



# GENERATE YOUR NEXT LEVEL™

## Newsletter Archive: July 2006

# Sunscreen

July 2006 - Vol 1, Issue 5

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### From the Saddle

***"From the Saddle" is a natural title for my monthly newsletter column. After all, I do spend a lot of time on various bikes, and we do coach a lot of cyclists.***

During my time on the bike, when I'm not being fully intentional with my training, my mind wanders to the view and other less immediate topics. Not all my mind's wandering is so productive, but luckily, one has easy access to which wanderings see the light of day.

In the past month, such topics have included adding a new coach (Tommy), adding new services (cyclocross clinic and clinics on demand), clearly defining or expanding existing services (ski conditioning) and procuring excellent equipment at the best deals possible for our athletes. And oh, did we mention that our coaching services are fully customizable? That means you get to tell us what coaching means for YOU.

We're always working on projects to help you generate your next level. From training tools to community gatherings, we hope you enjoy being part of what we do and who we are.

### Introducing Coach Tommy Bruen



People have noticed that we don't have many coaches here at JDS Sportcoaching, LLC. What does it take to be a coach at JDS Sportcoaching, LLC?

Well, for starters, being me is a BIG advantage. Second, showing a willingness to connect and communicate with people is of paramount importance. Third, knowing and acknowledging you don't know it all but want to learn is key.

I first met Tommy about five years ago, and I've been coaching him for three years. In my years of knowing him, he has become a friend and a coach (on the bike and

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in life) and business partner. His knowledge of pharmacology and physiology is an asset from which I'm continually learning, and I'm honored he has joined the JDS Sportcoaching team as a coach.

[Meet Our Coaches](#)

### Calling all CXers!

## Intro to CX Co-ed Cyclocross Clinic

Half day of training techniques and on-bike skills practice.  
Come ready to ride your cyclocross or mountain bike.

**\$30/person**

Space is limited; pre-registration required.

By Phone: 303.744.2766 | Online: [Active.com](#)

ACA Permit #  
CO-0629

**August 12, 2006**  
**8:30a-1:00p**

[Register for Intro to CX](#)

### Wine Tasting Benefit for MS Global

#### SAVE THE DATE

August 12, 2006 | 6p- 8:30p

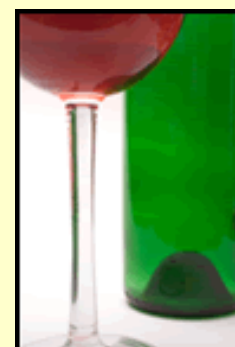
International Center for Performance and Health | 1720 South Bellaire Street, Denver

Wine, live music, art and panoramic views are just a few of the experiences that await you at JDS Sportcoaching's Wine Tasting and Art Show Benefit for MS Global.

Laura Heath has taken on the challenge of raising \$6000 for the fight against MS, and you can be a part of that fight, too. Support Laura in her goal to participate in the MS Global cycling event which covers 400 miles of the Tour de France route in September, 2006.

Registering for this event also gives you the opportunity to participate in a silent auction for a weekend getaway in Steamboat Springs.

*Registration coming soon to [Active.com](#)*



[RSVP or more information...](#)

### Deals on Wheels

**...and more! Yes, it's true! Athletes with a coaching agreement with us get fantastic deals (often cost + 10%) on a variety of cycling and tri gear.**

We are currently sourcing a distributor for winter sports gear, but in the meanwhile, e-mail us for pricing on the athletic equipment you'd like to see in your basement, your garage or under your butt.

#### August Product Spotlight: JDS Race Chairs

There is a story behind all the services we provide, as well as the products we sell. We thought it would be fun to share the stories behind some of our products, and this month, we're highlighting the JDS Race Chairs.

I first became familiar with these wood chairs on an annual trip to Alta in 2004. They were light, compact and classy. Did I mention expensive? \$85.00! Well, of course I had to have one from my favorite ski area. Once home, I realized these chairs were perfect for keeping in the car to take to races, and perfect on the back patio as well. I contacted the maker of the chairs, and was rather surprised that we could have them custom produced at a very reasonable price.

This is the second year we've commissioned these race chairs. We purchase only a dozen a year, and we have them available to a good home for just \$50.00 each (plus any applicable tax and shipping). Order online if you'd like one shipped, or contact us to avoid shipping costs and to pick one up.

[Shop JDS Online](#)

**This newsletter is designed to keep us in communication with our athletic community and we'd love to hear from you!** We appreciate having an opportunity to share with you what we're up to in the world. Our intention is to energize you about the possibilities that are out there, not fill up your inbox. As always, we welcome your comments, questions and suggestions. Let's connect!

Thanks for joining us!

Sincerely,

The Coaching Team at JDS Sportcoaching, LLC  
JDS Sportcoaching, LLC

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#### Receive Our Monthly Newsletter (April thru September, January)

*JDS Sportcoaching, LLC respects your privacy. We will not sell or share your contact information without your expressed consent.*

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