satisfying taste treat!

Balega Apres Run Sock



The incredible comfort of Balega socks is now legendary—some stories about them border on the apocryphal! Now, Balega has brought their high thread count, seamless toe and great fit to the "after run" market with the Apres Run sock with lots of little massaging bars across the bottom of the sock. Walking on them feels like you are getting a foot massage! Try them out when you're in next. Same price as the other Balegas—\$9.00 each.

Nike Amp+ Nano Control



Many of you are using the cool Nike Plus Nano kit which uses your iPod Nano to measure speed and distance, play music and keep track of your workouts. The Nike Amp+ Sport Remote Control is a watch and a remote for the Nike+ experience. Hear instant voice feedback of your time, distance, calories, and pace when you use it with the Nike+iPod Sport Kit and Nike+ Ready shoes. Or wear the watch alone for a stylish, unique timepiece. The LED displays time of day and icons for iPod nano controls when activated by the remote. Get instant voice feedback of time, distance, calories, and pace. Hit the Power song button for quick motivation in that down to the wire sprint! In stock now at \$79.99, it's the perfect addition to your Nike iPod kit.

Brooks Addiction 8



The Addiction 8 is the latest in the popular Addiction series. The new Addiction 8 gets the MoGo midsole, making the shoe lighter, more responsive, better cushioned and longer lasting. The fit seems a bit less blousy as well, so we think most folks will really like the new shoe. It's the first shoe we have that is suffering from the Chinese price inflation increases (see the cover article in this newsletter), jumping from \$90 to \$100—still a great value. Also, there's a new men's *black mesh* version in D, EE and EEEE widths—a great work or casual wear shoe that won't show the dirt. We're in stock now, so come by and try it out.

Brooks Defyance

Think neutral Adrenaline on this shoe. It's built on the Universal



Platform like the Adrenaline. Tjey simply took the midsole and made it single density and a bit softer, remove the Texon board last in the rear and made it in a hideous green for men (the women's blue is quite nice, however). No widths are available here, but that may change if the shoe takes off. Price at \$90, the Defyance gives the neutral gait runner a great choice from Brooks at a more reasonable price point than the Glycerin at \$120!

Nike Air Structure Triax 11



The significant news with the Structure 11 is that the women's model actually fits really well for the first time in years! The Structure has always offered great stability and great cushioning, competing with the Asics 2100 series, the Brooks Adrenaline and the Saucony Omni. Now the Structure has been revamped with Zoom Air in the forefoot and dual pressure Air units in the rear. There's also a larger PU crash pad on the decoupled heel for better impact absorption and reduced pronation. The midfoot saddle fits really well, hugging the foot and providing a secure upper. The

price is \$95.00 and we are in stock now..

Asics DS Trainer 13



The DS Trainer has always been a great light weight shoe aimed at the moderate overpronator who doesn't want the weight or bulk of the average supportive shoe. Weight is a mere 9.6 oz in a men's size 9 (vs more like 11 oz for the average supportive trainer). The same set of tech features as previous DS Trainers are present in the new 13. The primary difference is the new asymmetrical lace box incorporated with the BioMorphic fit panels. It's a really comfortable upper. The only drawback to this upper is that it seems to be a bit blousy in the toebox. Priced at \$110, it's in stock now.

Kool-N-Fit Spray



Anyone who has run a race has been spritzed by one of the Kool-N-Fit folks (maybe even by one of the owners of the company Hubert, or his son Ralph themselves).

It's a special mix of alcohol, camphor, menthol and other herbal ingredients that has a unique cooling and toning feel on the skin and muscle. Many runners swear by it and use it on long training runs and in marathons. A 2 oz bottle is \$12.99 and a 4 oz goes for \$19.99. Feels great! Try it out soon!

Stop by and visit us soon!



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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—More Questions and Answers

Q: I always wear the outside edge of the heel of my shoe. Does this mean that I pronate?

First, let's clarify that everyone pronates and everyone supinates. These terms are widely misunderstood. The real biomechanical issues involved here are *overpronation* (what most people mean when they say "pronate") and *underpronation* (what most people mean when they say "supinate"). The normal gait cycle comprises phases of both pronation and supination. What really matters is whether you over or underpronate, especially as regards shoe selection issues. Now, as to the heel wear—almost *everyone* will wear the outside edge of the shoe. For most runners and certainly almost all walkers, the wear is on the heel portion of the shoe, normally the outside edge. Some runners are midfoot strikers and the wear will be on the outside edge, but in the middle of the lateral side of the shoe. A very few runners land on the forefoot and they will wear out the outside edge of the forefoot first. Most shoes have higher abrasion resistant sole compounds in the heel sections of the shoe since the preponderance of runners wear that area hardest. Midfoot strikers will find that most modern shoe designs are sculpted in the midfoot and that there is actually less surface area there than they need. Forefoot strikers face the fact that most shoes are blown rubber in the outsole on the forefoot which is more shock absorbing and more flexible but wears out more quickly. If you seem to be having excessive wear (the shoe is wearing into the white midsole in

under 200 miles, be sure to mention that to when you come in for your next pair as we may be able to steer you towards something that may wear better for you.

Q: I have big calluses on the inside of the ball of my big toe and on the pad of the big toe. What can cause this?

There are several sources for this type of callusing. One is simply the fit of the shoe. If your shoes are too narrow and or too short, your big toe may be rubbing against parts of the shoe. A more common issue is overpronation. A foot that overpronates, especially late in the gait cycle, will roll in and place a tremendous amount of pressure on the first metatarsal joint. The skin's reaction is to blister and/or callus up to protect itself. Switching to a more supportive shoe and/or adding additional arch support can reduce this kind of callusing. Another more serious and more difficult source of callusing is a rigid big toe joint. In order to propel forward, the foot must roll onto the toes and as this happens the plantar fascia is pulled tighter in a process known as the windlass mechanism. This tightening pulls the loose bones of the foot together and makes the foot a more rigid lever for propulsion. A normal big toe should be able to bend almost 90 degrees from horizontal. Anything less than about 30 degrees seems to present problems. The foot never stabilizes and will tend to roll in more as soon as the big toe locks. This shifts all the pressure to the medial (inside) edge of the big toe which is what causes the blisters and the calluses. While arch supports may help slightly, what seems to help more is to effectively thin down the

padding under the big toe and force the other toes to do more of the work, thus taking pressure off the big toe. There is no easy solution for this problem, but if you think this sounds like your foot, mention it when you are in for shoes next, and we'll explore some things that might help.

Q: Can I use my running shoes for my gym workouts?

Running shoes have a very fundamental problem to address: impact. The midsoles on modern running shoes are designed to absorb the 3-5 times your bodyweight that is generated every time your foot slams to the ground. In order to do that, the midsole must give. This makes the running type shoe significantly less appropriate for lateral motion sports like tennis, racquetball, kick boxing or the like. As more people cross train these days, there is more likelihood that folks will try using a running shoe for a sport it is not intended for. Using a running shoe for such activities will shorten the life of the support in the shoe, increase the likelihood of rolling the shoe over and twisting your ankle as a result. If your gym workouts are more forward motion—elliptical machines, treadmill, stair steppers, stationary bikes, etc, the running shoe should be just fine. If you have lateral motion sports in your mix, you are better off adding a court type shoe to your gym bag and using those shoes just for those activities. Your feet, ankles and knees will thank you!

Got a question? Please feel free to give us a call. Remember:

We know running... get to know us...