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## Mason is Selected as a Brand Ambassador for Polar!

Continuing a long partnership with Polar that started back in 1994, Polar and Larry Mason have increased their commitment in one another with the launch of the Polar Brand Ambassador program.

The emphasis is on education and awareness of the benefits of Polar Heart Rate Monitors and computers for not just elite and pro level athletes, but also for weekend warriors, and those just wanting to make the most of their limited time to exercise.

“Efficiency is key to getting the most out of your workouts for the time spent in the gym or doing activities of your choice,” said Mason. “Polar allows you to do that by monitoring calories burned, distances traveled, aerobic fitness and more. One great



The all-new Polar RCX5 is a multi-sport athlete's dream computer. Photo courtesy of Polar.

benefit I've found is that I don't overtrain and lose time to sickness like I used to.”  
“Listen to Your Body” is Polar's message and they are the first and the leading

brand when it comes to EKG accurate heart rate monitoring in comfort and style. Visit [www.shoppolar.com](http://www.shoppolar.com) or [www.TriathlonLab.com](http://www.TriathlonLab.com) to order yours today.

### Inside this issue:

Sonia's View <i>continued</i>	2
Fitness Tips From Your ACE-Certified Personal Trainer—Larry Mason	2
SENNA—movie review	3
Sonia's View <i>continued</i>	3
Coming Soon. . .	4

## Sonia's View From the Passenger's Seat

*Below is my “race report” which recaps my experience at the Florida Ironman 70.3 Triathlon (which consists of a 1.2 mile swim, a 56 mile bike, and a 13.1 mile run) in May.*

Stepping aside out of the sea of humanity at the Florida Ironman 70.3 I looked out at the calm water for a brief moment of reflection and introspection prior to the start. Images, not thoughts went across the theater of my mind...I knew it would be a glorious day and I was excited because after a long journey I was



Sonia waits by the water's edge just prior to the start of the Florida Ironman 70.3 Triathlon. Photo by L. Mason

## Sonia's View *continued*

going to finally obtain my goal!

The swim went pretty well, considering there were alligators around. OK, at least one. We saw it in the water the day before after packet pick up, which is NOT what I want to see right before a race. (For the record, Larry kept saying that it was a "sea otter" – the group of athletes watching this terrifying sight didn't agree, especially since we were at a lake.) So naturally that is what I thought of when I got stuck unexpectedly in a patch of tall grass about 100 meters in. I was SURE there was an alligator at the bottom of that patch and it was going to eat me! The life guards came over to help cut out those of us who got stuck in it and I

was so angry at losing the 30 seconds or so that I did the unthinkable for fun loving athletes like myself – I purposely swam in the Type-A athlete (the ultra competitive) swim line, which is next to the buoys. Face your fears...I fought my way through wave groups and actually had a great time doing it. I almost forgot about the alligator since I couldn't see more than 5 inches in front of my face, and I was so glad to focus on something else other than unidentified vermin in the water. I only got one punch in the face – how about that... When I came out of the water my transition training kicked in and I came out so fast and ran down the 200+ meter runway to transition that Larry didn't

catch it on video. I said to myself, "I'm an Ironman 70.3 swimmer," but apparently I said it out loud because the guy behind me said, "Yeah, me too!" I was also laughing when I came out of the water because I was thinking about what a different experience this was than my team's swim workouts, where I'd come out of the pool exhausted from all the drills and such. As I came over the swim mat, I looked at my Polar heart rate monitor and it showed that I was almost a half hour faster than my first attempt here a few years ago (another reason to smile) and I was right in my target heart rate zone.

The bike course was very familiar because Larry and I drove it in the days prior to

get the feel for it and discuss strategy on the course. It was great having him there all week as my personal trainer. He had valuable advice to offer and really kept me focused during this past year of training. I actually did well up until mile 40. At that point I had a few bike issues occur (dropped chain, brake problem), but I was able to fix these myself (hooray). Even with those unexpected problems, I came back to transition with about an hour to spare on the cutoff, which is better than what I had done in my prior attempt.

The run consisted of 3 laps. During the athlete orientation, the organizers advised us that we "may see an alligator or two on the run" as we were scheduled to run

## Fitness Focus

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

The lazy days of summer are here and it just might be time to re-motivate ourselves and our workouts. In fact, now is a great time to work the most important muscle of your body—your heart. Cardiovascular endurance is one of the key pieces to having a healthy heart. The good news is, with a Polar HRM we can eliminate the guesswork of how hard we're working.

Recent published studies have shown that whether

you get 30 minutes a day or three 10-minute sessions a day, the benefit to your heart is the same. Walking, running, cycling, and swimming are the old standby exercises. How about incorporating some hiking, elliptical, stair climbing and dancing into your routine. Gardening and other household chores can still get your heart rate up.

The key exercise for us is the one we enjoy doing the most. This way we're more

likely to continue with it. However, too much of a good thing can lead to over-use injuries so make sure you add variety to your workout sessions. How hard you're working will be shown by your Polar HRM. Keep in mind the different training zones to get specific results. If you feel up to the task, throw some interval training sessions into the mix to ultimately burn more calories, increase CV endurance and overall fitness.

For a Free Polar Pocket Guide, contact me and I'll send one right out to you

And remember, always check with your physician before starting any exercise program. If you experience pain—stop! For more information or for a FREE no-obligation fitness consultation, contact Larry at: [info@LMRMC.com](mailto:info@LMRMC.com).

## Sonia's View, continued

next to the canals where they lived, but not to worry because they wouldn't come up to where we were. Lovely. First lap went fine; second lap I was running/jogging as the heat and humidity kicked in (along with some pain); third lap I slowed down due to more pain but I saw an alligator and fortunately, it did stay in the canal. When I came in to the finisher's chute, one of the volunteers said to enjoy the moment because I had earned it and that it was mine. I had promised myself to not cry or anything like that because I felt that the

biggest distraction while at this type of race is letting the weight of what I'm doing affect me, but her statement impacted me so much given the difficulty of my journey that I started crying all the way to the end.

When I came across the line, the joy I felt was indescribable because at that moment every person who ever said that this type of race was not for me, that the goal was "too ambitious," or wanted to see me fail (and there were many over the years, I assure you) was proven dead wrong.



Larry and Sonia take a moment for a photo opportunity after her successful journey.

## SENNA—Movie Review

Winner of the Audience Award World Cinema Documentary at the 2011 Sundance Film Festival and the Audience Award for Best International Feature at the 2011 Los Angeles Film Festival, I saw this movie and it left me wanting to see it again.

One of the greatest racing drivers of all time was killed while leading his last Formula One Grand Prix in Imola, Italy. He burst upon the F1 scene and nearly won Monaco after just his sixth start.

This documentary winds through the twists and turns of Senna's life both inside and outside of the cockpit and rivets the viewer with some of the persecution he

faced throughout his career. His life off the track with family and friends is in stark contrast to the pressure of race weekends. The politics of racing are on full display to see and hear with fly on the wall closeness in behind closed door driver's meetings with bombastic FISA president Jean Marie Balestre as well as outspoken Formula One World Champion drivers - primarily Alain Prost.

Whether you were a fan of Senna or not; his talent behind the wheel to extract the most out of a race car is undeniable. This movie really puts you in a position to understand his viewpoint and what he went through in his career. For a race fan, it's fascinating to watch

his career unfold before you. For a non-race fan, this movie really demonstrates what it's like to strap yourself into the cockpit, and face the danger auto racing presents. What's more is that if you never knew who Senna was, you'd have a great appreciation for who he was as well as a greater appreciation for the sport.

I highly recommend this film for both serious and casual race fans alike and for those who want to learn more about why racing draws such passionate fans. Keep in mind that the language used is often raw and to top it off, it's written in the subtitles when he's speaking Portuguese or being interviewed by Brazilian TV.

For my complete movie review, go to:  
[www.LMRUSA.com](http://www.LMRUSA.com).

For more information on SENNA the movie, go to:  
[www.sennamovie.com](http://www.sennamovie.com)  
where you can also watch the official movie trailer.





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

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## Join **Team LMR** today!

**Team LMR** is actively seeking marketing partners to enter the 2011 IndyCar Firestone Indy Lights Championship. This series is "The Fast Track to Indy!"

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Thanks for your support.

### **We Welcome Your Feedback!**

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We look forward to hearing from you soon!

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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## 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—your choice! Contact LMR today for additional details and start reaping your rewards!

Any lead or referral that leads to a sponsorship signed will generate an ad-

ditional bonus for you.

Open your contact list and act now!

\* 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.

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

## Coming Soon...

New in-car camera video files will be posted at [LMRUSA.com](http://LMRUSA.com) soon.

Also, keep your eyes peeled for video fitness tips and athletic endeavors.