



NOVEMBER 2009

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IS FITNESS REALLY PART OF YOUR LIFESTYLE?

If you're reading this article, you already appreciate the importance of exercise and good nutrition (a.k.a. "fitness"). But how many of you can say you've truly made fitness part of your lifestyle? Although it's a relative question since everyone's lifestyle is unique, it certainly is one way to gauge your level of commitment to good health.

To help you be honest with yourself, we thought we'd throw a few questions your way. **If you answer "no" to any of these questions**, then you may not have ingrained fitness into your everyday psyche yet.

1. Does it bother you if you haven't exercised at least 3-4x per week?
2. Do you juggle your schedule very frequently to find time for working out?
3. Is paying attention to your nutritional habits part of your daily routine?
4. Are you still experiencing the yo-yo weight management syndrome?

Not to worry if you're not 100% there though, since it's never too late. Particularly since we've assembled some good tips to help you get there:

- **Nutrition** – frequent exercise without good nutritional habits is fairly self-defeating. Personal commitments, injuries, age, etc. will always challenge fitting in exercise but they should not challenge good eating habits. After a little practice, they will both become part of you.
- **Fun** – get creative if you must, but start making nutrition and exercise more fun. There are plenty of ways to change or adopt exercise routines and build in some fun (see separate article in this newsletter).
- **Prioritize** – recognize that at least initially, you're going to have to make your new habits a priority. If you don't change things up, you simply won't internalize your new commitment and you'll go back to old habits; similar to the diet yo-yo.
- **Quiet time** – go to a "special place" where you can be alone for a little bit and ask yourself how committed you are to embedding fitness into your daily life. Are you willing to make sacrifices to make this happen? Since time is one of your most important assets, realize that some of it will be spent on your health on a daily basis.
- **Structure** – write things down (e.g. what you eat, your exercise routines, your goals, your self-determined progress, etc.). Structure always adds some discipline which is definitely needed with this commitment.
- **Support** – your family, friends and maybe a coach or nutritionist are all key members of making this commitment stick. Explain to them what you're doing and how they will benefit from your improved pledge to fitness. They will

[Now That's a Triathlete!](#)

[Max Praise](#)

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MAX 2010 RACE DATES

Hope to see a lot of you in 2010!
Here are the dates:

5.9.10

NE Season Opener Duathlon & Triathlon

7.18.10

Massachusetts State Triathlon

8.8.10

Sharon's Back Triathlon

9.12.10

Title 9 Women's Only Triathlon

9.26.10

Buzzard's Bay Triathlon

Mark your calendars- every race sold out in 2009! Registration will be coming sometime in January!

NEW FAVORITE PICK- ME-UP

Try Power Gel Blasts for a great pre or during workout energy boost. Each package has 9 little circular gels, 130 calories and 45 carbs. They actually taste great too in a few flavors.

TRI-MYTH BUSTERS

Myth: Sports Bras Aren't Just for Women

support you more if they also see some benefits.

- **Small goals** – each of the above tips are practical and achievable; so should your new fitness goals be. Please make them reasonable and incremental and you will experience progress. Progress will help fuel self-esteem which will help make your new lifestyle sustainable.

WIN A FREE RACE ENTRY CONTEST

The first person to correctly answer the following question wins a **free race entry** for one 2010 Max Performance race – your race choice. All questions are triathlon related of course. Just reply to this email with your guess.

Question: This sports-related professional does a great job at treating triathletes for tri-injuries such as runners knee, plantar fasciitis, rotator cuff tears and hip pointers (and unfortunately, many triathletes don't know it)?

Hint: The answer is **not** a physical therapist.



October Winner:

Q: Name what this number could pertain to - 15,325?

A: Number of calories burned by one of our RDs while competing in Ford Ironman Coeur d'Alene in 2009

Winner: Dan Augustyn

BREAK OUT OF YOUR RUNNING ROUTINE-RUT

No doubt, we're all creatures of habit to some degree. We are comfortable sticking to what we know. That's why sticking to a running routine (similar distance, pace, course, etc.) is easy to do – it brings runner security.

Grinding through the same run is like the old Dunkin Donuts commercial, "gotta make the donuts, gotta make the donuts..." – the guy rose at dawn, day after day to make the donuts. While exercise is always beneficial, so is mixing it up. Variety promotes fun, education, longevity and motivation. So, bust out of your rut by trying different types of runs of varying intensities. You'll burn more calories; you'll speed weight loss and re-energize your workouts.



Here are some higher-intensity workouts you can do 1-2x per week instead of your steady-eddie 3-4 miler:

| Rut Buster | What | How |
|------------|--|---|
| Fartlek | An informal way to add bursts of fast pace into an existing workout. | After warm-up part of the run, alternate periods of hard running with |

Okay, maybe bras are for women only but not the need to protect those important nipples. First (and only) time I got chaffed nipples after a run (got caught in the rain in the middle of a run with a cotton shirt on), I felt like I was going to hurl with every step I took for 2-days. So, worrying about those two sensitive spots applies to men also.

Fabric, especially wet cotton, rubs nipples raw, resulting in soreness and even bleeding. Wick-away shirts help carry moisture from the areas but many runners still get sore. Bodyglide, Nipple Guards (nipguards.com) or Band-Aids will work.

Small Request - it does bother me to see guys in the transition area wearing bandaids over their nipples. So, just keep your shirt on when you get to the race site please.

| | | |
|---------------------|---|---|
| | | jogging/recovery. Fartlek distances are generally short, e.g. 50-200 yds. |
| Intervals | Alternate fast distance bursts of a certain distance with recovery distances similar in length, e.g. 400 yds. | 4 x 400 yds. Hard, separated by an easy 400 yd. recovery lap. 8 x 200 yds hard, with 200 yd. recovery jog |
| Hill Repeats | Running a hill repeatedly as your workout. | Pick a hill between 50-150 yds. Run up, jog or walk back down. Vary your speeds up the hill and build yourself up to 10 reps. |

TABOO TOPIC: GASTRIC BYPASS (THE NEW WEIGHTLOSS SILVER BULLET)

(or some similar medical procedure used to replace 'old-fashioned exercise' as your weight loss approach)

This subject is certainly controversial. Doubt you're considering this procedure but we're writing this (and other articles in this newsletter) so you hopefully don't have to consider it in the future.

See, we don't consider being overweight always a medical issue. We generally consider it a way of life. And with most ways of life, it can be changed and managed. We believe being overweight is more mental than physical. Worse of all, being overweight can turn into being obese very easily. It might go something like this - if you're 10 lbs. overweight, what's the big deal if you're 15 lbs. overweight? If you're 15, what's the big deal if you're 20... Boom, now you're 80 over and reaching GB potential according to AMA protocols.

My aunt recently lost 100+ and is definitely healthier and has more energy. I saw her unfortunately jamming junk food in her mouth recently and I tried to tactfully solicit some feelings of guilt to curb the action, so I asked, "hey there, too much of that can't be good for your little stomach, Aunt Jane, right?" Her reply was swift and right to the heart (literally), "Remember smarty pants- they operated on my stomach, not my brain."

Not much I can say to that. So, like the main article in this newsletter, *please* make fitness part of your daily lifestyle. Thank you.

NUTRITION NEWS: HEALTHY SNACKING

Athletes need more calories and nutrients than non-active people, but many people are not meeting their nutritional needs due to hectic work and training schedules. Healthy snacking can add the extra calories and nutrients an athlete needs without taking too much time to prepare or eat. It may also provide these additional benefits:

- Eating a healthy snack before exercise will give you the

TRI LINGO

Cycling Jargon

RPE

Rate of perceived exertion – how tired you feel on a scale of 1-20

HR Zone

Usually a 5 zone system is used to describe how hard you're working relative to your limits. It is calculated with the help of a trained coach or bike shop or by simply buying a HR monitor and using very general guidelines provided.

Chain Rings

Usually only 2 rings are referred. The first number represents the front ring (as you're seated on the bike) and the second number represents the back ring. The number specifically pertain to the cog you're on which varies based on the number of gears

you have. So, 53x12 = big chain ring on the front and the smallest ring on the back – the hardest gear your bike has. A 39x15 = small ring on the front and a ring roughly in the middle on the back.

RPMs

Revolutions per minute as measured by your bike computer.

THINKING ABOUT A DESTINATION TRI?

We love them too. Here are a few **we did** that we would recommend on anyone's "tri life list" because they are extremely well run and each unique in their own great way:

Philadelphia Insurance - Sprint or Olympic, bike and run contained entirely in a huge park, so no cars and very picturesque. (Philadelphia, PA)

Columbia Triathlon - Olympic - tough hills on both the bike and run but very cool in many respects and you can chat with a few pros too. (Ellicott City, MD)

Pumpkinman - Sprint, Olympic, 1/2 IM - helps make a trip to Vegas somewhat legit. (Las Vegas, NV)

Eagleman - 1/2 IM - quite an impressive race from many standpoints and attention to detail. (Cambridge, MD)

Pacific Grove Triathlon - Olympic - quite beautiful and they're even seals swimming with you during the swim. (Pacific Grove, CA)

Nautica NYC Triathlon - Olympic - crazy race in a crazy city and the swim is with the current. (Manhattan, NY)

energy you need during exercise

- For those who feel famished after a workout, eating a snack right afterward can keep you from overeating during mealtime
- For those who don't have any appetite after working out, eating a healthy snack can give you the extra calories and nutrients you need without making you feel too full

Many people choose high fat, high sugar snacks because they are convenient, but with a little planning, there are plenty of snacks that are fast, easy and healthy. Remember to avoid eating high fat and/or high sugar snacks (cookies, candy, chips, soft drinks, etc...) as these foods are low in nutritional value. See below for a list of some healthy snack ideas and try to keep some items in stock (at home and on hand) so you always have healthy food options within reach:

- Apple slices and peanut butter
- Banana
- Carrot and/or celery sticks with dressing
- Cottage cheese with fruit
- Dry cereal or dried fruit
- Energy bars or breakfast bars
- Oatmeal
- Crackers and hummus
- Yogurt
- Sandwiches (peanut butter, tuna, turkey)
- Smoothies made with milk, yogurt or juice and fruit
- Trail mix
- Whole grain crackers and cheese



BEGINNER'S CORNER: TIPS ON MAKING EXERCISE AND NUTRITION MORE FUN!

We've covered the ways to make fitness a part of your everyday lifestyle. Now it's time to discuss the ways to make things more fun! Here are a few ways to keep your fitness lifestyle energized and refreshed:

- **Training Partners:** The doldrums of winter training in NE can get even the mightiest of athletes down, but if you have a dedicated training group or partner you'll keep each other motivated. Many triathlon clubs and training groups offer weekend long runs or indoor training rides throughout the winter. Training with partners can give you a different perspective on training styles, offer a social outlet after your workouts and can give you workouts to look forward to each week.
- **Try New Recipes:** Tired of the same old boring grilled chicken. Tweaking your recipes will make you more interested in light kitchen work and prevent any of those relapses as the holiday season rolls around. Runner's World Recipe finder [online](#) is a great resource with specific nutrition components in mind. Give one new recipe a try each week!
- **Indoor Trainer Video/Workouts:** If you don't already have an indoor trainer, then this is the season to buy one or receive one for the holiday. (See *article on Holiday Tri Gifts*) There

MAX WEBSITE UPDATES

Check out the site for Home Page improvements like new pics and inspirational quotes!

www.maxperformanceonline.com

NOW THAT'S A TRIATHLETE!

"I try to make sure I play a great song on my iPod when I walk to the beach for the swim since it's the one that goes thru my head the entire swim (and I'm slow). The DJ ruined my plan however, by playing a song last; try to concentrate in the water with "Single Ladies (and Justin Timberlake) going thru your mind."

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 outside though!]*

- "Friday Night" by Lily Allen
- "Higher Ground" by Stevie Wonder
- "Speed" by Bran Van 3000
- "A-Punk" by Vampire Weekend
- "Rosalita" by Bruce Springsteen
- "Somebody Check My Brain" by Alice in Chains
- "Since You've Been Gone" by

are several great indoor training DVDs to keep you cranking while making your workouts fun and motivating. Many offer scenery and great music!

- The power of music: Same old songs seem boring. Take a few minutes to download or buy some new music for your music player. A new playlist can make a workout fly by. Everyone has that friend who is really "into" music, so tap their knowledge and ask them for some great new tunes. Some research studies show that Music increases mood, bringing feelings of joy, dilates blood vessels and increases blood flow!
- Get the Family Involved: It's great to engage your family and children in healthy eating habits and exercise programs early in life. Being an example to your kids goes a long way, including what you bring to work for lunch and your activity level. For nutrition, make sure you stock your pantry with healthy snacks, yogurts, low-fat crackers and plenty of fruit. Involve your kids cooking and prep. Also, your kids can be a big "helper" at the grocery store when picking out items. Directly involving kids in making healthy choices in nutrition and exercise will lead to positive habits!

HOLIDAY TRI GEAR 2009

Fun and functional stuff for the triathlete in your life (maybe you):

Nathan Acid Reflex L.E.D. Band

This little armband provides more than 1,200 feet of visibility and everyone could use that on those dark runs after work. \$16.99
<http://www.triathletesports.com/Nathan-Acid-Reflex-L-E-D-Band-p/5055n.htm>



Lickety Split Transition Mat

If you're tired of destroying old gym towels, give this mat a try. It holds up to tough conditions and fits nicely between bikes in Transition. \$24.95
<http://www.triathletesports.com/Lickety-Split-Transition-Mat-p/lickety.htm>

Nathan Race Number Belt

One of the *most* useful pieces of race apparel, this race belt holds your number securely and will adjust to the size of the number. A must have! \$9.99
<http://www.triathletesports.com/Nathan-Race-Number-Belt-p/1125n.htm>

Cycleops Saris JetFluid Pro Trainer – 2010

This trainer is as smooth as they come with a balanced flywheel that creates a more realistic riding experience. It offers a consistent level of resistance throughout the entire range while providing a quiet ride. \$399.00
<http://www.triathletesports.com/Cycleops-Saris-JetFluid-Pro-Trainer-p/wt9331.htm>

Park Tool SK-1 Home Mechanic Kit

This kit provides all the essentials a Triathlete will need to complete basic repairs on the bike. Includes, hex wrench set, crank wrench, chain cleaner, pedal wrench, 2 screwdrivers, patch kit and three way spoke wrench. \$99.99
<http://www.triathletesports.com/Park-Tool-SK-1-Home-Mechanic-Kit-p/wt9331.htm>

Kelly Clarkson

- "Empire State of Mind" by Jay Z and Alicia Keys

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

"This was a wonderfully organized event. I can't believe how much support you gave the newbies. I went to the swim clinic and the newbie meeting and they were extremely helpful. Everyone was so nice and you can tell they really want you to succeed. Your emails were so detailed and so helpful. You ALL definitely made this a great experience for a newbie. I've run many road races, even the marathon and this was by far the most supportive, organized event I've participated in."

- Laura P.

OFFICIAL SPONSORS

[Active Recovery Boston](#)

[B&S Fitness](#)

[1-Home-Mechanic-Kit-p/763477006653-tool%20rack.htm](http://www.1-Home-Mechanic-Kit-p/763477006653-tool%20rack.htm)



iN3 – H2O Audio Waterproof Case

If you dread the long swim workouts, then H2O Audio has something for you. With waterproof cases and earbuds for every type of ipod out there, you'll have plenty of music to get you through your workout. Cases begin at \$39 - 99 and earbuds range from \$49 – 69.

<http://www.triathletesports.com/iN3-H2O-Audio-Waterproof-Case-Nano-3rd-Generat-p/689076179584-20b13.htm>

Garmin Forerunner® 310XT

The updated Garmin provides GPS, Heart Rate, pace, distance, with crazy amounts of customization on multiples levels. The 310XT solves problems from past models – reads in and out of the water, 20 hours of battery life and wirelessly sinks to your computer! \$349.00
<https://buy.garmin.com/shop/shop.do?clID=142&pID=27335>

Kuhl Women's Retro Hoody

For the après ride/run, Kuhl outwear is warm, cozy and stylish. Fleece lined with a water/wind resistant shell; this hoody does the trick. \$120.00 <https://www.kuhl-usa.com/products/Women%27s-Retro-Hoody.html>

ARTICLE REPRINT: GET ON THAT BIKE TRAINER!

Yes, you may have seen this before in our January 2009 issue. We received tons of requests for information similar to previous articles and realized you're too busy to scour through years worth of articles we have on our site. This column just captures popular articles to save you the time.

We espoused the benefits of using a bike trainer at home in December 2008's newsletter ([Click Here to read it!](#)), particularly from January through April. Many of you agree and asked us to help further by providing exercise sets to go along with their new toy and winter conditioning program. So, this is the beginning of a monthly column on bike trainer use and corresponding sets.

First, what are you going to accomplish with the use of the bike trainer (BT) and what type of exercise set helps you get there? All BT sets helps increase conditioning, build muscular strength and improve pedaling efficiency. But some sets are aimed at more specific gains, as follows:

- Pushing moderate to heavy gears/resistance – builds and maintains hip and glute strength
- Spin-ups and high RPMs – improves turnover
- Isolated leg drills – enhances pedaling efficiency & mechanics

How many sets should I do? How long should each BT workout last? Like most workouts, that depends on our goals (e.g. finish a race comfortably vs. top 3), your fitness level (e.g. getting in shape vs. taking it to the next level) and where you are in your training program (e.g. base period vs. race around the corner). So,

use these sets in conjunction with other sets provided in previous Max Newsletters to build your own workout. Mix it up with both normal and



[Brightroom](#)

[Clark Community YMCA](#)

[Hammer Nutrition](#)

[Lock Laces](#)

[Old Colony YMCA](#)

[Quad Multisport](#)

[Sage Chiropractic](#)

[Triathlete Sports](#)

[Westborough YMCA](#)

[Xterra Wetsuits](#)

hard sets, along with 2-3 minute rest intervals between each set. Always warm-up and cool-down.

Normal Set

| | | | | | |
|------|-------|---------------------|---------|-----------|----------|
| 1:00 | 39x15 | standing easy climb | RPE- 12 | HR Zone-1 | RPMs-70s |
| 1:00 | 39x17 | seated spinning | RPE- 12 | HR Zone-1 | RPMs-80s |
| 1:00 | 39x14 | standing easy climb | RPE- 12 | HR Zone-1 | RPMs-70s |
| 1:00 | 53x19 | seated spinning | RPE- 13 | HR Zone-2 | RPMs-80s |
| 1:00 | 53x17 | standing easy climb | RPE-13 | HR Zone-2 | RPMs-70s |

Hard Set

| | | | | | |
|-----------------|-------|--------------------|---------|-------------|--------------|
| 2:00 | 53x13 | seated power climb | RPE- 14 | HR Zone-2-3 | RPMs- 60-70s |
| :30 | 53x15 | standing recovery | RPE- 10 | HR Zone-1-2 | RPMs- easy |
| repeat above 4x | | | | | |

See [Tri Lingo](#) for abbreviation explanations. Future Max Newsletters will simply be describing other Normal and Hard sets, along with sundry comments or answers to BT FAQs.

TRI DOC ADVICE: MORE FOOT NOTES

Our feet truly take a pounding and we're lucky that many foot problems can be easily treated. Unfortunately some foot problems indicate imbalances that can lead to injuries. A few common foot problems and suggestions on how to treat them will help prevent them from becoming bigger issues.

| Condition | Correction |
|---|--|
| Black Toenail – the end of the toenail jams into the shoe, the nail base wiggles and bleeding occurs just below the surface. | Shoes may be too tight and/or you may be running too many down-hills. The black part will grow out or fall off. Proper sneaker fit will go a long way here. |
| Blisters – friction, heat and moisture make layers of skin separate and fill with fluid. | Moisture-wicking socks and a little glide or baby powder before the run will help keep things smooth. |
| Calluses – areas of thickened skin caused from repetitive pressure. Overpronation (end of toes or inside) or supination (outside of foot) may be at work here. | Stability shoes help overpronation while cushioned shoes will support a supinator's high arch. Correction of a gait imbalance may also help your feet more evenly absorb the impact of each step. File calluses gently with a foot file. |
| Plantar Fasciitis – pain occurs in | Stretch calf muscles frequently, |

| | |
|---|--|
| the heel or arch when connective tissues become inflamed. Weak foot muscles, tight calf muscles and/or strength imbalances could be at work. | practice toe and foot strengthening exercises and/or roll your foot over a tennis ball to stretch the tissues, ease pain and strengthen muscles. |
| Bunion – joint at the base of the big toe faces pressure and forms a bony protrusion. You probably have flat feet that roll in during overpronation. | Sneakers need to be wide and deep enough at the toebox. Orthotics may be necessary. |
| Athlete's foot – fungus that usually occurs between the toes. | Antifungal creams treat the condition but try to avoid it all together. Change socks right after workouts, use drying powders and always wear sandals in public showers. |

Final Fun Thought- Think Pedicure - be good to your feet and they'll be good to you. Some simple habits will go a long way: moisturizing, careful clipping, going barefoot at home and letting blisters go away naturally (don't pop).

TRIATHLETE SPOTLIGHT

Lynn Graham

Profile – After 10 years of working 6/7 days per week and who knows how many hours I closed my urban-active sport store. Right now I am trying to decide what's next for me and am busy punctuating my days with race planning for 2010 and blogging about being a 'new triathlete' (www.triandbithch.blogspot.com)... oh and trying to nail this swimming thing!



The 'beginning' - The 'Mass State'

Triathlon in July 2009 was my first. I did it with 3 friends and had such a great time that the 3 of us signed up the following Monday for another – I did the 'Title 9' with my blogging friend; our 'guy-pall/trainer' signed up for 'Sharon's back'. I had been thinking about triathlon for about 2 years prior to the Mass State because I was getting many stress injuries from running too much and just knew cross training would make me healthier AND satisfy my competitive streak. I also have a good friend who has completed many short multi sport races and has just registered for her 2nd full Iron Man. It was her positive experience with Max Performance ("you HAVE to use them") that led to 5 of us registering, training and supporting each other through the past season. Quite a learning curve!

Athletic Interests - I have been a runner for a gazillion years, a skier and a passable mountain biker. Running and skiing were my favorite (until Triathlons) probably because of all the years I have pursued both of these sports. I was a ski instructor and also have an overwhelming desire to be outside!

Triathlon Accomplishments – 2009 was my first year; my accomplishment was COMPLETING 2 sprint triathlons - the first was

full of mistakes, which were almost corrected by my second one. I know what I need to do for next season. Oh ... and I learned how to swim properly rather than like a brick!

Motivation- It is such good fun especially doing it with good friends helps. Also, working within a structured training schedule prevents me from over training AND because I am 'healthier' I just ran my fastest 10K in eons.

Goals for 2010 – First ambition is to become a bi-lateral breather in the water. I would like to do 2 half marathons plus a multitude of 10 and 5k road races, 2 sprint triathlons, 1 Olympic distance and, this is the icing on the cake-I am registered for a 70.3 in August 2010! But probably my main goal is that I need to get a job that allows me to support this expensive racing habit!

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Enjoy Thanksgiving!

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

MAX PERFORMANCE 2009 MERCHANDISE SALE!



Max is offering 2009 race merchandise for Sale! Many triathletes have requested the option to buy race items so we have complied!

[Click here](#) to view our great selection of Race Merchandise!

Our inventory is limited so place your order today!

NEW PICTURES ON MAX'S FACEBOOK PAGE

The Facebook logo, consisting of the word 'facebook' in white lowercase letters on a dark blue rectangular background.

We've uploaded a ton of new pictures from the 2009 season to our Facebook page!

[Click here](#) to check them out!

INSPIRATIONAL STORIES



We would love to kick off the 2010 year with some inspirational stories! We will be featuring additional Max triathletes in the winter newsletters to share fun stories, keep you warm over the winter and help keep your motivation up.

If you or a friend want to help us inspire other athletes with your story, simply reply "Yes" to this email. We'll write you back on how to complete the short process.

Thank you for relating part of your multisport life with other athletes like yourself. They're out there but they might not know it yet...

Thank you!

\$200 OFF XTERRA WETSUITS



To thank their loyal customers and RDs Xterra is taking \$200 off their 3 best selling wetsuits! The Vortex 3 Sleeveless, Vortex 3 fullsuit, and the Vector Pro X2 Fullsuit are all deeply discounted for a limited time!

Visit www.xterrawetsuits.com to get yours!

Offer Ends December 10, 2009