

New Mexico Activities Association



Life *of an*
Athlete

NEW MEXICO

COMPETE
with CLASS

RESPECT ★ INTEGRITY ★ RESPONSIBILITY
NEW MEXICO
NATIONAL GUARD

NMAA MISSION

“The NMAA, a member-led organization, provides leadership in interscholastic athletics & activities, promoting equitable participation and character development.”





Life *of an* Athlete

NEW MEXICO

THOSE WHO CHOOSE TO LIVE THE LIFE OF AN ATHLETE
EMBODY CERTAIN CHARACTERISTICS THAT SEPARATE
THEM FROM THE PACK



DO YOU HAVE A GOAL?

“If you aim at nothing,
you will hit it every time.

-Zig Ziglar

an **idea** is just a
DREAM until you
write it down...
THEN it's a
goal.

specific achieving actions
perfect achieve set life writing working regularly
towards closer review always progress daily want
take plan keep reach thoughts every know
one dream making define setting goal
step committed action

WHAT IS YOUR PLAN?



**HAVE A
DREAM AND
FOLLOW IT.
HAVE A PLAN
AND STICK TO IT.
HAVE A GOAL
AND ACHIEVE IT.**

KUSHANDWIZDOM



A goal without
a plan is just
a wish.

— Larry Elder

MAXIMIZE YOUR POTENTIAL



why don't you care enough to be out there at your best?

Failure to prepare=Prepare to fail



What if we were really at our best?





Athlete

Physiologist

Coach



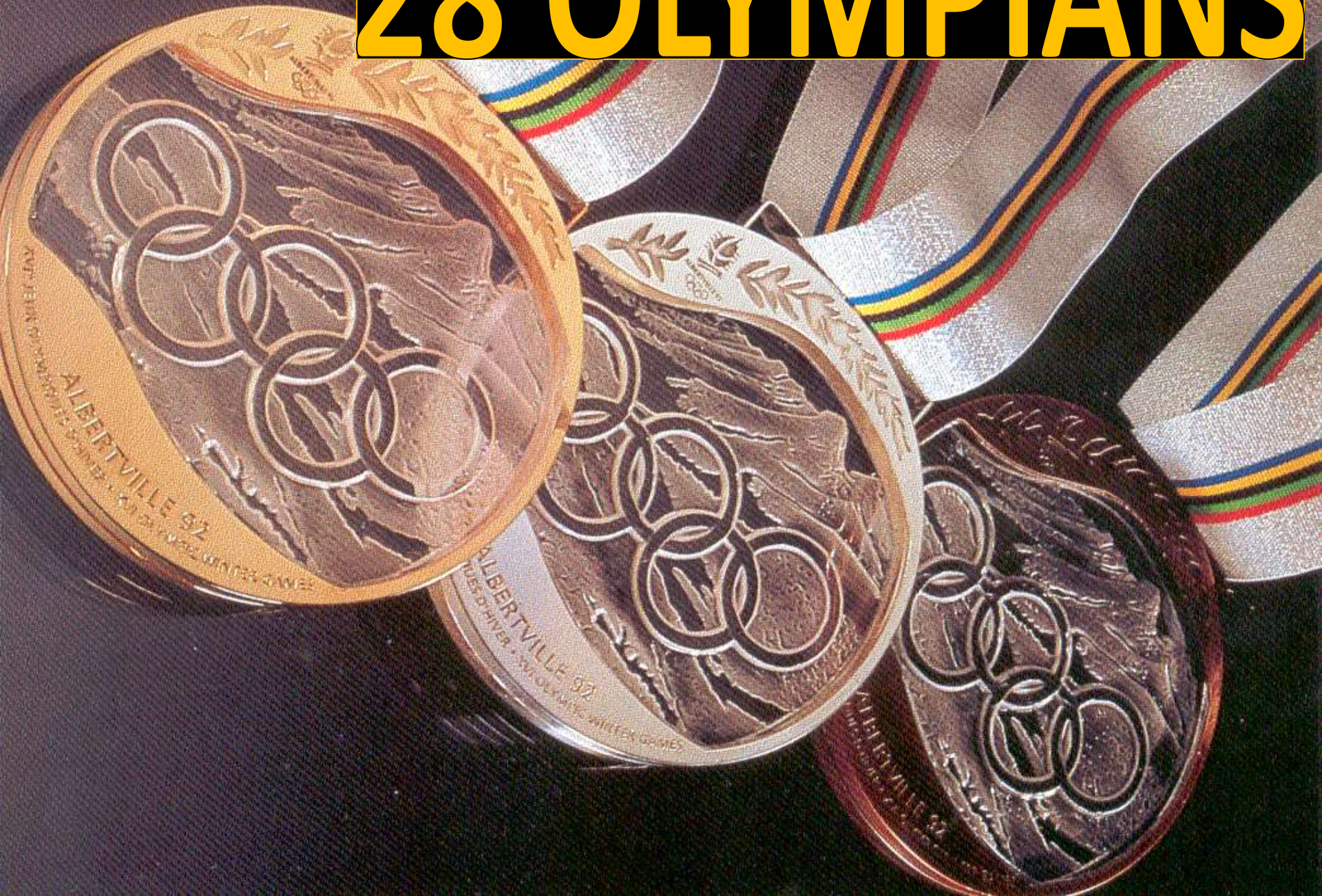
Prevention Educator

Activist

John Underwood - Educator/Activist

A former NCAA All-American, International-level distance runner and World Masters Champion, John has coached or advised more than two dozen Olympians including World and Olympic Champions. He holds three International Olympic Solidarity diplomas for coaching and has been a crusader for drug-free sport at all levels. He has appeared as a guest commentator for ABC Wide World of Sports for Olympic Drug Scandals. John has worked with nearly all sport federations, the NCAA, NHL, ECAC, Department of Justice, the U.S. Olympic Committee, Sport Canada and the International Olympic Committee.

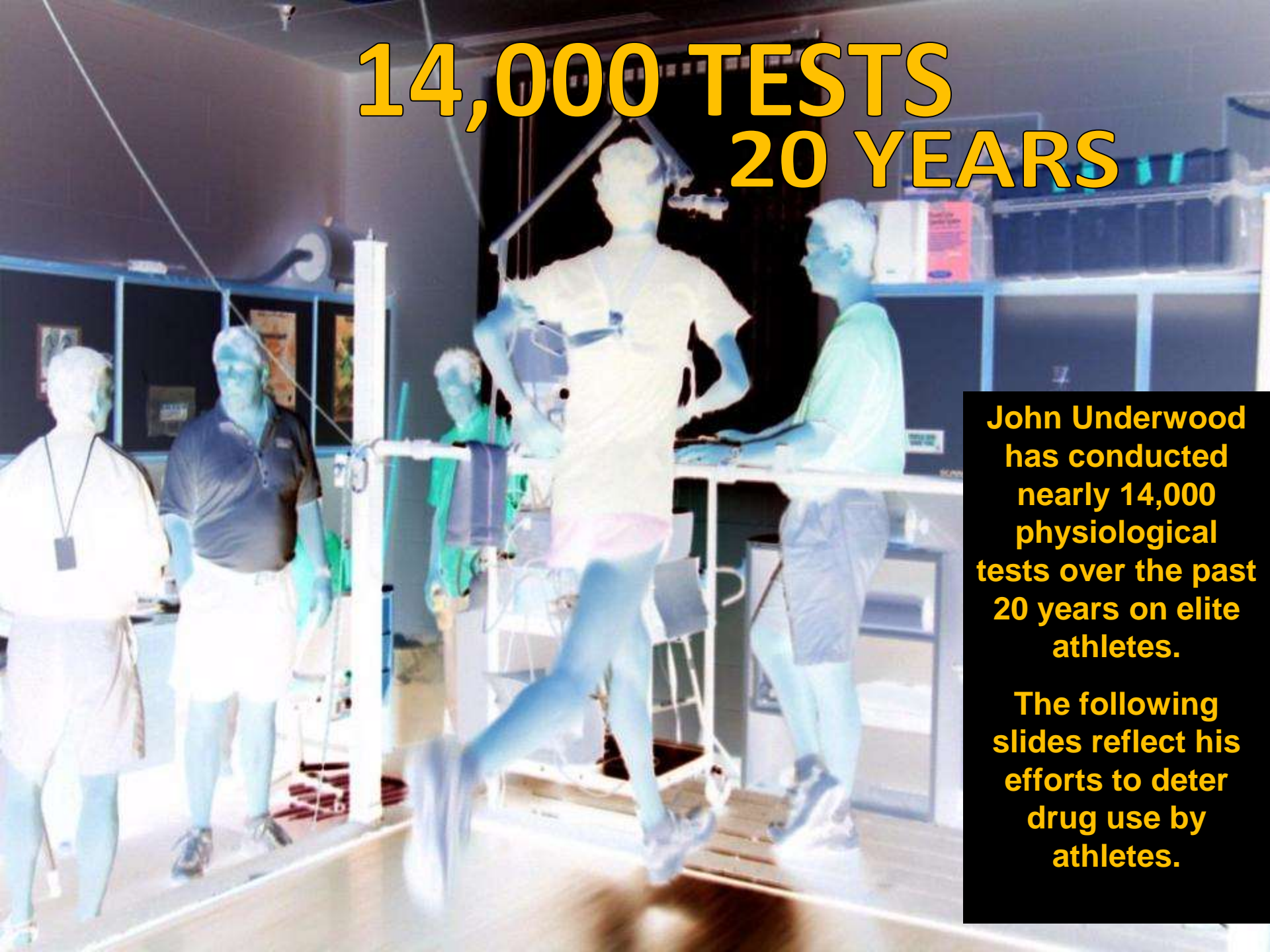
28 OLYMPIANS





600 COLLEGES

14,000 TESTS 20 YEARS



**John Underwood
has conducted
nearly 14,000
physiological
tests over the past
20 years on elite
athletes.**

**The following
slides reflect his
efforts to deter
drug use by
athletes.**



OPTIMAL

Preparation

LIFESTYLE

Recovery

Performance

**Every day matters
and every day counts
when the most important day comes**




Poor Diet
Poor Sleep
Stress
CNS Overstimulation
Social Drug Use
Poor Recovery

—FACTORS

ALL SYSTEMS NO





When you consider that most people spend only 10-20 hours a week working out, you can see that the vast majority of our time is spent in the rest and recovery phase.

**RECOVERY KEY
TO PERFORMANCE**

4 years
1460 days
35,040 hours

TIME

Time management

Every day matters
Every day counts



**The single largest factor in
athletic development is time...** Matveev USSR



The best information

To make the best choices

A silhouette of a muscular person holding a barbell across their shoulders, set against a blue gradient background.

EXPLAINING
TRAINING



Life of an Athlete
Human Performance Project

To understand how to train so you can get the biggest return on your effort.

To help you understand what outside factors influence optimal mental and physical performance.

HOW TO BE AT YOUR BEST

SCIENCE BASED



The single biggest factor in
optimal performance

#1

CNS READINESS

SLEEP



The Importance of SLEEP
in Mental and Physical Performance

6 Hours 40 Minutes

4-6 Hours



Average sleep for most athletes

Don't fight it... SLEEP

To train and compete at a high level you need regular sleep cycles. That means you need to go to bed at wake at the same time every day... Even on weekends. Your body gets used to many physiological responses during sleep and they happen at critical times during the night. Sleep includes muscle restorative phases, organ restorative phases and brain and CNS restorative phases. If you have random sleep patterns, these responses will be random. Critical recovery and adaptation occurs based on these cycles. In the recent Stanford Sleep Studies it was proved that the more you sleep the better you perform.



Life of an Athlete
Human Performance Project

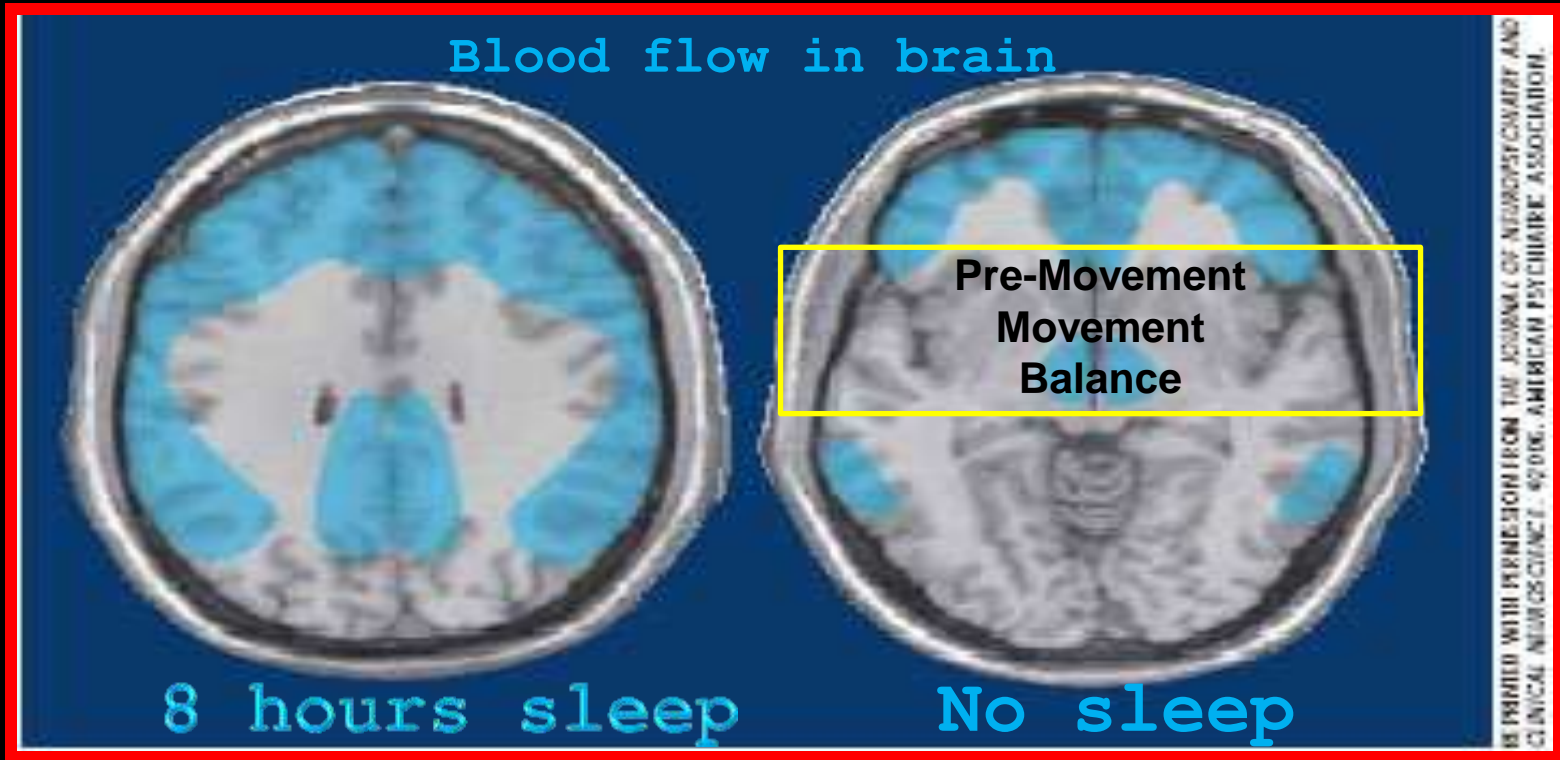
Muscle Restorative

Organ Restorative

CNS Restorative

Rested

Tired



WORKS

FAILS

IF THE BRAIN DOESN'T WORK
THE BODY DOESN'T WORK

Reaction Time best indicator of CNS Recovery/Readiness



Sending Signals





REACT

Twenty four elite athletes reaction
time to visual stimulus rested:

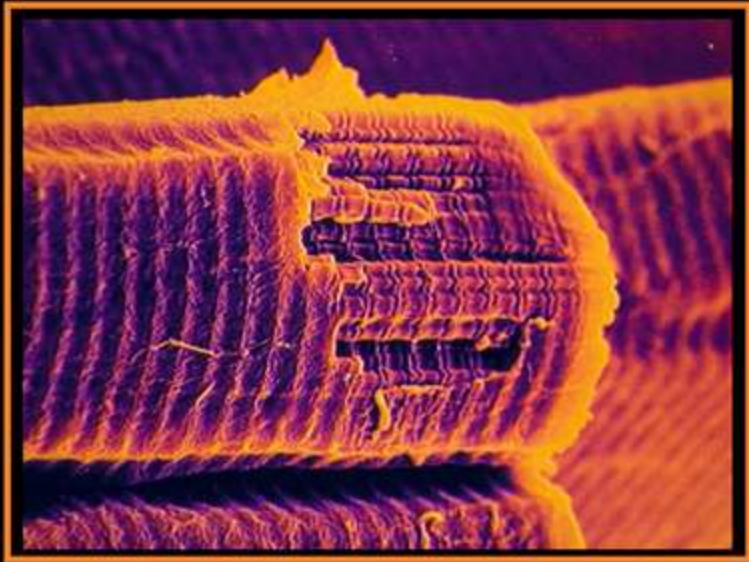
.186 Sec.

Twenty four elite athletes reaction
time no sleep overnight:

.246 Sec.



Sleep and GROW



Sleep is a critical component in the muscle building process and should not be overlooked. Your muscle tissue repairs itself and grows during rest periods but sleep is more important than waking rest periods.

Here's why:



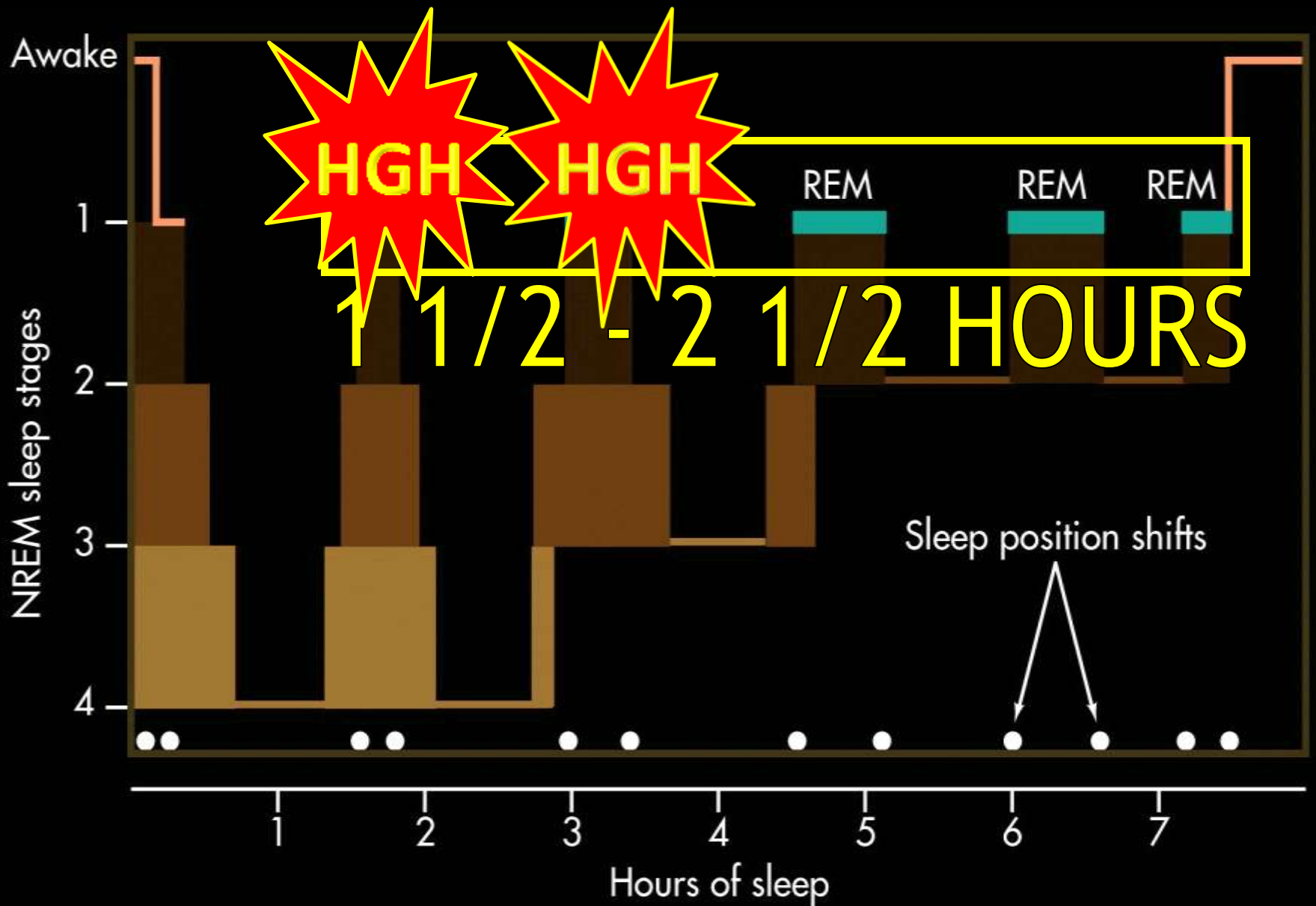
Life of an Athlete
Human Performance Project

The release of growth hormone reaches its peak during deep sleep

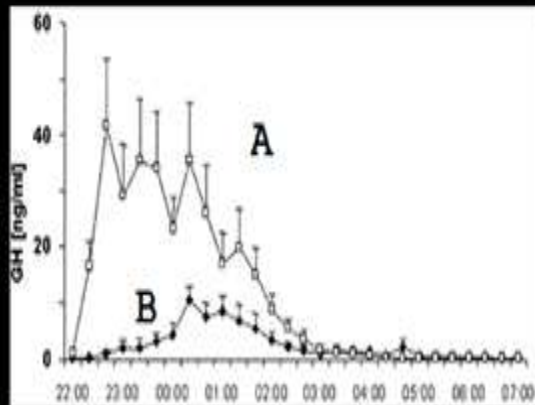
Your metabolic rate slows which is perfect for muscle tissue repair and growth

Increased blood flow to the muscles

HGH Release at night



8 HOURS OF SLEEP



Go to BED early... Lots of HGH

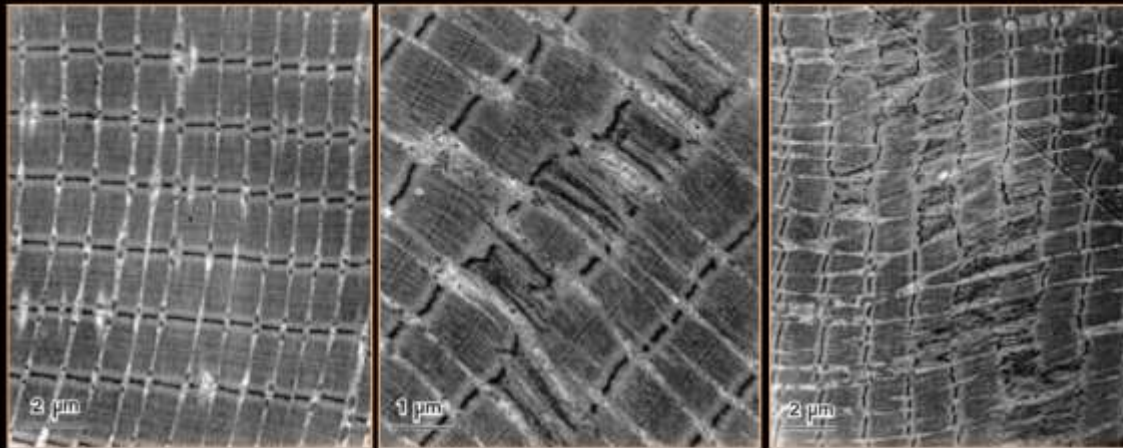
More GH is released during the earlier hours of the night than the later hours. Thus, sleep schedules are also important as **A** (8 hours of sleep from 10 pm to 6 am) causes greater GH release than **B** 8 hours of sleep from midnight to 8 am. The above diagram shows pulses of growth hormone corresponding to the four sleep cycles that occur during an average good night's sleep.

- A. sleep from 10pm. - 6am.
- B. Sleep from 12am. - 8am.

HGH release won't adapt to your crap lifestyle...
All your gains are lost. Damage unrepaired!



Life of an Athlete
Human Performance Project



NORMAL

MODERATE

EXTREME

Muscle rested

Medium intensity workout

Max workout

Muscle Damage



Antidote
SLEEP



Life of an Athlete
Human Performance Project

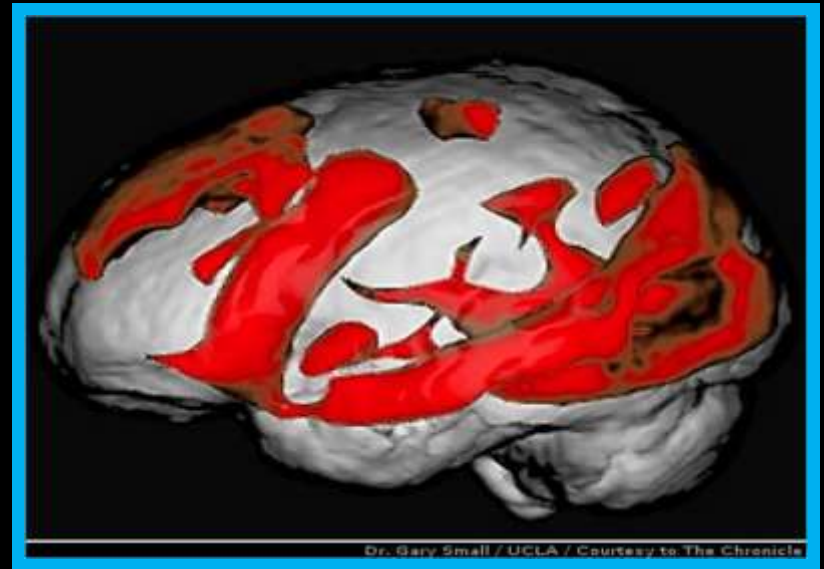


Technology



READ

INTERNET



Rest means Rest...

The CNS can rest
and reboot
critical energy
when the brain
function is
minimal...

Information Overload

P.S.

“

Kids are leading the world's transition to digital media. This is in part because kids aren't afraid of technology and in part because kids haven't spent years getting used to anything else.

So if you want a sense

MORE THAN HALF OF THE HUMAN RACE IS UNDER THE AGE OF 30.

it makes sense to watch what kids are doing.”



Generations M2
Media in the Lives of 16- to 18-Year-Olds
Kaiser Family Foundation
January 2010

How much does technology effect mental and physical performance?

More than you think!



Life of an Athlete
Human Performance Project

PROCESSING

Brain Stimulation

Create An Electronic Sundown.

The smallest amount of light can impact your Melatonin levels (the sleep hormone). About ninety minutes before bed, turn off all electronic devices in your bedroom.



Life of an Athlete
Human Performance Project

Delays brains transition from
wake state to sleep





Life *of an*
Athlete

ATHLETE TIME
MANAGEMENT
VERSUS
TECHNOLOGY

STRESS
TIME LOSS
CNS FATIGUE
RECOVERY DELAYS
METABOLISM CHANGES
LOSS OF FOCUS

Technology has increased significantly the sedentary hours per week for all populations including athletes.



There is no way
to make up for
the deficits of
lost sleep with
stimulants



ENERGY DRINKS



SLEEP MANUAL



Human Performance Project Athlete Sleep Manual



Life of an Athlete
Human Performance Project

The impact of sleep on and physical performance

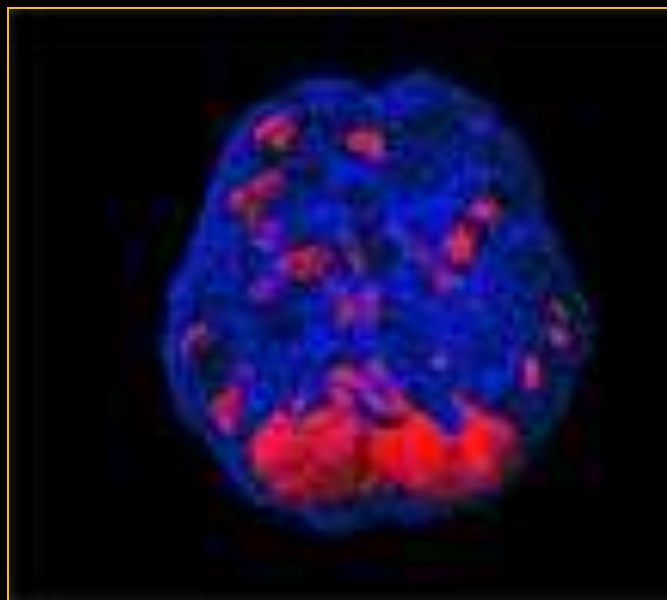
SOCIAL DRUGS



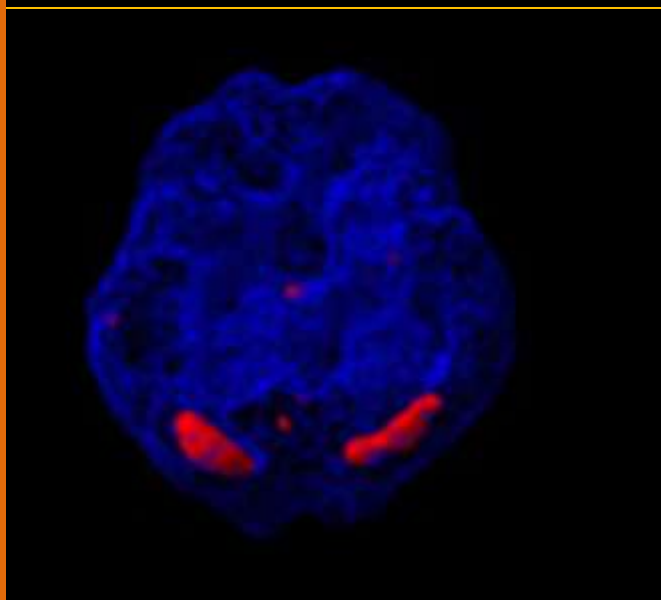
Choices you will have to make

Life of an
Athlete

Brain Activity Alcohol



**Not under
influence**



Intoxicated

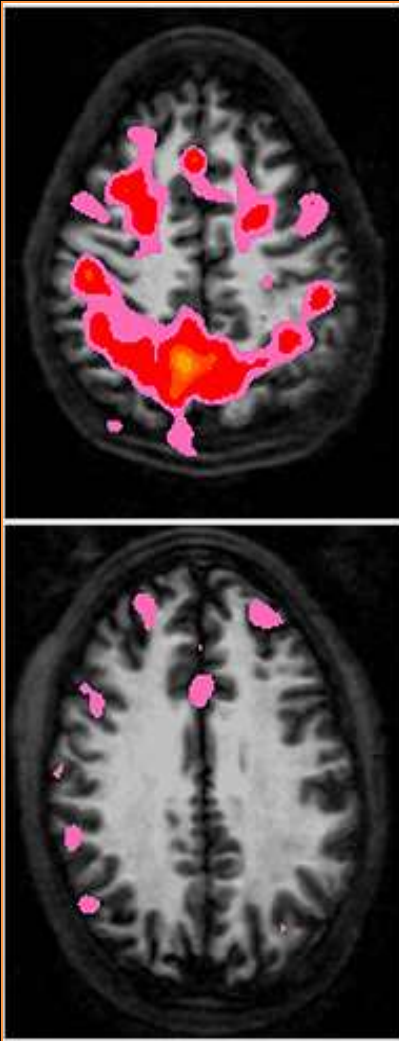


BRAIN ACTIVITY

NORMAL

15 YEARS OLD

ALCOHOL USER



Susan Tapert/University of California, San Diego

Images above show the brain activity of a 15-year-old nondrinker, top, and a drinker, bottom.

Life *of an*
Athlete



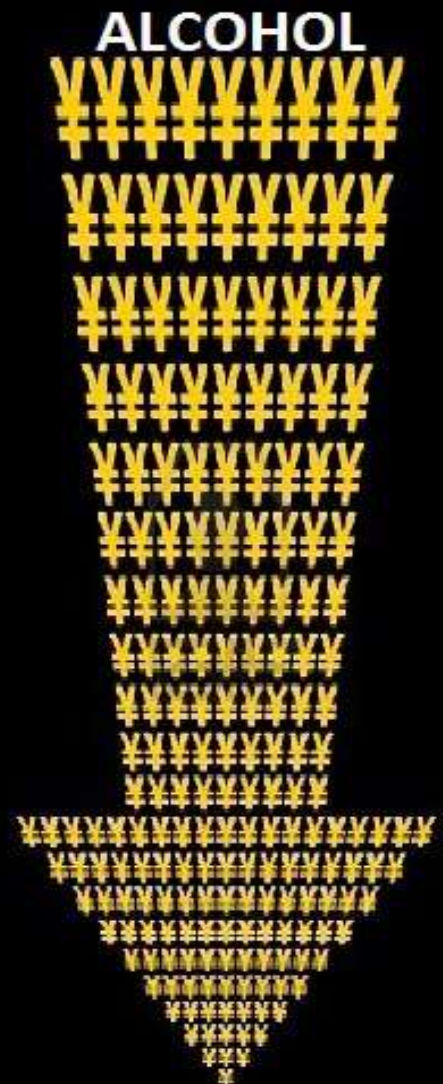
TESTOSTERONE

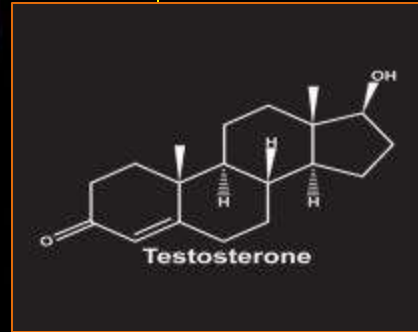
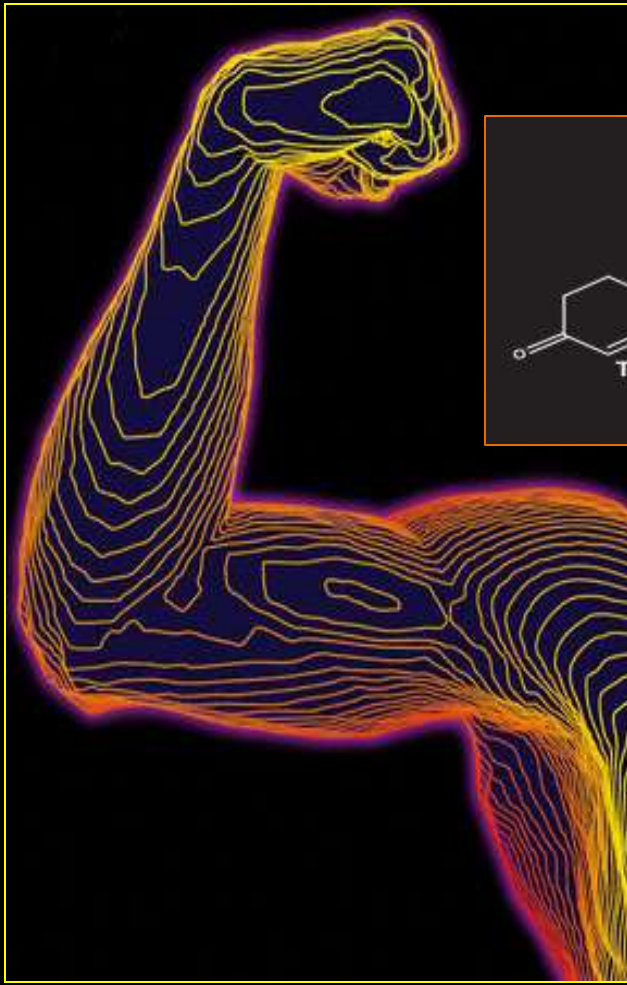
Studies of athlete drinkers have shown that alcohol directly suppresses testosterone levels.

The more you drink, the worse it gets.

And it's not just at the time you are drinking.

The biggest hit comes later, and spills into the following days...





Heavy maximal level training followed by excessive alcohol consumption can result in hormonal disruptions for up to 96 hours (4 days)

TRAINING EFFECT
RECOVERY
PERFORMANCE

THE 96 HOUR HOLE

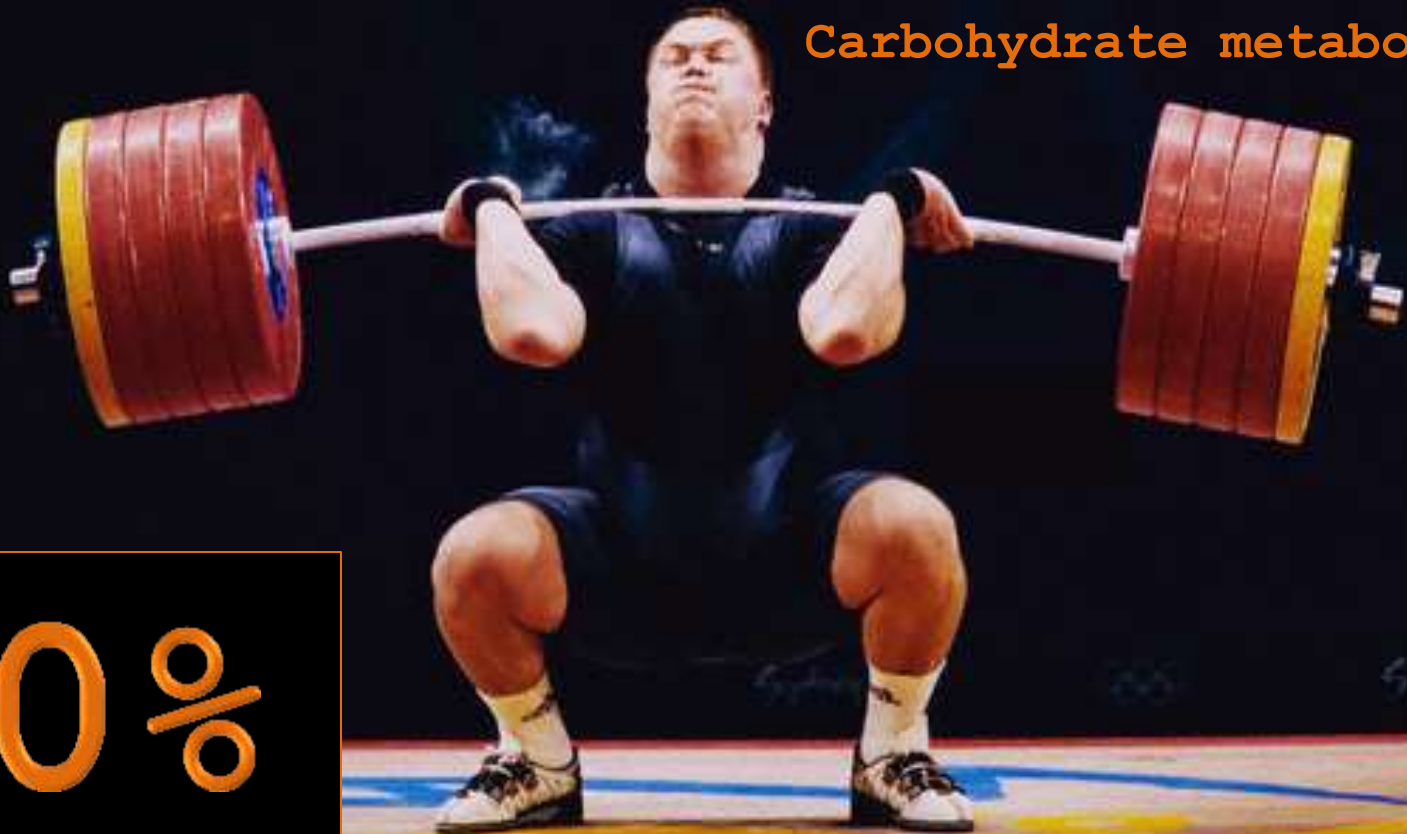


HGH

Maintains muscle mass
Repairs muscle fiber
Fat metabolism
Carbohydrate metabolism



70%



Human Growth Hormone



REM and Alcohol Use

You are asleep but your CNS is not recovering!

REM

separating alcohol fact from fiction

Q When you pass out do you still have REM sleep?

A. An unfortunate effect of alcohol is the disruption of sleep patterns. This disruption can lead to restless sleep and other sleep problems, which can cause fatigue, memory, cognition and motor deficits the following day.



You wake up the next day with an exhausted brain and central nervous system. Your alertness levels are decreased. Your level of focus is decreased. Your attention span is decreased. Your ability to process information is decreased. Your reaction time is 25% slower.

Time to exhaustion is decreased. Perception of fatigue is higher!



Life of an Athlete
Human Performance Project

2:27

1:31



:58



:31

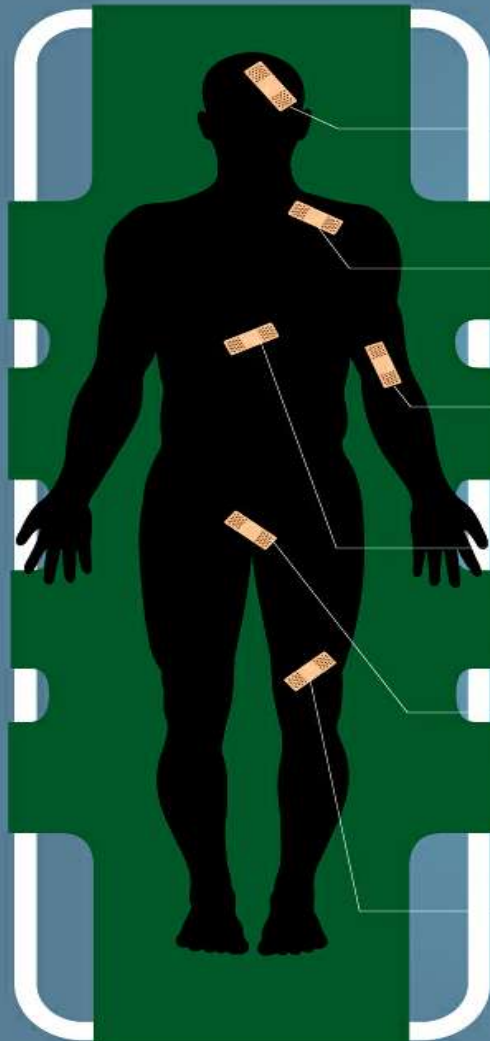


INJURIES

**Injury rate for
drinkers is 54%**

**Injury rate for
non drinkers is
23%**

NCAA Injury Study



HEAD	252
BRAIN	67
SKULL	185
SCALP	8
EYE	133
MOUTH	118
TEETH	106
TONGUE	24
NOSE	108
NOSTRIL	0
EAR	137
THROAT	92
NECK	389
SHOULDER	693
BACK	456
SPINE	84
ARM	239
BICEP	400
TRICEP	331
ELBOW	722
FOREARM	424
HAND	378
WRIST	609
FINGER/THUMB	600
FINGERNAIL	28
PECTORAL	272
CHEST	58
RIB	503
HEART	88
TORSO	121
ABDOMINAL	155
OBLIQUE	508
HIP/PELVIS	111
BUTTOCKS	63
ANUS	3
GLUTEUS	25
GROIN	760
TESTICLE	52
SCROTUM	1
PENIS	2
VAGINA	0
GENITAL	6
LEG	396
THIGH	574
QUADRICEP	1812
HAMSTRING	785
KNEE	734
CALF	646
ANKLE	752
SHIN	1386
FOOT	678
TOE	711
SKIN	20

SOURCE: LEXISNEXIS





The residual effect of alcohol or a hangover has been shown to reduce performance by an average of 11.4% in elite athlete populations.

<11.4%

PERFORMANCE POTENTIAL





<8%



STRENGTH/POWER



<11%

EXPLOSIVE POWER



<6%



ACCELERATION SPEED



<8%



START UP SPEED



0-5 yds.



<8%

LATERAL SPEED



<6.96%



ENDURANCE



<8%

POWER ENDURANCE





1X DRUNK = 14 DAYS
LOST TRAINING EFFECT

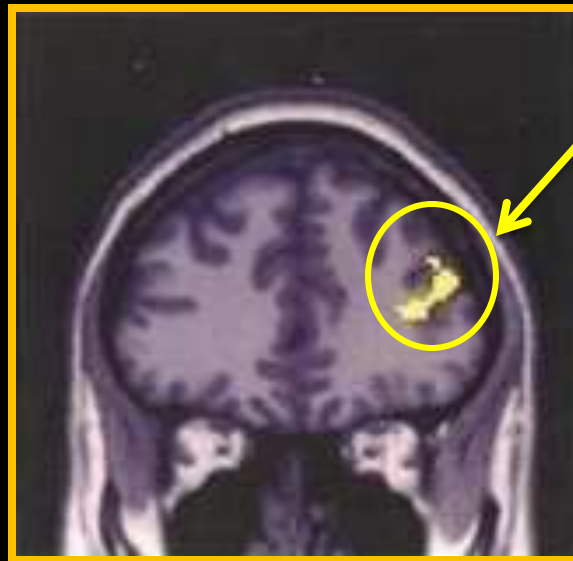
American Athletic Institute has studied the impact of alcohol on condition in elite athletes. Impact has shown significant projections in lost physiological condition that correlates to as much as 14 days of lost training effect...for each time drunk...

WASTING YOUR TIME





MARIJUANA SKILL IMPAIRMENT



NON USER

SIMPLE HAND SKILL

Skill
Recall
Area



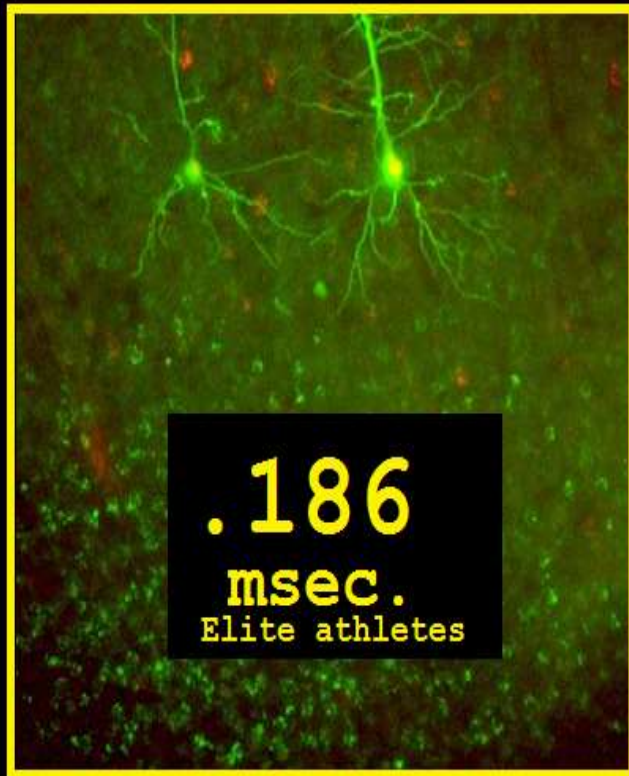
MARIJUANA USER

SIMPLE HAND SKILL

Note: Subject not under influence during scan.

POT OR NOT? YOUR CHOICE YOUR GAME

Normal Reaction Time



Weed and Reaction Time



Average in the
.300-.450msec range.



Marijuana slows down reaction time to .300-.450 msecs



Slowing down your game...

Life of an
Athlete





Today's Pot



Marijuana THC content 1960-70's 1-4% THC
Marijuana THC content today 20+% THC



Detection Times

If you stop smoking

- **Marijuana/Cannabinoids (THC, Marijuana) Detection Time:**
 - 1 time use only 5-8 days
 - 2-4x per month 11-18 days
 - 2-4x per week 23-35 days
 - 5-6x per week 33-48 days
 - Daily 49-63 days



Marijuana vs. Tobacco

- Releases five times as much carbon monoxide into the blood, which ties up oxygen

- Three times more tar than cigarettes.



- Another study showed that a few joints a day can produce as much lung damage as 20 tobacco cigarettes.

POWER BACK DIET

Power Back Diet



Power Back Diet
Life of an Athlete
Human Performance Project



Eat better... Compete Better...



Power Back Diet

Life of an
Athlete

You can't beat nature!

Top Ten Olympian Foods



OATMEAL



EGGS



BANANAS



STEAK



YOGURT



TUNA



PASTA



PB



TRAIL MIX



COTTAGE
CHEESE

Power Back Diet



Life of an Athlete
Human Performance Project





Bananas #1 for Athletes

Bananas contain three natural sugars – sucrose, fructose and glucose combined with fiber. A banana gives an instant, sustained and substantial boost of energy. Research has proven that just two bananas provide enough energy for a strenuous 90-minute workout. No wonder the banana is the number one fruit with the world's leading athletes.

When you compare it to an apple, it has FOUR TIMES the protein, TWICE the carbohydrate, THREE TIMES the phosphorus, five times the vitamin A and iron, and twice the other vitamins and minerals.. It is also rich in potassium and is one of the best value foods around So maybe its time to change that well-known phrase so that we say, 'A BANANA a day keeps the doctor away.



Life of an Athlete
Human Performance Project



70% in one hour!



RECOVER

70%

IN ONE HOUR

THE QUICKER THE BETTER

The highest rates of nutrient uptake occur during the first 10mins after training .

75g Carbs
40g Whey



This is because all the nutrient transport and storage mechanisms become switched on thus increasing the body's absorption rates. The nutrients that are required are glucose (from Carbohydrate) and amino acids (from Proteins).




Life of an Athlete
Human Performance Project

One day your life will flash before your eyes...
Do something worth watching!

Every day matters
Every day counts
Make every day matter
Make every day count.



Which characteristics (qualities) of an athlete do you have?

- 
- Strong work ethic
 - Determination
 - Cooperative
 - Passionate
 - Mentally tough
 - Poised
 - Disciplined
 - Committed
 - Passionate
 - Prepared
 - Confident
 - Competitive

PREPARED



- **MENTALLY, PHYSICALLY**
- **DOESN'T RELY ON TALENT ALONE**
- **LEAVES NO STONE UNTURNED**
- **HAS PUT THE TIME IN AND IS PREPARED TO SUCCEED**

“Failure to prepare is preparing to fail.”



**Remember when you are not training...
That somewhere, someone is training...
And when you meet them...
They will beat you.**

DISCIPLINED

A photograph of two male wrestlers in a physical struggle during a match. The wrestler on the left is wearing a red singlet with a black and white logo on the back and a red helmet. The wrestler on the right is wearing a blue and yellow singlet and a blue helmet. They are both in a low, defensive stance, with the wrestler in red reaching out to grab the leg of the wrestler in blue. The background is a blurred crowd of spectators in a gymnasium.

- **Responsible-Homework**
- **Don't succumb to temptation- peer pressure**
- **Willing to sacrifice to succeed**
- **Take pride in their discipline**

COMMITTED

- Stays the course
- Doesn't let setbacks deter them
- Perseveres relentlessly
- Honors their word
- “Do what you say and say what you do”

GREAT WORK ETHIC



- NO SUBSTITUTE FOR HARD WORK
- DESIRES TO OUTWORK EVERYONE
- ANYTHING WORTH HAVING IS WORTH WORKING FOR
- ABILITY + WORK ETHIC = GREATNESS

• 1966 Hobbs High School State Champions

CHARACTER

- 
- **HIGH DEGREE OF INTEGRITY**
 - **DOES THE “RIGHT” THING**
 - **IS ACCOUNTABLE**
 - **HAS RESPECT AND GIVES RESPECT**
 - **CARES FOR THE WELL BEING OF OTHERS**
 - **TREATS ALL EQUALLY**

COOPERATIVE

- **DOESN'T PUT SELF ABOVE "TEAM"**
- **LISTENS TO COACHES AND TEAMMATES**
- **WORKS FOR THE BETTERMENT OF THE WHOLE**
- **DOESN'T LET TEAM DOWN**

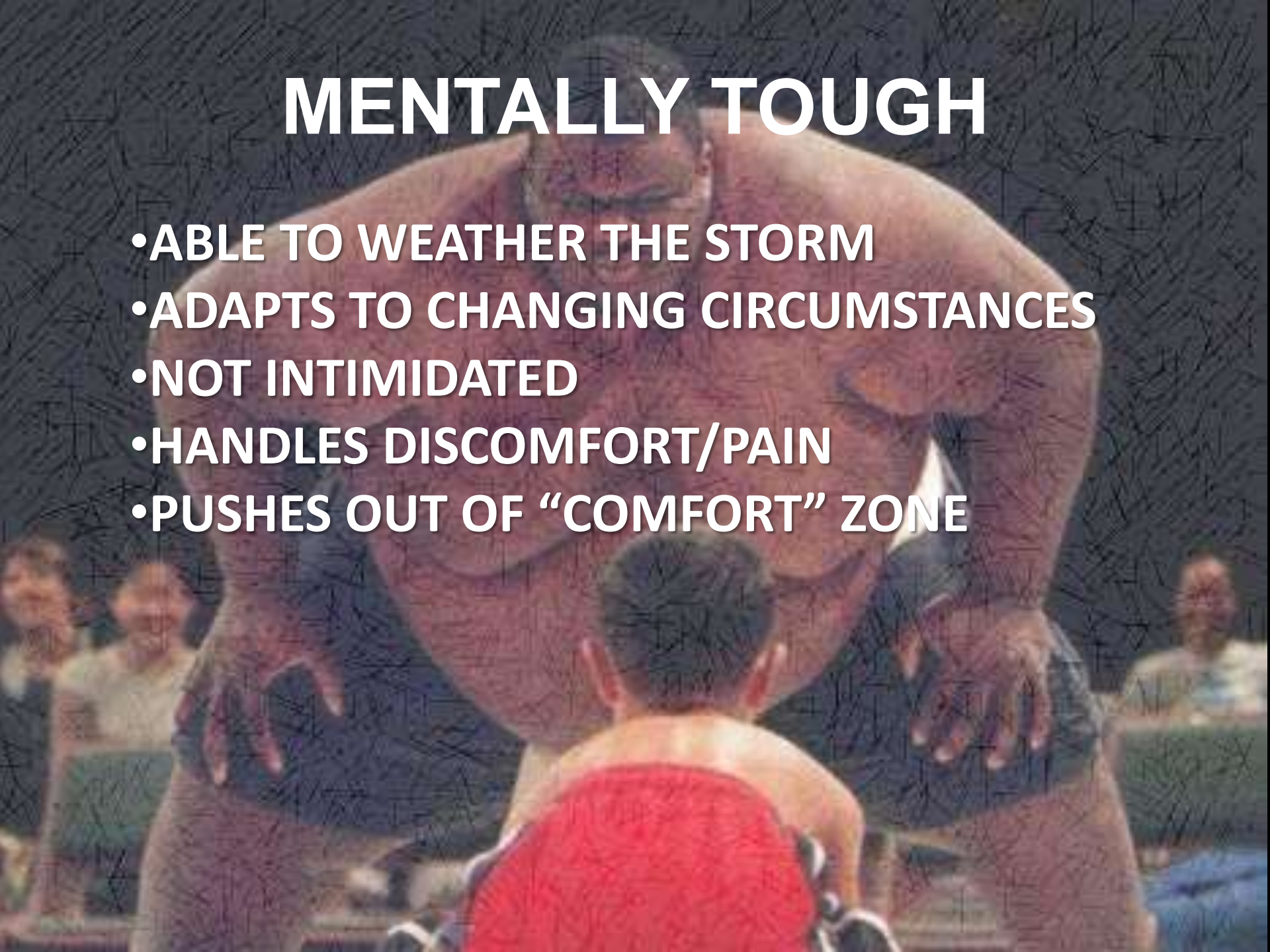
PASSIONATE

A group of cheerleaders in blue and yellow uniforms are performing a high jump in a gymnasium. They are all smiling and have their arms raised in the air. The background shows a large crowd of spectators in the bleachers.

- HAS ENTHUSIASM
- ENJOYS THE PROCESS
- LOVES WHAT THEY DO
- ENTHUSIASM IS CONTAGIOUS

MENTALLY TOUGH

- ABLE TO WEATHER THE STORM
- ADAPTS TO CHANGING CIRCUMSTANCES
- NOT INTIMIDATED
- HANDLES DISCOMFORT/PAIN
- PUSHES OUT OF “COMFORT” ZONE



Set Goals- Aim High!

- **HAS A PLAN**
- **KNOWS WHAT THEY WANT TO ACHIEVE**
- **HAS EXPECTATIONS**
- **ISN'T AFRAID TO FAIL**
- **WILLING TO PUT IT ON THE LINE**
- **SETS THE BAR HIGH**



POISED

- SELF-COMPOSURE
- WINS AND LOSES WITH GRACE
- REMAINS COLLECTED IN THE FACE OF FRUSTRATION
- DOESN'T ALLOW EXTERNAL FACTORS TO AFFECT PERFORMANCE
- NEVER LETS SUCCESS GO TO THEIR HEAD
- FOCUS IS ON TASK AT HAND



COMPETITIVE

- WINNING MATTERS
- HATES TO LOSE
- HAS HIGH EXPECTATIONS
- ENJOYS THE CHALLENGE
- GIVES 100% NO MATTER THE SITUATION
- STRIVES FOR EXCELLENCE, NOT MEDIOCRITY
- DESIRES TO BE GREAT



CONFIDENT



IT'S AN ALL THE TIME THING!



NOT A SOMETIMES THING



COMPETE *with* CLASS

RESPECT ★ INTEGRITY ★ RESPONSIBILITY

NEW MEXICO
NATIONAL GUARD 
NATIONALGUARD.com



NMAA SPORTSMANSHIP INITIATIVE

“Compete with Class” was developed through a collaboration process involving athletic directors, coaches and school administrators (NMAA Sportsmanship Committee), and input from student and adult communities

SPORTSMANSHIP

The NMAA defines sportsmanship as:

“The act of treating others in a respectful manner, taking personal responsibility for your actions and responding with integrity while engaged in competition.”



Sportsmanship Fundamentals



- Know the rules of the game and follow them
- Recognize good play by both teams
- Respect your opponents-coaches, players, spectators
- Respect contest officials and their decisions
- Represent yourself, family, school and community in a positive manner
- Take full accountability for your part in the sportsmanship process

Three Core Values of Compete with Class



★ Respect ★ Integrity ★ Responsibility ★

RESPECT

A blue-tinted photograph of two athletes shaking hands on a track. Two referees in striped shirts stand nearby, and a large crowd is visible in the background. The word 'RESPECT' is overlaid in large red letters at the top.

- 1. Treating others like you would like to be treated.**
- 2. Understanding that your words and actions impact others.**
- 3. Valuing your opponent.**
- 4. Not a matter of degree- either you are or you aren't.**

INTEGRITY



- 1. Doing the right thing when nobody is watching and regardless of the circumstances.**
- 2. Honor your word- commitment.**
- 3. Adhere to a strict ethical code.**
- 4. Measured by what you do not what you say.**

RESPONSIBILITY



1. Take accountability for your actions- ownership of mistakes.
2. Dependable, reliable, trustworthy.
3. Understand that actions have consequences.
4. Think before acting.

Stay in Your Lane

- Concept- Every individual associated with education based athletics...administrator, coach, student-athlete, official, parent and fan must first understand and accept their role in interscholastic competition. **The responsibility of every individual is to do your part to make each competition a positive, educational and enjoyable experience.**

School Administration

- Embrace the concept of “top-down” leadership by being actively engaged in the “Compete with Class” sportsmanship initiative and ensuring that it is fully integrated in to all aspects of the school interscholastic program.



Athletic Directors

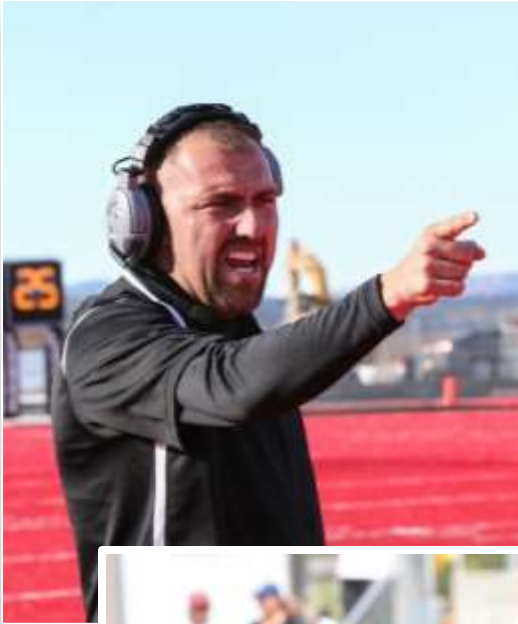
- Demonstrate leadership of the program with coaches, student participants, parents, fans and officials.
- Conduct preseason meetings.
- Follow the ejection policy.
- Contest behavior.



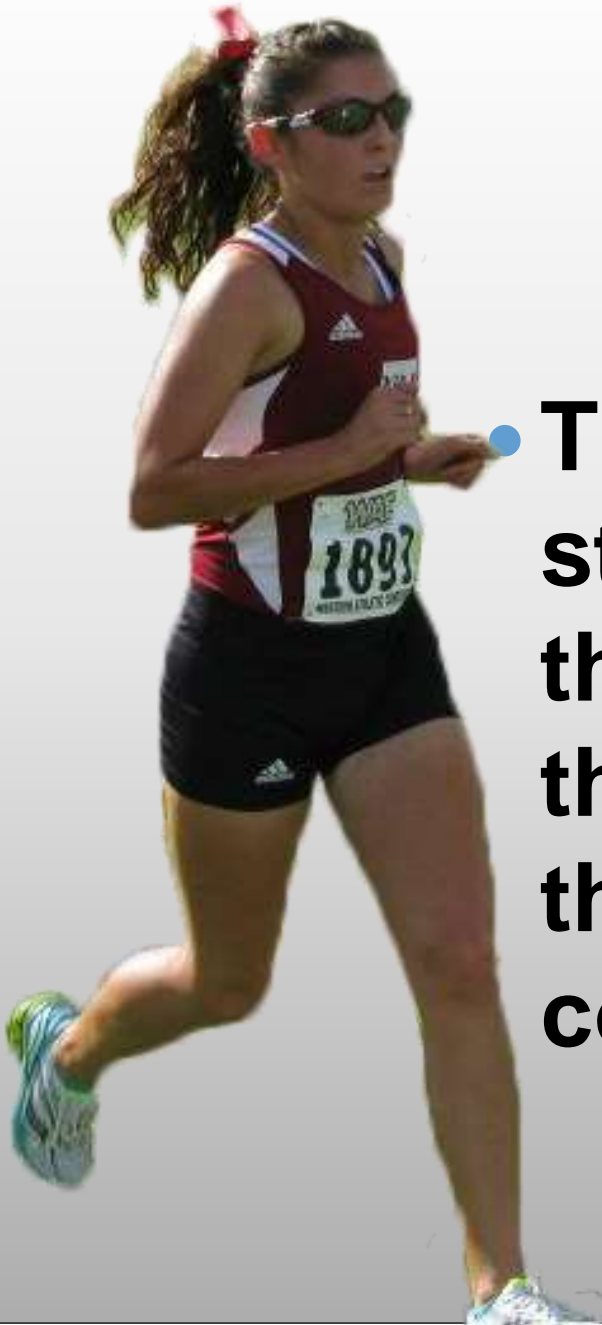
Coaches

Acknowledge that you are the primary standard-bearer of the sportsmanship program message to the student participants. The focal point of the coach must be

that of the values and personal growth of the student participants.



Student Participants



- The contribution of the student participants to the process highlights the important life lesson that with privilege come's responsibility.

Parents



- **Parents must have a “big picture” perspective when it comes to the personal development of their son or daughter.**
- **Athletics and activities are an extension of the classroom.**
- **Lessons learned as a result of the privilege of participation will last a lifetime.**

Fans/Spectators

A large, diverse crowd of people is gathered at what appears to be a sporting event. Many individuals are wearing orange clothing, including t-shirts, hats, and scarves, suggesting they are fans of a specific team. In the center of the crowd, a person is holding up a large, orange and black paw print, which is a common symbol for the University of Texas. The crowd is dense, and people are looking in various directions, some towards the camera and others towards the event area. The background is bright and slightly out of focus, emphasizing the crowd.

Must adopt an education-based perspective with respect to the school's interscholastic program and its impact on the community as a whole.

OFFICIALS

- The role of an official is an integral part of the “Compete with Class” program.
- Officials adopt a “level playing field perspective”



CHOICES

The decision to Compete with Class begins with making choices.

- Your Choice
- Team Choice
- School Choice
- Community Choice



WHAT IS YOUR CHOICE?



**ARE YOU WILLING TO LIVE THE
LIFE OF AN ATHLETE?**