



PACELINE

**Alta Alpina
Cycling Club**

**Volume 7 Issue 1
Jan/Feb 2009**

Presidential Posting

A BEGINNING, A BATON PASSED, AND A NEW YEAR BEGINS

Peter Costa, President

August 4, 1986? Ring any bells? No?...nothing?...nada? Well, you might say it was Alta Alpina Cycling Club's equivalent to turning 18 and 21 all on the same day. It was on this day that Alta Alpina Cycling Club, Incorporated was born in the State of Nevada. Our Articles of Incorporation were signed by then AACC president Curtis Fong, race director Joel Stein and Russ Beebe. Another sentinel date in our history was November 22, 1988, the day the IRS granted AACC tax exempt status as a non-profit organization.

As the new president, I am now the guardian, keeper, custodian, charge and defender of a treasure trove of "very important looking" papers with signatures, stamps, notaries and, yes, gold foil seals. These 4 boxes contain the majority of our lineage, our family tree. I had no idea the position came with such a responsibility. This is not a burdensome responsibility but one with purpose. Many have come before us to build Alta Alpina into one of the most successful, well known and respected bicycle clubs in the west. The club may look different and face different challenges in 2009, but I believe that the spirit of our original members is still the backbone of our current membership. It is this spirit that will help me, and the board direct Alta Alpina.

Since our Fall Dinner and elections, Keith Hart regretfully resigned as vice president for unforeseen personal reasons. At our January meeting, held in beautiful South Lake Tahoe, the board appointed Mel Maalouf to the vice president position. The AACC board wants to extend our best wishes to Keith.

Priorities

It's a new year, and I am excited and eager to make this a year we will all remember. I have several key issues I want to focus on. Number one is transparency of board activities and finances to our members. Starting this March, we will begin publishing an Annual Financial Report in Paceline. This will allow every member to get an idea of where our money comes from and where it goes. Look for our 2008 Annual Financial Report in March.

Number two is diversification of our revenue. This includes developing a Sponsor and Donor Program. I have proposed and the board has voted to add sponsor recruitment to the duties of the Vice President. At this time, Mel Maalouf, vice President, is developing a Sponsorship Package to present to businesses, organizations and professionals (doctors, attorneys, accountants...) to help support many of our club activities. When the Sponsorship Program is finalized and polished, we will present it to the members to see. Currently, we have a verbal sponsorship commitment from a well known valley business and we haven't really started our campaign yet! We will make announcements as these items are formalized and signed. In addition to club sponsors, I am investigating our Tax Exempt Non Profit status as a possible way for members and other philanthropic individuals/organizations to support the club by giving donations. This program is still being investigated. If you are interested in sponsorship opportunities, or know someone who is, please contact Mel Malouf (for Alta Alpina Challenge sponsorships contact Lauren Lindley).

A major part of revenue diversification is the Alta Alpina Challenge. Two years ago the board and several of our prominent past (read "old") club officers felt it was important to produce our own event. This would be a new event that the club controlled, self directed and benefited from. The new event would have to represent our history, our location and our spirit. It also had to be responsible to our friends and neighbors who we share the roads with.

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The idea was to put on an event that we, Alta Alpina members would like to ride in ourselves, and would be proud to produce. We also recognized that we could not afford to lose money on this new event. It had to appeal to a lot of riders immediately. With these ideas as our inspiration, all possible ride ideas were investigated and discussed 'ad nauseam' until the Alta Alpina Challenge was conceived. This is truly a big event...3 events in one...up to 200 miles and 8 passes...2 states and 3 counties...major participation by and with the Hung-a-Lel-Ti community of the Washoe Tribe...Hammer Nutrition as a major sponsor already...countless community, county and state public services meetings...certification by the California Triple Crown double century organization...and on and on. The organization and directorship by club member Michael Bayer has been extraordinary. He has put together an army of club members to help develop the Challenge. Initial responses from prospective riders have been extremely positive and we anticipate reaching our 900 rider limit. Our Performa for the first year has us breaking even...our goal was to not lose money! We should be in the black from the second year on. But, this will not be easy. There is an opportunity and a need for everyone to participate. The promise of next year depends on the success of this years' Challenge.

Grow our Membership

Number three is to vitalize and grow our membership. The best way to do this is to continue doing the things our members like and support, encourage and listen to our member's ideas for new club activities, incentivize members to volunteer for club events and lead rides (aka: rewards, prizes, product, cash and recognition), and begin a comprehensive campaign to bring back

past members and find new members in Lake Tahoe, Carson City and the valley. You can look forward to some new events and new ideas in the coming months. The Spring Membership Party has already been set for April 20th, CVIC Hall, Minden.

Increased Advocacy

Number four is an increased advocacy effort. Alta Alpina is blessed to have two members on the Nevada Bicycle Advisory Board, Tim Rowe and now, Dennis Coyne too! I don't think there is another club on the Nevada side of the Von Schmidt line that has two members on that board. Over the next several years, I want to increase our club's efforts and visibility in the areas of safer roads and routes to school, MTB trail development and access, greater public awareness to the benefits of riding a bicycle for fun, health, transportation and the environment.

All club members are welcome to attend and participate in the board meetings held the first Monday of every month alternating between beautiful South Lake Tahoe and the breath taking Carson Valley at 6 pm. Next meeting is at the Lake Tahoe Community College library. Future locations can be found in Paceline. If you can't be present at a meeting, feel free to email me or any board member with your suggestions, ideas, words of wisdom, race tips...

As you can see, there is a lot happening and a lot to do in 2009. I hope you are looking forward to it as much as I am. This is our club, each one of us is its' guardian, keeper, custodian, charge and defender. I am just the lucky one who gets to house the 'family jewels' until you decide it's time for another chapter in our history. Now go ride!

Alta Alpina Challenge: Riding the Wild Sierra

Please mark June 13 on your family calendar. Tear out the flyer at right and spread the news about our new event!

Local Merchant Discount Program

For discounts from these local merchants, please visit the AACC website at www.AltaAlpina.org





Challenge Philosophy

Alta Alpina's Philosophy of Challenge and "Menu of Passes" offers an exciting alternative to conventional century and double century events.

Every participant is challenged to set a personal goal based on their own individual abilities. We offer a "menu" of from 1 to 8 passes or a family ride in the foothills. The Alta Alpina Cycling Club helps everyone to achieve their personal goals.

8 Pass Course Description

From the start at Turtle Rock Park (near Markleeville), riders head north on CA 89 and turn onto Diamond Valley a beautiful rolling road with great views of the foothills. Riders descend into the Carson Valley and follow its perimeter to the base of Kingsbury grade—a good warm up before the climbing starts. After a well-earned descent, they return to California to climb scenic Woodfords Canyon and continue from Picketts Junction to the summit of Luther pass. Descending back into Hope Valley, riders begin their ascent of Carson pass taking in views of Red Lake and high alpine terrain. After enjoying another descent, participants turn right onto Blue Lakes Rd which takes them over a series of climbs and through valleys with breathtaking scenery before descending Woodfords canyon and returning to the start for lunch.

The course continues to the intersection of CA 89 and CA 4 where riders will begin the beautiful climb of the heavily forested Ebbetts pass out to the turn-around at Hermit Valley. Climbing the front side of Monitor offers riders a few challenging steep grades and sweeping views of alpine meadows and Lake Heenan. The descent to Topaz on the east side of Monitor is a thrill. Most importantly, this is safe hill to descend at night with little car traffic, great visibility, and few shadows. The final climb is long but the grade is steady and this climb is a pleasure even after sundown. Riders return to the start through the Carson River Canyon on CA 89.

The Alta Alpina Cycling Club

The Alta Alpina Cycling Club is a non-profit corporation promoting all forms of safe cycling in the Lake Tahoe, Carson Valley, Carson City, and Markleeville areas.

The club has decades of experience producing cycling events. The ALTA ALPINA CHALLENGE:

RIDING THE WILD SIERRA directly promotes cycling both within the local community and by bringing cyclists from all over the western states to enjoy the routes that are most beloved among Alta Alpina Cycling Club members.

The event will help to fund other groups involved in cycling and will eventually help fund other club programs that include:

- Adopt-A-Highway Program
- Bicycle Advocacy
- Junior Race Team
- Collegiate Racing
- Evening Road Race Series
- Evening Mountain Bike Race Series
- Gardnerville 100 Ride
- Pinetut Cracker Mountain Bike Race
- Carson Valley Classic Criterium
- Carson Valley Classic Road Race
- King of the King Time Trial
- Genoa Cyclocross

ALTA ALPINA CHALLENGE

06.13.09

RIDING THE WILD SIERRA

8 PASS CHALLENGE

THE WORLD'S TOUGHEST DOUBLE CENTURY
198 miles • 20,300 feet of climbing

BUILD YOUR OWN CHALLENGE

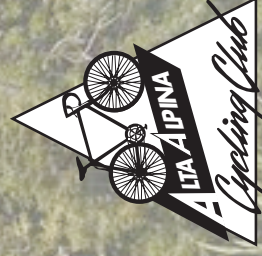
BE AS WILD AS YOU DARE
Choose your own mix of 1-6 passes
30-160 miles
3,600-16,700 feet of climbing

KID CARSON CHALLENGE

FUN IN THE FOOTHILLS
7-29 miles



ENDURANCE FUELS



www.AltaAlpina.org/challenge
877.845.2453

8 PASS CHALLENGE

You'll experience the breathtaking scenic beauty of eight classic, wild sierra climbs plus panoramas of Diamond Valley and Carson Valley on a course that features some of the best pavement you'll find on any organized ride. The course is in a remote and rugged area—there are no traffic lights and just a dozen stop signs. With nearly 200 miles, nearly half over 7,000 feet of altitude, and 20,300 feet of climbing this is the ultimate single day ride.

BUILD YOUR OWN CHALLENGE

Choose from one to six passes based on your ability and scenery preferences:

- Kingsbury
- Luther
- Carson
- Blue Lakes
- Monitor West
- Monitor East

Passes	Miles	Feet of Climbing
1	30 - 53	3,600 - 4,800
2	44 - 83	5,300 - 8,800
3	77 - 112	6,200 - 12,000
4	90 - 132	10,400 - 13,800
5	113 - 140	13,000 - 14,600
6	160	16,700

KID CARSON CHALLENGE

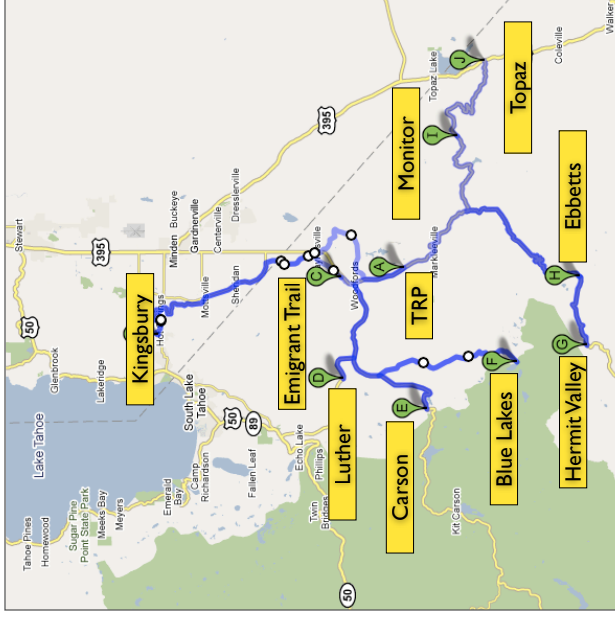
A ride for the whole family! A relaxed but still challenging out-and-back ride with options from 7 to 27 miles.

For more information visit:

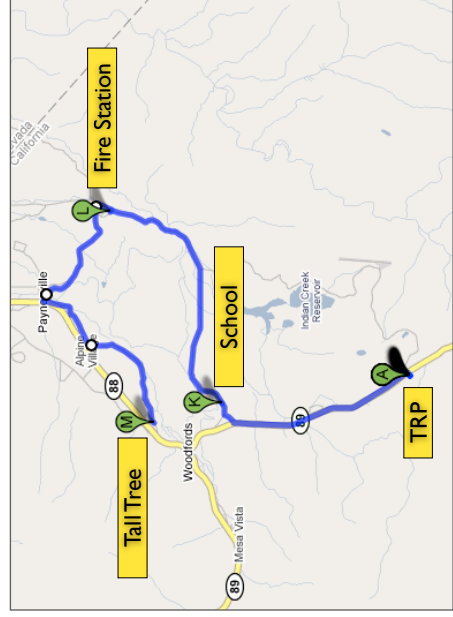
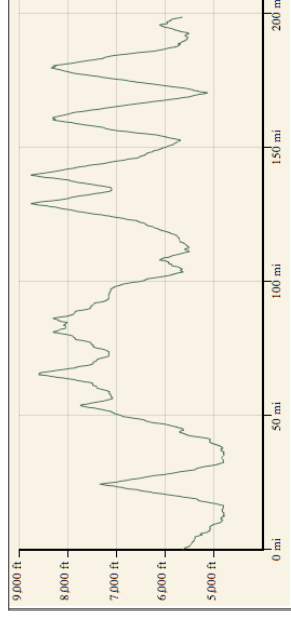
www.AltaAlpina.org/challenge

Participation has been limited to 900 people so reserve your spot today!

Note: No portion of the course will be closed to motor traffic. Riders must observe all traffic laws & course rules. Details subject to change.



Start / Finish at Turtle Rock Park, Markleeville



Kid Carson Challenge Course

ALTA ALPINA CHALLENGE

RIDING THE WILD SIERRA

06.13.09

Markleeville, CA

8 PASS CHALLENGE

THE WORLD'S TOUGHEST DOUBLE CENTURY

198 miles

20,300 feet of climbing

BUILD YOUR OWN CHALLENGE

BE AS WILD AS YOU DARE

Choose your own mix of 1-6 passes

30-160 miles

3,600-16,700 feet of climbing

KID CARSON CHALLENGE

FUN IN THE FOOTHILLS

7-29 miles

www.AltaAlpina.org/challenge
877.845.2453



Weekend Ride Leader Rewards Contest

Twain Berg, Weekend Ride Coordinator

Ride season is fast approaching! We will start our Weekend Ride Calendar in March, and I have begun to call members who have already agreed to lead a weekend ride this year.

When I am out riding, I often get to talk to folks in and out of the club and sometimes I hear comments like "their rides are too hard for me" or "I wish they would do easier social rides where I live."

Well, of course, their and they are you! And you can win up to two \$50 gift certificates for Pearl Izumi goods at the Pearl Izumi Store in South Lake Tahoe this year by signing up and leading a Weekend Ride.

Leading a ride is so easy and I'll help you with any details. You get to choose where, when, pace, road or mountain, route..everything, and you may just meet some new ride buddies that share your riding interests.

Rules

Sign up at least two weeks in advance and lead a Weekend Ride between March and October and get one chance (name in the hat) for the reward each time you do so.

The route must be within a reasonable distance of our Tahoe/Carson Region. Rideboard postings and leaderless Show and Go Weekly rides don't count.

How

To signup, call me at 775 901-6043 or email me at ridedirector@altaalpina.org. Tell me the date, and ride info, and I'll place it on the Website and Newsletter Weekend Ride Calendar for you.

The Reward

There will be two \$50 rewards. One will go to the club member who leads the most Weekend Calendar Rides and in the case of a tie; a high card draw will determine the winner. The second \$50 reward will be determined by a drawing at the end of the year club dinner. Winners need not be present but it would be great to see you there. If you lead the most rides and your name gets drawn out of the hat you win both rewards!

Cancellations

Clearly, weather and busy schedules happen. If you find that you can't lead the ride due to other obligations, you can keep your chance to win by finding another leader. The two of you can figure out how the split reward if you win. If you can't find another leader or if weather cancels, call or email me and we will reschedule so you can keep your name in the hat.

Lets have a Great Ride Year!

Board Meeting Minutes—January 12, 2009

Secretary: Lauren Lindley; Other Board Members: Michael Bayer, Twain Berg, Corey Bolton, Robert Braun, Pete Costa, David Gaskin, Garth Jackson, Mel Maalouf, Tim Rowe, Christine Zombro; Other Attendees: Ty Polastri

1. **Vacant Vice Presidency:** Keith Hart has resigned as VP of AACC.
2. **Alta Alpina Challenge:** All the Key Volunteers are in place in regards to the Key Planning Team. Twain Berg has agreed to take on Merchandising. Accounting info has been taken care off. Steve Cook is working through the NDot process. The only big remaining challenge on the horizon is with CalTrans. The website is up and Dennis is looking for feedback. The registration cannot be opened until we have pricing information from CalTrans, which will effect event pricing. Washoe Tribe - Michael has created a Sponsorship Proposal for

the Washoe Valley Tribe as a key sponsor for the event. In exchange, one of the things we will provide is 25 entries into the Kid Carson event. Alpine County has an amount of funds to spend on health and fitness in the community and they, in turn, will donate 25 bikes to the tribe. Washoe Tribe has experience with large catering events. They have a number of members who are certified in food handling and have the kitchen and capabilities to take that on. They will take on the catering role, in addition to several other roles, in exchange for \$1,050 or 5.5% in net profit. The board agrees with the proposal.



3. **Ty Polastri-Lake Tahoe Bicycle Coalition:** LTBC produces and distributes a free bike map to all local cycling related business, chambers of commerce, hotels and resorts. LTBC has put through a proposal requesting a sponsorship for the new map. LTBC's focus has been on purely bicycle advocacy: developing avenues of transportation, education and working with local governments to increase cycling transportation. LTBC proposed that in exchange for a larger visibility on the website and on the map, a larger fee for this year's printing of the map. (2007 was \$250; 2009 will be \$500). Decision will be needed by March. Sponsorship period for map will be 2 years. 20,000 maps will be distributed each summer. CalTrans has agreed to place Class 2 bike lanes from Trout Creek to the base of Ski Run Blvd. This section also connects with Class 1 bike lanes at each end (Class 1 at Ski Run) and at Los Angeles. LTBC's focus is the placement of Class 1 bike lanes throughout the basin. The next step is to continue a Class 1 bike lane from El Dorado Beach to Ski Run Blvd. \$25,000 has been ear marked for bike racks in the city and \$15,000 for improving the two bike bridges.
4. **Death Ride Participation Proposal:** We are proposing to run the rest stop at the top of Monitor in the "Alta Alpina Spirit: by riders for riders" and having volunteer riders on Monitor to provide support and aid. Proposal to be made to Alpine County Chamber by Jim Sacherman and Corey Bolton on Thursday, January 15th. 4:30 PM at the Pizza Factory in the Ranchos.
5. **Membership Grace Period and Organizational Membership Renewal:** We need to get a grace period into the database so that we can continue to send out emails to expired members. We also need to ratify the fees for 2009: Individual \$25; Family \$40; Student \$10. Board votes to leave membership fees the same. Grace period date to be April 30, 2009. Every year we are to renew the organizational members, who are simply on distribution list. Board agrees that sponsors to the Challenge will be automatically added to the Organizational Membership list.
6. **Club Budget:** No action at this point. Proposals and budgets need to be in to Dave from all yearly events so that he can put the Club Budget together for 2009.
7. **Annual Financial Report to the Membership:** Pete proposes that an Annual Financial Report to Members be posted once a year online and in the Paceline every March.
8. **Club Sponsorships:** Club to create a sponsorship chairman for the club. He will return to the board with a more fleshed out proposal including a jersey. Between now and the February board meeting. Pete makes a motion that if GE donates \$2,000 to the club between now and February that their logo be included in the redesign of the club jersey.
9. **Spring Party / Membership Drive:** Spring Kick Off Party to be held Monday, April 20th.
10. **Insurance Coordinator:** Concern over loss/damage of property (in regards to borrowing equipment from Alpine County for RWS) needs to be covered in club insurance policy. Policy for event itself will also cover damage/rental premises. Robert will have an update next month on insurance and the club policy.
11. **Monthly Status Reports:**
 - **Treasurer's Report:** As of 12/17/08, \$18,923.41. We will need to take our CD funds out; they mature on 02/08/09.
 - **Memberships:** Board of Director emails and contact info need to be updated and renewed immediately.
 - **Weekend Rides:** Twain will start calling for weekend ride sign ups in March so that they can start in April.
 - **Newsletter:** Club will print a pamphlet 4 times a year to distribute to local bike shops to educate non-member.
 - **Website:** Dennis not in attendance.
 - **Gardnerville 100:** Keith not in attendance. Pete will contact Keith with regards to this.
 - **Weekly Road Races:** Di not in attendance.
 - **Weekly MTB Races:** Mike Beam will not be the race director this year.
 - **PNC:** Saturday, May 2nd. Robert is waiting for the approval from the pavilion at the Fair Grounds. Rainbow Ridge Race in Fallon, NV is cancelled the year.
 - **Junior Team:** Small group lifting weights. Winter training camp was poorly attended. We may be able to recruit kids from the Washoe Valley Tribe this year.
 - **Kingsbury Time Trial:** Date preferred for August or September.



- **Genoa Cyclocross:** 2008 event made a little bit of money.
- **Bike Advocacy:** Bike Conference to be held in Tahoe May 20-21, 2009. They are looking for speakers.
- **Clothing:** We need an inventory of the club event t-shirts. Re-cap next month on inventory, order and jersey design.
- **Carson Valley Classic:** Garth will need a large group of volunteers for this event. July 25-26.
- 12. **New Business:** The board voted unanimously to appoint Mel Malouf to the vacant office of Vice President.
- 13. **Next Meeting:** Monday, February 2, 2009, 6 pm, Pizza Factory in Gardnerville.

Board Meeting Minutes—February 2, 2009

Secretary: Lauren Lindley; Other Board Members: Michael Bayer, Twain Berg, Robert Braun, Pete Costa, David Gaskin, Jennie Hamiter, Mel Maalouf; Other Attendees: Scott Herman

1. **Alta Alpina Challenge:** Alpine County Planning Commission approved permit conditional on making agencies happy and limiting riders to 900. 100 8-pass Riders are already reserved. Sponsorship/Expo looks promising. If any club members know of anyone who would be interested in sponsoring the ride or participating in the expo, please have them email LLindley@pearlizumi.com. Voler gave us a price of \$39.90/jersey for unlimited colors for an order of 100 or more. New developments in budgeting:
 - Caltrans has increased insurance requirements from \$2 mil to \$5 mil
 - NHP and Alpine County Sheriff have indicated that they will be required on the course
 - Budget has been reworked to accommodate these requirements
 - Added to the budget: marketing dollars for website, Cycle CA, Posters, Flyers and "Ask Me" Stickers
 - Pete motions that new budget for Alta Alpina Challenge be approved with new additions of late fees as discussed; motion passes
2. **Death Ride Participation Proposal:** Alpine Chamber of Commerce declined every one of our requests. Twain motions to turn down their standard rest stop offer; motion passes.
3. **2009 Spring Party/Membership Drive:** CVC hall is reserved for 4.20.09 from 4:00-10:00.
4. **2009 Club Budget:** Dave needs further input on budget numbers for budget approval in next month's meeting.
5. **Annual Financial Report to the Membership:** Reminder: in March Pete would like to include an Annual Financial Report to the members.
6. **Silicon Valley Community Foundation Donation and Promoting our 501c3 Status:** Kirsten Barry on behalf of the Silicon Valley Community Foundation contacted us to let us know that an anonymous advisor has donated \$5,000 to the club intended to go towards bicycle advocacy, junior team, road clean up and general support.
7. **Ides of March Contest / Bike to Work Month:** Ides of March dropped for 2009. Bike to Work Month and Ride Leader Reward program will take its focus.
8. **\$500 Sponsorship to the LTBC Map:** Pete motions that we give \$500 to the LTBC map with the conditions that the link to our website is part of our logo and that mileage to the top of the passes from closest junction is printed on the map; there should be text somewhere on the map recommending that for routes of favorite local rides to go to our website. Motion passes.
9. **Review of Mission Statement and Board of Directors Job Descriptions:** Postponed to next meeting.
10. **Storage Shed:** CVC t-shirt inventory: 4 L, 20 Mediums and a large stack of S and XS. Storage shed is so packed with inventory that you cannot remove items without moving half the shed. Pete is going to contact acquaintances in the storage industry for competitive prices.
11. **Next Meeting:** Monday, March 2, 2009, 6 pm, at South Lake Tahoe Community College.



Alta Alpina Cycling Club

P.O. Box 2032 877-845-2453
 Minden, NV 89423 877-845-BIKE
 www.AltaAlpina.org

MARK YOUR CALENDARS

Spring Membership Party ... Monday April 20
 1st Thursday Night Race ..Thursday April 30
 Pine Nut CrackerSaturday May 2
 Alta Alpina Challenge . Saturday June 13
 CVC Masters District Saturday & Sunday
 Carson Valley Classic July 25 & 26

MOVED? GOT NEW CONTACT INFO?
 Have you moved? Has your e-mail address changed?
 Don't miss out on the latest AACC happenings!
 Update your info at www.AltaAlpina.org; click on "Membership"

Alta Alpina Cycling Club Board Members

Pete Costa	President	president@AltaAlpina.org	775-782-4848
Mel Maalouf	Vice President	alpinajr@gmail.com	775-782-8493
Lauren Lindley	Secretary	llindley@pearlizumi.com	
David Gaskin	Treasurer	dlgaskin@earthlink.net	530-541-6472
Corey Bolton	Membership Coordinator	membership@AltaAlpina.org	
Twain Berg	Weekend Ride Coordinator	ridedirector@AltaAlpina.org	775-901-6043
Michael Bayer	Alta Alpina Challenge Ride Director	challenge@AltaAlpina.org	
Di Bolton	Thursday Road Race Director	di.bolton@charter.net	775 782-4729
Robert Braun	Pinenut Cracker Mountain Bike Race	robertingville@yahoo.com	
Pete Costa	Road Cleanup Coordinator	intandempc@aol.com	
Garth Jackson	Carson Valley Classic	gjacksonbsee@yahoo.co	206-459-9075
Mel Maalouf	Junior Team Coach / Race Team Director	alpinajr@gmail.com	775-782-9652
Dennis Pederson	Website Coordinator	webmaster@altaalpina.org	775-883-2390
Christine Rhiner	Paceline Editor	paceline@AltaAlpina.org	760-914-0105
Tim Rowe	Bicycle Advocacy Coordinator	Trowebikes@aol.com	775-267-9531

Newsletter Editor:
 Christine Rhiner
 Newsletter Publisher:
 Michael Bayer

The club is about and for you! All AACC members are welcomed to participate in our **Board Meetings** held the **first Monday of each month at 6:00 pm.** The location alternates between the Carson Valley and South Lake Tahoe.. Join us on **March 2 at South Lake Tahoe Community College.**