



Elete Team Profile: Bicycle John's, No. 1 Ranked Elite Road Racing Team in Southern California 2006



(Pictured above: Southern California's #1 Ranked Elite Road Racing Team, Bicycle John's, who are also avid users of elete Electrolyte Add-In)

Formed in 2004, Bicycle John's is a women's elite road team from Burbank, California that in 2006, was the number one ranked road racing team in all of Southern California. Elete Electrolyte Add-In™ has sponsored bicycle John's for two years. Recently, team members Sandra Kolb, Irene Thomas-Johnson, and Martina Sturm spoke with us about cycling, training, and why the team loves **Elete Electrolyte Add-In™**.



How do you summon the physical, mental, and emotional strength to push your body to the limits required by this sport?

Sandra Kolb: “I like the challenge mentally and physically. I’ve always pushed myself; came from a running background.”

Irene Thomas-Johnson: “I have found cycling and, more specifically, racing to be very rewarding. It does take a great deal of physical, emotional, and mental strength to keep your body going day in and out. Especially because I work a full-time job, it is important for my mental well being to work out as often as I can. Riding my bike after work allows me to decompress and flush out the stress from the day. There are times when I’m mentally exhausted, but jumping on my bike actually makes me feel better.”

Martina Sturm: “I take one step at a time. I use mantras in the races or during hard times.”

What is your typical training regimen?

Sandra Kolb: “I used to train everyday, now I’m lucky to get in four days/week. I do endurance rides and intervals, technique training.”

Irene Thomas-Johnson: “Monday is usually a recovery day after a hard weekend of racing or training. I actively recover or, if it was a particularly difficult weekend, I’ll get a massage and rest afterwards. During the winter, Tuesday through Thursday is specific training on an indoor trainer. Friday is easy spin for recovery. Saturday is a specific training ride usually with long miles. Sunday is three hours in an easy gear with a few

jumps. During race season, Monday is the same as above. Tuesday is a fast training ride. Wednesday is on the track; Thursday is usually sprints or intervals. Friday is recovery with an easy spin; Saturday and Sunday is racing.”

Martina Sturm: “Depending on the type of race (road race, track, crit, etc.) it will be specific to the event I’m preparing for. Generally, though, Mondays, upper-body workouts, core and recovery ride. Tuesdays, speed work. Wednesdays, long, steady distance rides. Thursdays, intervals; Friday, steady ride; Saturday/Sunday, racing.”

In terms of nutrition, any indispensable items or strategies you’ve found are critical?

Sandra Kolb: “I always use electrolytes for cramping.”

Irene Thomas-Johnson: “I use elete water on every training ride and race.”

Martina Sturm: “I eat good wholesome food and supplement only when necessary.”

Biggest factor(s) in winning and, likewise, biggest obstacle(s)?

Sandra Kolb: “For winning, vision, rest, perfect tactics. Biggest obstacles? Stress—everyday work, other team’s tactics.”

Irene Thomas-Johnson: “Winning factors: Mental readiness is the biggest factor. No negative thoughts, just positive reinforcement.”

Martina Sturm: “Positives—being on the offensive, initiating the moves. Negatives—since I’m still somewhat of a novice—strategy.”



(Photo: Bicycle John's stays hydrated during races with elete pure electrolyte water.)

Interesting or little-known fact?

Sandra Kolb: "All do the sport because we love cycling and teammates."

Martina Sturm: "Many of us have done other competitive sports prior to cycling."

How did you find elete Electrolyte Add-In™?

Sandra Kolb: "I love elete! Don't have to swallow pills. I put it easily into all water bottles, can't taste it. It's perfect for me, and I've tried many other top electrolyte products."

Irene Thomas-Johnson: "Through the team."

Martina Sturm: "Through the sponsorship."

What has been your experience in using elete Electrolyte Add-In during training and competition?

Sandra Kolb: "I used it in all water bottles. Need consistency with electrolytes, so I add it every time I ride."

Irene Thomas-Johnson: "I have used

elete water since it was introduced to the team several years ago. I use it on training rides and in competition. I have noticed a significant improvement over the years in that I rarely get leg cramping. I was also told during one of my doctor's visits, that my electrolyte levels were one of the highest that they've witnessed."

Martina Sturm: "I use elete Electrolyte Add-in™ consistently as a hydration strategy."

What are the specific benefits you've noticed using Elete Add-In™?

Sandra Kolb: "Less cramping—able to endure distance and intensity."

Irene Thomas-Johnson: "No cramping and less build-up of lactic acid."

Martina Sturm: "Good hydration, zero cramping."

If you could share one piece of information about Elete Electrolyte Add-In™, what would it be?

Sandra Kolb: "You should always use some electrolytes—elete Add-In™ is easy and digests the best; I won't go without it."

Irene Thomas-Johnson: "Elete electrolyte water is very easy to digest and very easy to use. I have recommended the product to many athletes—both competitive and recreational. All have used the product and most have noticed the difference."

Martina Sturm: "Great product for proper hydration. I gave some to my sister, and she loves it!"