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## 2011 Year End Report

I'm grateful for many things that happened this past year but I'm really excited to put 2011 in the rear-view mirror and look forward to 2012.

Perhaps my biggest victory of the year was being able to stand at the finish line of the Ironman 70.3 Triathlon at Walt Disney World in Florida and cheer on my wife (and Team LMR coached athlete) as she crossed the finish line.

Another highlight was traveling to Gijon, Spain to witness her strong fighting spirit as she finished her first Duathlon World Championships in a gutsy demonstration of perseverance.

My racing season never really got out of the pits this year as a serious family illness had me re-direct my priorities to-

Sonia and Larry are proud to wave the American flag as Sonia represented Team USA in Gijon, Spain!



wards care and running a second household. Thank God my sister was there to help and we worked well together as a team.

Of course, as time allowed, I made multiple appearances for Polar as a brand ambassador for their great heart

rate monitor products and managed to get in one top 5 finish in a bicycle time trial.

I've been diligently ramping up my fitness getting geared up for 2012 so we can hit the track strong and ready to chase another championship!

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

A few days after I returned from finishing the FL Ironman 70.3 race I received an e-mail that changed my life even more. I was notified that I had earned a spot for Team USA for the ITU World Duathlon championships in Gijon, Spain in September. I immediately went to work training with Team LMR and Polar. My race results between May and September were the best results ever in my career; I had podiums, age group wins, and top 10 overall female finishes in every duathlon I did including an age group podium at the prestigious Strawberry

Fields Duathlon.

Unfortunately, 2 days before the race, I became ill with an upper respiratory infection and spent those 2 days in bed, conserving energy. Although I did not have the top 5 finish I had expected, I did finish in my AG top 10, and I had a wonderful time.

For more details on the unfolding of events including the opening ceremonies and additional photos and videos, visit [www.LMRUSA.com](http://www.LMRUSA.com).



Sonia proudly displays her finisher's medal at the ITU Duathlon World Championships in Gijon, Spain. Photo by L. Mason



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**Web Special**—If you'd like to be notified of when the next MRN Newsletter will be posted online, then contact us at: [WWW.LMRUSA.COM](http://WWW.LMRUSA.COM).

You'll receive an email with a direct link to the newsletter. You can opt out at any time. We will not rent, sell, or loan out your email address.

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

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AND CHECK OUT WHAT'S NEW!

## Join **Team LMR** Today!

**Team LMR** is actively seeking marketing partners to enter the 2012 IndyCar Firestone Indy Lights Championship. This series is the final step on "The Mazda Road to Indy!"

**YOUR NAME HERE!** Find out how your business can generate positive Return on Investment by joining **Team LMR**—please contact Larry Mason today!

Thank you very much for your support.

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

Contact us at:

[WWW.LMRUSA.COM](http://WWW.LMRUSA.COM)

We look forward to hearing from you soon!

Merry Christmas and Happy New Year!

Our goal is to deliver maximum positive 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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## ***Fitness Focus***

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

The holiday season usually brings with it plenty of food, good cheer, and New Year's resolutions. Of course sprinkled in there is typically a bunch of lousy weather, short days and long nights, and lots of added stress.

Here are some pointers for reducing the stress while getting in some additional fitness. When at the mall, don't bother going to find a great parking spot. Go to where nobody else is parking so you can get a bit more

walking in and de-stress.

Before you go out to eat at the numerous parties and such, enjoy a good home-cooked meal first so that you'll only graze just a little while you're there.

If it's too cold to go out anywhere to exercise, workout indoors. Begin with a light warm-up and then focus on your abdominals/core muscles and flexibility. Some functional movements with some lightweights can also get your heart rate up. Start

with low weights and high reps to get your blood pumping. If you feel like you want more, add exercises using your body weight like push-ups and pull-ups.

For your New Year's resolution, make it measurable, attainable and time-bound. For example: Turn "I want to lose some weight." into "I want to lose 15 pounds by March 30th." Break that down into 5 lbs by end of January, and 10 lbs by end of February making each

step more manageable allowing you to stay on track.

Finally, this is also a time to know when to say "when" and let your body recover. Get some extra sleep and you'll feel better for it.

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: [www.LMRUSA.com](http://www.LMRUSA.com)