

## What the experts are saying about *The Ride of Your Life*

"The Ride of Your Life is an inspiring book that will get you up off the couch and want to ride your bike. So much of the difference between exceptional riders and wannabes is the mental attitude and enthusiasm to go out and set new goals. This book is filled with practical advice from real people who share their passion for long distance cycling. During the final miles of a long ride don't wish for fitness; wish for motivation. The Ride of Your Life is the kick in the pants you need to raise your cycling results to a new level."

**- Lon Haldeman, 8-time cross country record holder and RAAM winner**

"Over several years of organizing and participating in randonneuring events, I have met a wide variety of participants. Some riders come up a bit a short and cannot progress beyond a certain level. Other riders are successful and eventually go on to finish the longer rides like PBP, but then lose interest in the sport and drift away. But a select few have not only been successful, but also have made cycling a part of a greatly enriched lifestyle. David Rowe's book, The Ride of Your Life offers something for all randonneurs -- whether you're looking to improve yourself and reach the next level, or just importantly, if you have attained some level of success and want to make cycling an integral part of a balanced life."

-Tom Rosenbauer  
Eastern PA Regional Brevet Administrator (RBA)

"Sure, you know how to train. But can training co-exist with your busy life? Can you define your values and set goals? Will your relationships survive 400-mile weeks? David Rowe's new book fills the gap between training advice and event-day performance. He presents an organized, analytical approach to basing your goals on your values so you can seamlessly blend cycling with the rest of your life. Especially useful are interviews with riders who have learned how to balance work, family and cycling."

**- Fred Matheny, cycling writer**

"Once you push into the territory of ultradistance riding, goal setting and mental preparation become as, if not more, important than the riding itself. The Ride of Your Life will help get your head and heart ready to tackle any grand cycling challenge."

**- *Selene Yeager*, "The Fitness Chick" columnist for Bicycling magazine.**

The Ride of Your Life is well worth the read ... even if you aren't considering a brevet. Why? Because it is about goal-setting, staying focused and getting the job done. No matter what your goal is, this book will serve as a thoughtful and effective roadmap. Most impressive!

**- *Georgena Terry*, Founder and CEO, Terry Precision Cycling for Women.**

"Mainly mental." How many of us have heard this about endurance cycling? I have ... and I have found it to be true! Starting with the Race Across America and proceeding through the legendary Paris-Brest-Paris and other 1200k's, that's what the top riders tell us. David Rowe has told us why in The Ride of Your Life and what's more, has corralled successful, legendary riders to detail how their goal-setting, training, and event execution have panned out for them. I'm a firm believer in "practicum" over pure theory, and The Ride of Your Life gives you a wealth of useful, practical material to set and achieve your extraordinary goals.

**- *John Lee Ellis*, RAAM and P-B-P veteran, UMCA and RUSA board member, Colorado brevets organizer**

During my 26 years in the world of ultra-endurance sports as a racer, competitor, and writer, there is one consistent characteristic I have observed about the top competitors: They may have so-called "natural talent," but more importantly, they are extremely organized and methodical about their training. Paradoxically, a large portion of the top competitors also have full-time, very demanding jobs, and often families, too, along with numerous other responsibilities; one would expect such people to "not have the time" to train effectively, let alone compete at a high level. The secret to their success is the careful consideration they pay to their schedule on a daily, weekly, monthly, and yearly basis. They know that investing quality time, with a careful and consistent progression, will pay big dividends in the long run.

David Rowe's new book, "The Ride of Your Life," lays out exactly the formula, and the precise steps for implementing and tracking it, which will allow anyone - in fact, it encourages everyone who reads it - to maximize their enjoyment of cycling, and raise their level of performance to the highest possible level. Impressively, Rowe shows a deep appreciation for "the big picture" - he keeps everything in perspective, encourages careful analysis of goals, rewards, and

their cost, and never forgets "the fun factor." I highly recommend "The Ride of Your Life" for anyone who wants to get the most out of cycling - and of life - in today's busy and demanding world.

- ***Chris Kostman***, Furnace Creek 508 race director (1990 to present), Race Across AMerica finisher (1987, at age 20)