

OCTOBER 2009

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WIN A FREE RACE ENTRY CONTEST- NEW!

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.

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

Hint: Idaho, June 21, 2009

The accuracy of the answer, along with the time and date on the email response will be used to gauge the winner. Answer and winner's name will be published in next newsletter. Good luck!



QUINTANA ROO FRAMESET GIVEAWAY 2009

Special thanks to Quad Multisport and Quintana Roo for being a part of Max's 2009 QR Lucero Lite Frameset Giveaway. We randomly selected a 2009 Max racer

And the winner is.....



Lisa Nekoroski

Congratulations Lisa! Enjoy your new ride!

Remember- the more you race with Max, the greater your chances of winning are! Join us in 2010 for another great raffle!

FITNESS RULES ARE A LITTLE DIFFERENT IF YOU'RE OVER 40...

...but it still keeps getting better

Congratulations to every reader of this article for proving your 2nd 40 can be just as fit as your 1st 40, if not fitter.

Ever ask yourself "why isn't training getting any easier?" Well, that's

HOW MUCH DO I DRINK (AND WHAT)?

During a 1/2 marathon or a marathon?

Most of us clearly don't drink enough? We should consume 1/4 to 1/2 cup of fluid every 20-minutes. That seems doable since there are aid stations every mile or so and you can BYOB too. Here's the challenge though - we also need at least 30 -60 grams of carbs every hour! Sports drinks can get you there (about 15 grams/cup) and you can use gels or chews. Example solution - belt with 4 sports drinks and few gels/chews, supplemented by water at aid stations.

TRI-MYTH BUSTERS-NEW!

Myth: Carbo loading before a Sprint race is a necessary element to race success.

Doubt It: Current research indicates that if an endurance event lasts less than 90 minutes, carbohydrate loading does not improve performance. If your event continues beyond this time, then consider adding an energy drink or energy gels during the event to avoid hitting "The Wall." Most importantly, make certain you schedule your last pre-race meal 2-3 hours prior to the event, to adequately top off your glycogen supplies (300-400 calories). Leave the heavy Carbo Loading for events that will last several hours, such as marathons,

one of the >40 *rules of engagement* – it simply doesn't. But that's okay since it's a small price to pay for great health and increased longevity. Here are a few other "rules" that may help you stay motivated, appreciate fitness more and help make your 2nd 40 very fruitful. (BTW – we're not using the phrase "words of wisdom" because it's trite and we're 40-something, not 70-something).



- **Incremental training is key** – the days of making huge gains/increases in fitness in very short periods of time are pretty much gone. Trying it will greatly increase risk of injury. So, be content on setting small, incremental goals and on improving over longer periods of time.
- **Nutrition is more important** – definitely a cause & effect relationship between nutrition and performance. Good (and bad) habits are rewarded accordingly.
- **Never get out of shape** – it will take way too long to get back to where you were and time just keeps getting more valuable. Slow down or take breaks but stay in shape.
- **1st set should be without weights** – when strength training with weights, medicine balls, etc., always do your first set without them to get your muscles warmed up. Pulled way too many muscles forgetting this one.
- **Recovery takes longer** – from both injuries and hard workouts. This also applies to training plans, so be sure to build in easy weeks every 3-4 weeks.
- **Reflection is good** – yes, you do it more because you have more to reflect on. Use it to your advantage since experience is very valuable in not making the same mistake too often and in enjoying yourself more thru a fit lifestyle.
- **Planning is better than winging it** – wish it weren't true but it is. Thinking about what I'm going to eat and when before a hard workout, what the training week should look like and how to best juggle life's activities is pretty much a way of life.

Quick 40-something anecdote – watched my daughter's boyfriend cross the finish line "first" at a sprint tri this year, with the next finisher a few minutes back. When I congratulated him on his 1st place, he said, "not so fast. The damn 40-somethings started 2 waves behind me, so I don't really know if I won yet." He was right. Posted results showed that he lost by 3-seconds because a 43 year olds time was faster when taking into account actual start times. Clearly had mixed feelings about this one...

THE SECRET TO INCREASED STRENGTH AND REDUCED INJURIES

Human connective tissue, a.k.a. Fascia

Had a chance to see the *Bodies Exhibition* yet? This exhibition will definitely enlighten on how intricate and complex the human body is. One of the central insights is the power of connective tissue – the elastic wrappings that surround your muscles and bones.

Why Fascia are important and how they work

Connective tissue is often referred to as fascia tissue. It was frequently thought of as a mixed assortment of support straps and packing material (think tarps & bungees). But recently, it is believed that fascia is a webbing of crisscrossing fibers, strands and cables, all interconnected like complex pulleys around levers of the bones and

½ marathons and IM distance races.

TABOO TOPIC

How many bottles should I take on the bike?

Unless it's a scorching day, we would recommend only 1 bottle for Sprint or Olympic event. Especially on a Sprint, any more than 1 bottle is just carrying excess weight you don't need. As always, see how much you drink on a few training rides to make the answer fit your needs, but give a 1 bottle solution a try and you should be fine.

TRI LINGO

Pillar

All the muscles that support your hips, torso, and shoulders are referred to as the "pillar." The pillar is the foundation for movement. Understanding this important distinction will help you train your body more effectively.

STRETCHING THE RIGHT WAY

Dynamic vs. Static stretching - did you even know there's a difference?

Short version is that dynamic stretches (i.e. going thru a range of motion) are much better before your workout, while

muscles. Think sausages – each link (muscle group) is wrapped in casing (fascia) that stretches to the next link, creating a long, connected chain.

These tissue implications are huge for strength and injuries. Power and pain are often generated far from their exit points. Therefore, the old fashioned beliefs – “find the point of pain and treat it,” and “work specific muscle groups for more strength” requires some rethinking. Your muscles are all connected, head to toe by your fascia, so a tight muscle in your foot could cause a chain-reaction pull that leads to tighter hamstrings.



More cause & effect realities

Fascia are actually sensory organs packed with nerve endings and they actually recoil, like levers. And your fascia become trained. When you do something with positive results, you're teaching your fascia to do that. The pull of your fascia is so ingrained in your movements, that your posture and movements = your fascia. That's why your friends recognize you at a distance, well before they see your face.

Some recent examples of fascia at work:

- Neck pain on long bike rides – really emanated from shrugging his shoulders and not changing his posture enough
- An aching foot arch and strained achilles – actually emanated from hip issues
- Ongoing, sharp heel pain – over-development on one side was causing her body weight to torque back & forth over her dominant leg - painful heel
- Sore runners knee – not his Patella tendon but actually his hips were out of alignment
- Ailing left hamstring – was cured by building up strength on her *right* leg
- Blackberry use was causing a knot in the back & chest – your thumbs are connected to two major strands of fascia that go all the way up your arms, around your pecs to your rib cage

Implications are boundless

So, what do you do with this information? Recognize the importance of overall conditioning, balance and alignment. In addition, the inter-connective nature of your tissues should enable you to:

- Not to punish the victims, chase the criminals – what's really causing the pain (vs. where it's showing up)
- Recruit one movement to enable another – small changes can have big impacts
- Use exercises that practice clean biomechanics as part of your fitness regimen, not just muscle group specific work, e.g. Goblet Squat, backward rope skips
- Seek professional advice (e.g. A.R.T. specialist) on injuries to make sure your treating the problem and not the symptom
- Try to develop long-term habits, not quick fixes that don't last

static (e.g. the classic hold for 20-seconds) are better after. The reasoning is simply that dynamic stretches help prepare you activity because the muscles go through a functional range. Most of us only do static stretches, so here are a few dynamic ones:

- Walking lunges (lower body)
- Trunk twists (upper body)
- Squats with no weights (lots of muscles)

NOW THAT'S A TRIATHLETE!

"I was the competitor whose tire burst in transition about 30 mins before the swim start - and once I sheepishly identified myself you would have thought I was a top driver at the Indie by the speed at which everyone got me and said tire to Quad and back on the bike!"

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!]

- "Sweet Soul Sister" by The Cult
- "Can't Get You Outa My Head" by Kylie Minogue
- "Uprising" by Muse
- "Sweet Dreams" by

NUTRITION NEWS: BENEFITS OF SOY

Soy has a multitude of health benefits and is becoming increasingly popular. The thing that makes soy unique is that soy protein is considered nutritionally equivalent to the protein found in animal foods due to its unique amino acid content. Unlike protein from meat, which contains cholesterol and is high in fat, soy is naturally cholesterol free and low in fat. Soy beans are also a rich source of zinc, phosphorus, magnesium, omega 3 fatty acids, fiber and vitamins and minerals such as calcium, folate and iron.



In recent years, Americans began adding more soy to their diets because research has shown that incorporating soy protein into the diet provides numerous health benefits, such as lowering cholesterol and reducing the risk of heart disease. Note: The FDA recommends consuming 25 grams of soy per day to reap the health benefits.

Here are some ideas to incorporate more soy protein into your diet:

- **Substitute Soy Milk for Dairy Milk** – all soy milk is lactose and cholesterol free. Soy milk comes in a variety of flavors, which can be consumed by themselves or substituted while baking or cooking. Try adding soy milk to a smoothie, on cereal, in oatmeal, or just substitute plain soy milk for milk in your favorite recipes.
- **Use Meat Alternatives** – because it is naturally cholesterol free, low in fat and contains high levels of antioxidants, soy protein is a viable alternative to meat proteins. For example, a typical soy burger patty contains fewer than 150 calories and about four grams of fat compared to fast food hamburgers which can contain as many as 680 calories and 39 grams of fat.
- **Try Tofu** - tofu essentially has no flavor and will pick up the flavor of whatever you cook it with. Tofu comes in many varieties, from extra-firm to silken soft. Tofu is a very versatile food and can be used in casseroles, stir-fries, and egg dishes.
- **Snack on Soy** - try edamame beans or some roasted soy nuts. Edamame is the Japanese name for the small, green soybean and can be boiled, steamed, dry roasted or eaten raw as a snack. Soy nuts are shelled soybeans that have been dried and roasted. Soy nuts are lower in fat than other snack nuts and are sold salted or spice-flavored. In addition, you can try soy protein nutrition bars, soy cheese, or consider using soy nut butter instead of peanut butter.

WHAT DOES IT TAKE TO GET A SIX-PACK?

Developing a six pack has more to do with nutrition and genetics than training alone. To start seeing those infamous stomach muscles, you'll likely need to bring your body fat below 10 percent. So, nutrition is more important than abs/core exercises.

Here are some good reminders along those lines:

Eat 5-6 mini meals per day

Eating smaller portions spread evenly throughout the day helps increase your metabolism and manage hunger.

Beyonce

- "Back on the Chain Gang"
by Pretenders

- "I Wanna Be Sedated"
by Ramones

- "Are You Gonna Go My
Way" by Lenny Kravitz

- "Gasolina" by Daddy
Yankee



Include a lean protein source with each meal
Protein has a high calorie usage effect - your body burns more calories to digest it. Make sure you include protein--chicken, fish, beef--with each meal to keep your metabolism running high. Green tea is another proven metabolism booster, so drink 1-2 glasses/day.

Water, water, water

The ideal habit has you at ½ ounce of water per pound of bodyweight a day to stay hydrated. More realistic is 6-7 glasses per day.

Consume most of your carbs around times of activity

Think about eating the majority of your carb-dense foods, like grains, before and after exercise. Your body will use carbs for energy so they're not stored as fat. Outside of the hours surrounding your workout, focus on eating smaller portions, with fruits and veggies your primary sources of carbohydrates.

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

TRI DOC ADVICE: ARE YOU INJURED OR JUST SORE?

Yes, you may have seen this before. 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. So, this column just captures popular articles to save you the time.

Hey, call me a wimp but I seem to be asking myself this question all the time lately. Everyone hurts to some degree during exercise and some pain is the price you pay for working out and improving your performance. But it is important to distinguish between *good pain* - the type that's part of the muscle strengthening process and *bad pain* - the kind that maybe an injury.

What is muscle soreness?

The process of strengthening muscle tissue is like urban renewal. You tear down, then rebuild. But why do the muscles get sore? The soreness is a result of the teardown process – good pain. When the muscle repairs and rebuilds itself, it comes back bigger and stronger. But if you tear down too much, you won't have anything to rebuild. This is the process of overuse and the major cause of most injuries.

Stiff and sore muscles that occur 4 – 48 hours after exercise comes with the territory; especially when you've picked up your intensity. If you feel great during the workout, but the next day or two you're feeling sore, don't let mild soreness stop you from exercising. Instead, warm-up, stretch your muscles thoroughly and lighten the intensity of your workout. Train, don't strain.

If the pain doesn't go away after you're warmed up, cut back on your workout and make it an easy day. Or exercise a different muscle group. If the pain increases after your warm-up, stop exercising and treat the injured area with RICE (rest, ice, compression, elevation).

Bad Pain

Bad pain frequently originates from tendons. Tendons are fibrous tissue that fastens muscle to bone. Sore muscles are part of the muscle-strengthening process, but sore tendons aren't. There's a fine line between the two types of pain. Tendinitis is inflammation of the

MAX PRAISE

" This was my first (but nowhere near my last) triathlon. It was, in short, HELLA AWESOME!!! From the pre-race organization to the mid-race camaraderie to the post-race celebration and sunshine, no one could have asked for a more perfect experience. Thank you!"

- Dante F.

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tendon and is much more difficult to heal than a sore muscle.

Tendinitis usually develops closer to joints than does muscle pain. The pain is typically sharp, burning and/or localized near the joint. Tendons that commonly become inflamed are in the Heel (Achilles), above the kneecap (Patellar), the side of the knee stretching to the hip (Iliotibial) and the shoulder (Rotator Cuff). These tendons can tear and require surgery to repair.

Bad pain also results from issues involving cartilage (joint cushion), ligament (bone-to-bone tissue) or bone itself (e.g. stress fracture). Suffice it to say that the pain is usually more acute and lasting. Always try ice, gentle stretching and anti-inflammatory medicine to reduce pain and inflammation. If pain persists, see a medical practitioner asap.

Warning Signs

It's important to be mature about sports injuries and muscle soreness. It's much easier to heal minor issues than to heal serious ones. That means catching them in the early stages which requires maturity. Do seek immediate diagnosis from a medical practitioner in the following cases.

- Your pain does not go away in 12 to 48 hours after ice treatments, rest and gentle stretching
- Your pain is sharp
- Your pain is localized in the joint, not the muscles surrounding it
- Your pain limits your motion
- Your pain is accompanied by numbness, weakness or swelling in the joint

Minimizing both Muscle Soreness and Injuries

So here's a few quick tips on how to stay healthy and minimize sore and painful body parts:

1. Stretch as part of your warm-up, and particularly cool-down, portions of each workout
2. Hold your stretches for at least 20-seconds
3. Try not to increase *both* the duration and intensity of your workout on the same day
4. Practice proper technique in all exercises, particularly equipment-related training
5. Do not exercise day-after-day with a pain that won't go away
6. Utilize professional muscle caretakers – coach, trainer, chiropractor, physical therapist

BEGINNER'S CORNER: LOOKING FOR BETTER ALIGNMENT, CORE STRENGTH & MORE POWER?

Try an overhead squat

It may seem odd to associate an exercise known for building your legs as a "core exercise," but give it a shot. Hold a bar or broomstick over your head and perform a squat. Watch your technique, making sure to keep your weight over the arches of your feet and your arms straight overhead.

If you felt your weight shift back onto your heels or forward onto your toes, or if you noticed your knees collapse inward or your arms move

forward, then you can stand to improve your mobility, stability and overall "pillar strength." Your pillar encompasses muscles from your hips to your shoulders, including your torso, so performing pillar-strengthening moves will engage your abs and back while building stability around your hips and shoulders.

Doing squats alone isn't enough, and it doesn't replace traditional abdominal and core exercises like bridges. But the squat is a great indicator of strength and stability, and it will make you stronger. Which is why it should be a staple in your training program. A proper squat requires tremendous coordination of joints, balance, stability, and strength. You should feel tension throughout your abs if you're doing it right.

Try many variations of squats, including the overhead squat, single-leg squats and split-stance squats.

TRIATHLETE SPOTLIGHT

Rich Morrell

Profile- I'm happily married and celebrating our 15th anniversary this year. We have two beautiful kids- my son Tres who is 8 and my daughter Lily who is 5. I work for a non-profit hospice and palliative care agency as the Marketing Communications Manager.



The "beginning"- This is my first season of participating in triathlons and I absolutely love it. I've been a runner for years and find the variety of training is a great change of pace. The speed of the bike is great fun and I've enjoyed learning to swim for distance. (Although, I have a long way to go and plenty of room for improvement in swimming!) I had become bored with running and my times and distances were slipping and I had started gaining weight. The multi-sport training brought me new energy and enthusiasm. I've had a great year of training as a result.

Athletic Interests- I started cycling after college and then moved towards running. I found that I could more easily maintain a running schedule whether I was traveling for work or at home. It was also easier to run consistently in the colder weather.

Triathlon Accomplishments- This first season, I participated in three triathlons and I'm already looking forward to next year. My original goal was simple to finish a single event or "complete to complete". I've now moved and am looking towards being more competitive overall and especially in my age bracket.

Motivation- This is a great way to stay in shape and have fun doing it. It is also a great way to teach our kids how much fun fitness and a healthy lifestyle can be.

Goals for 2010- I'd like to become more competitive and hope to finish in the top 5 of my age bracket next year. I also have plans to move beyond a sprint event and participate in a longer international distance triathlon.

Stay fit and enjoy autumn!

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!

XTERRA WETSUITS SALE



Get the Xterra Vortex 3 Sleeveless for \$99 and the Fullsuit for \$159!

Now through October 31st, Xterra is offering great discounts on their Vortex 3 wetsuits!

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

NORWOOD TURKEY TROT 2009

Norwood 2009 Turkey Trot
Sunday November 22nd 11am

AT Clay Chevrolet
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Featuring:

Cash and Gift Awards, Free Long Sleeve T-Shirt to the first 300

Racers, Free Kids Trot at 10:30, Raffles, and MORE!

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Sign up at www.active.com

Contact via email- NorwoodTurkeyTrot@comcast.net

Or via phone- 617.610.0084

INDOOR TRIATHLON COACHING & EVENT DIRECTOR CERTIFICATION

Plan on being in St. Louis on November 7th or know someone who might be interested?

Let's Take It Inside Indoor Triathlon Coaching & Event Director Certification November 7, 2009 Chesterfield, MO (near St. Louis)

Sally Ewards (Tri Author and CEO of Heart Zones USA) and Lynne Tapper (Nat'l Dir. Heart Zones & Level 1 USAT Coach) are instructing a great program! With Let's Take It Inside you will learn:

- How to lead an 8 week group training program for and indoor tris
- The foundations of Heart Zones training
- Coaching skills and techniques to prepare indoor tris
- Skills to be an RD and produce indoor tris
- MORE!

Each participant receives an Indoor Tri Coach Manual and a new heart rate monitor (BION Blink!)

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TRIATHLETE SPORTS END OF SEASON SALE!



UP TO 50% OFF SELECTED ITEMS

Sale includes clothes, shoes, gloves, bikes, helmets, wetsuits and MORE!

Triathlete Sports is one of the most comprehensive sources for swimming, biking, and running products. Whether you are an elite triathlete or a beginner looking to get your feet wet, Triathlete Sports can help you go the distance and reach your fitness goals.

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