EXPERIENCE. EXPERTISE. RESULTS.

YOUR WEBINAR HOST & SPEAKERS

Richard Stewart
Director of Education
Webinar Host

- Bachelor of Science in Exercise Science
- Master of Science in Exercise Physiology & Sports Medicine
- Over 30 years experience in the fitness industry
- 3-time National Champion in the Weight Pentathlon

Neal Spruce
dotFIT Founder & Chief Executive Officer

- Industry visionary
- Founder of Apex Nutrition
- Creator of the bodybugg®
- Former bodybuilding Champion
- Author
- 30-year fitness veteran

Scott Pullen
Nutrition & Fitness Programs Coordinator

- Bachelor's of Science in Human Nutrition & Dietetics
- Master's of Science in MS Exercise Science & Health Promotion, Rehabilitative Sciences
- Certified Personal Trainer (MS, NASM-CES, PES)

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THE ATHLETE'S GUIDE TO NUTRITION

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Building A Professional Athlete

Quick Do's and Don'ts

- Don't listen to:
  - Your friends or "neighborhood know-it-alls"
  - Unqualified health professionals (e.g. most doctors or dentists)
  - Magazines or other forms of the popular press
  - The FMU graduate

- Do follow and understand:
  - The advice in this document available through download
  - The average adult has different needs from young growing athletes
  - Your second best source of information is generally common sense

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Introduction

- Sports and athletes are not generic
- Generally eat what they want
- Lecture scope
  - Deliver simple nutrition guidelines for athletes that parents or the athlete can implement
    - Goal - enhance the training effect and competition outcome
      - Energy and performance
        - Properly fill energy systems: eat to perform
      - Optimize recovery
        - Build on every training session – every session counts

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Proper Nutrition Can . . .

- Maximize each event performance including optimizing playing focus
  - Properly loading & reloading energy & fluids

- Enhance each training outcome
  - Timed feedings of proper nutrients will build more muscle & strength than "random eating"
    - More building and less repair

- Contribute to an extended competitive lifespan
  - Steady flow of the "right stuff"

- Control weight
  - Solely responsible for achieving ideal playing weight

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Building A Professional Athlete

Basics of Performance Nutrition

- Energy (calories)
  - Too much is stored, too little takes away
  - Goal is to intake the best "fuel blend" for performance and total calories are determined by body composition goal

- Carbohydrates (sugars)
  - Primary fuel source thus calorie intake; timing & type around training is key

- Protein (amino acids – i.e. building material)
  - Steady, timed flow of proper amounts
  - Too much is counter-productive

- Fat (fatty acids)
  - We have a virtually endless supply but can't efficiently utilize without carbs
  - Needs less attention to detail for most athletes

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Building A Professional Athlete

Loading Your Energy Systems

Phosphocreatine (ATP-PC) System

First 10-15 seconds of high intensity contractions

- Goal:
  - Maintain optimal stores pre-activity
  - Maximize re-synthesis during activity
    - Impracticality of using food has led to widespread supplementation
- Young athletes only need to eat as outlined
- Competitive adult strength & performance athletes should consider loading & test for maximum performance

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Loading Your Energy Systems

Glycogen (Carbohydrate) System

- Main energy system or primary "fuel tank" for most high intensity athletes (basketball, football, hockey, soccer – middle distances, etc.) & central to endurance performance

- Goal
  - Adequate storage (fill it – you last longer)
    - Deliver maximum performance

  - Replace it fast to maximize all aspects of recovery
    - Positively affect hormonal training response (i.e. favors the building process)

    - Capitalize on periods of heightened nutrient sensitivity
      - The sooner you get the "right stuff" in, the better the result: 0-60 minute post workout "growth" window triggered by unaccustomed activity that, if missed, is never "made up" – i.e. lesser training outcome

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Loading Your Energy Systems

Glycogen (Carbohydrate) System

- 2.5- 4.5 g/LB/day - depending on the sport
  - 50-65% of total calorie intake (daily: 2-3 times more than protein)
- Supplementation: Pre/post shakes, bars, etc.
  - 60 minute post-exercise "rebuilding window" can be maximized by proper timing & nutrient composition
  - No traditional food is made to order, hence specialized formulas: e.g. liquid or other "quick digesting foods with moderate P, low F and high carb/sugar count
- Immediate pre & post ingestion delivers:
  - Increase energy potential at the onset of training
  - Rapid and more complete energy restoration (glycogen re-filling)
  - Rebuilding hormonal environment
  - The actual building materials
  - Greater long-term outcome

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Loading Your Energy Systems

Example of Nutrition Facts for Pre/Post Formulation

- 150-350 calories depending on size, sport & last meal

- ~1/4 of body wt in grams of carbohydrate

- 10-25 grams of protein

- 1-5 grams of fat

Supplement Facts
Serving Size: 144 g
Servings Per Container: 16

Amount Per Serving

Calories 570		Calories from Fat 60
		% Daily Value
Total Fat	7 g	10%
Saturated Fat	2 g	10%
Cholesterol	100 mg	33%
Sodium	160 mg	7%
Total Carbohydrate	86g	29%
Dietary Fiber	<1 g	3%
Sugars	8 g	
Protein	42 g	84%

Ingredients: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Micellar Casein, Whey Protein Isolate), Fat Blend (Sunflower Oil, Medium Chain Triglycerides and Safflower Oil), Natural and Artificial Flavors, Gums (Carboxymethyl Cellulose, Xanthan Gum), Vitamin and Mineral Blend, Aminogen, Sweeteners (Sucralose, Acesulfame Potassium).

Contains Ingredients Derived from Milk and Soy.

Ex: Take ½ before & ½ after

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Loading Your Energy Systems

Glycogen (Carbohydrate) System

Better Carb Meal Choices

- Whole grains (except pre-game meal – use refined grains)
  - Pastas
  - Cereals
  - Breads
  - Rice
- Potatoes
  - Any kind (avoid French Fries whenever possible)
- Fruits
  - Any kind

Not-So-Great Carb Meal Choices

- French Fries
- Fruit juices
- Caloric sodas of any kind
- Candies including chocolate
- Donuts

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Loading Your Energy Systems

Protein Recommendations

Factors determining recommendations

- Weight
- Growing athlete (age & experience)
- Type and goal of activity (activities)
- Total energy intake
    - Severe/prolonged dieting increases the need
- Type of protein
- Preference

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Loading Your Energy Systems

Protein Recommendations

- Supplies the structural components of working muscles
- Goal:
    - Deliver on time, adequate amounts to maximize growth and recovery of affected tissues
    - Minimize muscle breakdown – i.e. spend more time adding muscle than always repairing
- Growing or active athlete simplified formula
    - ~1gm per lb/day but spread it out
        - e.g. daily grams from slightly less than body wt up, to actual wt

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Loading Your Energy Systems

Protein Recommendations

- Generally non-weight conscious athletes consume adequate protein
  – Try to deliver with every meal and don't miss meals
  – Milk is generally the best "default food" for young athletes

- Supplementation: pre/post shakes, bars, etc.
  – Contained in same pre/post drink to achieve the necessary timing & nutrient composition goal
  – "Immediate pre & post ingestion delivers:
    - Rapid amino acid uptake (building materials)
    - Enhanced rebuilding environment ("green house")

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Loading Your Energy Systems

Protein Recommendations

Better Protein Meal Choices

- Lean meats
  – Chicken
  – Turkey
  – Beef (fillets, flank, ground, round, etc.)
  – Most any Fish
- Shakes/bars when necessary
  – Convenient fill-in for meal missing protein
- Soy products
- Eggs

Not-So-Great Protein Meal Choices

- Fatty meats
  – Bacon
  – Untrimmed steaks
  – Most fast food burgers
- Fried meats
  – Chicken including tenders, etc.
  – Fish and chips
- Average hot-dog

*Never within one hour of event unless small portion

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Loading Your Energy Systems
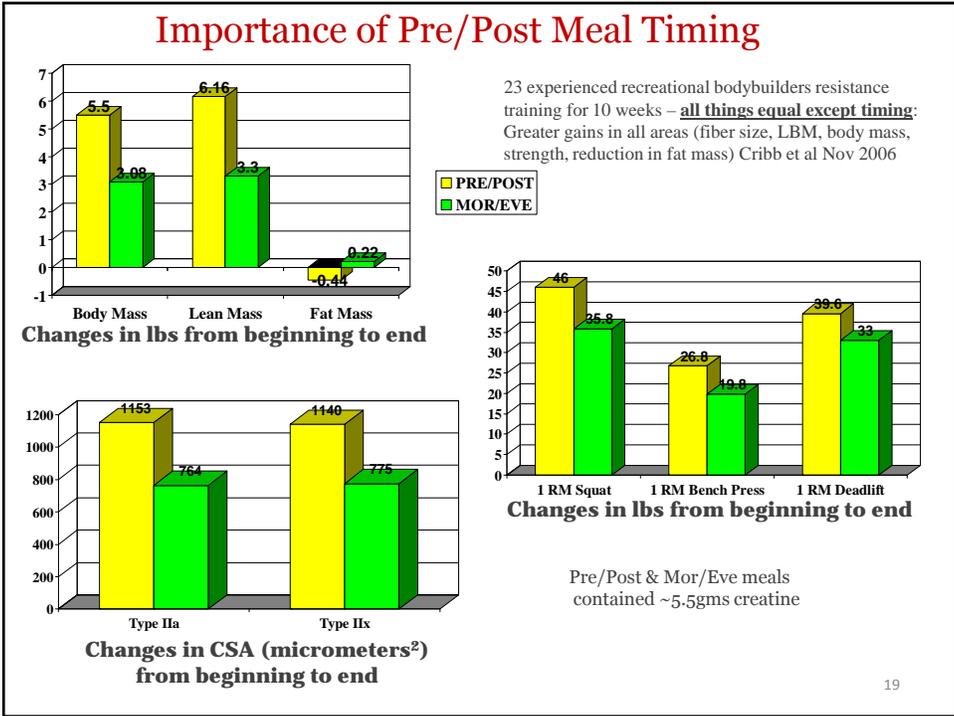
Fat Recommendations

- Basic parameters - 20-35% of TCI

  – Don't worry about it except to NOT consume high fat pre-training meals or snacks

  – Kids & adults will get what they need from their proteins including milk and dressings/spreads/sauces

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Meal & Nutrient Timing/Composition

Greatest outcome is predicated on arrangement & content

- Pre & post-training/event snacks
  – Your pre-training snack should be consumed 10-40 minutes before activity; post snack immediately after WO. The pre/post snack is usually in liquid form but you may substitute based on preference, venue and/or convenience, any other appropriate foods (CHO higher than P with low fat)

- Large pre & post training/event meals
  – Pre-event meal to be eaten approximately 2-3 hours before your major activity; post ~ 1-2HRS post training based on post training supplement

- Early morning training
  – If you train soon after rising and have no time for complete digestion of a large meal, make sure you consume a large pre-training type meal as your final meal of the previous day and consume only the pre-workout snack before your workout

- New key takeaway:
  – Normal feedings patterns (3-6 normal meals) containing the same foods and supplements will not deliver the same result (i.e. there is no "catch up" for what takes place in the post training "metabolic window")

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Importance of Pre/Post Meal Timing

23 experienced recreational bodybuilders resistance training for 10 weeks – **all things equal except timing**: Greater gains in all areas (fiber size, LBM, body mass, strength, reduction in fat mass) Cribb et al Nov 2006

Legend:
- PRE/POST (yellow)
- MOR/EVE (green)

Changes in lbs from beginning to end

Body Mass: 5.5 / 3.08
Lean Mass: 6.16 / 3.3
Fat Mass: -0.44 / 0.22

Changes in lbs from beginning to end

1 RM Squat: 46 / 35.8
1 RM Bench Press: 26.8 / 19.8
1 RM Deadlift: 39.6 / 33

Changes in CSA (micrometers²) from beginning to end

Type IIa: 1153 / 764
Type IIx: 1140 / 775

Pre/Post & Mor/Eve meals contained ~5.5gms creatine

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Building A Professional Athlete

SELECT PERFORMANCE GOAL & USE YOUR CUSTOMIZED ATHLETIC MENU

WHAT'S MY GOAL?

LOSE WEIGHT
Get lean, lose body fat, or tone up.

BUILD MUSCLE
Gain weight or muscle.

IMPROVE HEALTH
No change in weight.

IMPROVE ATHLETIC PERFORMANCE
Lose weight or body fat.
Gain weight or muscle.
No change in weight.

Select Performance goal & complete questionnaires

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Click on the My Nutrition Tab from your dashboard.

Scroll down to see your progress graph and program status.

Click on your personalized Athletic Performance menu

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ATHLETIC PERFORMANCE MENU

WHY dotFIT FOR YOU   Athletic Performance Menu

Performance Menu – 3000 Calories				
Meal 1 – Morning Snack (Eat this meal as soon as you wake up.)	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
2 Eggs (scrambled)	13	1	11	155
2 pieces Wheat toast	5	24	2	130
1 pat Butter	-	-	4	36
1 cup (8 oz) Orange Juice	2	27	-	110
Total:	**20**	**52**	**17**	**431**
Percent of Calories:	**19%**	**48%**	**35%**	
Meal 2 – Pre Training Meal: low-fat/high carb meal including lean meat and starch (Eat this meal 2 ½ to 3 hours before workouts or competition.)	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
$^1/_2$ Chicken Teriyaki Bowl	13	53	3	290
1 bottle (8 oz) Gatorade	-	14	-	49
1 each dotFIT ActiveMV™ Multivitamin	-	-	-	-
Total:	**13**	**67**	**3**	**340**
Percent of Calories:	**15%**	**79%**	**8%**	
Meal 3 – Pre Training Snack -- dotFIT FirstString, any recipe (Eat this snack 10 to 40 minutes before workouts to maximize energy stores.)	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
2 scoops dotFIT FirstString™	21	45	3	285
4 large strawberries	-	6	-	23
Crushed Ice	-	-	-	
Total:	**21**	**49**	**3**	**308**
Percent of Calories:	**27%**	**64%**	**9%**	
Meal 4 – Post Training Snack -- dotFIT FirstString, any recipe (Eat or drink this snack immediately after workouts to refill energy stores and enhance recovery.)	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
2 scoops dotFIT FirstString	21	43	4	285
1 cup (12 oz) Whole Milk	8	11	8	147
Total:	**29**	**54**	**12**	**432**
Percent of Calories:	**27%**	**50%**	**25%**	

WHY dotFIT FOR YOU — Athletic Performance Menu

Meal 5 – Post-training Meal (Eat this meal within 1.5-hours after workouts.)	Pro (g)	Carb (g)	Fat (g)	Calories
¹/₂ Foot long Turkey Sandwich	18	46	5	280
1 cup (8 oz) Whole Milk	8	11	8	147
Total:	26	57	13	427
Percent of Calories:	24%	53%	27%	
Meal 6 – Starch/Grain with Meat, Veggies & Fruit (Eat this typical dinner within 3-4 hours of previous meal.)	Pro (g)	Carb (g)	Fat (g)	Calories
5 ounces New York Steak, Lean, Broiled	41	-	9	258
1 large (10.2 0z) Baked Potato	8	64	-	290
1 tbsp Light Sour Cream	1	1	1	15
1 cup Green Beans, Boiled, Drained	2	8	-	35
1 cup Fresh sliced Strawberries	1	12	-	49
Total	53	85	10	647
Percent of Calories	33%	53%	14%	
Meal 7 – Late Snack (Eat any time before bedtime)	Pro (g)	Carb (g)	Fat (g)	Calories
1 cup Whole Milk	8	11	8	147
2 scoops dotFIT FirstString	21	43	4	285
Total	29	54	12	432
Percent of Calories	27%	50%	25%	
Menu Totals:	191	418	70	3017
Percentage of Total Calories:	25%	55%	21%	

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Fluid Recommendations

- Adolescents
  - Tolerate heat less efficiently than adults
    - Less surface area & sweat glands not mature
  - Usually don't consume enough fluids pre & during exercise
    - Thirst mechanisms underdeveloped

- Recommendations
  - 16 oz 2 hrs before activity
    - Extra 8-16 oz 1 hr before on hot days
  - 4-8 oz every 20 minutes during activity
  - 20 oz for every pound of weight loss post-activity
  - Palatable fluids during exercise

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Summary

Performance Nutrition Goals Accomplished

- Pre-exercise plan followed:
  - Hydrated, most food converted to fuel (stomach almost empty), blood sugar levels stable, decreased muscle breakdown & energy systems full
    - Pre-training food was processed and deposited in tank (2-3hrs) & pre-training supplement "topped the tank"

- During exercise:
  - Stay hydrated and slow glycogen/energy losses
    - 4 to 8 oz of beverage containing 4 to 8% carbohydrate every 20 minutes (also helps with missed preparation)

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Summary

Performance Nutrition Goals Accomplished

- Post exercise plan followed:
  - Received every possible result from training/event session including increased muscle and glycogen building & quicker recovery - thus better prepared for next session
    - Repeated pre/post-exercise liquid meal immediately following activity
      - Additional benefit - stave off improper food choices
  - Normal meal- 1 to 2 hrs after activity
    - Keep nutrients flowing

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Summary

Weight Control For Performance

• Total calories are determined by: body statistics, personal activity, the body composition goal and timeframe, which is often dictated by the demands of the sport or desired appearance. While the ratio of the macronutrients within those calories can be manipulated to improve performance.

• One single fact determines the rate of weight/fat lost: the average daily calorie deficit, which is the difference between how much energy is expended and the amount supplied – (and you can't spot reduce). When weight/fat loss is necessary, the athlete should proceed at a pace that does not compromise performance gains. Same is true for weight gain.

• Exercise design is for all body structural & functional enhancements (e.g. functionality, strength, performance, longevity, aesthetics, etc.) & increasing daily energy expenditure.

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Summary (all contained in your program)

Weight Control For Performance

➢ Basic Formula: lose weight/fat & improve/maintain performance

• Total calorie intake should be slightly below expenditure (~500c)

• A measurable or visual reduction in body fat and/or weight should take place in a fairly consistent manner such as a decrease in circumference inches, a pound of weight a week or 1% of body fat every 2 weeks depending on size and normal growth factors. If progress stops or slows dramatically, one or a mixture of the following adjustments is all that will be necessary to re-start the process:
  – Increase daily activities (e.g. daily steps or other non-athletic or non-exercise activities)
  – Increase workout time or intensity
  – Decrease food intake approximately 200-300 calories/day and repeat this reduction if after 2 weeks there is no change in body composition
    • Remove least necessary foods or caloric fluids (e.g. cut biggest meal in half)

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Summary (all contained in your program)

Weight Control For Performance

➢ Basic Formula: gain weight & improve/maintain performance

- Total daily calories intake should be moderately over current expenditure

- If weight gain does not occur every 2 weeks, you may increase calories approximately 100 to 250/day (based on body size) consisting of equal amounts of carbohydrates and protein and moderate fat
  - For example, 20 g protein, 20 g carbohydrate, 10 g fat equaling 250 calories. If preferred, use your pre & post shakes or snacks to supply extra calories

- Some form of resistance training is generally needed to create a physiological environment conducive to depositing the extra nutrition into muscle as opposed to fat storage

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BOTTOM LINE: COACHES, PARENTS & ATHLETES

- By "topping off" the energy systems, one maximizes power/strength & endurance (time to exhaustion) and maintains thinking power, offering the potential to then maximize skills and experience throughout the playing period

- When the benefits of training and diet on muscle mass and performance have stabilized, specific diet & supplement regimens can play a role in progressive development

- The degree to which athletes improve their nutritional practices will relate to the strength with which you incorporate nutritional education into the home and program
  - Remember that "bad foods" will replace the right foods
  - If it's not there, they won't eat it

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SHAQUILLE O'NEAL

"NO MORE GUESSING, THE
DOTFIT PROGRAM & EXERSPY
TELLS ME WHAT'S GOING ON
IN MY BODY 24/7
SO I KNOW WHAT TO PUT BACK
INTO MY BODY."
--SHAQ

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★ ALLIANCE OF PRESTIGE & CREDIBILITY
dotFIT PARTNERS

BARRY ZITO

Cy Young Award Winner

MLB Youth
Initiative leader &
Business Partner

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Performance Supplementation

Safely Enhance Training Outcomes For Experienced Athletes & Exercisers

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Supplementing for Performance

Goal:

- Improve training-induced performance/size results and avoid plateaus when compared to a non-supplemented state

Objectives:

- Speed recovery from intense or prolonged training bouts
- Minimize protein breakdown while maximizing synthesis in order to produce continuing muscle/performance gains
- Supply known energy compounds/substrates to improve the training/event session

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Supplementing For Performance

Basic Product Functions
- Software-driven solutions based on goal, sport & experience within a complete program or supplement screening tool

Pre/Post Mixes (powers): everyone
- Size, strength, energy and recovery

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Supplementing for Performance

NO7Rage™ (powder): size and strength/ performance athletes
- Size, strength, focus, energy

AminoBoostXXL™ (powder): all who train intensely
- Recovery from any activity and contributes to size when training-induced

MuscleDefender™ (powder): anyone seeking additional recovery formula
- Anti-catabolic & recovery including immune response

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Supplementing for Performance

CreatineMonohydrate (tabs): size and strength/performance athletes
- Size & strength

CreatineXXL™ (tabs): size and strength/performance athletes
- Size, strength and muscle endurance

WorkoutExtreme™ (tabs): Endurance athletes or training pickup
- Focus, energy and endurance without necessarily gaining weight

Recover&Build™ (tabs): same as AminoBoostXXL
- Pill delivered amino acid formula: primarily BCAAs for recovery and anti-catabolic

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For Experienced Strength & Performance Athletes

Follow your pre- & post-workout feedings as described in your Athletic menu plan, and include the following recommendations:

dotFIT™ CreatineXXL™
- A supercharged creatine formula to improve upon the well-known size and performance enhancing effects of creatine-monohydrate. Designed to deliver increased strength-endurance, intensity (β-Alanine) and much greater cell volume effects (glycine and glutamine) than creatine alone, all leading to greater strength, size and performance gains

NO7RAGE™
- Contains a blend of compounds that increase muscle blood flow, cell volume ("the pump") and mental focus. Greater blood flow to muscles increases the delivery of oxygen, energy and rebuilding nutrients as well as speeding up the removal of waste products. This leads to improved strength, less muscle breakdown and increased muscle size and performance
- Contains creatine, caffeine, etc.)

AminoBoostXXL™
- This product has the ideal mix of essential amino acids shown to enhance muscle gain and recovery
- Delivers the ideal blend of nutrients to take advantage of post-training "metabolic windows of growth" adding to the muscle building results produced by the pre- and post-exercise feedings.
- The unique blend of AA are quickly assimilated into muscle tissues

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The Stack: Use your Pre/Post shakes as directed taking the Post formula 30min after AB-XXL

Week	NO7Rage*	AminoBoostXXL**	CreatineXXL***	Training Intensity
1	1-2.5 scoops as directed 30 min before WO			Med
2	1-2.5 scoops as directed 30 min before WO			Med-high
3	1-2.5 scoops as directed 30 min before WO			High
4	1-2.5 scoops as directed 30 min before WO	1/2-1 scoop as directed 30 min before & immediately post WO*		High
5	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*		High
6	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*		High
7	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*	6 tabs, 3 after WO, split remaining throughout day with meals	High
8	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*	7 tabs, 3 after WO, split remaining throughout day with meals	High
9	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*	8 tabs, 4 after WO, split remaining throughout day with meals	High
10	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*	9 tabs, 4 after WO, split remaining throughout day with meals	High
11	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*	10 tabs, 4 after WO, split remaining throughout day with meals	High
12	1-2.5 scoops as directed 30 min before WO	1/2-1scoop as directed 30 min before & immediately post WO*	10 tabs, 4 after WO, split remaining throughout day with meals	Competition Week
13		1/2-1scoop as directed 30 min before & immediately post WO*	6 tabs, 2 after WO, split remaining throughout day with meals	Low/med or active rest
14	0	0	0	Off
15	0	0	0	
16	0	0	0	Medium intensity and hold until next intense training cycle

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THE STACK

➢Read the article
- ✓ www.dotFIT.com/stack (long version)
- ✓ www.dotFIT.com/maxmuscle (short version)

➢Get the products
- ✓ www.dotFIT.com/strongman (shop here and save)
- ✓ www.dotFIT.com/performance (see all performance products)

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Q & A

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