

Sports Illustrated



PHOTOGRAPH BY

he became so fascinated with the procedure that he decided to make it his career.

At 38, he looks young and fit enough to go nine, even leaner than when he was cranking it up for the Mets. He is dressed this day in khaki pants and an orange polo shirt. He will go through several of these shirts in a working day,

because Rolfe can be as strenuous as pitching. Each session of manipulating muscle-connecting tissue lasts from an hour to 90 minutes.

"One of our jobs is to make people take responsibility for their own body structure," he says. "I will tune you up, but you are responsible. People become more aware of their bodies after they've been Rolfed. It's an advantage to have this knowledge, because you know how to relax your muscles. It may involve nothing more complicated than changing the way you hold the steering wheel or the way you sit in a chair, but you can make yourself feel better. There's no doubt in my mind now that my injuries could've been avoided if I'd been more aware of my body. I'm not quite ready yet to take Rolfe into sports, but I can envision a time when every team in all sports will have a Rolfer."

Swan sits down on his own Rolfe table. "To be able to help people this way is something I've always wanted in life," he says, smiling brightly. "It's just fortunate I found Rolfe. I didn't even have time to dwell on the fact, as some do, that, God, I'm no longer a baseball player. I guess I started thinking about the end the first time I hurt my arm. I don't have to wonder anymore what I'm going to do. The only thing I found out is that I'm going to do it."



CRAIG SWAN'S 12-year major league pitching career, all but two games of it with the New York Mets, was more significant for what it might have been than for what it was. After setting school records at Arizona State for wins (47) and strikeouts (459), he was drafted by New York in 1972 and was pitching in the big leagues, if only briefly, a year later. But from the beginning, his brilliant prospects were dimmed by a bewildering succession of physical problems. In 1973, he had an appendectomy that was followed by peritonitis. In '74, he suffered a stress fracture of his pitching elbow. In '78, he had a stomach disorder the Mets called gastroenteritis, but which Swan now says was a duodenal ulcer. In 1980 and '81, he was plagued by a tear in his rotator cuff, as well as, in '81, by a fractured rib. And in 1982, he was treated for a boil under his right armpit that eventually resulted in torn tissue there. This last injury ended his career in 1985. He had won only 59 games, but his medical history had opened his eyes to unforeseen possibilities. The year he quit playing he enrolled in the Rolfe Institute in Boulder, Colo.

Rolfe, as defined in the Rolfe Institute literature, "is a technique for reor-

dering the body to bring its major segments—head, shoulders, thorax, pelvis, legs—toward a vertical alignment. Generally speaking, the Rolfe technique lengthens the body, approaching an ideal in which the left and right sides of the body are more nearly balanced."

All this is achieved by manipulation of the connective tissue—or fascia—between the muscles, as well as by educating the Rolfe to the importance of carrying himself properly. It is a system developed by the late Dr. Ida P. Rolfe, who had been an organic chemist at the Rockefeller Institute. There are only 641 Rolfers practicing throughout the world. Craig Swan of Greenwich, Conn., is one of them.

His office is on the top floor of a modest, white three-story building in downtown Greenwich. Swan's clients vary in age from 10 to 80. Most come to him because they are suffering, as he once did, from specific pain. In the end, says Swan, the suffering will be alleviated because the subject will be healthier, more energetic and walking taller. "We can't take a person's arthritis away, but we can stop it from getting worse," he says. Swan was first Rolfed when he tore his rotator cuff. The treatment, he claims, allowed him to pitch for another two years and

4205 Winfield Scott Plaza, #1
Scottsdale, Arizona 85251
Telephone (602) 949-1185

Owen Marcus
& Associates, Inc.

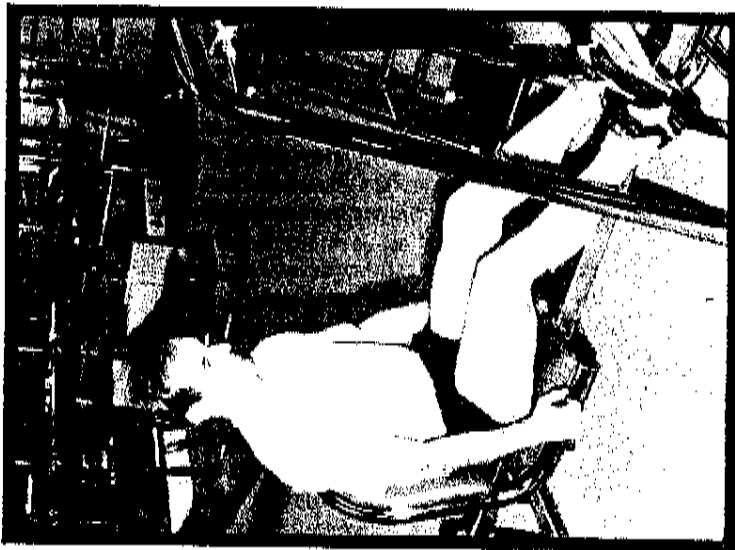


His Lifestyle Keeps Him Busy

By Iva Lee Martin

While some busy executives are looking for the next rung on the corporate ladder, Jim Rose, manager of Mountain

Jim Rose working out on a lot machine.
Photo by Ken Brown



Shadows Resort in Phoenix, is focused on more long-range goals. During his 25 years with Marriott, he has succeeded in business and adopted a healthy lifestyle.

"What happens is people abuse their bodies by eating too much soy sauce or too much salt or drinking too much liquor. My family and I want to avoid all excesses early in life that lead to a person not being able to enjoy their later life."

Through healthy diet and a regular exercise program, Rose has reduced stress and prolonged the good health he has almost always enjoyed. He regularly runs 50 to 55 miles a week, cycles 150 miles on summer weekends and swims laps every evening.

Though it might seem he wouldn't have enough time for anything but exercise, it's not uncommon for Rose to work 12 hours a day.

"I'm usually [at work] around seven," he says. "During the course of the day I take a half a dozen tours of the property to see how the people are doing. I talk to guests, just to see if everything's okay physically with the resort, and then I have various meetings throughout the day with my staff."

Rose became interested in running years ago.

"I started running in 1972. I just

wanted to get in shape. There were a couple of years where I didn't do anything and I was in bad shape."

Eight years later, while working in Maui, Hawaii, Rose decided to enter the Ironman triathlon, an event for which he had to add swimming to his regular training.

"My swimming coach, a sports nutritionist, said it was such a grueling event that I really ought to have a diet that was going to make my body more efficient. This diet would keep my weight down so I wouldn't have to carry extra poundage around. It made a lot of sense."

"She got me on a very low-fat, low-protein, high-carbohydrate diet. I used to be meat and potatoes because I came from the Midwest. Coffee, cokes, milkshakes: you name it, I ate it. I had the theory that I was running and cycling and swimming—working it all off."

"With working out and everything, I'm normally around 145 pounds. When I began the Ironman, I weighed about 135."

"On the diet I was probably doing 10 or 11 percent fat, maybe another 10 or 11 percent protein, and the rest was all complex carbohydrates."

Rose doesn't eat foods that are high in salt, cholesterol, sugar or fat on his 2,500- to 4,000-calories-per-day diet. He also excludes caffeine, alcohol and processed foods. Broiled chicken and fish play prominent roles in his diet, but he also eats lean red meat.

He says he tries not to make

EXECUTIVE Fitness

his diet "so regimented that it's uncomfortable."

In January 1992, Rose was treated by Owen Marcus, a roller, for some shoulder and neck problems. According to Marcus, Rose had a history of ineffective use of his shoulders, back and legs.

After 12 sessions, Rose learned the correct way to stand, walk, run and breathe. When asked to explain how he benefited from Marcus's treatment, he replied, "A lot of people don't breathe consciously. Sometimes they get tense at work. They don't breathe."

And how does he feel now that he's living a healthier lifestyle?

"I love it. And I don't do it as a grind. I swim, I bike and run because I like to do it, not because I'm just going out there to get a big scowl on my face and do it because it's good for me."



Owen Marcus
& Associates, Inc.