



# THE FINISH LINE



**Lenny Aron and Jesse Mocha at St. Pete Runfest**

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**John Hollenhorst, Patti Spence and Lenny Aron at St. Pete Runfest**



**Established on November 6, 1993, the St Pete Mad Dogs Triathlon Club is a not for profit organization designed to promote the sport of triathlon. The club is comprised of fun loving triathletes who train, race and howl together, with members of all levels of experience and expertise.**

**The Finish Line is a medium for communicating the latest club news, as well as an informal source for what’s happening in the sport of triathlon as it affects us. Articles published in The Finish Line may contain opinions of the author, not necessarily the club.**

**Club Contact Information:**

**Website:**

**[stpetemaddogstriathlonclub.wildapricot.org](http://stpetemaddogstriathlonclub.wildapricot.org)**

**Articles, or photos may be submitted to [chuck.lohman@yahoo.com](mailto:chuck.lohman@yahoo.com). Items should be sent by the 15th of the month preceding the issue.**

**Advertising checks should be mailed to: St Pete Mad Dog Triathlon Club, P.O. Box 635 St Petersburg, FL 33731-0635. Please make check payable to St Pete Mad Dogs.**

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**Editor’s Column**

Mad Dogs seem to be hitting their peak in the last couple of months. After “swarming” IM 70.3 at Wilmington, NC competing as both individuals and teams, we had large contingents competing at both IM Florida and the St. Pete Runfest in November. We hope to keep the momentum going at IM 70.3 Florida in Haines City. As you know, this event has been moved from May to December to take advantage of the cooler weather. Thanks to Pam Hollenhorst for all her photos.

For all Mad Dogs who are also members of the St. Pete Bike Club, don’t forget their Holiday party at the Yacht Club in

**please go to page 7..**



# TRAINING CALENDAR

	SWIM	BIKE	RUN
<b>MONDAY</b>	5:30 - 7:00 AM St. Pete Beach Aquatics Club coached by Leo Briceno	8 am. From USFSP 6th Ave & 2nd St. South. 14.5 miles 20-21 mph.	6 pm. From Northshore Pool Parking Lot (16 miles) St Pete Road Runners
<b>TUESDAY</b>		8 am. From USFSP 14.5 miles 17-19 mph.	5 pm. Track workout coached by Joe Burgasser. SPC Track 5th Ave and 70 St N.
<b>WEDNESDAY</b>	6:00 pm. Mad Dog OWS Meet at Hurley Park, 1600 Gulf Way, Pass-a-Grille.	8 am. From USFSP 14.5 miles 20-21 mph.	7:30 am. Meet at Sun Blvd & Pinellas Bayway at Addicted to the Bean. All paces and distances.
<b>THURSDAY</b>	5:30 - 7:00 AM St. Pete Beach Aquatics Club coached by Leo Briceno -fee	7:30 AM 3 Bridges Ride from Captiva Cay Condos at moderate pace. 45 miles total, or 35 miles from 30 Ave N & PT at 8:00.	
<b>FRIDAY</b>	8 am. Yost Porch Swimmers. Meet at 143 91st Ave, Treasure Island,	8 am. From USFSP 16 miles 20-21 mph.	6:30 AM From Fit4Life 75th Ave. St. Pete Beach SPRR
<b>SATURDAY</b>		8:00 am. From Northshore Pool. Rides staged by speed: 16-18MPH, 20MPH, 22 MPH, 24 MPH +	
<b>SUNDAY</b>	<b>SWIM</b>	<b>BIKE</b>	<b>RUN</b>
		Ft De Soto 8:00, all paces, 20 miles	Following the bike ride a 4-mile run

# MAD DOG NEWS

**Don't forget to signup for the Mad Dog Anniversary and Holiday Party on December 17th from 4 to 7 PM. This year it will be held at the Bay Island Condominiums Clubhouse, 7500 Sun Island Dr, Pasadena, across from the Sun Runner Transit Station. We have Clare Kelly Catering providing a bountiful buffet. It's BYOB, so bring your favorite beverage. In addition, we'll be providing our exclusive St Anthony's triathlon discount code.**

**The late, great singer, Tom Petty heard about the event and said,**

**“Oh, my, my, oh hell yes  
You've got to put on your party dress.”**

**When he learned of the large number of senior Mad Dogs planning to attend, he added,**

**“Well, I don't know, but I've been told  
You never slow down, you never grow old.”**

**Words to live by. Later he admitted that these were lyrics from his song *Mary Jane's Last Dance*.**

## **WELCOME NEW MAD DOGS!**

**#4039 - Jamie Gross**

**#4040 - Colleen Dunne**

**#4041 - James Sanderson**

**#4042 - Matthew Letellier**

**St. Petersburg**

**St. Petersburg**

**Cary, NC**

**Pinellas Park**

Editor's Comments continued:

downtown St. Pete on December 3rd.

I'm certain most of you have heard about the problems with TriBike Transport. If not, I've included the latest news later in this issue of the Finish Line. Also, I've added another article from Slowtwitch on how to use real-time data on race day — for all you overachievers.

Mad Dogs Rule,  
**Chuck Lohman, Editor**

# RACE RESULTS

All Mad Dogs are encouraged to submit race results. E-mail me at [chuck.lohman@yahoo.com](mailto:chuck.lohman@yahoo.com). There is no automatic program to search for Mad Dogs.

## Marine Marathon - 28 Oct

2nd Place -

Claudia Junqueira

## Ironman Florida - 4 Nov

Finishers -

Jonathan Dunford

Jim Letzelter

Justin Prince

## Last Chance Tri -

1st Place -

Frank Adornato

Sandy Weiss (Overall)

Jack Wilkerson

2nd Place -

Leo Budo (Overall)

5th Place -

Scott Underkoffler

## St. Pete Runfest - 10-12 Nov

1st Place -

Leo Budo

John Hollenhorst

Gail Lohman

John Macedo

Patti Spence

2nd Place -

Cathy DeHaan

3rd Place -

Lenny Aron

Debbie Hunter

Christine Oertle

5th Place -

Diane Spicer

# UPCOMING RACES



2-3 Dec - Clash Daytona  
Daytona, FL  
Tri/Duathlon - Half/Sprint Dist.  
[www.trireg.com/clash-daytona](http://www.trireg.com/clash-daytona)



10 Dec - IM 70.3 Florida  
Haines City, FL  
Half IM Distance  
[www.ironman.com](http://www.ironman.com)



10 Dec - Key West Triathlon  
Key West, FL  
Tri/Duathlon - Olympic/Sprint Dis.  
[www.triregistration.com](http://www.triregistration.com)



17 Dec -BABES Triathlon (W only)  
Ft. DeSoto, FL  
Sprint.  
[www.runsignup.com](http://www.runsignup.com)



7 Jan - Alpha Win Triathlon  
Sarasota, FL  
Tri/AB - Half/Olympic/Sprint  
[www.events.com](http://www.events.com)

# DECEMBER BIRTHDAYS



Edward Aguilu	1st
Mackenzie Bryan	2nd
Robert Eaton	4th
John Allen	5th
Rue Morgan (MD #1)	6th
Andy Adams	7th
David Longacre	8th
Kara Wilson	9th
Chris Radican	12th
Jan Thompson	14th
Pam Hollenhorst	15th
Karen Mathews	15th
Renee Talewsky	19th
Randall Brown	22nd
Cathy deHaan	22nd
Will Pine	23rd
Larry Barnett	26th
Kip Vosburgh	29th
Lorraine Hurley	30th



# MAD DOG PICTURES



Justin Prince @ IM Florida



Justin Prince and Jonathan Dunford @ IM Florida



Rose Lema collecting swim medals in Cartagena



Paula Shea getting high.



Apparently, a survivor from the 490 BC Marathon is still going strong.

# MAD DOG PICTURES



Andres Marte and Sean Simmons - QR Twins



Justin Prince is an Ironman (again)



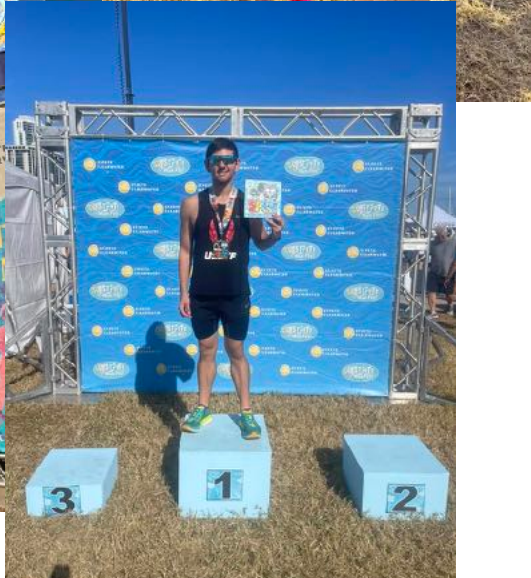
Birthday picture for Karen Hendrick



Jimmy Letzelter with daughters after IM Florida

# MAD DOG PICTURES

St. Pete Fun Fest Pictures from Pam Hollenhorst and Michael Oertle



# MAD DOG PICTURES

## More St. Pete Fun Fest Pictures from Pam Hollenhorst Half Marathon



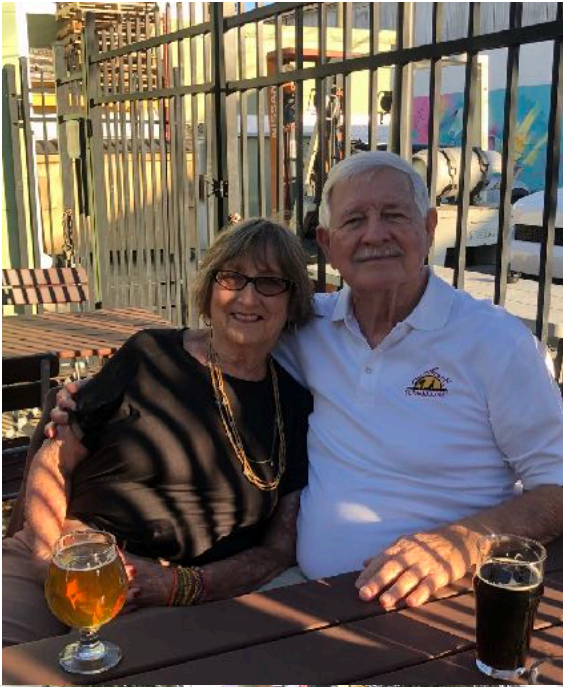
# MAD DOG PICTURES

## Pictures from Pam Hollenhorst Monthly First Saturday Party



# MAD DOG PICTURES

**Pictures from Pam Hollenhorst Monthly First Saturday Party**



# MAD DOG PICTURES

## Last Chance Tri at Ft. DeSoto from several Mad Dogs



Leo Budo, Sandy Weiss and Jack Wilkinson at Last Chance Triathlon



Frank Adornato



Sandy



Jack Wilkinson



Scott Underkoffler



Leo

# MAD DOG PICTURES



New Mad Dog Jamie Gross



New Mad Dog Colleen Dunne on right





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**I have been practicing Personal Injury law in St. Petersburg, Florida, since the mid seventies. I have lived in this area all my life except my school years at the University of Notre Dame Law School. Our practice is dedicated to serving our clients in the areas of Personal Injury, Commercial Litigation, Contractual Disputes, and Premises Liability.**



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## **Training Tip - Use The Off Season To Rest and Recharge Your Batteries**

For much of the northern hemisphere the winter months are non-racing months. Because of the cold and snowy weather, most triathletes back off on their training or focus on winter sports. Regardless of how you spend your off season, it's valuable to allow some time for a physical and mental change of pace, and to take some time off for rest and recovery.

This is especially important if you live in Florida where the winter weather is still mild and you can train and race year round. In Florida, we're lucky that we're not forced indoors due to the cold and snow so we tend to just keep on training. In some respects that may seem to be a good thing, but in the long term it can also be detrimental. Your brain and your body need some rest. Some may disagree, but my advice is to take time off from training for a week or two ... or more, in January or February. I know personally of several age group champions and professional triathletes who rest for several weeks and up to a month each winter. And they keep on winning year after year. Scheduled rest allows the body to recharge and you'll "hit the ground running" (pun intended) when the spring training season begins. I've been following this routine for more than 38 years. It works!

Train smart. Race fast.

Frank Adornato





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## TriBike Transport In Crisis, Future Uncertain

DAN EMPFIELD

Mon Nov 13 2023 Slowtwitch

TriBike Transport is struggling to re-establish financial footing today, with some athletes' bikes in transit facing an uncertain destiny, while IRONMAN stepped in to backstop the fate of athletes traveling to and from its events. Below is the immediate situation facing athletes who have recently used or intend to use TriBike Transport to get their bikes to races.

The two most important TriBike Transport (TBT) partners whose athletes are caught in logistical purgatory are IRONMAN and USA Triathlon. Facing the specter of bikes-in-transit stranded, and drivers idled, IRONMAN stepped in to backstop TBT and took over certain critical logistical tasks. Athletes whose bikes are on their way to IRONMAN Cozumel and Arizona should not be concerned that their bikes will not greet them at these events nor – says IRONMAN – will their bikes fail to make their ways back to the participating TBT bike shops from whence they were shipped.

IRONMAN's white knight commitment to its athletes' race experiences commenced last week and will extend through IRONMAN Arizona. It will cease for races beyond these. The use of TBT for IRONMAN events in Indian Wells, CA, or Haines City, FL, is in doubt, which means participating athletes would likely need to consider potential alternatives for bike transport to those events. Athletes scheduled to compete in the CLASH Daytona event, taking place the first weekend in December, are in the same boat.

Athletes who have not gotten bikes back yet from Kona, or Nice, France, or Lahti, Finland – other races serviced by TBT in recent months – should probably not be concerned about bikes making their way to the TBT partner bike shops from whence they came. They are – says TBT – unaffected by the current cash crunch threatening other

TBT customers.

Bikes belonging to those who used TBT for the World Championship race in Pontevedra, Spain, are in a logistical purgatory. TBT claims the freight forwarder used by TBT to transport those bikes from the U.S. – Horizon Entertainment Cargo (HE Cargo) – is holding that consignment of bikes pending unpaid invoices. The bill for the Pontevedra shipment is roughly \$70,000, but TBT also owes for travel to Nice and Lahti and the total outstanding exceeds \$300,000.

TBT claims that HE Cargo cannot legally hold hostage a consignment not owned by the customer, nevertheless HE Cargo has not released these bikes so that they can be returned to their owners. TBT says it has filed and was granted a restraining order, in North Carolina court, but HE Cargo has these bikes in a facility in metro-Chicago. TBT intends to pursue the matter in the North Carolina jurisdiction, while HE Cargo has [filed its own lawsuit](#) against TBT in Los Angeles, CA. "TBT made every effort to negotiate the release of the bikes but has not been able to reach an agreement with HE Cargo," wrote the company's owner, Marc Lauzon.

Telephone messages to Alex Knowles, the manager of HE Cargo signing the California-based Complaint, and to Robert Aronson, the attorney of record, were not immediately returned.

TriBike Transport adamantly maintains that the current events notwithstanding, it is not bankrupt but is continuing to operate and is in a period of restructure to bolster its financial foundation.

# How to Use Real-Time Data on Race Day

MATT FITZGERALD

Sat Nov 11 2023 Slowtwitch

You work hard for your fitness. The last thing you want to do is waste it. But this is exactly what many athletes do in competition. As a result of flawed pacing, endurance racers seldom reach the finish line as quickly as they could. The gap between an athlete's actual finish time and the time they could have achieved with better execution is—like it or not—a measure of fitness wasted.

Evidence that a majority of athletes pace suboptimally in races comes from [a 2021 study by French researchers](#), who found that runners were able to complete a 3000-meter time trial as much as 14 percent faster when their pace was externally regulated in order to maintain a steady heart rate or oxygen consumption level than when their pace was freely chosen. The good news is that there is also plenty of evidence that athletes can improve their pacing skill with deliberate practice. Devices like ENGO that supply athletes with continuous real-time data can help in this process, which begins with understanding what it means to execute a race optimally.

## WHAT PERFECT PACING LOOKS LIKE

The defining characteristic of a well-paced race is consistency. Although it is nearly impossible to sustain a perfectly steady pace or power output throughout an entire race, research has shown that in any given race, less variation in work rate is associated with better performance. Here are a few quick examples:

[A 2023 study led by Sabrina Demarie](#) of the University of Rome found that elite 1500-meter swimmers paced themselves more evenly than junior swimmers, and that steadier pacing was associated with faster finish times at both levels.

[A 2015 study published in the Journal of Science and Medicine in Sport reported](#) that athletes who had less variation in heart rate in the uphill and downhill portions of an Ironman triathlon relative to their heart rate in the

flat portions achieved faster bike splits than athletes' whose heart rate was more up-and-down.

A 2011 study appearing in the [International Journal of Sport Physiology and Performance](#) found that the closer an individual athlete's first-lap run pace was to their average pace for a four-lap run leg at the European Triathlon Championship, the faster their overall run time was.

As for why steady pacing yields the best results, it's quite simple. The relationship between exercise intensity and effort sustainability is nonlinear, meaning each incremental increase in effort causes fatigue to accumulate faster than the previous increase. Hence, a steady effort is sustainable longer than a fluctuating effort even if the average is the same. ENGO makes steady pacing easier by giving athletes continuous visual access to relevant performance data.

## PRACTICING PROPER PACING

Effective pacing isn't quite as simple as picking a pace or power number and sticking to it. Not only do hills and winds necessitate some variation in output, but there's no telling if the number you pick is truly the highest output you can sustain in a given race or race segment. Selecting a pace or power target based on the training you've done will give you a good starting point, but ultimately you have to feel your way to the right distribution of effort.

Deliberate practice is required to get better at pacing. With its continuous near-eye display of real-time performance data, ENGO has the potential to greatly accelerate the learning that occurs through deliberate practice. The most powerful way to take advantage of this technology is to periodically repeat particular courses and workouts, aiming to distribute your effort more efficiently each time. The goal is not just to go faster overall but to smooth out your effort distribution in ways that allow you to finish faster without simply pushing harder. Let's look at a couple of examples:

### Race-Pace Workout Sequence

Suppose you're training for a half-iron-distance triathlon. A sensible training plan for this event will include some longer efforts at race intensity. Your



race-pace running practice, for example, might consist of a sequence of three 8-mile efforts at half-marathon pace. If possible, do these workouts on a course similar to that of your upcoming event. In the first one, aim for an effort you feel you could sustain for 13.1 miles off the bike at your current level of fitness. Keying off your ENGO near-eye data display, try to maintain a very steady pace or power output on flat and windless segments, while allowing your effort to increase modestly when climbing or running into a headwind and minimizing the effort drop that naturally occurs when descending or running with the wind.

After completing the workout, analyze the data and look for ways to improve. Did you start out too fast and fade at the end? Did you coast too much when descending or push too hard when climbing? Repeat the workout two to four weeks later and see if you can complete the distance faster at the same level of effort by smoothing out your pacing and taking advantage of any fitness you've gained. Repeat this process for your third race-pace run in another two to four weeks.

### Short Time Trials

Another effective way to practice race pacing is to perform periodic short time trials. The advantage of these is that, like actual races, they are all-out efforts. Their main disadvantage is that they are all-out efforts, hence hard on the body. I therefore recommend that athletes perform 20-minute time trials (or distance-based time trials that take roughly 20 minutes to complete), which aren't terribly disruptive to the flow of training and also serve as FTP or fitness tests that athletes can use to update their intensity zones.

These short time trials can be done every three to five weeks throughout the training process. The first test of a given training cycle provides a benchmark. In each subsequent test, aim to improve your average pace or power (in the case of time-based tests) or your distance covered (in the case of distance-based tests) both by taking advantage of your fitness gains and by finding opportunities to distribute your effort more evenly based on analysis of past time trials.

## LIVE STRAVA SEGMENTS

For ENGO users who are also equipped with an Apple Watch and the ActiveLook app, it is possible to use live Strava segments to practice pacing for races. This functionality allows you to track your current performance against your past best performance on a chosen segment in real time through ENGO's near-eye display (as shown in the image above), making it much easier to improve your pacing with each repetition. You can use any local Strava segment for this purpose, but I recommend choosing routes similar to that of your upcoming race and that take roughly 20 minutes to complete.

A friend of mine recently enjoyed the opportunity to test ENGO's Live Strava segment feature. She chose the 3.86-mile Lower to Upper Lake Mary segment in Flagstaff, Arizona, whose rolling topography was similar to that of her upcoming marathon. She completed the segment three times at tempo effort in a span of five weeks. The first time she averaged 6:41 per mile but started out faster and was barely hanging on by the end. The second time she was able to use her Apple Watch and ENGO to display her performance relative to her previous effort on the same segment (personal record or "PR" in Strava's terms). Keying off the progress bar shown in ENGO as she ran, Lauren deliberately trailed behind her past self initially, then took advantage of the energy saved to surge ahead in the final mile, averaging 6:38 for the segment.

In her post-run analysis of the segment, she noted that her power dropped more than 10 percent below her segment average on descents that followed climbs. Seeing more room for improvement, she formulated a strategy of relaxing a bit on the climbs and pushing the descents in her third and final attempt at the segment prior to her event. As a result, she fell behind her past PR on the first hill climb but overtook her prior PR on the backside and stayed ahead till the end. She averaged 6:36 for the segment, unlocked a new PR in the process, and went into the A race with confidence and a clear idea about pacing for the event.

## AVOIDING COMMON RACE-DAY MISHAPS

Perhaps the most common pacing mistake in races is starting with a solid plan and quickly abandoning it, carried away by adrenaline, nerves, and

herd mentality. Racing with ENGO can mitigate this risk by essentially keeping the plan right in front of your face.

Another common mistake in racing, ironically, is sticking too much to plan. Instead of rigidly locking yourself into a target pace or power that you force yourself to hold regardless of topography, terrain, winds, or how you feel, configure your ENGO dashboards so that screen one shows your current pace or power and screen two shows your average for the race as a whole. Swiping to screen two periodically can assure you that you're still on track toward your goal even when your current pace or power is necessarily off target.

Executing a perfect race is never easy, but athletes who arm themselves with an understanding of what perfect pacing looks like, and who also engage in deliberate pacing practice, stand a much better chance of not wasting their hard-earned fitness on race day. And if they incorporate real-time visual data into the process, their chances are better still.



Synergy was created by Stefan Laursen when he was 13 years old and needed a wetsuit to compete in his first triathlon. He couldn't afford to buy a suit, so he bought the materials and made his own at his Waldorf school. Therein began his love for the sport as he spent the next few decades innovating wetsuit designs.

At 16, Stefan turned professional and a few years later placed 2nd in the USA Professional USAT Championship. As other swimmers and professional athletes sought his wetsuits, Synergy has become an established brand whose primary vision is about inventing new technologies and designs that truly benefit athletes and elevate performance.

**See St. Pete Mad Dog Members Only Website on Facebook for significant discount on Synergy products.**



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