



## SEPTEMBER 2013 NEWSLETTER

### Custom club apparel: ordering in September

#### Classic red rose jersey returns to line-up



It has been one full year since we last opened the order window for custom club kit. It is opening again this month, with not only our two current designs but also with the reintroduction of our classic red rose jersey, the stalwart of club rides for decades. (It is in fact a very slightly modified, “new” version of the old design.)

If you took part in either of our first two ordering sessions for custom club kit (in May and September, 2012), you know the drill. We don’t have space to recap all the details on the ordering process—it can seem very complicated, especially the first time around—so we are going to refer you back to the definitive write-up we did on the process on page 7 of the May, 2012 [newsletter](#) (available in the newsletter archive of the club website). Everything you need to know should be explained there, making allowances of course for last year’s dates, a few minor details, and the fact that we will have three designs this year instead of two. Note also that a minimum order is 25, not 15.

We are not going to produce specific shorts or arm warmer designs to go with the red rose jersey. Either of the existing designs should work well with this top. All contain some variation on the red rose or rose-gear motif and all employ red as their primary color. Selling enough shorts and arms to meet minimums or high-volume price points always seems to be a challenge for the club, and we don’t want to dilute demand over three different designs. We are going to be offering cycling caps this time...a first. Look for caps and arm warmers in the Accessories section of the on-line order forms.

**Our order window will be open from September 15-30.** All of the merchandise will be shipped to the club at the end of October. Distribution will be handled as it was last year.

*Continued on page 2*

### Fire and smoke cancel Wild Rivers Tour

— Gordon Stewart, WRT Coordinator —

The Wild Rivers Tour is a club favorite starting about 40 miles NE of Arcata. It makes a big counter-clockwise loop, taking a bite out of Oregon, and then heading south along the Hwy 101 corridor. This year’s edition was due to leave on Sunday, August 4th.

On Monday, July 29, a fire started near Orleans, which is mid-way along the Stage 1 route. By Wednesday morning, this had been contained and was in the mop-up stage. The relief was short-lived, because on Wednesday evening two fires (mysteriously) erupted further along the routes of Stage 1 and Stage 2 and burned out our second campground. The road over Etna summit to the third campground was closed. The US Forest Service personnel on site were very nervous about these fires since they had few personnel to fight them and they had the potential to get bad quickly.

Plan B for the tour was to by-pass the fires and van shuttle from campground 1 to campground 4 at Curly Jack, near the town of Happy Camp. We’d then do local rides for a couple of days before heading for the next reserved campground at Panther Flat. This was far from ideal but could have worked until we found out that the USFS was thinking about using Curly Jack as a staging area to fight the fires.

The air quality was deteriorating, with smoke settling in the valleys until late in the afternoon. With our quiet rural roads being used to rush in fire-fighting equipment, it was clear that this was not a good place to be with 40 folks trying to have fun on bikes. The tour was cancelled on Friday morning.

The fears that these fires could turn bad was justified. Two weeks later, they cover 16,500 acres, have 1000 personnel fighting them, and are only 25% contained, with full containment projected for mid-September.

Further details available at <http://www.inciweb.org/incident/3577/>.

*Editor’s note:* summer tours and forest fires are often in one another’s way. The Bigfoot Tour (2000) had to detour around a fire; the Southern Oregon Tour (2005) ran through a fire zone; the first Wild Rivers Tour (2006) dodged fires for its first two days; the Plumas-Lassen Tour (2008) was modified because of fires; and we just missed a fire in Kings Canyon on the Three Parks Tour (2008). This year’s Sacramento Wheelmen’s tour, running approximately the same route as our Southern Oregon Tour, had to be cancelled because of fires, in the same week as the Wild Rivers Tour.

## MINUTE MIX

Highlights from the General Membership and Executive Board meetings for August

- 1. Call to Order:** President Susan Forsman called the general meeting to order at the Round Table on Occidental Road on Wednesday, August 14. 54 members and friends were present.
- 2. Treasurer's Report:** Treasurer Greg Durbin reported on current bank balances, as of July 31.
- 3. Membership:** Registrar Gordon Stewart reported membership of 1748 (combining individual and family memberships). Liz Sinna and Bob Redmond acted as hosts at the New Member Table, with one new member on hand.
- 4. Rides:** Ride Director Bill Oetinger was absent. But others circulated a ride calendar sign-up sheet for September. At the Board meeting, Liz Sinna proposed various ideas for increasing ride leading, including tutorials at club meetings for working in Ride With GPS and an on-line FAQ page about leading rides.
- 5. Hoodie:** David Abramo brought a sample sweatshirt to demonstrate fabric and color. Voting for the design ended the day after the meeting. A mock up of the final product will be on display at the Fall Picnic. Orders will be taken from August 24 through September 15. (See item on page 5.)
- 7. Club History:** Mike McGuire reported on efforts to keep cyclists out of Coddington Mall in the late 1970's.
- 8. Job Descriptions:** Susan Forsman presented a spreadsheet listing all of the key volunteer positions in the club. She is collecting job descriptions of each assignment, created by the current volunteers managing those jobs. It's a work in progress. (See latest installment of job descriptions on page 7.)
- 9. Wild Rivers:** Gordon Stewart reported on the cancellation of the Wild Rivers Tour due to forest fires burning along the route. (See item on page 1.)
- 10. Fuzz:** Genevieve Navar: encouraged participation in the Tour de Fuzz, a pay-to-ride century scheduled for September 14th.
- 11. Holiday Dinner:** The Santa Rosa Veterans Hall has been selected as the site of the 2013 Holiday Dinner, scheduled for Saturday, December 7. Dinner will be catered by An Affair to Remember (Matt Parks' team). Janice Eunice and Arlene Morgan have agreed to chair the event.
- 12. GranFondo:** Steve Drucker outlined plans for the club's involvement with the Ritchey Ranch rest stop on the Levi's GranFondo on October 5.
- 13. Jerseys:** The Board has decided that opening windows for ordering custom club apparel should happen every half year, in the fall and spring. (See item on page 1.)
- 14. WCC:** Event Chair Doug Simon reported to the Board that WCC revenues for 2013 were up by approximately \$9000 due to increased apparel sales and to a high rate of registration transfers (for which a small fee is levied).
- 15. Speakers:** The Board is considering having featured speakers at meetings only every other month or possibly even only every quarter, with the other meetings left open for socializing after the business has been conducted. (See item on page 8.)
- 16. Tours:** Greg Durbin suggested to the Board that overall registration on club tours should be limited, and that some system

## SRCC Ritchey Ranch Lunch Stop Levi's King Ridge GranFondo 2013

The Santa Rosa Cycling Club is once again organizing and staffing the lunch stop near Seaview and Fort Ross Roads for LGF13. There were 4000 riders on the GranFondo route coming through that most important stop. Steve Drucker will be coordinating the stop for the club.

On the day of the event, we will need a total of 80 club members spread over three shifts: 8:00 AM—noon to set up and work, 11:30 AM—3:00 PM to continue and clean up, and 2:00 PM to 5:30 PM to clean up and load the truck. We will help arrange carpooling to the site to minimize the number of cars on the roads. We will also need volunteer help on days before and after the event at the club warehouse, preparing and cleaning equipment. Doug Simon will be coordinating those tasks.

The event has been very exciting the last five years, with a vast variety of riders, including Levi, at the lunch stop. Of course, the great benefits of the event are to cycling in Sonoma County and to the various charitable organizations the GranFondo supports.

The GranFondo is Saturday, October, 5. Volunteers receive a commemorative tee shirt, a free meal at the FondoSonoma Festival at Finley Park and an invitation to an appreciation party with food, swag, and door prizes. All Ritchey Ranch volunteers' names will be entered into a special prize drawing for GranFondo Jerseys and other great SWAG. The prizes will be distributed at the rest stop during the event.

Mark your calendar, save the date, and sign-up to get in on the fun. The club will take care of signing you up with the GranFondo organization. On-line signs up at club [web page](#).

**Steve Drucker: [bdrucker@sonic.net](mailto:bdrucker@sonic.net), 707-538-5256**

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### Custom club apparel — *Cont from page 1*

Sales reps from Voler Team Apparel will be at our September 11 club meeting with a full array of sizes and styles to try on and examine...men's cut, women's cut, race cut (slimmer), club cut (roomier), long-sleeve, full zips, different grades of fabric and chamois, etc. This will be your only chance to try things on and to check out the different fabrics. If you can't make the meeting, there are sizing guidelines at the very complete Voler order sites that will help you to select the right size

Please read carefully all of the information we provide (in the May, 2012 article and on the ordering introduction page we will post at the club website). Know what you are going to do before you log in at the Voler site and open your account. What you order will be made specially for you, which means there are no returns.

If you have any questions about the ordering process, follow up with Bill Oetinger: 707-823-9807, [srccride@sonic.net](mailto:srccride@sonic.net).

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should be devised to favor registration for members to favor members who regularly participate in club activities. No action taken at this time.

**17. Featured Presentation:** Barley Forsman presented a 22-minute video he had created about the club's recently concluded Central Coast Tour.

## BACKROADS & BREAKAWAYS

*B&B is a column for and about local club rides, news, gossip, anecdotes, odds and ends. If you have a story to share about a ride you led, your race results, a cycling vacation, whatever...call Bill Oettinger @ 823-9807 or send e-mail to: srccride@sonic.net.*

This reporting period begins with an annual club tradition: Doug McKenzie's Pine Flat Challenge. (Actually semi-annual, as there are two a year.) Doug sent this note to the chat list: "About 14 started at Piner High. By the time we got to the start (the bottom of Pine Flat), well over 20 were there. Some decided not to take the challenge and ride at an easy pace. It was a very nice temperature as we rode to the start of Pine Flat—low 70's and maybe low 80's at the start—but I suspected more heat awaited on the climb.

"The pace up the climb started out with respectable speed out of Jady. Then Miguel attacked off the front. We decided to let him go, with a good group of six pacing up the climb. Soon we rejoined Miguel. After about three miles, I decided I'd better save something for the last two miles and backed off.

"The temperature jumped at least 10° for the steepest sections and in the wind-sheltered, 21% pitch, I read 101°. Jady's first win out there. A couple of first timers cracked an hour. The ride back got blown apart...by Jady, of course. We regrouped at the end of Chalk Hill and rode in together. All in all, a good group and a good time."

Results: <http://www.sonic.net/~douglasi/bike/pineflat.html#713>

Speaking of Jady Palko: he's been on a roll of late, finishing third overall in the recent Vineman Triathlon. *Chapeau!*, Jady!

Bill Finkelstein and Mary Mack listed a B ride on this day that included Chileno Valley and the Cheese Factory. Bill reports: "Our fun ride today from Coati found 23 intrepid riders ready to brave the elements (it was 55 and foggy) and head out to the Cheese Factory west of Petaluma. The group stayed pretty much together until the first rider flatted about four miles into the ride on Pepper Road. One rider stayed to help and the rest of us continued. Turned out that that rider bent the valve stem on their only spare tube and had to abort their ride.

"At the first regroup, at the start of the lovely Chileno Valley, the last of the outer layers were shed in the now 'Goldilocks' weather. We picked up some riders along the way, and at that point we totaled 31. After waiting for the flatted rider to catch up (we didn't know they abandoned the ride), and suggesting the bulk of the group continue ahead, we also continued. A little way up Chileno Valley the rider who waited to assist the person with the flat finally caught up. Turns out he flatted too, thus the additional delay.

"After a brief pause to enjoy the view on the top of Wilson Hill, we continued to Marin French Cheese. The riders who had not waited for the flat folks were long gone. The remaining ten of us headed back over the route to Cotati. It was a lovely day. A bit cool to start and toasty at the end, but it seemed like almost everyone had a great time (in spite of at least five flats)."

Sunday's only ride was a C-paced wine country loop from Ron Hodges. "We had an interesting ride today with 12 people at the start in Healdsburg and picked up three riders along the way for a total of 15. People dropped off at various points during the ride, so we ended with fewer than we started with. Nikola had a monumental flat that used three CO<sub>2</sub> cartridges and three tubes to restart the

ride. I missed all of this as I was off the front along River Road with Ken, Richard, and Phillipe, setting a fast pace. We waited at the Sunset Road junction for 20-25 minutes, but figured that the others missed the turn. I checked up on Nikola later and learned that everybody made it back without further incident."

The last weekend in July began with my century ride from Sebastopol down to Hearts Desire Beach in the Point Reyes National Seashore. We had about 25 riders at the start. Of those, a few let me know they were taking shortcuts. Some rode to the first rest stop in Marshall at mile 29 and then returned along approximately the same route. Others cut across on the Marshall-Petaluma Road and rejoined the course at Wilson Hill. They ended up with 68 miles. Finally, there were five riders who went off course (unintentionally) around Point Reyes Station and were never seen again. I had an e-mail from one of them later saying that they had eventually latched onto the course again and finished the ride, although with less than the full century. That left a group of ten of us who did knock off the whole 100-mile ride.

The weather for this ride started out with mist so thick and clammy it was almost rain. Slowly, over the course of the day, it dried out and cleared off, but we didn't see blue skies until around mile 60, as we chugged uphill from Olema, over the ridge and down into the more inland valleys. In the end, it was just about ideal for a long ride, never getting too hot. The inevitable headwinds were there for the run west along Chileno Valley, but I thought they were moderate, at least compared to how they can be. Perhaps it's because we were sheltering behind Steve Thomas, as he took a monster pull lasting almost the entire length of the valley. He seemed happy to be churning away on the front, and the rest of us were happy to let him do it. Between the mild weather and the great scenery and the good company, it was a relatively easy and altogether pleasant century.

Nikola Farats listed a ride out to Willow Creek for the next day, but we never heard anything about it...sorry, no report.

August launched with a busy calendar of rides, including a 62-mile ride around the wine country listed at BC pace. Laura Stansfield and Harry Williamson were in charge. Laura sent a long, thoughtful report on the day to the chat list. She reports 23 riders in attendance, with about 17 of them banding together to roll out the early miles at a pace well above BC. The moderate topography around the loop—an approximation of the Wine Country Century's later miles—aided in the snappy tempo. So did cool, cloudy weather. Some of the 17 were driving the pace and some were hanging on by their fingernails at the back. (This is the classic scenario that pops up on almost every club ride: faster riders poaching down a tier and cranking up the pace well above what was advertised. After watching this play out on countless rides over many years, I've pretty much given up on policing it or even complaining about it. It's simply the nature of the beast.) Harry and Laura did the best they could with what they were given. At a regroup at Madrona Manor, they shooed the faster riders off up West Dry Creek to do their thing, while they waited to collect the rest of the group and proceed at something a bit closer to the listed speed. Most of the riders stayed mostly together all the way around the course until the lumpy terrain along Chalk Hill began to drive some wedges into the file of riders. Laura guesses many people averaged around 19 mph for the day, which is definitely a bit high for the nominal BC listing.

— Continued on page 6

The following system is used in our ride schedule so that riders can estimate the relative difficulty of each ride.

### TERRAIN

- 1: Mostly flat (River Road, Dry Creek)
  - 2: Rolling, easy grades (Westside Road)
  - 3: Moderate grades (Graton Road)
  - 4: Hilly; a few steep pitches (Coleman Valley Road, Franz Valley Road)
  - 5: Very hilly; lots of long climbs (Cavedale, The Geysers, Skaggs Springs Road)
- (If available, elevation gain may be listed.)

### TEMPO

Actual ride speed may vary, depending on terrain, distance, weather, and group dynamics. Tempo listing is only a ballpark estimate.

A: relaxed pace; frequent regroupings; waits for all riders. Over 26 minutes\*

B: touring pace; regroupings every 30-60 minutes; waits for all riders. 23-26 minutes\*

C: brisk pace; pacelines likely; regroupings every 45-90 minutes. 19-22 minutes\*

D: aggressive pace; pacelines; slower riders may miss regroupings. Under 19 minutes\*

\*Times are for official SRCC speed trap: 4.4 mostly uphill miles on Graton Road from Ross Road in Graton to summit at Tanuda/Facendini junction. If you want to know where you fit in on club rides, time yourself on this section and compare your time to the list above. Ride it once as fast as you can manage (if you want)—an uphill time trial—and then, on another day, ride it at an easy sustainable pace. Your true, natural tempo will be somewhere in between those times.

### DISTANCE

The last figure in the formula is miles.

## HELMETS ARE MANDATORY ON ALL CLUB RIDES

Ride leaders should provide maps and/or route instructions. Riders should carry ID, emergency info, cash, tube(s), flat repair kit, water bottle(s), and have their own map in case they lose the group.

Non-members are welcome on club rides but must sign a liability waiver provided by the ride leader or available at the club [website](#).

If the course seems too long or difficult, the ride leader may be able to suggest an alternate starting place or bail-out route.

Rain cancels all rides unless otherwise noted.

Rides depart at 10 minutes past listed time.

More info on club rides [here](#).

# RIDE SCHEDULE

PDF route slips available at [www.srcc.com](http://www.srcc.com)...go to Calendar & Rides

## SATURDAY • AUGUST 31

### Beat the Heat 100-K

2/AB/62 miles  
8:00 AM • Airport Cinema parking lot, Airport Blvd.

Out around the airport and onward to Wohler Bridge (following the WCC course). North on Westside, West Dry Creek, and Dry Creek to a rest stop at the Lake Sonoma Visitor Center. Back south on Dry Creek, up and over Canyon and south through Alexander Valley along Hwy 128 and Red Winery. Into Healdsburg and south along Old Red through Windsor.

Mike McGuire—542-6687  
[mmcguire@pacbell.net](mailto:mmcguire@pacbell.net)

## SUNDAY • SEPTEMBER 1

### Heaven's Trail

2/A/27  
9:30 AM • Analy High School

An easy jaunt on the trail from Sebastopol into Forestville for coffee. Then a lovely loop down Martinelli Road and Old River Road to Westside Road, Wohler Bridge, Eastside, etc. Back up Laguna Road, Frei Road, and Hwy 116 to the trail and down the hill to Analy.

Bridgette DeShields—953-8192  
[bridgettedeshields@sbcglobal.net](mailto:bridgettedeshields@sbcglobal.net)  
David Abramo—650-533-2330  
[djabramo@yahoo.com](mailto:djabramo@yahoo.com)

## SATURDAY • SEPTEMBER 7

### West County BBB

(Bike, Bakery, Brewery)  
3/BC/80  
9:00 AM • Woodfour Brewing Company, 6780 Depot Street, Sebastopol

This ride will be closer to a C than B pace. Park on Morris Street and meet by Woodfour Brewing Company. Ride will head out through West County hills, and then head down Tomales Bay to Point Reyes Station for a short stop. We will return back inland along Nicasio Reservoir to the Cheese Factory, Hicks Valley, Wilson Hill, Chileno Valley, Carmody, Roblar, Canfield, etc. After our ride we can enjoy some good food and drink at the newly opened Woodfour Brewing Company.

Laura Stansfield—415-613-3302  
[Searchk9@pacbell.net](mailto:Searchk9@pacbell.net)

Donna Norrell—292-0565  
[donna.n@comcast.net](mailto:donna.n@comcast.net)

### Willow Creek

3/B/64  
9:00 AM • Piner High School

Since some enjoy the somewhat unusual and secluded nature of Willow Creek, while others prefer to stay on paved roads, let's do two rides that stay together, except for the unpaved Willow Creek section. Regroups at the summit of Bay Hill (mile 27); intersection of Hwy 1 and Willow Creek (where the two groups will split up), coffee in Occidental (Howard Station Cafe, overflow to Union Hotel if needed).

David Fitch—228-9705  
[DavidCFitch@gmail.com](mailto:DavidCFitch@gmail.com)

Chuck Pope—484-1456  
[pope76@comcast.net](mailto:pope76@comcast.net)

Matthew Hoffman  
[formatt.hoffman@gmail.com](mailto:formatt.hoffman@gmail.com)

## SUNDAY • SEPTEMBER 8

### SRCC Welcome Wagon Ride

1/A/10-15  
10:00 AM • Youth Comm. Park, SR

An introductory ride for novice cyclists (but veteran riders are welcome too). Easy, social pace. Plenty of opportunities for learning bike skills with supportive, experienced mentors. Instruction in working on bikes on request.

Mike & Janice Eunice—575-9439  
[nicenice@sonic.net](mailto:nicenice@sonic.net)

### Sweet and Simple

2/A/24  
9:00 AM • Joe Rodota Trailhead at end of Sebastopol Road

Nice, gentle, easy, and enjoyable ride on the cycling trail. Stop at Andy's on the way back for coffee, pastry, sandwiches, fruit, etc.

Mary Barsony—596-0118  
[ayfun772@gmail.com](mailto:ayfun772@gmail.com)

Sunny Mawson—838-3138  
[sunny.mawson@yahoo.com](mailto:sunny.mawson@yahoo.com)

## SATURDAY • SEPTEMBER 14

### Wicked Gravity: Sonco-Napco Climbs

5/CD/79  
9:10 AM • Walnut Park, Petaluma

Some major climbs, including Sonoma Mtn. #1 (off Adobe), Lichau, Trinity, Oakville Grade. Due to road conditions and elevation, some descents are technical and require bike handling skills.

Hunt Moore—364-3258  
hunt@voodoolab.com

**SUNDAY • SEPTEMBER 15**

**Mellow Sunday**

1/AB/20

9:00 AM • Youth Comm. Park, SR

Ride to be social. Talk with people the whole way. Stay in the group the whole way. No one off the front. No one off the back. The group decides the route, if, where coffee, etc.

Tom Helm—332-8792  
tomhelm@sonic.net

**WEDNESDAY • SEPTEMBER 18**

**Wednesday Westside A Ride**

1/A/23

9:30 AM • Ragle Ranch Park

Mill Station, Sullivan, West County Trail, stopping for Coffee (or smoothies) at Roasters in Forestville. Then on to Martinelli, Wohler, Trenton, and returning on Laguna, Frei, to 116 and Mill Station Road.

Kathryn Reeves—953-6744  
catcook\_2000@yahoo.com

**SATURDAY • SEPTEMBER 21**

**Back By Eleven**

4/C/46

7:30 AM • 4th St Safeway, SR

Early start with a goal of returning by 11 AM. Three out-and-backs, which could be optional and can be used to keep the group together. Park on Rogers Way.

Janice Thomas—495-0353  
jmt.bike@gmail.com

**SUNDAY • SEPTEMBER 22**

**Santa Rosa to Coffee Catz**

1/AB/15

9:00 AM • SR City Hall

From Santa Rosa to Sebastopol and back along the Prince Greenway and Joe Rodota Trail, with a mid-ride break at Coffee Catz.

John Smithers—494-5928  
john.m.smithers.ca@gmail.com

**SATURDAY • SEPTEMBER 28**

**Multilevel Club Ride(s)**

2/A/32 • 9:30 AM

3/B/40 • 9:00 AM

4/C/50 • 8:30 AM

Windsor Town Green

*A route:* south on Eastside, Wohler, West on Westside to Hacienda, Martinelli, bike trails from Forestville to Graton; Olivet, Woolsey, Laughlin, etc back to Windsor. *B route:* Eastside to Wohler and north on Westside, then an up-and-back on Mill Creek. Through Healdsburg and back to Windsor via Los

Amigos and Starr. *C route:* out to Wohler and Westside, up and over Sweetwater, then up to Bullfrog Pond and back over Sweetwater, etc. Food and fluids afterward.

A: David Abramo—650-533-2330  
djabramo@yahoo.com

B: Bridgette DeShields—953-8192  
bridgettedeshields@sbcglobal.net  
Rochelle Bowman—567-7762  
rockbow59@gmail.com

C: Sherry Adams—294-7442  
sherry\_n\_adams@yahoo.com

**SUNDAY • SEPTEMBER 29**

**Walk on the Wild Side**

4-5/BC/100 • 8000'

8:30 AM • Monhoff Rec Center,  
Calistoga

A challenging century, sometimes remote—no services between miles 18 and 65—and sometimes busy. (22 miles on Hwy 29...do not do this ride if you are uncomfortable with traffic.) Napa Valley, Pope Valley, wild Berryessa-Knoxville, Morgan Valley, hidden treasure Spruce Grove. Big climbs and descents, including the grand finale: curling downhill six miles on silky new pavement from Mt St Helena to Calistoga. Rest stops at Pope Valley (mile 18), Lower Lake (65) and Middletown (83).

Bill Oetinger—823-9807  
srccride@sonic.net

**REGULAR RIDES**

**Wednesday Wanna-B's**

B • 30-50 miles • 9:00 AM

*First Wednesday: Howarth Park, Santa Rosa*

*Second Wednesday: Healdsburg City Hall*

Chris Jones—938-2669

*Third Wednesday: Finley Park, Santa Rosa*

Dave Batt—546-5301

*Fourth Wednesday: Ragle Park, Sebastopol*

Paul Musson—303-246-3182

*Fifth Wednesday: Esposti Park, Windsor*

David Fitch—228-9705

**C • 30-50 miles • 9:00 AM**

*First Wednesday: Howarth Park, Santa Rosa*

*Second Wednesday: Healdsburg City Hall*

Harry Williamson—423-322-4151

*Third Wednesday: Ragle Park, Sebastopol*

*Fourth Wednesday: Ragle Park, Sebastopol*

Johann Heinzl—539-7991

*Fifth Wednesday: Howarth Park, SR*

(All leaderless C rides are decide-&-ride)

**Thursday Fixed-Gear Rides**

CD • 20 miles • Noon

Spoke Folk Cyclery, Healdsburg

Multi-gear bikes welcome too

Doug McKenzie—523-3493

**Friendly Fridays**

A • 25-30 • 9:00 AM

Same schedule as other Friday rides

Janice Eunice—575-9439

*Fifth Friday A group: Geyserville Park-&-Ride*

**B & C • 30-50 • 9:00 AM**

*First Friday: Cotati Dog Park*

Don Cropper—795-3236

*Second Friday: Howarth Park, Santa Rosa*

B: Bob Owen—291-4401

*Third Friday: Ragle Park, Sebastopol*

B: Jerry Meshulam—477-9262

*Fourth Friday: City Hall lot, H'burg*

B: Buck Hall—537-1946

C: Harry Williamson—423-322-4151

**SRCC HOODIES!**

In the Great Hoodie Election, the members have spoken and we have a winner. The hoodie you see here (or one just like it) could soon be keeping you warm and showing off your club pride far and wide.

If you want one, head for the club website, where an [order form](#) has been set up for this item. The order window will be open from August 24 through September 15.

Price was not finalized at press time, but will be somewhere around \$45.

Shirts are best-quality Hanes Ultimate-Cotton, and the graphic is being produced by Paragon, our silk-screener of choice for all club work.

Be the first kid on your block to have one of these very cool SRCC hoodies.



Perhaps that BC ride shaded a bit toward the C end of things because some of the true B riders who might otherwise have been there were on Thomas Schwartz' B ride out of Ragle Park, a 45-mile loop down to Petaluma and back. This was his first foray into ride leading, and he did a good job, including sending in this report: "Our ride to Petaluma and Two Rock started at Ragle with 12 riders. We stayed as a group over the hills west and south of Sebastopol, with a regroup at the Washoe House. We had a nice cruise down Stony Point and into Petaluma to a mid-ride break at the Apple Box on the waterfront. It was good to hear from members of the group, saying it was great to have a B ride that stayed together. Next we rode up B Street to a path through to Windsor Drive, then Western, Chapman, Eastman, and finally Middle Two Rock. By then the group had spaced out (in distance, if not otherwise). At Walker and Petaluma-Valley Ford Road, we regrouped and ended our beautiful tour of west Petaluma and returned to Ragle. No flats, no crashes, a few bumpy roads, yet no complaints and some very nice comments made by the group."

There was one ride on Sunday: Sarah Schroer's North Coast Climbing (at C pace) out of Guerneville. It featured several big climbs in the west county hills. Sarah usually sends in reports on her rides (unprompted by me), but I didn't see anything on this one, so I asked her if she had written it up. Her reply: "No, I did not write a report on this ride. Here it is, in brief: with most of the usual CD riders otherwise occupied this weekend, I was almost certain that no one would show up for my North Coast Climbing ride. So I rode to Guerneville and planned to improvise a route if I found myself alone at the start. However, one person was waiting for me in the parking lot: Marc Moons.

"The King and Queen, both a bit past their prime for this season, decided to follow the course at an easy C pace. We rode through fog and sunshine and enjoyed cool weather and quiet roads (except for Hwy 1). On our return through Cazadero, we headed west on River Road to the coast and met Marc's wife Rita at Goat Rock Park. After six hours in the saddle, I was glad to catch a ride back to town with them."

What Sarah means when she refers to most of the usual CD riders being elsewhere is the fact that the Marin Cyclists' Mount Tam Double had been held the day before. And she was right: a lot of our friskier riders were down there (or up here...it comes as far north as Coleman Valley). A quick browse through their results list shows the following members completing this very tough 200-mile ride: Carl Sanders, Andreas Schultz, Paul McKenzie, Miguel Sanchez, Craig Robertson, Paul Stimson, Michael Burke, Karl Kuhn, Brian Gully, and Ken Cabeen, with Brian Chun and Robert Morris completing it via the volunteers' ride. I hope I haven't overlooked anyone. Nice work, kids!

Last but far from least on this busy weekend, Linda Fluhrer had challenged riders to do a two-day loop over some of the gnarliest passes in the Sierra: Sonora Pass on Saturday and Monitor Pass, Ebbetts Pass, and Pacific Grade on Sunday...well over 100 miles and over 12,000' of steep, high-altitude climbing each day. A few people nibbled at the bait. (I had hoped to do it but had to cancel.) In the end, only three people did the whole thing.

I was back in the saddle on the next weekend, leading an 83-mile ride out of Howarth Park, up and over Trinity and down to the

city of Napa. The most interesting feature on this ride was a loop out through the Carneros District along a portion of the San Francisco Bay Trail. Quite obscure and hard to find, but a neat way to break out of Napa and see some new territory. I highly recommend checking it out. Use the map for this route to find it. We began the ride with 16 people on a nearly perfect day. There was only one glitch on the day, but it was a big one. Somewhere near Kenwood, pacelining along the shoulder of Hwy 12, we rolled through a small patch of what looked like grass clippings where a guy was weed-whacking next to the road. Turns out he was flinging goat head thorns all over the place. Within a mile, five people had flats, then, over the course of the next several miles, as the thorns continued to work their way through the tires—even though we all checked very carefully for them after the first stop—there were four more. Nine flats out of 16 bikes! That must be some kind of record. Collectively, I'd guess all the fixing ate up an hour and a half, causing an 83-mile ride to take as long as a century.

Also on this day, Jack Hartnett had a 32-mile AB ride out of Healdsburg. "A cool and foggy early start, with almost 30 smiling riders in tow. A short regroup at Jimtown, then on to Geyserville where everyone stopped for coffee and snacks. Alexander Valley was beautiful, as always, with very light traffic. After Geyserville, the faster riders opted to go over Dutcher Creek, lead by Bill Finkelstein, while the rest of us went over the top of Canyon to Dry Creek Road then West Dry Creek via Lambert Bridge. A small, optional trip around the Magnolia Loop at the end for most of us and then back to the cars. All the people I talked to seemed to enjoy the day. No accidents or flat tires that I was made aware of, so another successful AB ride for the SRCC."

Sunday of that weekend had the latest edition of Mike and Janice Eunice's Welcome Wagon rides. Janice sent in a short report and a photo: "Enclosed is a photo of our WW ride and its participants on Sunday. Sue Bennett and Alan Bloom were taking the picture. There were nine of us, three members coming back to cycling, and one new member trying out our group. We rode to Mom's Apple Pie for coffee, pie, and socializing. All had a great time." The big guy in the back row is, I think, a triceratops, often seen in the woods along Barlow Lane.



— Continued on page 7

## Key SRCC Volunteer Assignments

This is a once-a-month series reviewing the many key volunteer jobs in the club. By highlighting these areas of responsibility, we hope to enlighten club members regarding the nature of each job, to salute those members currently doing the jobs in question, and finally to encourage others to consider taking these tasks on in some future year.

### SRCC Newsletter Editor

The club publishes a monthly newsletter, offering club news (primarily) and other items of cycling-related interest (non-club items appearing rarely and usually only as space fillers). The purpose of the newsletter is to inform members of upcoming club activities, including rides, to report on past activities, and to promote participation in club life. Contributions of articles or stories from members are encouraged, but most of the writing is done by the editor.

Preparation of the newsletter follows a regular, monthly cycle. Work begins around the time of the Board meeting (first week of the preceding month) and hits full stride after the General Membership meeting (second week of the month). All submissions from contributors, including ride listings, should be in the editor's hands by about the 15th or 16th of the month. All of the

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### More B & B...

The last weekend we can cover this month began with Marc Moons' brutal torture rack of a ride out in the coastal hills above Jenner and Fort Ross. Marc posted a long and amusing note about the ride on the chat list. A dozen of the club's toughest hearties showed up for this monster mash, which, in 92 miles, included riding up from Goat Rock Beach, up Hwy 1 from Jenner, up Meyers Grade, down Fort Ross, up Timber Cove, down Seaview, up Hauser Bridge, down Tin Barn, down to Stewarts Point, up and down through Annapolis, up the Rancheria Wall, up Tin Barn, down Timber Cove, up Fort Ross, down Meyers Grade, and all the lumpy rollers in between. Try to take all that in, and if you can manage it, you will have some understanding of why folks from this cohort are among the top finishers in the CTC Stage Race, year after year.

There was another ride on this day too, but due to a calendar mix-up, only three of us showed up to do it. It was a dandy ride though. 65 miles over into Napa County, with Calistoga-St Helena-Spring Mtn as the biggest challenge, with Franz Valley School and Chalk Hill adding a few more ups and downs on a day of perfect weather.

On Sunday, August 18, Bridgette DeShields and Rochelle Bowman listed a ride going around the MedioFondo loop...in reverse. Bridgette reports: "A total of 18 club members convened in Duncans Mills for the ride up Bohemian Hwy and westbound over Coleman Valley. On what was a hot day inland, we had pleasant and sunny weather through Occidental and out onto the coast. The group consisted of just a handful of A riders, several B riders, and some C riders, as well as one guest. The group decided to split, with the faster riders going ahead. We all regrouped in Occidental. The A riders decided to forgo the portion of the route up Hwy 1, which can be challenging, with the lack of shoulders and often impatient motorists, and instead doubled back at the top of Coleman. It was a beautiful ride and everyone had a great time. Several of us headed to the SCBC Bike Expo afterwards."

pieces are hammered into place over the next two or three days, and then a day or two is allowed for proof-reading the copy (done by two members working with the editor). The newsletter goes to the printer as a pdf between the 18th and the 20th of the preceding month and is mailed out as soon as it is printed, arriving in most homes before the start of the new month. Meanwhile, the pdf version is made available in a newsletter archive at the club website at approximately the same time that the copy has gone to the printer (around the 20th of the preceding month). Members are advised of its availability via a blast e-mail. (Past newsletters remain in the archive, which now contains all newsletters dating back to 2006, when the newsletter first appeared in digital form.)

Tasks associated with preparing the newsletter.

#### Long-term:

1. Design layout of newsletter, including style palette of type fonts, paragraph format, etc. (Newsletter is prepared in Adobe InDesign.)
2. Prepare 12 mastheads with dates for the 12 months.

#### Monthly:

1. Prepare a template of newsletter, ready for new monthly copy.
2. Consult with Board and other interested parties regarding content for each month's issue. (Refer back to the same month's issue in past years to note recurring, seasonal topics to be covered, such as Wine Country Century, Terrible Two, holiday party, brevets, etc.)
3. Work with contributors on timing and content of their submissions.
4. Collate and summarize official club meeting minutes into *Minute Mix*. (Official minutes are prepared by the club Secretary.)
5. Solicit reports from ride leaders on their recent club rides and, if possible, gather anecdotes about members' cycling vacations and big rides (doubles, races, tours) for inclusion in *Backroads & Breakaways*.
6. Write all copy for articles not being written by other contributors; edit copy from others. Make everything fit the available space.
7. Add graphics as needed, including photos and event logos. (Work in Photoshop or Illustrator to prep graphics.)
8. Update calendar of club meetings on page 8 and update any other regular listings as needed.
9. Prepare ride list on pages 4 and 5. (The monthly ride calendar is technically the job of the club Ride Director, but in light of the fact that the ride list occupies two central pages of the newsletter, it makes practical sense for the Ride Director and editor to be the same person. In some future time when the ride list and newsletter are not so intimately joined, such as if the ride calendar appears only on the club website, these two jobs might be separated.)
10. Submit provisional newsletter for proofing; make corrections per proofing edits.
11. Send finished newsletter to printer and to webmaster no later than the 20th of the preceding month.
12. File each new newsletter in hard-copy archive. (Hard-copy archive contains all club newsletters dating back to 1982.)
13. Create other "special edition" material at the direction of the Board, such as the SRCC introductory flier that is passed out in local bike shops.

# SANTA ROSA CYCLING CLUB

PO Box 6008

Santa Rosa, CA 95406

PRINTED ON RECYCLED PAPER



Member: LAB • CBC • CABO • REBAC • SCTC • SCBC

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Secretary: Sarah Schroer .....364-7560

Treasurer: Greg Durbin .....217-1549

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Webmaster: Gordon Stewart .....823-0941

Club apparel sales: Sharron Bates .....526-3512

Membership registration: Gordon Stewart .....823-0941

Meeting program coordinators: Sharron Bates .....526-3512

René Goncalves .....570-6653

E-mail contact list at club website [here](#).

To join the club or renew membership, please go to

<http://www.srcc.com>

srccride@sonic.net (Bill Oetinger, club e-wrangler)



The Santa Rosa Cycling Club is a social/recreational organization comprised of cycling enthusiasts with a wide range of abilities and interests. Our purpose is to promote the safe and efficient use of bicycles through club rides and events, and by maintaining an active presence in the local community. We encourage a large and vital membership and try to provide rides for all abilities. We publish a membership roster and a monthly newsletter and ride calendar. We hold a general membership meeting and an Executive Board meeting once each month.

## GENERAL MEMBERSHIP MEETINGS

Wednesday, September 11 • 6:30 PM

Occidental Road Round Table Pizza

**Featured presentation: John & Linda Elgart, sales reps for Voler Team apparel, with samples of garments to examine and try on. (See article on page 1.)**

Wednesday, October 9 • 6:30 PM

## EXECUTIVE BOARD MEETINGS

(Open to all interested members)

Thursday, September 5 • 6:00 PM

Marlow Center Round Table Pizza (Marlow & Guerneville)

Thursday, October 3 • 6:00 PM

## Fewer speakers at meetings; more social time

A consensus has been emerging in recent months, among members and on the Board, that we neither need nor want a featured presentation or speaker at every meeting. We have decided to dial back the special presentations to not more than one every other month, and possibly fewer, depending on needs, timing, and interest.

For the rest of the meetings, the time after our regular business has been conducted will be purely social: mingling and schmoozing. Members can of course come a bit early and do more hangin' with pals before the meetings convene—between 6:00 and 6:30—but the emphasis will be on the relaxed time at the end of the evening. No need to rush for the exits! Stick around and visit with old friends or meet new ones.

This is in no way a criticism of the job our program coordinators have been doing recently. They've worked hard to line up speakers for the meetings, per the direction of the Board. It's just that we are coming to realize, in many cases, on many evenings, it would be at least as much fun to sit around with our friends, swapping bike lore and laughs, than it would be to listen to a speaker telling us things we probably already know about bikes and biking.

There will still be many evenings with interesting guest speakers or presentations...just not every month. Watch the space to the left here for announcements as to who—if anyone—will be featured at the next meeting.