

# ***RUNNING*** ***INSIGHT***<sup>®</sup>

## ***Salomon Expands Into Road Running***



Salomon's Sonic 2 will ship for Spring 2017

**FROM EMPLOYEE TO OWNER**

**NATHAN FIRES UP ITS RUN CAMPAIGN**

**GRATEFUL GURU TO SPEAK AT TRE**

PRESENTING SPONSORS



[bodyglide.com](http://bodyglide.com)



**SOFSOLE**

[sofssole.com](http://sofssole.com)



[pro-tecathletics.com](http://pro-tecathletics.com)



[nathansports.com](http://nathansports.com)



[balega.com](http://balega.com)

OCT 3, 2016  
VOL. 8 NO. 18

FORMULA4  
MEDIA, LLC

# Salomon Hits the Roads



**The trail company will debut a line of innovative road models in January**

**By Jonathan Beverly**

Salomon Sonic Pro 2 will retail at \$140.

**S**

ince 2001, Salomon Running has built its reputation on performance footwear designed for the most rugged trails, its defining image über-athlete Kilian Jornet scampering across the Alps near the company's home in Annecy, France. While they have no intention of abandoning that market, in January Salomon will add a line of road shoes for the champion athlete and daily fitness runner.

Salomon released a lightweight road model, the Sonic Pro, in Spring 2016, but the Spring 17 launch is far more ambitious. The new Sonic is the first to tackle vibrations, which account for as much as 30 percent of the impact stress of running according to biomechanics researchers like Benno Nigg. The line will carry both men's and women's styles. The Sonic will retail for \$130; the Sonic Pro 2 will retail for \$140; The S-Lab Sonic 2, which will be sold in limited doors, will retail for \$180.

**RUNNING INSIGHT**® is a registered trademark of Formula4Media, LLC. © 2016 all rights reserved. *Running Insight* is published twice each month, is edited for owners and top executives at running specialty stores and available only via email. The opinions by authors and contributors to *Running Insight* are not necessarily those of the editors or publishers. Articles appearing in *Running Insight* may not be reproduced in whole or in part without the express permission of the publisher. Formula4Media, LLC, P.O. Box 23-1318, Great Neck, NY 11023. Tel: 516-305-4709.

Advertise

Jeff Nott .....jnott@formula4media.com  
Jeff Gruenhut.....jgruenhut@formula4media.com  
Christina Henderson....chenderson@formula4media.com  
Katie O'Donohue.....kodonohue@formula4media.com  
Sam Selvaggio.....sselvaggio@formula4media.com

**Editor-in-Chief** ..... Mark Sullivan: msullivan@formula4media.com  
**Managing Editor** ..... Cara Griffin: cgriffin@formula4media.com  
**Publisher**.....Troy Leonard: tleonard@formula4media.com

**BACK ISSUES**  
runninginsight.com

**SUBSCRIBE**  
store.formula4media.com



**NEW!**  
Neo-Lite Run™



**NEW!**  
Swift-Clip Headlight™

## Light up your sales!

with specialty-exclusive visibility and race & training essentials



**NEW!** 360° Full-Viz Plus™  
Reflective Belt



**NEW!** Swift-Clip Versa-Light™



**NEW!** Quick-Clip Plus™  
Number Belt



**NEW!** Xinglet Illume™



**NEW!** Neo-Lite LED™ Pack



**NEW!** Swift-Clip™ Headlight

Specialty-Exclusive Innovation and Quality • UMAP Protected



Hydration | Training | Race-Day | Visibility  
The widest range of premium running essentials.

30+ New Essentials &  
Season Margin-Booster  
Programs!

Order Now!  
1-800-806-1288  
order@amphipod.com

## Salomon Hits the Roads (continued)



Simon Bartold, podiatrist and biomechanical expert.

“If we’re going to bring in a new brand, it has to be something our customers are already asking for, or else it needs to solve a problem that isn’t being addressed by other manufacturers.”

KRIS HARTNER,  
NAPERVILLE RUNNING CO

Podiatrist and biomechanical expert Simon Bartold, known for his work with ASICS from 1983 to 2013, has come on board to help design the new line. At a September launch event in Santa Cruz, California, Bartold explained how they have mapped the vibrations for different structures in the leg and are working toward reducing key frequency ranges that can lead to fatigue and injury. The fine-tuning is still a work in progress, but the initial work is integrated into the midsole design of the Sonic.

What that looks like is a segmented midsole that isn’t glued together, blocking vibrations from traveling throughout the structure and containing them in smaller “pools.” A high-rebound EVA midsole surrounds heel and forefoot pads made of a proprietary PU-based material that is light, cushioned and bouncy. The shoe also features longitudinal flex grooves aligned along key axes of the ankle joint, designed to allow a natural rolling motion. The location of these grooves will change in the different models of the line, altering the percent-

age of support on the medial and lateral sides underfoot. None of the shoes will pretend to provide “motion control,” however, a concept Bartold believes should be “flushed down the toilet.”

Salomon has brought in experienced pros Jon Teipen and Heather Pieraldi, who have fine-tuned the design and comfort details necessary to compete in the competitive road trainer market. The model distributed in Santa Cruz had a comfortable, roomier upper than most Salomon trail shoes, and a cushioned feel underfoot that firmed up when taken on the road, providing a responsive, smooth ride.

The retail strategy will begin with a “thoughtful and tight distribution” centered exclusively on run specialty. At the January 2017 release, 70 doors will stock two to three new models. This will expand to all run specialty by fall and open to any outlet in Spring ’18. Service to these accounts will include an extensive retail pro education program, seeding, shop floor days and other events to communicate the

Service to these accounts will include an extensive retail pro education program, seeding, shop floor days and other events to communicate the Salomon message.

Salomon message.

Given limited space, retailers have to be picky, but enthusiasm was strong among those attending the launch. The brand brings a reputation for quality product and service, and the new shoes promise to attract attention with their innovation and positioning. “If we’re going to bring in a new brand, it has to be something our customers are already asking for, or else it needs to solve a problem that isn’t being addressed by other manufacturers,” said Kris Hartner of Naperville Running Company. “What intrigues me about Salomon’s concept is that they are breaking out of the traditional mechanical silos and taking a whole different approach to guiding runners into the proper shoe.” ■

**Exceptional Performance.**

At checkout, with footwear, socks, sports bras, everywhere.

Winner: American Graphic Design Award  
for packaging and branding

**YOU GOT THIS®**

**body glide®**  
BodyGlide.com

IF YOU'RE  
OUT THERE,  
WE'RE  
WITH YOU.™



*Still Made In Vermont, U.S.A.*  
GUARANTEED FOR LIFE  
#DarnTough



THE VERTEX X RUNNING SERIES

**SIX  
TIPS  
TO EASE THE  
TRANSITION**

North Wales Running is owned by Scott Tantino, who worked at Bryn Mawr Running.

# From Running Store Employee to Running Store Owner

The entrepreneurial journey is a challenging trek that requires individuals shift their mindset.

By Daniel P. Smith

**B**ack in 2009, Eric Ott felt the tug. After seven years as an employee at the Naperville Running Company in suburban Chicago, including two years as a store manager, Ott ventured out on his own in 2010 to open Geneva Running Outfitters in Geneva, IL.

Over the last six years, the shop has been Ott's baby with Ott holding ultimate responsibility for every key business decision from hiring and inventory to marketing initiatives and training.

And the adventure into the ownership ranks, Ott confesses, has been anything but easy.

"You can think you know what it's like to be an owner, but you never really know what the

days are like until you're in that position," he says. Across the running retail landscape, many have followed – or aspire to follow – Ott's path from running store employee to running store owner. The entrepreneurial journey, however, is a challenging trek that requires individuals to shift their mindset, goals and vision to put the store's overall performance above all else.

"As an employee, you're really only concerned with yourself. You don't see the balance sheet or the hidden stresses of the job, only a paycheck coming your way every two weeks," Ott says.

But as an owner, the concerns can mount. Are employees doing their job? Are customer expectations being met? Is the store hitting its

FIRE UP YOUR RUN



NATHAN



**BE SEEN. RUN LONGER.®**

**MAKE VISIBILITY VISIBLE IN YOUR STORES THIS FALL**

Running safety matters. Train your staff and customers with the video below!

YouTube **FIRE UP YOUR RUN**



**RUN STRONGER.  
RUN LONGER.**

nathansports.com

#FIREUPYOURRUN



**Employee to Owner (continued)**



Tantino said he had to move outside his comfort zone.

financial targets? Do we have the right product mix?

Three employees-turned-owners share their tips to ease the transition from staff member to boss.

**Be prepared to exit your comfort zone**

Though Ott felt confident in his sales floor skills upon opening Geneva Running Outfitters, he had to learn back-of-the-house elements ranging from cash flow and forecasting futures to ROI and inventory turn – things he never had to consider as an employee. As an education major with no formal training in finance or accounting, Ott admits it was an oft-frustrating endeavor to sit buried in numbers and data; yet, he had to expand his skill set.

“You have to learn, grow your knowledge base and be

comfortable traveling outside your comfort zone,” Ott says. “If not, the business will struggle to reach its potential.”

**Recognize your weaknesses and fill them**

As an employee at the Bryn Mawr Running Company in Pennsylvania, Scott Tantino could largely focus on mastering a single task: servicing customers on the sales floor.

As the owner of the North Wales Running Company in North Wales, PA, as well as All Kinds of Fast in Phoenixville, PA, however, Tantino’s responsible for the entire operation and some things, he admits, sit outside his wheelhouse.

Early on, Tantino says he reflected on his biggest weaknesses and found people

with compatible personalities and complementary skills to balance out his deficiencies. He hired a bookkeeper, for instance, as well as staff who could tend to specific store or community needs, such as walkers or females.

“I could sell track spikes to high school guys all day, but it wasn’t necessarily easy to sell sports bras,” Tantino says.

**Understand the job never ends**

As an associate at Fleet Feet Sports in Baton Rouge, LA, and then Bells Running in Greeley, CO, Brandon Kuhn would often come into the store and have some assigned tasks to complete during a shift. Those tasks, though, typically had a finite end. Now as the owner of Bells Running, the 30-year-

old shop Kuhn purchased from founder Doug Bell in November 2015, Kuhn’s checklist is a never-ending one.

“You’re never done and there’s always something to do,” Kuhn says.

In fact, Kuhn says he probably ran five miles in his first two months as an owner because he felt guilty taking “me time.”

Tantino encountered the same early struggle, saying he had to sacrifice his own running to construct a stable business.

“The success of the business and the fitness of others had to become my focus,” Tantino says.

**Find a mentor**

Before opening Geneva Running Outfitters, Ott spent significant time picking the brain of Naperville Running Company owner Kris Hartner, whose store is routinely listed among “The 50 Best Running Stores in America.” Those conversations with Hartner coupled with Ott’s own observations of the veteran owner informed Ott’s leadership.

“You don’t have to go at it alone,” Ott says. “Try to find a mentor and people throughout the industry who can help you learn and navigate some challenges.”

But understand, Ott adds, that experience remains the best teacher.

“There are some things even the most honest, successful mentor just can’t teach because you have to experience the roller coaster



SKECHERS  
PERFORMANCE

HE REPRESENTS YOU.  
HE REPRESENTS THE USA.  
HE REPRESENTS GREATNESS.

Choose greatness in the GOMeb Speed 3 - 2016. A responsive, high-performance racing shoe designed with a GO KNIT upper providing a sleek and snug fit. It's all about speed.



SKECHERS  
**GOMEB**  
Speed 3  
2016

Meb  
World Class Runner

CHOOSE GREATNESS.™

GOskechers.com    

## Employee to Owner (continued)

yourself and learn from your own mistakes,” Ott says.

### Prepare for the financial plight

Though Kuhn purchased a profitable store, his first year as owner of Bells Running Company coincided with Sports Authority liquidation sales right in his backyard that hampered the store’s results and his own financial take home.

“You have to understand the financial risk you’re taking as an owner and the strains that can create,” Kuhn says.

As an employee, Kuhn was accustomed to seeing a familiar check every two weeks. For many owners, the pay varies greatly and it can be sporadic, particularly if profits are being reinvested in the business.

“That’s why it helps to have a second income or some financial

cushion,” Kuhn says.

### Realize you’ll have to trust others

Owners have to rely on others to accomplish tasks throughout the store and strategically decide the best spots to devote their efforts.

“There are 30 job descriptions that need to be filled and you’re going to need to figure out where you can let go a little bit,” Ott says.

Over time, Ott says he’s learned to trust that he’s hired the right people and armed them with the necessary training. Handing over those reins, though, is arguably the most difficult hurdle operators encounter – and rarely something employees ever consider.

“You have to have faith that you’ve picked the right people and provided them the tools to succeed,” he says. “That can be scary when it’s your baby, but it’s absolutely necessary.” ■

## Fleet Feet’s Operating Partner Program Helps Employees Become Owners



Brian and Toni Jumper now own Fleet Feet, Columbia, SC.

In an effort to bring high-performing employees into its franchisee ranks and provide an exit strategy for existing owners, North Carolina-based Fleet Feet Sports launched its Operating Partner Program in 2008.

Over a five-year period, the employees-turned-operating partners run a corporate-owned Fleet Feet store and handle all of ownership’s traditional tasks save paying the bills, which is handled by Fleet Feet’s corporate office.

“They do all the hiring, buying and so forth and are the face and personality of the store,” Fleet Feet vice president of development Robyn Goby says, adding that Fleet Feet corporate also provides each operating partner a coach and two training meetings each year to further streamline the transition from employee to owner.

At the five-year mark, operating partners can then purchase the store from Fleet Feet corporate and become a franchisee.

The program currently has 26 operating partners directing 32 company-owned stores and has successfully transitioned seven former employees into the ownership ranks, including Toni Jumper, the program’s most recent alum who now owns the Fleet Feet store in Columbia, SC. Jumper began working at the Columbia store in 2008 and joined the Operating Partner Program in 2011.

“One of our greatest days here at Fleet Feet is when operating partners like Toni become our newest franchisees because they’ve earned it,” Goby says.



Brandon Kuhn, Bells Running Co.

make a difference

with every pair of balega socks you buy,  
you indirectly support a number of our local,  
national and South African causes

you can also rely on

the very best in quality, ongoing innovation  
utilizing US made performance yarns to  
help you perform at your personal best

what more do you need?

*ubuntu* • I am, because we are.



  
**balega**®  
[www.balega.com](http://www.balega.com)

# A Retailer's Rabbit Vision Leads to a New Apparel Brand

**M**onica DeVreese, co-owner of Santa Barbara Running Company, and Jill Deering, local runner, attorney and businesswoman launched Rabbit earlier this year saying they were “taking a stance against hype and fuss and giving runners everything they need and nothing they don’t.” “Jill and I were both unhappy with what was available to us as runners,” says DeVreese. “The clothes were fussy, baggy, with too many straps and doodads. Where were all the running clothes that were actually made for running?”

As a retailer, DeVreese says she saw lots of so called running lines, but found most of them lacking. “The lines for running performance apparel have become blurred and everything seems to have turned into athleisure. We didn’t see what we thought was true performance running product. Our product is very simple, clean, and not over-designed, over-hyped or fussy,” DeVreese says more authentic running brands will help specialty stores grow their apparel sales. “As a retailer, my husband and I continually have had conversations about how our overall apparel sales as a percentage of total business are much lower than they should be and much of this is because of the lack of something new, something special for both men and women.”

Rabbit was launched with a Kickstarter campaign in December, 2015 and went to its first trade show, a conference for Fleet Feet stores this past June.

DeVreese’s background as a brand executive played a large role in her decision to source the product domestically.

“We knew from the beginning we wanted to strive to manufacture Rabbit in the USA,” she says. “There is an uptick in apparel manufacturing in the USA, especially in Southern California, which definitely helped our goal of making our product here. After speaking with a few friends in the industry we were able to narrow down very quickly the factories we wanted to partner with.”

From her previous life in the footwear space, DeVreese had done the Far East travel “numerous times, 14 hour flights, 14 day trips and visiting factory after factory,” she says. “To be able to jump in our car, hop on the 101-South and be at the factory in 90 minutes is an incredible advantage for Rabbit. Our lead times are much shorter, which allows us to make more educated product and inventory investment decisions.”

She adds, “We absolutely want to continue to manufacture in the USA. Running local is at the heart of Rabbit and this is something we are committed to building.” ■



Monica DeVreese of Santa Barbara Running and Jill Deering launched Rabbit earlier this year.

**“We absolutely want to continue to manufacture in the USA. Running local is at the heart of Rabbit and this is something we are committed to building.”**

**MONICA DEVREESE**

# ALWAYS IMPROVING.



©2016 New Balance Shoe, Inc.



## Introducing the redesigned N377-1 NBx Double Tab No Show

- Powered by **BDry** Moisture Management
- Seamless toe
- Anatomical left/right fit
- Second skin feel
- Stability fit arch support

[Newbalance.com/socks](http://Newbalance.com/socks)  
**855.655.8136**

For information about New Balance Socks

# NATHAN to 'Fire Up Your Run'



NATHAN PROs in running stores will have collateral materials as part of the brand's fall promotion.

**R**unning Essentials brand NATHAN has launched its 2016 fall visibility campaign, Fire Up Your Run. The NATHAN Fire Up Your Run campaign is part of the NATHAN School of Run initiative, a year-round educational support system for select NATHAN retail partners. Other components of The School of Run include the spring hydration campaign, Run Like Water, and year-round support for performance gear.

Through visibility and safety events at participating run-specialty retailers,

the Fire Up Your Run campaign aims to educate runners on the importance of visibility. Events will include visibility-themed trivia games, product demonstra-

## **The Fire Up Your Run campaign provides turnkey solutions to retailers, by NATHAN PROs.**

tions, and nighttime fun runs at select run specialty stores across America. NATHAN PROs will be equipped with a fall visibility and safety demo kit that features educational posters, stickers and brochures, along with new NATHAN fall 2016 visibility

and safety demo products.

The Fire Up Your Run campaign provides turnkey solutions to retailers, driven by NATHAN PROs, who help drive sales of essentials through education and events at the store level. For instance, stores with a NATHAN PRO sell 2.7 times more essentials and have grown the running essentials category upwards of 100 percent. In addition, the campaign will help partnering run-specialty retailers increase sales in their visibility category. In 2015, visibility conversion rates peaked at 11 percent, meaning that for every 100 pairs of shoes sold, 11 visibility items were sold. ■



**topo**<sup>®</sup>  
athletic

Topo Athletic has been called  
“The best fit in the industry”,  
delivering gimmick-free footwear  
that allows the body to  
move better, naturally.

BEST  
**RUNNER'S**  
AWARDS  
UNITED STATES  
DEBUT  
SEPTEMBER 2016

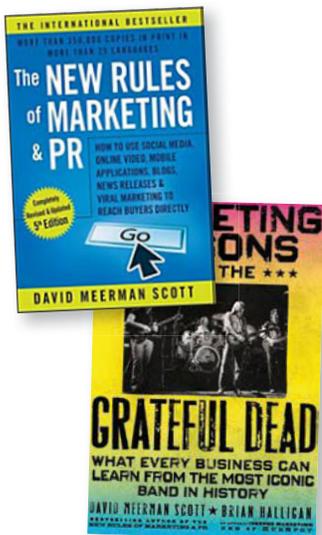
(SHOWN: WOMEN'S ULTRAFly IN PURPLE/LILAC)

TRE Featured Speaker:

# David Meerman Scott



David Meerman Scott will speak at TRE on Wednesday, Nov. 30 at 9:30 a.m.



**A** marketing expert who has written a book about what businesses can learn from The Grateful Dead will be the keynote speaker at The Running Event.

David Meerman Scott, author of “Marketing Lessons from the Grateful Dead” will give a presentation on “The New Rules of Marketing and PR,” which will cover how running stores can better engage with consumers in today’s crowded complex media marketplace.

Meerman Scott is a globalist with real world experience and an eye for the bigger marketplace. He moved to Tokyo at age 26

to establish the Japan office of a Wall Street Real-Time economic advisory firm. He worked for global Real-Time media companies in Tokyo for seven years and

**Meerman Scott is the author or co-author of 10 books and the series editor of six. Three of his books are international bestsellers.**

Hong Kong for two. David was Asia marketing director for Knight-Ridder in the mid-1990s before moving to the Boston area where he was marketing VP for two publicly-traded U.S. companies, most recently at NewsEdge until he was fired shortly after it was sold to Thomson, delivering to him the gift of reinvention as a strategist advising organizations on the new realities of agile, Real-Time business.

Meerman Scott is the author or co-author of 10 books and the series editor of six. Three of his books are international bestsellers.

He is best known for “The New Rules of Marketing & PR.” When first published in 2007, “New Rules” opened people’s eyes to the new realities of marketing and public relations on the Web and was six months on the *BusinessWeek* best-seller list. He has regularly

updated the book and it is now in a fifth edition with over 350,000 copies sold in English and available in 28 languages from Arabic to Vietnamese. “New Rules” continues to be a top seller and is now a modern business classic.

His other international bestsellers include “Real-Time Marketing & PR” and “Marketing Lessons from the Grateful Dead” (written with HubSpot CEO Brian Halligan).

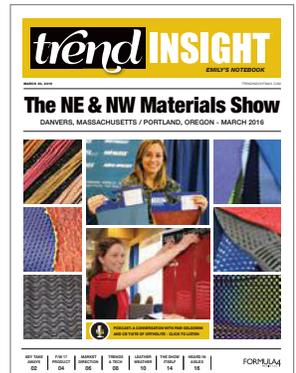
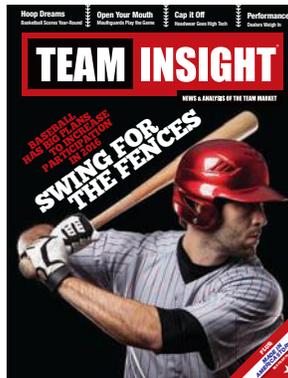
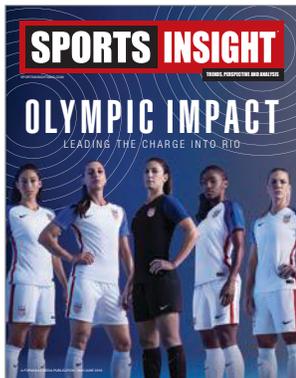
His latest book is “The New Rules of Sales and Service: How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business.”

At The Running Event, Meerman Scott will discuss The New Rules of Marketing and PR.

“There are four main ways to generate attention,” Meerman Scott says. “You can BUY attention (this is called advertising); you can BEG for attention (this is called Public Relations); you can BUG people one at a time to get attention (this is called sales) or you can EARN attention online by creating great information that your buyers want to consume such as YouTube videos, blogs, Twitter feeds, photographs, charts, graphs, and ebooks.” It is all free and it will be covered in Meerman Scott’s presentation. ■

# Your Niche is Our Niche

original content. market specific. face-to-face.



58,000+ readers. 3,600+ attendees. learn more: [formula4media.com](http://formula4media.com)

subscribe: [store.formula4media.com](http://store.formula4media.com) / connect: 516-305-4710

FORMULA4  
MEDIA, LLC

# IRRA Changes Name to Running Industry Association



Terry Schalow,  
RIA Executive Director

We are passionate about supporting the running community and developing the businesses of our members.

Old IRRA Logo



New RIA Logo



**W**e are pleased to announce that on Sept. 26, the retail members of the IRRA voted to change the organization’s name to the Running Industry Association, or RIA, in support of the recommendation put forth by the Board of Directors. In an open member letter sent 10 days earlier, the board explained its rationale:

So why the name change? From a practical standpoint, we find ourselves in a rapidly evolving retail environment, and this organization must be able to keep pace. That means following the strategic path we’ve set in 2016 toward a collaborative organization where all members—retailer and vendors alike—can better understand each other’s challenges and work together to find solutions. While our members may have differing viewpoints on many of the issues, there is no doubt we can all agree that a strong, robust specialty running community benefits us all. By building that structure, we will add value to membership, and the change to the Running Industry Association represents a major step toward that goal.

The name change illustrates our expanded focus, but there are some very tangible benefits to membership that will result from the change. The most significant include higher levels of engagement with

the vendor community, the ability to attract new investment in the organization, and an enhancement to member value in the form of strategic partnerships.

The greatest benefit from the name change however, will come from the ability of the organization to establish a leadership position within the running industry as a whole. If we appear narrowly focused, the industry will view us narrowly. Expand that perception, and

**The new name comes with a new mission statement as well, carefully crafted to reflect what we do, who we do it for, and how we intend to engage.**

we expand our reach and importance. We must take advantage of every competitive tool we have, and re-branding as the Running Industry Association will represent just that.

The new name comes with a new mission statement as well, carefully crafted to reflect what we do, who we do it for, and how we intend to engage:

“The RIA’s sole purpose is to drive the running industry forward.

We are passionate about supporting the running community and developing the businesses of our members. We succeed through collabo-

ration, education, advocacy, innovation and delivering an exceptional customer experience.”

With a new name and a refreshed mission, the RIA will move in to the 3rd quarter by announcing a series of strategic partnerships, all designed to enhance member value. Our focus will also include a drive to add brand members, companies that service the industry, and of course, running specialty channel retailers.

Our re-branding will continue at The Running Event in Orlando, where we’ll introduce ourselves formally to the channel. We’ll also showcase our new website at our member meeting, moderate the popular RIA Roundtables, and host the Hall of Fame Breakfast. Lastly, the RIA will activate on the Trade Show floor with some exciting new programming that will be offered exclusively to both our retailer and brand members. We strongly encourage our members to attend, and we will be sure to provide details on our initiatives in the coming weeks.

As always, we invite non-members to explore the benefits of membership, and to our current members, we thank you sincerely for your support. ■

*John Benedict*  
Board President

*Terry Schalow*  
Executive Director, RIA

# OS1st<sup>®</sup>

**BRACE LAYER SYSTEM™**

## Comprehensive Solutions from the #1 selling brand for Plantar Fasciitis

**FS6 Pairs**  
Active &  
Performance



**FS6 Single**  
Rehab &  
Recovery



**NOW  
AVAILABLE**



**Coming  
Soon!**  
Overnight  
PF Device



**FS6+**  
Active, Recovery  
& Prevention

FEEL THE DIFFERENCE OF

# THE FS6 SYSTEM

*OS1st, the most effective bracing system for runners*



www.OS1st.com // (844) 413-5457

# IT'S WHAT'S INSIDE...

ORTHOLITE® PROPRIETARY FOAM TECHNOLOGY KEEPS FEET COOLER, DRIER, HEALTHIER, AND HAPPIER. THE WORLD'S LEADING BRANDS TRUST ORTHOLITE TO OFFER THE ULTIMATE IN COMFORT AND PERFORMANCE AND TO DELIVER THE HIGHEST LEVEL OF CUSTOMER SATISFACTION.



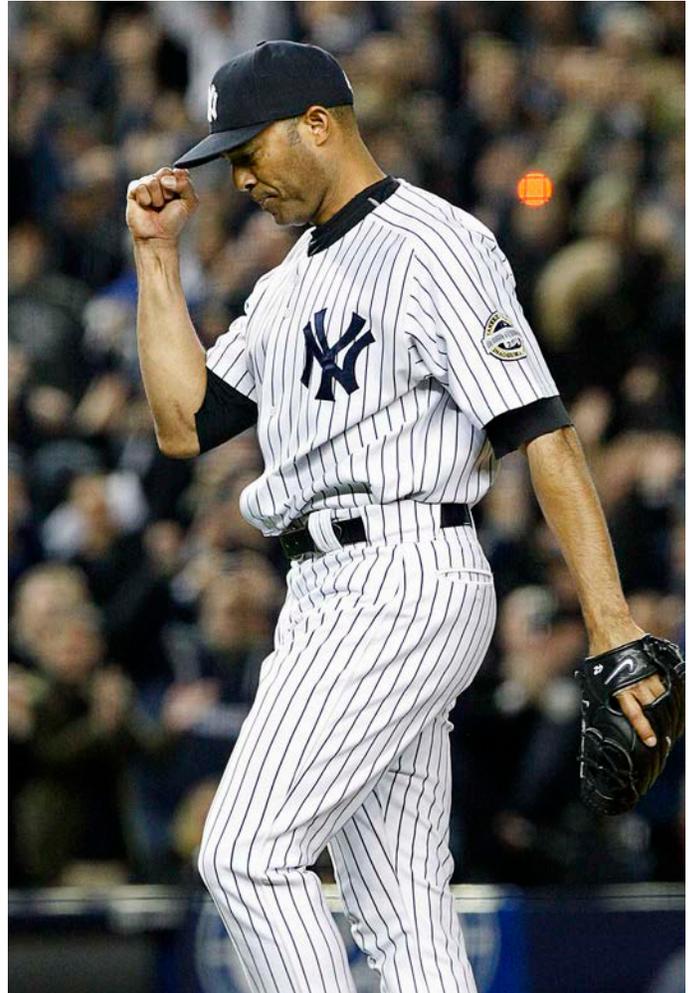
- BREATHABLE
- MOISTURE-WICKING
- ANTI-MICROBIAL
- LONG-TERM CUSHIONING

**Ortholite®**  
comfort from the inside out

ortholite.com

## **RUNNING INSIGHT**

# Running Shorts



### **Ortholite Strikes Partnership with Rivera**

Mariano Rivera, a 13-time All Star and five-time World Series champion during his 19-season career with the New York Yankees, is now a brand ambassador for the comfort and performance insole maker Ortholite.

Earlier this year, Amherst, MA-based Ortholite became the Official Insole of the New York Yankees as a means to engage consumers both in-stadium and on television, and through collaborative promotional efforts through the 2017 season.

Rivera will collaborate with Ortholite, whose insoles can be found in more than 400 million pairs of shoes annually, on a variety of initiatives, including supporting the Mariano Rivera Foundation.

### **JackRabbit Still Chasing Elusive Profitability**

Finish Line-owned chain JackRabbit generated its third consecutive quarterly comparable store sales gain rising 3.2

# ALLTRAIN



## ALLTRAIN™ 215

**COMING SPRING 2017, A PERFORMANCE TRAINING SHOE  
DESIGNED TO PROVIDE SUPERIOR COMFORT, STABILITY,  
POWER AND LATERAL SUPPORT FOR YOUR LONGEST,  
FASTEST WORKOUTS.**

Ask your inov-8 rep for more information about introductory sales programs.



HOKA ONE ONE Men's Clifton 3

## Running Shorts (continued)

percent for the period ended Aug. 27. Overall sales were off less than 1 percent to \$24.2 million from 70 stores, six fewer than a year earlier. For the first half of Finish Line's fiscal year, JackRabbit's comparable store sales rose 3.0 percent on a 1.5 percent sales decline, due to fewer locations, to \$47.7 million.

"...The team (at JackRabbit) continues to work hard," Finish Line CEO Sam Sato told analysts last week. "They've done a great job of getting inventories, both from a quantity and quality perspective, under control.

That said, there is still a lot of work to do, especially around improving profitability." Finish Line senior management intends to make a decision about the run specialty chain's future with the publicly traded retailer before the end of its fiscal year.

### **HOKA ONE ONE Named Official Footwear Partner for 2016 BMW Dallas Marathon, Half Marathon and Behringer Relay**

HOKA ONE ONE has signed on as the official footwear partner of the 46th BMW Dallas Marathon, Half Marathon and Behringer

Relay. This sponsorship pairs the running shoe brand with Dallas' largest and Texas' oldest running marathon. The 2016 BMW Dallas Marathon, Half Marathon and Behringer Relay is scheduled to take place Sunday, Dec. 11.

HOKA ONE ONE elite athletes will run on BMW Dallas Marathon race day as part of the Pro Relay Challenge, an activation that pits North Texas' professional sports teams (Dallas Cowboys, Dallas Mavericks, Dallas Stars, FC Dallas, Texas Rangers) against one another in a friendly competition to raise funds for charity. HOKA

ONE ONE will also showcase its footwear during the two-day BMW Dallas Marathon Health and Fitness Expo, held Dec. 9-10, and donate shoes to support Dallas Marathon community fitness programs.

HOKA ONE ONE has previously sponsored major triathlons, as well as marathons in Seattle and Orange County.

"Our partnership with the HOKA ONE ONE is the perfect pairing of brands dedicated to providing elite experiences and innovative technologies for speed to all participants in endurance sports," said Paul Lambert,

**YOU ARE COVERED,**  
wherever the **Trail** takes you!

**10 SECONDS®**

**Water Repellent**  
Repels Water & Prevents Stains

**Shoe Cleaner**  
Cleans & Removes Tough Stains

**10 SECONDS®**  
www.tenseconds.com • [info@tenseconds.com] • 800.438.5777 • www.hickorybrands.com

**HBI**  
Hickory Brands, Inc.

# STAY IN THE RACE

Worlds fastest marathon twins  
**Anna & Lisa Hahner**



**Sports Knee  
Support**



**Sports Ankle  
Support**

## **SUPPORT YOUR BODY** *with Sports Line Products*

- 3D Airknit Technology for lightweight, breathable support
- Added gripping zones for secure fit during rigorous activity
- Medical-grade compression for increased oxygen transfer and maximum muscle performance

**The Result: Better endurance,  
less fatigue and faster recovery times**

## Running Shorts (continued)

President of the Dallas Marathon. “We look forward to the footprint and energy HOKA ONE ONE brings to BMW Dallas Marathon race weekend this December.”

For more information or to register for the 2016 BMW Dallas Marathon, Half Marathon or Behringer Relay, visit [BMWDallasMarathon.com](http://BMWDallasMarathon.com).

### Super Runner Shuts Three Manhattan Stores

Super Runner has closed three Manhattan stores. The store group, owned by Sure Foot out of Utah, still operates three stores in Manhattan, one in

Brooklyn and one on Long Island.

### Rowe Resigns from Fleet Feet

Luke Rowe, who is credited with developing the fit program for the Fleet Feet franchise stores, has resigned from Fleet Feet, Inc.

Rowe had been with the organization since 2003 and was most recently Senior VP of Franchise Support. In that role, Rowe played a critical role in managing Fleet Feet’s relationship with key vendors and overseeing training and branding initiatives.

Prior to joining Fleet Feet,



Luke Rowe, Senior VP, Franchise Support, Fleet Feet Sports

Rowe had worked with current Fleet Feet CEO Jeff Phillips at Brooks Sports.

“The FIT program that Luke created is a cornerstone of the Fleet Feet instore experience,” Phillips told *Running Insight*. “Everyone here at Fleet Feet

owes Luke a debt of gratitude for all his contributions to the organization during his time here.”

Rowe joined Fleet Feet, Incorporated in 2003 as a Brand Manager working with New Balance. Soon after joining Fleet Feet, he was given the responsibility of creating consistency in the fitting experience offered across Fleet Feet stores, and as a result developed a proprietary fitting process. Rowe is an army veteran who has completed 25 marathons, his most recent being the 2000 Boston marathon. ■



## NEW COUNTER DISPLAY

Available for Kinesiology Tape & All Natural Pain Relief Spray/Roll

8.5W"x7L" x10.5"H  
Durable, lightweight cardboard

Contact your rep or call 1-800-779-3372 to hear about special discount!



**ONLY  
60 DAYS  
UNTIL  
THE EVENT**

---

**EXHIBIT**

**CONTACT  
TROY LEONARD**

**352-624-1561**

**TLEONARD@FORMULA4MEDIA.COM**

---

**ATTEND**

**CONTACT  
CHRISTINA HENDERSON**

**516-305-4712**

**CHENDERSON@FORMULA4MEDIA.COM**

---

**REGISTER  
TODAY!**



**THE RUNNING EVENT.COM**

# THE RUNNING EVENT 2016



**NOVEMBER 29-DECEMBER 2, 2016 | ORANGE COUNTY CONVENTION CENTER | HYATT REGENCY ORLANDO**