

PLAYERS IN BUSINESS

TONY MARSH I.AM FITNESS APP

FORMER 21-TEST FRENCH INTERNATIONAL, BLUES AND CRUSADERS PLAYER TONY MARSH is set to change the face of fitness with the launch of his new, free fitness app I.AM. Described as the Uber of fitness, Tony believes the I.AM App will revolutionise the way people do 'fit'. The app will connect Kiwis with specialised trainers, health providers, facilities, like-minded training buddies of all levels and interests, and a variety of fitness classes anywhere, anytime.

The ex-sportsman has had numerous challenges associated with the start-up business over the past 18 months, which has meant that he has constantly been pushed out of his comfort zone. This has led to both learnings and growth. According to Tony, "I have had to learn about business plans, marketing strategies, budgets and tech stuff. Things haven't always run smoothly but that just adds to the experience and the challenge. The saying is true that start-ups cost twice the budget and take double the time to get going."

Tony explained the app in simple terms by saying, "The I.AM App offers users the freedom to have control of their health and fitness journey. I have created a tool to simplify things and make it easier to connect with the right people to stay motivated and engaged in health and well-being through an online community."

A testicular cancer survivor and an ambassador for Blue September and Testicular Cancer NZ, Tony said he found that something was missing in the fitness market so he developed the app to provide a full spectrum of fitness benefits and flexibility for its users. The I.AM app caters for people of all fitness levels from complete novices who have never done any exercise to those competing at the top end of their sport.

Tony is no stranger to the sports industry. The 44-year-old fitness trainer has worked with top trainers all around the world and is also a part of a very small group of players to win back-to-back Super Rugby titles with different teams, the Blues and Crusaders. The Ironman started his rugby at Counties Manukau alongside his identical twin brother



Tony playing in France.

Glen, with both eventually heading in different directions to separate parts of the globe. Tony ended up in France – with two European Challenge Cups and a French National Cup to his credit, as well as playing in a Rugby World Cup – while his insurance broker brother, Glen, represented the Chiefs, NZ Maori's and Japan.

Tony talks about fitness explaining that freedom, flexibility and variation are the name of the game. "These days we all lead busy lives and finding time to exercise is not easy. [The app] simply gives people the ability to work out on their own terms. It allows people to meet new people, try different workouts and providers without the pressure of committing to ongoing sessions."

Users can connect with different trainers, daily training buddies and different exercise disciplines in their local area at the touch of a button and the range of disciplines is impressive.

One of the I.AM App features is 'Finding a Buddy'. Under this options it includes being able to link up with people to bike, play golf, go to the gym, go kayaking, have a personal training session, run, ski or snow board, play squash, stand up paddleboard, go surfing, have a swim, play tennis against, or go walking or hiking together.

Under the 'provider' options for training, people can link up with people or organisations that can provide biking, boot camps, boxing, Crossfit training, group classes, injury management, martial arts, nutrition, personal training, running, swimming, yoga and Pilates.

The app already has a large number of providers who have jumped on board, including Claire Turnbull's business Mission Nutrition, Breakers and Mystics trainer Steve Buckley, Blues nutritionist Dave Shaw, ultra-distance runner Lisa

Tamati, Kiwi league legend Ruben Wiki, Les Mills Newmarket, ex-New Zealand weightlifting champ Andy Rogers, and world champion weightlifter Cliff Harvey.

Designed to help empower people, Tony said the name was really important. "I.AM is a statement. It is about choosing to live in the now and choosing to be who they want to be – I am strong, I am healthy, I am fit, I am the best I can be. It is people owning their journey and personalising it for their own benefits. I want to ensure that everyone has access to such an incredible tool whenever and wherever they feel like it."

TONY ALSO PICKED UP SOME VALUABLE TIPS ALONG THE WAY THAT HE OPENLY ADMITS WOULD HAVE BEEN USEFUL TO KNOW PRIOR TO STARTING HIS BUSINESS VENTURE.

TONY'S BUSINESS TIPS ✓

- 1 You need to have a CLEAR STRATEGY but stay open minded.**
- 2 Take on-board all FEEDBACK – I like to seek out the bad first.**
- 3 LEARN ALL ASPECTS of the business – the more you know the better.**
- 4 Don't expect your employees to be as PASSIONATE as you.**
- 5 DON'T SPEND MONEY on what doesn't matter.**

HOW THE APP WORKS

AS A USER

- Download the I.AM app on your smart phone
- Register for free on the app
- Enter your interests
- Browse profiles of trainers, classes or training buddies near you or anywhere in New Zealand – it's great if you are travelling or on holiday
- Use the online booking system if you want
- Check out the fitness and health deals
- Meet new like-minded people
- Try new activities
- Access a wide range of providers easily
- Provide optional feedback

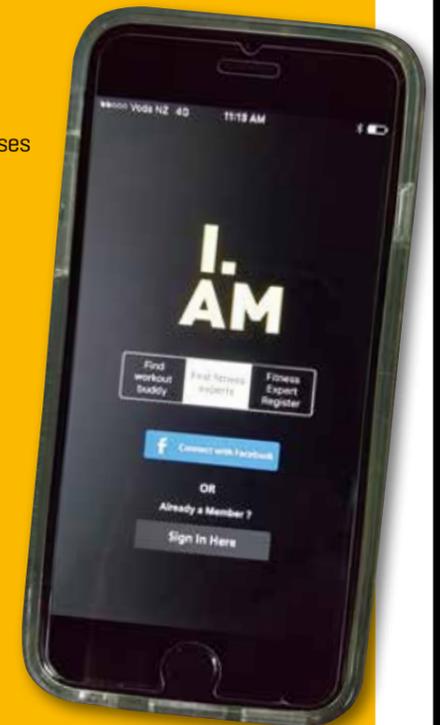
AS A PROVIDER

- Register for a small sign-on fee through the website: www.iamapp.co.nz
- All I.AM fitness and wellbeing experts are vetted to promote quality service so are required to supply copies of their main qualifications, first aid certificates etc (where applicable)
- Upon approval, fitness experts profiles go live
- To promote deals, programs or classes contact Tony directly via the website

▶ To check out frequently asked questions and tips to get started on the I.AM App, visit the website: www.iamapp.co.nz



WWW.IAMAPP.CO.NZ



PERSONAL DEVELOPMENT PHOTOS



COUNTIES MANUKAU - Doing CPR for their First Aid course.



BAY OF PLENTY - Academy doing their own Master Chef.



WELLINGTON - Mid Thomas with the Lions squad after her presentation.



HAWKES BAY - Learning to grow their own vegetables



FIJI - The Fijian Academy working on values and interests activity



DTAGO - Secondary school joining in a family planning session at the Southern Region U18 camp in Dunedin



CANTERBURY - Siate Tokolahi, Jed Brown and Rob Thompson at Opawa School as part of their Adopt a School programme talking about healthy eating options.



CANTERBURY - Communication dotting.



NORTH HARBOUR - Smart fuelling with the nutritionist



PO: What was the highlight of the Olympics for you?

HM: There are so many highlights and moments that I will cherish. The two that stick out to me would be running out of the Olympic stadium tunnel onto the field for the very first time for the game against Kenya, hearing my name being called out on the loud speaker, seeing the New Zealand flags to the left of the stadium, and amongst all the supporters I could see my mum and my fiancé. A very proud and special moment for me.

The second highlight would be playing in the Olympic finals, singing our national anthem, then standing on the podium, and performing the haka to our whanau. So many emotions all in one day - and celebrating my birthday the same day!

PO: What was Rio like?

HM: It was the most incredible experience I've been a part of. It was very special to have had my mum and my fiancé share this experience with me. Rio itself was hot, colourful and entertaining.

PO: You have competed in so many tournaments, did that prepare you for the enormity of the Olympics?

HM: I have competed in World Cups and in World Series, with that experience it has certainly helped. Treating it just like another tournament and sticking to my processes and enjoying every moment of it. I think it's important not to let the uncontrollables - the enormity of an event or people - put you off your game.

PO: What are some things about the Olympics that people wouldn't know?

HM: Being an athlete at the Olympics you get a lot of free things. All the athletes were lucky enough to receive a new Samsung S7 phone, Sony headphones, the food - I have to mention McDonald's (because everyone likes talking about the free McDonald's, haha!) a salon for hair, makeup and nails, dental care - everything is free in the village, it's crazy!

PO: When you had finished competing what did you get up to?

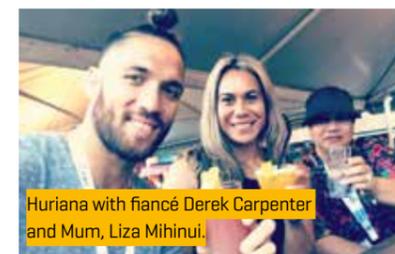
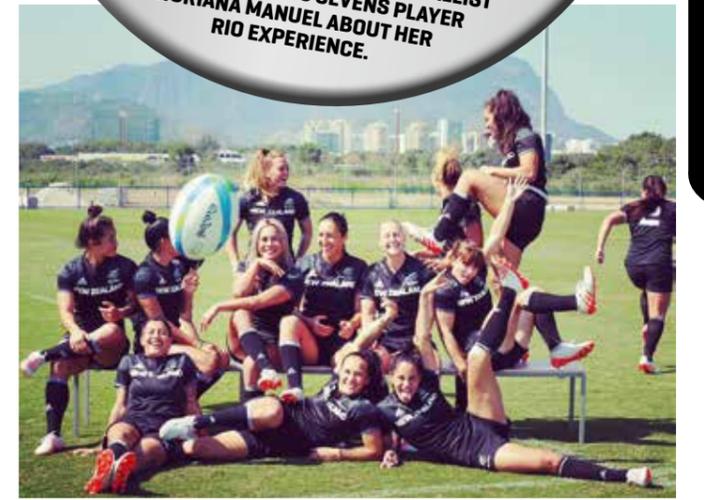
HM: I spent time relaxing and exploring Rio with my mum and my fiancé. We also got to watch a couple of other New Zealand athletes compete in their events.

PO: Did you get any selfies with any other athletes?

HM: I did! I was lucky enough to take a selfie with Venus Williams. She was really nice. I also got a photo with Nadal - that was for my mum, she loves Nadal! The most amazing thing living in the Athletes' Village was that you walked the same paths to and from the dining hall, ate with, lived in the same apartment blocks as these incredible athletes you grew up watching on telly.

PO: What will you do with your Olympic medal?

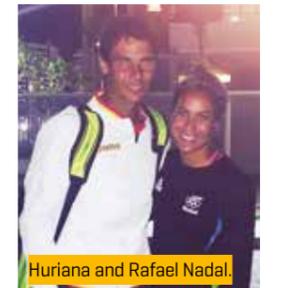
HM: Mum has my jerseys and achievements either framed or in a cabinet at home. So I'm sure the medal will be added to the cabinet.



Huriana with fiancé Derek Carpenter and Mum, Liza Mihinui.



Huriana and Venus Williams.



Huriana and Rafael Nadal.

The Listener retires

PETER SINCLAIR HAS BEEN INVOLVED WITH THE PERSONAL DEVELOPMENT PROGRAMME FOR PLAYERS SINCE HE TOOK ON THE ROLE AS PERSONAL DEVELOPMENT MANAGER AT OTAGO AND THE HIGHLANDERS IN 2005.

At the end of this season he will be officially retiring. The accolades for the witty giant nicknamed The Listener are already flowing.

Steve Symonds from the Hurricanes has worked alongside Peter as a Personal Development Manager for nine years. He said, "He is the most adaptable guy in the business. He has an incredible understanding of education with great relationship skills. On a personal level he has been great to bounce ideas off and will be missed."

Working with players and being in the team environment is something that Pete has really appreciated. "The youthful wit keeps me young.



"Pete has been awesome, anything you want to give a whirl outside of rugby he has been there to help. We will miss him when he retires. He is an absolute legend."
LIAM COLTMAN

The sheer fun that happens is very special," he said.

Highlander Ben Smith is one who has benefited from The Listener's services and said "Pete is a great man. He was always good to have a yarn to, especially about life after footy. He has plenty of ideas and was always a good sounding board and instrumental in helping us make plans."

Pete, a former school teacher who taught in Southland at Grasmere, Rosedale Intermediate and Ohai Primary School has made a positive impact on

many people throughout his career. He was a lecturer in the primary programme at the teachers college in Dunedin and worked part-time doing some mental skills work with Otago and Highlanders under coach Tony Gilbert.

Pete saw the role for the Personal Development Manager for Otago and the Highlanders advertised and applied for it. He was successful and his legacy as the voice of calm and reason was born. Throughout his tenure, Pete has seen significant change in the evolution of the preparedness of young players coming into the environment in regard to their off-field development. Younger players are becoming more aware that they need to get prepared for life after rugby and start putting plans in place while they have access to the resources of the Personal Development Programme.

"Once upon a time in the

transition phase there was variable interest, now the players have an expectation," says Pete.

Otago hooker Liam Coltman said, "Pete has been awesome, anything you want to give a whirl outside of rugby he has been there to help. We will miss him when he retires. He is an absolute legend."

Having facilitated countless personal development sessions, Pete believes that a good session is one that appeals to the players on different levels. It has to have clear messages or advice to

those requiring it right now but also have a carry-over effect for those that need it later in life, it also needs to be easily recalled.

When reflecting on his favourite sessions, Pete said one of his stand-out guest speakers was businessman and former television presenter Ian Taylor. Peter commented that Taylor was inspirational and gave the players permission to go for it. He talked about decisions he had made along the way and the value of an intuitive decision backed up with hard work.

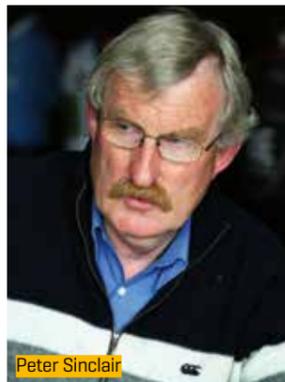
Peter is rapt that the Personal Development Programme has got itself cemented as a significant part of players' rugby life. "The interesting thing is, sooner or later, they come to it. There are those who are eager participants right from the start, those that try plenty of things but nothing jumps out but when retirement approaches they know what avenues they have available and where to get help. Players become highly engaged and motivated as their transitions approach," Pete says.

"Every aspect of fulfilment has a positive impact so, from a confidence point of view, players who make the most of the programme tend to approach most of their aspects with confidence."

Someone who knows Pete well is Southland Personal Development Manager. Jason



Jason McKenzie PDM for Southland, Ben Smith and Peter with the RWC Trophy 2015.



McKenzie. Peter interviewed him for his role with Southland and Jason recalls his mentor saying: "Listen son this is a very tough job, it is the understanding of how people work."

Jason knew he always had support with Pete. "When things got tough he gave you that age-old, solid advice. He was a guide on the way and always said: 'You will be okay you're a good bugger.'"

Peter will look back on his time fondly with his stand-out moments through his time in the region including winning the NPC in 1998 and winning the Super Rugby Championship with the Highlanders in 2015. Off field he claims his highlight is the satisfaction of players' success and enjoying their off-field work experience and achievements.

"The players do the hard work but it is nice to be able to sit back and smile when you see a player happy in what he has done. It is satisfying to be able to play a small part in their achievements but I like the ultimate."

Thanks Pete, The Listener, The Godfather and all round good bugger. Your commitment to empowering people, your wisdom and desire to help others achieve has been phenomenal and greatly appreciated. Enjoy retirement and getting through those big lists of jobs at home!

NORM BERRYMAN MEMORIAL TOURNAMENT



NORTHLAND RUGBY STALWART 'STORMIN' NORMAN' BERRYMAN'S LIFE WAS CELEBRATED AT THE NORM BERRYMAN MEMORIAL TOURNAMENT IN WHANGAREI ON AUGUST 13.

The event gave people the opportunity to celebrate the life of the uncompromising rugby player and to raise funds for his family.

The one-test All Black, three time Super12 Champion with the Crusaders, Blues and Chiefs, and Northland rugby stalwart was a colourful part of the rugby landscape.

The people of Northland put on an impressive fundraising day for their folk hero who tragically died of a heart attack in June last year. He was only 42 years old, and had been living in Australia with his family for the past 11 years.

Norm's wife Lena and his six children, Terrell, Tatiana, Laytarjae, Shyah, and twin daughters Cairo and Kaya came over for the event with some of the kids getting their first taste of New Zealand.

Norm who was well known for his laughter, enjoyment of the game, and unpredictability on the field, kept the opposition guessing and his team mates on their toes. His Northland captain Glen Taylor said, "He had phenomenal skills and he could do things that other players couldn't."

Many of Norm's old playing mates dusted the boots off to play in the testimonial match between Hora Hora and an invitational team, the Vikings, with both teams wearing special commemorative jerseys for the game which were then used for fundraising. Players including Tana Umaga, Greg Somerville, Troy Flavell and Charles Going played alongside Norm's son Terrell. Local sides from Onerahi, City, Southern and Old Boys Marist also took part.

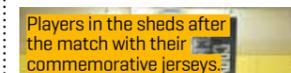
The ex All Blacks, Crusaders, Blues, Chiefs and Taniwha players involved showed most have not forgotten the basics of the game. There was a very good skill level on display even if the pace was somewhat reduced!

Terrell Berryman commented on the day saying, "It heals, it's good for Mum, it's good from my little siblings and older sisters."

Many locals chipped in to help get the event off the ground including NZRPA board member, Gus Collins, and Hora Hora coach, Doug Te Puni. The event stemmed from a conversation that Norm's wife Lena had with Doug, saying she wanted to bring the kids back to show them



Norm and his family.



Players in the sheds after the match with their commemorative jerseys.



Tana Umaga playing in the testimonial match.

Sam DoubleC Photography



Vikings team.

where Norm had played and it grew from there.

Collins said, "It was so easy to organise. Everyone I contacted dropped everything and did their bit, from supplying product to be auctioned, to getting players' jerseys made especially for the event, and even turning up to play! It showed how much respect Norm had from all over the country.

"The family were blown away with the support that was received from friends and the wider rugby public. The day and evening went like clockwork and it was something that everyone involved, including the Berryman family, can be very proud of. It really was a superb day."

Northlander and former All Black Ian Jones said, "It was a great tribute to a wonderful man who so many people got so much enjoyment out of watching and who never forgot where he came from."

To see footage of the day from Toyota Grassroots check out facebook/nzrpa

Send a hunting or fishing photo and you could WIN \$250 worth of Stoney Creek gear of your choice!



The good folk at Stoney Creek have given us a \$250 credit for someone to spend on any Stoney Creek merchandise of your choice. We know you like things simple, so send us your best high resolution [that means we can print it, so needs to be 300kb in photo size] hunting or fishing photo to kylie.sousa@nzrpa.co.nz and the best photo wins. Winner will be contacted by email to arrange your shopping trip and the picture published in the next magazine.



Greg Somerville with a decent snapper caught off Bailey's Beach, Dargaville, during the Norm Berryman Memorial Weekend.

PERSONAL DEVELOPMENT PROGRAMME EXTENDS TO FIJI

Gaylene Finekaso in her role as PDM.



DID YOU KNOW?

There are more than 600 Pacific Island players currently playing professional rugby across the globe.



Nemani Nadolo

FIJI NOW HAS THEIR OWN PERSONAL DEVELOPMENT MANAGER AFTER THE PACIFIC ISLAND PLAYERS ASSOCIATION (PIPA).

Fijian Rugby, New Zealand Foreign Affairs and Trade appointed Gaylene Finekaso to the role in July.

Gaylene is no stranger to the Fijian rugby environment, having previously worked with players in a mental skills role. Educated in New Zealand, Gaylene has a PhD in Psychology and has lectured at the University of the South Pacific for 18 years. Prior to starting the role she also had her own wellbeing and psychology consultancy.

The owner of three Chewn fluffy dogs, who enjoys watching Netflix and sports, said "I am really looking forward making a difference in the lives of our men and women rugby players in their off-field development."

Fijian winger Nemani Nadolo said, "It is great that there will be more support and education for our players. This programme will challenge players to maximise their potential in rugby and life, which we hope will have ongoing

advantages for players, Fiji Rugby and the wider Fijian community."

Similar to the New Zealand Personal Development Programme, the Fijian programme will focus on five key personal development areas which include career and education, financial, family and culture, professional rugby development, and personal development.

The programme aims to provide player education to support on-going sustainable futures for the Pacific Island rugby players and deliver benefits to their countries. It is the culmination of support from The New Zealand Ministry of Foreign Affairs and Trade, World Rugby, New Zealand Rugby Players Association and Massey University, and is also supported by the Reserve Bank of Fiji. A regional Personal Development Manager is currently being recruited by PIPA to help set up similar programmes in Samoa and Tonga.

Gaylene can be contacted via email at gaylene.finekaso@pacificislandpa.com

FEEDING THE FUTURE



Chiefs team in action.

Hika Elliot

Liam Messam and his son Jai.

AS PART OF THEIR PERSONAL DEVELOPMENT PROGRAMME AND THE CHIEFS IN THE COMMUNITY PROGRAMME FOR 2016 THE CHIEFS TOOK PART IN A PUBLIC TREE-PLANTING SESSION.

Forty players took part in the planting of two large sites to support a programme run by Pathway 1 Foundation. After the initial planting day was postponed due to extreme wet weather, the players got stuck in and mulched the site before planting a selection of fruit trees.

Apple, plum, pear and fig trees along with mandarin, orange and lemon trees were planted on the two large sites made possible through Fulton Hogan working with Transit New Zealand.

Super Rugby centurion Hika Elliot said, "It was a really good experience. It is going to be good for the community and was a great initiative that will constantly give back by providing something people can eat."

The players learned to follow planting plans that were done by

Bruntwood Nurseries. After planting the trees in terrible weather conditions, the players then shovelled 170 square metres of mulch.

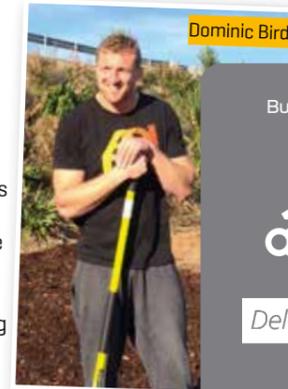
The two sites have been designed to require twice yearly maintenance, which the Chiefs will carry out. The sites are located on the cycle path that runs along the new expressway running north from Hamilton Wintec on Avalon Drive.

Project leader and Pathway Foundation 1 founder David Galbraith said, "Both sites have come up really well. They are nice to look at and in time will be a wonderful resource for community."

The vision of the planting is that children and families will be able to pick fruit when they are out walking as a family or on their way to school. In about five years' time the trees will be laden with fruit.

Personal Development Manager Judy Clement said, "The exciting thing for me is that it will be around for years to come."

The Pathway 1 Foundation provides opportunities for youth to unleash their greatness on the national and international stage in any area including sports, music, culture, academia or the arts. The foundation, which has trustees including David Galbraith, Wayne Smith and Laura Langman, is also committed to enhancing and preserving New Zealand's natural beauty for all generations to come. For more info about the foundation visit: www.pathway1foundation.co.nz



Dominic Bird

CODE CROSSOVER

BEN SIGMUND KNOWS ABOUT PERFORMING ON THE FIELD, having played in football World Cups and represented New Zealand over a 15 year period. Now the 35-year-old will get the chance to help athletes challenge themselves and put plans in place to support their post-rugby careers as the new Personal Development Manager for Wellington.

The father of two played a record 181 matches for the Wellington Phoenix and knows first-hand how important it is to make the most of opportunities and prepare yourself for life after sports. Ben has been working in this space for about four years and is highly motivated to help people with their post sports careers.

"For me it is about helping these players transition into the real world and progress as people off the field. Preparing the best you possibly can is something that I am really passionate about. It is a really hard move going from being a professional sportsman to entering into another job," he said.

Ben understands the highs and lows of sports both on and off the field. The award-winning retired footballer has kept busy since he hung up his boots, having recently co-written and toured the country with his book *Fully Committed*, in addition to developing some business interests.

Hurricanes Personal Development Manager Steve Symonds said, "Ben brings a unique perspective as he has had the elite sports experience and has had to manage his own transition so has a comprehensive understanding of what athletes need."



Ben Sigmund



Ben in his first session as PDM.

TASMAN MAKOS

What we are listening to:

- Six 60
- Adele
- Matt Corby
- Slow Jams
- Chain Smokers
- Michael Bolton
- ACDC

What we are watching:

- Game of Thrones
- Supernatural
- Harry Potter Trilogy
- Walking Dead
- How I Met Your Mother
- Miracle
- Real Housewives of Auckland

Business partners

Preferential providers