

# MOTION CONTROL

Fred Uytengsu does not do “down time” well, a testament to his dual role as tycoon and triathlete.

**Sunshine Lichauco de Leon** talks to Oakley’s new endorser about finding his touchstone: balance

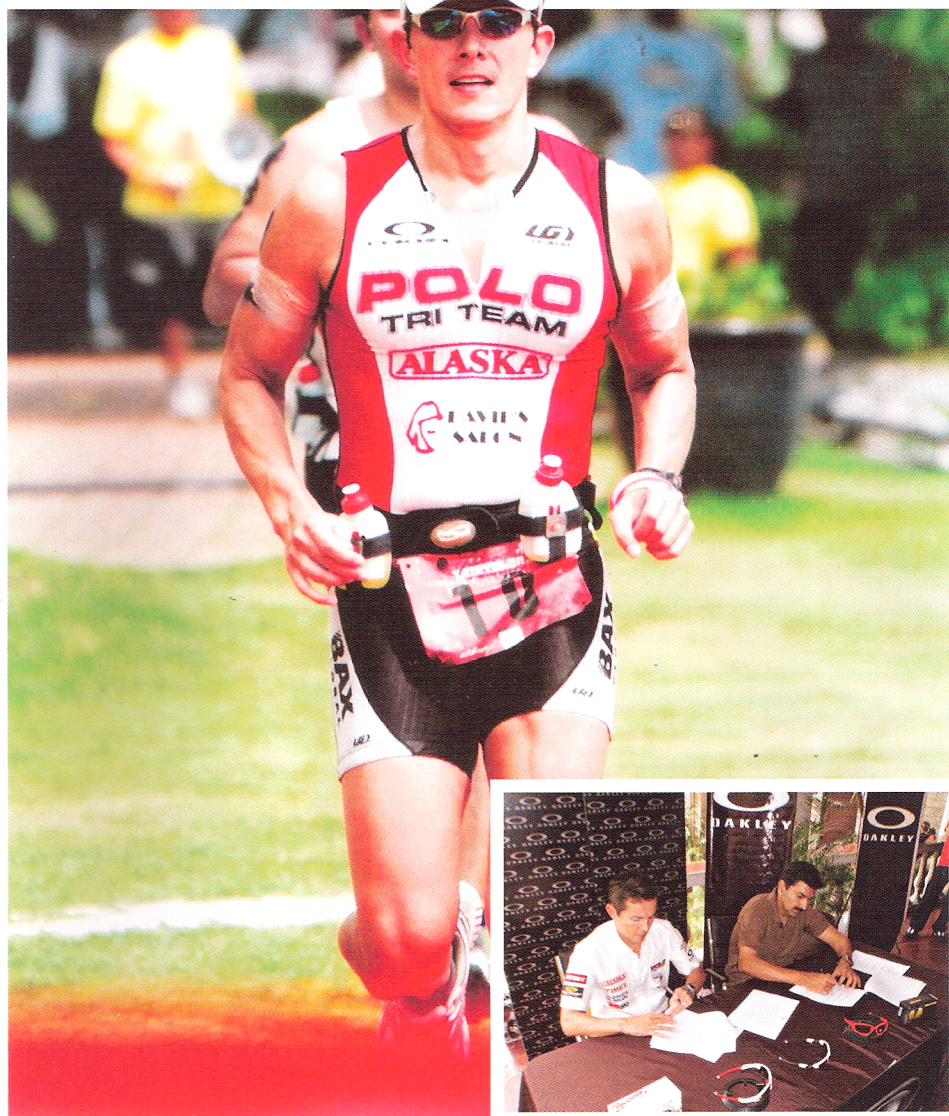
**SOME PEOPLE ARE BORN TO FLY**, others to run. And then there are balls of energy like Fred Uytengsu—born simply to be in motion. The President and CEO of Alaska Milk Corporation has spent the last 11 years swimming, biking, and running his way through four Iron Man triathlons in five countries. His attraction to the three-tiered sport is both a mental and physical challenge. “I have always regarded triathlon as the ultimate adventure, and now it becomes very much a lifestyle,” shares the new Oakley endorser and former PBA chairman. “You can’t do this on a whim. It’s extreme by nature and requires a lot of time. You have to commit to it.”

Uytengsu describes himself as “triple Type A, obsessive-compulsive, persistent individual,” a character type which, he admits, exemplifies the personality most attracted to triathlons. Demonstrating the extent of his own highly competitive drive, he says, “On my honeymoon, I told my wife Kerri, ‘Let’s see who can brush their teeth the fastest.’”

He explains that triathletes do, in fact, live in their own sub-culture, with its own hours, language, and habits. The camaraderie he had found in this sport feeds his addiction. “People are always helping each other, even on race day,” he says. “There is a fraternity of goodwill—and it’s global. There is a mutual respect that goes into the hard work.”

The 10 to 20 hours of training every week that’s needed to keep his body in competitive shape is not easy to balance, but sheer determination (and a belief in giving everything 110%) helps him find a way.

Although he has been involved in sports all his life, how he has chosen to express his desire to exercise has evolved over time. A competitive swimmer until his early 20s, he eventually moved on to tennis, golf, and softball. But when he was 37, Uytengsu saw



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a photo of himself on a diving board, and when he did not recognize his own body, he decided things needed to change. “I was a little chunky,” he says. “So it was time to get a little more active.”

Growing older has also influenced this athlete’s attitude towards winning—and taught him something about stamina. “When you get older, it’s the journey and the act of competing that is fun,” he says. “As you get into your 30s, you don’t have the ability to run 10K as fast as you did, but you have the patience and mental toughness to stay there for a long period of time.”

Having spent 13 years training four hours a day, Uytengsu credits his early years of swimming with instilling him valuable life tools. “That really shaped my concept of dedication and a strong work ethic—two virtues which have been critical in my adult and professional life.”

As a parent, he encourages his children to have a healthy lifestyle, but lets them choose

activities that interest them. Although his three kids play more than one sport, they hold one talent that they do not share with their father: “They enjoy some down time. I just don’t deal with down time well. I get grouchy. I can’t just sit and read a book in the corner.”

When choosing a vacation spot, it’s not surprising that this man’s favorite destinations include Hawaii, where he can be active and indulge his love for fine dining and good wine. “You can do horseback riding, zip lining, ATV, scuba diving . . . and I can train,” he says, laughing. “When we go to the beach with friends, they say I’m like a puppy dog who was just let out of his cage. I want to get up at 6 A.M. and water ski.”

This intensity with which Uytengsu lives his life might give the impression that he spins in many directions at once, but a strong common thread keeps him centered. “Enjoy the journey!” he declares. “If the process is so cumbersome, that you are not enjoying what you are doing, then you aren’t really living.” □