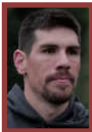


EAGA Business Builder

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June 4, 2024

Today's speaker was Lawrence Herrera—The Performance Ranch



Mr. Herrera, has been a strength and conditioning trainer for more than 20 years. He received an Exercise Science Degree from UNM and, during his career, has earned many certifications and accommodations. His formal title is “Lawrence Herrera, CSCS, PES”. The “CSCS” notes that he is a Certified Strength and Conditioning Specialist in the National Strength and Conditioning Association. The “PES” signifies that Mr. Herrera is a Performance Enhancement Specialist. Lawrence doesn't just have credentials. He also has a well-respected reputation for using his education, training and knowledge to assist others in their efforts to improve their lives through exercise and mental conditioning. Mr. Herrera has been a consultant for Nike through the Nike training network, and in 2017 he was nominated for the MMA World Trainer of the Year award. Through the years, Lawrence has come to the conclusion that the ‘old way’ of thinking about training and exercise is not the best plan for meeting the needs of a majority today's general population. In the ‘old way’, when someone asked to explain their idea of an exercise program, they would describe going to a gym to, in a sort of solitary manner, to lift weights, run on tread mills, or spend time trying to build muscle and endurance via other equipment or tasks. But, in reality, most people don't have the goal of running for 20 minutes on a tread mill, or lifting barbells with 100 pound discs over their head, or even pushing a heavy sled 50 feet across the floor. The real goals in life are hiking wilderness trails, lifting children or grandchildren in play, or pushing a lawnmower or stroller. Lawrence and his team at Performance Ranch have the desire to help people “Live life outside of the gym walls”. They work to develop exercise activities that help people improve their strength and endurance in order to better accomplish those real life goals. In this morning's presentation, Lawrence explained how the proper amount of exercise and conditioning can be accomplished by working out only 5 hours per week. You can do it on your own schedule and at your own location (or you can do it with the supervision and assistance of Performance Ranch staff at their facility). The only ‘catch’ is that you have to fulfill the activities with consistency, dedication and tenacity. A successful program will include a mixture of strength, conditioning and mobility exercises. Mr. Herrera has provided a detailed example of what segments and exercises should be included in a successful program. His handout is attached as page 3 of this bulletin (and, for convenience in printing or saving for future use, as a separate pdf document attached to this email). Lawrence also discussed the benefits of understanding and monitoring your VO^2 Max. That is “the maximum amount of oxygen that an individual can utilize during intense or maximal exercise”. It is calculated as milliliters of oxygen consumed in 1 minute / body weight in kilograms. A person's VO^2 Max will naturally decrease with age, and there are guidelines set for various age ranges. It is important to maintain an above average number for your specific age range because studies have determined that having a below average VO^2 Max number implies a 50% greater chance of mortality over the next 10 years, whereas having an above average number decreases that mortality likelihood by 50%. Determining the VO^2 Max number used to require wearing a mask during a lengthy and grueling process. Now-a-days almost all smart watches have the ability to measure VO^2 Max. It is possible to improve a VO^2 Max number with easily accessible activities and exercises. Working on cardio type exercises (like walking for 40 minutes); strength improving exercises (like trying to pull yourself up via a hanging bar type device); and mobility type activities (like yoga poses, walking while carrying something or split-squats). Lawrence is very interested in you having a successful exercise program, and he is willing to help however necessary. He is even offering a free 30 minute strategy session where he will assist you in determining the best things for your specific situation. To take advantage of that offer, just scan the QR code listed on page 3 (it is also on the attached document) and setup an appointment with Lawrence. Wondering if you really want to make the effort to improve your health, and possibly your longevity? Here are some incentives to consider: Increased fitness usually means less medical issues and therefore less medical costs; we are all going to move on from this life at some point. Do you want to be living life until the very end, or be struggling to just get around and do things for yourself? How will you ride off into the sunset? The best time to start exercising was yesterday, but the next best time is today. If you are not sure if you want to take advantage of the free 30 minute session with Lawrence, give him a call at 505-405-3599 and discuss it. There may actually be a time that is too late to start a beneficial exercise program, but none of you are at that point yet. Exercise is like compound interest. It will increase exponentially over time when done correctly. Use that QR code, or give Lawrence a call. He knows a lot about conditioning and exercise and he is very interested in helping you be able to hang around for a while longer.

◆ **Welcome to our four newest members:**

Matt Darnell—New Mexico Trailer Depot	email: nmtrailerdepot@gmail.com	Phone: 505-294-3586
Rich Ringrose—Albuquerque City Lifestyle Magazine	email: richringrose@gmail.com	Phone: 505-868-5338
Ken Romero—Sunny Side Up Breakfast and Lunch Café	email: eaglefan65@yahoo.com	Phone: 505-610-5616
James Santistevan—Zia Auto, LLC	email: dukecity777@yahoo.com	Phone: 505-889-9653

◆ **Board Members please note that there will be a meeting right after breakfast on June 11th.**

◆ **We are still in need of Badge Board Greeters for June 25th and all of our July meetings. Please sign up for one of the dates while you are at Tuesday's breakfast. We also need speakers for the last two meetings in July.**

◆ **The Summer Bash Committee will meet at 5:30pm on June 13th (Thursday) at the party venue—the Turpen's home (3 El Nido Amado Rd SW). Committee members—please text Pat (505-263-3837) to confirm if you will be at the meeting.**

◆ **Second announcement of a new member application:**

Elegance Limousines & Black Car Services
Representative: Demetrio Lee
Category: Limousines and Black Car Services
Sponsor: Tim Baca

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at jdzipper@comcast.net) as soon as possible.

Badge Board Greeters

June 11 th	Tim Stewart—Impact Nations
June 18 th	Lawrence Herrera—Performance Ranch
June 25 th	
July 2 nd	No Meeting because of the 4th of July holiday
July 9 th	
July 16 th	
July 23 rd	

Scheduled Speakers

June 11 th	Dr. Gary Sanchez—The Why Institute
June 18 th	Kit Turpen—Berger Briggs Insurance
June 25 th	Scott Lardner—Rocky Mountain Stone
July 2 nd	No Meeting because of the 4th of July holiday
July 9 th	Rich Ringrose—Albuquerque City Lifestyle Magazine
July 16 th	
July 23 rd	

EAGA Contact information for Executive Director: Mario Hernandez
Phone: 505-239-0259 email: egaed@gmail.com
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MAXIMIZING HEALTH AND PRODUCTIVITY THROUGH EXERCISE

STRENGTH TRAINING:

Frequency: 2-3 sessions per week

Duration: 45-60 minutes per session

Key Exercises: Focus on compound movements like squats, deadlifts, push ups, pull-ups, and carrying

Safety Tips: Prioritize form over weight to prevent injuries.

CARDIOVASCULAR HEALTH:

Frequency: 3-5 sessions per week

Duration: 30-45 minutes per session

Intensity: Moderate (able to talk but not sing) or vigorous (breathing hard)

Activities: Choose from walking, cycling, swimming, or rowing for low-impact options.

MOBILITY AND FLEXIBILITY:

Frequency: 3-4 sessions per week

Duration: 15-30 minutes per session

Activities: Dynamic stretches pre-workout; static stretches and yoga poses post-workout.

ADDITIONAL ACTIVITIES:

Recommendations: Incorporate light activities like walking or casual biking into your daily routine for added movement without stress.

PRACTICAL TIPS:

Schedule Consistency: Set fixed times for workouts to enhance habit formation.

Professional Guidance: Consider hiring a fitness coach to tailor workouts to your needs and monitor progress.

Listen to Your Body: Adjust workouts based on energy levels and physical cues to avoid overtraining.



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[YOUTUBE](#)