



## elete Athlete Profile: Giant Mid-Atlantic, Pro Cycling Team



**G**iant Mid-Atlantic is a new rider-managed professional team based in Pennsylvania competing in mountain bike and cyclocross in the Mid-Atlantic region and beyond. The team, formed in 2009, consists of riders Jordan Kahlenberg, Martin Kell, and Matt Miller. All three are Pennsylvania natives.

The team's inception came about a few years ago. Jordan, Martin, and Matt met through racing, and despite riding for different teams, the trio would frequently share lodging at races. At the end of the 2009 season, Jordan had begun working with Giant Bicycles, racing their bikes during the cyclocross season while Matt and Martin were racing for Cannondale. When Giant Bicycles approached Jordan with the idea of starting a regional elite mountain bike team and inquiring whether he knew of anyone else who would be interested, Jordan brought the idea up to Matt and Martin, and, thus, Giant Mid-Atlantic was born.

Although Giant Mid-Atlantic is a new team, already they have received high honors and recognition, and 2010 is already shaping up to be an exciting year for the team. To learn more about Giant Mid-Atlantic and Jordan, Martin, Matt, go to their Facebook page at: [www.facebook.com/pages/Giant-Mid-Atlantic-Cycling-Team](http://www.facebook.com/pages/Giant-Mid-Atlantic-Cycling-Team) or visit their blog at: <http://giantmidatlantic.blogspot.com/>

### How and when did you first get involved in cycling?

**Jordan Kahlenberg:** "As a sophomore in high school, I was a BMX punk like most of the other kids I knew. A friend of mine got a new mountain bike and got me to agree to a trail raid. One hour on a single track on my BMX, and I was hooked. A year later, I did my first race."

**Martin Kell:** "I started Mountain biking with my friends in middle school on local trails, and eventually joined a mountain bike club in high school and started to race."

**Matt Miller:** "It was easy to get into since my family owned a bike shop. I started competing in 2003 and have been racing full seasons ever since."

### What are some of the recent awards you've each received?

**Jordan Kahlenberg:** "I upgraded to pro last year and spent the season riding the learning curve."

**Martin Kell:** "4<sup>th</sup> Short track Collegiate National Championships; 7<sup>th</sup> semi-pro XC 2008 US Mountain Bike Nationals; 3<sup>rd</sup> semi-pro Short Track 2008 Us Mountain Bike Nationals; 6<sup>th</sup> Semi-pro XC 2008 East Coast National Windham NY; 1<sup>st</sup> Semi-pro Short Track East Coast National Windham NY; 6<sup>th</sup> GC U23 2007 NORBA Regional Development Camp."

**Matt Miller:** "In 2009, I finished second overall for the U.S. Kenda Cup East."



Pictured Above: Jordan Kahlenberg.

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Pictured Above: Martin Kell.



Pictured Above: Matt Miller.

### What are your plans/goals for 2010?

**Jordan Kahlenberg:** "My plan for 2010 is to fight for podiums at all my races and to win one of the two regional race series in the Mid-Atlantic."

**Martin Kell:** "For 2010, I hope to have some podium finishes in the Mid-Atlantic Super Series."

**Matt Miller:** "For 2010, I plan to leave a mark as one of the best riders in the Mid-Atlantic region. I will compete in the Mid-Atlantic Super Series, H2H series, and select US Cup and Pro XCT events."

### Describe your average day. What is your typical training regimen?

**Jordan Kahlenberg:** "During the winter, I have three typical training days. Recovery days consist of shorter recovery rides followed by yoga or Pilates. Strength days consist of morning indoor trainer workouts followed by afternoon weight session, and endurance days consist of 3+ hour rides, sometimes mixed with strength intervals."

**Martin Kell:** "Wake up, run to the gym. Lift, run back,

go to class, ride 1.5-2 hours, relax, homework."

**Matt Miller:** "I usually get my workouts in right after I'm done with classes during the semester or before work during the summer. My training regimen involves lots of riding and being active in the winter and lots of rest during the race season."

### In terms of nutrition, what are the indispensable items or strategies you've found are key in giving you that edge over other athletes?

**Jordan Kahlenberg:** "Hydration is key. Riders sometimes obsess over food and calorie intake for events, but for two-hour XC and cyclocross events, your calorie intake is less important during the race than it is leading up to the race. Dehydration can hit very quickly though, and having the right hydration (e.g., elete) during a race can make or break a result."

**Martin Kell:** "Oatmeal and coffee the morning of races."

**Matt Miller:** "It is important to keep the body at equilibrium during exercise. Calories, water, and



electrolytes must be replenished as fast as they are lost.”

**What is the biggest factor in terms of winning? Likewise, what are the biggest obstacles?**

**Jordan Kahlenberg:** “The biggest factor for me, in terms of being successful, is execution of a plan. XC mountain bike races are unpredictable, but a loose plan can help you focus your energy and take some of the nerves away. The biggest obstacle, conversely, is trying to stick too closely to that plan, and getting worked up when the plan doesn’t execute properly. With practice, you find the balance between plan execution and feel for the race.”

**Martin Kell:** “Motivation and mental toughness.”

**Matt Miller:** “The biggest factor in racing is keeping the hammer down! I like long, easy rides, and I am not a natural hammerhead. I need to focus on keeping my head in the game and my effort at max.”

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

**Jordan Kahlenberg:** “I used to have long hair and thought I was going to play music (drums) until I got big into mountain bike racing in college.”

**Martin Kell:** “Interested in cars, would like to try racing them someday.”

**Matt Miller:** “I am a vegan.”

**Describe your personal philosophy?**

**Jordan Kahlenberg:** “Have fun, give 110%, and don’t give up.”

**Martin Kell:** “Go hard or don’t go at all.”

**Matt Miller:** “Rest harder than you train.”

**How did you come across elete Electrolyte Add-In™?**

**Jordan Kahlenberg:** “A friend had used it and recommended it.”

**Martin Kell:** “Teammate recommended it.”

**Matt Miller:** “I first used elete while training for the 2006 24-Hour World Championships.”

**Describe some of the specific benefits you’ve noticed using elete.**

**Jordan Kahlenberg:** “Hydration without the sugar (Gatorade®\*). Standard hydration drinks almost always have a ton of sugar so they taste good. But that sugar can have a negative effect sometimes. I prefer to keep my bottles sugar-free while taking in my calories through gels or bars. With elete, I can simplify my bottles and stay away from too much sugar. It’s also easy to use almost anywhere.”

**Martin Kell:** “No more cramping, longer stamina, no headaches.”

**Matt Miller:** “elete helps me maintain my electrolyte balance during exercise. All I have to do is put it into whatever I’m drinking!”

**For the average person who participates in mild to moderate fitness activity, what would you tell them about elete?**

**Jordan Kahlenberg:** “elete is a great product you can take with you to work or to the gym. It’s easy to use and can be used with food or mixed in a drink to keep you hydrated during the day and before, during, or after your workout. It beats your standard Gatorade®-type drinks by eliminating sugar and is much more versatile.”

**Martin Kell:** “Helps you stay hydrated, allowing you to work out longer.”

**Matt Miller:** “I would remind anyone who exercises that normal exercise and sweat loses important electrolytes necessary for maintaining physiological equilibrium. elete is the easiest and most economical way to replace them.” ■

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