

# STARTING LINES

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[ ONE COOL JOB ]

## ERIN DEMARINES SELLS ENERGY



3BAR FOUNDER ERIN DEMARINES

It was only a few years ago that Erin DeMarines was selling her 3BAR energy bar to a handful of triathlete friends. These days, 3BAR is available in more than 400 Publix grocery stores, along with countless bike shops and triathlon-related stores.

DeMarines, 40, runs her business (*tri3bar.com*) from Tampa, where she's a personal trainer, fitness model and avid endurance athlete. The 3BAR is a favorite among endurance athletes, and DeMarines is poised to launch more products shortly.

### WHAT MAKES YOUR JOB SO COOL?

The coolest part is watching new customers try the bar, and seeing their reaction to how good it tastes. I guess there still is a stigma about energy bars tasting bad, so when a new customer tries a 3BAR for the first time and loves it, the look on his face makes me feel like a parent watching my

child take his first step. It's also a great feeling knowing that I'm changing the world's fascination with eating crap—one product at a time.

**HOW DID YOU COME UP WITH THE IDEA FOR 3BAR?** It came from my 96-year-old Italian grandmother's cookie recipe that I used to make growing up. As a personal trainer and fitness model in Los Angeles, I used to bring them to my clients' homes when they had parties and one of them asked that I make it healthier, so that's what I did. I experimented in the kitchen and figured out how I could make them balanced and vegan and a lot healthier. A few clients ordered them and I made them every night in my kitchen for nine years until I found a factory to produce them.

**WHAT MAKES 3BAR DIFFERENT FROM OTHER BARS?** 3BAR is different on so many levels. It's 100 percent natural, vegan, wheat and gluten free, trans fat free and made with organic ingredients. It's low-sugar, cholesterol free, GMO free and kosher. Best of all, it tastes great.

**WHERE DO YOU HOPE TO BE WITH 3BAR AND YOUR OTHER ENDEAVORS IN FIVE YEARS?** I have 13 other products on the horizon, so I hope to have at least a few of those launched, but my ultimate goal is to be the number-one energy bar in the world. I would love to have a company where my children, grandchildren and close friends could all work together. **CM**—PW

[ WINNER'S CIRCLE ]

## GIRL POWER

RACHEL CHAMBERS  
SARASOTA, FLA.



Chambers, 38, won the women's division of the Chilly Willy Duathlon at Ft. Desoto Park in St. Petersburg for the second year in a row, posting a time of 1:11:13. The Valentine's Day event, a 5K run, 10-mile bike and 5K run, lived up to its name with a race-time temperature of 41 degrees. A registered dietician/nutritionist, Chambers is a professional elite duathlete and a member of the elite Team New Balance running group. In 2003, she competed for Team USA in the Long Course Triathlon in Ibiza, Spain. She has been a USA Triathlon All-American triathlete for each of the past seven years.

ELAINE FELDMAN  
SAFETY HARBOR, FLA.



Feldman, 52, was one of five elite athletes who set a Guinness World Record for the longest workout ever. The athletes trained for 25 consecutive hours at Anytime Fitness in Clearwater on February 26-27, breaking a mark of 24:55 set by a group of athletes in the Netherlands in 2006. The event also raised money for several charities, including Red Cross Haiti Relief. At least two of the five were training at all

times, with the others taking brief breaks to shower and eat. Feldman, a certified personal trainer who has won several bodybuilding and figure competitions, is no stranger to Guinness. She holds the record for longest jump rope workout ever, having jumped for eight hours straight in 1999. —PW

Joshua Servi, 24, of Longwood wins Ocean Deck Winter Duathlon in Daytona Beach on Feb. 20 (50:09).