

## ON TRACK



*“Whether I can break the record or not, I owe Omegatrend members a 100 percent effort. It is a commitment to others that I often find to be one of my strongest motivating forces.”*



Out in the Great Victoria Desert, there is no room for mistakes. By day, temperatures soar in excess of forty degrees and at night, they drop to near freezing. The land is dry, sandy and unforgiving. Even the Trans-continental Railway Line seems to buckle and bend in the simmering heat. It's hardly the place for a lone cyclist, yet just before Christmas, Rod Evans found himself cycling through 1200 kilometres of desert stretching between Perth and Adelaide.

*“I did it because I wanted to push myself hard. I needed to start to experience some of the mental and physical stress that I will have to be ready for when I face my ultimate challenge - setting a new record for the World 24 hour Cycling Record and the World 1000 kilometres. I also enjoyed the experience of cycling in the middle of a desert with no one else within hundreds of kilometres.”*

For those lucky enough to have heard Rod speak at the Perth 'Dream Makers' Business Convention held last November, they would remember him announcing his intended challenge on the World 24 Hour Cycling Record. What Rod didn't anticipate that night was the collective spirit of all the Omegatrend members present, joining forces to sponsor his dream.

Challenging a world record isn't something you can do on your own. It involves a lot of time,

people and money. In the past, Rod has had to divide his time between looking for sponsors; managing his own public relations; organising a venue; locating official international time keepers and training. But this year, things are going to be different. His employer has given him six months leave and Omegatrend is now his major sponsor.

*"It's not just the sponsorship - it's the enormous emotional support that comes with it," explained Rod. "I've always said that to succeed you need to surround yourself with positive people and Omegatrend members are just that. I don't think they'll ever know how important they are to me."*

In the next three months leading up to the May challenge, Rod will concentrate on preparing his mind, body and bike. His actual training program includes cycling approximately 12-13000 kilometres between January and his record attempt in May.

Rod sees it as an integral part of building his strength, endurance and perseverance.

*"I will never be able to break the 24 hour or 1000 kilometre records unless I am willing to pay the price. This price includes many long hours of hard training."*

While some wouldn't even consider driving across the Nullarbor, Rod is going to cross it twice. For Rod, it is all worth it - not only for the World record, but also for the Omegatrend members who have written to him stating their support and faith in his ability.

*"Whether I can break the record or not, I owe Omegatrend members a 110 percent effort. It is a commitment to others that I often find to be one of my strongest motivating forces."*

But what else keeps a man like Rod so focused? How does he keep a positive mental attitude,

especially when the inner voice of doubt starts to scream, "You can't do it."

*"The voice of doubt can only talk when you've stopped focusing on your dream. You must continue to dream and visualise the successful outcome of achieving your goals, irrespective of how well things 'might' appear to be going,"* says Rod.

He told a story about an athlete who approached him for help. With only weeks to go before her Ironman triathlon event in Hawaii, she injured her shoulder. Expecting Rod to write up a personal training program around her injury, the woman was quite surprised when Rod ignored her injury and simply asked her to write down her goals.

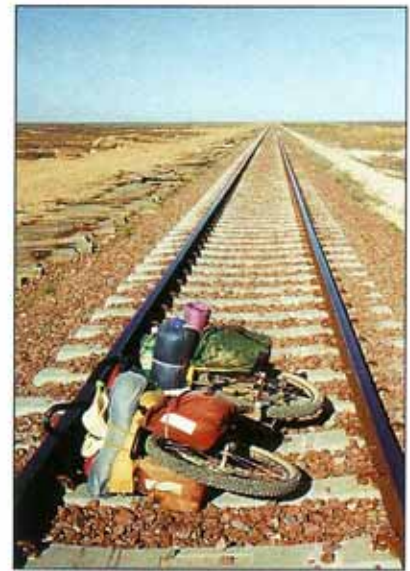
*"It took her a week" said Rod, "because she had to be honest with herself and refocus on her dream after losing sight of it."*

Her next task, besides training, was to write down the time in which she wanted to complete each event. Then every evening up until the event, she had to visualise her success. Rod made her imagine what it would be like to lift her head up and see the clock reading the exact times she had set in her mind.

Her day finally came. The first leg of the triathlon was the swimming event. She finished it to the exact minute she had imagined. The same happened with the cycling leg. But on the running leg, she started to question her dream. She began to doubt the power of positive thinking and started to look at her times as just coincidence - luck. In those few seconds, the edge dropped off her performance.

*"I guess she lost faith in her dream - the fact it might be possible. She let doubt enter her mind,"* said Rod.

Rod uses the same visualisation techniques on himself.



*"Sometimes, when faced with the last two hours of my seven hour training ride and it's all up hill, I imagine I'm only two hours away from smashing the world record. There's no way I can give up."*

Rod believes that there is little difference in what he is experiencing and the experiences of Omegatrend members. All success stories are centred on a dream. A dream you visualise and think about every day.

*"As I gave my talk in November (1993) I realised Omegatrend members were unique in that unlike many other people I have met, they seemed to understand the need to plan, work hard and never give up. This is the attitude we need to get us through our ups and downs as we journey toward the realisation of our dreams."*

Over the next couple of months *Watts News* will cover Rod's progress and how his mental and physical training takes shape.

For those of you who want to support Rod's world breaking attempt, watch out for the *March Extras!* Catalogue. On offer for the first time are exclusively designed sports clothes and accessories - each carrying the 'On Track' logo. 