

IN THIS ISSUE:[Are You Ready for Longer Triathlons?](#)[Selling Out Races](#)[Beginners Corner: Everyone Can Achieve a Faster Run Split!](#)[Two Surefire Ways to Improve Your Tri Times](#)[Triathlete Spotlight](#)[Strength Training for Triathletes](#)[Tri Lingo: Runner's Knee](#)[Nutrition News: How to Avoid Common Nutrition Mistakes](#)[TriDoc Advice: Massage Therapy- Keeping Triathletes Off the Sidelines](#)[Great Training Songs](#)[Running Tidbits While on Vacation](#)[Now That's a Triathlete!](#)[Max's Featured Race of the Month](#)[Max Praise](#)[Sponsor Promotions](#)**ARE YOU READY FOR LONGER TRIATHLONS?**

We receive this question often:

What is a recommended progression in moving up my race distances? In other words, how many years should it take me to go from Sprint to Olympic to ½ Ironman, to dare I say it, full IM?!?!?

Great question. Our recommendations mostly depend on three primary "you factors" since everyone is unique:

1. your goals
2. your fitness level
3. your available training time

[Prerequisite note - we base this opinion on the overarching goal of making triathlons part of your ongoing lifestyle. The answer changes if you just want to "try this sport for a couple of years and then go back to your old lifestyle."]

Each of the You Factors are important to take into account because they largely dictate your training program, and therefore, your race distances. Take *goals* for example. You may have a goal of finishing in the top 20% of your age group in a Sprint distance race. This requires different training and a longer period of time to reach the goal than that dictated by the goal of 'doing an Olympic distance race comfortably.'

Your *fitness level* is paramount to the time it takes to go up in race distances because you're building from an existing base. The richer the base, the shorter the move-up time required. For example, in every race we have a handful of newbies who already run 10-ks and ½ marathons. Naturally, they would require less time to move up the distance spectrum than others who aren't at this base fitness level.

Available training time is a key enabler or limiter in our wonderful sport. We're jealous when we talk to triathletes who swim at lunch or finish their bike ride by 5 PM, etc. Everyone is different and everyone's career and lifestyle are different too. Of course, more available training time equals faster progression.

That said, our experience with average age groupers with a good fitness base, who have successfully made the sport part of their lifestyle, can progress fairly quickly. For example, a few of our friends have gone from Sprints to full IM in less than 5-years. How? We started each year more fit than the previous, set reasonable goals and focused more on distance than speed. If you do a few races a year, you can move up a distance each year comfortably.

As always however, try not to go too far, too fast. We've found the risk of injury outweighs any bragging rights and, it actually distracts from making the sport enjoyable and sustainable.

**MAX RACES
SELECTED AS NEW
ENGLAND TOP 10**

Max races are proud to be

consistently featured as some of the most popular races of all time & the most popular planned races in Massachusetts by www.BeginnerTriathlete.com

TWO SUREFIRE WAYS TO IMPROVE YOUR TRI TIMES

Anyone that tells you they do not want to improve their tri-times is either doing their 1st tri or holding some information back. It's natural to try and compare yourself to other triathletes you meet, but we do caution you on differences that make many comparisons inappropriate, e.g. fitness levels, training time, goals, lifestyle, etc.

Regardless of these issues however, it is appropriate to simply want to improve and become more fit and competitive. So here are two surefire ways to get faster:

1. Go longer
2. Do interval work

Both measures are relative to you. Long means longer than **you've** been swimming/biking/running; fast means faster than you've been going. Going longer means increasing your training distances, particularly on the disciplines you're seeking to most improve upon. Doing longer distance training efforts will increase your endurance, your confidence and your fitness level. So, if you like doing Sprint tri and your long training ride for the week approximates 20-miles, increase it to 30; long run is 5-6 miles, build up to 7-8 miles. Your increased fitness will also allow you to go faster in training too.

Interval work (IW) basically means building in periods of faster paces or 'bursts' of speed as part of your workout set or doing specific sets at harder paces than you would race. These efforts greatly improve your cardiovascular ability and also helps teach your muscle groups how to move faster. Common types of IW are "Fartleks," "Walk-back Sprints," "Ladders" and "Repeats" (email us if you want more info.).

For example, you're doing a swim Ladder workout of 10-9-8-7-6 etc. but now you do every other one at a faster pace. You change your 5-mile run at race pace *plus* 30-seconds per mile to alternating miles at race pace *minus* 30-seconds.

Both of these approaches are easy to incorporate into training plans and will break up routines nicely without adding too much injury risk. They will also make you fitter and faster.

SELLING OUT RACES

Why does Max not permit same day registration while other RDs do?

Basically, because we close registration when the registrant list reaches a predetermined number. The purpose is to increase safety and our ability to stay extremely organized.

There are quite a few variables that come together the last 2-weeks prior to race date due to their nature, e.g. Goodie Bag assembly, Vendor confirmation, race # assignment, wave determination, etc. So, the more variables we can eliminate from the equation, the greater our ability to keep the race organized, efficient and safe.

TABOO TOPICS FOR TRIATHLETES

Swim Course Directions

"Buoys to your left"- what the @#\$% does that mean?

It's equivalent to a counterclockwise swim. ALL Buoys should be on your left side as you pass them. You will also have to pass **all** buoys on Max courses or else you'd be shortcutting the swim course since our GPS and geometry

STRENGTH TRAINING FOR TRIATHLETES

Many people think of strength training as bodybuilding. Unfortunately this thinking keeps many triathletes from enjoying the benefits associated with a good strength and conditioning program.



For most endurance athletes, the benefits of strength training far outweigh common misperceptions/fears, e.g. fear of gaining too much bulk, loss of flexibility and diminished "feel" of their sport. In recent years much has been learned about the specific strength and conditioning exercises that best suit triathletes.

Benefits include:

- better muscular balance and joint stability
- stronger core muscles that lead to an increased ability to support specific functional muscles called on by triathlons

calculations are based on this path.

TRI LINGO

Runner's Knee *a.k.a. patellar tendonitis*

The patellar tendon connects the kneecap (the patella) to the shin bone. Patellar tendonitis is the condition that arises when the tendon and the tissues that surround it, become inflamed and irritated. This is usually due to overuse.

Symptoms:

- Stiffness in the front of your kneecap
- More painful on stairs and hills
- Deep knee bends hurt

Treatments include ice, anti-inflammatories, stretching (quads, hamstrings and calves) and active rest. You'll also see folks wearing chopat straps to support the tendon when they run.

NOW THAT'S A TRIATHLETE!

"Thanks for putting on the Open Water Swim Clinic! Unfortunately I'm the social equivalent of a platypus."

GREAT TRAINING SONGS

What makes them great?
They either psych you up or simply make you feel good!
[Please don't wear headphones when you ride

- improved resistance to fatigue - the ability to resist fatigue can allow you to hold a set pace for longer or too increase speed over a given distance. Improved outlook on all training leading to better workouts and increased mental toughness

Simply said, all of these gains help result in fewer injuries and increased performance. Many of us utilize strength training throughout the year, including the tri-season and are exceptionally pleased with the results. Here are some tips on incorporating strength training into your triathlon/fitness regimen.

- **Specific to the sport** - Your routine should help develop and maintain sport-specific strength. Don't just do a basic circuit of weight machines, as there are many new training devices that allow you to make your training more sport specific. Cable machines, physioballs, medicine balls, balance disks, etc- all allow for more functional training.
- **Increase Core Stability** - Working on an increased ability to maintain an athletic posture over long periods of time is very important. Trunk stabilization leads to more efficient movements. The more stable the core the more efficient power is transferred from muscles groups called upon during a race.
- **Include exercises from all four pillars of movement** - The body moves in a complex interaction of all four the pillars: Standing or Locomotion, Changes in Level, Pushing or Pulling and Rotation. Don't neglect any of the pillars in your program.
- **Progressive** - In order to get stronger one needs to progressively overload their strength. Be careful of trying to progress to quickly though, since you're greatly increasing risk of injury. Progression also means varying your speeds of movement to make them more sport-specific.
- **Efficient Workouts** – strength training should not take up so much time that you're sacrificing too much sport-specific work. Many endurance athletes use 30, 45 and 60- minute strength workouts as part of their training program. This approach allows for increased flexibility in your training routines and makes strength training more enjoyable and sustainable.
- **Periodization** – it's a good idea to incrementally build strength training, like many triathletes do in their training program, i.e. use 3-4 different routines that match your progression. Start off with a base program, increase weights as you get stronger, vary the program based on the race season goals
- and prioritization, e.g. maintenance, etc.

outside though!]

- "New Divide" by Linkin Park
- "Fire Burning" by Sean Kingston
- "Sinister Minister" by Bela Fleck & the Flecktones
- "Nothin' But a Good Time" by Poison
- "Don't Trust Me" by 3OH3!
- "Ain't No Rest for the Wicked" by Cage the Elephant
- "Gives You Hell" by All American Rejects
- "All Along the Watchtower" by Jimi Hendrix

SUPPORTING CHARITIES

We hand picked a few to support their [causes](#) and allow participants to do the same. Hope you do!
Rosie's Place

Prostate Cancer Foundation

Local YMCAs

Team Hole in the Wall

Souls 4 Soles

MAX PRAISE

"Well, if you combine Max Performances' ability to run a triathlon with the Sharon triathlon site, you'll have one great race! It's wonderful to have the beautiful venue back in play and run by such

TRI DOC ADVICE: MASSAGE THERAPY- KEEPING TRIATHLETES OFF THE SIDELINES

Written by: Sarah Tufano, Licensed Massage Therapist

Many dedicated triathletes have experienced the positive effects of post-race massage. Massage received immediately after cool down or the day after a race can bring immense relief to aching muscles that have been pushed to their limit.

But massage is much more than just a post-race palliative. Regular maintenance massage can help triathletes throughout the training process and even when they're not training. Bob Sevene, coach of many of the nation's top runners, including Olympic gold medalist Joan Benoit Samuelson, states "Every athlete in the world has a top-notch massage therapist. That says it all". (Cimons, *Body Shop*, p. 38, May '01)



Many people when they hear the word "massage" assume it to mean the more relaxation-focused, spa-style massage. A Sports Massage, however, is something much different. A skilled Sports Massage Therapist is able to craft a session focusing on the muscle groups used in a particular sport. A session for a tennis player, for example, would be very different from a session tailored to meet the needs of a runner. The session may consist of deep tissue strokes as well as an incorporation of stretching, active or passive movement of the joints, heat, or ice when needed.

Sports Massage is an essential means of keeping triathletes in the race. Your recovery time will be shortened since massage helps oxygen and nutrients flow, flushing out toxins in muscles that have been pushed hard. Sports Massage helps prevent injury by keeping muscles mobile and elastic. If you are working through an injury, Sports Massage helps speed up recovery time. When left untreated, an injury can cause a build up of scar tissue, affecting injured tissue as well as spreading to healthy tissue. Sports Massage uses techniques to break down that scar tissue to prevent further pain and additional injury.

Regular maintenance massage with a Licensed Massage Therapist specializing in Sports Massage who can focus on the areas where you need it should be a regular part of training for any athlete. Contact a Licensed Massage Therapist today to help keep your body and mind in optimal state come race day!

Sarah Tufano, LMT, is the owner of Massage Therapy of Boston, which specializes in Deep Tissue, Sports Massage, and Injury Rehab. Find out more about Sarah by visiting www.massagetherapyofboston.com.

a fine organization. I'm even taking time from my Ironman training schedule to do this race in 2009."

-Don M

OFFICIAL SPONSORS

[B&S Fitness](#)

[Brightroom](#)

[Clark Community YMCA](#)

[Hammer Nutrition](#)

[Lock Laces](#)

[Old Colony YMCA](#)

[Quad Multisport](#)

[Sage Chiropractic](#)

[Triathlete Sports](#)

[Westborough YMCA](#)

[Xterra Wetsuits](#)

BEGINNER'S CORNER: EVERYONE CAN ACHIEVE A FASTER RUN SPLIT!

Some people are natural born runners, while others have to work at it to reap the benefits. Here are a handful of tips for those in the latter category (95% of us) that will help you increase your running ability, times and enjoyment.

- **Vary your training pace** - running at the same pace or intensity all the time will teach your body to run at that speed. However, "that speed" is often not our projected race pace. Plus your running will stagnate if you don't change it up. Therefore, make sure you run various paces through a training week or cycle.
- **Frequency**- running seven days a week is not necessary, but running four or five can have benefits. Each run does not have to be long since the goal is frequency. Varying the distance throughout a training cycle can help to keep things interesting. Neuromuscular benefits also accrue as you "teach" your legs to run efficiently while fatigued by recruiting different motor units.
- **Transition run**- after you return from a pretty long bike ride, no matter how tired, take at least a 15-minute run (shoot to build yourself up to 30-40 minutes) right after getting off the bike, with as little transition time as possible. Teaching our muscles to run efficiently and fast after cycling requires physiologic and anatomic adjustment which can be trained and practiced..
- **Drills**- not a favorite of many, drills can help to reinforce proper form, mechanics and increased efficiency. Once a week is all that is really required, and can be performed before or after a run. The effort should be high and you should not be significantly fatigued before starting the drills. Some good drills include high knees, butt kicks and skips.
- **Hill repeats**- a great way to build physical and mental strength is to incorporate hills into your training. Find a hill about 100-300 yards long. Preferably one close by that you can jog to from home as your warm-up. Work hard up the hill and walk or jog back down. Build the number of reps as your fitness improves. You will see huge gains in a very fast time, usually less than three workouts.



Remember, there is no substitute for consistent and progressive training and following the tips above will help you to take your running to the next level.

NUTRITION NEWS: HOW TO AVOID COMMON NUTRITION MISTAKES

In an effort to promote a healthier lifestyle, many people follow basic recommended advice, such as taking vitamins, reading food labels, loading up on fruits and vegetables, etc... While most of us would consider ourselves nutrition savvy after incorporating these into our daily routine, nutrition experts still say most of us think we are eating a lot better than we actually are. Here are some of the most common



nutrition mistakes and tips for how to avoid them:

- **Assuming your choices are better than they actually are** - it can be easy to assume your food choices are healthier than they really are when you're selecting items from fruit juices to canned vegetable soup. In these specific examples, much of the vegetable's nutrients are lost in processing and that fruit juices are concentrated sources of sugar. Whenever possible, eat whole, fresh, and unprocessed foods. Even when you eat in smaller quantities, you're likely to get a well-rounded group of nutrients and a better sense of fullness.
- **Confusion about carbs** – due to recent diet trends, many Americans have eliminated or significantly reduced their carb intake. It is important to remember that you should never cut any food group out of your diet. There are healthy carbohydrates that are rich in whole grains and fiber and these complex carbs keep you feeling full longer and can help you to eat less.
- **Eating too much** - people tend to believe that they can eat larger portions if all the food on their plate meets the guidelines of their current diet (low-carb or low-fat). Overestimating how much food your body needs is among the most common mistakes so try to always remain conscious of portion sizes. It may be helpful to weigh and measure food until you are able to gauge standard serving amounts based on visual inspection.
- **Not eating enough or often enough** - While overeating and undereating may seem like contradictory nutrition mistakes, they are related. Diets that are too restrictive will most likely lead to bouts of overeating or binge eating. Try eating smaller meals and snacks throughout the day, which will help to jumpstart your metabolism and stop you from feeling famished by day's end.
- **Taking too many supplements** - taking too many vitamins can end up sabotaging your good health. Vitamins are intended to act as a supplement and are meant to complement your diet and not to serve as a replacement for foods you aren't eating. Remember not to supplement your diet with individual nutrients without the guidance of your doctor, nutritionist, or other health expert.
- **Believing everything you read about nutrition and weight loss** - Experts say there is no one diet or nutrition plan that is right for every person. Although some fad diet plans may

seem to work initially, any pounds you lose have a tendency to come back quickly. Nutritionists recommend losing a maximum of two pounds a week. Before following a particular diet or nutrition plan, check the credentials of the author or creator. Look for plans that are backed up by published medical data, and supported by the opinions of many experts in the field.

TRIATHLETE SPOTLIGHT

BILL HERBERT

Profile – I am a practicing Vascular and Transplant Surgeon in Portland, Maine with four grown ‘children’ in their 20’s I have more hobbies than I have time for aside from triathlon training- canoeing, lobster fishing, rowing, boat building, metal sculpture/welding, rock n’ roll guitar, surfing, Nordic skiing... I am currently sharing my life with Denise, my soul-mate/training partner/motivator and best friend.



The "Beginning"- My first triathlon was July 2008, a sprint near my home town. I did 4 sprints and an ended up with an International distance triathlon (in Tempe, Arizona) last October. I had the good fortune to be in Kona, Hawaii last October as a volunteer in the medical tent for the Ironman World Championship- what an unbelievable experience! Denise and I were there for the week preceding the race, had a chance to swim, bike and run the entire course(in 4 days!!!!!!). To see these world-class athletes was an inspiring to say the least. It gave me the bug- I WILL do a full ironman!

Athletic Interests - I enjoy recreational sliding seat rowing, white-water open canoeing, Nordic and “skate” skiing. Prior to triathlons I was “lazy” and story-telling was my favorite sport.

Triathlon Accomplishments – In 2008 I did 5 sprints and one Olympic distance. I was astonished that I placed in my age group (55-59) three times. I trained very consistently this past winter on the trainer, in the pool, and out on the road. My season opener was the Max Performance Hopkinton Triathlon. I actually got my first “First Place 55-59”. I’m still finding my way as to how much energy this 58 year old body of mine has and how hard to hammer on the bike so as to run the run and blah, blah. Bottom line.....I’m in it for the invigorating lifestyle I am now enjoying, the camaraderie, the beautiful scenery and the race photos! (just kidding)

Motivation - My kids are proud of me.

Goals for 2009 – This season we are planning on doing 4 or 5 sprints, 2 Internationals and our “A” race is a half-iron in mid September . I’d be happy to do the half in 6 hours.. we’ll see!

RUNNING TIDBITS WHILE ON VACATION

Vacationing doesn't just take you away from home. It takes you away from your regular training routes, training buddies, and training routine. Hitting the road in a new locale can provide a refreshing change of pace, help you learn the lay of the land, and introduce you to some of the area's greatest local attractions!

Running is a great way to kill some time and release some stress. Some airports have gyms & showers to use while waiting for a plane dealing with flight delays. Check out www.airportgyms.com for some suggestions. Even a quick jog around the parking lot is better than nothing!

Running also allows you to explore the area's hidden treasures- many of which are best discovered on foot! Take a peek at local restaurants, museums, parks and more that you would have otherwise passed right on by if driving. You can become the well informed tour guide and have all sorts of valuable information about your destination.

Pack a GPS to make sure you don't get lost in an unfamiliar area. Also it ensures that you can run with the same specific intensity and accuracy in an unfamiliar area. If you research your routes and maybe even meet up with local running clubs you will be more familiar with the area. Balancing time on your feet and time off from life can be a challenge but by combining some days off with intense sessions you will keep your training strong and still have plenty of time for sight seeing!

MAX'S FEATURED RACE OF THE MONTH



August 19, 2009
Sharon Town Beach
Sharon, MA
Sprint Triathlon: 1/2 Mile Swim, 12.3 Mile
Bike, 4.4 Mile Run

After selling out in 2008, the Sharon Triathlon continues on 8/16/09. The lake is one of the nicest in New England and the bike and run courses are flat and fast. So get ready for a fast time! The bike is a single loop ride and the run is mostly tree-shaded with a nice view of the lake.



We committed to limiting the number of participants however, to maximize fun and safety, so register soon or you'll miss a great race.

Here's what people had to say about last years Sharon's Back Triathlon:

"Wow! Just wanted to thank you for the great job you did at Sharon. I've run that race many, many times, including when it finished across the street on the grass field. And your version of Sharon kept all the good stuff, and tweaked the bad stuff. Better swim course. No long transition run to the bikes. Bike and courses were perfect as always. Better run finish line location. Everything from number pick up to swim waves to Awards is run smoothly. Sharon is indeed back! Can't wait to return next year!"

Robert G.

[Click Here for more info and to register!](#)

Keep persevering with a smile on your face! Good luck and see you in July!

Be well,
Tim Richmond, RD
[Max Performance](#)
617.797.2215

RACE WITH MAX TO WIN A QUINTANA ROO FRAMESET



Max's Official Bike Sponsor **Quintana Roo** and **Quad Multisport** are giving away a QR Lucero Lite Frameset at the end of the 2009 season!

Here's how it works: Race with Max and you are entered into the drawing. The more you race with us, the better your chances at winning this great frameset! At the end of the season, we'll randomly pick a winner.

This is just another reason to join Max in 2009!

TRIATHLETE SPORTS



TriathleteSports.com is one of the largest online distributors of triathlon wetsuits, clothing, gear, and accessories. With their low price guarantee you can't lose!

TriathleteSports.com offers great features such as:

- Free Shipping over \$99
- Same Day Shipping
- Huge Inventory
- Low Price Guarantee
- Huge Knowledge Base & FAQs on website

Visit them today for all your Tri needs!

www.triathletesports.com

SAGE CHIROPRACTIC

Dr. Kate Kelly of Sage Chiropractic offers state-of-the-art, gentle chiropractic care to people of all ages to eliminate neck, back, joint pain, and compromised range of motion. Dr. Kelly's goal is to promote balance and allow the body to function at optimum levels.



Sage Chiropractic
742 Massachusetts Ave
Arlington, MA 02476
(781) 257-4111
www.waterhousewellness.com/id11
kkellydc@gmail.com

ENERGY TO BURN: THE ULTIMATE FOOD & NUTRITION GUIDE TO FUEL YOUR ACTIVE LIFESTYLE



Written by: Julie Upton, MS, RD and Jenna Bell-Wilson, PhD, RD

The energy-boosting guide for today's on-the-go lifestyles!

This book has the answer to today's other energy crisis—the one faced by Olympians to weekend warriors to anyone just looking for a boost to help them achieve their goals at work and play. This guide provides nutrition conditioning strategies for meeting the demands you face in a workout, or even a typical day.

Julie Upton, MS, RD is a nationally recognized journalist and dietitian who has served as the national spokesperson for the American Dietetic Association. She has been featured on the *Today* show and on CNN, ABC, and Fox news programs. She has written for the *New York Times*, *Shape*, and other publications.

Jenna Bell-Wilson, PhD, RD, CSSD is the co-founder of [Swim, Bike, Run, Eat!](#) Sports Nutrition consulting, and is a nutrition writer for national consumer and professional publications. Both Julie and Jenna are triathletes and Ironman Finishers.

Get your copy of the book today!

AUGUST SWIM CLINIC

August 17, 2009

6:00pm

Lake Massapoag, Sharon, MA

Max's June & July swim clinics have sold out but we still have spots available for August 17th! Learn to ease fears such as:

- infamous thrashing tri- start
- sighting to distant buoys
- swimming straight (no lane lines)



The clinic is aimed at 1st-time triathletes or those triathletes who are in their first year or two of competing. The clinic is run by experienced women triathletes who love to help and are excellent instructors.

The workshop will cover the following topics:

- Swim starts using waves and a bullhorn
- Buoy in the water to practice sighting (100 yards from the start)
- Group discussion on tips & techniques to learn from the experience.

This event is fun and not a race by any means! It's an excellent practice session for triathletes looking to build confidence and improve open water swim skills.

[Click Here](#) to register and for more info!

MAX IS ON YOUTUBE AND FACEBOOK



In response to numerous requests for more information on certain tri-topics, we elected to go the "show me" route by producing a bunch of 2-3 minute video clips. The topics are simply more easily understood via video then via text.

Here is the current list up on our YouTube account for your viewing at www.youtube.com/user/maxperformancetri:

- How to Change a Flat Tire
- Core Exercises for Home or Gym
- Setting up Transition and racking your bike
 - Where do my race #s go?
- Strength Training to Improve the Swim
- 3 Key Aspects to your Bike Setup

The Facebook logo, featuring the word "facebook" in white lowercase letters on a blue rectangular background.

For all you Facebook users- Max Performance has started a Facebook group to keep you up to date on races and info! The page is updated weekly. Get to know your fellow triathletes and learn some new tri tips!

[Click Here](#) to check it out!