

## ALAIN ALREADY RAN IT - TWICE

When our *Winning Together* team takes to the streets of New York, one of the runners will know just where to go. Alain Bruneau, a forklift operator at our factory in St. Hyacinthe, Canada, ran this marathon two times already, in 1991 and 1994.



New York's event is "the best marathon in the world," he says, because it is well-organized, safe, comfortable and enjoyable. Exhilarating, too, with over two million spectators cheering and numerous bands blaring as the patchwork-quilt of city neighborhoods unrolls beneath a runner's feet. "If you do only one marathon in your life," says Alain Bruneau, "this is the one to choose."

He ought to know, because after first trying a marathon in 1983, he has since run in more than 50 of them, including races in London, Montreal, Ottawa and Paris.

From his New York experience, Alain Bruneau has two tips for his teammates:

- ▶ 1) warm up before going to the starting area on the Verrazano Narrows Bridge, which gets extremely crowded with tens of thousands of runners; and
- ▶ 2) drink enough during the race, because dehydration, coupled with fatigue, weakens even the strongest runners.

As training intensity climbs...

## Runners ramp up their rounds

**Five months into marathon preparation, the *Winning Together* team is training 4 to 5 hours weekly. Challenges have surfaced, but motivation is still high.**

How far, how fast do they run in each workout? Many of the beginner marathoners do not yet know. And in fact, it does not really matter. Because at this point, the training plan for each beginner athlete is to exercise four times per week at a targeted heart rate. This is a proven, scientific approach for running the best marathon they can –without injury.



Heart-rate training means some of our runners must curb their enthusiasm. "I have to go slowly to keep my pulse near the targets," reports Ken Struthers of Chattanooga, Tennessee. Yanick Dalles of Meulan, France, also works at jogging slowly. Although dampening speed can be frustrating, as Sara Meschia of Verbania points out, pace will increase as the team gets fitter. Besides, she adds, "sport should never be an obligation, but always a pleasure."



For Bart Willems of the Ivory Coast, keeping exercise pleasant has been a challenge: "Here in equatorial Africa, with 38°C temperatures and 89% humidity at 4 in the afternoon, it is not easy to train." A few Saturdays ago, he started running at 10 in the morning but the heat, humidity and pollution forced him to quit early. "That afternoon," he adds, "I drank five liters of water!"



Still, passion for running and for finishing the race is undimmed. Say Jurgen Doods of Wieze: "I motivate myself by always thinking about the New York Marathon – entering Manhattan, the kick of the last mile and not least, the finish!"



## LOCAL "GET FIT" INITIATIVES

A sampling of activities taking place around the Group

### ▶ Belgium

- Team from Belgium to take part in "20-km of Brussels" (May 28)
- Personnel Club organizes a wide range of sports and cultural activities for employees

### ▶ Cameroon

- 5-km run in Douala for SIC Cacao and Chococam employees (Dec 10, 2005)
- Half-marathon (Apr 2)
- Half-marathon – running together in spirit with our BC *Winning Together* NYC marathon team (Nov 5)
- Promoting fitness and exercise programs with a trainer at a local gym
- Launch of "good nutrition" campaign, including an information booklet for employees
- New healthy menu served at the canteen

### ▶ Canada

- Team from Canada to run in the Montreal marathon (Sep 10)
- Reimbursement for fitness club membership costs

### ▶ Switzerland

- Lunchtime program for Zurich and Dübendorf employees about the Greifenseelauf half-marathon (Mar 3)
- Half-day running workshop (Mar 11)
- Half-day running workshop (Jun 17)
- Team from Switzerland to take part in the Greifenseelauf or 10-km race (Sep 16)
- Neck massages offered weekly at West-Park offices
- Complimentary fruit baskets at West-Park offices

### ▶ USA

- In St. Albans, a company-wide stretching program was initiated as part of a Health and Safety Program to increase flexibility and decrease injuries

Dr. Wessinghage's winning wisdom...

## Four steps to success

Which is more difficult: preparing 25 untrained, varied people on four continents to run a marathon within one year, or describing the challenge in 180 words?

Any training program rests on the idea of starting out easily and then working progressively harder. For runners this means moving from shorter to longer runs, from slower to faster speeds, and from infrequent to frequent training. So to begin, we judged each runner's workout capacity by measuring his or her ability to exercise non-stop (walking or running) for 45 minutes.

Based on this, we defined training plans for each of the 25 beginners, who started from a variety of fitness and experience levels, and who are training in a wide range of climate zones. Then, we began a slow, individually-adjusted increase of training time (length of workout) and frequency (number of workouts per week) to reach an interim goal: 45 minutes of the continuous exercise at an optimum heart rate (which was determined by tests in the Damp Training Camp in November 2005).

Based on this, we set up milestones that enable training progress to be monitored and to achieve the ultimate goal – running the New York marathon:

- ▶ Milestone 1:  
Run 1 hour/10 km non-stop (after 12 weeks)
- ▶ Milestone 2:  
Run 20 km non-stop (after 24 weeks)
- ▶ Milestone 3:  
Run 30 km non-stop (after 36 weeks)
- ▶ Milestone 4:  
New York!

As we prepare for a successful marathon, exertion levels are being increased gradually. Average training frequency is now four workouts a week, running speed is very steady for 50% of workouts (some participants are already finding it too slow) and workout length is, for the moment, no more than one hour.

And what do some of the runners have to say so far?

- ▶ "I am about 7 kg less than when I was in Damp."
- ▶ "Until now everything has been just perfect!"
- ▶ "I am incredibly thankful to be part of this team."



## HOT FOOT

**PLEASE SEND YOUR COMMENTS AND SUGGESTIONS TO:**

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