

Cory Holly Career & Education History

Brief Summary

1975

Athlete of the Year
Burnaby Central High School

1976-77 (2 years)

Western Washington University
Athletic Scholarship – Track, Football, Wrestling

On weekends worked in a health food store and gym part-time

1978-79 (2 years)

World Travel (Southeast Asia, China, Middle East, Africa, South America, Central America, Australia, India, Europe)

1980

Vancouver Health Foods
Vitamin Sales

1983-88

Alive Health Centre
Sales/Manager/Writer/Media
CHFA Retail Industry Award – Best Salesperson in Canada
Award included a trip to Korea (ginseng), Japan (garlic) and Hong Kong (TCM).

Wild Rose College of Natural Healing
2 year home-study program in botanical medicine

1988-89

Quest Vitamins (Manufacturer)
Sales Rep/Trained Reps & Retailers

1988-1992

Clayton College of Natural Healing (CCNH)
Doctor of Naturopathy (4 yr home study program)

1990

Nutrition World (Retail Health Food Store)
Co-Owner/Operator/Designed Layout
Store closed as MetroTown Burnaby Mall underwent 2 year reno

1990-91

Finlandia Pharmacy (Vancouver)
Retail Sales/Staff Sales Training

1991-92

SISU (Vancouver)
Sales Rep/Product Consultant

Spartacus Athletic Club (Vancouver)
Co-Owner/Operator (sold the gym)

1993-95

The Vitamin Shop - Victoria
Retail Sales/Public Lectures/Media/Private Consulting

Studied functional medicine with Dr. Jeffry Bland, Dr. Abram Hoffer, Dr. Linus Pauling & Dr. Joseph Campbell (2 year program)

1995

Lifestyle Markets – Victoria
Retail Sales/Public Lectures/Media/Private Consulting

Published CSNA Education Program – National Distribution by CHFA to Retailers

1996-98

Upper 49th Imports EAS Canada (Vancouver)
Company Technical Advisor/Public Lectures/Media/Retailer Account Training
Product Education Director/Writer

1998-2000

SISU

Product Line Formulator – SISU Body Elite (Vancouver)

Product Consultant/Sales Rep Trainer/Media/ Product Education Director/Writer

Created CHFA Sports Nutrition Council

Created CHFA Sports Nutrition Hall of Fame

Created CHFA Sports Nutrition Trade Show

CH Inducted into the CHFA Sports Nutrition Hall of Fame

2002-05

Trophic Vitamins (Penticton)

Product Line Formulator – Sports Action Plus

Product Consultant/Sales Rep Trainer/Media/ Product Education Director/Writer

2005

Incorporated Cory Holly Institute (CHI). CHI becomes the exclusive International distributor of the CSNA education program to both health food and fitness professionals. Currently distributing the 7th Edition (2020).

2008-10

Clayton Naturals – Birmingham Alabama

Product Line Formulator – Cory Holly Signature Series

Product Consultant/Sales Rep Trainer/Media/ Product Education Director/Writer

Formed a Canadian/USA education alliance with CCNH – taught fitness theory and sports nutrition at the College in Birmingham

2010-12

Two year RV tour in 20 American Western States promoting CSNA course through 200+ public lectures. Made in-person sales calls to 1500+ health food stores and 500+ gyms.

2012-present

Permanently reside in Vernon.

Manage students and all aspects of the school including course development, editing and updating, coaching, write articles, manage website including e-commerce, videos, student admin, monthly newsletter, podcasts, etc...

Host and manage annual Cory Holly Classic – Vernon Throws Challenge track & field meet. Sanctioned by BC Athletics

2000-2018

SNU Monthly Podcast (Sports Nutrition Update)

Audio podcast designed to enhance CSNA course learning

Each edition featured a special expert guest and clinical review

Published Written Work

1980-1990 (ten years)

Monthly Sports Advisory Column

Alive Magazine

Encyclopedia of Natural Healing

Alive Book Publishing (1997)

Contributed all articles related to sports nutrition and fitness.

1990-2015 (25 years)

Monthly Sports Advisory Column

VISTA Magazine

Sports Nutrition Encyclopedia

Digital Textbook (1100 pages)

Copyright 2013, 2018

Cory Holly Series – Nine Books (Audio & Digital PDF)

Book 1—Recipe for Health (2018)

Book 2—The Athlete's Food Pyramid (2019)

Book 3—The Athlete's Cookbook (2007, 2013)

Book 4—Five Steps To Health (2018)

Book 5—Achieve Your Ideal Bodyweight (2018)

Book 6—The Enigma of the Ectomorph (2018)

Book 7—Biological Bodybuilding (2018)

Book 8—Sports Nutrition for Kids (2018)

Book 9—Sports Nutrition for Masters Athletes (2018, 2021)

Courses

CSNA Online Education Program (1500 pages)
10 modules, student exams, final dissertation, certification
Copyright 1992, 95, 98, 2000, 2005, 2010, 2020

CSNA Masters Program (CSNA Grads only)
Student Assignment
Copyright 2005

The Art of Selling Vitamins (111 pages)
Designed for Health Food Store Retailers
Copyright 2009, 2015 (Fourth Edition)

How To Get Well (32 pages & audio)
General Health Principles
Copyright 2015

Athletic Achievements

Natural Bodybuilding

CNBA Western Canadian Natural Bodybuilding Championships
1998 Masters 1st Place (Age 40)

WNSO Canadian Natural Bodybuilding Championships
2004 Masters 1st Place (Age 45)

INBA Natural Olympia (Greece)
2007 Grand Master Men 2nd Place (Age 50)

INBA Natural Universe (Chicago)
2013 Grand Master Men 2nd Place (Age 55)

INBA Mr. Hawaii (Oahu)
2013 Grand Master Men 1st Place (Age 55)

Masters Track & Field

Mens Hammer BC Record Holder (age 45, 50, 55, 60)