

Paleo Solution - 223

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Robb Wolf:

Howdy folks, Robb Wolf here, six listeners can't be wrong. This is the Paleo Solution podcast and today we have really a very fun, very well could potentially be an enormous train wreck but we'll see how it goes. We have most of or perhaps just the cream of the crop of the folks from Norcal strength and conditioning Shawn Gower our facility manager and coowner, Jenny Labaw, world famous crossfit games competitor and trainer extraordinaire of NorCal strength and conditioning Cindy Oji who has been a long, long time trainer at Norcal strength and conditioning and then the now world famous carb reloading author and nicotine gum co-chewer with me Sarah Strange. How are you guys doing?

Shawn:

We're doing great man. We're doing great.

[Laughter]

Robb Wolf:

Sarah, have you passed out from your LD90 experience on this, your double stack?

Sarah:

Nope but I got it titrated just right.

Robb Wolf:

Perfect. You're doing better than I am. I end up you know, nodding off kind of like a heroin addict in a very dirty bathroom. So what --

Sarah:

Has the Ritalin effect on some people.

Robb Wolf:

It does. Man it's a beautiful thing. So what's new with you guys? What's happening?

Sarah:

Busy with the gym.

Robb Wolf:

Yeah.

Sarah:

Often new projects, new classes.

Robb Wolf:

Sarah, let's talk with you really quick. So, one, I wanted for a long time wanted to just kind of peel back the veil of the people that we put a lojack on don't let them leave Butte County because they run our gym. But I wanted folks to kind of get a sense of some of the personalities behind Norcal strength and conditioning but also we have a pretty cool

seminar coming up called the Norcal method which we'll talk about here in just a little bit. But I want to talk with Sarah a bit about her carb reloading article that she wrote recently and then also check in with Jenny about her crossfit games bid for this year, maybe a little bit of review about the open and then getting ready for the regionals and all that type of stuff. So Sarah, what –you know, how is it going after your carb reloading piece hit the interwebs?

Sarah: It's going great. I still haven't done too much experimentation with having kind of random boluses here and there. So for me you know, I wasn't really able to reintroduce carbs in like a normal way. I had started low carb, I've been really low carb for a little while and then started getting wind that maybe I didn't really need to be so low carb. But every time I would try to bring the carbs back in, I would have really bad kind of general symptoms of inflammation like nasty water retention, PMS, joint inflammation, the lethargy. You know, I could just – shit just fell apart. So I kept kind of pulling it back and I was also like kind of seeming to gain weight from it which I know technically if the – you know, calories are the same you really shouldn't be but I just couldn't quite figure it out.

Tried ketosis, which was kind of like shifting into neutral. It wasn't bad, it wasn't good, nothing really happened and then I found this guy --

Shawn: It was bad for us...

Sarah: Yeah no that was when I quit coffee and nicotine gum.

Robb Wolf: Oh, I see.

Sarah: But I decided to get off of the stimulants, you know, have a little reset period and --

Robb Wolf: Silly, silly girl.

Sarah: Yeah. I was kind of comatose for a little while and then brought it back in and everything is good. So I found this guy you know, Lane Norton who deals with body builders and getting them prepped for bigger competitions obviously and he does this thing called a reverse diet where he talks about really slowly, slowly adding back calories from carbs over a long period of time so that you're not gaining weight from the calories but you're rebuilding your metabolism. With the carb thing, it was 2% to 5% of calories per week. You know, you hold that number at the same every day for that week then go up.

I kind of thought hmm, you know, maybe I'll try that for the carbs for myself and see how it works. Sure enough, it worked great. You know, like after – initially it was a little bit sketchy just because I was coming out of ketosis. But I was measuring my blood sugar as well and it sort of all of a sudden just hit this point where my blood sugar one day after the next for four days started to really get low and stable. My symptoms kind of went away and then from there it was pretty much golden. I worked my way from ketosis up to like 125 grams of carbs over a few weeks without any symptoms and started to lose some weight and was like thank god it finally worked.

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So I've been holding that steady and things have been really good and then I've been looking at a little bit of calorie cycling and her recommends kind of doing a really big – doing that mostly with carbohydrate. That doesn't seem to be super great for me so I don't know why but I just seem to be okay with like super, super steady carbs but not kind of you know, carb, carb back loading or any of that like crazy like ooh, carbs.

Robb Wolf: Sarah, what's your training looking like and what does it look like over say the last six months? Have you kept the training pretty consistent throughout that whole time?

Sarah: Yup. I'm pretty much a lazy human.

Robb Wolf: Which is why you become a trainer. The days of training are gone other than Jenny but we'll rope Jenny into realizing that less is more here at some point so.

Jenny: Oh, we realize that.

[Laughter]

We'll talk about that in a minute.

Sarah: Well Jenny and my husband are very much like the same kind of person when it comes to like exercise and being really optimistic people. So they're optimistically constantly trying to like coerce me into playing with them. They're like we're in this workout, it can be really fun, you want to do it and I'm like oh, no. [Laughs]

Robb Wolf: Yeah, that's why we moved to Reno so I could quit getting roped into that stuff, so.

Sarah: Yeah. I fell for one. It was like a prowler sprint, to-do bar. One, I don't know what I was thinking, I almost had a lot of copy right beforehand. It was pretty bad. I caught like crossfit along immediately. But for the most part, I just stick with strength training and I really enjoy Olympic weight lifting so. And then we recently did a gymnastics body seminar with Coach Sommer and that was really inspiring to start you know, working with some of the joint prep you know, strength progressions with that. But you were there so you know how that went. I've still be doing my calf raises.

Robb Wolf: Nice.

Sarah: They're immune to them now. But for the most part, it's like I try to keep myself interested so I don't really follow any hard-core strength training programming. I try to do minimal effective dose to not really lose strength, continue to have fun. You know I've been working with dialing in some of my imbalances in my strength and my flexibility because I've got some hyper mobile issues with my low back and that's been really beneficial. Every once in a while I'll do some interval stuff just to kind of keep the winds somewhat reasonable, but for the most part, I'm pretty lazy. So I do that maybe like three days a week. [Laughs]

Robb Wolf: So that you can take full advantage of all 530 feet of elevation that Chico has offered on an adaptive training regimen?

Sarah: Exactly.

Robb Wolf: Perfect.

Sarah: And when I was in ketosis, I had started trying to do some interval work. I have zero like aerobic engine and I think just physically I'm more set up to do more kind of sprint work type stuff and obviously as soon as I brought the carbs back in that felt a lot better doing that stuff.

Robb Wolf: Uh-hum. Have you played at all with like Prescripto Cyst or any of this homeostatic soil organism prep?

Sarah: Yeah.

Robb Wolf: So what have you done with that and did you get any type of bump with that?

Sarah: You know, it's funny because I kind of wonder a lot about my gut bacteria with the low carb thing just all the stuff right now that's circulating the

inner webs about it. I've tried the resistant starch, which I do a little bit of, but I just can't get anywhere close to that four tablespoons a day without just leveling the whole city of Chico with my gas.

Robb Wolf: [Laughs]

Jenny: Truth, truth again.

Sarah: Yeah. It's like a bunch of ducks following me around. [Laughs] And I've started taking the Prescripto cyst but I'd have to take it like once every couple of days otherwise again it's like a toxic bomb so.

Robb Wolf: Interesting. Wow, wow. When I was at the Paleo FX shindig in Austin, they had a bunch of Prescript cyst out on the table in the green room for the speakers and I ended up like emptying my clothes out on the floor and basically filling my bag up with that stuff. I've been using that. You know, Sarah and I have talked a lot behind the scenes about this stuff because we've actually had very similar kind of just problems figuring out how to get the right dose on the whole carb thing and putting in the resistant starch helped some. Actually I would say it helped a decent amount but I still would get some foggy headedness from certain carb boluses. You know, if I knew that I had a hard grappling session the next day, I would try to kind of preemptively eat for that and sometimes that didn't work out so well.

And then I got to say thrown in this Prescripto Cyst here gosh I guess it's been about a month, like I have these amazing what I call teenage poops. You know, they just like coil and fill the whole bowl and they look amazing. I really have not had that in like 28 years so.

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Sarah: So it actually stopped me up a little bit.

Robb Wolf: Interesting.

Sarah: Yeah. Because I have like no symptoms of that stuff. Like I'm an awesome pooper and then I start taking like the resistant starch and the Prescript cyst and it's like whoa, hey, what's up.

Shawn: It's actually on her resume.

Sarah: Yeah it's still on my resume. [Laughs]

Robb Wolf: Sarah, phenomenal pooper.

[Laughter]

Or if it was like an MMA fight, it would be like pooping much improved, you know, similar to striking.

Sarah: Yeah.

Robb Wolf: So. Cool. Cool. So Sarah, what were some of the consistent maybe beneficial accolades or the props that you got from the article that you wrote and then what were some of the wacky, like people should not have gone off their meds that week kind of responses?

Sarah: Well it seems like there's a lot of people that have a similar problem. You know, it seems like the recommendations get kind of put out there like oh hey, you know, you don't really need to be super low carb unless you have overt insulin resistance or other issues. Some people like Grace and my husband for example gets the letter, eats the carbs, everything is awesome. Then there's the rest of us that get the memo, eat the carbs, and stuff is not awesome. So you know, it's nice to see, not nice I guess. It's – I know that there's a community of people out there that need help with figuring out how to bring these things back into their lives, you know, some like low thyroid people and I feel like it's beneficial. It's really beneficial to do for a little while but you can kind of get stuck with it and things can start kind of grinding to a halt.

So that just to me it seems like there's a big opening or avenue out there for helping people with that, figuring that out. Starting to work out some maps to get people you know, back good with carbs. And then yeah they're just the obvious like kind of groups of people that didn't really seem to read the article and.. So it's like they have read the title and then make a comment and it's okay.

Robb Wolf: Yeah.

Sarah: I definitely have one guy that was worried that I was anorexic because I had a six-pack but you know. [Laughs]

Robb Wolf: Yeah. Orthorexia definitely goes along with good body composition. Like that's just a guarantee.

Sarah: You're kind of damned if you do, damned if you don't you know.

Robb Wolf: Yeah. You know, it's pretty funny. So I think we're like 225 podcasts or something like that and so again when I was at Paleo FX, I had a bunch of

folks asking me questions and these things are always great to be there. But I'm like so do you listen to the podcast? And funny enough one of the response that I got was you know, there's just so many of them it just seems overwhelming to listen to them at all. It's kind of like oh so I've worked too fucking hard creating too much easy material for people. So yet again no matter what you do, it's going to end up being the wrong choice for someone. So you know, -

Sarah: You got to come up with like a scratch and sniff technology. [Laughs]

Robb Wolf: Yeah, yeah and it definitely needs like some sort of super glue kind of base to it so that people get just a little bit of high so that they're kind of tied into it just a little bit.

Sarah: Oops.

Robb Wolf: It's either some sort of – I know we talked about that too. We talked about that too, yeah. We need to figure out a boob scratch and sniff deal so that people are engaged with the program offering. So what else?

Sarah: [Indiscernible]

Robb Wolf: What's the next step that you're going to do with this tinkering.

Sarah: So I was experimenting with the carb thing and then that led to experimenting with trying to do this reverse diet, which I'm about ready to start. I just find that really interesting that you can actually reset your body fat set point at a lower level. I think it seems to me like most of the information that I had ever read before was just sort of kind of at a loss for getting people out of the diet. You know, so your metabolism slows down and adapts with you as you diet. And then people will just kind of go off diet, you know, and some people naturally do it where they kind of keep their food you know, lower and then they just over time slowly add things and that works for people. But then there's other people that wind up immediately overeating because they did their you know, four to six-week diet and then they gained a bunch of weight back.

So with this guy's kind of what he does gets people reverse dieted so they're adding that 2% to 5% of calories back per week and it kind of depends per person. Some people go really quickly and other people are slower. But it's basically measured on body fat gain. So if you're gaining, you're going too fat. If you're losing you can add back more. So I kind of just want to play with that and see if I can you know, rock this body fat but then get up to a higher metabolism.

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Then babies are on the horizon so --

Robb Wolf: Nice.

Sarah: -- that will ruin the whole thing but... [Laughs]

Robb Wolf: Oh babies are totally benign to your whole physiological makeup. Just look at Shawn and I for perfect examples of that. Like we carry tons of muscle, they're in fantastic shape so.

Sarah: [Laughs]

Robb Wolf: Awesome.

Sarah: Shawn looks confused. [Laughs]

Robb Wolf: Shawn's like are you talking to me or...?

Sarah: He didn't take his shirt off yet so. [Laughs]

Shawn: But he is doing push-up on the floor.

[Laughter]

Robb Wolf: Nice. But let's do some foot elevated ones. Got to get the upper back. So Jenny what's new with you? How is everything going?

Jenny: Oh good. I'm just training trying to get ready for regionals in a couple of weeks.

Robb Wolf: So now give folks a little bit of background with your journey in this story. You competed in --

Jenny: Well --

Robb Wolf: -- a throw down that was in Orville three years ago? Was it three years now?

Jenny: Three and a half, four years ago something like that yeah.

Robb Wolf: Four years ago and --

Jenny: Fall of 2010 yeah.

Robb Wolf: And when you ended up mopping the floor with everybody, it kind of popped into multiple people's noggins that you might be kind of good at this stuff and --

Jenny: I've been at Norcal for about a week and Shawn said you should go do the strength comp. I was like okay cool what's a strength comp?

Shawn: She didn't know half the movement.

Jenny: I didn't know it.

Shawn: It was awesome.

[Laughs]

Jenny: What the thing was and I went and I did pretty well. I won it. So for about six months I trained pretty hard and made it to the crossfit games in 2011 and did well. I got sixth and then in 2012 I trained pretty hard again trying to pick up my skills and my strength and made it to the games again. I won the Norcal region and made it to the games and kind of was battling a neck injury that whole year. It flared up pretty bad at the 2012 games so I had to withdraw from competition halfway through. And then in 2013, I had a really good training season and the day before it opened had a fluke accident riding my bike home from work actually and got T-boned by another cyclist.

Robb Wolf: Calling this person a cyclist is a little bit of a stretch. It was a homeless dude on like some sort of like caddy shack rig that you would see in like Thailand or something.

Jenny: Yeah. It was sketchy, it was super sketchy.

Robb Wolf: Yeah.

Jenny: But at least he sped off and didn't stay to see if I was okay. So I was good. But now I was going to be super athletic and I went to jump over the handlebars and lying on my feet and landed on the side of my foot and broke it. So I was out for 2013 and then this year trying to do it again and definitely play around some injuries but I'm going to try it, try it again. Try it for one more year and see what happens.

Robb Wolf: Now where did you finish out in the open?

Jenny: I got 5th, I tied for 5th in Norcal.

Robb Wolf: Nice. Tied for 5th in Norcal. So as you've progressed through this thing, so you came in with a really great strength and conditioning background probably a little bit more on the endurance athletic side of things. Like what do you feel like has been the –you know, if you were to list the three factors, three to five factors that you've really had to work on, has it been mainly your strength, mainly technical elements, learning how to pace? Like what's been the toughest learning curve for you to figure out how to navigate the sport of fitness?

Jenny: Definitely O lifting. I had zero background at O lifting so I had to work a bunch on that and technical skills. I mean like I said I was new to all of this so I didn't know what a muscle-up was and still that's questionable. But.

Shawn: [Laughs] you could do them.

Jenny: Just... I can do them. I can bust them out whether I'm right I don't know but I can do them. But definitely the technical aspect of learning how to be good at a million different things is a hard thing to do. So a lot of time spent in the gym working on skills.

Robb Wolf: And like how do you parse that out? Like if you're starting to work skills stuff throughout the day and the week now. You've had the bulk of your training kind of managed by CJ Martin who I think arguably is the most successful coach in this scene by a mile and --

Jenny: Yeah.

Robb Wolf: -- a super good friend and a brilliant guy like how have you guys been like looking at where you are currently and then trying to figure out how to prioritize? Like has there been any type of like blocked periodization where you're going after some skillsets while maintaining like a basic kind of fitness space or like how do you guys slice that up?

Jenny: Yeah. CJ has helped me a ton this year. I've kind of gone on my own a little bit just because like I said I'm working around some injuries so I have to kind of decide each day how I'm feeling, what I'm going to do. So he's helped me along the way for sure.

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But I think that my ingen I mean I had like you said my background comes from more of having the endurance background. I can go for a long time. So maintaining that isn't too hard for me because I love to just go out and run and ride and do that kind of stuff. So much of my work is done

strength training and doing skills and then now it's the season is getting into competition while trying to combine all that into the metabolic conditioning workouts and stay healthy. That's the main goal right now. [Laughs]

Robb Wolf: Oh you know, I'm working with a young man Tyler Mitten right now who --

Jenny: Yeah.

Robb Wolf: --almost got on to the ultimate fighter show just right at the last, last couple of seconds of the third round of his fight. He had won the first and second rounds and then he got cut and got opened up and everything. We've been ramping him up for another fight and he ended up doing something horrific to his toe. So he's 12 phase out or so from potentially another fight and he and I right like by the time this podcast goes up, we'll probably have figured out whether he's going to go for it or not. But he has no drive off of his lead leg. You know, kicking something is pretty painful and so it's one of the most challenging things just getting an athlete to show up on game day and not be either completely tanked or injured. Like that -

Jenny: Yeah.

Robb Wolf: There is as much art to that as there is just the general strength and conditioning stuff.

Jenny: Yeah. I think you hit it on the head and I think with all athletes, the mental aspect is probably your worst battle right? If you've done most of the work that you can put in and if you can show up on game day as healthy as you can be and mentally be okay with the training you've put in and know that there's nothing you can do at this point then you're going to be better off right? If you go in questioning everything and thinking about injuries then it's going to be a bit of a disaster.

Robb Wolf: Right.

Jenny: And probably not worth your time so.

Robb Wolf: Right.

Jenny: Yeah.

Robb Wolf: Jenny so many people are getting into crossfit now. What advice could you give someone when they're oh man let's –you know, the fact that there are age brackets now like you can have oldsters like me competing in the master's division and whatnot. But let's say somebody comes in and they've got a little bit more of an endurance background or maybe like a rugby background or something like that but they don't have a full run of skillsets. Like when I was still at NorCal, I actually threw out to you. I said you know, what I would do is take a year and develop skills. Develop skills --

Jenny: I didn't listen to a damn thing you said.

Robb Wolf: [Laughs] Of course. Of course, that's what – that's the coach you know, athlete relationship.

Jenny: Right.

Robb Wolf: But if you had like a perfect world scenario. Now there's another argument to that though that you know, you get in and you get a ton of experience from doing the thing that you want to do. And you know, what's the – what do you feel like the tradeoffs are with that of somebody clearly has you know, the mental discipline, the ability to suffer a lot. They just – they've got some game. Like there are a lot of people that are wanting to jump into this and they think that they're going to do something with it. When you really look at the statistics they have, the little Johnny is just never going to play in the NBA kind of gig, you know, but somebody who's legitimately like they've got some potential to even make it into the regional level which I think with the number of competitors now that's really saying a very significant thing at this point.

Jenny: Yeah.

Robb Wolf: What's your recommendation for people about like how many throw downs should they be doing, how much you know, or should they be keeping pretty under the radar and really be strategic about when they peak and when they compete and all that type of stuff?

Jenny: Well I think it definitely depends on the person but I think I mean what we're going to touch on in a little bit with even where we're going with our seminar, I think it applies to everyone. You have to have the basics. So if you all of a sudden think that you want to become this amazing crossfit athlete and you don't even know how to squat properly, you're

going to end up injured and you're going to end up injured for a long time.

So I think the first thing that needs to happen I feel lucky in that I'm pretty aware of my body and I move well. So when I started I maybe didn't have, wasn't the most technically sound Olympic lifter but I wasn't going to do anything to drastically hurt myself and was able to learn quickly. So I think that having a coach that is there with you is critical to make sure that you're moving well and moving intelligently. You're not doing too much or too little I guess.

As far as throw downs and doing competitions, I think that again is totally based on the individual. If you know that every time you do a competition you're going to be going 100% balls to the walls, probably not good for you to do that a lot during the year. If you want to make it to the top, you have to be able to peak for regionals. It's really hard to peak twice in a year so to peak for regionals and then also peak for the games is a really hard thing to do. I don't know if it's even 100% doable.

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I think that a lot of the top athletes go into the games a little bit more tanked than they should be. So I think what you said in the beginning, I have to learn how to – that less is more. I've learned that. Less is definitely more. I'm really curious to see with this sport what the longevity is, to see where the Rich Froning's and Annie Thorisdottir's and where the myself is gonna be.

Robb Wolf:

[Laughs]

Jenny:

Where we're going to be in five, ten years, you know.

Robb Wolf:

Even the current crop, like there are a number of people that have hung in there longer than what I thought they would be able to given the volume and the intensity and then like you know, even the structure of the open regional games piece. Like I think we – and you alluded to this just now, I don't think that we see anybody doing their A game at the games because the period of time between regionals and the game is so short.

Jenny:

Right.

Robb Wolf:

And then to go from regionals to the games is so demanding. I don't think people you know, anywhere near fully recover. Like you know, probably the peak that they do for the regionals are probably the peak. And then if they're not too busted up then we get a secondary lesser peak for the

games. But you know, it's – you know, it's interesting when you talk to Coach Sommer, you talk to Mike Bergner, you talk to Casseus the post running Coach Romanov.

Jenny: Yeah.

Robb Wolf: You talked to some of these people that have coached a lot, a lot of people at a very high level and they're like yeah you can usually peak someone once maybe twice at a major level and then you know, lesser peaks throughout the year for kind of tune-up stuff. People just need to be really smart about how they're going after it and --

Jenny: Yeah.

Robb Wolf: -man it's hard to do once you name goes on the board and 3, 2, 1 go. It's hard to tackle some of that stuff in a way that you're using it as a tune-up for like a diagnostic workout instead of I want to stomp everybody's ass. So yes.

Jenny: Yes, I think you know, that's something that I tried well I guess maybe my training has started to change a little bit. I don't necessarily have a clock a lot of the time I'm training and now. But that wasn't how it used to be. But even if I had the clock going sometimes I don't really care about the clock anymore because it's more about how you're moving and obviously the goal is to move faster in our sport. But if you're moving fast like shit, it's not going to be good.

Robb Wolf: Right, right. Absolutely.

Jenny: Yeah.

Robb Wolf: Yeah, yeah. Well guys you – so we've had requests for years to put on some sort of a kind of a Norcal method seminar and we've thought about it. We kicked that idea around and you know, it seemed like a good idea. There definitely seemed to be a lot of need out there, definitely a lot of interest but only recently you guys have kind of put your heads together and have thought about offering a seminar. What's the info on that? Like what are you doing? Why are we doing this, who's this seminar for?

Shawn: Well I have Sarah go over that but I was just going to say something about kind of talking to you about the night you, myself and Nikki set up chatting about the business seminars. We chat about movement seminar, we have people requesting from all over the world to do internships at our facility, which is huge. It's a huge compliment and it's like how do you

go about this? You know, people want to franchise our facility, which is again a huge compliment. We had and as you know we've had one individual open a gym not – a couple of cities, a couple of cities up the road that basically came and did our onramp and has basically modeled our facility. It's worked and has worked very well for him and it's awesome. We have a great relationship and it showed us you know, that obviously what we're doing works.

Does that mean we want to open a bunch more facilities? No. We have a phenomenal coaching staff. We're stoked on what we have right now but instead of leaping forward into the business one that the three of us had chatted about, for a while we started going back to kind of touching on what Jenny said back to the basics. So where does all this stuff stem from, what have we been doing for a long time have evolved over the last ten years tremendously. Now we're kind of looking at doing it. We're going to do a seminar and it's going to be just basic movements. I'm going to actually have Sarah kind of talk about like you're saying who it's appropriate for, what all it's going to entail and also even give out some dates, dates, times and all that other good stuff as well. So yeah we're finally just going to pull the pin.

You know, I have to touch on one other thing with Cindy coming back. We're stoked to have her back. As soon as she came back to the gym basically I think it was like the next day, sat down I said you're going to organize this please and you're really good at it and she started on it. Now here we are a couple of months later with all the stuff ready to rock and roll and now we're stoked.

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Robb Wolf: All it takes to get something done within our team is to get somebody from outside the team involved.

Shawn: [Laughs]

Robb Wolf: And then shit happens almost immediately. It's like magic.

Shawn: Yeah I put it on Craig's list, found someone to put it together for us, no, no. It's Cindy. But Sarah, yeah I'll let Sarah chat about it. She's done her and Cindy have done the basic leg, the legwork, getting the information together. Jenny and I have met with him as well and we've been just kind of formulating this, getting it together, figuring out who it's appropriate for that's a big deal. Like there are so many different walks of life in our facility now so we're really, really comfortable with what we have, what we've come up with and what we are going to offer.

Robb Wolf: Nice.

Shawn: Yeah, stoked so I'm going to give it back to Sarah. She is good. She's back alive. She's awake, she's ready to go.

Sarah: New double stack.

Shawn: New double stack.

Sarah: Yeah. So basically you know, like Shawn was saying, there's so many people that you can start trying to help with ten years in experience not me at the gym but Norcal as a gym from coaches to business owners you know, how do you run a successful program and so we are starting with the people how do you run successful program for yourself and that comes down to successful basic movement. You know, you're going to spin your wheels a lot if you have really bad mobility issues. You know, if you're not really able to do a squat if you're trying to squat 300 pounds at a quarter squat. [Laughs]

Shawn: Leg press 2000 pounds.

Sarah: Yeah exactly. So we thought we'd start with the basics. So we're going to be basically going over the basic squat, dead press, pushing, pulling, dumbbells, barbells, body weight exercises. We're going to incorporate lots of mobility to help people figure out you know, okay so if you can't get into a full depth squat what's going on. You know it is your ankle mobility, is it just that you've never stretched that thing or do you wear high heels all the time and you do you need tissue work or do you need stretches? You know, what do we have to do to get you into a better position. Here are the tools. We're also going to be – when people sign up, they're going to be some sort of an assessment that's going to help with them in different groups. So it's not going to be a seminar that's all one level which I feel like a lot of the seminars going on right now it's either too advanced for half of the people or too basic. So by grouping people up, we'll be able to split them off into groups, get more individual attention and be more appropriate to their level where they're at.

So as far as who it's appropriate for, it could be anyone that's just starting that you know, needs to figure out where to go from the beginning. Also people that have been doing things on their own for a little while that you know, need some coaches to look at their movement, give them some paths to move forward and progress. People that would eventually like to take part in our distance programming which is another thing that

we're going to get running soon. It could also be appropriate for coaches that would like to see how we coach the basics. I know in my experience with crossfit gyms for example, the one that I started out in, I had a four-day onramp program, which I feel like they should have called a slingshot program.

Robb Wolf: [Laughs]

Sarah: And my first workout, I showed up for was Murph

Jenny: Oh my god.

Sarah: Yeah and there wasn't anyone there to say maybe you shouldn't do this or maybe you should scale it. It was like --

Robb Wolf: And they gave you the 50-pound weight vest instead of a 40-pound right?

Sarah: Yes.

Robb Wolf: Since you were already kind of jacked?

Sarah: Yeah. You know and then it's like the only requirement for doing a muscle up is like are you going to jump up to the ranks? You know, go for it. So I feel like for coaches and people that are running facilities like you know, dealing with the gym that's been around and has gone through that, go ahead and just hit it hard and then hey maybe we need to like have a beginner's class. Maybe we need to teach people the basics in a really slow and methodical way to make sure they're moving right. You know, maybe we need to progress these movements so that people are getting strong appropriately and mobile before we start just you know, shit throwing Isabel at them.

So basically it's appropriate for anybody that really wants to go over the basic movements and learn how we coach them and get some feedback from us.

Robb Wolf: Nice. You know, just to tie back in a little bit with what Shawn kind of alluded to this, we have batted around like where would we want to start helping people run a better program. If you have a facility how would we want to help people you know, to best effect. We thought a lot about the business system's side of things because we consistently see poorly run gyms even on the business system's side. But I think as all of us who kind of rattled around on this, you can start... All of this dovetails together. Ultimately the way that you run your business systems are really

predicated on things like an onramp stratified skill levels in the different programs that you have offered. So it really does boil down to the movements and having some idea of progression versus scaling of being able to identify movement faults and really address those in an effective way.

[0:35:54]

You can have a ton of people rolling in the front door but if you are either breaking or scaring those people away you know, it's impossible to fill a bathtub if there are significant holes in the bathtub. Like there's no way to really aggregate people into your program and so it may seem a little bit unsexy to go after the movements but at the end of the day that really is where this stuff starts.

I just got to share a little bit of anecdote. We moved to Reno November of 2011. I think I gave a seminar kind of a business seminar for all the affiliates here, which were like nine of them, 11 of them in the Reno area most of the folks showed up. Most of what I talked about was what you guys are describing. It was more movements. Like we definitely talked about some business system stuff like having some sort of a front-end business management software like FrontDesk or something like that. But really it talked about the movement progressions and being able to identify movement faults and whatnot. What's interesting now a couple of years later, there have been gyms in this area for I think like eight years, almost as long as Norcal has been open that really haven't gone after this movement quality in having diversified program offerings and whatnot.

There are other gyms jumped in right from the get-go and they really made you know, stuff like onramps, movement screens, progressions, multiple program offerings. That's what they did from day one and these brand spanking new gyms are busier than the gyms that have been here for eight years. Interestingly I have seen that with the Brazilian jujitsu and MMA gyms in the area. There have been some gyms that have been here a long time. They tend to take kind of a meat grinder approach with the folks that come in and they just don't grow that well. Then part of the reason why I'm training with the coach that I have it's very progressive, it's very safe, it's very, very good training. Like we have people that have just placed well like some first and second and third places. PanAms were sending people to the movie halls and stuff like that. So it's doing really well but it also is kind of the cornerstone of a well-run business, which is kind of interesting.

Sarah:

Yeah.

Shawn: Yeah.

Sarah: And I think that you know, it's like Jenny was talking about with being curious about the longevity of crossfit athletes. It's the same thing with the gyms. You know, if you have a program that really walks people up through this safe progression, mobility, you know, you're not in any rush. Like you're not having to get to the games in a year. You're not turning athletes away that you know, aren't going to potentially go to the games. Like you want to create a long-term fitness program of people that they're not going to get hurt, they're going to build that necessary muscle mass. You know, and they're going to have good integrity of their joints and they're going to be happy and they're going to you know, feel good when they leave the gym as opposed to like all right like you should be doing two days and there's just no longevity in that. You know?

Robb Wolf: Yeah. So what can folks – Sarah, you touched on a lot of this stuff already but what can they expect? You mentioned that people will be kind of triaged and then broken into different groups and then we're covering the basic movements again squat, deadlift, press, some basic progressions in I assume chin-ups, pull-ups, heading towards the muscle-up, proper dip technique all that type of jive. What exactly are the movements going to be?

Shawn: So well you used pretty much nailed it. I wanted to say you know, we – since Sarah well Jenny, really since I'd say 2009 kind of going back when the On-Ramp came in, you know, we've had our own like progression, how we progress folks and just recently we finally finalized, I'd say we finalize it, our movement tree. This was like a – something that I thought would go together in like ten minutes. I'm like oh knock it out, I have a next meeting. Three years later I'm like here Sarah will you please take this over?

Robb Wolf: [Laughs]

Shawn: And I realized --

Sarah: And I thought same thing.

[0:40:02]

Robb Wolf: Again we just needed somebody from outside the facility to get it done so.

Shawn: We hired out of Craig's list. No. No and we worked on this and it's really interesting when you start writing stuff down and you put it down like

where do you start folks and where do they end up? Like our movement trees are so basic but they're so awesome like really when it comes down to it like starting people with just the squat, an air squat you know. Can you do this ten time with perfect form? Okay. Yes you know, you now pass go, you get to grab a dumbbell and start a goblet squat. And then you go –you know, and so on and so forth. So this seminar basically will allow us to assess these folks and see really where they should be. They're going to have the streets and be part of the thing they're going to get, part of the material. We have a ton of material they'll get but this is something that they can refer back to.

We actually have banners printed for the gym with this so people our clients can actually look up so they don't think we're crazy when we pull them off of the back squat and put them back with the dumbbell in their hand. They're like damn it. But the reality is that's what's you have to do and for folks to see it is huge. Again, you know, I didn't mean to really cut Sarah off but the quality of movement and quality of, like the longevity in this training starts with, you know, I tell people this all the time movements. If you start in a bad position, you're going to end in a bad position period. If you start with the basics and you continue to build your base with basics, you're only going to get better. You're only going to progress.

You know a good kind of eye-opener for me was that Somers when we were there and he – you know, I've always had better handstands. I actually thought I was pretty good at them. And then he's like yeah, yeah, you have to be able to do 5x60 holler rocks in a row basically and then you should be able to hold the handstand for 30 seconds. I was like oh.

Sarah: And not against the wall.

Shawn: Yeah. Or your friend spotting you. So I mean it just shows how there's progressions in everything and safe ways to get into these places. A lot of us just don't want to do the work and I think us in Norcal find just came to the conclusion that you know what we are going to do basics and we're going to continue doing basics. Yes, we will try to mix it up and have fun in the workouts but the reality is just we're going to do the basics and we're going to make sure our gym has good form and is safe and does things right. That's our job. And so --

Sarah: Yeah. It's really cool as coaches to see the clients starting to understand that as well and understanding that spending the time on five basic pushups is more important than going and trying to bust out some crazy

workout. It's really cool to see them understanding how that's going to make them healthier and stronger in the long run. Yeah.

Robb Wolf: So you know, when I was there that this was sometimes a tough sell and we still have some of our folks that I would put in the lugnut category with this.

Sarah: Right. Yes.

Robb Wolf: With this regard. You know, I don't want to paint an overly idyllic picture that like every one of our client's buys into this 100% but ew --

Sarah: Yeah.

Robb Wolf: - it is interesting that over the course of time if you get in and try to create a culture that focuses on movement quality and again if you have multiple program offerings like we have lift. So we have the onramp elements, level 1, lift --

Shawn: Intensity.

Robb Wolf: And maybe Shawn you can talk about what the lift program is in a minute. We have an O lifting program then we have a strength program, which is kind of like power lifting with some curdles, and some triceptic backs it sounds like fucking grand time to me.

Shawn: Yeah.

Robb Wolf: But you know, --

Shawn: Speed, Agility.

Robb Wolf: Speed, agility, what else do we have going on at Norcal right now?

Shawn: We have balance body, which is our gymnastics based program, which Gracie runs and does a great job at it. We're actually starting a new cycle starting today actually and pretty pumped on it.

Robb Wolf: Nice.

Shawn: Yeah and Sarah has a new class coming up sorry next week again going back to traditional stuff, just name the classes' position, positional strength. So it's basically getting people stronger, ready to be at the

bottom of the squat, at the top of the squat, on the press, top of the press. You know it's kind of just we've done it you know, --

Sarah: It's going to be like active mobility work. You know, I've got millions of years of experience with ballet, Pilates, yoga, martial arts and all that stuff where there's a lot of things that those guys utilize. I think that could benefit strength and conditioning which is basically like really dynamic, active range of motion stuff. So people are improving their range of motion not just by stretching or by trying to go end range of movement they're not very good at. But by using their own you know, musculature basically to pull their bodies in the different positions that they need to be in, that they're weird things that they won't necessarily do in a normal class but they're going to translate into them actually having a front rack that doesn't look like they got a tortoise shell on their backend. You know? Is it good?

Robb Wolf: ***That's a good look***

Sarah: Yeah getting rid of people's "desk back" is my main goal.

[0:45:01]

Robb Wolf: You know, for me looking at this stuff if you look at it similar to the way that we learned language or I think language is kind of a handy piece. You know, you – to some degree when I guess if you're not a kid and you just kind of learn this stuff kind of somewhat intuitively, we start with letters and then we form words and we get a certain idea of syntax and grammar and then we start creating sentences and whatnot. And you know, even though the press or the squat or the front squat looked pretty simple, like you're saying there can be a lot of squirrely elements to that. Like somebody maybe pretty good actually as far as ankle and hip mobility but the thoracic mobility maybe terrible and so actually you know, the rack position of the front squat maybe pretty rough and they may actually be more comfortable in the bottom than they are at the top. So--

Sarah: And a clean and jerk

Robb Wolf: Right, right and then how is that going to apply to a clean and jerk. Yeah.

Sarah: It will be a dump, a dump and thrust

Robb Wolf: A dump and thrust, almost as good as the pull and pray but --

Sarah: Right.

Robb Wolf: Oh geez.

Shawn: It doesn't work.

Robb Wolf: Yeah it doesn't work.

Sarah: So back to a couple of the questions that you had about the seminar. So we're going to really focus in on the movements and kind of getting people in better positions, which they can then translate into bigger and better things. We will not be doing snatches and muscle ups. But also in addition to the movement component, so part of the movement component people are going to get video, probably coaches video of themselves. So individual kind of prescription on where they need work based on mobility and strength. So they'll have something that they'll be able to walk away with not just what did you get from the seminar but an individual like this is what you need to be doing. And then people are also going to leave with a month of programming kind of depending on where they get put whatever group they wind up being in that group is going to get a program for the month. Jenny is going to go over, she's going to have a little bit about how to do programming, how to program for yourself, to keep things moving along. I'm going to do nutrition talk kind of how to you know, the paleo 2.0 now, how to set yourself up for success, look feel and perform your best. What else?

Shawn: You know, well another thing I want to say is like we obviously we're putting a cap on the seminar because we feel strongly that we want to be able to continue to keep that the quality – obviously the quality but we will have six to eight coaches and we're capping the seminar at 30 individuals. So we want to make sure we put them in at the largest a group of four.

Sarah: Yeah and it will be a three-day seminar where Friday evening will be some sort of a meet and greet.

Robb Wolf: Yeah.

Sarah: Get to know everybody. Relax a little bit. Decide whether or not you want to leave Saturday morning.

[Laughter]

Shawn: You could figure that out Friday night.

Robb Wolf: That depends on how many Norcal margaritas get handed out at that point so.

Shawn: Totally and then Saturday we'll be going over you know, obviously get in there. The reason we're doing the Friday really is just to get everybody, get to know folks, put a face to the name and spend that time with the group and then give them the welcome. So when we get in there Saturday we could just start with the seminar. We want to get people moving. They're paying to learn and we want to be able to give them as much as we can in the time we have with them. So Saturday will be all movements.

Sarah: Yup.

Shawn: All movement yeah. all movements being not we're going over every single movement, but another key component that we're going to have in there that I think is huge is having our panel like we want to really, really open ourselves up to where people could sit down at the end of each session and have a panel and they could ask questions and address questions individually as well. But I mean more than anything just get it out there in the whole group because there's going to be questions that people are going to have obviously and I think it's good to be able to do that as well. And then Sunday we --

Sarah: Nutrition programming and then individual assessments.

Shawn: Yeah.

Sarah: Paleo lunch is catered.

Shawn: Yeah from hunter/farmer.

Robb Wolf: Nice. Nice.

Shawn: Yeah. Check them out. I don't know if they deliver anywhere other than Chico but --

[Laughter]

Robb Wolf: It's a short drive from -- well actually it's not a short drive from anywhere but other --

Shawn: Yes.

Robb Wolf: -than maybe Orville but yeah. Yeah. Yeah.

Shawn: Yeah, exactly. But yeah so we're really excited. We're super stoked. It's going to be this thing comes out at the 13th.

Sarah: Uh-hum.

Shawn: Right? So it will be up on our site ready to register starting on May 13th is that right?

Sarah: Yup.

Shawn: May 13th. The seminar is August 15th through the 17th. We decided to do it during that time just to do one. They have cool weather here to Chico.

Robb Wolf: Sting.

Jenny: Bring your parka, bring your parka.

Robb Wolf: Yeah bring your parka. It's liable to be yeah the what is it, the polar vortex will definitely be over Chico at that point.

[0:50:03]

Shawn: We have a bigass fan so we'll be -

Sarah: Bring real deodorant.

Shawn: [Laughs]

Robb Wolf: Lordy, yeah. So we're looking at – say that again Shawn, August?

Shawn: It will be August 15th, through the 17th.

Robb Wolf: Okay.

Shawn: And we're going to open the seminar basically available to register as of May 13th, which is basically next Tuesday.

Robb Wolf: Yup.

Shawn: A week from today. And then there's basically – it opens May 13th through June 15th and then there's going to be a price increase every month up until the seminar basically takes place.

Robb Wolf: So we have some -

Sarah: That's the deal for early signup.

Robb Wolf: Cool.

Sarah: Early bird special.

Shawn: That's right. That's right.

Sarah: And we will probably send Squatchy a blog for your website too if that's cool.

Robb Wolf: Absolutely. Yeah we'll definitely, definitely do that. We could do a couple of them if we have the time to fit all that in. Is there anything else that you could think of? I'm pretty sure that folks will have some questions so when this goes up people can expect that definitely Sarah checks out my website pretty frequently. Shawn is still discovering what this thing called the internet is so we may or may not --

Shawn: Nice.

Robb Wolf: See him on there.

Shawn: I didn't know you had a website.

Robb Wolf: Yeah. Jenny may be able to poke her head in. Cindy do you have anything to throw in on this? Is Cindy still in there or did she go --

Cindy: Yeah I'm here. I was just supposed here for moral support so you can edit my name in the beginning.

Robb Wolf: Right. Right. Well they need to know that you're here. That's a critical piece to this whole thing so --

Shawn: Right. Dude, she's doing the whole backend stuff, which is what makes this thing run.

Cindy: Irreplaceable

Shawn: Yeah absolutely and so

Cindy: And Sarah too. I mean too.

Shawn: Yeah. We're all working together. It's almost like a team I'd say.

Sarah: Almost like a team.

Robb Wolf: Team workout wow, that's a great name.

Shawn: Yeah we finally got that. We figured out what that mean. No, yeah we're good and in the blog post we'll have on our site as well, we'll have email address, the info@NorcalSC.com for people to send in submit intelligent questions to. No, I'm joking but people will send in to get information. The write-up that these two have done on it gives you a really good I mean just the breakdown of it but people will still have questions and we absolutely encourage them emailing the info email and again it will be on your site, it will be on our site, super easy to get a hold of and myself. That will go to myself. It's something that's technical in regards to nutrition or whatnot. I'll just pour it to Sarah and you but yeah we'll get people value and we're excited about it. I'm pretty confident that this is just going to catapult us into the other seminars that we're looking at doing down the road.

Robb Wolf: Yeah and if people are interested in this we know that there's a need for business systems and more advanced programming and a variety of different offerings. But we feel like this is probably the most important piece first and if we get good interest then we're definitely game for helping people you know, progress their game both as athletes and coaches and business owners. So this is just kind of the first sniff to see what the interest is on this stuff.

Shawn: Yup.

Robb Wolf: Cool.

Shawn: Perfect, man. Thank you so much for having us on here. I didn't honestly know you had a podcast either.

Robb Wolf: Yeah. It's just kind of a time filler for when people are sitting on the can or something and you know, like if they're like Sarah and they took too much Prescripto cyst and it's going to be a while then this is a good option for us.

Sarah: It's perfect.

Shawn: Yeah exactly. No thanks Robb we really appreciate it man for sure.

Robb Wolf: Cool totally and just to let folks know it's up in the air whether or not I will be at this first shindig. Our second wolf cub is due late July, early August and so depending on how that rolls out or may or may not be there right, maybe sedated and straight jacketed by that point. So we'll see. Hopefully we make it but and if I do maybe a gig where maybe like the Sunday piece only or something like that. Because abandoning your Italian wife with a newborn and a toddler seems like I don't know kind of a tactical error at times so yeah we'll see.

[Laughter]

Sarah: Maybe this one will be a sleeper.

Robb Wolf: We'll see. We'll see. And Sarah, kids are easy, kids are easy, ask Shawn kids are really good so no --

Shawn: Yes. Get a puppy about same time.

Robb Wolf: Get a puppy about the same time. Awesome guys. Well super excited for this. Stoked for all the hard work that you've put into this. I know there's just been a ton of behind the scenes work and thinking and work outside of the regular you know, eight to eight gym scene, which you guys pretty much already, put in or is it like 6:00 a.m. to 8:00 p.m. kind of gig? But --

Shawn: Yes.

Sarah: ...pushing the 6.

Robb Wolf: Yeah.

Shawn: Uh-hum.

Robb Wolf: Well super excited and we'll have more info as we get closer to the event.

Shawn: Yup. Absolutely. Thanks man.

Sarah: Thanks Robb.

Cindy: Thanks Robb.

Robb Wolf: Okay. Talk to you all soon.

Shawn: Same here buddy.

Robb Wolf: Okay. Bye.

Shawn: Bye.

[0:55:09] End of Audio