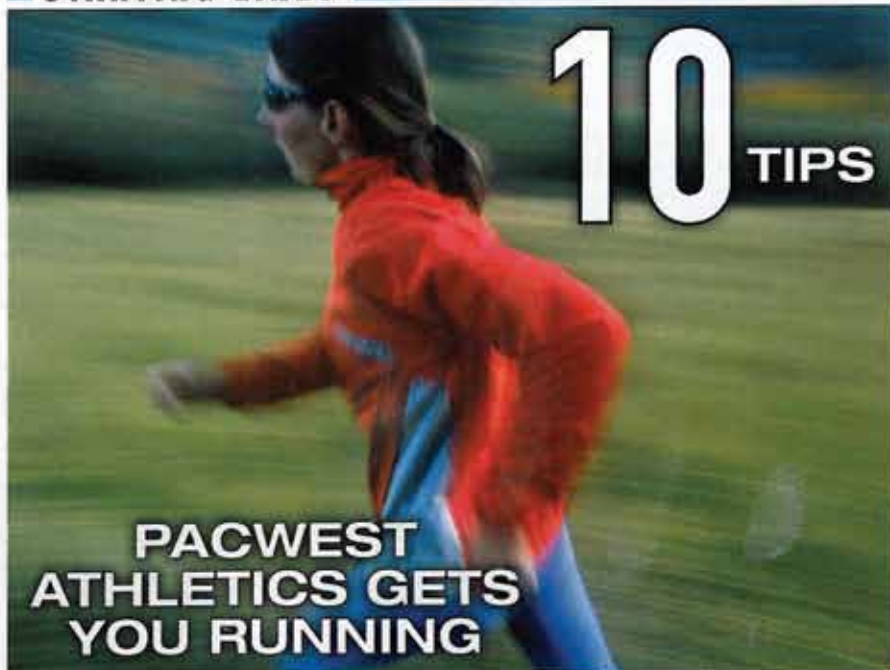


STARTING LINES



- 1/ CHOOSE A TRAINING PROGRAM THAT'S RIGHT FOR YOU**
There's no one program that fits everyone's needs. Be honest with yourself before you start your training. Look at your time, your life and your interest—then choose a program that's best for you.
- 2/ MAKE SURE YOUR GOALS ARE REASONABLE**
It doesn't do any good to overestimate your ability and underestimate your willingness to train. Find a balance between what you want and what you are able to do.
- 3/ TOO MUCH, TOO SOON**
Don't overdo it. This is the classic mistake made by runners, especially beginners. Stick to a gradual progressive training program, even if it seems a bit easy in the first couple weeks.
- 4/ VARIETY IS THE SPICE**
No matter what your pace or finish time goal, your training program should include a mix of speed work to improve your form, tempo runs to improve your stamina and long runs to improve your endurance.
- 5/ RUN WITH COMPANY**
Running and training is easier and more motivating when you do it with a friend or group of like-minded individuals. Join a local running club, or seek weekly online expert guidance.
- 6/ REST IS JUST AS IMPORTANT**
You do not get stronger while you are running. You get stronger when you are resting. Make sure you take rest days to let your body adapt. No one ever got injured from over-resting.
- 7/ YOU CAN'T FINISH WHAT YOU DON'T START**
The biggest reason runners do not finish a race is because they never make it to the start line. They get injured during training. Know your body's limits and when in doubt, always do less rather than more.
- 8/ IF YOU MISS A WORKOUT, SKIP IT AND GO ON**
If you have to miss a training day, do not try to go back and pick it up. The sequence of your training is more important than any particular workout. As much as possible, stick to the order of your training days.
- 9/ SHOES ARE YOUR FEET'S BEST FRIEND**
Don't skimp on your running shoes. You do not have to buy the most expensive shoes in the store, but you do need to invest in shoes that work with your feet, your running style and your training mileage.
- 10/ CROSS-TRAIN FOR STRENGTH**
Cross-training helps to prevent injuries by strengthening the muscles used during running. Developing leg and core muscles will delay fatigue and help your body absorb the pounding of the pavement.



ABOUT RICHARD M. MARTINEZ

With more than 18 years of endurance and strength-training experience, Martinez co-founded PacWest Athletics in 2002—and now it's the largest outdoor fitness organization in Northern California. PacWest offers weekly track workouts, bike rides, lap swimming, long runs and tone and conditioning boot camp. Learn more at pacwestathletics.com.

ECO ACTIVE
ChicoBag

Have you ever had the experience of putting away groceries, feeling disturbed at how many plastic bags were wasted by the bagger to help you get the goods home? Indeed, there is cause for alarm, considering that single-use plastic bags now account for four out of every five bags given out at stores, and the average American uses between 300 to 700 bags a year—adding up to some 100 billion shopping bags being consumed in the U.S. alone every year. In addition to the disaster that shopping bags are contributing to the problem of sea pollution, consider the drain that single-use bags wreak on our natural resources. It's estimated that if we could cut our plastic grocery bag use in half, as a nation, we could save 2,000 barrels of oil per day.



And as far as sea pollution, plastic shopping bags are a major part of the growing epidemic of plastic waste: In 2002, *Nature* magazine reported that during the 1990s, garbage in the waters surrounding Antarctica—which you might assume would be unapproachable—increased a hundredfold.

One company committed to reducing plastic bag usage is ChicoBag, located in Chico, Calif. The company's mission is, through education and distribution of sustainability products like their re-usable grocery bags, to "help eliminate the environmental damage caused by single-use paper and plastic bags." The imagery of a local landfill is what originally inspired ChicoBag visionary, Andy Keller, to create the company.

The compressible into pocket-size, reusable grocery bags sold by ChicoBag range from \$5 to \$9. The \$5 ChicoBag Original "rePeat" is made of seven recycled bottles and holds up to 25 pounds of groceries. According to the company, "a sturdy, reusable shopping bag needs only be used 11 times to have a lower environmental impact than using disposable plastic bags."

ChicoBag also offers groups the opportunity to partner with them for school and community-related fundraisers.

For further information on purchasing bags and taking action, visit chicobag.com.

—TJ Murphy