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**About TRIBAL Multi-Sport**

Intelligent,process based coaching for the serious athlete seeking the next level in their performance. At TRIBAL Multi-Sport, we pride ourselves on not only creating the fittest athletes possible but also the smartest! By focusing on each and every step of the process, you will achieve your goals in the most efficient way possible. Whether those goals revolve around increasing your speed, strength, endurance or form - TRIBAL Mulit-Sport can help. Our coaches are serious about your progress and have a track record of success to prove it. Both as accomplished athletes themselves and as certified, qualified coaches. The team at TRIBAL Mulit-Sport will ensure that you get the attention you deserve, the respect you demand and the results you desire.

**SERVICES**

**ALL TRIBAL MULTI-SPORT ATHLETES RECEIVE ACCESS TO THE FOLLOWING SERVICES**

**Personalized training plans that include but are not limited to:**

- Premium Training Peaks account

- Creation of an Annual Training Plan built around your race calendar

- Individual training session details provided on a weekly basis for all modalities

- Unlimited interaction with your coach via phone, email, text or Skype

**One on One Coaching Sessions**

- One private coaching session is included with training plan each month

- Additional private coaching sessions available and encouraged on the athletes demand   
- Private coaching sessions can be workout or form assessment focused

**- Group Training Sessions -**

- Multiple times per week we host swim, bike, run and strength focused group training

**- Strength and Conditioning -**

- Custom S & C plans are available and built to address your specific needs and limiters - Access to Elite Strength and Conditioning located in Tampa is also available

**Biomechanical Assessments and Feedback**

- Video and photo analysis of swim, bike and run mechanics

**- Nutritional Assessments and Consultations -**

- In house pantry assessment, race nutrition, establish limiting factors

**\* Sponsor and Partner Discounts -**

- Athletes will receive discounts on eligible products, services and races from some of the top brands in the game

**ATHLETES**

I have always enjoyed sports since as far back as I can remember. Growing up my focus was on tennis and I loved long matches as well as the endurance and fitness aspect of the sport. In middle school and high school I ran both cross country and track. However, during college and for a few years after graduation, I just stuck to the gym and did very little running causing my cardio fitness to drop off significantly. Then a close friend challenged me to a half marathon and the rest is history. I finished that half marathon which then turned into a gateway for my pursuit of multisport racing. Shortly thereafter, I started with a sprint triathlon that included a very ugly breast stroke, a road bike and very little knowledge of gear or strategy. That first triathlon was an eye opener and I knew I needed professional guidance to have any chance of improved results. I then had the opportunity to meet Jon and immediately realized what a positive difference his expertise in all aspects of multisport could bring to my racing and personal life. After a few months of working with Jon, I completed the Austin, TX 70.3. In 2013, I completed 4 70.3 races (Haines City, Williamsburg, Augusta, Anderson) and numerous other races (Xterra, road running races). After nearly two years of coaching, Jon's advice, guidance and analysis in swim, run, bike, nutrition, gear, the gym, mental outlook and overall strategy continue to ensure that my training and race results improve beyond my own expectations. If you are serious and willing to make the personal commitment for better results, then I can ensure you that Jon will make a tremendous positive impact on you results." – SEBRING SIERRA

I was no track star in high school, that's for sure. Nope, I was on the other side of high school stereotypes- I was a Thespian: a singer, dancer, actor who thought sweating was only necessary when the stage lights were on- and in a full face of makeup. Fast forward a few years, I watched my then neighbor, now husband, race his first triathlon. Strangely, I saw a similar thread running through triathlon and musical theater. It's the act of performing, the pre-race jitters, the post race elation, and constant self assessment in the pursuit of getting better. And it was these emotions that I missed from my performing days that lead me to toe the line...staring into the water like it was going to eat me alive. And, subsequently, feeling exactly like the curtain was about to go up. I have been training and racing ever since. And, as in stage performance, there have been forgotten lines and standing ovations along the journey. I have attempted every distance, and I have struggled with the term 'Athlete'. But after 5 years of racing, I can say that I am an athlete and a performer. And a business owner (LindsayDoesMakeup.com), and a wife, and a dog mom and hopefully a good friend to the fantastic team I'm apart of. Ya know, It's kinda like a show, it's takes whole cast and crew to makes an amazing performance.... – LINDSAY MACCONNELL

I had been cycling for a few months with a buddy who convinced me to register for the Gator Sprint. The funny thing is we both won our AG because we were the only ones who showed up. It didn’t take long for me to be humbled and to fall in love with the sport. I train and race Triathlon because I love the challenge of trying to exceed my limitations. I love trying to manage the endless physical, mental and spiritual layers involved with growth and trying to beat my primary competitor which is me. I love the community and having the opportunity to be around people who are doing it right. - BRETT HENDRICKS

As a 2 time Ironman 70.3 qualifier. Prior to training with Jon Noland I was middle of the pack age group. Training on my own and not really a good understanding of the sport of triathlon. I lacked the knowledge, focus and discpline for what it takes to be a competitive triathlete. Since training with Jon and team I have qualified the past 2 years for the Ironman 70.3 World Championship. The last 2 years I have been selected by the USAT All American Honorable mention. The structure and the discipline was something I was lacking when training on my own. Since I met Jon Noland, I have been improving by leaps in bounds. As a relative new Triathlete 5 years in the sport I have been training with Jon Noland now for 3 years. He has helped me gain the knowledge and structure to make me a competitive age group athlete. Without the training and discipline there would have been no way I could have qualified for the Ironman World Championship not once but even back to back (2012, 2013).- JOHN ATKINS

Growing up in Montreal endurance sports weren't anywhere in the lime light and hockey was considered the holy grail. I never would have thought that the sport of triathlon would enter my life until four years ago after I did my first 5k. Like everyone else, it was hook, line, and sinker and I was on that multi-sport train for the rest of my life. Having finished several sprint triathlons I didn't think I was making any gains and searched out for some professional guidance. I would like to think of it more as an SOS! :)

Jon Noland and I have been together for a while and we are now entering our 4th season together as team. Since I've started working with him I can finally say I've competed in every triathlon distance (except IM which I will do this March). It's because of his knowledge, guidance, and motivating attitude that I have seen nothing but improvements from training sessions to out on the race course. His famous quote that I still live by "Talents and abilities get realized every day". -BRYAN PALAS

Born and raised in Miami, FL. Univ of Miami varsity track + field (primarily high jump) Class of 1994 Internal Medicine physician After my third child was born I though it would be fun to do a triathlon. I enjoy a spectrum of triathlon distances sprint thru Ironman, plus marathons/ultras in the "off" season. I'd love to do Norseman Extreme some day and hope to get a 100 mile run in 2015 (Umstead maybe) Currently training for my first Double Iron (the Florida Double Anvil) – ROSE LAURENCE

**COACHES**

**JON NOLAND**

As an athlete and as a coach, my approach has always been simple - focus on the process, put in the work and you will see the results. By paying attention to the details and training and racing in an intelligent and not just aggressive manner, gains will be made and success will be realized. I have applied this approach to myself as an athlete over the years and have been able to train and race at a very high level. I have competed and placed at Regional, National and World Championship events for the Sprint, Olympic and 70.3 distances. I have been a USAT All-American for 5 consecutive years, member of Team USA and have held Florida age group state records for open 5K, 10K and 13.1 distance runs. Working as a full time multi-sport coach for the past several years I have worked with athletes of varying ages and abilities - from first timers to elites - and have had great success preparing people for all levels and distances of competition. I focus on creating fitter, faster and smarter athletes by addressing individual needs, identifying limiters and turning them into strengths.

**NICHOLAS CHASE**

You aren't just another "athlete" or another "race entry". There isn't a cookie cutter training program that will give the same measurable results across the board. A very unique pair of feet fills your shoes. I'll be with you every step of the way, designing your training plan around your life and your goals.

My mission is not only to enhance your strengths but to determine your limiting factors. I believe knowledge is power, which is why I never stop learning, pushing beyond all limits. Weather I'm working on your swim form, nutritional habits or 20 min FTP, I'm going to develop you into the best version of YOU that is possible. Having worked my way into the ranks of the professional field in only 3 years, I know my hard work and knowledge base is proven. The TRIBAL Multi-Sport Team is poised for success!

**TRAINING CAMPS**

**2014 INAGURAL TRIBAL CAMP**

As you can see from the very attractive people in the pictures above, the season has started! A camp worth your time should include 2 studs for coaches (Jon and I), detailed workouts, each precisely fitting in their place and most importantly, FUN. Beyond the physical stresses, your mind must to be engaged too! This means paying attention to the nutrition presentations, swim demos, Training Peaks/power file analysis and running drill execution. There are always a few who really dive into this process and it's likely those few who will have the most success. The missing link between your racing goals may not be MORE volume or MORE intensity, you may just need to get smarter.

The inaugural Tribal Mulit-Sport triathlon camp was not meant to destroy, leaving corpses on the side of the road. I would put it more along the lines of a "wake up call". Overall, many hadn't put in any long rides or hard efforts on the bike or run...so naturally we explored those regions of the pain cave. Our goal is to not only develop the body but to expand each athletes knowledge. This is precisely why our camps will include:

- Exploration of physical and mental boundaries

- Economic running techniques with pre-habilitation

- Nutritional planning for optimal health and performance

- Dynamic warm up techniques to aid with injury prevention

- Training Peaks utilization with a premium account

- Power file analysis

**2014 TRIBAL MID-SEASON CAMP**

Mid season training camps are always a great way to test your fitness, refine some skills and educate your mind. You've put in several months of solid training, some early season racing and the chance to bridge the gap until the later season "A" races roll around. A quality shot of group training (and in this case racing!) is always value added. Once again the squad plus a few friends headed up to Clermont, FL and set up shop at the AAA TriCamp.

We didn't even fully unpack on Friday before we headed out to Lake Minneola for some afternoon training! Starting off with some strength work in the lake we knocked out just over 2K of steady efforts, paddle work, gear changes and suicides. The 200M buoy line makes pool based training very doable in the lake - very nice indeed! Next up we jump on the bikes for an easy cruise out to Sugarloaf - the highest (natural) point of elevation in Florida. We did repeats up and over the main face and the backside, which is no slouch either! I've ridden Sugarloaf many, many times but have never descended it - new speed record was set at just under 50mph! Hang on tight! After about an hour of that fun we rode back to the lake for a nice 4 mile shake out run in the 93 degree afternoon sun - nothing easy about that. Back at camp we ate an awesome dinner catered by Rollin' Oats - if you don't know about them, you need to check them out for sure.

Saturday brought a great addition to our 'normal' camp format - a race! There happened to be a sprint triathlon in Clermont so the timing was perfect for us. The coaches stayed out of the action to cheer and take pictures but the squad tore it up! Despite the flogging they took the day before they all stepped up and had great races. Our squad managed to sweep the overall female podium as well as the Masters female champ. Add in a few other age groups wins, podium slots and PR's and it was a great start to the day for sure. But this is camp, so the fun was just starting.

Straight from the race course and back to the lake for more open water swim work. Nothing major, just a 1 or 2K stretch swim to keep the body loose post race. Then we headed back to base camp to refuel and promptly jumped on the bikes and headed out for some 5K time trial repeats on the bike at Van Fleet State Trail. Time trialing is hard enough - but doing 3 X 5K all out efforts after a race in the morning takes things to a whole other level. But the troops did great and we logged another 35 miles round trip on the bikes. Done yet? Nope. How about some 1K running repeats on the grass track? Sounds... Awful! Again in the 93 degree heat and full sun, after a race, a lake swim, bike time trials - but this is camp! Time to test your limits and grow up a bit.

After some lounging around and soaking in the pool, we enjoyed eating up some quality information about nutritional habits that favor athletes and fuel for peak performance and recovery. Dinner was awesome - perhaps a bit of a deviation from the dietary guidelines we covered but an all you can eat pizza and salad buffet catered by Tour De Pizza was exactly what we needed. It was a well deserved treat for sure. There might have even been a beer consumed at some point!

Since Friday and Saturday had been focused mainly power and speed, we designed Sunday to be more about strength and endurance based work. Since the squad was already pretty well fatigued, it was the perfect day to dial back the efforts and go long. The morning started with a good dynamic warm up, some run drills and a 10+ mile long run. We followed this up with breakfast and then (again!) grabbed our bikes and headed out to lake Minneolafor our long ride. Plan was to get a good 3 hours or 60 miles in the saddle on some of the smaller, less traveled routes around Clermont. This worked out great since it allowed us to break up into some smaller groups and work as teams to pull each other through the fatigue and to get the session done. We regrouped back at camp, packed our gear and sadly said our goodbyes. There really is something special about a training camp. The chance to really focus yourself and your energy into the sport that you love and to be surrounded by people doing the same - it really is nice. I can't say enough about our squad, their efforts and their attitudes. They soaked up the training and education like sponges. They never complained and they bonded like siblings. Always a pleasure to see the relationships strengthen. Until next time...