



# The Phidippides Encino Messenger

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

VOLUME 1, ISSUE 1

OCTOBER 2006

## HIGHLIGHTS

- Welcome to our new electronic newsletter! Please feel free to forward this to your friends
- Come by and visit our shiny new store!
- New software system to track your purchase history
- Meet the staff
- Shop Phidippides for all your running gift needs this holiday season

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## Welcome to Our New Store!

As most of you probably know by now, Phidippides Encino has moved into much larger quarters with a more relaxed, friendly and open feel. Our front window no longer resembles a cave entrance and we have lots of bright, airy space for you to relax and shop. Our clothing and accessories are well organized, displayed and accessible. We've also been able to really enhance our product offerings, particularly on the clothing and accessories side—more styles, more colors, more sizes, more choices to make your exercise program even MORE enjoyable.

But most importantly, in spite of our new shiny new "look and feel" we have the "same old" Phidippides Experience – our expert staff offering you years of

running and walking experience with the same mission we have always had—to help you choose



**A shot of our spacious new interior. Lots of space to look around and relax.**

—just the right shoes, clothing and accessories for whatever your running and walking goals are. We continue to treat our cus-

tomers the way we ourselves would want to be treated, whether you're walking a few miles a week for exercise or training for the Western States 100. We're pleased to have you as a customer and know you will find our new store space makes your trip to Phidippides a lot more fun! So, tell your friends about our new store and come on by. It's right next door to our old store in the same Office Depot shopping center. And whether you are a long time customer or one that recently discovered the "Phidippides Experience", we thank you for your patronage and your loyalty, for without you our business would not have grown to necessitate this move!

## Holidays are coming! Let Phidippides Help.

Yes, believe it or not, the holidays are really here! And Phidippides Encino is ready to help you select just the right gift for every runner on your list. Our full holiday gift guide featuring a wide selection of gift selections will be on our web site shortly with lots of great ideas from stocking stuffers to gift certificates. And this year in our new store we'll have the best selection ever of great

accessories, socks, clothing and shoes to outfit the runners and walkers on your list in comfort and style. Don't fight the traffic and the lines and impersonal help in the malls. Come on in and let us help you make your shopping a pleasant experience this holiday season. We'll be there to personally help you find what you need and wish you a Happy Holiday Season from the gang at

Phidippides Encino.

Watch for our e-mail gift guide in early December!



# Meet The Phidippides Staff

## Current and Former Staff



We are fortunate to have such a talented, articulate, caring staff—it's what the Phidippides Experience is all about, and the main reason you all keep coming back!

Thanks for your loyalty!

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!



Our staff is really what sets us apart from the competition. Any store can sell shoes and clothing, but only an experienced, caring staff can actually help steer you towards the right set of gear for your particular needs—we've got that experience,

**Craig Chambers**—runner for 30 years, 250+ marathons (2:48 PR), 25+ 50 milers (6:04 PR), 10+100 milers. Craig has been co-owner with Charlie since Phidippides opened in 1980. Craig is a beloved icon in the running community and spent 5 years commute running from Santa Monica to Encino (26 miles per day). His inspirational writings and lectures have encouraged thousands of runners and walkers over the years to go beyond what they think they can do and to really make running and walking a part of their lives. Craig has a double BA in psychology and philosophy and an MBA.

**Jean Cooper**—Chicago born and held in captivity in Tennessee until she was reborn in Los Angeles in 2003, Jean started running 10 years ago, discovered Phidippides a couple of years back and works as cashier on Saturdays when she is not running races. Jean feels that every run is a gift of good health, mental and spiritual wellness. She plans on covering every inch of California on foot!

**Ava (Wynne) Hollombe Hoover**—Many names, many hats. Ava is the beautiful voice on our web site.

She's married to Charlie, dates running, is enchanted by dance, greatly troubled by the singing muse, is overeducated and delighted by daughter Raine. She has completed 2 marathons, with a PR of 4:12.

**Charlie Hoover**—runner for 30 years, 250+ marathons (2:26 PR), 25+ 50 milers (5:18 PR), 5 time finisher of Western States 100 (18:44 PR). Charlie has been co-owner with Craig Chambers since Phidippides opened in 1980. Most at home running trails, Charlie is an aficionado of the San Gabriel Mountains. Charlie lectures extensively on shoe technology to the exercise and medical community. He's an amateur astronomer, computer programmer and a linguist by education.

**David Kcenich**—David is a talented cartoonist with years of experience at Disney and the great artsy signs you see in the shop are his handiwork. He's been a runner for 30 years, ran undefeated in high school (4:10 mile!) and 50th in state (PA). When he lived in New York, he managed a Super Runners shop. David has now graduated to ultras, recently completing Bulldog and Ridgecrest.

**John Madvig**—John ran for Van Nuys High where his team got 4th in City. He's run numerous marathons with a PR of 2:25. He sings choir at the Church on the Way. His favorite Bible verse is Jeremiah 29:11.

**George Serrano**—George ran track and cross country at Canyon High and then for Glendale College where he

clocked in at 20 minutes for the 4 mile XC course. He's also a talented personal running coach for runners of all ages and levels.

**Ryan Solis**—Ryan runs passionately for Reseda High Magnet where he is a junior hoping to attend West Point. He sets high standards and strong moral values for himself which has helped motivate him to compete and achieve. We are fortunate to have him helping us out on Saturdays.

**Jeff Vannini**—Jeff is the proud and occasionally mortified parent of two teenagers. A knee injury ended his promising soccer career and he took up running—he liked it and 25 years and 60 marathons later, he's still enjoying it. He's done every distance from mile (4:26) to 50K (3:20) and has a marathon PR of 2:37. Claiming to be age challenged, he is running mostly trails these days. He is inspired by everyone who runs as they come in to the shop and share their stories about their first race—"all participants share a bond, and we at Phidippides have been honored to share in those experiences for over 25 years".

**Melinda Vallens**—A native Californian (rare), Melinda stands out in the store as the one with the best matching outfits. In her 16 years of running she has run 10 marathons (PR 4:21 in the rain at LA), including the Kilimanjaro Marathon, and numerous other races and has recently started doing ultras (Bulldog). She sings opera, musicals and gospel.

## Customer History System Up and Running

We are now on line with our new customer history records system. When you come in to shop we'll ask your name and zip code in order to add or update you in our system records. This allows us to pull up your entire purchase history with Phidippides Encino, something that can be quite helpful in terms of sizing and foot support issues. You can

also supply or update us with your e-mail address to receive our newsletter in the future. And, we won't give your e-mail info to anyone for any reason. Not everyone keeps a log book these days, so if you'd like, we can even send you a notice in six months to remind you that it's been a while since you came in to see us. Just let us know

you want us to do that. Kind of like the reminder your auto dealer sends you when it may be time to service your car. We can check your shoes out, show you are doing with them and help you with a new pair if you need to do so. It's another way we help you get the most out of your exercise.

# Reflective Gear For Nighttime Safety



With the fading of daylight savings time, many more of us will be running in the dark. For-

tunately, being seen by motorists, as well as lighting your way is a lot easier than it used to be. Your first line of defense is the passive defense of reflective gear. Many companies use reflective inks for the logos on the clothing. Most winter

**Active and passive night time running gear**

running jackets have **Scotchlite** reflective trim. But for even greater safety, there are a number of clothing and accessory items that offer great visibility—**Brooks' Nightlife** gear (gloves, vests, tights, shirts and jackets) offers a bright optical yellow which is ideal for running at dusk and dawn where headlight reflection is no longer effective in addition to **Scotchlite** trim for the

dark hours.

Handy, simple to use items like the **Jogalite** sash bands, or the **Amphipod Xinglet** we use on the fun runs can be kept in your running bag or car for those last minute decisions to run.

We also offer a line of light weight clip on flashing lights and a cool **Cap Light** which can be worn on the bill of a hat or visor for seeing where you are going and making sure the cars see you. So come on in and make yourself **SAFE!**



**Amphipod Xinglet**

## How Far, How Fast Made Easy



*Great Gift Ideas!*

The last year has seen the introduction of a whole range of easy to use products that can tell you how far, how fast and in the case of GPS units, where you ran or walked. Selecting the one that's right for you may not be quite so easy, however. So here's a primer on the current speed/distance product offerings. At the lower end of the price spectrum is the **Nike Plus** system that **requires an Ipod Nano**. If you already have the Nano, this is the least expensive speed distance device on the market, priced at \$29. There is a plug in unit for the Nano and a foot pod accelerometer that inserts in the shoe—Nike will have a special receptacle in the midsole of most of their running shoes by first quarter next year. However, you can securely clip the unit onto any running shoe using a shoe pocket. The foot pod relays data wirelessly to the Nano which then "speaks" to you and gives you speed and distance info to the background of the Rocky theme song or whatever your inspirational mood music hap-

pens to be. You can also download workout from Itunes/Nike and upload workouts via Itunes! Pretty trick!

**Polar's RS200 SD** uses an accelerometer pod that clips onto the shoe laces. It relays speed distance information to the watch receiver which also receives heart rate data. While the unit doesn't talk to you as you run, you can use Polar's software to upload and track workouts to your PC or the Internet. This is a great tool for the runner allowing you to program target heart rate zones to maximize the benefits of your workout. The RS200 sells for \$229 and has certainly been the best selling Polar unit we have carried.

In the **GPS** arena, the electronics keep getting smaller and more powerful. My original **Timex GPS** was quite large and bulky, and I only used it on trail runs where I could clip it onto my water pack. **Garmin**, the acknowledged leader in outdoor GPS units, came up with the **Forerunner 101** that revolu-

tionized the marketplace, The GPS receiver and the screen to read the data were ALL contained in a wrist unit about 3/4" thick by 1" wide and 3" long. It was capable of telling you not only how far and fast you ran, but where and what your altitude gain and loss was. Then the **Forerunner 201** gave us a computer interface and thus the ability to overlay your route onto mapping software. The **301** added heart rate capabilities to the 201. Now the **Forerunner 205** and **305** offer even more capabilities, a more sensitive GPS receiver and a format that's really like a wrist-watch. The 205 and 305 are priced at \$265 and \$375 respectively, and the 101 continues to be made at \$115.

So stop by for more information or a demo of these devices and how they can make your workouts a lot more productive and **FUN!**

*Add some something different to your workouts—try one of these workout gadgets and have some FUN!*



**Garmin Forerunner 201**



**Polar RS200 Speed and Distance Monitor**



**Nike Ipod Kit**



## Phidippides Encino

16545 Ventura Blvd

Phone: 818-986-8686

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

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: How do I care for my shoes?

First off, heat is your shoes worst enemy. Never leave them exposed to the sun in a hot car. Never place them in a dryer or near any source of heat like the fireplace, an oven, or even a heat register. If your shoes get wet, take the sock liner (the removable lining that your foot rests on) out, undo the laces and stuff them lightly with newspaper and then change the newspaper several times as it draws the moisture out. Place the shoes in an area where there is lots of cool air circulating to dry them out faster. If you need to clean them, *don't* use the washing machine and harsh detergents. Scrub them by hand with a soft bristled brush and one of the shoe cleaning products or hand wash cleaners that will rinse out easily.

### Q: How do I know if my shoes are worn out?

We are asked this question daily. There are many factors that affect the service life of a shoe such as the individual's biomechanics (foot strike, overpronation, underpronation, etc) , body weight and the surface most often run on. Then there are subjective factors—

do you like that brand new marshmallow feel all the time? Do you have a knee quirk that seems to go away with a new pair of shoes? However, on average, most females can expect to get 400-600 miles in a shoe, while males, due to body weight, will be about 100 miles or so less. And don't forget, if you'd like an e-mail reminder every six months, let us know as we can set you up to get just that!

### Q: Should I have two pairs of the same shoe to alternate between?

The two pair of shoes question has several facets to it. First, our experience has been that since every shoe has strengths and weaknesses, having two *different* styles of shoe to alternate between seems to level the stress by stressing *different* part of your lower anatomy as you rotate between shoes. Sometimes differences in terrain will make you choose one shoe versus another—say a trail shoe for running in the San Gabriels, but something more forgiving on the roads for churning down the Sepulveda Basin cement bike path. Rotating your shoes also gives

them a chance to air out and dry between runs, extending the life of the components. That being said, if you have fit problems (wide foot, narrow foot) or overpronate heavily it may be tougher to find more than one style that will work well for you, but if you can, your feet will probably thank you for it.

### Q: How long can I store those 30 pair of my favorite shoes?

Shoes *do* have a shelf life. Think of a bottle of merlot... Properly stored in cool, dry environments, a shoes' shelf life is probably 4 or 5 years. After that, the midsole materials begin to break down and the glues dry out to the point where the shoe won't wear as well. So don't overdo your bargain bin purchases on running shoes. When you drag the last of your 30 pair of Acme 1000s out of the garage and the soles fall off at the foot of the driveway you know you kept them past their prime!

### Q: How much toe room do I need?

Most runners will want about an index finger's width between the big toe and the front of the shoe, although personal preference may dictate otherwise. In general, if your big toenail gets damaged on long runs, you may need to go larger, or perhaps narrower to keep the toe from hitting. On average, men will be 1/2 size larger than street shoe size and women one size larger.



**Brooks Trance 6**