

SLO Coaster

Promoting safe and legal bicycle riding for recreation and transportation

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THIS MONTH'S IMPORTANT DATES

President's Message

by Robert Fuller Davis

Our board began a project this year called Strategic Planning. It is a process of identifying and ratifying our club's values, vision and mission and using those as the basis to improve the way we do things.

We identified a list of values, the things that are important to us as a bicycle club, as follows:

SLOBC Values

Fellowship

- We promote bicycle safety among ourselves
- We share food and drink and conversation
- We ride bicycles, exercise and work together
- We participate in a social support network

Service

- We promote safe bicycle handling for the community
- We serve our community
- We financially support bicycling for recreation and transportation
- We build a legacy

From there, we worked on our vision, what does the future look like if we succeed in following our mission, and we came up with this:

SLOBC Vision

Friends ride together in safe and courteous camaraderie among happy road users in a bike-friendly community.

Then we examined our mission statement to see if it still fits our needs or if we want to change it. That took a lot of time and discussion and, in the end, we decided that the current mission statement does still describe what we want to do:

SLOBC Mission

To promote safe and legal bicycle riding for recreation and transportation.

During this process, we polled club members at a meeting asking Why did you join the bike club? Most of the answers addressed the social aspect of bicycling, riding together with friends. We are asking now for additional input.

Please look at the values, vision and mission that we came up with and think about how they might be improved.

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SLO Coaster

The SLO Coaster is the monthly newsletter of the San Luis Obispo Bicycle Club. It is distributed to members, local bicycle shops and some bicycle organizations. Subscriptions are not available to nonmembers.

All articles, letters, stories of bicycling experiences, appropriate classified ads, artwork etc, are welcome. The editor reserves the right to edit or reject material. Each article is the opinion of its author and does not necessarily represent the opinion or endorsement of the SLOBC or the editor.

Submittal Guidelines

All materials are due no later than 8:00 a.m. on the 15th of each month. Nothing will be accepted verbally. All materials should be emailed to newsletter-editor@slobc.org. Complete submittal guidelines are found on the club website.

www.slobc.org/resources/support/newsletter-guidelines.html

SLOBC Meetings

Board of Directors Meeting: Tuesday before the General Meeting (5:00 PM)

Location: Air Pollution Control District meeting room, 3433 Roberto Court (SLO). All Club members are welcome to attend Board meetings.

General Membership Meeting: First Thursday (7:00 PM)

Location: County Library, 995 Palm, downtown San Luis Obispo. Refreshments are served starting at 7:00 p.m., Meeting begins at 7:15 p.m. June and December meetings differ.

Contact Information

San Luis Obispo Bicycle Club, Inc.

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Club Hotline Answering Machine: 805.543.5973

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Members only site: <http://www.slobc.net/membership>

Board of Directors

President:.....Robert Fuller Davis
president@slobc.org.....805.772.0874

Vice President:Tom Roberts
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past-president@slobc.org

President's Message from page 1

The clunkiest one, to me, is the vision. It is rather awkwardly written and tries to cover a lot of territory in a few words, which is kind of what experts recommend,

“Vision and mission statements are just that – brief and concise. If you are writing pages and pages you likely will cause confusion. On the other hand, if you make the statements too short you are likely writing a slogan. Try to keep the vision and mission statements long enough to make sense and short enough for people to remember, and say, easily.”

When we wrote the vision, we tried to encompass the following ideas:

Everybody rides safely and legally and happily in groups.

Motorists responsibly share the road in happy co-existence.

Community sees bicyclists as legitimate transportation users.

Friends ride together

Safe and courteous camaraderie among all road users.

Safe and fun cycling in a bike-friendly community.

So now we are asking for your help. See what you think of these things, Values, Vision and Mission, and tell us how they might be improved.

We invite anyone who wishes to comment on any aspect of these three items to come to the next board meeting and tell us what you think - September 4, 2012, 5 pm at the APCD Conference Room, 3433 Roberto Court, San Luis Obispo.

If you don't want to come to the meeting, write your ideas down and send them to me, slobike@yahoo.com. We are looking for your help.

Thank you.

Minutes of the San Luis Obispo Bicycle Club General Meeting San Luis Obispo Library Community Room

995 Palm Street, San Luis Obispo CA
Thursday, August 2, 2012 7:15 PM

President Davis called the meeting to order at 7:15 PM.

President Davis thanked Barry Lewis for serving as greeter and Kathy and Harvey Cohon, Martin Howell, Jeanne Hanysz, Dan Rivoire, Rosemary and John MacKeen, and Judy and Larry Rutter for providing refreshments. Harvey Cohon has been manning the club booth at the SLO Farmers Market and members were invited to volunteer to assist Harvey.

The minutes of the July 5, 2012 meeting were approved (MSC:Howell/Goldenberg).

President Davis noted that the club had received a thank you from The Land Conservancy for President Davis' presentation before the Planning Commission on the Conservancy's behalf. The club also received thank yous from the following for contributions/scholarships from the club: Cambria Teen Center, Creston 6th Grade Science Class, Shandon High School, Adilene Torres and Letitia Muniz.

Chris Broome reported that club assets as of July 31 totaled \$254,000.

Dan Rivoire gave an update on Bike Coalition activities. Bicycle master plans have now been approved by all cities in SLO County. Coalition programs are doing very well, and the Coalition has started a "Connect SLO County" campaign to raise funds to build resources for bike advocacy. The 50% off discount on a Coalition membership for SLOBC members is in effect through year-end.

Will Benedict reminded members about the upcoming Indulgence Ride and noted that Dorothy Curhan has organized a trike-only ride group. Proposed designs for the 2013 Wildflower jersey need to be submitted to Will by September 1st.

Kathy Cohon alerted members to a potential problem with seats from Neuvation.

Ken Price noted that Morro Bay will be doing painting and striping on bike lanes and that Pismo Beach will be installing additional bike racks.

Ernest Cole noted that there are 12 open volunteer positions for the Lighthouse that need to be filled...

Kathleen McHugh reminded members about the upcoming Lighthouse pre-ride.

President Davis noted that information on the Central Coast Classique was available on the back table.

Heu Brown presented a program covering a group trip to Colorado and the Black Hills organized through Roads Scholar.

The meeting adjourned at 8:40 PM.

September Meeting Presentation: French Cyclist Exchange

By: Mike & Marian Balster

MINUTES OF THE SAN LUIS OBISPO BICYCLE CLUB BOARD MEETING
AIR POLLUTION CONTROL DISTRICT AUDITORIUM
3433 Roberto Court, San Luis Obispo CA
Tuesday, July 31, 2012 5 PM

Board members present: Robert Fuller Davis, Tom Roberts, Dave Abrecht, Craig Armstrong, Will Benedict, Chris Broome, Martin Howell, Bob Lindquist, Kathleen McHugh, and Frank Mullin. A quorum being present, the meeting was convened.

No one reported a conflict of interest with any agenda item.

The minutes of the July 3, 2012 meeting were approved (MSC:Abrecht/Roberts).

President Davis noted that thank you notes had been received from the Land Conservancy for making a presentation on their behalf to the planning commission and from the Shandon School District, Creston School, Cambria Teen Center and a recent Shandon graduate for contributions received from the club.

Chris Broome reported that club assets as of July 31 totaled \$254,000 and that the tax returns for 2011 had been filed.

Frank Mullin noted that there were candidates for all board positions for 2013. The ballot will include a proposal to replace the current logo system with a new logo system, and illustrations of both the new and old systems will be included in two newsletters preceding the election in November.

The board discussed various options for members to vote on the jerseys for the club century rides. After discussion, it was agreed that the procedures for voting on the jerseys would be established by the clothing coordinator.

It was noted that Harvey Cohon has been manning a club booth at the SLO Farmers Market. Dave Abrecht and Kathleen McHugh will explore options for having club booths at other farmers markets in the county.

President Davis reviewed where the board stood on updating the mission statement for SLOBC. After extensive discussion, the consensus was to continue using the current mission statement. President Davis will write an article describing the process for reviewing the club's Vision, Values, and Mission Statement for the SLO Coaster. The article will indicate that anyone who wishes to comment on any aspect of those three items may do so at the next board meeting. President Davis advised that the next step will be to develop a strategic plan supporting the mission statement.

The meeting adjourned at approximately 5:40.

The Evolution of the Aerodynamic Helmet

By *Stu Goldenberg*

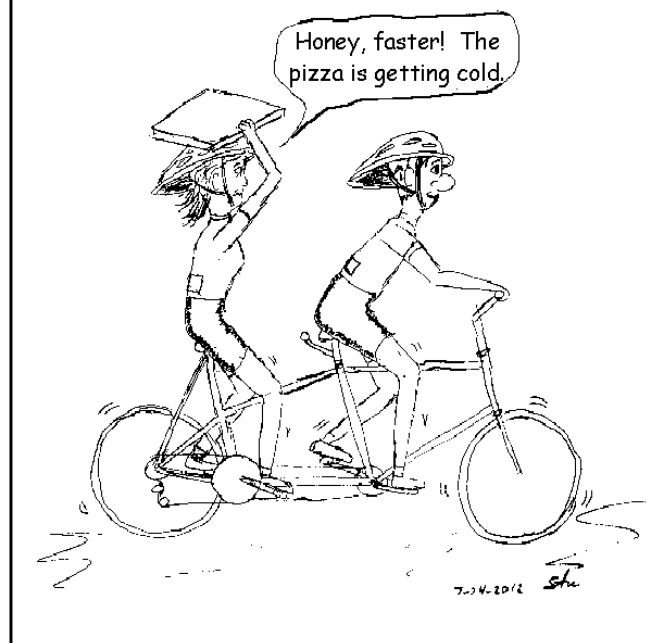
Janie and I were out riding on our tandem. We crossed paths with a former club member. He had a family club membership along with his wife, for many years. Currently they are not members. They would ride either single bicycles or tandem with the following caveat. They would never wear matching clothing. In fact, if they appeared coincidentally in matching clothing, one of them would redress in something different. They rode a lot, and in fact, we know that he continues to ride to and from his work. We don't know about her, we forgot to ask when we saw him.

When we saw our old cycling friend, he related some of their experiences while riding tandem with his wife. One, in particular, amused us. Apparently picking up a pizza at a local pizzeria was a common event for them, and they had mastered their technique. He didn't explain how she held the pizza box on the way home so I used my imagination. No anchovies, please!

Stu

The Aerodynamic Helmet

by *Stu Goldenberg* © 2012



SLOB SEEKING COVERED STORAGE FOR SMALL-RV

I'm a SLOB Club Member who resides in Michigan is seeking to locate suitable long term RV covered storage for his Toyota Sunrader (small) RV starting in October. I will then reposition this portable base adventure camp on wheels from its current storage in Oregon. I fly out a couple times a year to take the RV out of storage for a month long vacation of bike rides and enjoying the beach from Pacific Coast campgrounds. If you have something available at a moderate price that is sheltered under a roof of some sort to protect it from the weather please send e-mail to: jrdatsko@tm.net

Ride Details

Current Ride Information

Information on all Club rides including more detailed ride descriptions and any updates to the Ride Calendar can be found on the club web site www.slobc.org under Ride Calendar.

Submitting Ride Information

Submit ride information to both Will Benedict and Frank Mullin to ensure the newsletter's Ride Calendar and web site are accurate.

Submit any ride changes to Frank Mullin. This will ensure that the most current ride information can always be found under Ride Calendar at www.slobc.org.

Safe Riding

All cyclists taking part in club rides are expected to contribute to the ride's safety and enjoyment. You can find Safe Cycling Practices and SLOBC Club Ride Best Practices under Safety at www.slobc.org.

Scheduled club rides include both Fixed (Fixed starting location and time) and Variable (Variable starting location and time) events.

Sunday

(8:30 AM) - Sunday Baywood / Los Osos Ride (B-2).

Show & Go from Nazarene Church (BP). Casual pace to coffee shop in Cayucos with possibility of doing an additional creek based on mutual agreement. Contact person: Jack Robison 772-7748.

(9:00 AM) - Arroyo Grande Sunday Ride (B-2).

Andreini's (AG). The length is about 35 miles. If you are riding from SLO, contact me (frankmullin@charter.net) to see if we can join up. Two popular destinations are Poly Village (SLO) and the Trilogy (Nipomo). Led by Craig Armstrong (619-7023).

Monday

(8:00 AM) - Atascadero Scramblers (B-3).

Atascadero Zoo. Distance: about 35 miles. Destinations: Santa Margarita, Atascadero and Templeton for the mid-ride coffee stop. Route sheets / maps distributed via email prior to each ride, none available at the ride start. (See email group page for instructions on

joining email groups.) Led by Glenn & Gail Vanderlinde (ggvanderlinde@yahoo.com).

(8:00 AM) - Atascadero Breakers (C-4).

Atascadero Zoo. Distance: 35-40 miles. Destinations: Templeton, Santa Margarita, Atascadero, Paso Robles and San Miguel for mid-ride coffee stops. Route sheets and maps distributed via email prior to each ride. Contact leader to get on email distribution. Led by Kevin Matherly (matherlykevin@hotmail.com).

(9:00 AM) - Yellowjackets SLO Rides (B-2).

Ben's House (SLO). Ride supports one riding group (pace, 12-14 MPH) to various destinations. Be on time because the rides leave at the scheduled time. Led by Ben Patrick (543-2803).

(9:00 AM) - Breakaways Mondays (D-3).

Damon Garcia Sports Field. Led by Russ Robinson (781-0903).

(9:00 AM) - Flaming Tortoises (A-2).

Dinosaur Caves Park (SB). Generally we expect to ride 15 to 25 miles at no more than 12 miles per hour.

Tuesday

(8:30 AM) - Baywood Vacillators (B-2/3).

Show & Go from Nazarene Church (BP). Group decides on a coffee shop destination in San Luis Obispo or Avila Beach by mutual agreement. Ride normally breaks into a faster and slower group. Contact person: Marina Michel 528-1732.

Tuesday (6:00 PM) - Tuesday Night Rides (B/C/D-2).

Gazebo (AG). Choose between a fast 20 + mph or a slower 16 mph group. Mileage varies according to available daylight. A knowledge of group riding skills or a willingness to learn is required. "We always go to dinner after the ride." Led by John Sasaki (474-1417).

Wednesday

(8:00 AM) - Templeton Breakers (C-4).

Templeton Park. Distance: 35-40 miles. Destinations: Templeton, Santa Margarita, Atascadero, Paso Robles and San Miguel for mid-ride coffee stops. Route sheets / maps distributed via email prior to each ride. (See Monday's ride for more info.). Led by George DiMundo (gdimundo47@yahoo.com).

(8:00 AM) - Templeton Scramblers (B-2). Starbucks/Target Center. Distance: about 35 miles. Destinations: Santa Margarita, Atascadero and Templeton for the mid-ride coffee stop. Route sheets / maps distributed via email prior to each ride. (See Monday's ride for more info.) Led by Patti & Bill VanOrden (pvanorden@charter.net).

(9:00 AM) - The Trikkers (B-2).

French Park (SLO). This is a ride especially for the many club members who are now riding trikes. We specialize in safety and do our socializing when we stop for coffee. COME JOIN THE FUN! We'll ride about 25-30 miles at about 12 MPH on the first and third Wednesday of the month. Led by Dorothy Curhan (542-0334).

5 Ride to Arroyo Grande via Orcutt and Lopez Lake Rd. Led by Jim Woolf (439-0540).

19 Ride to Dairy Creek Golf Course. Led by Dorothy Curhan (542-0334)

(9:00 AM) - Flyers (D-3).

These rides are tailored for people wanting faster paced rides with some pace line riding.

5 French Park (SLO). Led by Bill Goodger (782-9197).

12 Food4Less (SLO). Led by Norm Smith (914-388-7198).

19 Bandstand (AG). Led by Steve Vines (202-8114).

26 Bob Jones Trail Head. Led by Russ Robinson (781-0903).

(9:00 AM) - Frequent Feeders (B-2).

This is a social group which rides at a moderate pace with regular regroupings and a very social coffee break midway through the ride.

5 Islay Park (SLO). Ride to Branch Street Deli (AG). Led by Willi Zilkey (542-0638).

12 Throop Park (SLO). Ride up Prefumo Canyon and then onto Baywood. Led by Jacque Wheeler (541-1240).

19 Bandstand (AG). Ride to the Trilogy (Nipomo). Led by Jim Hanto (489-1520).

26 Bob Jones Trail Head. Led by Jay Johnson (627-1511).

(9:00 AM) - SLO Pokes (A-2).

These rides are tailored for riders wanting to average no more than 12 miles per hour.

5 Laguna Lake Park (SLO). Ride to Avila. Led by Val Barboza (264-5901).

12 Hardie Park (Cayucos). Ride to Cambria. Led by Patricia and Hans-Henning Boerst (534-9660).

19 Bandstand (AG). Ride to Edna Valley for coffee. Led by June Kramer (425-239-8692).

26 Bandstand (AG). Ride to Nipomo "with a twist." Also, it Mrs Young's birthday ride. Led by Bob Young (489-4755).

Thursday**(8:30 AM) - Baywood / Los Osos Ride (B-2).**

Show & Go from Nazarene Church (BP). Casual pace to coffee shop in Cayucos with possibility of doing an additional creek based on mutual agreement. Contact person: Jerry Lundstrom 528-1069.

Friday**(8:00 AM) - Paso Robles Scramblers (B-2).**

Marriot Courtyard Hotel. Distance: about 35 miles. Destinations: Santa Margarita, Atascadero and Templeton for the mid-ride coffee stop. See Monday's ride info. Led by Monica Robinson (mrobi52@gmail.com).

(8:00 AM) - Paso Robles Breakers (C-4).

Marriot Courtyard Hotel. Distance: 35-40 miles. Destinations: Templeton, Santa Margarita, Atascadero, Paso Robles and San Miguel for mid-ride coffee stops. See Monday's ride info.. Led by Bill McBride (mcbride7085@gmail.com).

(9:00 AM) - Breakaways Fridays (D-3). Bandstand (AG). Led by Larry Bradford (474-8764).

(9:00 AM) - Yellowjackets SLO Rides (B-2).

Ben's House (SLO). Ride supports one riding group (pace, 12-14 MPH) to various destinations. Be on time because the rides leave at the scheduled time. Led by Ben Patrick (543-2803).

(9:00 AM) - Tortoises (A-1).

This group is intended for people that just want to get out for a short, easy, slow ride. We will ride about 10 to 15 miles and average 10 miles per hour. We will also try to minimize hill climbing. A coffee stop is included.

7 Food4Less (SLO). Ride to Avila (not the pier). Led by Bob Tuman (978-621-1417/545-5976).

14 Lila Keiser Park (MB). Ride to Cayucos. Led by Bruce Collier (543-9514).

21 Strother Park (AG). Ride to Red Dirt Coffee House in AG. Led by Dee & Scott McKelvie (610-1234).

28 Throop Park (SLO). Trestle and track - no Jennifer. Led by Martin Howell (544-5389).

(9:00 AM) - Blazing Saddles (B-2).

Destinations throughout the County. Avg. 12-15 mph. Distance: 30 miles. Heavy social emphasis. Always a coffee stop. For ride notification, receive emails via SLOBC 'Blazing Saddles' group email or flyingmonkeys31@gmail.com. Contact Dee McKelvie (610-1234) for more information.

Saturday

(8:00 AM) - Slabtown Rollers (C-4). Sotheby's Realty (Cambria). Variable itinerary, call for details. Led by Tom Parsons (927-5514).

(9:00 AM) - Huasna Valley Ride (C-2). Sixteenth Street Park (GB). Ride to Huasna and back, about 40 miles and 1700 feet of climbing. Led by Long Nguyen (481-1688).

(9:00 AM) - SLO Velo (C-3).

The rides are designed for the intermediate rider who is comfortable riding a 15+ mph pace on 40 - 55 mile routes. The starting location on the first Saturday of each month will be variable. More information at web page : <http://www.slovelo.com>. Contact Ron Starkey for more information (ronstarkey@exocet.com).

(10:00 AM) - King City Hillbillies (B-3/4).

Starbucks (King City). Distances 30 to 50 miles. Destinations: Mountains to left of us, mountains to the right of us, or runs down the valley to San Ardo and other cultural attractions. Water and snacks are available at Starbucks. Led by Chuck Krause or Ralph Lee (ralphlee@redshift.com).

September 8th (9:00 AM) - Wandering with Will (B-3).

Ride into the countryside averaging about 12 mph. We will often do favorite rides from our web site. No one lost from view or left behind. Lunch after for those who want to join in. When: First Saturday (Saturday after the club meeting) of each month (Rain Cancels) Contact Will Benedict (544-3504) for more information. Hardie Park (Cayucos). Cayucos Loop Ride (Old Creek, Highway 46, Highway 1). About 34 miles with 2200 feet of climbing.

Pace	Description	Terrain	Description
AA Very Slow	Less than 10 mph. Regroups often. Waits for slowest rider.	1	Generally Flat
A Slow	9 to 12 mph average. Regroups occasionally. (SLO Pokes)	2	Easy Grades Some Hills
B Moderate	12 to 15 mph average. Regroups every 30 minutes. Waits for slower riders. (Frequent Feeders)	3	Rolling Hills (North County Hills - Peachy Cyn)
C Brisk	14 to 17 mph average. Regroups every 30-45 minutes. Waits for slower riders (Flyers)	4	Hard Hills (Hwy. 46 - coast to Paso Robles)
D Fast	Averages over 16 mph. Requires experienced riders and pace line riding. (Tuesday Night Rides)	5	Very Challenging Hills

Directions to Starting Locations

Andreini's (AG)

Take 101 to Arroyo Grande, exit Grand exit, left 0.3 miles to Andreini's on left. Park in lot to the right.

Atascadero Zoo

Take 101 north from San Luis Obispo to Atascadero, take the Santa Rosa exit (218A), turn left on to Santa Rosa Rd for 1.4 miles, turn right on Highway 41, continue 0.2 miles to zoo on right.

Bandstand (AG)

Take 101 to Grand exit in Arroyo Grande. Turn east 0.2 miles to Traffic Way, right 0.2 miles to Nelson St, left 0.1 miles to Short Street. Park on street.

Ben's House (SLO)

Take 101 to Los Osos Valley Road. Go east 0.5 mile to Higuera, left 0.4 mile to Tank Farm Rd, right 1.9 miles to Poinsettia St, right 0.1 mile to Alyssum Court, left one house -- Ben's house is first on left.

Bob Jones Trail Head

Take 101 toward the five cities. Exit at San Luis Bay drive. Go left on Ontario for 0.8 miles. Park in the lot on your left.

Damon Garcia Sports Field

Take 101 to Los Osos Valley Road exit, east 0.4 miles to Higuera, left 0.2 miles to Tank Farm, right 1.5 miles to Broad, left 0.2 miles to the park on the left (across from Industrial Way).

Dinosaur Caves Park (SB)

Take 101 south to Spyglass Drive off ramp, go right to light, left on Shell Beach Road 1.4 miles to Cliff Avenue, right 0.1 mile to park on left.

Food4Less (SLO)

Take 101 to Los Osos Valley Road. Go east 0.5 mile to Higuera, left 0.3 mile to Food4Less on your right.

French Park (SLO)

Take 101 to Los Osos Valley Road. East 0.5 mile to Higuera, left 0.4 mile to Tank Farm Rd, right 1.9 miles to Poinsettia St, right 0.4 miles to Fuller, left 0.1 mile to park (on the left).

Gazebo (AG)

Take 101 to Grand exit in Arroyo Grande. Go east (becomes Branch St) to Bridge Street. Turn right past Ira's Bike Shop and left into parking lot. Gazebo is halfway through lot on your right.

Hardie Park (Cayucos)

Take 101 to Highway 1. Go west (through Morro Bay) 19 miles to Cayucos Drive. Go west 0.2 miles to Birch, right to park.

Islay Park (SLO)

Take 101 to Los Osos Valley Road. East 0.5 mile to Higuera, left 0.4 mile to Tank Farm Rd, right 2.8 miles to park (on right).

Laguna Lake Park (SLO)

Take 101 to Madonna exit in SLO. Going west, 0.7 miles to entrance to Laguna Lake Park on your right. Generally park in second lot to the left (near the bathrooms).

Lila Keiser Park (MB)

Go north/west on highway 1 from 101 to Morro Bay. Take highway 41 off ramp and turn left. Go 0.1 mile and turn left into the park.

Marriot Courtyard Hotel

Take 101 (north or south) to the Spring St. exit, turn east onto 1st St, then south (left) onto So. Vine St. Entrance to the hotel parking lot is on your left; park along So. Vine St.

Nazarene Church (BP)

Corner of Santa Ysabel and South Bay Blvd in Los Osos. From 101, take Los Osos Valley Rd exit. Travel west for 9 miles to South Bay Blvd. Travel right about 1 mile to light, church is on your right.

Sixteenth Street Park (GB)

Going southbound on 101 to Pismo Beach, take Oak Park exit, left on Elcamino Real for 0.3 miles, right on Oak Park for 1.1 miles, right on Mentone and then into park on left.

Sotheby's Realty (Cambria)

Take 101 to Highway 1 west, continue 34 miles to Cambria Rd, then turn left onto Main St. Continue 0.4 miles to Sotheby's Realty on the right (east of Main).

Starbucks (King City)

Take 101 north to King City. Take the Broadway off ramp and turn left under the 101 Freeway overpass on to Broadway Circle. Starbucks will be immediately on your left with ample parking.

Starbucks (Paso Robles Target Center)

Take 101 north to exit 226/Main St. Turn left across freeway and take the first right, Theater Drive. Starbucks is on the left at 1.3 miles.

Strother Park (AG)

Take 101 to AG, exit on Grand Ave, left 1 mile through throught town to Huasna Rd, right 0.7 miles to the park on the right.

Templeton Park

Take 101 to the Vineyard exit in Templeton. Turn east for 0.2 miles to Old Country Road, turn left for 0.4 miles to 6th Street. Park is on your right.

Throop Park (SLO)

Take 101 to Highway 1. Go west 0.8 miles to Foothill Blvd, left 0.3 miles to Ferrini Rd, right 0.1 mile to Cerro Romauldo Ave, left 0.1 mile to park on right.

Glenn's Race Training every Tues. and Wed. ending Oct. 2. 8:30 AM at Santa Margarita Park. 18 sessions includes wind sprints, intervals, time trials, hill sprints and hill climbs. No mass racing. Individual workouts. Start one at a time. Sessions last about 1.5 hours. Just show up and see how good you can be. Contact Glenn Vanderlinde

Membership - September 2012

Bob Lindquist

CLUB DUES: \$15/year single, \$22/year family (2 or more)

RENEW

(1) ONLINE at the SLOBC website (www.slobc.org). Log into the "Members Only" site (password required) to update your information and pay either electronically (PayPal) or send check to: *SLOBC c/o Bob Lindquist, 925 Bassi Dr., San Luis Obispo, CA 93405*

(2) PRINTED FORMS – available at:

- Club meetings
- Print form from the SLOBC website: <http://www.slobc.org/membership/support/membership-form.html>
- Or contact me for a printed form: rlindquist1@mac.com (441-7063).

NEW MEMBERS

(1) Go to our public website: (www.slobc.org).

(2) Select "Membership" from the left hand column

(3) Under the "Join or Renew" heading, select "New Member"

(4) Fill out the application and follow the instructions to get a waiver form and a Username and Password.

(5) Send the signed waiver form and a check (or pay electronically by PayPal) to:

SLOBC c/o Bob Lindquist, 925 Bassi Dr., San Luis Obispo, CA 93405

Alternatively: print out a membership/waiver form (see PRINTED FORMS above for website address), or pick up one at a club meeting, or contact me for a mailed copy. Sign and submit with a check as above.



OFFER FROM THE SLO COUNTY BICYCLE COALITION

Good news SLOBC members, the SLO County Bicycle Coalition is excited to offer you 50% off a Bicycle Coalition membership! Signing up is easy, can be done online, and is a great way to increase bicycle advocacy efforts and education programs throughout SLO County.

Simply use this link: <http://slobikelane.org/cm/Join.html> and follow the form instructions. Use coupon code "bikeclub2012" for your 50% discount.

Thanks so much for your support, efforts and love of

bicycles, we are proud to represent bicycle riders of all types in SLO County, we couldn't do it without you!

INFORMATION: The mission of the Bike Coalition is: "To transform San Luis Obispo County into a safer and more livable community by promoting cycling and walking for everyday transportation." The Coalition has a number of programs available such as:

- Bicycle education workshops
- Bike valet service
- Bike kitchen
- Support for bike-related issues within the political process of SLO County.

The mission of the Bike Coalition is strongly supported by the SLOBC, and you are encouraged to consider taking advantage of this offer and joining the Coalition.

Lighthouse Volunteer Brunch 2012

Sunday, Sept. 30, at 10:30 a.m.

Morro Bay Community Center, 1001 Kennedy Way, Morro Bay

Please note: Volunteers are not automatically included in the brunch. To attend, you need to sign up on the SLOBC website at slobc.org. You can check your status by logging in to your private member area and hitting the Volunteer tab. Under Other Selections, check the box that says "Will attend brunch" or leave it blank if you are not attending. There is also room to add a guest. The cost for a guest to attend is \$35 payable at the door.

September 19th is the deadline to sign up to attend or to cancel a previous reservation if your plans have changed. If you have to cancel, please email Judy Rutter at rutterslo@yahoo.com. The club will be charged \$35 for each no-show, so it is important to update your status.

Lighthouse Pre-ride Details

The SLOBC pre-ride, for all Lighthouse volunteers, will be Saturday, September 22. Due to the new Lighthouse route, please note where the rest stops are placed and when the rest stops will be open and adjust your route according to how many miles you wish to ride.

The ride will open at: 6:30 a.m. @ Atascadero Road (park along Atascadero Rd. just past Morro Bay High School on the right in the dirt lots-lots of space)

Rest stop hours are: Donati winery 8:00 a.m.-10:00 a.m. (or last rider)
 Shamel Park 8:00 a.m.-11:00 a.m. (rest stop)
 Shamel Park 11:00 a.m.-3:00 p.m. (lunch)
 Cappuccino Cove 10:00 a.m.-1:30 p.m. (rest stop)

Mileage: From Morro Bay to Donati winery via Old Creek: 19.5 miles
 From Morro Bay to Donati winery via Hwy 46: 34.6 miles
 From Donati winery to Shamel Park: 24.4 miles
 From Shamel Park to Cappuccino Cove: 14.6
 From Morro Bay to Shamel Park: 21.7 miles
 From Morro Bay to Cappuccino Cove: 36.3 miles

The route closes at 4 p.m.

All Lighthouse volunteers are invited to participate. You may sign up for the pre-ride on the web-site when you sign up to volunteer.

Advocate's Report

by Dave Abrecht

Lights! Camera! Action! SLOBC Goes Hollywood

Our bicycle club was invited to provide some "extras" for the filming of a commercial for Sierra Vista Hospital. Peter Sterling, a cycling enthusiast from Santa Maria, had a prostatectomy last fall at Sierra Vista where they used their new DaVinci robotic surgery device to aid the surgeons performing the operation. Peter is back on his bike and the hospital decided to create an advertising campaign for the DaVinci using cycling as the theme.

On a water break from our "ride", Tom Roberts, Marti Roberts, Peter's son Michael and I provided the active backdrop for the ad while Peter delivered his testimonial to Sierra Vista and the DaVinci device.

Here are some pictures from what will become our "30 seconds of fame". The ad should appear on local TV stations within a few months.



Peter Sterling rehearses his lines before filming



The four extras practice looking cool



Tom and Dave get made-up. Tom got his head powdered because he forgot to put his helmet on.



Federal Transportation Bill

OK, now to the less glamorous advocacy items. Congress finally passed a federal transportation bill that will fund highway programs for the next two fiscal years. According to the League of American Bicyclists, the new bill, known as MAP-21, did reduce funding for biking and walking projects. However, such funding will be placed in a new program called Transportation Alternatives. States will be responsible for allocating these funds and bike advocacy groups in every state will be working hard to ensure that Transportation Alternatives projects are fully funded, staffed and implemented. As projects appear that benefit biking and walking in San Luis Obispo County, I will keep you posted of their progress.

2012 SLOBC Ballot Preview

While we do have at least one candidate for each board position, you can toss your hat in the ring for any of them. Descriptions of the duties of these positions can be found in the Volunteer area at our website (<http://www.slobc.org/volunteer/support/board.html>) or feel free to contact the "incumbents" and talk with them about their job. Please contact Frank Mullin, frankmullin@charter.net, 602-2058, if you're interested.

Position	Candidate(s)	Incumbent
President	Robert Davis	Robert Davis
Vice-President	Tom Roberts	Tom Roberts
Treasurer	Chris Broome	Chris Broome
Secretary	Craig Armstrong	Craig Armstrong
Membership Coordinator	Mike Balster	Robert Lindquist
Ride Coordinator	Will Benedict	Will Benedict
Newsletter Editor	Tim Long	Tim Long
Advocate	Dave Abrecht	Dave Abrecht
Historian	Martin Howell	Martin Howell
Safety Coordinator	Ken Price	Ken Price
Director at Large	Kathleen McHugh	Kathleen McHugh

Ballot item for change in club's logo

Purpose.

The club's logo consisting of a bicycle wheel, spoon and fork, and our motto in various forms has been part of the club's tradition since 1990.

At the club's June meeting, a new logo system was presented and the members informed that they would be able to vote to either adopt the new logo system or to retain the existing logo system. An image of the proposed logo system and the traditional one can be found at <http://www.slobc.org/administration/support/logo-topic.html>

Your board did not take a position on this change.

Proposal.

Replace the club's traditional logo with the one presented at the club's meeting on June 7, 2012.

Select

- I would like to adopt the new logo system
- I would like to retain the existing logo system

Ballot Process for 2012

Voting this year will be accomplished by going to the Vote tab at the member site www.slobc.net/membership. You can review the ballot now but cannot yet vote. Voting will open November 1.

Those who would rather vote using a paper ballot can request one by contacting Frank Mullin in writing prior to November 1, 2012 (pastpresident@slobc.org, or 728 Panorama Drive, Pismo Beach, CA 93449). Be sure to provide the name(s) of each member for whom ballots are requested. Paper ballots should only be requested by those who cannot access the online site as this is an added cost to the club in both money and time. You must sign the envelope used to mail in your paper ballots. Those in unsigned envelopes will not be counted.

Indulgence Ride 2012

By Will Benedict, Ride Coordinator

This year's Indulgence Ride will start in Carmel Village and climb through forests and fields before a long decent into Greenfield. The morning climb will often be shaded and the afternoon decent (21 miles) will provide great views across the valley with the sun at our backs. There will be a choice of two routes from Carmel Village and one from Spreckles.

Route 1:

Carmel Village to Greenfield via Carmel Valley Road (Co Rd G16)

<http://www.mapmyride.com/routes/view/64543390>

40 miles with 2500 feet of climbing

Route 2:

Carmel Village to Greenfield via Cachagua Rd. and Carmel Valley Road (Co Rd G16)

<http://www.mapmyride.com/routes/view/112066505>

46 miles with 3200 feet of climbing

There is also a 35 mile route from Spreckles to Greenfield along River Road through the farmland north of Greenfield with 1000 feet of climbing. This route needs at least 6 riders to create a group to look out for each other and support a SAG vehicle. The route can be adjusted with rider input.

Route 3:

Spreckles to Greenfield via River Road (Co Rd G17)

<http://www.mapmyride.com/routes/view/65601564>

35 miles with 1000 feet of climbing

We will travel on a Silverado Bus with pickup and drop-off points in San Luis Obispo and North County. Routes will be supported with SAG vehicles and lunch stops. After showering in Greenfield, we will travel to the 10th Street Basque Cafe in San Miguel for dinner that includes tapas, salad, paella and desert.

Preliminary Schedule

- Pick up riders in SLO at 6:30 AM
- Pick up riders in North County at 7:30 AM
- Start from Carmel Village at 10:30 AM
- Start from Spreckles at 11:30 AM
- Showers at Greenfield between 2:30 and 5:00 PM
- Arrive at 10th Street Basque Cafe at 6:00 PM
- Drop-off riders in North County at 9:00 PM
- Drop-off riders in SLO at 10:00 AM

Details

- Date: Saturday, October 13, 2012
- Riders: Limited to 47 SLOBC members
- Cost: \$60 per rider
- SAG: Two to three drivers needed
- Reservations: Email willbenedict@me.com & Identify route preference

Why Change Our Logo?

By Stu Goldenberg



I love our logo. I intend to make a case for keeping this very clever symbol of what our club is about. Others also love our logo. In fact, we had people join our club a number of years ago just so they could purchase the jersey that took full advantage of the logo, along with some humor.

A little history about our logo is probably in order. The logo was created by Penni Powell, who was President of the SLOBBC and a very active cycling member. She created it on a napkin after a ride with the help of Father Mike, who provided the Latin version of our club motto. This all occurred in 1991.

Our club motto is “Ride to Eat, Eat to Ride.” The logo consists of a fork and a spoon. I might have opted for a knife instead of the spoon, but clearly the spoon won. It is better for eating ice cream. Of course the fork is for pie. Then there is the dish which is situated between the two utensils. This is a very fancy dish because it also looks like a bicycle wheel! Amazing!

Besides being on the back of an earlier jersey, it is on our club wind breaker. It is easy to recognize a block away. It also emphasizes another feature of our logo, which is that it works well in two colors, be it yellow and blue (or black and white when in print).

It has been suggested our logo needs updating. I don’t see anyone updating the Coca-Cola logo nor the essence of the Michelin Man, both of which date back to the late 1800’s.

It has been suggested that we need different logos for different events. Perhaps minor changes would work, but the basic logo should be the dominant feature.

Companies changing logos have had mixed results. As an example of a changed logo which we all know is the Apple logo. It was an apple with a bite out of it, with multiple color stripes through it. It was changed to work well in just two colors, be it a back lit apple in the case of a laptop or in black and white print.

Sometimes a logo is either the initials of a company in some special font, or an acronym. Examples would be IBM or NASA. It has been suggested that the initials of our club be used as a central feature of our logo. Although SLOBBC may be recognized locally, it could be easily mistaken for “Schwinn Lovers of Butte County” or more relevant, locally “San Luis Obispo Buddhist Church” or elsewhere as the “Salt Lake Olympic Bid Committee,” of which the last two are accessible in a Google search. As a side note here, we have worn some of our club t-shirts that contain SLOBBC but not San Luis Obispo and were asked, “Where or what is a SLOBBC?”

Next time you are out cycling, take the time to read some of the signage along the road, including street signs, highway signs, store names, and more. The overwhelming majority are all capital letters. There must be a good reason for this, perhaps readability. Our present logo clearly spells out our name in all capital letters, making it easy to read.

Please vote in November to retain our present logo.

Proposed Logo Design Notes

By Will Benedict

Considerations underlying the development of the proposed logo:

- "slobc" is how the club is most often identified in speech and writing
- "slobc" is kept dominate throughout the system
- A bicycle clearly communicates the club's purpose
- The lower case letter forms repeat the circles of the bicycle wheels
- The club name is associated with bicycle in value to keep "slobc" the focus
- The club name is third in the visual hierarchy and defines "slobc"
- The motto is lowest in the visual hierarchy
- The club name will always be part of the logo unless it is provided by the context
- The poppy and lighthouse are recognizable symbols that have been associated with club century rides for many years
- The logo elements are graphically bold to retain legibility and impact when used at small sizes or in the context of other strong graphics
- The logo system reads in back and white but gains graphic strength when translated into color

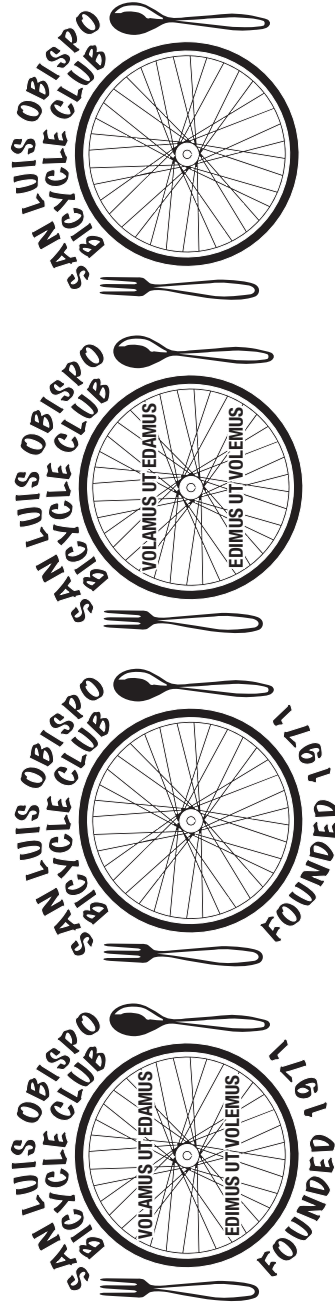
Proposed SLOBC Logo System

The proposed logo system designed by Will Benedict has as its base elements the letters "slobc" and a bicycle. In addition, the system includes the club name, motto, and a poppy and lighthouse. The first three configurations would be used when the club as a whole is being identified. The fourth configuration would be used when it is appropriate to tie the club to our two century rides.



Existing SLOBC Logo System

The existing logo system designed in 1991 by Penni Powell consists of a bicycle wheel, fork and spoon, club name, founding date, and motto. These elements have been used in the following combinations over the years.



Ballot Item for Change in Club's Logo

The proposed logo system is a synthesis of the designs receiving nearly identical votes at the 2011 June potluck and presented to club members at the 2012 June potluck and in the 2012 September and October SLO Coaster.

Purpose

To provide members the opportunity to vote to either adopt the new logo system or retain the existing logo system.

Your board does not take a position on this change.

Proposal

Replace the club's existing logo system with the proposed logo system.

Select

- I would like to adopt the proposed logo system
- I would like to retain the existing logo system

San Luis Obispo Bicycle Club, Inc.
P.O. Box 1585
San Luis Obispo, CA 93406



Presorted Standard
US Postage Paid
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93401

CALENDAR:

BOARD MEETING

September 4th, 5:00 P.M.

GENERAL MEETING

September 6th, 7:15 P.M.



North county Breakers and Scramblers gather at the Vanderlinde's for refreshments.