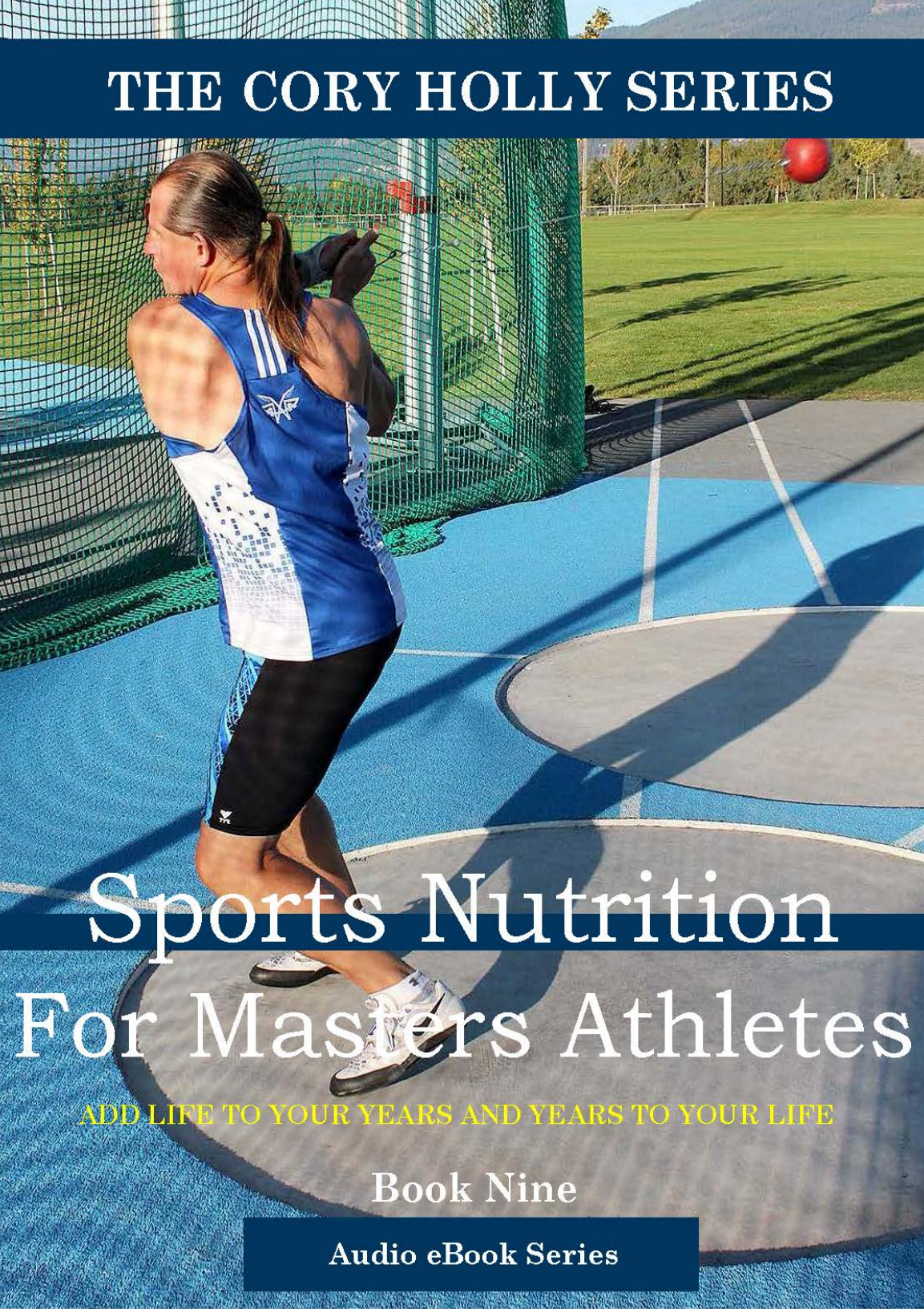
THE CORY HOLLY SERIES



Sports Nutrition For Masters Athletes

ADD LIFE TO YOUR YEARS AND YEARS TO YOUR LIFE

Book Nine

Audio eBook Series

The Cory Holly Series

Sports Nutrition for Masters Athletes (Book Nine)
Add Life To Your Years and Years To Your Life by Dr. Cory Holly

Also available in audio format (MP3)

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The CoryHolly SERIES

Sports Nutrition for Masters Athletes

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and Years To Your Life

Contents

Introduction

It's 2018 and just over 15 percent of us are currently age 65 or older, but according to the Census Bureau that percent will increase to 21 percent of the population by 2050. In the next 5 years, 80 million baby boomers will be senior citizens. Among the earlier findings on older athletes, their physical and mental health was significantly superior to sedentary people of the same age. Although Masters Athletes can't always avoid chronic illness, they definitely handle it better.

As stated by Drs. Winterdyk and Jensen, authors of The Complete Athlete, *"The key to managing the aging process is to anticipate its causes and to control them using the following techniques: flexibility, endurance through strength training, nutrition, psychology and smart training."*

Intrinsic aging, also known as the natural aging process, is a continuous process that normally begins in our mid-20s. While these changes usually begin in our second decade of life, the signs of intrinsic aging are typically not visible for decades and of course they are more visible in some than others.

The most common signs of intrinsic aging include fine wrinkles, thin and transparent skin, loss of underlying fat leading to hollowed cheeks and eye sockets, as well as a noticeable loss of firmness on the hands and neck.

Our skeletal bones actually shrink away from the skin due to bone loss causing the skin to sag. The skin begins to dry out and possibly itch, coupled with an inability to sweat sufficiently to cool the skin.

Our hair turns grey and eventually goes white or falls out. We can identify unwanted hair in strange places, the nail plate on our fingers and toes begins to thin, and we even lose the lunula or visible half moons located at the base of the nail matrix.

It is essentially our genes that control how quickly the normal aging process unfolds, so we need to be kind to them. We need to bath them in milk and honey, not paint thinner or battery acid. While it seems that many signs of photo-aging appear overnight, they actually lie invisible beneath the surface of the skin for years.

While we cannot stop the intrinsic aging process completely, we can certainly minimize signs of premature aging by protecting and nurturing the skin. Hydration, essential fatty acids, selenium, zinc, vitamin E and high-quality protein intake are all enormously important, as are skin-brushing, bathing, sauna and good hygiene. Hygiene is the Science of Health.

Factors known to accelerate skin aging include constipation, stress, excess exposure to direct sunlight, excess alcohol consumption, eating fried foods, high sugar intake and tobacco smoking. Regarding sunlight and alcohol, I specifically used the term *"excess"* because moderate, healthy doses of both sunlight and natural alcohol have been proven for the great majority, to be highly beneficial.

Antioxidants can safely interact with uncontrolled free radicals and terminate chain reactions before vital molecules are damaged. Antioxidants are intimately involved in the prevention of cellular damage, the common pathway for cancer, aging and a variety of degenerative diseases.

Although there are several enzyme systems within the body that scavenge free radicals, the principle micronutrient antioxidants are glutathione, vitamin E, beta-carotene, vitamin C, zinc and selenium.

Regular physical exercise enhances the antioxidant defense system and protects against exercise induced free radical damage. Exercise also promotes the elimination of waste from the body while oxygenating all three layers of the skin including the epidermis, dermis and subcutaneous tissue.

In short the best way to minimize or delay the effects of aging is to take care of yourself, and the best way to do that as a modern day, domesticated human living in the third millennium, is to train consistently with intensity and nourish the 100+ trillion cells that give us our form and structure, with the best possible natural whole foods and dietary supplements.

Chapter One

Who is a Masters Athlete?

A Masters Athlete in my book is anyone 40 years of age and over who competes in any form of athletics, meaning any sport, or a person who works out on a regular basis and who enjoys exercise, physical activity and fitness. My position is that everyone is an athlete engaged in the sport of life, but most people don't think of themselves as athletes. They think athletes are kids and adults who play organized and professional sports.

Life is a Sport. That's how I see it. Every sport has its rules and the rules of health in the Sport of Life are defined by reality and Nature, not by men. We simply discover and recognize them, but we don't invent them. And we can choose to either ignore them or obey them…that's up to us.

The rules of Nature are what dictate our existence, which is why I love to study philosophy, physics, physiology, biology and biochemistry. To thoroughly understand any game, first you need to read the rule book, and the rule book for us is still being assembled by philosophers and scientists.

But let's talk a little more about what defines an athlete. Dan Millman, author of *Way Of The Peaceful Warrior*, *The Life You Were Born To Live* and *The Inner Athlete*, thinks there's an athlete deep within each and every one of us. I agree.

Deep inside the complex matrix of our DNA, amongst all the base pairs, gene codons and nucleotides, there's a special and unique form of potential athletic energy just waiting for the opportunity to fully and truly express itself. Like a caged animal that wants to be freed, it desperately wants out.

I have spent much of my life assisting friends, family, clients and students to discover this inner athlete and to help them set it in motion. I do this first by explaining that this inner athlete actually exists inside of them, and second, I share the necessary steps we all must take to nurture and train the athlete we have inside. As these steps are understood and applied over time, they soon come to realize their full potential and in the process, find creative ways to help others achieve theirs.

According to The Oxford Dictionary an *"athlete"* in the context of its actual true meaning is as follows *"an athlete is a skilled performer in physical exercise or a healthy person with natural athletic ability."*

So if you weight-train or engage in any form of exercise on a regular basis, you're an athlete, and by the way, you don't have to reach a state of near perfection or world class performance to call yourself an athlete. All you have to do is genuinely express what you have hiding inside. You simply have to be what you are, and in this regard, we are indeed defined by our actions. Athletes are what athletes do!

From Earl Nightingale's classic *"The Greatest Secret in the World"*, I learned that Success is the Progressive Realization of a Worthy Ideal, and, that we become what we think about. So to succeed as an athlete, all you have to do is set your mind on health, work towards improving your performance and take a calculated degree of action towards that goal day by day.

So, if you work out routinely and enjoy recreational activity, but don't think of yourself as an athlete, then my question is, *"What are you?"*

If you're not an athlete, in what way does your commitment to health and fitness differ from that of a so-called conventional or stereotypical athlete? The fact is that it doesn't and could be much better. Believe me, optimum health is not the primary objective of professional sport including the majority of the athletes employed and used by it.

So the next time you watch you're favorite sport on TV, think of yourself in the same way as how the world thinks of the players engaged in the game. You're sport is life, and your objective is to get well and stay well. To achieve this you must understand and apply the science of fitness and holistic, integrative and functional sports nutrition.

A great many retired professional and elite athletes are plagued with chronic inflammation, joint problems, mental and emotional disorders, body composition challenges and immune system impairment. Many of these conditions are a consequence of inadequate and sloppy, poor nutrition during their training and competitive years.

These athletes ignored the discipline and logic of whole food nutrition when they were young, and because they pushed themselves to the absolute limit, often with pharmaceutical support, they literally wasted themselves in the process and aged accordingly.

It's surprising how many athletes disregard the importance of consuming whole, micronutrient dense, organic real food. Many feel they simply "*burn off*" the empty calories they consume in the form of sugar, fast-food, polished rice, milled white flour, homogenized milk and commercial breakfast cereals.

This myth, perpetuated by ignorance and supported by misleading and irresponsible advertising, only serves to strengthen the power and might of the food conglomerates that continue to thrive from the mass addiction they foster.

Meanwhile, countless numbers of ignorant but well-meaning youngsters committed to sport and athletics literally *"burn out"* their neural, immunological and endocrine network, and by age 30, they often experience depression, chronic joint inflammation and fatigue, caused by depletion of organ reserve, adrenal exhaustion and immune system failure.

Many Masters Athletes in competition throughout the world, are plagued by injuries, past knee surgeries, heart disease, varicose veins, back problems, fatigue and excess body fat, yet they continue to compete whenever possible for the love of their sport.

I know because I'm a Masters Athlete myself. I've seen the evidence firsthand. I compete in Masters Athletics in track and field and in natural bodybuilding as a Grandmaster. In fact in my age category I have set records in the Men's Hammer event in British Columbia and in the State of Hawaii. In 2001, I placed eighth in the world at the World Masters Athletic Championships in Brisbane Australia. That was a great trip!

In natural bodybuilding I've also competed at the highest level. I was a silver medalist at the 2007 INBA Natural Olympia in Greece and a gold medalist at the Hawaiian Natural Muscle Bodybuilding Championships in Honolulu Hawaii. You may now refer to me as Mr. Hawaii…at least that's what I tell my son.

What I've noticed is that as my fellow athletes age into their 50's, 60's and beyond, men and women alike, they literally begin to fall apart or suffer with chronic pain and/or depression.

So I've asked myself, *"Why?"*

Why are these great athletes, who are motivated to compete in the sport they love, losing it? What is the difference between me and them? Why do so many of them age so quickly?

Well, I know that part of the answer is revealed when I have lunch with these people. I'll order chicken breast or wild salmon on a bed of organic greens for example; they'll order a hamburger with fries and a coke. At the event itself, when we're actually competing out on the field, they'll often pull things out from their gym bag like Gatorade or sports bars loaded with sugar and GMO laden soy protein.

I'll sip on a bottle of filtered water reinforced with pure clean coconut water, vitamin C and a slurry of sugar-free electrolytes.

At bodybuilding events backstage it's even worse. You wouldn't believe the crap some of these athletes eat behind the curtain. Things like chocolate bars, hard biscuits loaded with white flour, lard and salt and soda drinks saturated in white sugar and phosphoric acid. I mean you see these athletes on stage in their best shape, supposedly drug-free, but the truth is that many of them are on the edge of infection, depression and total exhaustion.

As form follows function, performance follows health, but unfortunately, the tyranny of the majority have it ass backwards. Many people choose form over function, instead of the other way around, especially when it comes to appearance.

Some choose taste alone over actual species specific nourishment and replenishment value when it comes to food; others try and conform to exercise methods that definitely go against their natural grain. But they do it anyway because that's what they think they're supposed to do.

In the short-term as an exception this isn't a huge concern, but long-term, well that's a whole different story. Long term application of the wrong thing, no matter what it is, will always get you into trouble down the road.

For example, wearing high heels one night might make your feet sore or give you blisters, but long-term those blisters can turn into painful corns. High heels might look good, but they don't have a good track record in terms of function.

Common health problems caused by wearing them include cracks or breaks in the bones, twisted, sprained and broken ankles, enlargement of the back of the heel making it stick out and appear red or swollen called pump-bump, joint pain — especially in the toes and on the balls of the feet, tissue growth under the toes that results in extreme pain and back problems including poor postural alignment.

Here's another example. Eating processed sterile food loaded with sugar, trans-fats and chemicals might satisfy your immediate craving, like eating a Danish covered in icing or digging into a bag of crunchy corn chips, but long-term that irrational emotion driven habit will weaken your immune system and destroy your health.

So the real proof is in the pudding, and I can tell you that although most Masters Athletes are often extraordinary people with tender and generous hearts, when it comes to eating a good clean diet guided by science and discipline, they suck! For the most part they're way off track!

They tend to eat like two year olds, meaning without restraint or without any concern for the after effects. Two year olds are understandably ignorant, which is why we as parents have to protect them. But how do you explain such human ignorance among intelligent mature adults?

How is it possible for a physicist, math teacher or doctor competing in the sport they love to completely ignore and even oppose the tenets of eating a natural diet compatible with their genome? A genome originally built exclusively from organic whole food, which by the way is something they cannot deny.

So here's one of my strongest pieces of advice in this book. Don't ignore the power of whole food when it comes to disease and injury prevention. Every gram of high quality food you eat and every decent sports supplement you ingest is worth more than a ton of cure, especially if BigPharma is involved!

If you're never sick or weak you never need treatment.

PREVENTION is where sports nutrition for Masters Athletes is at!

Before I move on to the next chapter I want to tackle this issue of age. In my life experience, I've discovered that women much more so than men are concerned about their age. I mean their actual chronological age and birth date. When asked to give it up in some cases, it's like I'm asking them to reveal some heavy, deep dark secret.

In fact about a decade ago I travelled extensively across Canada from Victoria BC to St. John's Newfoundland, hopping from city to city, testing the body composition of thousands of Canadians at health shows, super markets, shopping malls, health food stores and gyms.

For convenience and practicality, I used the Tanita method of Bio-Electrical Impedance, which involves stepping on a scale after I ask the subject a few questions about their physical activity, height and age.

In some cases the women, and never men, simply refused to tell me how old they were. I also noticed that the women who had the biggest problem with their age were never athletic and often overweight. This observation is purely objective.

What is it about people, men and women, who are terrified of their own age? Are they afraid of being stereotyped and judged? Are they terrified of death? Are they psychologically impaired? Do they live in denial or perhaps in a bubble of false security, comfort and luxury that tolerates no reference to reality? If so please read *Denial of Death* by Ernest Becker.

And why all the fuss and fear regarding their outside external appearance, especially when these changes are biological and inevitable for every soul that has ever lived and died?

Think of all the cosmetic wonders women (and many men) use to cover their wrinkles and blemishes, and the fashion they spend millions on with the motive to hide their true shape and physical appearance. I mean for the most part, isn't that what most fashion for the aging population is today? A means to hide so-called imperfection? News flash. Reality isn't perfect.

I often think, "*What's under that beautiful garment of silk and linen?"* But then again, perhaps it's better I can't see it.

At 60 I accept my age for exactly what it is. 60 orbits around the sun travelling at approximately 30 km/s, 108,000 km per hour or 67,000 miles per hour. I accept that I'm not the same person physically, emotionally or mentally that I was at 18, because I'm not. I'm moving along at my present speed as expected.

Change is inevitable; it's the single most reliable constant in the universe and in fact, there was a time in our history before commerce when taxes did not exist. My hair is slowly turning grey and falling out, my metabolic rate is slowing down, I'm a little stiffer in the mornings and I've noticed an increasing fear of heights that never used to bother me. So be it!

But these are changes that I expect, understand and embrace, because their causes are well defined in scientific terms. By relying less on feelings and emotion or *"gut"* often influenced by irrational fear, and more on matter and the laws of science, it helps me to not only come to terms with my eventual termination, but also to accept the small subtle changes along the way that are happening to my physical body that most people call age.

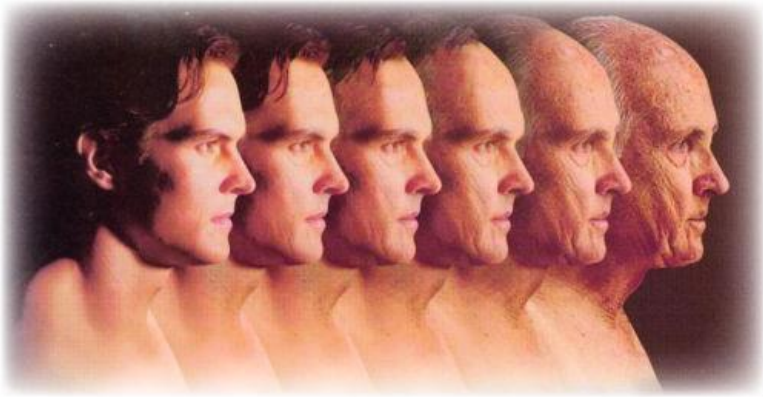
The fact is however, that these changes in appearance and structure that all of us experience are not really caused by age or time. Time as it's currently understood, may or may not exist, but our perception of it certainly does.

What we perceive as something negative and happening to us without any real control, is actually a function of damage. Time is the fire in which we burn and believe me; we're all burning up one molecule at a time.

Time is relative to motion. That's how we measure pretty much everything today. What time is it? What day of the week or month of the year? To me age is defined or revealed in a dimension of chronological existence that neither I nor anyone else has any control over, so I simply accept it and work with it. I don't stand up against the wave. I ride it or dive under it, but I never stand up against it.

To fight against reality is simply ridiculous, so I don't. Of course I refer here to the overall net effect of time and space, not to the action that I can take to curtail or offset the effects of age-related damage day-by-day, as defined by biological age.

Biological Age or functional age is a much better standard for health and function than the atomic clock used by the world to measure time.



No matter how hard we try or want to change the forces of reality, we can't. This is what the control freaks and perfectionists of the world can't stand. They hate the fact they can't control everything including their own demise or the demise of their loved ones.

So I simply embrace what is, and then do my very best to compress morbidity, ward off degenerative disease and sustain the quality of my life.

REALITY IS…and that's as simple as you can get!

Chapter Two

Train for the Sport You Love

Over the years I've noticed that as time marches on, many people start to lose the drive they once had to train in the gym with intensity, pride and passion. You can see this drive in some of the young people from time to time, but not often in men and women over 40, and when you do it's very impressive. It's always great to see someone in their 50s, 60s, 70s and even in their 80s and 90s train with a sense of purpose working towards specific fitness and health related performance goals.

Tracy and I train first and foremost for health and fitness… staying well, lean and functional is very important to us. So we are intrinsically inspired primarily from that point of view or consciousness. We read and study health and nutrition research constantly. We listen to audio books on our iPods, read books on our digital readers and attend many lectures and conferences on topics related to functional medicine, holistic sports nutrition, health and fitness.

That's one of the most important keys to stay motivated right there. Keep your mind's eye on the target of functional health and it's likely you'll never wander far enough away to lose your focus. I assume that's one of the reasons why you're reading this digital eBook right now. You want to learn and that's great.

The only day you should stop learning is the day after you slip off into oblivion and forever disappear into the void. We came from nothing and shall return to the same. It's what's in between that counts. What matters most of all is the dash between the dates and years inscribed on your tombstone.

One of the things you can do to get back into the swing of things, to help you pick up the pace and train with more enthusiasm, is to find a Masters Sport you love, and train for it.

What I mean is that you can shift away from just training in the gym for the sake of it alone, to training for a particular sport. Perhaps one you always wanted to play, but for whatever reason, never had the time for or made a priority. Well right now might just be the perfect time.

Think about a sport you'd love to play then begin to investigate how and where to play it as a competitive Master. For example, when Tracy and I first moved to Honolulu several years ago, I checked out Masters Track & Field.

I've been a hammer thrower off and on since high school, and in every province of Canada and every U.S. State, there's a branch of Masters Athletics available to participate in. That's what Track & Field is called in the Olympics…Athletics.

Once I decided to get back into the swing of things, in this case literally, I connected with the right people in my area first by searching the internet. I made contact with the president of the Hawaiian Masters Athletic Association, and he invited me to come out and meet the team at a local high school where they trained.

Before you know it I was throwing the hammer and competing at local events. I met a lot of great local people in Honolulu and of course I had a great time training and competing in the sport. Competing for the pure enjoyment and love of my particular sport gives me a ton of personal satisfaction.

But it could be any sport. You name it. Dancing, hockey, table tennis, cricket, soccer, pickleball, running…you'd be surprised how many people participate in Masters Sports around the world purely for the fun, joy and recreational aspect. Many of these sports are very well organized and provide an excellent opportunity for participation either seasonally or year round, depending on the sport you choose and your location.

Personally, I like to bounce back and forth between natural bodybuilding and hammer throwing. Neither sport is violent and the risk of injury if you train correctly is extremely low. But outside of training for health and wellness, training and competing in different sports will lead to variation in your training and definitely enhance your exercise program.

For example, if I'm throwing the hammer, I sprint, perform plyometrics and do all kinds of unique conditioning drills out on the track that I never would in the gym. Plus I substitute some of my bodybuilding exercises in the gym for some of the more sport specific weight-training exercises known to be beneficial for hammer throwing, like front barbell squats, power snatches, speed cleans and a great variety of specialized core movements.

Bodybuilding is all about building mirror muscle which in most cases isn't necessarily ideal for many sports. In fact I know it isn't by experience. A hammer thrower doesn't need big biceps or diamond shaped calves to throw the hammer. They certainly look good to some on stage, but they're useless on the field.

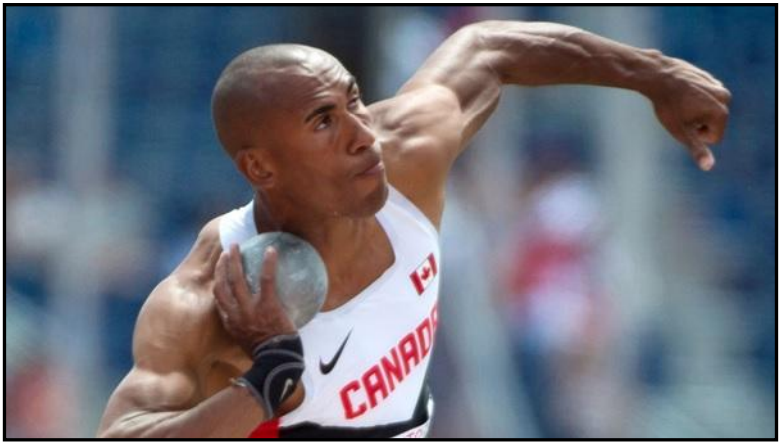
Most hammer throwers are definitely not built like bodybuilders, mainly because they don't train to look like bodybuilders. They train for performance. In fact this is true for almost all competitive sports.

Success in most athletic sports is not based on how you look, success is based on how well you perform, like how fast you run or how far you can throw the implement.

There's certainly a relationship between performing really well and how good you look, but I think you get what I'm saying. Just look at the 100m sprinters in the Olympics or world class gymnasts. They're all exceptional athletes but they also look really good!

Hammer throwers train to generate as much power and speed as possible, and they also work on their technique constantly, like any other competitive or professional athlete. The point here is that by getting involved in a competitive Masters Sport that you love to play, you'll start to get excited about your training in the gym again. Now you have something to train for!

You'll meet new people, pick-up new technique and training methods for your sport, and possibly even travel throughout the world to compete in international events.



Chapter Three

The Great Muscle Slide

As most people age, they tend to lose nerve and muscle connections which greatly decreases their ability to use their muscles.

Muscle and lean tissue loss associated with aging, which includes bone mass, ligaments, cartilage and connective tissue, is called Sarcopenia.

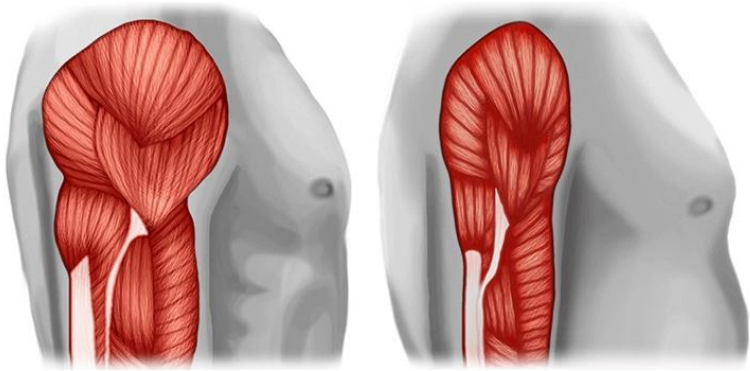
Sarco = flesh and Penia = poverty, so sarcopenia can be translated as poverty of flesh. The actual term was coined by Evans & Rosenberg, authors of *Biomarkers: The 10 Keys to Prolonging Vitality (1991).*

To quote William Evans, PhD & Irwin Rosenburg, MD, *"Sarcopenia, like such chronic conditions as cardiovascular disease, Type II (maturity-onset) diabetes, hypertension, and osteoporosis, is associated with a sedentary lifestyle and too little exertion over a long period of time. Its remedy is the converse; the type of physical activity outlined in this book - muscle-building and aerobic exercise regimens that people undertake for the rest of their health span".*

Beginning at about age 25, this sarcopenic gateway to premature senescence accounts for reduced oxygen consumption and a significant loss of functional capacity. Less muscle means less heat, less fat burning potential and problems with fatigue, immune system weakness and a high susceptibility to injury. By age 30 there is measureable muscle loss observed in the sedentary human model.

When examined objectively the cross-sectional area of the thigh has decreased and muscle density has diminished, but intramuscular and abdominal fat has risen.

As much as 35-50 percent of an individual's muscle mass can disappear between the ages of 20 and 90. By age seventy, some muscles may have lost as many as 50% of their motor units and 75% of their fiber numbers.



Type II fibers, also known as white or fast-twitch fibers, are affected the most, as common forms of activity among seniors, such as lawn bowling, gardening, walking or card playing, lack the intensity required to stimulate type II fiber involvement.

Low-intensity recreation, however useful or pleasurable, provides little or no stimulation of human growth hormone. Growth hormone (somatotropin) is a peptide hormone that stimulates growth, cell reproduction and regeneration in humans and other animals.

Growth hormone is highly anabolic, responds to intense exercise and begins to decrease significantly by age 15.

Loss of muscle in seniors is due primarily to a decrease in the number of muscle fibers and significant atrophy of type II muscle fibers.

The ultimate cause of sarcopenia is the result of exposure to the earth's natural forces, which cause the breakdown and decay of everything on the planet over time through oxidation.

Oxidation is the natural degradation of high energy molecules to low-energy molecules and occurs as a result of continuous exposure to oxygen, radiation and light. These forces are highly catabolic, which means that they tend to erode and waste everything they come into contact with, including you and me.

Ever wonder why everything new in our atmosphere becomes old or why a structure built out of solid granite like an Egyptian Pyramid eventually starts to crumble and fall apart? Well now you know. It's called erosion and its driven by entropy. The paradox is we can't live without the very thing that kills us in the end. It's what scientists call the oxygen paradox.

Oxygen carries the seeds of life and death. It builds molecules and destroys them. It sustains life and threatens life. It's essential to muscular development and yet it can waste it away.

Inhaling too much or too little oxygen causes billions of free radicals to form, but just the right amount consumed in the presence of protective antioxidants obtained from food and supplements helps sustain and protect the entire system.

The good news is that we can protect ourselves from the corrosive nature of oxygen. Rather than just stand around and wait for the inevitable to happen, we can take action and resist the catabolic forces within and around us. This positive lifestyle related action is called negative entropy or syntropy.

Masters Athletes can prevent much of this premature wasting of functional lean mass and yes, we can even gain it back. We can have greater quality of life than the mainstream vertically-ill, less weakness, more strength and maintain an independent self-reliant state for a much longer period of time. Of course it won't save us from dying in the end, but it will compress morbidity and increase our health span, and that's the main point!

The secret remedy is called Progressive Resistance Training (PRT) and it's the only method known that actually creates and maintains a true anabolic flux within the body, besides actually injecting testosterone. Research proves that the loss of muscle and strength can be turned around in as little as 8 weeks, even in 90 year old subjects.

Lifestyle plays an enormous role in how we age, but not chronologically speaking. The clock is always ticking and we're all aging equally in time, according to how we measure it on the calendar that is.

But in terms of functional health, Biological Age is where it's at. Bio-age has more to do with how you're aging and what effect life has had and is having on your body in the space of time where you exist.

Ideally, our bio-age as adults should always be less than our chronological age. For example, you're doing very well if you're a 55 year old female with the biological age of a 35 year old. On the other hand, it's time to take a serious assessment of your life and health if the reverse is true!

I highly recommend that you identify your biological age. It will inspire you and perhaps wake you up. For that you will need to visit a medical center that specializes in preventive functional medicine. Does conventional medicine provide this service? No.

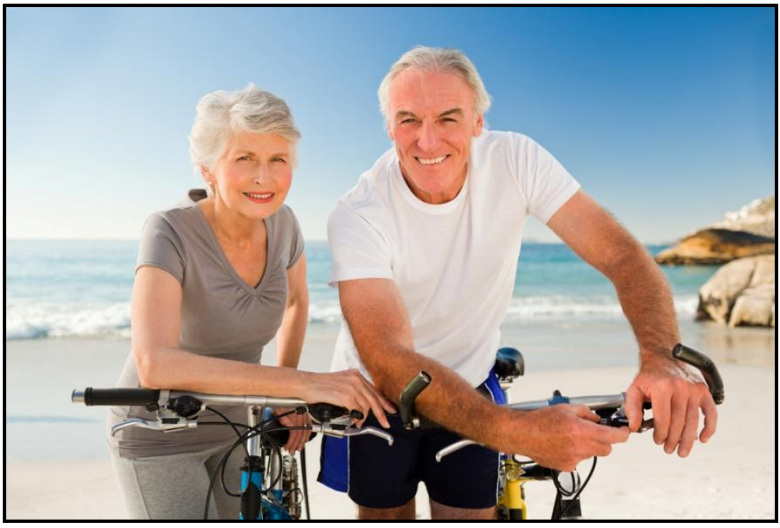
If there's a lot of damage inside you right now, you definitely have to make some changes. Healing and wellness always has a damage control component. First, clean up your mess!

By knowing how the body functions and what to expect based on the science of predictive medicine, we can prevent most of the damage and injury or, in the very least, eliminate some of it.

That's why we should be motivated to take care of our human frame, and in turn our human frame will take care of us. We shouldn't take optimum functional health for granted.

Optimum health is something we have to be consciously aware of and work at. We have to know what it is, know where to find it and know how to create it. Achievement is one thing, maintenance is another.

Of course there's always something that will pop up unexpectedly and catch us off guard, but this is where your attitude towards life and change really matters.



Chapter Four

Nutrition for Masters Athletes

The majority of the world's greatest athletes are between the ages of 18 and 38, not 48 and 68. There are exceptions but they are not the rule. Children and young adults can withstand more internal biochemical abuse simply because they haven't lived long enough to have suffered the same degree of stress and oxidative damage as mature adults. This is why they often have a tendency to break all the rules and laugh at us when we warn them about the repercussions.

Young athletes have a high organ reserve of micronutrients and a much deeper metabolic and digestive enzyme bank to draw from than their older more mature counterparts.

They are less insulin resistant, have greater artery elasticity, denser bones, higher levels of endogenous anabolic hormones and their metabolism is highly anabolic. They also tend to recover quickly. But when youth fades, the picture quickly changes.

As a Masters Athlete you are saddled with more than just your age. As has been said, *"Wisdom robbeth youth."*

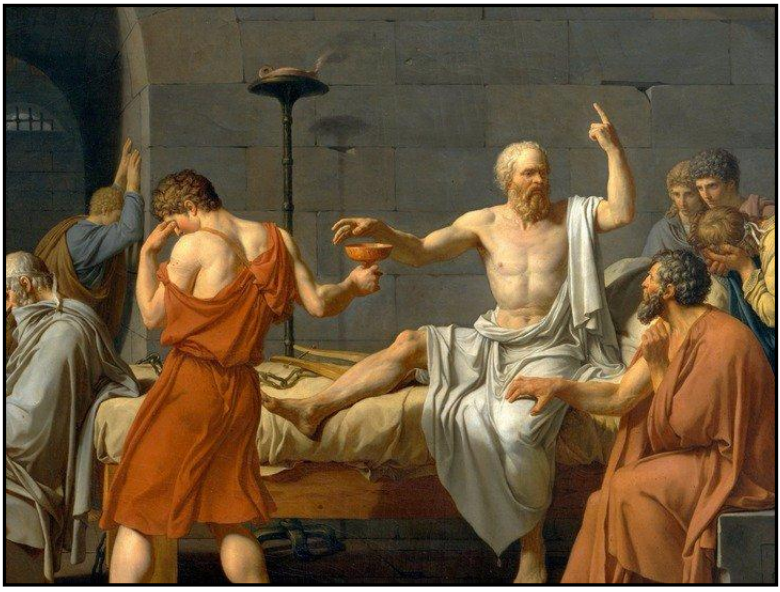
A Masters Athlete in theory is also a Self-Master, a Master of Self or at least on their way to becoming one, and they should be a lot closer to that state than an idealistic and foolhardy teenager. On our personal journey of self-discovery now in our fourth, fifth or sixth decade of existence, we most likely have learned a thing or two about life and living.

We should by all counts, especially with all the information we now have available at our fingertips, know a great deal about ourselves, like how we respond to life and death situations, execute our character in business situations or perform as an athlete in sport.

Socrates, who was born in 469 BCE, believed very strongly in the maxim, *"Know Thyself"* which in Latin is pronounced Nos-ka-tay-ipsum. For me that is a personal mantra.

Nosce te ipsum. Who and what am I? From the mind of Socrates as revealed in the dialogues of Plato and the memoirs of Xerophon, it was in part a warning to pay no attention to the opinion of the multitude, which in today's world I would call convention.

One of the best known sayings of Socrates is *"I only know that I know nothing".* He never actually claimed to be wise, only to understand the path a lover of wisdom must take in pursuing it.



Socrates believed the best way for people to live was to focus on self-development rather than the pursuit of material wealth. As a teacher and naturopath myself I agree. Socrates also spent a lot of time in the gymnasium. He believed that to ignore the physical body was a huge error in judgment.

Now here's something I think is amazing. No matter how intellectual or *"smart"* a person is, it's possible for that same person to be either absolutely clueless about their own body and its management from a health perspective, or demonstrate absolutely no concern for the same.

I mean how can you get a PhD in physics or teach biology in a college or university today, and not understand how to feed yourself at least as well as a zoo animal, show dog or thoroughbred horse?

I mean come on people! How is it possible to miss out on the functional, biochemical and energy management of the body that houses your brain and mind? Even a child can understand that a wolf can blow down a house made of straw and wood.

Are these modern intellectuals so absorbed in their work that they just forget they live in a house made of flesh and blood? Not on your life. The body barks like a dog when it isn't well, but it's possible to slip on some headphones, ignore the noise and just take a pill. And that's what many of us do.

Where's the action in these intellectuals we're all supposed to take when it comes to the appropriate self-management of the physical body. Where's the fitness edge and commitment to optimum nutrition? Where's the discipline?

DIET is an acronym for **Discipline In Energy Transfer**, but I don't see a lot of it in circles where it's supposed to be.

Our bodies are changing all the time, and as they slowly decay they simply cannot produce the same amount of metabolic and digestive enzymes they once did at a younger age. At 40 and beyond we're definitely manufacturing and releasing less growth hormone, testosterone, DHEA and estrogen into our blood. This is a medical fact. But do we just stand around waiting for the sky to fall?

Our bones become less dense and less pliable. At 40 and 50 we have less lean mass and tend to gain bodyfat much more easily than in our early 20s. Everything about our physical body seems to be heading in the wrong direction, and yet the mind that inhabits the brain wants more life and experience, at least mine does.

Never in my life have I been as curious and hungry for knowledge, knowledge of self, knowledge of the world and knowledge of natural functional health care, as I am right now. I mean I really get it. MY LIFE IS WHAT IT'S ALL ABOUT and without that life, the life that flows through my veins and sustains my consciousness, there is nothing. You can't perceive, understand or enjoy anything if you're dead, but on the bright side, you also can't feel any pain or misery.

So this is why we need to pay attention to what we eat. We simply cannot rely on the past when we were young and foolish. Those days are gone. Yes we have weathered the storm and survived the tempest, but now it's time to really get serious about looking after ourselves if that hasn't been your priority. Of course we have the choice not to, but for me that is not an option. Like exercise. It's not an option because I want to be well and strong for as long as humanly possible.

The best diet in the world can't protect us from every ill, nor can it cover every vitamin and mineral we need in the exact amount required by each individual body. We must learn how to supply our biological demand(s). That's the ticket right there to health and wellness, which is why that principle, the principle of supplying the demands of the body, is the CHI Prime Directive.

Supply Your Biological Demand

But to accomplish this goal we have to reinforce the best diet we can find with high-quality dietary supplements and we have to know how. We're not born with this insight and knowledge. We have to learn how.

Natural Health Products (NHPs) really are the missing links synonymous with age related wear and tear and tissue damage. Dietary supplements aren't just insurance for emergency needs, they're the meat and potatoes of every Masters Diet, or at least they should be.

My advice is don't rely on food alone, no matter how whole, clean, organic and real. To do so is to ignore all of the great science and evidence that exists in the realm of holistic sports nutrition. Reinforce the best diet you can eat with the best supplements you can find. Tracy and I call taking dietary supplements the Intelligent Choice!

Chapter Five

Exercise for Masters Athletes

Through the regulation of protein synthesis, genes control much of what goes on inside each of our 100+ trillion individual cells. The reason I say 100+ trillion is because the exact number is currently unknown. Some say 20+ others say 400 trillion. The renewal of each dying cell, whether it belongs to your nose or your toes, is dependent on the quality of our chromosomes and DNA, the master blueprint for who and what we are!

Over a life-time, DNA is ravaged by free radicals, thus it's sensible to utilize the sum of the known advantages offered by combining micronutrient dense whole food with antioxidant supplements. The trick is also to keep the body in motion, for without physical movement, muscles, glands and organs begin to degenerate quickly, and the entire process of aging is accelerated. Without movement, you also can't digest, absorb, metabolize or utilize food as efficiently.

So Masters Athletes should enjoy their so-called Golden Years, and they truly can be golden years…cycling, weight training, running, dancing, swimming, going for walks, hiking up mountains and traveling abroad!

As senior citizens age they should increase physical activity, not decrease it. The key is to stay active. Ensure some component of intensity, preferably through resistance training and search for new ways to play, have fun and stimulate neurogenesis.

Weight training fights free radicals. A study by Dr. Kevin Vincent and colleagues from the University of Florida, Gainsville, found that in elderly subjects, moderate-load weight training increased antioxidant levels by about two percent.

The force-generating capacity of human muscle declines with increasing age, especially after 60. This has been attributed to a reduced voluntary activation and, to a great extent, to a reduction in muscle mass associated with alterations in hormone balance and quantity and intensity of physical activity. Except in well-trained subjects, aged muscle preferentially demonstrates atrophy of fast-twitch muscle fibers.

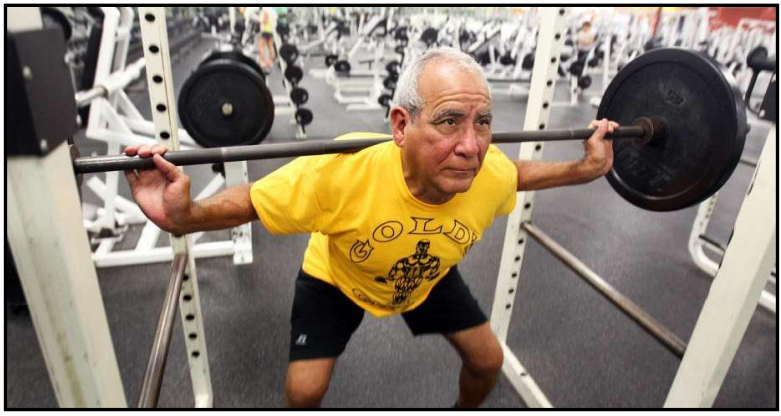
In my experience as a competitive Masters Athlete, I've been very impressed with the ability and form of some of my peers. It's obvious that strength training and aerobic conditioning make a huge difference in the health of the human frame as it ages, especially if it's well-nourished and stretched out routinely. Flexibility is a well known characteristic of youth.

I've read pretty much everything Arnold Schwarzenegger has written, including his latest book *Total Recall*, and although he's big on weight-training, he seldom if ever mentions much about interval training or stretching.

To me the ideal workout includes three basic essential components:

1. Resistance Training
2. Aerobic Exercise
3. Stretching

In the last twenty years, there has been a significant increase in the number of older participants in sporting events such as running, swimming, track and field, cycling, rowing and weightlifting.



Physiological data from elite and non-elite, recreational, sedentary and senior athletes clearly indicates that human skeletal muscle has a high degree of plasticity that can be maintained far longer than what was originally believed.

And this is a big point because if I've learned anything about the human race it's that a person won't do anything they don't believe in, like for example, weight-training and fitness. Why do anything that requires energy if in the end it doesn't matter?

Millions of so-called old-timers today not only don't believe in fitness, but they also don't understand what it really is. Thinking is one thing, knowing is another, and knowing what's true is the conviction of accepting undeniable evidence, being persuaded by it and taking affirmative action. But you need to study the evidence first!

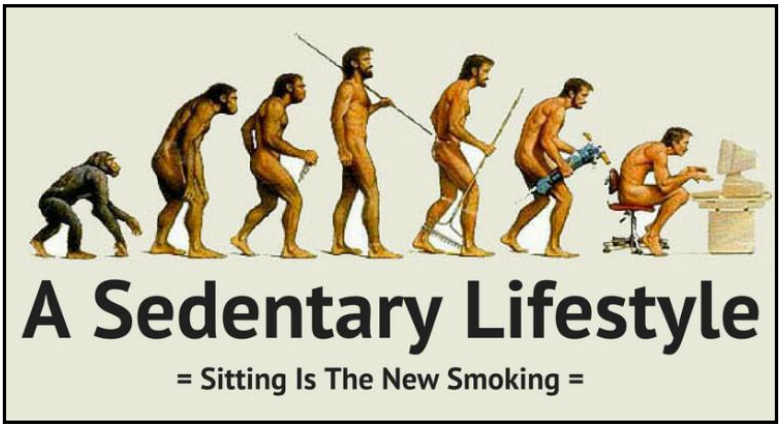
Muscle fiber protein expression and single muscle fiber contractile properties are greatly influenced by exercise training. It's now understood that skeletal muscle can quickly adapt to accommodate a wide range of functionality to meet the demand placed upon it, regardless of age.

In a study performed by Bernon and colleagues at the Department of Physiology, Nice Medical School, France, 65 healthy elderly subjects comprised of 32 men and 33 women aged 65-80, were exposed to weight-lifting exercises consisting of 2 sets of 12 reps max and 4 sets of 5 reps max, to evaluate hemodynamic strain and myocardinal tolerance.

This study confirmed that weight-lifting exercises can be conducted in healthy elderly subjects without clinical, electrical, and biological signs of myocardial ischemia, provided appropriate selection criteria and proper respiratory and breathing techniques during exercise are applied.

The findings on 28 Master Athletes published in the International Journal of Sports Nutrition and Exercise Metabolism, Volume 11, 2001, provides evidence that normal aging in people who exercise regularly does not result in an appreciable deterioration in glucose tolerance or insulin action at least up to age 70 years.

Since normal aging results in a progressive deterioration in structure and function of all tissues, one would have to be a Pollyanna to conclude that aging does not result in some deterioration in glucose tolerance due to aging per se. However, the major factor in the development of insulin resistance and the deterioration in glucose tolerance with advancing age appears to be a sedentary lifestyle that results in abdominal obesity. Refined carbohydrate intake also plays a major role.



The findings from 2,599 athletes in the 2001 Senior Games is compatible with other studies that suggest that both athletic and sedentary people seem to hit some sort of wall when they reach the three-quarters-of-a-century mark.

Data from studying older athletes shows that most athletes decline slowly during the years past 50, but once they hit 75, the decline is sizable. For example, the speed of one-mile runners fell about 2 percent each year from ages 50 to 75. Then from 75 to 85, their speeds dropped by about 7 percent a year.

Most of the evidence gathered by observing athletes over the age of 40 and especially over the age of 60, suggests that the best time to train is early in the morning, like around 6-10 am. Joints are less stiff, the mind is more alert, cortisol levels are at their natural peak and both reaction time and balance is better.

Less lactate is produced AM when compared to the same exercise performed in the afternoon or evening. Analysis of cognitive rhythms suggests that short-term memory is stronger in the early morning, whereas long-term memory peaks in the early afternoon.

Ultimately the main thing is just to get it done. No excuses.

So let's think in terms like the Greek historian Herodotus, who said some 2500 years ago, *"Neither snow, nor rain, nor heat, nor gloom of night stays these courageous couriers from the swift completion of their appointed rounds".*

Chapter Six

Recovery for Masters Athletes

Recovery is a primary biological response and complex organic process that occurs after exposure to athletic training, exercise and sport. In fact complete recovery after stress of any kind, including physical, mental or emotional, is essential to individual survival, optimum health and personal wellness.

All Masters Athletes regardless of their particular sport, frequency of play, intensity of training or demands of skill training and practice, must fully recover from the stress of competition and physical activity. Adequate rest and sleep is absolute, but the body must also obtain the resources it needs from food to fully replete the energy and micronutrients expended during exercise.

This is particularly important for Masters Athletes as we lack the capacity to buffer stress with the biochemical cushion we once had called youth. As we age it takes longer to recover physiologically from the same exercise and pounding we experienced decades ago, but fortunately, we do have a means of compensation. We have, or at least we should have, more experience, more insight and more wisdom.

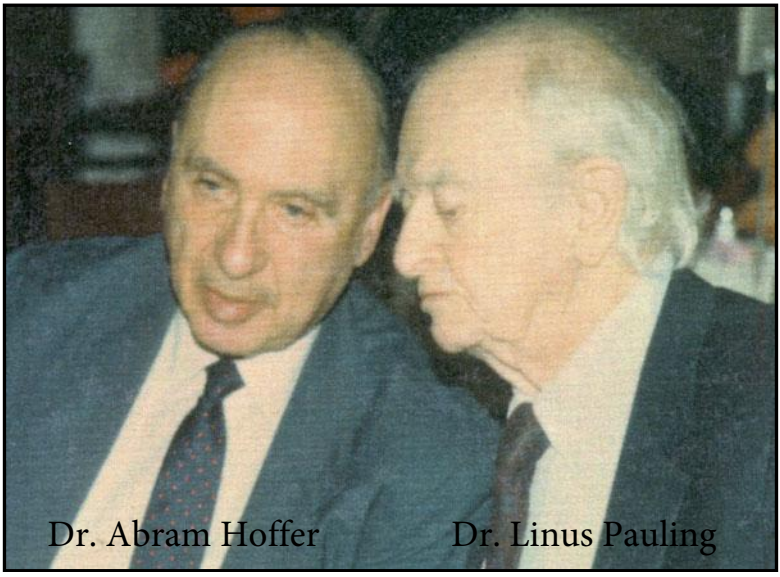
We can tap into the power of prevention, and determine in advance what to expect and how we can respond.

As any Masters Athlete engaged in sport and training should know, any tonic or natural remedy that enhances recovery after training is a valuable asset. Quick and efficient recovery means things are going well. Good recovery is one of the most reliable barometers for measuring our physical health and condition.

Completing the trek up the mountain is admirable, but how well did you fare afterwards? If exercise wipes you out, chances are you're depleted beyond what any diet alone can help you with.

The idea of reinforcing our biochemical needs and structure with dietary supplements as we age to compensate for our inability to keep pace with stress and the actual damage that occurs to our DNA and mitochondria, was first introduced to me by Dr. Linus Pauling PhD.

Pauling, who passed away in 1994 at age 93, was an American chemist, biochemist, peace-activist, author and educator. Besides winning two Nobel prizes, one for chemistry in 1954, and one for peace in 1962, Pauling was a strong proponent of dietary supplements and orthomolecular nutrition. I consider his pioneering work with psychiatrist Dr. Abram Hoffer MD PhD to be extraordinary and monumental.



Above all Pauling inspired me as a man who didn't bullshit his way to the top, and his 1987 book *How To Live Longer and Feel Better* is still a must read for anyone wanting a common sense approach to better health. I particularly like his emphasis on vitamin C, and due to his influence, I've been taking 10-15g of powdered vitamin C everyday in divided doses for decades. I mix calcium ascorbate powder in fresh squeezed juice in the morning then add more to pre- and post-workout shakes.

Vitamin C is not only essential to the formation of collagen, the ground cement that holds us together, but keeping the blood saturated in this non-toxic water-soluble essential nutrient actually regenerates the collagen matrix after it has been weakened or damaged. This virtually unknown function of vitamin C should be of enormous importance to Masters Athletes. Remember the word regeneration.

Optimum sports nutrition includes many excellent dietary supplements and natural health products that enhance recovery, reduce inflammation, minimize risk of tissue infection and improve functional wound healing.

Creatine and ribose for example, both help sustain and maintain the production of ATP, the body's primary energy currency. As Masters Athletes energy is absolute and by taking these safe, evidence rich dietary supplements, we can stack the odds in favor of better health and performance.

Without an ample supply of energy post-workout, recovery is prolonged. Until the body has completely recovered, no growth or further progress is possible. This is why recovery is so important. In fact recovery is just as important as the training itself.

Adaptogens can help Masters Athletes train harder, recover more quickly and achieve maximum output with less biochemical disharmony. Classic adaptogens include Maca root, ginseng, astragalus, ashwagandha, cordyceps, rhodiola and schisandra. Mushroom blends are excellent.

Antioxidant nutrients such as vitamin C, E, zinc and selenium taken before and after training protect cell membranes, mitochondrion and DNA from the scourge of uncontrolled free radical pathology. Less damage means faster recovery. Less damage means less inflammation and less pain.

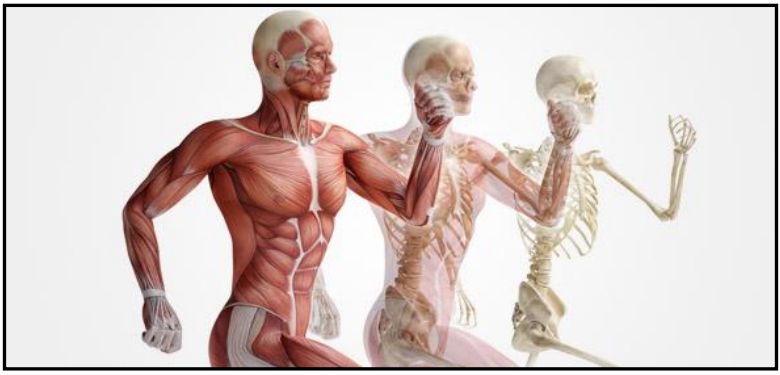
Supplemental enzymes such as pancreatin, papain, bromelain and protease help reduce pain and the formation of scar tissue, especially when combined with ice therapy.

BCAAs (Branched-Chain-Amino-Acids) can extend training performance and reduce the depletion of potassium and glycogen. One of the best known sources of BCAAs is whey protein isolate.

Glycogen (human starch) is stored in the liver and skeletal muscles and functions as an immediate energy source for muscle cells. Quick restoration of depleted glycogen after training is crucial to speedy recovery. The entire process of growth and muscle remodeling depends on it.

Sports Injuries

Sports injuries include a wide variety of soft tissue, skeletal and joint-related injuries associated with physical exercise, sporting events and various athletic activities. These are commonly described as strains, sprains, dislocations, fractures, lacerations, cuts, abrasions, blisters, bruising, inflammation, hernia and pain. More than 20% of all reported accidents are sports-related.



Outside of direct impact injuries, additional symptoms may include Delayed Onset Muscle Soreness (DOMS), muscle cramps or stitches, exercise-induced asthma, upper respiratory tract infection, compromised immune function and increased susceptibility to different cancers, cataracts and even premature aging.

The degree of impairment and microcellular damage caused by sport-related activity depends on our constitution, state of health and physical condition. Other variables include training frequency, training intensity, quality of diet, hydration status and sport specificity.

Martial Arts for example, is a great discipline for mind and body, but sparing in the ring with a live opponent versus kicking a bag or shadow boxing, is a much different scenario and represents a much greater risk of injury.

We humans possess a high degree of adaptability provided we are well and physically conditioned, but only within specific and limited physio-biochemical parameters. Personal boundaries of individual stress tolerance are determined principally by genetics, environment and mental toughness. They vary from one person to the next, but the real trick is to understand the limits of your own body.

The wise and experienced athlete makes every attempt to protect his temple from unnecessary harm and depletion.

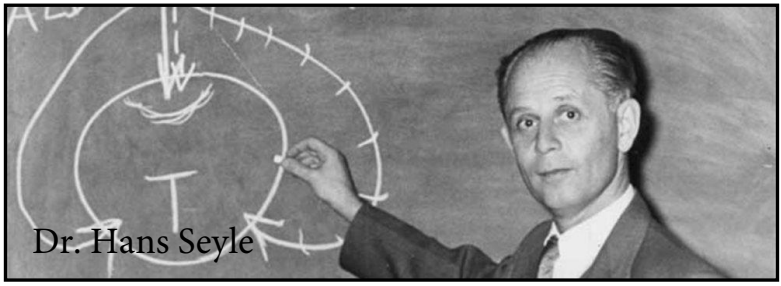
In my mind there are only two rules we need to live by.

1. Do No Harm
2. Stay Out of Harm's Way

With these two rules held close to mind, it's next to impossible for a moral man to compete in any sport or activity that tolerates or perpetuates physical violence. Violent behavior in the sport of life is synonymous with primitive emotion and unresolved anger. We are one race of men, not one race of savages. Our greatest single power is intellect, not brute force.

Stress Management

Response to stress, as defined by Canadian physiologist Hans Selye, is a built-in mechanism designed to protect us from damage. Selye defined stress as *"the non-specific response of the body to any demand for change."*



Selye defined human reaction to any form of stress as a general adaptation syndrome (GAS) and proposed that GAS consisted of three stages of progression, including…

1. Alarm phase
2. Adaptation phase
3. Exhaustion phase

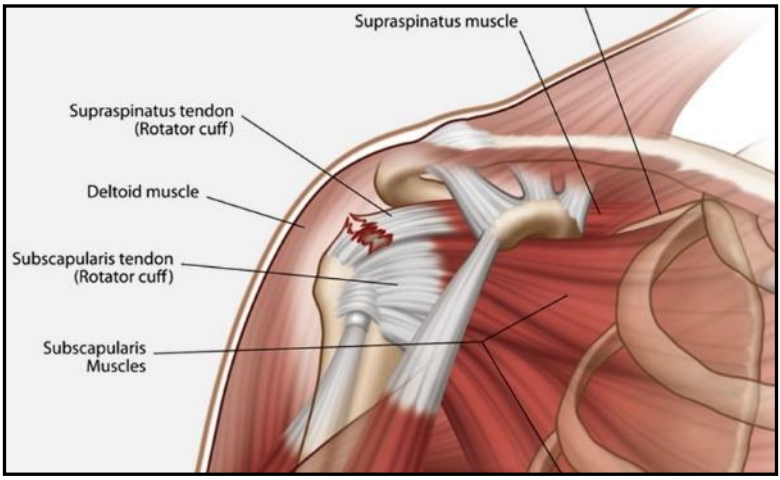
Diseases and injury mainly appear in the exhaustion phase, when due to depletion and lowered resistance, the body loses the ability to manage the effects of stress.

Physically active individuals engaged in sport and constant training are frequently subjected to the risk of injury, be it in the gym, on the ice, on the field or in the pool. Although prevention is always the best medicine, accidents seem inevitable and in certain sports where physical contact is part of the game, such as rugby, boxing, wrestling, lacrosse, football and hockey, injury and concussion caused by collision and direct impact is common.

In other sports such as the discus, shot put or javelin throw, or tennis, golf and baseball for example, the elbow and shoulder joints are frequently injured due to excessive repetition and overuse. Generally speaking, most athletes utilize only one side of their body in these sports (unilateral versus bilateral).

Cumulative microtrauma weakens collagen cross-linking and predisposes the non-collagenous matrix and vascular elements of tendons to affliction.

When a tendon has been strained repeatedly to more than 4% of its original length, it is unable to endure any further tension, and injury will occur with a break in collagen structure.



Common sports injuries are best treated quickly and biologically. Constant pushing against the body's inherent healing grain makes the body more susceptible to chronic injury, illness and infection.

This typically occurs when sports injuries are ignored, incorrectly diagnosed or treated with drugs without consideration to cause. Pharmaceutical drugs by their very nature can only modify symptoms temporarily and often cause undesirable side effects.

The best healing method known is biological not conventional. It's called *"Nature's Cure".* Think of it. With all of its research, technology, notoriety and apparent science and sophistication, the best advice conventional medicine can offer today for treating most acute sports injuries hasn't changed in a 1000 years. It's called ICE. Now how technical is that and thank goodness Nature owns the patent.

To improve recovery of the entire system day-in and day-out, consume whole, natural real food. Choose a diet compatible with your genome. Get to know your body type and to do this you need to study the various body type systems, such as Blood Type, Somatotype, Metabolic Type and Sport Type just to name a few. Supply Your Biological Demand.

Eat a mixed alkaline-forming diet high in potential energy, one that provides a multitude of diverse bioactive micronutrients. Natural whole food is incompatible with the initiation and propagation of disease.

Where there is light there is no darkness. It's impossible for mold to grow if the conditions aren't right.

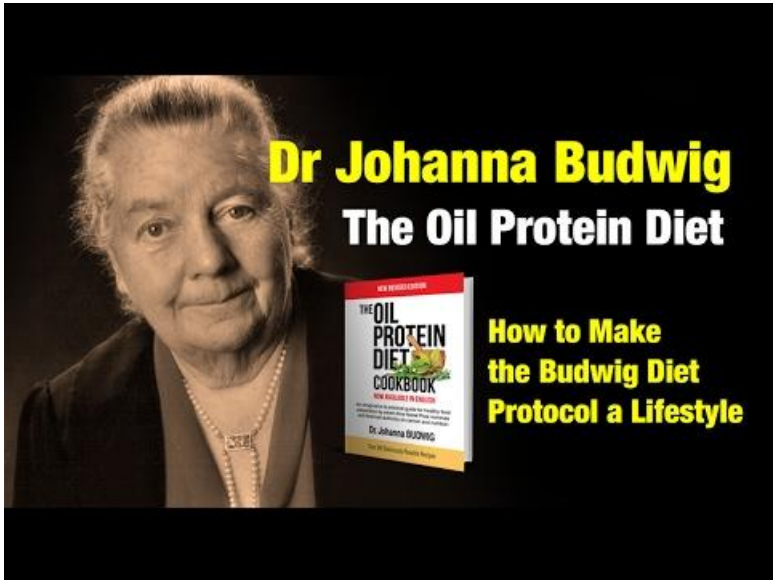
Avoid the chronic overuse of NSAIDS and pharmaceutical drugs. Used long term they destroy everything and everyone and foster the menace of chemical dependency. BigPharma isn't interested in natural healing or complete restoration of the mind and body. If everyone was well and educated in the art and science of natural medicine they wouldn't exist. BigPharma for the most part is an enemy to proponents and advocates of functional natural medicine.

Shake & Take

Don't run on empty. Make a protein shake before and after training. Become one with your blender. Use filtered water as a base. Add 1-2 T. of hemp, chia, flax or a mixed blend of omega-3 rich seed oils. Liquid fish oils that contain EPA and DHA are also very good as the long chain fatty acids they contain do not exist in plants.

Masters Athletes in some cases, especially if the thyroid is weak or low or the liver is damaged, as it often is, do not elongate, desaturate and convert the omega-3 parent alpha-linolenic acid in chia, flax and hemp to EPA and DHA. This is another good example of how dietary supplements combined with natural food can come to our biological rescue.

Omega-3 fatty acids combine with the sulfur in non-denatured protein to form healing lipoproteins. It was German scientist Dr. Johanna Budwig who first discovered that these organic substances could heal a mountain of disease. The right oil and protein mixed together modifies the catabolic influence of elevated cortisol, reduces inflammation and helps rebuild damaged filaments and active tissue.



Add 1-2 scoops of your favorite protein supplement, preferably one that is isolated and high in biological value (BV). Whey peptides are preferred in terms of BV, nitrogen retention and benefits to the immune system. At home we combine whey protein isolate with a plant-based protein blend derived from hemp, pea, Saviseed and brown rice. Long live the spirit of eclecticism. There is great strength in diversity.

Before turning the blender on, complete your shake matrix with a teaspoon of calcium ascorbate, creatine monohydrate, L-glutamine, D-Ribose and something green, such as spirulina or chlorella. Add your favorite fresh or frozen organic fruit. Our favorites include papaya, pineapple, mango and frozen berries.

Shake & Take!

What we eat is a reflection of our consciousness; it represents who and what we are. Health is a mindset and the body serves the mind. The tail should never wag the dog. So let's be who and what we are…biological snowflakes committed to reason, beings of light that evolved by natural selection to think and act rationally without fear.

Health is far more than the absence of disease; it is the presence of function. Efficient recovery is the hallmark of excellent health, as is the capacity to control our behavior.

Chapter Seven

Equation for Health

For years I wanted to create a simple and elegant equation for health. Something easy to remember and similar to Albert Einstein's $E = MC^2$. Einstein proposed mass–energy equivalence in 1905 but until he proved it, few accepted or believed it and today, few understand it. I propose that like mass, life and good health itself is equivalent to a similar kind of quantifiable energy.

Let's analyze and break down Einstein's formula **$E = MC^2$.** E stands for Energy. The formula states that E or Energy equals M or mass times C^2. C is the standard symbol for the speed of light. It's the first letter of the Latin word Celeritas which is translated as swiftness or speed. So Energy equals mass times the speed of light squared.

The speed of light (c) is a constant. The actual speed of light is 299 million, 792 thousand, 458 meters per second, so to calculate the energy equivalence of any object with mass, you simply multiply its mass or weight by the speed of light squared.

For example, my current bodyweight or mass is about 100 kg. To determine my energy equivalence, I need to multiply 100 by the speed of light squared. The speed of light squared is 89 quadrillion, 875 trillion, 517 billion, 873 million, 681 thousand, 764. This massive number multiplied by 100 gives us an even bigger one. Rounded off my personal potential energy equivalence is 9 quintillion (9E) or 8.98 x 10 to the eighteenth.

Now that is very cool. I like knowing that about myself. It means I'm potentially super powerful, and because most of my mass is functional, it means there's no excuse not to get the lead out. Knowing my potential energy makes me think twice when it comes to feeling tired or complaining about something small in comparision.

Like Einstein's formula my equation for health submits to the sovereignty of Nature.

So here it is.

$$H = (nf)^2$$

H stands for health, n for nutrition and f for fitness. If we take the product of nutrition and fitness [n x f] and square that value $(nf)^2$, we get Optimum Health. But let's clarify each letter of the equation in greater detail.

First, let's define H because that's our objective and the purpose of the equation. Health affects everyone everywhere, but what does *"health"* actually mean?

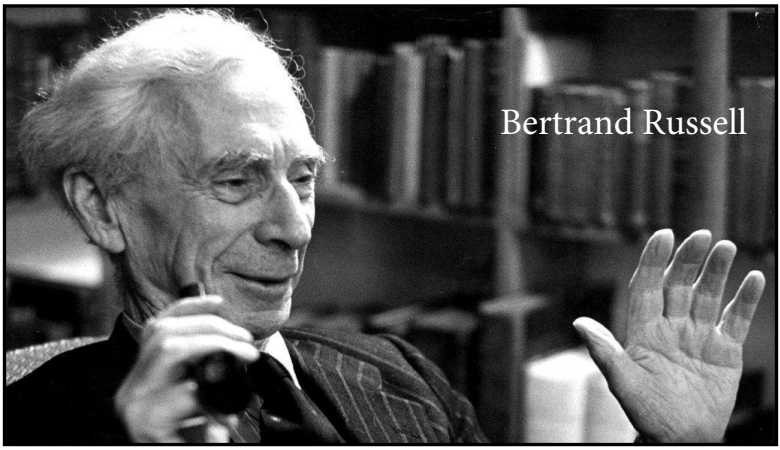
Health is a state. The quality of your *"state"* is equal to the quality of your nutrition and fitness. If you say someone is healthy, you're literally saying they're full of health, but what kind of health? Good or bad? Are they sick, morbidly obese or vertically ill? Are they functional, lean, energetic and vital? Are they truly well?

Optimum health is the ability to get what you want and need with energy and enthusiasm. That's what real health is and why it's important to understand and use this equation.

It generates optimum health as an outcome because optimum health is equal to the sum of nutrition and fitness squared.

Optimum health is the ability to endure mental, emotional and physical stress. This is best achieved by being well-nourished and extremely fit, and, if we avoid irrational behavior. To minimize risk of damage here's my advice. Accept reality.

Accept that reality exists independent of your subjective perception of it. What *"IS"* actually is. Reality doesn't need our permission to exist. Bertrand Russell said it best, *"Believe what is true, don't believe what isn't true, and if you can't find out if it's true or not, suspend judgment."*



Good health is a state of mind governed by intellect, positive emotion and objectivism. It's the ability to recognize who and what we are. Are you self-directed? Do you have high self-esteem? If not, why not? You're a homo sapien *meaning "wise man"* with a highly developed brain, capable of abstract reasoning, language, introspection and problem solving.

Do you understand how powerful you are? Not knowing this about ourselves is what holds millions of people back.

An individual with excellent health is loaded with passion, ambition and drive. Know anyone like that? They're clear about what they want and take the action necessary to achieve their goals, both short and long term, today and tomorrow. Good health is someone directed by logic headed in the direction of wellness. Progress is used as evidence.

Good health flows from a health centered consciousness. If you're thinking, living, training, working, eating and sleeping optimum health, guess what you get as an outcome? A health centered consciousness goes deeper than anything you can imagine, much deeper for example, than the deepest part of the world's oceans, which is a small valley in the Mariana Trench called Challenger Deep. It's 10,898 m (35,755 ft.) deep.

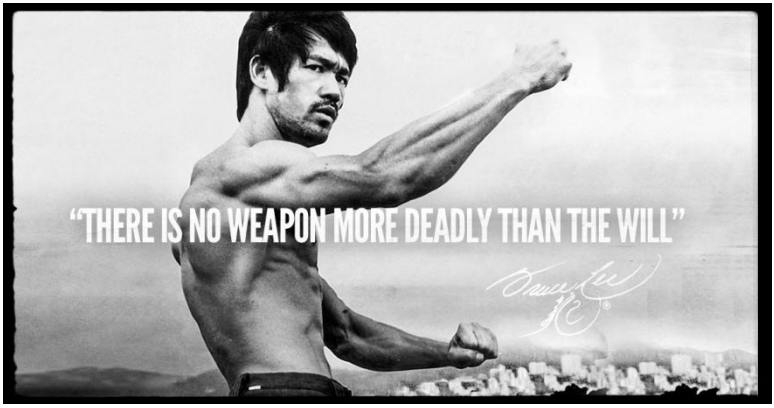
Ok, that's optimum health defined. Now let's talk about n.

n = the science of Nutrition. Unlike faith nutrition is based on evidence and fact. In my equation for health n = Superb Nutrition + Dietary Supplements. One without the other is incomplete and if one is omitted, the outcome of the equation will be negatively affected. Supplements are to the diet what carbon is to steel. Steel is stronger, more flexible and more resistant to rust than iron alone.

Nutrition includes a natural diet free of chemically altered food, mutagens, toxins, pathogens, perticides and contaminants. A diet that's fresh, whole and reinforced with essential micronutrients. A diet that provides a rich supply of antioxidants, enzymes, carotenoids and flavonoids. Our genome evolved from an ancient, physically active, omnivorous whole food hunting gathering past and is still dependent on the same.

The food we eat must be biochemically compatible with our genetic hardware, so that the influence of what we eat epigenetically, meaning *"above"* our genes, will have a beneficial influence on how our genes are individually and uniquely expressed lifelong.

As Bruce Lee so aptly stated, *"Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it."*



Next is the science of fitness. To satisfy the elements of my health equation, we have to combine the best possible nutrition with the best possible fitness.

f = the science of Fitness. Fitness that puts the E in Exercise and tears up the track! Good fitness is controlled, balanced and demands consistency! It includes a warm-up, resistance training, core training, cardio and stretching. Great fitness is precise, planned, structured, intense, tempered and performed with amazing skill. Everything most humans are capable of.

If you multiple great fitness by optimum nutrition and square that product, you my friend are holding excellent health in your hands. I can't think of anyone anywhere who wouldn't improve as a result of applying with purpose the fundamental scientific principles of nutrition and fitness.

If you encourage someone who's infected, damaged or chronically ill to consume an ideal optimum diet, to reinforce that same diet with high-quality supplements, and to engage in a sound fitness program, they WILL eventually get well or better. They have to! But they must be persistent. They must stay on track and maintain their focus or their *"state"* of health will continue to decline.

So what is the equation for health?

$H = (nf)^2$

Go ahead, say it out loud. $H = (nf)^2$. n is nutrition. f is fitness. You multiply these two forces together and square the product. If you're doing both right and consistently the product is optimum health every time, but if not, logic dictates there must be something wrong with either your nutrition input (n) or fitness input (f) or both. That's how you fix things in a rational world. You always go back to the premise, formula or equation and check your math. If your invention doesn't work don't blame Nature. Blame the inventor or fix the invention.

I don't care who you are, or who you're dealing with. If you get super fit the right way, as in slowly but surely, and if you eat clean and stick to a natural whole food diet that's real and incredibly nutritious, the product of such work is…

SUPER HEALTH!

Let's face it, health is wealth and wealth without health sucks. Optimum health is a just reward determined by our individual commitment to sound quality nutrition and the best possible fitness. Assume responsiblity and be accountable.

Anything less and now you've got your own personal health formula for obesity, chronic disease and premature death. Remember, health is a state, good or bad. Which one do you prefer? Which one sounds better?

Like Einstein, let's be fearless and encourage everyone to rely on the Science of Living Well, but more importantly, let's live the science ourselves. Let's be mindful of what optimum health really is. Focus on creating optimum health rather than treating disease. Prevent what is inevitable otherwise.

The next time someone complains about their health, listen carefully, then explain the equation for health to them.

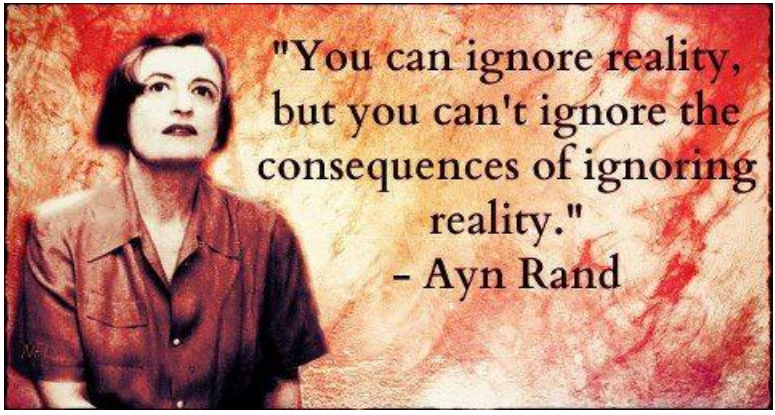
Chapter Eight

Selfish Benevolence: The Science of Living Well

"Selfish, is that what they call me? Well I am. I live by the judgment of my own mind and for my own sake!"

~ Howard Roark (from The Fountainhead (1943) a novel by Ayn Rand)

If you haven't guessed yet I'm a great fan of Russian novelist Ayn Rand and a student of her philosophy called Objectivism. I think most of all I like her emphasis on two matters of human existence and philosophy, first, the use of reason and logic over and above irrational behavior and negative emotions. Like Aristotle, Rand taught that the faculty of reason is our greatest weapon and essentially our single greatest tool for survival and progress as a species.



Second, her recognition and acknowledgement of *"self"* and the ego as a positive highly beneficial construct. Rand believed that our own personal happiness and welfare, as opposed to the happiness of others, should be the guiding force and moral purpose of our lives. Productive achievement, without the initiation of force, is our noblest activity.

Rand believed that conforming to the whims of the state or society and living to gain acceptance or approval from others and especially the collective, in spite of obvious contradiction, injustice or cruelty, was a supreme form of cowardice.

It's funny how life goes sometimes, but I actually heard of Ayn Rand for the first time when I was reading Muscle & Fitness columns written by Mr. Universe Mike Mentzer back in the 70s and early 80s.

Mike was a strong proponent of his Heavy Duty system, a system based on high-intensity training with a minimal number of exercises, sets and reps per body part. Mike believed that most athletes over-train and leave next to nothing to recover and grow with. Eventually they burnout and never play the sport again. Man, is that ever true!

Mike would rant and rave about Ayn Rand, telling everyone to read her books like The Foundation and Atlas Shrugged, quoting from her continuously. Well now I can do the same. But in the context of this chapter, I would recommend reading her 1964 collection of essays published in a small book called *The Virtue of Selfishness*, which you can order online. I might add that anyone can study the works of Ayn Rand and her philosophy of Objectivism at her online Campus and learning center.

The web address is **CAMPUS.AYNRAND.ORG**

As in medicine theoretically, and as originally taught and advocated by Socrates the great Athenian philosopher, the first law of life is *"Do No Harm".* Primum non nocere

Do No Harm means exactly that. Don't hurt people. Don't impose your values on anyone by force. Don't initiate any form of violence. It's a simple and straight forward rule most people are willing to accept for obvious reasons, however, there's an element to this ideal that when put into practice on a personal level, often poses a difficult personal challenge.

"People" defined a*s* everyone everywhere includes you and me, and herein lies the challenge. Do No Harm FIRST AND FOREMOST means don't harm your own mind and body. Don't do yourself in by your own hand. Don't neglect or abandon yourself. Don't drink or eat anything known to corrupt, destroy or hurt you. Don't throw yourself to the wind without concern for outcome.

Learn to differentiate between use and abuse.

Convention assumes that rude or obnoxious people are *"selfish",* and that nice people are selfless. You hear it all the time. *"What a selfish so-and-so".* By convention I mean the traditions and beliefs generally accepted as fact by mainstream.

But that assumption is absolutely false. Everyone is selfish, meaning full of self, but not everyone is inconsiderate or rude. The distinction is not in state but degree. Selfishness is like health, everyone has it, but not necessarily the best kind.

Like health, selfishness is a natural biological state. To be selfish means nothing more than to be a self-contained individual.

Have you ever met someone who isn't full of themselves, and I mean that in the most literal sense. Of course not! There's nothing in there except an individual brain unlike any other that emanates an incredibly unique one-of-a-kind consciousness.

Every person is a mysterious island of unique identity. Every living physical body has within it the fullness of a distinct individual called self, otherwise known as you and me. For example, there's no one else inside of me except me. I'm full of myself. How about you?

If we truly respect ourselves we don't serve others to gain their acceptance or approval, or to look good in the eyes of the world. If we do, we run the risk of moral disintegration and a slow, gradual, self-induced self-annihilation as a consequence.

To maintain a strong commitment to the Science of Living Well, we must live in alliance with self. We have to be on the same page. We have to stop getting in our own way.

To work with self in harmony is the single greatest accomplishment in life, and to do this, we must love ourselves.

We must like who we are. If we do, and we must, it's because our emotions are guided by reason and in agreement with a logical perception and acceptance of reality.

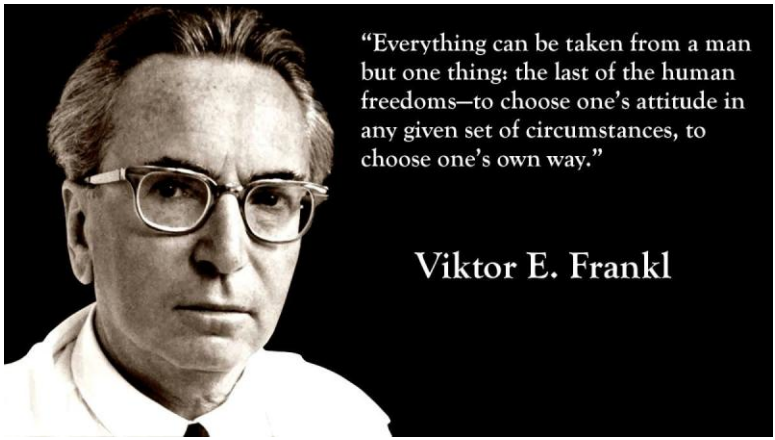
Words like brave, courteous, noble and kind describe human conduct. Conduct flows from within, from our character and personality. Our thoughts inhabit neocortical regions of the brain in the form of bioelectrical *"sparks".* We speak and act as a consequence of self-generated thought. We respond to our environment and circumstances from a subconscious and conscious level of self-awareness.

Do you blame your conduct on other people, the world or the devil? All action, good or bad, is conducted by self, whether it's conscious or subconscious. Acceptance of this fact relieves inner tension and frustration; at least it does for me.

"Selflessness" does not exist. We can pretend to be selfless, but it's still us pulling the wool over everyone's eyes. We can run but we can't hide from ourselves, because there's nowhere to go. Our consciousness is literally trapped inside our body and specifically (most likely) arises from large neurons located in the pre-frontal cortex and the claustrum.

Consciousness, identity, thought, words and action as a consequence, all originate from self. Perception of reality is a personal subjective experience. It emanates from self. We can only *'see, taste, hear, smell and touch'* the world through our own personal sensory organs. We can't perceive it through anyone else's and no one can perceive it through ours.

Everyone is selfish but clearly not everyone is malicious or malevolent. *In Man's Search for Meaning*, Dr. Victor Frenkl, neurologist, psychiatrist and Holocaust survivor writes, *"There are two kinds of people determined by action, decent or indecent."*



So which one are you? I like to think of myself as the first kind.

Do you or do you not exist in the center of your own being? If so, doesn't that make you *"self-centered?"* And if you say you're not self-centered, then who or what else is in there? Who's calling the shots? Who's controlling your thoughts and actions? Who's in the driver's seat? Are you a robot?

Here's how I see it; notice the *"I"* in that statement. It's *"me"* who perceives, responds and acts. I decide what to do with my life and how to live it. I like myself; so I take exceptional care of myself, live my life for myself, and not for others, and in doing so I satisfy my longing to be well, to be healthy and to be happy! This is the Science of Living Well. It's a rational approach to life and just like exercise and excellent nutrition, it really works.

If you ignore yourself and sacrifice your health for the sake of others, you're doing yourself and the world a great disservice. Is it wise to waste yourself so that others can benefit while you suffer? And what kind of example is that? Is it wise to *"let yourself go"* and completely ignore your own physical, emotional and spiritual needs? Is this the best we can be?

In this context obedience is definitely better and greater than sacrifice. Do No Harm. Obey the Law.

Obey the law of life, the law that governs human wellness and peaceful co-existence, and that same law will sustain and protect you. Our primary responsibility is to stay well, *holistically*. If you're not well then get well. Do the work that optimum health and wellness demands. It's that simple.

Repeat after me. I am self-directed, self-acting, self-appointed, self-appreciated, self-certified, self-confident, self-conscious, self-devoted, self-disciplined, self-educated, self-existent, self-generating, self-governing, self-imposed, self-important, self-involved, self-reliant and self-approved.

I have high self-esteem and enormous self-worth. I am self-fulfilled. I am definitely not selfless. I do not disregard myself, my personal interests, my dreams, my goals or my personal happiness.

I am self-centered and selfish, but I am kind, loving, peaceful and above all, I am benevolent. I am a peaceful warrior content with who and what I am! I serve others by choice rather than duty, and in doing so, I find great personal satisfaction and joy.

Chapter Nine

Muscle & Me: All-Or-Nothing!

Muscle is my health engine. I love how it looks and I love how it feels. I like the sensation of muscular power and strength and I especially like what well developed sculpted muscle gives me, namely, confidence and personal pride. Functional healthy muscle allows all of us to perform a great range of recreation and physical activity. Without muscle none of us could move.

Muscle serves the body in many ways, including the generation of heat (thermogenesis), the utilization of stored bodyfat and glycogen as fuel, stability of body position and posture, regulation of organ function, the elimination of waste through peristalsis, the circulation of blood and the endogenous or internal production of amino acids required for immune cell replication.

The human body is comprised of three types of muscle tissue that function in different ways, skeletal, cardiac and smooth. Skeletal muscle constitutes the majority of the body's total muscle pool, about 50%, and is the one that typically gets most of the attention.

640 individual skeletal muscles are attached by tendons to 206 bones. Skeletal and cardiac muscle is also called striated muscle because of the presence of alternating dark and light bands.

Muscle is predominantly water as in 72% water, 22% protein and 4% fat. What remains is 2% inorganic material. Fat is 15% water, 12% protein, 70% fat and 3% inorganic material. The structure and function of muscle and fat are not the same. They operate and act independent of each other.

A muscle cell is called a myocyte. A fat cell is called an adipocyte. They're two different types of cells. One cannot turn into the other. You can certainly gain or lose both, but a fat cell cannot transform into a muscle cell and muscle absolutely does not turn into fat. That is a total fallacy.

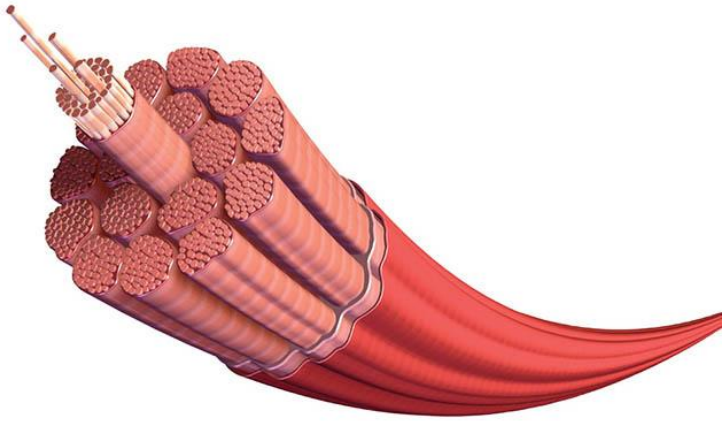
Skeletal muscle is also defined based on characteristics of function. These include excitability, contractility, extensibility and elasticity. Excitability describes how a muscle can receive and respond to stimulus from the nervous system.

Contractility refers to the fibers' ability to contract or shorten, such as when you make a muscle by squeezing your biceps.

Extensibility is defined by muscle stretch and its ability to extend through a range of motion. Elasticity relates to muscle recoil and how efficiently muscle can return to its original shape after contraction or extension.

Individual muscle fibers are separated, surrounded and protected by bands and layers of connective tissue. A special sheath called fascia surrounds each fiber, and deep fascia connective tissue holds muscle together and separates them into functional groups and bundles.

A muscle fiber is actually a single muscle cell comprised of an outer membrane called the sarcolemma.



Think of a major muscle group like your chest or back. Large muscles consist of hundreds of independent muscle fibers called vasiculi, which are nicely bundled and wrapped up like a newborn baby in a blanket. Each fiber is internally packed with additional bundles of finer myofibrils. Myofibrils are the contractile elements of skeletal muscle.

Electron micrographs of myofibrils reveal even finer column like structures called myofilaments. Myofilaments consist of thousands of functional units strung together in long chains. Each unit is highly functional and is arranged in compartments called sarcomeres.

There are two types of myofilaments, thick and thin. Thick myofilaments consist mainly of the protein myosin. Thin myofilaments consist mainly of the protein actin. Special bands, zones and lines, identified by letters like A, I, H, Z and M, describe regions specific to the myofilaments myosin and actin, where they overlap and how they interact and interconnect at different points.

Nerve cells that stimulate muscle fibers are called motor neurons and a single motor neuron, including all the muscle fibers it stimulates, is called a motor unit. The process of muscle contraction involves the recruitment of a least one or more motor unit. The ability to recruit motor units depends on the health and condition of our neuromuscular system and is a primary determinant of muscle contraction, muscle force and complete muscular development.

The mechanism of muscle contraction is based on a sliding filament theory model originally proposed by Hansen and Huxley in 1954. According to this model muscle contraction occurs as thin filaments slide or pass over thick ones.

The filaments themselves do not shorten in length, but simply slide past one another, causing whole muscle bundles to shorten, change shape and become thicker.

Roll up one of your shirt sleeves. Extend your bare arm straight out to one side. Now bend your elbow and bring your fist towards your face. Contract (squeeze) your bicep with force. Notice how your bicep gets thicker and larger.

As the filaments slide past each other it causes the muscle to change shape and rise up into a ball. Myosin cross-bridges attach to and pull on actin filaments causing them to slide inward. As the filaments slide and sarcomeres shorten, the entire muscle eventually shortens or contracts, and it all happens because we willed it to. Skeletal muscle is voluntary.

Skeletal muscle fibers contract according to an all-or-nothing principle initiated by thought. Our brain, if we use it wisely, is what makes us human. An electrical impulse strong enough to elicit a contraction response produces maximal contraction of an entire motor unit or none at all. All or nothing!

This principle relates beautifully to human achievement. Throw yourself into whatever you're doing and don't hold back. Dive in! Go for it! Don't look back. No plan B. Burn the ships in the harbor and cut off all retreat. Make the decision to either do it or not. All or nothing!

If you put yourself and everything you are into any project, big or small, including your full potential, you can do anything. We are limited by the laws of physics and also ourselves. Did you know that desire itself is the only evidence you need to achieve your goal? Believe and achieve. Enter the science of epigenetics.

If we want to be well, we have to know what wellness is. Next we must understand how to achieve wellness and finally, we have to apply the work that leads to wellness as an outcome. It's all about action. You can't build health or muscle without action and effort.

The concept of all-or-nothing is inherent in the discipline of sport and elite exercise training. You have to know what you want and go after it, like a hungry animal. The entire mechanism is driven by your own desire, energy and effort, and you get back whatever you put in.

Call it Karma, give and take, divine recycling, reaping and sowing or cause and effect. I call it Courage, Honor and Integrity, which when converted to an acronym spells out CHI (Cory Holly Institute). Now isn't that a nice coincidence!

Chi is the energy that flows...

Chapter Ten

Consistency…from the Inside Out!

Knowing is doing. This is basic CHI philosophy. If you don't *"do"* you don't know. You might think you know, but the law of health and life states that knowing is defined by doing. A man is defined by what he does, not what he says. We are what we do, not what we say. Talk is cheap. Actions speak louder than words. If you don't back up your intention with action, then your intention isn't real. Courage, honor and integrity are revealed in deed, not words. Words without physical demonstration are smoke.

Action is What Action Does!

As a Masters Athlete the best WORK of functional health is based on logic and rational thinking. **W.O.R.K.** is an acronym for health. We must be Willing to have Order to Repeat the Knowledge. To get well or stay well we must adhere to the laws that govern health and wellness, as in the laws of Nature, or the same laws that govern reality and our existence.

First we must accept life and reality as true scientists and clearly define our ultimate purpose in the Sport of Life. We are here to serve no master but ourselves. Next, we must spend time and energy learning what it takes to achieve and sustain optimum health. To die prematurely of any disease or illness that can be prevented is not only sad, but illogical.

A man cannot do what he does not know. Ignorance isn't bliss when it comes to personal health management. We are volitional creatures with the capacity to learn, but we are not born with the knowledge that leads to action guided by reason and science.

The knowledge of health is not embedded in our DNA. We are born with the tools to acquire, process and apply true health knowledge, but the knowledge itself must be acquired over time by a deliberate process motivated by desire and necessity.

Humans can grow and master themselves only by their own effort. No one becomes a Master by default, but the good news is that every Master was once a disaster. We all have to start from scratch and climb the ladder of life one rung at a time.

No one can do the work for us. A strong man cannot make a weak man strong. He can try but he will fail. A man who needs strength must *"lift"* himself up against the resistance of his own fears and negative emotions. We must all face the same truth together. It's called Reality.

Health is the presence of function, and functional health is best achieved through controlled exercise and optimum nutrition. Sweat equity deposited in the bank of life. Exercise performed consistently with intensity and true grit. Exercise that is calculated in advance, structured and routinely measured. In fact that's what exercise is, all other forms of movement are physical activity.

Exercise form and sequence must correlate with mathematical principles and natural laws that govern human performance, recovery and growth. But we must also *"eat as hard as we train."*

Training without proper nutrition is futile. That's like swimming against the current of a great ocean or a mighty river.

Exercise alone without optimum nutrition is an unreliable strategy for reducing bodyfat. That's definitely like swimming against the current, yet how many of us expect exercise alone to strip off bodyfat caused by eating the wrong way?

Resistance to *"what is"* only increases our suffering. Our action must conform to reality, to *"what is"* as opposed to what we want. Nature is a dictator and conforms to no one. It is we who must conform because we are products of Nature.

Nature is supreme and without prejudice. She is the force. Science only reveals her power. To command her we must understand and ultimately obey her.

Consistency from the inside out means just that. It begins with an agreement with Me-Myself-and-I. The *"I Y'am what I Y'am"* factor. If we're onside with ourselves, we never get in our own way. That would be foolish. We understand what needs to be done so we do it. Sounds simple, but it's extremely uncommon. Most of us trip over our own feet and do you know why? We do it on purpose. Self-sabotage is extremely common.

So who and what are you? Let's start with your blood type. Do you know what it is? From there you can move on to ethnic origin (Genetic type), Metabolic type, Somatotype, Gland type, Functional type, Sport type, Ayurvedic type, Chronotype and Autonomic type for a total of ten typing models. This life is a journey of self-discovery.

Did you know with just a little spit you can get your DNA genotyped! Check out 23andme.com I learned of this site by downloading and listening to the audio book *The Language of Life* by Dr. Francis S. Collins. He directed the Human Genome Project completed in 2003.

Genotyping your DNA is a great way to explore your early ancestry, map the heritage in your genes and learn how your genes can impact your future health. The future is now people and now you can look at it before it actually happens.

Wouldn't it be incredible to stay well and lean lifelong? Think of it. No chronic disease or disability. No excess fat to store the toxins of the world. No cancer, no heart disease and no diabetes. Is that possible? You tell me. Whatever you think you're right.

Is there anything more important than your own personal state of health and wellbeing? There's nothing more important than mine to me. Nothing. We can't stay well in this world of chaos unless we take care of ourselves, and we can't take care of ourselves unless we know how. We have to have the right knowledge before we can do the WORK that needs to be done. So education is essential, but we must have the desire to be educated. We have to know where to look. We have to want to be well and that's where the fire comes from, inside.

So here's my proposal. Let's do it together. Let's lock in those lyrics! Let's push and prod constantly towards a life free of infection, disease and degeneration. Let's abstain from doing anything harmful to ourselves and others. Let's learn about the natural laws that govern health, preserve life and prevent disease. Let's do the work together!

Let's hit the weights and run like the wind. Let's eat like there IS a tomorrow. Let's live an independent life guided and sustained by reason. Let's choose a sport to play and compete in. Let's find the time to train and get into good shape because the greatest enjoyment in sport comes when you master your technique and make your event look easy.

And above all, let's be responsible for our own thoughts, words, actions and deeds. True health is a state of mind driven from the Inside Out. Consistency is an effect not a cause.

Be the Cause.

Afterword

Tracy and I are Masters Athletes definitely engaged in the Sport of Life! We both think of life as a virtue, in spite of the many obstacles that we have both endured, including divorce, sex and drug related issues with teenagers, the sudden death of close family members and perhaps the worst of all, human betrayal.

Yes there certainly is injustice, hatred and violence in this world, but there is also a light shining on what is just and good, and it is this path that we choose to contemplate and follow.

That light of truth is always shining on health and wellness, and we can think of no other single enterprise of greater significance than the health of our mind, body and spirit.

If those elements of our multidimensional being are not intact, strengthened and routinely nourished, everything else we value or devote ourselves to will soon come to a standstill. We have learned that life itself must surrender to the rules of the game.

This eBook is the ninth in a series of more to follow, each forming a link in the Cory Holly Series. I invite you to join me on this journey of self-discovery and in the meantime please move on to book ten in our series titled *Ten Days Away*.

Ten Days Away is the tenth in a series of audio and PDF eBooks developed, written and narrated by Cory and Tracy Holly. It includes a review of the previous nine books in the Cory Holly Series and teaches how to get into photo ready shape in just ten days.

Ten Days Away is designed for people who are prepared to train, work and diet hard to look their very best for whatever reason. You will stay well throughout the entire process and discover how much discipline you really have.

Remember, to stay well and live long with vibrant health we must make exercise a top priority and nourish our bodies with the best possible food and natural health products we can find.

This is Cory Holly wishing you all the very best of health and wellness for life.

Stay well and live free!

World-Masters-Athletics.com

About the Author

Dr. Cory Holly is the Founder & President of the Cory Holly Institute (CHI). Cory completed his Doctor of Naturopathy degree at Clayton College of Natural Health in 1992. He studied exercise physiology and biochemistry at Western Washington University and apprenticed at the Colgan Institute of Nutritional Science for seven years. He currently studies philosophy, physics, biology, biochemistry, physiology, molecular genetics and human psychology online at MIT, Standford, UCLA and the Ayn Rand Institute.

As Canada's Ambassador of Sports Nutrition, Health & Fitness, Cory's objective is to strengthen sports nutrition awareness worldwide and bridge the enormous gap that exists between nutrition and fitness. Cory is the recipient of the 2003 CHFA Sports Nutrition Hall of Fame Award. The CHFA (Canadian Health Food Association) is Canada's largest trade association dedicated to natural health and organic products.

Cory has competed in a great variety of competitive sports including hockey, soccer, football, basketball, lacrosse, wrestling, track & field, tennis, table tennis, badminton, volleyball, triathlons, running, swimming, diving, gymnastics, handball, rowing, Tae Kwon Doe, boxing, bodybuilding and power lifting. He was awarded Athlete of the Year in both Junior High and Senior High School.

Cory currently competes as a Canadian Masters athlete in track and field (hammer throw) and has several Natural Masters bodybuilding titles including CNBA Canada (Gold) INBA Universe (Silver) INBA Olympia (Silver) and INBA Hawaii (Gold). Each year in Vernon BC he also hosts the Cory Holly Classic (track & field meet).