President's Message

I'm pleased to announce that the Lehigh Wheelmen Association (LWA) has strengthened our long term relationship with the Valley Preferred Cycling Center (VPCC) and signed a 3 year agreement to host the Donut Derby, the Velo Valley Vistas (previously the Gap Gallop) and a LWA Racing – Regional Team Cup Challenge at the VPCC facility. I'm very excited about this partnership.

Historically, the LWA has had an informal relationship with the VPCC and used their facility for the Donut Derby and monthly Grill and Chills. Going forward, we will work together to promote cycling in the Lehigh Valley. Specifically, we will use the VPCC facility for the:

- Donut Derby,
- Velo-Valley Vistas Weekend Event,
- LWA Racing – Regional Team Cup Challenge,
- Grill & Chills,
- Monday Night Ride Departures,
- Barn room rentals,
- Co-promotion

I'm especially excited about the co-promotion opportunities. We will promote each other’s events on our respective websites, Facebook pages, calendars, etc. In addition, we’ll include the VPCC key events on our LWA Meetup site. The VPCC will advertise our DD, VVV and RTCC events on their electronic sign in front of the velodrome. This is just the start. I'm sure Dick McCreight and Juliann will find other channels to co-promote cycling activities.

(continued on page 2.)
President’s Message (continued)

The VPCC will also partner with us on the Velo-Valley Vistas weekend by providing a “Try the Track” event on Saturday afternoon. For a nominal fee, VVV riders will have the opportunity to take a 1-2 hour class on the track. How cool is that? Heck….I’d like to sign up for this event.

Also be sure to watch for an LWA night at the VPCC races. Yep, the VPCC will reserve space for us on the Velo deck provided we promise to yell extra loud for our home town riders. The LWA will also provide some volunteer help during key events like the Velo-fest.

If you see Marty, Juliann or Tyler around the velo facility, be sure to say hello and acknowledge that we’re working together to promote all types of cycling in the Lehigh Valley.

Dave Sheffield

On behalf of Turning Point’s Board of Directors, staff, and clients, thank you for being a part of our 2016 Holiday Programs, and for making a difference in the lives of the families we serve.

Please accept our wishes for health, peace, and prosperity in 2017.

In Peace,

Sharon Vidmar McCarthy
Community Relations Director

Dear Dave,

Thank you for Lehigh Wheelmen Association’s generous donation of $965 to Community Bike Works. Your gift is crucial in allowing us to serve as a safe and welcoming haven for the young people of Allentown and the Lehigh Valley who need us most. Thank you.

Sincerely,

Kim Schaffer,
Executive Director
The **Lehigh Wheelmen Association** is honored to present the premier **Velo-Valley Vistas Charity Ride** on May 28, 2017. Here’s what we know as this newsletter goes to print. Our course begins at the [Valley Preferred Cycling Center](http://valleypreferredcyclingcenter.com) (aka T-Town Velodrome) and follows our favorite roads north and west into Hawk Valley. You will travel on what have been described as the most scenic, low-traffic cycling roads east of the Mississippi! Our focus is the Spring Metric 62 mile ride, but we offer a plethora of mileage options from 40 to 104 miles. For the ultimate challenge, conquer the climb up [Hawk Mountain](http://hawkmountain.com) (a prize will be awarded along with bragging rights). Themed rest stops will include [Wanamakers General Store](http://wanamakersgeneralstore.com) (LWAs perennial favorite rest stop) with homemade baked goods, energy drinks and other goodies to fuel your ride.

In addition to the Sunday rides, we’re going to make this an LWA destination weekend with ride-with-gps routes of some of our favorite LWA rides for Friday the 26th, Saturday the 27th and Monday the 29th. We’re also teaming with [Discover Lehigh Valley](http://discoverlehighvalley.com) to provide some great tourism suggestions for our out-of-town guests.

Mark your calendars for the weekend of May 26th through the 29th. We’re looking forward to sharing our beautiful Lehigh Valley with cyclists from around the country.
Ride so others may ride!

100% of net proceeds from the 2017 Velo-Valley Vistas ride will be donated in support of these two fantastic cycling charities:

- **Community Bike Works:** CBW is more than learning how bikes work; it’s learning how life works. At risk children from center city Allentown team up with mentors for a 12-week course in bike mechanics and safety. They learn work skills and see the satisfaction of turning a broken bike into a functional one. On graduation, students earn their refurbished bike and a new helmet.
  
  www.communitybikeworks.org

- **World Bicycle Relief:** World Bicycle Relief is mobilizing people through the Power of Bicycles. With six assembly facilities, WBR is empowering people across Africa. So far WBR has provided bikes in Angola, Botswana, Kenya, Malawi, Mozambique, Rwanda, South Africa, South Sudan, Sri Lanka, Tanzania, Uganda, Zambia and Zimbabwe. Specially designed, locally assembled bicycles are provided to entrepreneurs, healthcare workers and students across rural Africa through sustainable work-to-own and study-to-own programs. WBR also trains field mechanics to ensure access to maintenance and spare parts. To date the Lehigh Wheelmen and its members have donated 35 bicycles to WBR.
  
  www.worldbicyclerelief.org
Member of the Month – Dave Sprigle

Contributed by: Don Schmoyer
Whenever I see that Dave has posted a ride, a couple of things come to mind - which metric is he planning to ride and how hilly will it be? Dave has put together a series of metrics which crisscross the area connecting as many hill climbs to the next as possible. If you like a good work out, don’t be afraid of trying the Grandview metric - it’s a doosey.

Which brings me to how I met Dave: I met him at a club ride when I first joined and was deciding which group would fit my goals for cycling. I noticed this older more experienced rider who pushed the group up and over every climb with me lagging behind somewhere in the pack with my tongue hanging out gasping to breathe. Well that was about seven years ago and many miles ago. Dave is now over 72 years old and has mellowed on those hill climbs. I sometimes now wait for him at the top of those hills, but not always, and he likes to let me know when he’s ahead at the top.

At last year’s Poverty Metric ride we rode together and he pushed me physically to my max. We averaged 17.5 mph on a hilly metric ride and at the end he didn’t seem to be exhausted unlike me. He’s still got it.

Dave a great guy to ride with and has taught me many things about riding. He always says, “ride into a hill, don’t kill yourself at the beginning” - valuable advice.

Dave also has a streak of riding the old Gap Gallop Century which goes back to the beginning of time. Once a year he leads a Gap Gallop Century ride and has the course memorized. He likes to tell us about the time in his younger years when he rode the Gap Gallop in 5 hours, that’s amazing to me. Keep riding Dave!

Contributed by: Matt Ritz
As everyone knows, Dave is an excellent biker. What people may not know is how in tune he is with the places he rides. He knows so many great biking roads and shares his excellent knowledge and history of the area. One of his favorite roads is the Old Philly Pike in Kempton, PA - mainly because it is a seldom-traveled road and the views are really beautiful. Dave will slow down to take in the scenery, and he is always mapping out roads that are very scenic and are not busy.

Dave is also a teacher and is strict about following traffic rules. While he doesn’t like long stops during the ride; he has patience for people who may not be able to keep pace with the group. There have been many times when Dave has told me to cut it back a bit if he sees we are outpacing someone. (I was pretty green to group bike rides when I started biking with the Wheelmen, and Dave helped me a lot.)

Dave doesn’t shy away from speaking his mind; one area he would love to see changed is the Wheelman annual charity ride. He doesn’t think we should be biking in NJ, crossing bridges by foot, when there are beautiful roads in the Lehigh and Northampton counties that are very scenic.
A bunch of us can count on and look forward to Dave posting a nice metric ride every weekend. He is very good at mixing up the rides week in and week out. At his age, Dave is still excellent at finishing really strong on long bike rides, and he doesn’t shy away from difficult rides with a lot of climbing. A few memorable rides with Dave included one when he did 71 miles on his 71st birthday - which was impressive because it was early in the year (in April). A few years ago we did the old gap gallop and he pulled me back for at least the last 30 miles.

Contributed by: Bradley Fritzges

Of all the ride leaders Dave picks the best routes that avoid traffic, and have good climbs. As it turns out, he’s been riding more than 10,000 miles per year for quite some time and knows the roads in the area better than most.

Some earlier memories of riding with Dave involve him being hard of hearing and going off the front. (This would be on rides where he was not the ride leader.) We would yell but he wouldn’t hear and he would just keep going. He would always find his way back.

I went on a few rides that Dave posted and found that he kept a fast pace and didn’t take much of a break. A few years ago the pace was almost too fast, but now that he’s in his 70’s the pace has slowed just a bit, at least in the 1st half of the ride. You can check his road ID, it says “start slow, finish fast”!
Attracting New Riders

Contributed by: Peter Glogovsky - Cooperstown Graduate Program for Museum Studies, 1/18/17

The following is a list of what motivates people to ride in a charity event.

1. Explorers
   - Explorers tend to seek out new routes, roads, events and views they have not been to before. Hidden gems such as a covered bridge, historic site, great view or other landmark that are dotted along a route entice these riders.
   - The urge to explore is partly why a cyclist rides, as the bicycle offers a ‘unique’ method for exploring their world and understanding it.

2. Challengers
   - Challengers as I call them here, are folks who are always looking to push themselves on and off the bike. GG had ‘Fiddlers Elbow’ and a challenging distance to encourage participation and drew out challengers in my opinion.
   - Racers: looking for that next race compete in or local event to push themselves.

3. Recreational Riders:
   - Ranging from beginner to advanced, looking for their first century challenge or that next big hill to climb
   - The thrill after accomplishing something challenging is a sort of addiction that cyclists and other athletes have, it will never stop.

4. Experience seekers
   - Experience seekers are looking for a new experience to try out and then to share it. Similar to challenger’s and explorer’s motivations, experiences may be a way to target a younger generation.
   - While studying how to bring in younger audiences into museums, I learned that younger millennials tend to seek out experiences that they can then share via social media or in person, with their friends. People might prefer to have an experience and share their experience with their friends and family afterword. Having gone to Disneyland and bringing back the experience is much more valued than the trinket that may be purchased. Alternatively, going to the museum and seeing a mummy is an experience that is unique and might be shared using social media. Everyone has a phone and wants to snap pics about what they are doing (experiencing).
Attracting New Riders continued

Feel good folks

• Everyone wants to feel good about helping. Charity events and rides connect and motivate people who might not be athletes, to come out and support a good cause. Supporting a local or regionally well-known charity brings out diverse crowds who might otherwise not even consider riding a bike or walking a 5k.

Social riders

• Social riders love to talk! They love to meet new people and enjoy the company of others. Creating a ride that is sociable and relaxed can be a great way of building a network and involving new people.

• ‘Family’ and ‘team’ options during registration create a social atmosphere. Co-workers and families come out because an event feels like a happy hour (or coffee hour) where people can just interact and hang around (similar to the Grill and Chill). For them, the ride comes second in priority to the people.)
Needs no Embellishment

By Jean Black

Fellow cyclist Gary Cordes lives near Lenape Park and often leads Tuesday evening Wheelmen rides from that venue. A strong climber, Gary shares his love of the hillsides with LWA friends whose winter cross-training routines include skiing.

On alpine skis, Gary carves concise curves with graceful form that shows his athleticism - balancing fluid rhythm and precise parallel position (no kidding). Amongst a group of six skiers who joined our very own Blue Mountain ski patrol captain Ron Helmuth for a snowy birthday celebration, Gary was one who witnessed a harrowing, out of control, sliding crash of a novice skier who accidently steered herself onto an intermediate trail, and then failed to steer around a turn where she was taken by gravity down the fall line, sliding over banked snow, into a natural barrier of trees. (All six of us can tell tree stories, crash stories, and embellished tales of speed and adventure, but those will be saved for another day.)

Shaken, disoriented and unsure of her fitness, she declared that she was “done skiing for the day” - as she found her hat, her bearings and her sure-footedness to climb the 10-foot embankment. Attending to her accident, Ron assessed her condition, summoned a sled and escorted her to safety.

The mountain conditions that morning included mashed potatoes, cookies, and inverted pizza wedges (you had to be there,) such that the group was ready for the Belgian waffle part of Ron’s birthday celebration. So, we followed him to the ski patrol triage center where the fallen skier was recovering.

Always ready to help, the LWA team - including me, Jack Helffrich, Paul Smith, and Gary - was commiserating with fix-a-flat stories that were falling short of a cure, and probably contributing to her headache. Until, Gary saved the day with the following account that needs no embellishment.

On a warm, dry day when the conditions were optimal for finally repairing a persistent water leak in Gary’s basement, he took shovel in hand and dug a trench along the exterior foundation wall of his home. No small undertaking, the hole in the ground required a depth that exceeded Gary’s six-foot stature. With a real sense of accomplishment that follows exertion, Gary happily slathered sticky black sealant, followed by sheets of tar-paper that promised a waterproof solution. He shored the trench wall with a length of 2x4 to hold the tar-paper in place to dry, then went inside to relax. (continued next page)
Showered and quickly comfortable in ball-game watching shorts (sans skivvies - no skin tight cycling spandex here,) Gary kicked back. The story concludes with a climactic finish far more interesting than watching paint dry!

Recovered and ready to inspect his day’s work, Gary ventured out to test the tackiness. Leaning forward into the trench and bracing himself on the 2x4, he reached down to touch the tar. Without warning, the 2x4 gave out, tumbled to the bottom of the trench, and took Gary, off-balance and relaxed with outstretched hand, into a head-first fall. On the way down, as fate would have it, Gary’s elastic waist shorts snagged the hose bib - a brass handled water spigot that rotated with the free-fall fabric’s friction. With water now filling his trench, Gary hangs bare-bottom-up for only a moment until righting himself in the trench. (At this point, broad grins and laughter interrupt the story’s conclusion while Gary’s dear LWA friends empathize - not so much - with his predicament.)

Just in time to assure no need for embellishment, Gary’s truly dear wife bears witness to his full frontal, not-so-graceful state, just as the insult to injury fait accompli tar paper curls over his head capping off the event.

Thank you Gary for permitting public humiliation in this premier Quick Release column: Needs No Embellishment.
"Life is like riding a bicycle. To keep your balance you must keep moving."
- Einstein
Membership – January 15, 2017, as reported at the LWA Board Meeting

LWA Welcomes New/Returning Members
• Andrew Kelhart
• Kathleen Casner
• David Schreffler
• Douglas Varney
• Mike Roth
• Thomas Benn
• Lauren Kramer
• Michael Barkasi
• Larry Labuz
• Donald Ohl

Statistics Summary
Units 304 (+5)
Individual 227 (0)
Family 77 (+5)
Minimum Total 381 (+10)

Annualized Projected Revenue from Memberships ~
$5330 (+$125)

Note: Website renewal (or joining)
Page prior to PayPal page now displays (for Payment Method), “Credit Card, Debit Card or PayPal” instead of just “PayPal”. Continuing should display the PayPal page, which includes ability to either login to an existing PayPal account or click on a link to pay with either a Credit Card or Debit Card. In both cases, PayPal will process the payment, but should not save information after processing a “one time” Credit Card or Debit Card payment.

Experiencing Website "Problems": Contact Membership Administration (rv314159@rcn.com and rbsmith@ptd.net)
Example: Forgotten Email address, Username or Password? We can retrieve your Email address or Username; however, we can only reset your Password to something temporary and communicate that information to you via email.

Email: This is the primary (99.99%) method by which LWA communicates. If it is incorrect, you will not receive LWA’s messages!

Renewal via US Mail:
LWA, P.O. BOX 140, TREXLERTOWN, PA 18087-0140
Please notify Membership Administration (rv314159@rcn.com and rbsmith@ptd.net) when the check is actually mailed.

Miscellaneous:
Administrators are Purging Expired memberships on a 6 month trailing cycle (through June 2016).

Need valid Email address for Stuart Field:
If anyone knows Stuart, please send his email address to Membership so that we can finalize his database record.

LWA Membership Administration
Richard Baldock, rv314159@rcn.com
Rob Smith, rbsmith@ptd.net

January Ride Leader Report
Thanks to mild weather and dedicated ride leaders, our year-to-date number of rides (61) and riders (382) is running more than three times higher than last year! Your top January outdoor leaders are Jim Fullerton with 3 rides and 33 riders followed by Tom Donnelly 3 rides/19 riders, Richard Baldock 3 rides/7 riders and Rich Ferrera 2 rides/47 riders. For the year, Richard Baldock leads the pack (or peloton) with 9 rides/18 riders followed by Jim Fullerton with 7 rides/24 riders, Rich Ferrera 3 rides/56 riders, Tom Donnelly 3 rides/18 riders and Dave Springle 3 rides/7 riders. Special thanks to Lenni Maguire for organizing 7 CompuTrainer indoor rides with 24 participating. Mr. Popularity for the year is not-afraid-of-cold-and-damp Rich Ferrera who has averaged 18.7 riders on his rides. Let’s keep up our fitness with some strong February rides. Check https://www.meetup.com/Lehigh-Wheelmen-Association/events/ to find indoor and outdoor rides that are just right for you.

Be safe! Dick McCreight
Membership Benefits – Insurance

My name is Lisa Parker and I am writing to let you know how INCREDIBLY helpful American Specialty Insurance has been to me!

I was on a group ride, lead by Dick McCreight on September 7th, 2016. I crashed ... my own entire fault! My wheel got caught on the side of the road; I lost my balance and couldn't recover. I was in the back of the pack but everyone was there with me! They took good care of me, called an ambulance, waited until my husband could come for my bike and checked in on me almost daily!

I could NOT have asked for more attention and support! I had a concussion, scrapes and bruises but no broken bones.

Now came time for the bills. Dave Sheffield and Dick McCreight took care of notifying Lehigh Wheelmen and all of the necessary paper work was filled out. A few days later Natalie from American Specialty Insurance called, went over the details, sent me a few forms to fill out and honestly. That was all I had to do! Natalie took care of everything from there! She sent me copies of what she submitted after my personal insurance fulfilled their portion, and I have had no problems with the hospital or ambulance transport! She has handled everything for me!

There are two important things I would like the club to know....

1. You are THE greatest group of people! Every group ride I've been on was welcoming, inclusive and you really do look out for your fellow riders! I can't thank you enough for that! I don't know how that would have ended if I were riding alone?!

2. Being part of the club AND being covered on the ride by LWA's insurance ... I had NO out of pocket expense for my accident!

I am looking forward to more group rides and more time with my new friends! MUCH MUCH THANKS to all of the members!

Dave and Dick,
I wanted to let you both know that the insurance company for The Wheelman is awesome! The woman in charge of me was so easy to talk with and she handled everything! I have already received a notice that Lehigh Valley Hospital was taken care of!
You are MORE than welcome to post my THANKS and PRAISE any where you'd like!
Tell the Cycle Fitters that I was only a member for about a month before my accident!!!
Thank you again for all of your help!
Lisa
Classified Ads

Items for sale

BMW X-1 roof rack mount set
BMW Base Support System for X-1 - Good Condition = Like New $140
This Base Support System is a genuine OEM BMW part #82-71-2-338-617
BMW's practical, modular roof rack system with coded bolts offers security. Made of high-tensile aluminum tubing, this support system is remarkably strong, lockable and corrosion-resistant. Vehicle must be equipped with roof rails.
BMW Rack - good shape $150

Track Oval wheels
Fuji SST 2.3, Great Youth Road Bike = 50CM, Shimano 105 grouping, Oval Wheel set, Carbon Frame $800
If interested: Jeff Berdahl, 610-703-1886, berdahl@rcn.com
LWA Discount Sponsors

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

**Action Wheels**
530 W. Broad St. #1
Bethlehem, PA 18018
610-866-1113
www.action-wheels.com

**Cutters Bike Shop**
418 E. 3rd St.
Bethlehem, PA 18015
610-419-4207
www.cuttersbikeshop.com

**Fitness Central Bike Shop**
4337 Route 309
Schnecksville, PA 18078
610-769-7300
www.fitnesscentralinc.com

**Keswick Cycle Co.**
408 N. Easton Road
Glenside, PA 19038
215-885-7433
www.keswickcycle.com

**Saucon Valley Bikes**
824 Main St.
Hellertown, PA 18055
610-838-1500
www.sauconvalleybikes.com

**South Mountain Cycles & Coffee Bar**
337 Chestnut Street
Emmaus, PA 18049
610-967-4490
e-mail: smcbikes@ptd.net

**Spokes Bike Shop**
16590 Route 61
Hamburg, PA 19526
610-562-8900
www.spokesbikeshop.com

**The Velo Shop**
6465 Village Lane, Suite 8,
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
e-mail: gs391@verizon.net

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