



## The Hawaii Ironman edition

**purplepatch** noun: A period of excellent performance, when nearly everything seems to go right, work properly, and provides perfect balance. Everything seems to fall into place and flows, making it seem like you cannot put a foot wrong

**Performance – Nutrition – Life Balance – Energy – Productivity – Efficiency**

### Meet the purplepatch Hawaii Ironman World Championship athletes!

In just a few days time 8 purplepatch athletes will be stepping on the start line for the 30th running of the **Hawaii Ironman World Championships**, the toughest single-day endurance event in the world, consisting of a 2.4 mile ocean swim, followed by a 112 mile bike and finishing with a 26.2 marathon run. I am really proud of all the *purplepatch athletes* making the trip, and am really excited for them individually and as a group. The remarkable stories of the group epitomizes the eclectic nature of purplepatch - and they stand as a beacon of inspiration to us all. Within the group we have elite athletes, leading business professionals, cancer survivors and more. Below is a very short introduction to each participant, but please visit the link below for a full introduction and summary of each athlete, what the Hawaii Ironman means to them, and how purplepatch has helped them. It is well worth it! [http://www.purplepatchfitness.com/purplepatch\\_fitness/HAWAII\\_PPF.html](http://www.purplepatchfitness.com/purplepatch_fitness/HAWAII_PPF.html)



**CHRIS LIETO** - professional male

3 x Ironman Champion  
6th place Ironman Hawaii 2007  
Founder and CEO of [www.baseperformance.com](http://www.baseperformance.com)  
Married with 2 children  
[www.chrislieto.com](http://www.chrislieto.com)



**TYLER STEWART** - professional female

Coeur d'Alene Ironman Champion 2009  
Member of LUNA Pro Team  
Business owner/operator [www.sfwags.com](http://www.sfwags.com)  
Married to Johnny Eason  
[www.tyler-stewart.com](http://www.tyler-stewart.com)



**RICHARD DECKER** - male 65 - 69 years

Chairman Belvedere Capital Partners  
Past Director of Federal Reserve Bank (SF)  
Competed in Hawaii Ironman 1983/1984  
Married with 2 children, 1 grandchild



**MEREDITH KEERAN KESSLER** - female 30 - 34 years

Ironman Arizona (record) and Ironman Coeur d'Alene Amateur Champion  
Undeclared in all events in 2009  
Employed by RBC Capital Markets.  
Married to Aaron Kessler



**IAN CHARLES** - male 40 - 44 years

Survived multiple myeloma in 2008  
During 2008 Ironman Hawaii was in hospital receiving a bone marrow transplant  
Director of [www.velocollective.com](http://www.velocollective.com)  
Married with 2 children



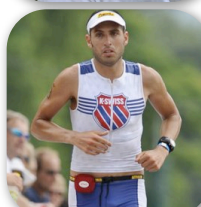
**CHAS PAVLOVIC** - male 60 - 64 years

Former professor at Iowa University  
Executive Vice President at several companies  
Podium finish in all events in 2009  
First time Ironman Hawaii qualifier  
Married



**SAMI INKINEN** - male 30 - 34 years

Founder and COO of [www.trulia.com](http://www.trulia.com)  
Multiple Hawaii Ironman qualifier  
Course record holder Wildflower triathlon  
Stanford University graduate



**MATT LIETO** - professional male

Grew up obese - lost 80lb to become professional athlete  
5th place Ironman Lake Placid 2009  
Raced against Matt Dixon in first pro race  
[www.mattlieto.com](http://www.mattlieto.com)

### Tyler Stewart signs a multi-year deal with Luna Pro Team

This is a brief part of the press release from this morning. More Details at [www.purplepatchfitness.com](http://www.purplepatchfitness.com) (San Francisco, CA – October 5, 2009) – On the eve of the Ironman World Championships, today it was announced that 2009 Ironman Coeur d'Alene champion, Tyler Stewart, has signed a multi-year contract extension with the LUNA Pro Team and established a new partnership with Fitness Anywhere's TRX Suspension Training. Stewart will also continue to work with her long-time sponsors including coach Matt Dixon of purplepatch fitness and the Saris Cycling Group. In addition, she will teach indoor cycling classes through her relationship with the new San Francisco training facility, Velo Collective.

Team Luna: <http://teamlunachix.com/proteam> Fitness Anywhere: [www.fitnessanywhere.com](http://www.fitnessanywhere.com)



## Chris Lieto on the cover of October *Outside Magazine*

purplepatch professional athlete, Chris Lieto, can be found on the cover of this month's *Outside Magazine*. Chris, one of the leading professional triathletes in the world, is one of the only triathletes ever to be featured on the cover of *Outside*. It is wonderful for him and the sport in general.



In addition to the print edition of the magazine has a special online 'moving-picture' feature on the photo shoot, all created on the *Red* camera. Some pretty special images and footage is promised - so check it out at [www.outsideonline.com/red](http://www.outsideonline.com/red).

For more information on Chris Lieto, including his video diary in preparation for the October 11th Hawaii Ironman visit: [www.chrislieto.com](http://www.chrislieto.com)

Best of luck to Chris, and all *purplepatch* athletes and friends.

## Sonoma Adventure review

On Saturday September 27 purplepatch gathered in Monte Rio, just outside of Santa Rosa, to prepare for the first *purplepatch Sonoma Adventure*.

With 40 riders, accompanied by 10 guides and three support vehicles, we all got to enjoy a wonderful breakfast before setting off on one of three beautiful loops. The group included a few of the purplepatch professional and elite athletes, recreational riders and relative newcomers to the sport. It did not matter what the level - the point of the ride was adventure and a chance to ride one of the most beautiful routes in California. With sunny skies and temperatures in the high 70's, we were all challenged within our own limits by the terrain the routes offered, but smiles were written across the faces of every participant.



After a 35, 50 or 70 mile loop participants arrived back at the home base. Whether it be expert planning or, more likely, blind luck, everyone was home within 30 minutes of each other. As we rolled into the finish cold beers and drinks were waiting, as well as a gourmet meal. This time the theme was 'high-end Mexican cuisine' and the chef did not disappoint. Now we were one group, happy to sit, relax and share stories of our own adventures on the road. The perfect end to a great day.

Once again, this ride would not have been possible without the huge generosity of Tad Jacobs, and his magical 'purplepatch RV + Chef!', courtesy of his company [www.treemasters.com](http://www.treemasters.com) - Thanks Tad



The Hawaii Ironman will sadly be missing one of the Bay Area's top athletes. **Monique Petrov** was struck by a car a couple of weeks ago, sustaining terrible injuries. She is progressing very well, showing the toughness we all know she has. Purplepatch wishes her a speedy and full recovery, and we will all be thinking of her October 10th. Get well Mo Mo.

## purplepatch - in brief:

### purplepatch Group Activities in October

Be sure to join purplepatch for the *free* group activities happening weekly. We have group rides each Saturday (except October 10th due to the Hawaii Ironman) and Wednesday social runs in the city. As we move toward 2010 these options are going to expand greatly - with a full complement of group activities. You can check the details for each week at the **group activities** section of the website

### Follow purplepatch on **twitter**

Twitter is a wonderful way to stay up to date on the latest purplepatch news, including routes for the weekly rides, meet times, special events etc.

**On October 10th we will be sending updates on all the purplepatch athletes and friends racing at the Hawaii Ironman World Championships - live from the course!** Sign up and get involved at: [www.twitter.com/PPFknowledge](http://www.twitter.com/PPFknowledge)

**Chris Lieto on the Radio** Do not miss an interview with Chris Lieto, discussing his chances at the Hawaii Ironman. You can hear it at [www.competitorradio.competitor.com](http://www.competitorradio.competitor.com)

**Matt Dixon's Hawaii Race Preview** Find out what to expect in the professional race, with Matt Dixon's article written for [www.trifuel.com](http://www.trifuel.com) Check it out at <http://ow.ly/sPsy>

**Next Month:** Be sure to check out the November edition of *the knowledge*. There will be a review of the big race, a return to question of the month and a preview of the 2010 purplepatch calendar of events. There are some exciting things happening in 2010 for purplepatch!



## Order your purplepatch kit in time for the holidays!



For a limited time purplepatch is taking pre-orders for an extended range of custom purplepatch cycling apparel. This order *will* be delivered prior to the holidays, so perfect for gifts as well as for yourself! The line has updated and improved zippers, top of the line chamois and an extended range of options including:

- ◆ Full-zip male and female cut cycling jersey
- ◆ Male bib-shorts and female cycling shorts
- ◆ Windbreaker vest for cool weather
- ◆ Arm warmers
- ◆ Knee warmers
- ◆ Cycling Hat

*You only have a limited period to order your purplepatch gear. Ordering ends Tuesday October 27 - so order today! Check out the sidebar to find out how.*

**Don't miss the custom purplepatch cycling hat at the bottom of the page! The essential hat to wear on and off the bike!**

**Order now at:**

<http://www.blackbottoms.com/BBCW2010/Products/Sale/PurplePatch.html>

## How it works

The good news is that it is really simple!

**Step 1:** Visit the custom purplepatch shopping page at the link located at the bottom of the page or **CLICK HERE**

**Step 2:** Choose the items you would like to purchase from the selection of custom purplepatch gear.

**Step 3:** Check out (note: your credit card will be charged *at time of purchase*).

**Step 4:** Products will be **shipped** direct to you before the holidays.

### The Order Window

**October 6 till October 27, 2009**

The last day to order will be Tuesday October 27, 2009. If you miss the date it will be *impossible* to add anything to the purplepatch order in this round! Do not miss out - order **now!**



[www.purplepatchfitness.com](http://www.purplepatchfitness.com)