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Sponsors Gain Exposure at Multiple Appearances!

Triathlon Lab had a grand opening event on the Fourth of July to celebrate their new Santa Monica location. This brand new store is their second retail outlet and complements their Redondo Beach location. Mason was there to help out and answer questions.

The grand opening proved that the economy hasn't slowed down in all areas of retail. Triathlon is still hot, hot, hot, as indicated by the number of people lined up to purchase go-fast goodies for themselves and their bikes.

The Northrop Grumman Car Club (nee TRW) hosted their 30th Annual Car Show on September 17th and Mason was their with his **Bell helmets** display and **Polar Heart**



Mason at the at Northrop Grumman Car Show in Redondo Beach, CA. On display were his Bell racing helmets, Polar heart rate data, and In-car camera video footage. Photo courtesy of Jim Diaz.

Rate Monitor graphs. This year, Mason showed off some in-car video footage from his Formula Mazda Championship season to delight the onlookers at the booth. This video will soon

be posted to the LMRUSA website. It features highlights of the penultimate round of the Formula Mazda Challenge West Championship presented by Hasa Pool *continued on page 3*

Sonia's View From the Passenger's Seat

I am a fitness client of Larry's and one of the goals I had this year was to complete my third Disneyland Half Marathon, which was held over Labor Day weekend. Unfortunately, back in March I injured my right knee while running another half marathon. I spent a week on crutches and then several months after that in physical therapy so I was really behind in my training. The first thing Larry did was help me adjust my mental training in order to focus on completing the race without

injury instead of beating my time from last year or trying to place in the "whatever" percent. I also focused on having fun at this race and staying relaxed.

Under Larry's direction, I trained as best as I could for the race with the time left so by the race weekend I was ready to have some fun. The start is always interesting—there are thousands of people going out in waves of hundreds. It's one huge SLOW pack for the first couple of miles until it starts spreading out. It took me

about ten minutes to get to the start line after the gun went off. I saw Larry cheering me on at miles one and six. I got my second wind at mile 12 and ran fast all the way to the end. I had a great time and also received an unexpected surprise—I finished a couple of minutes faster than my time from last year!



Anneka Sakovich

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Mason and Mason “Do the Du”

On September 20th, Larry and Sonia competed in the Camarillo Sprint Duathlon and came away with feelings of accomplishment. Larry was originally going to watch Sonia and cheer her

on but decided to enter the event the day before. His result was a top five finish in his age group and in the top 70% which is pretty good considering that he had to walk both of the 1.5

-mile run segments. Sonia, fresh off her Disneyland Half Marathon finish, enjoyed leading the women during the first run portion. She also finished in the top five in her age group.



Mason Piles on the Miles with In-Dealership Training

Larry Mason spent the early part of summer driving the new Nissan cube around the Carolinas, Georgia, and Tennessee. He was stopped many times by people wanting to take pictures and ask questions about this new to the U.S. vehicle. The cube has been sold in Japan since 1998. Some of the highlights of

the trip included visits to the Nissan factories in TN which included the Decherd engine plant and the Smyrna plant.

Mason also filled in on the Nissan BEST training program. BEST stands for Building Excellence through Sales Training. This tour had him visiting dealerships in cities like

Denver, Salt Lake City, Boise, Portland, Seattle, and Akron, OH.

The training proved to be quite effective and the scenery while driving near Mt. Hood was incredible.

Visiting the Boeing factory near Seattle to watch the assembly of the new 787 Dreamliner was spectacular.



Larry in the new 2009 Nissan cube mobile device.

Photo courtesy of Jason Simpson.

Fitness Focus

Fitness Tips From Your *ACE-Certified Personal Trainer* – Larry Mason

With Christmas and New Year's Day just around the corner, now's the time to commit to continuing your healthy lifestyle.

The following tips will help you prepare for the upcoming ski season so that you can hit the slopes at full strength. Keep in mind that these exercises will also help if you are going ice skating or in the warmer climates—inline skating.

The three primary areas we'll focus on are the cardio-

vascular system, core strength, and leg strength. Keep in mind that it's always a good idea to incorporate exercises that involve all major muscle groups.

For cardio training, try cycling, running, aerobics (step and water), stair climbing, and elliptical machines—these are good starting points. Aim for a minimum of 30 minutes 3 or 4 times per week and throw in one longer session and one session with intervals.

For the core, mix up your tried but true crunches with some stability ball crunches, planks (both front and side), cable work, and hanging leg raises.

For the legs, start with wall squats using a stability ball behind your back, advance to single leg wall squats. Add machine squat racks and leg extensions/ hamstring curls and plyometric side to side jumping as if on moguls and advance to jumping from/to platforms.

Run some tight slalom cone courses and finish up with some hip abduction and adduction.

These are the basics. For more information on how and when to advance, please contact me. And remember, always check with your physician before starting any exercise program. For more information or for a FREE no-obligation fitness consultation, contact Larry at: info@LMRMC.com.

Sponsors Gain Exposure, *cont.*

Products that took place at Buttonwillow Raceway Park.

Continuing his volunteer work with the **Muscular Dystrophy Association**, Mason was an "Arresting Officer" sent to pick up "jailbirds" for the MDA's annual Lock-up on September 16th in Glendale, California. Once the

participants were brought in (to Outback Steakhouse), they were booked and then posted bail (money raised by their supporters) to get out of "jail."

It proved to be a successful event as over \$8,300 was raised that day.



Robert Keating



L. Mason

Lloyd Taylor and Mason at the Triathlon Lab Santa Monica Grand Opening. Many folks lined up to purchase the latest go fast goodies at the new store.

Going Green Initiative is a Hit!

In the last printed issue of MRN, we asked readers if they would like to receive an electronic update of when the next issue of MRN would be published. The response was tremendously positive with over 80 percent choosing to go the electronic route.

We at Team LMR are grateful for all of the respondents. We put all their cards into a box and drew one card to proclaim a winner who will receive a free hat and T-shirt.

Congratulations to our winner—Bob Bower!

Other Team LMR Green Initiatives include:

- Recycling
- Walking to local shops
- Re-using grocery bags
- Using solar powered



Travel Photos

These are some of the sights around the country Mason has seen this year. All photos by Larry unless otherwise noted.



Sonia Mason



Scott Muff



J. Simpson



Clockwise—(1) The Boeing Dreamliner at the Boeing factory (2) Larry and Herbie the Love Bug, at the Disney D23 convention in Anaheim, CA (3) Larry's guns are no match for the mighty 16" guns on the USS Wisconsin in Norfolk, VA (4) Scenic Mount Hood in Oregon (5) Larry and "The Man" - Six-time Hawaii Ironman® World Champion Dave Scott share a moment at the Interbike Show in Las Vegas.



Put your company on the marketing fast track TODAY!

Web Special—If you'd like to be notified of when the next MRN Newsletter will be posted online, then send an email to info@LMRMC.com. You'll receive an email with a direct link to the newsletter. You can opt out at any time.

"Unless you're leading, the scenery never changes." Larry Mason

VISIT

WWW.LMRUSA.COM

AND CHECK OUT WHAT'S NEW!

Our goal is to deliver maximum Return On Investment for our clients by cultivating long-term partnerships with the utmost integrity, concern, passion and commercially-viable value-oriented results.
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2009 & 2010 Upcoming Events

Team LMR is actively seeking marketing partners to enter the 2010 Indy Racing League Firestone Indy Lights Championship. This series is "The Fast Track to Indy!"

YOUR NAME HERE! Find out how your business can generate ROI by joining **Team LMR**—please contact **Larry Mason today!** Start earning your rewards NOW! (see below)

Thanks for your support.

Competition & Appearance Tentative Schedule

(To schedule an appearance e-mail soniarm@LMRUSA.com)

- (A) Jan 2010 Driver Safety Meeting—Indianapolis, IN
- (C) Dec 6,7 SCCA Dbl Reg—Avondale, AZ
- (C) Dec 13 Tinsel Triathlon —Hemet, CA
- (C) Mar 28 2010 IRL Firestone Indy Lights—St. Pete, FL

Merry Christmas and Happy New Year!

Enjoy the Benefits of Being a *Team LMR* Insider!

As you know, motorsports today is driven by sponsorship dollars as much as it is by the actual race car drivers. With that in mind, Team LMR has come up with a unique and special offer that benefits anyone who provides qualified sponsorship referrals and leads.

Here's how you'll benefit:

When you provide a

"qualified"* referral to LMR you will be rewarded with everything from a commission based on the amount of sponsorship signed, shifter kart seat time, or professional driver coaching. Contact LMR today for additional details and start reaping your rewards!

* A qualified referral includes name, title, company, address, phone, fax, email,

and a personal introduction from you.

* A qualified lead contains the referral information minus the introduction.

Any lead or referral that leads to a sponsorship signed will generate an additional bonus for you.

Open your contact list and act now!

"... motorsports today is driven by sponsorship dollars ..."

Kids Corner Coming Soon—We Welcome Your Input!

Larry Mason wants to see the youngsters of today build the foundation for a successful future. To that end the Team LMR website www.LMRUSA.com, will be adding a fun and educational section via a clickable link on the homepage. Content currently under consideration includes: Math quizzes (that are racing related), Coloring book pages (as downloadable pdf files), Crossword puzzles (including interactive puzzles), Science quizzes (physics, etc.), and more!

This section will be periodically updated to keep those young minds (and young at heart) coming back for more challenges.