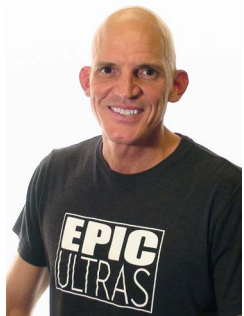


# EPIC ULTRA NEWS



## Welcome From Epic Ultras Founder, Eric Steele



Welcome to the 18th issue of Epic Ultra News! We certainly kicked-off the New Year properly on January 24th with our 3rd Annual WinterRock 25/12K "Fat Ass Style" runs and even though we had to postpone the event for three weeks due to ice on the trail, the Universe was certainly cooperating with us on our rescheduled date as it was a beautiful sunny day with the temps reaching the low 60's. Our 3rd Annual Prairie Spirit Trail 100 & 50 Mile Ultra Races are a little less than eight weeks away and we are super-stoked to have been officially "sold out" for two weeks now...a second year in a row, this time nearly six weeks sooner than last year. If you were really wanting into Prairie Spirit, we would encourage you to go get on our wait list immediately, as we will still be taking a few more registrations to allow for race day attrition and some inevitable cancellations. If you think our Prairie Spirit Trail Ultras are

just "too easy" for you, then we encourage you to "step up" and take on the FlatRock 101K - by far, the toughest single track trail race of this distance in the entire state...AND, there is a special discount good for \$20 off your entry in this month's issue on the next page. We are nearly at 50% capacity for our FlatRock 101K and cap it at 101 participants...so don't delay if you think you have what it takes to conquer "The Rock!" We also recently rolled out our new Mobile App and with it our very first "customer loyalty" program, read complete details in this issue on page 7 and please download our app at your earliest convenience to take advantage of substantial future savings into our events. In this month's issue of Epic Ultra News our "featured runner" is recent Prairie Spirit Trail Fall Classic 50K Female Champion and New Women's Course Record Holder, Iowan ultraunner, Jill Becker, from Sioux City. While speaking of the FlatRock 101K earlier, check out the feedback Zach Adams solicited from several ultrarunners who have completed the FlatRock 101K at least once in the past couple of years...there is some very insightful recommendations to be found for anyone who has yet to take on the FlatRock 101K. Plus, Zach's regular contribution this month is a most hilarious and humbling piece on how ultrarunners are just like newborn babies...classic stuff! Enjoy!

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



3rd Annual FlatRock 101K  
101K Trail Ultra Race  
April 25, 2015 / Independence, KS

Take advantage of a \$20 discount now!  
Click Here To Register Using The  
Discount Code Below Good Through  
Sunday, February 8th, 2015!

Enter Code At Checkout to receive a  
\$20 discount:  
20EUNEWBUCKS  
(All one word, no spaces)

## FlatRock 101K

FlatRock. This course has been deceiving trail runners for 20 years. After all, it's KANSAS. KANSAS is flat. How bad can it be? Go ahead, underestimate this trail – then go home and cry yourself to sleep. Twenty Septembers in a row, runners have come to the Elk City Hiking Trail to tackle the FlatRock 50k/25K trail ultra. This is the oldest trail ultra in the state, and it is pretty easy to make the argument that it is the BEST. It is as brutal as it is beautiful, as rugged as it is relaxing, as treacherous as it is tantalizing. A beautiful, highly technical trail full of short steep climbs, roots and rocks that seemingly TRY to trip you, and buzzards circling overhead - FlatRock is hard – and strangely addictive. The "Hall of Pain" consists of runners who have run it 10 or more times in a row. So, what would make more sense than running this 50k? Why not running it TWICE? Thus, the Flatrock 101K was born.

If you think you are some kind of trail ultrarunner badass, you need to bring all you got to the 3rd Annual FlatRock 101K on April 25th 2015 and put your theory to the test. If you want to see what you are really made of and push yourself to your absolute physical ultrarunning limits, you need to be there. If you are ready to become a true Midwest trail ultrarunning badass, sign up. FlatRock might just chew you up, spit you out, step on your face, and THEN send you home crying to your mama. IF you are too scared, that is understandable. I heard there are a few good half marathons that day... Maybe you should check into those.

# UPCOMING EVENTS

March 28, 2015  
Prairie Spirit Trail  
100M/50M  
**SOLD OUT**

April 25, 2015  
FlatRock 101  
101K

May 30, 2015  
Flint Hills Trail  
40M/Marathon

July 11, 2015  
Honey Badger  
100M

Sept 26, 2015  
FlatRock  
50K/25K  
**SOLD OUT**

October 24, 2015  
Ultra Extravaganza  
100M/50M/40M/50K

January 2, 2016  
WinterRock  
25K/12K

All EPIC ULTRA events  
sponsored by:





# Newsletter Bios



## Zach Adams - Blogger Extraordinaire

Zach's been competing in ultras since 2010 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!

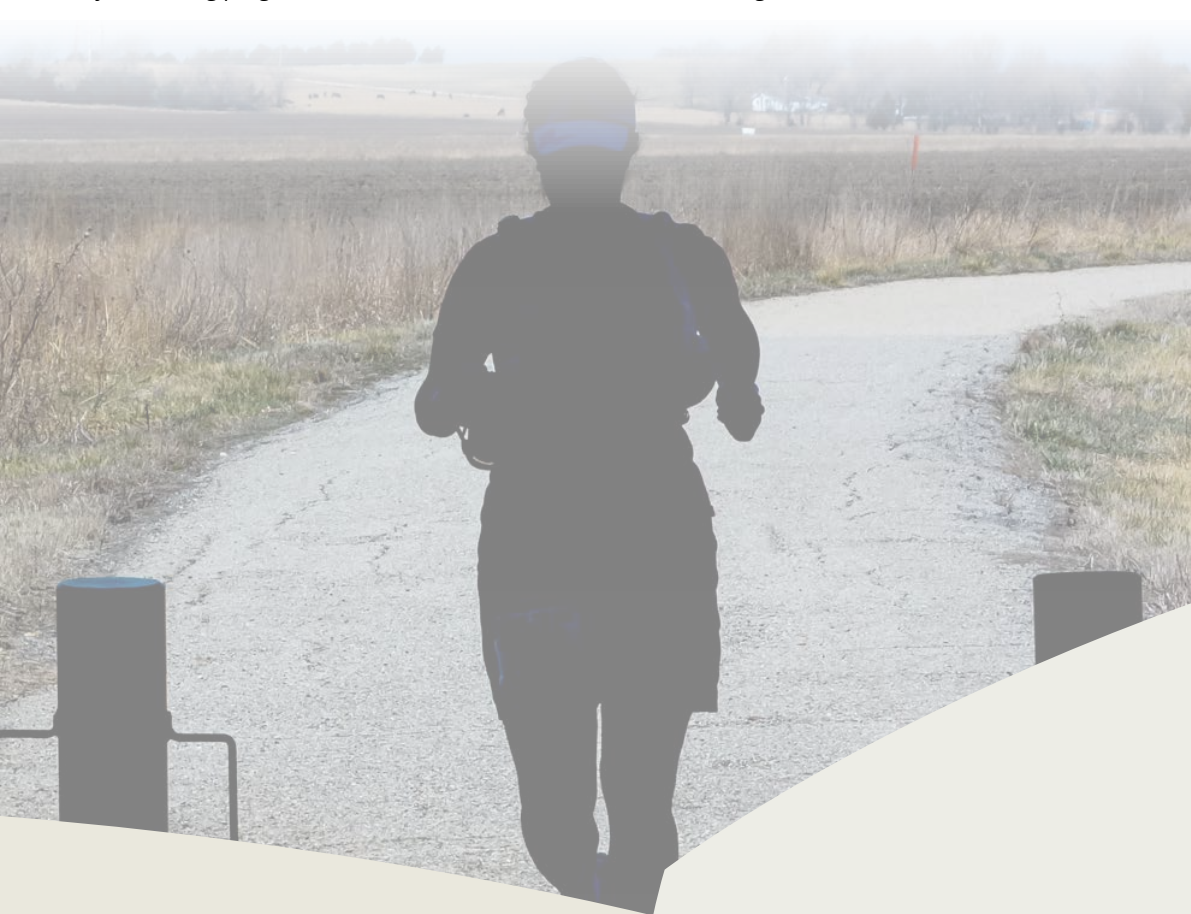


## Jill Becker - Featured Runner

*In her own words.*

You never know when one day something will change your life. It all started the summer going into my freshman year of college on scholarship to run Cross-Country and Track at Briar Cliff University in Sioux City, Iowa. A freak accident cut my foot leading to needing Achilles Tendon surgery. I didn't let it stop me. I worked hard to return to running again. My racing took full force after I graduated from Briar Cliff in

2009. I began running half and full marathons, and started tackling Sprint, Olympic, & half Ironman triathlons. Then I ran across Iowa with a bunch of ultrarunners, and that's when I caught the "Ultra Bug". I have run 13 ultramarathons including two 50 milers (Silver Rush 50 in Leadville, CO & North Face Challenge Series 50 in Wisconsin), Ten 50ks, and One 8 hour timed Ultra. I plan on running my first 100 miler at the EPIC ULTRA Prairie Spirit Trail 100 in March. I am currently using my passion for exercising at the Norm Waitt Sr. YMCA in South Sioux City, NE where I am the personal training coordinator, wellness coach, and fitness instructor. I teach a variety of running programs there as well. I am a certified RRCA running coach.



## Epic Ultras Needs Your Help

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](http://www.epicultras.com/brigade).

Thank You!



# First-Timer Tips for Running the FlatRock 101K

By Previous FlatRock 101K Finishers

In early 2013, I signed up for the Inaugural FlatRock 101K Ultra Trail Race. At this time, I had finished the fall 50K race at FlatRock twice, so I knew exactly how challenging this course is. I talked and speculated with others who were planning on running the 101K and even managed to get some advice from one of the 3 people ever who had run 100K on this course (as an experiment in April 2007). Still, I wish I had been able to talk to a few more folks to determine exactly how deep the shit I got myself into really was... I ran – and completed the inaugural 101K – but feel I might have had a better time had I been able to utilize the experience of others who had been there before. So, for those of you who are registered (or might be toying with the idea or registering), I asked some of my seriously badass friends who have crossed under the Epic Ultras 101K finish line after covering more than 62 miles on the TOUGHEST TRAIL IN KANSAS, “What one or two pieces of advice would you give to a runner taking on FlatRock 101K for the first time?” The group consists of a diverse group of ultrarunners – from folks with Western States Endurance Race and Leadville Trail 100 buckles to first time ultrarunners and everything in between. My advice: Take heed.

**Dave Box** - Coffeyville, Kansas: “Practice makes permanent but perfect practice make perfect.” 1. Constant climbing up and down all day will weigh on your quads. Do plenty of exercise to build strength in the quads. Add hill repeats, running up and down in your training, even bleachers if you have access to them. By the end of the 101 your quads will thank you. 2. Being the elevation is constantly up and down with very small flats in between - run harder every time you get to the top and take it easy on the ups and downs for recovery. 3. Carry a handheld flashlight along with your headlamp for dark. The trail is brutal and you will need the extra light for depth perception particularly if you plan to run a good pace after dark. 4. Most importantly: Listen to the race director Eric Steele and don't look up! Be prepared to run and watch every step. I actually train now by running through the timber or off the side of the road and getting my mind to pick a spot for each foot placement with an uneven stride while going side to side also trying to mimic what that trail provides.

**Dave Renfro** - Springdale, Arkansas: 1. If you're a consistent back-of-the-packer and just want to finish, shoot for splits of 4 hours, 5 hours, 6 hours, and 7 hours. That gives you an increasing cushion for each cutoff. I hit the first three splits almost to the minute, had my legs fall off on the way back, and still finished with plenty of time. 2. Wear gloves, especially if it's muddy. It rained the year I ran it and the mud dried my hands horribly. As it got dark and I became more exhausted, I found myself using my hands for everything--scrambling, down-climbing, stabilizing myself. By the time I got to the finish, the limestone had shredded my hands. They were completely inflamed and it hurt like hell just to wash them. It took three weeks for them to heal!

**Ron “Micah” LaPoint** - Wichita, Kansas: 1. Do Flat Rock 50K, then do it again in the dark. 2. Make sure all your drop bags have dry socks. On that note, make sure you have drop bags. 3. Stacking rocks “Blair Witch” style is a good way to get your heart rate back down mid-race..... 4. The forest is, at the same time, hotter than you think and colder than you think. You will most likely have to battle a dehydrating heat during the day and a hypothermic cold when the sun sets....

**Candi Paulin** - Girard, Kansas: Pace yourself the first half, race the 2nd half. Stay hydrated; keep up on nutrition and electrolytes from the beginning. As long as you keep moving there is plenty of time to finish under the cutoff!

**Coleen Shaw-Voeks** - Kansas City, Kansas: Don't go out like an asshole... Take your time through the beginning rocky section and make up time on the more runnable sections on the back end. Patience is key at this race!

**Adam Monaghan** - Wichita, Kansas: Two pieces of advice for a FR101K Newbie: 1. Be ready to be humbled like never before and to reach new levels of misery. If you accept it and aren't surprised by it when it comes then you can embrace it, laugh about it, and push through it (well not really through, but “with” it, perhaps). 2. If you aren't falling down at least once an hour, you aren't pushing yourself hard enough!

**Genevieve Spivey** - Lenexa, Kansas: I only have one - don't underestimate the importance of strength training, particularly single leg and stability. A pleasant Flatrock experience is dependent on strong supportive muscles, not just solid weekly mileage.

...continued on page 7

# Featured Runner - Jill Becker

## The Basics

**Date of Birth:** February 27, 1987  
**Place of Birth:** Bancroft, Iowa  
**Currently Residing:** Sioux City, Iowa  
**Marital Status:** Single  
**Job(s):** Personal Training Coordinator, Personal Trainer & Wellness Coach.  
**Height:** 5'7"  
**Shoe Size:** 9.5  
**Educational Background:** Bachelor of Science in Sports Science from Briar Cliff University.  
**Personal Strength(s):** Dedicated, Positive attitude.  
**Make Of Car You Drive:** Subaru

## Favorites

**Favorite Book:** Born to Run  
**Favorite Non-running Magazine:** What are those?  
**Favorite TV Show:** Criminal Minds  
**Favorite Spectator Sport:** Football  
**Favorite Vacation Destination:** Any race site that I'm running.  
**Favorite Time Of Day:** Any time when I'm running!  
**Favorite Item Of Clothing:** Under Armor  
**Favorite Non-Running Leisure Activity:** Biking and Swimming.  
**Favorite Running Shoe:** Altras & Asics  
**Food/Drink During An Ultra:** Tailwind, Honey stinger waffles, M&M's, & Rice krispies.  
**Food/Drink After An Ultra:** Icecream  
**Favorite Place To Run:** Any dirt trail.  
**Favorite Type Of Running Surface:** Dirt trails  
**Favorite Famous Quote:** "Pain is temporary, Quitting lasts forever." – Lance Armstrong

## Ultra Stuff

**# Years Running Ultras:** 2  
**# Ultras Finished:** 13  
**Best Ultra Performance(s):** 1st place Female Prairie Spirit 50k Kansas 2014, 1st place Female Riddle Box 50k South Dakota 2014.  
**Most Memorable Ultra:** Silver Rush 50 miler in Leadville, CO in 2014.  
**Injuries:** Achilles Tendon Surgery in 2005.  
**Why Do You Run Ultras:** For the challenge and pushing myself to the limit.  
**Advice For Other Ultrarunners:** Keep moving forward. Embrace the pain cave. Believe in yourself and never give up!

## Spare Time

**Hobbies:** Baking & Training.  
**Collections:** Headbands, Medals, T-shirts, & Shoes.

## Achievements / Goals / Memories

**Personal Philosophy:** You can do anything you set your mind to.  
**Short-Term Goal:** Finish my first 100 miler at Prairie Spirit in March.  
**Long-Term Goal:** Finish the Leadville Trail 100 Mile.  
**Most Proud Achievement:** Overcoming Achilles tendon surgery and being stronger than I was before.





# 5 Ways Ultrarunners Are *Exactly* Like Newborn Babies

By Epic Ultras Blogger Zach Adams

## Got Something to Say?

When you run a one-hundred mile foot race, it is easy to think of yourself as some kind of superhuman. After all, you are voluntarily covering a distance on foot that a percentage of people very close to zero ever attempt, much less succeed in accomplishing. A bloated feeling of strength, power and invincibility is not surprising, considering people in modern times are more entitled brats than hunters and gatherers. Unfortunately, running for periods of time this long does things to your mind that change your perception of reality – even to the point of hallucinations. It's no surprise that our crew, pacers, and others might see us in a totally different light during a hundie. I would argue that there are way more similarities between ultrarunners and newborns than there are between ultrarunners and your friendly neighborhood superhero.

- 1. Eating:** Every time a crew is finally ready to relax, their hungry ultrarunner is begging for something to eat. It doesn't matter if they just hammered down a burger, some fries, and an Ensure - they still want more. Even more like a newborn, they will fall asleep while eating, only to wake up begging for more. They will refuse food yet scream about how much they need to eat.
- 2. Barfing:** Ultrarunners barf. A lot. They barf because they ate too much. They barf because they have empty stomachs. They barf because they ran too fast, or got too hot, or got winded, or the air got thin... etc. etc. Luckily for most crews, they feel it coming, warn you, and don't barf on your shoulder like an actual newborn.
- 3. Sleeping:** Where is the best place to take a nap at 3:48 am after 83 miles? Just like the newborn that will fall asleep eating, bathing, or being dressed, an ultraunner can (and will) fall asleep anywhere. Laying on the gravel, sitting at an aid station, laying on a concrete cistern, the back seat of Dave's car – hell why bother stopping, just stumble along in your sleep.
- 4. Pooping:** Another way that 100 mile zombie runners are like newborns is how they poop. It doesn't matter if they are wearing a diaper or not. I have seen runners drop trow and leave steaming piles behind logs, off bridges (that might or might not have been me), directly on the trail itself (don't be that guy) , and have even heard plenty of horror stories about runners not quite getting their compression shorts off before the "mud flood" comes. The point – just like a baby, when you gotta go, you gotta go.
- 5. Crying:** Especially late in a 100 mile, most ultrarunners will turn into bawling babies. About everything. We cry because we are happy, hungry, hot, cold, tired, sad, and any other reason you can think of. I am pretty sure it is required that your crew chief carries a Costco size box of Kleenex after mile 80. Oh... and we DEFINITELY cry when we cross the finish line. More tears there than the hospital nursery before feeding time.

So there you have it. Hundred mile runners are very similar, basically really tall newborns that wear expensive shoes. And just like newborns they grow and evolve eventually overcoming the massive challenges and obstacles of life every step along the way. Just try not to get mad at them if they cry and whine so much that your ears bleed, puke in your car, or burn your sinuses with the most foul smells on the planet... they really can't help it. It's just part of growing up and getting to the finish line!

Got a way with words? If you write or blog about topics related to ultrarunning; training, racing, philosophy, and /or humor AND you would like to share them with a group who can most definitely relate to your perspective– send it to us! Obviously we don't have the space to publish every submission in the Epic Ultras Newsletter, but we would love to get our hands on a few good articles and put them out for the benefit and entertainment of all of our readers. If your submission is selected to be published in our new forthcoming section "Ultra Wordslingers" you will receive a \$25 coupon good toward the registration of your choice of a non-sold out Epic Ultras event. Submit your original, mostly grammatically correct and entertaining articles, blogs, and funny ultrarunning related stories (including a 1-3 sentence bio) to:

[zach@epicultras.com](mailto:zach@epicultras.com)

# First-Timer Tips for Running the FlatRock 101K

...continued from page 4

**Tammy Winn** – Tulsa, Oklahoma: Number one piece of advice, DO IT! 2. Think of the most challenging thing u have ever done and know this will be tougher. Seriously, get quality lighting. Gloves with grip for the second loop, if the rocks get damp, it's easier to push or pull yourself. ( I know, after I broke my hand, wrist and fingers it was hell slipping off those things . Train. Not everybody can be first but everybody who has trained can finish. Also, most important, enjoy the ride, be kind to other runners and just love that you are there! My 6 year old wears my buckle from THAT race. I don't know where my buckles r from my 100's but the 101 is truthfully one of my proudest possessions.

**Joshua Watson** – Topeka, Kansas: I would probably say eat early and very often, walk every single uphill. Make sure you have strong ankles because you will roll them a few times along the course. Find the most technical/rocky trail you can and run most of your long runs there to build strength.

**Sherrie Klover** – Bonner Springs, Kansas: Take advantage of every run-able section and "run like the wind" - It will help average out your pace when you are climbing or power hiking the next section. Pay attention to the course on your first loop. Most likely you will have a few miles in darkness and the trail looks totally different at night. Do not be afraid of snakes. You will see them throughout the day... just jump over them! This is an amazing race and quite breathtaking. Enjoy the day and soak in all the beauty.

I have finished the FlatRock 101K twice. I emphasize 3 of the pieces of advice that have already been given. 1. Train hard and not just with running. You greatly increase your chances of success if you have worked to improve your core strength. 2. If you keep eating you will keep moving. If you keep moving, you will finish before the 24 hours is up. 3. Sign up. The odds that you will earn the FlatRock 101K Ultra Trail Race Official Finisher are precisely ZERO if you do not!

See you at the finish line! - Zach Adams

## The All New Epic Ultras Mobile App



Be sure to check out the ALL NEW Epic Ultras mobile app on the iTunes Store and Google Play store! You can easily access race information, Epic Ultras social media sites, as well as special discounts and a TRULY UNIQUE Customer Loyalty Program. For each Epic Ultras event you run, you will get your virtual card "digitally punched" eventually earning yourself a totally FREE entry into ANY Epic Ultras event. Learn more today by downloading the app to your IOS or Android smartphone or tablet!

*When downloading our app PLEASE REMEMBER to ALLOW "push notifications" along with "geo-locating" if you want to receive ALL of our special offers and important messages we send to you. Download our new mobile app now to take full advantage of substantial current and future savings into our events!*



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