

USA/CAN Cycling To Serve April Newsletter

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April is Membership Month!

It's a great time to grab a friend, hit the road and enjoy the great weather. Reach out to your cycling Rotarian friends and share the benefits of joining Cycling2serve.us.

Cycling2serve is one the best values in all 64 Rotary Fellowships:

1. Monthly Newsletter with upcoming events, articles on safety and tips on creating a Rotary cycling FUNraiser.
2. Master calendar for Rotary cycling events in USA, Canada with many in EU and Asia. There are already 49 listed this year.
3. Membership Directory USA/CAN and contact list to connect with fellow cycling Rotarians.
4. Discounts and special offers for members only.

It's easy to share these great benefits with your fellow Rotarians. Just click on one for links at the top & bottom of this Newsletter. It's easy, just

SHARE - TWEET - FORWARD

Team Rotary RAAMs Polio in "Race Across America"

C2S Rotarian, Bob McKenzie keeps cycling in the news! Check out the March issue of the Rotarian for the great article on Bob's preparation for this year's Race Across America to raise money to help end

Polio. Please consider helping Bob and his team by contributing to their fund raising efforts. Remember, any money you donate through this link count towards your PHF recognition! Not only that, but your funds are matched by the Bill and Melinda Gates Foundation! Definitely a Win-Win for everyone!

So, share Rotary and cycle safe!

James Morrison

Albuquerque Del Sol Rotary Club

Planning Your Rotary Cycling Event

Where Does It All Start?

by Richard Stakelum, Ed.D., Event Director, Ride The Point



Planning for a charity bicycle event starts a year in advance with the formation of a committee which consists of a director, event coordinator, volunteer coordinator, route coordinator, marketing coordinator, and sponsorship coordinator at a minimum. Researching other local events, we determined the optimal date with the least interference was Veterans Day

Weekend. We then had to reserve the date and get authorizations from the City, County, Port, and other government agencies for the areas that we planned to ride through. We also needed to garner support from other civic organizations to reduce public concerns.

We teamed up with Moment Bicycles, a local bike shop that had experience putting on special events since they produced the San Diego Classic Triathlon. Their contribution included knowing who to contact, how to apply for permits, and providing much of the equipment necessary to host the event. The first few years, the event started and ended in their parking lot – providing advertising and customer traffic for the shop. The biggest advantage for the ride was the volunteer time of an experienced event coordinator who knew what was necessary for success and kept our volunteers gainfully employed.



The ride was kept intentionally small – our goal was to be a boutique ride rather than a large one. Costs escalate quickly as the number of riders increases due to the need for road blockages, safety equipment, and city services. Several large local rides have been discontinued due to the astronomical costs of putting on a large unique ride, and those costs cut into the fundraising opportunities. By staying small and an all-volunteer event, we have been able to keep costs low enough for sponsorships to cover the expenses and leave all rider fees for charity.



The key to putting on a successful event is the ability to attract good volunteers. As a small club, we had to look to the community for much of the support necessary to put on the event. Through community outreach, our volunteer coordinator has attracted a large contingent of volunteers

Coordinator has attracted a large contingent of volunteers from other clubs and civic organizations. This outreach has helped build recognition in the community for all the good things Rotary does, and helped build the reputation of the Point Loma Rotary Club. This has also helped the club recruit a younger and more involved membership due to the healthy lifestyle and family friendly atmosphere created by the event.

In follow-on newsletters, I will discuss executing a successful event, and would appreciate feedback from event directors or others who have put on similar Rotary bicycle events to pass on lessons learned and best practices.

C2S PR Moment

Mech Me Keep Riding

by Edwin A. Velarde, Director of Publicity, Cycling to Serve USA/CAN



Last month, I advocated the importance of nutrition when venturing out on long-distance rides (“Fuel The Fun”, March 2018 C2S Newsletter). Confidence that you’d be able to pedal back home or reach your final destination is one of the keys in extending cycling enjoyment.

Like nutrition, another important factor that will help boost confidence is having the ability to handle mechanical issues out on the road. There are many locations we ride where Uber is not available or with luck (rather, lack of), not have network service to call the Sag Wagon (read Significant Other). I’d like to share with you some of the things you can add to your long-distance cycling arsenal.

Everyone who rides a bike for whatever purpose needs to be proficient at recovering from a **flat tire**. It is the most common mechanical issue cyclists face. Recovering from a flat is simple when you know what you’re doing but if not familiar, it can be frustrating. There are many videos in social media that you can reference to learn or improve your technique. I suggest practicing a few times at home especially if you rely on CO2 for inflation. Last thing you want is to inadvertently empty the last CO2 cannister to atmosphere and leave your new tube uninflated. Tip: Check tire pressure at the start of the ride and inflate sufficiently. I personally ride between 7-8 Bars (100-116 psi) depending on weather and road condition. Too low of a tire pressure are more susceptible to flats. Tire pressure is also effected by rider weight, tire width and purpose/road or trail conditions. If you have any doubt or questions, ask your local bike shop.

Even the best finely tuned machine, can experience a **chain drop**. Imagine if your steed had never seen a tune-up? It is good practice to have at least one tune-up every season by a reputable mechanic. A road bump and mis-timed shift can make the chain fly off track. When this happens, your fingers are going to get greasy. Someone told me once that there’s a reason why most cycling shorts are black. The rear derailleur’s idler pulley cage is spring loaded and can be moved to reduce tension allowing for some slack, so the chain can be repositioned back on its ring with ease. Once



you have a few links back on, rotate the crank forward to complete the task. You're ready to roll again but don't get your handlebar greasy!

It rarely happens but a **chain can break** at the worst of time and you'll need to be ready for it. I personally use SRAM Red22 chains on all my bikes for its lightness, shifting crispness, ease of maintenance and emergency recovery. SRAM supplies its chains with Powerlink, a chain joining mechanism that can be installed and removed easily without bulky special tool. I always carry a spare Powerlink ready for use if the chain fails. It's a great temporary remedy for a broken chain until you can get a proper replacement. Note: KMC Missing Link is a similar product that can be used to convert pin-type chains to link-type and can work with SRAM, Campagnolo & Shimano chains. I find that the KMC link is easier to install and take off.

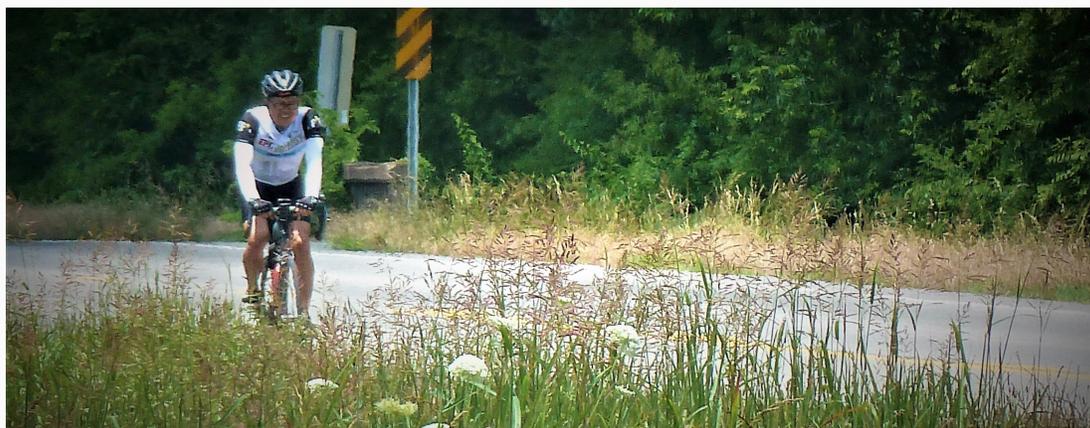


When suddenly you feel extra drag caused by brake pads touching the wheel, you probably **broke a spoke** and now your wheel is out of true. Most component manufacturers equip their brakes with a small lever to open up the caliper. This is useful to allow extra clearance when pulling out a wheel. This feature can be used to give more clearance for an out of true wheel, but I do not recommend riding for a long time in this condition. Outside of carrying the tools and spare spokes in case of a chain emergency, I carry a set of FibreFix Kit. It's a small kit that comes with a Kevlar cord, leverage and tension bits and a spoke tool to repair your wheel and stay safe. FibreFix is elegantly simple and comes with a very easy to follow instructions. I've ridden 75k with FibreFix and couldn't tell the difference.

An important part of my preparation for the upcoming 1,200k Epic Journey Against Diabetes in June is to be well equipped to tackle mechanical issues. I will be riding alone most of the time. This will take anxieties off my mind so I can focus on the physical, nutritional and logistical tasks during the ride. If you or someone you know will be along my route, please join me for a section of the ride. Many Rotarians from States of Missouri, Illinois, Michigan and Province of Ontario are joining me in different areas.

I hope you and your Rotary Clubs can support this effort. [I am raising funds to help Rotarian Action Group for Diabetes](#) further their work in addressing the [Global Diabetes Epidemic](#). *Diabetes is a major public health problem in North America and around the world.* Learn more about the ride and how you can support <http://bit.ly/epicjourney2018>

If you have any question or would like to share your cycling adventure, join us at the C2S Facebook Page. We'd love to hear from you.



Membership Moment

Five Ways to Get Better

by Alan Havir, USA/CAN C2S Membership Co-Chair, PDG 5495,



INSPECT WHAT YOU EXPECT or WRITE IT DOWN

Keep a log and track everything important like: your mileage, average speed, calories, heart rate, water, terrain and more.

Today this is easier by putting a computer on your bike or an app on your phone. You can put that information in a log or download to your computer at home. Track your workout regimen. Your daily log should have words like: flats, hills, intervals, TT (time trial), and more. *(ed: Don't forget to join our [Strava club](#) so other cycling Rotarians from around the world can cheer on your accomplishments and rides!)*

Do you really want to know how your fitness is coming along? Track this. Every morning when you first open your eyes, and before anything else, reach for your stopwatch on your phone, put your fingers to your main artery on your neck and count your resting heart rate (BPM's). Then write it down in a log, every day. Over time you will see that rate drop as you get in better shape. It's your base score card of your fitness level. In the beginning you will see faster improvements but as you get fit, it gets harder to drop even one beat. That's when you know you are in PEAK shape.

BASE PLUS TEN

In 1960 JFK announced to the world that we would put a man on the moon by the end of the decade. We did it. How'd we do that? Cost plus 10%. Your training and well-being are the same. Let's say you want to ride that 100K at an average speed of 20 MPH, you just bought a new bike and you are starting at 20 miles per week. Next week it's 22 miles and the next week it's 24.2 and so on. Start gradually and you will not have stress injuries and "over training issues". The same goes for running or other aerobic sports.

ZEN OF CYCLING

Think of yourself in time and space. Those pedals going around at 90 RPM's are your continuous mantra. Even if you coast, **keep your pedals going round**. Don't stop going round. Why? Your legs pump blood-carrying oxygen through your body. Plus, when you "soft" pedal you move lactic acid out of the muscles.

At the Tour de France you will see bicycle racers doing a warm up before a race by turning 110 rpms on a trainer. This gets blood-carrying oxygen to all the muscles in the leg. After the race they will do another 20 miles of flats at 100 rpms to get the lactic acid out of the muscles. The real ZEN happens while you peddle along, not remembering the last twenty miles because you've been in that ZEN place.

RIDE WITH BETTER RIDERS

Ride with slow riders you will ride like a slow rider. Challenge yourself to keep up with better riders and you will become a better rider. My first days in



bike racing were a disaster. The group would take off and I'd get dropped immediately. Somewhere down the road they waited for me to catch up. As the weeks rolled on their wait time decreased and they told me, "we're not waiting as long for you". This was all the encouragement I needed. Get your head in the game and don't give up. You will get better when you ride with better riders.



RACING IS THE BEST TRAINING

Like the previous statement, Long slow training rides will create long slow riders. If you want to ride that century in a certain period of time, then you have to simulate those conditions in your training. Flats, hills, road conditions and pace are part of that. So, train under the conditions of your goal event.

Better yet, ride several of those goal events. When the Olympic bike racers show up at camp they have all been trying to get to peak condition before they arrive. At the end of camp they are in the same pecking order as when they arrived. It's only in the racing season they can move up in the pecking order.

"Anything you can do, you can do better", Zig Ziglar.

Rotary Cycling Events

Want To Find A Ride?

By Colleen Radich, USA/CAN Cycling To Serve Event Chairperson

Spring is here, and warm weather means you can get off the trainers, go outside and cycle to serve around the country. On April 7, hill climbers can tackle the [Assault on the Carolinas](#) with the [Rotary Club of Pisgah Forest](#). This ride features a choice of 100, 60, or 40 kilometer routes, with options ranging from rolling hills on the 40k route to climbs and fast descents on the 100k route with a 6 mile climb up Caesar's Head and a total ascent of 3,727 feet.



cycle to serve and help support autism charities wherever you are.

If you enjoy the flats more than hills, you can cycle on the Courtney Campbell Causeway Trail in Tampa, FL on April 7 in the [Ride for Autism](#). Brought to you by the Tampa Interbay Rotary, this 6, 12, 16 or 32 mile ride raises funds for Autism charities. Can't make it in person? No problem, they also have a virtual rider category meaning you can

If you want more flat riding fun, head to Flagler Beach, Florida on May 6 for [Cycle Flagler](#). After a start on the runway, cyclists can bike 24, 40, 66 or 100 miles, or enjoy a 16 mile family ride on a scenic nature trail. In joining this ride, you will be cycling to serve children and families in the Flagler Beach area, helping to provide nutritious food from Project Share food distribution, scholarships,



books from the Imagination Library, pack n play cribs to help prevent SIDS, and other community and international service projects.



Cyclists can cycle to serve and help in Napa Valley on April 21. For over a decade, Cycle for Sight has benefitted The Pathway Home and Enchanted Hills Camp for the blind and visually impaired. In light of the tragic events at The Pathway Home on Friday, March 9, 2018, cyclists will ride in unity at this year's Cycle for Sight to show support for the families, friends and colleagues who share in this terrible loss. Please join in on April 21st to honor Executive Director Christine Loeber and staff psychologists Dr. Jennifer Gonzales Shushereba and Dr. Jennifer Gray Golick, who served as the program's core clinical team. Cycling distances of 15, 25 or 50 miles give something for every type of cyclist, and the post-ride festival, always a hit, features the sounds of band Pride & Joy accompanied by the tastes of local cuisine from Napa Valley restaurants and a bounty of great Napa Valley wineries and micro-breweries.

Tour de Cookie



Cyclists who enjoy biking and cookies can ride the Tour de Cookie in Arizona with the Rotary Club of Marana. Along a 30-mile loop of the Santa Cruz river bike path, twelve community organizations and businesses will each have a station, where they will be handing out cookies to joyful riders. This is not a race, but a casual ride with great friends, family, and uniquely delicious cookies.

Looking for different opportunities to cycle to serve, without breaking a sweat? Help bring the power of bicycles to others in need with World Bicycle Relief. Rotary and World Bicycle Relief have teamed up to mobilize individuals and communities by providing bicycles which will be used by students, farmers, health care workers, and others as their transportation, to help with cultural and economic development. You can find out more by visiting <http://rotary.worldbicyclerelief.org>.

Visit the cycling2serve.us/events calendar and look for more opportunities to cycle to serve in your area, or wherever you will be this summer. You can find cycling events near your favorite vacation spot or your relatives and add cycling, service and more fun to your summer trip.



News and Updates

Newsletter

Interested in Submitting an Article for the USA/CAN Cycling To Serve Newsletter?

By Jeff Ott, President, Gateway Rotary Club (Lacey, WA), C2S Treasurer & Newsletter Editor



We are always looking for new articles for upcoming newsletters. Did your club have a successful cycling event this year? What did you do right? What did you do differently? Did your club have a not-so-successful event this year? Can you share your lessons learned? What would you do differently?

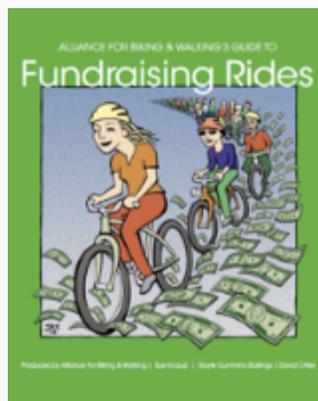
Did you ride in a Rotary held cycling event? Please share your experience. What did you like? Did you take any photos?

Here are some points to keep in mind when considering an article for the USA/CAN Cycling To Serve Newsletter:

- Consider the audience. You are writing for fellow Rotarian cycling enthusiasts. Limit the use of jargon, slang or other language that is not appropriate for the

audience.

- Articles should be informative, engaging and educational regarding how Rotarians can use cycling as a means for fund raising or first hand experience riding in or working on a Rotary Club sponsored event.
- Submit articles electronically. Use of MS Word is preferred but not required. Handwritten articles cannot not be accepted.
- Spell check and grammar check your article.
- The newsletter editor has the right to edit your submission for content and length.
- We cannot accept previously copyrighted articles.
- Articles should be 300-600 words in length.
- Photos are welcome!
 - Submit photos electronically as type .JPG or .JPEG.
 - Photos are best that include happy cyclist and preferably including Rotarians, identified by their jersey, dress and/or logo.
 - Photos should be full size and high resolution for best reproduction.
 - Do not embed photos into the article. Send them in a zipped or compressed file along with the article file.
 - Provide captions to the photos, identifying people and/or scenery. Identify the photos by file name.



Announcing A New "How To Plan Your Rotary Cycling Fund Raiser" Regular Feature!

Starting with the February Cycling To Serve newsletter, we will start to draw on the experience of some of our Fellowship members on how THEY plan a Rotary cycling event. Even if you already hold a cycling

fund raiser, there is probably something you can learn from others. Connecting Rotary Cyclists with other like-minded Rotarians is a prime goal of this Fellowship. This new feature will become invaluable.

If you would like to share some of YOUR experience, send an email to: newsletter@cyclings2serve.us. We would like to hear from you!

Do you want to get an earlier start, you can. Check out this wonderful resource, available from [The Alliance for Biking and Walking](#). From their website:

From rural communities to big cities, organizations are planning fundraising bike rides that are bringing them new members, new partners, new political connections, and funds to help their organizations thrive. But how does an organization get started organizing such an event? The Alliance for Biking and Walking's Guide to Fundraising Rides is the first book to bring you the ins and outs of organizing fundraising rides that benefit bicycling. This guide will take you through all the steps of planning a successful fundraising ride, from setting a date to thanking your sponsors and volunteers. Filled with expert advice, samples from successful rides, and take-away tools you can use, this guide is an invaluable resource for the aspiring event planner while offering new tips and ideas to veteran ride directors.

The guide costs \$22.95 for non-members of the Alliance.



Cycling To Serve Benefits!

You already know the main benefits of your Cycling To Serve Fellowship is the ability to connect to other Rotarians:

- That share your passion for Rotary and Cycling
- Who host cycling related fund raising events
- And find Rotary cycling events across the USA/CAN and around the world.

Did you realize you have additional benefits? In this newsletter we welcome new two companies who are offering discounts to Cycling To Serve Fellowship members. For a full list of Fellowship Member benefits and respective discount codes, visit the Cycling To Serve [Member Area page](#).



Dual Eyewear - Dual provides performance eyewear for those athletes who need bifocals in their glasses. If you have trouble seeing your cycling computer, these glasses will work for you! Dual is offering 30% off select products!

Cycling is Social

Want To Get Your Favorite Ride on Our Calendar? Your Fellow

Rotarians DO!

Know of a Rotary cycling event? Please share it by submitting your event by clicking either here or on the Cycling2Serve website!



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook Anyone?

Stay up to date with the latest in Fellowship happenings on our Facebook Page

<https://www.facebook.com/cycling2serve/>

The Strava logo, featuring the word "STRAVA" in a bold, orange, sans-serif font with a small "TM" trademark symbol to the right.

Got STRAVA?

Stay connected with Rotarian Cyclists from around the world on a [Strava Club just for Rotarians!](https://www.strava.com/clubs/Rotary)

<https://www.strava.com/clubs/Rotary>



On TrainerRoad?

Join the TrainerRoad Team! We will be adding workouts to help you prepare for your next Century or Fondo!



On Zwift?

Add "Rotary" after your last name so other Rotarians can see you as you ride the roads of Watopia, London or Richmond.



Safe cycling from your Cycling To Serve Fellowship Board!

James Morrison - VP USA / CAN (vp@cyclining2serve.us)
Dan Kapsak - Secretary
Jeff Ott - Treasurer (treasurer@cyclining2serve.us)
Tom Drennan - Membership (membership@cyclining2serve.us)
Colleen Radich - Events (events@cyclining2serve.us)
Kristin Brown - RI Coordination
Jeff Ott - Past VP USA/CAN, Newsletter (newsletter@cyclining2serve.us)

Cycling To Serve Rotary Fellowship



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