

# BUSINESS

## SETTING THE PACE

Surefoot now offers running shoes

By Kirkner

On the heels of last week's inaugural Mammoth Half Marathon, and just weeks before the June Lake Triathlon (another event with a large running component), I was tipped off to a new addition to town — running shoe availability at Surefoot in the Village at Mammoth.

Long known for its custom ski boots and orthotics, Surefoot will now keep its doors open during the summer months with offerings of name-brand running shoes such as Brooks, New Balance, Saucony, Salomon and Hoka (those crazy running shoes that look like fat pillows for your feet), as well as ski boots (if you'd like to check those off your list in the off-season).

"The guys [Bob and Russ Shay] who own Surefoot bought several running shoe stores," said local Mammoth Store Manager Todd Koenig of the new addition this year. Those stores include Super Runners, FrontRunners, as well as three New Balance stores located in Pasadena, Torrance and Santa

Monica.

"It's a great way to bridge the gap between seasons," Koenig said. Usually Surefoot closes its doors for summer.

And it's also a great way to bring the orthotic technology Surefoot is known for in ski boots to the realm of running shoes.

While not everyone wants or needs orthotics for their running shoes, Surefoot provides the option using the same Amfit technology used to create Surefoot Custom Orthotics for ski boots.

In order to understand the technology and the benefits of orthotics, Koenig walked me through the entire process, from foot scan to final product.

The process begins when customers step onto the Digitizer, an Amfit foot-scanner. Your fitting specialist, in my case Koenig who has been with Surefoot for 10 years and as Manager

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From foot scan (top) to a final polish (bottom), Surefoot Store Manager Todd Koenig demonstrates the orthotic process.

MAMMOTH LAKES  
2013

# MUSIC FESTIVAL



THE FELICI TRIO  
AND  
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2013 MAMMOTH LAKES TRAILS SYSTEM  
SUMMER OF STEWARDSHIP

Skip Harvey Cleanup Day on  
**Uptown/Downtown**

**SATURDAY, July 6**  
**8:30 a.m. to 1:30 p.m.**

**WHAT:** Join us to clean up the Uptown/Downtown mountain bike trail zone and to extend some much needed TLC to the Earthquake Fault picnic area!

**WHERE:** Meet at the Earthquake Fault Trailhead for a free bagel breakfast, safety talk and work assignments. Free lunch and lots of giveaways will be hosted on site!

**WHO:** Volunteers needed! Dress for trail work: sturdy, close-toed shoes, long pants and a long-sleeve shirt. Gloves and tools provided.



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FRIDAY ALL NIGHT HAPPY HOUR

**live music**  
Sunday at 4 pm on the deck

special engagement  
WEDNESDAY • JULY 3 at 7 pm  
**rambalaya**  
(formerly Heart Full of Soul)

**lunch on the deck**  
Friday-Saturday-Sunday from 11 am  
with poolside service

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