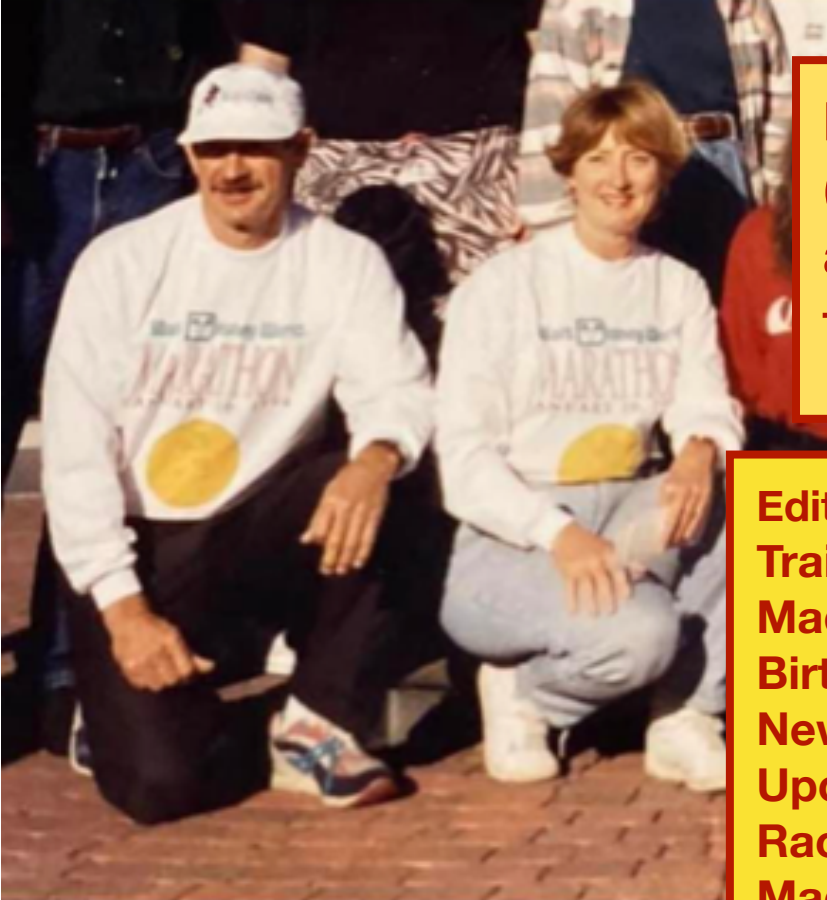


THE FINISH LINE



**Mad Dogs #1 and #2
(Rue and Cathy Morgan)
at the Disney Marathon a
few years ago.**

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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

Articles, or photos may be submitted to 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 Dogs Triathlon Club, P.O. Box 635 St Petersburg, FL 33731-0635. Please make check payable to St Pete Mad Dogs.

ST. PETE MAD DOGS BOARD OF DIRECTORS

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Editor's Column

Congratulations Mad Dogs for surviving the Dark Ages of training in December and January — only one month to go! The first local multisport of the season is the Chilly Willy Duathlon at Ft. DeSoto (now USAT certified). For those participating, I recommend testing several outfits in order to stay warm enough on the bike and cool enough on the second run. Later in February is the biggest running event in the area, the Gasparilla Classic featuring distances of 5K, 8K, 15K and Half Marathon - something for everyone.
please go to page 7..



TRAINING CALENDAR

	SWIM	BIKE	RUN
MONDAY	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
TUESDAY		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.
WEDNESDAY	6:00 pm. Mad Dog OWS Meet at Hurley Park. (Starts Mar 2023 with DST)	8 am. From USFSP 14.5 miles 20-21 mph.	8:00 am. Bayway Bridge Repeats. Meet at Sun Blvd & Pinellas Bayway.
THURSDAY	5:30 - 7:00 AM St. Pete Beach Aquatics Club coached by Leo Briceno -fee	8 am. From USFSP 14.5 miles 17-19 mph. 7:30 AM 3 Bridges Ride from Captiva Key Condos at moderate pace. 45 miles total, or 35 miles from 30 Ave, North.	5:15 AM. Bayway Bridge Repeats. Meet at Sun Blvd & Pinellas Bayway. (Burgasser Road Runners).
FRIDAY	8 am. Group swim @ Pass-a-Grill. Meet at Hurricaneman restaurant	8 am. From USFSP 16 miles 20-21 mph.	6:30 AM From Fit4Life 75th Ave. St. Pete Beach SPRR
SATURDAY		8:00 am. From Northshore Pool. Rides staged by speed: 16-18MPH, 20MPH, 22 MPH, 24 MPH +	

TRAINING CALENDAR

SUNDAY	SWIM	BIKE	RUN		
		8:30 am. Advanced ride. From St. Pete Library 9th Ave N & 37 St.	6:30 AM Long run alternating from Hurley Park PAG and Northshore Pool. SP Road Runners		
		Ft De Soto 9:00, all paces, 20 miles Mad Dogs	Following the bike ride a 4-mile run Mad Dogs		

MAD DOG NEWS

For 2022, the following Mad Dogs achieved USAT All-American status.

Triathlon:

Jessica Bibza (RIP)

Art Halttunen

John Hollenhorst

Richard Jansik

John Macedo

Andres Marte-Grau

Duathon:

John Hollenhorst

Twelve new Mad Dogs joined the club last month! A modern era record if my memory serves. Congratulations to the Board of Directors and members of the Social Committee for their efforts.

Due to increasing costs, and to provide more social events, Mad Dog Annual dues will increase \$15 per year on March 1st. Good chance to join or renew early.

“If you’re going through Hell, keep going.”

Winston Churchill

FEBRUARY BIRTHDAYS



Christine Oertle	- 2nd
Abid Khaleel	- 5th
Lisa Presta	- 20th
David Smith	- 26th

WELCOME NEW MAD DOGS!

#3986 - Will Pine	- St. Petersburg
#3987 - Geza Feketekuty	- St. Pete Beach
#3988 - Justin Prince	- Tampa
#3989 - Kara Wilson	- St. Petersburg
#3990 - Rick Perrault	- Indian Shores
#3991 - Jeff White	- St. Petersburg
#3992 - Melissa Arkin	- Tampa
#3993 - Cassidy Knipp	- St. Petersburg
#3993 - Colin Orlovski	- St. Petersburg
#3994 - Hemendra Sarda	- St. Petersburg
#3995 - Terry Stewart	- Columbus, OH
#3996 - Sarah Zumbrum	- Fuquay Varina, NC

Editor's Comments continued:

The Classic is usually attended by a large number of Mad Dogs.

I've added a couple of articles from Slowtwitch Magazine this month. The first addresses the number of athletes that are training inside on Peletons and treadmills. The author suggests that they may be losing some of the joy in life by training solo indoors. Perhaps we need to just be kids again.

The second addresses pro Eric Lagerstrom, a multitime Mad Dog homestay, and his successes as he transitions from pure athlete to a master of social media. A success story and roadmap for other pros.

Mad Dogs Rule,
Chuck Lohman, Editor

UPCOMING RACES



5 Feb - Chilly Willy Duathlon
Ft. DeSoto, FL
5k Run/10M/ Bike/5K Run
www.runsignup.com



11-12 Mar - Clash Miami
Miami, FL, FL
Half/Int'l/Sprint Distance
www.clash-usa.com



10 Feb - Ultraman Florida
Clermont, FL
Double Iron Distance
www.ironman.com



12 Mar - Sarasota Bradenton Tri
Sarasota, FL
Sprint Distance
www.srqtrifest.com



25/26 Feb - Gasparilla Classic
Tampa, FL
5K/8K/15K/Half Marathon
www.raceroster.com



25 Mar - Escape from Ft Desoto
Ft. DeSoto, FL
Sprint Tri/DU/AB
www.thunderboltmultisport.com



11-12 Mar - Great Clermont Tri
Clermont, FL
Half/Int'l/Sprint Distance
www.Sommersportsevents.com

RACE RESULTS

All Mad Dogs are encouraged to submit race results. E-mail me at chuck.lohman@yahoo.com. There is no automatic program to search for Mad Dogs in

Goofy Challenge (1/2 Marathon + Full Marathon) - 7/8 Jan

Finisher -

Carolyn Kiper

IM 70.3 Pucon - 8 Jan

3rd Place -

Brittany Higgins (Overall)

Alpha Win Sarasota - 8 Jan

1st Place -

Leo Budo

St. Pete Beach Classic - 14/15 Jan 10K

1st Place -

Cathy DeHaan

Tim Runyon

2nd Place -

Cindy Perret

St. Pete Beach Classic - 14/15 Jan 5K

1st Place -

Bill Riley

2nd Place -

Leo Budo

3rd Place -

Annette Frisch

4th Place -

Christine Oertle

Michael Oertle

5th Place -

Vicki Linkovich

Half Marathon

1st Place -

John Hollenhorst

Claudia Junqueira

Patti Spence

2nd Place -

Lenny Aron

Jill Voorhis

4th Place -

David Longacre

Tampa Bay Frogman Swim - 15 Jan

Finishers -

Steve Swift

Dawn Clark (former MD)

Ken Bowen (MD wannabe)

MAD DOG PICTURES

“Hair of the Dog” and After Party at Patrick’s



MAD DOG PICTURES

“Hair of the Dog” and After Party at Patrick’s



MAD DOG PICTURES

“Hair of the Dog” and After Party at Patrick’s



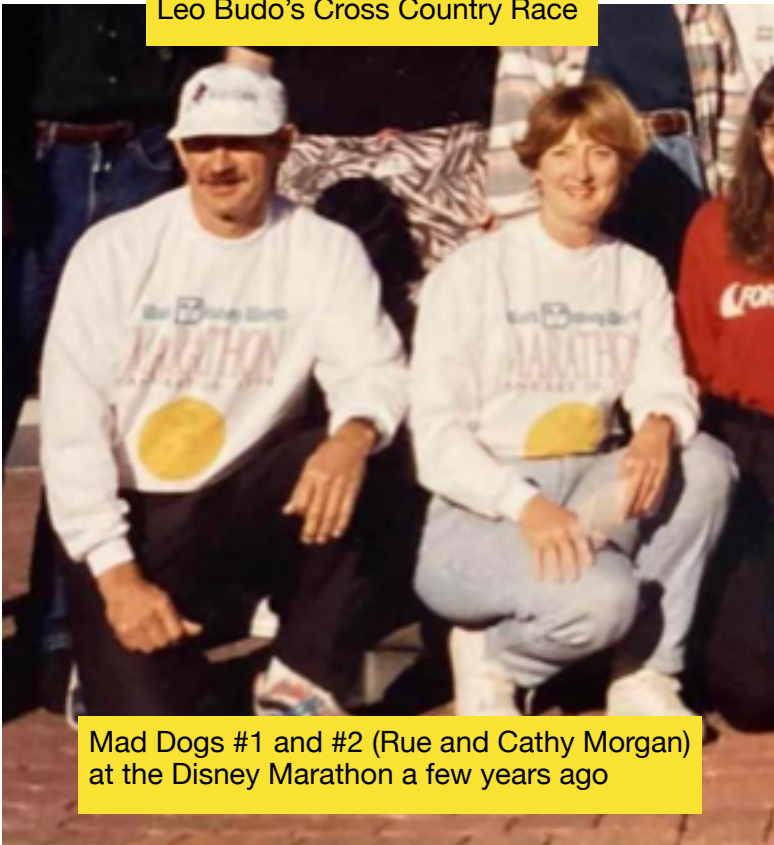
MAD DOG PICTURES



Leo Budo's Cross Country Race



Andres Marte-Grau, John Hollenhorst, Leo Budo and Roger Little



Mad Dogs #1 and #2 (Rue and Cathy Morgan) at the Disney Marathon a few years ago



Gail Lohman playing on Matt's vertical gym at Tournament de Pizza

MAD DOG PICTURES



New Mad Dog Hemendra Sarda



New Mad Dogs Cassidy Knipp and Colin Orlowski



Mad Dogs Jackie Yost and Jessica Parrish



Gali Lohman and her man(atee)

MAD DOG PICTURES

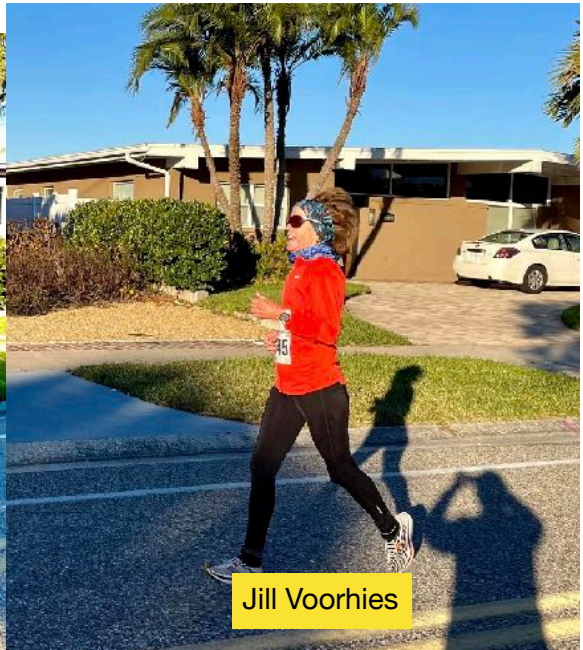
Pictures from St. Beach Classic Half Marathon from Pam Hollenhorst



Bill Hendrick



Lenny Aron



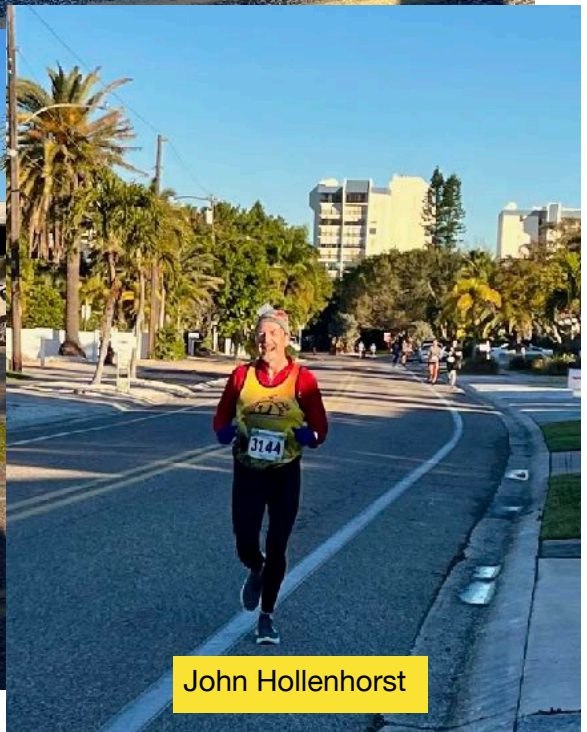
Jill Voorhies



Lenny and John



David Longacre



John Hollenhorst

Training Tip - Use It or Lose It

Are you approaching or older than 40 and worried about getting slower? You're not alone. Several things happen to all of us as we get older.

- Loss of muscle mass.
- Loss of bone density.
- Loss of balance.
- Reduced flexibility and a tighter range of motion.

As an athlete, these changes can have a negative impact on speed and agility, as well as optimal health. But the good news is that there are several things you can do to stay in the game, namely full body strength training and core strength training, as well as mobility and balance exercises.

- Strength training with weights or resistance bands has been shown to help maintain lean muscle mass and strong bones. Strengthening your core will also help you maintain good posture and body balance. Include full body and core strength workouts at home or at the gym at least twice a week and optimally three times a week in your regular training calendar.
- Also include mobility and balance exercises on a regular basis five or more times a week. Static and dynamic stretching and balance exercises will keep your joints flexible and help you maintain an optimal range of motion. An additional benefit is that these types of exercises will enhance body symmetry, keeping both sides of your body in balance with each other. It can take as little as 15 to 20 minutes and you'll reap amazing benefits.
- Always stay aware of your biomechanics and aim for optimal movement when you're training (running, cycling, swimming). Use your warm up sessions for biomechanics drills.

These negative changes happen gradually over the years and can go unnoticed at first. Don't wait. Start doing these exercises now, and you'll prevent or at least slow down the progression.

Bottom line: Use it or lose it!

Train smart. Race fast.

Frank Adornato



Adopt a Pro!

...but just for the weekend.

St. Anthony's Triathlon is so often the launch pad for the careers of many professional triathletes. But, until they start getting to the podium in their races, they have a lot of expenses with very little income.

This is where YOU can help.

By hosting a professional triathlete for the St. Anthony's Triathlon weekend you'll be helping them to keep their expenses low. But many have told me that with their constant travel, they do get tired of staying in hotels and really appreciate the interaction with others who appreciate the sport.

Responsibilities

The race organization will take care of getting the athlete from the airport to your home and will also get them back to the airport after the race. You may be able to help out by taking them to the grocery store. While they may love to sit down and have a meal with you, they often make their own meals, especially the evening before the race. If you live close to the race site (within 2 or 3 miles), that may be all you need to do. If you live further away, you may need to help them to get to the Saturday Pro meeting (although, even an Uber/Lyft would work).

Duration

Most of the athletes will arrive Thursday evening or Friday morning. Most will depart on Sunday evening or Monday morning.

Benefits

Most of these athletes use homestay programs whenever they can and are quite comfortable with this arrangement. This is a great opportunity for you to talk with these youngsters and get tips on training, nutrition, and conditioning. It's also good to just get to know them, how they are managing their careers, what their goals are, and so much more. Then, if you are like me, you'll eventually have a whole bunch of "kids" from all around the world!

If you are interested in hosting, please contact Carolyn Kiper at cskipper@gmail.com or call/text 727-459-8064.



The Central Virginian

Ironman: 77-year-old Kirley prepares for 230th triathlon

John Hajduk III Jan 5, 2023



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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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Leo Budo's Race Report From the Alpha Win tri in Sarasota

“Staring at the pressure now. I won't quit, not backing down”

First race of the year is kicked off with an Olympic distance triathlon, and I gotta say... it was hell.

Starting off with the swim, I could already tell that it was going to be a rough one. Getting kicked in the gut mid swim hindered me and I felt short of breath the rest of the way. All I cared about in that moment was surviving the swim and making it to the biking portion. Finishing the swim, I made my way over to the transition station and gathered my breath and thoughts and quickly hopped on the bike to begin cycling.

The cycling portion of the race may have been the best one today. Cycling 26.2 miles at 21.2 mph was a bit difficult, but my best performance on the bike. The real hell was the run...

Getting off the bike, I knew the run was going to be difficult, but I was not prepared for what was going to happen.

Making it only 400 meters into the run and my left hamstring locked up like crazy, making me drop to the ground and sit in pain. For 8 minutes, I couldn't move because of how much pain I was in, and I thought I wasn't going to make it. I just took some deep breaths and slowly relaxed my leg muscles to get myself up again. After that, I continued running, not caring about the time result.

The whole time, after that was pure hell for me. I could feel my legs starting to cramp up again near the end, but I refused to let myself stop. I just told myself, “I've come too far to stop now... I'm finishing this one way or another”. Coming to the finish line, I felt a massive rush of relief knowing that it was finally over, but there was a small surprise. Come to find out, even after the set backs I had in the swim and run, I still came out on top for my age group. I honestly have no words for my victory. It was the most amount of pain that I've ever been in competition, but it was well worth the pain. It wasn't a test of physical capabilities but rather a test of mental strength... and that I passed.

Thank you so much to everyone today for giving me all the support along the way. I can't say it enough how much your support means to me. May 2023 bring out the best in all of us. Till next time!

Pictures from Leo Budo's Race



Get Outside

RYAN HEISLER

Fri Jan 13 2023 Slowtwitch

We're approaching the tail end of the dreaded Sixty Days of Darkness here at Slowtwitch's Tundra Division. It's that time of year when the sun doesn't really begin to emerge from its overnight slumber until 7 AM, and returns to bed before 5 PM. Calling days short does it a disservice. And it's worse when, like today, it is gray, damp, and cold — a combination that is distinctly northern New England.

And despite that, well, you've read the title. We'll get there.

As I enter my 19th year in endurance sports (editor's note: Jesus, it's been that long?), an awful lot has changed. Indoor training has gotten better than ever. We've traded CompuTrainers for KICKRs and smart bikes. The old 3D software has given way to Zwift, Rouvy, Fulgaz, and more. And now there's swim goggles with heads-up displays instead of relying solely on the pace clock and a sharpie on your hand to keep track of your set. All of that technology has meant that it's easier than ever to extend your triathlon training season deep through the winter months.

The question I keep finding I'm asking myself: is that actually a good thing for longevity in the sport?

Pardon the rambling, but I promise there's a point here. As has been previously mentioned, Slowtwitch's Tundra Division continues to attempt to be turned into a full-blown farm. At least, if my wife and daughter have anything to say about it. We currently keep ten chickens, three rabbits, two cats, a full-time dog, and a part-time dog. Our chickens are here to lay eggs — a COVID-induced purchase turned lifestyle.

And we have two options with our birds. We can choose to let them lay based on the season, which means we get roughly an egg a day per bird all spring and summer but then slow down significantly over the winter. Or we can choose to get more consistent production from them by using a

heat lamp over the winter, but it greatly diminishes the longevity of the birds producing.

Yes, my fellow athletes — we're the chickens in this analogy. And, in my opinion, staying locked into only traditional swim-bike-run triathlon all the time is the heat lamp.

We've seen glimpses of this over the past few years. First has been the idea of event diversification — whether SwimRun, gravel cycling or triathlon, trail running — it's something to add a little variety to your racing calendar. Heck, we're seeing this at the professional level as well, from [Ben Hoffman's recent interview with us](#) to [Angela Naeth diving further into off-road cycling](#). I've written about [racing cyclocross through the fall](#) and its benefits.

But I think that it's time for us to expand our horizons a bit further and to better embrace the seasons, and their weather. I find myself getting a little bit closer to the athlete I was when I first found triathlon in the first place; doing some swim/bike/run work during the week, but also enjoying a lot of skiing on the weekends. [I'm skinning uphill](#) on the busiest of days to avoid liftlines, and then ripping downhill on less crowded days.

It's not the most specific training in the world, but I find multiple benefits. The most important one is that I'm having fun. And if you're enjoying something, you're far more likely to keep doing it. Second, it's the best way I can think of getting some [high quality Vitamin D absorption from sunlight](#) — something that, for me due to other medical conditions, is not easily replicated through supplementation. And third is probably most controversial, but I think there's some mental skill translation that comes out. If you can manage some high velocity GS turns on a black or double-black run, it makes any road descent when you come back to triathlon seem like the bunny slope.

I'm not saying to cancel your gym membership or pause your Zwift subscription. But I am saying to introduce some more fun to your off-season. Save the seriousness and specificity when we're getting closer to race time.

On Specialized's Sponsorship Changes and Eric Lagerstrom's Signing

ERIC WYNN

Slowtwitch Fri Jan 20 2023

Let me first start by saying that Specialized's decision to pick up Eric Lagerstrom as an ambassador is a great move for them. We'll come back to that in a minute.

Before we do that, though, we need to talk about the elephant in the room. It's not a secret that [Specialized is in the news](#) recently for major changes to ambassadorships, their bike lineup, and their workforce. It's also not a big secret that [some parts of the cycling world](#) are in trouble, driven primarily by over inventory. That isn't just too many bikes, but sadly too many people – employees, subcontractors, and also sponsorships. So why am I talking about this when this is supposed to be about a sponsorship announcement? Because when you are in a position like the bike industry was for the last couple of years, and you're the size of Specialized, you tend to have thrown spaghetti on the wall just to see what sticks.

I want to express my heartfelt thoughts to all those people and really anyone that has been caught up in it all. I have a couple of friends that were recently let go from the company. Athletes and employees alike. It was shitty to hear as I know they really loved their jobs and or partnerships. But let's keep something in mind. It was because of smarter moves in the past that allowed Specialized to hire those people in the first place. And what I'm hoping is that these (and other correct) moves will allow maybe even some of those same people a place to come back to in years to come.

Now, back to Eric Lagerstrom.

Let's say that there are approximately 500 triathletes worldwide who currently hold a pro card. (I'm not 100% sure on the number right now, being honest, but stay with me.) If I'm a brand in the sport, I have anywhere from 400 to 499 of them at any one time knocking down my door looking for

sponsorship. Emailing, calling and praying that somewhere somehow they are going to get someone to give them something for free. And some of those athletes don't just want something for free, they're looking for money. Yet we all know the current financial picture of many of these brands.

So why sign [Eric Lagerstrom](#) now?

Simple: because winning isn't everything when it comes to a well rounded marketing campaign. Our industry is finally learning that. You can have someone that wins all the time, just like you can sponsor someone with a million followers on TikTok. But if the end consumer can't relate to the athlete, then the athlete is simply a bad investment. (Editor's Note: That million followers on TikTok is probably the better investment between those two examples; you don't get followers without putting out content people want to engage with.) Eric Lagerstrom has turned himself into what I would call a really good investment.

Why? I first met Eric in person in 2019 when I was hired by Shimano to do some filming with Heather Jackson, Ben Hoffman, and Eric. He and Paula Findlay were staying in Tucson for the winter and when I reached out without any hesitation they let me know they had an extra room so I wouldn't even need to rent a hotel. Over the course of that week began what I consider a great friendship. Over the years since I have spent a lot of time with Eric and I have watched him make really tough decisions when it came to his personal brand. And when I say tough. I mean hard. Hard in the way of, "let's do things that take a lot of time to do because in the end I believe in them." Just a few examples:

- Making a video for [That Triathlon Life](#) every week so that fans have something to watch.
- Building an [apparel website](#)
- Putting on popup sales to be able to personally meet fans/consumers
- Setting up [monthly coffee collaborations](#) with local growers
- Creating a [weekly podcast](#).

Eric (and Paula) just do not stop. In my opinion, Eric knew a while back that his chances of winning the biggest races were getting slimmer. But that didn't stop him from putting everything into his craft. Don't get me wrong –

Eric is a great athlete with some outstanding wins and I'm sure will have some more in the future. What his true gift is, though, is creating connections with people. At his core he is just trying to make everything cool again. It's something I sometimes tease him about but also something I greatly admire. He holds on tight to the triathlon lifestyle many of us fell in love with, where winning isn't everything; when building bikes, hanging with your friends and trying out new races was a passion project. That mindset grows the sport.

I'm going to repeat myself: while I disagree with some of Specialized's current actions, I think adding Eric Lagerstrom is a great move. I'm really excited for this partnership and seeing Eric with a brand that he loves, one that can offer him everything he needs to keep inspiring people to get outside and try new things.



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