



Whole *life* Training

Food, Sweat, No Fears

Colleen Cannon made a name for herself as an elite-level athlete by winning triathlons, a sometimes elusive yet often coveted sport for its endurance and multi-sport requirements. Once considered on the radical fringe of sports, triathlons have grown to boast millions of worldwide competitors many of whom still know Colleen's name and consider her one of the best in the sport.



Colleen spent 10 years as a professional triathlete ('81-'92) and her victories included 1st at Nice in '84; overall winner of the Coke Grand Prix Series, 1989; 2nd in series, 1990; winner at the nationals in Hilton Head, 1984. Along with her personal victories, Colleen has well-earned boasting rights to training and racing with fellow athletes like six time Ironman winner Dave Scott. But that's just the packaging. When people show up at Colleen's Women's Quest Fitness Camps, they learn a lot more about what winning feels like than a race time posting in the paper.

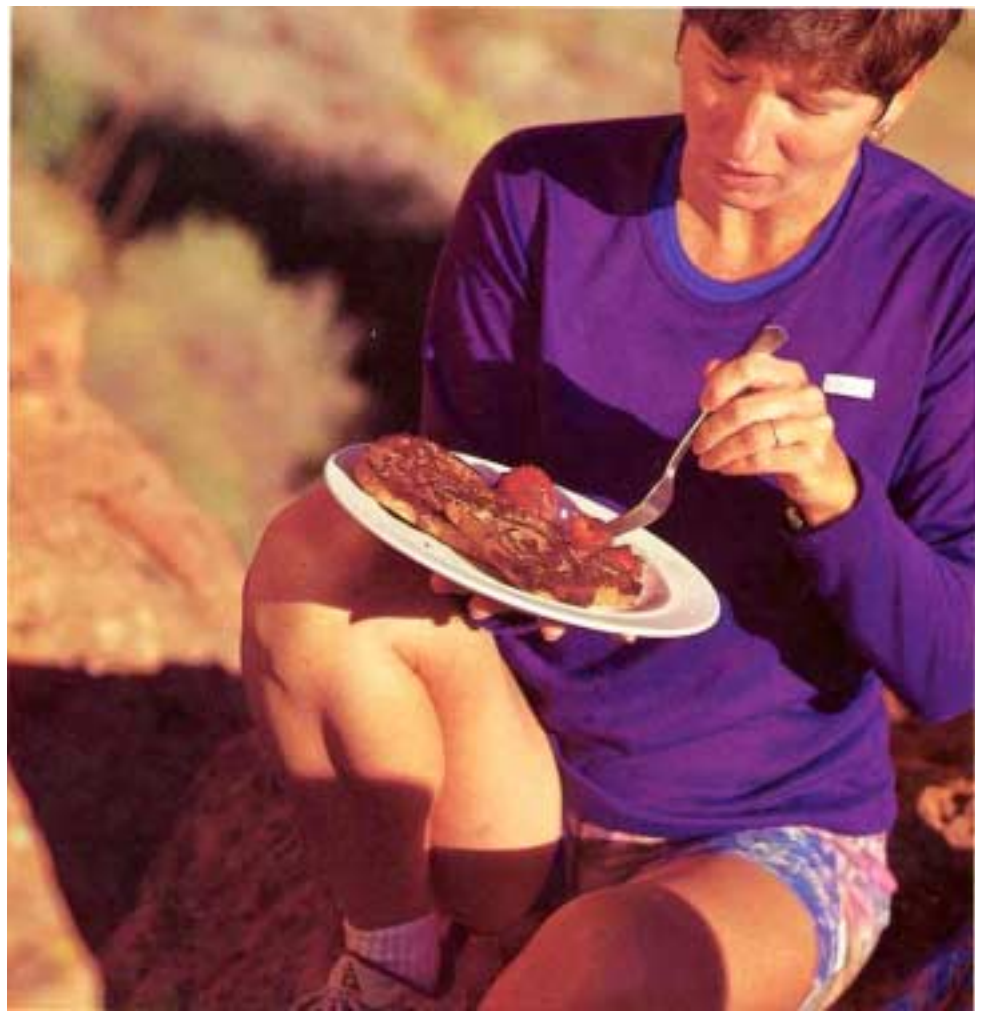
"When I got
injured

I learned, very
quickly, what
natural meant"

After sustaining a serious hamstring injury early in the spring training season one year, Colleen began introducing more alternative "treatments" into her rehabilitation. "When I got injured I learned, very quickly, what natural meant things like chiropractic care, acupuncture, meditation, and eating the right foods all became part of my rehab," Cannon remembers. With visits to chiropractor Phil Maffetome and acupuncturist Whit Reeves, Colleen learned about listening to

her whole body and about natural healing. The listening led to success Colleen bounced back to take 4th place at the Nice Triathlon just three weeks after introducing natural treatments to her program. It was a turning point in the way Colleen viewed her sport and her competitive spot in it. "So many of my fellow athletes were working so hard at their fitness goals.... I was working on being healthy," she says.

If you're hanging with Colleen during one of her training camps, you're just as likely to be mixing up a ginseng, soy protein smoothie and learning why it's good for you as you are practicing how to properly transition the bike-to-run phase of your triathlon. Because while this natural athlete knows all too well how to win a race, she also knows there's a lot more to peak performance than intervals, miles, and mental toughness. Colleen positions her Women's Quest Fitness Camps as offering a mixture of traditional and alternative training methods. In addition to sound mechanical training with expert instruction in running, swimming, and cycling, Colleen adds some of her own philosophies, extending into disciplines like Yoga, Qi Gong, and meditation. Her philosophies include maintaining a "relaxed awareness of the inner self, and making athletics an "integral part of life's journey." Sounds too soft? Trust us, you won't find a more intense competitor in your circle of friends. If it's shaving time off your mile, she'll run it with you, if it's single-track mountain hiking you want to learn, you'll learn it. Everything you do with Colleen you'll do to the nth degree, but her approach to winning is big picture she's in it for the life style, not just the score.





find are sensible approaches to food with an emphasis on all things natural. There's also a fun atmosphere during meal periods celebrating the accomplishments leading up to bread-breaking and contemplating the nutritional needs for the rest of the day and week.

Natural foods and a wholistic approach to them are integral to the success of a fitness challenge and, like every other training plan, they require self-interest, sampling, experimentation, and time. At 10AM you'll be navigating through an aggressive mountain bike climb and 2 hours later, you'll learn why, how, and when pears work best in an athletes diet. At 7AM, you'll be strapping on a heart-rate monitor to try on what 80 percent of your max feels like, and at 7PM you'll be lying on the floor in a dark, quiet room striking a cobra pose. Have you ever climbed up the side of a cliff? You can do that with Colleen if you want. You can also experience the healing and relaxing scent of lavender before you doze off for a restful sleep that prepares you for the next round of activities.

You'll leave with
a new air of
confidence
about what gear
works best on and
in your body.

Based on Colleen's whole life approach to athletics, it's no surprise natural nutrition is an important part of her world. Colleen likes to eat real food. She considers food an important friend and can name victories and losses alike based on what she did or didn't put into her body the days and hours leading up to her races.

You won't find portion control, nonfat/lowfat foods, carbo-loading, high-protein advocates, or other dietary regimens on the program at this camp. What you will





She advocates
 a diet rich
 in appropriate
 types and
 levels of fat.

Colleen's camps come equipped with brands that everyone gets to try (once she does). You will quickly discover that Pearl Izumi makes great mits for riding your mountain bike, Fila Outdoor can put you in an all-around mountaineering shoe, and Recharge provides a natural solution to replacing electrolytes without messing up your stomach with high fructose corn syrup. You'll leave with a new air of confidence about what gear works best on and in your body. You'll know what to look for when you buy a running shoe and a tip or two about what to look for in a natural food store.

Colleen is particularly sensitive to the lowfat traps she continually finds her camp attendees in. She advocates a diet rich in appropriate types and levels of fat. It seems many women come to her camps with a dual purpose: an interest in becoming stronger and more fit with an underlying desire and the ever-haunting demon of weight management. Colleen's philosophy is simple: eat the right foods, workout with passion, feel good about yourself, be serious, compete, have fun and laugh the rest will follow. Colleen's no nutrition pollyanna. She loves a good candy

bar, and one of the reasons she claims she stopped competing in triathlons is "No one drank beer after the races anymore." But the overwhelming feeling you get when Colleen walks into the room is that she's doing a lot of things right, and most of them are natural.

The roster of camp professionals is impressive with credentials, but the overwhelming feeling comes from the attitude, one that reflects passion for their sport and the genuine interest in sharing their skills and enthusiasm with others. On day one you'll learn stroke mechanics in the pool from Anna Pettis Scott, former US National Swim Team member, and then heartrate training and breathing with Ray Browning, a world-class triathlete and exercise physiology

Here's a two-day sample itinerary of what you might encounter at *Women's Quest*

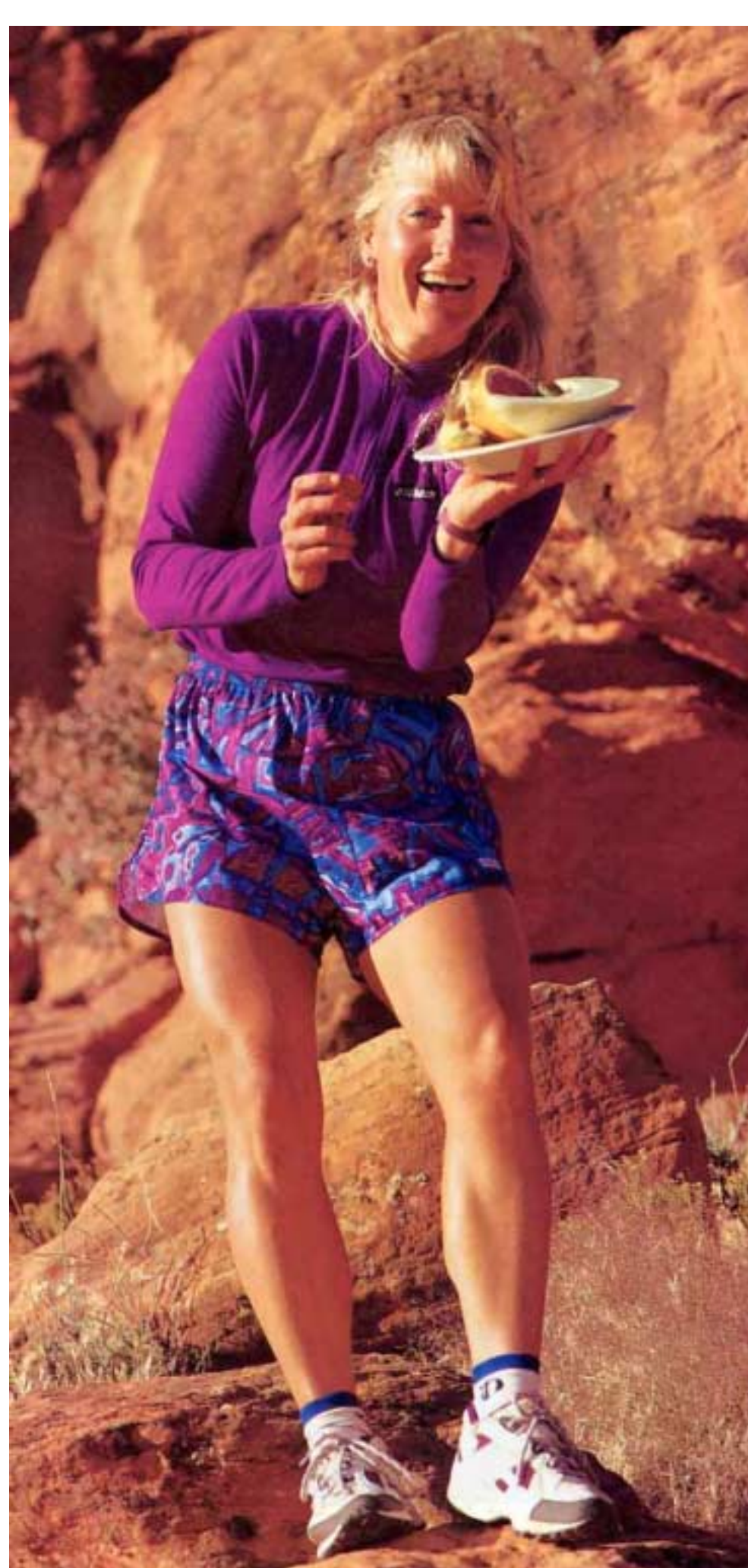
Monday

- 7-9AM *Run/hike with heartrate monitors and training*
- 9-9.30AM *Breakfast w/nutrition tips*
- 10-HAM *Bike mechanics*
- 11-1PM *West canyon mountain bike ride*
- 1-3PM *Lunch, rest*
- 3-4PM *Swimming instruction*
- 4-5PM *Natural nutrition cooking class*
- 6-7PM *Dinner*
- 7-8PM *Training lecture with Ray Browning*

Tuesday

- 7-9AM *Power yoga and journal writing*
- >30AM *Breakfast*
- '0-2PM *Canyon hike with brown bay lunch*
- 2-4PM *Rest*
- 4-5PM *Weight Training*
- 5-6PM *Vitamins, herbs & athletes Dinner*
- 6-7PM *Dinner*
- 7-8 PM *Aromatherapy*





expert. On day two you'll run with Lorraine Moller, Olympic bronze medalist in the marathon, followed by professional yoga instruction and body alignment by Cathy Lambert. All camp coaches agree on a few fundamentals to get the most out of your week: Come prepared

to make changes in the way you think and train and chronicle your experiences in a logbook or journal so you can reference them at home.

Women's Quest Fitness Camps have helped to fulfill the desires of hundreds of women around the country. And, from what we saw, not only were their goals met, but some great friendships were formed too. Who wouldn't want to follow Colleen Cannon around for a week (or more) and do what she does? In addition to her accomplishments as a world-class multisport athlete and a natural at everything else she tries Colleen has a blast!

A special thank you to the Franklin Quest Institute of Fitness which hosted the Women's Quest Fitness Camp last fall. The facility boasts state-of-the-art equipment and beautiful surroundings. In addition, the chef., Tina Martini (also featured in this issue) really knows how to prepare good, natural foods. You can contact Franklin Quest Institute of Fitness at 1-800-673-4905.

For more information about Womens' Quest Fitness Camps write to

2525 Arapahoe Ave Suite E4-181

Boulder, CO 80302 or call 303-443-5930.