

## The Primal Blueprint Podcast – Episode #21: Chris Adams and Tina Leaman Talk PrimalCon and The Primal Blueprint Certification

Topic timestamps:

Welcome to Chris and Tina: 00:26

First PrimalCon: 04:20

Favorite things: 07:12

Oxnard PrimalCon: 11:28

Angelo Dela Cruz: 18:00

Tahoe PrimalCon: 23:11

Tulum PrimalCon: 24:51

Primal Blueprint Certification Course: 25:33

### Description:

Interview with Chris Adams and Tina Leaman, PrimalCon group leaders and expert certification beta-testers. This enthusiastic couple from Phoenix, AZ, describes their experience attending all eight PrimalCons as group leaders, where their role is to ensure that each and every guest has a fantastic time. They are exuberant in their descriptions of all the activities, the community of people, and the unbelievable Primal meals. Chris and Tina also discuss their role as beta-testers for the Primal Blueprint Expert Certification course. They took the entire online beta course and were instrumental in fine-tuning the course material and ensuring that the test questions were fair and relevant.

### Executive Summary:

[00:00:26] Special guests Chris Adams and Tina Leaman are very active in the Primal Blueprint, since April 2010, the very first PrimalCon in Oxnard. They went the first weekend as paying guests, went home totally exhausted and knew they wanted more. The first PrimalCon was packed with activities and Chris and Tina participated in all of them with great enthusiasm. Now they have rolled that experience into volunteer positions. They have become group leaders, kind of PrimalCon camp counselors. They have jumped in where they saw a need for help and have organized many portions of the weekend experience. We were able to make sure all participants were as involved as they wanted to be and were able to give you feedback in areas that could work better. Over the years, with input for Chris and Tina, PrimalCon has altered the way we present the activities. We now allow more down time and urge people who opt not to participate in one activity or another, not to feel guilty. The participants make this weekend what they want it to be. It can be educational, as active as you want it to be, or lounging by the pool. There are always choices on what to do with wonderful food in between.

[00:04:20] That first PrimalCon in 2010 only had 33 rather fit people in attendance and we had very little experience in putting this on. We had ambitious agenda of physical activities and even competition. It was a lot of fun. The competition/fitness activities are optional, but Tina and Chris opted to participate in all of them. We loved that it was an option, but we didn't want to miss anything.

[00:07:12] Brad asks them what their favorite memories are of the PrimalCons they have attended. Tina thinks it is the community and support, which is outstanding. They met people the first PrimalCon in 2010 with whom they have maintained a close friendship. Chris and Tina have been to all seven PrimalCons and say they wouldn't want to miss another. They think the friendship and bonding is one of the best things. About 30% of the attendees seem to be returning guests, with about 70% new. I don't want anyone to be intimidated who is thinking about coming by themselves and are worried about coming in to a group that is already formed and would be uncomfortable with that. They needn't worry the friendships bloom really fast.

[00:11:28] Brad asks, "Back through the years, tell us about some things you remember." Like Oxnard, for instance. What Tina remembers is strawberries. You drive by fields and fields of strawberries on the way to the venue because the climate is just right. At PrimalCon each year, they serve the freshest organic berries straight from the McGrath Farms. One of the best things about Oxnard is the availability of the fresh produce that is grown right there. That first year, the group was small enough to be able to take a couple of school busses to visit the organic farm. It was an outstanding visit and we learned so much.

Brad asks them about the facility of the oceanfront park in Oxnard where the event is held each year. The park is a couple of blocks from the hotel. Tina and Chris rave about the park but also about the luxurious hotel Embassy Suites at Mandalay Beach with the Jacuzzi welcoming the group after the ocean plunge. The weather in April has left a little bit to be desired but the ocean plunge and the run back to the hotel Jacuzzi made for a great bonding experience with the other guests. The next Oxnard PrimalCon is scheduled for September, so the ocean should be a bit warmer and more inviting. Even when it was raining one year, the ocean plunge welcomed many guests who must have been really looking forward to the run back to the Jacuzzi.

Even when there have been difficulties, like having a rain storm interrupt us, Brad, running the event, makes a smooth and comfortable transition for everyone and often that hurdle is most fun part of the day. We recall the lunch venue that was lost because the cops shut down the lunch at the rented beach house after neighbors complained that hundreds of people were crowded into the street and neighboring yards. One of Chris' favorite memories was the spontaneous party at the beach house. Because of the weather, the group gathered in the house, someone put on music, dancing started, and red wine began to flow. It was a great party. There were over 100 people crammed into this house. It didn't matter how you were dancing, unless you were Angelo Dela Cruz, the fitness guru, who entertained with break dancing.

Angelo Dela Cruz brings so much to the event. He is constantly working with the people, helping out and providing VitaMoves - a combination of yoga, tai chi, calisthenics, a gentle body warm up session. At the PrimalCon there are so many activities to choose from; gentle movement to Ultimate Frisbee, sprinting sessions, ocean plunges, posture work, running workshop, etc.

Last year we moved PrimalCon to Austin, Texas. It was all held in the park so you could jump around from one presenter to another. There were lots of options of things to do. It was a lot of fun having all the presenters in one area. One of the fun parts was going to the play gym where we experienced all kind of monkey bars and poles to swing around. We learned some interesting skills over there.

[00:23:11] Then we were off to Tahoe last September at Camp Richardson. It was absolutely beautiful. That hike that we took overlooking the beautiful lake. We couldn't have asked for better weather. It was kind of cold but not freezing but it was cold enough in the morning to bundle up but as the day wore on it warmed up. Being able to get in to the mountains and walk through nature. What was really cool about Tahoe is that PrimalCon has always been at the beach and it was interesting to take it to a different setting. We had campfires and that sort of thing. Tina is from Colorado so she was really happy to be in the mountains. She commented that it was good that the organizers are choosing different venues for PrimalCons.

[00:24:51] How about the tropics in Tulum? It was such a cool setting and so beautiful. The fresh water pools in the caves were so clear. It was amazing. You couldn't have asked for more perfect weather. It was lovely. In Tulum, you especially got the feeling of community when we were gathering together as we waited for the shuttle at the airport. It was so natural and welcoming. All the PrimalCons have a friendly environment where those who have been there before are so welcoming to the newcomers.

Brad says they are always exploring new options and trying to keep things fresh, but also try to keep the traditions alive with some of our favorite presenters, as well. And of course our favorite group leaders/camp counselors, Chris and Tina.

[00:25:33] Let's get in to the Primal Blueprint Expert Certification Course. This has been in development for a long time designed for the Primal Blueprint enthusiast as well as the personal trainer coach to take things to the next level to increase knowledge. Chris and Tina talk about this and say it was a lot of work but well worth it. It is 30 to 40 hours of study and the tests are not easy. This course is planned around The Primal Blueprint 21-Day Transformation book. Chris and Tina were very helpful in helping us get the course to be understandable, and a true test of knowledge without being unfair. They felt very good about being part of this process. Tina comments that have this course out there for people is very good because there is so much misinformation around and the more people who have an understanding of what this lifestyle is, the better off we will all be.

Mark's ability to communicate clearly on his scientific knowledge in this course, as well as all of his books and blogs, is of benefit to everyone. The material in this course is very important and well thought out, but understandable to a person who may not have a science background or who might be intimidated about approaching this challenging course.