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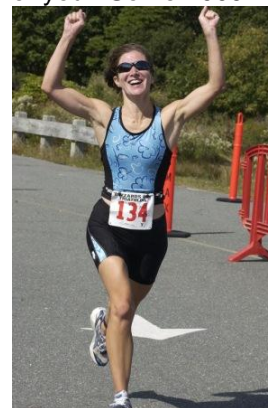
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YEAR IN REVIEW

Thank you for making 2009 an excellent year! Our participants continue to make running triathlons rewarding and fun for us and we'll continue to make our *Fab 5 triathlons* the same for you. Some 2009 highlights included:

- **Streak continues** – it was our 2nd consecutive year of selling out every Max race.
- **Swim Clinic success** – we're expanding 2010 clinics since we filled up all of this year's classes. What a good way to overcome an infamous beginner tri-fear– the swim.
- **Beginners rock** – over 1,200 athletes became triathletes and/or improved their fitness levels dramatically.
- **How To Videos** – we launched 10 short videos on common FAQs and topics better seen than read, e.g Transition Area Set-up, race bike courses, etc. Enter maxperformacetri in the Search field on You Tube and you'll find them.
- **Triclub Kudos** – congratulations to the clubs finishing in the top 3 in their race division – have fun leveraging your new relationships and the money you've earned.
- **Charities increase** – we doubled the amount of money raised for charities from last year, thanks in part to your contributions.



We have also began implementing some of the great ideas you sent us for 2010, e.g. a new race category for Cancer Survivors, improvements in race course details, additional swim lesson classes, etc.

Thank you for your participation, confidence and input; feedback is always welcome. Continue to enjoy our newsletters and we'll see you in 2010!

WHY DO WE DO THIS???

Tired Max RDs ask themselves the question...

Like our triathletes, at different points in the year, we ask ourselves, "Why are we doing this again?" Around 11:30 PM Sunday night, after 20 straight hours working on Buzzards Bay Tri, we asked ourselves that question. Here is what we came up with:

- The choked up feeling we got when we watched a one-legged triathlete do the entire triathlon with no prosthetic device.
- Hearing cowbells clang by kids who made posters at the Inspiration tent and smiled wide when they got to keep a cool cowbell (sorry parents for post-race usage).

WHAT'S THE BEST VITAMIN WATER?

Recent research evaluated a handful of top products for

vitamin content, nutrition, nutritional claims, calorie value, etc. Here are the top finishers:

1. Vitamin Water 10
2. Sobe Lifewater
3. Propel Vitamin Enhanced
4. Snapple Antioxidant
5. Fruit 2o

TABOO TOPICS FOR TRIATHLETES

Do I stretch *before* or *after* my workout?

Since few athletes have the time to do both, we recommend after if you can only do one. This is more important after long workouts but is a great habit to get into after every workout. Just try and build 10 minutes into your workout routine for post-exercise stretching. Build in longer stretches from there if you can make it a habit.

TRI LINGO

Drafting

This is when bikers ride too close to the cyclist in front of them, benefiting from aerodynamics created. Generally, riding less than 3 bike lengths behind the cyclist in front of you is drafting and violates USAT rules.

STRENGTH TRAINING ROCKS

- Knowing that we helped over 1,000 athletes become *triathletes* this year.
- The pleasure associated with sharing fitness lessons learned to help people increase wellness, overcome injury and live a richer lifestyle.
- The sound of “thanks for doing this” we hear from triathletes after the race.
- Reading the appreciation and compliments in post-race feedback forums.
- Listening to the funniest questions from nervous newbies, at the same time remembering our 1st tri.
- Knowing we made and orchestrated valuable donations to charities in need.
- Working with wonderful sponsors and young businesses trying to make a living for themselves.
- Meeting a whole bunch of special people who also call themselves triathletes!

NUTRITION NEWS: SNEAK HEALTHY FOODS INTO YOUR EXISTING DIET

Here are some tips for sneaking added nutrition from fruits, vegetables, dairy, etc...into your existing diet.

- Incorporate healthy foods into current dishes. For example, fruits can add an extra dimension to salads, whole-grain cereal can be added to yogurt, blend in some fruit into muffin or pancake batter, or place sliced vegetables on top of pizza. Stirring shredded, diced, or pureed vegetables into dishes such as soups, stews, meatloaf, omelets, or chili is also a great way to add nutrition to your meal.
- Start by making small substitutions. For example:
 - Use yogurt or applesauce instead of oil when baking
 - Buy tuna packed in water instead of oil
 - Buy real popcorn instead of the pre-packaged microwave ready variety
 - Use real peanut butter instead of the sugar-laced brands
 - Buy whole-wheat or whole-grain bread instead of white
 - Replace white rice with brown or perhaps a mixture of brown rice and white rice
 - Use whole grain pastry flour instead of bread flour
 - Use soy-milk instead of dairy milk
 - Introduce ground turkey into your diet by substituting it for ground beef
 - Reduce your soda intake
 - Consider making your own bubbly drink by adding some real fruit juice to a carbonated beverage, such as sparkling water
- Puree or blend it – one of the easiest ways to sneak foods into your diet. A puree of roasted vegetables makes a wonderful addition to sauces and pureed cauliflower or potato can give thickness and depth to soups, stews, and casseroles. Blending fruit and yogurt into a smoothie for a tasty snack or



If you read our newsletters, you already know that we're big advocates of ST. In fact, a recent poll of some of our racers confirmed the value of ST since >78% of them said it was the top reason they improved over 2008.

So, if you're wondering whether you do enough ST during the year, just ask yourself this important question: "Do I use 3 or more of the following pieces of equipment at my health club or home:

- Kettle Ball
- Stretch Cords
- Swiss Ball
- Select Tech dumbbells
- Bosu
- Jump Box
- Medicine Ball
- Grip Bag
- Chin-up Bar
- Foam Roller

If you don't know what most of these items are, you've also answered the question.

WANT MORE MUSCLE & LESS BOREDOM?

Change the # of reps you perform when lifting weights. Changing the load (e.g. 6, 10, 14) recruits different muscle fibers which lets you more fully train your muscles. It works for beginners and experienced athletes.

NOW THAT'S A TRIATHLETE!

*"There is NO WAY the water was a balmy 72!!
Wow was that water cold!
But thanks for the little white lie to get us in the water."*

for a quick breakfast is another great way to get added nutrients.

- Throw it into baked goods - Pumpkin, zucchini, carrot, walnut, bananas and berries make wonderful breads and muffins.
- Spice it up - make healthy food come alive with herbs, spices, and seasonings. Also consider serving fresh fruits and vegetables with a low-fat dip to jazz it up.

HERE'S WHAT TO DO AFTER YOUR TRI-SEASON ENDS

Some of you may be drained from racing while others may be wishing there was another one left. In either case, if you're looking for some ideas on what to do next, these suggestions may help:

- **Reward yourself** - take a break from your structured training plan or think about creating more structure for next year. Exercise less (don't train) by reducing the quantity and intensity of your workouts.
- **Reflect and refocus** – savor your accomplishments, think about you liked and didn't like during the year and then jot down things that come to mind that you'd like to do or not do for 2010.
- **Purge 2009 junk** – clean up the spaces most utilized for your tri-gear - your car, storage space for your bike, tri-clothing shelf, etc. Get rid of marginal items through donations or garbage pick-up.
- **Running races** – take advantage of your new level of fitness by doing a 5-k, 10-k, etc. race. If you were brave enough to become a triathlete or to become a better one this year, why not apply your courage to a road race. Hey' it's only 1/3 a triathlon!
- **New gear** – already know what you want to upgrade for 2010? Clothing and gear are on sale now to clear inventories and new bike models are rolling in too. Great deals on 2009 bikes are something to seriously think about.
- **Try new fitness activities** – no reason to be wedded to your current workouts, routines, types of equipment, etc. right now. Try new equipment at the gym, some of the strength training ideas in our newsletters, buy a new piece of equipment for home (e.g. just bought a Concept 2 rower and Cycleops bike trainer), etc. Divert some of your energies away from swim/bike/run activities. Enjoy the off-season and take care of things you neglected while you were busy training. When it's time to get started on a routine again, you'll be fresh mentally and physically.

TRI DOC ADVICE: GI DISTRESS IN ENDURANCE ATHLETES

Ever experience GI distress (GID) before, during or after a race and you'll know you don't want it to happen again. GID most commonly arises from decreased blood flow to the stomach, improper dietary preparation and/or intake.

Adequate blood flow

Adequate blood flow to the GI tract requires that you have adequate fluids prior to the race *and* during the race. Liquids are the preferred

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!]

- "Where Is My Mind" by The Pixies
- "Party In the USA" by Miley Cyrus
- "Dakota" by Stereophonics
- "Knock You Down" by Keri Hilson featuring Kanye West and Ne-Yo
- "The Bends" by Radiohead
- "59 Sound" by Gaslight Anthem
- "You Belong with Me" by Taylor Swift
- "She Wolf" by Shakira

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

source of energy during strenuous exercise because they are more easily absorbed by the body. You can sweat out 2-liters an hour but only absorb ½ that amount per hour. Thus, it's important to hydrate before and during the race.

Inadequate blood flow also happens if you have anemia. Anemia happens when the capacity of the blood to transport oxygen to the tissues is reduced, either because of too few red blood cells, or because of too little hemoglobin, resulting in fatigue. Multivitamins and slow release iron tablets are helpful with ensuring adequate blood flow. It's also important to note that anti-inflammatory medicines can contribute to inadequate blood flow.

Dietary Considerations

Eating prior and during a race also require certain conditions. Your diet leading up to a race and during a race should exclude foods difficult to digest, e.g. fiber, milk products and gluten. Simple sugars and heavy meals also can cause cramping and diarrhea. "Carbo loading" and be achieved in other ways like via the consumption of high carbohydrate drinks and frequent small meals.

Anti-inflammatory foods can also help keep GID at bay by providing anti-oxidants to muscles stressed during exercise. There are numerous inflammatory foods available but each of us has a GI tract individual to us. So, be in tune with what you can digest well or not. While you're fine tuning this knowledge, here are some examples of irritating foods and anti-inflammatory foods to help you learn the real you.

Irritating Food Examples	Anti-inflammatory Food Examples
Dairy milk, Cheese	Certain nuts- Walnuts, Pecans, Almonds
Simple Sugars, White Flour	Fruits
Beef, Pork	Sweet Potatoes
Ice Cream	Dark, green, leafy veggies

In short, your muscles need lots of blood flow to draw on and absorb much needed oxygen. If you're making your stomach work too hard, you're taking blood away from your muscles, causing fatigue and possible GID.

BEGINNER'S CORNER: BEYOND YEAR ONE- REACHING THE NEXT LEVEL

Now that your tri season is coming to a close, you'll have some time for reflection on a great first year in the sport. You deserve a pat on the back, as you've achieved the goal of completing a Sprint triathlon comfortably. Maybe you completed two or three races this summer, or for you over-achievers, you decided to take a stab at the Olympic distance. Your accomplishments should be celebrated! Now it's time to look beyond the notion that you "finished a triathlon" and want to "finish stronger."

Lets look at what it takes to go beyond year one and bring your training to the next level. The goals below don't need to be completed next week, but they should be reviewed prior to starting your winter training programs.

MAX PRAISE

"We had an absolutely great time at yesterday's Buzzard's Bay Triathlon. The event was very well organized and the course and location were beautiful. My wife and kids especially enjoyed the 'Inspiration Station' and the cow bells were a great idea. I really appreciate all of the energy and effort that goes into planning, organizing and executing an event like this. I'm already looking forward to next year! Good Job!"

-Rich M

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[Triathlete Sports](#)

[Westborough YMCA](#)

[Xterra Wetsuits](#)

- **Create New Goals** - what are you goals for 2010? Do you want to stick with the sprint distance and try to improve your times or standings in your age group? Maybe you want to compete at an Olympic distance race, with some sprints mixed in. Determining the race distances will help guide your training plan for the next season, including frequency and intensity of workouts.
- **Planning "A" Races** - now that you know what distances you'd like to compete, pick the races that will determine your training periods. Triathletes rate their races with "A, B, C" guidelines. A-races being the top-level achievement for the season. All training is tailored around peaking for the A-races. B-races would be completed in preparation for you're A-races and can be used to gauge performance, but not done at maximum output. C-races are truly an extension of training workouts.
- **Frequency and Intensity** - have you ever asked yourself while at a race: *Wow, how do those guys move so fast?* The bottom line with improving performance is based on two factors:
 - A. Increasing the number of workouts per week.
 - B. Increasing the intensity of those workouts.

Train more frequently and train harder. Top Age Group triathletes are NOT missing too many workouts, nor are they just pedaling along. Maybe last season you completed 1-2 workouts per discipline, per week. This allowed you to comfortably finish your races. Excellent, that was the goal. Now, if you truly want to improve on Sprint/Olympic performance, consistently completing 2-3 workouts per discipline is required to get your body ready for more intense racing. Also, adding higher intensity sets within each workout will help you race stronger and longer. (See previous Newsletters for workouts by [clicking here](#)).

Take Away Message The first year or two in the sport of triathlon can be overwhelming with the amount of new information that is gained and questions that follow. You should be proud of your accomplishments this season and begin to look towards next year. With a more detailed training plan that includes a focused approach to intensity and frequency, you'll be able to kick it up a notch and absolutely reach your new goals!

TRIATHLETE SPOTLIGHT

BRIAN FENLON

Profile- I work as a financial services and banking specialist in West Boylston, MA. My wife, Erin and I have been married for 12 years and have a 9 year old son, Jack and 7 year old daughter, Haley. My kids are amazing and they are by far my biggest fans.

The "beginning" - I completed my first sprint triathlon in '07. I had been out of coaching for a few years, needed to get back into shape and needed motivation to train. One of my sisters and several cousins were competing in triathlons and I decided to get involved too. I completed my 1st race on a old



mountain bike that I bought at a yard sale for \$7.

Athletic Interests- played football in college and coached college football for 8 years, I also played a lot of basketball and ran track. I went to Middlebury College in VT where I did a lot of skiing, snowboarding and golfing. Now I focus on training for triathlon year round using crossfit and crossfit endurance programming. I fit in some golf and surfing during the summer. My wife and I help coach all of our kids teams– soccer, basketball, etc. We love being active and do what we can to spend as little time in the house as possible.

Triathlon Accomplishments- My first year in the sport ('07) I just wanted to finish the races. I completed 2 sprint triathlons coming in 113th overall at the Buzzard's Bay Sprint. This year I completed my 1st Olympic distance triathlon and finished 29th overall in the Buzzard's Bay Sprint. I am actually RACING now.

Motivation- I love training, being fit, and improving my race times. I want to set a good example for my family and I have a need for competition. Because triathlon is an individual sport, it allows me to train on my own schedule and still compete with great athletes and people who have similar goals. There is nothing better than crossing the finish line knowing the amount of time you have invested to get there!

Goals for 2010- Next year I want to win my age group at a sprint race. I am also going to race in my first half iron-man.

Thanks again for lots of fun and your feedback is always welcome.

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

B&S FITNESS FOR OFF SEASON TRAINING



If you are looking to improve upon your triathlon performance B&S Fitness in Salem, MA offers some great Off-Season training programs designed specifically to help make your next season even better.

Sign up for programs such as:
Psychofit (The Ultimate in Strength Training and Conditioning)
B&S Masters Swim (Tri Specific)
Bike Power Sessions
Cardio and Core Training
Women's Only Training
AND MORE!

For more information and to register visit:

www.bnsfitness.com

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