



Petaluma Wheelmen Cycling Club

PWCC Memorable Moments

STP (Seattle to Portland) riders, Richard and Karin Burger on their tandem and Michael Troy and Judy Shubin, completed the 200 mile ride in 2 days along with 9000 other riders.

Richard Burger has completed his Triple Crown: the Davis Double, the Terrible Two and the Mt. Tamalpais Double.

Debra Martin raised money for the Lance Armstrong Foundation and completed the Portland LiveStrong Challenge ride.

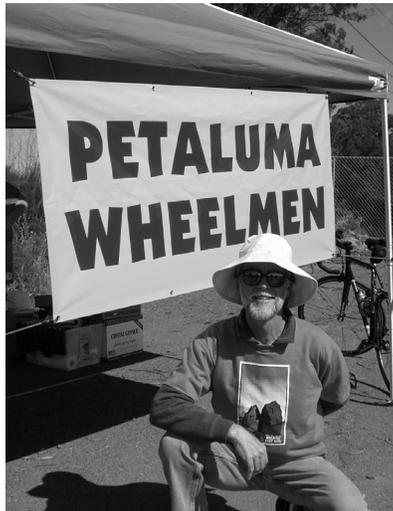
David Mulford found himself with the opportunity to do the Death Ride and even on such short notice completed 4.5 of 5 Sierra Nevada mountain passes.

Brenda Lyons, professional bicycling racer, was the featured speaker at July's meeting and **Charlie Livermore** from Endurance Mill Valley spoke at the August meeting.

PWCC's late member, Kit Boyd, donated his LeMond road bike to the club before he died last September. The sale of the bike raised \$1200 for the club's treasury. Last year, Kit was the 3rd largest fundraiser for the Breathe Easy ride, entitling him to a ride with Levi Leipheimer. Dave Trumbo rode with Levi in honor of Kit.

Andy Barclay of Eastside Cycles sold seven PWCC jerseys in one day, some of which will be worn in Atlanta, Dallas and the Cayman Islands!

News from the President



Rick Moeller, Club President

Looking for fun in all the wrong places? This is your ticket to ride! Join us for mo' fun than you'll ever imagine, great exercise and the best bunch of people you'll ever meet.

Summer riding has been fantastic and occasionally very HOT. The mid summer PWCC Tahoe weekend was a huge success with 15 riders beating the heat wave by escaping to Truckee. A great group of cycling friends enjoyed awesome rides, fantastic food, wonderful

comradship, lovely accommodations and libations from Michael Troy's Coyote Bar. Dennis Elias brought his pro espresso machine and treated everyone to their favorite caffeine lift-off.

July also featured a foggy Birthday Ride in honor of all our July and August birthdays from host, Joe Conway's home in Bodega Bay with the sun appearing just in time for the post ride barbeque and party.

The second annual PWCC barbeque and party at the Troy's ranch on Sonoma Mountain raised money for the club with great raffle prizes donated by our supporters, local bike shops Bici Sport and Eastside Cycles.

Club jerseys in the new design are hot off the press and going fast. Both the new and original style jerseys are still available by contacting the PWCC, Eastside Cycles or Bici Sport. Both shops have been very supportive of your club and its members.

Club members will soon be voting for the new slate of officers. Voting information will be emailed to members before the end of the year.

Don't forget our annual holiday dinner and awards ceremony on Saturday, December 2 at Graffiti in Petaluma, 3-6 pm. \$25 per person includes dinner, tax and tip.

Member Profile

Mary Ford, one of the PWCC founding members, hasn't been able to join as many rides as she would like this year. She is pursuing her masters degree in nursing, an adventure of a different sort, which has been commanding 50-60 hours per week in recent months.



Mary Ford celebrates the completion of her 10th Aids Ride.

Mary first developed a love and appreciation for cycling in junior high as she used her BMX bike to deliver the afternoon paper and work out the frustrations of the day. It wasn't until years later, when she registered for her first SF to LA AIDS ride, that she began to ride for pleasure. Rick Moeller was a training ride leader in those days and first introduced her to the roads of western Sonoma County.

Mary is a rider extraordinaire: ten AIDs rides in a row and many centuries, including Waves to Wine, the Holstein Hundred, Shasta Summit Centuries and the Death Ride.

Although Mary's studies keep her close to home these days, knowing that Petaluma Wheelmen are riding most mornings brings a smile to her face!

Mark Your Calendar!

Regular Rides: Tues/Weds/Thurs/Sat/Sun leaving The Applebox at 8:30 am.

Every Third Saturday: "Get outta town" rides. Join our email list to receive ride notices.

First Wednesday of the Month: 7 pm, Oct. 4, Nov. 1 — General meetings (dinner 6-7 pm) at the Applebox. Speakers present on a variety of bike related topics. Delicious dinners prepared by proprietor Kayvon and Zora Nikfar, beer and wine available.

Buying Smart – Perceived Needs vs. Reality

(Each edition features one of our local bike shop owners' advice. This month, Andrew Christensen, owner of Bici Sport on Kentucky Street, shares great information. Next edition will feature John Muela of East-side Cycles on C Street, followed by DJ from Sonoma Bicycle Co.)

As a bike shop owner I probably shouldn't be writing this. I should instead be helping to hype the newest, lightest doodad on the market, in order to increase my sales. But the coach in me wants to give advice on how to purchase wisely. Not that the new product won't improve performance or make your bike lighter, but is the money out of your pocket actually going to be justified by the "performance boost?"

Probably the most cost-effective items to boost performance are good tires and wheels. A set of high performance tires will lower rolling resistance and improve your bike's handling. A good set of light wheels will also improve handling as well as increase acceleration, improve aerodynamics and make the bike lighter over all.

Another less expensive piece of equipment that will improve your cycling is a good heart rate monitor or power meter that can also keep track of your mileage, speed, and even altitude climbed so you can effectively track your training. Being able to download that data to a computer and keep track of it can be a great motivator as well as being an easy way to review your fitness level. For many riders a simple and inexpensive heart rate monitor is all they need in order to train more effectively.

It may seem a bit "retro grouch" not to hype those cool looking carbon fiber compact cranks, but the fact is they are not going to get you up that hill any faster without proper training. The bottom line is, for most of us who are racing as a hobby, the weight savings that many products offer will not make that much of a difference in winning or losing a race, although they may help us feel like riding our bikes more, which is the reason many of us got into this sport in the first place.



Andrew Christensen, owner of Bici Sport