

HEED and Endurolytes save the day!

2011 Sea Otter recap

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ENDURANCE NEWS

JUNE/JULY 2011

#75

2012 Hammer Camps

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Pit Row

Drive on over

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Take it to the next level!

Race Day Boost

The informed athlete's advantage since 1992

Race reports from around the **world!**

IN THIS ISSUE

#75

Montana adventure racer Nate Jarosch checks the transition at the 12-Hour Grizzly Man 2011. Photo : Shawn Moe

"The 12-hour race was definitely a test of endurance and skill this year, with so many checkpoints to find and snow in places that you would post-hole knee deep. Strawberry-Vanilla Perpetuem, Hammer Gel, and Hammer Bars fueled the day."

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		ON THE COVER			
		<i>Sixteen-year-old Team Hammer Nutrition/NW Race Karts driver Brandon Scheiber raced to a 9th place finish both Saturday and Sunday, in the 31-kart deep S2 class (Semi Pro-like cat 2 on the road) at the 2011 SKUSA SpringNationals in Tucson, Arizona. Photo : Todd McCall</i>			

ENDURANCE NEWS

The informed athlete's advantage since 1992

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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.

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LETTERS

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

Thank You!

Just wanted to send off a quick note thanking Hammer Nutrition for such great products and customer service. I just finished my first triathlon, the California Ironman 70.3. Not only did I finish, I finished 1.5 hours faster than I thought I could do it. I have been using Premium Insurance Caps, Mito Caps, Race Caps Supreme, and Tissue Rejuvenator through my training and for the event. I stayed healthy while everyone around me was sick, my performance kept getting better, and I know the Hammer Nutrition products helped me achieve my goal. When I started training for the event I was 40 pounds overweight and could not swim 100 yards, let alone 1.2 miles. I even put on the Hammer tri shorts—my first time in spandex! Your customer service team

and the extra mile you always go has made me a lifetime supporter of your products—plus they work! I love the newsletter and all the information you put out. I know exactly what I am getting and how it works. Keep up the great work.

- Craig Stevens

A friend of mine from the States emailed me today because he saw the spotlight on my boys in the last Endurance News. I was able to pull it off the website, and wow! You really did a remarkable job of putting that together. Really, really, really appreciate you taking the time to feature the boys. They were both extremely excited to read it when they got home from school . . . Karla cried. Great job!

- Steve Armes, stationed in Japan

Come ride in Montana! 10th annual Highline Hammer – July 20-24

The Highline Hammer is a 5-day cycling experience held in Northwest Montana, the site of Hammer Nutrition's headquarters. Along with epic rides and breathtaking scenery, attendees are also treated to full SAG support on all rides, round table discussions with Brian Frank and Steve Born, product and clothing discounts, gourmet meals, shuttle service to and from the airport and events, and much more.

Rides include a 2-hour warm-up spin around the Flathead Valley, a 70+-mile ride around Flathead Lake, and a 121-mile loop through Glacier National Park. With more than 8,000 feet of climbing, three mountain passes, and two trips over the Continental Divide, the Glacier Park ride is truly one of a kind.

Sign up today!

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Read more about it at www.hammernutrition.com/events/highline



Brian Frank and Steve Perdue stand trackside at the 2011 SKUSA Spring National in Tucson, Arizona.

Welcome to the 75th issue of Endurance News.

With everything that is going on around here and all of the submissions from clients, keeping this issue down to 84 pages was not possible. However, as we always do, we managed to shoehorn in the best content for you to enjoy for the months of June and July. It'll be nice next year when we have the freedom to go over 100 pages per issue. In the meantime, we'll be stressing quality over quantity, as has been my habit for over 24 years now. There are so many good articles to highlight that I'm not sure where to begin. From updates to our new products, to the arrival of the 9th edition of the *GUIDE to SUCCESS*, to the contributions from our readers, it's all must-read material. I'm really enjoying the reports from our international distributors and friends abroad. This month we've got reports from France, Australia, New Zealand, South Africa, Argentina, and Chile, plus the athlete profile that I wrote about my longtime friend Carlo Vanini, the man responsible for my European cycling adventures and a lot more.

One of the things that we hear most often from our clients is how much they appreciate our educational materials, which have in turn allowed them to learn and understand how to properly fuel their bodies. Considering the time and energy (let alone the costs) of producing this material, I really need the affirmation. Luckily for me, Steve, and the rest of our editing/graphics staff, we have finally finished up all of our educational collateral for the year with the printing of the 9th edition of *The Endurance Athlete's GUIDE to SUCCESS* and the brand new companion publication, *The Hammer Nutrition Fuels & Supplements - Everything You Need To Know*. These two publications, along with our *Consumer Education Guide (CEG)*, *Little Red Book* (aka PUM or *Product Usage Manual*) encompass everything that Steve, Dr. Bill, and I know about fueling for endurance. While we are charging a modest fee for the print versions of these publications, do not forget that they can be downloaded absolutely free by anyone from our website. The best information is free, right?

Sea Otter – You gotta love California in the springtime. Besides a little marine layer and some breeze, the weather was spectacular. After a five-year hiatus, it was great to be back, and this time as an invited guest—we decided to step up and signed on to be the official drink sponsor for 2011-2013. That meant 600 containers of HEED, 25,000 cups, 50 coolers, and a check. Seeing so many familiar faces and getting a chance to visit with Hammer Nutrition family members were definitely the highlights of the event for me. I got a little over-ambitious with three booths, sampling product, and doing Compex NMES active recovery demonstrations, so it was a good thing that my old friend Darryl Smith was able to rally the IC3 troops to help us cover the booths. Their spaghetti feed on Saturday night was awesome, and the view from their campsite was amazing.

Hammer Kid's Clothing – This was another project that took us to the limits of our patience, but I think that Voler, once again, came through with exactly what we were looking for: technical, high-quality cycling and triathlon clothing for kids. That's a lot easier said than done, for sure. For starters, they have to custom order junior size chamois. Anyway, they are in stock and flying off the shelves. If you've got a junior athlete or know one, get 'em a new kid's kit—they'll actually be promoting a brand that they can use!

Solids – With the positive feedback continuing to snowball, I'm definitely feeling better about my product development skills. If you have not experienced them yet, give them a try; you may end up being one of the athletes who likes them and finds them useful. I'm not kidding myself though . . . I know some of you have already tried them and they are just not your bag. That's OK too. I trust that you have found more than one of our other products that is to your liking, and that's the key. I seek to create and provide a variety of products that is deep and wide enough to offer something to every type of endurance athlete out there.

Fizz – If the Perpetuem Solids were a risky new product, and one that not everyone will like, then the Endurolytes Fizz were the complete opposite—a guaranteed slam dunk. Really, a lot of people don't like to drink plain water and even more don't like to swallow pills, especially while exercising. We came out of the gate with a better product by omitting artificial sweeteners and petrochemicals (asculfemane K, polyethylene glycol) that most or all of the competitor products contain. However, we were not able to do away with the magnesium stearate until now. Magnesium stearate really isn't that bad as far as ingredients go, but its function is solely as a lubricant to get the tablets to pop out of the mold. In a practical sense, it's the magnesium stearate that causes the white residue on the surface of the solution after the tablet dissolves, which always bothered me. Now that we have switched to the wheat germ oil (not wheat, it's gluten-free), we've killed two birds with one stone! Besides getting rid of most of the "gunk" from the surface, wheat germ oil actually has antioxidant properties, and we all know that you can't get too much of those.

Lastly, if you have been considering buying a Compex NMES device, now is the time to do it! Be absolutely certain to read through the articles and information on pages 22-25.

Enjoy the read and happy training!

Brian Frank

A real iron kid

Junior racing in Florida



Dear Hammer Nutrition,

My name is Jacob Hernandez. I am a member of the AAA Tri Team based in Groveland, Florida. I started out as a swimmer, and then took up cycling where I met Coach John Hovius, who introduced me to triathlons. I have been hooked for about a year and a half. I am 15 years old and am the 2010 Florida Ironkids 1st Place Champion. I am also ranked 18th in the nation for Ironkids.

I would like to thank you for your sponsorship and the training towel that was provided to me by my coach, John Hovius. I have tried a number of other manufacturers, and found that your products are top notch. Thank you again for your sponsorship. I look forward to our partnership.

Sincerely,
Jacob Hernandez

Read about other amazing juniors on pages 74-75!

Livin' the dream



Devian and Brian at Sea Otter.

One of my favorite things about going to events is getting to meet Hammer Nutrition fans like Devian—former pharmaceutical rep, doesn't own a car, lives to ride, and rides to live. Besides getting strong, fit, and losing weight, the bike (a 50 lb Africa bike) got him a temporary job at Sea Otter. Devian believes in being prepared thus the two spare water bottles—one has 16 scoops of Caffé Latte Perpetuum (he reasons an eight-hour bottle but after our discussion, he is going to experiment with less). The other bottle contains 14 scoops of Recoverite so he's ready

to recover right no matter where he decides to stop for the day. He's livin' his dream and it's working for him. Keep up the great life Devian! - Brian Frank

Read more Sea Otter reports on pages 45-49!

Correction: Thanks Jessica Platt for contacting us regarding a typo in "5 health dangers of High Fructose Corn Syrup," which ran in Endurance News #74. This article was reprinted from an outside source; however, as always, we strive to provide complete, accurate information and would like to clear up any confusion. The article erroneously stated that HFCS is linked to HDL (bad cholesterol); this should have read LDL (bad cholesterol).

In the kitchen

BY STEVE BORN

Let's be honest. A good part of the reason we love endurance sports so much is because we're burning a ton of calories, which usually means we can eat a lot of food and not gain any weight. However, just because you're burning thousands of calories doesn't really give you carte blanche to eat anything you want. Sure, you can have a "cheat meal" here and there and easily get away with it. But remember, the foods you consume play a huge role in determining the health of your body, as well as the quality of your workouts and races. Don't forget: "Garbage in, Garbage out!"

That's why we've compiled a book of some supremely-delicious-yet-completely-nutritious recipes that are easy to prepare and a joy to consume. With the recipes from "In the Kitchen with Hammer Nutrition" you can feel good (no guilt involved here!) knowing that your feeding your body with super high-quality food. "In the Kitchen with Hammer Nutrition" is available as a PDF download, FREE OF CHARGE (wow!) on the Hammer Nutrition website. Now, who's hungry?!

Turn to page 40 to read one of the delicious recipes!



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Steve makes the long climb up Mt. Lemmon at the March Hammer Camp. Photo : Owen Gue

FROM THE SADDLE

BY STEVE BORN

Sea Otter Classic

It's been 11 years since I attended this event, when I went not to race but rather to finally meet the man who would become my employer. Long story short, I had been friends with Brian since the late '80s, though I had never met him "officially." He was one of the very first sponsors I had, and certainly the longest-lasting, during my 18 years as a competitive ultra cyclist, and even though our conversations were via phone or snail mail (yep, this was before email was available), we developed a strong friendship. When I was between jobs and still living in Southern California, I called Brian on a whim and asked if he'd ever be interested in hiring me. His answer was an enthusiastic "Yes!" He

invited me to meet him in Monterey so that we could talk further, and so I could help out at the Hammer Nutrition booth at the Sea Otter Classic.

Obviously, a lot has happened since that day, with the standout being the ever-increasing, upping-the-ante presence at this incredible weekend of mountain biking and road biking races. Now, instead of a mere 10'x 10' tent, we had the 40+ foot Hammer Coach (#2 in the fleet) as our main expo "booth." In addition, we had a separate 20' x 10' space for doing Complex demos, plus a 10' x 10' space for sampling more products. The saying, "We got you covered," was

definitely evident at Sea Otter!

And oh, it was busy, so much so that on one of the days (I believe it was one of the supposedly "slow days") I totally miscalculated the amount of water and ice that we'd need to mix enough HEED and Recoverite. Now, I've been to fairly sizable event expos before but I hadn't seen anything like this in a darn long time, if ever—10,000 participants? Yowza! Determined not to make that mistake again, we purchased as much water and ice as we could to cover our HEED and Recoverite needs. I don't remember the exact amounts, but on one of the days I went through over 50 gallons of water and 90 pounds of ice just to make 5-gallon containers of two flavors of HEED and 5-gallon containers of one flavor of Recoverite. Now, when you take into account that most people are using our cups and filling it up with about 5-6 ounces of fluid, that's a lot of HEED and Recoverite being sampled! Needless to say, I was kept pretty busy all day simply making fresh coolers of HEED and Recoverite.

We also sampled Hammer Bars, cutting them up into smaller pieces, toothpick included á la an hors d'oeuvre (toothpicks were another thing I didn't get enough of for one of those days . . . D'oh!), available for all to sample. I don't remember how many Hammer Bar samples we cut up but it was easily over 1,500 per flavor by the end of the event.



We also gave away Endurolytes Fizz sample tablets, at least 7,000 of them total in all four flavors (including the incredibly great-tasting peach flavor)! Perpetuem Solids were also sampled and,

while there were some quizzical looks and comments ("What the heck is that?"), most everyone seemed to really like this product.

The best part of all was getting to meet a lot of the members of the various teams we sponsor, and them volunteer time at our booths was really appreciated. Thanks to all who helped out and we'll see you next year! **HN**

More high-sodium intake rubbish



Yet another series of studies concluded that positive benefits can be achieved via pre-race sodium loading. In the first study, the test subjects drank either water or an electrolyte solution with about three times the amount of sodium contained in a specific sports drink. Subjects began the study fully hydrated, then drank about 1.5 liters of either water or the sodium solution over 30 minutes. The results? The subjects who had consumed water lost 22% more water than they drank – according to the researcher, they were “dehydrated.” The subjects who drank the high-sodium solution retained 35% of the fluid; they were labeled as being “hyper-hydrated.”

In a second study, the hydration effects of three different solutions were compared to a specific sports drink: one with a sodium level equivalent to that specific sports drink, one with twice the sodium of the same sports drink, and one that was three times saltier. After three hours, the subjects who consumed the solution that had the same amount of sodium lost 6% more water than they had consumed. The subjects who drank the mid-range sodium solution retained 25% of the water they drank, and the subjects who drank the saltiest solution retained 35%.

So what does this all mean? Do these results prove benefits can be accrued from a massive increase in sodium consumption? Does one become “hyper-hydrated?” Well, not quite in my opinion, and here’s why:

- Drinking 1.5 liters of water in 30 minutes, after one is already “fully hydrated” to begin with (as indicated in the study), is an awful lot of fluid to consume in a very short time (even if

one is not fully hydrated to begin with), enough to potentially cause the body to lose fluids and sodium via urination, and certainly enough to potentially cause hyponatremia.

- The use of the word “retained.” Now, to me, retaining fluid as a result of high-sodium intake doesn’t necessarily equate to hyper-hydration. In my opinion, it means that the recirculating/conservation properties of aldosterone have been shut down, with vasopressin (the “anti-diuretic” hormone) now predominating. This, in my opinion, is what is causing the fluid retention, not beneficial hyper-hydration (such as what glycerol loading would do), and my hypothesis is that this additional fluid is NOT inside the cells and extra-cellular spaces, but rather in areas outside the cell—the hands, feet, and face.

As Dr. Bill states, “Excess sodium intake will definitely cause you to retain fluids but not in a performance-benefiting way. Ingesting too much sodium potentially risks inducing increased distal extremity fluid storage (the aforementioned in the extremities such as the feet and hands), and elevated blood pressure. In addition, excessive sodium tends to increase the rate of sodium excretion and in prolonged events may inhibit performance.”

CONCLUSION: Too much of anything—calories, fluids, and electrolytes (sodium)—will usually have as many performance-inhibiting effects as “not enough.” Sodium loading is simply a bad idea because it completely overrides how the body is designed to work (though a handful of athletes may force their bodies to adapt to such a protocol). For the overwhelming majority of us, sodium loading prior to exercise and/or excess sodium during exercise will most likely yield disastrous results. This is accurately reflected in Dr. Bill’s statement: “The human body is constructed to be sensitive to monitor homeostatic electrolyte balance, suggesting that consistent intake of small amounts of fluid and electrolyte volume prevent severe deficits of fluid and electrolyte loss.” **HN**



Special “shout out”

I work with some very talented people, for whom I am extremely grateful. It took months of meticulous work to complete *The Endurance Athlete’s GUIDE to SUCCESS*, *The Hammer Nutrition Fuels & Supplements – Everything You Need to Know*, and the *Product Usage Manual*. In addition to that, we do an Athlete Education Series piece just about every week, and it seems as though we’ve just finished an issue of *Endurance News* when the deadline for the next issue is looming over us.

Getting all of these knowledge resources done is a team effort. Yes, I may write a sizable amount of the text for all of them, but if it weren’t for “the team” they would never, ever get done in a timely fashion, nor would these resources look as professional as they do.

So with that said, I want to thank Angela, Kelly, and Julia in our graphics department. Without them, these resources wouldn’t look as slick as they do. I also want to thank Kadidja and Vanessa for all of their help in editing and proofing my writing. Their input and editing advice/counsel makes me sound a whole lot better. The best part of all is that in spite of the deadlines and numerous other things that can plague a project, we rarely argue and we have always maintained our friendships. I think that’s really cool, so thanks to you all for everything you do to help make these publications/resources shine . . . we make a darn good team if you ask me! **HN**

Product Spotlight

RACE DAY BOOST BY STEVE BORN

Take it to the next level!

We introduced Race Day Boost well over a decade ago, and since then athletes have been enjoying the powerful benefits this unique product provides. Seriously, if you found a supplement that enhanced the functions and performance of your body's three energy production pathways, and also effectively buffered lactic acid, you'd take it, wouldn't you? Race Day Boost is that product—and yes, it's safe and legal!

Studies on sodium phosphate, the main component in Race Day Boost, date back to 1990 [Lenfant 1970, Lunne 1990], with Dr. Richard Kreider's study in 1992 arguably being the hallmark study on this substance. In Kreider's study, subjects loaded with sodium phosphate for four days (1 gram, 4 times daily). During a 40km cycling time trial, both mean power output and oxygen uptake increased by 17%, netting an 8% improvement in performance time. Now that's some serious improvement!

To explain how Race Day Boost can help produce personal best performances, a few basics of molecular-level energy production need to be reviewed. It gets just a tad bit technical but it's fascinating stuff nonetheless.

Our muscles rely on three different energy systems, or metabolic pathways, to produce ATP, the molecule directly responsible for muscle function. We have the ATP-CP system, the lactic acid system, and the oxygen, or aerobic, system. Every muscle fiber has all three of these systems available, utilizing each depending on the length and intensity of exercise.

The ATP-CP energy system

The first energy system is the ATP-CP (adenosine triphosphate and creatine phosphate) system. ATP is the immediate source of energy for muscle contraction, breaking down to ADP (adenosine diphosphate) as it releases the energy to fire a muscle fiber contraction. This system releases energy very rapidly, but also depletes very rapidly, in just a few seconds of continued effort. It is the energy source used in brief, intense activities such as weightlifting or sprinting. Creatine phosphate, another high-energy compound naturally occurring in all muscle cells, also breaks down, releasing energy as it loses its phosphate group, but unlike ATP, it does not cause muscle contraction. Instead, the phosphate goes to an ADP, converting it back into ATP, thus replenishing the system. The sodium phosphate in Race Day Boost supplies phosphate groups used in the re-synthesis of CP and ATP, thus improving the performance of this short-term energy system.

The lactic acid energy system

The second energy system is the lactic acid system. A key feature of this system is its relationship with blood pH. Normal blood maintains a slightly alkaline pH of 7.3 to 7.4, optimal for the enzymes that produce energy via the lactic acid energy system. This system uses carbohydrates as fuel, primarily in the form of glycogen stored in the muscles. Our bodies break down muscle glycogen (a process known as glycogenolysis) into glucose, which then undergoes further breakdown via glycolysis. Glycolysis converts glucose to pyruvic acid, releasing energy and creating ATP. Glycolysis occurs with or

without the presence of oxygen. At rest, glycolysis occurs at a slower rate sustained by the oxygen you inhale (aerobic glycolysis). As you begin to exercise, the rate of aerobic glycolysis increases. As intensity of exercise increases, aerobic glycolysis becomes inadequate to support energy production and the system switches to anaerobic glycolysis. Through a series of chemical reactions in muscle cells, the formation of lactic acid allows anaerobic glycolysis to continue. However, excess lactic acid accumulates during high-intensity efforts, increasing the hydrogen ion concentration within the muscle cells and disrupting the ideal alkaline blood pH. This results in that all-too-familiar "burn" that we all hate. Race Day Boost's phosphate salt buffers blood acidity and helps maintain this acid-alkaline balance by neutralizing excess hydrogen ions within the muscle cell. Effectively buffering excess lactic acid allows the lactic acid system to provide energy for a longer time.

The oxygen (aerobic) energy system

Phosphates also aid in improving the third energy system in the body, the oxygen (aerobic) energy system. This system uses primarily carbohydrates and fats to produce ATP, but after



- continued on page 10

"As always, thanks for great products!" - Dan S.

PRODUCT SPOTLIGHT - RACE DAY BOOST

Sodium bicarbonate or sodium phosphate – Which is better?

Loading with sodium bicarbonate (baking soda) has been shown to successfully enhance performance for high-intensity, anaerobic type events lasting from 1-7 minutes. The downside is the huge amount one has to take to achieve this benefit. Most loading dose protocols with baking soda have used a single dose of 300 mg/kg of body weight prior to a short-duration, high-intensity event. So, for a 180-lb athlete (about 82 kg), that's a dose of nearly 25,000 mg (25 grams), an amount that would make most people sick, to say the least.

As you see, baking soda has some strict limitations in regards to how beneficial it really is, and it has some real issues in regards to how much you have to use to (hopefully) obtain those benefits. Sodium tribasic phosphate, the main ingredient in Race Day Boost, is quite unique and substantially more beneficial than sodium bicarbonate because it provides substrates for all three of the body's energy-producing pathways, not just the short-term, which is what sodium bicarbonate does. Plus, your body doesn't require the massive dose that is necessary with sodium bicarbonate.

An Easy Way to Use Race Day Boost Powder

I measure one serving into a Hammer Flask and take about two flasks to work. When the time comes for my RDB, I use warm-to-hot tap water, filling up the flask to about 4-5 oz., shake rigorously, and drink. I have done about 5 cycles this way and find it very easy. I don't use juice, as warm water helps to dissolve the RDB better. It just tastes like salt water.

Thanks to Hammer Nutrition client Anthony Parsells for this Hot Tip.



Real Athletes, Real Results!

What you're saying about Race Day Boost

"Your Race Day Boost is amazing! I recently completed again the Horribly Hilly Hundreds challenge ride in Wisconsin. Using your product, I took 75 minutes off my time for the 100K version (it's actually 110K) – from roughly 5h:45m to 4h:34m; not too shabby for 63 years old!"

-William T.

"I read about Race Day Boost in last July's Endurance News and decided to try it for my race. It worked great!"

- Bill C.

"Just wanted to thank you for your fueling support! For the first time, I didn't experience stomach distress during a race and finished my first tri in great time. Really, I felt great after (Recoverite) and finished nearly an hour earlier than my estimated time. And the four days of Race Day Boost was such a help. Thanks again!"

- Gigi F.

"I have used Hammer Nutrition's Race Day Boost for many years during high intensity events. With race events such as half Ironman triathlons, pro level world duathlons, and elite wave marathons, RDB powder is always the top supplement on my performance prep list. It has no negative side effects, while providing outstanding oxygen utilization and endurance."

-Christine H.

- continued from page 8

90-120 minutes of sustained exercise, this system starts to chew on protein, with about 5-15% of the energy coming from amino acids. The oxygen system can't produce ATP as rapidly as the other two systems, but it does produce greater quantities of ATP. It serves as the primary energy system of aerobic, or "conversational level," athletics. In other words, if you're breathing easily enough that you can talk while you're running or cycling without much effort, you're still in the aerobic mode. Even though it seems that you're always going anaerobic in a race, or at least going back and forth between all the energy systems, once you settle into a rhythm during the race, your body relies mostly on the oxygen energy system. Phosphates form part of a compound found in red blood cells known as 2,3 diphosphoglycerate (2,3-DPG). This molecule helps release oxygen from hemoglobin into the muscle cells. An increase in 2,3-DPG will improve the availability of oxygen to working muscles for the process of creating ATP. The dose of sodium tribasic phosphate used in Race Day Boost exactly matches the dose used in all studies done with this nutrient, including one that showed an 8% improvement in performance in a 40k time trial.

In addition, each serving of Race Day Boost powder contains 500 mg of glutamine. A full dose of four servings per day (2,000 mg glutamine) enhances muscle and liver glycogen storage, a definite bonus while you're tapering for your upcoming race. Having maximal amounts of glycogen available come race day provides a huge advantage simply because you'll be starting your race with a greater volume (more minutes) of readily available fuel, the first your body will use when the race begins. The bottom line is that maximizing glycogen stores is an important component of enhanced athletic performance, and glutamine plays a vital role in glycogen synthesis. Additionally, glutamine is well known for its positive effects on helping maintain strong immunity, another bonus leading up to race day.

NOTE: Race Day Boost also comes in a convenient encapsulated form; each capsule contains 500 mg of this superb ergogenic aid, minus the glutamine component.

The answers to sodium phosphate safety issues

Sodium phosphate is arguably most commonly known as a cleaning agent and stain remover, but it is also used to treat constipation and to clean the bowel before surgery, X-rays, etc., and is used in the food industry for a number of purposes. Large amounts of orally dosed sodium phosphate can have a laxative effect, especially if Race Day Boost has not been used before. This laxative effect is potentially true with just about any nutrient, especially vitamin C or magnesium. That's why it's possible that one may need to use the bathroom after that first serving of Race Day Boost, simply because the body may not be used to receiving a 1,000 mg dose of sodium phosphate. Though unlikely, if that does happen, once the body adapts to the sodium phosphate in Race Day Boost, the laxative effect should no longer be experienced. Other than that, excess amounts of phosphorus along with low dietary calcium intake may lead to a calcium deficiency, which is the primary reason we recommend not using large amounts of sodium phosphate routinely; we recommend a 2-4 week "washout" period between loading doses.

As far as safety is concerned, the LD50 (the amount of an agent that is sufficient to kill 50 % of the rats) of orally dosed sodium phosphate for rats is 8,290 mg/kg, which is an extremely high amount, one that indicates that sodium phosphate is remarkably safe. Translated for a 75-kg/165-lb athlete, that would mean a dose of nearly 622 grams, an astronomically large amount, one that no one would even conceive of trying to take. Interestingly, and by comparison, the LD50 for rats consuming acetic acid (vinegar is a dilute aqueous solution of acetic acid) is 3,310 mg/kg, and the LD50

for rats for sodium chloride (table salt), is 3,000 mg/kg. Yes, used as directed, sodium phosphate is safe.

Lastly, each 1,000 mg dose of sodium phosphate (the amount in one teaspoon of the powder or two capsules) contains approximately 193 mg of actual sodium, which means that 772 mg of sodium is added to the diet during the four day loading dose, 772 mg being roughly 32-33% of the upper recommended daily dose for sodium. Most everyone consumes 6,000-8,000 milligrams of sodium per day, an amount that's two to three times the upper recommended daily dose for sodium. Therefore, the practice that some athletes follow, which is to consume extra amounts of salt in the days prior to a race in the hopes of "topping off sodium stores," is without merit and a practice we vehemently do not recommend. This is why, when using Race Day Boost in a four-day loading cycle prior to a race, it's important to be even more cognizant of your daily sodium intake.

Summary

Race Day Boost's simple formula belies its profound effectiveness, aiding in increased cellular energy production and buffering performance-robbing lactic acid. Thousands of satisfied Race Day Boost users can testify to its effectiveness; isn't it time you included this amazing supplement in your race "arsenal"? More information about this phenomenal performance-enhancing product—as well as a variety of loading dose options and usage suggestions—can be found on the Race Day Boost page on the Hammer Nutrition website. **HN**

SUGGESTED USAGE - CAPSULES:

Depending on body weight, two capsules one to four times daily for four straight days prior to a race.

SUGGESTED USAGE - POWDER:

Take 2 level teaspoons four times per day, with 4-6 ounces of fruit juice, for four days prior to competition.



4 days & 4 nights

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No matter what duration your event may be, a four-day loading dose of Race Day Boost prior to a key race can make a noticeable difference in your performance.

- Get to the finish line faster
- Enjoy better endurance
- Reduce lactic acid



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Body Care

The right stuff for the outside of you!

When most people hear the name “Hammer Nutrition,” it’s a pretty good bet they’re thinking, “These guys make some sort of health food or nutrition product.” What they may not know (and you may not either) is that while we do make the finest supplements and fuels for the inside of your body, we also make some downright impressive products for the outside of your body. Our body care products contain all-natural ingredients, are free of chemical additives, and are extremely effective and attractively priced.



Seat Saver

If you spend much time at all on a bike, you know that one of the most important pieces of equipment you need is actually something that you wear. No, I’m not talking about an article of clothing (though that is important). I’m talking about a cream

that helps protect that area where “skin meets bike seat.” Dealing with skin irritation and saddle sores is no fun; it’s definitely something that can make what should be an enjoyable time a real pain in the . . . well, you get the idea. You may have tried a variety of products in the past and you may currently be using a chamois cream of some type. However, when you try Seat Saver, we’re sure you won’t ever go back to those other products. Thousands of cyclists who have been using Seat Saver will tell you the exact same thing.

Though Seat Saver was designed primarily with cyclists in mind, that doesn’t mean it’s just for those particular athletes. In fact, because Seat Saver is such a potent anti-chafing/antibacterial cream, runners, triathletes, and other endurance athletes find it to be ideal for helping to protect the skin from the discomforts of chafing and other caused-by-friction skin irritations.



Pelle Eccellente

While skin care products are “a dime a dozen,” there is absolutely nothing like Pelle Eccellente (Italian for “Excellent Skin”). As Hammer Nutrition owner, Brian Frank, once wrote, “My experience with every skin cream up until Pelle Eccellente

was the same vicious circle—skin is a bit dry and scaly, I apply cream and my skin feels moist for a few hours or a day at most, and then it is even drier than before until I apply more. With Pelle Eccellente I can apply a small amount to my legs, and two or three days later the skin is still moist and soft. Seriously, if you don’t use skin creams/moisturizers because of the earlier-mentioned issues, you’ve got to try this product. And if you do regularly use these types of products, you’ve got to try Pelle Eccellente and compare it to your current favorite. I think that you will be highly impressed.”

Containing more than a dozen all-natural and highly effective ingredients, you simply won’t find anything like Pelle Eccellente anywhere. Like Brian and countless other satisfied clients, once you try it you won’t want to use anything else!

BY STEVE BORN



Hammer Balm

Hammer Balm is a transdermal, deep-penetrating, analgesic compound designed to alleviate the pain and discomfort associated with sore muscles and inflamed joints. Unlike many other similar products on the market, Hammer Balm is 100% natural

and completely free of camphor, menthol, petroleum, and other harsh chemicals.

One of the problems with many of the creams, lotions, and salves frequently used is the strong, unpleasant menthol/hot pepper odor. Another is that many of these products irritate the skin, causing a painful “burning” sensation. Many people feel that the strong smell/hot skin combination equates to “something must be working,” but the fact is that very little is actually happening. The truth is that most topical applications fail to permeate deep through the skin barrier to capillary beds to beneficially affect inflamed muscle areas. With a precise mixture of components that have been shown to effectively penetrate the skin barrier, Hammer Balm resolves that problem.

Prior to its introduction, Hammer Balm was tested on over 100 subjects. None reported negative side effects, all reported positive anti-inflammation results, and the majority asked why it didn’t burn their skin or have an overwhelming menthol odor like so many other products. Thousands of satisfied clients who have been using Hammer Balm have experienced the exact same results, and once you try Hammer Balm, you’ll be hooked!



Cool Feet

Cool Feet is a super concentrated anti-odor, antifungal, antibacterial foot powder that contains no petroleum products, harsh chemicals, or metals, and noticeably helps prevent odor, burning, itching, blistering, and other foot fungus-related

symptoms. On top of that, it smells nice too! Cool Feet can be used in your everyday shoes, but you'll really notice just how effective it is when you use it during hot-weather exercise.

With Cool Feet you get exactly what you want out of a foot care product without having to douse your feet with copious amounts of powders or sprays that contain chemical additives, petroleum products, or metals. Cool Feet contains none of those unwanted ingredients, yet is so effective that a little goes a long way.



Soni-Pure

With even more potent strains of viruses and bacteria now present, the need for practicing good personal hygiene—specifically frequent hand washing—is no longer an option, it's a necessity. It's arguably the best way to avoid illness and prevent the spreading of germs. This has led to the rise, and frequent use, of waterless hand sanitizers. However,

most-to-all of these products are alcohol based and contain chemical ingredients, which is why we were compelled to produce an effective alternative.

If you are a frequent user of hand sanitizers, or if you don't use them because of their composition, Soni-Pure is a product you'll definitely want to try. It's petroleum- and alcohol-free, so it won't dry your skin or expose you to harsh chemicals. What it will do is provide an effective defense against

germs and bacteria. In fact, Soni-Pure has been shown to kill aerobic bacteria, yeast, mold, and fungi 100% for up to eight hours . . . that's right—8 HOURS! Plus, it doesn't have that awful chemical odor; in fact, Soni-Pure smells downright pleasant! Once you try it, we know you'll love it and won't ever go back to those harsh, alcohol-based hand sanitizers.

Summary

Our belief is that what you put on your body (i.e., your skin) is as important as what you put in your body. That's precisely why we designed a line of body care products that are produced using the same uncompromising standards that go into our supplements and fuels. For over two decades, you've come to trust Hammer Nutrition to provide natural, healthy, effective fuels and supplements, and you can apply that same trust to the Hammer Nutrition line of body care products. You won't find these products anywhere else, they're completely safe, extremely effective, and fully guaranteed to work for you. Hammer Nutrition is your source for the highest quality fuels, supplements, AND body care products! **HN**



All-natural body care products to keep your "rig" cool, comfortable, and clean!

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- Seat Saver - Chamois & Anti-Chafing Cream
- Hammer Balm - Triple Action Transdermal Muscle Cream
- Pelle Eccellente - Ultra-Hydrating Skin Cream
- Soni-Pure - Alcohol-Free Antibacterial Hand Sanitizer

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Hammer Balm 1.5 oz.	BALM	\$21.95
Pelle Eccellente 2 oz.	PE2	\$19.95
Soni-Pure 2 oz.	SONI2	\$9.95

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Byron Lane becomes the U.S. National 24-Hour Champion at Ultracentric 2008, after running 122.8 miles. Photo : Luis Escobar

Ultrarunning 101

BY BYRON LANE

Training for an ultramarathon can be as simple or as complex as you want it to be. Just like training for a marathon, getting ready to complete a race of 50k, 50 miles, or 100 miles takes three things: physical training, mental training, and a sound nutritional plan. With Hammer Nutrition's complete line of fuels and supplements, you probably already have a sense of what it would take on the nutritional front; Perpetuem, Sustained Energy, Hammer Gel, HEED, and Endurolytes will be a good starting point. The mental aspect of running for hours and hours can be summed up like this: it's going to be difficult, but that's why you're doing it. That leads us to the physical training.

There are probably very few people who couldn't finish a marathon. Ultras are another story, but they are doable and might be more fun too, but you do have to be prepared. To get ready for one, there are many ready-made training plans that you could use. However, starting with one of these and customizing it will give you two added benefits: you'll walk away with a plan that matches the specifics of your race, and you'll have a better understanding of your needs—and yourself—as a runner. Plus, it's not hard. Modifying an existing ultra program is essentially starting with an outline of general training principles and tailoring them to suit your needs so that you can accomplish your goal on your course during your race.

What should you do differently when training for an ultramarathon compared to a marathon?

- 1) More miles:** You'll need to do more long runs and longer mid-week runs.
- 2) More hills:** Hills help make the body stronger, both on the ups and the downs.
- 3) More rest:** Make sure that you are not overtraining: listen to your body.
- 4) Less faster running?** Faster running is useful, but only to a point, and only for some people. Speedwork won't make it any more likely that you will finish an ultra, but if you do finish, you'll tend to have a faster finishing time than those who didn't do any faster running.

There are four parts to a typical marathon training plan: building a base, building strength, building speed, and tapering. Most ultrarunners would probably be better off designing their training program without a speed phase; using that time to develop a larger base will almost certainly pay off bigger dividends come race day. When designing any running training plan, begin with the pre-race taper first and then go back to the start. The final two weeks of the plan before the goal race should be reserved for tapering, a gradual shortening of the weekly runs that allows the body to recover and prepare for battle. Give yourself 8 weeks for strength training-based runs, and 12 weeks (or more) for base building.

Building the Base

The base-building phase can be thought of as the most important part of any long-distance running training, in the sense that all training that happens afterward will be limited by deficits here. Cut this phase short at your own peril. In fact, many ultramarathon runners do only base work and have great success in 50- and 100-mile runs. Building a base enables you to run farther.

During base building, you will be building aerobic fitness. Your goal is to get in as many runs for as much time as is possible/practical. You are not looking to get faster now, so the speed that you run is not that important. You should not be running slowly, but should feel comfortably tired when finished.

A typical week during the middle of

this phase might be two cycles of runs of 60 minutes, 90 minutes, and a hilly 60 minutes, with one longer run of over two hours. The three long runs are the important ones. Go by feel and include a shorter, easier day once a week when your body wants it, but try not to shorten one of the longer runs.

Your goals for this phase of training are to build aerobic fitness, develop muscular endurance, increase your overall weekly mileage, and steadily increase the length of your long run.

Building Strength

For most ultramarathoners, getting faster is a by-product of being stronger. Having a very fast 5k time won't help someone whose legs are shot at the 40-mile mark of a 50-miler and can't make it the last 10 miles. In ultras, being strong means not having to slow down in the late stages of a long race. This, of course, translates into a faster race time and a better overall experience. While in the strength phase, you won't need to keep increasing the length of your long runs. You can vary their time and length each week, but don't keep building the mileage up. Simply keep your long runs to 3.5-6 hours and focus on building strength.

During this phase, your goal is to become stronger: make your non-strength days as easy as you need to so that you can put in a good effort on these hill days. If you are sore, skip the plan for that day and just go for an easy hour's run.

A typical week during the middle of this phase might alternate three easier general aerobic runs and two hill runs with one (or two) longer run; for intermediate and advanced runners, three hill runs and two aerobic runs may be used. In theory, if you were strong enough, had a need for it, and adjusted your hill training (some harder, some easier) each day by how you felt, you could do six days in a row of hill work during this strength-building time.

A 3:2 aerobic-to-hill week might look like this: aerobic, hill, long, aerobic, hill, aerobic, very long. (Those doing back-to-back long runs might organize their week like this: aerobic, hill, aerobic, hill, aerobic, very long, long.)

A 3:2 hill-to-aerobic week might look like this: hill, aerobic, long, hill, aerobic, hill, very long. (Those doing back-to-back long runs might organize their week like this:

hill, aerobic, hill, aerobic, hill, very long, long.)

Athletes should feel free to intersperse 6 to 10 gradual accelerations of 100 meters or so into some or all of the aerobic runs. It's your plan. Play with it.

Here are four different types of hilly runs that you can choose from when creating your workout plan. All would be after a thorough warm-up.

1) Hill Sprints

Run up the steepest hill you can find for 10 seconds. Go as fast as you can. Give yourself enough (two or three minutes) rest so that you can do it again. Start with 4 and build up to 12 repetitions as you see fit.

2) Hill Repetitions

Run up a moderately steep hill at a strong pace (focus on form and not speed) for 2-6 minutes. (Decide how far to go based on your race: the longer the race, the longer the repetitions.) Your heart rate should be at or near maximum when you get to the top. Stay relaxed and quiet during your recovery (on the way down). Take your time going down and start up again as soon as you get to the bottom. Start with four repetitions and add one each week.

3) Hill Drills

Arthur Lydiard's classics: Run 200 – 300 meters up a moderately steep hill emphasizing one of the following drills each day. In a perfect world, there would be a 200-meter flat section at the top of your hill for 3 minutes of easy jogging after reaching the top, and, after a quick downhill (run quietly), you would find a 200 – 400 meter flat section as well, where, after about 15 minutes' worth of ups and downs, you would interject two or three 50 – 400 meter sprints. (Make every sprint a different length and not full blast.) Start with one 15-minute block of drills for your first try with hill drills and add another 15 minutes during the third time you try hill drills. Add a third 15 minutes after two more drill sessions, and a fourth after two more. Don't go past one hour of hill drills and their accompanying sprints.

Skipping: Emphasize high knees and high hands. Get off the ground.

Bounding: Run "like a deer going over a fence," one overly exaggerated stride at a time. Imagine that you have to get up the hill in the fewest number of steps.

Springing: Run uphill, but make forward progress very slowly, bouncing up and down like a pogo stick, almost in place. Overemphasize the vertical motion to almost the exclusion of the forward (uphill) movement. You should be moving 6-12 inches up the hill as you spring up toward the sky as high as you can. When springing, you are not trying to lift your knees and drive your arms, you are trying to move your whole body up in the air. This is similar to Bounding, except Springing is focused on moving up toward the sky, while Bounding is more of a graceful, larger, arc-like running stride.

4) Run in Hills

Simply run on a rolling hilly course for an hour, "working" the hills on the way up. Stay relaxed and quiet on the way down.

Speedwork

Experienced ultramarathoners who want to get faster have many options: the longer the race, the slower the pace, so almost any run that you do can be considered faster than race pace. Some options are:

1-mile repeats at 5k pace

Start at 3 repetitions with a 4-minute recovery, build up to 6 reps by adding one per week, gradually decrease recovery times to 2 minutes.

2-mile repeats at 10k pace

Start at 2 repetitions with a 5-minute recovery, build to 4 repetitions.

3-mile repeats at ½ marathon pace

Start at 2 repetitions with a 5-minute recovery, increase to 3 repetitions.

Run at a brisk pace 20 minutes to a certain landmark and try to return in 19:00.

Try to lower your return time by 15 seconds every time you run that course.

From Coach Steve Sisson, this workout is called "The Burn."

Alternate 200 meters at marathon pace with 200 meters at 10k pace until you can't hit 10k pace anymore.

5 mile or 10k time trial at a steady, strong pace: not full speed

Again, you need to make the training

- continued on page 16

- continued from page 15

plan your own. Play with the numbers and come up with something that you like. If you try the 2 mile repeats and find that 5 minutes isn't enough recovery time for you, give yourself 6 minutes or slow the pace down to 10k pace + 15 seconds per mile and try to work it down from there. Learn about yourself; find something that works for you. This is an art, not a science.

A Note about the Long Runs

Some ultrarunners like to continually build their long runs throughout their building phase (adding one mile per week, for example) and some like to increase the distance of their long run two or three weeks in a row and then take a "step-back" week, reducing their mileage several miles before building back up to a higher peak over the next few weeks.

As well, some ultrarunners like to do one single very long run on the weekend and some prefer to do "back-to-back" long runs: a very long run on Saturday and a shorter, but still relatively long run on Sunday.

How you do this is up to you. All of these methods can and do work; there are champion runners who support each philosophy. The most important thing during this time is to get your miles in without overdoing it. Plan on getting in at least 5 good long runs during the base phase and several more during the strength-building phase. And if you are training for your first ultra and are a bit nervous about getting your mileage up this high during a single run, feel free to alternate running and walking. Planning a 30-second walk every 5 minutes, a 1 or 2-minute walk every 10 minutes, or a 5-minute walk every half-hour, will greatly extend the distance you can cover before getting tired. The trick is to do this from almost the start, now waiting until you're tired to begin walking. "Walk before you have to," is a great mantra for ultrarunning.

Miles vs. Time

While it is important to build a large base of endurance time on your feet, it is also important to know how much is enough for you. Remember that slower runners take more time to cover the same distance, so a "good long run" will be very different for someone who is trying to break 7 hours compared to

general aerobic mileage of differing distances, 8 weeks of hills, some faster work (if you are experienced), and two weeks of gradually reduced mileage. Select the workouts, keep a log of what you did and how it felt, and note your progress. Run, feel, adjust. And come race day, remember to stick with what you know works for you. You might do well to heed multiple 100-mile finisher Tim Henderson's advice, "Plan the race and race the plan."

Incidentally, if you like this idea of tinkering around with training ideas, one excellent resource is Brad Hudson and his "Adaptive Running" program. Mr. Hudson's book (written with Matt Fitzgerald), *Run Faster: from the 5k to the Marathon*, is subtitled, "How to be your own Best Coach." And that's the point: he suggests that you need to understand enough about your body and your needs to make your own plan.

There are so many good resources. Search the internet, find someone who's philosophy you like, buy their book, read their website, and learn all you can. **HN**

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The author celebrates his 2008 U.S. National 24-Hour Championship.

someone who is trying to break 12 hours. If you are shooting for a sub-7 hour finish in a relatively flat 50-mile road course, you'll probably want to hit 26 miles often and 30 miles several times during your build-up. If you are shooting for a sub-12 hour finish on that same flat road course, you'll find that a 30-mile training run will take you more than 7 hours! For you, running 4 hours most weekends with an occasional 5-hour run will probably suit your needs. Again, you have to make a plan with pencil, try it out, and adjust as you go. So there you have it: 12 weeks of

Hammer-sponsored athlete Byron Lane began running with his father when he was seven years old because he was overweight. Despite his vegetarian diet and setting three single-age national ultra records in his early twenties, Byron continued to have digestive issues, and later found out that he suffers from Crohn's disease. Byron now bases his diet mostly on fruits and vegetables—and at 5' 9" and racing at 123 pounds, the 43-year old continues to run stronger than ever before. Byron has amassed 46 ultramarathon wins during his career. In addition to being the only American to have won at least four ultras in every year since 2003, Byron is a national champion in the 24-Hour Run, a 2-time age group National Champion, and a 7-time New York Ultrarunning Grand Prix Points Series winner.



Showdown at Sundown

HEED and Endurolytes save the day!

BY MATT JASKOL

It was the first triathlon of the year and less than ideal conditions with the temps in the high 40s to low 50s and about 40mph winds!

The water temp of the lake was a bit cold and the organizers decided to cancel the swim due to the fierce winds. I believe this is where the hydration problems started for the athletes. The very dry desert with cool temps can be dangerously deceiving as far as staying hydrated, even for a seasoned athlete, and proved to be the case for this event. Being that the swim was cancelled, it seemed many decided to push the bike and run harder than usual. The combination of the swim being cancelled, dry and windy weather, along with an extremely tough bike course rendered many to the ground with bad cramping and sent a few in the ambulance.

I noticed it becoming a problem when many were walking their bikes into T2, or on the ground with cramping, begging for something to drink. With the help of race volunteers, we immediately set up a table with a few hundred cups of HEED. With five gallons of HEED gone in a short time, it seemed things were under control until a volunteer came up to the Big Rig asking for anything that would help with cramping

for the athletes in the ambulance. She told me that the popular sports drink the paramedics were giving the athletes wasn't helping! Hmmm, go figure . . . I grabbed a bottle of Endurolytes, filled a few bottles with HEED, and headed to the ambulance. All of the athletes that ended up in the ambulance were plagued with severe cramping and dehydration, but within 30 minutes, after using Endurolytes and HEED, they walked out under their own power. **HN**



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The benefits of heart rate training

BY SUZY DEGAZON

Since I began triathlons in the early '90s, there is one training aid that I have never changed—a Polar Heart Rate monitor (HRM). It is the one thing that does not lie to me, as it tells me how fit my heart is. Yes, your heart, which is a muscle just like your quadriceps and lats, can be trained to make you healthier and more competitive, help you lose weight, and improve fitness! My Polar shows me beats per minute (BPM) in the morning (at rest) and when I am going as fast as I can in a 5km run—very valuable information for when you are wanting to improve your training and set personal fitness goals.

The heart is a very powerful training partner. For example, you just finished a speed session on the track and are totally exhausted. The next morning, you plan to hit the bike hard, yet with a HRM you would see that your resting heart rate was higher than normal on waking and would plan an easier workout to allow your body to recover from the intensity, which will make you stronger. The old saying, “No pain, no gain,” is not exactly correct. Sometimes the body needs to catch up and rest. With a HRM it takes out the guesswork and helps you plan your training.

When used correctly, a HRM will give you information on your improvement and help control how hard you exercise in a chosen activity. It will also give you early warnings if you

are heading into the overtraining zone! There are HRMs to suit every level of fitness. In Sally Edwards' *The Heart Rate Monitor Book* she states, “Being the best isn't as important as being your best, and heart rate monitors can help you get there!”

The big plus to using a HRM is that it is personally tailored to each individual. You may be running with a friend, thinking it's an easy run with your HR at 140 BPM, yet your friend has a HR 172! HRMs are very reliable, convenient, and come in many shapes and sizes, some with attachments to record running and bike speed, GPS, cadence, etc . . . almost like having a personal trainer on your wrist! When used correctly, you can see your fitness level rise, resting heart rate drop, and your times improve!

So remember, next time you are heading out to train, follow your heart and not your training buddies to make every minute count! **HN**

Read practical tips on getting started with a heart rate monitor on the next page!



Getting started with a heart rate monitor!



Before you can use HRT effectively, you need to know what your maximum HR is. A rough guide is to factor 220 minus your age; if you are 40, your max would be 180 BPM. You can pay for clinical testing for the most accurate numbers, and with a HRM you can also do a fit test to see where you are at!

Zones for training effectively are based on the percentage of your max HR:

50% to 60% very light, easy workout

60% to 70% light workout to help promote fat burning and improve basic endurance

70% to 80% improve your fitness and aerobic fitness

80% to 90% a hard workout for max performance in shorter sessions

90% to 100% maximum performance, almost anaerobic. This helps an athlete develop speed.

Factors that can affect your heart rate, in addition to your exercise intensity and personal level of fitness, are:

Heat and humidity. As the temps get warmer and humidity goes up, your HR rises, even if you are keeping the same pace. Your heart has to work harder in order to cool your overheated body! We produce a lot of energy to keep our bodies cool. You can expect a rise of 5-10 beats above normal.

Activity. Heart rate changes with different activities. While running produces the highest HR during a stress test, when I am swimming it is difficult to get my heart rate high unless I am doing intervals across the pool. This is because different muscle groups are used. You need to adjust training heart rate intensities by 5-10 beats for activities other than running.

Hydration. An increase in HR occurs when you are dehydrated as blood volume decreases. Your body runs low on the fluids needed to air condition your body. Keep hydrated! There are certain monitors that even beep to tell you to increase fluid intake.

Altitude. Your heart has to work harder at altitude to deliver oxygen to your working muscles, so a higher HR is the result. The longer you are at altitude, the more the body adapts, but if you are there briefly, slow your pace. It also takes longer to recover from a hard effort, so recovery is important too.

Fuel. Keep up a sensible routine with your Hammer Nutrition products such as Hammer Gel, Perpetuem, etc., and this one will be no problem. When the body runs low on carbs, it becomes difficult to maintain a pace at a given HR. You may feel you are going at 160 BPM but your actual HR is dropping—better known as "bonking".

The author shows her enthusiasm for heart rate monitors at a recent event.



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Relax your mind and body for faster, more effective training and racing!

BY COACH AL LYMAN, CSCS

Have you ever noticed how relaxed and smooth the best endurance athletes in the world look when they are competing? When we swim, bike, and run, we are continually moving between a state of relaxation and tension both physically AND mentally. While we obviously need tension at times, if you grit your teeth and force yourself through a workout or race, you may be severely lessening the potential benefit and enjoyment you would have derived from that session, AND you might end up going slower as well. What elite athletes who are silky-smooth and relaxed know is that:

- When your body's natural rhythm and timing are altered, less fluid and less efficient movements use up precious energy reserves and increase the risk of cramping and even injury.
- The best chance for a true "breakthrough" performance can only happen if our focus is on being more relaxed, rather than trying to fight through and force more power from our legs!
- Taking at least one session each week in each sport where you practice and refine skill and technique will lead to more relaxed, more efficient sport-specific movements.
- Your ability to completely relax your body and mind, while simultaneously moving at the fastest possible speed, is a crucial determinant of how successful you will be in your most important events!

What does it mean to relax the mind?

According to Joann Dahlkoetter, Ph.D., well-known author and expert on mental training for athletes, “relaxation is an experience. It’s a state of physical and mental stillness characterized by the absence of tension and anxiety.” In addition, studies and anecdotal reports from endurance athletes consistently say one related key to faster training and racing is learning to stay “in the moment” at all times, emptying the mind of left-brain thinking, analyzing, and judging.

In my own experience as an endurance athlete, when I am able to really focus on staying task oriented and “in the moment,” emptying my mind of anxious thoughts and judgments, I instantly feel a mental and physical response that allows me to relax more fully. What results is that I am able to breathe more deeply from my lower abdomen, NOT from my chest, which in turn lowers my heart rate and any additional tension I might be feeling. This makes it easier to move through a greater range of motion and helps me pick up my pace even further without an increase in heart rate or in RPE. I know that with nothing more than my enhanced focus and breathing, I am able to immediately change the way I feel and the way I perform!

As an experiment, in your next workout, try relaxing as HARD as you are working! Gritting your teeth with all of the resulting tension in your face is wasted energy and won’t help you go harder or faster. This common belief hurts performance more than helps, because a desire to drive ourselves may result in cramping, inefficient and uncoordinated movements, poor pacing, and even overtraining. Instead, introduce a new dimension of relaxing your mind and body “harder” while training and racing.

Without a doubt, learning to relax your body, calm your mind, and conserve energy while training, and throughout the day (how tight do you grip the steering wheel in your car?) will enhance quality of sleep, accelerate recovery, recharge your mind, and enhance performance and enjoyment. Take these strategies and integrate them into your daily training, and I guarantee you’ll see instant benefits in every phase of your life! **HN**

Coach Al Lyman, CSCS, FMS, has been coaching endurance athletes of all ability levels since 1999. Besides being certified with USAT, USAC, and the NSCA, Coach Al is certified as a Functional Movement Screen specialist and as a clinical gait analysis expert with Medical Motion, a subsidiary of Sports Motion, Inc. He is on a mission to help both runners and triathletes find effective training solutions. www.coach-al.com.

Tips to help quiet your left brain, and relax your mind and muscles:

- Your left brain wants to constantly judge and criticize you. Stop it by using “thought replacement” strategies that in turn will enhance relaxation. The instant you experience a negative thought or criticism, replace it with a positive one.
- Use key “power” words such as calm, focus, smooth, patience, effortless, or winner to re-center and stay focused in the present.
- Use deep focused breathing to key into how your body is feeling. Learn to detect subtle changes in muscle tension levels that will help you relax muscles not needed for a particular movement.



Gluten-free walnut scones

FROM THE KITCHEN OF LAURA LABELLE

2 cups brown rice flour
1 Tbsp non-aluminum baking powder
1 Tbsp baking soda
3/4 tsp xanthan gum
1/2 tsp salt

1 cup milk
1/3 cup agave nectar (or substitute)
1/3 cup oil
1 large egg

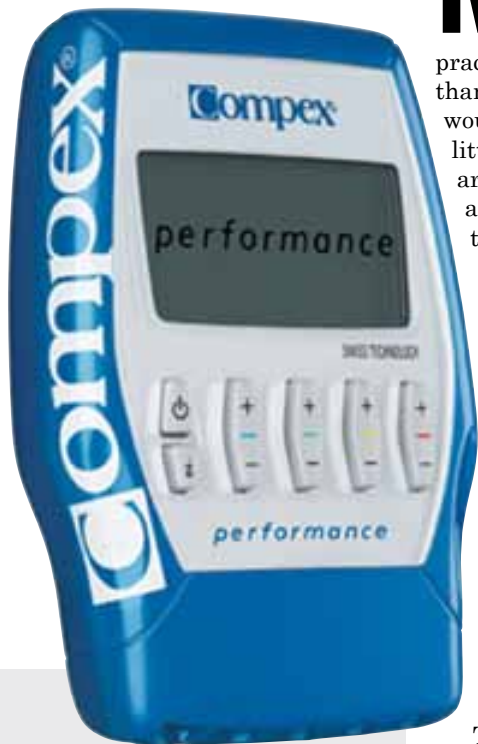
2 cups toasted walnuts
1 cup raisins
1 Tbsp anise seeds

Preheat oven to 350°F. Mix flour, baking powder, baking soda, xanthan gum, and salt. In a separate bowl, whip milk, agave, oil, and egg; when thoroughly mixed, add to the dry ingredients. Next, add in walnuts, raisins, and anise seeds. An easy way to shape the scone mix for baking is to press into pie dish and cut into wedges. Bake the wedges on baking sheet for 30 minutes, or until a toothpick comes out clean.



"Wake up! It's time."

BY JIM BRUSKEWITZ



Performance U.S.

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

Programs include:

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

My mother would greet me with this phrase in the dark of an early morning, when it was time to get up and go to a swim practice. I was reluctant more often than not, but if I had just lain there, I wouldn't have gained anything but a little more sleep. In this regard muscles aren't any different. If they aren't awakened, all that potential is never tapped.

The University of Wisconsin-Madison's Kinesiology Department has offered a weight training course for the past three plus decades. I was involved with the course for 15 of those years. We had thousands of subjects' weight training gains recorded. Significant increases in strength, up to 50% increases in one-repetition maximums, occurred in a four-week period! I'm still amazed at these numbers. How could this be?

There are three things that keep a muscle from getting stronger. They are inhibition, inhibition and, you guessed it, inhibition. What is this inhibition and how does it affect strength? Consider what makes a muscle contract. The signal to contract starts most commonly in the brain. This signal, a nervous impulse, follows a chain of nerve cells that end at a group of muscle fibers. Chemicals moving all along this chain eventually results in the propagation of a muscular contraction. Muscle fibers are inhibited

from contracting when there are interruptions to the chemical movement along the chain of nerve cells. Remove these inhibitions and more muscle can contract. Given the results from the weight training classes, the inhibition can be quickly diminished. All that is required is a forceful muscular contraction repeated over and over again.

Getting stronger and weaker can occur quickly. Injury can increase muscle inhibition, and the amount of time for these changes to come about is surprisingly short. Four weeks ago I had arthroscopic surgery on my knee to repair a torn meniscus. My training had been going very well. My strength was great going into the surgery because I long had been E-stim strength training. I was bummed to think that I'd lose while recovering what I had gained. My plan was to build strength with my Compex while rehabilitating. Even though I couldn't do the customary running and biking I was used to, I could build muscle while not moving or loading my knee joint. I got started on my plan four days out from the procedure. What surprised me though was the amount of inhibition that had crept into my injured leg's muscle in this short four-day period. Normally my strength is pretty balanced from side to side. I can tell with the Compex because I'll get the same amount of contraction in both

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legs at a given energy level setting. Both legs had been inactive over the four-day period. Neither leg had been used more than the other for the four days. During my first Compex session, I noticed that the injured leg required half again as much stimulation to contract the muscle to the same degree as the uninjured leg. That is a lot! Beyond surprised I was disturbed that I had to use E-stim to regain the strength balance from leg to leg. The good news is that as fast as the inhibition increased in the injured leg's muscle it returned to a balanced state with E-stim.

When I'm looking for strength, I factor in the time required to gain it. I know that I can wake up the amount of muscle recruited to do more work in a matter of weeks. When is a good time to inject strength training into your plan? Anytime. Once more muscle is recruited, this newly recruited muscle is available to be trained in the specific way you want. Your newly recruited muscle can be incorporated into the specific firing pattern for your sport. You can generate more force while doing the sport you love. When you place the pads and fire up the Compex, you're telling your muscles, "Wake up! It's time." **HN**



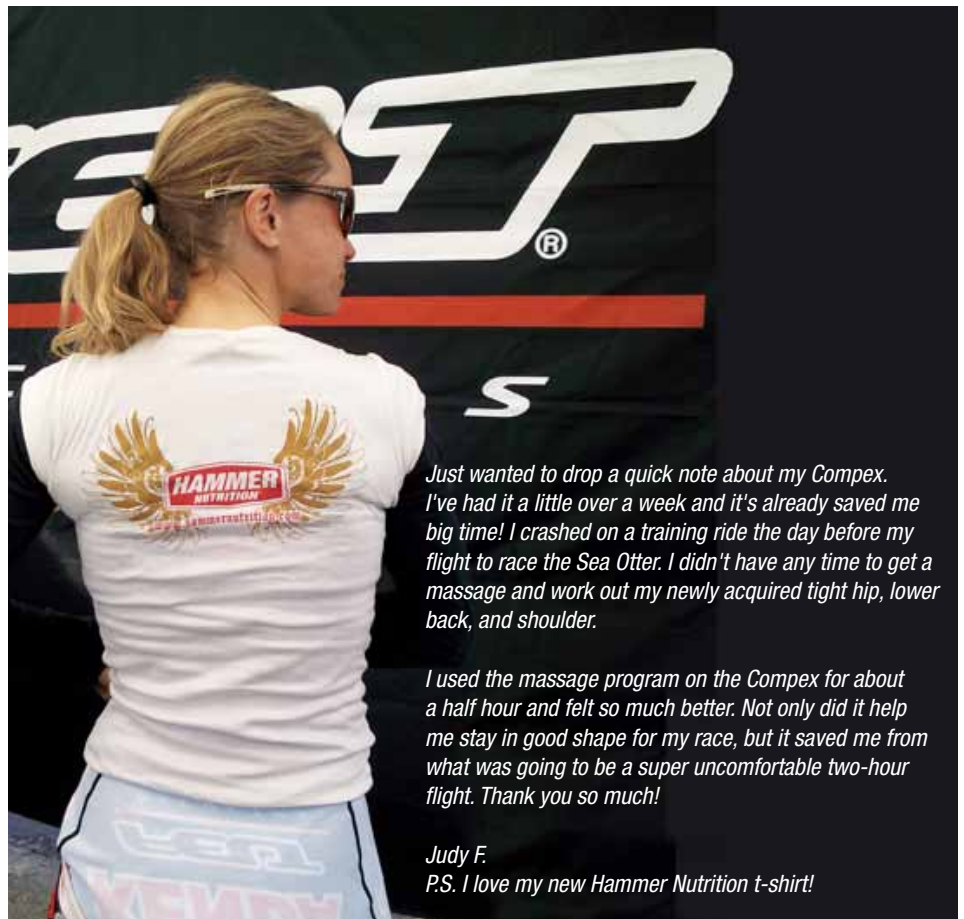
The author (right) helps position Compex pads at Hammer Camp in Tucson. Photo : Madeline Frank

Sport Elite

9 programs with 5 levels of progression. Perfect for the competitive/high-performance athlete who has a rigorous training and exercise regimen.

Programs include:

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



Just wanted to drop a quick note about my Compex. I've had it a little over a week and it's already saved me big time! I crashed on a training ride the day before my flight to race the Sea Otter. I didn't have any time to get a massage and work out my newly acquired tight hip, lower back, and shoulder.

I used the massage program on the Compex for about a half hour and felt so much better. Not only did it help me stay in good shape for my race, but it saved me from what was going to be a super uncomfortable two-hour flight. Thank you so much!

*Judy F.
P.S. I love my new Hammer Nutrition t-shirt!*

Real Compex Athletes, Real Compex Results!

Just wanted to pass on to you that I just won for the third year in a row the Lewis and Clark Ultra 24-hour. I set a new course record along the way. Not to mention that only eight short months ago, I was laying on the ground paralyzed from the neck down after hitting the ground HARD at a local CCX race. Hammer Nutrition and my Compex machine were a huge part of my recovery and continue to be a staple of my training and racing. My wife Hammered out an unsupported 2nd in the womens division and 4th overall for all 12-hour soloists. Thanks again for your continued support. We really appreciate it. - Hugh G.



I purchased the Compex Sport Elite from Hammer Nutrition. Pain in my lower back and left hip had gotten to the point that I thought I was looking at surgery. My last year was bad. The doctors are not wanting to do surgery, but L5-S1 is a problem. I am currently seeing a neurosurgeon, chiropractor, and internal medicine doctor. I spoke with them about using a device like this, and they thought it was worth a try.

I can't put into words how this has helped me. The removal of pain is priceless. Being able to get out of bed and move without pain is GREAT! This unit helped me as soon as I received it and used it the same day. So I say to Compex and Hammer Nutrition : THANKS, BIG TIME! I am on the way to getting my life back. This is PRICELESS! - Greg Q.



and **Compex**[®]

Reunited to give you the ultimate competitive edge and now, lower prices!



ABOVE : Team Hammer Nutrition/CMG takes advantage of the Compex tent at the 2011 Sea Otter. Photo : Kristy Bako

Incorporating Compex Neuromuscular Electrical Stimulation (NMES) into your training routine will allow you to:

- Dramatically increase muscular endurance
- 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.

Whether you are a professional athlete, weekend warrior, or somewhere in between, Compex electrostimulation devices provide a potent tool to enable you to achieve, and even exceed, your highest athletic goals.

More benefits!

- Enjoy a "runner's high" endorphin flood anytime
- Increase muscle power & strength, size if desired
- Accelerate rehabilitation & injury recovery
- Avoid loss of muscle fitness during periods of inactivity
- Get a massage anytime you want

Compex is FDA cleared

NMES consultations with our experts!



Jim Bruskwitz, 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.

{ SKU PRICE }
CPC30 \$49.95

60-minute consultation

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.

{ SKU PRICE }
CPC60 \$79.95

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	NEW PRICE
CPSE	\$999.99	\$849.00

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.



BELOW : Team AZ Devo visits with Brian Frank in the Compex tent at the 2011 Sea Otter. Photo : Phil Grove



*NEW!
Lower prices on both units*

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	NEW PRICE
CPP	\$699.99	\$579.00

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:

The EMS referral program and our traditional referral program may be used on the same order, although the discounts do not overlap. EMS referral program discounts do not apply to any other items and traditional referral program discounts do not apply to EMS products, although the programs can be used in conjunction if ordering from both categories for the first time. 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!



A birdseye view of the warehouse.
Photo : Aaron Teasdale



Rick

Packed with care



Sandy

In the last issue we profiled the friendly voices on the other end of the phone. This time around, we'd like to introduce you to the guys (and the gal!) who are responsible for making sure that you receive your order.

- 1. How long have you been at Hammer Nutrition?** 2 1/2 years.
- 2. Which product is your favorite, and why?** I love the Hammer Bars! I alternate between the Cashew Coconut and Almond Raisin. I try to eat a bar every day for optimum nutrition and energy. It's great knowing that I am fueling my body with raw, natural ingredients.
- 3. How do you use the products?** I use Hammer Gel and HEED during exercise, especially running. When I am going longer than two hours, I use Sustained Energy. I really depend on Recoverite to minimize my post-exercise soreness. I also use Pelle Eccellente on a daily basis; I am handling paper and cardboard constantly at work, so it keeps my hands well hydrated.
- 4. Hobbies, interests, passions:** I love to run, hike, and snowshoe. I enjoy camping and rafting with my family as well.
- 5. Name one thing that most people don't know about you.** I lived in Brussels, Belgium for three years.



John

- 1. How long have you been at Hammer Nutrition?** Three years!
- 2. Which product is your favorite, and why?** Recoverite. It replenishes the body after a hard workout. It makes me feel like I could do it again!
- 3. How do you use the products?** I love the Chocolate Chip Hammer Bars for a light brunch. I use

- 1. How long have you been at Hammer Nutrition?** Four years.
- 2. Which product is your favorite, and why?** Huckleberry Gel. I love the quick energy that I get from it, and the taste is unbeatable. Also, there is no "burn-out" effect from the product.
- 3. How do you use the products?** I use the gel and Recoverite while I'm out snowcatting in the mountains, or any outdoor activity that I do. These two products will keep you going all day long!
- 4. Hobbies, interests, passions:** I love to work on old muscle cars, especially my 1967 Dodge Charger that I found in 1987. The car is a numbers matching big block car with the original paint and interior. I also live for the wintertime to ride my snowcat in the mountains, looking for the biggest hills to the climb and the deepest powder.
- 5. Name one thing that most people don't know about you.** I have seen more than 150 different rock/heavy metal groups, and I have more than 1,000 CDs in my collection. I have seen the band "Rush" seven times and will be seeing them again this year!

"Dear Hammer, I had to write and tell you that I placed an order on March 24 and received it today (just one week later). Did I mention that I'm in Japan? Amazing. Thanks again for the great products and service! Hammer on." - Devin W.

gels and HEED during competitions and workouts, then follow that with Recoverite. I never miss my Daily Essentials—I notice a big difference in how I feel when I take them.

- 4. Hobbies, interests, passions:** Motorcycle riding, hiking, fishing, camping, and my new sport this year, whitewater kayaking.
- 5. Name one thing that most people don't know about you.** I played rugby for 18 years, starting when I was 16 years old, and helped establish a local team. In my 18 years, I played on the Montana rep side (all-star team) for 14 years. We won state championships in 1990 and 1995. In 1992, I was one of 100 rugby players in the U.S. invited to try out for the USA Eagles. Never did it though, as I was focusing on my wife and three infant children.



Tocatta

1. How long have you been at Hammer Nutrition? A little over a year.

2. Which product is your favorite, and why? I like Melon HEED, Endurolytes, Anti-Fatigue Caps, and Recoverite.

3. How do you use the products? I mainly use the products to fuel my mountain bike adventures.

4. Hobbies, interests, passions: Cycling of many disciplines, chess, snowboarding, outrigger canoe paddling, reading, philosophy, and the accumulation of wisdom.

5. Name one thing that most people don't know about you. My first name, Tocatta, was inspired by the Italian word and classical music term "toccata." Bach's *Toccata and the Fugue in D Minor* is an example of the style.



Josh

1. How long have you been at Hammer Nutrition? Four years in September.

2. Which product is your favorite, and why? Mango Endurolytes Fizz—it makes me feel good and gives me some energy. Second would be Recoverite Strawberry—so good for recovering after any exercise you do.

3. How do you use the products? When I'm dirt biking, hunting, fishing, hiking, or just to take the product to feel better!

4. Hobbies, interests, passions: Dirt biking is my favorite thing to do. It's an adrenaline rush from start to finish—so fun. Plus hunting, fishing, and camping, which are more of a passion to me, because I have such a love for the outdoors.

5. Name one thing that most people don't know about you. I was the class clown from kindergarten through high school.

1. How long have you been at Hammer Nutrition? A long, long, long, long time! Over eight years!

2. Which product is your favorite, and why? Hammer Gel and Endurolytes Fizz Mango. They have both been extremely beneficial in hunting season, helping me pull out big game over the creeks and through the woods.

3. How do you use the products? I mostly use them for the outdoors. When I hunt, I can really use the clean, consistent energy. Espresso

gel helps greatly when hiking and carrying lots of weight during hunting season, and the Mango Fizz replenishes me completely, no cramps!

4. Hobbies, interests, passions: Fishing, hunting, hiking, and taking my two sons to watch the RC planes and jets fly at the airfield.

5. Name one thing that most people don't know about you. I met my wife of eight years in first grade. (She has been stalking me ever since—just kidding!)



Stephen



Austin

1. How long have you been at Hammer Nutrition? Three years—since I graduated high school.

2. Which product is your favorite, and why? HEED, Energy Surge, and Huckleberry Hammer Gel, because I need to keep my energy level up from start to finish.

3. How do you use the products? I do a lot of basketball three-on-three competitions in the summer, playing game after game. HEED keeps my electrolytes coming, and the gels and Energy Surge give me a big boost.

4. Hobbies, interests, passions: Basketball, mountain biking, hiking, camping, fishing . . . when the weather is good, I am outside! Being in Northwest Montana my whole life, you learn to love the outdoors.

5. Name one thing that most people don't know about you. I have a 39-inch vertical jump!

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

2. Which product is your favorite, and why? Perpetuem Caffé Latte. I use this to fuel my busy day at Hammer Nutrition. I start my day off with a shake, and am able to go all day without any energy let-down.

3. How do you use the products? I also use the Recoverite after all my workouts. It really has made a difference in how hard I can go the next day.

4. Hobbies, interests, passions: My biggest passion is Bible study, followed closely by music. I sing karaoke on the weekends, play my guitar, and like working out 2-3 times a week. I also enjoy small woodworking projects.

5. Name one thing that most people don't know about you. There are a few things . . . I want to run an ultra endurance race, travel the Middle East, skydive, and learn to speak two foreign languages, but what most people don't know is that I was a cook in the Army. I love food and cooking for others, and even though it's been 20+ years, I can still throw down in the kitchen!



Dave



Pete

1. How long have you been at Hammer Nutrition? I'm the new guy . . . two months!

2. Which product is your favorite, and why? Hammer Bars, Perpetuem Solids, Endurolytes Fizz—they are all quick and easy, and it sustains me.

3. How do you use the products? I use these as an extra boost for everyday, at any hour. They are particularly perfect before, during, and after my volleyball games.

4. Hobbies, interests, passions: First and foremost I rest my faith in Jesus Christ, my Lord and Savior. I enjoy traveling and singing bass for a gospel quartet. I am heavily involved in swing dancing, as well as teaching it. I also enjoy playing competitive volleyball on a weekly basis.

5. Name one thing that most people don't know about you. I am absolutely enthralled with watch making.

Where are they now?

BY VANESSA GAILEY

Catching up with Bradley Poster, #435

Where would Hammer Nutrition be without its devoted community of endurance athletes, who guide our success with feedback, testimonials, and constant field-testing of our line of products?

From our start in 1987, we've worked with an amazing group of determined athletes. From client #1 to our current new customers with #s in the 181,000s, we appreciate every one of you, one completely satisfied client at a time.

Quite a few of our original clients, members of the "under #1000" club, are still Hammer Nutrition athletes and friends. We'll be touching base with several of them in the coming issues of EN, "catching up" to see where they are now.

Meet Bradley Poster

Bradley Poster, #435, has been a competitive runner and cyclist for decades. In his late 40s, after even walking became painful, Bradley was advised that he needed a hip replacement. But he really wanted to return to running, so he found another option, hip resurfacing, which had just been approved in the United States in 2006.

"I first started taking Hammer Nutrition products (which I think were called E-Caps) back

in the 80s. I was doing triathlons at

the time, back in the day when we just laid our bikes on the ground; it was "pre" all the technical stuff. I went from triathlons to marathons to endurance mountain biking, and then back to running again.

In November 2006 I had my hip resurfaced; the doctors told me that I would never run again. Before the surgery, I had done 37 marathons and hundreds of other races. Since then, I have run four marathons, 20 half marathons, and about ten other races. I ran the Mt. Washington road race seven months after my operation, and the NYC marathon in under four hours just one year after surgery.

I am now 56 and I still run, bike, or row every day. I don't compete to win, but I still enjoy the competition. I still use Hammer Nutrition products because they help me stay healthy. I also feel the products were a big help to my recovery after my surgery.

My daily regimen is Premium Insurance Caps, Mito Caps, Race Caps Supreme, Tissue Rejuvenator, Boron, and Salmon Oil. When I ride or run I use HEED, Perpetuem, or Hammer Gel. I am very grateful for the good people at Hammer Nutrition. I guess I have been using their products for about 24 years now!"

Longtime Hammer athlete Bradley Poster kicks it to the finish at the Manhattan Half Marathon 2010. Photo : courtesy of Bradley Poster

FROM OUR ATHLETES



Michael Neider of Team Tribe Multisport.
Photo : courtesy of Team Tribe Multisport.

Feeding the Tribe

BY JAKE HERNANDEZ



Team Tribe Multisport celebrates a great relay.
Photo : courtesy of Team Tribe Multisport.

Ragnar Relay Del Sol was once again the most fun form of torture I have ever paid good money for. As in years past Ragnar has put together an endurance event that has challenges unlike any other road race: A twelve-person relay team running day and night and day consistently for 197 miles divided into 36 legs across Arizona. Each team is split up into two vans of six runners each that leap frog each other through the entire race. It is an interesting 24-ish hours to say the least.

This year Tribe Multisport in Scottsdale, AZ assembled two teams: "Tribe Multisport" and "Tribe Multisport Too." Both teams consisted of a combination of hard-core competitive athletes and the not-so-hard core, seasoned runners and newbies alike. Both teams had but one

goal: Beat the other team to the finish line.

In order for 24 runners to reach that goal after 197 miles of straight running we were going to have to take our nutritional needs seriously. We needed a lot of quality race-day nutrition. Fortunately, of all the brands of out there, there was one that everyone agreed on:

Hammer Nutrition. We chose Hammer Gels, HEED, and Recoverite as our main sources of fuel for this race.

The Hammer Gel worked perfect for our longer legs and to pre-fuel in the van before each leg. We consumed "real" food throughout the entire event trying to maintain proper nutrition as best we could under the unusual Ragnar circumstances, but when it came to go-time, we went with what we knew would work. In addition, a few of the runners preferred drinking only water during their legs, so Hammer Gel was an ideal source of fuel for them. Hammer Gel was easy to consume, portable, and effective.

For the runners that preferred something more than water on the course, we used HEED. Between the four vans we went through four full tubs of this stuff. HEED

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Perpet- chew 'em Solids

They're self-explanatory



But, just in case . . .

With Perpetuem Solids you have the same exact, time-proven Perpetuem formula in easily chewable, easily consumable tablets.

- Consistent, stable energy
- Easy to digest
- Minimize lean muscle tissue cannibalization

Hint: Eat them slowly.

SKU	MSRP
P/56	\$3.95
P/590	\$36.95

f = flavor;
Caffé Latte (C),
Orange-Vanilla (O),
Strawberry-Vanilla (S)



ORDER TODAY!

1.800.336.1977 / www.hammernutrition.com

A great product is now even better!

BY STEVE BORN

As I write this in mid-April, it's been about seven months since we introduced Endurolytes Fizz, and I have to say that of all the products we've produced in the past year or two, this one seems to have received the most positive feedback of all. Athletes absolutely love the convenience, and the flavors we've come out with have been nothing short of a smashing hit!

Well guess what? We've made a great product even better! Yes, Endurolytes Fizz still comes with the same great features:

- Delicious flavors
- Rapid dissolution time
- No artificial sweeteners or simple sugars
- Better price per tablet than other similar products

What we did to make Endurolytes Fizz even better was to take out the magnesium stearate, which we used as a tablet-pressing lubricant. We wanted to avoid using manufacturing lubricant compounds, chemicals, or preservatives that other effervescent electrolyte tablets contain, such as polyethylene glycol and sodium benzoate. With magnesium stearate, we were able to avoid the use of those undesirable ingredients while also meeting our requirements for tablet

stability and dissolution. However, thinking that there may be an even better solution, we did further testing and research.

After a number of weeks we found what we were looking for: wheat germ oil. The revised Endurolytes Fizz formula now includes this natural substance in lieu of the magnesium stearate for two very good reasons:

1. Wheat germ oil dissolves more readily in solution than magnesium stearate.
2. Wheat germ oil does not leave the same film on the water surface as magnesium stearate does.

One of the largest customers of the same manufacturer that produces Endurolytes Fizz for Hammer Nutrition completed an extensive quality control evaluation of their products produced by this manufacturer. This particular company uses wheat germ oil as the sole lubricant in their products, and the results of their quality control evaluation showed the following positive conclusions:

- Wheat germ oil leaves no residue or film.

- Wheat germ oil accelerates the effervescent reaction.
- Wheat germ oil is gluten-free.
- Wheat germ oil is 100% allergen-free.

Regarding the last two statements, this has been confirmed by our manufacturer who stated, "There is NO gluten in wheat germ oil; it requires no allergen statement of any kind."

There is no doubt that effervescent electrolyte tablets are incredibly popular with athletes, and with Endurolytes Fizz, you have a product that is now even better—and for a number of reasons, including the addition of gluten-free wheat germ oil—than anything else on the market. Endurolytes Fizz is, without question, the best of the best when it comes to effervescent electrolyte tablets; they contain precisely what you want, absolutely nothing that you don't, and they're better priced than anything currently available. If you haven't tried Endurolytes Fizz yet, now is an ideal time to do so, especially with the weather getting warmer and warmer. We know you'll love Endurolytes Fizz—we guarantee it, in fact! **HN**



Endurolytes Fizz It's the Shizz

Running low on Hammer Nutrition . . . time for a reorder! Love this stuff; can't live without the Fizz! - Frank D.

Fizz is outstanding. No one has the flavors you offer. I am so glad to see peach. - Wayne A.

My usage of Endurolytes capsules has decreased dramatically due to the effectiveness of the Fizz in my carry bottle. Not only that, but it is so very convenient! I love the Fizz! - Todd H.

Yo!

- Superior cramp prevention
- Full-spectrum electrolytes in a well-balanced formula
- Versatile dosing for a variety of conditions



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ELF713 \$8.50
f = flavor; Grapefruit (G),
Lemon-Lime (L), Mango (M),
Peach (P)



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- continued from page 29

was ideal for this type of event, giving each athlete exactly what their body needed during their leg. The ingredients also made it perfect for everyone, even those runners with sensitive GI tracts. We used it in the vans to pre-hydrate and in our hydration packs to stay hydrated during our legs, especially the hot, daylight legs where we were sweating the most.

Whether the runners preferred Hammer Gels or HEED (or both!), we all needed something to refuel us after our run. For that we chose Recoverite. The nature of this race made proper recovery next to impossible: You hand off the baton and finish running, hop in a van, and drive to the next exchange. Ever try to stretch your quads on the bench of a 15-passenger van? You aren't really able to properly stretch or roll out. Compression garments were key as was a proper recovery drink mix. Without a recovery drink you'd be in pretty bad shape before you even started your second leg. Recoverite helped our muscles recover better than other

mixes in these less than ideal circumstances. Recoverite helped us recover from one leg and got us ready for the next. Plus the texture and subtle flavors made it easy to drink after a 2:30 a.m. 12K run.

With Ragnar Del Sol, as is with any event, proper, race-specific training was key to our success. But one thing many athletes overlook is proper nutrition training. Consuming proper fuels while training will assist your performance as much as running itself. Having those same fuels while your racing will help you better reach your race goals. Unfortunately this year, two teams had the same goal, but "Tribe Multisport Too" just wanted it more and finished 29 minutes ahead of "Tribe Multisport." Rest assured it didn't take another 29 minutes for the trash talk to begin and the gauntlet to be thrown down for 2012. After 28 hours stuck in a cramped van with 5 other stinky people, we couldn't wait for it to be over. But after it was all over we couldn't wait to do it again. All 24 runners have already decided on a rematch. **HN**

A backseat full of fuel!
Photo : courtesy of Team Tribe Multisport.





From the archives of
Bill Misner, Ph.D.

QUESTION: Why isn't there iron in Premium Insurance Caps? Should I take iron supplements?

ANSWER: Most Americans, if they consume adequate calories via a balanced diet menu, consume enough iron without the need to supplement iron. Lieberman & Bruning (1990) recommend an Optimum Daily Intake (ODI) of 15-25 mg of iron for men and 20-30 mg for women. It is very easy to exceed these values from food alone. In humans, high levels of stored iron, as well as low iron binding capacity, are considered to potentially increase the risk for ischemic heart disease progression. The mechanism for this is likely elevated hydroxyl radical production due to an enlarged transit iron pool. Researchers van Jaarsveld, Kuyl, & Wiid determined whether diet-containing iron concentrations near the recommended upper limit tended to alter the degree of myocardial ischemic/reperfusion injury in rats or whether simultaneous antioxidant supplementation had cardiovascular-debilitating effects. [*Res Commun Mol Pathol Pharmacol 1994 Dec;86(3):273-85*]

If an athlete consumes excessive above RDA levels of dietary iron, they may experience an increase in harmful free radical oxygen species damages. Such increases in free radical levels may impose premature fatigue or further neutralize the supply circulating exogenous antioxidants.

Iron-food intake was determined for 23 customers (16 athletes and 9 non-athletes) by computer-generated dietary analysis performed over a 36-month period.

ENDURANCE ATHLETES
Males – Daily Iron Intake
From Foods N=9
AVERAGE=279%
Females – Daily Iron Intake
From Foods N=7
AVERAGE=193%

**SEDENTARY
NON-ATHLETES**
Males – Daily
Iron Intake
From
Foods
N=4

AVERAGE=158%
Females – Daily Iron Intake
From Foods N=5
AVERAGE=115%

Male athletes [279% x RDA] and female athletes [193% x RDA] consumed more calories than sedentary counterparts; therefore their total iron intake from food sources dramatically exceeds their required daily allowance (by a combined average of average of 241% x RDA). This, along with the advice of a cardiovascular surgeon (among other sources), led us to remove iron from Premium Insurance Caps several years ago.

This also is the basis for the suggestion that blood serum markers of iron deficiency substantiate and be medically monitored during any sort of iron supplementation, dose, and duration. Editors at the Life Extension Foundation have suggested not taking iron supplements unless a blood test reveals a deficiency. According to the Foundation, "Most people have too much iron in their body. Excess iron generates massive free radical reactions. Human epidemiological studies show that those with high iron levels are far more likely to contract cancer and heart disease. A growing body of evidence implicates iron in neurological disorders such as Parkinson's disease."

So for the majority of us, adequate iron is easily obtained from the diet, and supplemental amounts are not necessary. If you aren't sure about your iron status, a CBC (Complete Blood Count)/Chemistry Profile blood test will determine what your iron status is and whether supplementation is necessary. **HN**



Real Athletes, Real Results!

"My **Premium Insurance Caps**, Tissue Rejuvenator, Phytomax, etc. have proven to be major factors in maintaining a healthy body. As a runner and cyclist, I thank you for providing excellent nutritional supplements that enhance performance! Miles of smiles!"
- Janis A.

"Those "whole food" vitamins usually have a pretty high price. So others, like your **Premium Insurance Caps**, seem much more appealing to me, given that they're accomplishing the same thing." - Billy M.

"One short night sleep after racing XTERRA Illinois Wilds I raced my mountain bike at the Palos Meltdown. My legs were aching something fierce after XTERRA. I mixed a Recoverite serving of strawberry and chocolate combined, and took doses of **Premium Insurance Caps**, Endurance Aminos, Super Antioxidant, AO Booster, and Xobaline. The next day I woke feeling spunky and raced really well, only losing to a gal 14 years my junior. Hammer Nutrition is keeping me young!" - Beverly E.

“ I started teaching at the high school level this past year and when I signed up for the job, I felt like I was signing up for frequent colds and illness, since everyone told me first-year teachers get sick a lot. Outside of teaching, I had a busy schedule combined with a heavy training volume, but only had two short-lived, minor colds. I, in large part, attribute it to **Premium Insurance Caps** and Phytomax. Thanks for meeting my training and health needs! ”

Yolanda Flamino, 2010 USATF 50K Champion and 3rd place 2011 USATF 50K Champion.

RIGHT: Yolanda Flamino sprints to the finish and 3rd place at the 2011 USATF 50K Championships. Photo: Mike Polansky



They sure don't make 'em like they used to!



Our food supply is desperately lacking in the nutrients it once had, up to 90% less than a few decades ago. That's why the consistent use of a multivitamin/mineral supplement is essential, and that's where Premium Insurance Caps comes in.

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- Enjoy superior health
- Fill nutrient gaps in diet

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PCL	\$33.95



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Kids racing for kids who can't



BY TONY SCHILLER



TOP : The 7-year-old girls prepare for the start of opening ceremonies, an Olympic-style procession of competitors.

ABOVE : Kids 11-17 race in the blue division and complete two laps of each discipline.

RIGHT : Enoch Elliott races hard for kids who can't race.

FACING PAGE : MiracleKids enter the water on a foggy morning swim.

Photos: Jeff Stone Photography



It was a cold January day in 2004 when I agreed to sit down with a friend who wanted me to help him launch a 10k fundraiser. Even after the tough year Steve Chepokas had been through, it was easy for me to say “No” to his request. Steve was not about to quit though. He told me about the days leading up to the last time we’d seen each other, the previous April 14. That was my birthday, and also the day he buried his only son, Mitch. By cancer standards, Mitch’s illness was relatively short. The 9 year old fell off a stage one day and the next learned his body was being ravaged by several hundred inoperable bone tumors.

As so often happens with terminal children, Mitch took the news better than most around him. His home-away-from home became the University of Minnesota Children’s Hospital where he spent his final Christmas. And despite being the sickest kid there, he had great compassion for the other kids who, unlike him, faced a holiday with few visitors and even fewer presents. So on Christmas Eve, Mitch declared he wanted to clean out his bank account. With his dad’s help, the next morning every kid on the ward awoke to a pile of presents intended for Mitch with an envelope with “Merry Christmas, I love you” written by a kid and ten crisp \$100 bills. Mitch denied involvement but fooled no one, and he called it the “Best Christmas Ever.”

Those families called the money a godsend and that motivated Mitch to make his dad pinky swear to keep helping cancer families. He declared, “A pinky swear is forever,” and the next day was gone.

Good to his word, Steve launched the Miracles of Mitch Foundation for the purpose of providing cost-of-living grants to families in financial crisis while treating a child with cancer. Instead of grieving, he’d poured himself into the cause and now wanted my help. I told him, “I’ll help, but it needs to be a kid’s race. If you

make it a triathlon just for kids, I'm in." Having never been to a triathlon, Steve imagined out loud what one was like and then said, "That sounds boring and I refuse to do boring." On both counts we were in complete harmony.

An hour later we had our complete vision for the event, called the MiracleKids Triathlon with the theme, "Kids Racing for Kids Who Can't." Every kid would wear the #1 and we wouldn't time or keep score. We'd inspire the kids to race, not for themselves but for a kid with cancer, and it would all "hit home" when they got their left calf marked with the name of a local cancer kid they'd race for, and then march behind an Olympic-style procession before the start. We were on a roll.

It had to be a lake swim with no relay option—each kid would finish all three disciplines. We'd shut down major roads so the kids could ride free in the streets, and we'd motivate parents to pack the finish line and cheer like mad until the last kid finished, saving the biggest roar for him. The fastest kids would not be recognized unless they also were top fundraisers. We'd make fundraising the competition, and the highlight of the day would be the chance to meet and get autographs from the cancer kids. We finished it with a list of corporate sponsors we'd bring to the table.

For the next seven months we got enthusiastic response, but no sign ups. On race morning lines of kids poured in and turned in over \$13,000 in pledges. Each brought a cast of supporters, making the race feel much bigger than the 303 kids in it.

We felt certain it was just the beginning and that we'd tapped into a sports niche that wasn't being served. The next year 600 kids raced and brought \$73,000 in pledges. This year, our 8th, we expect

1,800 racers and over \$300,000 to the campaign. That will bring our totals to more than 8,000 finishers and over \$1,000,000 in pledges raised by kids. With over 20 corporate sponsors bringing in well over 6 figures, we can guarantee every dollar raised by kids goes directly to families treating a kid with cancer.

But don't think that an event that's never strapped a timing chip to a single kid's ankle doesn't have serious racing. The battles to be the fastest are intense, because kids love competition and they're stoked by racing in front of thousands of screaming fans. Even the fastest kids have never complained that the rock stars at our event are Mitch's All-Stars, children who are being treated for cancer.

Due to growing participation, kids who procrastinate in registering risk not getting into the event. We think it all proves there's room for more than just the winner-take-all approach to sport that has left so many kids behind. We're reaching those kids by appealing to both their athletic desires and their strong drive to make a difference. This is an extremely socially conscious generation of kids, and I believe it's a growing movement we'll see more of in the future.

If you'd like to support a kid or learn more about the MiracleKids Triathlon, visit www.mkidstri.com. *HN*

2011 MiracleKids Triathlon

Race #1 - Minneapolis
Lake Nokomis Beach - July 16

Race #2 - Chanhassen
Lake Ann Park - August 20

www.MKidsTri.com

The MiracleKids Triathlon is open to kids ages 7-17.



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What IS marathon canoe racing?

BY CARINA SHEREE PERITORE

ABOVE and BELOW : Carina Sheree Peritore and Joe Shaw race the Classique, a 3-day staged canoe race in Quebec, Canada. Photos : Real Landry

Marathons are long distance races on rivers, lakes, estuaries, or open sea. The course may include obstacles such as shallows, rocks, and portages over dams. It is a very competitive sport generally practiced on flat-water rivers, but may include stretches of rapids. Marathon racing is not an Olympic sport. In fact, it is a very small community; however, our endurance athletes use all of the same training tools and techniques as many other endurance sports including Hammer Nutrition fuels!

As there are no maximum distances, marathon racing has its extremes, such as the Classique International de Canots de la Mauricie in Quebec, Canada (120-mile, 3-day, 3-stage event). Other races that complete the “Triple Crown” of canoe marathon racing events are the 70-mile “Clinton” Course on the Susquehanna River in upstate New York and the 120-mile Weyerhaeuser Au Sable River flat-water course in Michigan. These races are mostly comprised of C2 paddlers: a canoe with two team members. The “Clinton” also has racing kayak classes as well as C1 paddlers. Racers from Canada (Ontario and Quebec), Michigan, Minnesota, Wisconsin, Florida, New England, New York, Washington D.C., Pennsylvania, and North Carolina make up the pool of competition at these three events. Each region has its own racing association for their respective local races, but all are part of the U.S. Canoe Association. The Nationals for canoe and kayak racing is held

each year in August, hosted by one of the regions listed above. The specs for canoe racing are pro boats and carbon fiber paddles. A pro boat canoe is 18.6 feet long and made primarily out of carbon fiber for a light, sleek, fast design. The molds for these boats have changed over the years, since the sport began in the mid 1930s. The recreational boat previously used became the “pro boat” design in the mid-1970s. There are only a handful of people that continue to make brand new pro boats for current competitors.

My partner for last years’ Classique happens to be a distributor for Hammer Nutrition. Our small New England Canoeing and Kayaking Racing Association (NECKRA) has more than 200 athletes, all of whom have tried and/or continue to use Hammer Nutrition products. Some of the most popular treats are Perpetuem powders and HEED. Because we are constantly moving both arms to paddle during a race, eating and drinking in the boat can be difficult. Some have mastered the technique by utilizing drinking tubes from pre made concoctions of Hammer Nutrition powders. The new Perpetuem Solids prove even less bothersome while racing because you can simply chew on the tablet without holding a hose in your mouth for extended periods of time. The waterproof container that it comes in also serves useful for taping into the boat. I am very excited to use this technique in this year’s canoe marathon races! **HN**



BFH/HNFS/PUM

They're here!

BY STEVE BORN

"What kind of email/text message/Twitter acronym is that? What's here?" you may ask. For sure, that's probably one of the stranger titles for an article you've ever seen, but those letters most definitely represent three significant things, especially for those of us who've been thoroughly ensconced in working on them for months and months:

BFH – This is the SKU for *The Endurance Athlete's GUIDE to SUCCESS*.

HNFS – This is the shortened "code" for *The Hammer Nutrition Fuels & Supplements – Everything You Need To Know* booklet.

PUM – This stands for *Product Usage Manual*, aka "The Little Red Book."

After several months of writing, editing, rewriting, and more editing, and countless hours of laying out the design, graphics and photos, as well as hours upon hours of final proofing (I think we "final proofed" it at least a dozen times), we are super excited to announce that the 9th edition of *The Endurance Athlete's GUIDE to SUCCESS* is finally here! This was very much a labor of love for all involved in this project, and we're extremely pleased that these three knowledge resources are now available to you in hard copy form.

Since its first incarnation over a decade ago, the *GUIDE* remains the definitive tome regarding how to properly fuel prior to, during, and after exercise. Over the years, thousands upon thousands of athletes have enjoyed—and continue to enjoy—higher quality workouts and better race results by following the easy-to-read, easy-to-follow, scientifically backed principles outlined in the *GUIDE*.

At 156 pages in length, *The Endurance Athlete's GUIDE to SUCCESS* is basically a full-fledged book. It dwarfs

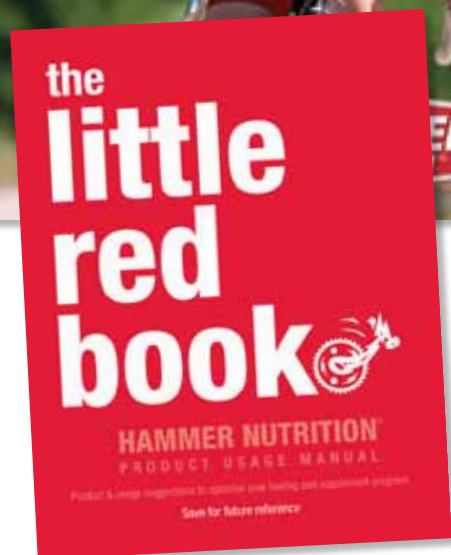
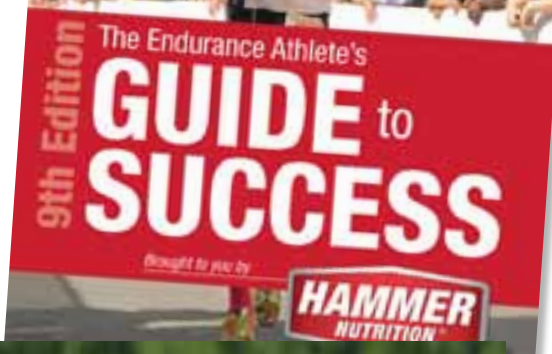
its original version by over 130 pages, which necessitated a second booklet to be produced: *The Hammer Nutrition Fuels & Supplements – Everything You Need To Know*. This 56-page booklet is appropriately named as it contains three detailed articles specifically about all of the fuels and supplements currently in the Hammer Nutrition product line. In addition to updating two currently available articles, a new article, "Epic Sessions – Supplement suggestions for workouts and races," is included, which I think you'll find very useful.

The *Product Usage Manual* has also been updated to reflect any products introduced since its last printing, as well as any new dosage recommendations for the fuels and supplements.

The 9th edition of the *GUIDE* contains priceless information, yet is a mere \$7.95. Its companion resource, *The Hammer Nutrition Fuels & Supplements – Everything You Need To Know*, also contains a ton of valuable, useful information and retails for \$4.95. *The Product Usage Manual* is still \$1.00.

You can purchase any or all of these three unparalleled knowledge resources by calling our Client Advisors at 1.800.336.1977, or online via our website. Downloadable versions of all three can be found on the Hammer Nutrition website **FREE OF CHARGE!**

It was a long, long time in the making, but it was definitely worth it. We're absolutely sure—like tens of thousands of athletes already have—that you'll find the fueling and supplement answers you're looking for in *The Endurance Athlete's GUIDE to SUCCESS*, *The Hammer Nutrition Fuels & Supplements – Everything You Need To Know*, and the *Product Usage Manual*. Make sure you have a copy of all three and refer to them often! **HN**



2012 Hammer Camps

BONUS camp in February!! BY STEVE BORN

Right from the very first one six years ago, Hammer Camps have become wildly popular, and with each passing year they fill up in record time. That comes as no surprise to us because these camps are just so much fun. Yet, somehow, they seem to get even better every year. In fact, they've become so popular and are filling up so quickly, we've added a "bonus" camp for 2012.

Needless to say, all of the 2012 camps will fill up soon or will have already been filled by the time you read this article. That's why we're offering a fourth camp. As of the time of this writing, there are about a dozen spots available. However, it too will surely fill up quickly. If you've never been to a Hammer Camp but have thought about attending one, you really need to put it on your travel plans (you'll love it!), and you definitely need to book your spot now. All of the information you need can be found on the Hammer Nutrition website at www.hammernutrition.com/events/camps/.

Based on the feedback we've received, Hammer Camps have been an absolute hit with those who have attended one or more of them. And how could they not be?

When you come to a Hammer Camp—and this is especially true if you're coming from an area where "winter" means either "cold," "wet," "snowy," or "all of the above"—you'll really appreciate and enjoy the oh-so-pleasant temperatures and almost 100% dry conditions that are the norm in Tucson, Arizona, the "Mecca" of winter/early spring cycling. Speaking of the riding, each day's route is simply superb, the perfect combination of "base miles" terrain as well as very challenging climbing (such as the epic climb up Mt. Lemmon, the over-and-back climb of Gates Pass, and that last pitch up Madera Canyon). Trust me, with the great variety of routes we ride during a Hammer Camp, you will have gotten **EXACTLY** what you were looking for cycling-wise (speed work, climbing, mileage, etc.) when you've completed one.

At a Hammer Camp you'll have access to a bountiful supply of free Hammer Nutrition supplements and fuels to use every day. Never tried a particular Hammer Nutrition fuel or supplement before? A Hammer Camp is the perfect time to give it a thorough test. And with several days of riding comprising a Hammer Camp, you'll have plenty of time to work on putting together and/or refining your ideal fueling and supplement program for the upcoming season.

Additionally, whether it's Brian or me attending the camp (or both), you'll have one-on-one access to us, our knowledge of the products, and how to get maximum benefits out of them. Talking with the riders in a relaxed and informal setting—



whether it's in the house, by the pool, or on the bike—is something we both enjoy tremendously, and I can honestly say that being able to work one-on-one with the attendees regarding supplementation and fueling is the most satisfying part of the Hammer Camps I've attended (though I will admit that reaching the summit of Mt. Lemmon in halfway decent shape is always a darn satisfying experience!). Additionally, Brian is someone I consider to be a nutrition guru, and the things I've learned from him over the years regarding basic nutrition have been incredibly valuable. I know that many a camper has also benefited tremendously from his wealth of knowledge on the subject.

When our good friend and Hammer Nutrition Ambassador Mike Freeman attends a Hammer Camp (he's basically a fixture there), he and Brian freely offer their expertise on bike handling and other technically oriented, cycling-related topics. Having ridden with both of them many times over the years, I can tell you that they are always a blast to ride with. At a Hammer Camp I rarely see Mike during a ride (he's usually way ahead of me on the climbs), but having heard comments from other campers after that day's ride, it's obvious that they also find him to not only be a great guy to ride with, but very helpful when it comes to bike fit, riding technique, and other technical specifics.

Jim Bruskevitz, another longtime friend and Hammer Ambassador, is also a fixture at many Hammer Camps and, as Brian so



appropriately once said, he complements and rounds out the group perfectly. Jim is one of the finest athletes you'll ever meet (with multiple age-group national titles in both triathlon and duathlon to his credit), yet you'd never know it, given his super humble and mild-mannered nature. I've watched him spend hours with Hammer Camp attendees, helping them with free training advice (the kind of stuff you'd be paying big bucks for), and I can tell he genuinely enjoys being able to work with others. Jim is also Hammer Nutrition's NMES guru and has turned many a camper into a full-fledged advocate of the amazing technology that is NMES. Speaking of which, plenty of Complex NMES units are available for use each day and trust me, they get used a lot! Seriously, once you experience the benefits that NMES offers, which you definitely will at a Hammer Camp, you will wonder why you've waited so long to own a unit and use it on a regular basis.

The Cycling House staff—Owen, Brendan, Anya, and Ty—make the Hammer Camp experience even more unforgettable, from the awesome rider support and guidance, to the unbelievably delicious meals served, to just being fun people to hang out with. They are exceptional hosts and really go out of their way to make every camper's experience as good as it can possibly be. As Brian once wrote, "While the maturity and grace under pressure—not to mention business acumen—they exhibit is rare for folks their

age, it's the humble confidence and 'can do' attitude that really sets them apart. There's no cocky rock star, bling-bling, living-the-life guff you see so often these days. When you meet them you'll know exactly what I'm talking about."

So where do we fit all these campers and staff? Well, to merely call it a house would be a severe injustice and major understatement. Let's just say The Cycling House is ultra spacious (and that's putting it mildly), has lots and lots of rooms, is supremely comfortable, and has all of the amenities you could ever want. Seriously, I have to embarrassingly admit that even after attending two Hammer Camps this year, I still found myself wandering through the house, not exactly sure where I was at times. Now that's big!

Great riding, awesome SAG support, expert one-on-one coaching assistance, personalized supplementation and fueling advice, NMES demos, endless supplies of Hammer Nutrition fuels and supplements, and incredibly healthy, utterly delicious meals (plus plenty of tasty 53x11 Coffee) makes Hammer Camps the ultimate cycling experience. I can't think of a better way to kick start your cycling season, so if you've been thinking about attending a Hammer Camp, check out all of the information available online. Most of all, don't hesitate; they are guaranteed to fill up fast, including the new "bonus" camp. **HN**

Camper Feedback

"I want to thank everyone involved, including the registration staff, for making it one of my life "epic" events. I am already signed up to come back in March 2012!!"

"The TCH staff is amazing! They are some of the greatest people I have ever had the pleasure of knowing."

"On the last day during the climb I had zero ambition to make it to the top. Precious, precious Anya, with her kind, soft voice talked me all the way up. She made me feel like a champion in the Tour. I made every stroke to the top all by myself."

"It is great to have the experts with us all week, and they certainly are available for one-on-one conversations."

"Jim Bruskevitz is a gem, and camp would never be the same without him. His knowledge of Hammer Nutrition, training for a variety of sports, he's easy to be with, interested in each individual, and just all around a huge contributor to the experience."

"The location is beautiful, the rides were wonderful, food incredible, and the house was in a great location."

"No matter what the level of rider, the staff was so accommodating."

"The camp was a big breakthrough for me. I gained the confidence that I could train hard and recover."



CAMP DATES

January 23-29, 2012

1 spot open

February 13-19, 2012

SOLD OUT!

February 21-26, 2012

12 spots open

March 5-11, 2012

6 spots open

Sign up today!

(Openings as of May 4, 2011)

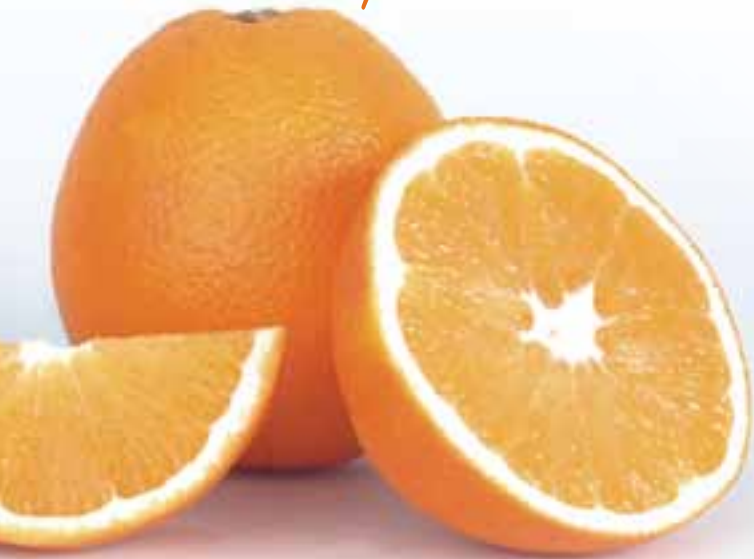


OPPOSITE PAGE TOP : Friends are made at Hammer Camp. MIDDLE : Talk about support! Owen hands off water bottles. BOTTOM : A round-table discussion. THIS PAGE RIGHT : Riders and mountains in the rearview mirror.

Gluten-free orange almond cakes

FROM THE KITCHEN OF LAURA LABELLE

An après race treat!



1 cup butter
2/3 cup agave nectar
1/3 cup xylitol
4 eggs
1/4 cup sour cream
zest of two oranges
1 cup almond flour
1 cup oat flour
1/2 cup potato flour
1 tsp xanthan gum
2 tsp baking powder
1/2 tsp salt

1 cup warm orange juice reduction
(I take a 1/2 gallon of fresh juice
and cook it down to a syrup).

Preheat oven to 350°F. Beat butter, agave, and xylitol until fluffy. Add beaten eggs, sour cream, and orange zest. Fold in sifted dry ingredients. I pour them into cupcake pans with liners, but it can be made into a cake if preferable. Bake until done (until a toothpick comes out clean). Cakes will rise and fall a little, not to worry. Spoon hot syrup over cakes while fresh out of the oven.

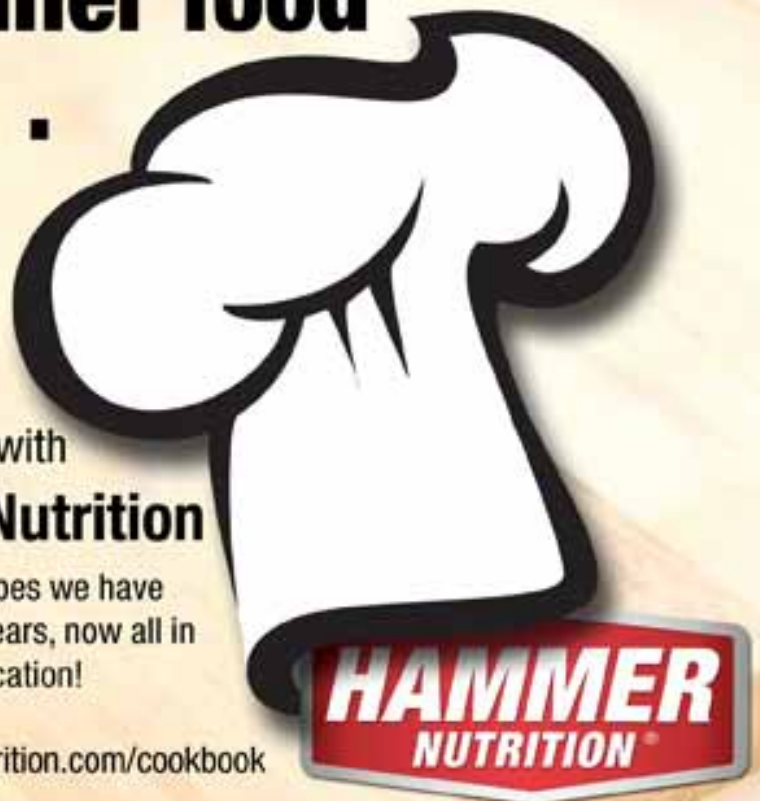
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NATE'S CORNER

BY NATE LLERANDI

Staying motivated

As many Endurance News readers know, I've kept every one of Nate's "Tip of the Day" posts for the past 11 years. For each "Nate's Corner" column in Endurance News I go back into the archives to find some "oldie but still goodie" advice from my longtime friend. This particular "Tip of the Day" dates back to June 2004, but even after all these years I think the message is still quite insightful, especially for me as I slowly but surely regain the fitness I once enjoyed when I was still training daily and competing in several events annually. I hope you will find this particular column to be insightful and helpful to you as well. - Steve Born

Sometimes life throws barriers up in our way that we run smack into. We fall down and maybe at first we can pick ourselves right back up. But sometimes we can't, or it seems like too much effort to even try. So, how do we stay motivated when things start going south?

The barrier might be repeated or prolonged sicknesses that derail our training. Or perhaps our jobs take up too much time and energy, so that the last thing we feel like doing is training. Or maybe you're hit with an injury, or you're hitting some speed bumps in your personal life. How do we handle all of this?

First, don't let the wheels come off. While it might seem that all is lost, don't believe it for a second. It is easy to fall off the edge and into the abyss of depression about your waning fitness, your inability to train/race, and so on. We are used to pushing ourselves hard and training day in/day out. So, when this freedom is taken away from us, it's hard not to let it get us down. The best thing you can do here is focus on what you CAN do rather than what you can't do.

Let's say you're a cyclist, but an injury is keeping you from biking. You have a choice to make—and believe me, you always have a choice. You can either:

1. Do nothing since you cannot do your

primary sport. This is what starts you down the slippery slope of losing motivation, getting depressed, gaining weight, etc., or

2. You can find a way to maintain your fitness or at least minimize the loss of fitness so that when you are back on the bike, you are ready to get back at it. This approach can leave you excited to finally get back on the bike. And your day-to-day routine is minimally disrupted, so you won't feel like you're floating in space. Instead of cycling, you can try swimming, water running, StairMaster, elliptical trainer, or rowing machine . . . anything that does not aggravate the injury further. Doing something, even at a very baseline, recovery level of effort, is better than doing nothing. Any of the above examples are great ways to keep the heart pumping and your fitness growing. And, since you would be exercising in a way you are unaccustomed to, when you get back to cycling you might find your fitness is actually better than before. The short rest from cycling and the use of your body in a completely different way can help to rejuvenate you and build you up in new ways, effectively making you stronger all-around.

This is just one simple example. As athletes, we are creatures of habit. We are used to juggling many responsibilities and being in certain places at certain times. Our training,

work, and family require this so that we can properly attend to each facet of our lives appropriately. When one of these facets falls out of whack, it can send our entire lives into tailspins.... if we allow that to happen. But we don't have to! We CAN stay in control.

And that's the crux of it all. As I stated earlier, we always have a choice to make. If you end up gaining 10-20 pounds while you are nursing an injury, you have to ask yourself whether it is because the injury completely took you out (like getting hit by a car while biking) or if you simply decided to wallow in the misery that can accompany a niggling injury (such as an Achilles tendon strain or patellar tendonitis). In the former case, there is nothing you can do about your inactivity. Yes, you can fight to rehab ASAP, but the road to recovery is long. So, your motivation should be to get back in the saddle more quickly than any doctor tells you is possible. In the latter example, your blinders and lack of flexibility are what is keeping you from looking at alternatives to stay fit.

Each of us hits both expected and unexpected roadblocks along the road of fitness improvement. It is how we handle these roadblocks—emotionally, mentally, physically—that will help shape the athletes we are and the athletes we are becoming. **HN**



A Montanan in Brittany

PART TWO BY MARSHALL OPEL



ABOVE : Marshall poses in front of his temporary home.

BACKGROUND : A small, mountain town north of Lucca, Italy makes for a perfect backdrop while cycling.

Photos : Marshall Opel

I can't understand a word the Italian announcer is screaming through the speakers at the start line. I look back and don't recognize any of the 200 stern faces behind me. The pre-race jitters are ever-building in my stomach as I wipe the sweat from my already hot forehead. The race moto's are revving their engines, the clocks are zeroed, and it's game time.

- continued on page 43

Bike racing in Europe is an experience unlike any other. To me, it's a battleground. I look at the guys around me from Italy, Ukraine, Switzerland, Russia, Germany, Croatia, and more. Seventy years ago we could have been at battle against each other, but today we battle not with guns and tanks but with strength, skill, and grit. This particular race was a hard-man's course, with 9,000 feet of climbing over 160 kilometers winding through idyllic Italian wine country. Just outside Venice, we would see little of the green rolling hills around us. Much of the surroundings become a blur once the gun goes off. At any given time, you've got someone an inch away from you in all directions; you're on a road big enough for one car with roundabouts, traffic islands, and speed bumps. All these go almost unnoticed as the peloton twists and turns like a big colorful snake. Race motorcycles blast through the bunch, honking as they go. Everyone is trying to do the same thing: move up. It's a constant battle of will. Riders who hesitate and give a slight tap of the brakes or let up for just a moment as others move inside their bubble find that, in a flash, their spot is gone. My teammates and directors are always telling me to throw caution to the wind, but I still struggle with the never-ending battle to hold position. Someone tries to sneak through a gap that's a few centimeters too small, and I hear the all-too-familiar sound of bikes and bodies skid on the asphalt behind me. Brakes slam and swear words are said, but the race goes on.

The mental toughness these guys show is humbling. The will of the riders seems stronger over here. Perhaps some have more to lose, but I think a large part of it is engrained in the culture. Racing is not a game; I can see it in their faces, and I see the intensity in their eyes and in their actions. Everyone is willing to shoot through a tiny gap or take a sketchy-looking hot route through a turn. They don't fold easy here. As the bunch accelerates up the climb, I'm not at my limit but beyond it. Everything in me is at max and no one around me is about to "call uncle." Risks have to be taken and cards have to be played, all for a good placing here. No one is winning by default. It's qualities like these that make bike racing so damn grueling. I've suffered like crazy tons of times back home, but nothing I've done can match the total test I'm given each time I pin on my numbers in the European peloton. Each race has pushed my abilities and willpower to the max. After each race I gain a new perspective, which I take to the next week of training and preparation. I always have new questions to ask myself and new things to work on.

Since my initial blog, I've raced in France, Italy, Belgium, and Holland. I've bombed corkscrew descents, rattled across centuries-old cobbles, sprinted through a caravan of 30 team cars, crashed into a wall, and hopped curbs, roundabouts, and sidewalks . . . and I've only just hit the tip of the iceberg.

I'll spend three more weeks with the U.S. Development Team before I return to my team in France. As much as I want to look down the road and think about what's next, I'm trying to remain in the moment, here and now as the experience is happening to me. I take in the good and the bad, and hold onto the thought that I'm doing precisely what I set out to do. I still have many unanswered questions about my abilities in this sport, and I revel in the idea that I've got the love and support from my family, friends, teammates, and sponsors to see this through. I challenge you to see a dream through; it's a good way to really see what we're made of. Whatever it is, big or small, give it a run and see what happens. **HN**

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Key components to early season fitness and speed

BY ROBB BEAMS

In an attempt to make up for lost time associated with winter, motocross riders and other athletes have a tendency to get a little overzealous during early season workouts, which frequently results in an injuries and/or performance frustrations. Implementing these four components will make early season training both productive and injury-free.

ESTABLISHING YOUR PHYSICAL WEAKNESS PROFILE— Maximize your training efforts

“Strengthen your weaknesses and race your strengths” is the motto that I say to all of my clients, because as humans, we spend the majority of our time doing things that we like and that we are good at. To make the greatest progress within your training program, you must identify what you are not good at and start there. Establish where you are lacking: muscular strength, endurance, lactate tolerance, and don't forget the non-sweating disciplines of flexibility, plus consider nutrition and realistic goal setting; begin where you are the weakest or have room for the most improvement (relevant to your personal goals). Early season/baseline testing will help pinpoint your weaknesses as well as capture your current maximum heart rate for that specific discipline (see below).

ESTABLISHING HEART RATE ZONES— Avoid injury and burnout

By not knowing how hard you are actually training (versus perceived exertion), athletes and riders run the risk of injury and burnout. Actual intensity levels need to be monitored with a heart rate monitor to ensure that you are training within your aerobic zone for the majority (not all) of your early season efforts. Please note that you must establish your heart rate training zones for each discipline that you train. For example, if you utilize the Concept 2 rower as a cross training tool for motocross, you cannot use your heart rate zones from the bicycle; more muscles are engaged during rowing than cycling which results in a different max heart rate number and associated heart rate zones. Over my last 22 years of coaching, I have seen the use of generic formulas (for example, 220-age) have a margin of error as high as 30%. The assessment of your pre-season max heart rate can be captured with a simple pre-season max heart rate assessment.

Please email me (robb3@earthlink.net) if you would like a copy of my sport specific Max Heart Rate Assessment or Heart Rate

Spreadsheet so you can create your personalized heart rate zones to maximize your training efforts.

ESTABLISHING A PERSONALIZED EATING PLAN— Determining what works and what doesn't

The food you eat has both a long- and short-term effect on your body. An immediate influence of food is reflected in your energy levels and mood. A long-term influence includes the building and repairing of lean muscle tissue and bones. Research has validated that the muscles, bones, connective tissue, and skin that is on you now, is the result of your food intake over the last six months. By keeping a detailed food log and comparing it to your training log, you can get feedback on what is working immediately (i.e. energy levels to complete a high-quality workout or early season race) as well as the long term (i.e. body measurements indicating increased muscle and decreased body fat). Don't be intimidated by this process; humans tend to eat 15-20 of the same products each day. By following a consistent eating plan, you can determine the positive or negative effects of a new food item added to your eating plan.

ESTABLISHING A SOFT TISSUE MAINTENANCE PLAN— Maximizing power and endurance

Chiropractic and massage are two modalities that should be a part of every athlete's routine for one simple reason: tight muscles pull bones out of alignment, and misaligned bones keep muscles tight. It is the same as if you pulled the ends of a rubber band far apart, no matter how much you rub the center, the band is still tight. You have to get the attachments of the muscles to the correct position before you will get the tension out of the muscle. The reverse is true as well. If you get an adjustment and the muscles are tight, the muscles will simply pull the bones back out of alignment. Lining up the spine and removing tension within the muscles will result in better strength and improved endurance. **HN**

Coach Robb Beams has been working with athletes for the last 22 years and is the founder of the Complete Training Solutions and of the MotoEndurance Training Facility. Robb can be heard on the monthly radio show DMXS answering listeners' questions about nutrition and fitness. CoachRobb.com



A clean sweep at Sea Otter

BY PHIL GROVE



All of us on staff from Hammer Nutrition at this year's Sea Otter Classic in Monterey were pleasantly surprised by the hard work put in over the winter by all of our sponsored teams and athletes. Their early miles and races paid off huge this April, and we were thrilled to be a part of it. From the youngest juniors to the wisest masters, competing in everything from road racing to circuit racing to mountain biking, it seemed like the common factor on this year's podium was Hammer athletes!

We were well represented at this year's event ("race" would be an understatement as there were dozens of races over the four days of Sea Otter) by several different teams in all disciplines of cycling. Our youngest racers there were the BYRDS out of Boise, Idaho. The BYRDS (aka the Boise Young Rider Development Squad) riders competed in both road and mountain events, and could be seen all over the venue in their flashy yellow and red colors. Another junior development program we are thrilled to be working with is the AZ Devo off-road team out of Arizona, who had great results at Sea Otter this year.

AZ Devo is built on the mission of teaching cycling in a more professional, well-structured format, similar to how a high-end soccer club might coach their youth. However, the program's director, Marty, is quick to point out that if you push the kids too hard, it's all for naught. He must be onto something, as three of his riders placed in the top 10

in the Cat 1 17-18 XC mountain bike race on this national scale. We're thrilled to be the fueling sponsor of this team, and we know the sky's the limit with these guys. In fact, by the time this hits your mailbox, three of their riders will have traveled to Germany to compete internationally at a USA Cycling Development camp!

Team Exergy, also out of Boise, Idaho, is one of the hottest new squads hitting the domestic road circuit this year. When it comes to pro teams, we really only work with those who let us assist them in their succeed. We're not going to just give them some lame products and a huge check! But if a pro team wants some first-class fueling assistance, we'll work with them. Exergy is one of those squads; their riders are really stoked to be fueling with Hammer Nutrition. Team Exergy had an awesome debut at the Sea Otter, highlighted by winning the Sprinter's Jersey and several podium finishes throughout the week!

Not to be outdone by our young pros, the Echelon Gran Fondo Team, or as we call them, the "Master Blaster's," capped off the weekend with an astonishing 1,2,3 podium sweep in the Cat 1-2 45+, 72-mile road race. Congrats to Cale Reeder, Janne Hamalainen, and Dirk Himley on this amazing feat! This of course came after a very solid 1st, 2nd and 4th on Friday's circuit race. Echelon's founder, Hunter Ziesing, claims that racing results are just a side perk of sponsoring their Gran Fondo events, but he and his teammates are starting to make a stir in

the masters cycling world!

It's not at every event that we can boast such results from our athletes, especially when competing racers had access to Hammer Nutrition products on course, so we were extra excited about this year's Sea Otter Classic. And even if Hammer athletes were kept off the podiums of Sea Otter, we'd still be heading back next year. The Sea Otter Classic is an event unlike any other in the U.S.; it offers something to the whole spectrum of cycling fans, from dirt jumpers to crit racers. But to see Hammer-sponsored athletes on top of podiums all week long, at an event that we sponsor with our favorite sports drink? We've already booked the plane tickets for next year!

ABOVE : Jimmy O'Neal Jr. races at Sea Otter. Photo : Arielle Baker.

"Hey Hammer, here is a photo from the 2011 Sea Otter Classic and here is my report from the race . . . The race starts on the Laguna Seca Raceway road course. For the first mile or so, when we hit the dirt I was around 6-7th. There were a few short climbs, then the descending started. I was held up in the single track by a group of 4 guys and was getting very impatient. Around mile 6 the course opened up on a rain-rutted downhill. I went to make a pass and ended up doing a high-speed flip, over the bars. Luckily I landed mainly in the bushes. I quickly grabbed my bike and was back on the course. During the crash I lost both of my water bottles and my Garmin. I rode the first lap (1 hour, 45 minutes) without any water. Needless to say that was not a good way to start a 40+ mile race.

I finished the race in 16th place. All in all, Sea Otter was a great learning experience, and it was wonderful to see all of my sponsors and friends."



Team Exergy proudly displays what fuels them at the Calville Bay Classic. Photo : Kristy Bako

Team Exergy Eyes on the future

BY TAD HAMILTON with intro by Dustin Phillips

Two years ago at Interbike in Las Vegas, I was approached by a rider who I used to frequently compete against. Tad Hamilton pitched his idea about his new team and how it was different than other teams out there. I remember thinking to myself, "All the teams say that. We'll see."

It turns out that one year later he convinced me that the structure of Escalera, now Team Exergy, is in fact different. Exergy is the third UCI Continental team that Hammer Nutrition has supported during my tenure as Sponsorship Coordinator, but the only team that has come out of the gates firing on all cylinders. From the very first race, Team Exergy fired their warning shot across the bow of the bigger teams, winning the overall and placing 3 in the top five. From there, they went on to the bigger teams in San Dimas (top 10's in every stage) and Redlands (finishing 4th overall and two in the top ten).

The team doesn't stop with just race results. The service they provide to the community is truly above what other top teams do. I look forward to a long partnership with Exergy and its riders, and to supporting their progression into one of the best teams in the nation.

Escalera Racing, LLC

Escalera Racing was constructed with the hard-earned experience of Idaho bike racers. The lessons learned during years of travel around the country and around the world give Escalera a solid foundation on which to build a top-level cycling team. Furthermore, the emphasis on teamwork and sportsmanship gives this organization a close-knit camaraderie that many cycling teams and organizations lack.

Competing as Team Exergy in our first year of existence, we have proven that our concepts of selflessness and generosity promote cohesion and strengthen esprit de corps. The added ingredient of community involvement gives the riders and staff a personal, friendly image that is often missing from elite athletics and reinforces to all team members their fortunate positions in life. The combination of these qualities make this team unique and add to the overall

stability and maturity of the squad. As a result, the image of Team Exergy is one of a fun-loving, confident, competitive group, and the impact we have on our hometown and the dozens of other cities we visit each year is just as important to Team Exergy as winning bike races.

With Exergy Development Group's multi-year commitment as title sponsor, the future of Team Exergy is unlimited! Expansion of the schedule and roster in 2011 allows us the opportunity to prove that we are one of the premier racing squads on the U.S. domestic circuit. The influx of strong new athletes provides the team a great boost in horsepower and experience, and this addition of seasoned pros and talented youngsters has served notice that Team Exergy is serious about winning bike races! It is with this momentum that Team Exergy graduates to the next phase of its development.

After analyzing Team Exergy's first season, our 4-year goal of building the top U.S. domestic squad remains on track. Our confirmation as a UCI Continental team moves the organization from an Elite amateur team to a Professional squad. This step raises expectations but also greatly



"Strawberry HEED + Peach Fizz is great!" - Katey

increase our opportunities. The addition of seven new athletes to the 2011 roster has shown immediate improvement to the performance of the team and also adds necessary depth for the long, arduous season. Our schedule for 2011 will include many of the same races as 2010. Redlands Classic, Tour of Utah, and Tour of the Gila will be joined by the Southeast Crit Series, U.S. Pro Championships, and a host of great new races. The combination of better athletes and better competition will translate to increased visibility through the national and international press. In turn, the higher stature of Team Exergy will also allow us more opportunities to support our sponsors, charities, and communities.

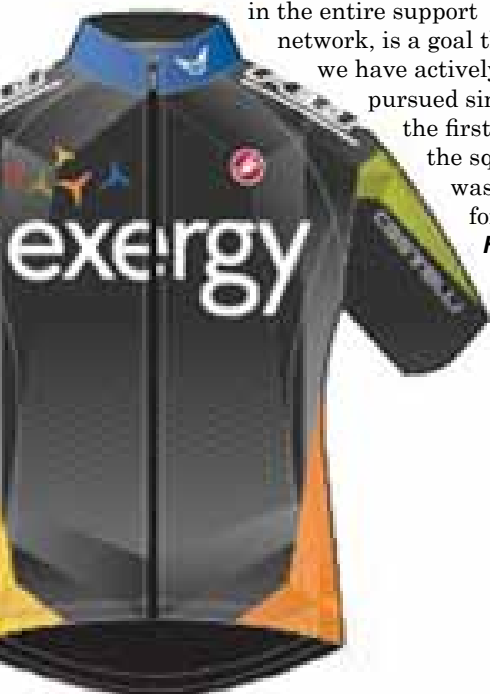
Community and Charity Involvement

Team Exergy is committed to improving the communities where we live and visit. Our partnerships with organizations such as ProHelmet.org and Look! Save a Life offer opportunities to make a positive difference in dozens of cities each year. A large portion of our annual schedule is devoted to goodwill efforts such as helmet giveaways, hospital visits, and young rider education.

Sponsor representatives gathered recently in Boise, Idaho. The camp provided a forum for Team Exergy's partners to meet in an effort to build a more close-knit system of support for the squad and each other. The nature of Exergy Development Group's focus on renewable energy and a sustainable future, a theme that we want consistent

in the entire support network, is a goal that we have actively pursued since the first day the squad was formed.

HN



Echelon Sea Otter Sweep!

Echelon Gran Fondo took 1st, 2nd, 4th, and 6th at Sea Otter (Circuit Race) only to be followed up by a podium sweep the next day in the men's 72-mile, 45+, CAT 123 race. Pictured left to right: Cale Reeder (current U.S. National Champ), Janne Hamalainen (2009 U.S. National Champ), and Dirk Himley. I was 6th and 13th, respectively. Racing with us was Shimano-sponsored Wayne Stetina (holds something like 13 national titles), who finished 5th in the circuit race and 6th in the road race! Way to go, Wayne! – Hunter Zeising

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Scott Stahl stops traffic in his Hammer Nutrition gear.
Photo : Madeline Frank

More updates from Sea Otter

JUNIOR ATHLETES

The BYRDS fly at Sea Otter

Racing bikes in Idaho in the month of April generally means racing in the rain or snow, and wearing several layers of warm clothing. Racing bikes in California in the month of April however generally means sunscreen and the Sea Otter Classic. The warmer temperatures is one reason the BYRDS (Boise Young Rider Development Squad) Cycling Team of Boise, Idaho travel 14 hours to Monterey on an annual basis to attend the largest cycling festival in the U.S.. Second, and most importantly, is to race bikes, both road and mountain.

Participating in 13 events across junior age groups and senior categories the BYRDS Cycling Team collected nine podium positions, including three championship titles.

Another excellent reason to travel to the Sea Otter Classic is to check out the cool cycling toys across many disciplines, swag, and link up with one of our Top Tier Sponsors...Hammer Nutrition. Thank you to Brian and Steve for letting us hang out with Team Hammer and check out all the great nutritional products.

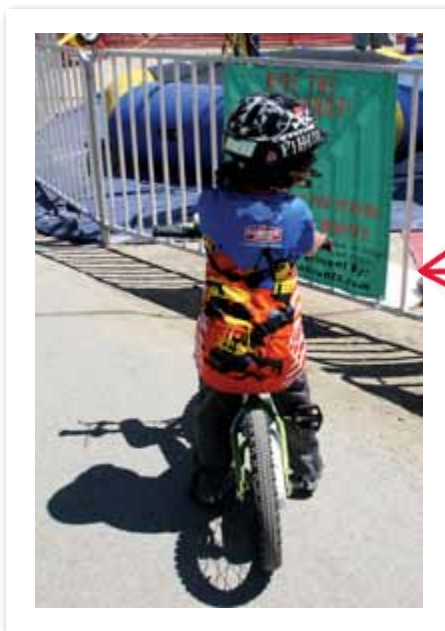
Fifteen members of BYRDS Cycling attended the 2011 Sea Otter Classic with most attendees participating in both road and xc mountain bike events.

BYRDS Cycling is an all junior cycling program located in Boise, Idaho, promoting youth development in lifetime fitness and the sport of cycling.



Southern California MTB shredder and health fanatic Ronnie Gallego has been a Hammer devotee since 1995 and an autoship VIP member since March 2010. You usually only get to see him at Interbike, so having him stop by the Big Rig at Sea Otter was a bonus! Another proud member of the Hammer Nutrition family, Ronnie is currently ranked 7th overall in the U.S. West Cup Series and placed 1st Cat 2 in the Shimano Subaru SRC Finals in March.

Like father, like son - Gabriel Juarez, son of ultra MTB legend Tinker Juarez, sizes up the bungee jump area at the 2011 Sea Otter Classic in Monterey. He's not sure he likes the HEED, but his dad is super stoked to finally have his fuels totally dialed for big races this season.



AZ Devo at Sea Otter

The Sea Otter Classic was an awesome experience for the AZ Devo team. This event brought out the top talent in the U.S., and the Cat 1 Jr 17-18 XC race had a deep



field of over 30 racers.

AZ Devo riders claimed three of the top ten positions with Tyler Coplea in 5th, Ryan Geiger in 7th, and Cypress Gorry in 10th.



The AZ Devo team hangs with Hammer staffer Phil Grove in front of the Big Rig at the Sea Otter Classic.

"Definitely check out the new Perpetuem Solids! They are made to keep you going after that 2 1/2- to 3-hour mark. All you do is pop it in your mouth and let the fuel take you from there." - Tyler Coplea, AZ Devo Team



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Pit Row



Kneeling: Steve Purdue, Brandon Scheiber, Paige Wallin
Standing: Brian Frank, Michael Scheiber, Rusty, John Wallin, Matt Jaskol, Chris Aaron

Karting: Team Hammer Nutrition/NW Race Karts

Four drivers with Team Hammer Nutrition/NW Race Karts headed down to Tucson, Arizona the last weekend in April for the SKUSA SpringNationals kart races. Junior driver Brandon Scheiber and Paige Wallin joined masters drivers Steve Purdue and Brian Frank for the three-day, two-race weekend. Of all of the drivers, Brandon faired the best, managing 9th in the mains on both Saturday and Sunday. Steve Purdue placed 11th in Sunday's main after getting crashed out of the first turn of the main on Saturday. Brian Frank was also a victim of the first turn pileup and DNF'd on Saturday, and could only manage 19th in Sunday's main in a 36-kart field. TaG SR driver Paige Wallin had motor and setup problems all weekend that prevented her from driving to her ability. She was DNF on Saturday and finished 26th in the 33-kart field on Sunday. The entire team is hoping for better results at the SKUSA SummerNationals in Grand Junction, Colorado in July.



Nico Rondet is an accomplished race car driver, chief instructor at the Jim Russell Racing Drive School, and just went 5:55 at Wildflower, as well as having completed several Iron distance triathlons. He has also been a devoted Hammer Nutrition user and member of our Auto Ship VIP program since 2004. For the 2011 race season, Nico Rondet has been contracted to drive for the new race team, Insight Racing, in the Continental Tire Sports car Challenge. The season is 10 races in length, and shares a schedule with the Grand Am Daytona Prototype grid.

During the past seven years, Nico has seen firsthand the performance advantage that Hammer Nutrition fuels and supplements give him in training and racing for triathlons, as well as his "day job" driving a race car. When I (Brian Frank) met Nico last year, he told me, "Driver fatigue is the primary limiting factor in how much we can teach a student in the Jim Russell Racing Driving School classes." Due to his strong desire to have Hammer Nutrition products available for his students, Hammer Nutrition fuels have been placed in the classroom and trackside for students to use before and after they drive. Nico and the other instructors also provide usage guidance and Hammer fueling protocols for the students to follow so that they can get the most out of their time at the school, and especially on the track. Look for more updates on Nico and our partnership with JRRDS in future issues of Endurance News. In the meantime, visit the following links for more info.

www.jimrussellusa.com
www.rondet.com
www.insightracing.com

Jim Russell
racing drivers school

Podium finish at Thunderhill

Willows, CA (April 23, 2011) Hammer Nutrition-sponsored Ric McCormick finished 2nd in the GTS2 class during the April 16 NASA Nor Cal Regional Event at Thunderhill Raceway Park. Qualifying 2nd for the race, McCormick posted the fastest lap ever run at Thunderhill in a SpecE30 BMW by over a half second.

"It was a great race," McCormick said afterward, as he congratulated the victor on his hard-fought win. "My team worked very hard on the car and I'm very proud of them. We finished in 2nd today, but the car easily out-handles the Mercedes through the corners and I'm sure my guys can find more power for the front straight. I'm very confident that when we get back here, we will be the ones to beat. Thanks to Paul Blickman for giving me the opportunity to race the No. 114 E30." **HN**



Photo : www.gotbluemilk.com



PERFECTION

Beating Baja

Fueling for endurance driving BY JOE BACAL

When it comes to prepping for a big off-road race like the Baja 500 or 1000, it is vital that my body is ready for 15-40 hours of nonstop racing. This is a very unique type of endurance racing, but I have found nothing works better than Hammer Nutrition. I almost feel like I am cheating at times, since most of the other racers think water or an energy shot is enough. I “ironman” these races (drive the entire race without a relief driver), and being in the truck for so many hours takes a toll on my body and takes constant focus. One slight mistake from fatigue can put me in a dangerous situation.

Weeks before a race I am in the gym, using Hammer Gel (Huckleberry is my favorite) as well as Whey Protein and filling my Hammer bottle with Strawberry HEED. Being a cancer survivor for almost four years, I also take a number of Hammer supplements that are essential. I take Premium Insurance Caps, REM Caps, Phytomax, Mito Caps, and Digest Caps.

The day before a race both my navigator and I move to a liquid diet. We mix Perpetuem powder along with some Hammer Gel throughout the day. I feel that absorbing this into my system helps on race day when we place the

Perpetuem Solids in a bag attached to the navigator’s door in the race truck. My navigator can hand me the Solids at either a pit stop or on a race section where I have a brief moment to take a hand off the steering wheel. Solids are most ideal since it keeps me from having to premix my hydration pack, which not only gets warm but can sit for many hours at a time. This saves valuable time at a pit stop—no need to open up my pack and refill. Sometimes I feel Hammer Nutrition developed these Solids just for me, since they are the perfect way for me to get the energy I need behind the wheel. After it is all said and done and we get to that finish line, Recoverite is our final treatment for success.

Thanks Hammer for helping me win races and be a Baja champion! **HN**

BELOW : Joe stocks his ride with Perpetuem Solids.



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Mastering Cape Argus

BY VANESSA GAILEY



Photo : Larry Wolff rides strong during the Argus Cycle Tour.

In March 2011, Team Hammer Nutrition masters rider Larry Wolff participated in the Cape Argus Cycle Tour bike race in South Africa. Larry finished a very respectful 7th out of 1,184 riders in his age group and 1004th overall in a field of 28,920 racers.

The annual Argus Cycle Tour, held in Cape Town, South Africa, draws riders from around the world. Every year, nearly 30,000 people ride the 110km course, which circles Table Mountain, a 3,000-foot outcropping and the central geographic feature of the area. The ride entails 3,800 feet of elevation gain with four major climbs. Riders are seeded to determine start times with groups of about 50 riders going off every 3-4 minutes. Here's Larry's race report:

"The first group off was the pros and they left at 6:15 a.m. I was in the fourth group to leave at 6:28 a.m. The start was incredibly fast, and my thought was that I could not keep up that pace for three hours, which was my target time for finishing. After the first climb the pace slowed slightly, and I was able to sit in fairly comfortably. For long stretches our group would be strung out single file; on the climbs, riders bunched together and intense focus was required as wheels and elbows were touching.

I drank HEED and ate a Hammer Bar during the race, and never felt depleted. My finishing time was 3:00.49, just over my target. It was a great experience and I was proud to be wearing my Team Hammer Nutrition kit with my U.S. National Stripes."

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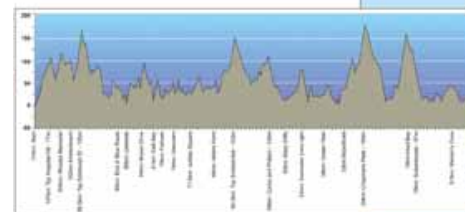
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STATION NUMBER	DISTANCE TO GO (km)	LOCATION DESCRIPTION	CURT OFF TIME	SPONSOR
1	87.7	Cometia		
2	86.7	End of R1 / Rensburgh	11:30	
3	85.8	Boys Drive	11:45	Classic Brands
4	75.7	Glencairn Train Station	12:30	
5	71.7	Strombosie Jubilee Station		Pick n Pay
6	63.2	Partridge Point		Cape Argus
7	55.8	Kloofgatsburg		
8	48.3	Bontebok		Heinz
9	38.8	Cape		
10	31.8	Roosfontein	13:30	
11	27.2	Chapmans Peak		
12	20.7	Hout Bay		Carls Cola
13	15.8	Hout Bay (Waterfall) / R27/R101 Ave Inter	15:00	
14	10.3	Bakkerbosse (Bottom)		
15	10.3	Bakkerbosse (Top)		Reason Properties
16	10.8	Bakoven		
17	8	Pines	17:30	



Ty's superb salad dressings

BY TY BROOKHART

Steve's note: *Ty Brookhart is not only a really good guy and a great cyclist, he's also an awesome cook. One of the many reasons why I enjoy going to a Hammer Camp at The Cycling House in Tucson is because I get to enjoy so many of Ty's utterly delicious, yet super healthy meals, which are always made with the freshest ingredients available. In fact, one night—after a long ride that day, followed by a Compex Active Recovery session (or two), and topped off with one of Ty's sumptuous meals—I told him that if I ever found myself on Death Row and had one last meal request, I'd want him to prepare it . . . not that I'm planning on getting into anywhere near that kind of trouble, but it illustrates just how good his cooking is. His salad dressings? Off the hook!*

Here are two dressing recipes: a hearty, somewhat typical vinaigrette, and a sweeter dressing fit for summer salads. Both recipes will make roughly 12 ounces of dressing. (Most store-bought dressings are usually 8-12 ounces in size.)

Strawberry Ginger Vinaigrette

1/2 cup frozen strawberries
1 Tbsp fresh minced ginger
Juice of 1/2 lemon
1/8 cup apple cider vinegar
1/8 cup balsamic vinegar
1/8 to 1/4 cup raw honey
(to taste, depending on the sweetness of the strawberries and balsamic)
1 tsp fresh minced lemon thyme or mint
Black pepper to taste
1/8 cup walnut, grape seed, or olive oil
*(if desired)**

Start by adding strawberries, lemon juice, ginger, and vinegar to a food processor or blender. Blend until smooth. Add herbs, black pepper, and honey to taste while blending. For thicker dressing or to increase calories, add oil.

**You can also use raw walnuts instead of oil to add body and thicken the dressing.*

Basil Vinaigrette

5 cloves garlic
1/2 shallot
2-3 anchovies
3/4 cup balsamic vinegar
2 Tbsp Dijon mustard
Pinch of cayenne
Fresh (or dried) thyme and oregano
(pinch of both)
Juice of one lemon
6-10 fresh basil leaves
Olive oil

Add all ingredients except olive oil to a food processor. Blend until fairly uniform. Add olive oil until the dressing becomes somewhat thick, but be careful not to let the olive oil overpower the dressing.

Note: If you want to add a little sweetness to the overall taste, add a little agave nectar or honey.

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Australia



“Aus”some season at Hammer Nutrition Australia

“Hammer Nutrition in Australia has seen great growth from being involved in three of the country’s leading Half Ironman events: the Gold Coast 1/2, the Australian Long Distance Championships, and the TriMan. In all of these events, athletes used HEED and Hammer Gel, which were praised for their ease of consumption and great energy curve.

Now that the summer season is winding down, Hammer Nutrition is turning its attention to the endurance mountain bike season. We’ll be involved in the most popular MTB series in New South Wales, the Chocolate Foot Single Track series, which is a group of races over 7-8 hours in some of the best MTB locations in Australia. The organizers have done everything right, attracting great attendance from the endurance MTB community. At these events, riders will be using Perpetuem and HEED.

Hammer Nutrition has joined forces with the Adelaide MTB Club to run the AMBC Hammer Nutrition Enduro Series. Adelaide in South Australia has got to be one of the best cycling cities in the world, and the event locations in the Adelaide hills are perfect.

Speaking of mountain biking, Jason McAvoy has joined the Hammer Nutrition team. Jason is a great example in the sport of endurance MTB racing; he is currently the Solo 24-Hour Category World Champion for men 35-39, and 8th overall. In March, Jason McAvoy and teammate Andrew Hall won the open mens category at Terra Australis, seven successive days of riding through high mountains with more than 11,000 m of ascent, in two-person teams. Unlike relay-style races, both riders in the team must complete each individual stage together and do it all again the next day. Jason has been using Hammer Nutrition products for years, and following his increased dedication to the sport, decided to join us. Go Jason!

Several of Australia’s Hammer Nutrition athletes have been going great. In particular, Michelle Wu has won just about everything she has entered. Michelle has grown up with Hammer Nutrition since she started triathlon, and credits a lot of her success to the products. Her biggest victory was a 1st at the Australian Long Course Championships 2011, and in March 2011, she was the third woman to cross the finish in the Singapore 70.3. Michelle is now heading to the U.S. for their season, so look out USA!”

David Williams,
Hammer Nutrition Australia

“As always, I would like to thank you for the great service and products your company provides.” - Chris B.



RIGHT : Australian Hammer Nutrition athlete Jason McAvoy picks up speed at the 2010 1st 24hr Solo World Championship.

BELOW : Michelle Wu breaks the tape at the 2011 Huskisson Australian Long Course Championships.



New Zealand

Taking Tarawera

As Spring arrives in your world, here the leaves are beginning to turn and there is a wintry chill in the air. Our season is pretty much done and dusted, and it's been an interesting one. The devastating earthquake in Christchurch has had quite an impact throughout the country, and we have been doing what we can to support our athletes down there.

Hammer Nutrition New Zealand just celebrated one of the grand finales of our busy summer season, the Tarawera Ultramarathon, which Hammer Nutrition was proud to sponsor and be a part of. The Tarawera is a scenic 100k, 85km, or 60km ultra distance trail run from Rotorua to Kawerau in the Bay of Plenty, New Zealand. It's the only race in New Zealand where you can qualify for both Ultra Trail Mont Blanc and the Western States Endurance Run in California. Team Hammer Nutrition/Inov-8 grabbed 1st place female 4-person team in the 85k relay.

Also having a busy, successful season, Hammer rider Stu Downs finished 3rd in the Forest Graperide 505K, a 5-lap race that starts at 2 p.m., so it's ridden largely through the night. Stu finished in 19 hours, 21 minutes, fueled exclusively by Hammer Nutrition, and posted his first podium finish in endurance cycling.



The colder temps don't stop New Zealand's endurance athlete community, however, and Hammer NZ has several sponsored events on our winter calendar, including the following:

- Hammer Nutrition Eskdale Krazy Kiwi Trail Run**
May 15 - www.hbtrailrun.co.nz/series
- 3D Rotorua Off-road Winter Multisport Festival**
June 5 - www.3drotorua.co.nz
- Inov-8 Te Mata Terrific Tui Trail Run**
June 12 - www.hbtrailrun.co.nz/series
- Plus Rehab Pukeora Pickled Pukek Trail Run**
July 17 - www.hbtrailrun.co.nz/series
- Okoroire Mid Winter Fun Ride**
July 31, 2011 - www.funcycling.net/events
- Shoe Clinic Cape Kidnappers Greedy Gannet Trail Run**
August 4 - www.hbtrailrun.co.nz/series
- Winter Fun Rides 2011**
Aug. 8, 15, & 21, 2011
res.nz.eventdirector.net/WAKA/SITES/1423/

Rachael Verry,
Hammer Nutrition New Zealand

Racing around the world

Sponsored events in the Southern Hemisphere

In addition to Hammer Nutrition's presence at endurance sports events in New Zealand, you'll see the Hammer Nutrition banner and products throughout the Southern Hemisphere during their fall and winter season.

Australia

- Mt. Perry 6 Hour Gold Rush**
June 11-13 www.mtbgoldrush.com
- AMBC – MTB 6 Hour Enduro Fox Creek**
June 19 – www.amtbc.com
- Elite Energy MTB 101**
June 26-27
www.eliteenergy.com.au/mtb101/whatis
- Chocolate Foot SRAM Canberra**
June 26 – www.chocolatefoot.com.au
- AMBC – MTB 6 Hour Enduro Eagle Park**
July 10 – www.amtbc.com
- Dusk to Dawn 12 Hour Ride**
August 7-8
www.twowheelpromotions.com.au
- Chocolate Foot SRAM Southern Highlands of NSW**
August 21 – www.chocolatefoot.com.au

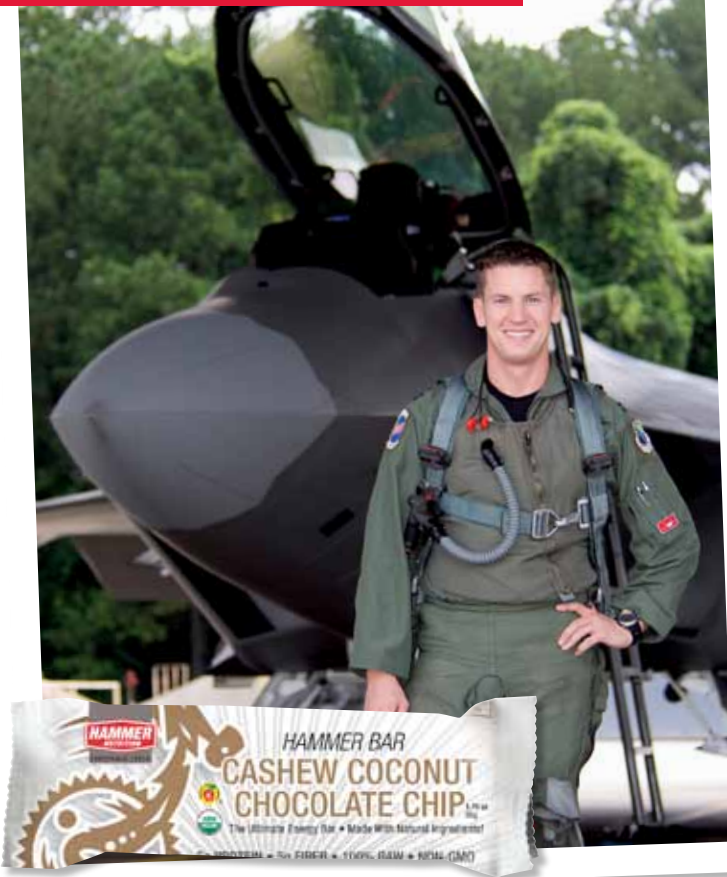
South Africa

- Comrades Marathon**
May 29 – www.comrades.com
- Old Fisherman's Trail Challenge**
June 11 – www.sports4u.co.za
- Greyton MTB/Trail**
June 18 – www.greytonmtb.co.za
- Knysna Cycle Tour**
July 2-3 – www.knysnacycle.co.za
- Hout Bay Trail Challenge**
July 30 – www.sports4u.co.za

RIGHT : Louise Shambrook, Rachael Verry, Susan Prater, and Lorna Mills of Team Hammer Inov-8 at the Tarawera Ultramarathon. Photo courtesy of Fast Twitch Limited



FROM OUR ATHLETES



High flyer

The photo is from my day job. My cockpit is never without a Hammer Bar, at a minimum. (Just don't tell anyone that I fly "Hammered".) In last year's Richmond Marathon I clocked a 2:52:58 PR. Prior to this race, my PR was 3:12:48. I was "Hammered" during the Richmond race (HEED bottle in hand) and all of my training up to that point. Now I'm not going to lie, I attribute the majority of my 20-minute improvement to God's grace and upping my average weekly mileage from 55 to 105. However, the Hammer Nutrition products are what enabled me to be well-recovered and fueled for each big training session. As a three-year member of Team FCA Endurance, I can't tell you how much I appreciate your gracious support. I don't know how else to say thank you. You are an awesome company.

Capt. Keagan "Waldo" McLeese, USAF
F-22A Raptor Pilot

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12 or more	\$2.40 each	Chocolate Chip (N), Chocolate Chip (C)



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Into the wild

Emergency MD course

BY VANESSA GAILEY

If you are well fueled, fit, prepared, and lucky, you might never need the services of Dr. Ellen Smith's course graduates. However, you'll benefit just from their presence, feeling more confident and secure in testing your own personal limits during a competition. Meet your race course medical professionals.

Dr. Smith teaches these professionals how to perform emergency procedures in the outdoor environments of mountains, woods, whitewater, and flat water. These folks then are the course emergency personnel for marathons, adventure races, mountain bike races, and other endurance events. In addition to more

than 20 years in emergency medical services, Dr. Smith is a triathlete and adventure race competitor, and as part of the training courses, she gives her students a "taste" of the competitions they'll be providing medical services for.

"During my course, I have the students running for eight hours, climbing for six hours, orienteering for four hours, biking for seven hours, and adventure racing for eight hours, as well as learning from lecture materials. Hammer Nutrition products are a HUGE part of the course. The student gets a Hammer Gel bottle and HEED at the onset. They get a gel when they are exhausted, take Endurolytes throughout the day, and Recoverite just post-activity. They are marveled at the effect on their stamina and performance," Dr. Smith shared with Hammer Nutrition headquarters.

Originally designed to teach medical students how to apply and adapt emergency patient assessment, diagnosis, treatment and procedures to the outdoor environment, her Wilderness Medicine Field Course (www.wildmedmd.com) has evolved to include adventure racers, triathletes, athletic trainers, paramedics, EMTs, and others interested in providing outdoor emergency care.

"Hammer Nutrition has been a wonderful product sponsor of my course for a number of years. The folks who attend my courses then go on to recommend these products to their patients and racers, and use these on the courses they are medically in charge of," Dr. Smith said. "I personally LOVE your products. As the Director of Sports Medicine at Montgomery

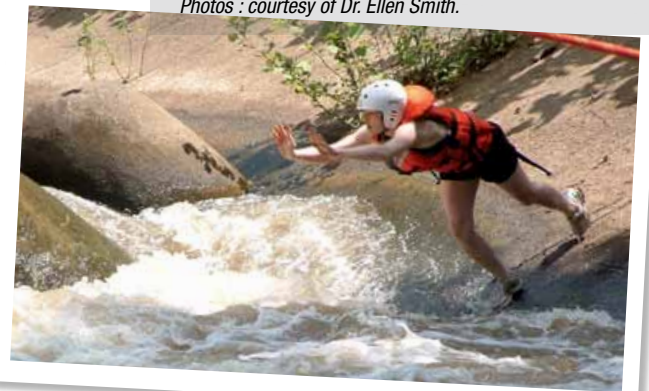


General Hospital in Maryland, I recommend them to my colleagues, not only for their patients that are athletes, but to all their diabetic patients. I can teach quite a bit about nutrition for endurance by having these exhausted medical professionals (and many athletic trainers take the course also!) use the product during the courses." **HN**



ABOVE : Dr. Ellen Smith demonstrates basic bouldering skills for high-angle rescue.

BELOW : Students practice swift water patient rescue. Photos : courtesy of Dr. Ellen Smith.



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RIGHT : Brian and Carlo during the 2008 Raid Sargegna.

FAR RIGHT : Brian and Sonia Frank with Carlo and Patricia Vanini after lunch at the D'arenberg Winery in McClaren Vale, Australia.



The Italian

ATHLETE SPOTLIGHT on CARLO VANINI

BY BRIAN FRANK

Since I'll be riding with him through the Italian countryside when this issue lands in your mailbox, it seems like the timing is perfect to introduce you to Signore Carlo Vanini—aka Don Carlo, Il pirata (the pirate), Zio (uncle), and a few others. This article is really a long overdue "thank you" to a man who helped me appreciate cycling as a way of life, learn to speak Italian, discover some of the most beautiful places in the world, and so much more. I also want to acknowledge and commend his philanthropic efforts in promoting road cycling over the past few decades; in that time, he's formed both a junior rider development program and a large, social road cycling club in the Bay Area. Issue #74 and several previous issues have focused on Tieni Duro, Carlo's junior team, so I hope you've had an opportunity to read those.

Carlo was born and raised in a small village near the Swiss border in northern Italy, where he

developed his lifelong passion for bicycles. At the age of 15, he left home to seek his fortune abroad, working his way through Switzerland, Germany, Monte Carlo, and England before coming to the U.S. in 1969. Carlo and his wife, Patricia, moved to San Francisco in 1973 where they operated a thriving antiques business. Carlo started Sempre Duro in the Diablo Valley as a social club, and later Tieni Duro, a junior development program that we focused on in Endurance News #74 and other previous issues. Carlo is now retired, and he and his wife split their time between homes in northern California, South Australia, and Italy. Whichever continent he is on, you can be sure Carlo will be riding his bike with a group of friends.

I first met Carlo back in 1991 after my father passed away, when I relocated from San Francisco to Concord/Pleasant Hill. I bought my first road bike in 1986 and rode several days a week, alone. I had participated in a few group rides, and I found them to be unpleasant—testosterone-fueled, all-drop rides that were more racer-oriented. I certainly did not have a good impression of the "roadie" scene

- continued on page 59

"Thanks for creating such amazing products!" - Jeff A.



ABOVE : Keith, Brian, and Carlo atop Windy Point, overlooking Adelaide, Australia.

- continued from page 58

and group riding at that time. Carlo and his friends would soon change all of that.

I was a bit leery when a cyclist stopped in my driveway one day while I was heading out on a solo ride. Joe Lyons was the sponsorship director of a new bike club that had recently formed in the area and happened to live around the corner from me. Joe assured me that Strada Sempre Duro rides were different, based more on the European "club sportif" model. I said I'd give it a go.

So the following Sunday morning I met up with the club, which at the time had about 50 members. (It grew to well over 100 by 1995.) Joe introduced me to the club organizer and primary sponsor, Carlo Vanini, and his two buddies Franz from Austria and Robert from France—affectionately known by the club group as "The Three Musketeers" or "The Three Amigos." I was immediately struck by how friendly and welcoming Carlo was. He exudes a jovial, "joie de vivre" that instantly puts you at ease. He continued introducing me to other club members for the rest of the morning, and really made me feel welcome! In fact, Carlo has been introducing me to great people ever since. He's a connector—he's the life of the party. Actually, he's the party starter, and makes sure that everyone gets to know each other and has a good time. Truthfully, many of my closest friends are friends of his and people he has introduced me to.



ABOVE : Brian, Pepe, and Carlo during the 2007 Giro del Friuli

Back to the first ride . . . they explained that on their rides, there was a "no drop" policy; the whole group stopped if one rider got a flat or other mechanical. Likewise we would regroup at the top of climbs and at intersections to keep the group together. Evidently, that's how cycling clubs roll in Europe—when they're not racing. I had the same experience on their Wednesday and Saturday



BELOW : Carlo's side of the supplement cupboard!

training rides as well. It was during these rides that Carlo and several other riders came alongside and gave me friendly pointers on my form: relax shoulders, bend elbows, keep knees in (almost brushing the top tube), keep feet flat and many other subtle hints on body position, cornering techniques, and everything else related to riding the bike. This was Carlo, Franz and Robert's club; they did things the Euro way, and I liked it.

I decided to join the club, became a sponsor, started riding and racing with them several times each week, made some lifelong friends, and eventually became a board member for a number of years before relocating to Montana in 1995. During this time, I also got to know Carlo better and relished his fanatical passion for "la Bici" and the social

- continued on page 60

A Conversation with Carlo

Q: What is your earliest memory of riding a road bike?

At seven years of age, riding my mother's bike through the village. Then, I worked for two summers pulling weeds to save enough money to buy a used Bianchi road bike—a 6 speed that probably weighed 25 pounds; it was more precious than gold to me.

Q: Growing up as a young boy in Italy, were you a fan of pro cycling back then?

A huge fan - At that time you were either a fan of Gino Bartali or Fausto Coppi. My favorite was Coppi!



Q: If you had to choose one, what is your favorite continent to ride on, why?

Italy, so much history in climbing those mountains in good weather. California comes in a close second.

Q: When did you start Tieni Duro and what is its mission?

In 2000 - to enlighten young riders in the sport of cycling.

Q: What do you enjoy the most about working with the juniors?

Watching their progress, from pushing them along the boulevard, to them leaving me in the dust after a few months of cycling under the direction of our mentors and Management Team. Also the team bonding and grades improving.



- continued from page 59

community he built around it.

After moving to Montana, Carlo and I stayed in touch; he has been a relentless promoter of my brand and a good friend for the past 20 years. I also continued to sponsor his original club and would become a founding sponsor of Tieni Duro. Back in 1994, Carlo organized his first cycling trip to Italy for the Duro club members to meet up with the club he rides with in Italy (ASD Berti) and do a big multi-day tour in northern Italy. I was unable to join him on that one, so in 1997, when Carlo called to invite me to join him and a bunch of the Duros for another Giro in Italy, this time riding throughout Tuscany, I jumped at the opportunity.

That first trip changed my life in so many ways. I was not only introduced, but welcomed as family, to an Italian club and close-knit community that revolves around the bike. I met 25+ of the nicest guys in the world—genuine, “give you the shirt off their backs” guys who love nothing more than riding bikes, joking around, drinking wine, and eating amazing pasta everyday. Now I understood where Carlo came from . . . these were his people. Since that first trip, I have returned repeatedly with Carlo to see more of Italy, Switzerland, France, a bit of Austria and Slovenia, visit my Italian friends, and do several more epic tours. These fabulous, once-in-a-lifetime trips were made possible by Carlo, and I am ever grateful.

This past March, I completed the continental trifecta by joining Carlo at his winter home in Adelaide (Glenelg), Australia and met up with his Aussie ride group, fast members of The Cob Webs. The language and hemisphere was different, but the congeniality and fanaticism for the bike, with Carlo elevating the mood and pace whenever possible, was the same. I'm pretty sure you could put Carlo down just about anywhere in the world with his road bike and in a few weeks, he'd be at the center of a cycling community, encouraging and generally lifting everyone's spirits.

I'm excited that Carlo will be joining



ABOVE : Tom Palmer, Doug Augustine, Georgio Casserati, Carlo Vanini, Danny Beck, and Colleen Crane on the shores of Lago Maggiore in Switzerland before the start of the 2009 Giro del Puglia



LEFT : Carlo and I admiring the pastries and treats in Beaune before the 2010 Randonnee De Gran Cru

me and everyone else for the 10th edition of the Highline Hammer this July in Montana. We still have a few spaces left (see page 3), so if you've been wanting to get up to ride with us, meeting and riding with Carlo is another good reason to make it happen this year.

As I reflect back over the 20 years since I met Carlo, I think about how much I've learned about life from him and the good times we've shared; the amazing places we've seen on a bike are so numerous that it's overwhelming. I'm glad I have hundreds of photos documenting this history. It seems like this article or anything else I could say would not adequately convey my appreciation for all that

he has done for me personally, for my company, and for the cycling community in the Bay Area. So, I will just say "thank you" again. There is only one Carlo Vanini and I am fortunate to call him my friend, better yet, my Zio!



ABOVE : Carlo and Raid captain Gianpaolo Negro award Luigi Martinoli a container of Perpetuem for being the youngest rider (17) to complete the 2003 Giro from Milan to Rome. Joseph from France does duty as presenter.



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Ready for adventure

BY CARY SMITH



When Rebecca Rusch calls, I usually have to act fast. Over the last several years, Rebecca has called a few times asking me to join her at her next race. The catch is that it is usually in some far-flung location—and it's about to start! I got her last call in March about the first 24-hour mountain bike race in Argentina. She wanted a teammate to race as a duo. I had two weeks to find my cycling kit and head south.

The race was to be held at Vallescondido, a golf/ski community, near San Martin de los Andes. Rebecca has raced there before and, of course, made friends with half the town. The guys at Adventure Store prepped my bike and showed me the way to the trails. It's been a long winter in Wyoming so I was thankful to have a few days of saddle time before the race. Unfortunately, the rain started the day after I arrived, limiting my ride time but ensuring I was well rested before the race.

The course was a 13-kilometer mix of fireroads and singletrack, allowing ample room for passing, eating, and drinking but still remaining interesting for the full 24 hours. We estimated lap times of approximately 40 minutes. Knowing this, we decided to do two laps each before handing off the baton. Our main competition, Jimena Florit (two-time Olympian and Argentina's most successful MTB racer) and her partner Martin Santos (one of Argentina's fastest XC racers), also opted for a two-lap rotation.

At about 1 a.m., as my energy and enthusiasm were starting to wane, I passed Jimena. She told me that her team planned to take naps. I've never had the luxury of napping during a 24-hour race and it sounded heavenly. When I passed the baton to Rebecca we decided that she would do her two laps while I slept, then she would finish and start her nap. I would wake before her and start riding so she could get up and ride when I finished my post-nap laps. It worked great. We both awoke refreshed from our naps and brought our lap times back down.

At noon on Sunday, the sun was the brightest and warmest it had been since the previous Thursday. We finished first in the mixed duo category and third overall. We were both pleased with our efforts considering the limited riding we had done over the winter. **HN**

HEADER : The beautiful town of Vallescondido.

ABOVE : Cary Smith and Rebecca Rusch

BELOW : Rebecca and Cary stand atop the podium.

Photos courtesy of Cary Smith.



Outfitting the younger crowd

Kids Voler is now in stock!



The high-quality, American-made cycling and tri clothing that you've come to expect from Hammer Nutrition is now in stock and available for our youngest athletes. Designed with the same quality construction and durable fabrics as our adult line, all at a price that's sure to please the parents.

Short Sleeve Cycling Jersey: Moisture-wicking, lightweight, and constructed to provide full freedom of movement, this short sleeve jersey is the "perfect fit" for young athletes who are taking it to the next level in endurance sports.

Tri Top: Offering performance and style, this tri-specific sleeveless jersey is made of the same lightweight, breathable fabric as the adult version, for a super soft feel and moisture management.

Cycling Shorts: Constructed from the same fabrics and with the same quality workmanship as similar adult versions.

Tri Shorts: With tri-specific chamois and a stylish green design, these shorts provide both function and fashion in a pint-size, yet pro-level package. **HN**



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SCK (cycling shorts)	\$26.95
TTK (tri top)	\$26.95
STK (tri shorts)	\$22.95



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Charlotte Kumler and Elizabeth LaCrosse Wallentine from Indianapolis, Indiana sport the new Hammer kit for their season opening West Clay Criterium on April 30. The girls raced with pride. Photo : Catherine LaCrosse

Sometimes, more is better

Bikepacking the beautiful Black Canyon Trail in Arizona

BY WENDY SKEAN

Hammer-sponsored Wendy Skean and her son Jeff Wolfe bikepack the Black Canyon Trail near Phoenix. Photo : Randy Wolfe



Anyone who knows me well will tell you I have the belief that if something is good, then more is better. We all know this is not true for every situation—if one square of 90% chocolate is good, then a whole bar is not better. The story I am about to tell is one of those cases when more is better.

In October 1995, I participated in my first 24-hour race on a team. Since then I have gradually followed my rule of “more is better.” I’ve completed 100-mile races, 200-mile races, 24-hour solo events, and finally two years ago, the Breck Epic, a 6-day stage race. Completing the Breck Epic gave me the courage to try “more,” something bigger: bikepacking.

The act of bikepacking isn't too amazing . . . it is where it will lead me that is. I've began my journey of learning, and I am excited where it might take me. I just finished my first great bikepacking trip with the most wonderful riding mates possible. What mom wouldn't want to ride for two days with her sons? Riding with Randy and Jeff is always a pleasure because they are extremely helpful in coaching me, always very encouraging, and fun to ride with.

Jeff, Randy, and I picked the beautiful Black Canyon Trail near Phoenix for our first bikepacking trip—not very technical, but the sharp turns were challenging with a loaded bike. There was never more than maybe 50 yards of straight trail. The spectacular Black Canyon Trail is now about 98 miles long, and not too far into the wilderness so it is easy to exit if there are problems.

The purpose of the trip was to be a shakedown and find out what worked and what didn't. On day one, we rode 23 miles, and day two was 27 miles. These two days of riding presented quite a few bikepacking experiences and lessons: an unusually cold night of 28° and frost, stagecoach road riding with grooves from wagon wheels, a rear shock that lost pressure and wouldn't hold air, and the trial and error of learning what to pack, and what not to.

What did I learn? I learned to be better organized, so I can have room to carry more food for longer trips and another pair of shorts and jersey. I didn't take too many clothes for this trip, so I used almost everything I took. Every little thing adds up and equals weight you have to carry. Once again, I learned that more is better, if “more” means challenging yourself to the next adventure.

My body held up quite well on this 2-day ride, and my legs felt strong the whole time. I used Endurolytes, Mito Caps, Race Caps Supreme, Anti-Fatigue Caps, Endurance Amino, Xobaline, Recoverite, Seat Saver, Hammer Bars, HEED, and Perpetuem Solids. On a longer trip I think the Perpetuem Solids would be very valuable. You couldn't carry enough to use them as a main source of food, but when you were short of food before the next refueling spot, they would be valuable in keeping you going strong.

Thank you Randy and Jeff, and thank you Hammer Nutrition. As always, Hammer Nutrition products helped make it a wonderful trip! **HN**

Hammer-sponsored mountain biker Wendy Skean has raced Leadville four times and holds the title of the only woman over 60 to finish in under 12 hours. In 2009, at 65, Wendy competed in her first multi-day, the Breck Epic, and last year finished 4th in the Women's Open Solo at the 2010 24 Hours of Old Pueblo.

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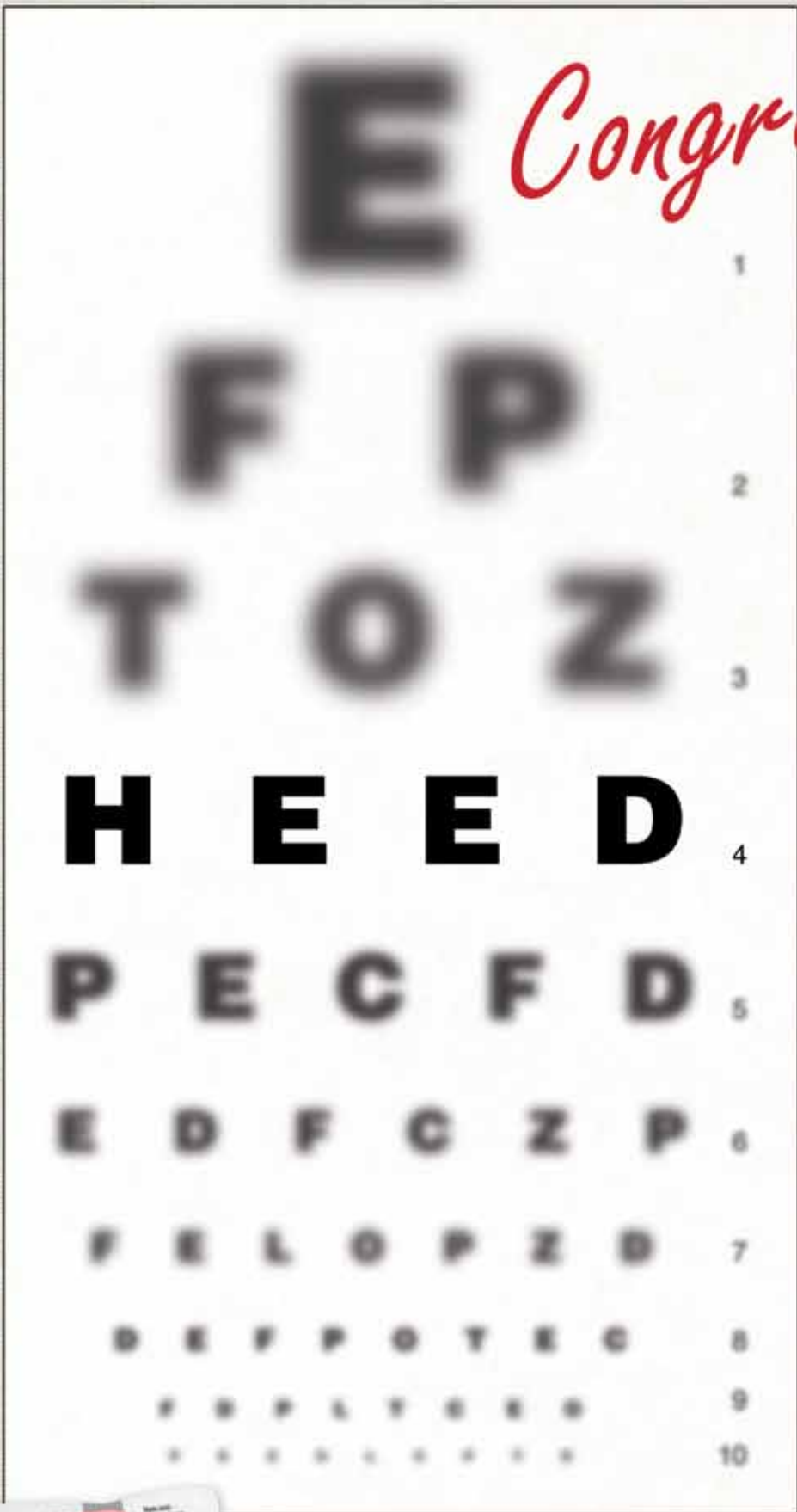
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Strive Racing

BY RICHARD SWAN



Hannah, Rachel, Moriah, and Sarah Swan. Photo : Richard Swan

Faithful readers of *Endurance News* might remember my first article, "A Family Century," in the July 2010 issue about the accomplishments of my daughters, 11-year-old Moriah Swan and 13-year-old Hannah Swan, who had just completed AdventureCORPS' brutal Mt. Laguna Bicycle Classic. This grueling 101-mile century ride had 10,800 feet of climbing, 2,500 feet of which occurred between mile 80 and mile 90, via sustained double digit grades and 20% corners. This article begins just hours after that article left off.

It was 5 p.m. on April 17, 2010 and I sat fully reclined in my Lazy Boy, enjoying my motionless post-ride euphoria. Despite their exhaustion, Hannah and Moriah came to me with intention in their eyes. "Dad, we want to race against girls our own age." I was way too spent after 11,000 feet of climbing to offer up any resistance, so I replied, "Sure girls, find us a race, and we'll do it." Little did I know, they had already picked out the Devil's Punchbowl Road Race, one week away.

Fast forward one week. After hours of driving, and with legs still aching from Mt. Laguna, I sat in the car restless, navigating my way up a skinny two-lane road in the Southern California high desert. All seven Swans, including myself, were growing irritated and starting to get short-tempered with each other. We drove up onto the start/finish line, only to have an angry crew of five "official-looking" people start screaming at us. Cow-bells were ringing, and everyone around us was screaming. I looked in my rear view mirror and charging up the road like the Spanish bull rush was a pack of 30 male cyclists, every one of them out of the saddle and hammering hard straight for us. I punched it and barely outran them. I turned back to the girls who were now totally freaked out and said, "You sure you still want to race?"

That exceptionally stressful encounter was our introduction to USAC racing, and while it was a sketchy beginning, the girls' race eventually came and went without incident. When

they took 2nd and 3rd place in this first race, I figured they did pretty good. Then I downloaded their Garmin data and found huge amounts of Zone 3 and Zone 4, with virtually no Zone 5. I realized that I had a lot of retraining to do, as for the last six months I had been training the girls how to be endurance cyclists and survive eight hours of climbing, not suffer in Zone 5. Racing would be a totally different type of cycling for the girls. The retraining went well and before we had even completed our third race, both girls had won a State Championship jersey, Hannah in Crit and Moriah in Road. Of course, then they wanted to go to the Road Nationals in Bend, Oregon.

Fast forward a few more weeks. It was 4:45 a.m. on June 20, 2010 as we started our 17-hour trek to Bend for the USA Cycling Road National Championships. I sipped my coffee and began to ponder, "What on earth am I doing?" Moriah and Hannah have only been racing for eight weeks. They have a grand total of two road races, one crit, and zero TTs under their belt for experience, and I am taking them to compete against the fastest girls in the nation who have been racing for years? Both girls have 19-pound aluminum tanks for bikes with mediocre wheels at best. What if 11-year-old Moriah has to race against 12-year-old girls with 13-pound carbon fiber bikes? She is tiny at 60 pound, and will be competing against girls who have 20 more pounds of muscle on them and much lighter bikes. My girls are going to get destroyed!"



To my amazement, Hannah finished each race despite a significant crash in the first corner of the first race, badly bruising and cutting her knee. Racing hurt all three days, and she still finished 10th (RR), 13th (Crit), and 12th (TT). Little mighty Moriah on her 19-pound tank was the only 11-year-old to take home a medal in the 10-12 division, finishing 5th (RR), 6th (Crit), and 8th (TT). The other 14 medals all went to 12 year olds.



L to R : Sarah, Moriah, and Rachel sweep the podium at the Imperial Classic Criterium. Photo : Richard Swan

Of course, after Nationals, Hannah and Moriah's two sisters, Rachel and Sarah, wanted in on all the action and started cycling. It was not long before all four girls then wanted their own racing team. After landing a few sponsors, including Hammer Nutrition, the junior women's racing team, Strive Racing, was born.

The February issue of Endurance News was titled, "Hammer is Kid Friendly." As a parent and longtime Hammer evangelist, I can say a strong "Amen" to that! My five kids take Hammer Nutrition products every day, including Premium Insurance Caps, Endurance Amino, Endurolytes, HEED, Sustained Energy, Recoverite, Whey, Hammer Bars, and much more. They all perform much better and stay healthier when they are faithfully taking Hammer Nutrition products; we are very blessed to have Hammer Nutrition as a sponsor of Strive Racing.

2011 is the first year for Strive Racing. Hannah, who is 14 (racing age 15), is now primarily racing Women's Cat 3/4, which is a huge step up from the 10-14 junior division. Her first Cat 3/4 race of the year was an out and back road race on a skinny country road with zero bike

lane and the center line rule in effect, which resulted in five DQs. The race had a starting field of 68 experienced adult women. Hannah was thrown into the deep waters and told to swim. She took a little verbal abuse that day, but finished 32nd and was with the lead group of 38. The final sprint was downhill, and the pack of 38 women hit 43 mph. It was a very scary finish and thank God nobody went down. So far, Hannah has been in the final sprint in multiple races, and while she has made the podium three

times (three 2nds), she has yet to get a win against the fast, Cat 3 adult women. Rachel, Moriah, and Sarah are all racing juniors and have all experienced the top spot (1st place) on the podium this year, as well as numerous 2nd and 3rd place podium positions. All totaled, the team as a whole has 21 podiums (1st, 2nd, or 3rd) in our first 11 races.

Strive Racing has five team goals. They are listed below in priority, and the order is very important.

1. **Maintain family life balance, keeping cycling where it belongs in the hierarchy**
2. **Maintain the highest level of integrity and good sportsmanship**
3. **Strive to the best of our ability in all we do**
4. **Have fun**
5. **Win**

My goal, as a 43-year-old husband and father of five children, who has both a business and a racing team to run, while still making special one-on-one time for God, my wife, each of my five kids, and hopefully myself, is simply to stay sane and make wise choices for my family. I also want to find a little time for my own cycling and my 6-year-old son's BMX racing. Watch out for Luke Swan in four years! While achieving all of our goals may seem unrealistic, they are all worthy of a significant, continual, striving effort, and that is what we plan to do as a team and as a family: "Strive On!" and "Hammer On!" **HN**

About the author: Richard Swan is an average cyclist with five kids and a healthy passion for all types of cycling. He can be reached at info@StriveRacing.com.

Chicken with fennel, onions, & olives

FROM THE KITCHEN OF LAURA LABELLE

4 boneless, skinless chicken breasts
1 Tbsp olive oil
Salt and pepper to taste

½ -1 cup chicken broth
2 bulbs fennel
2 onions
1 cup pitted green olives
1 bunch tarragon

Cut each chicken breast into 3 pieces. Slice fennel into semicircles by cutting cross sections. Slice onions into slivers. In a cast-iron Dutch oven, heat olive oil and brown chicken. Dust with salt and pepper. Add fennel, onions, and chicken broth. Cover and simmer on low heat for 20 minutes. Add olives and tarragon leaves and stir. Cook for another few minutes and serve.





A competitor braves the extreme heat during the 2010 Badwater Ultramarathon. Photo : Luis Escobar



Hammer Nutrition proudly sponsors two of the world's toughest events

BY STEVE BORN

Badwater

In the world of mega-difficult endurance events, they don't come much more grueling (if at all) than the Badwater Ultramarathon, which—according to the race website—“is the most demanding and extreme running race offered anywhere on the planet.” There are so many reasons why this particular event has been appropriately referred to as “the world's toughest foot race”.

- **The distance** – 135 miles
- **The extreme temperatures** – Up to 130°F (No, that's not a typo. It really gets that hot!)
- **The extraordinary altitude differences** – The start line is at Badwater, Death Valley. This is the lowest elevation in the Western Hemisphere at 280 feet below sea level. The race finishes at nearly 8,300 feet at the Mt. Whitney Portals (the trailhead to the Mt. Whitney summit, the highest point in the contiguous United States).
- **The widely varying terrain** – In the 135-mile distance, there is 13,000 feet of cumulative ascending and 4,700 of cumulative descending to be negotiated.

Add all of these factors, and the claim to being “The World's Toughest Foot Race” is not a stretch at all—it's spot on!

This year's Badwater Ultramarathon, the 34th anniversary edition of this epic race, will be held July 11-13. Hammer Nutrition is an honored sponsor of this one-of-a-kind race again this year, as well as some of the great athletes who are competing in it. As of this writing, there are 100 entrants registered, 70 male and 30 female; 47 of those 100 are returning veterans and 53 are rookie entrants. This is a truly international race as well, with 17 countries being represented (including the United States, with entrants from 24 different states competing).

You can follow this year's Badwater Ultramarathon, and athletes like Hammer Nutrition-sponsored, three time winner, Jamie Donaldson who is going for her fourth consecutive victory, via the webcast at www.badwater.com, where you will find time splits, results, images, video footage, and much more, beginning a few hours after the start of the race on July 11. **HN**

Race Across America

Once again we are honored and excited to support the race that *Outside* magazine referred to as “the world's toughest sporting event,” which celebrates its 30th anniversary this year, as well as boasting the largest field in its history. For several years we have been supporting both this epic event and its participants. A number of well-received seminars were a new addition for RAAM, which Hammer Nutrition also helped support.

Again this year, Hammer Nutrition is providing full sponsorship for a handful of solo riders and teams, and product discounts to all competitors entered in RAAM, as well as the Race Across the West (RAW), which is an 850-mile race held in conjunction and run simultaneously with RAAM. RAW begins in Oceanside, Cali., on June 15 and finishes in Durango, Colo.

RAAM also begins in Oceanside and finishes in Annapolis, Maryland. The Solo Women and Men's 60+ division will start on Tuesday, June 14; the Solo Men on Wednesday, June 15; and all relay teams (2-, 4- and 8-Person) on Saturday, June 18.

This year's route is slightly less than 3,000 miles and includes approximately 170,000 feet of climbing. The course travels through 12 states (California, Arizona, Utah, Colorado, Kansas, Missouri, Illinois, Indiana, Ohio, West Virginia, Maryland (twice), and Pennsylvania), 88 counties, and 350 communities. Racers must pass and check in to 54 time stations before reaching the finish line in Annapolis.

This year's RAAM will have the largest solo field in its history, with 48 competitors total in the men's and women's field. At first glance, it appears that this is the most international solo field in RAAM's 30-year history,

- continued on page 71

"Thanks again for being kosher!" - Yehudit R.

An interview with

Elizabeth Eaton

15 year old is youngest female to attempt RAAM



BY DUSTIN PHILLIPS



So Elizabeth, you are about to become the youngest female to attempt RAAM. At 15 years old, what is it that is motivating you to attempt such a difficult event?

Ever since my dad did RAAM in 2008, I've wanted to do the race. After hearing my dad's stories, like riding at 3 a.m. in the freezing cold, I know it will be a challenge. At the same time, I'm really excited about the accomplishment of finishing the race and being able to be part of an amazing team, knowing that we're raising money for such good causes.

I understand you will be doing RAAM as an 8-person team, but I would have to assume that this will be one of the hardest things—if not the hardest thing—you have ever attempted. Have you ever done anything like this?

No, I've never done anything even close to this. In fact, I didn't even start riding until November 2010. I had never pictured myself as a bike rider, but last September I ran my first half marathon, which gave me confidence that I could accomplish even greater feats.

*BELOW : Elizabeth Eaton and teammates.
Photo : courtesy of Elizabeth Eaton.*



What is your background in athletics? It often takes years to build up endurance and learn proper fueling and recovery. Are you being closely guided through this effort, or are you genetically blessed and this type of effort comes easy for you?

I've been swimming competitively since I was ten. In fourth grade, I began running with my dad off and on until I joined cross-country last fall. This was the first time I ran every day. I still haven't gotten the proper fueling and recovery down, but I am being guided by my teammates. They make sure I stay on top of things, and that I make it up the hills successfully. I've had to work on my endurance on the bike, but swimming has helped my physical endurance. Running has helped my mental endurance, especially when we do hill repeats, because I have the experience of working through difficult hill workouts.

At age 15 and maintaining a 4.0 grade average, how do you prioritize and balance your studies with training? Are you involved in any other activities, or are you totally committed to this effort right now?

It's hard to find time to train on the bike, with homework and projects, especially since I'm also involved in swimming. Most of my bike riding is on Sundays, after church, when I ride with the team. Honestly, it's been hard to find time to train during the week. My plan is to make a schedule of which days to

ride, because schedules motivate me.

You are riding RAAM in a fund-raising effort for Life Changers. Is there a particular reason this non-profit moves you?

Our fundraising is going toward Calvary Church's Restoration Project, Birth Choice, and the Orange County Rescue Mission. One part of the Restoration

Project is rebuilding a facility that will be specifically for Student Ministries, and will be a safe hangout spot for youth. Birth Choice helps young mothers to have healthy and safe alternatives for their babies. Our funds will go toward an imaging machine for mothers to be able to see their baby. A lot of people at the OC Rescue Mission actually use bikes on a daily basis to get places, and it inspires me to help those people who ride bikes as their main transportation. The name Team Life Changers explains our team's main goal—our journey is to raise awareness and money to support people going through a difficult time. Read more on our blog, www.teamlifechangers.org.

I have to assume that most of your peers are concerned with boys or the mall. What do they think about what you are doing?

I haven't told many of my peers, except for my swim friends. They say it sounds hard, but they don't understand how the race works. They don't think of it as competing, just as a fun activity. My friends are disappointed when I can't go places with them, but I'm okay with that because I can go to the mall anytime. I mean, how many times are you going to be able to have this life-changing experience?

Is there anyone you would like to thank for the support, and maybe inspiration, for this ride coming up?

I thank Christ for giving me strength and calming my nerves when I pray. He made everything work out so that our team could come together to ride RAAM, from my dad riding it in 2008, to the timing of the Restoration Project, and how everything has come together for our team. I'd like to thank my parents for getting me into sports and riding. And I'm really thankful to my teammates for encouraging me and inspiring me with their stories about riding long distances and completing an Ironman. *HN*



One mile at a time

One day of not drinking became 30 days of sobriety. In what seemed like a blink of an eye, a 5K run became a marathon finish. It was a genuine, real deal, life-changing miracle.



ABOVE : David Clark heads out of an aid station well-fueled at the 2010 Leadville Trail 100-Mile Run. Photos courtesy of David Clark.

My name is David Clark. Six years ago I started my day in the fog and pain of a throbbing headache and a heavy soul. I weighed 320 pounds and was hopelessly addicted to alcohol. What I really needed was a goal or target to focus my efforts and energy on. The verbal promises to change were worthless.

I took inventory of all the good in my life and found there was plenty: my 3-year-old twins, my beautiful wife, and a treasure chest of friends. I told my wife and friends (and anyone who would listen) that I was done killing myself with booze. In fact, as an affirmation of my commitment to a new life, I was going to lose all the weight I had put on and run the Denver Marathon!

Well, with the grace of God and the support of all my friends and family, I did run that marathon. Now, almost six years later, I have run countless marathons, triathlons, and several ultra marathons, including the Leadville Trail 100-Mile Run to celebrate my fifth sober birthday.

On April 9, 2011 at Lifetime Fitness in Westminster, Colorado, I gave a little something back to the community that has embraced me and my family; I ran for 24 hours nonstop on a treadmill to promote alcohol and drug awareness for our youth. I feel that my path toward destruction began when I was just 13 years old and I took my first drink. I wanted to do something with my running to showcase the power we all have inside to accomplish insurmountable feats if we have the strength to move forward, one step after another, one minute at a time. This is the very philosophy that carried me to become a sober and blissfully happy 169-pound ultra marathon runner and coach.

I figured it was only fitting that if I asked people to jump in to a new life head first, that I “walk the walk” or in this case “run the run” with this event. It didn’t take long to figure out that I was going to run on the treadmill . . . if for no other reason than because I hated to run long distances inside. It’s boring, and it’s mentally the hardest thing I could face as a runner.

The first really bad moment came about 16 hours into the run when I just couldn’t get moving, fast or slow. I set the treadmill all the way down to a slog pace and just held on for life. Eventually the torture abated and I started to feel good again. I took advantage of this and knocked out some more “fast” miles. The night went on in a blur and became a game of run/walk for long periods of time.

I was called a hero a few times after my run, and although I am deeply touched that people are inspired by my running, I am certainly no hero. What

I am is humbled by the memory of who and where I was just six years ago.

Somehow in the haze, fog, and sluggishness, I woke up one morning and poured my booze down the drain. A few days after that, I decided to go for a run. I didn’t do very well at running, but didn’t give up.

I couldn’t run for more than 15-20 seconds at a time when I first started, but I went back the next day and ran again. I started to lose some weight and felt better. One day of not drinking became 30 days of sobriety. In what seemed like a blink of an eye, a 5k run became a marathon finish and one full year without poisoning myself with alcohol. It was a genuine, real deal, life-changing miracle. Somehow that guy, that drunk and overweight guy, became me, the person who had just hopped off the treadmill after running for 24 hours. I have come to see that sometimes miracles happen very slowly, not all at once like a magic trick. They happen one step at a time, one mile at a time, one day at a time.

Thanks for your assistance with my 24-hour run. Hammer Nutrition is truly a great company with great products and people. **HN**

- continued from page 68

with riders representing Australia, Austria, Brazil, Canada, Germany, India, Israel, Italy, Liechtenstein, New Zealand, Russian Federation, Slovenia, Switzerland, United Kingdom, and the United States.

Because of the “anything can happen and usually does” nature of RAAM’s nearly 3,000 miles (as you can imagine, every type of terrain and weather condition will be encountered), it’s sometimes difficult to determine who will win. Still, it’s not hard to argue that Austria’s Gerhard Gulewicz (3rd in 2007, 2nd in both 2009 and 2010) is the primary contender for the victory. He’ll be challenged by Mark Pattinson from the United States (2nd in 2008); Slovenia’s Marko Baloh (3rd in 2009), who is riding in honor of his countryman, multi-RAAM champion Jure Robic (killed in a cycling/motor vehicle accident in Slovenia in September 2010); and last year’s RAW champion, Thomas Lavallee.

Also look out for Hammer Nutrition-sponsored rider David Jones, “the ageless one” at 64 years young, who is hoping to break his 60+ RAAM record of 11 days, 3 hours, 25 minutes, which he set in the 2008 RAAM. David’s got company in his division this year, however, with three other 60+ entrants, the most ever in RAAM.

An entrant worth noting in this year’s race is 1989 champion, Paul Solon, who won that edition of RAAM in what is still one of the fastest times ever—8 days, 8 hours, 45 minutes. Paul’s last venture into RAAM was when I (Steve Born) completed the last of five RAAMs in 1998, so it’ll be interesting to see

how Paul does. There’s a solid rookie field in the race this year, and you can always count on at least a couple of non-veterans to make their mark in the race.

The women’s field is the largest in RAAM history, with six women ready to do battle. Although a rookie, Israel’s Leah Goldstein (sponsored by Hammer Nutrition and currently residing in Vernon, British Columbia) has been setting the ultra cycling world on fire, with victories in the 2010 Race Across Oregon, the Ring of Fire 24-Hour Time Trial, and the Furnace Creek 508. She’ll be challenged by Canada’s Caroline van den Bulk, a veteran in a number of various ultra distance sports, and Hammer Nutrition-sponsored Janet Christiansen of the United States, who finished 2nd in the women’s division in the 2009 RAAM.

Over the years, the team divisions have become wildly popular, and 2011 is no different, with a total of nine teams in the 2-person division, 32 teams in the 4-person division, and 12 teams in the 8-person division. Scores of riders on many of these teams will be relying on Hammer Nutrition fuels and supplements to help them reach the finish line.

This year’s RAAM, with its record number of participants—a good mix of veterans and rookies—looks to be one of the most competitive, interesting races in many years. We at Hammer Nutrition are extremely excited to be a major sponsor of “the world’s toughest sporting event” again this year. You can find out more about RAAM, including continual updates on the race’s progress, at www.raceacrossamerica.org. **HN**

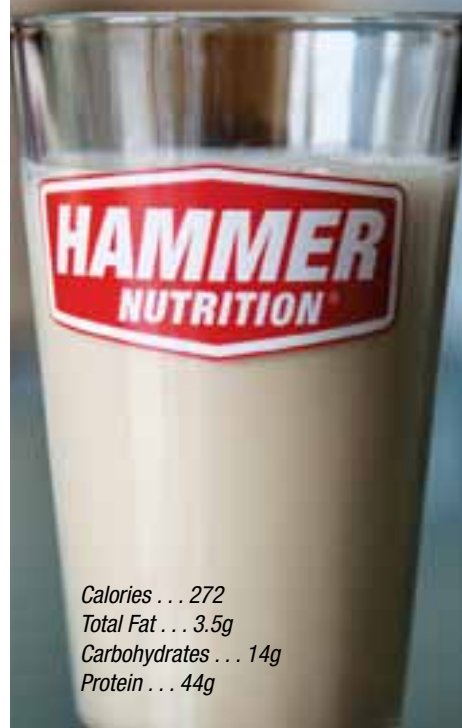
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Ry Watkins - Hammer staffer

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Hammer-ing in Chile

BY ERIC MODEL

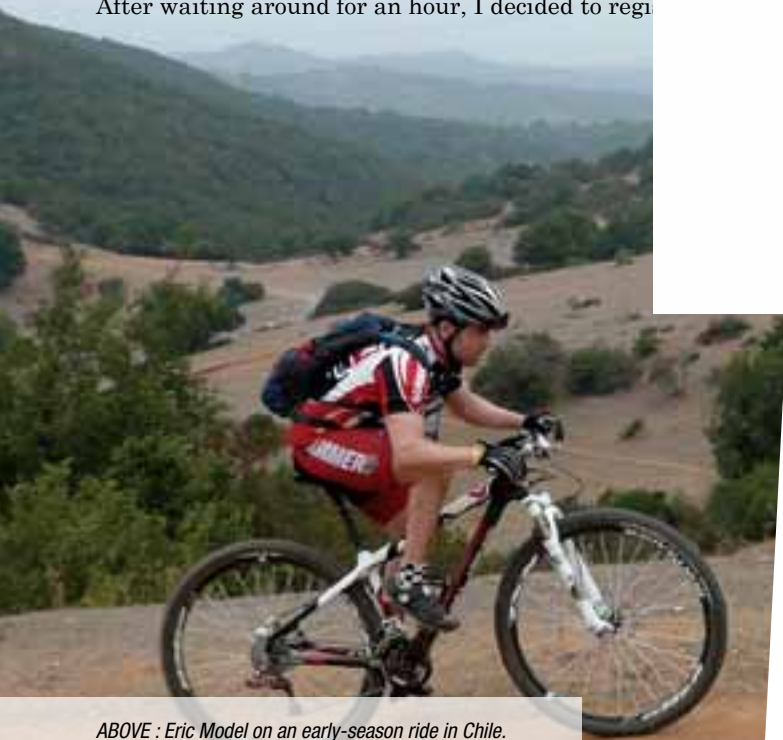
I had an incredible life experience in February. I went to Chile on a family vacation and brought my mountain bike with me. Prior to arriving, I was introduced online to Giorgio Nattero who lives in Vina del Mar, Chile, the town in which I was to stay. As it turns out, Giorgio (the 2011 Tran Andes Age-Group Champion, and participant in the Worlds in Brazil, Italy, and France) recognized the Hammer Nutrition logo in my email signature and was extremely excited to learn of my Hammer Nutrition sponsorship, as he is an avid user and promoter of your products. Giorgio is quite famous in Chile as a top rider in the country.

As my luck would have it, there happened to be a mountain bike race while I was there, in an area known as Las Cenizas. Of course, since this is our winter and their summer, it was not an ideal time for me to race as I was still predominantly doing base training. However, despite my better judgment (and my coaches wishes), I could not resist and decided to participate in this "once in a lifetime" experience. Being deep in an area far out of reach to any tourist and not speaking the language was extremely surreal. I planned to only do a short course and not race, as I had a hefty 3-hour ride there with serious climbing, plus I'd had little sleep from the flight. After waiting around for an hour, I decided to register

support the event if nothing more. I started the race mid-pack and got stuck behind the pack in the super steep, technical spots during the first lap; many local riders were getting off their bikes to walk. This was fine with me as I was focused

on my training. As the race opened up, I started to motor. I was clipping every bit of pedaling and even unclipping and even the race with a 3-mile course. Turns out I ended up with 5 racers in my field.

My thanks to Hammer Nutrition!



ABOVE : Eric Model on an early-season ride in Chile. PHOTO : Juan Pablo Flores



RIGHT : Hammer-sponsored Eric Model and Chilean mountain bike champion Giorgio Nattero on a training ride in Chile. PHOTO : Juan Pablo Flores

A lifetime of endurance

Dear Hammer,

My husband and I just celebrated our one-year wedding anniversary this past April 5. The reason why I am telling you this is because we are Hammer-sponsored FCA Endurance athletes. What made our wedding even more special is that we drove out to Colorado and biked to the top of Lookout Mountain in Golden to get married in our FCA Endurance gear! We are so happy with all of the Hammer Nutrition products that we use: Recoverite, Hammer Gel, Race Caps Supreme, Endurolytes, REM Caps, Phytomax, Sustained Energy, and Hammer Bars. We do not race or train without them. My husband is an avid cyclist and competes in criteriums and road races. He also trains along with me for my various triathlons, half marathons, and marathons. We are excited to introduce even more Hammer Nutrition products into our training and racing regimen in the future. We tell everyone we know about the superiority of Hammer Nutrition products. Thanks to you, we are fueling our marriage on your products! How's that for an endurance event?! We look forward to sharing our racing successes and adventures with you in the future. Thanks!

Fueled and Ready to Go,
Tim and Cindi Docter
Wauwatosa, WI



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From our athletes

Catching up with the stars of tomorrow



Ryan, Tricia, and Zach Abbott

LEFT : Twins Ryan (13) and Tricia (13), and Zach (15) finishing another hard El Paso Aqua Posse swim workout and dryland training run. All three look forward to getting home and enjoying a Hammer Whey shake. Photo : Jacqueline Abbott

"I've been an avid Hammer Nutrition user for some time now, and now my kids use Hammer Nutrition products for pursuing hard training to achieve their swimming and track goals. I firmly believe that Jackie's and my efforts at maintaining excellent nutrition play a huge role in their health and success. Hammer Nutrition has been a fantastic way to help ensure this success. All three maintain an "A" average, and they are also training for a sprint distance tri (the real thing) for the first time in August. Thanks again for the way you guys do business!" - Jay Abbott

Montana Junior Cycling Federation

Hammer Nutrition donated one of the company minivans to the Montana Junior Cycling Federation! We couldn't be more excited to donate to such a worthy cause. MJCF promotes competitive cycling in all different disciplines to junior cyclists from 10-22 years old throughout Montana. Be on the lookout for more Montana juniors working their way through the ranks due to the efforts of Jed Dennison and the MJCF. Thanks guys!

RIGHT : Phil Grove hands over the keys to Jed Dennison of the Montana Junior Cycling Federation.



Parker Josephs (right)

Thought you'd like to know that Hammer Nutrition products are great for kids. My 3-year-old son, Parker, absolutely LOVES the Strawberry Recoverite. I can't finish a workout without him wanting to share my post-workout drink. Looks like you guys will have another customer in the future. - Coach Tim Josephs



Kolben Preble (left)

Kolben Preble, a member of Team Hammer Nutrition-CMG, winning the 66 mile Cat 3 Banana Belt race. Right behind him, and finishing second, is Travis Monroe. Photo : Pat Malach



Alyssa, Angela, and Ashley Coe

LEFT : Charlie Coe celebrates his 1st place age group win at Reach Out & Run 5K with daughters Alyssa (8), Angela (4), and Ashley (6), who ran the Kids Fun Run the same day. Photo : Laura Coe

"I ran the Reach Out & Run 5K (1st place age group!) in Libertyville, Illinois in April, and my daughters competed in the Kids Fun Run (Boys/Girls - 8 and Under). The girls are big fans of HEED. After the race, they always head straight for the snack tent to get their HEED!" - Charlie Coe

AAA Tri Team (right)

Thank you for the donation of the water bottles to the AAA Tri Team. My name is Corbin and I am 13 years old. I have been doing triathlons for two years and have completed 25 races. I hope to do at least ten sprint triathlons this season. I plan to do ITU racing and hope to go to the Olympics. I am in a pre-engineering middle school and would like to go to MIT and be part of their triathlon team in college.

I have tried many of the Hammer Gel flavors and I like them a lot. I like the water bottle because I use water bottles all the time. The bottle is easy to carry, fits in my bike cage, and stands up to all the training I do, including the rough edges at the pool. I like the HAMMER logo on the bottle; it makes me look like the serious triathlete that I am.

Corbin

My name is Abby and I am part of the AAA Tri Team. I am nine years old, and I started to do triathlons when I was eight. I've completed two triathlons, and in a week I will do my third one. I love Hammer Nutrition products because they are really cool. I emailed you to say thank you for the water bottles!

Abby



The Glacier Twins

Good luck to our hometown, Hammer-sponsored AA Legion baseball team!





Lisa Mueller, Coach Greg Mueller, Kaleb VanOrt, Craig Sauers, Brian Clauser, and Lauren Goss.

On the rise

Team IE soars

BY GREG MUELLER with intro by Dustin Phillips

I was introduced to Greg over the phone a few years ago. He gave me some background about his coaching business, and then we started talking about the history of Hammer Nutrition. He knew as much as I did about the history of the company, and I have been in and out of Hammer for over 15 years. Since that first phone conversation, we have been working together and ultimately taking on the crusade of anti-sugar—him with his coaching at Innovative Endurance and me through support of great athletes.

We'd like to take this opportunity to give Greg and Team IE props for their hard work and now upcoming international success with their talented athletes. In this article, we'll let Greg introduce himself and three IE athletes who are garnering some major attention recently. In our next issue of Endurance News, we will chat more with Greg and IE athletes to get some insight on their rapid rise, and what they feel the future may have in store for them.

I've competed in endurance sports at different levels for about 20 years, but it wasn't until the late '90s that I became interested in physiology and nutrition. At that point I was racing bikes and I knew two things: there had to be a better way to train than pounding myself to death every day, and there had to be a better nutritional product. After a few years I started hearing information about a company with good research and quality products. By this time I was coaching a few athletes and developing an effective coaching paradigm of my own. I found E-Caps (now Hammer Nutrition) and started realizing that what they were saying was the truth. Since then I have solely used Hammer products at everything from Olympic Trials for myself, to coaching hundreds

of athletes through Ironmans and developing race winning strategies for pros.

Now that I make my living by coaching, I know more than ever that information and knowledge are the most undervalued assets. What Hammer has done is exposed the answers and designed products that work. It boggles my mind that athletes would not be willing to use these products. We all train very hard; the key is in recovery and Hammer has that mastered! Remember that recovery begins before the workout even starts. What's amazing is that I am in the business of selling guidance and information, and Hammer literally gives that away and sells high-quality products that do exactly what they are

supposed to.

In my work with USA Triathlon I have some very gifted athletes who have seen amazing gains with the use of Hammer products. Last year my wife, Lisa, and I were both all-Americans and we used only Hammer products. After nine long months of training and racing, she placed 12th amateur at Worlds and used only Hammer Gel, HEED, and Endurolytes on race day. This meant carrying all of her fuel, but it was worth it! Last year I coached the Duathlon and Triathlon National Champions (non-sponsored) and they both won on Hammer products.

Now I am coaching three great athletes to be watched. Kaleb is now in his first season; he placed 2nd at American Nationals and is taking the pro circuit by storm. Our teammate Lauren, 2010 U23 pro national champion, ITU race champion, and athlete of the year, is also a committed Hammer user. Nicole Kelleher, last year's Collegiate National Champion, also races with Hammer and has two great results already this year! Look for all three of them post-race to always be consuming Recoverite immediately.

If you are going to work hard, you need products that match your commitment. At Team IE we only take Hammer Nutrition because it works. I would never compromise my integrity or guidance to an athlete by suggesting a product that didn't work. My 12-year-old athletes, my 70-year-old athletes, all my pros, and everyone in between all use Hammer! Have a great season and look for IE athletes all over the world rocking races and using Hammer products!

My Athletes' Favorites

REM Caps: Great for a good night's rest after a hard workout or pre-race.

HEED: Electrolytes and clean fuel . . . need I say more?

Hammer Gel: Works quickly and lasts long with no sugar rush.

Recoverite: Simply a must for recovery within 20 minutes of your hard workout.

Endurance Amino: A huge help in muscle recovery post-workout.

Whey: Take at night before bed and feel the muscles rebuild! **HN**

Plug into an energy source like no other!

Race Caps Supreme stands alone as a safe, comprehensive, and effective formula promoting higher energy levels, increased endurance, and improved recovery.



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FROM OUR ATHLETES

Summit success!

Thanks Hammer Nutrition! The summit of Aconcagua (22,841') was achieved! Summit day was 13 hours of climbing and largely fueled by Hammer Nutrition. My goal for that day was to eat at least 300-400 calories per hour of climbing, and Hammer made that doable. As I learned while climbing Denali, Hammer products hold their own above 19,000 feet!

For the 16-day Chile climbing trip, I took Hammer Bars, Gels, HEED, and about 30 Perpetuem Solids. The Solids were great to chomp while climbing and required no mixing. I encountered a cyclist on the route who was carrying six pounds (can you say heavy?) of Perpetuem powder! He had not heard of Solids until we met. Hammer Nutrition will be on the list for some of the next summit climbs I do.

Cheers!
Scott Holder

Photo : Scott Holder and Mountain Trip guide Zach Johnson cresting 16,000' on the ascent of Aconcagua in Chile. Courtesy of Scott Holder.



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Chicago Lions Rugby Sevens Team

BY COACH AARON MANHEIMER

HEADER : The Chicago Lions Rugby Sevens team.
ABOVE : Why mess around with a flask?
Photos courtesy of Aaron Manheimer.

My players love Hammer Nutrition products, and they are really helping our team perform. Most recently, the Lions Sevens claimed the 2011 Challenge Cup Series Championship in Las Vegas. Our record includes National Club Sevens Champions 2007, and Midwest Club Sevens Champions 2010, 2009, 2008, 2007, 2004, and 2001.

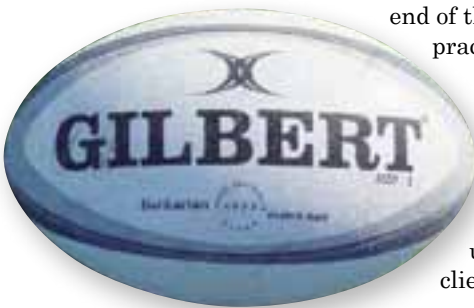
Our tournaments are either one or two days long and consist of 5-6 games that are very fast-paced and wide open. It may not sound like an "endurance" sport, but playing from 9 a.m. to 6 p.m. with long (2-hour) breaks in between games can be grueling on the body. The Chicago Lions Sevens Team plays a version of rugby called Sevens with seven players instead of the typical 15; Sevens recently became an Olympic Sport. We stick to our typical Hammer Nutrition plan for the day:

- 7:30 a.m.** Warm up with Hammer Gel (Tropical is the favorite because of the caffeine, then Huckleberry), 2 Endurolytes per player. Sips of HEED or Fizz (Mango).
- 8 a.m.** Game time with electrolyte replenishment throughout the game.
- 8:20 a.m.** Big break before next game. Sip on Perpetuem.
- 10 a.m.** More Endurolytes and ready for the next game . . .

We basically follow the same procedure throughout the day for the five games. Sometimes we have a Hammer Bar if especially hungry during one of our longer breaks.

We use Recoverite after every practice, workout, and at the end of the game day. We use Perpetuem during longer practices as well as HEED. It was economical to use the Race Caps Supreme for all the players, and I put two players on Appetat during the winter and they came in the leanest they have been in several years.

I often get asked by other teams what we use, and as a personal trainer I direct all of my clients to Hammer On! **HN**



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... and maintain consistent energy throughout the day and eliminate the dreaded mid-afternoon fade.

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Early-season winners!



Jeremy Dodds \$500 in cash

Long Course Duathlon Nationals, Alabama.
2nd place, 40-44 age group.



Simon Butterworth \$375 in product credit

Ironman 70.3 California.
3rd place, 65-69 age group.

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.

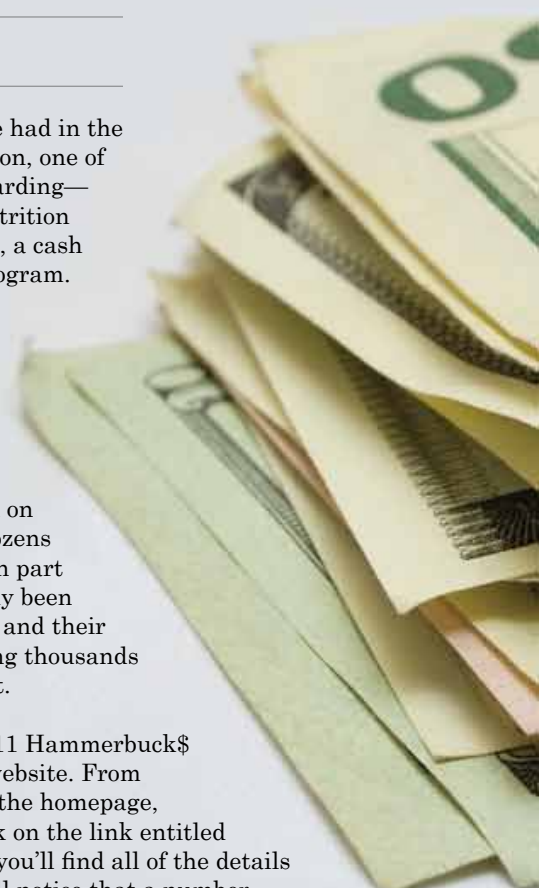
We're super excited about this program and we know you will be as well. That's why this year, more than ever before, it's time to "turn race day into payday"! **HN**

Over \$40,000 in cash and credit given out in 2010!

You could be next.

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

"Thanks for helping me to a 5-minute PR at Lavaman yesterday!" - Leslie C.



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What is it?

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

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

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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.**

Discounts on your favorite products!



Sample products shown.

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

* 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.

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EVENTS



Tim VanGilder attacks on the downhill.
Photo : Desmond Kolish



Event calendar

In June and July we really hit our stride with a large number of Hammer Nutrition-sponsored events. In fact, three of the toughest races on the planet happen in these two months, two of which are mentioned in separate articles: The Race Across America (RAAM) and the Badwater Ultramarathon. The other race that earns recognition as one of the hardest events to be found is the Race Across Oregon, which takes place this year July 22-24. More information about that race can be found at www.raceacrossoregon.com.

And while we'll most certainly be sponsoring plenty of races in all types of endurance sports—including adventure racing, road cycling, ultra cycling, swimming, motocross, and triathlon/duathlon (and others I may be forgetting at this time!)—it sure looks as though June and July are when some of the really killer mountain bike races are happening. Check out this list of the ones we're sponsoring and you'll understand why we're giving mountain biking "a little extra love" in this issue of Endurance News!

We're always adding events to our calendar, in all types of endurance sports, so be sure to visit our website frequently (www.hammernutrition.com/events) to stay updated! **HN**

MOUNTAIN BIKING

5/29-6/4 – The Trans-Sylvania Mountain Bike Epic

Pennsylvania – www.tsepic.com

6/4 – Kenda Mohican 100 MTB Race

Ohio – www.mohican100.org

6/4 – 24 Hours in the Canyon

Texas – www.24hoursinthecanyon.org

6/4 – 12 Hours of Temecula #2

California – www.12hrsoftemecula.com

6/5 – BearScat 50

New Jersey – www.blackbearcycling.com

6/10 – Race to Sunset

North Dakota – www.epic-sports.net/racetosunset

6/11 – Big Bear 2 X 12

West Virginia – www.bigbearwv.com

6/12 – Ridgeline Rampage

Colorado – www.warriorcycling.com

6/12 – Stoopid 50

Pennsylvania – www.mtntouring.com

6/18 – Boggs 8 & 24 Hour Mountain Bike Endurance Race

California – www.globalbiorhythmevents.com

6/18 – Lumberjack 100

Michigan – www.lumberjack100.com

6/18 – The Bailey HUNDO

Colorado – www.bailey100.com

6/18 – 24 Hours in the Enchanted Forest

New Mexico – www.24hitef.com

6/19 – Test of Endurance 50

Oregon – www.mudslingerevents.com

6/25 – Methow Cycle & Sport Mountain Challenge

Washington – methowcyclesport.com

6/27 – Picketts Charge!

Oregon – www.sunnysidesports.com/picketts

7/2 – Thunderdown in the Underdown

Wisconsin – www.wemseries.com

7/15-17 – Mt. Bike Oregon

Oregon – www.mtbikeoregon.com

7/16 – 6 & 12 Hours of Ithaca

Michigan – www.funpromotions.com

7/16 – HP Networking Coolest 24 Hour MTBE Race Against Cancer

California – www.globalbiorhythmevents.com

7/16 – Levis Trow 100 Mile Epic

Wisconsin – www.lt100.org

7/16 – Breckenridge 100

Colorado – www.warriorcycling.com

7/17 – Iron Mountain 100K

Virginia – www.mtntouring.com

7/23 – High Cascades 100

Oregon – www.mudslingerevents.com

7/23 – 6 & 12 Hours of Humboldt

California – www.teambigfoot.net

7/30 – Wausau24

Wisconsin – www.wausau24.com

7/30 – Wilderness 101

Pennsylvania – www.mtntouring.com

7/30 – 8 Hours of Blommer Park

Michigan – www.funpromotions.com

7/30 – The Laramie Enduro 111K

Wyoming – www.laramieenduro.org

Team GearJunkie.com during the Wenger Patagonian Expedition Race.

Field testing

BY VANESSA GAILEY

Distributed across the globe to athletes through competitions, sponsorships, and sales, Hammer Nutrition products are well-traveled and thoroughly tested. Recently GearJunkie.com posted a review, after their own field tests of Hammer products. The following, written by Stephen Regenold and edited for space, ran as part of a series of gear reviews based on tests in the 2011 Wenger Patagonian Expedition Race, a weeklong competitive event in southern Chile. The race stretched 300+ miles and included trekking, kayaking, climbing, mountain biking, and wilderness navigation. Team GearJunkie.com took 2nd place, and included Hammer Nutrition products in their fueling strategy.

Adventure Racing Food Plan

“What do you eat out there?” That’s a common question I get from readers about my diet while participating in events like the Wenger Patagonian Expedition Race. The broad view is that most racers in long endurance events take in 5,000 to 7,000 calories a day. You don’t eat meals, you snack all day long. My personal goal is to eat between 200 and 300 calories per hour—hour after hour as I race . . . Hammer Nutrition has some excellent energy food. The company’s gels are palatable and easy to eat, but nothing out of the ordinary. Hammer Bars, in contrast, are awesome and unique. Hammer Bars are soft and easy to eat, and they are not overly sweet..

One more Hammer callout: the company’s Perpetuem drink mix is a “meal you can drink” kind of thing. These powder packet stir into water to make a creamy brew that has about 270 calories. Great quick energy out there, and good tasting to boot.

Bite-Size Energy 'Solids'

Hammer Nutrition’s Perpetuem Solids are among the strangest energy food I have yet to try. The flavors are unexpected and yet, in the right scenario, surprisingly good. The dry pellets, which contain the same ingredients as found in the company’s popular Perpetuem drink powder, have just 33 calories a pop. Eat three of the Solids and you get 100 calories—about the same caloric energy as is had from a gel pack. But the taste, and the tactile experience on the tongue, is wildly different from sweet, sticky energy goo.

In an endurance race or for long training days, the Solids can be a nice alternative to energy bars. Overall, the Solids are a nice, if a bit strange, addition to a stock of energy food. The chalky, crunchy taste of the Solids—and the unique flavors—were strangely satisfying after days in the wilderness eating sugary bars and energy gels. The Solids offered a new taste sensation and a nice break from the monotony of always eating the same thing. **HN**

Stephen Regenold is founder of Gear Junkie. Read more on Team GJ's experience in the Wenger Patagonian Expedition Race at GearJunkie.com/Patagonian-Race.



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FROM OUR ATHLETES



Carl Kelley

Hello Hammer Nutrition! Here are some photos taken at the AMICA Series 19.7 at Lake Pleasant, Arizona in November 2010. I competed in the international distance and got 3rd in my age group. Thanks Hammer Nutrition!



Photo : Brian Koder

Miles Frank

Another Hammer Nutrition family member claimed the podium spot recently, when Miles Frank, Brian's son and also summer employee at Hammer Nutrition headquarters, won the Washington High School Cycling League Championship in the Freshman/Sophomore division in May. Wearing the winner's jersey from his first place finish at the last series event, he cranked out a solid 2nd place in the final series race, which gave him the points to take 1st and the championship title. The mountain bike race was held May 1 at the Fort Lewis-McCord Base in Tacoma, Wash., under sunny skies on what was described as a fun, technical course with enough double track to afford opportunity to pass riders, and gnarly climbs to gain time and distance.

Miles' age group division saw the largest field of competitors in the series, and the top three riders battled it out with a narrow point spread: Miles racing for Emerald City Composite, Tanner Patnode racing independent, and Silas Harrison racing for Skyline Composite. This was the inaugural year for the Washington High School Cycling League, working in conjunction with National Interscholastic Cycling Association.

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Craig Hall & Tim Nash

Craig Hall and Tim Nash kick off spring with a 9th place overall finish at the Cushion Peak Adventure Race in April in Reading, Pennsylvania.

ATHLETES . . .

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



William "LEGSTRONG" Aligue

Photo : Dan Wyman

Congratulations to our ultra-steep climber cyclist William 'LEGSTRONG' Aligue of the ADOBOvelo Filipino-American Cycling Club who came in 1st as top climber/most climbs at Fargo Hill 2011, completing 62 climbs to the top. Fargo Street in Echo Park is the steepest hill in Los Angeles, California, measuring at 33% grade, a mere tenth of a mile long. Los Angeles Wheelmen has sponsored the annual springtime ride on the ascent since 1974. William power climbed by using Perpetuum, HEED, and Endurolytes as his source of fuel. He hammered his way up by climbing 12x every hour. Once again, William has gone beyond his limits with the help of none other than Hammer Nutrition. Not only is he using Hammer, but his fellow ultracyclists of the ADOBOvelo are also using Hammer Nutrition products as well.

Thanks again for all your great products!
Rosalie Kneebone (ADOBOvelo ultracyclist and Hammer Nutrition customer)



Micaiah Glover & Shaun McClaskey

April 17, 2011 was the Camp Buehring Marathon located in Kuwait. Hammer Gels, Endurolytes, and Anti-Fatigue Caps helped keep us strong for the whole race in the desert. In the picture is SPC Shaun McClaskey 2nd place men (right) and SPC Micaiah Glover 3rd place men (left). It was Grovers first marathon and first time using your products. Needless to say, you now have a new fan! Thanks Hammer for all the outstanding products.



Mike White, Jim McGowan, & Tim Rossman

Hello Hammer Friends,

Here is a picture of a recent trip that I and two friends (Jim McGowan and Tom Rossman) made.

It has been a terribly long winter here in Michigan, so in early April we drove down to meet friends in Tennessee and to cycle the Natchez Trace Parkway (444-mile long National Park roadway starting just outside Nashville). We had a wonderfully warm and hilly ride with great scenery. We used Endurolytes, HEED, Hammer Gel, and Sustained Energy on the daylong ride. After the ride, we finished with some Recoverite and Hammer Bars. We also had the chance to do some running and swimming so it turned out to be a great mini Tri Camp.

We returned to Michigan at the end of the weekend to yet another snowfall; we are desperately waiting for Spring to arrive. Thanks for the great products that helped us through the ride, but do you have anything that will send the sun to Michigan?

Cheers,
Mike White

From Hammer Nutrition : Mike, we feel your pain about a long winter. At the time of this writing in April we are still getting snow and the sun seems to have all but disappeared from northwest Montana. Let's hope that by the time this issue reaches your mailbox, you're sporting a cyclist's tan.

FROM OUR ATHLETES



Mitch Bernskoetter

Photo : Molly Bernskoetter

I just wanted to send Hammer Nutrition this picture from this past weekend; it was taken at the annual BoneBender 3/6 Hour MTB race held at Clinton Lake in Lawrence, KS. This is a shot of myself followed by fellow Hammer Nutrition teammate Tom Liebl, coming in from the first lap. Tom passed me in the pit area and went on to race six laps and win the 6-hour solo 50+ division, and I went on to finish six laps also and place 6th in the 6-hour solo Men's Pro Cat1/2 division. Thank you to Hammer Nutrition for everything you do. I could not race my best without your fuels and supplements.



Jos Belich

Hammer Nutrition products were instrumental in achieving my goal of HFP Racing's 2010 Ohio Wheelie Fun Series Sprint Duathlon M60-64 champion. I was in a points tie going into the final race. Hammer Gel, HEED, and a Hammer Bar all helped me get a good result of division first place by just 29 seconds! Just got my spring order and looking forward to good results again this season.

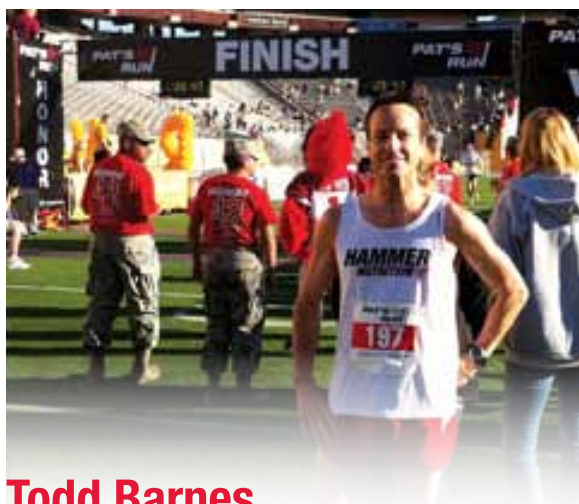


Eric Tadt

I ran the Mad City 100K on April 9, 2011. This was the Wisconsin State Championship and the USATF National Championship. It was a 10-lap race. I placed 1st for Wisconsin men and 7th for USATF men, with a time of 9:05:49. I fueled solely on Hammer Gel, Perpetuem, and lots of Endurolytes.

It was an unseasonably warm day (high of 70°F). Hammer Nutrition products worked great; no hunger pains or cramps! I carried a bottle filled with Perpetuem with Endurolytes Powder mixed in for laps 2, 6, and 7. I took an Espresso Hammer Gel on all the other laps with three or four Endurolytes capsules.

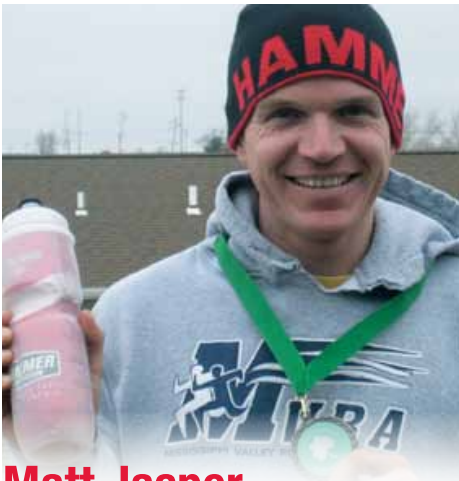
I tried to attack the race from the beginning, but went out too fast; race strategy had to be changed after the fourth lap. It was a tough race, but I brought my confidence up for the Kettle Moraine 100 Miler in June. Looking for a 17-hour 100-miler.



Todd Barnes

Here I am at the finish of the 7th annual Pat's Run on April 16, 2011. Pat's Run is a 4.2-mile run that benefits the Pat Tillman Foundation. I came in 2nd in my age group and 34th overall (out of 22,458) with a time of 24:07.

We want to know what you're up to! Send your news . . . athleteupdates@hammernutrition.com



Matt Jasper

I celebrated St. Patrick's Day at the 2011 Gaelic Gallop 8K, finishing 4th overall and 2nd age group. Recoverite and Perpetuem have been my best friends during my preseason. Let the Ironman training begin! Thanks, Hammer Nutrition.



Matthew Hoppel

I am one of the FCA athletes that you sponsor, and I would like to thank you for supporting us with your wonderful and very effective products. The 2010 cycling season was short and was finished in July after a crash during a race in which I broke four ribs, separated a shoulder, and ended up with a severe concussion. I would like to give your Recoverite and Anti-Fatigue Caps mega props as I have been able to start training at 100%. I am transitioning to sprint triathlons and cyclocross racing, and am looking forward to a successful 2011 season. I know that your arsenal of products will be there to give me great results.



Russell DeBarbieris

Thanks for all of your help! I really love being a part of the Hammer Nutrition team!



Herb Reeves

I was the fastest old fart at last weekend's Yakima Skyline 50K, the toughest 50K in Washington with over 10,000' elevation gain. Fueled with unflavored Perpetuem and a couple of gels, and felt great till the end. I think I would have finished faster if I used the Caffé Latte flavor!



Tom Liebl

On the top spot in the 50+ division (finished 6th overall in the 6-hour category) at the recent BoneBender!



Juan Pereira

Photo : David Berger

I finished 2nd in my category at the 2011 Markham 100K mountain bike race in Sunrise, Florida. Sustained Energy was my primary fuel, along with Endurolytes and HEED, then Recoverite immediately after the race. Thanks, Hammer Nutrition, for some great products that helped me get to the podium!

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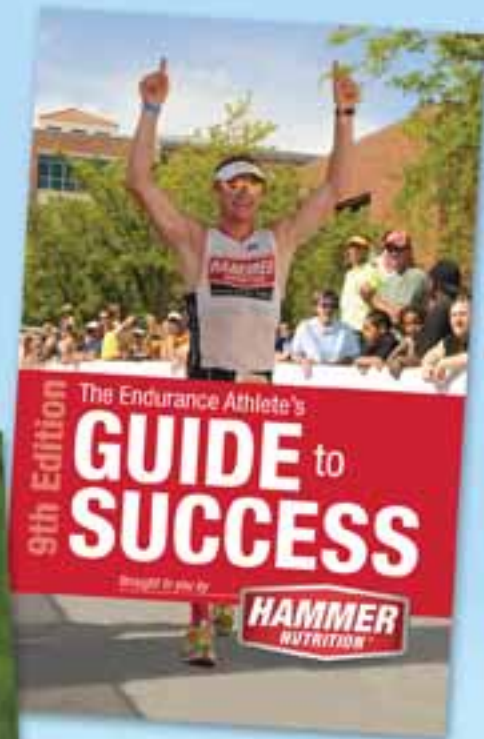
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