

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



The Phidippides Encino Messenger

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

VOLUME 1, ISSUE 7

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HIGHLIGHTS

- Vote for Phidippides Encino as Best Running Store in LA.
- Stanford Study Says Running Good For You
- Holiday Gift Guide

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Happy Holidays From Phidippides



Holiday Hours at Phidippides

We will be open normal hours
EXCEPT for:

10am-3pm Wed Nov 26

Closed Thanksgiving Day

10am-3pm Wed Dec 24

10am-3pm Wed Dec 31

We will be open the Sunday
before Christmas, Dec 21
from 12-4 and our normal 1st
Sunday of the month, Dec 7
from 12-4.

We want to wish you and
your loved ones the very
Happiest and Safest of Holi-
days.

Vote for Phidippides!

Voting continues until 11-30
at www.lasandf.com for the
Best of LA. We'd appreciate
your vote for Best Running
Store, an honor which you
have bestowed on us several
times. So please go to LA
S&F's web stie and cast your
ballot now! Thanks for you
confidence in Phidippides

Encino.

Craig's Passing

Many customers have asked
if there is a charity that they
could donate to in remem-
brance of Craig. Craig was
deeply involved in a wonder-
ful program called Horses in
the Hood, headquartered in
Watts that he and his long
time companion and Olym-
pian horsewoman Kathy
Kusner founded and were
dedicated to. The program
takes disadvantaged young
people and teaches them to
ride horses and care for
them, building communica-
tion skills, confidence and
self esteem that they might
otherwise never experience.
You may donate on line at
www.horsesinthehood.org or
contact them at 323-564-
7669. Thank you for your
concern. We have forwarded
all of your wonderful com-
ments and notes to Craig's
family and they are most ap-
preciative of the outpouring
of support and sympathy.
Thank you all.

Gift Guide

With the holidays just around
the corner, we have put to-
gether our gift guide on page
three of the newsletter. And

remember if you are having
trouble deciding what to get
for that special runner on
your list, come in and let our
staff help you find just the
right thing to tickle them
pink.

New Products

We have several interesting
new items in the store, in-
cluding *The Stick*, a great
massage tool; new *Mastervi-
sion Visor Lights*; the new
Garmin 405, Jelly Belly *Sport
Beans*; a great new *Rasp-
berry Flavor* from Carbboom;
new woman's size sport *pe-
dometer/heart rate monitors*
from Sportline (at reasonable
prices, I might add); the new
iFitness small waistpack—
perfect for an iPod and car
keys; and lots more. Check
out our full product review at
[www.phidippidesnencino.co
m](http://www.phidippidesnencino.com), or better yet, stop by and
check them out in person!



Diabetes Rates Soaring

Diabetes rates in the US have doubled since 1997, and obesity is the prime cause, the CDC has recently reported. About 90% of the new cases are Type 2 diabetes, the type closely linked with diet and exercise. In addition, estimates are that one out of four diabetics have NOT been diagnosed, largely among poor rural communities. Diabetics suffer from serious complications such as heart disease, blindness, kidney failure and poor circulation that leads to limb amputations. The personal, financial and medical impacts of diabetes on our nation demand that we address the underlying causes of diabetes through programs to improve diet and increase exercise, especially among our young people.

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.

Stanford University Study Confirms Benefits of Running

Stanford University has released the results of a long term study on the effects of running. This study is one of the largest, most detailed study of runners ever completed. They tracked 539 older runners (over 50 yrs old) for more than 20 years. Elderly runners have fewer disabilities, a longer span of active life and are half as likely as aging nonrunners to die early deaths, the research found. "The study has a very pro-exercise message," said [James Fries](#), MD, an emeritus professor of medicine at the medical school and the study's senior author. "If you had to pick one thing to make people healthier as they age, it

would be aerobic exercise." When Fries and his team began this research in 1984, many scientists thought vigorous exercise would do older folks more harm than good. Some feared the long-term effect of the then-new jogging craze would be floods of orthopedic injuries, with older runners permanently hobbled by their exercise habit. Fries had a different hypothesis: he thought regular exercise would extend high-quality, disability-free life. Keeping the body moving, he speculated, wouldn't necessarily extend longevity, but it would compress the period at the end of life when people couldn't carry out daily tasks on their own. That idea came to be

known as "the compression of morbidity theory." On average both groups in the study became more disabled after 21 years of aging, but for runners the onset of disability started later. Runners' initial disability was 16 years later than nonrunners," Fries said. "By and large, the runners have stayed healthy." Not only did running delay disability, but the gap between runners' and nonrunners' abilities got bigger with time. "We did not expect this," Fries said, noting that the increasing gap between the groups has been apparent for several years now. "The health benefits of exercise are greater than we thought."

Training Questions & Answers

Q: I cross train with cycling. Can it really help my running?

Having come from cycling to running myself, I have a fair amount of experience there. First, running is an impact sport and no amount of cycling is going to get your body parts used to the pounding necessary for a marathon—you'll have to do some running to accomplish this and the longer the distance you plan to race, the more training miles you will need to accomplish this toughening. That being said, cycling can give you a great cardio workout—it takes more training time to achieve the same fitness goal. Most professional trainers equate 4 miles of cycling to 1 mile of running. One of the great pluses to cycling is that you can go out and cycle

the day after a hard run and not hurt as much. This gives your body time to recover and build, and that is really what training is all about.

Q: What is this thing called "the wall" in marathoning, and why do we hit it?

The body's preferred form of fuel is glycogen, a form of glucose stored in large part in the liver and to a lesser degree in muscle tissue. It is the body's primary long distance fuel and the average human stores about 2000 kcal of glycogen, which when you do the simple math (100 kcal expended to run 1 mile), means you will be out of glycogen around 20 miles, the traditional location of The Wall (how *do* they manage to move that wall around to the 20 mile mark in every mara-

thon?). The body switches to fat burning which is not as efficient, which then leads to fatigue. To postpone the encounter with the wall, runners train longer distances, the theory being that the body learns to burn fat sooner and spare glycogen. Runners usually emphasize carbohydrates in their diets in the days before the marathon to make sure the body has plenty of the base ingredients to make and store glycogen. Consuming energy gels or blocks during the marathon is also thought to spare glycogen as the body burns those long chain carbs for fuel. Just keep in mind that *training* is first and foremost what you need to avoid hitting the wall.





Holiday Gift Guide

Yes, Virginia, the holiday season is here! Santa Anas may be fanning the brush fires, but the holidays are just around the corner, and Phidippides Encino wants to make your gift shopping fast, easy and fun! To that end, here's a quick gift guide to help you find just the right present for every runner on your list!

Stocking Stuffers: What could be better than a pair of wonderfully soft, seamless comfortable pair of



Balega socks. We have limited quantities of special gift packs of three Balegas with a wonderful CD of African music and a bead bracelet made by school children in South Africa. The price is \$30 for the socks, the CD and the bracelet, and a portion of the proceeds from the sale goes to the Lesedi educational fund. **GU** once again is selling its six packs of the special holiday **Chocolate Mint** flavor for \$7.00.



And if you haven't tried the new **Roctane** high energy gel from GU, pick up a few packs of Blueberry or Vanilla Orange. Roctane is a special GU formula that slows lactic acid buildup, speeds the conversion of carbohydrates into energy, aids in recovery, helps maintain mental focus and reduce fatigue and limits the body's tendency to break down muscle protein tissue during extremely hard training. On top of this it tastes great! We are also now carrying **Sport Beans**, the popular Jelly Belly brand electrolyte energy source coming in great flavors, with and without caffeine.



Nike's iPod Nano Plus Kit for \$29 turns your Ipod Nano into a fun training aid by recoding your speed and distance and then synching your data to Nike's Plus web site where you can keep track of your training, compete with friends, share experiences and more. And, no, you don't have to run in Nikes to use the system. We have sensor clips that will go on any shoe.



Master Vision has updated their popular \$20 cap light with a better switch and circuitry that improves the battery life. There is also a new rechargeable cap light priced at \$30 that has 4 white LEDs and 2 red ones with various flash/steady on modes. Charlie is using that one on his bike helmet. And don't forget the every popular \$20 **Guardian Light**. This light clips on to almost anything, and can be set to flash or steady on mode.



IFitness has introduced a really nicely made small running pouch suitable for cell phones and iPods! It's light, comfortable and at \$19.99 it's a great deal. Lots of colors to choose from.



The Stick is a well known massage tool that can ease the aches and pains of those hard training days. You can use it on your own, or have someone massage you with it. We are carrying the two most popular sizes, the Original larger format and the Marathoner, the smaller format more popular with runners. The prices are \$42 and \$32 respectively. The stick is a very worthwhile addition to your training tool kit.

The Zensah Training Sleeve provides compression and warmth for the calf muscles, reducing fatigue and hastening recovery after hard runs. The sleeves are also useful on long airline trips to help discourage blood pooling in the lower extremities. Priced at \$40 a pair, the Zensah sleeve is priced very competitively.



Nathan Sports water carrying products are among the best in quality and function, having benefited tremendously from the arrival of Bryce Thatcher and Dana Miller, the founders of Ultimate Direction, which recently sold to Sierra Designs. We carry a wide range of Nathan products, so please come by and check out their complete line. It's a first rate innovative product lineup.



Of course, we have all the shoes, shorts, tights, hats and gloves, heart rate monitors, etc you would want to give as gifts, and, of course, Gift Certificates in ANY amount. So, have a VERY Happy and Safe Holiday Season, and come in to Phidippides and let us help ease your holiday shopping blues! Thanks for your years of support and patronage.





Phidippides Encino

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Phone: 818-986-8686

www.phidippidesencino.com

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—More Questions and Answers

Q: Which company has the best cushioning system?

The midsole (the usually white soft part of the shoe between you and the road) of running shoes really has to fill a number of roles well. First and foremost, it must cushion the foot on impact. Runners land with 2-3 times their body weight due to the effect of gravity during the airborne phase of the gait cycle. To make matters worse, most of us run in urban environments where man made streets are considerably less forgiving than the natural surfaces upon which our ancestors chased down dinner. Modern running shoes use petroleum based, light weight, flexible resilient foam materials that address these forces. However, as the cushioning properties increase, the lateral stability of the material tends to decrease forcing running shoe designers to be very creative in dealing with torsional forces on the shoe. And as a running shoe is used the midsoles begin to compress and become firmer and thus absorb less shock. After all, the midsole is really just a bunch of tiny air sacks that squish and rebound and it is natural that they will eventually fatigue and not rebound back. So running shoe designers have created new substances that have longer lasting

cushioning properties and placed them in the most strategic impact points in the shoe—in the heel area and under the metatarsals in the forefoot. You know the names of these materials—Nike Air, Brooks Hydroflow, Asics Gel, Saucony ProGrid, etc. All of these materials work. They all extend the life of the shoe beyond what it would be if the shock absorption was done ONLY by the foam midsoles themselves. However, there is no free lunch (how many times have we heard this...). These materials all have some drawbacks, usually in the form of weight or lack of flexibility. So these add on features are used sparingly so as not to detract from the overall ride and feel of the shoe. What we find is that some athletes will end up preferring the ride of a particular company's material over another—and that's what matters since all these add on materials do what they are intended to do—extend the useful life of the running shoe.

Q: What are my options for measuring speed and distance?

In the olden days... back in the 80's, the only way to measure your speed and distance was with a pedometer (or measure your course in your car and do the math...). Pedometers were actuated by a pendulum mechanism that knew your torso moved like you had taken a step. You programmed in your

stride length and the pedometer did the math. Problem was they were inaccurate over varied terrain. Nowadays there are two superb ways to get speed and distance: accelerometers (like the **Nike iPod Plus Kit**) or **GPS units** like the **Garmin 205 or 405**. These newer technologies virtually eliminate error and offer computer interfaces of varying degrees of sophistication that allow graphing of speed and distances, and in the case of the GPS units, actually allow you to see and print 3D maps of where you ran! Various on line communities have sprung up around these technologies as well, allowing you to share your runs with other interested runners. Which technology you choose depends on where you run: GPS units don't work well in high rise urban environments, and, of course, don't work on treadmills; accelerometers can tell you how far and how fast you went, but not where you went or how much altitude you gained and lost. Trail runners will usually opt for the GPS units for these features. GPS units can also help you find your way back if you lose your way, telling you which way to turn at forks in the road. If you are not sure which technology is best for you, come in to Phidippides and let us help you determine which training aid would work best for your running. We have used all these technologies and can give you our personal experience with each of them.