



# BFit4Life Newsletter

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## Welcome to the BFit4Life Newsletter



Hiya All,

The summer months are generally a time when I have the opportunity to continue my education with different mentors. The latest quest saw me venture to Los Angeles for a short 4 days to learn from Ron Higuera a rehabilitation expert who has built a practice treating primarily professional hockey players in Orange County in California and a 2 day business seminar on setting up your own personal training studio.

Read in this months issue about my visit to the infamous muscle beach in LA and how to best handle keeping your nutrition on track with the stress of long and short haul travel in Executive Decisions.

*"For me life is continuously being hungry. The meaning of life is not simply to exist, to survive, but to move ahead, to go up, to achieve, to conquer."*  
Arnold Schwarzenegger

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## I was there the Day Muscle Left Muscle Beach

When I arrived in Los Angeles I went to pick up my Hertz Rent a Car. Since I read the highly recommended Tim Ferris Book "The 4 Hour Working Week" I have started to view things in life a little bit differently. Tim mentions that we work hard all our life and save for our pension to be released at 65 years of age. This is the time when we plan on enjoying ourselves but as this stage we either have no money, no energy or no desire to perform these dreams. You don't even know what if you will make it to 65 years age. So when I went to pick up my Mazda as advertised on the Hertz website I caught a glance at the other cars on offer which looked a lot more appealing. I opted to upgrade my transport to a Corvette convertible Sports car.



I work hard and I believe that 10% of your earnings should be your feck off money. If someone says why did you spend it on that, you say feck off, that's my money! It certainly was a lot easier on the eye that the Mazda and I enjoyed the experience of cruising the roads Charlie Big Potato style with the top down as opposed to baking in the heat of my Mazda.

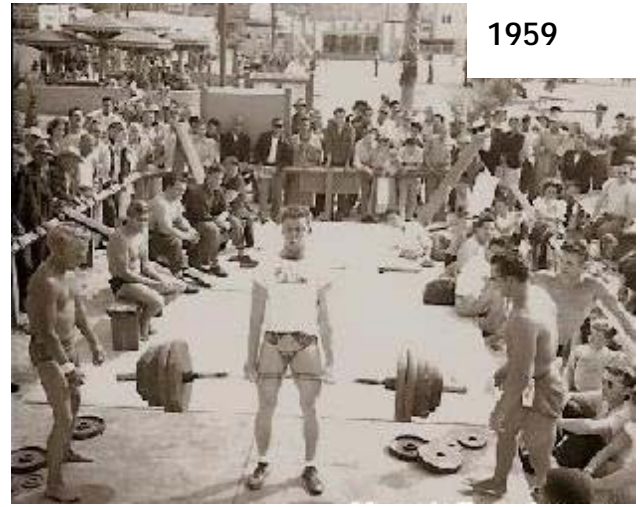


My first stop was to check out the legendary Muscle Beach where Arnold Schwarzenegger trained during the late 1970's. I had the fast car so now as Baywatch was screened on these beaches maybe I could get some fast ladies as well. I walked from Santa Monica Beach where the traditional Muscle Beach was to Venice Beach where the current Muscle Beach is located. The area was run-down with home-less Vietnam Vets, people begging and a few hippies left over from Woodstock. Unlike Borat in his search for my "PAMELA" I was more interested in seeing Muscle Beach.



## I was there the Day Muscle Left Muscle Beach - continued

My long search was ended and my pre-determined images shattered when I found "Muscle Beach" and there wasn't a sinner to be seen. Is this the day that Muscle died? America's decline in health was visible for everyone to see on these beaches and with not many using the equipment available it doesn't bode well for the future generations.



*My pre-determined images shattered when I found "Muscle Beach" and there wasn't a sinner to be seen*

The next day I had organised an internship with Dr Ron Higuera. Ron is an ART – Active Release Technique instructor who specialises in treating injuries especially with the professional athletes in Ice-Hockey. ART was developed by Mike Leahy who is the doctor for the Denver Bronco's and since I started learning ART nearly four years ago and I have found it the most effective method in treating injuries. I have often said it is invaluable to learn from experts when you want to improve as you can't have all the answers to all of life's problems. If you want to learn, learn from those that have walked the path before you. If you want to learn to lose weight or gain muscle, learn from those that have performed the feat you want to achieve or learn from the people who coached them. If your car is broken you don't try and fix it your self you bring it to a mechanic and likewise, if you're body is in need of repair seek the advice of an expert, who has coached people to the results that you crave.

The next two days I spent learning on a course in setting up your own personal training studio. I have ordered the majority of my equipment for my own studio but I got to enjoy the company of people going through the same process as me on different parts of the globe. I also got to view the systems of another three personal training studios in Los Angeles. This is the same approach you should apply to your fitness goals. Get to know people who have similar goals as yourself and stay away from the crabs who say to stop dreaming. Be ambitious and have the determination of a bull-dog to achieve your goals.



*The slick marketers have people believing that it will help change your body shape*

In fat loss, the human body has not changed that much in 10,000 years. Today, people are putting their faith in a Power Plate. The slick marketers have people believing that it will help change your body shape that we now have Power Plates in Chart Busters to go with your sun-beds. The only thing lighter after 8 weeks of Power Plate training will be your bank balance. Their claims are false so you should stick to the tradition of hard work, burning up energy and stick to a diet of our ancestors. It is also important to enjoy the process as you don't know what the future has in store for you. Train hard, train with purpose and most of all reward yourself in some way when you have achieved success in your goals.



*Stick to the tradition of hard work, burning up energy and stick to a diet of our ancestors*

## Executive decisions

*A job that involves foreign travel may be good for your CV but not so great for your health.*

The booming economy of recent years has led to many Irish companies expanding and doing business abroad. Whilst this has been excellent for our economy it has meant that the life of a business executive involves a significant amount of time on planes, trains and automobiles. With such long haul flights I face the same challenges similar to many of my clients, managing fitness on the road. My last trip to Los Angeles was about 11 hours and the check in time is 3 hours for International flights.



This kind of lifestyle presents a number of stumbling blocks if the executive is to stay, or get into, tip-top shape. Traveling abroad twice a month can break your training patterns while food at airports leaves a lot to be desired.




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*If you are huffing and puffing as you walk up the stairs into a meeting it will affect your concentration and the potential client's impression*

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These are challenges that must be overcome. The executive's time is precious so it is imperative that they are organised. Most people form an impression of others within the first 45 seconds of meeting them. So if you are huffing and puffing as you walk up the stairs into a meeting it will affect your concentration and the potential client's impression of you. It should also be noted that airlines have been reviewing their charges and since baggage is charged by weight no doubt there'll come a time when people will be too.

On the flip side, if you book into a hotel with a gym, there is no reason to stop training. In Steven Covey's book *First Things First*; he describes how successful people put the big rocks in first, the most important things in their life. These big rocks should include your health. When you perform your workout early in the day you will be increasing your energy and your concentration. If meetings run late you can rest assured that you have kept your health in check. If there is no gym you can still workout, checkout the link below for a workout that can be done at home or indeed when you are traveling\*\*

Another challenge in the busy executive's life is nutrition. The majority of my education is done abroad, so I am no stranger to the airport routine and dealing with jet-lag. You should always have a meal before you go to the airport. Skipping meals leads to a drop in blood-sugar levels and leads to sweet cravings on the plane or at the airport.

I tend to bring home-made protein bars (see link below for recipe\*) to fill in the gaps, as meals served on planes tend to feature denatured foods. This means that the nutrients given in cakes, scones and processed items use more nutrients from your body to process them than you actually obtain from eating them. I would also bring a protein shake that I could add water to when I am on the plane.

If I'm attending a conference on a short haul flight and I need to be alert I will eat a protein meal primarily based of meat. On this particular trip I ate Steak and Eggs and a green vegetable drink as I had a number of articles to write on the plane. This breakfast will provide my body with the neuro-transmitter dopamine, which will stimulate it to stay awake. If I need to fall asleep I will eat rice and beans one hour before the flight as this will increase the neuro-transmitter serotonin which will help me fall asleep.

The increase in carbs and their sleep-inducing tendencies may give you an insight into why your energy levels fluctuate so quickly in the morning. When I review food diaries of prospective clients they normally start the day with a sugar fix of cereal, a scone and coffee. This high they have created is temporary and the following low starts them on their energy rollercoaster for the day.

Another trick to improve your sleep and prevent jet-lag is to rub one to six grams of the slower releasing melatonin cream on the inside of your thighs one hour before the flight. Keeping your feet warm and using an eye mask can also help sleep.

While flying, the likelihood of dehydration is increased due to cabin air pressure adaptations. It is recommended that you consume a large glass of water every hour throughout your flight. If this is too hard at least sip some water frequently. A lot of people make the mistake of plying themselves with alcohol, which further dehydrates them, or using sleeping tablets for flights. Your ability to sleep will be solved by manipulating your nutrition intake.

On long-haul flights it is important that you walk up and down the aisle and maybe even do some light stretches. Movement and stretching will have the added benefit of increasing your circulation and reducing the stiffness. Ten hours sitting in the same position will lead to rigor mortis so get your joints in action.

The last point is to stay true to your nutrition when you are wining and dining clients. Your clients will understand if you tell them about your 'food intolerance' or goal to change your body shape. In life we either have a result, or we have an excuse, which one are you going to have?

\*<http://bfit4life.ie/Articles%20&%20ATC/Ask%20the%20Coach/Nutrition/Protein-snack.html>

\*\*<http://bfit4life.ie/Articles%20&%20ATC/Miscellaneous/How%20to%20stay%20on%20top%20when%20work%20gets%20you%20down.html>

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