June was a fantastic month for Lehigh Wheelmen rides with 506 cyclists participating in 50 posted rides. Your top five ride leaders for June were Donalee Frary leading five rides with 54 riders; Torie Loven also with five rides and 36 participants; Carl Zvanut, 4 rides/69 riders; Jack Helfrich, 4 rides/77 riders and Dick McCreight, 4 rides/34 riders.

Podium leaders year-to-date as reported by June 26th are Gold: Richard Baldock, 56 rides with 239 riders; Silver: Torie Loven, 24 rides/201 riders; and Bronze: Donalee Frary, 20 rides/145 riders.

Terry Terfinko remains Mr. Popularity with an average of 17.5 riders on his 11 rides, but Dave Drummer gets an honorable mention for pulling in 38 riders on his Brewery Ride.

Your team of Lehigh Wheelmen ride leaders offer a variety of rides for all abilities. Check out the LWA Meetup page to find the perfect ride for you: http://www.meetup.com/Lehigh-Wheelmen-Association/events/

See you on the road!

Dick McCreight  LWA Board
VOLUNTEERS NEEDED
DONUT DERBY AND GAP GALLOP

First let me thank all the club members who have helped make the Donut Derby and the Gap Gallop so successful in the past. Without the support of all of you, these events would be impossible to run. That being said, it’s time to get our teams together for the events this year.

The Donut Derby will be held on Labor Day, Monday, September 7. Jack Helffrich is coordinating things this year, so if you can help with this event be sure to let Jack know. His e-mail is jackhelffrich@gmail.com.

The Gap Gallop is scheduled for Sunday, September 20. Carl Zvanut and Paul Smith are co-directors of that event. Additionally, the following members have committed to help coordinate the volunteers:

Glenn Davis: Rest Stop Volunteers
Brian Freed: Route Marking
Janna Baum: Baked Goods
Hailey Goldman: Rest Stop Food
Richard Baldock: Start/Sign-in
SAG Drivers: (Chuck...will you do this again?)

If you are interested in volunteering for the Gap Gallop team, you can also contact the co-directors by e-mail Paul: lwatouring@yahoo.com, Carl zvanutcw@gmail.com or in person. We need club members to work the following:

Start/Registration
Phillipsburg Rest Stop Morning
Phillipsburg Rest Stop Afternoon
White Twp Rest Stop
Driftstone Rest Stop
SAG Drivers
Route Marking Crew
Bakers for the goodies!

The club is offering the same incentive to volunteers as the last two years. If you volunteer for one event, you can participate in the other for free. Naturally, if you volunteer for something that happens pre-event you can participate in that event for free.

Thanks for all your support. We look forward to two great LWA events. Remember, proceeds help support club activities like Grill and Chill, the Holiday Party, Away Event Planning, and other club benefits.

Dave Sheffield  LWA President

LWA MEMBERSHIP
JULY 2015

WELCOME NEW MEMBERS
Bob Evatt
Mike Manning
Andrew Samuels
David Porter
Travis Shoemaker
Brian Good
Tyler Balliet
Nicole Leonzi
Jackie Shirey

LWA CAR MAGNETS
We still have a few magnets remaining.
$2 ~ initial, $1 ~ replacement.
Exact cash appreciated.
Contact Richard Baldock.

MEMBERSHIP ??? RENEWAL ??? NOTICES:
If you receive an email with a Subject line akin to, "??? LWA attempted renewal ??? ~ RIB, 7/1/15", then it probably NOT spam, and likely means that your possible/probable LWA renewal has "hung", which requires verification and manual intervention by Membership. Please respond promptly so that Membership can update your database record and complete the processing of your membership extension. A typical response is affirmative, but not 100% of the time. If you do not respond, then your membership will eventually appear to expire (see below).
MEMBERSHIP NOTES, continued from p. 2,

MEMBERSHIP EXPIRATION NOTICES:

If you receive an email with a Subject line akin to, "LWA membership EXPIRATION ~ RIB, 7/1/15", then it probably NOT spam, and likely means that your LWA membership has expired.

MEMBERSHIP EMAIL:

Reminder: We communicate almost exclusively via email. Please make sure your email address is current. Not sure? Login and update if necessary. Problems? Contact membership!

Apologies in advance for any errors, omissions or redundancies.

Richard Baldock
rv314159@rcn.com

Rob Smith
rbsmith@ptd.net

FITNESS CENTRAL FIT STUDIO
featuring Trek Precision Fit Motion Capture Video Fitting

Fitness Central is one of several excellent local bike shops in the Lehigh Valley and an official LWA sponsor offering club discounts to members of the LWA. We are a specialty fitness retailer, bike, shop and service center located on Route 309 in Schnecksville, and servicing the northwestern Lehigh Valley. We offer bicycles from Trek, Scott and Jamis, along with accessories and components from all your favorite brands. We sell high quality cardio and strength equipment and service everything we sell. Fitness Central has been selling and servicing some of the best products in the both industries for 13 years. As we grow, we continue to find better ways to meet and surpass our customers' expectations. This has lead to our newest addition.

Presenting, Fitness Central Fit Studio, featuring Trek Precision Fit with Motion Capture Video Fitting. Our resident fitter and bike shop manager, Rob Takacs, was sent to Trek Precision Fit School in March to master the art of bike fitting in the most precise and medically based fit system in the world. Trek fit specialists, professional athletes and medical staff have developed a system that fits your bike to your body. We do this through evidence based fitting and data collection to determine the most sustainable and powerful position we can put you in.

The fit process starts with a rider interview and off the bike physical assessment to gather all the data our fitter needs to classify you in a fit category. We then start from the ground up with shoe/cleat/pedal analysis, saddle consultation, lower body position and upper body position, all the while, using Motion Capture to record, measure and analyze every movement. This technology allows us to get you within .1 degree of accuracy. At the end, the rider will get a full fit report showing all bike measurements and also a copy of the video frames showing all applicable body angles. Our goal with every fit is maximum efficiency, pain reduction and injury prevention. To learn more visit: http://www.fitnesscentralinc.com/about/pro-bike-fitting-pg220.htm

Looking for a new bike? We have also invested in the Trek Precision Custom Fit Bike, made by Purely Custom to be able to help everyone no matter what your physical abilities or limitations. Combine this fit with Trek Project One and get the bike of your dreams, assembled and fitted just for you.

If you are interested in scheduling a fit, please call Rob at 610-769-7300 ext. 3# or email robt@fitnesscentralinc.com and be happier on your bike.

Rob Takacs  Fitness Central

TOUR de FARM 2015
BIKE TOURS OF NJ FARMS
AUGUST 2, 2015

Great Rides - Great Food!!

See the Northwest New Jersey that the world has never seen and help support NJ farmers. Visit our incredible farms and get a little tasting of their food. After the ride you can participate in one of our delicious locally-sourced Farm to Fork celebrations. Taste the difference.

Last year our rides and our Farm to Fork Celebration sold out early so please don't wait. Three separate tours run August 2, September 6, and September 19, 2015, and feature farms in Hunterdon County, Sussex County, and Warren County, New Jersey.

Register now for our tours and our farm to fork celebrations: http://www.tourdefarmnj.com.
Check out our pictures from last year on our Tour de Farm NJ Facebook page: https://www.facebook.com/TourDeFarmNj.

Please feel free to contact Mitch Morrison with comments or questions--- mitchell.morrison5@mac.com.

Mitch Morrison
“BYE BYE BRIAN” BASH
MONDAY, JULY 6, 2015

On Monday, July 6, 2015, a large turnout of club members gathered for the usual Monday night rides but also to bid a special farewell to long time LWA member and Monday night ride leader, Brian Wacik, who was leading his last Monday night A ride before an upcoming move to Tucson, Arizona. Former LWA president Jack Helffrich sponsored the special event on the LWA Meetup page as the “Bye Bye Brian” Bash with zero vertical ascent, zero turns, zero cue sheets, zero pace, but featuring ice-cream floats. In addition to leading Monday night rides, Brian has been a frequent contributor of articles to the Quick Release and was director of last year’s Donut Derby. His presence in the club and his contributions to the LWA as both a cyclist and inspiration to fellow riders will certainly be missed.

In a recent farewell article, Brian thanked club members for their support and offered his thoughts about the importance of the cycling community and the LWA in his growth as a rider and human being: “I used to ride with arrogance, self-centeredness, and anger. Today I ride with determination, joy, and what I can best describe as friendly assertiveness toward drivers and educational skill enhancement with less experienced riders. Funny thing is, though, I keep learning from you. You teach me about loyalty, about humility and about genuine caring for one another. I pay attention to what you do, and I benefit from your experience, both on and off the bike.”

GMack    QR Editor

CBBC COVERED BRIDGES RIDE
OCTOBER 18, 2015

Central Bucks Bicycle Club’s Annual Covered Bridges Ride
Sunday, October 18, 2015 (rain or shine)
Tincum Park, 974 River Rd, Erwinna, PA 18920

Choose from five gorgeous rides: flat, family-friendly 20 and 30 mile rides (suitable for wider-tire bikes) and challenging, hilly 33, 50 or 63 mile rides (road bikes recommended).

Enjoy the gorgeous fall colors, scenic roads and historic bridges of Upper Bucks County. Rides are marked and fully supported. Well-stocked rest stops offer snacks, baked goods, and fresh fruit. Enjoy our hearty Grand Finale lunch at the end.

More details and registration information at www.cbbikeclub.org.

CBBC

LWA CLASSIFIEDS

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I started racing in 1974 through the City of Allentown playgrounds. They had a Grass Track racing series which as it turned out was being promoted by the Gotham Cyclists. I competed at the different City Parks that summer and was asked to join Gotham.

My very first race was a hillclimb (imagine that) at the ASD stadium hill. 400 meters to be exact! Started as a last year Junior. Talk about getting thrown to the dogs! I rode quite a few crits back in the day, along with cutting my teeth on the track at Kissaena (Velodrome in Flushing, NY) before T-Town came along. I was a Cat 3 on the road and track, am presently Cat 4 on the road after starting again in 2014.

What was your best finish in a race? My best finish in a crit that I won, was on the White House Ellipse in 1979. I went to the National Championships in Kenosha Wisconsin in 1978 for the Individual pursuit. I raced until 1981 when I had an accident on the track and quit racing for a number of reasons.

What are your plans for future events? My plans are to ride at the Masters Nationals and hopefully get a medal in a year or two. I would like to do something really special when I turn 60.

What was your most challenging event? The most challenging event for me was riding up Rt. 191 outside of Stroudsburg, it’s a legit cat 3 climb (everyone knows I climb like a slug). It was a HUGE accomplishment for me.

What was your favorite venue? My favorite venue is T Town, of course. It really is one of best outdoor tracks in the US!

Jack Helffrich Ex-POTLWA
The QRO of the Month for July 2015 was to provide a caption for the following “cycling” photo:

The readership response to the photo (taken by Jack Helffrich on the recent LWA supported Crop Ride) was fairly typical, that is, rather paltry. Nonetheless, no less than four club members found time during their busy summer schedule to submit captions.

“Samuel, the ride leader, drops his group after the sticky bun rest stop.”
Dave C.

“I just love dropping these guys on the hills.”
Kathy & David Moser

“Another case of helmet-rule defiance!!!”
Burma Jones

“Stoltzfus captures yellow jersey with daring breakaway!”
Ken Glogovsky

The QRO of the Month for August 2015 is to provide a caption for following cycling related photo:

Depending on your point of view about bike helmets and bike helmet regulations and, of course, fashion sense, the only ONE wearing a bike helmet might be E, who incidentally is Chris Froome, winner of this year’s Tour de France, which incidentally requires helmets of its participants. The correct answer, however, taking into consideration the current standards for bicycle helmets and the protection they provide, the correct answer to the only ONE not wearing a bike helmet would be C, the Monty Python character wearing the favored headgear of the Gumby character.

Chris Froome is wearing a KASK helmet in the picture shown. The individuals in pictures A, B, D, and F are modeling a bit different helmet design developed and sold by Bandbox, LLC, makers of “fashionable” helmets for cyclists and equestrians.

Designed to encourage cyclists to wear their helmets more frequently, Bandbox protective headgear is hidden under a selection of traditional hats with over 20 hat designs available. The available cover designs include the Ascot, the Bostonian, the Cape May, the Cheyenne, the Daytona, the Derby, the Dubliner, the Jamaican, the Key West, and the Philly (a baseball cap style).

The actual safety gear in each Bandbox Bike Helmet is a compact headwear made from elastomeric foam, more impact-resistant than traditional styrofoam, therefore, allowing a slimmer design for the helmet allowing, in turn, a hat to be
STRANGE STUFF, continued from p. 6,

added on top. Each of the hats are sewn by hand before being attached to the helmet. All helmets meet US CPSC standards for safety under normal operating conditions, with the insides lined using memory foam for cushioning and fit. The helmet is vented on top and is lined with VersaTech wickable fabric. Each helmet comes with a 5 year warranty.

The BandBox Bike Helmet itself costs $60, while the hat covers start at an additional $40.

http://bandboxllc.com/index.html

GMack  QR Editor

LWA GROUP RIDE GUIDELINES 2015 (REPRINTED FROM JULY 2015)

A MESSAGE TO LWA MEMBERS FROM
DAVE SHEFFIELD, LWA PRESIDENT, AND
PAUL SMITH, LWA VP OF TOURING

As the leadership of the LWA, Dave and I would like to thank all the dedicated ride leaders and all the riders who make the club such a vibrant and active group. Over the course of this season rides have been posted nearly every day, some days with multiple rides, at all levels. It's great to see so many cyclists enjoying the fabulous riding available to us in the Lehigh Valley. What follows is an attempt to remind everyone, riders and ride leaders alike, of some good practices on group rides that will enhance the enjoyment and safety of everyone.

Cyclists ride for a variety of reasons. Some people want a good physical workout, some want to enjoy the camaraderie of the others on the ride, and some want to just get out and enjoy the feeling of being on a bike. Most people will select a ride to participate in based on two or three factors... length, advertised pace, and terrain. The club publishes a set of guidelines as a way to inform riders what to expect on a given ride so they can choose rides that they feel will most closely allow them to meet their personal goals for riding that day. After much discussion at the ride leaders meeting in March we published a revised description of the ride guidelines. You can review these guidelines at:


If you haven't looked at them recently, we encourage you to take a look so we are all on the same page.

At the ride leader's meeting we discussed at length the need for ride leaders to be as specific as possible in their descriptions of a given ride. We attempted to add some non-subjective values to terms like "rolling" or "hilly". These values are on the ride rating guide referenced above. Our ride leaders have been very good at trying to incorporate these new descriptors in their postings, and generally the newly encouraged system seems to be working.

However, these guidelines only work when club culture in place that encourages all of us to be willing to respect them. Distance and terrain are easy to control; the ride leader picks a route and these fall into place. Descriptions of distance and terrain are pretty easy to include in the posting. Pace is the variable that is dependent on factors not totally within the leader's ability to control during the ride. It's very important to recognize that there is a shared responsibility between the ride leader and the participants on a ride to make sure that the ride pace matches what was advertised.

When cyclists elect to participate in a given LWA ride, they should be reasonably certain that they are able to ride at the advertised pace for the distance and terrain described. It is unfair to ride leaders and the group to be expected to sacrifice their ride to wait for someone who habitually elects rides beyond their ability. It is inconsiderate and unfair of riders to do so.

The introduction of GPS has made it much easier for riders to go off on their own at a pace faster than advertised. (It also can make a rider feel safe electing a ride that they may have reservations about knowing they have a way to get back to the start on their own if the ride proves to be a bit too challenging.) However, we should keep in mind that one purpose of a group/club ride is to provide opportunities to ride with others. If a group "goes off the front", riders who choose to go with that group should be certain they know the route back. When a ride includes a large group with diverse interests and abilities, it is a good practice for the group to split into several sub-groups with cyclists who ride at either a faster or slower pace. It is also a good idea to establish the sub-groups either at the start or at a break point so that everyone understands the dynamics. We recognize that just as it is unfair to expect a ride leader to sacrifice his ride for habitually slow riders, it is unrealistic to expect riders who want to ride at a faster pace to always ride slower. However, the ride leader is expected to ride with the riders who wish to ride the pace advertised. The leader is not responsible for the riders who decide to go faster.

We want everyone to have a good time and enjoy the ride they choose to join. If we all remember a few principles of group culture, our club will continue to be active and vibrant. The following are a few points to consider:

Ride Leaders:

- Post the rides you want to lead at the pace you intend to ride. Lead the ride at that pace.
- State in the ride description the approximate average mpg you intend to achieve by the end of the ride. This is a range and not intended to be specific, but to help members to know an approximation of the average speed over the ride. There is a big difference between a ride at 14mph and the same ride at 16mph.
- If the group is large and you know from experience some riders will want to ride faster than the pace you advertised, solicit one of them to act as an un-official group leader for those who want to ride faster. Announce it to the group. Then let that group go off first with those who want to do so.
Always be aware of the location of the last rider in your group. It does no good to wait at the second turn.

Encourage people to informally have a buddy and encourage everyone to look out for their fellow riders and inform you if someone has a problem.

If you intend for the ride to re-group, announce points where you want to re-group well in advance. Wait till everyone has arrived and had a chance to recover before signaling that it is OK to go on.

Have a few printed cue sheets available. If someone is new to the club and elected a ride that is too challenging, you may have to ask another rider to take over the group and lead at the posted pace. Stick with the rider who was slow. Talk to them diplomatically about selecting less challenging rides. If club members habitually show up for rides beyond their ability levels, tell them at the start that you won't be waiting.

Don't chase down riders who are "off the front" at a pace higher than what you advertised.

Participants:
- Select rides that you are reasonably certain you have the ability to complete at the advertised pace.
- Ride the pace advertised with the ride leader unless you are willing to possibly get dropped by joining a faster group.
- Be considerate of the ride leader. Remember they posted a ride because they want to ride with a group. It is not fair to a ride leader for the entire group to leave him alone if he is riding the pace he posted.
- If you are worried about being able to keep up and you don't know the route, be sure to ask for a cue sheet or download the route if you have a GPS.
- If a group "goes off the front" and you decide to go with them be sure you know the route back to the start. If you get dropped you can always wait for the ride leader and the group if you stick to the route.
- Some rides will regroup after climbs or at designated points. This helps keep the group together and allows slower riders to recover. If you made the decision to stay with the ride leader, wait for his signal before riding off.

Thanks for being part of the LWA.

Dave Sheffield  President
Paul Smith  VP Touring
LWA Discount Sponsors

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

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www.action-wheels.com

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**Keswick Cycle Co.**
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email: smcbikes@ptd.net

**Spokes Bike Shop**
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www.spokesbikeshop.com

**The Velo Shop**
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Macungie, PA 18062
267-374-3915
www.theveloshop.net
info@theveloshop.net

**Village Bicycle Shop**
7 South Village Circle
Reinholds, PA 17569
610-742-4786
email: gs391@verizon.net

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