



THE FINISH LINE



Mad Dog Paula Findley wins another IM 70.3 Race

Editorial -	Page 2
Training Calendar -	Pages 3-4
Mad Dog News -	Page 5
Birthdays -	Page 6
New Mad Dogs -	Page 7
Upcoming Races -	Page 8
Race Results -	Page 9
Mad Dog Pix -	Pages 10 - 17
Articles & Reports -	Pages 18 - 31



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.

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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 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

Well, I'm pleased to say that the Mad Dog Anniversary Party on December 3rd was one of the best attended and organized get together in years. Pam Hollenhorst provided pictures that I have posted on pages 11 through 15 of the newsletter. If you are not shown in one of the pictures, you either missed a great party, or were too shy to pose with the glitterati. Special thanks to Jesse Mocha, Mike Deacy, Karen Hendrick, Jill Voorhis, Ginger Herring, and others who pitched in.

On the 27th a Celebration of Life was held for Mad Dog Peter Magee. It was delayed



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.	7:00 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 8:00, all paces, 20 miles Mad Dogs	Following the bike ride a 4-mile run Mad Dogs		

MAD DOG NEWS

As of December, the following Mad Dogs have achieved USAT All-American status.

Triathlon:

Jessica Bibza (RIP)

Art Halttunen

John Hollenhorst

Richard Jansik

John Macedo

Andres Marte-Grau

Duathlon:

John Hollenhorst

Please see Peter Magee's official obit later in the newsletter. Truly a very remarkable athlete and a person who never mentioned his accomplishments.

"The society that separates its scholars from its warriors will have its thinking done by cowards and its fighting done by fools."

Thucydides

JANUARY BIRTHDAYS



Andres Marte-Grau	Classified
Colleen Murray	1st
John Murray	6th
Linda Lewallen	9th
Mark West	9th
Dody Saputo	13th
Jeanette Mitchell	18th
Michelle Brown	21st
Robert O'Brien	26th
Matt Abbey	28th

WELCOME NEW MAD DOGS!

- | | |
|----------------------------------|--------------------------|
| #3982 - Michael Cegielski | - St. Pete |
| #3983 - Dwane Sutter | - Apollo Beach |
| #3984 - Laura Robertson | - Treasure Island |
| #3985 - Chris Radican | - St. Petersburg |
| #3986 - Steve Eng | - New York, NY |

Editor's Comments continued:

until then to give his family time to fly in from Germany. Many Mad Dogs were there to share stories and to pay respects for this most accomplished of Mad Dogs. Read his athletic story later in this issue.

I know that I join all Mad Dogs in looking forward to the famous "Hair of the Dog" triathlon and party at Noon on the 1st of January. As I write this we are still awaiting red tide reports from the Fort DeSoto authorities. Everyone stay flexible.

Mad Dogs Rule,
Chuck Lohman, Editor

UPCOMING RACES



8 Jan - Alpha Win Triathlon
Sarasota, FL
Half/Oly/Sprint Tri/AB
www.events.com



7-8 Jan - Disney Marathon Wk
Orlando, FL
Half/Full Marathon
(sold out)



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



10 Feb - Ultraman Florida
Clermont, FL
Double Iron Distance
www.ironman.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 every race. Thanks.

Brazos 50 Mile Run - 3 Dec

1st Place Female Masters -

Betsy Banks

Clash Daytona Half - 4 Dec

Finishers -

Sergio Asturias

Justin Prince

IM 70.3 Indian Wells - 4 Dec

1st Overall -

Paula Findley

IM 70.3 Florida - 11 Dec

1st Place -

Brad Kirley

2nd Place -

Art Halttunen

Caroline McCartney

Finisher

Shalini Nemani

Jacksonville Marathon - 11 Dec

1st Place -

Kim Donaldson

MAD DOG PICTURES



Betsy Banks finished Brazos 50 miler as Female Masters Winner!



Sergio and Justin with Pro Magnus Dittler at Clash Daytona



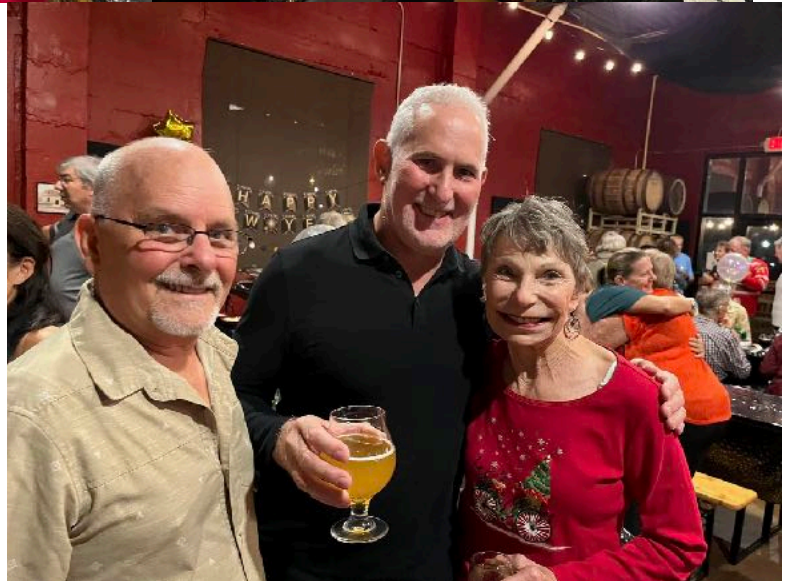
Justin Prince and Sergio Asturias @ Daytona



Justin and Pro Jackie Hering

MAD DOG PICTURES

Mad Dog Holiday Party — Pictures from Pam Hollenhorst



MAD DOG PICTURES

Mad Dog Holiday Party



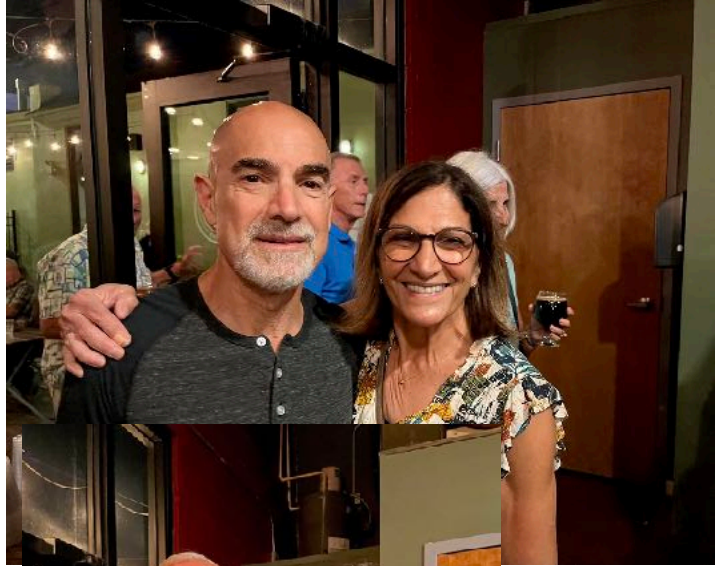
MAD DOG PICTURES

Mad Dog Holiday Party



MAD DOG PICTURES

Mad Dog Holiday Party



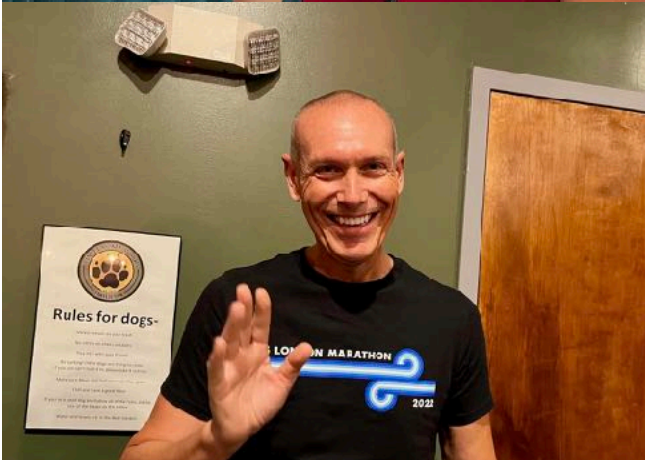
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Mad Dog Holiday Party



MAD DOG PICTURES

Mad Dog Holiday Party



MAD DOG PICTURES



Mad Dog Paula Findley wins IM 70.3 Indian Wells



Caroline McCartney wins a slot to 2023 70.3 Worlds to be held in Finland! Kelly Deuser on the 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.

Jesse Mocha's Race Report from her first 70.3 Competition

Nearly a year ago, I joined the [St. Pete Mad Dogs Triathlon Club](#) and never imagined that I would compete in an Ironman 70.3 event so soon. I couldn't even swim when I joined.

Needless to say, I am grateful to everyone in the club who has been part of this ongoing journey. Thank you for being so welcoming, supportive, and for believing that I could actually pull this off.

I completed my first (and certainly not last) half Ironman in 06:17:11 and gave it all I had during a 1.2 mile swim, 56 mile bike ride, and 13.1 run.

Finishing this race could not have been possible without the help of so many people, especially coach Frank Adornato and [Ows Leo Briceno](#). Lastly, a major thank you to my support crew [Joey Youssef Kharzouz](#) for keeping me alive, focused, and nourished all weekend.



Training Tip - 6 Things to Focus on in the Off-Season.

In the triathlon off-season (around November through February), there are none or very few triathlons. You may not be racing but there are still some things to focus on to stay in shape and improve your overall fitness. Use this time to build muscle, improve mobility, body balance, and strength. All of this will help you become a better overall athlete.

Here are six specific things to focus on so you'll be stronger, fitter and faster next race season.

1. Get some well deserved rest. Take some time off, and additionally consider reducing your weekly workout schedule to four or five days a week instead of six. You've no doubt pushed your body hard for many months, and some rest and recovery will definitely reap benefits next season.
2. When you do swim, bike and run, focus on technique and body mechanics. Now is not the time to do high intensity efforts. Lower heart rate work will improve your aerobic capacity, i.e., your body's ability to optimally utilize oxygen as an energy source.
3. Hit the gym and do strength work. You should have been working on strength year round, but if you haven't, this is the time to do it. In general work to improve muscle tone and strength, not muscle bulk. And if you have a weak muscle group or a body imbalance, work to correct that.
4. Work on your flexibility, mobility and balance. Yoga and Pilates are two excellent options.
5. Consider non-triathlon sports such as gravel biking, skating, or if you live in or visit colder climates, try snow shoeing or cross country skiing. Different sports use different muscle groups. Mix it up a bit and have some fun with it.
6. Monitor your calorie intake. You're exercising less and burning fewer calories. You don't want to put on unwanted pounds.

Using the off-season wisely will make you a healthier athlete and a better competitor next race season.

Train smart. Race fast.

Fran Adornato



“Dear Mad Dogs,

Thank you so much for taking me in and making me a part of this amazing family! When I first was considering triathlons I wasn't sure if I could find a group to join, and would have to train and compete all on my own. However, I was blessed to have met Patrick Ruta and be introduced to this community. I have received nothing but love and support from everyone here and it has given me a greater reason to keep doing this. Thank you everyone! To many more years!”

Leonidha Budo



Local triathletes needed to volunteer with Special Olympic Florida triathlon program

Special Olympics Florida is offering their athletes (people with intellectual disabilities) a chance to learn, train and race triathlon. Local triathletes are needed to support this effort. The program will offer a clinic or race each month. As a triathlete you can volunteer to help with the clinics and/or partner with a specific athlete and race side by side. Chris Nikic, the first person with Down Syndrome to complete an IronMan, started in this program in 2018. Since then many athletes with intellectual disabilities have been inspired to participate in triathlons and we need your help to make their dreams come true!

There will be an informational zoom meeting on Sunday, January 15, at 4pm. If you are interested in learning more about how you can help please call or email Kim Case at 914-924-1606, ks51@nyu.edu. She can answer questions, give you more details, and make sure you get the link to the informational zoom call.

When Action Meets Compassion, Lives Change. Become a Unified Partner. With Change Comes Opportunities

ERIC WYNN

Tue Dec 06 2022 slowtwitch.com

This past weekend was CLASH Endurance's Daytona race. You may have missed it. In fact, many within our industry did, too. That's a far cry from the fall of 2020, when the then-Challenge Daytona served as the inaugural PTO Championship, which by extension made it practically the long course triathlon world championship because of all of the other cancellations that year. A \$1.2 million prize purse made sure all eyes were there, and it delivered.

So, what happened?

It's no secret that at least two things have continued to happen with CLASH Daytona. Or at least, two things have continued to happen with the professional race at CLASH Daytona.

The Pro field has continued to shrink in size. Now let me be very clear, I didn't say quality. I said size. I will let you argue about this in our Forum.

That being said, the subject of professional athletes in our sport and how they integrate into the broader triathlon community is a whole different topic that I will be diving into at a later date. But I will say this: when it comes to races that pros should be focusing on, I believe they are having a really hard time knowing what to do and when to do it. They are being pulled in many directions and I'm really hoping that the broader industry will take notice of that sooner than later. I hope that we can find a happy medium for them so that they can start to settle into a more structured season so that they don't all end up with shortened careers due to injury and mental stress from simply not being able to get off the gas pedal due to the extended calendar.

The Broadcast coverage continues to be great. It is probably the cleanest overall broadcast in our sport. They've also managed to improve with every race they do.

With the resources that CLASH has access to, thanks to being teamed up

with NASCAR at some level, the coverage should be good. It's also no secret that covering a CLASH race for broadcast is a lot easier than trying to do the same for IRONMAN. And it is. But they still put together a great broadcast product. And by doing so, they have also provided pro athletes a fantastic opportunity to provide their partners national television exposure. Side note: endemic sponsors – given the national TV exposure, why aren't we giving the same athlete bonuses for a CLASH win compared to an IRONMAN branded one?

CLASH has also proven to be good listeners about their race and broadcast product, making changes suggested by athletes and viewers alike.

With all that being said, it was a busy weekend in triathlon. CLASH Daytona happened, and guess what? The pro field was small but mighty, and the coverage was great. What you probably would have expected. Both the men's and women's races were fast, with tight finishes that added to the excitement.

Great racing, for sure. But there was also some stiff competition for pro athletes this weekend at IRONMAN 70.3 Indian Wells. Guess what? The pro field was smaller than you'd expect, but still mighty, and the coverage was great. All things we'd expect, but it also tells us something: the pro athletes are burnt out in November and December, especially given the extended 2022 race year.

But something else happened over the weekend, which hasn't been talked about. CLASH's age group registration numbers doubled compared to last year. Now, yes, that included all of their events on the weekend, which one of them isn't a triathlon, but we will get to the importance of that in a bit.

WHY CHANGE IS IMPORTANT

This weekend was a perfect example of how change can bring about opportunity, whether Clash really knows that or not.

Being completely honest, I have never really understood why there was a professional race at every race CLASH puts on. Or, at least, I don't understand why they kept the same format for every location of theirs. It's

just too long of a race to do at every single track with all things considered. If you can't run the full event within the confines of the track you are at, it doesn't make a lot of sense.

What I have understood from the first time I set foot onto one of the NASCAR tracks for the race in Miami in 2021 was how it had the opportunity to become one of the best short course introduction feeders, while still being able to provide an excellent experience for professional athletes and long-course racers alike.

I've been to multiple CLASH races since, and have come away with the following conclusions to date.

Positives

1. Bill Christy has a true genuine passion for putting on these events. Most people just see the dollar signs due to his NASCAR ties. But he's all-in on these events.
2. Because of those NASCAR ties, unless they mess up the grass with the Daytona logo on it, there shouldn't ever be a problem with permitting or access.
3. They have some of the best operational people in the business in charge of putting on the races, including some long-time ex-IRONMAN employees.

Challenges

1. Once the PTO does not provide a 1.2 million dollar prize purse, you will always look like you're shrinking in terms of size of field and investment in the professional athlete.
2. Getting age group athletes to buy into what you are trying to do takes time. Triathletes tend to be at the front of the bell curve for a lot of things – shoes, bikes, technology. Not so much with races. With our traditional triathlete audience of highly educated, very busy, type-A personalities who don't have time for you to mess with their schedules – there's hesitation to try something new. And when they put you on the calendar they are fully committed to that date and experience, and they expect you to be the same. You only get one shot at impressing these athletes – you can see how others have failed in this space.
3. CLASH hasn't yet understood that their biggest opportunity long term will be in shorter distance races and other endurance events.

It's been a long time since our sport has had someone that can really make a difference when it comes to long-term participation growth. I have often asked and wondered to myself, "How is the sport going to grow when everyone continues to fight over higher priced long distance registration dollars? Or which pros we can have show up that might help with eyeballs? What age group story can drum up earned media shares?" Those things are important, and we need those big actors to continue, right? But what those things do is engage people already in our sport. They don't bring in anybody new. And without new athletes, our sport slowly withers away.

With pro athletes mostly being used for media views, and larger race companies sucking endemic companies dry with sponsorship fees (to the tune of north of seven figures per year for a partnership), there's a vacuum currently answering the question: who is actually going to take up the job of bringing new athletes in and teaching them how to swim, bike and run? Is it solely the responsibility of clubs and coaches, like it has been for the last several year? Will it be USA Triathlon? Will new CEO Victoria Blumfield going to start on some of the promised changes, or will it continue to primarily focus on its Olympic Development Cycle mandate?

Ultimately, the question becomes this: who is going to be the leader in introducing people to endurance sports?

I think, at least as a race producer, CLASH can really start doing this. Looking at their success from this weekend in Daytona, I believe they can start looking at their business model and finding their rhythm. While the pro field shrank in size from 2021, they saw at least double digit growth in their shorter distance races this weekend: a 5K running race, and the kids and sprint distance triathlon/duathlon events. What does that say? What is their client base trying to say to them?

To me, it's telling us a big thing – that people want to try triathlon, but they might be intimidated by open road courses, or swims in large bodies of water. And this is where CLASH has an advantage over most other short-course events. The kids and sprint distance races take place entirely within the confines of the Speedway – the only vehicles on course are for race support. It's the level of treatment you've come to expect only out of an IRONMAN branded event. And, long-term, it's not healthy for the sport if

people starting in the sport are doing so at 70.3 or full distance races in order to get the level of safety they expect out on the race course.

Everyone – including us here at Slowtwitch, if we're being honest – has been too focused on the middle and bottom part of the athlete funnel. The people who are always going to sign up for a triathlon, year in and year out, or the peak end of the age group and professional field. We're not doing enough to keep people in our circle. We put gravel and triathlon in separate buckets, or we use language like "oh, I'm just doing a running race this year" or "oh, I'm only doing the half next weekend at XXX race." And that's not going to be good enough anymore.

Coming off this weekend, I'm hopeful for a few things when it comes to CLASH. I hope they continue to have fun with their customers as they mix things up in our sport. I have been to their races and fun is at the heart of what they do. I hope they continue to expand their product offerings at other tracks to focus on those non-long distance races to bring more new people to triathlon. I hope they continue to have great relationships with professional athletes and keep things moving forward on the broadcast front. In turn, I hope pro athletes can see the long term positives that CLASH provides them and they show up to their events.



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For Those Who Missed Peter Magee's Celebration of Life

OBITUARY OF PETER-MICHAEL MAGEE

Magee, Peter-Michael, 75, of St. Petersburg passed away on October 29, 2022 at the Hospice Care Unit in Bayfront Health from cancer complications. Born and raised in Hamburg, Germany, he came to the United States in his early 20s after completing his required German Army service. He attended SPJC and received his degree from University of Florida, Go Gators! He was preceded in death by his father, Harold Magee and his mother, Hinderika Smid. Peter is survived by his wife of 39 years, Nicki Magee; son Karsten (Hali); step-grandchildren Kyle and Maci; and soon to be granddaughter Elsa Magee due in February 2023; daughter Mireille Connor (Bobby); In-Laws Don and Barbara Knowles; Sister-in-law Trayci Knowles and husband Dori Familiant; nephews Adam and Ben; Brother-in-law Scott Knowles and wife Michelle Woods plus other extended family of Nicki and his cousins Karen Reis and Howie Waters in Canada.

Peter was an ultra athlete. Highlights: Ran the Boston Marathon in 1982. He completed the Hawaii Ironman in 1982 and 1983 (98th place). London to Brighton (53 miles) in 1984. Won age division in the 1984 Leland, Mississippi 50 miler. He ran the Western States Endurance Run 100 in 1984 in less than 23 hours. Came in 3rd place overall in the 1985 Double Ironman. Came in 2nd in the 1987 24hour Track Run. He won the Master's Division in the Escape from Alcatraz Triathlon in 1992. Won age division in 1993 Madeira Beach Triathlon. He swam around Key West in 1994. He ran the Leadville Trail 100 in 1999 (going over 12,000 ft high in the Rockies) in less than 30 hours. He ran many Beach and Bay to Bay races and others too many to mention. In 2001, did a 100+ mile hike with his son on a Boy Scout Philmont, New Mexico High Adventure Trek. It was obvious that running, biking and swimming were his passion. Even in his 70s, most Saturdays you would find him biking from 30 to 50 miles. Frequently rode his bike to North Shore pool to swim a mile, then run a few miles and then ride bike back home.

He had a 20+ years successful career working door to door for Fuller Brush. Enjoyed so many friendships with those customers. Then worked for many years as a car salesman, first at Dew Cadillac downtown, then at Dimmitt

Cadillac on Gandy and also in Clearwater. He had many repeat customers over the years. He bought many Cadillacs himself.

Peter loved to travel. He was driven to go to new places. He went to all 50 states and saw 49 of the capitals. He went to 95 of his goal of 100 different countries/territories/provinces. Enjoyed Cunard cruises. He had a knack for finding the best deals. He also loved music especially classical, opera, and 'oldies' from the 60s and 70s. He learned to play the piano after he retired.

Peter was constantly in motion, didn't know how to sit and relax. "First work then play". Always talking, didn't know how to be quiet. He knew so many people. Made friends wherever he went. Always trying to make things better even when no one else wanted it. He loved his family, was so proud of his children and what they had accomplished. He will be missed.

A gathering in Peter's honor will be held December 27 at 10:30am at Andersen/ McQueen Funeral Home, 2201 MLK Street North. At that time the family encourages any guest with a favorite 'Peter Story' to share it with others. As all who knew him well could attest- Peter was different. "No one like Peter!"

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