



# QUICK RELEASE

newsletter of the  
LEHIGH WHEELMEN ASSOCIATION Inc.

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## Ambassadors of the sport.

**Phil Esempio, President**

Recently, I received a call from a woman who was clearly upset about the behavior of a certain group of cyclists she had observed in Berks County. Finding my name as the president of the Lehigh Wheelmen Association, she contacted me to express her concerns in the politest of terms, describing how the aforementioned group of cyclists had "taken over" a store run by Old Order Mennonites. A week later, a reporter from the Reading Eagle also contacted me regarding a serious accident involving cyclists competing in a certain well-known weekly, but unofficial, non-sanctioned event. While explaining to both parties that the incidents were not part of any event sanctioned or sponsored by this organization, I realized that they, like most of the general public, tend to see cyclists as one cohesive group, instead of what we really are – a broad spectrum of individuals, each responsible for our own behavior.

Cycling, and as a result cyclists, are seen differently in this country than they are in other parts of the world. In Europe, where I lived for two years, the sport, and by default those who participate in it are widely accepted, and cyclists of all levels can be found at every level of society there. Professional cyclists have achieved a level of recognition and fame that rivals that of the superstars of professional baseball and football here in the United States. Despite the publicity gained for the sport by a certain Lance Armstrong, cycling is still seen by many in this country as a "niche" sport. These individuals see cyclists and as an eccentric group of individuals who wear tight, garish clothing; display a bent towards flagrant disregard of traffic laws; and who really should keep to the bike trails and parks built for them, so as not to block traffic and thus impede the progress of "everyone else".

Sound ridiculous? Perhaps, but I've heard all of the above opinions seriously expressed by

individuals I've worked with over the years, although admittedly there is more of this attitude in certain parts of the country, where cycling is less common, than in others. Here in the Lehigh Valley of Pennsylvania, we are fortunate enough to have a long history of cycling associated with the area; and yet, even that can be misleading. Cyclists all over the world know of "T-Town"; but how many local, long-time residents Easton or Bethlehem have ever even attended a cycling event at the velodrome we are all so familiar with? Ask your non-cycling co-workers what they know about the Valley Preferred Cycling Center, and most likely, what you'll get as a response is a blank stare.

We are the best ambassadors our sport has. The misbehavior of a single group of cyclists on a Saturday morning ride can affect the attitude of thousands of locals towards cyclists; yet a thousand cyclists obeying every traffic law and rule of etiquette may not even get a second glance. When you think of it, this is true of any subculture in today's media-driven world, where internet news and the TV sound bite are king; all it takes is a small but visible minority to set a stereotype in the public's eye. Attitudes change hard, but it within us – indeed, even our responsibility - to effect that change, both through education, and through our own actions and behavior. Only then will our sport, and it's unique culture and history, be accepted and understood in the same way that many others already are.

Yours truly,  
Phil

Visit the Lehigh Wheelmen home page at <http://www.LehighWheelmen.org>.

Due date for *Quick Release* articles is the 20<sup>th</sup> of every month.

## Business and Pleasure

### Webmasters Corner

Terry Terfinko, Webmaster

You may have noticed a new tab on the website for Races & Results. Lin Roeder did a great job setting up the race flyers and results for our racing team. This was the last piece of work that needed to be moved from our original public website [www.lehighwheelmen.org](http://www.lehighwheelmen.org). The web address now directs you to our current and only Lehigh Wheelmen website. Thanks also goes to Earl Wuchter for the many years of work and support he gave us with our original website. Many of you have asked why we changed our name to Lehigh Valley Wheelmen when we unveiled our new website. We never intended on changing our name from Lehigh Wheelmen, but the URL address was in use by our original site and we needed to temporarily use the modified name.

This month's useful tip is the ride calendar search tool. It can be found on the far right side of the calendar tool bar. It is a good tool to use when you are searching for a particular ride or want to find one of your past rides to repost by simply changing the date. The keywords you choose to search on will be matched against the title and description fields on the calendar.

Terry Terfinko

### Classified Ads

ARTICLES FOR SALE
Custom Spectrum Steel Road Bike: Red and White, Mavic Cosmic Wheelset, Ultegra Components/Dura Ace Triple Crankset 52/39/30, Size 50cm - Price \$650.00 or OBO - Contact Patty Gustafson 610 762 9041
FOR RENT
<b>2 HARD-SIDED BICYCLE TRAVEL CASES</b> , Club owned, for rent to members for up to 4 weeks. \$25 for 1 or 2 weeks, \$50 for 3 or 4 weeks. Plus \$25 security deposit required for any rental. Contact Bill Derby 610-395-2546 or <a href="mailto:Bderby@PTD.net">Bderby@PTD.net</a> .
WANTED
Cross-country help wanted. I am beginning to plan a ride across the US for the summer of 2010 and am looking for advice. My 17 year old son will most likely be going along as well. If anyone is willing to share stories, advice, warnings, etc please contact me. Right now I just beginning to look at options that range from supported charity rides (like the American Lung Association's 'Big Ride') to camping on my own. Please contact me if you have advice to share. Andrew Dordal, <a href="mailto:adordal@hotmail.com">adordal@hotmail.com</a> , 610-965-7044. Thanks!
Looking for a used/second hand road bike 58cm. Something that has been in your garage for awhile. Contact Joe Beal 610-390-2447
FREE ADS FOR MEMBERS

Ads must be private (non-commercial) buy/sell/wanted/etc. having to do with bicycling and/or other sports. **Ads must be submitted by the 10th of the month to appear in the following month's newsletter.** Send ads to Sallie @ [sjurffer@rcn.com](mailto:sjurffer@rcn.com)



### Touring Report

Gerald Polachak, VP Touring

Looking back at the month of July's ride calendar there was a ride almost everyday, with most of the days having more than one ride to choose from. I want to thank everyone who has posted rides.

A special thanks to Ex-president Jack and his wife Linda for there great Monday Grill and Chill. We had over 50 people show up and support this event. The August Grill and Chill will be on the 17th. The club supplies the burgers and dogs we just ask that everyone brings something to share with the group.

We also had another Ride and Social which brought out 35 people. A special thanks to everyone who helped with that. There is no Ride and Social for August. We are having the Club Picnic instead. The picnic will be August 22 at my house. I live at 123 Clover Hollow road in Palmer Twp.. Any questions call 610-252-3422 or 908-914-1134. We will need people to lead rides. We hope to have an A,B and C ride. We also ask that everyone brings something to share. Lets all mark our calendars to make this another great club event.

If anyone noticed I did not have a news letter article for the month of June. That was because Jack Helffrich, George Mack, Jim Saake, Sylvia Radvansky and I were touring in California. We did the Almaden Cycle Touring Club's Sierra to the Sea. It was a ten day trip riding from Lake Tahoe to San Francisco. The third day of riding was the hardest 40 miles of my life. We did two major mountain passes with over 6000 feet of climbing in just 40 miles. I would recommend this trip to anyone who wants to do a bike tour. Sierra is the only bike tour that I have done twice. Jim and I did the trip back in 2007. In 2009 they added the Lake Tahoe prologue which I would say is a must do tour.

You can check out pictures from their club member at <http://actc.smugmug.com/ACTC%20Sierra%20to%20the%20Sea>. The Almaden Cycle Touring Club website is [actc.org](http://actc.org) The Sierra to the Sea website is <http://www.sierratothesea.org/>

Gerald Polachak

### LWA Meetings

LWA meetings are held the 3rd Tuesday of every month.

Next meeting is:

**Tuesday, August 18, 2009**

**7:00 PM-8:00 PM: TBA**

**8:00 PM-9:00 PM: Business Meeting**

#### MEETING LOCATION:

**The Education Center at the Integrated Health Care Facility** located at 250 Cetronia Road, behind The Tilghman Square Mall. Enter the lobby, then take the elevator to the third floor and turn left. The entrance to the Education Center is the first door to the left.

All are welcome to attend Board of Directors meetings. Dinner will be at **Red Robins at the Tilghman Square Mall at 5:30 PM**

## Junior Report

Linda Roeder, Membership Coordinator

2009 Nicole Reinhart Tour de FCCC – July 18-19, 2009

We had a beautiful weekend for the Nicole Reinhart Tour de FCCC at the Rodale Institute on Saturday and at Rodale Park on Sunday. 75 riders from 8 states & Puerto Rico participated. The kids and the families that came out for the race had a great time, as they continue to do year after year.

This race has a very long and proud tradition in this area. Renamed in honor of Nicole Reinhart in 2001 shortly after her tragic death in a cycling accident, this year marked the 20<sup>th</sup> anniversary of the event. Nicole was from Macungie, PA and got her start with the Future Champions Cycling Club (FCCC) which merged with the Lehigh Wheelmen in 2004. Nicole, a fan favorite and role model, had gone on to be the top female cyclist in the US.

### Our Goal

The goal of this race is to provide a place for juniors to have a race they can call their own. They can come out and have a good time, win prizes and prize money and learn about other racing opportunities for the future.

The Tour de FCCC stage race is run as a General Classification (GC) race, just like the Tour de France. The race consists of a Time Trial, Road Race and Criterium. At the end of all three stages the cyclists with the lowest times win their age group. The racing age groups are as follows.

Boys 10-12	Girls 10-12
Boys 13-14	Girls 13-14
Boys 15-16	Girls 15-16
Boys 17-18	Girls 17-18

If you know a young rider or someone interested in bicycling, have them contact the LWA Future Champions Junior Development Coordinator Gwen Hoover ([g Hoover@ptd.net](mailto:g Hoover@ptd.net))

Each year we try to offer something for the kids to make this race something special that they'll remember for years to come. This year, National Champion Matt Baranowski, chose to do this race from dozens (he is 16 but also races Cat 3 men) because it was his first road race ever and he has a very special place in his heart for the event. He also likes to be a role model for the younger kids.

### Results

Results will be available at [www.lehighwheelmen.org](http://www.lehighwheelmen.org), then click on Races and Results. Team BikeLine (the LWA Future Champions) had a great showing. All 5 our of kids who participated made the Podium, including world domination in the women's 13-14 age group ( 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> Nadia Latzgo, Melissa Garcia, Evelyn Korbich). 3<sup>rd</sup> Place men's 13-14 Greg Ratzell. 2<sup>nd</sup> Place men's 10-12 Colin Kelly

### Next Year

Next year we're hoping to offer a track training session after the race on Sunday. A large percentage of the kids participating in this race have never been to T-town or raced the track. We are planning a pizza party and "learn the track" program after the race next year. Our local kids can teach the out of towners about the track and they can use our loaner track bikes.

### Interesting Facts

In 1989 Lance Armstrong, Bobby Julich, Jonas Carney and George Hincapie participated in this event in 1989, when it was also a junior world road qualifier event. Thanks to Gotham Cyclists we have located the original results sheet from 1989, complete with their initials on it.

### A Very Heartfelt Thank You to...

\* LWA Junior Parents for putting the race together, without all the help that we get, we could not make this race what it is. Dave Gulick, event director, for his undying support and endless energy.

\* Colavita, Bicycling Magazine, and Dawn Gulick for the donations. Being able to provide gifts and prems to the kids, the officials and the helpers is one of the things that makes this race so amazing.

\* The officials who, without them, we could not have a race at all. Special thanks to Ellen Dorsey who donates her time each year for the event.

\* LWA members Steve Leiby who marshaled and provided straw bales at a tough corner and Dick McCreight who was "Official Photographer".

\* Team Vortex, JVR Sports, Tri State Velo, Young Medalists, Air Products Gruppo Luncho for marshaling the corners and keeping our kids safe

\* Bob Beise and Mike Baranowski for getting all the kids through roll out (3 times each = 225 roll outs)

### Photos

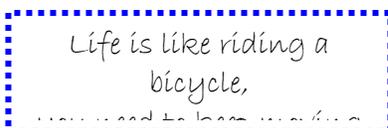
Please take a minute to see some of the beautiful photos from the event.

Official Photo Site compliments of Dick McCreight >>  
[www.bluestemlight.com/tour-de-fccc](http://www.bluestemlight.com/tour-de-fccc) password "gwen09"

One of the riders from Virginia provided these photos >>  
<http://images.jamesrwilson.com/p770657255>

We are accepting contributions to our junior program to set up a junior coaching scholarship fund for kids in financial need. Please contact Gwen Hoover ([g Hoover@ptd.net](mailto:g Hoover@ptd.net)) if you are interested in helping raise money or to make a donation.

Linda Roeder



LEHIGH WHEELMEN ASSOCIATION, INC  
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Trexlerstown, PA 18087

July 09

## LWA Discount Sponsors

Receive a 10% discount with your LWA membership card! (unless otherwise noted)

### **Action Wheels\***

531 W. Broad St.  
Bethlehem, PA 18018  
610 866 1113

### **Bike Line Allentown \***

1728 Tilghman St.  
Allentown, PA 18104  
610-437-6100

### **Bike Line Bethlehem \***

2112 Schoenersville Rd.  
Bethlehem, PA 18018  
610-691-0943

### **Cycledrome\***

8150 Hamilton Boulevard  
Trexlerstown, PA 18087  
(610) 398 6631

### **Keswick Cycle Co \***

408 N. Easton Road  
Glenside, PA 19038  
215-885-7433

### **Longswamp Bed & Breakfast**

1605 State Street  
Mertztown PA 19539  
610- 682-6197  
[www.longswamp.com](http://www.longswamp.com)

### **Nestor's Sporting Goods\***

2510 MacArthur Rd.,  
Whitehall, PA 18052,  
610-433-6051

### **Saucon Valley Bikes \***

824 Main St.  
Hellertown, PA  
610-838-1500  
[www.sauconvalleybikes.com](http://www.sauconvalleybikes.com)

### **Sleeping Dog Cycles\***

330 W. Weis St.  
Topton, PA 19562

### **South Mountain Cycles And Coffee Bar \***

303 Main St., Lower Level  
Emmaus, PA 18049  
610-967-4490

### **Spokes Bike Shop\***

16590 Route 61  
Hamburg, PA 19526  
610-562-8900

### **Therapeutic & Sports Massage**

1744 Elmwood Drive  
Whitehall, PA 18052  
610-774-0426

### **Weaver's Bike Shop\***

729 Park Rd.  
Fleetwood, PA 19522  
610-944-9565

**\*10% off parts and accessories**