



## **U.S. SKIERS “FEELING GREAT” WITH SHAKLEE SUPPORT**

*Shaklee US Freestyle Update by Scott Higgins, Team Physiologist,  
US Freestyle Ski Team*

*January 24, 2000*

If you asked U.S. Mogul skiers Toby Dawson (*pictured above left with Caleb Martin*) or any other SASP (*Shaklee Athlete Support Program*) athlete these days how each feels when training and competing the answer would be “Just Great!” The power and science of Shaklee sports nutrition has been winning over the attitudes and performances of seven U.S. Freestyle team members.

The Shaklee Freestyle family assembled for a conference call on the evening of January 5<sup>th</sup> prior to the Gateway Millennium Challenge World Cup Freestyle competition held in Deer Valley, Utah. The Deer Valley mogul course “Champion” will be home to the 2002 Olympic mogul venue and showed no mercy toward any athlete looking for an easy victory. All who competed agreed this was truly an Olympic course. Champion is hard, has tight turns, is very long, and incredibly steep! In short, perfect!

The moderator of the January 5<sup>th</sup> call was Senior Master Coordinator Bob Ferguson whose vision began this program six months ago. Bob began the evening by asking two big questions. First “What’s the big deal about sports nutrition” and second “How are Shaklee products helping the freestyle program?” In my tenure as a sports physiologist elite athletes have always been skeptical when recommending areas which may help fine-tune their performance. It’s easy to discuss conditioning but nutrition? Most often balk! Since Shaklee became part of the “tweaking” process for various freestyle athletes, the results have been nothing short of phenomenal. A true to life Shaklee success story!

It’s not easy trying to convince one of the best in the world he or she can be better. In my position I am requested to make many observations. One of the biggest observations I’ve made about our sport and team was the lack of highly developed nutritional support and strategies. Research has shown that proper supplementation above a solid, well balanced diet in any sport can enhance performance. I think of Shaklee sports nutrition less as supplementation and more as part of a peak performance plan. I believe it is essential each athlete develop a “training session to training session” nutrition strategy. I work with each member to outline specific parameters that facilitate daily use of sports nutrition principles, products, and methods.

The “Big Deal” regarding sports nutrition is that when applied correctly an athlete can reap tremendous benefits above and beyond training and inherent talent.

The most critical areas to daily performance are hydration and recovery. Presently the members of the Shaklee Freestyle team are using Shaklee Performance and Physique to optimize hydration and post training/competition recovery. Additionally the team is using the basic multi-vitamins, antioxidants, and soy protein. The use of Physique as a tool for recovery and Performance to maintain hydration during training and competition has proved invaluable.

A variety of published scientific studies have clearly illustrated what an athlete does nutritionally twenty minutes post exercise will greatly affect performance. I want to provide my athletes with every possible opportunity to optimize performance. Since freestyle athletes repeatedly deplete glycogen stores through intensive daily training and exposure to extremes in temperature I know if I can get our athletes to recover more quickly than our competitors then we will have a better chance to train and compete consistently, quite often at a higher intensity. At the elite level in addition to fine tuning skills, consistency is critical and recovery essential. To optimize recovery each athlete takes a full water bottle of Physique to the hill. In training Physique is taken immediately after the last training run as the athlete downloads to the base of the mountain via a chair or gondola. Additionally physique is taken again two hours later to ensure adequate recovery and substantial storing of glycogen in the muscle cell. We follow the same routine on single and duel competition days with some minor tweaks based on the demands of the event format.



A single moguls format requires each athlete to ski a preliminary or qualification run in the morning. The top twelve scores/athletes then progress to finals held in the afternoon. Between the end of qualifications and finals a one-hour time block is allotted to allow athletes to inspect and train on the course. This is a critical time period for our athletes. Just prior to this break each athlete takes his or her first bottle of Physique. The goal is three-fold: (1) we want to replace calories expended in morning training, (2) we want to qualify, and (3) we want to keep adding an energy source to maintain core body temperature. We want to start the recovery process by driving uptake of glycogen at the muscle cell. We want to make carbohydrate available as a source of energy during the next hour of training and during finals. The same methodology is used on duel competition days where up to eight competitive runs can be taken.

Proper hydration is also a key area of concern. In conjunction with Shaklee Physique the team uses Shaklee Performance on a regular and structured basis to

maintain body temperature, fluid homeostasis/balance, and maintain blood glucose/sugar levels. The team uses the full ten percent carbohydrate beverage on competition and long training days. A higher percent carbohydrate beverage stays in the system longer, because it is more slowly absorbed across the small intestinal wall. The higher content allows energy in the form of glucose to be available in the blood stream throughout the day. On shorter training days and most gym/conditioning sessions the team cuts performance to about seven percent. Additionally, many times we will pre-hydrate with Shaklee Performance instead of water to prevent excessive muscle glycogen depletion.

These are two areas that have proved successful for the team thus far in the season. Throughout the conference call on January 5, enthusiasm for Shaklee and sincere thanks toward each athlete's individual supporter was evident as each athlete shared with the audience how important sports nutrition strategies with Shaklee products have been in their pursuit of World Cup and Olympic glory.

The most important markers to date have been exactly what I like to see: consistency in training and consistence on the day of World Cup competition. Garth Hager and Ryan Riley (*pictured below*) receive plenty of technical coaching and use Shaklee as part of their peak performance plan to be ahead of the competition. Evan Dybvig (*above right, first page*) and other members have seen significant differences in daily preparation and have skied to several podium finishes. Garth Hager bested a stacked international field twice to close out 1999 with two-second-place dual finishes. Evan Dybvig is presently ranked second on the World Cup. Evan skied to a podium spot this past weekend on the 2002 Olympic mogul venue in Deer Valley, Utah.

World Cup Tour Rookie Toby Dawson, a.k.a. "Awesome Dawson" stunned a veteran world cup field at the Gateway Millennium competition by laying down a preliminary first run which scored one full point higher than the entire field. This placed a highly pumped Toby Dawson (*below center, top left & top right*) in first place for the final run in only his seventh world cup start. Toby went on to finish tenth after he bent his pole midway through the course. The bent pole contributed to a mistake on his second air, as he was unable to properly set his air that forced him to straight run the bottom portion of the course and lose additional turn points. Toby has made Shaklee sports nutrition part of his program since September of 1999. Toby can't keep smiling after finally receiving his mini blender from Shaklee. The blenders are the rave among the team!



SHAKLEE IS GREAT! These athletes feel the difference! It is professionally fulfilling to see the results on the podium but even more to see each athlete take his or

her nutrition seriously. This is evident every time we hit the gym with Shaklee water bottle in hand! Thanks to Shaklee we now have great workout bags and shirts too. At the gym, our competitors look on almost in envy and curiosity. They know it's no coincidence that each member has the same water bottle. I am sure they ask themselves "What is that secret potion they are drinking?" This of course is nothing new to those in the Shaklee family who have helped countless people change their lives and health. I so appreciate the supporters who have taken the time to send me the information about themselves and their families. I sincerely appreciate Bob and his comment to our athletes during the call stating "Welcome to the family." Indeed, Shaklee is a family and those athletes supported by you all feel a different sense of identity and new confidence. I feel it. I see it! Truly, Shaklee is making a difference!

*(Evan Dybvig below fueling up and showing how sweet the podium is!)*



***For further reprints of this US Freestyle Update, please contact:***

## **Lamdin Group supports Berman- Dawson Hits First Podium at Mt. Tremblant World Cup.**

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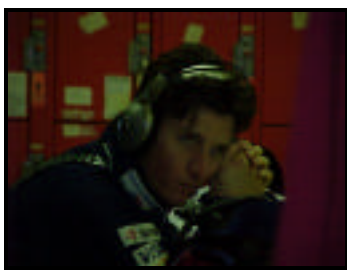


Toby Dawson stormed a veteran field for the second weekend in a row at the Mt. Tremblant, Quebec Freestyle World Cup. Dawson who lead the Deer Valley World Cup just one week prior made it clear today that despite a bobble in last weeks final run which put him from first to tenth he is serious! Despite the minus 30 degree temperatures Dawson threw big airs, had a fast run, and great turns, to ski into a third place podium spot Saturday. Toby stepped it up for veteran mogulist Evan Dybvig and Garth Hager who placed an uncharacteristic seventeenth and fifteenth after being eliminated in the preliminary rounds.

Dawson has skied only eight World Cups with previous finishes in the top ten. After stepping up his training and nutritional support from Linda Causey this year Toby is on fire! True to the last update Dawson fueled with a Shaklee Physique shake prior to the pre-finals training and final round of skiing!

Ryan Riley and Justine Van Houte (shown below on next page preparing pre race) also skied well in Tremblant thanks to supporters Frank & Cindy Frey and Bob Ferguson. Ryan was seeded fourth heading into the finals after a smoking preliminary run earlier in the morning. A smaller air kept Ryan's scores lower than normal placing him tenth over all. Justine Van Houte also finished tenth rounding out three US women

in the top ten. Just smokin'! The US freestyle team continues it's terrific start to the new millennium and Shaklee is hand in hand with those athletes leading the pack!



Caleb Martin, also a Freestyle Team Shaklee member, is recovering well from ACL surgery in late December and will perform rehabilitation and reconditioning at the Olympic Training Center in San Diego California starting February 1<sup>st</sup>. Caleb was ranked third in the world and was 1999 World Cup Rookie of the Year. Caleb is a featured skier in many new and classic Warren Miller skiing films. Supported by Peter Christoff, Caleb has his goals set on 2002 and still throws some of the biggest and most technical airs in World Cup mogul competition. The team and staff are anxiously awaiting Caleb's return in July. A hard worker and focused athlete Caleb is remaining positive about his injury and thrilled to have the wonderful support of Shaklee.

Marissa Berman a top US Freestyle team aerialist and the only aerialist supported by Shaklee has joined the team. Geoff and Sue Lamdin will be providing her support. Marissa started her season last week finishing on the podium third last week at the Deer Valley World Cup. We will keep you updated on her performance as she prepares for the Heavenly World Cup next week in Heavenly, California.

That is the news from the last two FIS Freestyle World Cups. Next week the team is in Heavenly California and then off to Japan.

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