

PHOENIX FREE SOLES

Footsteps

Official Club Newsletter Volume 2 August 2014

PFS Presidents Footsteps - August 2014



Hello 'Hot' Free Soles!

I hope you are finding some ways to cope with the summer heat. Air conditioning, cold showers, and vacations to cooler country work for me! Even though it is a bit warm I am looking forward to receiving our next clothing order which includes a black warm up kit for me! I am sure our next order will have more of those coming and you can check mine and some others out for sizing and other details once we have them. We'll have some fun events later in the year so continue to share details on our club and bring out others that want to check us out. With that said Welcome to some new members who continue to join our club! That's it from me for now. Enjoy the newsletter and please submit any items you have for the next newsletter (fun, serious, photos, ideas, etc.!)

Good running,

Todd

Also please take a minute to get caught up with the [RRCA Summer Issue](#)

PFS Sparks

- PFS Newsletter Name Winner is..... Lisa Barnes with her suggestion of Free Sole Footsteps. Thanks Lisa, your \$25 gift card to Sole Sports is on its way!
- Keep sending in those race results and photos!
- PFS 'Selfie' Contest! Submit a 'selfie' of yourself in your PFS Uniform. Keep it clean folks, all pictures will be posted on our website. Most fun, creative 'selfie' will win a prize! Deadline to submit is September 30th. Send all submissions to club email.
- Congratulations to everyone that raced the ARR Summer Series, Mountain Man Tri, Cypress, and any other races! Good luck to those PFS members running America's Finest City this weekend! GO PFS!
- Hey PFS! Support our sister group Sonoran Distance Project by purchasing an e-cookbook by SDP member Carrie Weldy. 100% of proceeds go towards SDP elite development.

<http://www.nourishedbodyandsoul.com/recipes-carrie-weldy>



PFS Partners

Dan Klausner massage services- Reduced rate of only \$55/hr and \$75/90 minutes (101 on Raintree) danklausnerlmt@gmail.com

Runner's Den: 10% discount for club members (just tell them you are with PFS)

Sole Sports: 15% discount for club members excludes Garmin. Officers and Committee Leaders will get 25% off.

Coach's Corner



Relax and Run

Running is essentially a simple activity that almost anyone can do, and with patience and consistency, one that almost everyone can see improvement. I work with a lot of highly motivated people who worry more about improving their performance than is helpful. Here are three simple suggestions to apply when you feel your jaw clenching or the fear of failure rising in the back of your throat.

1. Too little is better than too much and better than nothing at all.

It is impossible to know what the exact right dose of training is from day to day. Given this it is better to do a tad too little each day than a tad too much because too much almost always leads to injury and too little allows for the consistency required to reach your peak performance. I'm not suggesting not working hard, but that you run within yourself almost all the time. When you

finish most workouts you should feel like you could have done a bit more. You might not want to but it should feel possible. A training cycle shouldn't have more than one or two workouts that take you to your max. Doing so on a regular basis is hard on your body and your mind and can lead to injury or burn out. On the flip side when you can't get in your planned 10 miler getting in an easy 4 is way better than skipping the run entirely. Lots of runners are very black and white but life tends to have a lot of gray so be flexible to avoid frustration.

2. Perfect isn't possible so just do your best each day.

We all dream of a training cycle where we get in every run, go to the gym as planned and eat perfectly. We also imagine our performance improving predictably throughout the cycle then peaking on the day of the big race. In reality no cycle ever goes perfectly. Kids get sick, weather is bad, work is crazy and sometimes you really need 3 cookies. Rather than stress about 100 days of training take things one day at a time. I have had good success with a daily checklist of training objectives. Breaking things into little pieces makes them more manageable, and allows for adjustment along the way. When things aren't going as planned make the best of the present situation and move on. Dwelling on a shortcoming sends the wrong message to yourself. What you think about yourself effects your performance so keep your self talk positive.

3. It's only running.

Based on the fact that you joined a running club and are reading this I know running is important to you. It is important to me as well, but in the grand scheme of things it isn't really a big deal so don't turn it into a source of stress when it could be a source of joy and satisfaction. Your mother will love you no matter how fast or slow you run, and all your team mates wish you the best so don't let self imposed pressure sabotage your performance.

PFS Member Race Results and Team Pictures

"ONE Fast Sole" takes First Place Relay Team at the Mountain Man Triathlon in Flagstaff on Sunday 8/10 with an awesome time of 2:08. John Dean swam, Branden Turley rode, and John Reich ran. Congratulations!! Way to rock it PFS!



PFS Members at the ONE Multisport Happy Hour!



*PFS/Sonoran Distance Project Member and PFS Secretary Ariana Hilborn at the Cypress 10k
35:30*





Ariana Hilborn, PFS Vice President Kristi Fitzgerald (38:44 10k) and PFS Jeff Stelnik (17:02 5k) preparing for the cool down after Cypress.



PFS Member of the Month

Let's get to know Phoenix Free Sole **Erica McClurg!**

Name: **Erica McClurg**

Any family information you would like to share: **Married to my husband Chris for 10 years**

Profession: **high school science teacher and head swim coach**

When did you begin running and why? **I started out as a soccer player when I was 7 years old. I ran a few 10K's as a little girl and then when I got in to high school I ran track as a hurdler, 4 X 100 runner and long jumper. I was 3rd in state in the 100 hurdles both my junior and senior year of high school. I tried to walk on to the U of A team, but I was not quite good enough for Division 1. I then went on to become a triathlete and became a distance runner. I have since then (1990) been a triathlete, competing at all distances focusing my last few years on the Ironman distance.**

Race result or run you are most proud of: **There are two, I am most proud of my first Boston in 2008, where I ran a 3:20:05 and felt amazing and thought that Heartbreak Hill was easy. I am also most proud of**



Coach John leading Kristi to a shiny new 10k PR!

Article of the month:
[12 Great Exercises to build your running body!](#)

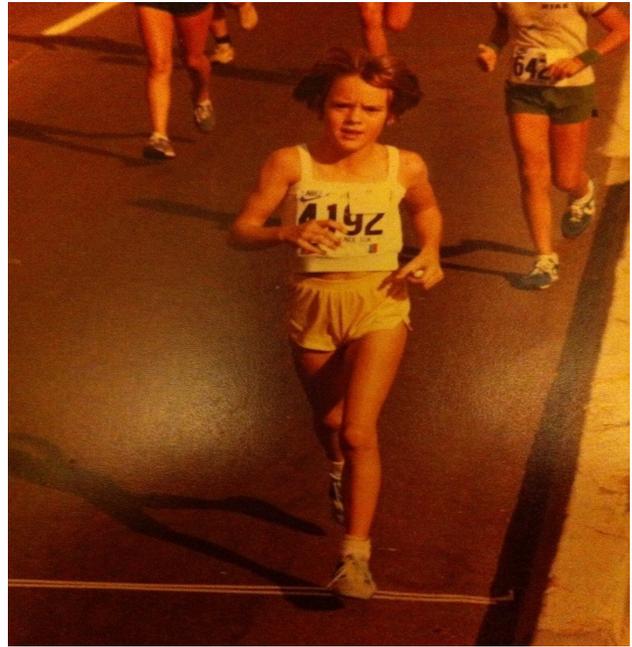
being the overall amateur female winner of the Chicago Triathlon in 2008.

Other hobbies: I love cooking, planting flowers and traveling (and running in new places while I am traveling because it is the best way to scout out a city)

Best running advice or quote: My favorite quote is something about Success by Rick Pitino, it is on my wall at school, but I cannot for the life of me remember what it says. It is really good!

Why did you decide to become a Phoenix Free Sole? I love the people that are members of the Phoenix Free Soles, they are so passionate about running and life and it is just a great group of people to surround yourself with in the running community.

Future goals/upcoming races: I really want to get back to Boston in 2015 so I think I will run a marathon in the spring to try and qualify. I also really want to get back to the Ironman in Hawaii, I plan on racing in Germany next summer to try and qualify!!



Erica running a 10k at age 11!

Best of luck with your upcoming goals Erica! We are proud to have you as a PFS Member and Teammate!