

NIKE+ SportBand



Improving Exercise

by Erin Rice

Have you ever gone to the gym, gotten on the treadmill, and just spent your entire exercise looking down at the numbers that tell you your time, pace, distance, and calories that you just burned? Would you rather be outside, enjoying the fresh air, but you can't live without the numbers reporting your progress? Well, there is a device for you. It's called the Nike+ SportBand.

So, what is the Nike+ SportBand? Well, in 2008, Nike and Apple joined forces to create the Nike+ SportBand, a device that tracks your pace, distance, time, and calories burned, and it can be attached to your wrist. The Nike+ SportBand is even waterproof, so you can take it on a run anytime, anywhere; even if you are a person that sweats pretty profusely when you run.

The Nike+ SportBand also has another very useful feature: a USB plug that you can attach to your computer, and download your data onto nikeplus.com, so that you can track your runs, set goals, and even challenge your friends who also have a Nike+ SportBand. By downloading that information, you can achieve greater suc-

cess, and improve at a greater pace.

Trevor Edwards, Nike's Vice President, said, "Nike+ is all about improving your running experience. The Nike+ SportBand gives more choice and allows Nike+ to cover any running situation." That statement has proven true for many across the United States. According to one happy customer, the Nike+ SportBand is "so easy to use right out of the box." Just take it out of the box, download the Nike+ SportBand Utility software from nikeplus.com, and let it charge for about 2 hours. After that, you just put on your running shoes, hold down the start button for three seconds, and then go! Fransje Langers, another proud owner of the Nike+ SportBand, said, "It's a good product. It gives basic information you need during a run. It fits well, and is easy to operate." Sounds great, right?! You can buy the Nike+ SportBand at any Nike retail store, and online at nikerunning.nike.com for \$59; a remarkable price for such a high quality product. With the Nike+ SportBand you can run where you want to run, and, as Nike says, "just do it".

A woman with blonde hair in a ponytail is running, wearing a white Nike jacket and pink shorts. She has a smartphone on her right arm and is wearing earbuds. The background is a vibrant, abstract mix of blue, green, and red. The text 'LADIES FIRST. MEN SECOND.' is overlaid in large white letters.

LADIES FIRST. MEN SECOND.

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Ready...Set...GO!

Make a Goal, Make a Plan

by Rachel Bickmore

Many have heard that a journey of a thousand miles begins with a single step. However, you're never going to reach your destination if you don't have a map. Beginning an exercise routine requires the same guidance. In order to achieve your goals for a healthy lifestyle, you need to have knowledge of what you want to achieve. As you plan your goals, use this article in order to ensure success.

Often when beginning a new exercise routine or diet, we have a big goal in mind. Some desire weight loss, others muscle gain, and

some just want to become more active. Whatever your desire, be specific and discover what you want your overall goal to be. Write it down! A goal unwritten is only a wish.

**“A goal
unwritten is
only a wish.”**

Seeing your overall goal, you may be overwhelmed or daunted. Think of success like a good recipe. You need directions and ingredients to get the result. Sit down and plan out steps for your goal. Think of where you are going to achieve the goal. Do you have exercise equipment at home? Is there a gym nearby? Find your local resources and use them.





Next, find out who can help you achieve the goal. Personal trainers can set up an exercise routine just for you. A workout buddy can be a great motivator for keeping the exercise habit. Even friends and family members can help by being a support for your endeavors. Then, decide how you will achieve the goal. Be realistic and honest with yourself. Experts recommend at least thirty minutes of physical exercise five days a week. Start simple and adjust as you go along. Work to establish a habit and find exercises that can make workouts fun for you.

Finally, decide when each goal will be met, setting mini goals in between. Keep them focused on habits or accomplishments rather than number of pounds. Celebrate when you are able to run a mile without getting out of breath. Give yourself a reward when you go to the gym

consistently for a month. Having mini-goals can give you the motivation to keep at your overall goal. Your rewards should build you up and support your goal. For example, if you are trying to become healthy, don't go out to an all-you-can-eat buffet as a reward. Instead, get a bike or take a trip to the spa. Let your body know you appreciate all the effort it is putting forth to become its best.

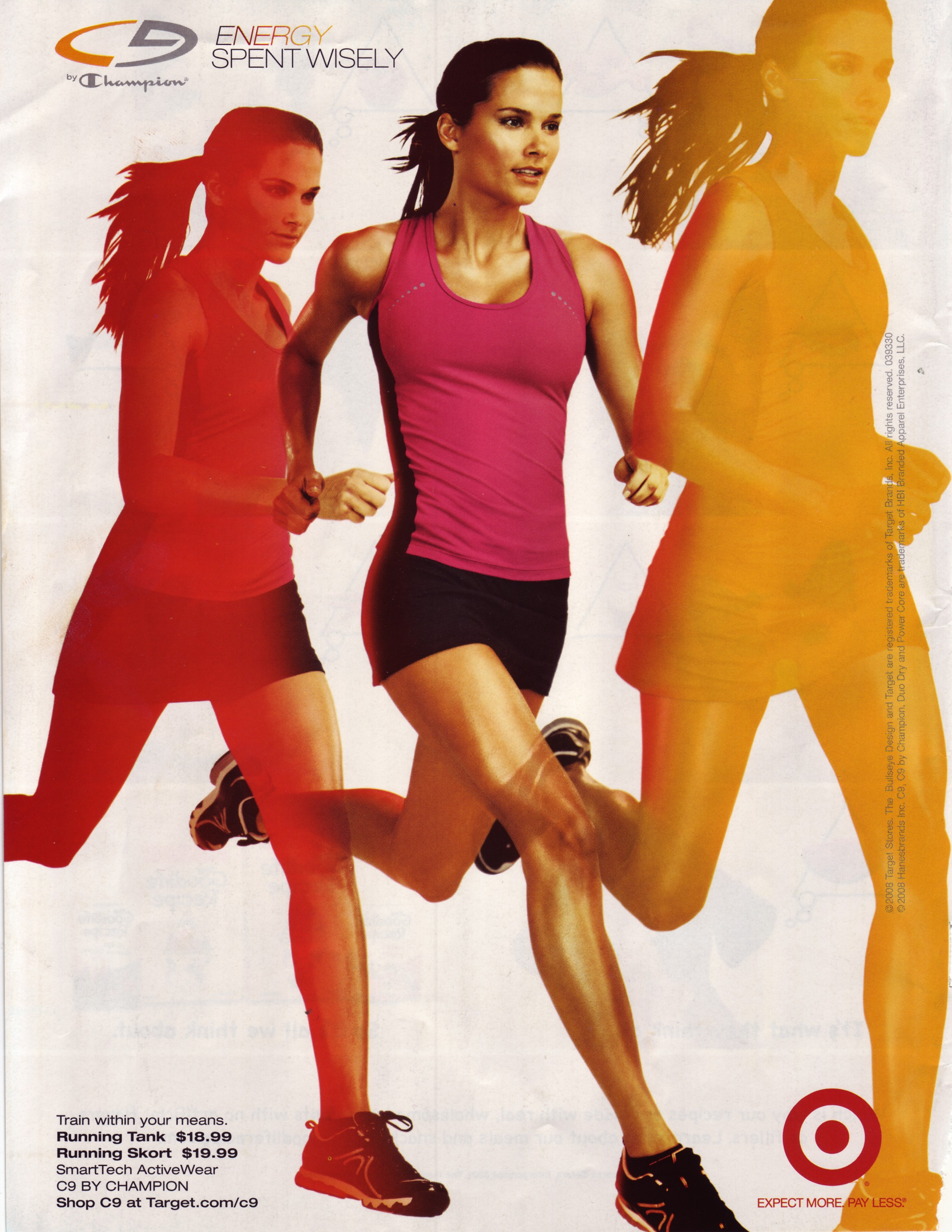
By making a goal and molding it into a plan, you can have a consistent support. Write it out and put it somewhere you can see it each day to keep focused on the prize.

“...you deserve to be healthy”

Remind yourself that you deserve to be healthy and that you can stick to your plan. Be forgiving if you have a mess up day or even week. Return to your plan and start again. With your established resources and goal in sight, you can succeed.



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by Xanthe Aintablian

A workout plan is a set of exercises, designed specifically for a person in order to help them adjust or maintain their body weight and composition. Depending on what your goal is, you will have to decide which workouts best suit your needs. This will include deciding which exercises to do, how many sets, how many repeti-

tions, how many times a week, and for how long you will exercise. This article will provide information on how to create a workout plan that is designed for your needs.

Whether you are trying to lose weight or gain weight, it is important to consider the relationship of calories and pounds before deciding on a specific workout plan. It has been a general rule of thumb in the field of exercise science that **1 pound of body weight is equal to about 3,500 calories**. CBS News correspondent, Dr. Jennifer Ashton, clarifies the myth and says that recent studies show it isn't that simple. For a short-term plan, a person can count on losing a pound when burning 3,500 calories. For a long-term plan, however, more adjustments are needed. As the body continues to change as a result of healthy eating and exercising—being of different weight and composition than it was previously—an adjustment of calorie intake or expenditure is needed. Ashton says that at this point, “additional weight loss can only happen with a more severe diet or more intense physical activity.” So, if you are trying to lose weight, when your progression seems to stop, you may want to consider incor-



WORKOUT PLAN

porating ways to burn another couple hundred calories per week into your workout plan. If you are trying to gain weight (such as muscle mass), you may want to consider adding more calories to your diet or doing exercises that burn fewer calories. Try focusing on workouts that tone, but do not completely exhaust you. Exercises that raise your heart rate, tire you, and get your body moving around a lot burn the most calories in the shortest amount of time.

Understanding the relationship between calories and weight will help you decide which workouts are best suited for your needs. If you have a goal to lose a lot of weight, you will be looking for workouts that burn a lot of calories, especially if you don't want to cut back on calories. If you are satisfied with your current weight, you will select workouts that (in conjunction with your normal, daily activities) burn about as many calories as you are eating. If you are looking to gain weight, you will either be choosing exercises that will maintain health but will not burn as many calories as if you were trying to lose weight, or add more calories to your diet. Many internet sources inform users what the expected calorie loss is for a workout. Many machines also have sensors that inform you what your heart rate and calorie loss is. If you pay attention to these, add them up, and carefully make a plan to match your needs, you will be well on your way to achieving your goal with a workout plan.

Utilizing a variety of exercises is important for any workout to tone and enhance flexibility and strength for different areas of the body. Endurance workouts provide the greatest calorie burn and weight loss (when calorie intake remains constant). An endurance workout can be achieved by completing more repetitions per set. Compound exercises, an-

other type of exercise to consider, are those that work multiple muscles at a time during a workout. These exercises will help a person expend the most amount of energy. If your goals are to maintain or gain weight, perform exercises with not as many repetitions or not as many times per week.

Fitness consultant Shawn Lebrun says, "The desired repetition range for both men and women for just about all exercises is **four to six repetitions for your last, heavy sets.**" This means that you can start with low





repetitions per set if you are trying to maintain your weight. The important thing is to strive to **increase your repetitions as you go**, creating overload. Overload is how you burn calories and improve your strength. If you are trying to loose weight – increasing repetitions in your workout plan may be necessary. You will perhaps do 10 repetitions in the typical three to four sets with moderate weight, instead of four to six. Completing a workout, including about ten minutes to warm up, can take you anywhere from half an hour to an hour and a half to complete. It depends on how many exercises and how many repetitions you chose to do

Following these guidelines and keeping important aspects in mind, like calorie to pound relationships, endurance workouts/number of repetitions, and compound exercises, will help you create an effective workout plan. Just remember to pick exercises that burn the right amount of calories for your goal and that help work parts of your body that you want to improve.

A SAMPLE WORKOUT PLAN

Day A:

- Four sets of 6 planks
- Four sets of crunches (repetitions: 20; 25; 30)
- Bike 30 minutes at level 5 resistance

Day B:

- Three sets of push ups (repetitions: 5; 7; 9)
- Three sets of 8 squats (45 lbs; 55 lbs; 65 lbs)
- Four sets of 10 bicep curls (5 lbs; 10 lbs; 15 lbs)

*Alternate Day A and Day B for 4 days. Every 5th day is a rest day.

**Planks are an abdominal exercise where a person rests their body weight on their forearms (which lay flat against the ground) and the tips of their toes. The person is facing the ground and their back is straight – not arched or curved. This position is held for as long as possible. Starting with 30-60 seconds is common and effective.

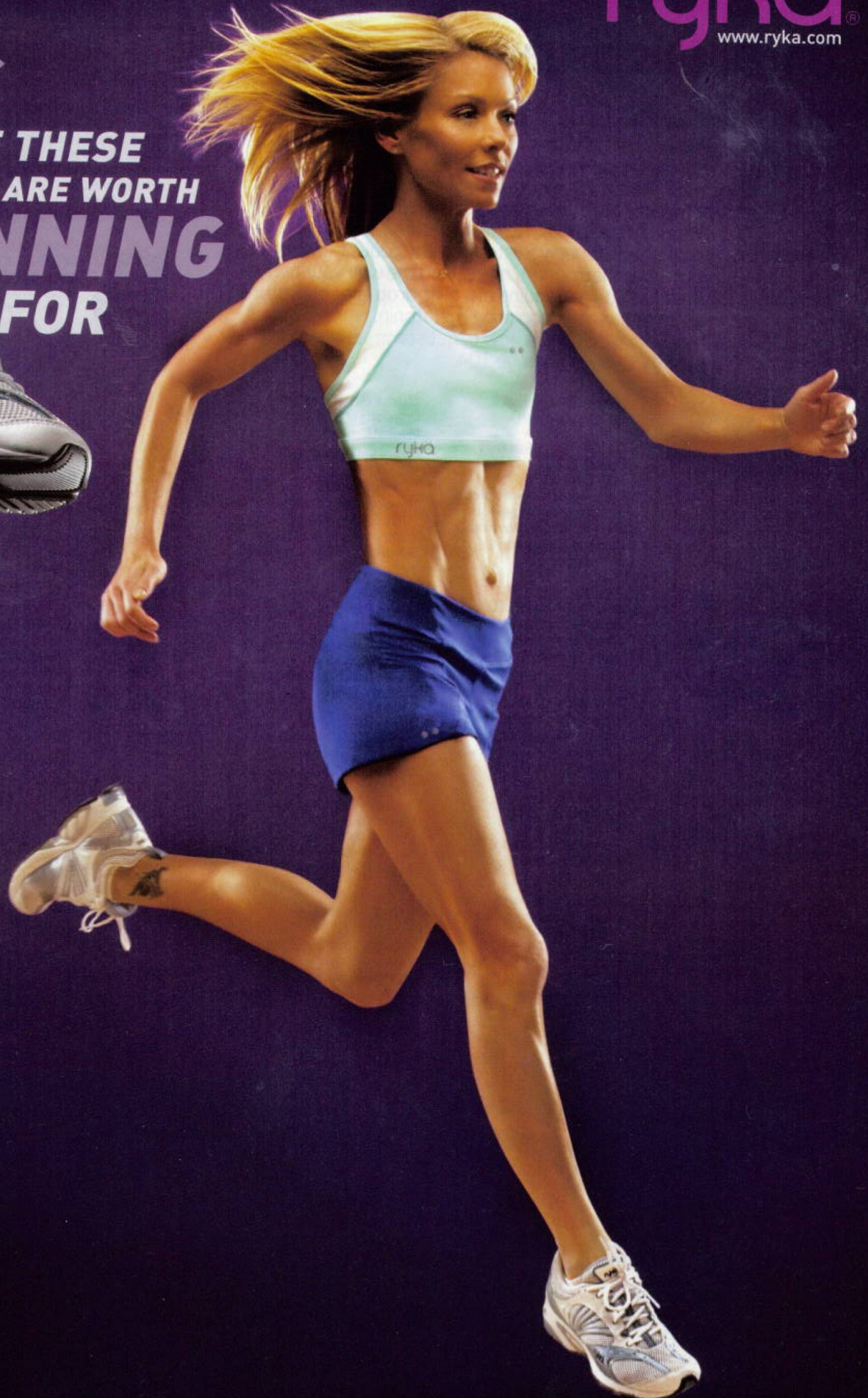
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