

CasePerformance

Jan-Feb Newsletter

Part II



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In Part II of this month's newsletter....

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I. Leading Off...

Hello,

Glad to see that you're tuning into Part II of our newsletter! I hope you enjoyed [Part I](#) which featured an exclusive interview with Mitch McNett, who shared with us how a farming accident that required 17 surgeries sparked his interest in physical training. Following our interview, we get to our CP Community Member Discussion where Alex Leaf shared with us his article, *Melatonin – Beyond the Zzzzzz's*. In it, Alex discussed the role that melatonin, a hormone most commonly associated with sleep, plays in cardiovascular health, Alzheimer's disease protection, cancer, pain and longevity. Additionally, Alex shared his approach to supplementing with it.

Shifting gears a bit, we're proud to bring you Part II of our Jan-Feb '15 newsletter. We kick things off by taking a quick peek at some article news here at CasePerformance before moving onto our "Building Better Athletes Exercise of the Month" which highlights an exercise that my BBA business partner, Michael Zweifel, & I like to include in programs for individuals looking to maximize physical performance.

Next we move on to our CP Performance Discussion, *Establishing Running Camps in a Foreign Land*. In this article, CP's endurance running coach [Justin Andrews](#) discusses the obstacles and challenges he faced while establishing running camps in Chengdu, China; a place where "running for fun", much less paying to run, is an unheard of idea. Finally we conclude with our SuppVersity Corner Report. Enjoy!

Respectfully,

Sean Casey

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II. Donations for CasePerformance Are Welcomed

As you've probably noticed while surfing around the CasePerformance website, we **DO NOT** litter our pages with advertisements or have "Members Only" sections that require a paid subscription.

Why do we do this?

My goal is to reach as many individuals as possible. If an individual truly wishes to improve their health and performance, I want them to succeed. This holds true regardless if they are a multi-millionaire or those pinching pennies.

The Downside & What You Can Do To Help

The cost of running a website in conjunction with paying for full access to the various sport science and nutrition research journals I use is extremely expensive. Also, all of the authors at CasePerformance put considerable time into writing the articles for this site. If you enjoy the free information provided on this site, we humbly ask you to show your support by making a small donation. Thanks for your support!

[**CLICK HERE**](#) to make a donation. Please know that **ANY AMOUNT** is greatly appreciated!

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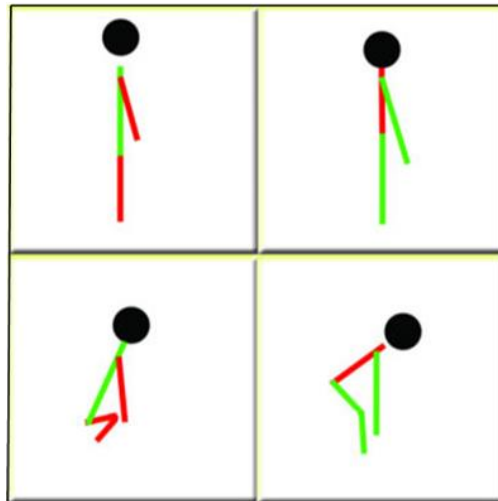
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III. Article News at CasePerformance

Top Article at CasePerformance during the months of January & February...

Using Your Levers to Reach Maximum Deadlift Potential



This blast from the past article, originally written in 2012, saw resurgence in popularity during the past months. Maybe this is a reflection that individuals are looking to maximize their deadlift during 2015. If so, this is a great article to start with as different body types require differing lifting techniques

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Articles written for partner websites and elsewhere...

Mississippi Valley Running Association:

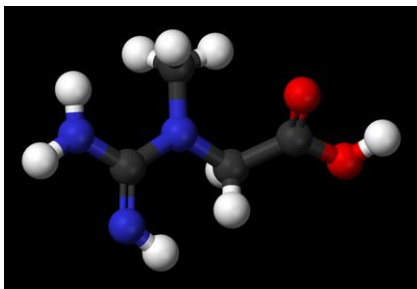
[Spring – An Exciting Time of the Year for Runners!](#)



Are you a runner and excited about the spring like weather that will start to spot the calendar during the month of March? If so, make sure your increased running is accompanied by a little resistance training and sound nutrition. Here is an article that Sean Casey wrote for the Mississippi Valley Running Association which touched on these very topics. Enjoy!

Telegraph Herald Newspaper...

[Creatine: Health, Performance & Beyond](#)



This article discusses the vast applications that creatine has in health & physical performance. Additionally, it addresses common myths I hear from individuals who are apprehensive about starting up on a creatine regime.

Note: The above link will take you to a scanned version of the print article on the CasePerformance Facebook page.

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IV. Building Better Athletes Exercise of the Month

BBA
Building Better Athletes

Alright, to kick off our inaugural BBA Exercise of the month we're going to highlight ... (drumroll)...

Standing Horizontal Push-Pull



Left Image: initial set-up



Right Image: End range of motion

NOTES:

Many movements on the athletic field as well as everyday life involve one arm moving forward while the other moves back (i.e. – walking, running, etc.). However, these upper body “dissociation” type movements are often neglected in the weight room. Pictured here is an exercise known as the “Standing Horizontal Push-Pull” which focuses on just that – upper body dissociation. To complete it, stand in the middle of a cable crossover machine and set the cables such they’re approximately even to chest height while you’re in a ¼ squat position. From here the cable coming from behind becomes your “push” and the cable coming in front becomes your “pull”. As you’re pushing with one arm you’re simultaneously pulling with the other one. Here is a [video of the exercise](#) being completed. With respect to progressions, I usually like to start an individual off in a ½ kneeling position to complete the movement and then progress to the standing version. However, feel free to jump straight into the standing version if so inclined!

If you're interested in training/doing a nutrition consult "in person" with us at BBA, send an email to us at scaseybba@gmail.com.

Also, be sure to block May 2nd off on your calendar to attend the BBA Elite Performance Clinic. [CLICK HERE](#) for more details

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V. CP Performance Discussion

This month's CP Performance Discussion comes from Justin Andrews who handles all of the [running programs](#) for our endurance athletes. Eighteen months ago, Justin moved over to China where he'll live for the foreseeable future (luckily for skype and email, this has not negatively impacted running consults at all!). Since being over there he has created running camps and had great results. In this article, he shares some of the struggles and rewards of starting up a running camp where the idea of “running for fun”, much less “paying to run” is quite a foreign concept. Anyhow, enjoy the article!

Establishing Running Camps In a Foreign Land

By: Justin Andrews



For those entrepreneurial-minded folks reading this article, you know what it's like to have *that* vision—it's what occupies your waking thoughts and makes up your nighttime dreams. It's what consumes your time and efforts. You are embracing that path, which Theodore Roosevelt called us toward, to be one “who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

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*“... where much is
risked and laid
on the line...”*

It's in this fiery kiln--where much is risked and laid on the line--where much can also be earned and learned! For those of you who have gone to a new country to start a business--where not only the culture is different but also the language--the words “challenge, obstacle and red tape” therein multiply. I, admittedly, have not gone to the full extent of opening a “WFOE”

(wholly foreign-owned entity), but with what I have begun in partnership with a local friend here in China, it's the beginnings of something exciting.

When I moved indefinitely to Chengdu, China 1.5 years ago, I wasn't sure how or if my 16 years of competitive running experience could mingle with the current running scene there. But, within two months of my arrival, I was already connected with the biggest running clubs in the city and had made contacts with some of the ‘movers and shakers’ who were advocating for distance running's growth, arranging weekly group runs, weekend outings and even spearheading race organization and event management.



One thing that is strikingly clear here is just how new—and foreign—running for fun is here, let alone paying to run! When a good friend of mine, whose name when translated roughly means Sunny, suggested that we start a run training camp, it struck a chord with me. However, she reminded me that there were several hurdles to jump over before such a camp came to fruition.

Now that leisure time and a padded wallet are becoming more the norm in China, the masses of millions are turning to some of the simplest pursuits for the same reasons we Westerners have—fitness, stress-relief, competition, camaraderie, and the opportunity to meet new friends and travel to new places.

Whereas cycling is well-established here and the number of bike shops and sales centers certainly number in the hundreds in this city of

14 million, a run-specific shoe and gear retail store is yet to open its doors. Yet, with that dearth, the rise of social media and easy access to a wealth of online and printed running literature has begun to close the gap between a newbie showing interest in running and preparing well for a race. For all one can read online or in a book, though, we've found some runners here that confirm a coach still has a place in this world!

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The athletes who have attended our camp are all new to running—none have been running for more than 2 years, and the vast majority just picked it up a few months ago. Many aren't aware of how hydration and proper fueling impact their ability to run, let alone how to implement strength training and core exercises to make a well-rounded athlete and reduce injury risks. So it's back to square one for much of my teaching, as much to address these issues as to allay any fears that *'distance running will ensure you need a knee replacement at age 50!'*

If there is one thing I haven't had to inspire the athletes with, it's dedication. Minus the days where air pollution is bad enough to *inspire* us all to run on treadmills or take the day off, those who signed up and regularly attended the training camp are the ones who are eager to run too much or too fast. But, after assuring them that they'd do well to heed my recommended paces for easy days, long runs and interval workouts, they began to see that there's a rhyme behind the reason.

Trying to keep an athlete healthy who informs me that she wants to run her first half marathon in 10 weeks—and has never run before—but is worried about injury is like trying to get a new weightlifter to squat 400 pounds in ten weeks without the bar crushing them once it's off the rack. Some may be able to do it, but mostly it's a high stakes game of Russian roulette. I can tell them all day long that I didn't run my first half till I'd already run for 9 years and did dozens of shorter races, but they press ahead because it's a tangible goal and “all their friends are doin' it!”

Besides these challenges, several others have come to the fore, too. The common trend of the weekend warrior wearing whatever clothes and shoes he or she owns and heading out of town for the mountains is infamous here. It's a common sight to see a Chinese lady dressed to the 9 while hiking a 10,000' mountain; all the while her husband is lugging her purse up the mountainside. Thus, changing the mindset of what's *necessary* while running is something I work on with my students. For example, I discourage them from carrying their cell phones and assure them they won't freeze by wearing shorts when it's ~15°C/60°F.

Another running principle that can't be stressed too much in any culture is that of tolerating pain well. Whereas before manual labor and the ability to ‘吃苦’—a respected virtue in Chinese culture whereby a bitter life with its struggles are embraced—were mandatory, now the choice to engage in masochistic sports is voluntary. But, the realm of running

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fast and pushing beyond one’s own boundaries will always belong to those who are able to “eat bitter!”

The last big obstacle I had to address was ensuring that the product we offered—a twice-weekly training camp featuring an interval workout one day and a weekend long run session—was seen to be worth the price tag. In the end, the actual training runs were complemented with the following to entice more people to see the benefits of joining—a complementary T-shirt in one camp and then a windbreaker for the next camp we held, twice weekly mini-seminars before each run where I taught on various training principles, gear selection, race preparation, etc, and the backbone of the program being a customized training plan that each athlete follows.



With the language barrier still not completely erased, I have found that having a local partner to open the training camp has been invaluable. What we have begun here is currently neither nowhere near what it could be nor what it will remain if we keep going with it.

The idea for this business is a seemingly natural confluence from one of my passions in life—competitive distance running—converging with the growing distance running scene in China. For a city with an urban core of 8 million, it only has one half marathon and the nearest marathon is an hour away and just having the inaugural race this April. But each year, more and more races are organized as more and more Chinese turn to running for its simplicity and ability to take them to some of the most beautiful mountain trails and roads in all the world, which lie in our backyard. Running on big mountains up to 18,000’ and flat prairies at 14,000’ alongside raging rivers and grazing herds of yak is like entering another world!

In a country where only the best athletes are offered a chance to compete on a team and be trained by a coach, the fact that increasing numbers of people here are donning whatever shoes and clothes they have on hand and heading out the door for a run means that the running boom has only just started. It’s an exciting time to be here and to dream about what lies ahead!

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VI. Opening of New Strength Guild Facility!

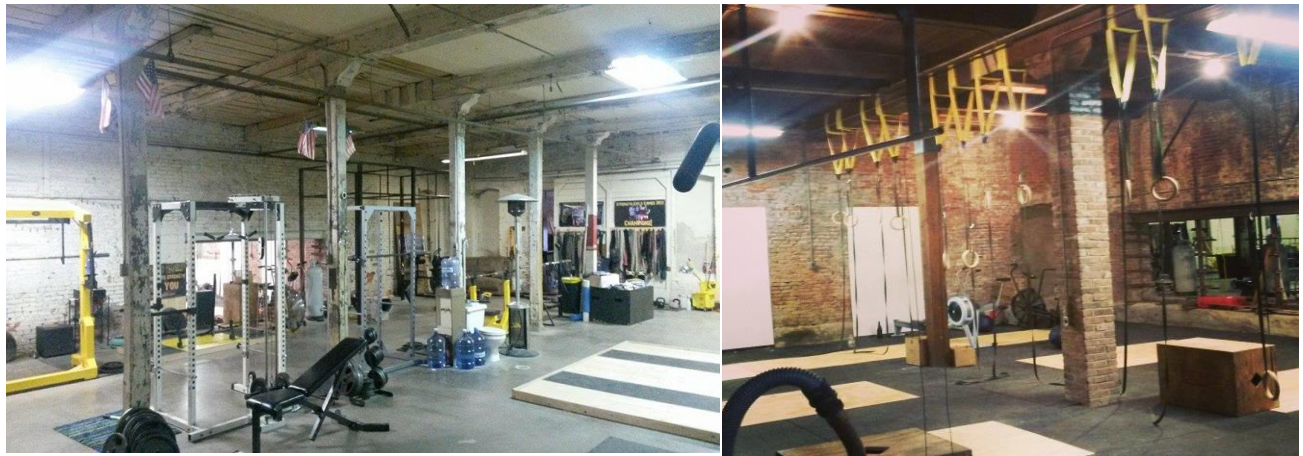
CasePerformance [contributing writer](#) and [strength coach](#) Phil Stevens is pleased to announce the opening of their brand new Strength Guild facility!

As Phil informed me,

“SG has expanded and is going nationwide this month with new facilities raising the Strength Guild flag nationwide...More weightlifting, powerlifting and even exercise racing teams are in the plans.”

Below are a few pictures...

For those in the Topeka, KS area looking to train with the SG team, Phil’s email is phil@strengthguild.com

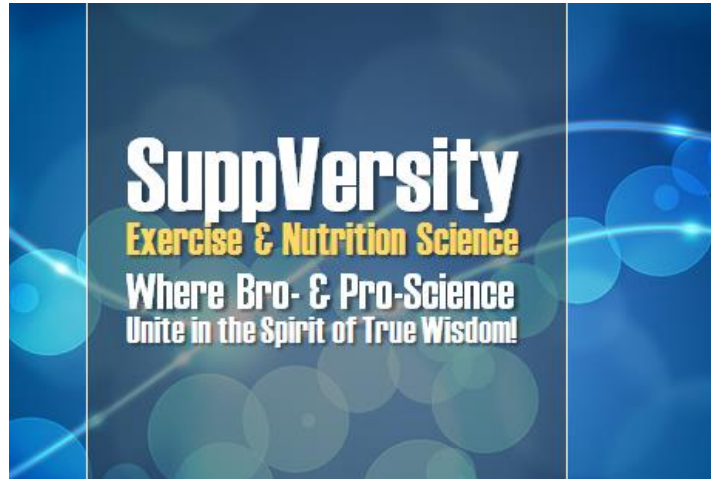


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VII. SuppVersity Corner Report!



[SuppVersity](#) is one of my favorite sites. It's run by my friend [Adel Moussa](#). One of the things we do on the CasePerformance [FACEBOOK](#) page is highlight one of their excellent posts each week. Here they are for the past month...

Week of Feb 2nd-8th

[Frozen Fruit & Vegetables: Excellent Sources of Dietary Vitamins C, E & B2, Even After 90 Days of Storage - At Least If the Cold Chain Remains Intact | Only \$\beta\$ -Carotene is Lost](#)

CP Quick Thoughts

I'm a huge fan of frozen fruits/veggies for a variety of reasons including the fact that they are A) cheaper than fresh B) Make "out of season" Fruits/Veggies available to be during the winter months and as shown in this article C) still maintain a great nutrient profile.

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Week of Feb 9th-15th

[Designer Steroids Exposed: Epistane, Methylstenbolone, DMZ, Mentabolan, TREST & Other Alleged "Prohormones" - What Does Science Say About Their Effects & Toxicity?](#)

CP Quick Thoughts

Are the benefits of pro-hormones worth the potential side effects? That's a decision only you can make. All I can do is provide information.

Week of Feb 16th-22nd

[Three Reasons Why Your Doctor May Falsely Believe Your Kidney, Liver or Heart Were Damaged If You Get Blood Work Done Without Adequate Rest After Intense Workouts](#)

CP Quick Thoughts

Some excellent things to keep in mind when/if you visit a doctor following a hard training session. Informing the doctor of this will prevent some unneeded worry on end of the doctor!

Week of Feb 23rd – March 1st

[Magnesium Supplementation & its Potential Performance Effects: Study Finds Practically Relevant Improvements in 10k Times W/ 500mg per Day in Recreational Athletes](#)

CP Quick Thoughts

I find magnesium supplementation to be interesting. Approximately 3 to 4 years ago I predicted that this mineral would become the new marketing "buzz word" ingredient in various supplements. It never quite became the buzz I expected it to... Oh well; no one is ever perfect in their predictions ;-).

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That wraps up this CasePerformance newsletter. Thanks for being a part of the team. We look forward to hearing your feedback on anything and everything so drop us a note on [FACEBOOK](#).

And as always... Train smart, train hard and leave the excuses to someone else!

Sincerely,

[The CasePerformance Team](#)