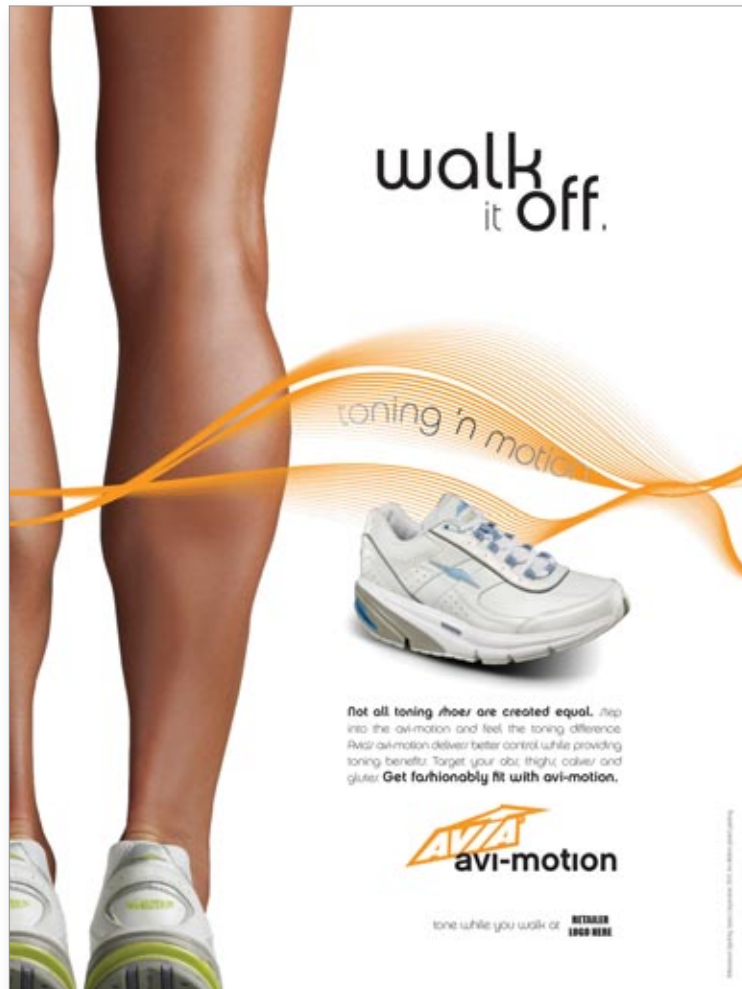








>> product launch // AVIA // avi-motion fitness shoe: logo design + packaging + POS



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>> product launch // AVIA // avi-motion fitness shoe national print advertising campaign: art direction + design





>> national publications // HER SPORTS + FITNESS // art direction + model selection + wardrobe selection + cover design

# TRANSITION

# queen

Shifting gears in the autumn of her career, former world champion triathlete and Olympic silver medalist Michelle Jones has done what few mid-distance pros can—go long and win.

By Don Norcross  
Photos by Tim Tabor

Her Olympic silver medal sat in the kitchen pantry, stuffed inside a sock. The two world-championship trophies collected dust in storage, unwilling to rest on her hands. Michelle Jones had her eye on her future. Unfortunately, Australia's triathlon federation was not allowing itself to get caught up in Jones' hand-ware, either. It was 2004, and despite her having won silver in triathlon's Olympic debut four years earlier, the federation had decided to bypass Jones for its Athens Olympic team.

"I was disheartened," says Jones, who at 34 had earned widespread acclaim as one of the world's greatest Olympic-distance triathletes ever, male or female. But now her eight world-championship medals were fading into memory, and she wondered if her professional career was history. A call injury followed by a respiratory illness leading up to the 2004 qualifying race served as setbacks for Jones. Then, in a move that sent shockwaves through triathlon's small but fervent social circle, she was passed over for the third discretionary position on the Australian Olympic team in favor of 19-year-old Massimo Sestini. Making the decision all the more stunning, Jones had won the only race held on the Athens course.

For the first time in 17 years of racing, the challenge Jones found herself on the sidelines, riddled in doubt, her career in jeopardy. (I didn't know

what I wanted to do."

First, she cleared her mind, returning to a childhood sanctuary, riding horses for three weeks in the Australian outback.

"She almost quit [triathlon], almost gave it away," says Jones' husband, Pete Coulson, who doubles as her coach/bike mechanic/agent/boss/manager. "I think part of us, we've never gotten over it."

If her true character is revealed in times of doubt and difficulty, conflict and crisis, Jones' unassuming resolve again surfaced. At the 1997 world championships, Jones shed her feet so badly when she got tangled with an opponent's bike spokes that she left red fingerprints along the 10k run. She didn't quit then, finishing third despite requiring seven stitches. She wouldn't quit now.

Fast forward to October 2003 to triathlon's most famous stage, the Maui Kona Iron Triathlon. In only her second Ironman triathlon—a distance she once swore she'd never race—Jones was pedaling along the Queen K Highway in front of five-time champion Nannette Badmann, former champ Heather Fuhr (who holds the second Ironman title of any woman in the world) and every other female in the field. Jones would lead the race the better part of six hours before gradually relinquishing the lead to Badmann about 10 miles into the marathon.

For the first time in 17 years of racing, the challenge Jones found herself on the sidelines, riddled in doubt, her career in jeopardy. (I didn't know



I definitely found my sport

SHOOTING: JAMES HARRIS

SHOOTING: JAMES HARRIS

MAY/JUNE 2006



Jones would settle for second, a stunning Hawaii debut, and it took Badmann running a personal best 5:06 marathon to fend off the Aussie.

Of Jones' performance, which included overcoming a painful bike crash four months before Kona, eight-time Hawaii champion Paula Newby-Fraser, Jones' Ironman mentor, says, "It was mind-boggling. It was absolutely phenomenal."

So Jones, now 36, who has lived in San Diego County since 1991 but continues to race as an Australian, did not walk away without, in the nature of her professional career, she returned herself, from Olympic-distance triathlete to Ironman triathlete, skin to a mile morphing into a marathoner. The Olympic distance roughly measures a 1-mile swim, 24-mile bike and 6.2-mile run, a virtual sprint compared to Ironman's 2.4-mile swim, 112-mile bike and 26.2-mile run.

"Totally different," Jones says. "The training's different. The mentality's different."

Equally impressive is the 3-foot-10, 120-pound Jones' staying power. Come October, she's expected to contend again at Kona, marking her 19th season of racing, all but the first year at the international level.

An identical twin and one of four sisters, Jones (whose first name is lyrically pronounced Ma-KAY-lay) grew up in the "Biltmore" countryside, about 80 miles southwest of Sydney. Jones' parents separated when she was 5, and the girls were raised by their mother. The sisters grew up on 10 acres, the land dotted with dams, forcing the sisters to learn to swim at a young age. The family owned horses, too. Jones says, "I could

probably ride a horse before I could walk."

She competed in equestrian events, riding before and after school, waking up early on competition weekends to bathe and braid the horses.

"You had to get up early every morning," Jones says. "It taught us a great deal of discipline."

By high school she excelled in distance running. Her running coach, John White, suggested she sample triathlon and supported the single-parent family by buying Jones' first bike and paying her entry fees. Jones finished second overall in her first triathlon, winning her age group. Barely a year later, she qualified for the Olympic-distance world championships.

"I definitely found my sport," she says.

In 1991 Jones and Coulson, both 21, moved to triathlon-rich San Diego with \$2,000 to their names. Michelle would chase the swim-bike-run while Coulson pursued cycling. Coulson's cycling career did not pan out. Jones, on the other hand, soon began stepping atop an oval podium. With her first payday, worth \$750, the couple purchased a 1973 green Ford Mustang, whose rear distinguished feature was its peeling top.

The next year she won her first world championship, then repeated the feat in '93. She was soon earning well into six figures, the Mustang one day replaced by a Mercedes SLN. Jones built her reputation at the Olympic distance, so to say she was crestfallen about not making Australia's Olympic team in 2004 would be an understatement.

"Her lifetime goal was taken away from her," says Coulson. Coulson's challenge became twofold: Motivate Michelle,

boost her confidence, plus lure sponsors. Her main sponsorship expired after 2004, which was supposed to end with another Olympic medal draped around her neck.

Says Coulson, "Now I had to come up with something new to sell."

However, the idea of racing long. But if Jones said it once, she'd said it 100 times. She would not race an Ironman. In 1995 she entered a half Ironman, finished second "and nearly died." That same year she checked out Ironman Hawaii as a spectator, making the mistake of wondering by the medical tent.

"It looked like something out of M\*A\*S\*H," Jones recalls. "So many people did not look good. To me, it was like, 'No way I could do that.'"

About her no-way-I'm-on-Ironman presentation, Jones adds a caveat: "I always did say I had to find the motivation." Being passed over for the Olympics can be a stiff boot in the posterior.

"Basically," says Jones, "they were telling me I was too old." Less than eight weeks after the lowest point of her athletic career and guided by Newby-Fraser, Jones won the Ralphs California Half Ironman. Come November 2004, she took the Ironman plunge and won at Panama City, Fla., setting the stage for her first attempt at Hawaii.

Adding to the pressure, Jones crashed racing in San Francisco four months before Hawaii, suffering two broken ribs, a concussion and a stress fracture to her hip. The hip injury kept her from running for six weeks. Only Newby-Fraser thought she had enough time to steel her legs.

Regarding the doubts surrounding her recovery, Jones says, "I always have the attitude, 'Wait and see what happens.'"

What happened was she recovered nicely and went to thinking top five finish. She also followed Newby-Fraser's race strategy. Sensing Jones was fit and knowing her ability on two wheels, Newby-Fraser cautioned her not to build back. "Forget about pacing," said Newby-Fraser. "Forget about heart rate. Just go and go. Even if you feel like you're going super fast, as long as you feel you're not blowing up, that's fine. Don't set limits on yourself. Just go. Your talent's there. Just take it."

Jones raced accordingly. No doubt to her sponsor's delight, Jones made major comeback time, leading for more than 100 miles until her legs tired and Badmann ran her down.

Days before the race, tapering on the Big Island, Jones awoke one morning, mugged Coulson on the shoulder and told him about a dream she'd just had. She had finished second at Kona, to Badmann, by two minutes. Early on, race day she finished second, to Badmann, by two minutes. It sounds good.

"Man," jokes Jones, "I should have dreamed I won."

One year after Germany's Nina Kraft vanquished triathlon by testing positive for blood doping and being disqualified after winning at Kona, Jones' performance elicited smiles. She is one of the sport's most popular athletes, read in newspapers, yet gracious and humble.

She's famous for supporting local races, paying her entry fees rather than playing VIP and requesting comps. She's even more famous for befriending age-groupers, giving them shoes, helmets, clothing, bikes, advice, anything. On a crisp January morning earlier this year, Jones was riding in the San Diego backcountry, hunched up in a long-sleeve jersey, leg warmers, gloves and boots when she spotted another rider she recognized. The observer was dressed as if it were summer. Jones knew someone who knew the terrain, made arrangements for him to

come by her house and gave him a bike load of winter gear.

Jones, no doubt remembering the coach who brought her first bike and paid her early entry fees, "It's cool to help people out. Triathlon's expensive. I've been there."

And she'll be there a while. The woman who once considered quitting to live a triathlon-free life, inspired by going long, knowing the slower pace is kinder to her body "for us, it's so refreshing, so different," says Coulson. "She's really happy, she's enjoying her life. She's addicted to the training, addicted to the race."

Months after her breakthrough Hawaii performance, Jones is sitting in her Cardiff kitchen, just a warm-up jog off the beach, where she is right now not in training. She's recalling Kona, her shattered shoulders, the painful race, juggling down Ali Drive to the sound of thousands applauding her arrival, the custom moving her to tears.

Of her second-place finish, she says, "I still can't believe it." Absently, she's playing with a necklace. The necklace holds a pendant in the shape of the Big Island. A small diamond is strategically placed to represent Kona. Indented on the pendant is the M Over Ironman logo.

Her medals and trophies still tucked away, it's as if Jones needed a gentle reminder that, at 36, the professional and still hangs on the horizon.

"I thought I'd get a moment," she allows.

Don Norcross has been writing about sports in San Diego for three decades. He last wrote for the San Diego Union-Tribune.

## MTB Highlights

1980 | Enters first triathlon at 18. Finishes second overall.

1989 | Qualifies for the International Triathlon Union World Championships, but being a college student at the time, doesn't attend because of the expense.

1991 | Moves to triathlon haven San Diego.

1992 | Wins TV World Championships.

1993 | Wins TV World Championships again.

1995-96 | Signs TV, protecting her bike clothing was legitimized in the race.

2000 | In the first-ever Olympic triathlon, Jones is upset on her Sydney home soil, finishing second to Switzerland's Brigitte McMahon by two seconds.

2003 | Puffed-out muscle leads to sub-par results at Olympic qualifying event.

2004 | Australia's triathlon federation overlooks Jones for the country's third discretionary spot for the Olympics. Later that year, she wins Ralphs California half marathon, and setting at the full Ironman distance for the first time, wins Ironman Florida.

2005 | Suffers dramatic debut at Ironman World Championship in Hawaii, leading most of the day before finishing second to six-time champ Nannette Badmann.

2006 | In her first big race of the season Jones wins Ford Ironman 70.3 California.

INTERESTING FACT: Superstition runs a new animal and wearing shoes for every major race.

88 MAY SPORTS

SHOOTING: JAMES HARRIS

SHOOTING: JAMES HARRIS

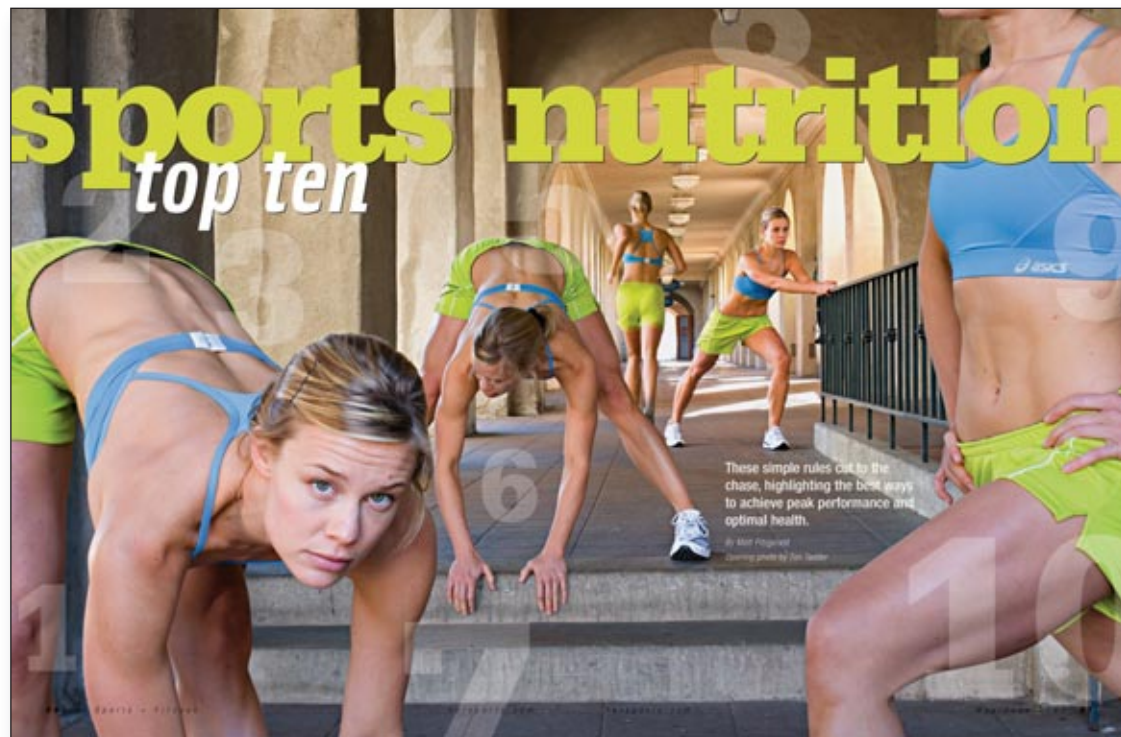
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>> national publications // TRIATHLETE // art direction + cover design





>> national publications // TRIATHLETE // magazine redesign + art direction + cover design



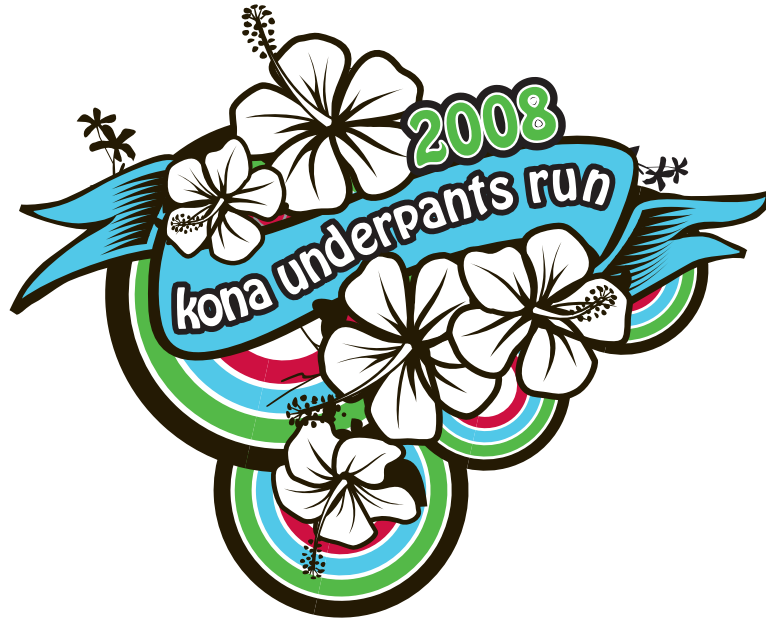






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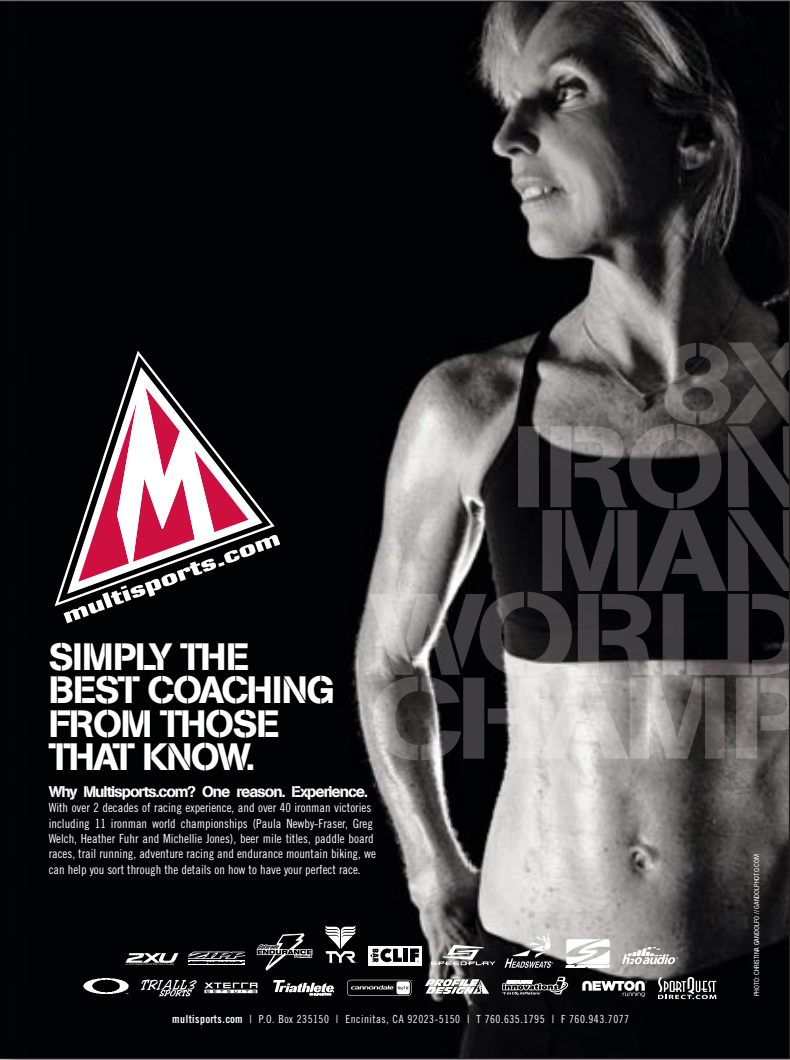


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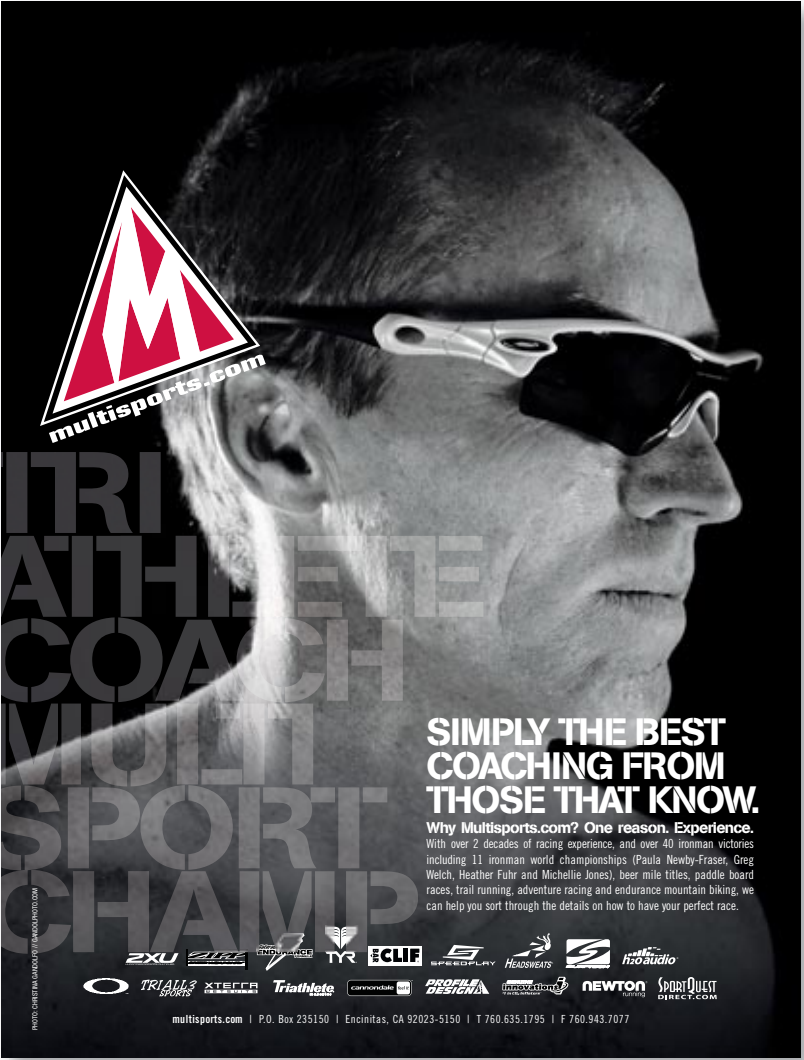
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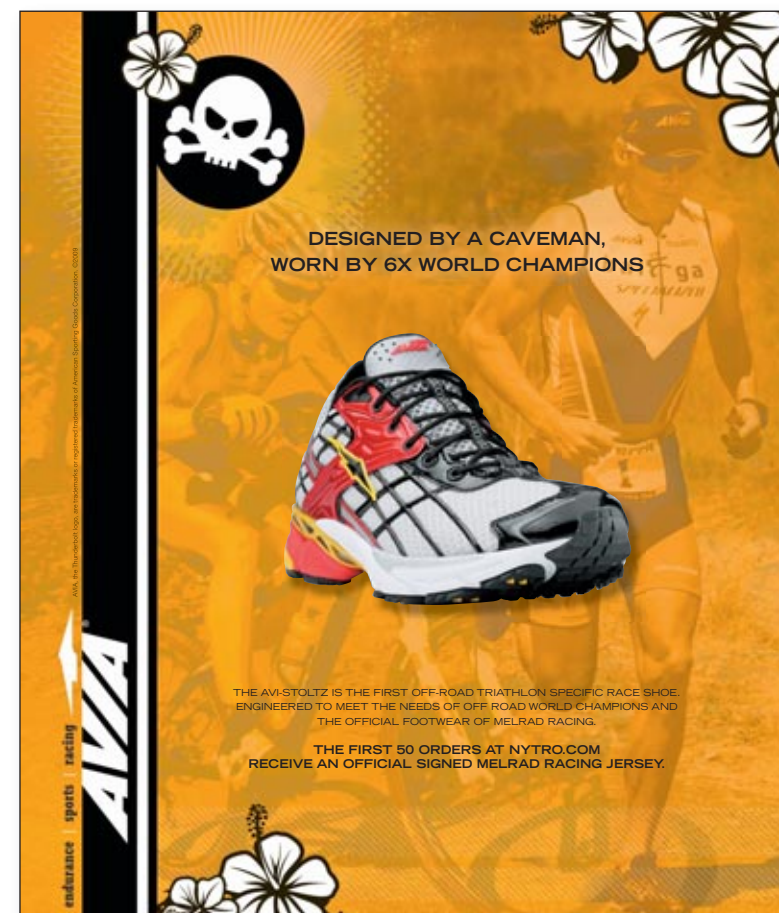
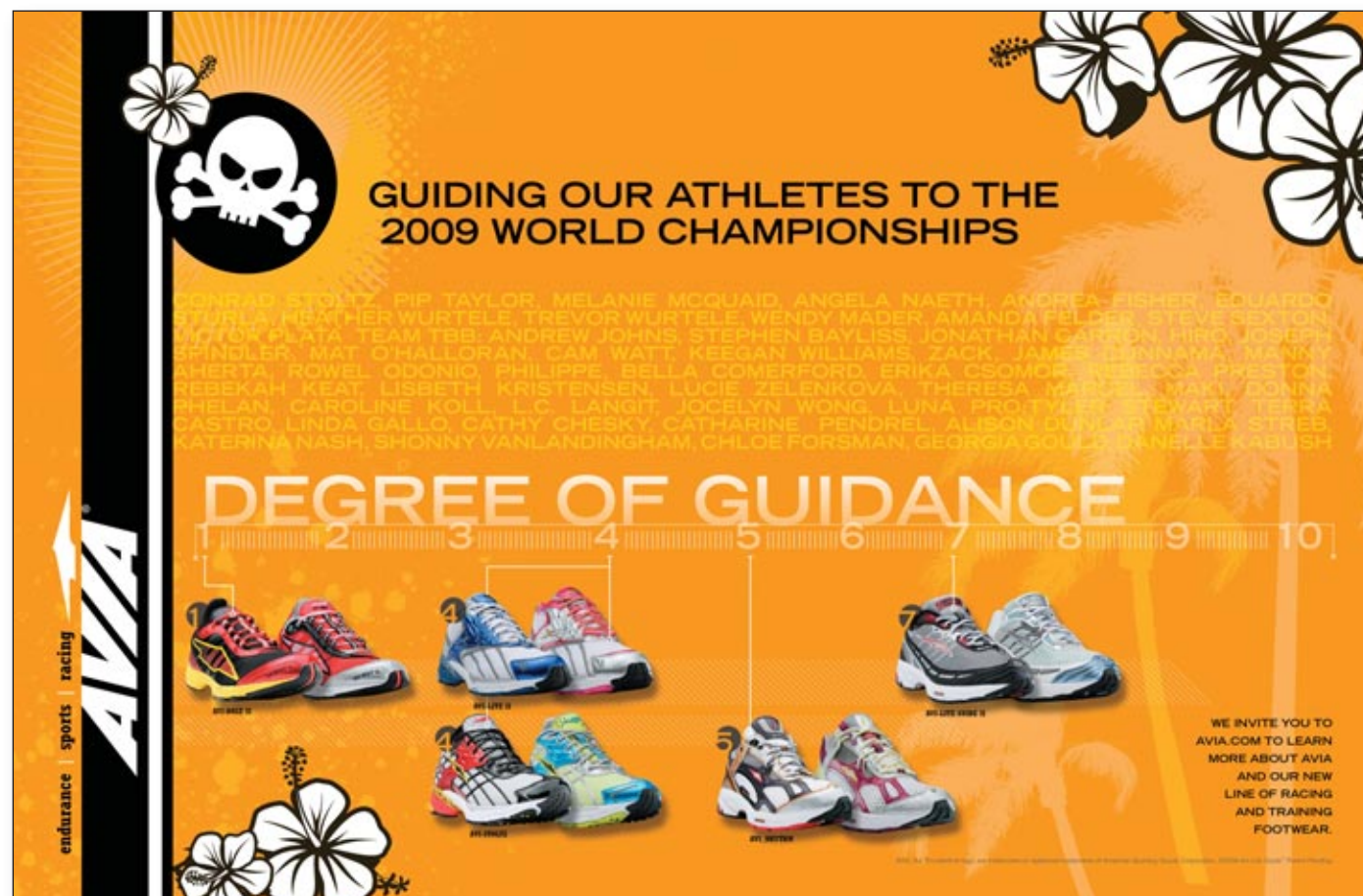
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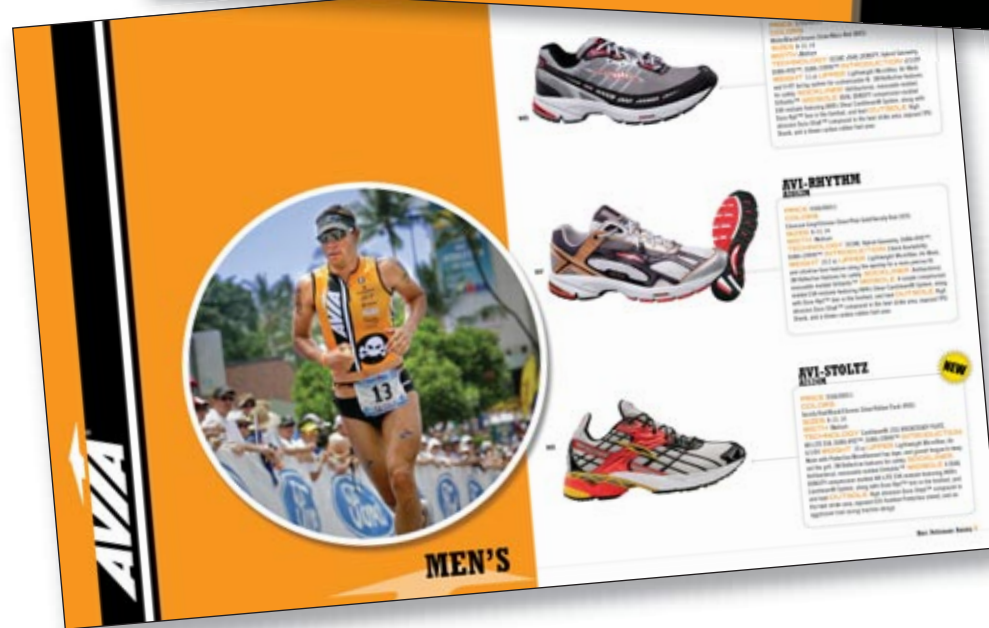
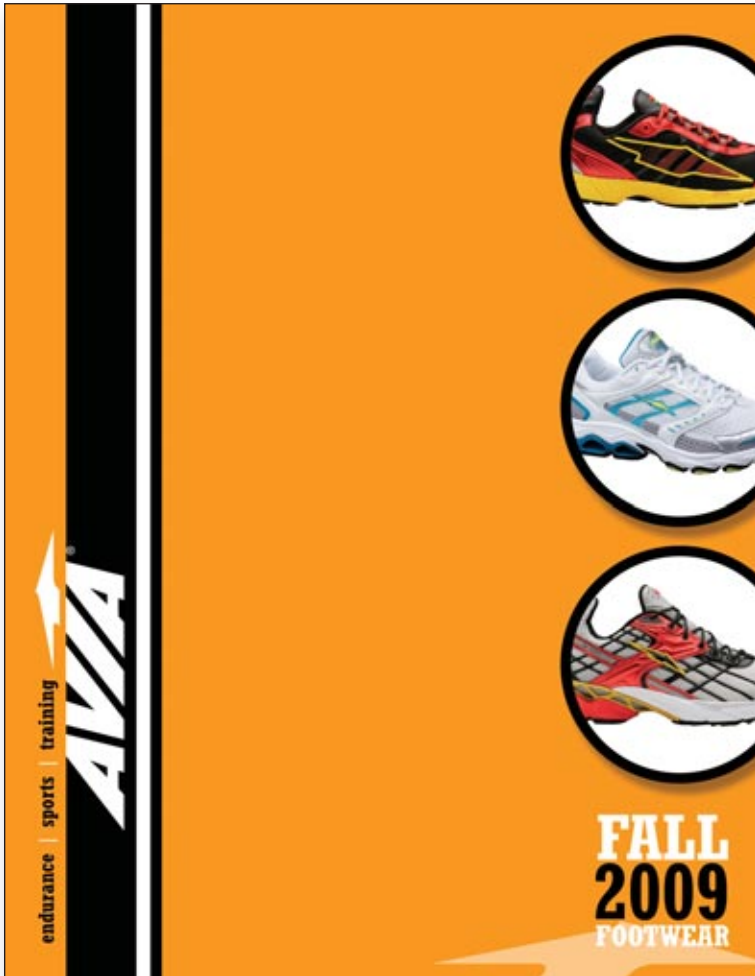
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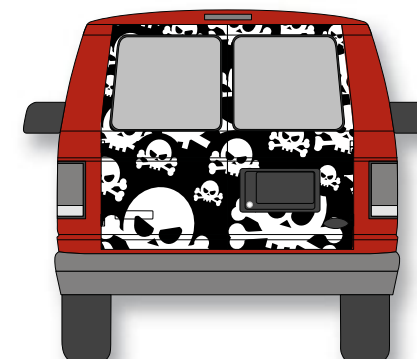
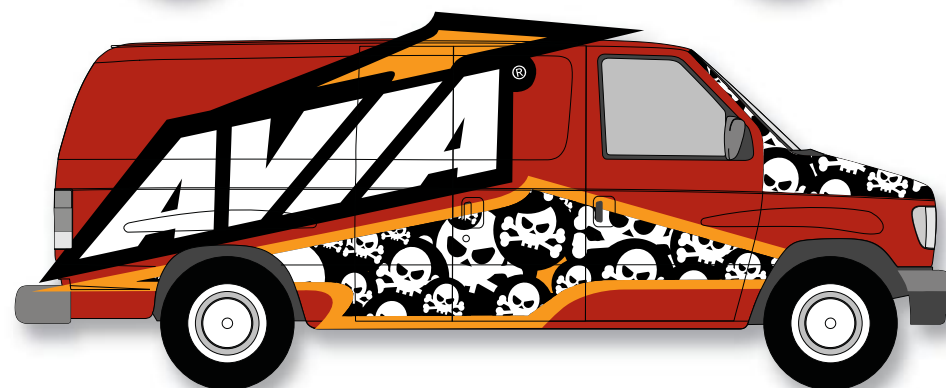
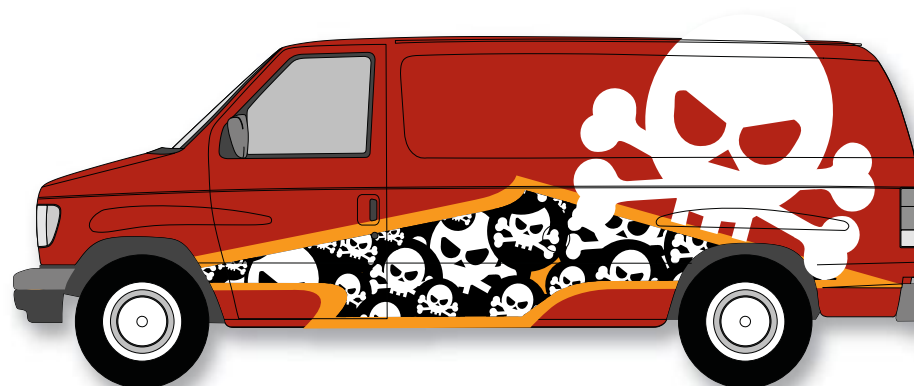
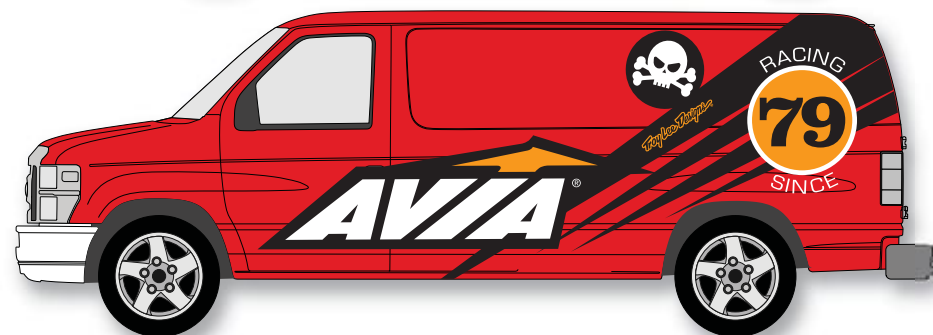
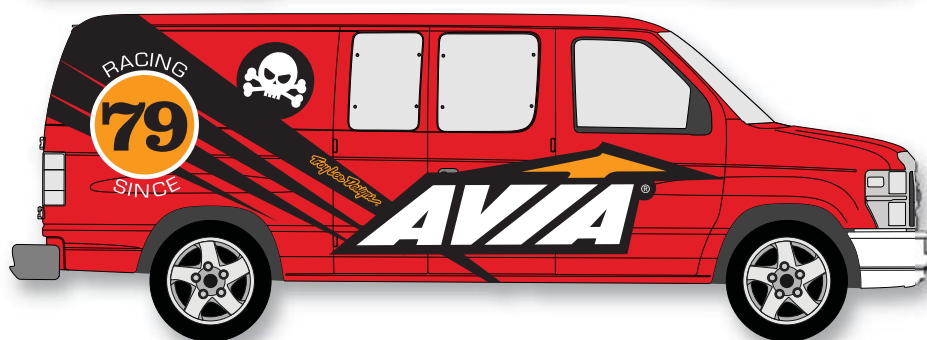
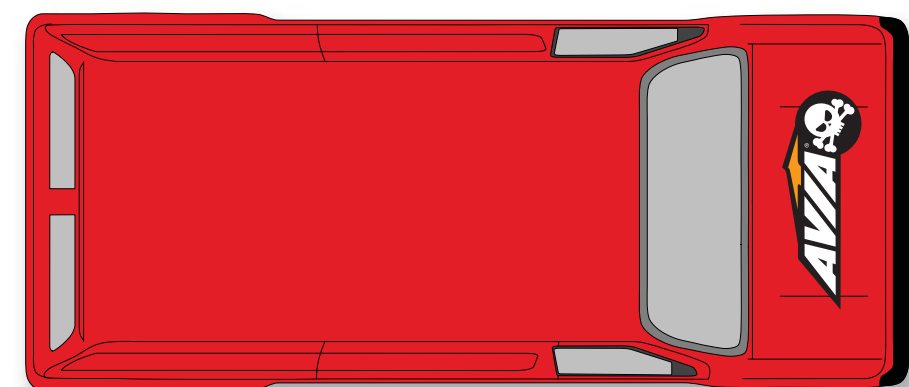
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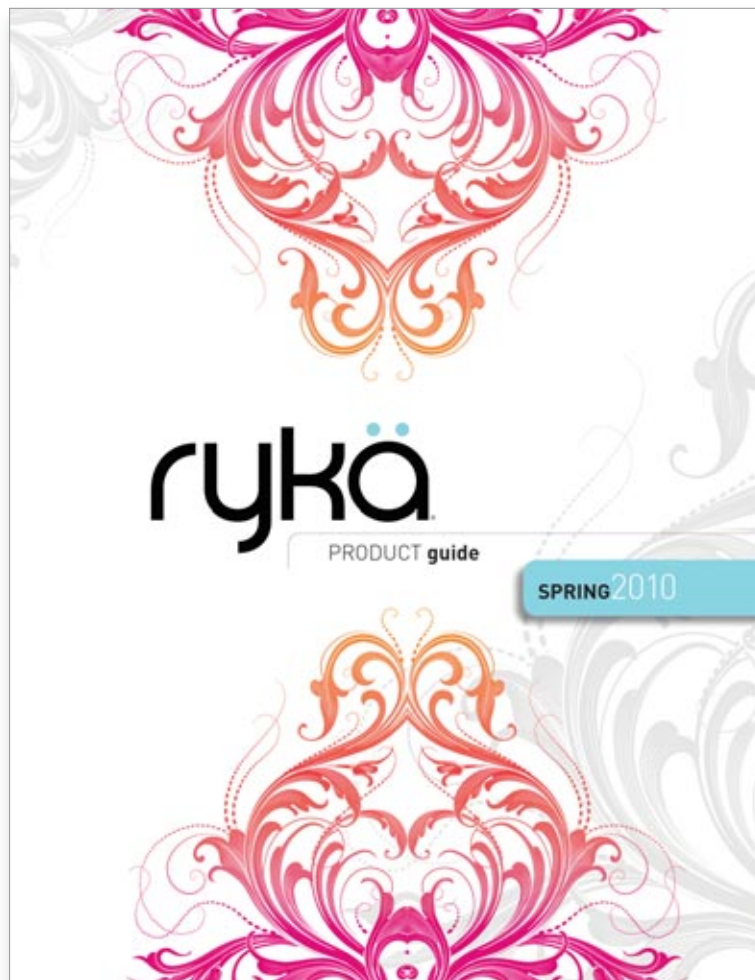
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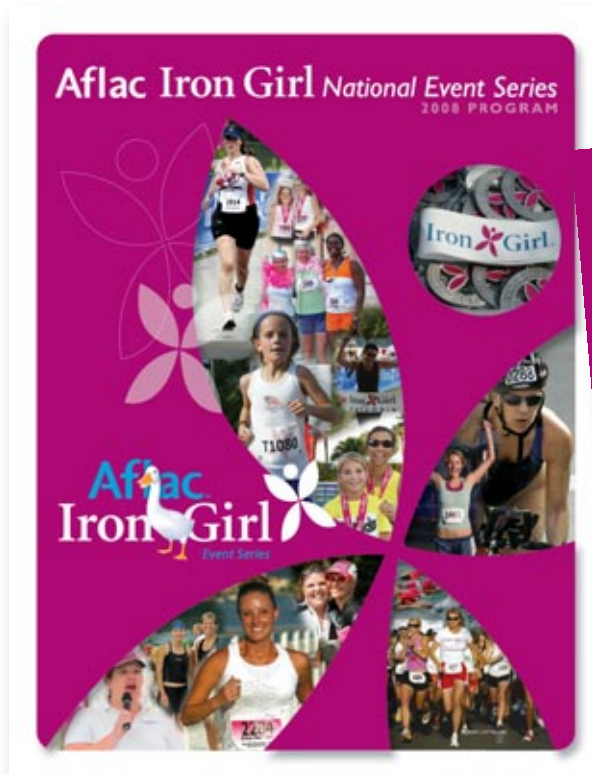






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**BBC** Audited  
**Frequency** 136  
**Single Copy Price** \$4.00  
**Annual Subscription Price** \$25.00

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**Translators** is the official translation service for the North American Sports Commission and its events. Translators will be available to assist major translators and translators across the country. Translators will also be at the Life Time Fitness Chicago Iron Triathlon, Williamsport, Chicago, IL, a Translators and more more.

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## EDITORIAL CALENDAR

Issue	Editorial	in Sales Date	Material Due	in Sales Date
January	Planet Internet Special Edition	October 16	October 20	December 13
February	Super-Guide for Beginning Trainers	November 14	November 20	January 19
March	North American Coast Guide	December 12	December 23	February 12
Read to Note	Special Southern Guide to the Ford Internet World Championship	December 16	December 21	Sold with March
April	Beginner's Guide, Index, Plus Components, Northern Series I and Spring Running Shoes	January 27	February 9	March 28
May	20th Anniversary Special Edition and Northern Series II	February 28	March 5	April 23
June	Special Anniversary Special, Northern Series III and Spring Trail Shoes	March 28	April 2	May 12
July	2000AA Special and 20-Week Issue including Trail Running Shoes	April 12	May 6	June 11
August	High Tech Guide and Fall Running Shoe Review	May 28	June 4	July 12
September	Buying Olympics Preview	June 17	July 9	August 12
October	Photo Annual	July 16	July 26	September 3
November	Asian Internet Preview and Winter Apparel Guide	August 12	August 26	October 7
December	Buying Internet Special Edition	September 17	October 1	November 1

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Median HHI  
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## OUR READER

**ACTIVE**

**ACTIVE**  
Average of \$24,408 spent on travel-related purchases per year

**AFFLUENT**  
 1. *adj.* Flowing into; coming from a source.

**AFFLUENT**  
Average HH: \$161,300  
Median HH: \$122,600

## CORE

**CORE**  
Median Age: 40  
84% are between 18 and 49

**EDUCATED**  
SETTING

**EDUCATED**  
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## RESPONSIVE

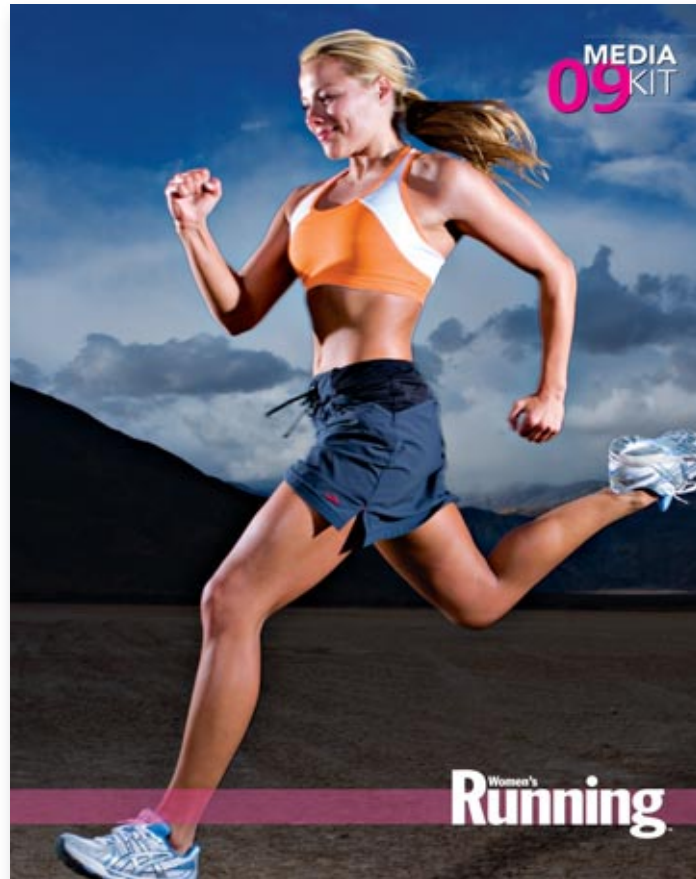
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The CrossRunner Series is a multi-sport athletic shoe that meets the needs of your most demanding customer. Those who consider running to be their lone activity will be best suited to the low model, while others with a court-sport orientation will opt for the mid/high version.

To ignite your customers' interest, we're launching an advertising campaign that will deliver over 120 million impressions. Stage 1: a commercial will air on major network and spot television, as well as cable tv, such as MTV, ESPN, BET and Comedy Central. Stage 2: print ads will break in trade and consumer publications. Stage 3: support will continue with sports sponsorship, event marketing and specialty promotions.

The countdown has begun. On December 1st 1992, L.A. Gear will blast off with this innovative technology to create sell-through possibilities that will rocket your sales into the stratosphere.

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CrossRunner Turbo Series: Women's Low #0054, Mid/High #0055; Men's Low #0054, Mid/High #0055.

LA  
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>> footwear design // L.A. GEAR // women's dance training + men's + women's cross-running: product design + product development



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