

Fleet Feet Sports West Lafayette January Newsletter

Happy New Year!



A number of us who regularly run from the Fleet Feet Sports West Lafayette store, kicked off 2013 with the "Run in the New Year" fun run on [New Year's day](#) with the Wabash River Runners Club. They had a nice 2 mile course set up that began on the pedestrian bridge and looped its way into Lafayette and back into West Lafayette. A little icy in spots, but a very pleasant route. The event also included a very nice breakfast buffet at the Hilton Garden Inn at the Wabash Landing. We met a lot of nice people and became members of the club as well! We hope you will be able to join us in next year's event! It was fun and a great way to start off the new year!



Winter Warrior Fun Runs and Walk/Runs

Our "Winter Warriors" fun runs have been a big success in helping us stay in shape over the winter holidays and have been lots of fun. We meet twice a week from the store, on Saturday mornings at 9am and on Tuesdays at 6 pm., and divide up into a

couple of different groups and cover distances from 2 - 6 miles. Some of the groups run continuous, while others do a combination of walking and running. Winter Warriors will continue thru Sat., [Jan. 19th](#). Join us for a Winter Warrior run any time you can! All are welcome and there is no cost!

Spring Training Programs

[January 22nd](#) kicks off our spring training programs. Make your New Year's resolution a reality by joining one of our walk/run or run 5K or half marathon training program groups. Our 15 week programs lead up to several spring events, including: the Purdue 5K Cancer Challenge, the Cooperider 5K Memorial, as well as the Indy Mini marathon and 5K. What a great way to meet new people, get in shape and have others to train and run with!

Here are some comments from previous participants in our training programs:

"The coaches and routes were great, lots of support and good attitudes. It was a good ramp up distance-wise."

"The program was absolutely great. The training program has been one of the most positive experiences I have had. From the first run of 3 miles where I cried in my car afterwards because I didn't think I could do it to running the Boilermaker half marathon and doing better than I ever expected, the staff was very motivating and informative with tips and insights. The people involved from runners to coaches are some of the nicest people I have ever met. It's crazy but I was disappointed when the race date arrived. I loved the training so much I didn't want it to end."

"I liked the structure, having a place to run with others at a similar pace and level as me. It was convenient and pushed me but not too hard too fast. I was very pleased to have gone from barely being able to run to doing a 4/1 run/walk, for 3+ miles...and to have reached that fitness level without getting injured."

"Very well structured and organized. Helped me prepare for the Purdue ½!"

"The program provided encouragement from an experienced and friendly staff. I appreciated the social aspect of running as a group, learning from each other and helping each other succeed. We built up our stamina and strength over time, as well as confidence in our abilities to run. I pleased to say I completed the training program and half marathon injury free, a result achieved in part by care from the knowledgeable staff. I also liked that tent / photos / water / support on race day. And the weekly emails with the running schedule and tips was great! My overall fitness level and strength increased considerably. "

Fleet Feet Sports "No Boundaries" 5K training program

You might be thinking there is no way you could ever run or do a combination of walking and running for a distance of 3.1 miles. We hear that every day. But we have a solution, and we would like to share it with you. It's called "No Boundaries", and it's a beginner's training program that anybody can do from beginning to end!

We have two groups for the "No Bo" program. One group does a combination of walking and running in their training sessions, and the other does a continuous run in their training sessions. We recommend the walk/run if this is your first training program for a 5K, or your first 5K event, but you don't have to start or stay in this group, should you desire more running once we get started.

Last year, approximately 30,000 people did the Fleet Feet Sports "No Boundaries" program in Fleet Feet Sports stores across the country. Want an "insiders" view of what this program is all about? Click on the link below for an overview of what our "No Boundaries" training program is like:

http://www.youtube.com/watch?feature=player_embedded&v=Cdj2EmLHvno#!



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Along with a complete training schedule, the program includes a t-shirt, coached training sessions, informational clinics, special discounts on purchases from the store, and so much more.

The training sessions will begin and end from the store twice per week, Tuesdays at 6pm, and Saturdays at 9am, beginning Tues., [January 22nd](#).

To register for our "No Boundaries" training program, go to:

<https://www.signmeup.com/site/online-event-registration/88173>

For more information on the "No Boundaries" training program, go to:

<http://www.fleetfeetwestlafayette.com/training/beginner>

Fleet Feet Sports 1/2 Marathon Training Program

We also have a 1/2 marathon training program for more experienced runners and or run/walkers, geared more for those who have completed a few 5K (3.1 mile) or 10K (6.2 mile) events.

It too will begin on Tues., [January 22nd](#), and is a 15 week program leading right up to the Indy Mini Half-Marathon on Sat., [May 4th](#). Like the No Boundaries program, the program includes a t-shirt, coached training sessions, informational clinics, and special discounts on purchases from the store.

The training sessions will begin and end from the store twice per week, Tuesdays at 6pm, and Saturdays at 9am, beginning Tues., [January 22nd](#).

To register for our 1/2 marathon training program, go to:

<https://www.signmeup.com/site/online-event-registration/88174>

For more information on the "1/2 marathon" training program, go to:

<http://www.fleetfeetwestlafayette.com/training/advanced>

Guest Blog with Timothy Hall

T. J. Hall is an avid runner and friend from the store. We would like to share his thoughts about getting a good start in 2013. Thanks T.J.!

(You can find more of his work and daily training logs at www.temporunner.com)

Start 2013 on the right foot

As the calendar turns over and we begin a new year, it's safe to assume that at some point we'll all take a moment and assess our health and fitness goals for 2013. Maybe you want to run your first 5k, maybe you want to qualify for Boston. Perhaps your aim falls somewhere in between. The point is, we all have goals and aspirations for where we want to be as runners. Following through and putting in the work is the tough part. Ask anyone who's trudged outside in subarctic conditions to do a tempo run.

"It's a new year, and a new you!"

We've all heard the cliché, and we'll probably be hearing it more in the next few weeks. While the old 'new year, new you' mantra may be great for selling gym memberships, to me it whiffs on a very basic level. Yes it's a new year, but it's still the same you. You'll

probably have the same job, sleep in the same bed, have the same receding hairline etc. You may get new shoes, but you'll still overpronate.

That means that a realistic self assessment is the first step finding and fulfilling your running potential in 2013. Who are you? How many miles per week did you average last year? How many races did you run? Did you volunteer at a race? How do you want your running to improve in the next 12 months? After you've answered these questions, sit down and write out your goals. I'm not kidding. Put them on paper, and put them somewhere you'll see them everyday. I wrote mine on a notecard and tucked it into my training log. That way, each time I record my daily run I can take a look at my goals and keep them fresh in my mind. Am I gutting it out during those long intervals to ensure I've got the speed to hit that sub-3:00 Marathon? Am I aiding the recovery process by eating well and getting enough sleep? Am I running in the cold, heat, wind or rain when I'd rather be sitting inside my comfortable house? My answer to these questions is yes, something I attribute in large part to goal setting.

So try this:

-Sit down and really think about yourself, as a runner. Ask who you are, where have you been, and where you want to go. Then,

-Write down your goals! Try to set at least 3-4, but more are certainly okay. Lofty goals are fine, but try to keep them realistic. Try starting with reachable ones in the first few months, a build a strong foundation for the rest of the year. Make some short (1-3 months), and long (yearly) term goals, and cross them off as you achieve them. I promise, it's one of the most satisfying things you'll do as a runner.

Now get out there and get running!



WHERE TO FIND US:

Our store is located next to Jos. A. Bank at University Square (also where Talbot's, Sunspot and Chico's are located), 500 Sagamore Parkway West, West Lafayette.

WE INVITE YOU TO JOIN US! BE THE MOVEMENT!

Find us online at www.fleetfeetwestlafayette.com
Like us on Facebook @ www.facebook.com/fleetfeetwestlafayette
Contact us by phone: [\(765\) 588-6222](tel:(765)588-6222)
email: greg@fleetfeetwestlafayette.com

Hours of operation: Monday- Friday 10 a.m. - 7 p.m.
Saturday 10 a.m. - 6 p.m.
Sunday Noon- 4 p.m.