



# QUICK RELEASE

newsletter of the  
LEHIGH WHEELMEN ASSOCIATION Inc.

March 2011

## IN THIS ISSUE

Welcome to DST!.....	1
Club Nite at Performance Bike. ....	1
New Sponsor!.....	1
LWA Meetings .....	1
Editor's Corner: .....	2
Board Member Profiles:.....	2
Ride Leader Kick Off Party: .....	2
Out-of-Bounds Ride: .....	2
The Speed Racer Report:.....	2
Classified Ads for Members Only .....	2
LWA Discount Sponsors .....	4

**Time to renew!**

## CLUB OFFICERS

<b>Mark Zappe</b> .....	<b>President</b>
<a href="mailto:mzappe73@gmail.com">mzappe73@gmail.com</a>	908-329-5959
<b>Geoff Rogers</b> .....	<b>VP Touring</b>
<a href="mailto:ganddpa@verizon.net">ganddpa@verizon.net</a> .....	610-966-5134
<b>Pete Seigfried</b> .....	<b>VP Racing</b>
<a href="mailto:Sracer866@aol.com">Sracer866@aol.com</a> .....	610-285-4006
<b>Maureen Porter</b> .....	<b>Secretary</b>
<a href="mailto:porterrunner@yahoo.com">porterrunner@yahoo.com</a>	
<b>Sallie Urffer</b> .....	<b>Treasurer &amp; QR Editor</b>
<a href="mailto:sallie.pedals@gmail.com">sallie.pedals@gmail.com</a> .....	610-554-2931
<b>Jack Helffrich</b> .....	<b>Membership</b>
<a href="mailto:jackhelffrich@hotmail.com">jackhelffrich@hotmail.com</a> .....	610-398-0205
<b>Terry Terfinko</b> .....	<b>Webmaster</b>
<a href="mailto:terfintt@verizon.net">terfintt@verizon.net</a> .....	610-966-2329
<b>Gwen Hoover</b> .....	<b>Junior Coordinator</b>
<a href="mailto:ghoover@ptd.net">ghoover@ptd.net</a> .....	610-216-1484

## Welcome to DST!

As the weeks go by the days have grown longer little by little and the air has begun to warm up. The snow is just about completely gone with only a few remnants lingering to remind us all of the tough winter storms we battled nearly every week.

The ride calendar has begun to show some glimmers of life thanks to those of you who are brave and optimistic enough to see the light at the end of the snowy and cold tunnel. Every day I notice more and more riders shaking off the winter rust and it's a sure sign that Spring is nearly here and we'll be back to our Monday night rides soon.

This month our club meeting will feature a representative from the D&L Trail Association, so please stop by the meeting and get some information on the amazing network of trails in our area. Time and location of our March meeting is located on the ride calendar.

I would also like to thank John and Lisa from Cutter's Bike Shop in Bethlehem for agreeing to become the latest sponsoring shop of the LWA and offering our members a discount on parts and accessories.

Have a safe month of riding and don't forget to stop by the meeting!

*Mark Zappe, President*



## Club Nite at Performance Bike.

Performance Bike has invited our club members into their store on April 7, 2011 from 7-9. They will serve refreshments and offer LWA members 10% off your purchase (remember to bring your membership card). LWA members, Sallie Urffer and Greg Langer will be there to help you.

## New Sponsor!

Cutters Bike Shop happily agreed to become a sponsoring shop of the LWA and have agreed to extend a 10% discount to our members for parts and accessories. If you aren't familiar with them and you're in the area of South Bethlehem please stop by and check them out. They are heavy into mountain biking but also love CX and road as well.

## LWA Meetings

*Held the 3rd Monday of every month.*

Next meeting is:

**March 21, 2011**

**Business Mtg 700 PM**

**MEETING LOCATION:**

**The Education Center at the Integrated Health at 250 Cetronia Road, behind 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.

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.

## Editor's Corner:

Before heading out on your bike, please check to make sure it is road ready. Before daylight savings is upon us and before you hit the open road, do a spring tune up on your bike to ensure you are safe. Whether done by yourself or your local bike shop, tuning up and maintaining your bicycle will ensure an enjoyable, trouble-free start to the upcoming biking season.

Basic bike maintenance, including checking and adjustment of shifting and brakes, lubing joints and cables and checking tires for wear can easily be done yourself. Overhaul or adjustments of the headset, bottom bracket, hubs, derailleurs and truing of wheels require experience or a local bike mechanic. If you are not familiar with your bike's parts and their necessary care then you have several options:

- Attend classes on bike maintenance and repair. Visit [CAT](#) for more info on mechanics classes available in the Lehigh Valley
- Take your bike to your local bike shop for a professional bicycle tune-up.
- Buy a good book on bike maintenance and repair. Study it and practice!
- Visit different websites, like [Bicycling Magazine](#), for How to guides.

A resounding comment many bike shops make, is that people wait until cycling season begins to get their bikes tuned-up. The problem is that bike shops become overwhelmed and your tune-up may become delayed. So instead, visit your shop now, while the temps are low and the shop is slow. They will take their time, they may be able to work on it while you wait or turn it around within a day depending upon what is needed for your bike. Read more click [here!](#)

Happy pedaling!

*Sallie Urffer, Editor*

## Board Member Profiles:

### Geoff Rogers – VP Touring

45 yrs old – been riding since my first bike at 4. Started riding for transportation in Ontario in 1994. Rode the Toronto Ride For Heart each June from 1994 to 2000. Came to Lehigh Valley in Oct. 2000 and realised my mountain bike with slicks just wasn't going to cut it. With the help of my neighbor I built up my current 80's steel purple Trek road bike. Hoping to upgrade this year. Joined LWA in 2002. I am currently serving my first term on the board as the VP of Touring. Looking forward to a really great season of riding with everyone in 2011. Most miles ridden in one day is The Harpoon B2B at 149 miles from Boston MASS to Windsor VT approx. 9.5 hours. Have been a Lab Technician at Benchmark Analytics Inc for 10.5 years in trace metals analysis. Cycling motto: Keep the rubber side down! (not that I can always manage to.)

### Sallie Urffer – Treasurer & Newsletter Editor

50 yrs old – been riding since my first bike at 10. Started serious mountain biking in 1998 and switched to road when a boyfriend bought me, my first road bike in 2000 – he's history but passion for the road stuck! Joined LWA in 2000. Was President in 2007 & 2008, Treasurer 2006 & 2010 to present, newsletter editor 2009-present. Joined race team in 2007, won first national medal (*silver*) that year in team sprint on track and went on to win PA, regional & national medals every year since 2007. Looking forward to Track master's nationals in 2011 in Trexlertown – goal is a gold medal! Rides a Fuji Track Pro and a Fuji SL1 Pro – SRAM force. Most miles ridden in one day was a whim when I set off for a casual ride from home, met up with friends, rode to Cabela's and back home for 126 miles! Lost full-time job as a hospital director in 2009. Currently Part-time massage therapist, management consultant and sales associate at Performance Bike. Holds MBA/MHA from Penn State and under grads in physical therapy and business administration. Rides to live and lives to ride!

## Ride Leader Kick Off Party:

### March 13 2011 - Asia Oriental Cuisine

Hors d'oeuvres - 5:00 – 6:00pm  
Dinner - 6:00 – 7:30

Once again the club is hosting a Season Kick-off Party. This year's event will be held 6:00 pm March 13, at the award winning Chinese restaurant Asia. Join us for hors d'oeuvres 5:00 to 6:00 pm. Drinks are BYOB.

Cost for the event is \$25 per person. But here's the best part! Commit to leading just one ride during the year and club will pay for your evening. Commit to leading 2 (or more) rides, one of which is a C or D paced ride, and the club will also pay for a guest. You don't have to be a ride leader to join the fun. But it is fun and easy to lead rides and this is one of the ways the club says THANK YOU to our ride leaders.

Here is a link to Asia's web site.

(<http://asiaorientalcuisine.com/AboutUs.aspx>)

## Out-of-Bounds Ride:

To all members that are interested. I have spoken to many of you about the Harpoon Brewery to Brewery ride and some of you showed great interest in doing the ride this year. Registration will be opening up fairly soon. If you are still interested please click on, or paste the following link into your browser and sign up for their email list. <http://www.harpoonbrewery.com/index.cfm?pid=28553> This will allow them to contact you with registration information.

Cheers,

Geoff Rogers, VP of Touring

## The Speed Racer Report:

LWA's March Racing series is held every Sunday in March at the industrial park off of Route 100 behind Yoccas, in the William Penn Industrial Park. We need volunteers to cover intersections. If you are available 12-3 one of the Sunday's in March, please contact me at [Sracer866@aol.com](mailto:Sracer866@aol.com)

Pete Siegfried, VP of Racing

## Classified Ads for Members Only

ARTICLES FOR SALE
<b>Selle Italia SLK Lady Gel Flow Saddle</b> , \$50 OBO. Email Sallie Urffer at <a href="mailto:sallie.pedals@gmail.com">sallie.pedals@gmail.com</a>
<b>Trek 7600FX Hybrid</b> in excellent condition. Size 15" or small. Contact Kathy 610-351-3968 or email <a href="mailto:kcm631@yahoo.com">kcm631@yahoo.com</a> Pictures are available.
2 pair of <b>Pearl Izumi winter womens cycling tights</b> no chamois size small \$40 <b>Burley Rockport rain jacket</b> womens size small \$50 Email Laurie at <a href="mailto:laurie4550@yahoo.com">laurie4550@yahoo.com</a>
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 Dick McCreight @ <a href="mailto:dick.mccreight@juno.com">dick.mccreight@juno.com</a>
WANTED

Ads must be private 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 @ [sallie.pedals@gmail.com](mailto:sallie.pedals@gmail.com)



# criterium Training Series

## March 6, 13, 20, 27

Location: William Penn Business Center USAC# 11-357 USAC rules apply  
Directions: Interstate 78 to 100 South, turn left at first light

Course: 1 Km loop with a slight hill, great road surface, run clockwise

Registration opens at 11:30am \* CLOSES AT 1:30pm \* First race at 12:00

RACE	DATE:	6 <sup>th</sup>	13 <sup>th</sup>	20 <sup>th</sup>	27 <sup>th</sup>	WEEKLY PRIZES
Jrs 15/under & Women 16-18**		12	12	12	12	Trophies 3 Places
"B" Race USCF only		25	25	25	30	Merchandise 3 Places
Cat5 / Wm / Jr / Unlicensed*		15	15	15	15	Trophies 3 Places
"A" Race USCF only		35	35	35	40	Merchandise 3 Places

Races will be run on a points format each week  
( sprints are every five laps, scored 5,3,2,1 ) (\*\*Jrs every 3 Laps)  
Races may be shortened or canceled due to weather conditions.

NO FREE LAP - we will try not to pull racers until three laps to go.

Prizes will be awarded weekly. Prize list posted weekly at registration.

Field limit: "B", "A"-85, Cat5/Wm/Jr/Cit-50, Jr15&Under-35

RACE FEE: Licensed Juniors 15 & under - \$10 otherwise, add *one-day license fee*

Licensed Juniors & Licensed Women - \$10 otherwise, add *one-day license fee*

Category 5 - \$15, Unlicensed - \$15, "B" race - \$15, "A" race - \$15, Both B+A-\$20

Category 5 racers can only compete in the Cat5/Wm/Jr/Unlicensed race.

USCF Juniors and USCF Women \$5 per additional race

>>>> ONE TIME \$3.00 NUMBER CHARGE <<<<<

>> Unattached USCF licensed racers \$5 charge >>

\*Unlicensed riders must fill out a *one-day license form* each race day. \$10 Charge

THE SAME RACE NUMBER MUST BE USED EACH WEEK. \$5 REPLACEMENT CHARGE

RACE DAY SIGN-UP - NO LATE FEES - INFO CALL 610-295-4006 BEFORE 9pm

E-MAIL - [8racer866@aol.com](mailto:8racer866@aol.com)

Promoted By:



RESTAURANT & SPORTS BAR



noted 1/11/11

Pizza Hut  
Hamilton Blvd

**Reminder**  
**Check your membership card for your renewal date - Renew NOW!**



## 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

### **Cutters Bike Shop\***

418 E. 3rd St.  
Bethlehem, PA 18015  
(610) 419-4027  
Website: [www.cuttersbikeshop.com](http://www.cuttersbikeshop.com)  
E-Mail: [cuttersbikeshop@yahoo.com](mailto:cuttersbikeshop@yahoo.com)

### **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)  
\*\*Free Lithium Battery

### **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 Urrfer, 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