

Rollin'

Newsletter of the Silver Wheels Cycling Club, Inc.

January, 2015

President: Gary Schmitt, [216-701-4283](tel:216-701-4283)
 Vice President: Deb Wailes, [937-239-2643](tel:937-239-2643)
 Treasurer: Rick Wells, [440-243-2726](tel:440-243-2726)
 Secretary: Larry Best, [440-309-6449](tel:440-309-6449)
 Membership: Randy Lottman, [440-322-5615](tel:440-322-5615)
 Membership: Emily Townsend, [440-963-7180](tel:440-963-7180)
 Ride Chair: Bob Burkhardt, [440-282-1122](tel:440-282-1122)
 Website Coordinator: Tom Weber, [440-774-9034](tel:440-774-9034)
 Merchandise: Cindy Pesta, [440-371-0617](tel:440-371-0617)
 Newsletter Editor: Larry Best,
cycletheus2012@gmail.com



Editor's Column



By Larry Best

So there I was, minding my own business as usual when, all of a sudden I remembered a letter that Sherm McKee, proprietor of Bike Authority sent to me via email. A couple of issues I poked some fun, and maybe more than that, at a new bike that Trek was making. The bike is called the Emonda SLR 10. It's so light that bricks have to be tied to it to prevent it from floating away. The bike costs about \$16,000. I went on to say how

ridiculous I thought the price was and that riders wouldn't make such a purchase, at least very few of them. And if nobody bought them the manufacturers would soon get the idea and lower their prices on not only that particular bike, but others in their line as well.

Sherm pointed out some things I hadn't considered. While he agreed that very few people would buy the Emondo, the technology used to build it would be used to improve lower cost models. Sherm said think about an inexpensive bike that costs around 2-\$300 that you might have bought 5 years ago. If you bought that bike for the same money this year it would be a much improved piece. He's right. I remember the first "10 speed racer" Schwinn Varsity that I bought. Compared to the same

bike today...well there'd be no comparison. Sherm also sang Trek's praises because that bicycle company is willing to take risks like building machines like the Emondo. That, in his opinion, separates Trek from most of the other manufacturers who are relatively stagnant in truly original development.

The best thing about Sherm's letter is that he wrote it. In all the time I've been writing this column it's the very first time I've heard anything from anybody. **Anything.** Sometimes I think I could write the 1st three stanzas of Mary Had a Little Lamb and nobody would notice.

So thanks for writing, Sherm. I truly appreciated your letter and maybe others will follow suit.



Subject: SWCC Planning Conference

The SWCC Planning Conference will be held on Saturday, January 10th at McBid Hall located at Twin Lake Park at 42660 Albrecht Rd. Elyria, Ohio. The meeting will be from 8:00am to 8:00pm. All members are encouraged to attend and participate in this process. Ideas and suggestions are always appreciated. We will be planning rides, social events, and will discuss Dog Days and our 2015 budget. We need to know if you're attending in order to have refreshments available. Please contact Gary Schmitt at gary.schmitt@att.net if you will be

attending. If you can't attend please submit any ideas or suggestions to the same email address. Look forward to seeing you.

Gary Schmitt

President Elect

2014 Year at a Glance

By Ed Stewart

Whenever I talk to people about Silver Wheels Cycling Club, they often raise their eyebrows in disbelief over the facts and figures I relate to them. You are part of a remarkable organization - uniquely different from most other bike clubs. Here are some of the reasons why Silver Wheels stands out as the **region's premier cycling club.**

The Board met **10 times**, including an all-day retreat in January. Our membership grew to over **355, a growth of over 10%.**

The club had **5 membership meetings** at Carlisle Visitor Center. One of those featured our first ever members' **Craft Show, organized by Marilyn Torres.** Innumerable other meetings were also held by committees - ride committee, membership, website, social, dog days, platform, banquet, nominating, pink ride, craft show, and Holiday Lights.

The calendar shows **about 550 rides**, although some were canceled. Included on our calendar were rides with other groups, including the **Jeromesville Journey, Red Flannel, Roast Your Buns, Portage River Ride, Hancock Horizontal Hundred, WOW, Sunday in June, and of course GOBA, AFROST, and Flatlanders Uncovered Bridge ride.** We had some of our own special multi-day rides, going to **Westerville** for 4 days, **Petosky** for five days, and **Western Ohio** for 3 days.

Between **Larry Best** and me we showed **22 educational sessions** of some sort, although some may have been canceled. **Dan Roob and Greg Orłowski** held some drinking classes at

FatHeads and other locations.

This year we felt the need to dine together in the off season and dinner socials were added at **Don Ramon's** in January and at **Wood and Wine** for Valentine's Day. And another trip to Don Ramon's later in the summer.

Our first ever **Pink Ride** for breast cancer awareness was held in May, created by **Pat Serio**. This was the first time the club had ever held a benefit-type ride. In 2015 we plan to have a blue ride to heighten awareness prostate and testicular cancer.

We held our first ever fund raiser for a special project, the **rest area on the North Coast Inland Trail**, by selling tickets for a bike. **Ann Hauser** won the drawing and has been all smiles ever since.

Through our alliance with **Swerve Bike Shop and Lorain County Metroparks**, we constructed an awesome rest area platform on the bike trail, something all members can be proud of for many years to come. Many members helped in the construction and feeding of the construction crews, led by **Dan Roob**, our foreman.

And we held another highly successful **Dog Days Wine Tour**, serving around **350 guests** and feeding over 425 people. Some of them more than once.

We solved an ongoing storage problem by placing a **shed** on a member's property so we can now know what all we have and can access it easily. Thank you **Dave Weber** for the space

Some other firsts for 2014 include

- the first time we ever used an **online registration system**, called Eventbrite.
- the first time we used an **online registration system for Dog Days**
- the first time we used **credit card swiping onsite** at Dog Days
- the first time we ever **sent out our directory online** instead of mailing a printed version
- the first time we did not mail

invitations for the annual awards banquet, using online service

In other words, 2014 was a pretty good year.

And 2015 looks to be an exciting one developing already.

Elected Officers and Directors for 2015

Compiled by Ed Stewart (Most of these statements are really true)

This next year we will see a few new faces on the leadership team and it seemed appropriate that we meet them more formally through the newsletter so you can get to know them better. As with the rest of the club, we have a mixed bag of characters we have elected to lead. That is a good thing because they each bring with them their own unique background, interests and goals for leadership.

I asked each of our elected officials to answer the same few questions briefly. I admit I have done a little editing, but very little. Here they are:

President, Gary Schmitt

Joined the SWCC in spring of 2010. Gary was elected as a Director in 2010 and then as Vice President in 2012. Members elected him to President this past November.

He had been non-club cycling for 20 + years in the Cleveland area. Generally rides 3 or 4 star rides but also 2 star. Sometimes trying the open rides.

Employment has been with THIRD FEDERAL SAVINGS for 22 years as a Facilities Manager at the Corporate Offices in Cleveland. Duties include Management of Maintenance, construction Design, budgeting and overseeing upgrades, of all the buildings and branches that Third Federal operates.

Education: BS degree from Cleveland State

University in 1975 with an Industrial Engineering Technology degree. BOMA Trade Certificates in Facility Management and Maintenance.

“I desire the SWCC organization to continue to serve and assist Cycling for all club members and community. There is a need to put forth effort by all club members to share the load in the mission and goals of the club. I saw a need to step up to give, assist and to lead in those goals as the club begins its next stage of evolution in growth.

“A famous Cyclist is quoted as saying ‘Ride as much or as little, or as long or as short as you feel. But Ride’. *Eddy Merckx*

“My general goals or visions for the club, is for the club to continue enhancing the opportunities of club members to ride with in the mission statement. Some specific Items I believe that are needed to be addressed by the club are:

- Holiday Lights at Carlisle. We should make a commitment for 2015. It is a good Public relations method.
- Meet club commitments to the community, such as Huron rail to trails, the Pink ride & others, Projects similar to the Trail platform construction.
- Ride Leader training. This would include, organizing within the club, conducting, set up planning, getting assistance and riding and publishing results in pictures and stories within Rolling or web site. WE have lots of expertise in our members. How to we share this information and tell our story. This sells our club.
- Keep the existing Education of Riders in the forefront. Get and keep Training of existing and new members
- Resolve Social committee duties for club rides. how to set up, who runs in an equitable way.
- Dog Days assist in organizing for 2015. Set up of organization and commitments for the event.”

Vice President, Deborah Wailes

Joined the SWCC in spring of 2012, but rode with the club in 2011 as a guest.

Deb has been cycling for approximately 8 years (she is also an avid marathon runner).

She usually rides 3 or 4 star rides, but sometimes opens.

Deb works part-time as a weight-loss/wellness consultant and is an ongoing student in the field.

“I feel honored and am looking forward to serving the membership of the SWCC in the capacity of their VP. My goal is to work very closely with Gary Schmitt and the leadership team to promote Cycling for all club members and the community.

“I embrace the challenge of serving this great organization and assisting the members to work together to bring about safe and exciting cycling opportunities.”

Treasurer, Rick Wells

Joined in 2011, was elected to Treasurer in 2012 and re-elected in November to his second 2-year term.

Rick has been cycling round 10 yrs. Was a runner for a number of years.

He rides mostly 2 and 3 star rides but also likes to ride 1 star rides with his wife, Sue.

Rick worked for Ford Motor Co. for 35 yrs., mostly in maintenance as a millwright. Graduated a Millwright Apprenticeship program and received his journeyman’s card.

“I took this position because if no one volunteers their time and energy there is no Silver Wheels Bicycling Club, and that would be a shame.

“I would like to see the variety of rides to

continue to grow so that riders of all abilities have a ride suited for them. I would like to see the social part of our club to remain important. I feel that is what makes this club special, that we don't "just ride bikes" but like to have a good time off the bikes too. I would also like to see more members become involved in the running of the club."

Secretary, Larry Best

Larry joined Silver Wheels in 2002 and has been very active since. Prior to joining the club he has been a member of other cycling clubs and even did some competitive cycling. In all, he has been cycling over 50 years.

[When a vacancy opened up in the Secretary spot, incoming president Gary Schmitt asked Larry to fill in the remaining year of that elected position.]

Employment History: Retired high school teacher. Education: MS in Ed plus additional semester hours.

"Why did I volunteer? I've been a member of the SWCC for 10+ years and have been the editor of Rollin' for the past several years. I wanted to get more involved in club operations so that I can contribute to the policies and the direction the club will take in the future.

"I see the club still growing in membership and I think that's due to the variety of speed and skill levels, frequency of rides, and the diverse location of ride starting places. Non-cycling social activities like picnics, cross country skiing, hiking, snow shoeing, and kayaking to name a few are also very important. My personal feelings are that these activities are fun and desirable, and that they need to be primarily scheduled during the cycling off season so that they don't conflict with cycling."

Director, Joel Edmonds

Joel joined Silver Wheels in 2007. He was first elected as a Director in 2011 then re-elected to a second term in 2013; he will serve his second year of that term in 2015.

He says he has been a cyclist his entire adult life except for the years when raising children interfered. He rides every level but prefers 2* and open. Joel is also the unofficial leader for our club's hiking ventures in the off season.

He is employed by Konica Minolta since 1986 as a Solution Services Associate.

"I volunteered to be a board member because I see greatness in this club and hope to maintain the spirit of cycling fellowship for many years. The future of this club will be driven by its members. As "leaders" our job is to help our members make this the kind of club that they want to be a part of. My contribution will be to make sure we all are having fun. Well, at least I will be having fun!"

Director, David Weber

Dave joined Silver Wheels in 2011. He was elected to the board as a Director later that year and will be starting his second 2-year term in 2015.

He has been cycling road bikes for 9 years and mountain bikes and trail bikes for 15 years. He usually rides a true 3 star, or 2 but sometimes 1 and 4 star levels.

"I am a navy vet of 8 years and employed with United Airlines. Education - a graduate of hard knocks, 8 years of navy and war. I have been involved in different volunteer programs with bikes and helping kids and thought it would be good to teach and help this club grow.

"My vision of the club growing, I think this is a great club but it needs to change to more of a multi-sport or a road and mountain bike club, I have seen other clubs dissolve to nothing and fall apart without change and add younger and different types of riders and sports."

Director, Mark Kasmark

Joined Silver Wheels in the fall of 2006

“I have enjoyed over 25 years of bicycling. I like to ride @ a 2 star pace; however I enjoy leading 1 & 2- rides.”

Mark works at Vasu Communications Inc. out of Avon, Ohio full and part time for over 18 years. Vasu Communications deals in all types of Police, Fire, EMS, and 911 communications systems. Since 2011 he has been in charge of purchasing for the Avon and Mansfield offices. Before that he ran his own home remodeling and repair business with 3 to 5 employees for about 15 years. Previously was an Auxiliary Police Officer for the Fairview Park Police Department. Also was a part of the F.P.P.D bicycle unit.

“Over the course of my employment I have completed many classes and programs to enhance my career. A few of those were, The Cleveland Metro parks Ranger academy, OPOTA firearms training. Case Western University Private Police officer training academy, State of Ohio fire systems license, State of Ohio Leeds certification, Police bicycle training course, State of Ohio Plumbing license and many trade certifications.

“I have been attending board meetings for many years as a non-board member. I feel as a board member I can take my efforts to the next level and really help this great club continue to grow and prosper.

“My vision for our club is to work on a few areas as I have listed below.

- A. Improve the way that we handle the clubs member data base so that all committees can access it and update information.
- B. Implement a on line system for all members can access ANY information about our club, purchase club merchandise, sign up for club events and parties, renew membership and anything else our committees are in need of.
- C. Implement a safety committee for our club.
- D. Redesign the ride leader training and information program.”

Director, Cheryl Burkhardt

Year you joined the club. “Can’t remember! I think I had to wait until I turned fifty though.” (1999)

Cheryl has been a very active member since joining and has served in a number of duties in the past. This will be her first stint as a Director, starting in 2015.

Cheryl joined Lorain Wheelmen in 1973 and has served that group in many leadership roles, including president. Now she usually rides 1 star, sometimes 2. She and her husband Bob often create a unique out-of-state tour most summers for the club.

Cheryl retired from teaching 5th grade in Avon Lake this past June. Before that she worked at Murray Ridge and supervised Avon ladies!

Her educational attainment includes a B.S. in Education from Ashland University, M. Ed. In Curriculum and instruction/gifted education from Ashland University and attained a National Board Certification in teaching middle grades.

Why did you volunteer to lead the club in your elected capacity? “Joe Etzler asked me to run for the board. The club has been important to me personally, so I agreed.”

What is your vision for the club’s future? – “Continue to provide opportunities for cycling, education, and fun for all levels of cyclists. Also I feel that the club needs to appeal to the riders who never come out on rides so that they can participate in club functions.”

Our helmets are doffed to those who choose to lead. They give freely of their time and wisdom, guiding our fabulous club toward its future. I hope each of you gets the opportunity to meet this group of positive leaders. Be nice to them - maybe they will buy you a drink. Probably not.

LAST PAGE

Ed Stewart, one of our founders and past president has been a cycling instructor for a long time. Early last fall he was demonstrating how to negotiate a small curb into a driveway when he fell. The following quote comes directly from him.

