



Ultra Running Outtakes | Aug/Sep '18

A Strong Finish to A “Grand Slam” Summer!

We’re now halfway through the *Grand Slam of Ultra Running*, as well as the *URC Summer Slam Challenge*. On the “Grand Slam” side, Nathan has finished both the *Western States 100 Mile Endurance Run* and the *Vermont 100 Endurance Run* so far, and is currently in 3rd place overall in the Grand Slam standings. Fellow URC runner Jason Tischer is in 2nd place overall, having finished the *Old Dominion 100* and *Vermont 100*. Both will be running the *Leadville Trail 100* and *Wasatch Front 100* in the next six weeks looking for the lead!

On a more important note, we have over 130 friends running to *#BeatNathan* as a part of the *URC Summer Slam Challenge*, and we couldn’t be any more excited for them. Leading the pack are Clay Vick (thanks to an amazing showing at the 500k *Last Annual Vol State Road Race*) & Natalie Daniel (with consistently killer mileage every week), who are currently leading the Men’s and Women’s overall mileage in the challenge.

We’ve already held two awesome events highlighting these races and the many people running them at the Ultra Running Company, and we have two more scheduled leading up to each of the final races:

- August 2: *Vermont 100* recap & *Leadville Trail 100* preview
- August 23: *Leadville Trail 100* recap & *Wasatch Front 100* preview

We’ll also be capping off the *Grand Slam* and *Summer Slam Challenge* with a completion party in September, and everyone is invited! Be sure to stop by either store and “follow” us on *Facebook* and *Instagram* to find out how *YOU* can be a part of this epic endeavor and post-party!



Nathan's Notes

First thing's first: Thank you to everyone who has contacted us with comments, questions and feedback from our first newsletter in June. We were stoked to get it out there, and even more thrilled that so many of you have taken the time to let us know it was worthwhile. Our plan is to continue putting this out every other month for the foreseeable future, and we'd love to have your thoughts on the content, the timing, and anything else you can think of. As I mentioned in our last edition, this newsletter is about YOU, so anything you can think of that would make it better will be greatly appreciated and likely incorporated!

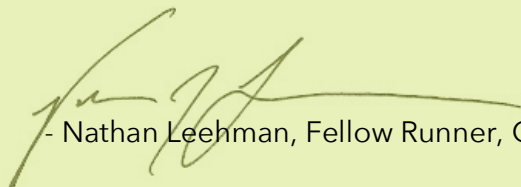
This has been an exciting summer for me, personally, as I have finally been able to attempt the Grand Slam of Ultra Running. It took me 6 years (!!) to get into the Western States Endurance Run, the first and pivotal race in the series, so it's fair to say I've been waiting for this opportunity for quite some time. As a matter of fact, when I first put my name in the lottery for Western States, there wasn't even an Ultra Running Company to consider - we were still over a year out from opening our first store in Myers Park!

As I've traveled the country this year and spoken to other Grand Slam and race participants, however, I find my mind coming back to URC more and more. I'm always grateful when people have heard of the store and want to know what we're all about. It's thrilling to hear that we are making an impression among the long distance running community, but it also reminds me that while growing, vibrant and amazing, community remains a small portion of the running population. It is and always has been our goal to provide value to the *entire* running community and to encourage *healthy* running, regardless of distance covered.

I tell people I meet that the best *and* worst decision I made as a businessperson was to name our store ***The Ultra Running Company***. Sure, I thought the name would be a beacon to distance runners - who would find product and expertise missing at traditional stores - but I also intended that the typical person would just think "Ultra" meant "Best" or something like that, and come to us for that same expertise. Imagine my surprise when more and more people began hearing the word "Ultra" and associate it with an intimidating, elite club of freak athletes doing something they could never do! Believe me, I know myself and I know the URC staff, and intimidating is the LAST word that comes to mind! ☺

Well, every day I get excited that "normal" people come in to the store and shop with us online. I am amazed when people from around the country are interested in our online shoe reviews (more on that later in the newsletter), and the greatest satisfaction I get is when we are able to teach a first-time runner to move efficiently and safely - knowing that a strong foundation will provide years of excitement and success in the sport I love so much. We love customers running their first mile, finishing their first 5k, and taking the time to join us on our weekly group runs. You don't have to run long to be "Ultra" - you just have to love running!

As always: Watch. This. Space.



- Nathan Leehman, Fellow Runner, Owner, The Ultra Running Company

What's New At URC?

NEW PRODUCT LAUNCHES



Altra Zero Drop Footwear releases the *Lone Peak 4.0* on August 1st - it's an update that should be more breathable and drain better than its predecessor, while retaining the bulletproof demeanor that has made this shoe the most consistently durable shoe in their trail lineup. The *Lone Peak* is one of those shoes that remains a comfortable and dependable across iterations and design changes, and we expect no

less at they overhaul the product for version 4.0. While it may or may not end up effecting performance, we really like the way *Altra* appears to have stripped down the upper half of the shoe while making the bottom half (if this is possible) appear even more aggressive. It's always tough to make changes to a "franchise" shoe, so we know *Altra* was very careful when updating this one. We know people who give it a try will be pleased.



HOKA One One has upped the ridiculous factor with the introduction of the *EVO Mafate*. An evolution of the *Mafate Speed 2* (originally available only in Europe but in their online store now), the *EVO Mafate* is the "max-cushion" addition to their athlete-inspired "EVO" line, which also includes the more minimal (but no less capable) *EVO JAWS* trail shoe and *Speed EVO R* track spike. The *EVO Mafate* pioneers

HOKA's new "R-Bound" material - lighter and springier than the "R-Mat" used in prior models - and a more extreme yet still lightweight upper reinforced with Kevlar to significantly drop weight versus its predecessors.

Specialty running brands have recently introduced multiple versions to their shoes in an effort to appeal to a larger segment of the running population. These variations often target cosmetic differences, but change the fit & feel as well. *Altra's Torin 3.5 Knit / Torin 3.5 Mesh* was a prior example of this approach, and *HOKA* has jumped in with the *Hupana Knit Jaquard* in July (complimenting the standard *Hupana 2*) and the *Clifton 5 Knit*, which we expect to arrive on/around September 1st. As a side note, the consistently solid *Bondi 6* was scheduled to drop on August 1st, but both URC locations have already been stocked with full size runs for most of July due to an early release. We'll be providing demos of both the *Bondi 6* and *Clifton 5* at our SouthEnd location on August 27th, so be sure to check out our Facebook Events page and join us there!



Inov-8 All-Terrain Running's TerraUltra G260 is a winner. This is the first trail shoe EVER to incorporate a substance called Graphene (the strongest material on earth) into its sole, which means mixing it with *inov-8's* stickiest rubber gives you an exceptionally high level of traction *and* durability. Add in great ground feel, a natural-drop design and springy polyurethane cushioning and you have our favorite *inov-8* shoe in quite some time. URC is currently one of a VERY

limited number of dealers in the world to have access to this shoe, so be sure to stop in and give it a try!

FIND OUT WHAT WE'RE THINKING



We've really been excited to hear the feedback regarding our product reviews on *YouTube*. We try to provide some unique insights, and this is a great platform to get them out to you without forcing folks to come to the stores with every question. Judging by the number of views, they're pretty easy to find, and from what we can see people have really enjoyed them. We try not to play the homer when we review shoes, which means we take the time to explain what we like and dislike about each model, and where we think the shoes are most appropriate for use. We are really focused on bringing the best shoes in the world into stock here at the *Ultra Running Company*, but that doesn't mean every one is perfect for every runner. Subscribe to our channel (just type "*Ultra Running Company*" into the *YouTube* search bar) to be notified every time we post a new review, video, or update, and be sure to comment if you like what you see, if you think we can improve, or if you just want to say "Hi"!

URC EVENT NEWS



The Monday night *P.U.B. Run* at *URC-SouthEnd* has been a huge success for the entire block since we started a few months back. Anchored by our friends at *Black Men Run* (they host and guide the 3-mile portion of the run) and capped off with free beer and pizza from our friends at *Pop The Top Craft Beer Shop* and *Blaze Pizza*, we're thankful to have a consistent group of runners coming out every week. We can't rig the pizza raffles at the conclusion of each run, but if we could we can't imagine the results favoring rookie attendees any more than they have in reality - it seems like a first-time runner wins at least one of the pies each and every week! Our main goal is to teach people how to "Learn to Love to Run", so if you're ever in town to visit and have the opportunity to join us, we'd love to have you!! Remember, the *P.U.B. Run* kicks off at 6:30PM every Monday, and every pace and distance is welcome!



The Fashionably Fit Fashion Show:

On Saturday September 15th, URC will be participating in the *Fashionably Fit Fashion Show* being held at the *Carole Hoefener Center*. We are excited to not only be representing our amazing clothing lines there at a traditional Vendor's Table, but we will also feature TEN OUTFITS from our amazing partners *Janji*, *Oiselle* and *INKnBURN* in the fashion show itself. As the only retailer in Charlotte with all three of these on-trend lines, we are excited to build visibility within the larger Queen City fashion community!



For more information, you can check out the EVENTS on the *Ultra Running Company - SouthEnd's* Facebook page to get the direct link to the *Fashionably Fit* web site. It's an all day event, and we hope to see you there for the excitement!!!

Products We Love

We like to carry the best products there are. Here's what we're stoked about right now:

Limited Edition URC T-Shirts



Astute observers may remember a t-shirt design contest during the SouthEnd "Art & Soul" festival back in May. We had a number of fantastic entries, and we're really excited to say that one of the designs really stuck with us. We had to make it happen. We've been wanting to create some apparel that truly says "Ultra Running Company", and this custom-made Tee speaks to us. We're hoping to introduce a new, limited edition design every two months or so, and hopefully they will speak to you as well.

"I Love Ultra Running" was inspired by a 5-year-old's design during the *Art and Soul* event, and we hope you love it as much as we do. The shirts are printed on genuine RECOVER brand shirts (because they're made from recycled/upcycled materials, and because they're local, and because we love them) and will be available mid-August both in-store and online. Check them out and be a part of the coolest running trend in Charlotte. According to us.



One more thing: Do you have a running design you'd like to see at URC? Email us at staff@ultrarunningcompany.com and you just might see your design in our stores!!!



Drymax Socks

Once you get past the unique characteristics of each sock brand, the general approach is pretty similar regardless of the name on the package: take a synthetic (polyester) or natural (wool) material, put it next to the foot, and wick the water away so it can theoretically evaporate faster. While this is a clear step up from traditional cotton socks (which just get wet and stay wet), the challenge is that once the water is wicked away, it tends to stay in contact with the foot until it can dissipate into the air. We introduced *Drymax* at our SouthEnd store over a year ago, and it's obvious to us why this is the #1 choice of top athletes in the distance running community: They are truly different than anything else out on the market.

Drymax offers super-breathable socks for road running, specifically designed trail running socks, and even unique "ultra" socks for truly long distances. The unique differentiator across the *Drymax* line is their "Dual Layer Construction" - two layers working together to keep feet dry. The socks are constructed with a "hydrophobic" (ie. It does not like water) layer closest to the skin and a hydrophilic (ie. it absorbs water, like every other technical sock) layer slightly away from the skin. These two layers pull water *off of* the foot, something single layer socks just can't do. If you have not tried a pair and you're running in either extremely hot weather, running long distances or loving the trails, we recommend you to give them a shot!

Interesting Reads

We work hard to stay up to speed here at the Ultra Running Company, and that means our team takes in a lot of information about running. We hope by sharing the books, studies, podcasts and films that catch our eye we can help our friends find content worth their own time. This month, we're focusing on two podcasts:



UltraRunnerPodcast.com

Hosted by Eric Schranz

This is an incredible authentic and passionate podcast, occasionally co-hosted by Sarah Lavender-Smith (author of "The Trail Runner's Companion"). Eric brings a straightforward and honest approach to his craft, and has respect for everyone he interviews. URP has access to top-level athletes, but takes great care to include runners of every level, correctly assuming it makes for a more interesting and relatable podcast. URP is a passionate platform for the sport and those who shape it, intentionally digging into aspects of the sport they do not understand or want to know more about. When alone, Eric asks solid follow up questions and brings out the best in his guest; when paired with Sarah the two complement each other with unique interests, communication styles and views on the sport. If you want to listen to one podcast capable of communicating the passion and soul of distance running (while throwing in gear reviews, life updates and some of the more informed beer commentary available), look no further than URP.



[East Coast Trail and Ultra Podcasts](#)

Hosted by Ryan Ploeckelman & Sean "The Run Bum" Blanton

This is what happens when you give a mic to two people with bodies approaching middle age and brains retaining their 14-year-old sensibilities. Closing in on their 100th episode, we've enjoyed listening while this East Coast-centric podcast has grown and matured over the past two years. While it's not for everyone (in fact, not for anyone who is easily offended or has sensitive ears), this podcasts provides an impressive amount of honesty and caring mixed in with its occasional off-color comments, consistent blustering and humorously self-interested anecdotes. We love that they focus on interviewing athletes overlooked on the national stage, as well as guests who have clearly not received the media training so common in polished, nationally sponsored athletes. What you get is a more pure and less varnished look at the interior motivations of those who participate in long distance and off-road running, and Ryan in particular is disarming in his ability to ask second level questions most interviewers would shy away from. And Run Bum? Well, we love that guy.

Hey! We'd Love Your Help!

Have you read these books already? We'd love to hear what you thought about them! Are there books or podcasts you love that we should check out? Are there products you've heard about that you wish we'd cover? What topics are you having trouble finding out about, and wish we'd dig into? Send any and all thoughts to us at info@ultrarunningcompany.com. We always love suggestions, and maybe you'll see your request on these pages in the future!

