

FUELING ATHLETES OF DIVERSITY

These Max Muscle customers are passionate about their chosen sports and the Max Muscle supplements that help fuel their competitive edge! By LaRue Novick

JUSTIN THORNTON, 37, of Aurora, Colorado was born to soar to greater heights. At 2, he climbed all the way up an antenna that was attached to the house and then proceeded to perch himself atop the peak of the rooftop where he remained until his very pregnant mother climbed up after him to get him down. "My childhood was pretty much like that," says Justin. "I was into skateboarding, surfing, wakeboarding, water skiing, weight training ... I wasn't much of a 'couch potato' kind of kid."

His love for sports continued in high school as a volleyball player and later he became involved in skydiving. Soon after that, he started skydiving competitively. "The allure of flying my canopy to its – and my own – personal limits really appealed to me, he says. "There is definitely a challenge against other canopy pilots while you are competing against one another but what I learned and what I think most appeals to me is the real competition is against yourself."

Justin and his friend and teammate, Stuart Schoenfeld, are part of six members that make up Slipstream Airsports. Slipstream specializes in canopy piloting, competition, education, paragliding, speed flying and ground launching. The duo are also part of the Denver Broncos parachute demo team, the Denver Broncos Thunderstorm.

The thrill of the competition never ceases, but the risks are just as great. Injuries and fatalities come with the sport, Justin says. One wrong move, even with a perfectly good chute, could be a competitor's last.

We caught up with Justin to ask him more about his sport, his goals and his relationship with Max Muscle Longmont, Colo.

WHAT DO YOU LIKE MOST/LEAST ABOUT COMPETING? In the skydiving community, you become a part of an amazing subculture that becomes a second family. I love showing up to a meet to see my friends and compete against them. There are not many sports where the people you are competing against are also cheering you on when you have a good run. It's simply awesome!



MORE ON JUSTIN

Occupation: Internet Sales Director at Stapp Interstate Toyota

Height: 6-foot-2

Weight: 210 pounds

Years competing in skydiving: nine years

Favorite body part to train: Love me some arms

Least favorite to train:

Legs ... not so much

Favorite diet food: Chicken

Favorite cheat food: Pizza

Ryan Risberg Photography

The thing that is my least favorite is that accidents can go really bad in our sport. Because we are diving our canopies from 1,000 feet towards the ground at a very high rate of speed, the margin for error is very slim. Unfortunately there are some instances of twisted ankles, some broken bones, and in the worst cases, fatalities.

WHAT ARE YOUR GOALS? My goals for 2011 are to make the U.S. National Canopy Piloting Team and compete in the 2011 World Championships. I also have goals of sharing my expertise with newer jumpers to expand their knowledge of canopy flight and help make our sport safer. I and my teammate Stuart Schoenfeld of Slipstream Airsports are contracting with Mile Hi Skydiving for 2011 to run their canopy education school.

HOW DID YOU HEAR ABOUT MAX MUSCLE? I first heard about Max Muscle through my wife who was competing as a triathlete back in 2009. She was referred there by one of her coaches and had an awesome experience with one of the nutrition specialists there and recommended I give it a try. I also was impressed with the knowledge of the nutrition specialist and how he performed a needs assessment of me and my personal goals. It's not something you normally get at other supplement outfits.

WHAT SUPPLEMENTS DO YOU TAKE AND HOW DO THEY HELP? I take several supplements that help me with my training goals. I currently take Lean Protein, Max Pro, D-Fine 8, Kre-Alkalyn and ARM (anabolic recovery matrix). I feel taking Lean Protein, Kre-Alkalyn and D-fine 8 pre-workout gives me the power I need for

my strength-training regimen. Stacking Max Pro and ARM post workout or after a day of hardcore jump training allows me a quick recovery time and replenishes my body. I like the products because you see and feel results, plain and simple.

WHAT IS YOUR DIET REGIMEN LIKE? High protein with Max Muscle products and simple carbs in the morning, balanced lunch in the afternoon, more Max Muscle protein supplements late afternoon, and balanced dinner with meat, vegetables and light carbs.

FAVORITE WORKOUT? I absolutely love to superset biceps and triceps. It has by far been my most favorite workout and I don't think it will change any time soon.

ANYTHING ELSE? If anyone is interested in making a jump with us, we can be contacted on Facebook by way of our Slipstream Airsports page or Colorado Canopy Club. Our sponsors include Performance Designs, United Parachute Technologies, Blue Skies Mag, Vertical Suits, and Mile Hi Skydiving Center.

LAUREL DARREN was told in May that she had no progesterone. At 33, she started experiencing all the symptoms of menopause: hot flashes, exhaustion, zero sex drive, etc. "My hormones were basically a 'hot mess,'" says Laurel. But with the professional help of Scott Herkes from Max Muscle in Iowa, her chiropractor and her trainer, she is working on balancing her hormones without the use of creams and other medications.

Dealing with menopause at such a young age seems like such a huge obstacle to overcome, but this rambunctious and vibrant Davenport, Iowa resident has not let it get the best of her. In May 2010, Laurel began competing in a local roller derby league, The Quad City Rollers, for a 10-month season. She also continues to train for and compete in various endurance events.

Laurel has completed 19 marathons, including the Boston Marathon in 2009. The list of her racing events – and accompanying awards – is long: duathlons, triathlons, an Ironman and more. "I've never met anyone with as much passion and enthusiasm for athletic competition as Laurel," shares Scott Herkes, franchisee of the Max Muscle in Moline, Iowa.

A self-professed "tomboy" growing up, Laurel has always been active. She played three sports in school: volleyball, basketball and softball. A key difference in her competitive ability today, however, has

been the nutrition advice and supplements from Max Muscle. Here are some questions and answers with Laurel:

WHAT MOTIVATES YOU? Goals and honestly, my pal, Michele Jamison (1st Runner Up for Max Muscle's MaxFormation 2009 contest). True story: December 2008, Michele and I were sitting in a Starbucks and evaluating our life direction while drinking Venti mochas and apple cider with a shot of caramel. It was then she made a statement that she was going to make some serious life changes and SHE SURE DID. I saw her MaxFormation photos on the wall at a local gym and my jaw dropped. Not only did she talk the game, she sure made it happen. That inspires me. Anyone can say it, but doing it and continuing on a positive path is truly heroic.

WHAT HAS BEEN YOUR GREATEST CHALLENGE AND HOW DID YOU OVERCOME IT? Nutrition! Calorie intake and proper fuel for training and competing. Scott has spent lots of time with me in many different aspects of training phases, always suggesting nutrition that is specific to where I am, what my goals are and what I am doing.

WHAT SUPPLEMENTS DO YOU TAKE AND WHAT IS YOUR NUTRITION REGIMEN LIKE? Full Blown Extreme, CX3, XTR, Body Effects, Beta Alanine, Enduromax, ARM, ACM and Triple Whey Vanilla Protein. I am pretty loyal to the plan that Scott prepared for me. I eat every few hours, always drink a protein shake after workouts, drink ARM after big endurance events, use EnduroMax for all my training rides and on the derby track. ACM and Full Blown Extreme combined in my mountain bike Camelbak tastes like a vodka lemonade so that works for sure. Yes, I do cheat but not very often.

FAVORITE WORKOUT? My trainer now is Darren Phelps at Quad City Sports Performance and he is tough. I would

have to say my favorite workout is the medicine ball circuit: one legged squats, body weight rope rows, followed by pushing the Prowler baseline to baseline with 100 pounds of weight, then getting on my mountain bike on a trainer and climbing out of the saddle for 4 minutes. Did I mention five rounds of this? Yeah ... sore and dead. For the record, I LOVE MY TRAINER!!!

ANYTHING ELSE? I have to say that Max Muscle products have really made a huge difference in my training and my physique. I have really leaned down and feel great. Scott and his family are super supportive of my training and really truly genuinely care about the athletes in our community. I have had the opportunity to do events with him in the community to represent my loyalty to Max Muscle and we have had a blast. The sports nutrition recommendations made are genuine to the specific sport and I have been a witness to Scott researching products and sincerely caring. **MS&F**



Photo by Dan Verscha
Action Photo of the QC

MORE ON LAUREL

Occupation: Licensed Massage Therapist and Sports writer/columnist for the *Rock Island Argus* and *The Dispatch*

Height: 5-foot-9

Weight: 165 pounds

Years competing: Completed one Ironman but have been running marathons since 2005; roller derby since May 2010 as a super fun sport for bike cross training.

Favorite diet food: Body Effects with XTR and Iso-Extreme made by Scott Herkes and his son Brent at the Moline, IL Max Muscle location. I snap my fingers and it is done.

Favorite cheat food: Whitney's Graham Central Station shake with whipped cream and a cherry.