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ENDURANCE NEWS

APRIL/MAY 2011
#74

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2011 Hammerbuck\$

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mighty**

Why you should be
taking Xobaline

**We're
back!**

The 2011 Sea
Otter Classic





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#74

Mike Spalding rides a wave off the coast of Hawaii. Read about his amazing channel crossing on page 70. Photo : courtesy of Mike Spalding

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ON THE COVER

Pro triathlete Brendan Halpin does a preseason training ride in Tucson, Arizona. Photo : Madeline Frank

ENDURANCE NEWS

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Our Mission

The objective of Endurance News is to provide you, the serious endurance athlete, with a valuable resource that you will find informative, educational, thought provoking, and helpful in your ongoing pursuit of optimum performance and health.

Endurance News features insightful articles on diet, nutrition, training, and other topics of interest for endurance athletes - written by our staff as well as professional and elite amateur athletes and other experts in the area of nutrition and exercise.

In reading this and future issues, please remember that the views expressed in this publication will always be biased in favor of a healthy diet and hard training that emphasizes quality over quantity, and prudent supplementation to improve health and performance. But above all, we at Endurance News believe that there are no shortcuts and that success can only come from hard work.

Back issues available at www.hammernutrition.com

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LETTERS

Send your letters to letters@hammernutrition.com for possible inclusion in a future issue of Endurance News.

Great resources

One of the things that has always impressed me about Hammer Nutrition is the volume of nutrition information that you provide. It has been an invaluable resource in my nutrition planning. Unfortunately, there is so much bad information out there that nutrition is a misunderstood and confusing topic for so many people—and it doesn't need to be that way! So, as an athlete and customer I must say thank you.

- James Lovell

Endurolytes

Hey, I just want to say thanks to everybody at Hammer Nutrition. I have been using your products for a long time. I used to race bicycles, then shifter karts, and am now road racing motorcycles. Being out in the desert in the summer at 100+ degrees all day in a leather suit I used to get cramps in my legs and arms. Endurolytes are the best! Not to say that everything you make isn't the best, but Endurolytes have saved me a few times.

- Eddie Williams

Photo : Brian Reynolds, www.caliphotography.com

Perpetuem Solids

To Brian Frank, I just read your "Perpetuem Solids - Love 'em or hate 'em" article and wanted to give my comment. I just used the Solids at my 26th Ironman - Ironman Florida this past November (I used liquid Perpetuem for my bike ride and have used the liquid form in previous IM's). I had never tried them and used them for the first time during my entire run. Admittedly, eating the first couple was an adventure, but I found them to be the perfect food source to carry while running. Four per hour carried me through the entire 26.2 miles and I was entirely pleased with your product. I will be carrying these for my two 50-mile Ultras this spring and both my IM's (IM USA - Lake Placid & IM FL) this summer and fall. Anyone who can't see the use for Perpetuem Solids has either limited experience or a closed mind. Good work—keep the awesome products coming! Have a great day!

- Mark Barnett

I love 'em; until you came out with them, I brought a 24 oz. bottle of Perpetuem to work and I'd take a gulp now and then through the day. I figured if I could go 60+ miles on the bike using it to maintain my energy level, then it should work just as well at a lower effort intensity level. For off-the-bike use, the solids are more convenient.

- Alvin Manalaysay, Ph.D., M.D.



Welcome to the 74th issue of Endurance News.

We've put together another stellar issue for you, and I hope that you enjoy reading it half as much as I've enjoyed watching it take form and guiding its direction and feel over the past 45 days. It takes us that long, sometimes more, to put together an issue of Endurance News and fully involves six of our staff, including me, plus multiple contributing authors, and dozens of reader/client contributions to turn out the publication that lands in your mailbox every other month. Issue #73 was our biggest ever at 100 pages and had the highest circulation we've ever mailed, at over 65,000. Those are big numbers! Honestly, I almost fell out of my chair when I saw the bill—almost \$180,000 for printing and postage, ouch. But, as the positive feedback began pouring in, I was quickly reminded of why we do it. I also cannot deny the fact that putting this magazine together is immensely enjoyable and reinvigorates me to keep moving forward, even after 24 years!

Sometimes I feel like a parent on Christmas morning who already knows what's inside all of the boxes of presents, but is full of anticipation to see his family's response as they open each one. As I always say, we can't do it without you, and the reader/client contributions are truly what motivates me and sets this magazine apart from all of the others. If you've been meaning to send us a photo, story, or note, but have been procrastinating or thinking it's not worthy, ride the springtime wave of motivation and send it

in! We want to hear from you and I'm pretty sure all of our other readers do too. I know your contributions will warm my heart and remind me what this adventure is all about.

However, the cost of issue 73 did shock me into reviewing our model and refining it quite a bit. So, for the first time in many years, I cannot say that this is our biggest issue ever, because at 84 pages, it is not. It is also only being mailed to our top 35,000 clients. While we will finish out 2011 with our local printer using a sheetfed press, in 2012 we will change to a Portland-based web printer that will drastically reduce our printing costs and allow the publication to be perfect bound, like most for-purchase magazines are today. Yes, I'm already looking forward to next year, while still enjoying every moment of every day in the here and now. I am getting ahead of myself and talking too much shop, but thought you might like to get a glimpse of the future of Endurance News.

Speaking of the here and now, and resuming our "family" theme, this issue is

remarkable for me because it showcases the growing involvement of my younger daughter Madeline in the business. She'll be 17 in May, but is so far beyond that in terms of her intellect and business acumen that sometimes it's hard for me to remember, and even harder for other adults who get to know her to believe that she's only 16. She had a mid-winter break

that coincided with our February Hammer Camp, so she offered to come down to "work" for us, mainly as our ace photographer, which appears to be another one of her multitudes of natural talents (poetry, art, singing, dancing, aerial acrobatics, and more). The background photo on this page, as well as others in this issue, are courtesy of Madeline.

Although seeing her interact so

freely and comfortably with everyone in the house was one of the proudest moments for me as a father (and you can see that I'm a pretty proud one at that), I can't deny that seeing her hanging out of the window of Owen's van or laying in the middle of a deserted road to "get the shot" was pretty cool too. We have all of the photos she took, as well as a few more, on our online gallery at www.hammernutrition.smugmug.com. If you want to take a look, just click on "February 2011 Hammer Camp AZ."

- continued on page 5



- continued from page 4

Before I go any further, I have to call your attention to some of the great content in this issue. Our "Hammer Kids" train keeps picking up speed and it's just awesome to see so many young people swimming, biking, and running their way into adulthood. I tip my hat to all of the parents of these athletes and hope that each of you are encouraging every young person you have contact with to become an athlete or continue their athletic career if they are already active. I also want to make sure that you read Susan Farago's article on page 36, especially her five tips for changing your diet. Her article is also a great complement to my "Lessons from camp" article on page 40, or is it vice versa? Either way, I think you'll enjoy every page of this issue. I know I have.

In closing, I'd like to extend a huge and sincere "thank you" to my "right-hand man" and dear friend Steve Born for his 11 years of unwavering and tireless commitment to me, my company, and most importantly to all of you. Anyone who has exchanged emails with him, attended one of his fueling seminars, or read his articles on these pages knows what I'm talking about. He has been an instrumental part of our meteoric growth over the past decade, and I'm hopeful and confident at the same time that he'll be here for another decade or longer. He's truly one in a million and I'm sure glad he's on my team.

Train hard, rest well, eat right, and put the hammer down next race day!

To your health,

Brian Frank



Podium party

It was a Hammer Nutrition/NWRK podium sweep in the shifter class at the final race of the Hammer Nutrition-sponsored PGP winter series race in Auburn, Washington on March 6th. Team leader and NWRK (North West Race Karts) owner Steve Perdue took the victory, Brian Frank was 2nd in his best result to date, and 16-year-old phenom Brandon Scheiber ended up 3rd after setting a new track record (59.4) in qualifying and walking away with the pre-main win. All drivers relied on a combination of HEED, Hammer Gel, and Endurolytes FIZZ before each race to stay fast from flag to flag. For more information, click on www.nwracekarts.com or www.pacificgp.com.

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Brian and Steve make the long climb up Mt. Lemmon at the January Hammer Camp. Photo : Owen Gue

FROM THE SADDLE

BY STEVE BORN

This issue marks my 11-year anniversary with Hammer Nutrition and as a contributor to Endurance News since issue #23. Back then, EN was a slim 8-10 pages in length. The growth of the magazine reflects that of both Hammer Nutrition and the popularity of endurance sports.

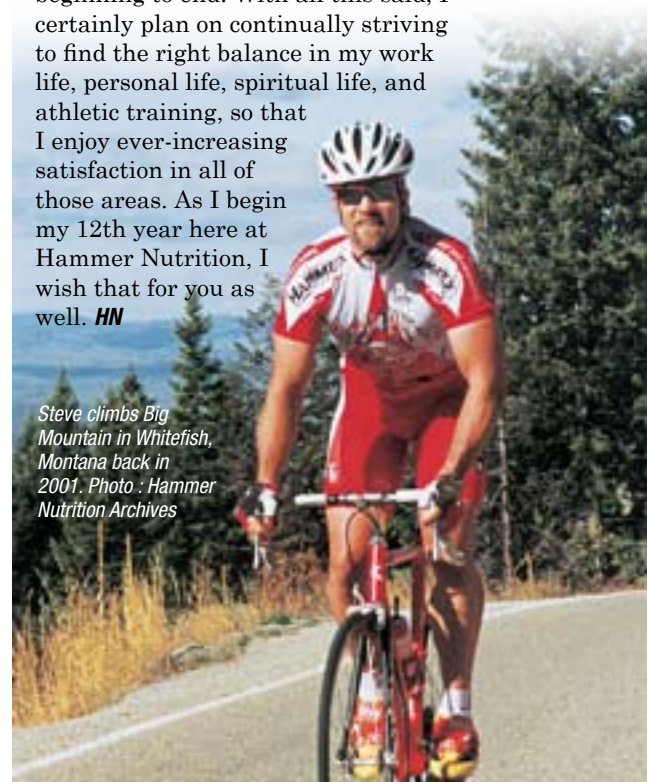
I hope that you enjoy this issue and that your training and racing is going well. Remember that we're here to help you achieve your health and athletic goals; it's something we've been doing for over 24 years, and I'm honored to have been a part of it for 11 years and counting.

11 years and counting

It's been a great 11 years here at Hammer Nutrition and I'm certainly not planning on going anywhere—why on earth would I? Where else would I have the opportunity to use the knowledge I've garnered over more than two decades, as well as my athletic experiences (oftentimes being “the school of hard knocks”), to help athletes achieve their goals? Where else could I get to promote products that I have used for decades and thoroughly believe in? Where else could I work for someone who is very much a company owner and employer in every aspect, yet is also someone I consider a lifelong friend? And where else would I have the opportunity to have such great coworkers? (BTW, I love it that our Client Service Advisors are profiled in this issue because they really are very cool people; I'm honored to call them friends as well as coworkers.)

My desire to be a competitive athlete no longer exists. However, even though I've no urge whatsoever to do any more ultras (I've decided that, at least for me, sleep deprivation is highly overrated!), I do endeavor—more and more with each passing year—to maintain optimal health and fitness. I haven't always hit the mark with consistency; in fact, there have been some portions of my life where I've failed miserably. Still, I thoroughly believe in and take to heart the well-known Oliver Goldsmith quote, “Success consists of getting up just one more time than you fall.” That, along with many other sayings of encouragement, helps to keep me motivated. So too is knowing how good it feels to be at one's ideal weight and to experience a long ride with strength and endurance from beginning to end. With all this said, I certainly plan on continually striving to find the right balance in my work life, personal life, spiritual life, and athletic training, so that I enjoy ever-increasing satisfaction in all of those areas. As I begin my 12th year here at Hammer Nutrition, I wish that for you as well. **HN**

Steve climbs Big Mountain in Whitefish, Montana back in 2001. Photo : Hammer Nutrition Archives



2011 January Hammer Camp

I've been to three Hammer Camps, and every year they seem to get better and better. I was fortunate to attend the first of the three Hammer Camps this year, and I have to say it was beyond great to get out of the cold, dreary, and road-cycling-unfriendly winter weather of Montana to kick-start my riding season in the sunny, warm climate of Tucson, Ariz. I'm not kidding, going from snow, ice, and oftentimes below-freezing temperatures to sunny skies and 65°F temperatures was nothing short of a tonic to me; if nothing else, it was a lot more fun to get my vitamin D from the sun versus a pill!

But it was much, much more than warm weather and sunshine. Per usual, The Cycling House crew of Owen Gue, Anya Weschler, Brendan Halpin, and Ty Brookhart made everyone's time there incredibly and positively memorable. Along with Brian, NMES expert and Hammer Ambassador Jim Bruskwitz, Brian's cousin Stephen Legate (awesome chiropractor!), our Western Canadian distributor Darren Thompson, our good friend and another Hammer Ambassador Mike Freeman, and myself, there were 11 other campers attending . . . we had a really good group! Everyone enjoyed the great rides that were planned out daily, the awesome ride support from Owen, Anya, and Brendan, and the utterly delicious meals prepared by Ty. And the house itself? Nothing short of amazing, with plenty of spacious rooms and all of the creature comforts that one could hope for. The combination of a great

staff and more than ample space made for a most-accommodating and pleasant environment.

Brian, Mike, and I provided one-on-one support regarding nutrition, supplementation, and fueling, and the full range of Hammer Nutrition supplements and fuels were readily available, with Perpetuem Solids and Endurolytes Fizz getting rave reviews from all. I had made copies of the article "Epic Workout/Race Supplement Suggestions" (available at www.hammernutrition.com/knowledge/epic-workout-race-supplement-suggestions.14741.html) and, with each day's ride in the 4-hour range (and some with significant amounts of climbing) I know that everyone benefited from daily use of the supplements suggested in the article.

Jim, in addition to providing training tips to many of the campers, spent lots of time helping people get more familiar with the amazingly beneficial technology of NMES. Plenty of Compex units were available and everyone, including me, took full advantage of them.

The riding was nothing short of spectacular, with well-planned routes, a nice mix of mild to challenging terrain, amazing scenery, and excellent support . . . who could ask for anything more? For me, the "crown jewel" of the week

was the 21-mile climb up Mt. Lemmon. This is one heck of a ride, both from a scenery standpoint with its amazing vistas and a quality-per-mile perspective (going uphill anyway). We started at Le Buzz coffee shop at the base of the climb and rode as a group for the first four miles of gentle terrain. We then regrouped at Mile 0 to shed clothing and top off bottles. After that, it was straight up hill for the next two hours or so. Owen did a masterful job in driving up and down the mountain to make sure all of us—who by the halfway mark were pretty spread out—had plenty of water and fuel. It was a breathtakingly great ride, and I do mean breathtaking, considering an altitude of over 8,000 feet! And the downhill run back to Le Buzz was about as good a payoff as one could hope for.

All in all, it was a truly great Hammer Camp, one that everyone enjoyed tremendously. If you've never attended a Hammer Camp, by all means don't deprive yourself any longer! They are, simply put, a blast... you will have an awesome time, of that there is no doubt. The key is to sign up early because they fill up very quickly. All of the 2011 Hammer Camps sold out in record time, so be sure to sign up for the 2012 Hammer Camps. I'd highly recommend signing up. You won't regret it!

- continued on page 8



Brian, Steve, Mike Freeman, and Doug Augustine with their Team Ritchey breakaway bikes at the January Hammer Camp. Photo : Owen Gue



Above : A sampling of the delicious food prepared by Ty Brookhart. Photo : Brian Frank

Background : The beautiful Tucson scenery. Photo : Owen Gue

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FROM THE SADDLE OF STEVE BORN cont'd.

- continued from page 7

Four lessons learned (or re-learned) from Hammer Camp

1. Ty Brookhart is a phenomenal chef, no question about it. The food he made was incredibly delicious, yet it was consciously made with as little salt as possible. What I found out, as did other people at the camp, is that when my diet is low in sodium, I don't need as many Endurolytes as I normally would. Now, I'm a pretty big guy in general (in comparison to a lot of other riders, especially our "working men" mountain bike team members), so conventional wisdom suggests that, most likely, I'm going to need more Endurolytes, simply in deference to my weight and muscular build.

Next, I'm riding up and down lots of hills in temperatures I haven't been in since September. Needless to say, while 68°F isn't terribly hot, when the temperatures I've been living in for the past couple of months are 40-70 degrees colder, 68°F is pretty toasty and something I was definitely not acclimated to. As a result, one would think that I'd need more Endurolytes.

Lastly, my fitness level is nowhere near what it's going to be come Highline Hammer time in the summer. As a result, electrolyte depletion rates are greater, which would suggest that I'd need more Endurolytes.

But I didn't need more; in fact, I found myself oftentimes using LESS than I normally would, and I never once had any cramping issues. I have no doubt that the reason why this occurred is because my diet during the week at the Hammer Camp was super low in sodium. I usually try to adhere to a low-sodium diet but I now know, based on my experiences at Hammer Camp, that if I can lower it even more my body will respond by preserving its stores of sodium more effectively, which means I won't need to take as many Endurolytes as I originally had. It's amazing how the body responds when you do right by it!

2. I found that I needed fewer calories than I had originally thought, especially when using Perpetuem. Our general suggestion for the average-size athlete

(roughly 160-165 lb) is an intake of 240-280 calories per hour. That's a good gauge to work from, as it accurately reflects the amount of calories that the average-size liver can accommodate and return to the energy cycle (approximately 4.0 – 4.6 calories per minute). However, while those figures may be accurate, we at Hammer Nutrition continue to find—and I certainly did at the Hammer Camp—that lower amounts are usually quite sufficient to maintain consistent energy levels hour after hour. Normally I would consume about 270 calories per hour, but I experimented (especially with Perpetuem) with fewer calories and found that I had no energy issues when consuming as little as 200 calories per hour. And if I ever did feel the need for more calories, that was such an easy task to accomplish, so much easier than what I'd have to do (basically "wait out the storm") if I took in too many calories. Less is best? Absolutely!

3. The pre-, during-, and post-ride supplements, as outlined in the article I mentioned earlier, once again proved to be spot on for prepping me for the upcoming ride, maintaining my energy levels during the ride, and helping out tremendously with post-ride recovery. Some people may look at that list and say, "Whoa, that's a lot of pills!" but I am convinced that each and every one of those products fulfills a specific need and, especially when used in combination (i.e., synergistically), makes a noticeably positive impact on how I feel during the ride, after the ride, and the following day.

4. Speaking of impacting the day following a ride, I am convinced that the technology provided by EMS is a definite and undeniable advantage. I've just started my EMS workouts (Strength, Endurance, etc.) so I've just begun to scratch the surface on all of the benefits that EMS offers. That said, running Compex's Active Recovery program daily on my legs was a primary reason I was able to get my not-yet-in-great-shape body out of bed and on the bike each day! I have been using EMS for a few years now, and at the Hammer Camp it once again proved why it's an integral part of my workouts (and should be for you as well). **HN**

Ride in France!



BY OWEN GUE

The Cycling House has been hosting training camps for Hammer Nutrition at its Tucson location for five years. They provide a familial atmosphere in luxury accommodations while giving lucky attendees full ride support and fantastic food. All three Hammer camps were sold out during the 2011 season.

This summer The Cycling House will give those who missed a winter training camp in Tucson a chance to experience the ultimate training experience. They will offer a July camp in France with opportunities to ride some of France's best—including huge climbs and

open countryside. The camp will also provide a chance to see Le Tour de France, including the decisive individual time trail in Grenoble, "The Capital of the Alps."

The camp will be held in a 17th-century chateau just south of Grenoble in the Vercors Mountains. The Cycling House will be open to guests for 13 days; they'll be offering a weeklong "Chasing le Tour" camp, and they'll also be open the week following if you want to stay longer or come for a few days to ride after the Tour has passed. Five spots are still available.

Mention that you're a Hammer Nutrition customer and get one free hour of sports massage during the camp. Riders will also have access to Hammer Nutrition products while riding in the Alps. For more information, check out www.thecyclinghouse.com.

Dates: July 17-29, 2011

Chasing le Tour (7 nights): \$2,995

Post Tour Camp (6 nights): \$2,299



*Above and Left : The luxurious accommodations at The Cycling House-France.
Background : The winding French roads.
All photos : courtesy of The Cycling House*

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Product Spotlight

ENDURANCE AMINO BY STEVE BORN

It's been just over two years since we introduced Endurance Amino. Based on the overwhelming positive feedback we've received from you, our valued clients—which has no doubt been a major factor in helping make Endurance Amino one of our best selling products—we're even more convinced that this is a "must have" product for all endurance athletes.

We introduced Endurance Amino as a way to provide athletes with an encapsulated amino acid product, one that would provide benefits when taken before, during, and after exercise. While contemplating various product formulation possibilities, one of our goals was to avoid making yet another unnecessary and overpriced "everything and the kitchen sink" amino acid supplement. (There are far too many of those types of products.) Endurance Amino fulfilled that need and for the past two years and counting, athletes have been raving about this product. If you have yet to try Endurance Amino or to use it consistently, hopefully this article will convince you that it is a truly efficacious and affordable product, one that is an essential part of your supplement arsenal.

Endurance Amino's performance-benefiting components

With the addition of l-alanine and reduced glutathione, Endurance Amino is definitely more than just a BCAA product. (Read all about the BCAAs on the facing page!)

L-alanine is arguably one of the amino acids most used during exercise, which is a primary reason for its inclusion in the Endurance Amino formula. L-alanine is classified as a glucogenic amino acid, due to the fact that it is metabolized to glucose within the liver, after which the bloodstream transports it to the muscles for the production of energy.

L-alanine also aids in the synthesis of

pantothenic acid (vitamin B5), necessary for protein, fat, and carbohydrate metabolism. Additionally, research has shown that l-alanine plays an important role in the regulation of insulin. Lastly, l-alanine helps to prevent the buildup of toxic substances produced when muscle protein is broken down to fulfill energy requirements during prolonged bouts of exercise.

Some products use a form of alanine called beta-alanine, primarily for the purpose of increasing endogenous levels of the antioxidant carnosine, which is a lactic acid buffer and antiglycating nutrient. The problem is that very large daily doses of beta-alanine (3.2 grams - 6.4 grams) over the course of several days to weeks are necessary for this increase in endogenous levels of carnosine to occur. Carnosine is included in HEED, Sustained Energy, and Perpetuem, which means that you've got the specific benefits of this nutrient available to you via these products.

Reduced Glutathione – Simply put, there is probably no other antioxidant more potent or vital than glutathione. It is classified as a tripeptide, consisting of the amino acids glutamic acid, cysteine, and glycine. Glutathione is one of the three endogenous (naturally occurring in the body) antioxidants that the body maintains to control excess exposure to free radicals produced during exercise as well as from exposure from the environment. (Catalase and superoxide dismutase are the other two endogenous antioxidants.)

Literally pages and pages could be written about this tremendously powerful nutrient, which one nutritional scientist calls "the life-extending master antioxidant." With an Oxygen Radical Absorbency Capacity (ORAC) score/rating estimated to be an astounding 12,000+, glutathione is undoubtedly a mega-potent antioxidant, arguably the most important one in existence.

Regarding glutathione's benefits, Dr. Bill Misner writes, "Glutathione is the major endogenous antioxidant produced by the cells to neutralize free radicals and reactive oxygen compounds produced during exercise. It regulates the nitric oxide pathway, closing and opening blood vessels as needed, it controls the ratio of vitamins C and E, the DNA-systems in repair and protein synthesis, and is the chief detoxifying antioxidant factor in humans. Decline in endurance performance may parallel decline in glutathione concentrations imposed by the aging process. Dr. [Michael] Colgan not only has published research that demonstrates a direct association with glutathione and longevity, he advises people to take it in an oral dose. His studies show that the more glutathione the body has in store, the longer the person will live. Conversely, lower levels of this endogenous natural antioxidant are associated with shorter lifespan."

- continued on page 14



BCAAs – The heart of the formula

The primary reason for producing this supplement, and the main reason for including as its main components the three branched chain amino acids, or BCAAs (l-leucine, l-isoleucine, l-valine), comes from an ISSN position paper that discusses the benefits of BCAA supplementation. Dr. Bill Misner writes:

The International Society of Sports Nutrition's published "Position Stance," which concludes with "BCAA may improve exercise performance and recovery from exercise," is long overdue. *

Amino acids provide from 5-15% of the energy moiety for the glucose fraction recruited for energy during exercise. Branched chain amino acids support endurance performance, improve immune system reaction, and enhance recovery. Physiologists often use BCAA in various formulations to decrease central nervous system fatigue in athletes. Intake of BCAA during or prior to exercise may delay exercise-induced or central nervous system-induced fatigue.

BCAA (l-leucine, l-isoleucine, and l-valine), particularly l-leucine, have anabolic effects on protein metabolism by increasing the rate of protein synthesis and decreasing the rate of protein degradation in resting human muscle. During recovery from endurance exercise, BCAA were found to have anabolic effects in human muscle. These effects are likely to be mediated through changes in signaling pathways controlling protein synthesis. Intake of BCAA supplements and/or BCAA-enriched energy gel or drinks enhances endurance performance. BCAA administration results in enhanced endurance performance. Research dramatically supports each of these statements.

* References available upon request. Note that the information provided in the ISSN position paper is not an ISSN endorsement of Endurance Amino.

Other important info about BCAAs

- The BCAAs are considered "essential" amino acids because the body cannot manufacture them on its own. Therefore, the nine essential amino acids, including the BCAAs, must be obtained from dietary sources.

- Approximately 1/3 of muscle protein is comprised of BCAAs.

- Unlike the other 17 nonessential and essential amino acids, BCAAs are oxidized in the muscle as opposed to the liver. Therefore, BCAAs are used as a fuel source during strenuous, intense, or prolonged activity.

- According to the central fatigue theory (Bloomstrand, 2006), which Dr. Misner touched on earlier, research

suggests that BCAA supplementation plays a significant role in reducing perceived exertion and mental fatigue during exercise. Due to the natural decrease in plasma BCAAs during exercise, the ratio of free tryptophan to BCAAs increases, with a subsequent feeling of lethargy or fatigue. Through BCAA supplementation, tryptophan transport to the brain is inhibited, thus decreasing the buildup of tryptophan in the brain (tryptophan being a precursor to serotonin).

- BCAAs are a precursor for alanine and glutamine, both of which are depleted in large amounts during prolonged exercise. Supplementation with BCAAs helps to restore levels of alanine and glutamine. Maclean et al. (1996) states: "BCAA administration results in significantly greater muscle alanine and glutamine production."

- Although there is a lack of current research studies demonstrating the rationale behind the effectiveness of l-leucine supplementation, it appears as though the Mamalian Target of Rapamycin (mTOR) is responsible for regulating initiation factors and enhancing the cells ability to synthesize protein (Wilson, 2006). Increasing intracellular l-leucine concentration activates mTOR activity and controls translation rate and translation capacity in skeletal muscle (Norton, 2006). As l-leucine concentration decreases, as in resistance or endurance activity, mTOR activity decreases and muscle protein synthesis is disabled. Conversely, with l-leucine supplementation, mTOR is activated and skeletal muscle protein is synthesized. Although not well understood in researchers, supplemental l-leucine may increase intracellular leucine concentrations by activating mTOR, thus contributing to performance-enhancing benefits (Norton, 2006).

- Although all three BCAAs are metabolized in the liver, l-leucine has the highest oxidation rate, which contributes to protein synthesis. During exercise when glycogen stores diminish and carbohydrate administration is not meeting energy demands, l-leucine is rapidly broken down into glucose, thus demonstrating its effectiveness for averting muscle loss.

IMPORTANT NOTE: Although l-leucine has the highest oxidation rate of the three BCAAs, supplementation solely with l-leucine is not recommended because it may lead to an amino acid imbalance. All three BCAAs work together and synergistically; high l-leucine intake is purported to decrease blood and muscle tissue concentrations of both l-isoleucine and l-valine.

Bottom line: Dr. Misner's comments, as well as these other pieces of information, are why BCAAs are the cornerstone of Endurance Amino.

Real Athletes, Real Results!

What you're saying about Endurance Amino

I tried Endurance Amino for the first time Sunday. While one use does not a conclusion make, and I am wary of perception-based results, I had really good sustained wattage over a three-hour endurance ride without a drop-off. As the rides get longer, fingers crossed, and harder I suspect this will be a good arrow in the fueling quiver.

- Mike W.

I have discovered this Endurance Amino to be one of the most effective Hammer products for me, especially with regards to recovery. For most every workout now, I take four caps along with some Endurolytes at the beginning and then four more at the end of the workout along with Recoverite. Big difference. Amazing.

- Chris M.

The Endurance Amino was key to my recovery after every workout.

- Joe N.

Ran the Newport, OR marathon this past weekend. Picked this marathon to run because HEED and Hammer Gel were being handed out at the aid stations. I used HEED, Montana Huckleberry Gel, and both Endurance Amino and Anti-Fatigue every hour and not only Boston qualified, but had an extra 12 minutes to spare!

- Kathy H.D.

XOBALINE

Mini but mighty

Don't forget this great recovery supplement

BY STEVE BORN



Pretty much everyone who is acquainted with me knows that I am a big proponent of proper recovery between workouts and races.

I admit that when it comes to products for enhancing recovery I tend to focus on:

- 1) Recoverite to supply carbohydrates and protein for glycogen synthesis and storage, muscle tissue repair, and immune system support.
- 2) The consumption of a wide variety of vitamins, minerals and, most importantly, antioxidants—via Premium Insurance Caps, Super Antioxidant, AO Booster, Race Caps Supreme, and Mito Caps—to replace what has been depleted during exercise and to help neutralize the nearly countless free radicals that have been produced.
- 3) Endurance Amino to provide key

amino acids needed for muscle tissue repair and antioxidant support.

With my confession made, one product that I'll no longer forget to use daily, because it absolutely deserves its rightful place in the arsenal of recovery-enhancing supplements, is Xobaline. The vitamin B12/folic acid recovery-enhancing benefits of Xobaline may not be as well known as those of antioxidants or specific amino acids, but they're quite impressive nonetheless.

First, adequate supplies of both vitamin B12 and folic acid are necessary for the formation of red blood cells, vital not just for athletic performance and recovery but for optimal health as well. Second, both vitamin B12 and folic acid have key roles in RNA and DNA synthesis, crucial for healthy cell division and replication, which—like red blood cell formation—is undeniably important for athletic performance, recovery, and overall health. Lastly, vitamin B12 aids in the metabolism of carbohydrates and fats, and both vitamin B12 and folic acid support optimal protein metabolism . . . there can be no question that this will have a major effect in terms of enhanced recovery.

What you do immediately after your workout is as important as anything you did in the actual workout.

The general health benefits associated with vitamin B12 and folic acid are numerous and summarized nicely by Dr. Bill Misner:

“There are virtually hundreds of papers demonstrating the health benefits from vitamin B12 and folic acid in the cells, digestion, vision, hair, skin, immune system musculoskeletal system, nervous system, oral health, and sexual system. It is a supplement I enthusiastically recommend and take every day.”

When the workout's done and you've mixed your Recoverite (ready to take with Endurance Amino, Super Antioxidant, AO Booster, and other Hammer Nutrition supplements beneficial to recovery), make sure you don't forget to include Xobaline. While this sublingual tablet may be tiny in size, the benefits it provides are anything but. **HN**

SUGGESTED USAGE: Dissolve 1 tablet under tongue after workouts or with a meal.

Baked Apples

FROM THE KITCHEN OF LAURA LABELLE

- 4 large Granny Smith apples
- 4 large Medjool dates
- 1 cup apple juice
- 4 tsp maple syrup

Preheat oven to 375°F. Core apples and stuff with dates. Place in baking dish and pour maple syrup over dates. Put apple juice in the bottom of the dish and bake until done, approximately 1 hour.

**Reptiles have scales.
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- continued from page 10

While we include this nutrient in Super Antioxidant, a post-workout supplement, we are also convinced that supplementation with glutathione prior to and during exercise may enhance performance, primarily due to its free radical neutralization power and the role that it plays in the transport of other amino acids. Dr. Misner writes, "The harder you work, the less the body's in-house antioxidants are able to reduce/neutralize free radicals produced by increased metabolism." That's one of the primary reasons why this multi-beneficial nutrient is included in Endurance Amino and why we suggest supplementing with it, not just after exercise, but prior to and during exercise as well, especially long bouts of exercise.

Important Note: For years it was believed that orally-dosed glutathione was destroyed in the stomach and thus ineffective in raising endogenous glutathione concentrations. A number of studies (references available upon request) have shown otherwise; roughly 80% of orally-dosed glutathione is absorbed intact, with blood levels of this important antioxidant remaining elevated for three or more hours.

Dosage Suggestions

For the purpose of helping build, maintain, and repair lean muscle mass, in addition to supporting enhanced immunity, we recommend taking Endurance Amino prior to and after every workout or race, with the suggested dosage of 2-4 capsules prior to and after exercise.

It's during prolonged bouts of exercise (two hours or longer), however, that you'll really notice the power of Endurance Amino, especially in regard to increased endurance and fatigue reduction. It's an absolutely perfect complement to Anti-Fatigue Caps and can be supplemented similarly: 2-4 capsules prior to exercise, with 1-2 capsules every hour during the workout or race.

During extended exercise some amount of fatigue is expected. Although

maltodextrin-rich carbohydrate drinks are the primary sources of fuel for meeting energy and fluid requirements during exercise, Endurance Amino's components play an important role in energy production and the postponement of fatigue. In reference to one of the plausible culprits of fatigue, Anti-Fatigue Caps scavenge excess plasma ammonia, which contributes to a reduction of lactic acid during exercise. The combination of these two products, taken prior to and hourly during longer-duration workouts, has proved to be the ideal combination for athletes hoping to maximize performance.

Although Endurance Amino is consumed in capsule form, the same performance-enhancing amino acids (l-leucine, l-isoleucine, l-valine, and l-alanine) naturally occur in the soy protein used in Sustained Energy and Perpetuem. When you take Endurance Amino along with Sustained Energy or Perpetuem, you're bolstering the amounts of these highly beneficial, exercise-specific amino acids. (One athlete states that Endurance Amino "supercharges" the benefits received from Perpetuem.)

Summary

We really believed that we had a winner of a product with Endurance Amino, even prior to its introduction to the Hammer Nutrition supplement line. In just over two years, that belief has been shown to be true, even beyond our most optimistic expectations.

Endurance Amino has proven itself to be the amino acid product that endurance athletes have been looking for—multi-beneficial, cost effective, and just flat-out effective! Endurance Amino contains specific amino acids that provide ammunition for your muscles; it's a dynamically powerful weapon in the fight to build, maintain, and repair lean muscle mass, in addition to decreasing fatigue and boosting immunity. Take Endurance Amino as suggested for ALL of your workouts and races, and reap the benefits that it provides. **HN**



How do you Hammer?

Perry Wechsler's special Hammer Nutrition drink, concocted with friends from WART*.

Ingredients:

1 shot Hammer Gel of choice (the original was Apple-Cinnamon)

1 shot of Maker's Mark bourbon

Directions:

Microwave for nine seconds, light on fire, and shoot!

CAUTION: It is advisable to blow out flame just before drinking it!

Suggested use:

After a long, epic wintery run with friends.

*WART stands for Wyoming Adventure Running Team, a group of Laramie, Wyoming runners who enjoy running in a variety of conditions including thigh-deep snow, -10 degree temps, and howling Wyoming winds . . . day or night.



SUGGESTED USAGE: 2-4 capsules prior to and after exercise. During prolonged exercise, 1-2 capsules may also be taken every hour.

BECAUSE YOU'D RATHER YOUR WHOLE BODY BE RUNNING



One of Endurance Amino's many benefits is powerful immune system support. When you take Endurance Amino regularly, you can also expect enhanced recovery, increased cognitive function, minimized free radical damage, and more! You can also expect to pay less than you would for other amino acid products. Put down the Kleenex and pick up the phone!



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Better sleep for better health Courtesy of melatonin

BY STEVE BORN

Did you know that a number of diseases and conditions—including cardiovascular disease, diabetes, depression, obesity, and more—are associated with insufficient sleep? It's true! And, though obviously not as traumatic as other symptoms related to any of those conditions or disorders, inadequate amounts of sleep are most definitely associated with poor athletic performance; one well-known coach calls it "The Ultimate Performance Killer."

Reports from the Centers for Disease Control and Prevention indicate that up to 70 million Americans have chronic

sleep disorder. In addition, more than 25% of the population reports that they are not getting enough sleep, with 10% experiencing chronic insomnia. That's a lot of people who are simply not getting enough sleep!

Rapid eye movement (REM) sleep is a stage in the normal sleep cycle, usually characterized by rapid eye movement, increased brain activity and dreaming, increased pulse rate, and the loss of reflexes (a paralysis-like state called atonia). People without sleep disorders usually experience four to five periods of REM sleep, equaling about 90-120 minutes, or roughly 20-25% of total



sleep. When REM sleep behavior disorder is present, the normally occurring paralysis of the eyes (atonia) is either incomplete or absent.

Fortunately, recent research has shown that melatonin may improve REM sleep behavior disorder. The subjects in the study, eight males who were confirmed to have REM sleep behavior disorder, were given either 3 mg of melatonin or a placebo every night between 10 pm and 11 pm for four weeks. After this phase of the study, the participants received the opposite treatment for the second four-week period. Changes in sleep quality of the participants from the beginning of the study, and through the two phases,

were evaluated using polysomnography.

The results showed that when the subjects took melatonin, there was a marked increase in muscle atonia that naturally occurs in REM sleep. Additionally, the subjects who received melatonin during the first four-week phase and a placebo during the second four-week phase experienced a lower number of REM sleep periods without muscle atonia in the second phase. Those results were confirmed by the participants who took the placebo during the first phase and melatonin during the second phase; they only showed increased atonia during the second phase, the one where they were receiving melatonin.

At the end of the study, the researchers concluded that the findings suggest that melatonin may be helpful for alleviating REM sleep behavior disorder.

Not only is melatonin a safe and superb sleep aid, it also possesses powerful antioxidant properties as well. In fact, one well-known nutritionist has stated that melatonin is "one of the most powerful antioxidants ever discovered—with a greater range of effectiveness than vitamin C, vitamin E, or beta-carotene..." Another respected nutritional scientist writes that "Melatonin neutralizes one of the most damaging free radicals, and does so five times more effectively than the antioxidant enzyme glutathione..."

REM Caps contains 3 mg of melatonin per capsule, the same amount used in this particular study, along with a number of other safe and effective sleep-enhancing nutrients. If you're experiencing occasional bouts of insufficient quality sleep (and, given melatonin's superior antioxidant status, perhaps even if you aren't), melatonin-fortified REM Caps is ready to go to work for you! **HN**

REFERENCE: Kunz D, Mahlberg R. A two-part, double-blind, placebo-controlled trial of exogenous melatonin in REM sleep behaviour disorder. J Sleep Res. 2010 Jun 16. Published Online Ahead of Print.

Does the night watch have you dragging?



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- Help relieve tension and anxiety

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Dealing with prerace jitters

BY SUZY DEGAZON

Not sure why it is, but every time I have an athletic event I get the jitters, and the longer the distance, the worse the jitters. I usually get the butterflies a few days before the event, but by the eve of the competition the jitters are at an all-time high, so bad that I get to sleep like a baby—I wake up every two hours and cry! Now laugh all you want, but getting restful sleep is impossible as I fret about missing the alarm, weather conditions, etc.

Let me be honest, the majority of us are not expecting to get Gold; most of us are just wanting to have a good race and finish with a personal best! Yet our nerves seem to play up every time, and it is how we deal with these jitters that help us do a good race (especially after you have trained for months and invested a lot of time and dollars into the event).

I am not sure why my stomach knots up, but it always does. No matter how much I race, I always feel like I have a thousand butterflies, all flying in different directions. It is the weirdest feeling; I wish I could say that after 19 years of racing I am as cool as a cucumber, but I would be lying! Do not be fooled by others—just look around next time you are setting up for your race, as you are not alone when it comes to nervousness.

Prerace

Knowing that I am not going to get good sleep before the event, I sleep really well two nights before the big event and have a lazy morning; I make sure that I have all my gear packed and uniform ready. I sometimes go through this ritual several

times! I am familiar with the course and have checked the weather report so that I can plan for the rain, cold, or wind. I do not change my routine; I go about my week as I do all the time. I do not try new foods or eat like I am expecting twins the night before!

Race Day

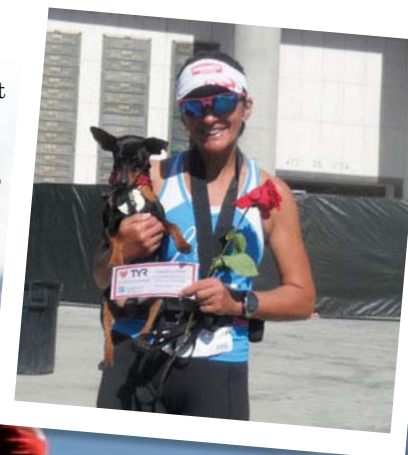
Sleep deprived but grateful the big day has arrived, I try to get to the race site early enough to have plenty of time to set up my gear and make sure I have time to warm up. My stomach is in knots as I prepare my gear. At this point it doesn't matter whether it is a triathlon or a marathon, I am just nervous—I feel like I want to puke, I seem to need the bathroom or I need a drink of water, I go over my gear, I check my watch, and I wonder if I am in the right place to start. I start to doubt what I am doing, wondering if I will be able to finish the journey I begin! The questions begin as I start talking to myself. I doubt myself and wish I had done one more longer run, or I ask myself if the pain in my lower back is truly an injury and if I should quit before I make it worse. I usually get emotional and start to cry as I wave at my crew.

The worst thing I could do is get sucked into actually doing someone else's warm-up. Race day is not the time to experiment with new gear, new foods, a new warm-up, or a new stretch routine. Just keep it simple; I try to imitate how I have been training. It is also not the time to try a new strategy, like starting off so fast you exhaust yourself for the rest of the race experience. I always have a Hammer Gel 10 minutes before the start of the event—this gives a bit of order to the pre-event. I mentally check off my race strategy, close my eyes, and listen to the sounds of race day.

I actually like being with the other athletes; it helps me with my tension. As soon as the starting gun is fired, the butterflies start flying in formation. After the first stroke in the water or first stride in a marathon, I feel calm, relaxed, and my breathing becomes steady as I focus on the journey to unfold, wondering why I had so much anxiety beforehand!

I don't have the formula for a race without jitters. My advice is that a race is just that a race—it is a personal journey to see how fast I can push my own body over a certain distance. Maybe I want to just finish or set a personal goal, but I cannot worry about what may go wrong, as that is out of my control. I smile a lot, as that makes me feel better. I can only give 100% and enjoy the finish line! **HN**

The author and her dog Hammer at the finish of the Rose Bowl Half Marathon.



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Reduce the risk of weight gain

Branched chain amino acids may help!

BY STEVE BORN



BCAAs are a primary component of Endurance Amino, Recoverite, and Hammer Whey.

In mid-December 2010, a study was reported in the online version of the *Journal of Nutrition*. The results of this study suggest that there is an association between an increased intake of BCAAs (l-leucine, l-isoleucine, and l-valine) and a reduced risk of obesity and becoming overweight.

Over 4,400 nondiabetic men and women from Japan, China, the United Kingdom, and the United States—all between 40 and 59 years old—took part in the research, which was called the International Study of Macro-/Micronutrients and Blood Pressure (INTERMAP) Study. These participants provided the researchers with information regarding their food, beverage, and supplement intake, all of which was analyzed for, among

other things, BCAA content. As part of the study, the researchers

noted that 25.3% of the Chinese participants and 26.3% of the Japanese participants were categorized as overweight, far less than those from the United Kingdom (69.3%) and the United States (70.3%). Obesity was also less in the Chinese and Japanese research participants, with 1.9% of the Chinese identified as being obese and 3.4% of the Japanese identified as obese. Those figures were significantly lower than the obesity figures for participants from both the United Kingdom (22.4%) and the United States (33.3%).

The results of the study? The researchers found that increased intake of BCAAs was associated with a lower adjusted risk of being overweight. For the participants whose intake was among the top 25%, a 30% lower risk of being overweight was noted compared to those participants whose BCAA intake was the lowest. A decreased

- continued on page 21

Strawberry Blonde Smoothie

FROM THE KITCHEN OF LAURA LABELLE

- 1 cup orange juice
- 1 ripe banana
- 6 frozen medium strawberries
- 1 scoop Vanilla Hammer Whey protein

Blend all ingredients in a blender. Enjoy as a breakfast replacement or post-workout snack, depending on your schedule.

- continued from page 20

risk of obesity among both the United Kingdom and United States participants was also observed, with a 25% lower risk occurring among participants whose BCAA intake was highest compared to those whose intake was in the lowest percentile.

Two possibilities were discussed regarding the results that BCAAs may protect against weight gain:

- One of the BCAAs, l-leucine, may increase energy expenditure; stimulate the hormone, leptin; and possibly increase the activity of Mamallian Target of Rapamycin (mTOR). As is the case with leptin, mTOR helps regulate energy balance.
- BCAAs may also help reduce impaired glucose tolerance, which contributes to obesity.

While the researchers agreed that further studies are necessary, if only to more completely determine a potential/cause relation, they commented that this particular study helps to explain the weight loss effect of increased intake of BCAAs.

There are a number of benefits associated with BCAA supplementation; BCAAs are a primary component of Endurance Amino, Recoverite, and Hammer Whey. Now it appears that we may be able to add protection against weight gain and obesity to the list of benefits! **HN**

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The author (center) rides with the pack at the January Hammer Camp. Photo : Owen Gue



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Reaping the benefits

BY JIM BRUSKEWITZ

The best way to describe what NMES (neuromuscular electrical stimulation) can do is to listen to those that use it. They have a good deal to say about how it's enhanced their performance in training and racing.

A gentleman at a recent Hammer Camp, where we all use the Compex daily to get ready for the following day's ride, had been seriously injured in a car accident four years ago. His right leg had been broken in a number of places, and the recovery was a slow and painful process. With diligent work he still suffered from a much weaker injured leg that would cramp on him when doing long rides. I noticed the imbalance from right to left leg and adjusted the Compex so that the musculature from both legs contracted equally. It turned out that the right leg needed twice as much stimulation to accomplish this. I was really surprised when the difference in energy levels was cut in half the following day, and half again the day after. What's most important is that his injured leg didn't cramp on the daily long rides.

A cyclist who does road races, time trials, and crits is full bore with active recovery, strength building, and the warm-up NMES programs. He particularly likes to warm up with his Compex right before a crit. Those first hectic minutes go much

better for him after he's warmed up with NMES. He also reports that on those days preceded by hard rides, when his legs are a bit "ouchy" and take an hour on the bike to come around, he feels like he's right into the ride if he does a warm-up program first.

This is from a Cat 3 woman: "NMES—it's definitely helping. My legs feel seriously solid. Quads and calves feel strong. It will only pay off when I hit the roads." Along these lines, people report that they like to do a strength workout the night before a hard workout, like a group drop ride. These people have been at NMES strength building for a couple of months or longer. The conventional wisdom is that you strength train with a Compex after your hardest rides and on the same day. Yet some feel that their legs are "pumped" and are looking for some hard riding the next day.

Here are a couple of my own experiences. I'd come off a long season that culminated at Ironman Hawaii. After that, the idea of saddling up for some fall rides didn't sit well with me. Being fall and far from my next competition, I started up my strength building cycle using my NMES. From mid-November until the new year, I trained with the device three times per week. Once New

- continued on page 23

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Year hit, I got pretty nervous about my cycling fitness since I was due to coach at a Hammer Camp at the end of January and hadn't even sat on my bike for months. I started off with a test to measure the watts I could produce at my anaerobic threshold, my FTP (functional threshold power), and structure my training zones around it. I was shocked. My FTP was 10% higher than it had been the year before when I hadn't been strength training with NMES but had been riding my bike quite a bit. Rationally I still have trouble grasping these results, but I could feel it without question. As of late, I find myself answering the question, "Does it work?" with "I am afraid not to use it." I don't want to give back what I've gained! Here's another experience with NMES I had this past season. Normally, I'll stop strength building with a couple of weeks to go before the signature race of my season. About a month before Triathlon Age Group Nationals, I backed way off the NMES strength building routine. That lasted about a week. I didn't like it. Three weeks out from the race I returned to building my maximum strength, because my legs feel so much better, stronger, when I'm doing the programs. I continued with the programs until I was six days out from the race, when my total training volume drops way off. I'm so happy with my results that this is the approach I'll take with all my big races. The testimonials go on. From the recovery and warm up to the various strength training programs, athletes are feeling a wide range of benefits. The beauty of this technology is that it is based on long-standing research on the physiology of muscular contractions. As I've told many, it can't not work! Enjoy the benefits. **HN**

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5 programs with 5 levels of progression. Perfect for the fitness enthusiast and/or athlete who engages in frequent competition.

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Endurance, Resistance, Strength, Pre-Warmup, and Active Recovery.



Three decades and counting

BY JIM DONALDSON

Dear Hammer Nutrition Staff,

I just want to take a moment to thank the entire team at Hammer Nutrition for all of the great products and your great support of me personally and for the support of our company, Elite Endeavors.

My 2010 season (my 30th consecutive) turned out to be a fantastic year of competition. I had four first place finishes, one second place, I was tenth (65-69) at the 2010 ITU World Triathlon Championships held in Budapest, Hungary, fifth at the USAT National Championships held in Tuscaloosa, Alabama, and seventh at the 70.3 World Championships held in Clearwater, Florida.

I believe my success and longevity is due to my use of Hammer Nutrition products, which I have used since the early 90's, and a lot of quality training. Quality nutrition and quality training can't be beat!

I start out each day using Race Caps Supreme, Premium Insurance Caps, Mito Caps, Tissue Rejuvenator, Super Antioxidant, AO Booster, and Anti-Fatigue Caps.

Before most longer workouts and before every race, I use either Sustained Energy or Perpetuum, and Endurolytes with HEED in my water bottles or flask.

For shorter workouts I use just Hammer Gel and HEED. I always have a few Hammer Gels with me at almost every event. For recovery I use Recoverite, Whey Protein, and my Compex muscle stimulator.

I look forward to using some of your new products in 2011 and look forward to another successful triathlon season, which will be my 31st consecutive year!

*Thank you all again,
Jim Donaldson, Elite Endeavors*



*Jim and a friend pose for a quick picture.
Photo : Joyce Donaldson*

"I certainly don't want to leave out my new secret weapon, the Compex EMS muscle stimulator. This is my new best training partner. I never leave home without it. In the short time that I have been using the EMS, I have seen a big improvement in my muscle strength and especially muscle recovery."



and **Compex**[®]

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- Optimize muscle recovery (minutes instead of days!)
- Get the ultimate muscle warm-up



Over the past 20 years, Compex has become the leader in electrotherapy through extensive research and innovation. Compex's flagship electrostimulation devices are an essential ally to health care professionals and the most demanding athletes in the world. For the past 24 years, Hammer Nutrition has been the leader in educating athletes to fuel properly and since 2006 has been the leader in NMES education in the U.S. Together, Compex and Hammer Nutrition are your best choice for all things NMES.

NMES technology is universally accepted and widely used in Europe for physical preparation, muscular recovery, injury prevention, rehabilitation, pain relief, muscular reinforcement, physical beauty, and more.

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NMES consultations with our experts!



Jim Bruskevitz, NMES expert

30-minute consultation

Consists of unboxing the device and connecting cables, pads, and charger. Proper pad placement discussion, program familiarization, and first use of the Active Recovery program.

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Includes everything in the 30-minute consultation plus discussion and guidance on use of programs (varies depending on unit purchased), integration into your daily training regimen, stacking NMES workouts on top of conventional workouts, and more.

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Advanced consultations

After initial consultation, additional consultation time can be purchased for \$60 per hour. Quickly become an "advanced NMES user" and get the most out of your Compex device by working "one on one" with an NMES expert versed in all aspects of this powerful device and technology. Discounts are available for multi-hour packages as well, ask your advisor for details.

SKU	PRICE
CPA60	\$60.00*

*Per hour.

Compex NMES is ideal for all athletes



Programs include:

- Endurance
- Resistance
- Strength
- Explosive Strength
- Potentiation
- Active Recovery
- Recovery Plus
- Pre-Warmup
- Massage

Sport Elite

The Sport Elite muscle stimulator is recommended for the competitive/high-performance athlete who has a rigorous training and exercise regimen. It features a total of nine programs and five levels of progression that will keep elite athletes challenged with every training session, resulting in a true competitive advantage!

{ SKU PRICE }
CPSE \$999.99

All models include a muscle stimulator, battery charger, user's manual, instructional DVD, electrode placement guidebook, carrying case or bag, electrode lead wires (4X), and gel electrodes.

Replacement pads and accessories

Hammer Nutrition is your NMES headquarters for replacement pads, replacement parts, accessories, and more. Check out www.hammernutrition.com/NMES for all of the details.



Both units are new generation with snap pads!

Performance U.S.

The Performance U.S. muscle stimulator is recommended for the fitness enthusiast and/or the athlete who engages in frequent competition. It features a total of five programs with five levels of progression to help competitive athletes achieve the highest level of performance.

{ SKU PRICE }
CPP \$699.99

Programs include-Endurance, Resistance, Strength, Pre-Warmup, and Active Recovery.

NEW! Tell others about Compex & get rewarded!

After you've experienced the amazing benefits of neuromuscular electrical stimulation (NMES) for yourself, be sure to share your enthusiasm with friends and demonstrate the unit's many capabilities and applications. When you help persuade a friend to purchase an NMES unit from Hammer Nutrition Direct, you get rewarded with FREE product and we gain another satisfied customer.

Program Details:

1. The referring client must have purchased their Compex or Globus NMES unit from Hammer Nutrition Direct.
2. The referring client receives a credit valued at 10% of the friend's NMES unit purchase cost, which can be used toward the purchase of any Hammer Nutrition products.
3. Your friend, the referred client, receives a 10% discount off of the purchase price of their new NMES unit.

It's Easy

- We keep track of your rewards for you. Call anytime for an update.
- Whenever you place an order, you can apply your rewards to that order or save them for up to one year.
- If you order online, just add a note asking that we apply any available rewards.

A Few Restrictions:

Shipping charges are not included in discounts or rewards. We can't offer retroactive rewards. Your friend must mention your name or client number at the time of ordering. Do not refer your spouse or have a friend be the new client and place an order for you. Cannot be used with another offer. We reserve the right to end this program or refuse any individual at any time without notice. Referral rewards will expire after one year. Valid referral cards are always available free of charge.

Order Today! Order your Compex NMES unit from Hammer Nutrition and enjoy these exclusive FREE bonuses:

30-minute consultation - FREE
A \$49.95 value!

1 or 2 free sets of pads, depending on model - FREE
Up to a \$29.90 value!

90-day money back guarantee - FREE
Priceless!

We're here to serve YOU!



1. How long have you been at Hammer Nutrition? Two years.

2. Which product is your favorite, and why? Since my primary training is weight training, I'd have to say that I like the Endurance Amino (BCAAs) and Recoverite. Recovering right is key!

3. How do you use the products? My use of the products is primarily for my strength training. However, I have used some of the products (Recoverite, Hammer Bars) as meal replacements and also used the fuels/supplements for various outdoor activities as well (hunting, hiking, etc.).

4. Hobbies, interests, passions: Besides the obvious (strength training/continuing to expand my knowledge of nutrition), I really enjoy football. Also, I have recently enjoyed bringing my 1968 Camaro SS back to life, as well as planning a new look/ upgrades for my 1994 Chevrolet pickup!

5. Name one thing that most people don't know about you. During my high school years, I was voted an all-conference linebacker.

We're probably a little biased, but we're sure that we've got the best customer service staff on the planet. As the 'face' of Hammer Nutrition, we wanted you to know a little bit more about the friendly voices on the other end of the phone.



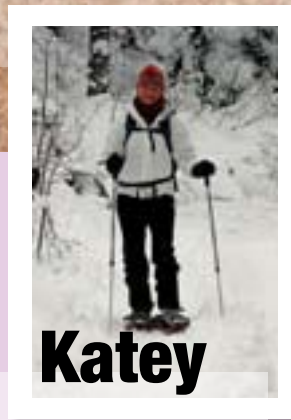
1. How long have you been at Hammer Nutrition? Three years.

2. Which product is your favorite, and why? I love the Vanilla Whey. I use it in a fruit smoothie or my oatmeal every morning; also use it or the Chai flavor in organic applesauce for a mid-morning or afternoon snack.

3. How do you use the products? I usually use Hammer Gel or HEED for my winter gym workouts and cycling in the summer, followed by Strawberry Recoverite. The Tissue Rejuvenator really helps with joint pain!

4. Hobbies, interests, passions: I love to bike, hike, and camp with my friends! I just started lake kayaking last summer and really like that as well. In the winter, in addition to gym workouts, I mainly snowshoe or cross country ski.

5. Name one thing that most people don't know about you. I am a cancer survivor. Whoohoo!



1. How long have you been at Hammer Nutrition? Six years!

2. Which product

is your favorite, and why? Endurolytes and Endurolytes Fizz. I used to get the worst headaches after cycling. I began using Endurolytes when I came to work for Hammer Nutrition and that's when I realized they were caused by an electrolyte imbalance. Now, if I ever get a headache when riding, I know to increase my Endurolytes intake and it will go away.

3. How do you use the products? I use Hammer fuels for every athletic activity I do, whether outside or in the gym. I also use the supplement line on a daily basis because the older I get, the more I realize how important my health is.

4. Hobbies, interests, passions: Road biking, hiking, kayaking, and working in my yard. One of the most important things in my personal life is volunteering with our local Spay & Neuter Task Force. In addition to offering low-cost surgeries to help reduce unwanted pets, we also provide a haven for rescued cats where they can be adopted and given a second chance at life.

5. Name one thing that most people don't know about you. My parents were very concerned about pesticide use and reducing our reliance upon oil back in the '70s so we lived in the woods, grew all of our vegetables, and froze them to feed us during the winter months. We also cut wood from our land, heating our home with a wood-fired furnace. I didn't care for my chores as a child and always complained that I wanted to live like my friends, with their multiple car-television dependent-junk food households! I would love to live the lifestyle of my childhood today, and I would certainly appreciate it a lot more!



Vanessa

1. How long have you been at Hammer Nutrition? One year in March!

2. Which product is your favorite, and why? Tough question, because my favorite depends upon the season. Right now? Perpetuem Solids for skiing. Easy to carry, no premixing required, and they don't freeze.

3. How do you use the products? I guess you could say that my husband and I have incorporated them into our daily existence. Daily essentials for overall health; whey and soy protein to increase daily intake; and for sports, HEED, Gel, Perpetuem, and Endurolytes. Of

course, the grand finale to every ski/bike/hike/etc. is Recoverite, Xobaline, and Tissue Rejuvenator.

4. Hobbies, interests, passions: Anything in the great outdoors that gets my heart pumping and my muscles working (except for grizzly bear encounters). Top 5: mountain biking, road cycling, downhill skiing, hiking, kayaking.

5. Name one thing that most people don't know about you. I was on the 4-H state championship horse judging team in 5th grade. I grew up riding horses . . . then I discovered mountain biking!



Ry

1. How long have you been at Hammer Nutrition? Since June, 2010.

2. Which product is your favorite, and why? Hammer Whey is my #1, with the rest of the line-up a close #2; weight training is an important part of my typical workout routine, and Hammer Whey helps me repair, maintain, and build muscle mass and also boosts my immune system!

3. How do you use the products? I use Hammer Nutrition products on a daily basis for not only general health, but also as the fuel I need on a daily basis to get the most out of my limited training time!

4. Hobbies, interests, passions: Mountain biking, fly fishing, wakeboarding, and running during the summer months, and during the Montana "off-season" snowboarding, hockey, and weight training.

5. Name one thing that most people don't know about you. I lost 100 pounds in college!



Levi

1. How long have you been at Hammer Nutrition? Since May 7, 2009.

2. Which product is your favorite, and why? I love Perpetuem for my fuel, the Recoverite

is amazing, and I'm convinced that consistent use of the Daily Essentials + Hammer Whey before bed every night have helped me (by God's grace) avoid getting sick since I've started taking them!

3. How do you use the products? Daily use of the supplements, and all of the different energy fuels during my cycling, karate, back-to-back days of all-day swing dancing, hiking/hunting in the fall, P90X, etc. I always take the Recoverite and recovery supplements after my workouts. And although it's not a "Hammer product," I love the EMS units!

4. Hobbies, interests, passions: I'm a born again Christian and love the Lord Jesus Christ. Cycling is my favorite outdoor sport and I race in local mountain bike races. I've been taking American karate for 13 years and I'm also a "swing dancer." I consider nutrition and eating and living healthy important "hobbies" of mine. I really do consider it a hobby and I think it's important for me to view it this way. Living healthy when some people around me don't is easier when I view it as a hobby. It's exciting to discover "new" secrets to health and nutrition and to try to eat and live as healthy as possible! It's a sport all its own.

5. Name one thing that most people don't know about you. I'm a serious coffee snob.



HQ

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5 health dangers of High Fructose Corn Syrup

BY DR. EDWARD GROUP

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Source: www.globalhealingcenter.com/natural-health/high-fructose-corn-syrup-dangers/

It's no secret that **high fructose corn syrup is detrimental to your health**. Unfortunately, it's also no secret that it has replaced other forms of sugar in a disturbingly large number of manufactured foods. Even worse is that most high fructose corn syrup is made from genetically modified corn.

Since the late 1980s, HFCS has replaced regular table sugar, honey, and similar sweeteners in practically everything. Prolonged consumption of HFCS is now the topic of much debate and we are learning that it can cause long-term damage to the body.

A number of studies conducted over the past few decades indicates that consumption of HFCS is connected with a wide range of health concerns. Here are a few of the more important health dangers of high fructose corn syrup you should know about:

- continued on page 29

High Fructose Corn Syrup Dangers

1. Significant Risk of Weight Gain & Obesity

The list of studies that show HFCS to cause increased weight gain over other forms of sweeteners is much too long to put into this post. One of the better, and more recent ones, was conducted at Princeton University [1] and found that rats that were fed HFCS gained fat 300% more quickly than those fed an equal (or slightly larger) dose of fruit-derived sugar.

2. Increased Risk of Developing Type-2 Diabetes

Over the years, consumption of high fructose corn syrup can lead to a huge increase in the likelihood of developing diabetes.[2] The worst part about it is how easily this lifelong condition can be avoided in most cases. Excessive amounts of soda, energy drinks, and junkfood simply aren't worth losing a foot, going blind, or harming your children.

3. Hypertension and Elevated "Bad" Cholesterol Levels

High fructose doesn't just make your body fat. It makes your heart fat too. There is a strong link between the irresponsible consumption of high fructose corn syrup and elevated triglyceride and HDL (bad cholesterol) levels.[3] Together these can cause arterial plague build-up and eventually lead to dangerous heart conditions including hypertension, heart disease, and even stroke.

4. High Fructose Corn Syrup & Long-Term Liver Damage

This is a big one that a lot of people overlook. Like anything else you eat or drink, HFCS is processed by your liver, gallbladder, and kidneys. And it's especially destructive to your liver. When combined with a sedentary lifestyle, permanent liver scarring can occur.[4] This greatly diminishes the organ's ability to process out toxins and, over time, can lead to an expansive range of other negative health concerns. Another study suggests that HFCS may also cause fatty liver.[5]

5. Mercury Exposure from HFCS

Even if you were already aware of previously mentioned risks associated with corn syrup, there's a good chance that you didn't know it is also often loaded with alarmingly high levels of mercury. In a study conducted just last year they found mercury in over 50% of the samples tested. [6] Mercury exposure can result in irreversible brain and nervous system damage—especially in young, growing bodies. This is especially worrisome with the abundance of HFCS in children-target foodstuffs.

Alternatives to High Fructose Corn Syrup

The dangers of high fructose corn syrup are both numerous and severe. Some estimate that more than one-third of the American food supply has been polluted by it. If you're looking to cut back on your exposure to corn sugar, I urge you to start really reading product labels if you don't already. As an alternative, I would personally recommend xylitol, stevia, or raw local honey as a sweetener. *HN*

Napa Cabbage Slaw

FROM THE KITCHEN OF LAURA LABELLE

1 head Napa cabbage
1 bunch cilantro
1 bunch green onions
2 large carrots, grated

¼ cup seasoned rice vinegar
½ cup olive oil

Cut cabbage crosswise into thin slivers, grate carrots, and chop green onions and cilantro. Mix all ingredients together and enjoy.

Reference information can be found at:

[1] www.princeton.edu/main/news/archive/S26/91/22K07/index.xml?section=science

[2] www.sciencedaily.com/releases/2007/08/070823094819.htm

[3] www.naturalnews.com/027191_corn_corn_syrup_high-fructose_corn_syrup.html

[4] www.sciencedaily.com/releases/2010/03/100322204628.htm

[5] www.ncbi.nlm.nih.gov/sites/ppmc/articles/PMC2805058/

[6] www.ncbi.nlm.nih.gov/pubmed/19171026

Dr. Edward Group has achieved the following designations
Doctor of Chiropractic (DC) from Texas Chiropractic College
Diplomate of the American Clinical Board of Nutrition (DACBN). www.acbn.org Diplomate of the American Board of Functional Medicine (DABFM). www.dabfm.org
Naturopathic Physician (ND) degree from the Natural Healing Institute of Naturopathy
Certified Clinical Nutritionist (CCN) from the Natural Healing Institute of Naturopathy
Holistic Health Practitioner (HHP) from the Natural Healing Institute of Naturopathy
Certified Clinical Herbalist (CCH) from the Natural Healing Institute of Naturopathy
Alternative Medical Practitioner (AMP) certification from the American Alternative Medical Association
Certified Designated Doctor (DD)— Texas



Vitamin E & Alzheimer's Disease

BY STEVE BORN

Did you know that over 5 million people have Alzheimer's disease and that one in eight adults aged 65 and older suffers with this terrible condition? Those figures are directly from Alzheimer's Association's "2010 Alzheimer's Disease Facts and Figures," and they sound pretty bleak. Fortunately, there appears to be some good news regarding potentially staving off the risk of developing Alzheimer's, and it has to do with the vitamin E family, collectively known as the four tocopherols (alpha-, beta-, gamma-, delta-) and the four tocotrienols (alpha-, beta-, gamma-, delta-).

A recent study involved over 230 dementia-free adults 80 years old or older. At the commencement of the study, the participants' plasma levels were evaluated for all forms of vitamin E (all four of the tocopherols and all four of the tocotrienols). For the next six years the subjects were followed to determine the incidence of Alzheimer's disease amongst the group.

The results showed that the study participants who had the highest plasma levels of total vitamin E, total tocopherols, or total tocotrienols had a reduced risk of developing Alzheimer's disease than the participants who had the lowest levels. More precisely, it was discovered that, compared to the subjects with the lowest levels, the participants with the highest plasma total vitamin E or total tocopherols had a 45% decreased risk of developing Alzheimer's disease, and the subjects with the highest total tocotrienols had a 54% decreased risk of developing the disease.

Each form of vitamin E and its association with the risk of Alzheimer's

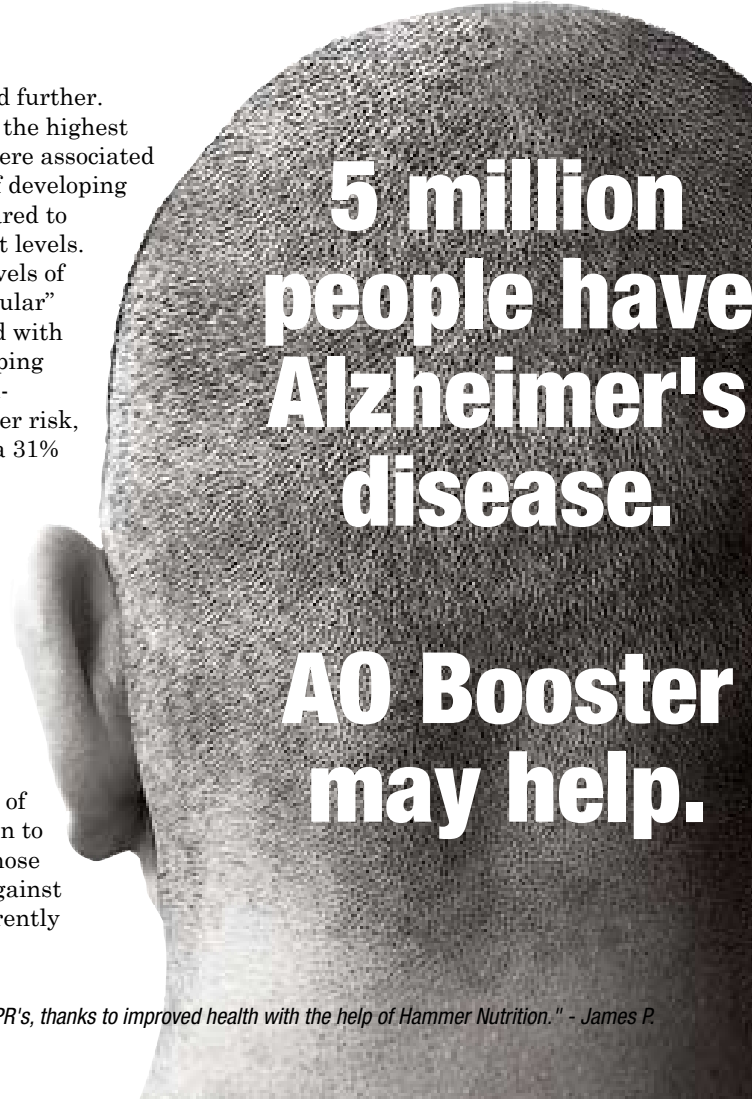
disease was then evaluated further. This analysis showed that the highest levels of beta-tocopherol were associated with a 38% reduced risk of developing Alzheimer's disease compared to individuals with the lowest levels. In addition, the highest levels of alpha-tocopherol (aka "regular" vitamin E) were associated with a 28% lower risk of developing Alzheimer's disease, alpha-tocotrienol with a 30% lower risk, and beta-tocotrienol with a 31% lower risk.

The authors of the study stated, "In conclusion, high plasma levels of vitamin E are associated with a reduced risk of Alzheimer's disease in advanced age. The neuroprotective effect of vitamin E seems to be related to the combination of different forms, rather than to alpha-tocopherol alone, whose efficacy in interventions against Alzheimer's disease is currently debated."

AO Booster is a product that covers all of the vitamin E "bases," containing a 150 mg blend of the four tocopherols. Studies suggest that optimal health benefits are obtained via intake of a mixture of tocopherols and tocotrienols versus "regular" vitamin E (d-alpha tocopherol) only. One researcher writes, "While alpha-tocopherol has long been known as an important antioxidant, research has now shown that the complete vitamin E team is much more effective. The different vitamin E forms have complementary effects as free radical scavengers. Together they can fight a wider spectrum of free radicals than alpha-tocopherol alone."

I consider AO Booster to be a daily use supplement, primarily for the powerful effects of all of the fat-soluble antioxidants it contains. (In addition to the tocopherol/tocotrienol blend, AO Booster also contains the potent fat-soluble antioxidants lutein and astaxanthin.) The rationale for my "take it daily" stance comes from the knowledge that free radicals, and the damaging effects they produce, never

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5 million people have Alzheimer's disease.

AO Booster may help.



- continued from page 30

take a day off. Additionally, one of the primary reasons why AO Booster was developed and brought into the Hammer Nutrition line was something Dr. Bill Misner wrote many years ago:

"Antioxidant defenses in humans are comprised of both enzymatic and non-enzymatic defenses. The antioxidant enzymes are glutathione peroxidase, superoxide dismutase, and catalase. There are two types of non-enzymatic antioxidants, the water-soluble and the fat-soluble. The enzymatic antioxidants are lodged within the cellular membranes; in contrast, the water-soluble antioxidants (as free molecules) are present in the cytosol of the cells. The fat-soluble antioxidants are found within the lipid membranes.

Each antioxidant defense system protects the cells from oxidative damage in its own sphere of action, and a deficiency in any category puts the cell at risk for oxidative damage.

Free radical production is increased 12- 20 times higher in athletes as compared to the sedentary subjects. The endurance model at an aerobic pace may be generating far more free radicals against their fatty tissue components than water structures. My biggest criticism of antioxidant (AO) supplementation is that we take mega-doses of water soluble AO's, but are quite negligent of the fat-soluble components, whose ORAC values are remarkably high. It is my view that natural fatty acid nutrition and fat-soluble antioxidants should accompany the high ORAC (Oxygen Radical Absorbance Capacity) foods and water-soluble components [such as] vitamin C, B-complex, and [the multiple antioxidants in] Super Antioxidant for reducing free radicals."

In addition to its free radical fighting/immune system boosting properties, I can tell you from firsthand experience that one of AO Booster's most noticeable benefits is to help reduce muscle soreness and inflammation after exercise. Now it appears that this product may offer even more important benefits—helping to ward off developing Alzheimer's disease. **HN**

REFERENCE:
Mangialasche F, Kivipelto M, Mecocci P, Rizzuto D, Palmer K, Winblad B,

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From the archives of
Bill Misner, Ph.D.

with contributions by Steve Born

Eating healthy with alpha-carotene-rich foods

Alpha-carotene is an antioxidant and part of the carotenoid “family.” And though it may not be as well known as its “brother,” beta-carotene, some exciting research suggests it may play a significant role in longevity.

In a study involving 15,318 participants in The Third National Health and Nutrition Examination Survey Follow-up Study, results indicate that people who have higher serum alpha-carotene levels may live longer than others.

After adjusting for potential confounders (factors that are associated with a disease), higher serum alpha-carotene levels were associated with reduced risks of all-cause mortality (39% reduced risk for serum levels greater than or equal to 9 micrograms per deciliter).

Additionally, significant inverse associations were observed between serum alpha-carotene levels and CVD (cardiovascular disease)-related mortality and cancer-related mortality. Thus, the authors of this study conclude, “Serum alpha-carotene concentrations were inversely associated with risk of death from all causes, CVD, cancer, and all other causes.”

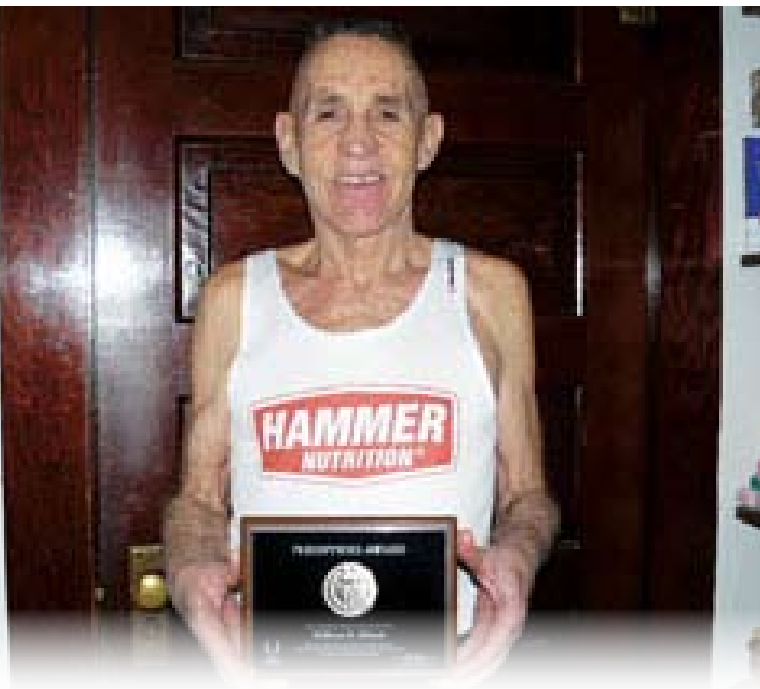
These findings support increasing fruit and vegetable consumption as a means of preventing premature death.

Alpha-Carotene Food Sources (mg of alpha-carotene per 100 grams)

1. Carrots (baby, raw) 4.425
2. Carrots (raw) 4.649
3. Carrots (boiled, drained) 4.109
4. Carrots (frozen, boiled, drained) 5.542
5. Green Beans (cooked) 0.092
6. Pumpkin (canned) 4.795
7. Squash (butternut, baked) 1.13
8. Avocado (raw) 0.028
9. Asparagus (raw) 0.012
10. Green Peas (raw) 0.019
11. Tomato (red, ripe, raw) 0.112
12. Corn (yellow, sweet, canned) 0.033
13. Green Peas (frozen) 0.033
14. Apples (raw) 0.03
15. Banana (raw) 0.005
16. Strawberries (raw) 0.005
17. Pomegranate 0.05
18. Blueberries 0.002

REFERENCE

“Serum {alpha}-Carotene Concentrations and Risk of Death Among US Adults: The Third National Health and Nutrition Examination Survey Follow-up Study,” Li C, Liu S, et al, *Arch Intern Med*, 2010, Nov 22; [Epub ahead of print]. (Address: Departments of Epidemiology and Medicine, University of California at Los Angeles, USA).



Fast or fiction?

BY VANESSA GAILEY

Whether the legend of Phidippides is factual or fictional, his alleged athletic ability and determination are still the inspiration for the modern sport of marathon and long-distance running. Phidippides, an Athenian professional runner, is said to have ran great distances in unfathomable speeds to deliver messages of victory, warnings of approaching armies, and requests for assistance in battle.

One of Hammer Nutrition's own "legends" in the sport of endurance running, Dr. Bill Misner, was awarded the Phidippides Award by USA Track and Field for "Outstanding Performance and Endurance in Long Distance Running." Each year, USATF selects qualifying athletes age 40 and older to receive the Phidippides Award. Dr. Misner received a Silver Phidippides due to his participation in seven USATF competitions on certified courses in 2010. Dr. Misner had a successful 2010, including second in the 70+ age group at both the USA 15 km Trail Championships and the USA Masters 5 km Cross Country Championships. He has been a competitive long distance runner since 1982 and involved with Hammer Nutrition since 1987, initially as a customer and sponsored athlete, and now as Director of Research & Product Development, Emeritus.

Dr. Misner attributes his race performances in the last year to a change in his nutrition strategy. He reported, *"I have always been, by nature, a competitor. In 2009, several injuries inhibited performance. However, in 2010, I changed nutrition to only whole plant foods that contributed to an 11-pound weight loss and the lowest cholesterol ever. My performance improved dramatically, winning five age-group road races and two silver medals at Masters Nationals. I wrote a book describing the evidence that led me to make this change and adopted the idea that if it worked in my performances, it might help others. It is truly fun to experience nutrition and training resulting in an award on the podium."* **HN**



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Sailing IS an endurance sport

BY CAROL NEWMAN CRONIN

Most of you out there in Endurance News-land probably hear the word “sailing” and visualize teak decks, lounge chairs, and umbrella drinks.

While I definitely enjoy relaxing, the small boats that I race require a level of physical fitness that may surprise you.

For the past 20 years I've raced the Snipe, a 2-person 15-foot dinghy known around the world for “Serious Sailing, Serious Fun®.” I started out crewing and won several events, including the 2000 U.S. Nationals. About five years ago (after a trip to the 2004 Olympics in a different boat), I moved into the skipper position and signed up my dream crew, Kim Couranz. Kim is an ultramarathon runner as well as a top-tier sailor, so she sets the team standard for cardiovascular fitness.

In small-boat sailing, we generally sail a few races each day. On windy days, the fittest teams rise to the top of the results—especially for the second or third race. That's because the Snipe requires teams to “hike” in order to keep their boat flat. Hanging our bodies out over the

rail, we are held into the boat by our feet (which are hooked under hiking straps), our strength, and our belief that the pain is worth it. This keeps the boat upright in spite of the press of wind on the sails. The more leverage we have (through height, weight or both), the more power we can keep in the sails, and the faster we go.

And it's not a static thing, this hiking. We “torque” our bodies over waves, helping to steer the boat and also propelling it forward. A strong core, durable quads, and well-stretched hip flexors are a must to protect the lower back and make it through a windy day.

We also need excellent arm strength to adjust the sails to the breeze. Kim can rest her legs occasionally by hiking off her arms, which gives her a short break from the mindless quad burn of hiking.

Light air can be equally taxing. Kim folds herself up into the smallest possible ball—and then explodes to her feet like a jack in the box, often with little warning. Balancing the boat against tiny changes in wind and waves requires subtle body

movements, which keeps me in constant motion—and in constant focus.

Add in the heat and humidity of Annapolis, Maryland, in August, and it's even easier to get worn out. The 2010 Snipe Nationals were held over five roastingly humid days and I've always had poor heat tolerance, so I was surprised to notice after one particularly long day of racing that the rest of the fleet was just worn out. Kim and I didn't feel “baked” at all, thanks to the addition of Endurolytes to our between-race snacks.

We finished fifth overall, which qualifies us for the 2011 World Championship in Denmark—the only U.S. all-women's team to qualify for the coed Worlds, ever—since 1934. Thanks Hammer Nutrition!

We carry a selection of Hammer Bars with us on the boat. Almond Raisin is still my default, though I also like Coconut Chocolate Chip. For fluids, I preload one water bottle with HEED and Sustained Energy, one with just HEED. Kim is a huge fan of Hammer Gel, in part because they work so well for her on her long runs and are so easy to ingest in the short time we have between races on the water. Recoverite helps both of us bounce back and be ready for the next day.

In February we raced in Miami, Florida, against 27 teams that included weekend warriors and world champions. As one of the lighter pairs, we usually struggle a bit once everyone starts hiking, but we did great in 12-14 knots of breeze and ended up 7th overall.

By the second race, I felt the telltale tremor in my quads from a winter “off” from hiking. All that ice on the roads here in Rhode Island makes it hard to go running or biking, which is how I usually maintain leg strength in the off-season. What great incentive to work out harder and longer before our next regatta—and to stay away from those tempting umbrella drinks. **HN**

Carol Newman Cronin has sailed and written fiction since she was a child. In 2004, she crowned a lifetime of competitive achievement by winning two races for the U.S. at the Olympics and was a member of the elite U.S. Sailing Team from 2001–2007. For more info on her published books, “Oliver's Surprise” and “Cape Cod Surprise,” visit <http://carolnewmancronin.com>.



Maurice Muhire, left, from MRRH prepares Hammer Whey that will be added to the patients' morning porridge. Photo credit : Jay Hodde

Providing protein in Uganda

COURTESY OF JASON HODDE, CBI

In October 2010, Cook Biotech (CBI) helped support another medical mission to Mbarara Regional Referral Hospital (MRRH) in Mbarara, Uganda. With assistance and volunteers from MedLend, a non-profit organization in northern California, surgeons from UCLA, and donations of protein from Hammer Nutrition, over 30 women suffering from birth fistulas were treated for this debilitating condition.

The infant mortality rate in Uganda is very high, and so a focus of Ugandan culture is to produce as many babies as early as possible to ensure that at least some of them will survive. The average woman in Uganda, as a result, has over seven children in her lifetime. Because of the societal pressures to produce children, many girls as young as 13 or 14 are married and are pressured into becoming pregnant.

When girls begin having babies at this early age, the pelvis is often too small and immature to support a normal delivery. This results in obstructed labor, and often results in delivering a stillborn child. It also tends to tear a hole between the bladder and the vagina, known as a birth fistula, leading to urinary incontinence and odor. Because of the smell, husbands often divorce

their young wives, who are then cast out of their homes and set aside by their families and communities.

“These women have been rejected by society and their families. During our missions, many travel for hours, and some for days, to just have a hope of a cure. They sleep in tents that we erect and are given a chance to increase their level of nutrition because we provide them meals that they normally wouldn’t have,” said Jason Hodde, Clinical Affairs Manager at CBI. “During this trip, with the generous donation of whey protein from Hammer Nutrition, we were able to provide our patients with the daily recommended amount of protein that they needed to increase their chances of healing.”

CBI’s ultimate aim of this work is to develop a minimally invasive solution for the repair of birth fistulas based on the Biodesign® technology. “It is great to work for Cook because we can support these women who would not receive the medical care they need without our help – all without the prospect of monetary gain. This is a problem that doesn’t exist in the industrialized world. To bring this technology to Uganda in a humanitarian way shows Cook’s dedication to helping care for patients worldwide.” *HN*

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Want free speed? Then watch your mouth!

How reducing fat and cholesterol can have a big impact on physical performance

BY SUSAN FARAGO

Several years ago I went in for a routine physical and discovered that my cholesterol numbers had climbed well into the 200s, despite my very active lifestyle and low body fat percentage. I refused to accept my physician's offer of cholesterol medication prescription—I was only 35—and decided that while I knew my genetics played a large role in these numbers, I wanted to look into dietary changes to get my cholesterol numbers to move. After a lot of reading, research, and making some key changes to my diet (see tips at the end of this article), I had my cholesterol checked again; in three months my LDL levels (low-density lipoprotein, the “bad” cholesterol that promotes health problems) dropped by 30 points. Not only was my heart thankful, so was my waistline. I lost 12 pounds as an unexpected side benefit and gained noticeable “free speed” in my cycling and running as a result.

So what do weight and cholesterol have to do with performance? Plenty! First, the more you weigh, the more oxygen, or energy, it takes to perform at a given speed. According to a formula developed by the American College of Sports Medicine [i], for every 1 percent loss of body mass, primarily as body fat, there is an approximate 1 percent increase in running speed. In very general terms, a person weighing 175 pounds who loses 11 pounds (6 percent) can expect

an improved marathon running time from 4:00:00 to 3:44:50, or approximately 15 minutes or 6 percent (assuming 70% V02 Max effort).

Second, there are many variables to consider when correlating cholesterol levels and fat with fitness. Not all fats are bad and a certain amount of good (unsaturated) fats are necessary for vital body function. Fat storage begins after fat is eaten and then travels to the stomach. Fat does not mix with stomach fluids and is passed to the small intestine where it is broken down into smaller particles and absorbed into the bloodstream. Fats are typically stored for later use in various areas of the body including organs and in muscle. Too much fat inhibits oxygen and nutrient uptake, as well as waste and toxin removal in muscle cell membranes. Too little fat and the body breaks down other tissue, including muscle, to use for energy. Research suggests that endurance athletes who keep their fat intake at 20 to 25 percent of total dietary consumption may find they feel better and are more successful in maintaining weight [ii].



Plant-based diets eliminate

all the major contributors to plaque formation including fat, cholesterol, and animal protein. The result? Cholesterol drops, arterial plaque buildup is reduced, and arteries become slippery, allowing capillaries, arteries, and veins to relax, which results in more blood flow to the heart. Increased blood flow equals more oxygen transport, resulting in increased maximal oxygen uptake (VO2 Max), better management of onset fatigue at anaerobic threshold, and economy by maximizing oxygen efficiency and overall energy production. Monitoring cholesterol isn't just about preventing a heart attack—it is a key indicator of oxygen energy pathways.

Athletes are continuously bombarded with nutrition tips, articles, and products. There is a reason; food fuels us for everything we do and can make the difference between surviving or thriving during a workout or key race. Physical

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Are you running on empty?



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- 'Want free Speed?' continued from page 36

performance begins with what we put in our mouths. Here are five ways to promote heart-smart eating:

1. Start slow. It takes approximately 21 days to condition yourself to perform a simple, repetitive task including new eating habits.

2. Pick three. Pick the top three crappiest foods you eat (you know the ones I'm talking about) and find healthy substitutes. For example, instead of ordering French fries, opt for a baked potato. (Skip the butter, bacon, and sour cream.) Once you incorporate these three into your eating routine, pick the next three and so on.

3. Plant-based focus. [iii]. Don't worry, this doesn't mean becoming a vegetarian. It means taking a look at the animal-based foods you currently consume and

finding plant-based substitutes. Soy yogurt has all the health benefits of dairy yogurt without the cholesterol and fat that are specific to animal products.

4. Read labels. Read the labels of ALL the foods you buy. This will make grocery shopping a slightly longer endeavor at first but you will soon learn what is actually in the foods you eat. You can even ask for nutrition information at restaurants. While they are not required to provide a detailed account of everything within an entree, they are currently required by law to provide high-level nutritional information or substantiate claims such as "low fat" per FDA standards [iv].

5. Low or no oils. [v]. Oil is fat at room temperature. Fats, including essential fatty acids, play a vital role in health and are a key part of dietary requirements.

However, added oil is mostly used as a flavor enhancer and filler so that food manufacturers can use less "food." Oil is also a key ingredient in many over-processed and artificial foods. If the package or food contains the letters "o-i-l," consider finding another product. A great example is spaghetti sauce: opt for a "fat-free" substitute. To ensure your daily requirement of essential fatty acids, consider naturally occurring plant-based oils already found in foods such as avocados, olives, nut butters, and ground flax seeds.

Nutrition is an integral part of every athlete's training, but it doesn't always take priority. By making a few simple dietary changes, athletes can reap the benefits of better performance and a leaner, more efficient body, resulting in better health. And who wouldn't want to start out the race season like that? **HN**

References [i] The American College of Sports Medicine [http://www.acsm.org]. [ii] Burke, E. *Optimal Muscle Performance and Recovery*. New York, NY: Penguin Putnam Inc., 1999. [iii] Esselstyn, R. *The Engine 2 Diet*. New York, NY: Hachette Book Group, 2009. [iv] U.S. Department of Health & Human Services, Food and Drug Administration. *Food Labeling Guide*. Revised April 2008. [http://www.fda.gov]. [v] Esselstyn Jr. MD, C. *Prevent and Reverse Heart Disease*. New York, NY: Penguin Group, 2007.

Article by Susan Farago, M.Ed., USAT L1, USAC L2, NFPT Sports Nutrition. Susan is a multisport coach, ultra endurance athlete currently training for Race Across America in 2011, and freelance writer living in Austin, Texas. She can be reached at www.susanfarago.com. © 2010.

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NATE'S CORNER

BY NATE LLERANDI

Changing of focus

Steve's note: As is usually the case, I go back into the archives to find some "oldie but still goodie" advice from Nate. (I've kept every "Tip of the Day" post from Nate dating back to 2000!) These two particular "Tips of the Day" are from April 2001, but I think you'll agree that the information is still excellent, valid, and useful. Enjoy!

Now that the racing season is upon us, the focus on your training should be shifting. You either have peaked in your weekly hours or will do so soon, depending on when your key races are.

Also, you will be shifting to more anaerobic work and less aerobic. The majority of your training is still aerobic (80% or more), but this should be considerably less than during the winter, when maybe 95% was aerobic. With the increase in intensity, there should be a leveling off or decrease in weekly training hours (up to 20%). This decrease in hours compensates for the increase in intensity. If you schedule deliberate recovery weeks every 4th or 5th week, you can get by with more hours and more hard training. If you still don't include rest weeks of reduced hours (around 50-60% of normal weeks) and reduced workloads (90-100% aerobic - below 75%), then you should think about it. Nothing derails great fitness like overtraining.

Finally, it's time to start cutting back on weights. If you've been lifting three days a week (hopefully not more than that), then it's time for two days. The fall and winter was the time to make gains in your strength. With two sessions a week, you should still make some gains. But you need to reduce the amount of weight work you're doing now that you're increasing your intensity in your primary sport(s). Soon, it will be time to reduce your weight routine to once per week, probably in another 4-6 weeks. At that point, the goal is simply to maintain

the strength gains you've made, not to build on them. Too much weight work will break you down and keep the muscles from recovering properly as the rigors of the racing season pile up.

Add Some Punch to Your Hard Workouts

Adding interval work to your weekly routine can help boost your speed, endurance, aerobic capacity, and more. We all know that. But there's a way to get more out of your interval workouts without increasing the overall intensity of a given workout.

I call these in-and-out intervals, and they are fairly common. The premise is this: Instead of holding a steady effort for the duration of an interval—say 5 minutes—you let your heart rate rise and fall during the course of the interval. So, for those five minutes, you could alternate minutes at 90-95% with minutes at 84-88%. For running, let's say you can hold repeat 800s at 3:00; that's 45 seconds per 200. Instead, you can alternate 200s at 40 and 50 seconds. Your overall 800s are the same time, but you achieve that time in a different way.

The idea is that by incorporating a little speed play, two things happen:

- 1) The overall effort of the workout isn't quite as great (certainly no greater than steady state efforts).
- 2) By spending part of the interval at a speed/effort above what you normally hold, you're teaching your body to go faster than you usually would.

In-and-out intervals should not take the place of your normal interval routine, but probably should become part of your training arsenal. I think they would be a great way to get in some speed work during a taper without the overall breakdown of a normal interval session.

HN

Super Sessions Seattle

BY LAURA LABELLE

Although the Seattle weather was cold and typically misty, the Bellevue Club boasted a beautiful indoor facility that housed Super Sessions second clinic, hosted by PNA and sponsored by Hammer Nutrition and Blue Seventy. Bob Strand and Rich Abrahams put on a great clinic, once again.

These two world-renowned athletes start out with a classroom setup, in which they good-naturedly and humorously share tips from their combined decades of competitive swimming. Both swam as children and in college and had long spans off, due to the demands of life, work, and family. They now have a friendship that has spanned three decades, and a fun rivalry in which they compete and seal back and forth world records. Both are very knowledgeable in the world of swimming and show movie clips of some of the greatest swimming victories ever . . . one can't help but to be inspired. They also share valuable tips on training, motivation, racing, and winning.

The second half of the day is in the gym, where they demonstrate dry land, cross training exercise and participants are invited to join in. Bob and Rich then move the production into the pool for a two-hour session, where coaches give valuable tips on race starts, turns, and transitions. The good news is that they are going to tour the country with these clinics, and we will be letting Hammer Nutrition clients know the schedule soon!

For more information, or to find a clinic in your area, email Rich Abraham (periandrich@comcast.net) or Bob Strand (R1Strand@aol.com).

Notes from Hammer Camps

BY BRIAN FRANK

Every year for the past five years, I've made the pilgrimage down to Tucson to host one or more of our unique Hammer Camps. While each camp is different due to the diversity of the campers, there are a surprising number of similarities. These become apparent in the awesome group dynamics and synergy, created and enjoyed immensely by a gathering of former strangers, new and old friends, enthusiastic Hammer Nutrition personnel, and the friendly young TCH staff, for a week in a giant house overlooking the Catalina Mountains in sunny Tucson.

There are also some, dare I say, "universal" gems that almost all of the campers come away having banked for future benefit. First, you actually get stronger as the week progresses. Many have never ridden 300+ miles in six days and are surprised at how good they feel on days five and six, which feature the week's most challenging rides. Obviously, this is not sustainable indefinitely, but it's uncharted territory for sure, and provides a good "overreaching" block and base-building foundation for a solid season. The reasons for this are many, but are attributable primarily to four factors: high-quality, low sodium, low sugar, wheat-free meals; the extensive use of Hammer Nutrition supplements before, during, and after each ride; the optimal fueling we personally guide them through, all the way up to the HGH-spiking shot of whey protein before bed; and the daily EMS routines that everyone employs in the afternoons after we ride and eat a bountiful lunch. The feedback is consistent: "I've never ridden this many miles, at these intensities, and felt so good."

Steve covers these four points in his "From the Saddle" article, so I won't belabor the point. I will, however, comment on my caloric intake as I have successfully reduced it even further than he has. Over the years, and by switching from Sustained Energy to Perpetuem, I have reduced my "optimal" hourly caloric intake to 130-150 calories per hour (one scoop of Strawberry Perpetuem, a shot of Huckleberry Hammer Gel every couple of hours, and 2-3 Endurolytes per hour). When I say "optimal" I am referring to the lowest number of calories I can consume that doesn't result in any decline in performance or energy levels. After all, why should I consume more when I'm trying to lose 10 pounds? Almost all of the campers, encouraged by me daily, are both surprised and pleased to find out how much better they feel by eating a lighter breakfast (wheat-free) and using less calories on the bike. One of the bigger "ah-ha's" comes on the day when we practice our prerace meal plan, finishing breakfast three hours before riding and consuming nothing but water in the interim. It's a bit disconcerting for some to be starting a 4+ hour ride with their stomachs growling slightly. Without exception, all are amazed at how strong they feel on the bike and realize

that they don't need to "top off the tank" before a workout.

However, that said, the true focal point of this article is another topic. The area that most campers are pretty fuzzy on and constantly ask questions about centers around their daily diet. Obviously, this is a large, complex topic—thousands of books have been written on it already. (Many have suggested that I write a book on the subject . . . someday, but not soon.)

Now, I'm not a dietician, don't play one on TV, and am not in the business of dispensing dietary advice, so no one in that industry should get their hackles up. Read our disclaimer on the masthead if you need further clarification on this point. What I share with campers and will shortly share with you is my opinion based on my personal studies, experiences, and what I have gleaned from working with athletes of every size and shape for the past 24 years. Athletes' questions typically focus on the volume, type, and timing of ingested calories. The "problem" they are looking to solve is the fact that despite training eight hours a week or more, they are carrying around anywhere from 5-20 pounds of excess weight (adipose tissue, aka fat). This weight is of no benefit—it's not making them faster or stronger.

Oftentimes, the conversations start at lunch, when we eat our main meal of the day, and then serve protein, vegetables, and salad for dinner. That's different—I'll come back to it in a minute. The unusual breakfast offerings are another opener for their questions. Coconut milk basmati rice with raw almonds, raisins, and rice milk? Or cinnamon quinoa, rice bread, fruit, and raw nuts? This is not what most of you eat for breakfast, for sure. Still another conversation starter is how much leaner I am than last year; at camp in years past, I've tipped the scales at over 190. This year, it was actually our resident coach, EMS wizard, 55-59 USAT National Champion Jim Bruskewitz's 15-pound weight loss over the past 90 days—and he was not overweight before. Now, he's just plain ripped.

My monologue reply to the rapidfire questions, including "Why the excess weight despite all of the exercise?" starts with a discussion about how we view food and use it for a lot more than just nourishment. It's a social and cultural activity, and more. Some of us eat when we are happy or sad, some when stressed, some when bored (I'm guilty of that!), and some of us just because we are addicted to the activity itself. Since I began this adventure in 1987, I've only met one person who ate solely for nourishment and even he has a weakness for warm bread rolls, but otherwise, it's strictly business. I'm referring to Dr. Bill, the septegenarian athlete who is probably still under 6% bodyfat! For the rest of us, eating is more than that and that's fine; just be honest with yourself. Don't consume a box of cookies or a bag of potato chips and tell yourself that you "need" it for recovery or carbo loading. I'm a firm believer in the 80/20 rule for diet: eat right 80% or more of the time and you can get away with eating for pleasure or social benefit the other 10-20% of the time.

The next area of discussion centers around our craving and appetite. Most people believe that these are internal mechanisms the body uses to tell you what you should eat, when you should eat, and how much you should eat. In truth, it's just the opposite—our cravings and appetites are based on our eating patterns; change those patterns and the cravings and appetite will follow suit. Most calorie-restrictive diets fail in the first 2-3 weeks because it takes about four weeks to recalibrate your appetite. Cravings are similar; the more sugar you eat, the

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more you crave. In fact, in most cases the foods that are craved the most and therefore constitute the staple calories in the diet are what needs to be reduced or eliminated to resolve health, performance, and weight issues.

The last area that we hash out before discussing the "remedy" is the timing of our caloric intake. Again, it tends to be the opposite of ideal. While we should consume the bulk of our calories at the morning and mid-day meals, our on-the-go lifestyles and cultural conditioning sets us up to eat the majority of our calories between dinner and bedtime. We all know how this works: Have a quick snack for breakfast, work several hours, and then have a "light" lunch—we're trying to watch our calories, right? Then, by the time we workout after work and sit down to dinner, the hunger has set in, it's almost impossible to stop at just one plate, and an hour or less after dinner, it's snack time, which can continue until bed if you're not careful. I've been guilty of this myself on more occasions than I'd like to admit.

How do we turn this all around? Where do we begin? It's not as hard as you might think, but it does take some determination and willpower, at least at first. First, reverse the order of caloric intake during the day. You may recall the old adage, "Eat breakfast like a king, lunch like a queen, and dinner like a pauper." In most English-speaking societies, our first meal of the day is aptly named "break-fast" since we are breaking an 8-12 hour fasting period. After that many hours with no nourishment, you need a good supply of high-quality carbohydrates and protein to fire up your body's furnace (metabolism). I can already hear many of you saying "but I don't have an appetite for breakfast." Trust me, start systematically eating a good breakfast within 30 minutes of rising, or immediately after exercising if you do that straight out of bed in the morning, and you'll have a raging appetite that will force you out of bed within a couple of weeks.

Next, plan for a mid-morning snack—nothing big or bad—just some raw nuts, an apple, or raw vegetables and hummus, for example. Try to make lunch your big meal of the day and eat it about 3-3.5 hours before your afternoon/after work training session, which may mean eating lunch at 2:00 instead of noon or 1:00. If that's simply not possible, eat a

hearty lunch at noon and have another snack three hours before training begins, then consume nothing but water until the training starts. After your afternoon/evening workout, sit down to a reasonable, starch-free dinner—just lean protein, plenty of vegetables, and a big salad. Lastly, avoid snacking after dinner like the plague; you can pretty much bet that all of these calories will be "stored" by your body for future use. Go to bed hungry, dreaming about the yummy, healthy things you are going to eat for breakfast.

The last piece of the puzzle is reconstructing the food pyramid. I start with protein, as I believe that it's most important for endurance athletes, and is most often neglected. Focus on reaching 1/2 gram per pound of body weight as a daily minimum, and increase that amount to 3/4 gram per pound if you are doing resistance, speed, and/or interval training intended to cause muscle growth (hypertrophy) to occur. For the 165-pound athlete, that is only 80-90 grams per day (320-360 calories), but it's about 20-30 more grams than most get. So, focus on protein at every meal and at snack time—those raw nuts are high in protein. Next, fill your diet with as many vegetables and greens as you can get. Lastly, consume grains, starchy vegetables, and legumes only as much as needed to either cause your weight to stay static or allow you to lose (fat) weight as desired. When choosing these, go for anything but wheat; save that for your ultimate "treat" after a race, epic training week, or other celebration.

After hearing me talk about it for years, Jim did exactly as I suggest to lose those 15 pounds, except oatmeal for breakfast a couple of mornings per week. He confessed to being highly skeptical at first and then genuinely surprised at how much better he felt, and how obvious the performance benefit of being 15 pounds lighter and just as strong was for him.

So, that's my personal diet theory, highly abbreviated of course, without all of the background and clarifications that usually go with it during the course of a week together chatting on the bike, at meals, and during our highly prized "hangout time" in the afternoons and evenings. It is certainly easier to write about it than it is to live it, but if you put your mind to it, you can accomplish this just like you accomplish so many other lofty goals. **HN**

Breakfast alternatives

Breakfast Quinoa

From the kitchen of Laura Labelle
Serves 4

Ingredients:

2 cups water
1 cup quinoa
pinch of salt (optional)
1/3 cup raisins (or other dried fruit)
1/4 tsp cinnamon

Preparation:

In a sauce pan, boil 2 cups water with raisins, pinch of salt, and cinnamon. Once it is at a rolling boil, add quinoa, stir, and reduce to a simmer until water is absorbed (approximately 5 minutes, every stove is different). Remove from heat and let stand 5 minutes. I like to garnish with rice milk and agave nectar. Enjoy!

Coconut Milk Basmati Breakfast Rice

From the kitchen of Ty Brookhart
Serves 6

Ingredients:

1 1/2 cups basmati rice
1 1/2 cups light coconut milk
3/4 cup water

Organic maple syrup

Raw almonds

Cinnamon

Fresh or frozen blueberries, strawberries, or other berries

Rice milk, almond milk, or goat's milk

Preparation:

Wash the rice (water will run relatively clear). Once the rice is clean, set aside for 10 minutes to drain. Put rice, coconut milk, and water into rice cooker or large saucepan. Mix all ingredients to combine the water and coconut milk, then start the cooker. Once the rice is done cooking, fluff with a fork.

Serving Suggestion:

Put a large scoop of rice in a bowl. Pour almond milk over the rice, then add cinnamon, almonds, berries, and maple syrup to taste.

The other side of the mental game

BY TONY SCHILLER

The flip side of mental toughness is finding the will to listen and heed the body's true needs.

My favorite topic as a motivational speaker is the Power of the Mind. I devour as much on the subject as possible, for both my own athletic benefit and also to glean insights that might help my audiences. So when a recent issue of Inside Triathlon came with an extended piece on Winning the Mental Game, I jumped right in.

It was well written and had some great stuff on mental toughness. The stories of mind games played out in some epic battles would definitely make great reading the night before an Ironman or any big race. And score it a “must read” for any serious, elite, or professional athlete with sights set on achieving their highest potential in competition.

This is the kind of reading athletes should all be doing more of. It helps counter the din of negativity that's constant in our media and society and has a way of draining our physical and mental energy. It did just that for me after a tiring day, when I coaxed myself onto the bike for a short spin and enjoyed the read. Soon I was transformed into the body of Ironman champion Chris McCormack and fantasizing running through the heat of Kona's Energy Lab with a chance to actually win the Ironman by outfoxing and going deeper than my last challenger on the Queen K Highway.

Eighty minutes later, with a pool of sweat blanketing the floor and the intens-o-meter

through the roof, I climbed off the bike and limped into the shower. And herein lays my rub with articles like this: too often they only use advice from coaches to the pros and their athletes. I'm sorry, but using examples of a great pro champion running treadmill intervals at 4:30 mile pace for 2.5 hours at an incline is great—for them. For the rest of us, tapping into our own version of a similar intensity is a recipe for disaster.

So much of the popular advice on mental toughness is geared to pros. Well sure, but they're at a time and place in their lives where their only sports value is squeezing the utmost performance out of their bodies now. That's great for them, and (perhaps) it's more entertaining reading how a world champion broke through his or her biggest mental barriers than how the fastest old-timers stay injury-free and still keep their passion burning to train and race.

Still, the rub for me isn't that we're getting advice from the pros. It's how it's served without age group translation. If you're going to show a pro's mind-boggling treadmill session as an example of what it takes to become mentally tough, please share too how acute his fatigue was the next day? A great follow-up piece might be interviewing a number of the retired champions from the '80s and '90s about life after racing, and how many of them regret not training harder.

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The point here isn't to question how pros train. They only have one chance, and then it's gone, forever. My guess is very few of them have aspirations to race another 50, 40, 30, 20, or even 10 years. The goal for most pros, and understandably so, is to walk away when winning is no longer an option, with nothing left to give, nothing left to prove, and no reason to pound your body on the race course like that again.

As a former pro, I was one of the few who had a very different vision. It might have cost me in performance then, but I always raced with a goal to keep doing this forever. And that brings me to the flip side of mental toughness that few people talk about. When every ounce of your fiber wants to live for today, it takes real mental toughness to override that and pace yourself for the long haul. For instance, like a lot of you, the Hawaii Ironman tugs at my soul. Every October I feel that "Kona-pull" and want to be there. There's a reason I've only raced it 4 times in my 26 years in the sport, and that's because I know how dysfunctional I become with a qualifier and that race on my calendar. I've accepted the reality that if I want to enjoy racing for the rest of my life, there's some very compelling pursuits like the Ironman that I have to find the mental toughness to say "no" to, over and over again.

The addictive nature of our sport makes that so hard to do. A good example happened the other day when I crossed paths with a runner and was surprised to realize it was someone I raced against in college. Back then, he had a gorgeous stride. Not anymore. Now he awkwardly fought through each stride, obviously in pain, and oddly, struggling to grunt through a speed interval. So here's a guy in his 50s on a cold, blustery February day on an icy trail, gritting his teeth to muster a little extra out of his body and too focused to even look up and recognize me. Sadly, he knows only one side of mental toughness and probably won't realize it until he buys new hips and his running days are over.

So at least for me, the flip side of mental toughness is finding the will to listen and heed the body's true needs. Going deep is still a side we need to know and experience. The paradox of mental toughness is it requires us to master both sides with equal proficiency, and that's a lifelong challenge. Good luck this year. Choose your battles wisely, go fast, and race forever. **HN**

Winter training

2012 Hammer Camp dates set! BY BRIAN FRANK

The dates have just been set for the sixth season of Hammer Camps in Tucson at The Cycling House. Owen and I pulled out our calendars and finalized the 2012 dates during the February camp. So, we are announcing them now, and you will be able to begin booking them on our website starting on April 4, 2011. Technically, we have 12 spots per camp, but since several veterans have already reserved their slots, you'll note that there are limited spaces available for all three camps, especially the last two. This year, the February camp only had space for five rookies and only four for the March edition. If you've been meaning to get down to one of these camps, book now if you can.

We've also made the difficult decision to update our pricing on these camps. Since the first Hammer Camp in 2007, the prices have remained unchanged, and we all know that there's been a bit of inflation since then. Our 2012 rates will be \$2,100 (\$350/day) for returning campers and \$2,310 (\$385/day) for first-time attendees. Considering what other hotel/restaurant-based camps in Tucson and elsewhere are charging, and what we deliver, these camps are still an absolute bargain.

Most everyone who comes to one agrees, which is why our repeat rate is as high as 70%; many veterans have come back three, four, and five times, with some even booking two camps in one season. The epic Tucson weather and riding, combined with the big house, friendly Montana staff, 5-star service, gourmet healthy food, unlimited Hammer Nutrition products, and the opportunity to interact with key Hammer Nutrition staff members creates a truly unique experience. For me, they are something I look forward to with growing anticipation as early as October or November of the preceding year.

I encourage you to read what some recent attendees have to say about their experiences at our camps and consider booking your slot early, as they will all likely be full by mid-summer. We do maintain waiting lists, but very few spaces open up. (I believe we had two cancellations between all three camps this year.)

Hope to see you in Tucson in 2012!

CAMP DATES

January 23-29, 2012

February 13-19, 2012

March 5-11, 2012

Open sign-ups begin April 4, 2011!

"I had a great time at camp, and I want to thank you for giving me the opportunity to be a part of such a wonderful experience. I gotta say that I really appreciate your leadership, and the mentoring that you do. The quality and enthusiasm of the entire Hammer Nutrition staff is off the charts." RB



Campers enjoy a sunny, February ride in Tucson.
Photo: Madeline Frank



Cheryl Iseberg enjoys perfect race day conditions at the 2010 Issaquah Sprint Triathlon. Photo : Patty Swedberg



Patty Swedberg, Triathlete Hall of Famer Greg Welch, and Cheryl Iseberg at the 2010 XTERRA Worlds 5K Trail Run in Maui.

In November 2004, just seven months before her first Ironman, Cheryl received a call from her doctor. She had been experiencing numbness in her right arm and hand, and assumed it was due to a recent change in her tri bike setup. The diagnosis, however, was multiple sclerosis (MS).

Though the numbness never went away, Cheryl made the choice at that point to push herself even harder and continue living the life of a competitive triathlete.

In 2010, Cheryl completed her 8th Ironman, plus she took 2nd place in her age group in TriLanai, her first off-road triathlon. Cheryl said, "My muscles tend to cramp easily and I have more inflammation than most athletes. I noticed that at TriLanai, a lot of folks didn't use Endurolytes—in that heat there was a lot of cramping. I came prepared of course, with my Hammer Gel and Endurolytes and fought off a severe cramp in the run and got through it. I am fully committed to my Hammer Nutrition products and know the importance of using them in the heat."

With Cheryl's permission, I've included an excerpt of her 2010 Ironman Cozumel race report from WeRaiseTheBar.blogspot.com, which provides a voice for a strong, connected community of multisport athletes in the Seattle area.

This is where the race gets tough and you need to figure out how to deal with both pain and the mental side of this game. I do finally find one other woman in this race on the third lap and we had some fun with the boys back there. They were getting a wee bit tired so we had fun picking them off while we chit chatted while flying by them. I love a bit of revenge and I love it more when they realized they got "chicked" on the bike.

I realize once I get to the top of the island that I still have about 10 miles to go and I need to get some time going on my side. I decide to drop my friend and put it into high gear. I take my Gel and put the hammer down. This is the fun part and I take advantage and pick off more than my fair share of the competition. The wind is still blowing but I want to get back to town so I am pushing. My goal was to try to get around 6:15 this year but with the wind we settled on 6:22, which still is a personal best time for 112 miles.

I came in with a PR for every race this season, and a PR for this race for overall time and for the running and cycling—not to shabby for a 45-year-old neuro challenged gal. I loved doing something different this year and loved doing my first off-road triathlon race. In 2011 I will be headed back to Ironman Coeur D'Alene in June and off to Maui for XTERRA in October, so I have a full plate ahead.

*Livestrong, Cheryl **HN***

Conquering the challenge

BY CHERYL ISEBERG and VANESSA GAILEY

As Content Manager for Endurance News and as a Client Advisor at Hammer Nutrition headquarters, I correspond with extremely talented, determined endurance athletes on a daily basis . . . it is rare that I don't head home at the end of the day optimistic and inspired. For me, oftentimes the greatest motivation comes from athletes who have overcome obstacles—whether it be emotional, financial, or health—and continue on to excel in their sports.

Recently we received an update from Hammer Nutrition-sponsored triathlete Cheryl Iseberg from Fircrest, Washington. After emailing back and forth with her, I learned that there was more to Cheryl's story than just being a tough, competitive 45-year-old female triathlete with eight Ironman competitions under her belt since 2005.

What's in your bottle?

BY STEVE BORN

Of the many great new products we've added to the Hammer Nutrition line, one of the coolest is the Specialized Purist water bottle. As the good people at Specialized state, "Just as the lotus leaf sheds water and contaminants, so does Purist, through low surface tension shielding the inside of your bottle from odor, staining, and mold build-up. With a simple rinse of the bottle, Purist ensures that water from the bottle does not taste like plastic or the previous liquid."

Having used Purist water bottles daily during the January Hammer Camp, I can tell you this statement is 100% accurate. In addition to the anti-odor/staining/mold build-up capabilities of the Purist bottle, I really liked the non-leak properties, courtesy of Specialized's trademarked Watergate™ cap and self-sealing Heart Valve™. In addition, while the majority of the bottle is not transparent, the clear view strip made it super easy to see how much liquid I had consumed.

Bottom line? These bottles are really awesome, the best I have ever used.

Here is some additional information about the technology behind the Purist bottle, courtesy of Specialized:

In creating the next generation of water bottles, our team set out to solve a puzzle that has challenged engineers for years: How can we combine the two most desired elements in the ideal water bottle, the flexibility and safety of a sports bottle with the pure taste of drinking from a glass?

"I used your Purist bottle with a popular energy drink in it. It sat half full for several days before I washed it. Regular bottles would have retained the flavor and smell for some time, but the Purist bottle had no remaining taste or smell from the drink. I am sold on it!"

To help solve this, we looked to nature for inspiration and found the solution in the lotus flower. In re-creating the surface of a lotus leaf, we wanted a safe, natural solution, so we turned our attention to silicon dioxide.

Silicon dioxide is an inert compound made from two of the most abundant elements in the earth's crust: silicon (not to be confused with the chemical "silicone") and oxygen. When combined they form silicon dioxide (SiO₂).

Occurring naturally in plant-based foods such as apples, oranges, cucumbers, and celery, silicon dioxide is an indispensable part of the food we eat. And along with calcium and vitamins, it is important for the natural development of bones and the maintenance of healthy skin.

Silicon dioxide is also found in nature as sand and quartz and is used in the production of glass beverage bottles and ceramics such as earthenware, stoneware, and porcelain. These properties make it an excellent barrier for a water bottle, providing a natural, safe shield, while delivering the pure taste only glass can offer.

In fact, this barrier is so effective that the medical industry uses silicon dioxide to create an ultra-sterile surface for tests that cannot be compromised with even the slightest impurities.

So, with technology borrowed from nature, we have created a new era in bottle performance.

Trust me, once you "go Purist" you'll be hooked! **HN**

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24 oz. HWPL	\$8.95

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Like mother,

BY YVETTE CROCKELL with intro by Vanessa Gailey

Yvette Crockell's daughters are following in their mother's footsteps, or depending on the event, in her tire tracks. Hot on her heels and wheels are 11-year-old Cayla and 6-year-old Hope, who have entered the world of competitive endurance sports, like their mother.

Yvette has been a competitive mountain biker for the past 12 years, with a focus on 24-hour races for the past three. She placed 2nd in her age group at the 24 Hour World Solo Championships in Canberra, Australia last year. Cayla has been racing since 2008 in mountain bike, trail run, duathlon, and triathlon events; for 2011, she is advancing to compete in the junior's category. She wrapped up the Sacramento Cyclocross series with a second place overall among junior women and had the opportunity to compete at Nationals in Bend, Oregon. At six, Hope has added a few races to her resume: 2010 Chanoko Kids Short Course Jr. Duathlon and most recently, in January, the 2011 edition of the same competition.

In celebration of Mother's Day (which is just around the corner . . . mark your calendars), we'd like to turn over the "floor" to Yvette and get a mother's perspective on inspiration, her daughters' participation in endurance sports, and her recent racing experiences.

On her daughters: Most importantly, they have a great time—and, of course, so do my husband Dave and I. We are, as you can tell, a racing family. I always say the family that plays together, stays together.

Cayla started off the year with a bang and won her first TBF mountain bike race in the junior category with her longest MTB race distance yet (seven miles) in a time that beat some of the novice women. That's my girl! At this point, she's not looking back. Cayla's focus for the year is primarily triathlons. In both 2009 and 2010, she placed 2nd in the TBF triathlon series and 1st at Eppie's IronKids Duathlon, out of a field of 32 in her age group. She's hoping for a series win with TBF this year.

Hope, my 6-year-old, just competed in a kid's short course duathlon event. Cayla did the event for fun that day too, and I rode it with her. (I was the kids' volunteer sweep that day.) Hope is starting off this year wanting to be just like "sissy and mommy." She did a great job!

I try so hard to make sure the kids understand that fueling and nutrition is an integral part of any recreation or competition. You can train, train, train, but it won't mean anything if you don't have the proper nutrition before, during, and after an event. We all always focus on proper hydration daily, a good meal the night before and morning of, and even if just a short ride or event, we carry Hammer Gel, Hammer Bars, and HEED. I guess my lecturing is working

Yvette Crockell makes a splash at the first race of the 2011 Chanoko Mountain Bike Duathlon Series in January, finishing fifth in her age group. Photo : James Pratt

like daughters

because they will both tell me to be sure and make some good protein and carbs for dinner the night before any family ride or event.

On her sources of inspiration: In 2007, I got hooked on 24-hour mountain bike racing when I was "inspired" by a man I met during the 24 Hours of Cool, a cancer fundraising event. I met him on Knickerbocker Hill as we were passing rows and rows of pictures of people we were all racing for that day. He was paused at a picture of his 4-year-old daughter; she died, not of cancer, and he had vowed to race as many charitable events as he could in her name. I was truly inspired. I have too many people in my life to count that have died from cancer or are still fighting the fight. I race and ride because I can, when others can't. I also hope that what I do sets a good example for my girls. You can have a career (I'm a pharmacist, an independent consultant, and a professor at the University of the Pacific School of Pharmacy), and you can dedicate time to your family and your "fun." Quality of life is truly the key to happiness. I hope my girls keep this message—whatever their passion winds up being.

On recent long distance events: I took 2nd place in my age group at the 2010 24 Hour World Solo Championships in Australia last year. This was the most technical race I've ever completed; that said, many were unable to even finish. This was my second 24-hour world solo championship to compete in, and I can honestly say that in addition to my training regimen, Hammer Nutrition products contributed to my improvement. In 2009, I placed 4th in my age group in Canmore, Alberta—in 2010, I took 2nd place. I use Perpetuem, Endurolytes, Hammer Gel, and Hammer Bars. Since switching over to Perpetuem this year (or on easier rides using HEED), I can't fuel with anything else and still perform as optimally.

A year ago, I would have needed at least a month or two to recover from 24-hour events, but just two weeks after Australia, I competed in a 2-person, 50-mile race with a dear friend of mine, Hank Mini. We won our category (80+ total age group, 2-person team) at the TBF 50-Miler in October. This event was also held during a torrential rainstorm that dropped around 3.5 inches of rain on the area in a 24-hour period. A large amount of the field DNF'd due to either mechanicals or issues with cold, cramping, etc. from the weather. I completed our last two laps (26 miles total) in worsening conditions. Despite the cold, rain, and some brake issues, I was able to push on with no cramping or any other issues—thanks Hammer Nutrition! **HN**

Yvette Crockell, left, and her daughters Cayla and Hope sport winning smiles and team jerseys after another day of racing.
Photo : Dave Crockell

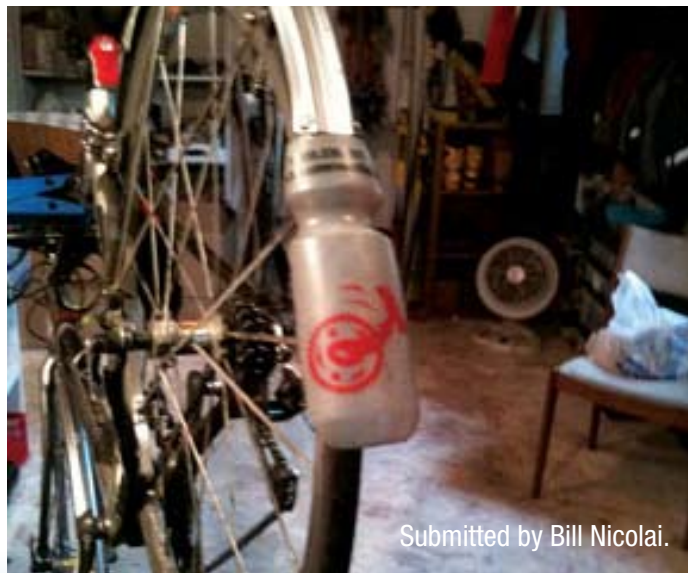


Ten-year-old Cayla Crockell hits the beach after a fast swim at the TBF Tri for Kids Triathlon July 2010 in Granite Bay, California. Cayla placed second in her age group and fourth overall. Photo : James Pratt

How do you Hammer? 

Spray stopper!

Keeping the spray down and staying dry when riding in the rain is not only more comfortable for you, but your riding friends will appreciate it too. If you don't want to always get sent to the back of the pack in group rides, try attaching a set of these flaps, made from old Hammer Nutrition water bottles, to your fenders. While your buddies are trying to keep up, they will know the fuel that is powering the guy ahead.



Submitted by Bill Nicolai.

Hammering the Milford Track

My husband Joe and I just returned from backpacking the Milford Track in New Zealand, a 4-day, 34-mile hut trip (known as "The Finest Walk in the World"). On day three we went up and over Mackinnon Pass (3,740'). We were early birds and made the pass by 7:30 a.m.; we were the only ones who got a view from the top before the clouds closed in. On this trip, we wanted to pack light; therefore, we took Hammer Gel, Perpetuem Solids, and HEED to get us through the hikes. We carried Perpetuem Solids in the front pocket of each of our backpacks for convenience. I have been using Hammer Nutrition products since 2007 because I appreciate the length Hammer Nutrition goes to use natural ingredients— and because they work! I used your products for Ironman Arizona 2010 because they are the only products that don't upset my stomach.

- Marisa Heidt



How do you Hammer? Send your ideas or stories to vgailey@hammernutrition.com for inclusion in Endurance News.

Making the grade

Shipping facility earns A+

BY VANESSA GAILEY



At Hammer Nutrition, we're serious about having the highest quality control standards possible, from the procurement of raw materials to the cleanliness of our warehouse/shipping facilities. In November, our distribution warehouse (Building B at Hammer headquarters) was awarded for this level of commitment with an A+ by the Flathead City-County Environmental Health Department.

"We are really proud of our A+ rating,"

Order Fulfillment Supervisor John Roehl said. "The health inspector mentioned that we have the cleanest warehouse she has ever seen. General neatness is also needed to ensure a safe work environment. I am proud that we have not had an accident that has caused an employee to take time off of work since I started working here three years ago."

Hammer Nutrition has always maintained integrity and quality throughout the entire product line and

process. You can use Hammer Nutrition products with complete confidence, knowing that every necessary step to ensure the highest quality product and service is taken. We wouldn't have it any other way. **HN**

The warehouse staff from left to right : Stephen, Sandy, Dave, Tocotta, Rick, Austin, Josh, and John.

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Switzerland Werner Schweizer



Hammer Nutrition is now on my velomobile and reminds me each day of your kind support. I think that velomobiling is not yet well known in your country. It is my training tool. Instead of traveling by car each day and losing an hour in the car, I am in my Mango Plus, which takes me two hours of relaxed and health-promoting moments. Instead of

sitting in a car, I am looking at the birds and nature, enjoying the smiles of everybody I go by and training at the same time. A velomobile gives you the opportunity to cycle the whole year—neither cold nor rain will stop the velomobile. Since becoming a velomobile driver in 2010, I commute each work day; it made up approximately 10,000 km in 2010. And the truth is that car driving runs on money and makes you fat, whereas the velomobiling runs on fat and saves you money. And a velomobile is faster than a bicycle.

For the moment, a big dream for me is the “Roll Over America” tour in July 2011, in which a group of European velomobilists plans to ride across the U.S. from Portland to Washington D.C. I hope to be with them. I am still enjoying living, though some age- and cancer-related aches remind me that “age may not just be a number,” but the positive side of age is the ability to enjoy each moment.

“Que le meilleur soit!”
Take care and keep smiling!



Salvatore & Anna Ferraiuolo

Father and daughter finish the Jungfrau Marathon in Switzerland!



Brazil

Hammer Nutrition Brazil

Your fuels and products are worldwide—including throughout Brazil's community of endurance athletes and events.

At Carduz, we have trained, knowledgeable professionals on staff to educate our retail dealers. Our nutrition expert and personal diet advisor Carolina Paz is available to assist clients with nutrition, supplementation, and fueling questions. Our mission is to focus on improving the quality of life of the people and to encourage the practice of physical activities.



Like Hammer Nutrition in the United States, we support top endurance athletes through sponsorships; we are excited to work with sprint/Olympic triathlete Fred Monteiro, top-ranked female XTERRA athlete Luzia Bello, and adventure runner/mountain biker Flavia Araujo-Fuca.

Luzia had an incredible 2010—she maintained the ranking of top female in the XTERRA Brazil series. The organizers of XTERRA Brazil made history in 2010 with the first running of XTERRA Amazon in the planet's largest rainforest in the city of Manaus in Northern Brazil; racers swam the Rio Negro deep in the Amazon. Luzia was the third female competitor to finish. She has 12 XTERRA events on her 2011 race calendar.

The Carduz/Hammer Nutrition booth is prominent each year in May at Ironman Brazil in Florianopolis, which we sponsor; this year we have space inside the Expo—protected from the rain! In July, we'll be busy with Expo Nutrition, the largest trade

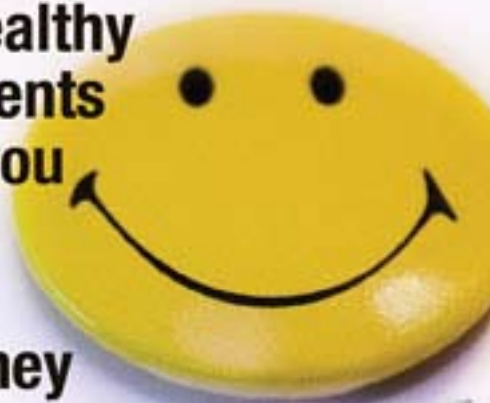
show for sports nutrition in Brazil. Carduz has a premium location, our booth will be larger (almost twice the size as last year's), and we'll need a great number of samples!

The Team at Carduz Comercio Exterior Ltda. Exclusive distributor of Hammer Nutrition in Brazil Santos, Brazil



Fred Monteiro. Courtesy of Carduz Comercio Exterior Ltd. - Hammer Nutrition Brazil

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Soon-to-be Millionaires

In November 2010, Jeff Dostie and Brendan Madigan launched a human-powered vertical challenge. Both Tahoe residents are full-time 50+ hour per week employees at Alpenglow Sports, Hammer Nutrition dealer and the area's oldest outdoor shop. Their goal was to see if two full-time working hacks could cumulatively ski one million vertical backcountry feet in one winter season. Powered by HEED, Hammer Gel, Endurolytes, and Perpetuem, the two are on their way to completing their task. As of February 10, their "vert" count was 474,610 vertical feet, and with California's spring ski season easily extending well into June, the two should have no problem completing their challenge.

Brendan contacted Hammer Nutrition headquarters with vertical status and powder day enthusiasm: **"A big thanks to Hammer Nutrition for supplying such killer products to keep us going day after day! We couldn't do it without you. We're fired up to chase the goal with the help of Hammer and are both really excited to try the Perpetuem Solids as we are full-on believers in Perpetuem."**

Jan. 31st brought significant snowfall to the backcountry around Lake Tahoe, perfect conditions for Brendan Madigan to get some "vert." Photo : Jeff Dostie

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The amazing Amanda McIntosh

3 races, 3 wins, 9 days

BY STEVE BORN

Longtime Hammer Nutrition-sponsored athlete and Hammer Ambassador Amanda McIntosh remains the only athlete to have been featured twice as our “spotlight” athlete in Endurance News. Why? For one reason, she continues to throw down some amazing performances in the world of ultra running. Check this out:

In January, Amanda drove approximately 2,500 miles to compete in three 50k races in barely over a week’s time. And not only did she compete in all three, she won all three!

The first race was the Bandera 50k Endurance Run (Bandera, Texas) on January 8. Amanda’s time of 5:09:21 earned her the win in female masters division, as well as 3rd place overall female.

A mere 20 minutes after that race, Amanda and a group of ultra running friends rented a van and drove straight to Mandeville, Louisiana, a distance of nearly 600 miles. Stopping only for a shower, an ice bath, and some food, they arrived around 1:30 a.m. on Sunday, January 9. Amanda took a short nap before toeing the starting line at the Q50 50k race. The results? Another win in the female masters division, with her time of 5:04:00 also being fast enough to place her 2nd overall female.

Driving back to Texas on Monday, January 10, Amanda allowed herself a full six days (and yes, I’m being facetious here) to recover before tackling the Big Bend Ultra Run (Big Bend National Park, Texas). Tired? Maybe, but it didn’t show in the results: another 50k race, another victory. Amanda’s 4:30:44 time earned her the top spot on the podium in the female masters division and another impressive 2nd place overall female.

Three wins in three tough 50k races, in a little over a week? Whew! I’m tired just reading this!

From all your friends at Hammer Nutrition, congratulations on a most impressive effort and an epic set of results! Now get some rest, will you? **HN**



Amanda shows off the hardware from her recent winning streak. Courtesy of Amanda McIntosh

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ATHLETE SPOTLIGHT

Dave Steiner

OAKLEY FIELD TESTING MANAGER BY DUSTIN PHILLIPS

Above and facing page: Dave rides in the Raid Pyrenees.

Below: Dave sails down a trail in Park City, Utah.

Photos courtesy of Dave Steiner.

As a member of the “Industry,” I can say we operate in a pretty unique working environment with varying demands and sometimes strange job descriptions. It is not often that I hear of a job description similar to mine, which includes constantly keeping up with pro athletes for product feedback. In this issue’s “Athlete Spotlight” that is exactly the case. When I first started working with Dave Steiner, Oakley R&D, I was curious as to whether Oakley needed a second person to help with his position, but with further insight I realized the reality of the demands of his job. These demands ultimately led him to the best fuel option out there—Hammer Nutrition.

Dave, the first time we talked you had just gotten off a bike tour on the West Coast. You were doing huge miles and they were climbing miles. How was this part of your job?

DAVE: Our bike product line is extending into the road category and what better way to test fit, function, and performance than to ride down the entire West Coast.

After that tour you contacted me, and we have been working together ever since. I have heard some very tough working conditions. Is there one that stands out from the rest?

DAVE: Testing some of our highest-end technical outerwear products by hiking and skiing some steep lines was both fun and tough. The conditions were

not optimal; the snow was icy and hard. When you’re up on a big face, it can be a little stressful in a “you fall, you die zone.” In addition, at one resort, the main lift went down so we had to ski tour up 4-5 hours before we even approached some of the lines.

From one week to the next you are desert riding mountain bikes with pro riders in Phoenix, Ariz., and the next you are in Whistler, BC, ripping turns on skis. With no off-season and no time for injury plus the amount of travel your job includes, how do you stay healthy?

DAVE: When I’m home I live at Whole Food and try to maintain a pretty consistent diet, which mainly consists of blueberries, spinach, lean meat, and granola—ha ha! On the road I take extra time to find the local health food store to look for a healthy alternative whenever possible. Fitness-wise I make sure that I pack HEED and Endurolytes for summer biking, and in the winter it’s Caffé Latte Perpetuem. In addition, Hammer Nutrition always makes sure I have enough Recoverite, which is key for longer trips.

To put the demands of your job into perspective, maybe you can highlight the intensity of your job?

DAVE: The logistics of building a testing trip and getting the prototype product in time to make changes for production are intense, plus staying in shape and not getting injured or sick is always tough when you travel a lot.

In one of the last conversations we had, you told me that it doesn’t take long for the high-profile athletes Oakley is associated with to figure out that you are the guy with the product to help get through the day. What is the Hammer Nutrition mainstay that has these athletes hitting you up

- continued on page 55

- continued from page 54

for product during these field tests?

DAVE: When I'm on a test trip, pro athletes have one focus: Test prototypes and give feedback. They don't really have time to think about nutrition. I make sure that I have enough fuel for myself and them. During testing exercises, the Hammer reputation speaks for itself. Some athletes use other products but then I challenge them to look at the ingredients of each product, especially in regard to sugar. Once they taste a Hammer product and see the amount of sugar in their product, they are almost instantly sold. You are what you eat.

This summer you did another bike tour through the Pyrenees. How hard are these Tour and Vuelta stages, and how did you get through 10 days of riding those mountains?

DAVE: They are harder than you think. In addition, we had rain every day. When you're shivering cold and exerting energy, you burn calories really fast. Making sure that I ingested the right amount of calories per hour and fluids was essential to not bonking. One bottle of HEED or Sustained Energy and a Hammer Bar each hour seemed to be pretty much the protocol, but you have to stay on it. Also, when the climb grade hit double digits, Espresso Gel made for quick energy and a caffeine boost. At the top of the Col du Tourmalet, it was pouring rain and freezing cold, one of the hardest climbs and some of the worst conditions.

What does your spring looking like and where will you be? Does Oakley have any cool stuff happening that you can tell us about without having to kill us?

DAVE: Spring is once again looking pretty busy. We have a few amazing new goggles coming out, both for snow and MX. The products are a year out, so no sneak peaks at anything. I hope to get back to Europe in 2011 at some point as well. **HN**



English Proverb says-

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The Hammer Big Rig at the start line waiting in anticipation of the crowd. Photo : Keith Seed

Echelon Gran Fondos

Headed your way in 2011

BY PHIL GROVE

Sandwiched between the international 'cross races, Interbike, and 24 Hours of Moab last fall, I managed to skip down to Hood River, Oregon, for the inaugural Echelon Gran Fondo. If you've never heard of them, Gran Fondos are Italy's latest and greatest import, and they're popping up all over the U.S. They're built for the masses, with a little bit of après flair thrown in to make things fun. I made it to Hood River toward the end of a two-week adventure from Whitefish to Las Vegas to Seattle to Oregon, so needless to say I wasn't totally sure what would await me at this event.

Lucky for me, our Northwest rep Keith Seed, who is just as on top of things as gravity, met me down there to help expo and fuel the 1,000-plus riders that showed up for this awesome event. We also met Hunter Ziesing for the first time, creator of the Echelon Gran Fondo series. This was his first year running the series, and we were happy to be on board at his event.

We were up early on the day of the event, and hundreds of riders stopped by the Hammer Nutrition Big Rig before heading out on their epic ride. We had plenty of product to send out with everyone for the epic ride. Hood River's course was just as challenging as it is scenic. Riders rolled along the mighty Columbia River before climbing thousands of feet into the orchards and mountains above Hood River. A look on any of the faces at the finish confirmed how much fun everyone was having, even those struggling in at dusk!

As awesome as the Hood River Gran Fondo was, we're even more excited about our series partnership with Echelon for 2011. We've teamed up to provide Hammer's proven fueling products at all six Echelon events this year. Their series will be hitting the Western U.S. at the sites and dates listed on the facing page.

If you're in the vicinity of one of these events, or up for a great summer road trip, you're guaranteed to have a great time at an Echelon Gran Fondo. And as always, with Hammer Nutrition on course . . . Fuel Right, Feel Great! **HN**



Phil gives the thumbs up while sampling products. Photo : Keith Seed

2011 Event Schedule
Napa, California – May 21
Seattle, Washington – July 23
Fort Collins, Colorado – August 21
Palo Alto, California – September 17
Hood River, Oregon – September 24



You never know who you'll see at a Gran Fondo! Photo : Phil Grove

Riding for a cause

Echelon Gran Fondo & Challenge Series

BY REBECCA KOTCH

While you may have heard the Italian term Gran Fondo, or “Big Ride,” the Echelon Gran Fondo series takes the European cycling experience to a new level. In Europe, gran fondos are mass start rides, often honoring a renowned cyclist and attracting up to 10,000 riders of all types. Held on epic courses in destination locations in the western U.S., Echelon Gran Fondo is a series of European-style mass participation cycling rides, which also serve to raise money for cancer survivors, cancer treatment and research. Keeping in the tradition of what its organizers call “Tour de France-style frivolity,” cyclists ride a one-day grand tour with 30-100 mile options, with a party atmosphere at the start honoring top fundraisers and cancer survivors.

Produced by PlanetZ/Echelon, the Echelon series is intended for cyclists of all levels, and combines riding, racing, and fundraising. The dramatic difference from other charity rides is the ride itself, or, as Executive Director Hunter Ziesing calls it, “theater on the roads.” At an Echelon event, a rider can expect police escorted departures, start announcers, balloons, cheerleaders, helicopters,

live music, marching bands, epicurean treats, and a cast of characters off the l’Alpe d’Huez to run alongside and offer encouragement on the climbs.

Fundraising is optional but every rider’s efforts contribute to a much bigger battle against cancer. Cyclists will have the opportunity to fundraise or pay full registration.

In 2011 at certain events, Echelon is introducing the Echelon Challenge, a closed course circuit ride in which cyclists raise money based on the number of laps they complete. Live music and other entertainment is a big part of the Challenge.

Hammer Nutrition is the official sports nutrition supplier and sponsor for the Echelon Gran Fondo series and the Echelon Masters racing team. Hammer is providing participants with a sample pack to try as well as award packs for top Echelon fundraisers.

For more information on the Echelon Gran Fondo, or to register, check out the official event website at www.echelongranfondo.org.

HN

Echelon Gran Fondo founder, Hunter Ziesing, and the Angel of Echelon get ready for the day’s event. Photo : courtesy of Hunter Ziesing



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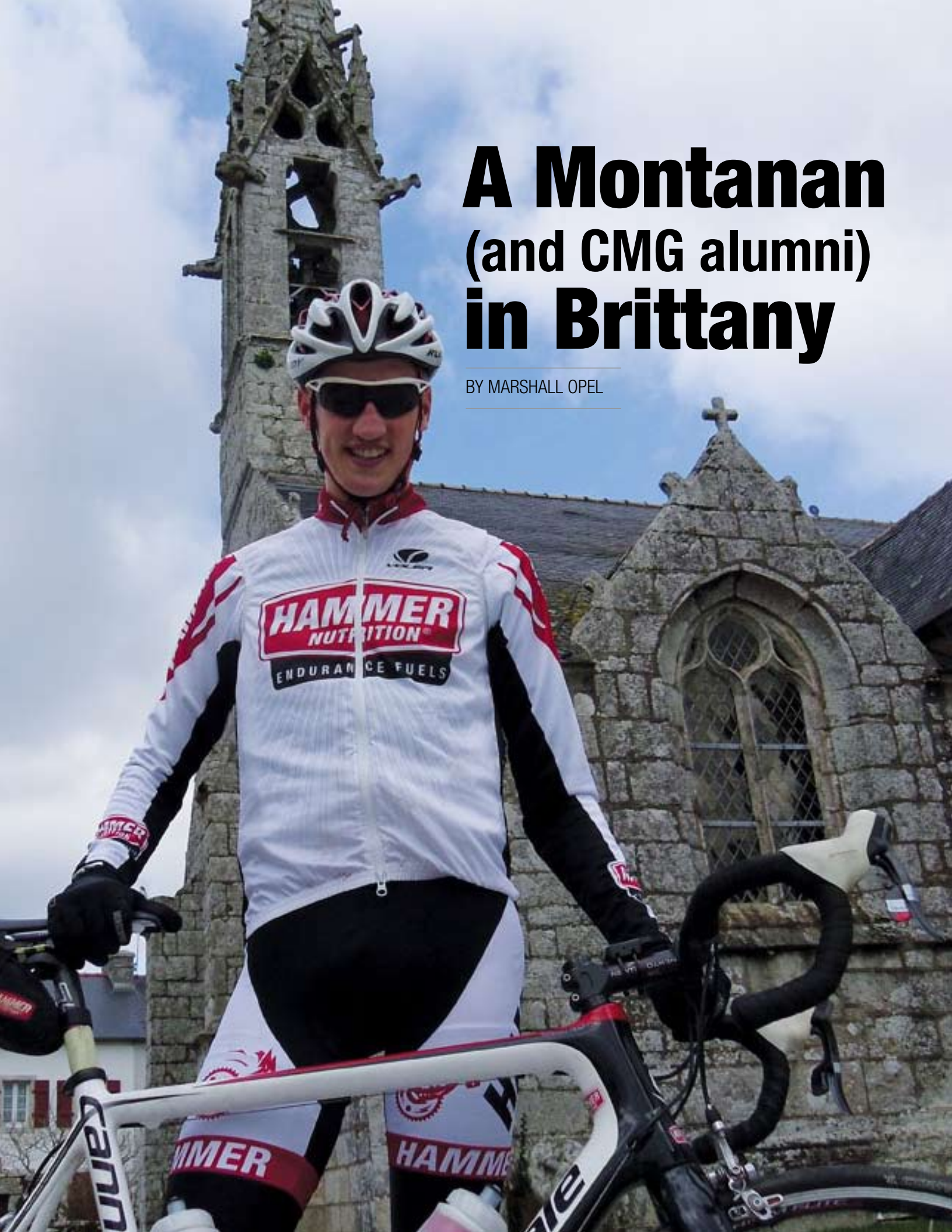
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www.hammernutrition.com/AES

A Montanan (and CMG alumni) in Brittany

BY MARSHALL OPEL



It's pouring rain outside my mobile home in Saint Evarzec, France—my new base for the next seven months as I chase a dream I've held since I was a boy.

Hello, my name is Marshall Opel, I'm 19 years old, and I'm from Hammer's hometown of Whitefish, Montana. I've been racing and training with Hammer Nutrition fuels and supplements since I started bike racing seven years ago. From the moment I first saw Lance crush the world at the Tour de France, I've dreamed of being a pro bike racer. I remember pulling my mom's old steel road bike up from the basement; too small to sit on the seat, I stood and raced around the block near my house in a yellow T-shirt, pretending to lead the peloton. I can only wonder what the neighbors thought. Soon I had my own bike and was the only junior at bike races around Montana. Luckily, it wasn't long before I was surrounded with an extremely supportive crew of people who helped me progress in the sport of bike racing. Brian Frank and Dustin Phillips have been two of my key supporters for several years, and without the support from Hammer, I'm not sure I'd be here in France.

I traveled halfway around the world to learn in an atmosphere not yet found in the States. Sure, one can push oneself to the max in any race, but nothing compares to the competition found here in Europe. Racing in Europe tests your every skill on the bike; you have to be ready for just about anything. I'm racing for Leucemie Espoir Quimper, a French amateur team, an opportunity that serendipitously fell into my lap and is the perfect next step on the ladder in my progression as a bike racer. Our team races throughout the region of Brittany, known as the "motherland" of French bike racing—the Tour de France features three stages this year within riding distance of my house. I've been here two weeks and am settling into the subtle differences of day-to-day life. We ride through quintessential villages, each undoubtedly containing a boulangerie and patisserie. With the towns so close to each other, I constantly smell the wonderful aromas as we ride through the small towns in the green rolling hills of the French countryside.

Our team races most weekends until September. I'll put my body through a tremendous amount throughout the year



A bike box of goodies! Photo : Marshall Opel

and will rely heavily on Hammer Nutrition fuels and supplements to keep my immunity high, recovery dialed, and tank full. Premium Insurance Caps, Race Caps Supreme, Endurance Amino, Super Antioxidant, and Phytomax are my key daily supplements. For training and racing, HEED, Hammer Gel, Perpetuem, and Endurolytes are a given. I also use the new Perpetuem Solids to help keep me fueled on long days. (Try them!) After rides, I always look forward to

Strawberry Recoverite. At night, I drink a glass of Hammer Whey before bed. As you can see, I'm "full on"

Hammer. I'm so lucky to have support the staff at

and advice from Hammer in Whitefish. I'm a true believer in the product and know that Hammer will be requisite to my success this season. In the coming issues of Endurance News, I'll share race reports and stories of my time here in France and throughout Europe, plus I'll post videos and updates on Hammer's Facebook page. (I'm also racing with the U.S. U23 National Team for the next two months, so look for updates on that.) I look forward to shedding some light on the racing culture and lifestyle of racing a bike full-time over here. **HN**



Hammer Nutrition teams on the assault

BY DUSTIN PHILLIPS

From year to year we have highlighted some of our teams and their accomplishments. This year I want to introduce you to a list of higher profile teams that we are excited about. Some have been with us for years others are new to the list and certainly worthy.

Keep a look out for these teams in 2011, and don't hesitate to encourage them or ask them for fueling advice:

Krykie Sports, Hagens Berman, ABRT, AZ Devo Jr. Development, Tieni Duro U23, Jet Cycling, Kenda Felt, RAAD Racing Jr. Development, RGF, Echelon Racing, CMG Jr. Development (see page 62 for a team highlight!), Fast Forward Racing U23, Senior Gel, Byrds Jr. Development, and Exergy.

Note: I have only scratched the surface of teams that we support— I was not able to get approval to dedicate the whole Endurance News to be a team issue! So I highlighted these teams, but we support many programs across the country and are very proud of each program and how they represent Hammer Nutrition and our philosophy. To all Hammer athletes, may you have a successful year in 2011.

PRO



Team Exergy

In the pro peloton across the country I am excited to announce our partnership with Team Exergy. This team is a bit of an unknown but we have some high expectations as to what they are capable of, so keep on eye out for Exergy. (www.teamexergy.com)

JUNIOR



Rad Racing

Rad Racing's mission is to teach young people life lessons through the sport of cycling, and to develop top-level regional, national, and international junior cyclists. They provide a platform to help young people achieve their own personal goals in life and in competition as well. (www.radracingnw.org)

Tieni Duro

Tieni Duro, recently featured in a three-part EN series, is a premier West Coast development team. Tieni Duro is a Lafayette, California-based junior cycling development team founded in 2002 with the goal of getting as many kids on bikes as possible and teaching them how to become competitive athletes and high-performing young men and women. Tieni Duro has grown organically through the commitment of its founders, coaches, and supporters to produce California State and U.S. National champions. (www.tieniduro.org)

Jet Cycling

Jet Cycling has a vision to grow the sport of cycling in North America. Their goal is to build a junior cycling development program that rivals that of club sports. Jet Cycling is dedicated to making sure kids train, teach, and race in a healthy, happy, and fun environment. (www.jetcycling.net)

Byrds Cycling

Byrds Cycling, also known as the Boise Young Rider Development Squad (BYRDS), is a Treasure Valley bicycling program designed to introduce youth (ages 6 to 18) to the sport of cycling. The goal of this program is to provide interested junior boys and girls with training and an understanding of equipment, rules, safety, and the benefits of cycling as a lifelong sport. (www.byrdsbicycling.com)

MTB

ELITE

MASTERS



Team Kenda

Team Kenda has been our pro MTB team for the past three seasons. Amanda Carey dominated the NUE and ultra scene last year, while our own 24 Hours of Moab crew had to call on Colin's ability to help secure our 3rd overall. Not to be forgotten is Judy Freeman, coming into this season super motivated, so look for good things from her, as well as Andy Schultz, always at the front of the field and looking to defend his Whiskey 50 title in 2011!



For our Elite teams, we will be well represented in the Northwest by two high-powered cycling squads: Audi Cycling (www.krykisports.com) and Hagens Berman Cycling (www.hagensbermancycling.com). Our East Coast representation will be RGF presented by Cleveland Clinic. (www.rgfsolutionssportsmarketing.com)



Team Echelon

Two teams in the master's divisions will be making waves throughout the year. Team Echelon will be sporting national champion stripes in their races in the 45+ division. With a roster only six deep but the riding dynamics of a paid team, the wins will surely come. (granfondonews.blogspot.com)



AZ Devo

AZ Devo is a new mountain bike development squad that serves riders in Arizona. AZ Devo Team supports the positive development of elite junior and U23 (Espoir) cyclists. The team provides support and a structured program that helps young cyclists develop their skills and reach their goals. Team members also learn valuable life lessons that can be used on and off the bike. (www.azdevocycling.com)



Team Senior Gel

Next is longtime Hammer-supported Senior Gel Team. This team consists of riders who have graced our publications over the last 15 years or more. This team is considered a mainstay to Hammer's support and a testament that age is just a number. Racing in the 55+ category—but with each rider well into their 60s—Senior Gel Team boasts a roster full of state and national championships. Each of the riders will be out to add to their palmarés in 2011 at Bend, Oregon.

Spinning to great heights

BY BUTCH MARTIN
with intro by Dustin Phillips

Colby Wait-Molyneux takes home first place at the Jack Frost Time Trial. Photo : Andrew Jeffers

In the last five years we have seen an expansion in cycling in the number of teams, the size of teams, and even U.S. competitiveness in Europe. Most of these pro-tour riders have ridden through some type of development program. With more junior programs cropping up across the country, the pool of junior talent has also risen.

- continued on page 63



Hammer Nutrition/CMG Racing Team is a newer team but is rapidly rising to the top of the talent pool. I talk about this team at the beginning of each year, in part because we are a major sponsor, but primarily because we are proud of this team. In the last three years we have accomplished great results and graduated talented riders onto great U23 teams, and we get to watch those riders continue to succeed while seeing vast improvement from our current stock of riders. Combine the best fuels, great talent and work ethic, and an incredible coach, and the team is bound for another successful year! I would like to introduce you to the 2011 team. Keep an eye out for them on the racing scene to offer words of encouragement or friendly challenges!

Consistent and continued attainment of team goals:

Throughout the last three seasons our Portland, Oregon-based squad has produced outstanding international, national, and regional race results. This includes two national championship titles, the top American finisher in the Junior World Road

Championship, participation in U.S. Junior National Team international events, and numerous state titles.

Graduates of our program have moved on to elite level U23 teams such as Waste Management and Yahoo, as well as professional teams such as Exergy, Jelly Belly, and Bissell. Two of our riders have also been signed by the Garmin-Cervelo Pro-Tour Professional Team as members of its U23 squad. In addition, some of our former riders will once again be racing with the U.S. U23 team overseas.

State Goals: To win junior category State Championship events.

Regional Goals: To perform well in senior level Cat I & II and III Road, Time Trial, and Criterium events.

National Goals: Primary 2011 season goals for the Hammer Nutrition/CMG Racing Team will be to produce outstanding results in the key national level, junior level events: Sea Otter, Monterey, Calif.; the Junior National Road Championships, Augusta,

Ga.; and the Junior National Track Championships, Houston, Texas.

International Goals: As indicated above, over the years members of the Hammer Nutrition-CMG Racing Team have produced outstanding results as members of the U.S. Junior National Team. Several of our 2011 riders are on the USA Cycling (national federation) development team and will have an opportunity to represent our team and country overseas in the upcoming season.

Rider Qualities: Over the years, team members have exhibited high levels of motivation, discipline, and potential for future athletic development. The current candidates have been selected for these characteristics as a fulfillment of our goal to invest in the future of American cycling, by providing development opportunities for talented athletes to advance to the top levels of the sport.

Good luck to Team Hammer Nutrition-CMG in 2011! **HN**

2011 Hammer Nutrition - CMG Racing Team



Colin Krebsbach
Kent, WA
Racing Age: 17
Cat. III
New Team Member
Specialty: Road Racing, Criterium



Joe Prettyman
Portland, OR
Racing Age: 17
Cat. II
New Team Member
Specialty: Road Racing, Criterium



Jackson Long
Hailey, ID
Racing Age: 17
Cat. III
New Team Member
Specialty: Road Racing, Time Trial



Kolben Preble
Forest Grove, OR
Racing Age: 17
Cat. III
New Team Member
Specialty: Road Racing, Cyclocross



Travis Monroe
Couer D' Alene, ID
Racing Age: 17
Cat. III
Returning Team Member
Specialty: Road Racing, Climbing



Colby Wait-Molyneux
Vancouver, WA
Racing Age: 17
Cat. II
Returning Team Member
Specialty: Road Racing, Time Trial

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Leader of the pack, Dylan Drummond. Photo : Jason Kent

Getting the balance right

**Profile of Junior Champion
Dylan Drummond**

BY LANCE LARSEN Tieni Duro Mentor and junior cyclist father

Dylan's first race, appropriately enough, was the Mount Diablo Hill Climb Challenge, an annual event that raises money for Save Mount Diablo, a group dedicated to protecting this remarkable open space and cyclist's Mecca. He was 8 years old and hooked on cycling. When he was 10, his dad relented and bought him his first road bike. Shortly thereafter, both father and son began riding on training rides with Tieni Duro Juniors, a Hammer-sponsored junior development team located in Lafayette, California. Working closely with primary sponsor Hammer Nutrition, the team's mission is dedicated to growing the sport of competitive cycling by getting kids 11-18 years old onto bikes and teaching them how to ride safely and race competitively. Tieni Duro usually does not accept 10 year olds. Kids that age typically aren't ready for fast team rides, and the coaches also worry about burnout. But Dylan was different. He could stay with the pack on most team training rides right from the start. And he was always

upbeat and fun-loving. And his interests in other pursuits—snow boarding, fly fishing, and wakeboarding—provided a lot of balance in his young life. Dylan is a naturally gifted athlete and he clearly showed a strong passion for cycling, so the coaches and management made an exception and invited him onto the team.

Now at age 14, Dylan's athleticism has blossomed and he has proven himself to be a highly accomplished "all around" with a national reputation as a savvy race

Dylan Drummond has been riding and racing his bikes since before he can remember. By the time he was about 5, he would follow his dad up nearby Mount Diablo on the family "tag alongs." Pretty impressive stuff considering Mount Diablo is nearly 4,000 feet in elevation and the winding road to the summit is a tough 12-mile climb that tests even the most seasoned riders.

tactician coupled with a wicked-fast sprint. "I owe my sprinting to the time spent at the Hellyer Velodrome in San Jose along with the town sign sprints on all of our team training rides" notes Dylan. "Mostly I like the friendships and adventures we share on the team, and the coaches and older teammates are always there for me when I have an issue or need help. This year was the best year yet on the team . . . we raced all over the West, and did a lot of stuff off the bike as well. We worked hard together to get results and upgrade points for teammates. We have really just clicked this season . . . it's been really fun."

In his four-year career, Dylan has won dozens of District road races, criteriums, many track events, time trials, a few mountain bike races, and even an unicycle race. Notably, he has seven California State Championship Jerseys hanging in his closet (2 road race, 2 criterium, 1 time-trial, 2 track), along with one U.S. National 1km Track Championship, and one U.S. National Road Racing Championship. At the 2010 Junior Nationals in Bend, Oregon, he took 2nd in the 13/14 men's road race and 3rd in the crash-filled evening 13/14 men's criterium. While fly fishing the day after nationals in the Deschutes River with his teammate Trevor Larsen, Dylan summed up his trip to Bend, "Training so hard all season, then racing well as a team up at Nats, getting positive results and then followed by drifting that awesome river . . . it is all so much fun." Having fun is something that seems to come naturally to this young athlete. **HN**

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 - Vanilla (V)



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From our athletes

Catching up with the stars of tomorrow



North Allegheny Tigers

The North Allegheny Tigers championship swim team has won two consecutive district titles, were 5th at the Pennsylvania championships last season, and were a top 10 finisher nationally in the NISCA dual meet championships. The squad opened their 2010-2011 season by winning a prestigious invitational in State College, Penn., in December and by gliding to first place January 14-15 at the All-American meet with a team score of 731, nearly 375 points better than the second place team. Led by head coach Corky Semler, the girls use Hammer Nutrition products to keep them going during training and competitions. Hammer On, Tigers!



Bermuda Bicycle Association

I wanted to let you know that the Hammer Nutrition products were a big success with the kids. They LOVED the gels, stickers, and water bottles! On behalf of the Bermuda Bicycle Association, thanks again! *Brad Spears, Knoxville, TN*



Photo : Tim O'Malley

Connor O'Malley

Connor is ten, and he's been playing soccer since he was five. He's on a Premier U10 team at Central Florida Kraze Soccer. This last season he started using Hammer Gel (raspberry is his favorite) and HEED (strawberry is his favorite) during games—he especially notices the difference at tournaments where they can play up to three games in one day! He takes about 1.5 oz of Hammer Gel about ten minutes before his games and practices, then drinks HEED during the game and practices. Connor also has started to do 2-mile fun runs in the off-season. At the Turkey Trot in Gainesville, Florida, he placed 2nd overall. His 15-year-old cousin beat him by about 15 seconds!



Isaac Young

Our son, Isaac, loves to train with Hammer Nutrition! He recently competed in the Junior Birkie, a youth event held in conjunction with the Worldloppet American Birkebeiner Ski Race in Hayward, Wisconsin. He placed 10th in the 10-12 boys age group, skiing the 3.5K course in 11:31.5. He uses HEED and Recoverite on a regular basis—whether road biking, playing basketball, running, orienteering, or hiking. We all use Hammer Nutrition products, including his younger sisters, Ella and Kira. Thanks for the great FAMILY-friendly products! *Greg and Heidi Young*

Stomper

Stomper, the Oakland Athletics mascot, stopped by the SportStars SportsJam in the Bay Area. SportStars Magazine, a publication dedicated to junior athletics, put on the expo at the local Sports Basement location. No word on whether or not elephants like HEED.



Tara Geraghty-Moats

Congratulations to Tara! She placed 58th in the Jr. 6k Sprint Biathlon in Nove Mesto, Czechoslovakia.



Jackson and Tanner Eveland

Jackson and Tanner get to look just like "Dad" (Todd Eveland) in their new Hammer kid's tees, plus they're ready to cheer him on at his next half marathon. Photos : April Eveland



Tanner ↗



← Jackson

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Junior Athlete Spotlight

The amazing Armes brothers

BY DUSTIN PHILLIPS

The principal foundations of Hammer Nutrition have always been to provide the highest quality fuels and supplements to our clients. Equally important to us has been our support of grassroots participants in lifetime sports. We strongly believe you are never too old or, in the case of the Armes brothers, you are never too young to enjoy participating in these lifetime sports. For years we have worked with Steven and Karla Armes through their athletic endeavors; now Hammer Nutrition has the chance to literally watch the next generation develop through their sons, Erik and Ryan. It has been fun, as Erik recently for the first time beat his dad in a triathlon, and the Armes boys were able to go 1-2-3 in a recent 5K. So I thought I would take this opportunity to check in with these brothers to see what makes them tick—while they are both very mature and ambitious, it is nice to see that they are still kids!

So guys, I haven't had the chance to meet you yet, but your dad has been a representative of our company for a long time and has accomplished a lot in the endurance field. Do both of you have intentions of building off what your dad has done, or is this just a hobby for you?

ERIK: My dad has set such a high bar for us to reach, but I have full intentions of reaching it. I would like to progress in the sport, to where I can be racing as a full-time professional triathlete.

RYAN: My goals in the sport are to keep my rankings in the top ten for my age (or at least at nationals), and maybe even when I'm 16 make the U.S. Junior Olympic team if I can.

At ages 12 and 14, can I assume you are not taking on a huge training load? What does your training look like in terms of structure, distance, and any kind of weight training, or are all the recent results based on natural ability?

ERIK: My training load depends on the time of the year. I would like to begin a professional career on the ITU circuit, and because of that my main focus is on swimming. This puts me in the pool for about 8.5 hours a week, for 18,000–26,000

meters in a week with the team. My middle school does not have a cross country team, but the high school coach (Coach Campbell) allowed me to run with the high school team. This has been great because, at 14, I am able to compete with kids who are older and it pushes me. My bikes are fit in with my other workouts. Dad has a group of cyclists that he rode with in California and now in Japan, so I ride with them. When I was 12, my dad started taking me on the rides in California and I was only able to hold with them for about 1.5 hours. Gradually I worked my fitness and strength up and am now able to complete 3+ hour rides with the men's group. Weight training is scattered with light reps with weights at the gym. One thing I keep in my head is, "Nobody has enough talent to win on talent alone." (Herb Brooks) I may have some natural talent, but so do a lot of other people. If I am going to excel at the top level of this sport, I have to consistently work hard, be smart in my approach, and approach each workout with a specified purpose. Additionally, because I am now competing in races with grown men who are strong, I have to have a strategy going into them that will allow me to be efficient and save my strength for critical portions of the race.

RYAN: For training I usually swim two or three times every week, with the same swim team as my brother. I sometimes swim four times a week if we have a Saturday workout. Each session is anywhere from 2,500 meters to 4,000 meters.

I also run or bike on the weekends if I can, and if I can, I go with my dad. No, I do not do any weight training. I usually just do my sports to help me with strength. As I may have mentioned, I also run 2-3 miles and bike 7-11 miles when I can, and do 200 sit-ups every night.

My Dad will often finish his ride with my brother and then come and get me, so that I can get my ride in.

Do you both think you have a positive sibling rivalry? My following question is a bit more fun; my little brother and I were competitive cyclists and while I was stronger for the most part, I can honestly say my little brother had more natural talent. How do you feel about that Erik, and Ryan, is your day going to come?

ERIK: We are like any normal brothers . . . we are competitive, but not to an unhealthy point. With my little brother, it is hard to determine how he will end up. He is a free spirit and does what he feels like at the time. He acts like he is very relaxed, but he has a lot of natural talent and is focused when he needs to be, and always rises to the occasion when the time comes.



Erik catches a wave off the coast of California.
Photo : Karla Armes

Ryan stops for a photo during a training ride in Okinawa, Japan.
Photo : Steven Armes



RYAN: Coming from the little brother, I think that I do sometimes get jealous and wish I could have the gear my brother has and be as fast as my brother, but I don't train as much as he does...at least yet...and I get his hand-me-down gear so that is pretty cool.

I am still really small, so trying to find clothing and a good bike fit is tough. I was really excited to see the new line of Hammer kids clothing, so now I can finally have a kit that fits properly. I am only 12, but know that my day will come.

What is your racing background, and do you have any results in your young experiences that are your proudest moments?

ERIK: I started running racing when I was 4 and started racing triathlons when I was 11, after years of watching my dad. Some of my proudest moments are:

1st overall - Spring Super Sprint Triathlon 2010, San Diego (first overall win)

1st overall - Ironkids San Diego 2010

1st overall - Torii Triathlon 2011, Okinawa, Japan

2nd overall - Ironkids National Triathlon Championship 2009 While in the U.S., I was part of Monterey Bay Multisport's Junior High Performance Team.

RYAN: Well, I first started racing triathlons when I was 9, and my proudest moment was getting 2nd in Ironkids San Diego (in my age group) and 11th overall. Every time I have participated in the Ironkids races, I have qualified for Ironkids Nationals. Last year, because we moved to Japan in the summer, I wasn't able to go to Nationals.

The races don't usually have an age division for me, so I just go out there and do as best I can with the adults. I did get 3rd overall in a local 5k race in Okinawa. My brother was 2nd overall and my Dad was 1st overall, so it was really neat to have all of us on the podium.

Erik, I wanted to ask about your first win against your dad. How was that for you, as I am well aware your dad is no slouch?

ERIK: My first reaction when I realized I was going to beat my dad was, "What happened?" because I thought I couldn't beat him, so something must have happened to him. The whole thought that I was the overall winner was very exciting, because I had worked hard for it and there were even some Japanese nationals racing too, and I know they are fast! It also felt really great to have my dad so proud of me and not disappointed that I beat him.

Ryan, one of the most recent events that you mentioned above was going 1,2,3 on the podium as a family. Do you think that brings you all closer together to support each other in your racing and training?

RYAN: I try to only compare my efforts against myself. Trying to compare myself to Erik or my Dad is like comparing apples to oranges—I'm younger and smaller. I made it to Ironkids Nationals, so compared with kids in my age group, I am doing well.

As I continue to grow and get stronger, I know that the gap with the older athletes will close. Proof of that is the recent 5K, where I raced against adults and beat them. Getting 3rd overall against them and beating adults shows me that my training is on track.

As my brother and I get older, then the gap will close and we will be able to push each other in training and racing—kind of like the Brownlee brothers or the Raulerts.

I'm having fun with it, and that is what is important to me right now. Triathlon is a family event, and the sport is what brings the family together, not the results. Although, to be on the podium with my dad and brother as the overall top 3 was really cool and something that I hope we can do again.

What else do you do for fun?

ERIK: I hang out with

- continued on page 71



Ryan, Steven, and Erik in Oceanside, California.
Photo : Karla Armes



Channel'ing greatness

BY MIKE SPALDING with intro by Vanessa Gailey

Congratulations to Maui marathon swimmer Mike Spalding for completing the last of the major channel crossings in the Hawaiian Islands. With his Alenuihaha crossing from Hawaii Island to Maui (32 miles) in 19 hours, 43 minutes on February 27, Mike has now done all of the nine major channels between the islands.

For months Mike had stepped up his training and felt ready, but he was waiting for the right weather and tide conditions. For his channel swim plan to work, he had to hit the tides just right—big tides make big currents—and have little wind. After Mike's 2009 encounter with a cookie cutter shark on this same swim, he wanted to complete the deep mid-channel section during the day. His channel swim, though successful, was not without adventure: Mike encountered a curious whitetip shark, luckily without incident. On the way into Maui, north winds brought a Portuguese man-o-war across his path, resulting in one large man-o-war wrapped around his neck and chest. The challenges of Mike's swim, however, are best told by the channel swimmer himself . . .

"I needed a dropping tide when I left at

3 a.m. This departure time was calculated to keep me out of the cookie cutter shark den when it was dark. That night we watched the wind drop to zero—great conditions with a slight offshore push. The first interesting thing that happened was to seeing an oceanic whitetip shark, beautiful with long pectoral fins with white tips, about 8' long. This one was curious, and although it left, it came back for a second look but did not take interest and finally disappeared. I was lucky to see him; when you are doing a long swim, you are not paying particular attention to anything and can get lost in your meditation and thoughts. You can bet after that I had my radar on—on my first attempt at swimming this channel I had to abort the swim ten miles into it after being bitten by a cookie cutter shark.

Getting back to the second obstacle that I faced, about midway through the Channel, the north winds came up, bringing the Portuguese man-of-war and creating a direct side-wind, which makes it difficult to navigate the boat. I thought

that we were going to slow down to a pace that would make it impossible to finish the swim. Fortunately the current was favorable. I averaged about 1.67 miles per hour for the overall swim. The distance was 32 miles, but we probably added a mile or two by zigzagging. When we were battling the north wind I ran into the only Portuguese man-of-war for the swim. It wrapped its tentacles around my neck and across my chest—it felt like I was on fire. It took awhile to shake the pain and get back into a rhythm. Had I gotten hit again, it would have been over . . . I had already made that decision.

My training for the swim consisted of 2- and 4-hour ocean swims. I would start by taking four Endurolytes, swim for an hour and take Hammer Gel and

more Endurolytes, then have a Perpetuem drink after the second hour, more Endurolytes and a Gel at the 3-hour mark, and finish with Recoverite. These were also the basic ingredients I took on the channel swim except I made it into a mixture of ten Endurolytes, two Gels, and two scoops of Perpetuem, all mixed together. The Endurolytes dissolved in this mixture well. Toward the end of the swim, the mixture was made stronger and I

alternated with water with Endurolytes added in.

My crew was absolutely unconditionally supportive for the whole experience. It was amazing to watch them work as a team, spotting me and feeding me every 30 minutes. For the last eight hours I was going on adrenalin, swimming with the pain and in the black water, so they were there with the whistle warning me when I got too close to the boat and too far away, as my head was down just pounding away at it.

When I got two miles off I knew nothing could stop me except a bite. The finish was at Nu'u Bay, which I know like the back of my hand, having spent time there spear fishing and kayaking. It was like coming home. It is hard to express how you feel when you set a goal that is lofty, make the proper preparations, and accomplish it through great difficulty. I was able to push through adversity, and getting to shore was an overwhelming experience for me." **HN**



- continued from page 69

my friends, and I love to surf, fish, and travel.

RYAN: I usually like to ride my longboard or go down to the skate park on my rollerblades.

Do you have a favorite Hammer Nutrition product, and why do you guys use it?

ERIK: My favorite product is Recoverite. This really makes a difference in how I feel after a workout. I use it after any speed work, or anything over 30 minutes. After drinking this, I don't feel drowsy; it feels like it is giving your body back what it just lost, by supplying my body with the proper balance of nutrients.

RYAN: I have to say that my favorite Hammer product would have to be between the Vanilla Gel and Melon HEED. These are my favorite because they both keep me going when I'm on a ride/run and make me feel better after using them.

Can you think of a kid-friendly product that we should come out with?

ERIK: I think it would be great if Hammer came up with some kind of energy fruit snacks that would appeal to younger kids.

RYAN: Since you already came out with the kids' cycling and triathlon gear (which I was hoping for), I wouldn't be able to ask for any other product, because everything else I can use in the men's or in the nutrition products that you already have.

Lastly, where do you guys see yourselves in ten years, and how will the foundation of your active lifestyle play a role?

ERIK: In ten years I hope to be racing full time, traveling the world to race. I am going to attempt to make the U.S. Olympics for triathlon in 2016 or 2020. One thing about this active lifestyle is that triathlons are something that I can continue to do my whole life, and a great way to stay fit.

RYAN: I honestly can't say where I see myself, but if I had to choose I would say that I either see myself as a pro triathlete or runner, but I may also be in the military balancing both. Swimming, cycling and running are all activities that I can continue throughout my life, and I think it is easier to start at a young age and continue. **HN**

Be on the lookout for the Big Rig!

Maybe that should read "Big Rigs," because the massive, most-impressive, can't-help-but-notice-it Hammer

Big Rig is going to have an equally big, or bigger, brother. And with two Hammer Big Rigs on the road, you'll be seeing Hammer Nutrition's presence at more events than ever, and over a much greater span of the country. Plus, we'll not only be doing "the usual" (sampling Hammer Nutrition fuels, giving out lots of free samples, providing fueling seminars), we'll also be doing a lot more Complex demonstrations—and nothing feels better before or after a race than an "Active Recovery" session on the Complex!

While we're still ironing out the schedule, below are a couple of events where we're tentatively planning on having a presence. Please note that this schedule is not "written in stone," so it may change frequently. As always, we'll keep you updated via our website, our Facebook page, and other social networking outlets.



April 14-17 – Sea Otter Classic Powered by SRAM
Monterey, CA

May 7 – Ford Ironman St. George
St. George, UT

May 22 – Auburn Triathlon & Duathlon
Auburn, CA

May 28-29 – 24 Hours Round the Clock Mountain Bike Race
Spokane, WA

June 11 – Ironman 70.3 Boise
Boise, ID

The events listed are tentative and subject to change.

www.hammernutrition.com 71



Ryan, Karla, Steven, and Erik Ames. Photo: courtesy of the Ames family

HAMMERBUCK\$

Turn race day into payday!

The 2011 Hammerbuck\$ Program

BY STEVE BORN

Of the many programs we've had in the history of Hammer Nutrition, one of the most exciting and rewarding—both for us at Hammer Nutrition and our clients—is Hammerbuck\$, a cash and product credit contingency program. We began the Hammerbuck\$ program in 2008 as a way of rewarding athletes who finish in the top echelon in specific races while using Hammer Nutrition fuels and supplements and wearing Hammer Nutrition logo clothing during the event and on the podium. Since its inception, dozens upon dozens of athletes have taken part in the program, and we've certainly been enjoying rewarding these athletes and their top-level performances by providing thousands of dollars in both cash and product.

The information regarding the 2011 Hammerbuck\$ program is now available on our website. From the navigational bar on the top of the homepage, scroll over to "DEALS." Then, click on the link entitled "Hammerbuck\$ Program," where you'll find all of the details about this year's program. You will notice that a number of changes have been implemented in the Hammerbuck\$ program for 2011—more events, different payout tiers and options, modified requirements, and more—so please read and review ALL of the information thoroughly.

We're super excited about this program and we know you will be as well. That's why this year, more than ever before, it's time to "turn race day into payday"! **HN**

Over \$40,000 in cash and credit given out in 2010! You could be next.

www.hammernutrition.com/deals/hammer-bucks/

How do you Hammer?

Casey's cocktails

Meal replacements:

Mix these with 8-12 ounces of water, or until desired consistency.

Double Chocolate Espresso

2 scoops Chocolate Recoverite, 1 scoop Chocolate Whey, 2 Tbsp (approximately) of Espresso Hammer Gel

Berry Vanilla Swirl

2 scoops Strawberry Recoverite, 1 scoop Vanilla Whey, 2 Tbsp (approximately) of Raspberry Hammer Gel

Chocolate Huckleberry Delight

2 scoops Chocolate Recoverite, 1 scoop Chocolate Whey, 2 Tbsp (approximately) of Huckleberry Hammer Gel

Gel mixes:

I typically mix these in a Hammer Flask. Ratios vary depending on your desire of 'intensity' of each flavor in the mix.

Chocolate/Banana
Espresso/Raspberry
Chocolate/Apple
Chocolate/Orange



"Wow, what great customer service!" - Michelle

Get the VIP treatment

Join the HAMMER AUTOSHIP Program today!



What is it?

The HAMMER AUTOSHIP Program offers the ultimate in convenience and VIP treatment with scheduled shipments and discounted pricing.

FREE clothing!



Receive a FREE* cycling or triathlon kit with your first order. That's up to a \$102.90 value!

How does it work?

Call our 800# to have one of our friendly client service advisors help you select the correct Hammer Nutrition fuels and supplements to meet your needs and goals. We then ship your products every 90 days (free shipping!) without you ever having to pick up the phone again.

We'll also call or email you approximately ten days before your scheduled ship date to see if you'd like to add anything to your order to take further advantage of free shipping and discounted pricing.



Call Katey to sign up for the Autoship Program and start saving today!

What do you get?

- 1 - A special team of advisors assigned to your account and special access to our experts.
- 2 - Automatic resupply of products every 90 days.
- 3 - On your first AUTOSHIP order, we'll send you a cycling or triathlon kit (top and bottom) for FREE*.
- 4 - On your second AUTOSHIP order, you'll receive a FREE softgoods item of your choice, up to \$20 in retail value.
- 5 - FREE goodies on every future shipment as well.
- 6 - Discounted pricing, exclusive offers, and much, much more!
- 7 - FREE shipping on all automatic shipments and fill in orders.

Real Athletes, Real Results!

"Thanks so much for the extras you include in my autoship orders. It's always exciting to see what will come next. You guys go the extra mile to not only make sure I'm getting my money's worth, but that I'm getting more and it's definitely appreciated." - Billy S.

"I wanted to share my appreciation for your very generous gifts on all my autoshipments. I have t-shirts, jerseys, water bottles, etc. and wear the clothing to my competitions. Thank you, Hammer, for your generosity." - Mark B.

"I am very pleased with both the products and the autoship pricing. I meet new people all the time who are using Hammer for the first time

and are amazed by the results. Thank you for outstanding prices and products!" - Tim L.

"Thank you so much! I really appreciate a company with such great products and customer service." - Bill M.

"Schwag or no schwag, it isn't the free stuff that keeps me (and probably thousands of others) coming back, it's the products and the service. The fact that the products are so good would make me keep buying even if the service weren't so great. But somebody in your organization's management apparently knows that better service makes better products." - JHS

Discounts on your favorite products!



Sample products shown.

* If you cancel the autoship program before taking delivery of four consecutive quarterly shipments, we will bill your credit card for the retail cost of the free clothing kit. If you discontinue the program and rejoin within one year, you are not eligible for more free clothing until your fourth consecutive shipment after resuming. Aside from this stipulation, you are free to cancel your participation in this program at any time. Quarterly shipments must total at least \$150 each. Cannot be combined with other offers.

Don't wait any longer, become a VIP today!
Call 1.800.336.1977

Event calendar

Our events calendar is really starting to fill up, now that most of the country is experiencing better weather and people are getting out on the roads and trails more frequently. Arguably our "main event" is the Sea Otter Classic, which I discuss on page 75. In addition, we're sponsoring a large number of other great events in the upcoming couple of months; here are but a few of them. Lots more (and I do mean lots!) can be found on the Hammer Nutrition website event calendar, which we're constantly updating. Keep checking to see what Hammer Nutrition-sponsored event may be in your area of the U.S.!

ROAD CYCLING/ULTRA CYCLING

4/9 – Mulholland Challenge & Double Century

California – www.planetultra.com

4/12 – Twilight Series

Washington – www.baddlands.org

4/15-17 – Tour of Walla Walla

Washington – www.tofww.org

4/16 – Mount Laguna Bicycle Classic

www.adventurecorps.com/mlbc/index.html

4/23 – Farmersville Road Race

Pennsylvania – www.proamcycling.com

4/24 – Saratoga Brevet Series (300K)

New York – www.adkultracycling.com

5/7 – Gran Fondo Moab

Utah – www.granfondonoab.com

5/14 – Saratoga Brevet Series (400K)

New York – www.adkultracycling.com

5/21 – The Sonic Boom Race

Colorado – www.sonicboomracing.com

5/28 – Heartbreak Hundred & Double Century

California – www.planetultra.com

5/29 – Mountains of Misery

Virginia – www.cyclingdoubleheader.com/mountains-of-misery

DUATHLON/TRIATHLON

4/9 – Creek Dirty Duathlon

Georgia – www.mountaingoatadventures.com

4/16 – White Sand Triathlon I

Florida – www.whitesandtriathlon.com

4/16 – RAGE Triathlon (Half Iron)

Nevada – www.bbsctri.com

4/17 – LA Triathlon Championship Series #1

California – www.trievents.com

4/23 – Beach Blast Triathlon & Duathlon

Florida – www.beachblasttriathlon.com

4/23 – Safford Spring Triathlon

Arizona – www.tri-desertracing.com

4/30 – Windcrest Freshman Triathlon

Texas – www.redemptionrp.com

4/30 – TryCharleston Sprint & Half Iron Triathlons

South Carolina – www.setupevents.com

5/1 – Roo Scenic City Triathlon

Tennessee – www.sceniccitymultisport.com

5/1 – Bassman Spring Half & Sprint Triathlon

New Jersey – www.citytri.com

5/7 – Gator Grinder Triathlon

Oregon – www.canbygators.com

5/7 – New Jersey Devilman Triathlon

New Jersey – www.piranha-sports.com

5/7 – White Lake Half Triathlon I

North Carolina – www.setupevents.com

5/8 – Jay Benson Triathlon

New Mexico – www.chasing3.com

5/8 – TriGirl Super Sprint Triathlon

Texas – www.trigirlsports.com

5/14 – White Lake Half Triathlon II

North Carolina – www.setupevents.com

5/15 – LA Triathlon Championship Series #2

California – www.trievents.com

5/15 – Holiday Lake Triathlon

Iowa – www.holidaylakebrooklynia.com

5/15 – Seville Sports Club Mini & Maxi Sprint

Arizona – www.trifamilyracing.com/

5/21 – PEAK Missoula Triathlon

Montana – www.peaktri.com

5/21 – Terre Haute Triathlon

Indiana – www.thtriathlon.com

5/21 – Rockin R Triathlon

Texas – www.redemptionrp.com

5/22 – Auburn Triathlon

California – www.auburntriathlon.com

5/29 – Seahorse Challenge

Michigan – www.3disciplines.com

5/30 – Spring Festival Triathlon and Duathlon

Washington – www.buduracing.com

ADVENTURE RACING

4/9 – D'irty D'Arbonne Adventure Race

Louisiana – www.steelssports.net

4/16 – Mighty San Gabriel Adventure Race

Texas – www.toocoolracing.com

4/30 – Baton Rouge Off-Road Adventure Race

Louisiana – www.gulfcoastadventure.net

5/14 – Atomic Adventure Race

Georgia – www.atomicar.com

5/14 – Plot, Pedal, Paddle Adventure Race

Illinois – www.dragonazadventureracing.blogspot.com

5/21 – Chadron Adventure Race

Nebraska – www.angrycowadventures.com/angry

5/21 – Odyssey Wild Wonderful 24Hour

Adventure Race

West Virginia – www.oarevents.com

5/28 – Spread Your Wings Adventure Race

Texas – www.toocoolracing.com

5/28 – Western Carolina Adventure Race

South Carolina – www.kandoadventures.com

MOUNTAIN BIKING

4/9 – 24 Hours of Syllamo

Arkansas – www.syllamo.org/24hours

4/10 – Hornings Hustle

Oregon – www.mudslingerevents.com

4/23 – Peak Sports Mudslinger

Oregon – www.mudslingerevents.com

4/24 – Voodoo Fire

Colorado – www.warriorscycling.com

4/30 – Cohutta 100

Georgia – www.newleafadventures.com/Cohutta

5/1 – Bear Springs Trap

Oregon – www.mudslingerevents.com

5/7 – Front Range 60

Colorado – www.warriorscycling.com

5/7 – Hammerhead 100

Florida – www.goneriding.com

5/14 – Wagon Train 12 Hour Relay

Nebraska – www.angrycowadventures.com/angry

5/14 – Dirt, Sweat & Gears

Tennessee – www.dirtsweatandgears.com

5/21 – Boggs MTB Mountain Bash

California – www.globalbiorhythmevents.com

5/21 – 12 Hours of Tsali

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North Carolina – www.goneriding.com

5/29 – **Sisters Stampede**

Oregon – www.mudslingerevents.com

ULTRA RUNNING

4/9 – **Mad City 100K**

(100K Solo USATF National Championship)

Wisconsin – www.madcity100k.com

4/9 – **Croom 5M/50K/16M Fools Run**

Florida – www.tamparaces.com

4/17 – **Forget the PR, Mohican 50K/25K**

Ohio – www.mohican50k.com

4/23 – **Red Mountain 50K/30K**

Utah – www.redmountain50k.com

4/30 – **Capitol Peak Ultras**

Washington – capitolpeakultras.com/cp50mile.html

5/1 – **Enoree Passage 40 Mile Run**

South Carolina – www.ultrasontrails.com

5/7 – **Jenkinson Lake Spring Trail Runs**

California – www.ultrarunner.net

5/7 – **Collegiate Peaks Trail Run**

Colorado – www.collegiatepeakstrailrun.org

5/12-15 – **3 Days at the Fair**

New Jersey – www.njtrailseries.com

5/14 – **Mind the Ducks 12 Hour Ultra Run**

New York – www.mtd12hour.org/home

5/14 – **Ice Age Trail 50**

Wisconsin – www.badgerlandstriders.org/home/Races/IceAgeTrail50M50K.htm

5/14 – **Whoos In El Moro 50K**

California – www.whoosinelmoro50k.com

5/21 – **CRUD 8 & 24 Hour Trail Run**

Illinois – www.crud8trailrun.com/CRUD_8_Trail_Run/Jubilee_Trail_Run.html

5/21 – **Jemez Mountain Trail Runs**

New Mexico – www.highaltitudeathletics.org/JemezMt.htm

5/21 – **Watershed Preserve 12 Hour Race**

Washington – www.cascaderunningclub.com/wps

5/28 – **Nanny Goat 12/24 Hour Trail Race**

California – www.oldgoatrunners.com

5/29 – **Long Cane 55M/50K**

South Carolina – www.ultrasontrails.com



Athletes prepare for the start at the 2010 Sea Otter Classic. Photo : Brightroom

We're back!

BY STEVE BORN

After a few-year hiatus, we are tremendously excited to have HEED selected as the Official Sports Drink of this epic event for the next three years (and hopefully many more). This year's Sea Otter Classic Powered by SRAM series of events takes place April 14-17 in Monterey, California. (On a personal note, this is especially meaningful for me because, even though Brian and I had been friends for years, and he had sponsored my ultra cycling endeavors, it was at the 2000 edition of the Sea Otter Classic where we first met face-to-face.)

Held annually in an extremely beautiful area of Northern California, the Sea Otter Classic is oftentimes considered the "grand kickoff" of North America's cycling season. With 8,500 athletes,

including 750 professionals, participating in a wide variety of mountain biking and road cycling races with an estimated 50,000 spectators and fans, it's hard to argue with that statement, especially the word "grand"!



Hammer Nutrition will be there in force as well, with many of us attending the race and manning the Hammer booth—the impossible-to-miss Hammer Big Rig. Keep checking our Facebook page and other social media networks for at-the-race updates and photos. If you are attending this year's Sea Otter Classic Powered by SRAM as a spectator or competitor, make sure you come visit us.

We're honored to once again be a part of this great event, and we look forward to seeing you in Monterey! **HN**

Feedback from a race director

"One of my priorities as a race director is to promote only products I believe in. I have over 150 triathlons under my "race" belt, ten Ironman finishes and numerous Ultra runs, and your products have gotten me through them . . . THANK YOU for that.

Last year while racing in Ironman Florida, as I was heading out on the bike portion, I hit a pothole which ejected my entire supply of Endurolytes. Unfortunately, I was feeling competitive at the moment, and just let it go. I had a good bike, but when I got off, I had cramps in every muscle in my legs, plus in my abdomen. I was in extreme pain, but soldiered through the first 13 miles the best I could. At the run special needs station, I got to my stash of Endurolytes and started taking them. It wasn't 15 minutes later, I felt great, and had a wonderful run for the last 12 miles. In my book, **THAT'S OUTSTANDING!"**

Rick Greif, Heel & Crank Duathlon RD



FROM OUR ATHLETES



Team Rockstars

We sport the Hammer "get-up" quite often here. You guys are awesome! The staff at Hammer Nutrition definitely goes above and beyond, and people pick up on that. Passion is contagious! Thanks for spreading yours. Team Rockstars (Melissa Lee, Danielle Bond, and myself (Carrie Wilson)) took first place in the women's relay at the Frantic Frog Triathlon, and we were joined by Kim Berschied who was competing in her first triathlon. Thanks Hammer Nutrition!

go green!

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www.hammernutrition.com/EN

Joe Maletta

Greetings! I am not a super athlete and I run very little risk of appearing in your wonderful Endurance News magazine. However, I just finished my third marathon and my first where I trained exclusively with your products. Despite the rigors of work taking away from the rigors of my training program, I could count on my Hammer Nutrition products to get me through all of the long runs and tough interval training sessions. Just as importantly, I relied on and relished your Recoverite and Endurance Amino products for recovery. The week of my marathon, I came down with the worst flu I can remember having. Your HEED product and Anti-Fatigue Caps (and a lot of rest) helped me battle through it, and not only did I PR my marathon, I thoroughly enjoyed every minute of the race! Your staff helped me adjust my fueling strategy just right, and I couldn't be more pleased. I'm now taking up cycling as well so . . . look for me more often. Keep it up!



Photo: Erica Briggs

John Briggs

I went down with a foot injury in October, and after more than two months I was able to finally start running again. With a short three weeks until the Goofy Challenge in Disney, I hit the road hard and finally was able to get on a regime of Hammer products (Race Caps Supreme, Premium Insurance Caps, and Mito Caps), plus Digest Caps that have done great things for me. With the help of all those and a great supply of Hammer Gels, HEED, and Recoverite during and after the races, I was able to complete the half and full marathon (plus the 5K with my wife) that weekend. My times were nothing to jump up and down about, but that just leaves lots of room for improvement. Thanks again and keep doing what you do!

ATHLETES . . .

Send your latest news to:
athleteupdates@ Hammernutrition.com.



Photo: Lea Baxter

Mike Baxter

I just completed the Mother Road 100 in November and I was glad to see Hammer Nutrition sponsored the race. I used nothing but Perpetuem and Sustained Energy for drink fuel during the entire race. This was my first 100, and Hammer Nutrition products helped me finish in 21:03:25 at 55 years and I was very happy. My longest run to that date was 37 miles. Since I have found Hammer Nutrition I have used no other liquid fuel for my runs. Of course Recoverite always finishes off a good run! Thanks again for a great product.

Tom Brunholtz

Thanks to you guys, and your products, (Perpetuem, Hammer Gel, Recoverite) I'm now comfortable with calling myself a Triathlete.



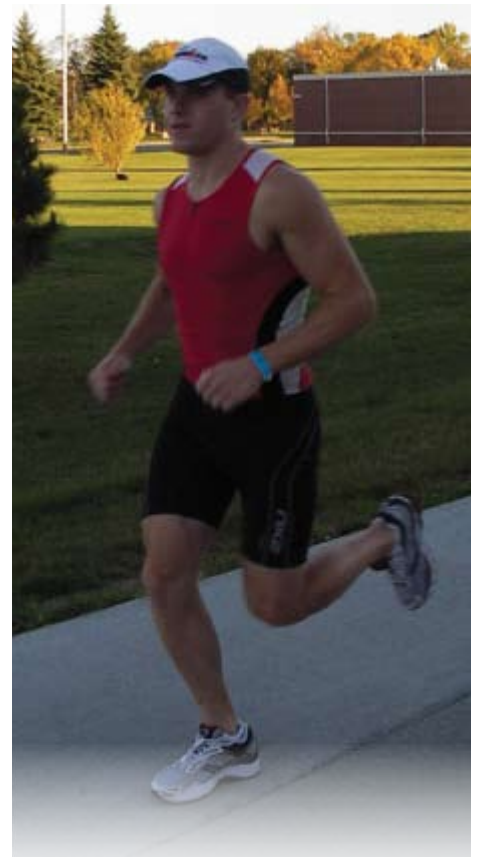
Wayne Rosenthal

Wayne shows his battle wounds after finishing the 12-mile mountain bike stage of the Rio Bravo Rumble Biathlon. Wayne and his teammate, Jose, who ran the 10K, placed 1st in their division.



Jane Rowe

I have been a Hammer Nutrition supporter for many years. All of your products have lived up to their specifications. Finally, I just have to write in a testimonial. I was in training for a 50K cross country classic ski race. I was taking Race Caps Supreme, Endurance Amino, Mito Caps, Tissue Rejuvenator, HEED, Recoverite, and the new Perpetuem Solids (which I just love) regularly. Just before the race, I doubled up on the Tissue Rejuvenator to help a nagging ligament issue. Thank goodness I did. I had a nasty fall early in the race and dislocated my dominant shoulder. I ended up in the emergency room with the prognosis of 3-6 weeks in a sling. Well, being a self-employed massage therapist, that was not good news. I kept up with the increased dosage of Tissue Rejuvenator and three days later was out of the sling. Two days later I was at work part-time and two days after that I was working full-time. Thank you Hammer!



Josh Pohlman

I just want to let you know that two weeks ago I completed my first Ironman Triathlon in Madison, Wisc., and can honestly say that my incredible finish time was thanks to Hammer Nutrition products. I am a Type 1 diabetic who also has celiac disease (can't eat gluten) and finished in 11:17:18. My training was less than ideal, since I was also a first-year medical student (I am now in my second year) and had to move twice to complete a summer research project on diabetes. In the past, I used numerous other sports nutrition products to control my blood glucose, but have found Hammer Nutrition products to be superior for numerous reasons. I now recommend your products to friends, diabetic athletes, patients, and colleagues/attendings. Over the next few years I plan to focus on my education while also improving upon my athletic performances. If you continue to make quality products, you can be assured that it will be my fuel. Also, other companies have been recommending themselves to diabetic athletes to prevent hypoglycemia and maintain hydration for years, but I believe HEED can achieve these goals more effectively. Maybe over time we can work together to reach this demographic and help individuals achieve their athletic goals despite diabetes.

FROM OUR ATHLETES



Mark Kauffman

Winter mountain biking in Slate Run, Pennsylvania! 18 degrees this morning, but no problem with my Hammer Nutrition jacket and vest. Your clothing is a great value, thank you. I used a Hammer Gel during and Recoverite after today's ride. Nobody is crazy enough to ride with me—you have to love studded tires for the winter!



Pedal Power Camp

The campers are really enjoying the product! They are learning a lot about nutrition and have been using all of the products from the HEED to the Recoverite to the Hammer Bars. Thank you so much for sponsoring my camp! You have really added to the event, and I am sure you will have new loyal customers as a result. We will continue to spread the good word regarding Hammer Nutrition products over here.

Sara Bresnick



Laura Bergmann

This was the She Rox triathlon in Philadelphia. I took 2nd place. The race was delayed two hours due to weather. Good thing I had brought extra Hammer Gel! Apple-Cinnamon is the BEST!!!



Tatjana Trout

Before I discovered Hammer Nutrition products, I used to get sick quite a bit due to exposure to all of my students' illnesses during the school year. I also took ibuprofen every morning and night for joint pain. I'm a teacher and the distance track coach at Branham High School in San Jose, Calif.

My husband was worried about my health, but did not want me to be on a variety of prescription medications for the rest of my life and thus put me on regimen of Hammer Nutrition supplements for daily health maintenance. After three years, in combination with a lot of exercise, I am happy to report that I am hardly ever sick; I am full of energy and feel great.

I also started training for and competing in USAT duathlons and XTERRA trail runs. My favorite pick-me-up in the middle of a long training session or race is Huckleberry Hammer Gel. I've seen a reduction in muscle soreness after long workouts when using Recoverite, and HEED Melon and Hammer Gel are always part of my race day fueling.

My biggest accomplishments thus far were winning the overall at the 2009 Luna Bar Duathlon, winning my age group in the Norcal XTERRA Trail Run Series, and competing in the XTERRA Trail Run Nationals in Bend, Oregon, and the 2010 XTERRA Trail Run World Championships in Hawaii. I finished 4th in my age group in Bend, just off the podium in a very fast field. I will definitely continue to train hard, and Hammer Nutrition products are part of that training. I plan on going back to Hawaii this year and finish what I started!

P.S. My student athletes love Hammer Gel as well!

Photo : TBF Summer Duathlon Series #2 - 1st overall.



Tony Gregg

I raced on a 3-person team in the 6-8 hour long course male division in the Houston Adventure Racing Team (HART) Dave Boyd Adventure Race in Livingston, Texas. It would be my longest race to date. I fueled exclusively on Hammer fuels including Hammer Gel, HEED, Perpetuem, and Endurolytes. On the running legs I fueled with Gel, and on the bike legs I fueled with HEED and Perpetuem. And I used Recoverite after the race was over.

Our team raced hard to a 2nd place finish! It was my best finish in a race to date! And I felt great the entire time! Thank you for your non-compromising principles in making the best fuels on the market! Keep up the great work!



Sheila Foraker

Here's a photo of myself on the way to a second place finish in my age division at a recent 5K run. Thanks for the great products!

Ariana Hilborn

I used Perpetuem for my race yesterday three hours prior. That was all I had because I knew from the articles that I've read that my muscles were ready to go after having re-fueled properly after all of my workouts. I had zero stomach problems and won the half-marathon in 1:17:59. Worked like a charm! Thanks again for all of your help!

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FROM OUR ATHLETES



Forrest Poole & Devin Winklosky

Thanks to the Hammer Nutrition team for all the support through your military discount program. I wanted to let you know how much we like Hammer Nutrition here—we keep "Hammering On" out here in Okinawa! Hammer Nutrition products helped us all the way through our century ride and after, too. (The Japanese beer was only part of our nutrition plan!)

Kathy Kenley

I'm a kayaker and getting ready for the 300-mile Watertribe Everglades Challenge in March. I started using your products last year while prepping for the MR340 (340 miles down the Missouri River). I'm 64, 5'4", 122lb., and broke a hip in an accident in July of '09. Yet I still competed in the 68-mile Watertribe Ultra Marathon in March 2010 (and beat most of the guys :), the MR340 in August 2010 (made the all-time top 10 women's list for time), and the 100-mile North Carolina Challenge in September. No way could I have done the MR or NC Challenge without Perpetuem and some gels, plus a smattering of Race Caps Supreme and other supplements I had purchased . . . and Recoverite at the end of each day—they all added to the success. I also believe the Recoverite (still have some left because I got a large one as a gift) really helps after an intense on-water workout as well as after races because if I miss taking it, I don't feel as recovered the next day. At my age, that's important! Wish I could afford to use it after weight workouts too, maybe some day, but I am faithful about using it after races. And, as I noted in the beginning, your products are now critical for the longer races and intense workout sessions. Thanks for making them!

Colin and Karen Thomas

I am really happy that Hammer Nutrition started producing the Fizz tablets. Karen and I both finished the Stagecoach Century fueled by concentrated Perpetuem in one bottle and Endurolytes Fizz in the other. Thanks!



Baker's dozen in every tube!



Arlene Johnson

Hi Hammer Nutrition,

I thought that you'd get a kick out of this cover. Los Angeles Sports and Fitness (S & F) magazine chose my picture from the 2010 Chesebro Half Marathon.

Thanks for everything, Hammer Nutrition rocks!



Steven Rhode

In October, I won the Soulstice Mountain Sprint Course race in Flagstaff and was the Masters Champion for the Solomon Trail Running Series in Flagstaff, Ariz. Then in November, I won the AZ Dirt Hog Cross-Country Championship race in my age division, and was the AZ Dirt Hog XC series overall champion in Tucson. The total was eight races with four 1st place finishes—all using Hammer Nutrition products! Thanks!

Francisco Garza

Recoverite is a "must have" in my arsenal of Hammer Nutrition products. It is the single most important factor for a fast and proper recovery after any race or hard training session. Recoverite helped me to rebound super fast and run one of my best times at the Rock & Roll Mardi Gras Marathon just two weeks after running the Chevron Houston Marathon. Thanks for such a great product, guys!

In the picture: Francisco Garza replenishing with Recoverite after finishing third in the 45-49 age group at the 2011 Rock & Roll Mardi Gras Marathon with a time of 2:55:24. Photo credit: Leno Rios



Brett Walker

submitted by John Monaghan

Today, while I was out on patrol working my day job as a NH State Trooper, I came upon a rider on Route 118 in Dorchester, which is a bastard to climb no matter what time of year. Being the 7th of January, it was a blustery 21 degrees out with snow flurries. I snapped a few photos of this guy wearing his Hammer Nutrition jacket as he rode. I waited for him at the junction of Rt. 25. He stopped and told me he is Brett Walker from Salisbury, NH. He was on a four-hour ride in preparation for RAAM 2011!

Yours, John Monaghan



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FROM OUR ATHLETES

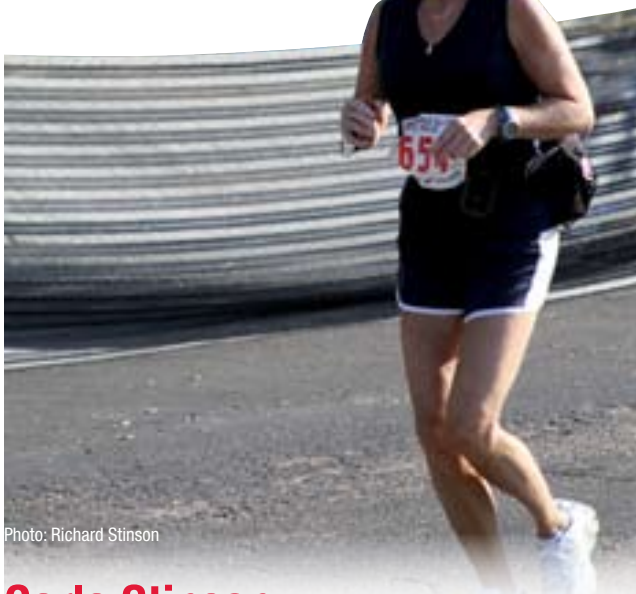


Photo: Richard Stinson

Carla Stinson

I am a long-distance walker, breast cancer survivor, and I participate in the Susan G. Komen 3-Day for the Cure. It is a 60-mile walk that we do over a 3-day period, 20 miles per day. I did the Dallas/Ft. Worth event in 2010, and I am already training (and using Hammer Nutrition products!) for November 2011. During the event, each morning I stocked my day pack with enough Endurolytes and Hammer Gel to take at each pit stop. Each day at our lunch break and again when I reached camp in the evening, I rewarded myself with Chocolate Recoverite. I also used these products from March through the end of October, during which I trained by walking hundreds of miles. Training in Houston during August meant 95 degrees and 90% humidity. I had six months of chemo, then surgery, and finally reconstruction. I began my training before completing the reconstruction. The experience of the 3-Day transcends all of my experiences from the breast cancer, treatment, and recovery.

This week I learned that these same products are a tremendous benefit when dealing with stomach/gastrointestinal viruses! The Endurolytes replace the vital elements that can be lost so quickly during a virus. After just two capsules, the cramps in my legs and feet were gone and I was feeling better. When the virus spread to other members of my family, I was making sure they took the Hammer Nutrition products too.

Walk on . . .

We want to know what you're up to! Send your news and we'll try to include it in the next issue.
athleteupdates@hammernutrition.com



Team Echelon

Echelon takes 3rd at Valley of the Sun in age 40+ category!

Cale Reeder, National Champion (far left), was four seconds off the lead on day one in the Individual Time Trial in Phoenix, but later got bumped off the podium by his own teammate, Dirk Himley, who ended up 3rd in the General Classification on day three. Dirk got in a break in the road race on day two and accidentally helped a rider farther down in GC to move into 1st place; our mistake, but nevertheless, a podium finish for Echelon. Also racing were Kurt Bickel (also a National Champion) and Hunter Ziesing.



The Omans

My husband and I are loyal Hammer Nutrition fans but, I must say, it even surprised me for my husband to ask for two coffees, water, and two Hammer Gels this morning while out shoveling in the storm!

Once again, thanks for the help this year and the continued sponsorship of the Julie Silletti TRI for Your Heart!

Tori Oman



Photo : AJ Whalen, Carolina SportPix Photography

Todd Daczkowski

Todd Daczkowski works toward a successful year of racing with a 1st place age group win and 9th overall at the Charlotte Running Co. 9 Miller Trail Race in Charlotte, N.C. in January.

"I personally had a great race, finishing in about the same time as last year but on a course that was 7/10 of a mile longer! It was my first race in my Hammer Nutrition shirt, and I talked to several racers that were curious about my affiliation and fueling program."



Jesse Mong

Jesse Mong says fueling with Hammer Nutrition makes him feel "36 years younger!"



Jamie Whyte

Congratulations to Jamie Whyte, the overall winner of the 2011 Challenge Wanaka in New Zealand.



Lincoln Murdoch

Here's a pic of me at the top of Mt. Lemmon just outside of Tucson, Arizona on January 29, 2011, at 8,000 ft. Perpetuem and Hammer Gel got me up there! Thanks for the great products!

Geoff Comp

I am a 24-year-old athlete starting medical school in August and competing in my first Ironman (St. George, Utah) in May. In addition, I coach for the Leukemia and Lymphoma Societies Team in Training triathlon team, and I recommend your products to my athletes. From a scientific perspective, I appreciate all of the biochemical and physiological information on the website about all of your products. From an athletic perspective, I like that all of your products let me swim faster, bike farther, and run harder. I rely on my Hammer Gel, Endurolytes, and Recoverite to keep me moving, and will absolutely use them in my upcoming race! Again, thank you for providing such an incredible nutritional solution.



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