



Photo | Phil Fabrizio

Lisa Reichmann and Julie Sapper introduces Kerensa Klottuip to the Run Farther and Faster program at MedImmune.

Local Women Make Running a Career

BY MAUREEN STILES

There is an old adage that says, “Do something you love for a living and you will never work a day in your life.” Washingtonian Woods resident, Lisa Reichmann is living proof of that saying every day.

Reichmann, an attorney, was “struggling with the balance of work and family life,” she said. “So, I stopped working when my now 5-year-old twins were born, and then their sister followed 19 months later. As they got older, I began looking for something to do in the little time I had while they were in nursery school at Shaare Torah.”

As a long-time ranked local runner, Reichmann set out to become a certified running coach and share her love of the sport with others. That certification allowed her to begin coaching new runners through programs at the Jewish Community Center.

Unbeknownst to Reichmann, another mother and local runner was on a parallel path. Julie Sapper, a King Farm mother of two young children, was also an attorney and a running coach through the City of Rockville Recreation Department.

“Someone told me about Julie and said I had to meet her,” Reichmann said. “We met at a race with a group she had trained, and it took off from there.”

In 2010, Reichmann and Sapper joined forces, and Run Farther and Faster was born. The company focused on not only teaching people to run, but educating them the physiology of the sport.

“I was inspired by my running coach, Mike Broderick,” said Sapper. “I wanted to inspire others the same way. We teach people how to run safely. Getting the right shoes and getting a physical are just as important as the actual running part of the program. We bring in speakers and specialists to round out each class.”

With five children under the age of 10 between them, volunteering, school activities and a part-time job at the Justice Department for Sapper; the partners practice what they preach.

“In an area where people feel overwhelmed by their schedules, we are able to show them we have been in their shoes and we fit in exercise,” said Reichmann. “We want them to know we can teach them how to work fitness into their routine as

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well.”

Run Farther and Faster offers programs year-round for all levels of runners both in groups and individually. Even the group programs are kept to a minimum to ensure each person's needs and goals are met.

“We cap the programs so we can cater to the specific needs and goals of each person,” said Reichmann. “The smaller numbers allow us to adjust as the participants progress. We have a group of 40 now in one of our classes, and we will bring in other certified runners to help us if we need to.”

Corporations are also utilizing the company's expertise through wellness initiatives. “We are working with MedImmune

and NIH and their employees right now. We can virtually track progress and set goals for individuals.

“[The] Biggest Loser” contestant Lauren Lee is working with us remotely, too. Through email, calendars and phone contact, we can follow-up and educate clients,” explained Reichmann.

Satisfied clients have been the basis of the company's business model. Despite no website or marketing campaign, Run Farther and Faster continues to keep tremendous pace.

“We love the stories of our runners. Everyone has a story,” said Sapper. “We are both ranked runners locally and active in the Montgomery County Road Runners Club. We used our connections from the running world to start, and then the people who took our courses encouraged friends

and family to join them. Now we have branched out with a youth program, a blog and a Facebook page.”

The pair formed an LLC this year, which shifts their focus to things like trademarks and a website. “We want to do it right,” said Sapper. “We don't want to build just any website just to have something.”

Reichmann and Sapper are indeed do-

ing it right. “We have loved helping people who said they could never run realize that they can run and experience the sense of confidence and accomplishment that comes with finishing a goal race,” said Reichmann. “We love helping individuals find a new sense of health and life through running.”



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