



PACELINE

**Alta Alpina
Cycling Club**

**Volume 9 Issue 6
Summer 2011**

2011 Alta Alpina Challenge: Riding the Wild Sierra

Michael Bayer, Ride Director

Event a Huge Success

The 2011 Alta Alpina Challenge was the best yet. The club set multiple goals for the Alta Alpina Challenge—to promote cycling in our region, to create a fun event for participants and volunteers, and to generate a profit. I'm pleased to report that we exceeded expectations in all these areas.

Thanks to the awesome efforts of our extended marketing team headed up by Laura Caimi, we had 274 registrations this year despite increased competition on the same weekend and disastrous spring weather. Volunteers across the western states, coordinated by Twain Berg, visited bike shops, put up posters, attended events, and distributed flyers. Joe Marzocco redesigned the event website and Dennis Pederson wrote new software for streamlining online registration. We had riders from as far away as Atlanta, GA; Fayetteville, AR; Blacksburg, VA; and Concord, NH.

The weather was close to perfect on June 11. The morning was cool as usual but the day was sunny and warm. The huge snow pack meant that Blue Lakes Rd. wasn't fully open and the Ebbetts rest stop was surrounded by snow walls. We adapted and delivered an awesome event. Feedback has been overwhelmingly positive as both riders and volunteers had a great day. Riders told us that they are already looking forward to next year and will be bringing more friends. Favorite features of the Wild Sierra cited in rider feedback include our fabulous volunteers, the amazing scenery, the flexibility of the ride options, and the limited number of riders.

The 2011 Wild Sierra was a financial success. In 2009 the ride broke even, last year we made a small profit. This year we made a profit of approximately \$7800. This success was due to increased registration, selling most of our jersey inventory, and further optimization of our expenses.

We had an awesome team of volunteers during the planning phase this year. In addition to the marketing and registration team mentioned above, Robert Braun, Peter Costa, John Cotter, Jennie Hamiter, Andrew Huntington, Lauren Lindley, and Michael Turek worked long hours throughout the months leading up to the ride. I'd like to extend a huge THANK YOU to EVERYONE who volunteered for, contributed to, sponsored, and supported the ride!

Inside this issue:

<i>Presidential Posting</i>	2
<i>2011 Race Results</i>	3
<i>Tahoe Bike Challenge</i>	6
<i>Board Meeting Minutes</i>	7



Airport Road Sticker Stop



Ebbetts Rest Stop



Presidential Posting

Mel Maalouf, President

It is tough to say what is more busy for the club: May or June. Probably May with all the rides and races we have planned which is a little more fun than organizing and working the Challenge. The Challenge went off well and there is likely more details from Michael Bayer forthcoming in the newsletter, but I wanted to say that it sounds like a lot of work (and it is) but it is also very rewarding to be part of a ride that has so much good feedback from all the riders AND the volunteers. The planning can be a bit stressful for those captains and this year the club had a lot of quality and qualified people step up and share the load. It all came together and the ride went off with a real strong showing of riders and weather not to mention financially. Many have questioned whether we should be doing a ride of this length, options, and many other details, but really it is in the club's DNA that we have the skills, volunteer base and dedication to put on possibly the best supported ride in the country. We have completed the three year plan on putting on the ride we set out to give the ride a chance to succeed. We have the decision coming up on whether we continue the excellent progression of the ride. Expect a survey to come out in the coming days to gage the club's commitment to continue the ride and any other improvements.

On a personal note, I had a professional and personal calendar conflict leading up to the day of the ride and was unable to be there for the days prior and the morning of the ride. I had a decision to make whether to go to a professional conference and have the added bonus of traveling for the first time with my wife without the kids in a long time. In the end, it was an easy decision to ensure that my work and family lives were rejuvenated. As cyclists we can often go a little overboard as we are passionate about our sport and it is important to give time to the other parts of our lives that support our love of cycling. Along the same lines, some of you may have noticed that I have been a little less present in the rides and races as in past years and this is a conscious decision. My children are getting to the age where they need more of my time, coaching and ferrying their activities. The really great part is my kids have shown flashes of interest in riding so more of my effort is to engage them in my passion without

being overbearing (tough). My greatest passion in cycling is coaching and mentoring newer and progressing cyclists to enjoy all that cycling has to offer. Part of the time away has been to lead some really new and young cyclists on the junior team. It is rewarding to see a core of 11-15 year olds budding into good riders with the help of a few older juniors to help mentor. The older juniors help out as mentors which builds leadership skills and patience which will help them in their studies and future careers.

I wanted to mention there are lots of other opportunities for trail work days, and other advocacy opportunities out there. There is the planning and execution of the new off road trails by Genoa, the Carson Valley trail system, and always the Tahoe basin opportunities for maintaining and building new trails.

Another item of mention is that we had a bad crash last week at the thursday night race. This is the first serious crash we have had in a while which is a testament to the organization and quality of riders we have. Bob Gagen crashed and went to the ICU in Reno. For now, the family seems to want to stay somewhat private with the details, but as soon as we find out details, we will let you all know. Di sent this note to the racers and the club should know:

"Also, I was totally remiss this morning in not mentioning and thanking all the responders that we have in our racing family that stepped up and handled the situation for us. It was pointed out that there was at one point 4 paramedics, 1 PA, 1 vet, and multiple EMT's on scene!

What a blessing it is to have those folks with us each week. I feel we are in good hands.

So huge thanks to all of you that took care of Bob and handled the situation!!!!!!"

I know that as a cycling community we are very concerned for our fellow cyclist friends and I am proud to be the leader of a club with such talented and concerned people that we can respond immediately to the needs of others. Rest assured, there will be opportunities to help out Bob and his family as he gets on the road to recovery.



2011 Thursday Night Race Season Concludes

Di Bolton, Race Director

Thanks to all of you for coming out this season and supporting the races. Corey and I are wondering what we will be doing with our Thursday nights now?? I will REALLY miss seeing everyone and Rufus will miss his digging! I hope you all enjoy the rest of the summer

and have a fun winter. I hope to see everyone at the "End of the Season Party" for our award presentations (date/location tbd) so keep an eye on the Alta Alpina website and your emails. Take care and ride safe!!!



The Whole Littrell Family Races



The Youngest Racer: Dalton Drum (riding next to his dad John)



The "D" Group at the Start of the Eagle Ridge Race

CERTIFICATE OF AWARD

In Honor and Recognition of Your Exemplary Team Performance

ALTA ALPINA CYCLING CLUB (OUT OF BASIN)

For a team elevation gain of 80,763 ft.!
during the 2011

TAHOEBIKE CHALLENGE

work • school • play



6th Annual



Tyrone Polastri

Tyrone Polastri
President, LTBC

Karen Fink

Karen Fink
Transportation Planner, TRPA





Board Meeting Minutes—July 11, 2011

Secretary: Lauren Lindley; Other Board Members: Michael Bayer, Curtis Fong, Ellen Sherrill, Casey Willits

1. Monthly Status Reports:

- **Treasurer:** No Update.
- **Membership:** No Update.
- **Weekend Rides:** The Wild Hellacious Ride Series will be well stocked at start with leftover bars and food from the Alta Alpina Challenge.
- **Newsletter:** Michael Bayer will be the interim newsletter editor until Lauren can take over in November again.
- **Website:** Joe is keeping up the website. Anyone with an update request should direct it to Joe.
- **Weekly Road Races:** Turn out has been good; but will probably still not break even.
- **Mountain Bike Races:** Ellen will set up a meeting to pursue a ride series with Garrett at the USFS. Suggestion made to hold races at Sierra-At-Tahoe if a basin series doesn't pan out.
- **Wild Hillacious Century Series:** Great turn out so far.
- **Junior Team:** Nate Littrel is helping the team.
- **Carson Valley Classic:** No Update.
- **Cyclocross Race:** Expected to be held in mid-October.
- **Bike Advocacy:** Measure R in South Lake Tahoe will be rewritten to ensure that we (cyclists) have enough money to maintain existing bike trails while allowing the baseball fields to use some of the existing unused funds.
- **Adopt A Highway:** 6 people showed up for the last highway clean-up. Tentative dates for next highway cleanup: Aug 21, 2011 and Oct 16, 2011.

2. AAAC Alta Alpina Advocacy Challenge Review:

We had great weather and a fabulous event! Basic info:

- 274 people registered. 3 people transferred their registration. 38 no shows in addition to 9 people saying in advance that they wouldn't be able to make the event.
- The ride made \$26k in revenue; \$7-8k in profit.
- Successful marketing of the metric and century options were key to growing the size of the event and these riders outnumbered 5 pass and 8 pass riders however the majority of our revenue is still from 8-pass registrations. There was just 1 family fun ride registration.
- A smaller proportion of 8 pass riders successfully completed all 8 passes, however a new course record was set at 12 hours and 23 minutes.
- Volunteer numbers were slightly down this year but we did have a few new volunteers. Riders still report that one of their favorite things about this ride is the interactions with actual cyclists as volunteers. Great experiences like this will fight volunteer burnout.
- There were no medical issues with any of our registered riders.
- Michael will include a query about possible dates for next year's event in his survey to riders.

3. Next Meeting: Monday, August 1, 2011, 6 pm, Pizza Factory in Gardnerville.

Local Merchant Discount Program

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





Alta Alpina Cycling Club

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MARK YOUR CALENDARS

Yuba Pass/Gold Lakes Sept 3, 8:30am
 Wild Hillacious Sonora ...Sept 10, 8:00am
 Pass Century & Metric
 Tour de Tahoe ...Sept 11, 6:30am
 Indian Hills Cyclocross Oct 30, 8:00am
 Annual Meeting & Dinner Nov 14, 6:00pm

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

Mel Maalouf	President	president@AltaAlpina.org	775-782-9652
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TBD	Carson Valley Classic		
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Joe Marzocco	Website Coordinator	j_marzocco@yahoo.com	
Tim Rowe	Bicycle Advocacy Coordinator	Trowebikes@aol.com	775-267-9531

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 **October 3** at the **Pizza Factory** in the **Gardnerville Ranchos.**

Newsletter Editor/Publisher:
 Michael Bayer