

Lakewood Ranch

Running Club



Lakewood Ranch Running Club Newsletter, Issue #2





On behalf of all the members of our Lakewood Ranch Running Club, we wish everyone a healthy and Happy New Year. Our club has grown steadily since it was founded in early 2002, with about 50 members as of this writing, and we could not be happier. We run every week, we have made some great friends, we participate in area races, and we keep healthy...what else do we want?

Robert's Message for the New Year Ahead

As we look forward to 2003, at a time when many people make their New Year's resolutions, we invite you to join our club to convert your fitness goals into reality. It does not matter if you run or walk a lot or a little, or if you

meanful guest speakers at our monthly meetings, to participate in area events, to provide a nurturing and genuinely friendly environment to everyone who chooses to join us, and to give back to the community as we can.

I extend my sincere thanks to everyone who has made it possible for us to reach this stage, runners, walkers and sponsors alike. A particular note of gratitude goes to our club officers, who have worked very hard to make things happen. We could not do it without you.

Happy Trails,

Robert Melo
President/Founder

“We welcome runners and walkers at all levels...”

never even laced up a pair of running shoes. We welcome runners and walkers at all levels, with the assurance that whatever your fitness plan is this year, it is easier to accomplish with other people who care.

We are in the planning stages to hold our first 5K road race here at Lakewood Ranch, along with a One Mile Power Walk race, on April 12, 2003. We invite you to participate, and if you wish to sponsor us, we would love to hear from you.

Our mission has been simple and straightforward from the beginning: to welcome runners and walkers of all levels, to present

Lakewood Ranch
Running Club

(Image of a pair of running shoes)

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The Lakewood Ranch Running Club Newsletter is a quarterly publication supporting the Lakewood Ranch Running Club, an organization dedicated to various running and walking activities, including weekly training runs, local races, group walks, race events, etc., for the wellness, enjoyment and fellowship of club members.

Newsletter Advertising Rates:
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I will attempt in the coming issues to impart some facts on foot care, shoe products and technology, general health care, and any other issues pertinent to the well-being of the active person. I have no medical degree. My information comes from my dealing with athletes on a day-to-day basis, association with foot doctors in the area, and my own athletic endeavors and readings. I pass on this information for your consideration and use as you see fit. Any questions on any issues you may have feel free to come by the store, e-mail me, or call. I will answer what I can or get the answer for you from someone who has the expertise in that area.

Let's start with the equipment. Most of you are working hard at getting your optimum performance out of your workouts, whether it is for an upcoming race or just to maximize your health, fitness, and overall well-being. So, why chance injuring yourself because your equipment (foot-wear) is not up to par. Some basic "sole" tips:

- Have your feet measured (length, width, and ball of foot) both feet!
- Shoe sizes are not the same, brand-to-brand or even style-to-style.
- Do not let someone sell you by saying "they will break in"...no, no, no.
- How much toe room? That can vary by person and distances, but in general a finger width (half-inch).

- Be sure the shoe fits length and width (ball of foot).
- Heel slippage - no good! There are ways to secure the heel....ask our staff about different lacing techniques.
- Try and walk/run with shoes before you buy them. We have a long straight running path in front of the store.
- Orthotics - if you have them bring them and your old shoes into our store so we can look at them. Old shoes can assist in seeing a pattern of wear and possible problems.
- Shoes go out of production or are changed after 1-2 years. Good idea if you are an avid runner/walker to try a couple styles or brands. In case one style changes you have a fallback pair to use until you find a replacement style that will work for you.

I hope this information will be of value. Not "brain surgery" but just some "years of experience and common sense".

I know shoes are not inexpensive. And yes, there are people selling "great deals". Just remember great deals are not so great if they are not the correct equipment for your gait. I'll try and take the sting out of the buy with the 10% discount...just mention runners club discount.

Look forward to seeing you in the future.

Watch Your Step!

Best Form. It's true that every runner has their own form, but here are some hints that came from the December issue of Men's Health:

Overstriding. If your heels hit the ground too far in front, your straightened knee will jar your body and slow you down. Fix this by simply shortening your stride.

Wasted Arm Carriage. This is when you swing your arms wide. Running coaches call this "rocking the baby". Don't do this. Instead, bring your elbows closer to your body. Angle your forearms as if they'd intersect about three feet in front of you.

Thirst. When you're dehydrated your form falls apart, so drink deep before you feel thirsty. If you're thirsty, it's too late.

No Gimmicks

How one of our club members lost 60 lbs. in one year

A sobering quote from the Business Weekly section of the Sarasota Herald-Tribune of November 11, 2002: "About 127 million adults in the U.S. are overweight, 60 million obese, and 9 million severely obese." It is undeniable that we Americans spend significant amounts of time and money into losing weight efforts, with mixed results. Judging by the statistics, many people fail in their weight-loss attempts, and a relatively few succeed.

There is no magic formula to losing weight, and it is generally acknowledged that weight-loss comes about with proper eating and some kind of exercise.

Mike Brady, one of our running club members, has conquered the never-ending battle of weight-loss, without paying a fortune, being mindful of what he eats, and realizing the benefits of exercising, in this case running.

Mike Brady: Before



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After finishing school and immersing himself in full time work, Mike ballooned to a hefty 215 lbs. At 5'8", his wedding picture portrays a happy, portly young man. While Mike was happy about his new bride Laura and the future, he was not happy about his weight. His work as Chief Technology Officer for MethodFactory, a technology solutions company in Sarasota, keeps him in front of a computer, and his lack of awareness about what he was eating kept him about 40 lbs heavier than he was in his school days.

Mike's current weight hovers around 155 lbs, and he is quite proud and mindful of it. He lost 60 lbs in one year. How did he do it? Mike joined the Lakewood Ranch Running Club in early October 2002, and a few weeks later, in mid-November, Mike agreed to meet with me to provide some insight as to how he was able to accomplish what millions of Americans seem unable to do:

Robert (RM): Mike, how did you get so heavy?

Mike (MB): My work is very sedentary - I spend virtually all of my time in front of a computer. In the past, I did not pay attention to what I ate and I recall having fast food almost every day.

see 'Mike' on Page 9

Harmony takes on New York

Out of more than 31,000 athletes, our Harmony Holland finished the grueling and cold NYC Marathon in fine fashion. Bib No. F614 beat



“Which way to the airport? I’m in a hurry!”

approximately 29k other competitors, coming in 2,286 place - well under an 8-minute pace.

Harmony’s finish at 3:24:54 is even more remarkable when you look deeper...

Gender Place: 224

Age Group Place: 107

Way to go, Harmony, and congratulations on your family’s new home.

Joan Novak: Cancer Survivor and 5K Race Champion

Joan Novak isn’t famous like three-time Tour de France Champion Lance Armstrong, but she is a champion nonetheless. Joan recently won First Place Senior Survivor at the Susan G. Komen Race for the Cure 5K Run in St. Petersburg. Like Armstrong, the achievement makes Joan an athletic champion, and more importantly, a champion for surviving breast cancer.

Although Joan isn’t likely to enjoy national attention for her awesome running achievement, her experience as an amateur athlete surviving cancer is without a doubt equally as extraordinary, inspiring, and motivating as that of Lance Armstrong’s own experience. To undergo surgery and six cycles of chemotherapy and endure it with a positive outlook and generous spirit is a testament in itself about Joan’s character and willpower.

However, it wasn’t easy facing this cancer challenge. Joan admits that there came a time midway through her treatment that she “just wanted to quit.” That’s when her support team of family, friends, and even pro basketball star Michael Jordan, gave her the strength to continue. On the evening before her third chemo treatment, feeling



nauseous and weak, she recalls tuning into an NBA Championship game. Michael Jordan played an outstanding game even though he had the flu, a fever, and had spent the day in bed. As Michael made the game-winning basket, Joan knew that she too could face that next cycle of chemotherapy. She did just that, and her determined and relentless resilience eventually forced her cancer into remission in November 1997.

These days Joan knows that it is very important to live each day and doesn’t take things for granted. “I know that each day is a gift and an opportunity to love and appreciate those closest to me. I take time each day to notice the sunrise and enjoy the quiet of the morning. I appreciate each day as a blessing that has been given to me.”

Joan, a charter member of our organization, enjoys the camaraderie of the club and supporting events like the Susan G. Komen Foundation and their efforts to find a cure for breast cancer. “My running keeps me strong and makes me more determined to let others know that cancer may be a detour in

see ‘Joan’ on Page 11

Walk and Roll

Most runners can benefit from a well-designed walking program, especially those that are new to running. The publication Runner’s World has created **Walking Strong**, a section on their website. Go to www.runnersworld.com and click on **Walking** on the left-hand side of the home page.

From the January 2003 issue of Men's Fitness
(Also, grab an issue and read the article on "Motivation")

Advanced Techniques for Cardio Competitors

If you're highly experienced in running or other cardio pursuits, you may be able to enhance your performance with "associative" strategies - techniques in which you learn to pay more, rather than less, attention to how you're feeling. "Competitive athletes purposefully monitor internal processes, such as breathing rate, pulse and exertion, to maximize their efficiency," say Jeffrey A. Katula, Ph.D., director of the behavioral health and fitness laboratory at the University of North Carolina, Greensboro. If you're up for it, try the following:

1. Have a heart. Use a heart-rate monitor to keep track of how fast your ticker is pumping. The best models allow you to track how close you stay to a targeted percentage of your maximum heart rate (usually calculated as 220 minus your age). For variety, change the target percentage on easy or hard days.

2. Get in touch with your body. Learn to concentrate on each body part separately, and note how it affects and

is affected by the workout. "Check for pain or tightness or whatever," says Marc Sagal, a managing partner of The Winning Mind, a San Diego-based performance-consulting firm. This may help you assess your state of muscle fatigue to determine whether you can maintain your current pace.

3. Examine your exertion. Exercise experts often rate one's level of exertion with what's called the Borg Scale. Try to find your current place on the scale, from 1, say, lounging on the couch, to 10, say, sprinting like Maurice Greene.

4. Play out a race strategy. If you're training for a race, go at the pace you intend to hit during the real thing: Run the first mile in a certain time, then the second, etc.

5. Monitor your breathing. Is it deep or shallow? Are you getting enough oxygen? You may want to count your breaths to see if the pace you're keeping is too easy or too hard.



Thanks for the photos and support

Whenever a group of us participate at a local race, there's a particular someone always taking photographs of us, then sharing them with us.



What's more, she's our newest member. With the warmest of greetings, we welcome Phyllis Siskel to our club.

A few of the photographs you see in this issue were taken by Phyllis. Some may even show up on our website sometime.

This is just a note of thanks to Phyllis (and the Manasota Track Club) for the continued support.

New Web Address

www.LakewoodRanchRunningClub.com

Don't you think we have the best website around? And now we've made it easier for our members, the Sarasota-Bradenton running community, and, really, the world to find us. If you know our name, you know our web address. And if that's a tedious proposition to peck on your keyboard, then type: **www.RunLakewoodRanch.com**. There you'll see upcoming events, club news, links to health and fitness sites, and a plethora of photos. We bow to James and Melanie! Excelsior!

Mile Marker

6:09

Average pace set by the overall winner at the 2002 Latin Classic Half Marathon at Lakewood Ranch.



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Mike Brady's Story

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RM: What prompted you to start losing weight?

MB: My co-workers frequented the Tuesday night beach runs on Siesta Key. One week, I decided to join them. Quickly, my competitive nature came into play - I did not enjoy coming in last place. Although people made "friendly" fun of my weight, I did not like how I looked (or felt) and began training for races and participating in mini-triathlons.

RM: Did you alter your eating habits?

MB: Yes, one of my co-workers, Dr. Kim Gibson, helped me with advice on what food and drinks to avoid, food portions and information on calories, among other things.

"My goals were more about fitness than pounds."

RM: Was this a structured program or discipline you followed?

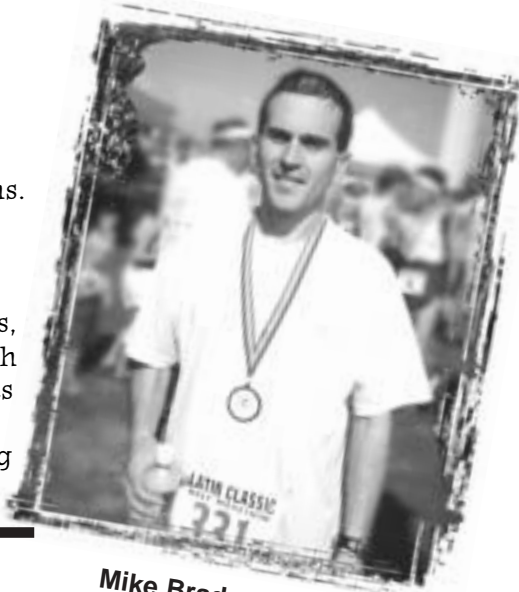
MB: No, it was a combination of listening to Dr. Gibson's advice and my desire to be somewhat competitive in the races I entered.

RM: Did you pay for any diet program?

MB: No, I did not.

RM: So, what happened? Did you have specific goals to lose a number of pounds per week?

MB: My goals were more about fitness than pounds. I concentrated on keeping up running with the people in my office. I focused on avoiding



junk food (I do not drinks sodas anymore) and, if after some period of time I lost some weight, I was happy. Running with my friends was a positive experience and eating right was not too much of a chore.

RM: Mike, did running have a direct role in your weight loss?

MB: Absolutely. However, running or exercising for the sake of weight loss is not as much fun. I need to have a race that I am training for, or a particular event in which I want to participate, to motivate me.

RM: What advice would you give to anyone with a weight problem?

MB: That is a tough question. I would say that concentrating on the small, daily steps is much easier than pursuing a long-term goal of losing a certain amount of weight. Get involved in some type of active sport (running is ideal) with other people who will help keep you motivated. Also, know what you are eating and focus daily on eating right. It is a day-to-day lifestyle change. Perhaps, like I did, find a race or some competitive event in which you want to participate, even a walking event. Let that be the goal, not losing weight in itself.

I met briefly afterwards with Dr. Kim Gibson, who happened to be in the office as I was leaving my meeting with Mike. She acknowledged that the advice she gave Mike on food in general is basic stuff, some of it geared to individuals with diabetes or heart disease.

If nothing else, Mike's story proves that exercising with others is of tremendous help for someone attempting to lose or control weight. This approach fits nicely with one of the original premises of the Lakewood Ranch Running Club, which is to provide camaraderie and motivation to our members. Mike has been able to maintain his weight, he is a great guy to run with, and we applaud his success.

Thanks for sharing, Mike.

Paparazzi



Ranch Resident Smokes with Trendy Totes

'For a single woman, it's a magnet.'

By Michael Eng, The East County Observer Features Editor
Taken from the Thursday, October 24, 2002 issue of The East County Observer

No matter where Lakewood Ranch resident Shanna Fett goes, she turns heads. People stop to chat with her at restaurants. Trips to the grocery store can elicit impromptu conversations. She catches eyes, all magnetized by the same thing - her purse.

Converted from an old cigar box, Fett's primary accessory begs for attention and oozes a Hollywood-style of cool.

"I get stopped all the time; people ask me where I got my purse," she says. "Then, I just tell them I made it and hand them my business card."

Cashing in on fashion's insatiable trend toward individuality, Fett created Trendy Totes - a custom purse-and-box-making company - last July.

The idea is simple. Take a cigar box, add a few beads and a handle. Discreetly market the custom purse in action. Wait for customers to flock. They love; they buy. Everyone is happy.

Simple, but ridiculously effective.

"Just carrying it around is the best form of advertising for me," she says. "Last week, I was at a restaurant in Punta Gorda, and I sold three purses in about 10 minutes."

The idea for Trendy Totes began last July when Fett's sis-



ter brought her a purse from Chicago.

"I thought I could do a better job and make a better one than the one she gave me," she says. "So, I got the stuff and made one. It just blossomed."

As a pharmaceutical saleswoman, Fett travels often, giv-

ing her both exposure for her purses as well as an opportunity to shop for unique boxes.

"I look for colorful boxes, interesting boxes - anything that stands out," Fett says. "Then, I try to pick things that will go along with the box and the labels. I put a few coats of polyurethane on and then take a look at them. Sometimes, the box needs to be funky, so I put some glass beads on them. Sometimes, they need to be a little more plain."

Inside the box, Fett uses everything from denim to faux fur as a fabric lining. Sometimes, she'll add a small mirror.

Prices for the purses start at \$80, and Fett says her customers tend to be younger women looking for accessories that accent the individual. Although she keeps a healthy inventory, Fett also makes purses to a customer's design.

"They attract all kinds of attention," she says. "Each one is different. You'll never be caught having the same purse as anyone else. Women always ask where I got it, and men also like them. For a single woman, it's a magnet."

So far, two stores - Armoire in Lakewood Ranch and Vmax in Ruskin - carry Fett's totes. She will also display her entire inventory at Armoire's trunk show Nov. 2. For more information, call Fett at 907-4793 or e-mail her at TrendyTote@aol.com.

Joan Novak

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your life, but there is always hope" she says.

Joan is a veteran educator and is currently teaching at Tara Elementary. She has been a Lakewood Ranch resident for the past four years, moving here from Illinois. She lives in Summerfield Glades with her husband, Terry, and son, Erik, a junior at Lakewood Ranch High School.



Over 70 and Still Running

who at 71 years of age maintains a healthy approach to life, with running as a significant factor in his everyday activities. Phil runs with the group virtually every Saturday morning.

Phil has run on and off just about all his life, a habit made just about mandatory during his many years with the Army and the Air Force. But he was not always as careful. In the early 90's, lulled into a routine typical of many retired people, playing golf often (his handicap has been as low as 4) and not paying attention to what he was

eating, Phil ended up having a coronary angioplasty procedure, after suffering some very scary chest pains.

Since then, his persistent running and his improved eating habits have brought about a healthier lifestyle, several medals and trophies in local area runs, and a happier outlook in life. For those of you who know Pam Mitchell, Phil is her father. We tip our collective (running) hats to Phil - keep up the good work, you are an inspiration to others.



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