



It's A Military Life

*Connecting our military
community(s) in which we serve,
live, work, and play*

*Ilana Frenkel Kearns
June 2022*



**Health is not valued
until sickness
comes.**



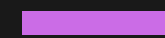
— *Thomas Fuller*

Connection Counts.

Nurture a system-wide culture of wellness by promoting, supporting, and advocating for military and their respective families' well-being through a digital-first connected approach.



And at the heart...



Our military's experience(s) will be at the heart of everything we do. It is good for our country and more importantly can change the trajectory of someone's life



How I can Support

Facebook page dedicated to supporting It's a Military Life IRONMAN members to get across that finishline.

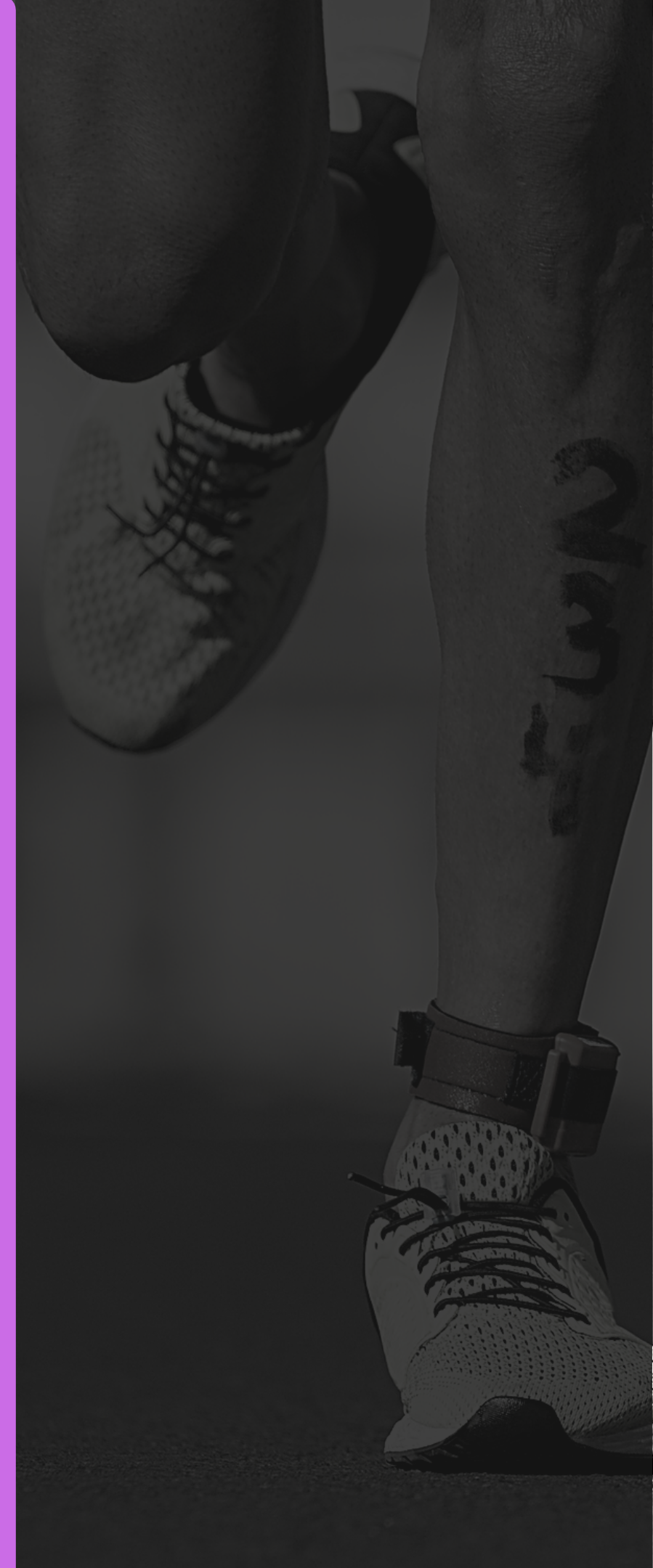
Partner with other coaches to create IRONMAN, Running, Swimming, and Cycling Programs into Training Peaks to give either free or discounted training plans.

Monthly Newsletter

Creating virtual groups with weekly challenges and races on ZWIFT, ROUVY, Strava

Spotify Playlists with feedback from members what they are listening to across the globe. Book clubs including Audible and Google audiobooks

Establish a Military Preferred Vendor Program with health/wellness brands





Accountability

I am personally willing to organize group runs, open water swims, and rides here in Metro Atlanta for those gunning for IRONMAN or who just want to play in of those three sports

Serve as a dedicated resource to field questions related to health and wellness, helping keep those who need it stay on track with their health and fitness goals. **Despite odds, I have sustained a 40lb weightloss going on four years,** I am doing something right. Openly share how I have kept it together despite being through extreme adversity for years. Mindset is everything.

Stories that Sell.

Mobilize all communication methods including Newsletter, Internal Magazine, Blogs, Contributed Content, and Social Media to share stories and exchange experiences with a focus on health as a lifestyle, not a six-month challenge. **Health = freedom to live life on your terms**



#1: Monthly Newsletter

Design and edit a ***Health and Wellness Newsletter***; could be part of a larger communication!

Newsletter Topics Focused on Health and Wellness

Interview

Interview from someone in the world of health and wellness, think athletes, pros and age groupers, Brand Ambassadors from fun products like Garmin, etc.

Food and recipe section

Fun and simple recipes like 5 new things to make with oatmeal or what to look for in the grocery store

Monthly Summary

Summary of **Strava Virtual Challenges, Zwift, and ROUVY Racing** including leaderboards

Photos of fitness and health from across the globe

Solicit photos from the group of **workouts, their dogs, what they are eating**

Event Calendar

Upcoming **races, training, events, etc.**



Newsletter Topics Focused on Health and Wellness

Exercise

Monthly tips including **endurance training, heart rate training and cadence**

Monthly Booklist

Recap what we are reading or listening to this month. Focusing on Inclusion and diversity, spotlight each month an up-and-coming African American Author, A Veteran, Neurodiversity - with a focus on books related to mindset, health and wellness

Myth Debuster

Explore a new topic each month such as history of calorie counting, how brands buy American Heart Association stamp of approval for products, the story of how fat, not sugar was blamed on obesity.

Monthly Spotlight

Spotlight a different member of our military community each month and how they enjoy spending their downtime, favorite book, workout, food, etc.

Monthly Playlist

What are we **listening to this month** across the globe

#2: Virtual Communities



*Connecting our Military through Digital
Platforms focusing on Health and
Wellness*

Virutal Communities

01.

Strava

Create an It's A Military Life Group on Strava, complete with weekly challenges, uploading photos from around the globe. Think Virtual 5K, Half Marathons, miles walked, etc.

03.

Spotify

Playlists to share what we are listening to across the globe, responsible for editing and maintaining playlist

05.

Facebook

Serve as admin for Facebook Group dedicated **to IRONMAN for Military**, organize Facebook Live events, bring on special guests, etc.

02.

Virtual Cycling

Utilizing digital platforms such as **ROUVY and Zwift**, organize weekly meetups, races, teams, leagues

04.

Book Club

Focusing on mindset and wellness, with inclusion and diversity built in - spotlight up-and-coming African American Author, A Veteran, Neurodiversity, etc., manage Audible/Google wishlist recommendation.

06.

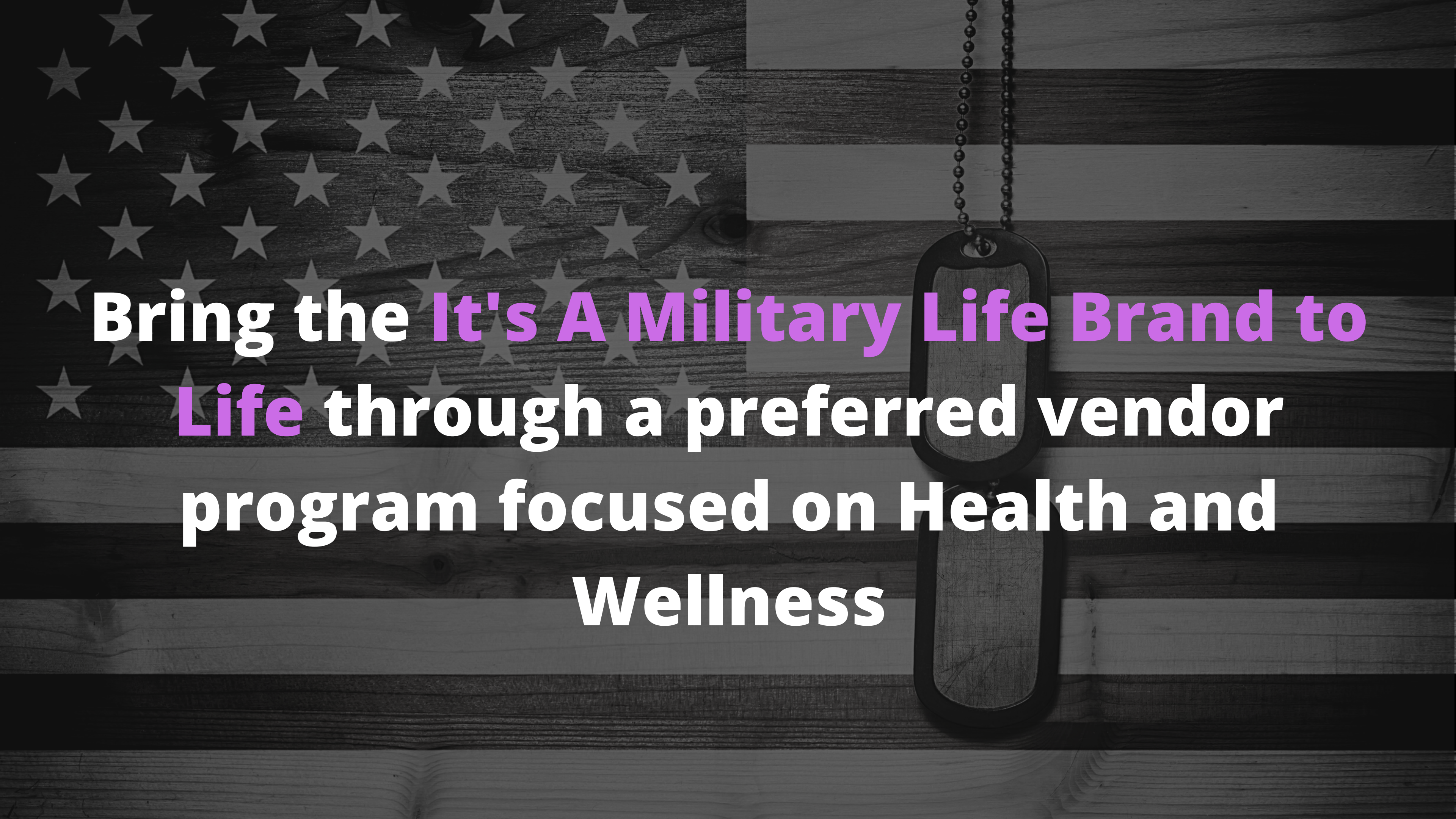
TrainingPeaks

Help assemble a team of coaches to **develop free or low cost training plans** to help Military cross that IM/5K/Century Ride/1.2 Mile Swim Finishline



TrainingPeaks

"Compatible with most major fitness devices, the TrainingPeaks app offers all endurance athletes the ability to plan your workout schedule, track your fitness improvements, and analyze your training so that you can **reach your goals stronger, healthier, and faster.**"

The background features a dark, semi-transparent American flag with stars and stripes. On the right side, a black dog tag hangs from a chain. The text is overlaid on the left and center of the image.

Bring the *It's A Military Life Brand to Life* through a preferred vendor program focused on Health and Wellness

ASI

Program



Establish an **Advertising Specialty Institute Program Distributor Virtual Store** for It's a Military Life



Walk this way.

Reach out to various shoe manufacturers to find a way to create custom It's a Military Life sneaker program for our military, complete with custom color and design for a discounted rate, representing the **ever-expanding global footprint** and encouraging military and their families to move! Create walking challenges and healthy habits like **walking meetings** for one-on-one catchups



Adventure Begins with Safety

Work with **ROAD iD for It's A Military Life ID Branded** Bracelets. ROAD iD enables First Responders to immediately contact family members and friends with full details of medical history including medication list and allergies.



Clothing

It's a Military Life Branded apparel not limited to running, cycling, swimming, triathlon sport(s). Think It's a Military Life Branded Triathlon Clothing for an IM race! Vendors like Giordana come in extended sizes with the ability to design custom gear! Or custom Speedos.



Nutrition

Establish pricing with nutrition vendors such as Skratch Labs, Untapped Maple Syrup, Maurten, Bolt, Gatorade, The Feed, Vital Proteins, and Megafoods Vitamins to **keep our military feeling strong now!** Venture into creating a **custom flavors and colors.**



And Socks

And don't forget the **It's a Military Life Branded socks**. Always try to source made in the USA first with brands such as Thorlos, Zensah, and Swiftwick





Community Outreach

Identify **race opportunities** such as IRONMAN Relays, Rock N' Roll Series, USA Cycling, USA Swimming, Road Races and USA Triathlon. With It's a Military Life Branded Apparel

Work with race organizers for **custom signup and discounted rates** for the military to participate in.

Help form **swim/bike/run training groups** across the globe

Help Establish a Center of Wellness



Vetted and licensed dieticians to support our military' in becoming their healthiest self(s)



Vetted resources to support the various life stages for military of all gender(s)



It's A Military Life fitness teams not limited to CrossFit, trail running, road races, cycling, swimming and triathlon



Family resource center not limited to aging parents, illness, special education needs and death

You are what you eat

Encourage military to cook at home with one ingredient foods

Annual corporate cookbooks of our military's favorite meals

Educate military on how to read between the lines on food labels. Everyone has the freedom to eat how they wish... and they also have the right to know what they are consuming. i.e. eggs do not cause high cholesterol... but soybean oil filled eggs do....

Remove all weightloss challenges as we focus on building sustainable habits for life through education and fun cooking demos while we destroy dieting myths along the way



NIH researchers recently found healthy adults gained about a pound per week when they were given a daily diet high in ultra-processed foods, In contrast, when those same people ate unprocessed whole foods, they lost weight. Intriguingly, the weight differences on the two diets occurred even though both kinds of foods had been carefully matched from a nutritional standpoint, including calorie density, fiber, fat, sugar and salt



Meet
Ilana Kearns

Professional Credentials + Affiliations

**Ironman Foundation | Ironman Certified Coach | NASM Certified Personal Trainer | NASM Certified Nutrition Coach | NASM Certified Wellness Coach | Atlanta Track Club Member | USAT Member | USA Cycling Member
SDI TDI Certified Open Water Scuba Diver**



#fastfacts

Consistently place in the **top 5%** for road race distances ranging from 5K to Marathons based on race results in last three years. Personal Best(s) races from 2019 to Current:

5K: 23:56

10K: 48:46

15K: 1:16:38

10 Miler: 1:26:18

Half Marathon: 1:53

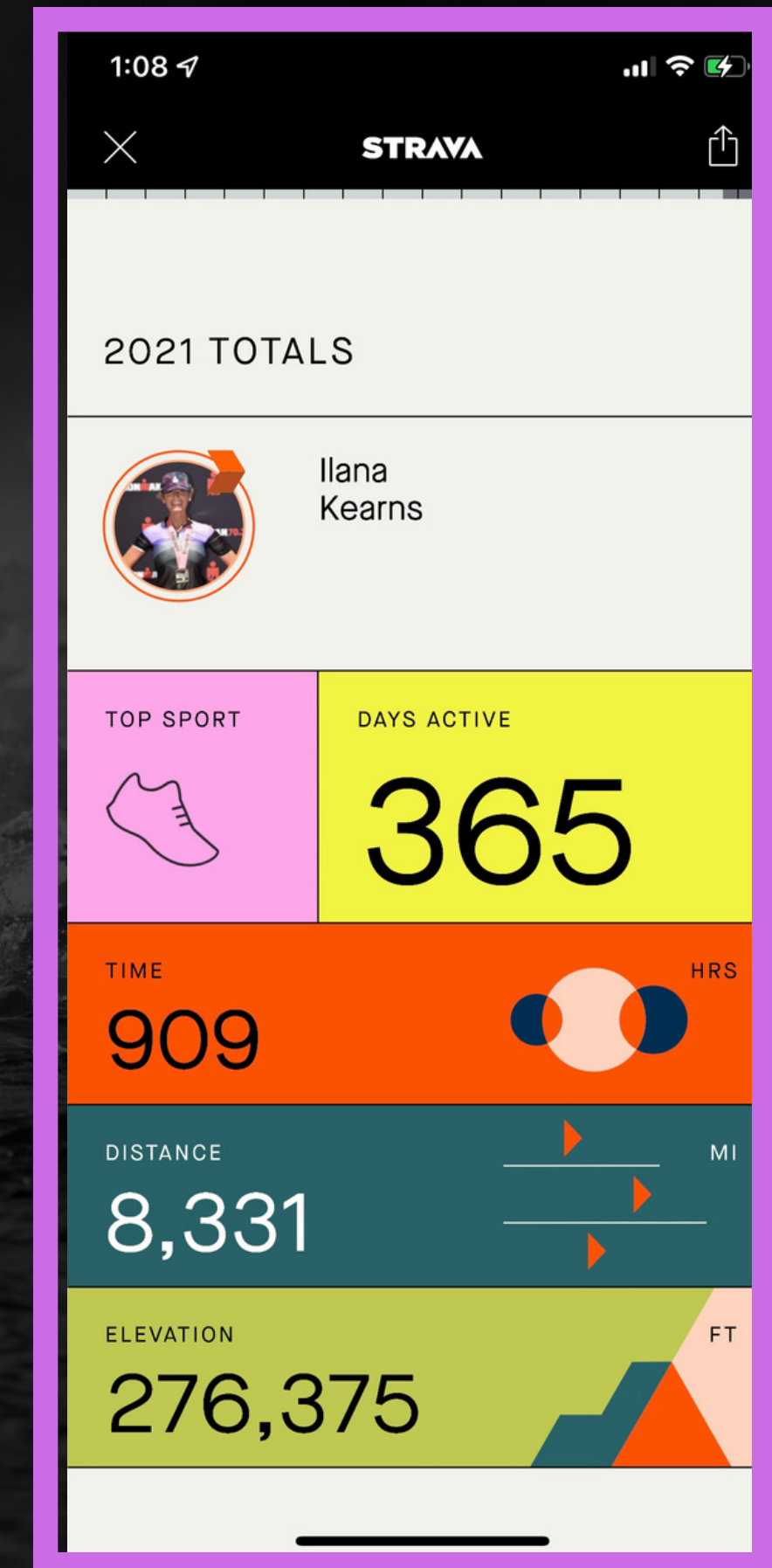
Marathon: 5:02:39 (Raced while sick with a sinus infection)

70.3 Ironman: 6:24:35 (top 45% finish for all women for my first ever triathlon)

140.6 Ironman: **October 23, 2022; raising money for IM Foundation**

Top 1% Strava user, since I began triathlon training in 2020, I have cycled 11,200+ miles without a single group ride, have swum 533,000 yards without a coach. And let's not forget the 4,000 miles I ran. Mostly alone.

VO2 Max places me in top 1% of age group and gender; fitness age of 20





MDJ GOBBLE JOG

ILANA KEARNS

November 28, 2019 | 5K Run

24:30

7:53

FINISH TIME

PACE MIN/MI



LABOR DAY DONUT DASH 5K & HALF MARATHON

ILANA KEARNS

September 7, 2020 | 5K Run

23:56

7:42

FINISH TIME

PACE MIN/MI



2020 ALLSTATE HOT CHOCOLATE 15K/5K - ATLANTA

ILANA KEARNS

February 2, 2020 | 15K

1:16:38

8:13

FINISH TIME

PACE MIN/MI



ROCK 'N' ROLL SAVANNAH

ILANA KEARNS

November 2, 2019 | Half Marathon

1:53:00

8:38

FINISH TIME

PACE MIN/MI



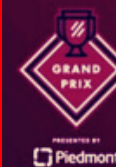
IRONMAN 70.3 AUGUSTA

ILANA KEARNS

September 26, 2021 | 70.3 Triathlon-1.2 miles Swim, 56 miles Bike, 13.1 miles Run

6:24:35

FINISH TIME



2020 RESOLUTION RUN

ILANA KEARNS

January 1, 2020 | 5K

24:07

7:45

FINISH TIME

PACE MIN/MI



POSSUM TROT 10K ROAD RACE

ILANA KEARNS

June 15, 2019 | 10K Run

48:46

7:51

FINISH TIME

PACE MIN/MI



2019 PNC ATLANTA 10 MILER & 5K

ILANA KEARNS

October 20, 2019 | PNC Atlanta 10 Miler

1:26:18

8:38

FINISH TIME

PACE MIN/MI



2019 PUBLIX ATLANTA MARATHON, HALF MARATHON & 5K

ILANA KEARNS

March 17, 2019 | Marathon

5:02:39

11:33

FINISH TIME

PACE MIN/MI



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Portfolio

<https://goatmatters.com/>

Strava

<https://www.strava.com/athletes/33225294>