

Today's Tabloid

Personalized for you

04 November 2008
Tabloid.com

USC Sprinter Bryshon Nellum Shot in the Legs

Nov 2, 2008 4:28PM
SpeedEndurance.com

This is terrible news. Bryshon Nellum may not make a full recovery after being shot three times in the legs. The sad part is Bryshon Nellum is only 19 years old.

Speedendurance.com had predicted that he may be one of the rare athletes that could drop from 45 to 43 seconds in one year for the 400 meters.

From the LA Times:

Nellum, a standout USC sprinter, is shot in the legs

The former Long Beach Poly track star is expected to recover, though it's unclear whether he'll regain his world-class speed. His assailants are at large.

One of USC's top track athletes, who set state records as a high school sprinter in Long Beach, is in the hospital after being shot three times in the legs a few blocks from the school, police said.

Bryshon Nellum, 19, was walking out of a restaurant at Vermont Avenue near West Adams Boulevard with a few other people about 2 a.m. Friday when several men drove by in a car. One of them may have yelled a gang slogan before opening fire, Los Angeles Police Officer Sam Park said Saturday.

He said police had no suspects and did not know whether the gunman targeted Nellum's legs. "When you shoot, you tend to shoot lower than your target, or they might have targeted his legs," Park said. "We don't know."

Nellum was hit once in each thigh and in one of his hamstrings, Park said. He underwent surgery at California Hospital Medical Center, where he was in stable

condition.

His doctor, Gudata Hinika, said that it was difficult to say whether the athlete will regain his world-class speed but that after physical therapy, Nellum could be back on the track in three months.

"I expect him to recover and get back to his activities in the future, hopefully," Hinika said, adding that Nellum was in good spirits and surrounded by family.

In an interview on a USC website earlier this year, Nellum talked about his legs being the key to his myriad medals, records and a college scholarship. The muscular 6-footer also played wide receiver on the football team at Long Beach Polytechnic High School. He considered playing for USC, but at the 170 pounds he played at in high school, he worried about risking injury in college.

"I'm thinking about getting my legs insured," he joked in the article. "The scariest parts about track are getting hurt and getting beat."

The 2007 high school graduate was the first athlete in state history to win six track titles. He had the fastest high school times nationwide for the 200- and 400-meter races last year, 20.43 and 45.54, respectively. He was selected the Gatorade National Boys Track and Field Athlete of the Year.

USC track coach Ron Alice said Nellum was the fastest 19-and-under runner in the world at 400 meters.

His grandfather, Elroy Hughes, said Nellum was not in a gang and did not have enemies in high school or college.

"Someone tried to take him out and didn't succeed," he said. "Was it jealousy? Was it anger because he's popular and he's doing a good thing in life? I just can't relate to why one would want to do that."

Hughes said his grandson was in a positive mood as he was wheeled into the operating room Friday. He said Nellum, who started running track when he was 7, was born into a family of track stars, including his grandfather and two great-uncles.

He liked to go to the park and race Hughes, who said his own track records put him in Roosevelt High School's hall of fame. It wasn't until Nellum was in the 11th grade that his grandson finally beat him, Hughes said.

"As he got older, he just got faster and faster," Hughes said.

Alice said that the team was devastated after hearing about the shooting and that he hopes Nellum will be able to return to sprinting after he recovers.

He described Nellum as a congenial young man and the most talented athlete in the program.

Phones at the office had not stopped ringing, he said, as coaches and runners from across the country called to check on Nellum's condition.

"This is his passion, this is his gift," Alice said. "To not be able to exhibit that gift would be a tragedy. We are all committed to the fact that he will be back, and he will prove he can."

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How to Maintain Your Peak from the Trials to the Games - The 2008 USATF NPEP

Oct 31, 2008 8:10AM

SpeedEndurance.com

The 2008 USATF National Podium Education Project takes place December 9-13 at the Tuscany Resort and Casino, Las Vegas, NV. The main focus of this year's summit will be "**How to Maintain Your Peak from the Trials to the Games**".

It follows the same format as last year with the conference broken down into 2 sessions. You can choose to attend one event group per session:

Session 1: December 9-11, 2008

- Sprint Session
- Distance/Middle Distance Session

- Throws Session
- Combined Events Session
- **Session 2: December 11-13, 2008**
 - Hurdle Session
 - High Jump Session
 - Horizontal Jumps Session
 - Pole Vault Session
 - The best part about this event is that registration is completely FREE. You only have to be a current member of USATF and cover your travel, lodging, meal, and entertainment expenses. Coaches and Athletes from other countries can apply for a USATF membership.
 - For some sample video footage of last year's coaching sessions, here is John Smith with Jon Drummond demonstrating a drills session. Here is the complete session of Clyde Hart Drill's session plus his new 60 page coaching manual.
 - The HPD Sprint and Hurdle Seminars have been run since 1982 under the direction of Dr. Ralph Mann and were created to ensure that the United States dominates the podium at the Olympic and World Championships. The NPEP Sprint Session will be limited to the first 200 coaches that register, so act now and come join us in Las Vegas.
 - This highly successful, science based program has attracted the best scientific and coaching minds for over 25 years. For the second time, it will be open to coaches at all levels of development. If you want to be exposed to the same information that is available to elite sprint coaches, you can't afford to miss this seminar.
 - You will be able to attend the main session with the coaches of the top finishers in the 2008 U.S. Olympic Team Trials and 2008 Olympic Games. You will hear Dr. Mann's presentations on the mechanics of sprinting, along with the highly inquisitive, and sometimes combative, questions and discussions of the HPD coaches. In addition, there will be presentations by speakers in the fields of sports medicine, motor learning, and sports psychology; all directly related to sprint

performance.

- On the application side, elite coaches including Clyde Hart, Amy Deem, Curtis Frye, Dennis Shaver, Terry Long, Dwayne Miller, and John Smith will be giving presentations on various aspects of the development of sprint athletes. The highlight of this effort will be a live demonstration of how to best teach and improve an athlete's sprint performance. This session will include Dr. Mann's computer video graphics based teaching system, as well as presentations from some of the HPD coaches. This will be a true application situation where you will be directly involved.
- **>> Click here to register for the USATF NPEP.**
- **>> Click here for the Sprint Session schedule.**
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NIKE Zoom LeBron VI 6

Oct 31, 2008 5:25AM
SpeedEndurance.com

Available at USA retail stores Friday, October 31. In Canada January 2009

From NIKE Press release:

BEAVERTON, Ore. – As LeBron James proved in a Gold Medal campaign this past summer in Beijing, he is a basketball player who can do it all and he requires a performance shoe that can keep up with his demanding game.

The Zoom LeBron VI shoe, the most versatile LeBron signature shoe from Nike and James, will be introduced at retail on Friday, October 31, in the U.S. and Asia Pacific. It will be available in Europe and Canada beginning January 2009.

The Zoom LeBron VI performance basketball shoe represents the essence of LeBron James: team, toughness, passion and vision. James worked with Nike designer Ken Link to create a shoe that meets his performance needs and the needs of players with a powerful, dynamic style of play. The Zoom LeBron VI not only has a full-length Zoom Air unit in the mid-sole for the ultimate responsive ride, but also has a Zoom Air unit

double-stacked in the heel. The cushioning system helps the forefoot for transition when jumping. Deep sipes in the shoe allow for natural motion, which means the shoe works with the athlete's movement, rather than against it.

The shoe's collar has been engineered with a wider opening so it's easier to slip on and wear while maintaining a full-length fit feel. On the collar, graffiti art highlights LeBron's mantras—passion, family, winning, fearless and vision.

Integrated marketing and communication support for the introduction of the Zoom LeBron VI varies by global region and includes print, digital, out-of-home and broadcast advertising in addition to public relations.

Print imagery capturing James leaping over players wearing the previous five iterations of his signature footwear and labeled "The Six", will run in prominent sports and vertical basketball publications and as out-of-home in the U.S. region.

Nikebasketball.com has created content that provides an in-depth view of LeBron's signature product.

The U.S. television spot, dubbed "Chalk", draws its inspiration from LeBron's pre-game ritual of tossing talcum powder into the air at the scorers' table before each home and away game. The 15-second "Chalk" will air over the first few days of the NBA season during nationally televised games.

Asia Pacific captures the unstoppable nature of LeBron James in a series of broadcast spots dubbed "Bring Everything" (30-seconds) and "Try to Stop Me" (30-seconds). The spots are scheduled to begin airing November 1.

About Nike

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned Nike subsidiaries include Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan Holdings Incorporated, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Umbro Ltd., a leading United Kingdom-based global football (soccer) brand; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. For more

information, visit www.nikebiz.com.

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Free Preview of The Runners Book of Training Secrets

Oct 30, 2008 8:02AM

SpeedEndurance.com

No athlete or coach should be denied access to information. That's why we have Public Libraries (or Bitorrent to pirate free ebooks in PDF format).

Or SpeedEndurance.com to find all the hidden gems and goodies for you. All available for free.

As well, there is the Google Book Search. There are millions of copyrighted books online, all scanned and searchable.

Take for instance, The Runners Book of Training Secrets

You can even click on "Preview this book" and selected chapters (2, 9, 14) are displayed.

Of course, the ultimate goal is for you to buy the book

Sounds like Utopia, right?

Wrong.

It appears many of the scanned works without permission infringed on copyright protections of millions of copyrighted books.

From Yahoo news:

Google to pay \$125 million in online books settlement

NEW YORK (Reuters) - Google Inc has reached a legal settlement with authors and major publishers that paves the way for readers to search through millions of copyrighted books online, browse passages and purchase copies.

Under Tuesday's settlement, Google will pay \$125 million to create a Book Rights Registry, where authors and publishers can register works and receive compensation from institutional subscriptions or book sales.

The settlement with the Authors Guild and the Association of American Publishers draws to a close a

three-year legal challenge of Google's plan to make many of the world's great books searchable online.

The lawsuit filed by publishers McGraw-Hill Cos Inc, Pearson Plc's Pearson Education and Penguin Group (USA) units, CBS Corp's Simon & Schuster and John Wiley & Sons Inc charged that Google's attempts to scan works without permission infringed on copyright protections.

At issue were rights of copyright holders versus the public's "fair use" interest in being free to use limited portions of books for commentary or review, for what resembles a kind of full-text, searchable card catalog.

The settlement is subject to federal court approval.

"It's been a long and arduous negotiation," said Paul Aiken, executive director of the Authors Guild, calling the settlement "the biggest book deal in U.S. publishing history."

Aiken said the settlement will mean a "vast repository of books — millions upon millions of out-of-print books and many in-print books — will find a new home and new readers online."

Initially, Google's Print Library Project called for searches to bring up three- or four-line snippets from books, but plans now call for as much as a full page to appear in response to queries.

In addition, libraries across the country will be offered an online portal, allowing their patrons to print pages for a fee. Institutional subscriptions will also be available to college students and faculty.

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When does Daylight Savings Time End?

Oct 29, 2008 4:00PM

SpeedEndurance.com

Just a reminder, Daylight Savings Time will end this Sunday, November 2, 2008 in North America. 65% of the readers from SpeedEndurance.com are from the United States and Canada.

I'm not looking forward to 5pm workouts in the dark and finishing in total darkness. At least the weight room is indoors.

The one hour time difference, either from Daylight Savings to Standard Time, or traveling through several time zones makes a difference on your sleep patterns. At least temporarily.

In the past, Daylight Savings Time ended the last Sunday of October for Canada and United States. Now Daylight Savings Time will end the first Sunday in November. Also, DST starts 3 weeks earlier in March instead of April. The 4 extra weeks is supposed to bring massive savings in energy bills.

There are exceptions:

In Canada, the majority of Saskatchewan and parts of northeastern British Columbia do not observe DST but instead stay on "standard time" all year long.

In the USA, Arizona (with the exception of the Navajo Nation), Hawaii, the territories of Puerto Rico, Virgin Islands, Guam, and American Samoa are the only places in the USA that do not observe DST.

I already wrote about the Humans' Natural Circadian Rhythm Disrupted By Daylight Savings Time last fall.

If you feel 8 hours of sleep makes you a zombie, be sure to read The Best Method to Sleep using your REM cycle and understand why 6, 7.5 or 9 hours of sleep is better. Or 11 hours if you are Paula Radcliffe! (but that includes a nap)

NIKE Considered Design Spring 2009 Product Outlook

Oct 29, 2008 8:42AM

SpeedEndurance.com

From *NIKE Press release*:

Nike Considered Design is Nike's latest products which combine sustainability principles with the newest innovations for sport. While Nike has delivered consumers Considered products for several years, for the first time, Nike Considered Design will be featured in all of Nike's six key categories: basketball, running, football (soccer), women's training, men's training and sportswear, as well as in tennis and ACG (All Condition Gear).

Huarache 09

A Nike Considered Design product because:

- The Huarache performance basketball shoe uses Environmentally Preferred Materials (EPMs), with a

high recycled content, wherever possible.

- The stitching details and embroidery create structural support, eliminating the need for excessive overlays, embellishments and backing materials.

- A smarter pattern design allowed for a cutting efficiency of 70 percent on the upper, substantially reducing waste.

• Air Essential Sister

- A Nike Considered Design product because:

- This Women's Training Shoe has an 11 percent higher pattern efficiency than the average Nike shoe, meaning the pattern was designed to create significantly less waste.

- Environmentally Preferred Materials were used to maximize recycled content.

• Air Generate MSL

- A Nike Considered Design product because:

- This Men's Training shoe used a smarter pattern design resulting in less waste.

- Scrap waste from the cutting operation was used for small components in the upper.

- The shoe uses Environmentally Preferred Materials to maximize recycled content.

• City Court 4

- A Nike Considered Design product because:

- The City Court 4 Tennis shoe achieved the best pattern efficiency of any Nike shoe to date. This means waste in this part of production was reduced by 20 percent.

- High abrasion, environmentally-preferred rubber was used in the outsole.

• Dart VII

- A Nike Considered Design product because:

- The Dart VII running shoe used smarter pattern design resulting in less waste.
- Scrap waste from the cutting operation was used for small components in the upper.
- The shoe uses Environmentally Preferred Materials to maximize recycled content.
- **Pegasus 25**
- A Nike Considered Design product because:
 - The Pegasus 25 running shoe uses a high amount of environmentally-preferred materials in the upper and importantly, it uses 1.4 ounces less material than the previous version: less weight equals less waste.
 - The outsole uses environmentally-preferred rubber and recycled Nike Grind material.
 - **Raramuri**
 - A Nike Considered Design product because:
 - The Raramuri ACG shoe has an environmentally-preferred rubber outsole that is attached to the upper using a simple lacing system, made from recycled polyester, that avoids the use of solvent-based cements.
 - Wherever possible Environmentally Preferred Materials (EPMs) were used. The synthetic leather, elastic cords and the foam in the strap pads are all made from recycled materials.
- The outsole uses Nike's environmentally-preferred rubber and contains Nike Grind.
- **Tiempo Light**
- A Nike Considered Design product because:
 - The Tiempo Light football boot achieved a 10 percent increase in smarter patter design. To achieve a high pattern efficiency while working around the restrictions of seam location in critical ball handling zones, the boot required design creativity and coordination between design, development and production.
 - Nike designers reduced solvents in the Tiempo Light through careful material use and design.
 - Environmentally Preferred Materials were used in the heel counter and toe box.
 - **Nike Sportswear Tee**
 - A Nike Considered Design product because:
 - The Nike Sportswear tee is made from 100 percent organic cotton and the Nike Sportswear logo uses eco-friendly inks.

- **The Windrunner**
 - A Nike Considered Design product because:
 - The Windrunner jacket is made from 100 percent recycled polyester.
 - The zipper-tape is made of recycled materials.
 - **Eugene Track Jacket**
 - A Nike Considered Design product because:
 - The Eugene Track Jacket exterior layer is made from 100 percent recycled polyester.
 - The inner layer is made from 100 percent organic cotton.
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- ## Nike Considered Design - Products that Redefine Performance and Sustainability

Oct 29, 2008 3:57AM
SpeedEndurance.com

From NIKE Press release:

NIKE, Inc. today debuted Nike Considered Design, its latest products which combine sustainability principles with the newest innovations for sport. While Nike has delivered consumers Considered products for several years, for the first time, Nike Considered Design will be featured in all of Nike's six key categories: basketball, running, football (soccer), women's training, men's training and sportswear, as well as in tennis and ACG (All Condition Gear).

For example, Nike's best selling running shoe, the Pegasus (*shown on left*), celebrating its 25th anniversary, is the first pinnacle running shoe to be Nike Considered Design.

"As we look at how we design and develop products and run our global business, it's not enough to be solving the challenges of today," said President and CEO Mark Parker. "We are designing for the sustainable economy of tomorrow, and for us that means using fewer resources, more sustainable materials and renewable energy to produce new products."

The goal of Nike Considered Design is to create performance innovation products that minimize environmental impact by reducing waste throughout the design and development process, use environmentally preferred materials, and eliminate toxics. Nike designers are now expected to make smart, sustainable design choices at the start of their creative process which has led to Nike's most extensive Considered Design range of product to date.

Since Nike introduced its footwear recycling program, Reuse-A-Shoe in 1990, sustainability has been a key area of development for the company. Over this past year alone, Nike introduced the Considered Air Jordan XX3, as well as a complete line of apparel for athletes in Beijing that was made from 100 percent recycled polyester.

Nike has set public targets for its Considered goals: We aim to have 100 percent of Nike footwear meet baseline Considered standards by 2011, all apparel by 2015, and all equipment by 2020. Achievement of these goals would mean waste in Nike's supply chain will be reduced by 17

percent and the use of environmentally-preferred materials will be increased by 20 percent.

"It all begins with design and engineering, and Nike designers will lead the Considered Design process to create more sustainable products with no compromise to consumers," said Lorrie Vogel, Nike Considered GM. "We're proud of our accomplishments, and they represent a significant step toward making all Nike brand footwear, apparel and equipment Considered."

Nike's long-term vision for Considered is to design products that are fully closed loop: produced using the fewest possible materials, designed for easy disassembly while allowing them to be recycled into new product or safely returned to nature at the end of their life.

Nike understands this work can't be done alone and places importance on the value of collaboration. Nike turned to The Natural Step, an international not-for-profit organization dedicated to education and research in sustainable development, to help create its future vision.

"The Natural Step and Nike have been working together to create a more sustainable future for 10 years. Nike's progress has been tremendous. We are proud to be partners in their journey," said The Natural Step founder, Dr. Karl-Henrik Robèrt.

"I have been inspired by Nike's commitment and leadership," added Richard Blume, Senior Advisor with The Natural Step. "By using sustainability principles to guide decisions and create their Considered vision, Nike has ensured that its innovation efforts are informed by a rigorous, scientific understanding of sustainability. We believe that this distinguishes Nike and positions the company well to navigate the future."

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Omega-3 Fatty Acids with Golden vs Brown Flax Seeds

Oct 28, 2008 8:45AM

SpeedEndurance.com

This video is a classic.

It is 15 minutes long with speaker James Boschman from Prince Albert, Saskatchewan. He is the President and CEO of Randolph and James Flax Mills.

Where the heck is Prince Albert, Saskatchewan?

Prince Albert, Saskatchewan has a population of less than 35,000 and is about 600 miles north of Bismarck, North Dakota. That's an 11 hour drive by car (Don't forget to include Customs and Immigration!)

Why should you care? Because they make one of the best Flax seeds in the world.

Flax seed is grown in cold climates like Canada and the Northern Mid-Western United States. It is the cold weather that allows the seeds to grow rich in omega-3 fatty acid. The seeds are great sources of protein, fiber and lignans but the most popular health benefits come from the omega-3 supplementation.

This Blog is loaded with information on the benefits of Omega-3 supplementation:

- The Benefits of Flax Seed Oil
- What is the difference between Omega 3, 6, 9 Fatty Acids?
- Complete Guide to Essential Fatty Acids and Fish Oil
- Essential Fatty Acids and Fish Oil Benefits and Risks
- Omega 3-6-9 for Weight Management
- With the cold fall weather approaching, I eat my morning oatmeal with a quarter cup of golden flax seed, grounded up using my coffee grinder. I don't grind it ahead of time as ground up flax seed is very volatile and loses it's nutritional value rapidly when exposed to air.
- If you have a choice, choose the Golden Flax seed variety over the less expensive Brown flax seeds, as it's better tasting with its distinctive nutty flavour. And if you can find Organic flax seeds *without* paying an arm and a leg, even better!
- I won't get into the specifics of the video, but it does give some basic advice on the benefits of Essential Fatty Acids.
- Enjoy the video, though it's a Real Media video file:
- Essential Nutrition and Essential Fatty acids Video
- Right click on the link and choose "save as". It should play normally with Windows Media Player (*File size = 26 Mb*).

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Chip Time vs. Gun Time Controversy

Oct 24, 2008 8:05AM

SpeedEndurance.com

Can you imagine taking the reaction time out of the Sprinters' final FAT time? After all, it is the *actual* time covered for the entire 100 meter distance.

What would be the outcome if we did this? Especially in the 400 meters where reaction times are poor, or for those sprinters in the outer lanes without the speakers installed behind the blocks?

I'll present the results at the end of this post, but this method is common for road racing with the use of RFID chips installed on the runners' ankles or shoes.

Runners are given a "chip time" and a "gun time". The chip time is the actual time when the runner crosses the start line.

The problem with this method is the Elite section starts anywhere from 5 to 20 minutes ahead of the general mass start.

Of course, there are drawbacks, as we've witnessed in the last 2 marathon results.

In the 2008 Chicago Marathon, we saw Wesley Korir of Kenya finish fourth (2:13:53) in the Open race (based on chip time) and was excluded from any prize given to the Elite section, who started 5 minutes earlier.

A similar event occurred at the 2008 Nike Women's Marathon in San Francisco where Arien O'Connell ran 2:55:11, ahead of the Elite winner in 3:06! The "Elite" group were given a 20-minute head start.

Race officials actually implied she was to blame by not seeding herself as an "elite" runner. Sorry, when your PR is 3:08 for a women, that's hardly an Elite! Duh!

So why can't you use the chip time as official times? Can you imagine starting 10 seconds less on purpose, then catch the leader right away, run side by side for the entire race, and even let them "win" by letting them cross the line slightly ahead of you?

Why the Winter Olympics are not as popular

This is one common fault to the Winter Olympics. Mostly

events are judging events and time trials. Short track speed skating is one of the rare events with heats and semis where the winner is the first person to cross the line.

The general public who watches the Olympics every four years (and nothing else!) wants to see the first person to crossing the line as the winner. The 10k long track speed skating takes over 4 hours!

Beijing Olympics Modified Results for 100 meters

Take a look at the differences in results if the reaction time was subtracted from the gun time:

Beijing Olympics Modified Results for 400 meters

The 400 meters yields different results because of poor reaction times:

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Worlds Fastest Female Sprinter - in 4 inch heels?

Oct 23, 2008 8:10AM

SpeedEndurance.com

The only thing this post has to do with female sprinters is that we have females sprinting... in 9 cm heels.

I saw this video over a year ago, but I thought it was a one hit wonder, just like the 150 meter match race against Donovan Bailey and Michael Johnson.

I don't know about you, but I get chills thinking about how many Achilles ruptures or tears that might occur! Especially running on on concrete or asphalt!

Here is the video from YouTube:

Here is a recent video from September 2008, so it is a legitimate annual event.

And to make this a World Wide event, other cities and countries are having similar races. This event is not just exclusive to Russia; here are videos from Sydney, Australia's races.

And here is the video from Berlin, Germany.

I think I need to make a call to the IOC and make this an official event! It will definitely increase the TV ratings.

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