Get Out!

OUT THERE

STINK-B-GONE

Dogs are a popular part of Boulder's outdoor culture, and the fun, lovable animals are important to human's lives.

But they sure can stink, no?

A new product is on the market to help combat that stinky dog smell, and it uses another prominent aspect of Boulder culture — hemp. NuHemp Organic Botanicals has launched Omega Zapp Skunk Odor Conditioning Shampoo, which uses human-grade certified organic ingredients, therapeutic essential oils and nutritious hemp seed oil. Organic Alfalfa, Chamomile, Echinacea, Nettle, Red Clover, Apple Cider Vinegar and Coconut Oil are examples of the ingredients in Omega Zapp.

The company claims it can take out the greatest of all stinking evils, the skunk spray. That's a toughie, and several home remedies exist, with varying results. But if Omega Zapp does consistently get that stink out, without harsh chemicals, it may take over the world.

Bottles cost $9.99 and $39.99, and can be bought at the product's Web site, www.nuhemp.com.

FIX IT

Just in case anyone needed reassurance that duct tape can fix pretty much everything, Mountaineers Books has put out the second edition of "Don't Forget the Duct Tape."

The handy pocket-sized book has a wealth of quick-fix solutions for outdoor situations, and not all involve duct tape. It also features fixes using a pumice stone, Seam Grip and a kitchen brush.

But the main event, of course, is duct tape. Everyone has their personal favorites, and the book's author, Kristin Hostetter — Backpacker magazine's gear editor — covers about all of them.

Some examples: Making a spoon out of a stick and duct tape, removing cactus by placing a piece of tape on the skin and creating a stove insulator with old foam and generous duct tape.

NEW ADVENTURES

Adamson making smooth transition from adventure life to business life

By Zak Brown
Get Out editor

Ian Adamson's life of sleeping 13 hours in the span of six days is largely over.

The days when he would traverse some of the world's most dangerous terrain, and usually do it faster than anyone else, are behind him. No longer will his main objective be to wait out powerful lightning storms on cliff edges, then rush up the rock before the next bolts flash across the dark desert sky.

In this new life, the Boulder athlete's biggest worries are securing permits and sponsorships. And sometimes that can seem a lot tougher than paddling through powerful waters.

Adamson, a 43-year-old, seven-time world champion adventure racer, retired earlier this year from a career that made him one of the most recognizable faces in adventure racing. He had the foresight to begin a second career while still engrossed in his first, and that has quickly became his primary one.

Adamson is growing a multi-pronged sports business enterprise, Ian Adamson LLC, and he's putting the same energy into it as he did into racing.

"This time of year, I'm usually getting ready for a few smaller races and getting fit," said Adamson, who was on Team Nike before retiring. "I'm still living a fit lifestyle, but now I do things like riding my mountain bike for fun. Instead of working around my training, I'm training when I'm not working."

There was little left for Adamson to accomplish in adventure racing. The sport consists of racing through difficult terrain, using several different methods, such as kayaking, cycling, hiking and running. One of the toughest races is Primal Quest, which Adamson's team won over
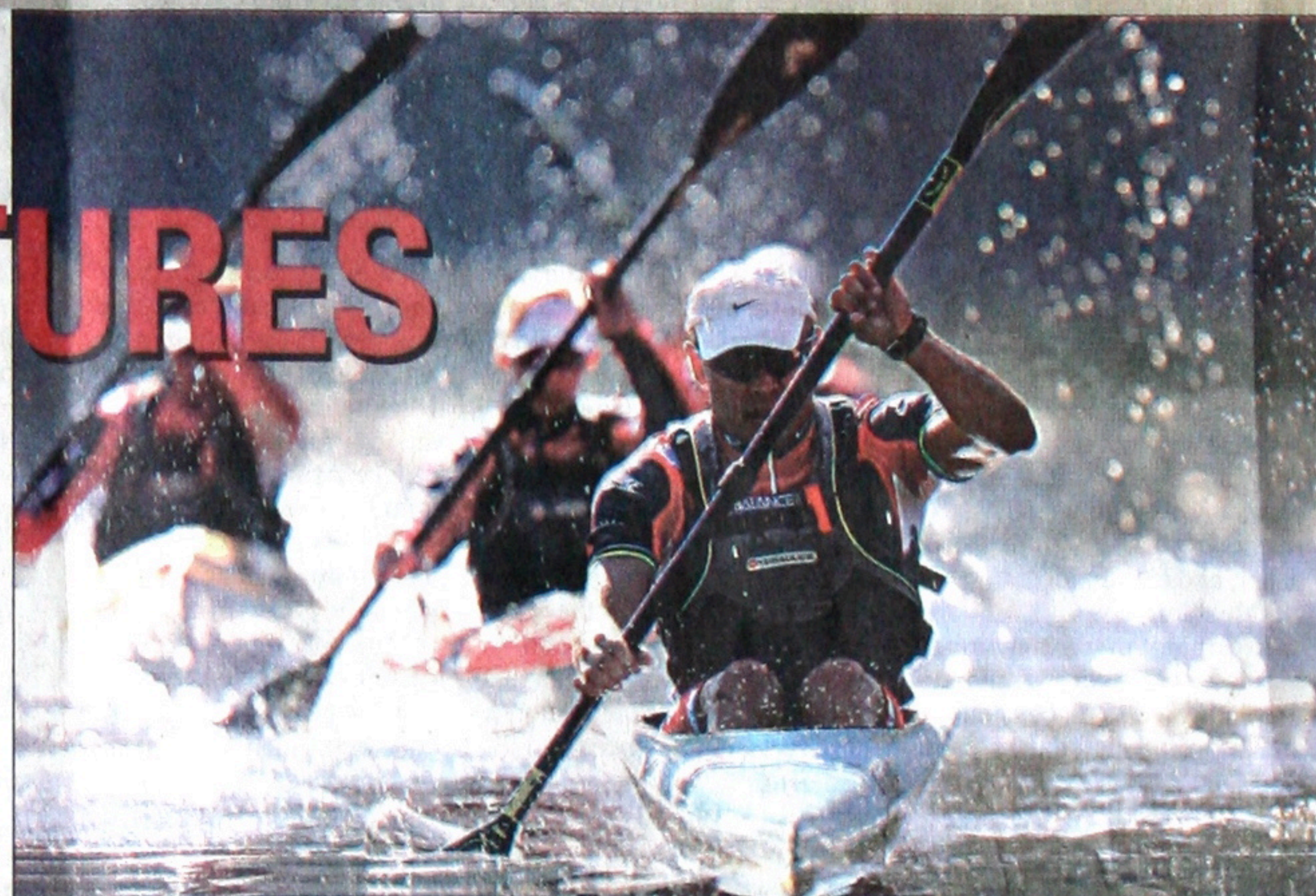
Photos courtesy Dan Campbell

Ian Adamson competed with Team Nike during his career and won seven world adventure racing championships.

Adventure racer tries new course

six days in the Utah desert last year. That capped a career that included his final world championship in 2006.

He even has a Guinness World Record for endurance kayaking. That mark is 262 miles in 24 hours, a clip of almost 11 miles per hour.

Actually, 24 hours is a big part of his new career, too. Adamson organized his first 24 Hours of Triathlon event last year at Boulder Reservoir, and simultaneously created one of the most unique sporting events in the world.

For those who are really hardcore, like Adamson, one single person can compete in the race for 24 hours, continually running, swimming and cycling. But it can be split among a team of unlimited members.

The race is at the center of Adamson's business ventures, which will also include an 8 Hours of Triathlon this year and corporate speaking engagements. Eventually, Adamson is planning to expand his triathlons to several states and create a franchise of them around the country.

"It's an accessible race, and the strategy mostly comes from the teamwork and camaraderie of the relay team," Adamson said. "You can do the race in any order. You can just run three miles and that's it for the race."

The team aspect of racing, and life, is fundamental to Adamson. He centers his corporate speaking around team dynamics, which are important when you're trying to race through rainforests. He has given several talks to business classes at the University of Colorado, and that led to a unique relationship with CU.

Susan Heinzeroth, an instructor at CU, taught a business strategies class this year and wanted a hands-on experience for her students. She previously knew Adamson and asked if he'd be interested in allowing the students to analyze his business and help it grow. He agreed, and showed Heinzeroth how much he learned while battling harsh conditions for more than a decade.

"One of the things he takes with him in business is the fundamentals of what he learned on adventure teams. He talks about when to learn, when to be a follower and a leader," said Heinzeroth, who runs the Sage River Consulting firm. "If someone is good at navigating or biking, you let them draw the route or lead the biking trip. It's about leveraging what people are best at so you get everything out your team."

One of the ideas that came from the class was for Adamson to get more media exposure. He took that suggestion to the top of the sports media world.

He has secured a deal with NBC to broadcast this year's 24 Hours of Triathlon, which will be Sept. 1 and 2 at Cherry Creek State Park. The TV spot slated for this fall will be tape-delayed and is only a one-time deal, but Adamson hopes to secure more TV exposure, and to get any exposure for triathlons at all is quite the coup.

That's still months away, and, so far, retirement has treated Adamson well. He has had more time to develop a singletrack trail near his house in the Boulder foothills, and he has been home a lot more. He can also feel secure in his new career, knowing he did all he could in his last career, which finished with the Primal Quest title and another world championship.

"Very few athletes can go out on top," he said. "I knew I had that chance, and I decided to take it."

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Photos courtesy Dan Campbell

Ian Adamson is taking the aspects of teamwork he learned in adventure racing and applying them to his business ventures.

Reader photo

Courtesy Cyndi Lineen

How to get into Get Out!

The Daily Camera's Get Out! section covers outdoor recreation in Boulder County and beyond. You'll find Get Out! pages on the back of the Sports section Monday through Thursday, and an expanded section on Fridays.

Calendar
Events for the Friday calendar must be submitted by 5 p.m. the Monday before. Go to www.dailycamera.com/submit, scroll down to "calendars" and follow instructions.

Gear
To submit a "Cool Gear" item for possible review or gear roundup, go to http://dailycamera.com/recreation/

Photos
Get Out! also welcomes photo submissions from readers. To submit a nature photo, go to http://web.dailycamera.com/recreation/submitnature.html; to submit an action photo, go to http://web.dailycamera.com/recreation/submitgetout.html.

Stories
Have a cool outdoor story you'd like to tell? With photos? Keep it to 600-800 words, send it to getout@dailycamera.com and we'll consider publishing it.