

Cory Holly Career & Education History

CoryHolly.com

Current

In addition to managing all aspects of my online school (Cory Holly Institute), I host and manage an annual track & field event in August called the Cory Holly Classic – Vernon Throws Challenge, sanctioned by BC Athletics & Sport Canada. I have eight grandchildren and workout 5X weekly at the gym and up at the track. I also fish, swim, run stairs, cycle, hike weekly and play table tennis.



Brief Work Summary

1980

Vancouver Health Foods
Vitamin Sales

1983-88

Alive Health Centre
Vitamin Sales / Manager / professional Writer / Media - Radio & TV interviews
CHFA Retail Industry Award – Best Salesperson in Canada
Award included a trip to Korea (Albi ginseng), Japan (Kyolic garlic) and Hong Kong (TCM).

1988-89

Quest Vitamins (Manufacturer)
Sales Rep / Trained Reps & Retailers in Sales / Designed Retail store mock-up
Published *The Art of Selling Vitamins* Course designed for health store retailers

1990

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

1990-91

Finlandia Pharmacy (Vancouver)
Retail NHP Sales / Staff Sales Training

1991-92

SISU (Vancouver)
Sales Rep / Product Consultant

Spartacus Athletic Club (Vancouver Gym)
Co-Owner / Manager Operator

1993-95

The Vitamin Shop - Victoria
Retail Vitamin Sales / Public Lectures / Media –TV and radio / Private in-office
above store consulting

1995

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

1996-98

Upper 49th Imports EAS Canada (Vancouver)
Company Technical Advisor / Public Lectures / Media TV and radio / National
Retailer Account Training (Breakfast and Dinner Meetings).
Product Education Director / Professional Writer

1998-2000

SISU
Product Line Formulator – SISU Body Elite (Vancouver)
Product Consultant /Sales Rep Trainer / Media TV and radio / Product Education
Director / Professional Writer

1998-2000

Canadian Health Food Association (CHFA)Created CHFA Sports Nutrition Council,
CHFA Sports Nutrition Hall of Fame and a CHFA Sports Nutrition Trade Show

2002-05

Trophic Vitamins (Penticton)

Product Line Formulator – Sports Action Plus

Product Consultant / Sales Rep Trainer / Media TV and radio / Product Education Director / Professional Writer

2005

Created, wrote and published CSNA Education Program

National Distribution by CHFA to Retailers

10 Wholesale sponsors / Lectured at CHFA Trade Shows for ten years

Incorporated Cory Holly Institute (CHI) for CSNA course distribution.

CHI is now the exclusive International distributor of the CSNA education program to both health food and fitness professionals. Currently distributing the 7th Edition (2020) in digital format (7500+ graduates in 30 countries).

2008-10

Clayton Naturals – Birmingham Alabama

Product Line Formulator – Cory Holly Signature Series

Product Consultant / Sales Rep Trainer / Media TV and radio / Product Education Director / Professional Writer

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

2010-12

Completed a three year continuous RV tour in 20 American Western States promoting CSNA course through 200+ public lectures at hotels in major US cities. Made in-person sales calls to 1500+ health food stores and 500+ gyms.

2022-2023

Simply Delicious Natural & Gourmet Market - Vernon

Director of Education / Retail Sales / Monthly Public In-Store Lectures / Product Advisor / Media Consultant – Radio Ads / Private Consulting / Create & Publish monthly online Newsletter

Published Work

1980-1990 (10 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 \(ESN\)](#)

Digital Textbook (1100 pages) sold online through CHI Bookstore

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, online student exams, final dissertation & interview, certification

Copyright 1992, 95, 98, 2000, 2005, 2010, 2020

[CSNA Masters Program](#) (CSNA Grads only)

Personalized Student Assignment

Copyright 2005

The Art of Selling Vitamins (111 pages)
Designed for Health Food Store Retailers
Copyright 1988, 1995, 2009, 2015 (Fourth Edition)

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

2000-2018

[SNU Monthly Podcast](#) (Sports Nutrition Update)
Audio podcast designed to enhance CSNA student course learning
Each edition featured a special expert guest and clinical review

Education

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, India, Middle East, Africa, South America,
Central America, Australia, Europe)

I have travelled to a total of 123 countries to date. Most recent trip was to
Portugal, Morocco and Spain in September 2023.

1988-88

Wild Rose College of Natural Healing
2 year home-study program in botanical medicine and plant chemistry
I have since toured and lectured nationally with Terry Willard.

1988-1992

Clayton College of Natural Healing (CCNH)
Birmingham, Alabama
Completed Doctor of Naturopathy degree (4 yr home study program)
Attended Annual Conventions & Education Tutorials in Alabama every six months

1993-95

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

1995-2005

Studied with Dr. Michael Colgan. Completed 7 year apprenticeship in his Power Program / Anti-Aging Program and assisted in teaching it on Salt Spring Island.

Athletic Achievements

1975

Athlete of the Year
Burnaby Central High School

Natural Bodybuilding (Drug-Tested)

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

Men's Hammer Throw BC Record Holder
(age 45, 50, 55, 60, 65+)
In 2023 I was ranked 16th in the world in my age class (65-69) out of 585 entries