



# QUICK RELEASE

newsletter of the  
**LEHIGH WHEELMEN ASSOCIATION Inc.**

May 2010

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## Down and Dirty!

**Phil Esempio, President**

As many of you know, cycling on the road isn't my only, or even first, passion when it comes to two wheels. Previously on these pages, I documented my obsession with the burgeoning sport of cyclocross, the origins of which are usually claimed to be rooted in the European road racing scene prior to World War II. But while I discovered cyclocross less than 10 years ago, it was in 1993 that I first fell in love with the American born-and-bred sport of mountain biking.

By today's standards, the mountain bikes available in 1993 were very primitive. Like most "roadies" in that day, I had previously viewed them with disdain; I saw them as little more than overweight adult versions of the 20" BMX bikes most of us had used as kids, but soon outgrew. They were heavy – often weighing as much as 45 lbs.! – were designed with an unusually upright seating position, and were equipped with super-low gears and fat, knobby tires. I never quite understood the point of it all.

Yet somewhere, somehow, someone did get it. In that year, mountain bikes dominated the retail bicycle market, accounting for over 90% of all bicycle sales. Working in a small neighborhood bicycle shop in '93 and '94, I discovered it was nearly impossible to get new cyclists to even consider a road bike, even when they clearly stated their only intent was to ride on paved bike paths. It soon became obvious to me that, enmeshed in the European road racing scene that I still followed, the major road bike manufacturers had missed a valuable point: American cyclists, particularly those new to the sport, wanted to be comfortable. Upright handlebars, fat saddles, and wide, low pressure tires were just what the doctor ordered for the novice rider of the early '90s, particularly in the wake of a surge in the construction of paved bike trails on abandoned railroad beds. It was possible to steer some customers towards hybrids, which were lighter

and had larger 700c wheels, but still retained most of the comfort characteristics of true mountain bikes; but the mere mention of drop bars was usually enough to send potential customers running for the door.

So it was that spring, goaded on by a fellow bike shop associate who was an avid off-road enthusiast, that I bought my first mountain bike. Just a few days later, on a sunny morning before we had to report to work, the same co-worker took me out on some of the local trails in Maryland, with the intent of showing me what I'd been missing. It was a disaster at first – I crashed riding over the smallest rocks, endo'd over logs, and slammed my handlebars into the trees that lined the paths which were barely wider than my tires. I rode, I fell down, rode some more, and then crashed some more. It was as if I'd never ridden a bike before in my life.

And yet, I was enjoying myself as I hadn't in years. Somewhere in there, while swooping along twisty singletrack for the first time as an adult, I had begun to recall the freedom that I'd felt as an 8-year-old riding along forest paths behind my house in the Berkshire Hills of Massachusetts on a battered Schwinn Sting-Ray, complete with polo seat and ape-hanger handlebars. In that moment, cycling was no longer about how far or how fast, but about the experience of the moment – the sight of wildflowers that lined either side of the trail, the smells of spring in the air, the sounds of the river below and the wind in the trees. Suddenly, I understood. And for me, cycling has never been the same.

*Phil Esempio*

Visit the Lehigh Wheelmen home page at [www.lehighvalleywheelmen.com](http://www.lehighvalleywheelmen.com)

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

## Jr. Racing Report

Gwen Hoover, Jr Coordinator

LWA Future champions junior cyclist fund raiser.

May 8 - 8am - 2pm

Valley Preferred Cycling Center (velodrome) Flea Market.

How you can help!!

- do your spring cleaning and donate bicycle parts, accessories, clothing
- bring higher price items for consignment sale (20% commission)
- donate baked good, soda, water for sale
- contact Gwen Hoover for details [gwhoover@ptd.net](mailto:gwhoover@ptd.net)

Save the date. Nicole Reinhart Memorial Tour de FCCC junior stage race. July 17 and 18. Volunteers needed. Open to all junior cyclists ages 10 - 18.

Gwen Hoover

### LWA Meetings

Held the 3rd Monday of every month.

Next meeting is:

**Monday, May 17, 2009**  
**Business Mtg – 7:45 -8:15 PM**  
**Speaker – 8:15 – 9 PM**

**MEETING LOCATION:**  
**Valley Preferred Cycling Center – Velo deck**

## Editor's Corner

Sallie Urffer

At our April meeting, Susie Molnar spoke to us about what to do when someone is injured while on a ride.

When there is an unfortunate accident – especially when a vehicle is involved, it is very important that an ambulance and the police are called. You need to recognize an emergency, especially when there is a possible head injury involved. Even if the person says s/he is ok, they may not be ok. Talk with them, ask them simple questions, if they can't answer the questions or they are wrong or inappropriate, call the ambulance. Keep the person still, in case there is a spinal cord injury. If there is loss of consciousness, normal breathing or pulse, begin the chain of survival and initiate CPR. Make sure you know where you are and on what roads. Call 911, remember to ask for the police too. A police report is important when insurance companies are involved – auto insurance may cover medical costs. Get as much information from everyone as soon as possible. Stories change as time goes on. Get the information regarding the car and the driver, just as you would if there were two cars involved. She made recommendations about what to carry on a ride to aid someone that is injured. Some items include: sterile gauze, a triangle sling or bandana, vinyl gloves, solar blanket, paper and pen. Remember to make a copy of your drivers license and medical insurance card and keep it in your jersey pocket, EMS may not look through your bike bag. Include "ICE" (In Case of Emergency) in your cell phone. If you have a medical condition, please tell the ride leader or someone you know on the ride, it's important to maintain your safety. Most importantly, ride safely, be prepared and be aware of what and who is around you when on a bike.

Happy pedalling!

Sallie Urffer

## Flight 93 Memorial fundraiser

Join other local cyclists for a great ride in support of a great cause. On Saturday, May 22, a charity ride and band concert will be held in Emmaus Community Park to benefit the creation of a Flight 93 National Memorial in Shanksville, PA. The cost is \$20 if you register by May 15, \$25 after May 15. Each rider will receive a \$5 credit towards lunch at the park and a commemorative pin. There will also be a random drawing for prizes donated by Bikeline of Allentown, Cycledrome, Nestors Sporting Goods, South Mountain Cycles and Spectrum Cycles. Rides of 25 & 50 miles have been mapped. Following the ride, at 1:00 PM there will be a concert in the park by the Macungie and Somerset County bands. Additional information (including the mail-in registration form) is available on the website and at local bike shops. Contact Jack Helffrich at 484-347-3541 with any questions or comments.

**Bike-to-Work Week is May 17-21 and Friday, May 21 is Bike-to-Work Day.** You'll find plenty of support on the League of American Bicyclists' [official site](http://www.car-free.org/) for National Bike Month. Locally, CAT is the place to go for support at <http://www.car-free.org/>.

## Classified Ads

### ARTICLES FOR SALE

**54 Colonago Track Bike - \$2000 –Rarely used – Contact Steve - 610-212-6535 [stevenc@ptd.net](mailto:stevenc@ptd.net)**

Used sz 47 Sidi (\$15) and Specialized (\$10) road shoes (with lots of life). Fizik Arione Titanium Wing-Flex saddle \$50 (like new, pink/silver, very comf. orig \$200+), New light blue Gerolsteiner Team Jersey euro sz 5 (between med and lg) \$25, New Thomson Elite threadless road stem, +/- 10X120X26mm, \$45, New Nike road shoe sz 47 3-strap blue/black \$30. Zoom 70 degree adjustable quill stem 25.4/25.4 \$10. Call Brett 614-483-9109

Lightly used **campy carbon centaur crankset** – 175mm - \$160 OBO – email [sjurffer@rcn.com](mailto:sjurffer@rcn.com)

Serotta track bike, 56cm. (54cm top tube), Dura Ace 10 components, new tires, ready to race. \$900. For More info, call 215-237-2731 or e-mail [mark.schadler@verizon.net](mailto:mark.schadler@verizon.net)

### FOR RENT

**2 HARD-SIDED BICYCLE TRAVEL CASES**, 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 Dick McCreight @[dick.mccreight@juno.com](mailto:dick.mccreight@juno.com)

### 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 20th of the month to appear in the following month's newsletter.** Send ads to Sallie @ [sjurffer@rcn.com](mailto:sjurffer@rcn.com)

## New Sponsor: Watergap Coffee Co.

We are a Micro-Roaster. We only roast to order and we deliver. So our coffees are fantastically, fresh, fresh, fresh! (if you have never had real fresh roasted coffee, it is well beyond what you can possibly imagine). Our organics are phenomenal!! Anyone who sends us an online order or calls one in, or sends us an email and identifies themselves as a member of LWA, gets 20% off their entire purchase!! All purchasing is online through [www.gapcoffee.com](http://www.gapcoffee.com)

Kindest regards,

James Enman, owner.



## 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

### Eric J. Loch Diamonds & Fine Jewelry\*\*

3370 Lehigh St.  
Allentown, PA  
610.967.3479  
[www.LochsJewelers.com](http://www.LochsJewelers.com)

### 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  
610-682-1000

### 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

Sallie Urffer, CNMT, LPTA  
Whitehall, PA 18052  
610-774-0426  
[massagewithSallie@gmail.com](mailto:massagewithSallie@gmail.com)

### Weaver's Bike Shop\*

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

\*10% off all parts and accessories

\*\*Free Lithium Battery

# Bob Rodale Fitness Park

**June 27, 2010** Sponsored By: BIKE LINE/ LWA Racing



## \$1,585 Cash Prizes

Field limit: 100 max., Category 5 / Citizen 50 max., USCF #2010-1159 USCA rules apply  
Course Description: One mile with a short steady grade. Races are run rain or shine  
Registration: Opens at 7:30am CLOSING AT 2:00pm First race at 8:30am

RACE	LAPS	PLACES	PRIZES	START TIME**
CAT5 / Unlicensed	15	5	Trophies	8:30am
Master Men 55/65	20	6/3	\$ 255/110	9:10
Women 3/4	15	5/3	\$ 200/Trophies	10:00
Master Men 45	22	6	\$ 255	10:40
Category 4	20	6	\$ 255	11:35
Master Men 35	25	6	\$ 255	12:25
Category 3	25	6	\$ 255	1:27



\*\* Times are estimates. Races start after the preceding race. FREE LAP wheels in/out  
Entry Fees: USCF Racers \$27, Additional race \$10 Unattached USCF add \$5.  
Unlicensed \$32 includes one-day license fee, Form to be filled out the day of the event.  
Late Fee \$8. If postmarked after 6/20/10. BikeReg closes 6/24/10 at 11pm.



**NO CATEGORY 5'S IN THE MASTERS RACES.**

Directions: Across the street from The Valley Preferred Cycling Center.  
From I-78 to Rt.100 South to Rt. 222 West. Follow signs for Velodrome.

PHOTO FINISH CAMERA  
by: Big Guy Group **BGG**

Send Standard Entry Form to:  
Pete Siegfried  
2265 Seipstown Rd,  
Fogelsville, Pa. 18051  
NO PHONE ENTRIES  
**ALSO: BIKEREG.COM**



Race Information Call  
610-285-4006 BEFORE 9pm  
E-mail: [racers866@aol.com](mailto:racers866@aol.com)  
Make Checks Payable to:  
**LWA RACING DIVISION**

*Additional surcharges could apply to enter the race electronically.*

*revised 3/18/2010*

# The New BETHLEHEM CRITERIUM

Sponsored By: BIKE LINE / LWA Racing



## June 19, 2010 Bethlehem, PA

### \$1,720 CASH PRIZES

Streets: Linden, E. Elizabeth Ave., Grenadier Blvd., & E. Fairview

Course Description: square 0.85 mile Loop, flat and fast

Field limit: 100 max., 10 min., Cat 5 & Unlic. 50 max. USCA # 2010-1158

Fields may be combined. Races are run rain or shine USCA rules apply

Registration: Opens at 7:30am CLOSSES AT 2:00pm First race at 8:30am

RACE	LAPS	PLACES	PRIZES	START TIME**
CAT 5 & Unlicensed	18	5	Trophies	8:30am
Master M 55+ / M 65+	24	7/3	\$ 300/110	9:13
Women 3/4	20	5/3	\$205/Trophies	10:08
Master Men 45+	27	7	\$ 300	10:55
CAT 4	24	5	\$ 205	11:57
Master Men 35+	30	7	\$ 300	12:52
CAT 3	30	7	\$ 300	2:00



\*\* Times are estimates. Races start after the preceding race. FREE LAP wheels in/out

Entry Fees: USCF Racers \$27, Additional race \$10, Unattached add \$5

Unlicensed \$30 includes one-day license fee, Form to be filled out the day of the event.

Late Fee \$8. if postmarked after 6/12/10. BikeReg closes 6/17/10 at 11pm.

NO CATEGORY 5'S IN THE MASTERS RACES.



Send Standard Entry Form to:  
 Pete Siegfried  
 2265 Seipstown Rd,  
 Fogelsville, Pa 18017  
**NO PHONE ENTRIES**  
**ALSO: BIKEREG.COM**

Race Information Call:  
 610-285-4006 BEFORE 9pm  
 E-mail [snacer866@aol.com](mailto:snacer866@aol.com)  
 Make Check Payable to:  
**LWA RACING DIVISION**

*Additional surcharges could apply to enter the race electronically.*

**Directions:** From Rt 22, take 191 south to course. The course is around Liberty High School, 1115 Linden Street, Bethlehem PA 18018.

From Rt 378 take Main Street Exit to W. Fairview St turn right to Center St Left on to E Laurel (small alley) street. This will bring you to a parking lot on the backside of the course. **Please be considerate on parking for this venue. We want to return!**

\*\*\*\*\* revised 3/18/2010