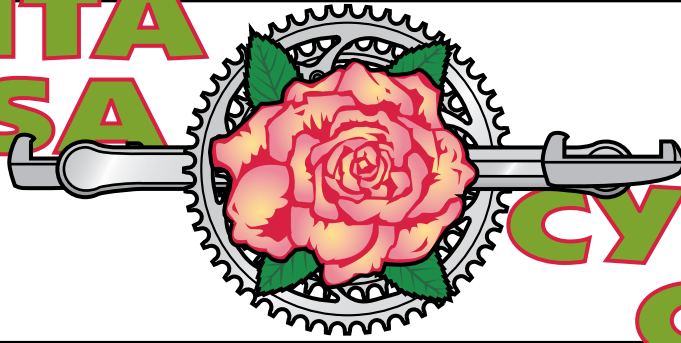


# SANTA ROSA



# CYCLING CLUB

## JANUARY 2014 NEWSLETTER

### HOLIDAY DINNER AND AWARDS PRESENTATION

On Saturday, December 7, 230 Santa Rosa Cycling Club members and their best friends gathered at the Santa Rosa Vets building for an evening of holiday festivities: good food, good cheer, and a short but jam-packed program of awards presentations for good things done over the past year.

This was our first visit to the Vets hall, and it proved to be a good facility for our needs, with plenty of elbow room for the large crowd. Surveys after past dinners have let us know our awards presentations have often dragged on too long. We have been working on that, and this year Sarah Schroer drew up a tight script that kept the presenters moving right along. In the end, that portion of the proceedings took only 45 minutes, not counting a 20-minute intermission for dessert service. Although brief, each award presentation was nevertheless eloquent and heartfelt.

The evening began with an hour of appetizers, drinks, and free-range schmoozing. Sarah then got folks organized for runs through the dinner buffet line and onward to their tables. With the herding of cats mostly complete, she introduced club VP Doug Simon, who made a short speech about club life over the past year, with a special focus on our many great volunteers. After that, emcees John Mills and Jessie Kroeck took over for the first round of awards, beginning with Rookie of the Year awards for Deb Hartnett and John Smithers. Most Improved Rider awards were presented to Brad Biancalana and Bonnie Hogue, and King and Queen of the Mountains awards went to Robert Choi and Sherry Adams. The prestigious Rider of the Year awards were presented to Carl Sanders and Sarah Schroer. This first round of presentations wrapped up with the Lewis-&-Clark Award (for a significant self-supported cycle-tour), this year presented to Cynthia Spigarelli for her solo journey from British Columbia to Northern California.

After the dessert *intermezzo*, Bill Oetinger took a turn at the front of the hall. He began with the fun old game we play: how long have you been a club member? He ran it out to 25 years and stopped there, with quite a few members still standing. Then he had all of the 2014 ride leaders stand up for a round of applause. Finally, he presented the Gearhead award to Zach Lester, a young club member who rode across the country last summer on a tandem with his dad Greg in PACTour (an average of 113 miles a day for 34 days straight). In doing so, Zach becomes the first individual challenged with Down Syndrome to ride a bike across the United States, and

*Continued on page 7*

### New Year's Day Rides and Party

Weather permitting, we will be kicking off the new year with a slate of rides around the wine country on the morning of New Year's Day. ("Weather permitting" means not raining.) There will be routes for all levels of riding ambition and tempo (at least ambitions appropriate to the midwinter date). The rides will begin at Schaefer School, near the corner of Coffey and San Miguel, and will follow approximately the same routes as our Wine Country Century 100-K Workers' Ride, with shortcuts inserted here and there for the folks who wish to travel at more leisurely speeds. Check the ride list in the newsletter or at the website for more details on routes and start times.

After the rides, we will pedal to the club's warehouse/clubhouse (4023 Coffey Lane) for a party to get the new year off on the right foot. Our dedicated, creative volunteers are already planning the party: what to cook, how to organize it, and what to do if it rains. Parking is limited at the warehouse. If at all possible, travel to the warehouse on your bike. If the rides are rained out, we will still have the party. In that case, we'll do the best we can with the cars, including parking out on Coffey Lane.

With New Year's Day falling on a Wednesday, we don't have the option of rescheduling the ride to the next day, as we have done in some years, when the date was on a weekend. But we have decided that if the festivities are rained out on Wednesday, and if the forecast looks promising for the weekend, we will move the entire shootin' match to Saturday, January 4. If we do this, we will alert all members with a blast e-mail.

This is a members-only event and registration is required (so we can accurately estimate food purchases). Registration will be set up at the club's [website](#) of rides and events.

We have our volunteer leadership in place for the party—as always, the dynamic duo of Sharron Bates and René Goncalves—and they are being supported (*all of us* are being supported) by a volunteer crew from the Sonoma County Bicycle Coalition, looking to give a little back to the club that often supports them. However, we will still need a few SRCC vols to help the SCBC vols. If you can assist, please talk to...

**Sharron Bates: 526-3512**

**René Goncalves: [leslierene@hotmail.com](mailto:leslierene@hotmail.com)**

## MINUTE MIX

Highlights from the General Membership and Executive Board meetings for December

**1. Call to Order:** Vice-President Doug Simon called the general meeting to order at the Round Table on Occidental Road on Wednesday, December 11. 53 members and friends were present.

**2. Treasurer's Report:** Treasurer Greg Durbin reported on current bank balances, as of November 30. Greg presented the wrap-up of the 2013 budget and projections for the 2014 budget at both Board and General meetings. The proposed 2014 budget was approved by the membership.

**3. Membership:** Registrar Gordon Stewart reported membership of 1758 (combining individual and family memberships). Liz Sinna acted as host at the New Member Table, with one new member on hand.

**4. Rides:** Ride Director Bill Oetinger circulated the ride calendar sign-up sheet for December. Bill also announced that he will be retiring from his duties as Ride Director and Newsletter Editor at the end of June.

**5. Clothing:** Gordon Stewart announced that he has the club's on-line [apparel sales page](#) open for business, and that he has sold approximately 40 items in the past month.

**7. Holiday Dinner:** Arlene Morgan reported on the recently held dinner. She thanked all who helped with the event, Janice Eunice thanked all who contributed presents for the Living Room charity. (See article on page 1.)

**8. Donations:** Treasurer Greg Durbin displayed a chart showing the disbursement of grants to charities. (See item on page 7.)

**9. Elections:** Secretary Sarah Schroer explained the process of nominating candidates for the club's Executive Board for 2014. She introduced the candidates nominated so far: Sarah Schroer, running for President, Bob Redmond (Vice-President), Bridgette DeShields (Secretary), Greg Durbin (Treasurer), and Jerry Meshulam, John Mills, Sherry Adams, and Mike Adams (Officers at Large). This still leaves one vacancy for a final Officer at Large. Elections will be held at the January meeting.

**10. Warehouse:** Doug Simon reported on the renewal of the lease on the facility, with a slight increase in rent to cover the additional space required to store the new trailers. At the Board meeting, Sarah Schroer made a motion to reimburse Doug \$740 for the construction of 40 new bike racks. Motion was approved.

**11. WCC:** Doug Simon proposed keeping the same design for the event jersey but offering it in a new color scheme to boost sales. Bill Oetinger prepared a mock-up. The Board elected to stay with the existing color scheme. Doug expects to have the first committee chairs meeting in February.

**12. TT:** Rick Sawyer noted that Bill Oetinger had prepared a half-page ad to appear in the February issue of the American Randonneur magazine. Otherwise, no news on the TT front.

**13. January Board meeting:** The Board meeting has been rescheduled to Monday, January 6 to avoid the New Years holiday.

**14. Featured presentation:** Vin Hoagland and Thea Hensel made a presentation on the Southeast Area Greenway project to turn the surplus Caltrans easement between Montgomery HS and Spring Lake Park into a linear park with a bike path.

# 2013 SRCC Year-End Report

— Doug Simon, Vice-President —

I start with a quote that I have heard (and read) often over the last year: "SRCC is the best!"

Ideally, this piece would include the names of every person who has been a part of making SRCC "the best" this past year. But that would be nearly impossible. My hope is that everyone who feels a part of the club will see themselves in this write-up.

At its simplest, we are a cycling club, a group of people who like to ride bikes. But the club is much more than that, as can be seen by our many activities.

- We certainly did have bike rides: we had social, multi-level rides, almost daily group ride options, rides to all corners of Sonoma County and beyond, often into Marin, Napa, Lake, and Mendocino counties, even into San Francisco and the East Bay. We had Welcome Wagon rides for beginners, bakery rides, training rides, skills clinics, century rides, brevets, double centuries, week-long tours in far flung places, and much more.

- We had our own very successful events: the brevet series, the Wine Country Century and the Terrible Two double century. These events constitute our public face to riders from throughout Northern California and across the United States. Over 3000 people participated in our events this past year. That adds up to a lot of reservations made, volunteers organized, vendors hired, CHP and medics coordinated, commemorative jerseys, t-shirts, socks, posters and fridge magnets bought and sold, maps produced, roads marked, signage placed, food ordered and delivered, bib numbers ordered, riders checked in, tents and tables and bike racks set-up and taken down, PB&J and deli sandwiches served, cases of bananas moved, fruit sliced, cookies and chips and M&Ms laid out, water jugs filled, porta-a-potties positioned, sites cleaned, trailers and trucks loaded and unloaded, drop bags returned, beer consumed...on and on. But mostly it adds up to a lot of smiles. Dozens of grateful letters and e-mails from happy participants tell us that the WCC and TT are both considered just about the best events of their kind in our region, or perhaps in the state.

- We worked for safer environments for cycling through political advocacy and through our continuing support of the Sonoma County Bicycle Coalition and all their good work in our community.

- We had our social times: the wonderfully sunny New Year's Day Rides and Brunch; the fabulous, well-deserved Wine Country Century Workers' Ride and BBQ; the Summer Picnic; the Holiday Party and End-of-Year Awards Presentation. And many a club ride ended with a trip to a nearby brewpub or taqueria to continue the camaraderie of the rides over good food and drink.

- We loaned our support equipment to the following local events to help them in their community efforts: Petaluma Kids GranFondo, SCBC's BikeSonoma Expo, Giro Bello, Tour d'Organics, Tour De Fuzz, Levi's King Ridge GranFondo, and Team Swift Junior Development Program.

— Continued on page 5

## 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.*

Bike rides don't happen in a void, or indoors, unless you're riding your trainer and watching one of those videos of climbing Alpe d'Huez. No, real rides happen in the real world, and that means that whatever is going on out there becomes part of the program. Those factors were abundantly in play on the first weekend we can cover this month. On Saturday, November 23, David Fitch and David Smith collaborated on a B-C joint ride. Both rides started in Healdsburg and were supposed to head north to Cloverdale, then head up the north flank of the Geysers. Fitch's B ride would go as far as Geysers Resort Road and retrace through Cloverdale, while Smith's C ride would continue over the summit and down the south face of the ridge. However, a fierce, wind-driven wildfire blew up a day before the rides and had the Geysers swarming with fire fighters and their equipment. (It was a big enough fire that it cleared a couple of thousand acres and burnt one of the major geothermal power plants to the ground.)

In light of that, the ride leaders elected to avoid the Geysers and implemented new routes that would yield up approximately the same sort of experiences for the respective groups. (It was a big crowd at the start: probably 15-20 riders in each group.) David Fitch took his B group north to Cloverdale. After a coffee stop, the idea was to do an interesting new bike trail along the river, just outside of town, and then to do a rather remote out-&-back out of Cloverdale (Hot Springs Road). The bike trail part of the deal worked out great, but at the worst moment, I flatted and David Fitch stopped to assist me. As luck would have it, we were at the back, and no one ahead of us knew what had become of us. And we were the only ones who knew how to get to the remote out-&-back. So after a bit of milling about, the group simply disintegrated in a comprehensive way: no leaders = chaos. Folks split up into small pods and made use of every road from Dry Creek Valley to the top of Pine Flat to log however many miles they wanted or needed on this pleasant late autumn day. David and I and I think two other riders did the Hot Springs trek (and had fun doing it). We only know what some of the others did because we found them at the finish or chatted about it via e-mail later. Well...whatever! It all worked out okay. Folks got in their miles and had fun doing it.

I was curious to find out how the C ride fared and asked David Smith about it. He sent in this note...

"As you may recall, it wasn't a joint ride since both rides needed to switch to alternate routes to avoid the Geysers Road closure. The C ride went in the opposite direction from the B ride. We headed down Westside Road to Sweetwater, over the top to River Road, east to Chalk Hill, Jimtown and back to Healdsburg. This was about the same distance as the Geysers route would have been (53 miles), but much faster. This group of C riders averaged over 17 mph, so finished the ride in a little over three hours of riding time. The group included four guests, three of whom finished with the fast group. Great pace lining through Alexander Valley, although you might remember the day was a bit windy, so pace line leadership rotated often. Nonetheless, it was a very cohesive group and all finished with smiles. It was one of the best club ride experiences for me."

On the next day, Bill Finkelstein and Mary Mack listed a B ride of 51 miles out of Esposti Park in Windsor. Bill reports: "We led 16 riders from Esposti Park on a very chilly Sunday morning. It was the chilliest morning we'd faced since last winter—in the low 40s—so many riders broke out their winter riding gear for the first time in the season. The cold weather was a harbinger of the even colder weather we've been getting since.

"We all stuck together until we started up Chalk Hill, where the C riders present started leading the way. By the time we all got to the regroup at Chalk Hill and Hwy 128, almost everyone had doffed a layer. We broke up into groups as we pedaled up 128 to allow breaks for passing cars. As we continued, the Bs and Cs separated further.

"At the Geyserville Mud coffee break, we discovered we had picked up a few riders along the way. Up and over Canyon, then down West Dry Creek to an impromptu stop at Madrona Manor, where about half the B riders took a shortcut back through Healdsburg. The rest of us continued down Westside, over Wohler Bridge, and back to the park via Mark West Station and Shiloh. Riders came and went all through the ride but four of us who rode at the B pace stayed together and pulled into Esposti to end a lovely ride. After the ride, many of us decided to go out and buy warmer winter riding duds!"

On the last day of November, Janice Thomas, Liz Sinna, and Paul Whitely listed a variation on an old club theme: a century that was as close to level—non-hilly—as we can get in this rumpled landscape. Similar centuries have been a fixture on the club's winter calendar forever. Janice reports: "It was a glorious morning at the start of the ride. We had many levels of rides (including a 100-K option) with a great turnout..over 30 people.

"The CD riders sped ahead on Petaluma Hill Road. I last saw them in Freestone (30 miles into the ride). Also at Freestone, we noticed that at least five additional SRCCers were with us. One of the classic moves is leaving someone in the bathroom. That happened to me this time in Freestone.

"There was a contingent of folks who planned to head back in from Occidental. In addition to those folks, it appears the 100-K folks went that way too... (Per Paul Whiteley, 100-K leader: Most riders intending to do a metric or less enjoyed the peloton up to the first break at the Wildflour Bakery. Instead of completing the metric, everyone decided to head back via Bohemian Highway to Occidental and then east via Graton Road or Occidental Road, for a total of somewhere between 50 and 55 miles.)

Back to Janice: "I headed up to Occidental with the 100-K/50-milers, then carried on north. Near Westminster Woods, a group was working on a flat. We then got separated at the Moscow Road turn. Traveling alone at that point, I found my husband, Steve, soft pedaling. We were caught by the group that separated at Moscow Road. In Guerneville, there were a few people still at the Mini-Mart. We more or less took off together, but near Rio Nido, another flat split things up. (Not everyone knew about the flat and just kept trucking up the road.)

"By the time I got to Healdsburg, I was tired and hungry. Steve had a burrito waiting. Let's say I took more than the couple of bites that I originally thought I wanted. Shortly after I arrived at Oakville Grocery, folks were ready to head out. We were a bit strung out but left around the same time.

— Continued on page 6

# Changes ahead for the SRCC in the new year

— *Bill Oetinger, Ride Director, Newsletter Editor* —

January always marks a time of new beginnings in any annual cycle. In our club, it means the election of a new slate of officers to guide the club through the coming year. (For more on that, see item on page 7.)

But there will be additional changes this year that will have an impact on the club in the months and years ahead. I have decided it's time for me to retire as the Ride Director and Newsletter Editor of the club. (I always said I would stop doing these jobs when they stopped being fun. It's not so much that they've stopped being fun as that I am simply not as interested in them as I used to be.) I've given the Board six months' notice: I will continue to do what I do until the end of June while other folks are worked into the system. If satisfactory arrangements can be made for others to take over before then, I'll be happy to pack up sooner.

This personal change for me comes at a pivotal moment for the club: as I hand these tasks off to other people, it presents us with an opportunity to consider all of the ways we do the things that add up to those two jobs.

We have, for several years, been in a period of transition from the days when the newsletter was the only vehicle for communication that we had, where everyone went for club news and, most importantly, for the upcoming ride calendar. Now most members get their ride information off our website ride calendar.

So the first significant change can be seen on these pages at the center of the newsletter: no more ride listings in this space. There are a number of good reasons for going to a web-only ride list. The foremost among them—aside from the fact that the newsletter list is simply obsolete and redundant—is that it frees the ride calendar up from the deadline-driven newsletter cycle.

In the past, the ride list has always had to be organized a month or more in advance because of the newsletter having to go to the printer well in advance of the upcoming month. For many people thinking about leading rides, this long lead time is simply too complicated to work with. Who knows what you might be doing on a Saturday four or five weeks from now?

Other than booting the ride list out of the hard copy newsletter, we have not yet done anything to change the way we collect and list rides. But Gordon Stewart—our webmaster—and I are kicking around ideas for how to make things work better in a brave new world without printer deadlines. We envision a rolling, continuous process for submitting and listing rides. We will always welcome any listings that are off a month or more in the future, especially for bigger rides like the Bad Little Brother. People want to plan for those. But for most weekend rides, we're thinking of something like a ten-day view ahead: the coming weekend or two at a time.

Folks can submit their rides at any time. The Ride Director will check them out to make sure the routes are safe and make sense, and that one ride doesn't conflict with any other ride on a given date. Then they'll pop up on the list, almost in real time.

We can also use the calendar to solicit rides where we see holes in the schedule. If an upcoming weekend has a good A ride and a killer CD ride, but nothing for the B crowd, we can post a note in red saying we're looking for something to fill that gap.

Altogether, it should add up to a much more dynamic and immediately useful calendar. And if it encourages people to lead rides—people who were stymied by the long lead times in the old format—that will be a boon for all of us.

Formerly, with the ride calendar tied so closely to the newsletter, it made sense for the jobs of Ride Director and Newsletter Editor to be managed by the same person. But now that they're uncoupled, this is no longer the case. The Ride Director can operate independently, working with the webmaster. In fact, the entire calendar, or at least its content, if not its form, can be handed over from our webmaster to the Ride Director. (Gordon does an almost unimaginable number of tasks for the club at present, and one of our goals going forward is to lighten his load a bit.)

We haven't decided whether the preparation of the route slips that Gordon does now should be part of the Ride Director's job. That can be worked out between Gordon and whoever steps up to take on this job. Overall though, the job of Ride Director should not be that difficult, nor too time consuming. Whoever takes this on should have a fairly good grasp of the network of roads where we list our rides. We will want them to be able to spot glitches and problems that might pop up in a listing. And we want them to have enough people skills to be able to work with the ride leaders to iron out scheduling conflicts and whatever other problems might pop up.

## What about the newsletter?

A huge question! In this age of cyber-communication, the traditional eight-page newsletter is something of a dinosaur, and I for one am thinking that it may be time for it to retire too, along with its Editor.

I spent some time recently browsing the websites of other Northern California bike clubs, seeing how they're organizing their websites and how they're disseminating club news. At the Davis Bike Club site, I checked out their December, 2013 newsletter and found a note from their Editor saying that he was resigning, effective immediately, and that he was proposing to the club that they abolish their traditional newsletter and go to an entirely web-based format for covering club news.

In fact, their website already has a nicely organized section under the heading [Club News](#), and it serves as a likely looking template that we might emulate. The page offers a bullet-point list of headers, with a few words about each topic and a link to a full article on its own page, elsewhere.

This liberates your "newsletter" from the tyranny of the classic, eight-page format and also from monthly deadlines. You don't have to shoehorn your content in when you have too much, nor pad it out when you have too little. Any article can be as long as it needs to be and can include photos or graphics, all in color.

It also eliminates the cost of printing and mailing the old paper newsletters. I'm one of a small handful of people still getting the newsletter in the mail because I want to keep copies of them all in my newsletter archive dating back over 30 years. But like it or not, we may be getting to that tipping point where such a traditional old artifact just doesn't make sense anymore.

— *Continued on page 5*



## Changes

— Continued from page 4

The crucial question is this: how do we communicate with one another in the club? How do we disseminate the information that binds us together? In this club, there are essentially three categories of information/news we share...

- The ride calendar (and the other dates that matter to us, such as for meetings and other social events).
- Looking forward: news about upcoming events, from the WCC to the TT, from picnics to first aid classes, etc.) It's the longer, more involved back story behind the calendar. We might also cover other bike-related events outside the club.
- Looking back: reports on recent club events, such as a just-completed Terrible Two or Wine Country Century, or just the members' reports on their weekend club rides, or a report on an annual club tour...even pieces on the history of the club.

Together, these three tributary streams of information add up to create the river that is the culture and community we call our club. How do we collect and disburse that info now? Through the newsletter of course, but also through the website and the chat lists.

In some future world without a bricks-and-mortar newsletter, we would still have the need to generate copy or content...to get the word out. Whether it's a report on last Saturday's club ride or an appeal for volunteers for the WCC, someone will still have to either write the copy or collect it from other writers and edit it for spelling and grammar and general word-worthiness. That someone may or may not be called the Newsletter Editor. Their title may be Communications Director.

Rather than being proficient at creating an old-school newsletter in InDesign, their skill set might run instead to managing and laying out web pages in some blogging format. Content could be submitted in a real-time process, with the person in charge vetting the copy before posting it to the site(s).

But whatever the ultimate media employed, the person wearing this hat should have decent writing skills. You don't have to be a poet or capable of writing the next Great American Novel. We're not doing that here. But you should know how to construct sentences that would pass muster with your high school English teacher.

This needn't be a giant time sink for whoever takes it on. If we can set up some systems that make the submission of copy as simple as what we have now for submitting rides, half the task could be semi-automated. And if copy can be drip fed to the website, a little every day or two, then no one needs to grapple with the stress of jamming out the whole newsletter in a few crazy days ahead of the monthly deadlines.

All of this is a little bit hypothetical now...pie in the sky. No decision has been made yet to take the traditional newsletter out behind the barn and shoot it. We're just kicking around possible scenarios. A lot of what we do will depend on who steps forward to lend a hand with this. We're pretty sure some of you out there have the requisite skills to do what needs to be done. Whether any of you has the time or interest to do it remains to be seen. All we know for sure at this point is that I'll be leaving by the end of June, and if you want club news to continue to be promulgated, in one way or another, come July, somebody is going to have to figure out how to do it.



Join your fellow SRCC comrades for a challenging, week-long climbing fest on the high roads of the Eastern Sierra. Whitney Portal, Horseshoe Meadow, Onion Valley, White Mountains, and Sabrina/South Lakes will take your breath away in more than one way. We'll set up base camp in the National Forest sites around 8000' and start out from there on our daily adventures. (Great high-elevation training and a perfect final tune-up for the Terrible Two on June 21.)

This will be a Bring-Your-Own type of happening, with little support. Campground fees will need to be shared. Members only.

Look for more details and an on-line reg site next month.

**More info: Marc Moons, [m moonsca@yahoo.com](mailto:m moonsca@yahoo.com)**

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## Year-End Report

— Continued from page 2

- We made our roadways cleaner: through our on-going Adopt-a-Backroad program (now in its 14th year), SRCC members picked up tons of trash off the shoulders of over 30 miles of our backroads. Not only were these twice-a-year work days good for our roadside scenery, they were good for our relations with the larger community, reminding our neighbors that we do more than just ride our bikes along their roads. (We know that the neighbors appreciate our efforts because they tell us so.)

- We donated over \$15,000 to support cycling advocacy, and over \$12,000 in support of great cycling-related charitable organizations in the local community.

Who did all that? You, singly and collectively, as part of an all-volunteer organization...you made all of it possible.

At the core of club life are all the Ride Leaders, maintaining the essence of the club. Then add the Board of Directors, Ride Director, Webmaster, and all the event and committee chairs, all of whom spend countless (seriously) hours in service to this club. From the 400-plus WCC staff and 200-plus TT staff, through all the helpers on every other club event, all the way to the hundreds of people who encourage others on that tough climb, help someone fix a flat, or stop to make sure everyone makes the turn...

I thank each and every one of you for contributing in your own way to making the Santa Rosa Cycling Club "the best."

“Because Steve and I live on the route, we peeled off for home (back in Santa Rosa). Since the ride, Liz and I heard from a couple of riders: ‘I think it ended up being my fastest century to date, including all the stops.’...and, ‘It was my personal best C-ride ever!’ Thanks to Liz and Paul for helping lead the ride! Thanks for everyone who came out.”

Janice asked what became of the CD riders who went off the front on Petaluma Hill, and Hunt Moore replied: “Eight of us finished in 5.5 hours rolling time.” That did not include breaks in Guerneville and at the Dry Creek Deli.

Also on this day, Sue Bennett had an AB ride out in the Sebastopol neighborhood. “The post-Thanksgiving ride on Saturday, November 30 had 30 riders. The day was warm and beautiful. Riding the west county roads, we were far from all the Christmas shopping mall frenzy. As we neared Sebastopol, cars loaded with families were going out to the tree farms, and others were leaving with Christmas trees tied to the tops. It is somewhat of a tradition in the area, after finding a tree, to stop at the Twin Hills Apple Ranch for hot cider, pie, and other apple-baked delectables. Our mid-ride stop was going to join the celebration. But alas, the new owners of the farm apparently have different priorities. We, along with all of the families who were heading home with their trees, walked into the barn and saw nothing. Jaws were dropping with looks of disbelief. No crafts, no warm fire, no pies. When asked, the workers said they were out of hot cider and it would take awhile to make more. In a room off to the side they had a few apple items for sale. That was it. I sure hope that the new owners get a clue by next year. They were part of the tradition of going to Sebastopol for the annual tree.”

On the first day of December, I offered a ride that was essentially a backward loop around the WCC 100-K course, but with the added embellishment of an out-&-back on Pine Flat to plump the miles up to 71. I had done Janice’s century the day before, so the legs were a little dead for my own ride, but it was still a pleasant day. I think in the end we had 15 riders taking part, although with late arrivals and early departures, I doubt we were ever 15-strong on the road together. The beautiful, almost balmy weather from the day before held for our ride too. After Pine Flat and a run up to Geyserville for a coffee break, I’m guessing several people bailed out by heading due south from there, skipping the hump over Canyon and down into Dry Creek Valley. Those of us who did the full route were all of a sudden quite lonesome. Where did everyone go? I hope they had good rides. I know I did, although those tired legs made the last miles drag a little.

Over the course of the next week, all that balmy weather went somewhere else, as we were slammed with one of the coldest cold fronts in many a year. All week long, overnight temps flirted with 20°, which may not be cold for Bismark, but certainly gets our attention. Anyone who rode that week did so bundled up to their eyeballs and would still have felt bitterly nipped around the toes and nose. Rick Sawyer had a ride scheduled for Saturday, December 7...a little workout over St Helena Road and down into Napa Valley to whet appetites for the Holiday Dinner that evening. But after nearly spinning out his car on black ice heading to the start, he pulled the plug on the ride. Descending Spring Mountain Road under those conditions would have been a disaster.

Liz Sinna put together this report on the ride on Saturday, December 14: “For the last multilevel ride of the year, we had a great turnout with about 50 people! The following are comments from the many ride leaders.”

A (Susan): “About 10 A and AB riders started at 9 am from Aleworks. At the end of the trail at Willowside, the AB riders followed the route slip while three of us A riders went the other way on Willowside to cut off six miles. We arrived at Café Noto about 10 minutes before the AB and B riders showed up. We all followed the same route back. No flats or other incidents to report.”

B (Bridgette): “About 16 B riders started out from Santa Rosa, and we picked up three more along the way. It was a beautiful sunny day, although cold. The group stayed together all the way to Sebastopol and then split up a bit, but everyone made it to Cafe Noto where they met up with the A riders. After leaving Windsor, a faster group pulled ahead with the back half of the group setting a more moderate pace back to town. After the ride, several riders enjoyed libations at the Aleworks.”

BC (Liz): “I led from the back and enjoyed my ride with Karen and Andrea, from the Marin Cycling Club. We decided to skip Sonoma Mountain. The weather was perfect!”

BC (Del): “A cold start got the BC group going through Santa Rosa. Traffic lights and Miguel’s flat brought the CD and BC groups together. After that, the physical laws of cycling separated this broad spectrum of riders into it’s natural sequence. By the time we reached Cavedale, the sun had warmed up the side of the mountain and, after disrobing, the front group slogged to the top. The climb separated the BC group quite a bit. I waited at the fire station for group as they staggered in. Some elected to not to stop in Glen Ellen and those that did left the store in dribs and drabs, making it back to the Aleworks in small pods. At the restaurant, Liz Sinna admitted that she had never done Cavedale. She said, ‘It’s so *hard!*’ This is amusing, coming from someone who completed the Terrible Two in record heat. (Where she said, ‘It’s so *hot!*!’)”

D (Miguel): “People regrouped at the top of Trinity, then regrouped at Glen Ellen again. Everyone seemed to be having a great time!”

D (Doug): “Brian, Luke and I skipped the Glen Ellen Market rest stop so we could get to the Aleworks in time for lunch and a beer. At the pub, I enjoyed the opportunity to chat with members of the club that I ordinarily don’t see.”

Mike McGuire listed a ride on Sunday and sent in this report about it: “On a chilly morning in the Land of Perpetual Sunshine, six hardy club members headed west from the Airport Cinema parking lot on a 50-mile AB ride to Duncans Mills. After discovering that noses and eyeballs are quite sensitive to near-freezing temperatures, we fell into a rhythm along mostly empty and very forgiving roads. Our bright yellow and lime green jackets, along with a spiffy 2010 Boston Marathon finisher’s windbreaker, made us noticeable to the early morning drivers, and no harm came our way.

“Our stop at Gold Coast Coffee in Duncans Mills was a warm and pleasant break. With hot beverages and fresh pastry, we chatted for longer than necessary, but our early start gave us time to burn. By the time we remounted our bikes, clothing had been shed and we were ready for the return trip. The chill of Moscow Road with its tunnel-like tree cover reminded us winter was still in the air, but soon enough we broke into the sun and enjoyed an easy pedal home. A day well spent with old and new friends...the best way to ride.”

## SRCC 2013 Year-End Donations

Each calendar year, the Santa Rosa Cycling Club makes donations to various local organizations and other causes deemed appropriate, as approved by the club membership. Members were asked to submit nominations during the month of October. The nominees were placed on a ballot at the club website and votes were logged during the final weeks of November.

Once the voting window closed on December 1, club Treasurer Greg Durbin tallied the votes and allocated the grant funds according to the votes. Here are the results...

Community Bikes: \$1950

Women's Recovery Services: \$1350

Challenged Athletes Foundation: \$1150

Sonoma County Parks Foundation: \$1075

Santa Rosa Southeast Greenway Campaign: \$1075

Team Swift: \$1050

Sonoma County Trails Council: \$875

Landpaths: \$850

Ross Dillon Hope Fund: \$625

Not included in these figures are any of the groups we already donate to on a regular basis, such as the Sonoma County Bicycle Coalition, the Sonoma County Radio Amateurs, or any of our regional, state or national cycling coalitions.

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## Elections for 2014 at January meeting

According to club bylaws, we are required to vote for a new Executive Board at our annual January membership meeting. Also according to the bylaws, anyone wishing to stand for the Board must have their name entered in nomination no later than at the December club meeting. This applies not only to anyone wishing to join the Board for the first time, but also to incumbents wishing to serve another term.

Some current members of the Board have chosen to step down for the new year. (Thank you to all who have given their time to lead the club.) Other current officers have agreed to stay on, and they have been joined by some club members interesting in serving on the Board in the coming year.

At the December meeting, Secretary Sarah Schroer read into nomination the names of all who are offering to serve. Those offering to serve must stand for election for one of the specific positions on the Board. For this year, they are as follows: Sarah Schroer (running for President); Bob Redmond (Vice-President); Bridgette DeSchields (Secretary); Greg Durbin (Treasurer); Jerry Meshulam, John Mills, Sherry Adams, and Mike Adams (Officers at Large). Because there are not more people running than vacancies, the vote will be by acclamation rather than by secret ballot.

There should be five Officers at Large on the Board, so we are one short at this point. The bylaws state that once the nomination process is closed, no new candidates can be added prior to the election. So the final position on the Board will be filled by an appointment from the rest of the Board, in the event that another member steps forward and offers to be on the Board (assuming the Board chooses to appoint them). If no one steps forward to serve, the Board will continue with one seat vacant.

## Holiday Dinner

— continued from page 1

he did it with such charm and grace that he inspired everyone who rode with him or who has learned of his accomplishment. This award brought the crowd to its feet for a very enthusiastic round of applause.

John and Jessie took over again for the balance of the program. They began with the Leader of the Pack award, honoring members who have toiled in the trenches of cycling advocacy. This year's joint honorees are Vicki Duggan and Tom Bahning. Next up was the Good Shepherd award (for most supportive ride leader), presented to Jerry Meshulam. Still in the most-supportive mode, the next award was the Golden Shoe, presented to a member who has been most helpful in supporting their spouse or partner in their cycling-related endeavors. This year, the award went to Joe Morgan, husband of Arlene.

Two *ad hoc*, non-traditional awards were inserted in the program next. First, an award called Above and Beyond was presented to Bridgette DeShields for her efforts in arranging a fundraiser for injured cyclist Janelle Rossi. Then the Prince Among Riders award was given to Bill Stites for his courtesy and concern for his fellow riders.

Two more awards remained...two of the most important. The Matt Wilson Spirit Award was formerly known as the Most Inspirational Award, and as the name implies, it honors someone who has inspired the rest of us with achievements (and behavior) that demonstrate courage and character and force of personality. This year's recipient—Marc Moons—inspires us not only with his strong riding, but with his friendliness and willingness to slow down and spend time with riders who are not so strong.

Last of all, but best of all, is the presentation of the Wendy Page Memorial Volunteer of the Year award. Our club is 100% volunteer-powered, so we esteem our volunteers highly. This year, we honor long-time member Jon Dick, who has most definitely been there and done that when it comes to volunteering on SRCC projects. Whenever the call goes out for help, you will find Jon at the head of the line of those offering to pitch in. He is a classic representative of the selfless folks who make this club such a success.

Speaking of volunteers, a tip of the old cycling cap to all who contributed to making this Holiday Dinner a success. Kudos to Arlene Morgan and Janice Eunice for chairing the project. Thanks to Sarah for overseeing the awards selection and presentation. To Bill Oetinger for preparing the program and the awards certificates, and for distributing commemorative patch kits and tubes to all the ride leaders. To Ramona and Ron Turner, Carole and John Kolnes, Bill Stites, and Joe Morgan for decking the hall with all the holiday decorations. Thanks to Rochelle Bowman for providing all the wine, and to Lagunitas for the IPA (brokered by Gary Helfrich of the SCBC). Thanks to Bob Redmond, Marc and Rita Moons, Paul Hansen, Sunny Mawson, Patty Mills, and Steve and Barbara Drucker for tending bar. To Amy Lukonen, Bill Finkelshtein, Mary Mack, Tina Maddux, Rose Mello, and Tim Brown for handling reception. To Ron and Ramona, Janice and Mike, Joe and Arlene, Bill Stites, Doug Simon, and Ann and Gary Graver for clean-up. Thanks also to everyone who brought a present for a needy child. You made someone's holiday a bit brighter with your generosity. And a final salute to Matt Parks and his Affair to Remember catering crew for all the delicious food we hoovered up. An affair to remember? Indeed it was.

# SANTA ROSA CYCLING CLUB

PO Box 6008

Santa Rosa, CA 95406

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Member: LAB • CBC • CABO • REBAC • SCTC • SCBC  
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President: Susan Forsman ..... 415-225-9405

Vice-President: Doug Simon .....577-0113

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

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

### Officers at Large

Liz Sinna .....484-2459

Rochelle Bowman .....544-7363

David Abramo ..... 650-533-2330

Sherry Adams .....294-7442

Bob Redmond .....799-0764

Newsletter editor, ride director: Bill Oetinger .....823-9807

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

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

To join the club or renew membership, please go to

<http://www.srcc.com>

Bill Oetinger, club e-wrangler: [srccride@sonic.net](mailto:srccride@sonic.net)

Gordon Stewart, webmaster: [gastew@gmail.com](mailto:gastew@gmail.com)



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, January 8 • 6:30 PM

Occidental Road Round Table Pizza

*Featured presentation: annual election of Board members and assorted awards/prizes*

Wednesday, February 12 • 6:30 PM

## EXECUTIVE BOARD MEETINGS

(Open to all interested members)

Special time: Monday, January 6 • 6:30 PM

Marlow Center Round Table Pizza (Marlow & Guerneville)

Thursday, February 6 • 6:30 PM

## Local emergency contact numbers

Now that cell phones are becoming commonplace on bike rides, it seems like a good time to talk about using the phones in the event of an emergency. Here are some important numbers you should have stored in your cell phone when riding in Sonoma County. You'll notice that each is preceded with a number. This is so that they will be at the top of your address book list for quick access.

01 REDCOM 707-576-1371

02 Sonoma County Sheriff 707-565-2121

03 Santa Rosa Police Dept 707-528-5222

REDCOM is the emergency dispatch for medical and fire services in Sonoma County. All agencies (except Petaluma) use REDCOM for dispatch. If you call 911 from a cell phone in Sonoma County, it is rerouted through the CHP dispatch center in Vallejo. Calling REDCOM direct saves you some time and possibly a wait on hold. For other than medical and fire emergencies, call the Sheriff. This is their dispatch line. And of course SRPD is good for within the city limits. Always the reminder: if you have an emergency on the road, call for emergency services first and then begin to administer whatever aid you can. Once you start life-saving actions, it becomes very hard to stop and make that emergency call. If you discover you don't really need an emergency response after all, you can always call back and cancel the call. When making an emergency call, always provide the most precise location you can: reference a nearby mailbox or intersection.