

EPIC ULTRA NEWS



Welcome From Epic Ultras Founder, Eric Steele



With “great pleasure” I bring you the 11th issue of Epic Ultra News, along with being equally excited to announce we will be reaching our 2nd Anniversary as a company a little later this month! Epic Ultras has made some massive waves in the ultrarunning community the past couple of years and I would like to highlight a brief few. Since our inception, we have organized and executed a total of ten separate events (selling out four of them) ranging from 12K to 100 Miles, with runners representing more than 25 different states, in addition to donating over \$5,500 to several charities such as Gallant Few and Run To Uganda. In the realm of social media, our Epic Ultras Facebook page and related event pages have accumulated more than 14,000 combined “likes” and have been the portal to access thousands of race day photographs along with being “center stage” for countless inspirational, and sometimes quite comical, race reports from many of you. Most importantly, staying true to our mission statement, we have assisted in co-creating EPIC “ultrarunning experiences of a lifetime” for many of you, through our love and passion for our “beloved sport”, providing the venues for many courageous ultra-noobs to step-up and earn their coveted title of “ultrarunner” at one of our Epic Ultra Events. We are sincerely humbled and, quite simply, astounded by what has been accomplished in such a short period of time by nearly EVERYONE involved (runners, staff, friends & family, innocent bystanders, etc.) – and it is ALL driven by the non-stop commitment of an amazing and unique group of individuals...You! We look forward, in an EPIC way, to what will emerge in the months and years to come, as we KNOW the past couple of years are just the tip of the iceberg. In this month’s issue, catch a glimpse into Midwestern ultrarunning legend Darin Schneidewind’s world, delve into Part One of Scott Demaree’s take on “Training and Race Strategy” and enjoy Zach Adams’ always entertaining latest blog article, where he shares his observations on actually working an aid station, rather than just rushing through one.

Be Epic,
Eric

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Our Mission

The primary mission of EPIC ULTRAS is to organize, manage, facilitate and deliver the highest quality ultrarunning events in the world. Our vision is to provide an environment that strongly encourages runners of ALL ability levels to discover, nurture and maintain their own personal greatness and “Be Epic” while co-creating EPIC “ultrarunning experiences of a lifetime” with us!



UPCOMING EVENTS



Inaugural Honey Badger 100
100 Mile Ultra Road Race
July 12, 2014 / Kingman County, KS

Just 5 Days Left to Get Registered!
Click Here To Register Using The
Discount Code Below Good Through
Monday, July 7th, 2014!

Enter Code At Checkout to receive a
\$25 discount:
25EUNEWSBUCKS
(All one word, no spaces)

Honey Badger 100

In the spirit of the toughest animal on earth, the Honey Badger, AND one of the toughest foot races, Badwater, Epic Ultras proudly introduces our "graduate level" Inaugural Honey Badger 100 Mile Ultra Road Race! Come join us for a little summer "fun-run" in the sun through Kingman County, Kansas...smack dab in the middle of summer and smack dab in the heart of the Great Plains in a geographical area 19th century settlers once referred to as the Great American Desert!

Course Description

The course is a 91 mile (approx.) asphalt loop contained entirely within Kingman County, Kansas, with a little over an 8 mile out and back in Cheney State Park at the start, and just under a mile through the park at the finish. The entire 91 mile point-to-point loop is on asphalt county roads with very little road cant, NO major highways and minimal vehicular traffic. All runners MUST provide their own crew (minimum 1 person) & vehicle for the entirety of this event...no exceptions. Pacers are allowed and encouraged for the second 50 miles of this event.

July 12, 2014
Honey Badger
100M

Sept 27, 2014
FlatRock
101K/25K
SOLD OUT

October 25, 2014
Prairie Spirit Trail
"Fall Classic"
50M/50K

January 3, 2015
WinterRock
25K/12K

March 28, 2015
Prairie Spirit Trail
100M/50M

April 25, 2015
FlatRock 101
101K

May 30, 2015
Flint Hills Trail
40M/Marathon

All EPIC ULTRA events
sponsored by:



Newsletter Bios

Epic Ultras Needs Your Help



Scott Demaree - Newsletter Contributor

With a diverse past as a computer programmer, graduate student researcher, personal trainer, shoe salesman, and physics teacher, one pursuit has dominated Scott Demaree's life like no other: high performance distance running/walking. To date, he has accumulated over 104,000 miles on foot, including nearly 10,000 miles in competitive races (113 ultras and 49 marathons). He won 26 ultras and 1 marathon. Two wins were National Championships: 1989 24-Hour run and 1986 100K racewalk. Some of his personal bests were not even wins, including 230.4 miles for 48-Hours, 143.4 miles for 24-Hours and 14:57:32 for 100 miles. Fascinated by the difficulties of these events, he went back to school to earn Masters degrees at Wichita State University and Texas A&M University, involving extensive study/research in nutrition and exercise science. He currently challenges Texas high school students to high achievement in physics and AP physics.



Zach Adams - Blogger Extraordinaire

Zach's been competing in ultras for about three years and is most certainly an EPIC ultrarunner. He loves running and has the sense of humor that Epic Ultras thrives upon! He's been our blog contributor since our inception and has a true passion for this sport. If you're easily offended, well, read his blog and get pissed, or don't! He "calls it like he sees it" and has no shame in doing so. Visit page six to "get a taste" of Zach's most Epic humor about our sport!



Darin Schneidewind - Featured Runner

In his own words.

On October 31, 2006 I was 245lbs overweight and way out of shape. I changed my diet, and started walking to lose some weight. I started running in May of 2007 and ran my first 5K in July of 2007. Every time I ran something I wanted to run farther. So, I ran my first 1/2 marathon in April 2008, and my first marathon in September of 2008. By this time I had lost 75lbs. I started trail running and ran my first ultra, a 50K in October of 2008. I found a new love in trail running and wanted to run even farther and train harder. In

February of 2009 I ran my first 100 miler. Since then I have ran and finished a bunch of ultras from 50k to 100 miles. All I wanted to do was lose some weight, I never imagined I would be running crazy mileage and doing what I'm doing. I also enjoy the sport of endurance cycling in gravel grinding. It's like trail running only on a bike on gravel roads, biking around for hours on end in the country is really enjoyable. Running and cycling has taken me on many EPIC adventures over the last few years, and I look forward to more EPIC adventures in the future.

Epic Ultras needs YOUR HELP! With the expansion of events on the EU race calendar and the increasing popularity and participation in our beloved sport of ultrarunning, we need to add to the Epic Ultras Brigade. Just because you may not be able to run every event you would like does not mean you can't be a part of Epic Ultra's mission to "co-create experiences of a lifetime". It takes amazing people to pull off the absolute BEST events you will find ANYWHERE. By working at an aid station and assisting in other race day duties, not only will you be a part of the Epic Ultras Brigade, you may even earn your way into an Epic Ultras event. To find out more go to:

www.epicultras.com/brigade.

Thank You!

EPIC ULTRAS



Strategical Training & Racing Part 1

by Scott Demaree

There was a time when I had trained heavily for so long that it did not take much planning to enter and compete effectively in virtually any ultra. As time has passed, the aging process and changing job requirements have cut into my training time and depleted my conditioning to such an extent that planning my training and race strategy is now of maximum importance. Because many of you may be in similar situations, I'll outline some ideas you may find helpful, using my current training as an illustration.

As I approach the last few weeks before the Honey Badger 100, I have to analyze where I am and make adjustments to my training and the race strategy itself. A relatively minor health issue reduced my mileage to near zero for three weeks recently. So the primary goal of my training is to build up mileage, but not so fast as to risk injury. I have been following the rule of increasing mileage no more than 10% each week. So far, so good, but it is going to leave me way short of the training load I need for a fast race.

A further consideration is the specifics of the race. This race will take more than 24 hours for me in the heat of a Kansas summer. Obviously, I will need to prepare for hot weather. Over the next few weeks I will move a lot of my mileage into the hot part of the day here on the Gulf coast. My heat tolerance is not what it used to be, so this heat exposure is an extremely important part of my training strategy.

Assuming I can follow my mileage plan up to the race, I also need to shift more of my miles to running and racewalking. Starting back from near zero mileage forced me to only walk for the first few weeks. I have walked 100 miles in under 24 hours, but that was 10 years ago. In my current state if all I do is walk, I may have a hard time beating the time limit of the race. So I have to raise my average speed by running and racewalking parts of the race. Therefore, the running and racewalking training **MUST** be in the training mix.

I have found that a proper analysis of the actual ratios of walking vs racewalking vs running training works well in actually planning my races. If all you do is run to prepare for your races, this part will not apply to you. But if you do significant walking mileage – and you should if you will need to walk during the race – this part could be useful.

If you walk in races, I hope you follow an alternating run/walk schedule from the very beginning of the race. If you run continuously from the start until your running muscles are depleted, you will find it difficult to generate a decent walking pace after that, and forget about a reasonable running pace. Nobody likes to death march through the remaining miles after too fast a start. So I suggest you use a run/walk plan based on your training.

Stay tuned for Part 2 in August Issue of Epic Ultra News



Featured Runner - Darin Schneidewind

The Basics

Date of Birth: 8/19/1969
Place of Birth: Ottawa, KS
Currently Residing: Lyndon, KS
Marital Status: Married
Job(s): Structural Steel Detailer
Children: 1 Son age 16
Height: 5' 11"
Weight: 160 lbs
Shoe Size: 10.5
Best Physical Feature: Legs
Worst Physical Feature: Upper body
Religion: Lutheran
Political Affiliation: None
Educational Background: Lyndon High School and Kaw Area Vocational Technology School.
Personal Strength(s): Motivation
Make Of Car You Drive: Kia Rio
Make Of Car You Would Like To Drive: Kia Optima
Pets: A dog, cat and 2 horses

Ultra Stuff

Years Running Ultras: 6
Ultras Finished: 30+
Best Ultra Performance(s): Free state 100K in 2012 9:09
Ozark Trail 100 in 2011 In 20:19.
Most Memorable Ultra: Not a race but Dave Wakefield attempt to break the Fastest Know Time on the 140 mile Kokopelli Trail from Loma Colorado to Moab UT.
Typical Training Week(s) Before A Major Race: Used to be 100 mile weeks. Now more like 75 with some cycling.
Injuries: Achilles Tendinitis a couple times.
Ultrarunning Idol: Anton Krupicka
Why Do You Run Ultras: To see how far I can go and push my body.

Spare Time

Book Currently Reading: None
Hobbies: Running, Gravel Grinding/Cycling
Collections: Beer Stines

Dislikes / Fears

Least Liked Household Chore: Dishes
Pet Peeve: People who smoke around me.
Greatest Fear: Failure

Favorites

Favorite Book: Ultramarathon Man
Non-running Magazine: Men's Health
Favorite TV Show: Survivor
Favorite Music: Rock
Favorite Musical Performer: Lynard Skynard, Eric Clapton, Stevie Ray Vaughan.
Spectator Sport: College basketball
Favorite Subject in School: Shop/drafting
Favorite Game: Basketball
Favorite Vacation Destination: Colorado
Favorite Time Of Day: Morning
Favorite Item Of Clothing: Hoodies
Non-Running Leisure Activity: Cycling
Running Shoe: Salomon Speedcross 3's
Food/Drink During An Ultra: PB&J. Ice water
Food/Drink Before An Ultra: Peanut Butter Bagel
Food/Drink After An Ultra: Anything and everything, ice cream
Favorite Crew Person(s): My wife of course
Favorite Pacer: David Wakefield
Favorite Place To Run: Clinton North Shore
Favorite Type Of Running Surface: Single track trails

Achievements / Goals / Memories

Personal Philosophy: Live today like there is no tomorrow
Short-Term Goal: To run injury free
Long-Term Goal: To do as many EPIC adventures as I can before I die!
Most Prized Possession: My Wife
Happiest Memory: Hiking to the top of Hope Pass with my sister and wife prior to Leadville 2010
Greatest Adventure: Kokopelli Trail



Flint Hills 40: Observations From Behind the Aid Station Table

By Epic Ultras Blogger Zach Adams

At the inaugural Flint Hills Marathon and 40 Miler I got my first taste of running an aid station for the full duration of a race, and HOLY SHIT was it a real eye-opener! Since I started running ultras about 5 years ago, I have been amazingly taken care of at almost every race I have started. I have had workers fill my bottles, give me food, and offer me everything from a sandwich from their own cooler to Tums out of the glove box of their car. I have stumbled, shuffled, and flown through innumerable aid stations, but I have never worked one. I now realize after working at one, that while I was grateful, I was still taking them for granted. Not anymore. Never again. I realize that I am not unique in that I usually run ultras so I am really excited to share some observations from my first experience from behind the aid station table.

1. It is **HARD**. You have to show up early and stay late. You have to rush around and get stuff ready before runners get there. You have to load and unload everything. You have to clean as you go. You have to clean, inventory, and repack everything once the last runner comes through. It isn't running, but it is a LOT of work.
2. It is **STRESSFUL**. The pressure of being able to quickly and efficiently provide for all the needs of the runners while still cheering them on and infusing them with confidence takes a real toll on you. Waiting for a group of runners to come through and making sure you got them all checked in can leave you worried that you missed someone. You will question yourself. Did I do everything I could for them? Did I find the right drop bag? Did I give them the right bottle back?
3. It is **INSPIRING**. Watching runners push themselves to the breaking point and battling it out against the elements and their own exhaustion and overcome all obstacles to meet and exceed their goals will give you a shiver. Working an aid station will leave you with a renewed faith in humanity and a solid week's supply of warm-fuzzies.
4. It is **FULLFILLING**. Spending time and energy taking actions that directly correlate and make an impact on people realizing their dreams is extremely fulfilling. Playing a part in an organization that co-creates EPIC "ultrarunning experiences of a lifetime" is extremely rewarding. You are a character in a memory of these runner's lives that, while unnamed, will stick with them for their entire lives.
5. It is **FUN**. This is the best part. It is fun as hell! Hooting and hollering, yelling and screaming... It is a blast. Laughing and having fun with a huge group of people who share and understand an "insane" sport that you also love; how could this NOT be freaking awesome. I had a blast. I made friends. This is priceless – and it is an aspect of our "beloved sport" I had been missing until that point.

All said and done, I am so glad I took a race off of running and took my time helping others reach their goals. IF you have not done this yet, I HIGHLY suggest that you do. If you HAVE... why in the HELL did you not tell me that it was imperative that I DO SO!!!!?? So for those of you who have not – I will make it easy. Go to epicultras.com/brigade. Sign up and get involved. Put your ultrarunning experience and enthusiasm to good use. Although your body can't run as many ultras as you want, it doesn't mean you can't still soak up the "Epic Energy". Epic Ultras is known for having incredible support for runners in their events – both aid and staff. I am honored and proud to say that I played a part in executing their mission: co-creating EPIC "ultrarunning experiences of a lifetime"!

2014 Triple Crown Series

The 2014 Triple Crown Series is 2/3 of the way complete and we currently have nine courageous trail running badasses still on track to receive the coveted title of: "2014 Triple Crown Honoree" They are:
Zach Adams, Candi Paulin, Melissa Bruce, Josh Watson, Carson Galloway, Joseph Galloway, Robert McPherson, Marcus Needham, and Mike Rives.

Upon completion of the 50K at our SOLD OUT Flagship event - FlatRock in September- each will receive special recognition, a personalized golden goblet, and be only the second group honored into the "FlatRock Triple Crown Series". Want to know how YOU can qualify in 2015? Simply COMPLETE each of the three FlatRock events for 2015: WinterRock (12K or 25K), FlatRock 101K, and the FlatRock 50K.

To ensure your "Triple Crown" the first step is to register as soon as registrations are open – these races will fill to capacity very quickly. The first rounds of registration links will always be sent out as INVITATION ONLY to prior competitors. If you did not participate in the 2014 events, make sure to subscribe to Epic Ultras [email list](#) (sidebar) to ensure that you are immediately notified of the opening of general registration.

Want to see the 2014 honorees receive their awards and recognition?

Join us for the celebration at the conclusion of the 20th annual FlatRock 25/50K on September 27th in Independence, KS!