

## RUNNING BIG WITH BIG ISLAND RUNNING COMPANY

### One Year Down! Mahalo for Your Support!

It's hard to believe, but this week marks the one-year anniversary of our purchase of the Big Island Running Company!

Over the past year, we've had plenty of highlights (and, of course, some lowlights). We'd like to thank all our friends, family and customers for their support and patience as we figured things out over the past year. We also want to thank the community for welcoming us and helping us build a life as well as a business. In appreciation, we're offering our most loyal customers and newsletter readers **15% off in the month of September** (excluding sale items). Just mention this newsletter when you come in!

Here are some of our most memorable events from the past year:

- The Great Ironman Computer Crash—Right in the middle of Ironman week, the old computer crashed and took all the sales and inventory data with it. While Jason bought a new computer, Ryan Speegle handwrote out all the sales. Then they had to spend that night inputting the physical inventory.
- Group Runs and Half Marathon Training Program—We went from having one (sometimes two, sometimes zero) people attend our group runs to having a core group of approximately 10 people who routinely make it down for the runs and have had as many as 30 show up. Several people completed their first half marathon through our Kona Half Marathon Training Program and many others set PRs. Many of them also went on to do the Volcano Art Center Rain Forest Runs!
- Tsunami Saturday—On February 27, we were awakened at 4:45 a.m. with a call from my dad on the mainland warning us about a potential tsunami. We hurried down to the store to remove our computer and cash drawer and tried to take as much off the ground as possible. Luckily the tsunami never came, but it was certainly a memorable day!
- Marathon Expos—We went to two marathon expos this year—Hilo and Kona. We learned a lot from both, including how hard it is to essentially tear down the store, pack it into a van and move it! Also, it's sometimes easier to handle things by hand than try to use a computer system offsite.

Mahalo again for all of your support. We're looking forward to our second year and have some exciting things planned, including bringing back the Miracle Mile on Alii Drive on November 13 in connection with the Kona Coffee Cultural Festival and a Couch-to-5k Program starting up in October! More details will be coming soon!

September 8, 2010



With Mauna Loa in the background, runners head down the final stretch at the Volcano Art Center Rain Forest Runs.

### UPCOMING EVENTS

September 12, 2010—Hilo Bay 5k/10k, Coconut Island, Hilo, 7:30 a.m.

September 12, 2010—Peaman's Kickoff Klassic Biathlon, 3/4 mi. swim, 3.9 mi. run, Kailua Pier, 8:00 a.m.

September 26, 2010—11th Annual George Heneghan Fun Run, 5K fun run, 1K keiki course, Parker School in Waimea, 8 a.m.

September 26, 2010—Pre-Ironman Triathlon Challenge, 1.2 mile swim, 15 mile bike, and 6 mile run, Kailua Pier, 7:00 a.m.

October 3, 2010—25th Annual PATH 5k/10k Run/Walk and Silent Auction, Hale Halawai, 7:30 a.m.

### GROUP RUN SCHEDULE

Tuesday and Thursday evenings—6 p.m.

Saturday mornings—6:30 a.m.

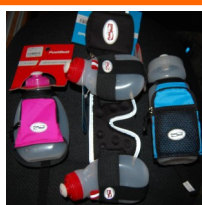
### Ironman and Marathon Training

The Ironman World Championships in Kona are quickly approaching. In addition, many people are starting their serious training for the Honolulu Marathon. We have the products to help make those long runs a little easier and the training a little more enjoyable.

- We offer nutritional products from Hammer, Clif, Lava and Fluid. These products include gels, HEED energy drink, and shot blocks for long runs or bikes, as well as products to aid muscle recovery.
- You can hold those nutritional products in one of our various Fuel Belts, which come in 1, 2 and 4 bottle styles, as well as some handheld options.
- To keep track of your distance and pace, check out the new Timex Global Trainer GPS system. These also come with heart rate monitors, so there is no shortage of data that you can gather!



Nutritional Products



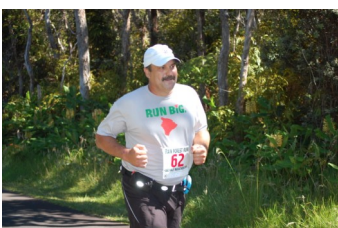
Fuel Belts



Timex Global Trainer GPS

### Runner Spotlight

One of our great joys over the last year is watching new runners tackle events or distances for the first time and watching them improve. One of the runners that we've been following this year is Peter Ballerini. Although he had been running shorter distances for a while, Peter just started running seriously this year with our half marathon training program. He finished the Kona half marathon well under his goal time of 3 hours and then cut another 12 minutes off his time at the Volcano half marathon. Here are some of his thoughts on running:



Q: Where do you usually do your runs?

A: Alii Drive or out at the New Industrial Area.

Q: What are your current running goals?

A: I may try to do the full Peaman this weekend (including the swim), but I'll keep doing the 10k's and half marathons when they come around.

Q: What is your favorite running memory?

A: Finishing Kona was a big accomplishment, and I did it under my goal of 3 hours.

Q: What do you like best about running?

A: It keeps your weight and blood pressure down and helps with overall health. And you can still have a beer now and then!

Q: What do you like least about running?

A: Sometimes it takes a lot of motivation to get out there.

Q: What are some of your other interests outside of running?

A: Camping, traveling, going abroad.

### Stay Connected

We hope you enjoyed our newsletter. Until the next one, stay up to date on local events and new products through our blog ([www.bigislandrunningcompany.blogspot.com](http://www.bigislandrunningcompany.blogspot.com)) and our website ([www.bigislandrunningcompany.com](http://www.bigislandrunningcompany.com).)

You can also find us on Facebook.

To remove your name from our mailing list, please reply to this email with "unsubscribe" in the body.

Questions or comments? E-mail us at [melissa@bigislandrunningcompany.com](mailto:melissa@bigislandrunningcompany.com) or call 808-327-9333.