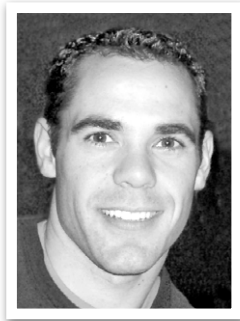


a•chieve (ə-ˈchēv) vb

1. to finish: complete: win: succeed 2. to accomplish: obtain with effort 3. to perform by one's own efforts



Admittedly, my point of view is a bit skewed, but my goodness, it was impossible to look more than a few feet without seeing someone on verge of a heart attack during my time at the beach this summer. Worse yet, Cheetos and Coke guzzling children seem more abundant than sand. *So what's the deal? Are we refusing to be healthy? Do people enjoy being sick? Have the opportunities to be healthy vanished?* Maybe there's been a surge in thyroid problems in the U.S over the past 20 years – *I don't think so.*

Integrated Media Measurement Inc. (IMMI) just reported that females aged 45-54 years will spend an estimated 1,142 hours (47.6 days) watching TV, DVD's and going to the movies in 2007 alone! Males in the same age group are predicted to watch 40.2 days worth of screen media (*not including computer time*). This is roughly 5-10 more full days of TV time than teenagers! No wonder America is ranked 42nd for life expectancy! I don't blame TV alone for the surge in obesity and related diseases, but it's time to step up our game and start being good health and fitness role models for our friends, loved ones and children.

Take charge now and see page 14 for the latest exercise recommendations and page 7 for a 20 minute workout to get you through the holidays. Oh yeah, congratulations to Laura King, Ph.D. for being chosen as this issue's Achieve Cover Photo contest winner!

Best in Health! Mike Ormsbee, Ph.D. candidate, CSCS / *Editor-in-Chief/ President, Ormsbee Fitness Consulting / www.mikeormsbee.com*

PS. Be sure to check out two great new websites that a friend of mine told me about that will help you map your running and/or cycling distances, calories burned, etc. at www.mapmyrun.com and www.mapmyride.com.