

Fit Werx 2012 New England Triathlon Symposium

Presented by Blackstone Valley Human Performance and Tri-Hard Endurance Sports Coaching



WHAT

A Day of Expert-Led Seminars, Clinics & Workshops!

WHY

Swim, Ride, Run, and KICK BUTT in 2012!

WHO

Triathletes and Triathlon Coaches

WHEN

Saturday, January 14th from 7:00 a.m. to 6:00 p.m.

WHERE

Fitchburg State College in Fitchburg, Massachusetts

PERKS

10 CEUs for USA Triathlon Certified Coaches

Raffle-Prize Giveaways Worth More Than \$4,000

FOR MORE INFORMATION AND TO REGISTER:

http://www.active.com/event_detail.cfm?event_id=2000644

See the following pages for more information on the title sponsor and presenting companies.

Fit Werx

In 2001, Fit Werx was the first company to combine the specialty fit and biomechanical knowledge found only at the very best bicycle-fitting studios with the products, selection, and mechanical approach only found at the very best bike shops. Their goal is to help cyclists and triathletes of all levels meet and exceed their goals through proper positioning and individualized product selection. They provide a science- and research-based approach to bicycle fitting and cycling products and do not subscribe to marketing and hype that is not proven. Fit Werx co-founder Ian Buchanan writes *Triathlete* magazine's "Tech Support" column and is the lead advanced fitting instructor for the most established bicycle-fitting institute in the world, the Serotta International Cycling Institute. Their lead bike fitter at Fit Werx², Dean Phillips, is an advanced fit specialist, one of the most humble accomplished athletes you will ever meet, and a committed researcher on cycling-equipment performance. Between performance-based fitting methodologies and detailed real-world aerodynamic-product testing, Dean's 40-kilometer-time-trial time has dropped by three minutes in recent seasons. He currently holds multiple time-trial records on courses where the previous mark was set by riders who have either finished in the top five in the Tour de France or who wore the Stars and Stripes as the U.S. Pro Road National Champion during their career. The staff at both Fit Werx locations (Waitsfield, Vermont and Peabody, Massachusetts) will help you be the best you can be. *Learn more at www.fitwerx.com.*

Fit Werx has donated a Zipp 404 clincher wheelset that will be raffled off at the end of the Symposium!

Blackstone Valley Human Performance

Blackstone Valley Human Performance (BVHP) is a full-service physiological-testing company for endurance athletes based in North Grafton, Massachusetts.

BVHP is run by Jeff Godin, PhD and Tammy Godin. Together, they have over 40 years experience in the fitness industry and are experienced endurance athletes themselves.

Learn more at www.bvhponline.com.

Tri-Hard Endurance Sports Coaching

Combining the best time-tested and cutting-edge practices, Tri-Hard coaches Jason Gootman and Will Kirousis coach driven triathletes of all levels of ability in the Boston area, throughout New England, and around the world. Tri-Hard athletes include in their ranks several professional triathletes as well as numerous qualifiers for the Age-Group

World and National Championships (including a world and national champion), the Ironman 70.3 World Championship, and the Ironman World Championship. Jason and Will regularly present seminars, workshops, and clinics throughout the United States.

They have presented at international conferences hosted by the National Strength and Conditioning Association, at coach-training programs sponsored by USA Triathlon, and for over five years in a row at the Multisport World Conference and Expo. As two of the

three founders, Jason and Will also co-direct the annual New England Triathlon Symposium. They are frequent contributors to *Triathlete* magazine, *Inside Triathlon*, and *Competitor* magazine. Their training advice has also graced the pages of the *Boston Globe*, the *Forbes* magazine website, the Ironman website, and international triathlon

magazines. Learn more at www.tri-hard.com.