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## elete Athlete Profile: Jeff Kerkove, Endurance Mountain Bike Racer



### Recent Results

#### 2007:

Ouachita Challenge: 13th  
Sea Otter Classic XC: 43th  
Platte River 6 hr: 5th  
Upside Down DU: 1st (team)  
Branched Oak 12 Hr: 1st  
Mohican 100: 21st  
Firecracker 50: 25th  
Blue Mound 6 Hr: 1st

#### 2006:

Ouachita Challenge: 10th  
Finchford Road Race: 2nd  
12hr Sugar Creek: 1st  
Local Mtb TT: 1st  
Branched Oak 12Hr: 1st  
Local Mtb TT: 1st  
Ponca Marathon: 8th  
Metro 12 Hour: 1st  
6hr Blue Mound: 1st  
24hr NORBA National: 12th  
24hr Afton: 1st  
Iowa 24hr Race: 3rd

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While Iowa may not be well known for its mountainous geography, the Hawkeye State has produced an awesome mountain bike cycling sensation—Jeff Kerkove, a.k.a. “Mr. 24.” Kerkove, age 29, from Waterloo, Iowa is an endurance mountain bike racer who has competed in and won several 24-hour mountain bike challenges as well as several U.S. endurance mountain bike races. This year, taking a different approach to his training and racing, Jeff is focusing on competing in ultra-endurance races (300 miles+) as well as the National Ultra Series, a series of 100-mile races across the country. In this profile, Jeff talks about his tips for training and how **elete Electrolyte Add-In** has helped him.

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Above: Jeff Kerkove pictured at the Platte River Marathon in Nebraska.

**When did you first get involved with cycling?**

“Cycling has always been a part of my life since I was a child. But, It was back in 1996 that I did my first race and have since become hooked.”

**What is it about cycling that you love so much?**

“Best part about the sport is the experiences it brings. Without a doubt...the places I have seen and the people I have met never would have happened if it wouldn't have been for the bicycle and racing.”

**What are some of the awards you've received since '96?**

“First event for me was back in the summer of 1996. Since that time, I have won numerous state XC titles, 1 CX title, and have competed in 24 Hour Solo World Championships twice. I have even had the honor of racing and winning a 24 hour race in Japan.”

**What are some of the events in 2007 you will be competing in?**

“My focus for 2007 is the National Ultra Series, which is a series of 100 mile- races across the country. I am also focusing on the epic, solo, and self-supported movement of endurance racing. These events are very underground with mileages that exceed 300 miles in some cases.”



**How you find the physical, mental, and emotional strength to push your body to the extreme physical and mental limits cycling demands?**

"For me this is all fun. I feel that I have been through a lot on the bike and those experiences give me something to reflect on when the going gets tough."

**What is your typical training regimen?**

"My training is not super strict. I just like to ride...a lot! I try to get in at least one long ride a week and then two days of super high intensity. The remaining days are used for light spinning for recovery. On race week, rest is important. So rides are short with only a few hard efforts to keep the legs snappy."

**In terms of nutrition, what are the indispensable items or strategies you've found give you the edge over the other cyclists/teams?**

"There is not really one must-have nutritional item that gives me the edge over the competition. But rather, taking in the right amounts of specific fats, calories, electrolytes (**elete**), and proteins. Getting the right ratio at the right times is the key to success."

**What is the biggest factor in terms of winning a race; likewise, what are the biggest obstacles?**

"Biggest obstacles is always the competition that lines up with you on the start line. Second biggest factor...keeping a good and level head on your shoulder. Fifty percent is fitness and the other 50 percent is mental."

**Interesting or little-known fact others may not know about you?**

"I live in Iowa. It's not exactly the mecca for mountain bike racing and training. But, I make it work."

**How did you find elete Electrolyte Add-In™?**

"I found **elete** through working at the local bike shop. It was sent to the shop as a trial sample. I tried it in a 12 hour solo race and was blown away by how it helped me race more soundly on that hot and humid summer day."

**Tell us a little about your experience using elete in your training and competition.**

"I use it in all training rides and races. I pretty much mix it up in either my bottles or hydration pack. For me, I follow the directions provided on the packaging. On hotter days, I will add more based on what I think my needs might be for the day. After workouts and races, I will add it to my meal or recovery drink. Most people don't know...but **elete** is good to cook with!"

**What are some of the benefits you've noticed using elete?**

"Hands down, the biggest gain I have seen is the ability to ride harder and longer in hot and humid weather. Also, once you ingest the product it goes straight into the system...no need for breakdown in the digestive system."

**For the average person who doesn't participate in these ultra-endurance events, what should they know about elete?**

"**elete** is not for just the elite. It is for everyone. We all need electrolytes, and there is no easier and quicker way to get the right electrolytes into your system than with **elete Electrolyte Add-In.**" ■