

OVER THE EDGE



Nasrin Azari, CED Spectrum Mobile

OVER THE EDGE PERSON OF THE MONTH:

Nasrin Azari, CED Spectrum Mobile

To some, racing in a 10K (6.2 Miles) would be living on the edge to others it may not even be near the edge. How about raising two pre-teen daughters, starting a technology business and racing in an Ironman competition all at the same time and placing in the top 5 percent in your age group for most of the segments? Do you even believe you could do all this in one lifetime? At least one woman I know is doing just that.

With a smile on her face, her quiet eyes holding the secrets to sheer determination and drive, Nasrin Azari, CEO of Spectrum Mobile joins our ladies lunch at Doce in the RTP area. There is a group that meets once per month. We're called the Doce Dozen because out of the 30 or so women on our invite list, routinely 12 always seem to show up. Routinely there are always new faces with old favorites to make introductions. During one of our monthly lunches I sat next to a woman named Nasrin. I seemed to have an instant connection to her. Something about her presence really struck me but I could not tell what exactly. Maybe it was her quiet, humble almost shy-like posture or maybe it was her intense focus on the table conversation, there just seemed to be certain awe about her I found intriguing.

Nasrin and I spent over an hour talking, barely eating and enjoying getting to know each other or so I thought. Nasrin is a soft-spoken young, 30-somethingish woman with a real desire to have her business succeed and a love for her two daughters. She and I talked about our common business goals, our current challenges and opportunities. We also talked about our daughters and the priorities we place on our families. We shared a bit of our histories and talked about the amazing partnerships her business has established in a relatively short time. Never in the hour did I think to ask her nor did she volunteer her real passion as an athlete. I made a classic mistake of assuming her business and her girls are her all consuming passions. To my surprise months later Nasrin sent her regrets for not being able to join one of our ladies lunches only to share she was headed to race in the Ironman Coeur d'Alene and that

WHERE IS YOUR EDGE? Have you considered asking yourself where your edge in life is? Are you amazed by women who seem to have so many things going on in their lives all at one time and they make it all seem so easy? Are you sitting at your PC day in and day out wondering if you have a life much less are living life on the edge? I talk to so many individuals who have trouble finding enough hours in their day to do laundry much less, take an hour for a tennis lesson, get a massage or jog three miles.

Women's Edge, understanding both the demands and desires of women today to grow, develop and use 100 percent of their talents in many capacities, thought it would be interesting to

Ask yourself now, am I interested in living my life OVER THE EDGE, AT THE EDGE or I don't even want to see the EDGE? Not sure?

explore The Edge! Each issue will profile a story or a scenario we can all relate to in some way. This author will attempt to break down where the edge is for many women with the hope all of us can better determine where our subjective views of the edge are and move beyond our own limitations and inhibitions.

Five years ago, I set out to inspire people (especially women) to remove the self-barriers holding us from our dreams. I hope you find some inspiration for yourself in each Over the Edge column to give you courage to break any barriers holding you back. Small steps are better than no steps! One dream is better than none!

Nasrin Azari... (Continued from page 59)



Nasrin and her daughters at the aquarium

NEVER, all at the same time at least not yet if Nasrin has a hand in my life's next major goal.

Of course I also had to ask myself... Did my own filters and definition of the edge hide this gem fact about her from me? Nasrin is not only completing these races but she is a top ranking Ironman athlete for her age group. She finished her latest race in just 11 hours, 36 minutes. The top 10 women placements ranged from 10 hours and 27 minutes to 11 hours and 10 minutes (see <http://www.ironmanlive.com/events/ironman/coeurdalene> for more info).

"You can do one," Nasrin says staring me down eye-to-eye during our recent interview at Starbucks. She encourages and inspires me. She offers to support and coach me through some training to help make it through with no sign of doubt that I could complete an Ironman race. I am so there until one thought catches me in the rear (literally). "DO THEY MAKE

An Ironman competition is comprised of a 2.4-mile swim, a full marathon (26.2 miles) and a 112-mile bike ride.

"These competitions have taught me anything is possible in my life with focus, training and believing in my own abilities!" Nasrin Azari

THOSE PADDED BIKE SHORTS ANY THICKER?" I wonder! I have trouble sitting on a soft down couch after a 35-mile ride much less sitting on a bike for 112 miles, OUCH!

Balance between family, mind, body and soul is a way of life for Nasrin. Having been a competitive swimmer in school and a member of the rowing team in college training and endurance for competition has always been a way of life for her. "The Ironman was a whole new level of competing for me. These com-

petitions are as much mental endurance as they are physical conditioning. I wanted to grow, get outside of my comfort zone and push myself to new levels." She says. "These competitions have taught me anything is possible." Taking care of body, mind and soul throughout training is important. Weekly she includes yoga for stretching, healing and muscle relaxation, massage to head off injury (this is not your typical spa massage) and running, biking, swimming in various combinations throughout the week. Training starts as much as one year in advance.

Competing in an Ironman is not over her edge! She's looking at improving her times, continuing to compete. She's also exploring other sports during training breaks like getting back into tennis. While I sat talking to Nasrin motivated by her drive, determination, enthusiasm and love for life, I began considering; could I do an Ironman, maybe it was the caffeine infusion hitting my brain cells or maybe she is so confident we are all capable of anything we set our minds to.

Nasrin was quick to stress YES; anyone at any age can do these races with the proper training. I know all too well there is more than just training to complete an Ironman. I do believe the traits to compete in this are very similar to those traits in entrepreneurs. We'll explore these traits in our next column along with other inspiring stories of Over the Edge living! Nasrin leverages her lessons learned from racing, raising her daughters and business in all aspects of her life while also motivating others to reach beyond their perceived limits. Nasrin has figured out how to manage her time in life to yield her dreams. To me she has room for growth and her edge has yet to be discovered!



"Have you considered asking yourself where your edge in life is?"