

# King Farm Mom Teams Up With Fellow Runner to Start Training Business

By *Kate Myers*

Julie Sapper and Lisa Reichmann often joke that they were separated at birth. Indeed, talking to the pair is a surreal experience; they finish each other's sentences and rarely interrupt or contradict one another. It almost seems rehearsed, except it's not. Sapper and Reichmann admit it's eerie.

The two met in the fall of 2009. For months prior, "everyone kept telling us we should meet," says Sapper, who lives in King Farm and practices law part time. "We had so much in common...we both lived in the Rockville area, had law degrees and young children and were fanatic about running."

When they finally crossed paths, they discovered that they both had received their Road Runners Club of America coaching certification the previous month and each was gearing up to lead a training program in the area, Reichmann at the Jewish Community Center and Sapper at King Farm. The pair agreed to help each other and began swapping stories and advice; before long, they decided to launch their own coaching business.

Run Farther & Faster, LLC helps runners of all ages and abilities train and compete in races, from 5Ks and marathons to

triathlons and Ironman competitions. "We want people to enjoy running and reach their potential. That's why each training program is geared toward a specific race. Having a goal helps you stay focused and committed," says Reichmann.

Ironically, Sapper and Reichmann, both locally ranked runners with 30 marathons between them, did not start running until law school, as a way to relieve stress. "Grow-

time ever Sapper and Reichmann have had to turn people away. "One of the hallmarks of our training programs is the individualized attention we give each runner. That's why we limit each program to 40 people max," says Sapper.

Run Farther & Faster has also ventured

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— Julie Sapper

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ing up, neither of us considered herself an athlete," says Sapper. "I found a journal I kept in second grade and in it I wrote, 'I hate gym class because they make us run.' I always tell people that so they don't feel intimidated and to prove that anyone can run." Reichmann adds, "I do triathlons too and let me tell you, running is by far the most accessible and easiest to fit in of the three. You just lace up your shoes and go."

The business has taken off, primarily through word of mouth, and for the first

into corporate wellness and now offers training programs for MedImmune and Montgomery College employees. In addition, Sapper leads a running program for students at College Gardens Elementary School and Reichmann helps kids train for mini triathlons. Runners can also sign up for virtual coaching through the company's blog, [www.runfartherandfaster.blogspot.com](http://www.runfartherandfaster.blogspot.com).

Somehow, they both make time to train for their own races, including the Boston



Photo Courtesy:  
Julie Sapper

**Lisa Reichmann (left) and Julie Sapper (right) with one of their King Farm Run Farther and Faster students, King Farmer Eric Saphir.**

Marathon in April. "We both have very supportive husbands who understand how important this is to us and can see what a great example we're setting for our children," says Sapper, who runs with a group in King Farm. "It's not easy and you have to make it a priority. I run at 5:00 a.m., and Lisa will sneak in a run while her kids are at preschool."

As their business expands and new opportunities come their way, Sapper and Reichmann try to enjoy the moment and stay grounded. "We're both overachievers and would love to keep expanding, but we also need to remember that the people are the reason we love this so much. We would never want to get so big that we lose the personal connections we establish with each runner. That's the most important thing," says Sapper.

To learn more, visit [www.runfartherandfaster.blogspot.com](http://www.runfartherandfaster.blogspot.com).