

ROLLIN'

Newsletter of the Silver Wheels Cycling Club, Inc.

March, 2013

SPECIAL BUSINESS **EDITION**



Editor's Column

By Larry Best

So there I was, minding my own business as usual when, all of a sudden I took a look at the Women's edition of Rollin' this month and mentally added all the rest of the stuff that had been sent in and figured the March edition was starting to look like the Chicago white pages. I decided to send out two March editions, one women's edition and one "business" edition. The business edition (this one) contains reports from various committees, coming events, what was discussed at the leadership retreat, upcoming rides, etc. Hopefully this will be a one-time event because it means double work for me. But after all...that's why I get the big bucks. So without further ado, heeerrrs the Business Edition.

Silver Wheels Board Prepares for 2013 During Retreat

by Ed Stewart, President

The Silver Wheels Board of Directors and other club leaders met January 25-27 review 2012 and plan for 2013 to help guide the club in its 16th season. We met at the Coupling Reserve, a park operated by the Erie County Metroparks. The group met in five different sessions totaling nearly 16 hours of discussion and decision-making.



Session 1: 2012 Goals. Of the eleven goals set by last year's group, two were not met and one was partially met. For the sake of brevity, they are presented here in summary. We did retain at least 80% of our membership (80.3%). We increased our total membership by more than 10% (to just fewer than 300). We added some leadership information and event photos to the new website but did not add board photos. We reached more than 40 individuals through the combined education opportunities. We offered at least one All-Star event per month. We increased the percentage of membership that rode from 58% to 68%. We donated far more than our minimum of 10% of net income to advocacy organizations. We participated in the Lorain County Metroparks Holiday Lights program. We did not publish a club newsletter per month. We did update our public image through changes in our literature and website.

Session 2: Social Events and Activities.

Membership Meetings The Social Committee will be providing the food for each of the meetings. Joe Etzler will provide a short summary of recent Board Meetings at each meeting. Name tags will be used again, provided by the Membership Committee and new members will be welcomed a half hour before meetings. Meetings will be held at the same location – Carlisle Visitor Center, 7 p.m. The tentative schedule includes the following: March 21, Helmet Safety, Seat and Bike

Fittings (Dave Weber); May 16, previews of GOBA and Dog Days (Gary Schmitt and Ed Stewart); July 18, Bike Camping and Dog Days Wrap Up preparations; September 19, Holiday Lights and Halloween Ride presentations; November 22, Cold Gear for Biking, Other Winter Activities. **Social Rides** – Six existing social rides will continue (Chili Wiener spring and fall, Depot Days, Fourth of July, Etzler Picnic, and Halloween Ride. Other All-Star Rides discussed – Towpath Ride including staying at the hostel and riding the train, Bike “Rodeo” with riding contests of some sort, Trip to the Cleveland Velodrome. **Dog Days Wine Tour** – Saturday, July 20. There will be a few things different for this year but most things remain unchanged. Volunteers will need to be assigned by areas of need a time but still honoring preferences as much as possible, we are changing one stop from Wellington reservation to along Peck Wadsworth Road, the area bike shops are being asked to have stations at each major rest stop, all rest stops will have first aid kits, some food preparation and serving improvements will be implemented, all tee shirts will be the wicking fabric, a new Century Dog tee shirt is added, the jersey will have a sleeveless option and the color will be changed slightly, and we are looking at an on-site credit card option.

Banquet – Tom's Country Place, Avon, Thursday, December 5. Will try to make the awards process move more quickly. **Other Social Events** – Founding Day will be on Saturday, April 20 at Swerve Bike Shop, Ride Leader Appreciation Party. Other events discussed but not solidified. The Social Committee has added more members, which were needed.

Session 3: Non-Social Events and Activities **Membership Committee** – Sunshine Card Project was begun last year and was managed by Tia Andrako, who designed a

few nice ones, which can be used this season. **A Memorial Ride will be held on Wednesday, May 15 with more** info TBD.

Directory – No changes to the directory other than any sponsor changes that occur. **Adopt-A-Highway** – moved to drop the program due to lack of involvement among members.

Website – Numerous changes have been instituted and more planned. Board photos were shot and are now on the site. The mileage record will see interesting changes, including a unique search feature. Memberships will be possible to be created online and paid through Pay Pal, if desired. More changes will occur soon. **Newsgroup** – No problems

Newsletter – the board and committee chairs will be participating as contributors more often.

Session 4: Ride Events and Activities

2013 was stellar with 37 leaders leading 606 rides for 193 members who rode at least once, aggregating 132,003 miles. **Ride Committee** recommendations for 2013 – to end giving recognition pins after this year, continue top miler male and female, continue ride leader of the year, continue the metal water bottle for first club century completed, and continue the ride leader recognition program. The Ride Leader Training Program will be handled differently, but yet to be determined. All-Star rides need more coordinators outside the Ride Committee. Special rides and special projects were discussed. Check the ride calendar for details when these become scheduled.

Session 5: Goals For 2013

Retain 80 % of the membership Increase total membership by 10%

Secure income that matches our expenses

Establish an emergency fund

Upgrade the website with board photos, club pictures, and create a ride leader section

Define and enhance the Ride Leader Education

Seminar

Reach 50 participants in our education opportunities

Offer a minimum of one All-Star event per month

Involve at least 70% of the membership in club activities

Donate 10% of our net income to advocacy organizations

Participate in at least one community event

At least two newsletter articles per month to be contributed from the membership

Organize at least one family-oriented event

Continue to accurately reflect the membership of the club in all media

Whew!



Membership News

Eva Weber, Membership Chair

Membership Milestones ...

First membership renewal for 2013 received from Bob Forney of Toledo on 11/20/12.

300th member: Bill Green of Avon who joined 2/7/13

First member to join and pay on-line: Julie Cvitkovich of Lorain joined 2/12/13

As of February 17th Silver Wheels is 309 members strong! We've never had that many members in our history! Unfortunately that number will drop March 1st when those members who have not renewed are inactivated in our roster. Some have health issues and are no longer able to ride. Some have become too busy with family or careers and haven't found time to ride with the club any longer. Some have just lost interest. And some have moved to Oregon ... Like Ray and Ralene Linneman who notified me that they are now living in Springfield OR, just outside Eugene. Ralene reports that the cycling is wonderful there and a bike path along the river is just a block from their house. Most of the streets have bike lanes. Ray is just finishing up his job in mid-February in Houston TX with a March 31 retirement date. They'll be getting involved with a bike club in the area this spring. If anyone is heading out to Eugene OR way they would love to hear from you and perhaps share a ride. Their e-mail has not changed.

Welcome to New Members Since January 1st:

Ray & Shelley Cull, Lorain

Julie Cvitkovich, Lorain

Carl Gonzalez, Bay Village

Bill Green, Avon

Shelby Grosswiler, Norwalk

Mary Hill, Vermilion (husband Steve already a member)

Lynn Keuchel, North Ridgeville

Randy & Sandy Lottman, Elyria

Marty Martinez, Elyria (former member has returned)

Sandra Thayer, Elyria

Sue Wells, Berea (husband Rick already a member)

Be a Buddy

Membership Committee is now recruiting current members to be a buddy to a new member. When someone on our Membership Committee places a welcome call to a new member, we explain the buddy system and ask if they would like to be paired with a buddy to help them get acquainted with the club. Many new members are comfortable just rolling right into the club, and may already know another person in the club. However about 30% of new members last year, did ask to be matched with a buddy.

The duties of a club buddy are to help a new person determine their ride * level; meet and ride with the new member the first club ride or two that they come to; introduce them to other members and the ride leader; tell them about upcoming club activities, rides, and meetings; answer their questions and just be a friendly face in the crowd of 300 members! Bottom line ... you're there to help them get involved in

the club during their first month or two of membership.

If you're willing to be on the buddy list, contact Eva Weber and let her know the star level you typically ride and whether you would also be willing to ride lower star levels a couple times with a new member. If you're a good match for a new member, we'll pair you up.

Web In Site

The Club website continues to be a work in progress, with every two steps forward being accompanied by a step backwards. One of the problems encountered in site upgrading is that subsequent enhancements are affecting previously functioning features. We will keep you posted.

The next time you're unhappy with the Club and don't recognize who to blame, come to a ride/social event, ...or, check out the pictures of the Board posted on the Website under About Us>About Silver Wheels Cycling Club. Kudos to Larry Best for making this group look presentable.

Over the last several months several pictures have been added to the website, About Us>Slideshows and Videos. Check it out – you may be a star and not know it. Also, the 2012 Dog Days Wine Tour video by Mary and Steve Osmialowski is now showing on the DDWT website page. If you have some great Club pictures, send them to Tia at tiala@mac.com with some explanation, who is in them, captions, etc. They might make the cut and be deemed website worthy.

Star Chasing

Now that the "good" riding season is about to start it might be time to think about cycling goals for next year.

Many club members are satisfied with the speed and distance that they now ride. If that is the case, there are many club riders that fit that desire. Others might want to improve some aspect of their time in the saddle.

The most common improvement that most seek is riding speed. It's very important to realize that when you set out to increase speed, everyone, absolutely everyone, who has ridden with faster riders, knows the feeling of "Uh oh, I think I'm getting dropped." Just knowing that others have felt the same can help power you through. Improvement comes from putting in the miles and building better aerobic capacity. Books and articles on interval training are very helpful, but there's no easy way other than putting in the saddle time or other aerobic activities. Many of us believe that, although other workout regimens are helpful, nothing is better than doing the miles. Stay tuned for the possibility that Gregg Orłowski plans to put some interval training rides on the calendar. These will be very individualized and will work for any level rider.

The club star chase system is also a great way to build up speed and miles. It really takes the pressure off being dropped. Some club members have taken the next step by hanging on to a faster group for as long as possible and dropping back when they are at their aerobic threshold. It's very rewarding to see riders lengthen the miles that they can stay with a faster group week after week.

Currently, the star chase concept is only being done in the longer daylight hours on Wednesday evenings. Since that time isn't possible for some people, perhaps a weekend ride would be another star chase possibility. Anyone interested in this, please respond directly to me, Dan Roob at danderob@roadrunner.com, with suggestions on starting time and weekend day desired. We would also need ride leaders for each star speed. There is no rush for the response, since we'll have a lot of cold, wet, spring weather to plan. The most likely time to start the weekend star chase will probably be early April. One possibility might be to alternate between Saturday and Sunday, so everyone would have a chance to join in.

Hiking with Silver wheels, by Joel Edmonds

When the snow begins to fall in Northeast Ohio many Silver wheelers lace up their hiking boots and hit the trails. We have had as many as 4 to 20 hikers show up for a walk in the woods. We have been led by Joe Etzler, Ed Stewart, and me on hikes in many of the parks in Lorain, Cuyahoga, and Huron County. Our hikes are sometimes a challenging romp through hilly terrain and narrow passages over rocks and fallen trees and a few stream crossings, and sometimes our hikes are a leisurely stroll on well-groomed trails. Easy or hard, our hikes are full of surprises and adventure. We see some of the area's most interesting natural wonders. We have seen deep quarries, picturesque waterfalls, gigantic icicles, extraordinary rock formations, and many snowy ravines and streams. We wander about aimlessly simply enjoying being one with nature and eventually find our way back. Naturally, we only got lost when Ed Stewart was leading.

We have an interesting hike on Saturday March 16 in the Cuyahoga Valley. We will be visiting the nesting site of about 60 Great Blue Herons known as a Rookery or Heronry. They return to the same spot every year to propagate the species. We will hike by and stop to watch the nest building and courtship rituals of these majestic birds. We will have two hikes, one very challenging hike at 9AM along with one a little less challenging at 11AM, both from the Ira Rd. trailhead. We hope to arrive at the Rookery at about the same time and perhaps discuss where to lunch.

If interested in joining us you may contact me at lostonthetrail@gmail.com for further details.



Heron Rookery





Sunshine Committee:

Silver Wheels tries to send cards to members for mishaps and celebrations. We need your help to keep us informed about member's accidents, illness, deaths, marriages, and even pregnancies to Cindy Pesta (February-March) and Marilyn Torres (April- Dec.) Thank you! We hope everyone has a safe biking season.
Cindy Pesta-membership committee.

Coming Events

A special club ride (Covered Bridge Tour) is planned for May 25th to May 28th. It will be a tour of the covered bridges of Park County Indiana. We may also be kayaking on Sugar Creek and hiking at Turkey Run State Park. Turkey Run state park is located 55 miles west of Indianapolis. Maps will be available for several loop rides. Starting times and locations are yet to be determined.

<http://www.coveredbridges.com/> has some good information about the area. More details to follow.

Some places to stay nearby are:

The Owls Nest B&B 765-569-1803

The Bubble Gum B&B 765-569-6630

Park Bridge Motel 765-569-3525

Motel Forest 765-569-5250

Contact Karen Paulsen

kjpaulsen73@hotmail.com; Pat Perkins

lorpkp@yahoo.com, or Joe Etzler

joetzler@gmail.com for more info.

GOBA

**Starts June 15th starts and ends at
 Urbana, Ohio**

<http://www.goba.com/routes/index.html>

March 2

10:00 AM

Chili Wiener All Star Ride

Oberlin Depot

LAST PAGE

