

Bicycle Benefits Program Aims to Increase Number of Bicycle Commuters

The idea behind Bicycle Benefits is simple. To encourage individuals' commitment to cleaner air, personal health and a more sustainable community, businesses offer a financial benefit for customers who bike to their shop or restaurant. All the biker has to do is purchase a helmet sticker at a participating business, place it on their helmet and keep riding. What could be better than receiving a financial benefit for something you already love to do?

The Bicycle Benefits program rolled into Portland in April and has quickly grown to include over 30 businesses. Each business can choose their own benefit and are encouraged to make the discount equivalent to at least 10% of a purchase. At Flatbread, you can receive \$1 off a Portland brewed beer; at Gorham Bike & Ski, \$2 off a tube; and at Bam Bam Bakery, enjoy a free cookie with every purchase. Many businesses offer a straight 10% discount off a purchase.

When you speak to Ian Klepetar, the Director of Bicycle Benefits, it is no surprise businesses are eager to join the program. His enthusiasm and passion for the program is infectious. His success is due to a long time dedication to making the world a better place for cycling. Ian has been a bike safety advocate since college. Ian explains, "After hearing about a few tragic bicycling accidents, I knew I needed to do something."

In his hometown of Saratoga Springs, NY, Ian began a grass-roots campaign to raise awareness around bicycle safety. It started with meetings to discuss the issues and grew to promoting better bike



Jamie Wright, Owner of Gorham Bike & Ski, shows off the helmet sticker for the Bicycle Benefits program.

paths in the city and 'Bike to School' days. Wanting to continue and grow his work, Ian researched how other cities were promoting biking.

Salt Lake City had a discount program for cyclists and Ian was intrigued by the possibilities. After his work in Saratoga Springs, he felt many people don't bike because they are afraid of commuting in traffic or don't recognize the benefits to themselves and to the environment. Providing financial incentives, Ian thought, may get people on their bike for a short trip to their local market. Hopefully, getting comfortable with a small trip might lead to longer rides and a more bike-oriented lifestyle.

Ian tried the program in Saratoga but the infrastructure was not in place to support the program. "The business community has to be invested to make Bicycle Benefits work."

After meeting Nicole Freedman who started Hubway in Boston a bicycle sharing program and is now the new Executive Director of Maine Huts and Trails, Ian felt that city would be more receptive to the Bicycle Benefits program. He had great success in Boston with a multitude of businesses easily accessible on bike. After 4 months, over 50 businesses had agreed to be part of the program.

After the success in Boston, Ian has traveled (by bike of course) to cities all across the country including Gainesville, FL, Minneapolis, MN, Austin, TX, Topeka, KS and even British Columbia to promote Bicycle Benefits. Ian stays in each city about 3 or 4 months. "My goal is for each program to be self-sustaining. I want to know the program will keep working after I leave so I create a strong base of businesses and encourage the community to keep it going."

continued on page 5 ►

in this issue

THE RIDE

Cycling Savvy Comes to Maine.....	2
BikeMaine Update.....	3
Governor LePage Recognizes Coalition.....	6
Safe Routes to School Mini-Grants.....	7
New Coalition Jersey Now Available.....	10

COMPONENTS

Board President's Message: Proud But Not Satisfied.....	4
Executive Director Column: Federal Legislation Update.....	5
For Fat Tire Folk: Bringing Tech to the Mountains.....	10
Ask the Experts: Beginner's Guide to Gearing.....	11
Yellow Jersey Club: Local Brewer Bruce Forsley.....	15

Cycling Savvy

Comes to Maine



CyclingSavvy's motto, "Empowerment for Unlimited Travel," expresses perfectly the goal of providing cyclists the skills and knowledge to go confidently anywhere they need to go, which has become my own mission.

-- John Brooking, Instructor

by **John Brooking** Member of Bicycle Coalition of Maine's Board of Directors

I have always appreciated the benefits of bicycle transportation, but I have not always done it. Although I used my bike to get around quite a bit as a teenager and through college, the logistics of post-college life and career in a large city led me back to the usual American car-based existence for about 10 years. I still wanted a greener commute, but it was difficult to know how to accomplish it.

In 2002, a move to Westbrook put me within 6 miles of my workplace in South Portland. After confirming there was no direct public transportation route between the two towns, I decided this was my opportunity to try commuting by bike. I was a little apprehensive about the traffic, and didn't really know how to handle it beyond a vague sense that I was supposed to obey the same rules as car drivers. But, I was determined to give it a try.

I started investigating best practices for riding in traffic and slowly became more confident, but I still had specific questions. My quest for information eventually led me to the League of American Bicyclists "Road 1" course (now "Traffic Skills 101"). After taking the class, I decided to become a League Cycling Instructor. After my own experience, I felt there was a place for traffic cycling education in Maine. Many people experience fear and uncertainty about cycling around traffic and rather than see them get discouraged, I want to empower them with the knowledge and skills they need to commute confidently on their bike.

In 2009 I discovered the Commute Orlando website, and got to know the author, Keri Caffrey. I appreciated the site's focus on transportation biking, and sensible approach to safe cycling on all kinds of streets. In 2010, she and Mighk Wilson, the Orlando Bicycle/Pedestrian Program Coordinator, unveiled a brand new cycling curriculum, "CyclingSavvy". Whereas the League's courses teach general cycling skills and include a section on road safety, CyclingSavvy focuses on addressing the traffic challenge for the in-town transportation cyclist. Eliminating topics that may be tangential to that type of cyclist, such as repair skills (often taught by bike shops) and longer distance recreational riding, leaves more time in a single course for that big concern, traffic.

The full course sequence is approximately 9 hours long, with roughly equal length sessions of classroom discussion (utilizing animations and video), skills development, and an experiential on-bike tour. The classroom and skills sessions may be taken standalone, but are both prerequi-

sites for the tour. During the tour, the group rides to a series of "features", stopping at each to discuss it, and allowing each person to try it on their own after first observing the instructor navigate the same challenge. The prior classroom learning and skills development provide the foundation for students to experience, in a real-world situation that yes, they can do this!

CyclingSavvy is the cycling education curriculum I've always wanted to teach. CyclingSavvy's motto, "Empowerment for Unlimited Travel," expresses perfectly the goal of providing cyclists the skills and knowledge to go confidently anywhere they need to go, which has become my own mission. No one can promise that traffic cycling will always be as pleasant as "a Sunday ride in the park" (you are going to work or running errands, after all), but we do promise the tools to make you feel confident when there's no way around that challenging section of road.

Michie, a student in our August 2011 class, writes "The course was excellent in that it affirmed things I already knew, clarified things I was unsure about, and clearly explained my rights and responsibilities as a cyclist. I've been putting into practice all that I learned." Diane wrote, "I took the first southern Maine classes this weekend and loved it. Interesting, informative and fun. I learned a lot that will serve me well, got motivated to be on my bike more regularly, met some nice people and learned of other opportunities for bicycling fun that I plan to pursue."

The full 3-session sequence will be offered once each in Portland, South Portland, and Westbrook, with additional standalone Train Your Bike skills sessions, from June through October. The schedule, with links to register, may be found at www.CyclingSavvy.org/maine. The skills session by itself is perfect for anyone who feels uncertain on their bike, even if they don't feel ready or interested to "take it on the road". If you are someone who would like to bike more but feels uncertain in traffic, the full course is for you. And please, tell your friends about us!

BikeMaine Ride Planning Continues, First Grant Funding Received

by **Mark Ishkanian** Chair of BikeMaine Committee

Planning is well underway for the first annual BikeMaine, the Coalition's 7-day ride exploring different parts of Maine each year. The Ride Committee is researching the inaugural route, meeting with potential host communities and developing ride logistics. The first ride is scheduled to take place September 7-14, 2013.

A critical initial task is securing grant and sponsorship funding to help cover the start up costs of this new event. BCM is pleased to announce the Betterment Foundation has approved a two-year grant, the Horizon Foundation and the Elmina B. Sewall Foundation have each approved one-year grants and the Maine Office of Tourism has approved a grant to cover first year marketing expenses. With these grants in place, the Coalition is on-track to have secured the necessary start-up funding by July 1. The organization is also talking to select businesses for sponsorship of the ride.

"The preliminary discussions we have had with foundations and businesses about this new ride have been very positive," said Mark Ishkanian, BikeMaine Ride Committee Chair, "and we're very pleased with the confidence these funders have shown in our ride and its great potential as a signature cycling and community event."

A Canadian bicycle group, Velo Quebec, recently announced that Maine will be the site for their "Grand Tour" in 2013. This week-long ride takes place in August and alternates each year among eastern Canadian provinces and several northeastern US states. The 2013 tour will be the first time the ride will occur in Maine and it will mark their 25th year. Ride organizers expect 2,000 mostly Canadian cyclists to participate and believe that Maine will be a very attractive destination for their riders. Ishkanian and Coalition Executive Director, Nancy Grant, have had productive conversations with Velo Quebec to both offer details about biking in Maine to the Canadian planners and to learn from experts about staging such a ride.

"The success of Velo Quebec's Grand Tours and their strong record of participation demonstrates the potential for our BikeMaine ride," Ishkanian said. "We see Velo Quebec as both a partner for cycling tourism and a teacher on how to organize such a large scale rolling event. We don't consider them competitors as they will be visiting Maine only occasionally as they move their ride around Canada and the northeast."

About a dozen Coalition members have volunteered to assist the Ride Committee in organizing the first ride. If you would like to be involved, please contact the Committee at bikemaine@bikemaine.org.

The Coalition expects to announce the inaugural ride route in late 2012 and begin taking reservations by early 2013.

Freeport Store's Impressive Bike to Work Week Efforts Benefit the Coalition

The Bicycle Coalition of Maine is incredibly grateful for and would like to recognize the outstanding efforts of the team at the Patagonia Outlet in Freeport during Bike to Work Week. Every year during Bike to Work Week, each Patagonia store across the country chooses a local bike advocacy group to work with - encouraging staff to bike to work and educating customers on the benefits of cycling. In addition, each mile the staff rides during the week equals a dollar raised for the advocacy group. This year, the Patagonia Outlet store in Freeport chose the Coalition as their beneficiary.

The Freeport Patagonia crew, a total of 18 staff including full and part time and seasonal employees, rode a collective 1,108 miles during the week! All staff rode every day they were scheduled with one exception. The missed commute was unavoidable due to a tight Mother's Day brunch schedule!

The Freeport store will very likely be nationally recognized as the store with the highest daily average commute. The longest commute for the Freeport shop was 114 miles round trip from Lovell and the average commute of employees was 40 miles round trip.

The Coalition is honored to be working with such a dedicated staff of bikers. Great work Patagonia Crew and keep on biking!



The Patagonia Crew from left to right: Curtis White, Lauren Cochenour, Scott Overbey, Bree Simmons, Deb Gorman, Amy Grant-Trefethen, Aaron Holmberg.

From the President

Proud But Not Satisfied

At this time of the year, when there is a greater number of cyclists on the roads and trails of our state, I become increasingly aware of the great opportunities the Bicycle Coalition of Maine has to share our message about safe cycling. While it is inspiring to see so many people enjoying cycling, to ensure safety for all cyclists there needs to be greater awareness and practice of safe cycling. I am proud the Coalition has played a role in increasing the number of bikers but it occurs to me this accomplishment also increases our responsibility and the urgency to educate riders about best safety practices. Recently, I have been particularly stunned by the lack of common sense and knowledge about bike laws that people demonstrate on the roads and trails.

I am sure you know exactly what I am referring to. However, as Coalition members, instead of just being frustrated, we should consider these situations as an opportunity to act. What should we do when confronted with the cyclist who is riding with earbuds and is therefore deprived of one of our most important senses in being aware of traffic? Or the rider who is out after dusk, wearing dark clothing with no reflectors or identifying lights? What about the person who is riding without a helmet?

I have asked people why they are riding without helmets, to be told they aren't going fast enough to fall off a bike. When I point out that even at very slow speeds a fall from a few feet above normal height can still be dangerous, I often get a shrug. But I hope they will reconsider my message later.

What is particularly frustrating to me is when I see adults setting bad examples for their children. I often see families riding together where small children are wearing helmets and the adults are not. When I ask the adults why they aren't wearing helmets, they tell me the law states only that their children must. When I suggest they might be sending the wrong message to their children, I am often told it's none of my business. But I know the seed of awareness has been planted.

As advocates, we must speak up when we see unsafe choices. We may not want to take the time, or the audience may not be receptive, but I encourage you to persevere and take the time to have a discussion. As they say, a small group of committed people can change the world.

The Bicycle Coalition of Maine has accomplished a great deal educating the riding and motoring public through our Bike and Pedestrian Safety Education program, public service announcements, working with law enforcement officials and the myriad of activities in which we participate. In our 20th year, we should be proud of where we are but not satisfied. I look forward to working with you to continue making Maine a better place to cycle.



Happy cycling,
Larry Rubinstein

Larry Rubinstein, Board President

Maine Cyclist is published by the Bicycle Coalition of Maine, a nonprofit organization working since 1992 to make Maine a better place to bicycle. The coalition advocates for Maine cyclists at the Legislature and in Washington, D.C., teaches bicycle safety to thousands of Maine schoolchildren each year, partners with state agencies on a Share the Road media campaign and serves as a resource on local bicycling issues.

Maine Cyclist is printed four times a year. Submissions of writing or artwork are encouraged and should be sent to the coalition at PO Box 5275, Augusta, Maine 04332 or emailed to anne@bikemaine.org.

The coalition reserves the right to edit to fit budget and space requirements.

Newsletter Team: Anne Nadzo, Editor and Melissa Arndt, Layout/Design

Board of Directors

President

Larry Rubinstein Scarborough

Vice President

Mark Ishkanian Readfield

Treasurer

John Wright Woolwich

Secretary

Nancy Stowell White Hanover

David Auclair *Augusta*

John Balicki *Brunswick*

John Brooking *Westbrook*

Phil Coffin *Carrabassett Valley*

Pamela Fischer *New Gloucester*

Peter Hall *Falmouth*

Charley LaFlamme, Founder *Moody*

Dana McEwan *Portland*

Laurie McReel *Oakland*

Dean Read *Bar Harbor*

Fred Robie *Freeport*

Joel Savilonis *Auburn*

Jane Self *Camden*

Advisory Board

Kathryn Buxton

Buxton Communications

Gregg Collins

SW Collins Company

Dana Connors

Maine Chamber and Business Alliance

J. Scott Davis

Board of Overseers

Greg Dore

Skowhegan Road Commission

Jill Goldthwait

Jackson Lab

Mike Lydon

*The Street Plans Collaborative
Brooklyn, NY*

Ed Miller

American Lung Association of Maine

John Melrose

Maine Tomorrow

Michael Povich

Vaughn Stinson

Maine Tourism Association

Will Thomas

Tri-Maine Productions

Eliza Townsend

Eric Weinrich, Yarmouth

Portland Pirates

Ellen Wells

Inland Hospital, Waterville

Staff

Nancy Grant

Executive Director

nancy@bikemaine.org

Jim Tasse

Education Director

jim@bikemaine.org

Anne Nadzo

Communications Coordinator

anne@bikemaine.org

Darcy Whittemore

Central Maine Safe Routes Coordinator

saferoutes@bikemaine.org

Sarah Cushman

Southern Maine Safe Routes Coordinator

sarah@sarahcushman.com

Cecelia Garton

Office Manager

cecelia@bikemaine.org

Federal Legislation Update

by **Nancy Grant** Executive Director

In the past year, the Bicycle Coalition and other Maine and national groups have asked you to contact your US Congressional Representatives to support dedicated federal funding for bicycle and pedestrian programs on numerous occasions. Each time, your action to express the critical need for funding was essential. After all your phone calls and emails, where is the federal legislation now?



First, some background: Congress is supposed to pass a transportation law every six years that includes categories and amounts of funding for states. The last law expired in September 2009 and has been replaced with 10 short-term (3 - 6 month) extensions to current law. Each time one extension is due to expire, without a new bill, Congress has to pass another extension or risks shutting down the Department of Transportation. As the deadline approaches, there is always a flurry of last minute amendments and deal making. Over the last year, this has included several efforts to eliminate dedicated funding for biking and walking.

The last extension passed in late March and covered the period from April 1 through June 30. Currently (May 20th) the Transportation Bill is in conference, where the Senate and House try to reach consensus on a bill. There is a possibility these negotiations may extend into the lame duck session between the November election and January 1st when the newly elected Congress takes over. If Congress does not pass a transportation bill before November, the new Congress will need to start a new transportation bill, and all the work to date will be wasted.

Why is dedicated funding important? Experience has shown that when there is no dedicated federal funding for bicycle and pedestrian programs, state departments of transportation tend not to spend transportation dollars on those areas. In Maine, the current dedicated funding programs, i.e., Transportation Enhancements (TE), Safe Routes to School (SRTS) and the Recreational Trails Program (RTP), have been the primary funding source for bike lanes, trails, multi-use paths, sidewalks and other infrastructure all over the state.

It's important to note that currently, only 1.5% of the total transportation budget is geared toward bicycle and pedestrian programs. If we want to keep the momentum around the bicycling movement going, we can't afford to lose any of that funding.

Ironically, while some national lawmakers are trying to cut dedicated funding, a new

Princeton survey shows that the vast majority of Americans want federal funding for biking and walking. The survey asked over 1,000 Americans if spending on sidewalks and bikeways should be increased, decreased or stay the same. Eighty-three percent supported maintaining or growing the federal funding that pays for sidewalks, bikeways and bike paths. These results cross numerous demographics, such as political party, age, geography, and community type.

Furthermore, a couple of other recent studies have shown that "if you build it, they will come." Investment in bicycling and walking infrastructure results in huge changes: reductions in traffic congestion and pollution, improvements in physical activity rates, growth in downtown shopping districts, and cuts in time spent driving.

The first study focused on the Nonmotorized Transportation Pilot Program (NTPP), which dedicated \$25 million to each of four US communities to demonstrate whether investments in biking and walking infrastructure result in significantly higher levels of walking and bicycling, and a reduction in vehicle miles. Over a three-year period, 2007 to 2010, the new infrastructure resulted in an average increase of 49% more bicyclists and 22% more pedestrians.

A second study of 90 of the 100 largest cities in the U.S. looks at what variables make a city bicycle-friendly. The most important factor affecting the number of cyclists is the prevalence of bike paths. "Cities with a greater supply of bike paths and lanes have significantly higher bike commute rates—even when controlling for land use, climate, socioeconomic factors, gasoline prices, public transport supply, and cycling safety."

The more infrastructure there is to encourage biking, the more people bike and the greater the public health, environmental, energy, and lifestyle benefits. Building biking and walking infrastructure costs a fraction of other typical road and bridge projects. Another benefit is these projects employ more people than other transportation projects, since they are more labor-intensive.

So, please be on the lookout for and respond to our future calls to action or continue to advocate on your own by encouraging your representatives to take a look at these studies. We need to convince our Congressional representatives that dedicated funding needs to be strengthened, not eliminated.

¹ <http://www.americabikes.org/2012survey>

² http://www.fhwa.dot.gov/environment/bicycle_pedestrian/ntpp/2012_report/

³ <http://policy.rutgers.edu/faculty/pucher/bikepaths.pdf>

⁴ <http://blog.bikeleague.org/blog/2011/01/bike-lanes-create-more-jobs-than-other-road-projects/>

Bicycle Benefits

◀ continued from page 1

Ian had biked through Portland a few times and had been encouraged by friends to start Bicycle Benefits in the city. "I do research before traveling to a city to make sure the program will be sustainable." After reaching out to Whole Foods, Rosemont Bakery and Local Sprouts, Ian admits the reaction was lukewarm but "since arriving the response has been incredible."

The first business to sign on was East End Cupcakes (receive a free cupcake with purchase and a song or dance). Soon after, Gorgeous Gelato joined (20% off entire purchase) and other businesses have quickly joined. Ian has been impressed by the kindness of business owners and the community's commitment to buying local. He

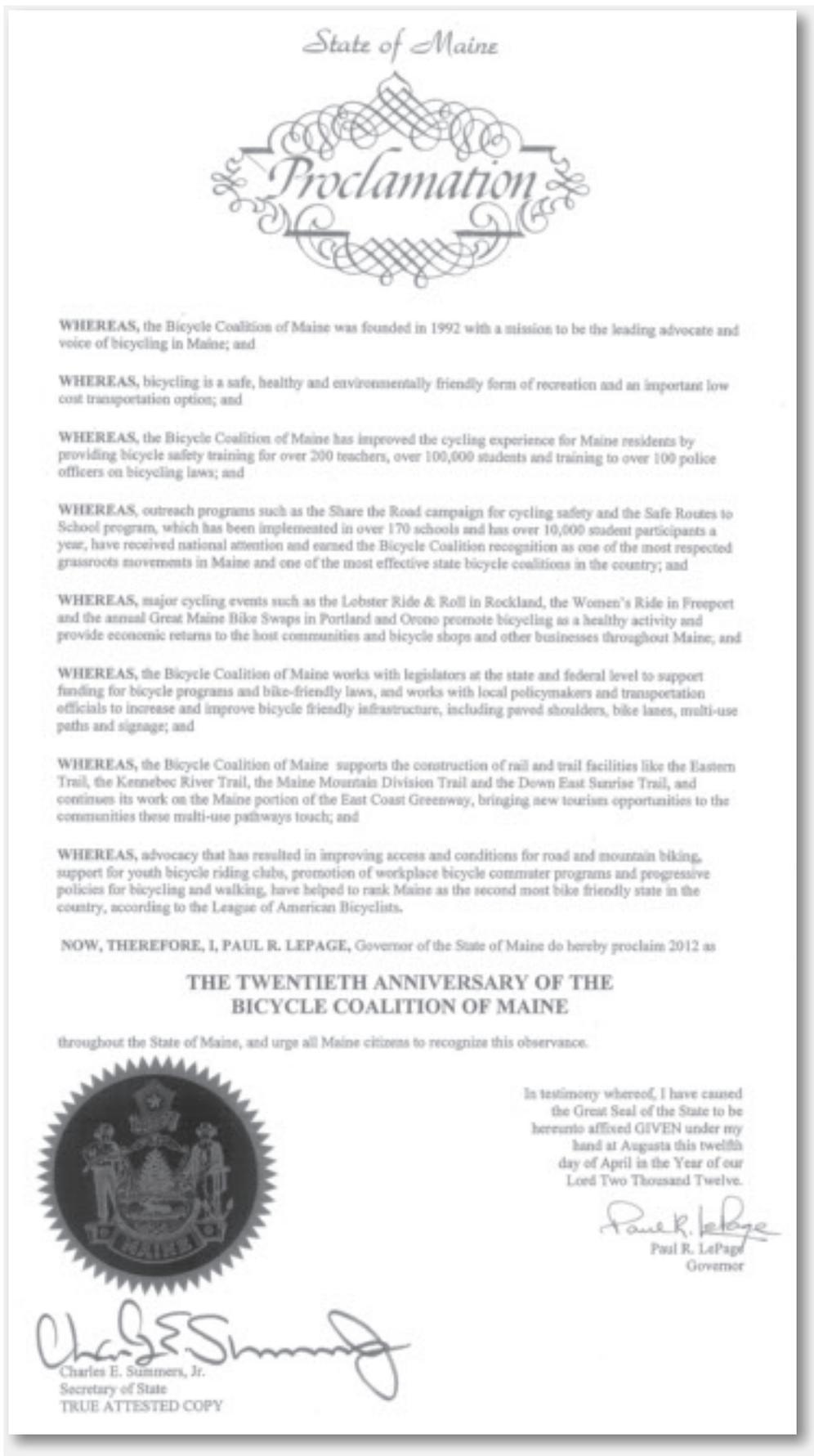
has no doubt Bicycle Benefits will continue to grow when he leaves town.

Businesses can sign up for the program on Bicycle Benefit's website (www.bicyclebenefits.org). There is a small fee to receive a start up package that includes 10 reflective helmet stickers, which businesses then sell to bikers for a small profit. This keeps the program beneficial for both the biker and the business.

Ian will leave town some time this summer but he is looking forward to coming back. "The program has had so much success in Portland already. I expect when I visit again, not only will the Portland program still be growing but there will be Bicycle Benefits programs all over Maine."

Governor LePage Recognizes the Coalition's 20th Anniversary

Governor LePage has formally recognized the work of the Bicycle Coalition of Maine's founders, board members, staff, volunteers and members, in the statewide and national bicycle advocacy movement. The Coalition appreciates this recognition and looks forward to building on these accomplishments for the next twenty years.





Recipients of Safe Routes to School Mini-Grants Make a Little Go A Long Way

Arriving at school by bike on the first day of Walk and Bike to School Week at Pleasant Hill School in Scarborough, a young first grader proudly but shyly walks straight to a table to collect a green rubber shoe charm to add to his collection. His classmates, some more boldly but all just as excited, follow his lead. Those who biked, purposefully choose the charm depicting a biker and those who walk, choose the walking charm.

Betsy Gianetta, physical education teacher and coordinator of the Safe Routes to School (SRTS) program at Pleasant Hill School confirms that students have a great sense of pride about their prizes. "I have high school students coming back to show me their necklaces made of charms they collected and have saved all these years."

The purchase of these prizes was supported through the Maine SRTS mini-grants program. "Since most of the Safe Routes work is not included in our school budgets, these activities and the small prizes that make the activities a success would not be possible without the mini-grants," says Gianetta.

The mini-grants program was made possible through the federal Safe Routes to School Program with the assistance of several local Healthy Maine Partnerships. Twenty-one schools, including Pleasant Hill School, received \$200-\$500 to support projects designed to encourage students and their families to safely walk and bicycle to school. While less than \$500 does not seem like a great deal of money for such a significant goal, being able to purchase small incentives like shoe charms provide all kids need for motivation to walk or bike to school.

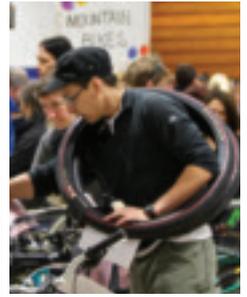
The mini-grants will support Pleasant Hill's programs and purchases for Walk & Bike to School events such as the ever-popular Walk & Wheel Wednesdays and the Mile-age Club. Gianetta notes, "The prizes are small but a little recognition goes a long way. The kids are proud of their accomplishments and it helps them understand that being active is important."

Each of the 21 recipients will be very creative with the use of their mini-grants. At Pleasant Hill, Bike and Walk to School week culminated in a drawing for bike helmets, reflectors and other small prizes. In the York School System, reflectors will be purchased and handed out to middle and elementary school students who walk. Kennebunk Elementary School will use their mini-grant to purchase an additional 3 bikes for their Bike Fleet for students' to ride on the Eastern Trail.

In addition to these prizes, the mini-grants will support activities such as bike safety rodeos, Walking School Buses, and walking and bicycling field trips. The mini-grants will help introduce students to a more active lifestyle and teach them how to do it safely. "These mini-grant projects represent a collection of great ideas and great need," said Nancy Grant, executive director of the Bicycle Coalition of Maine. "Maine communities demonstrate tremendous creativity in their strategies to improve safety for and encourage students to walk and bike to school— and that's what makes the Maine SRTS mini-grant program work so well."

Great Maine Bike Swaps Continue to Break Records

The Bicycle Coalition of Maine played matchmaker to over 1,000 bikes this spring at the annual Great Maine Bike Swaps in Orono and Portland. At both Swaps, there were record-breaking sales and attendance. As always, it was wonderful to see so many happy people ride away with their new bikes. In one instance, one bike owner couldn't bear to part with his bike when he got to the Swap and rode away, reunited with his own bike!



Welcome
 BIKE^{to the} SWAP
 Admission \$3.00 (for anyone over the age of 12)
 Bracelet < must be presented for entry to the
 Kid's Area And/or Gym

Here are the numbers from both the Orono and Portland Swaps:

- A total of **946 bicycles were sold**, compared to 891 sold in 2011.
- **34 bicycle shops** and outdoor activity organizations participated in the swaps.
- An incredible **198 volunteers** helped out at both swaps.
- **2,896 people attended** the swaps!

To Our Wonderful Volunteers – Thank You!

Volunteers from the Great Bike Swap in Orono. Committee members are listed in bold.

Adele St. Pierre	David Fiacco	Isaiah Wilson	Kevin Cuddy	Sandra Johnson
Alex French	David Mahoney	Jamie Coburn	Kim Robichaud	Scott Johnson
Alexander Weinbaum	Dean Read	Janette Landis	Kirsten Gagnon	Stan MacArthur
Barbara Fleck	Debrae Bishop	Jay Johnson	Laura Lommler	Taylor Merk-Wynne
Bob Bruce	Donna Gilbert	Jim Gilbert	Lauren Murphy	Ted Warren
Bob Lombardo	Elizabeth Weiss	Jim McCarthy	Laurie McReel	Terry Malmer
Carol Cuddy	Eric DeSilva	Jim Rose	Melissa Cooledge	Tim Pitcher
Carol Gregory	Fiona Sorensen	Joe Stefano	Mike Boyson	Toby Wood
Chris Hall	Forrest Wentworth	Joel Savilonis	Molly MacLean	Will Raymond
Craig Dawson	Fred Robie	John Fink	Patty Adams	Willis Beazley
Dan Falloon	Gordon Hamilton	John Gregory	Pete Phair	
Dave Auclair	Herb Crosby	John Wright	Ron Staschak	
David Clement	Hugh Evans	Keith Dean	Ryan Perro	

Volunteers from the Great Bike Swap in Portland. Committee members are listed in bold.

Aaron Ortiz	Dave Kinsman	Isaac Nicoll	Kim Schutsky	Ray Giglio
Alan Mills	David McCarthy	Jacob Powers	Lesley Clunie	Rick Bernard
Alicia Soliman	David Pinkham	Jamie Oliver	Linda Braley	Rick Smart
Amanda Lynch	David Wood	Jeanne McDonald	Lindsay Clunie	Robert McChesney
Andrew Fournier	Davis Carver	Jeanne Peckiconis	Luke Fernandez	Ron Staschak
April Powell	Dean Bingham	Jeff Chandler	Maggie Stanley	Rosie Hartzler
Armel Mugisha	Dean Bryant	Jeff Welt	Matthew Redman	Sarah Delage
Ben Berlew	Deanna Backman	Jeremy Bloom	Mattie Fowler	Sarah Longley
Ben Lake	Derek Wilbraham	Jill Duson	Meghan Emmons	Scott Fischer
Bill Hall	Dillon Gillies	Jim Bucar	Michael Lacourse	Scott Reiner
Bill White	Doug Dolan	Joan Sarles	Michelle Smith	Scott Turcotte
Bob Barrett	Ed Roberts	JoAnn Daigle	Mike Boyson	Shannon Belt
Bob O'Brien	Eli Wilson	Joe Brunette	Mitch Lyons	Sharon Wilbraham
Brian Allenby	Elise Boyson	Joe Dony	Nancy White	Sheila Reiser
Brian Danz	Emery Jean De Dieu	Joel Savilonis	Nathan Hagelin	Steve Taylor
Bruce Kapner	Niyorugira	John Brooking	Nathan Hills	Thomas White
Caitlin Lebel	Emile Lugosch	John Wright	Ned Brooks	Tim Davis
Carla Carver	Emily Helliessen	Jonathan Sylvester	Nick Sherman	Tony Barrett
Carol Barber	Emma Pope-Welch	Judith Woodbury	Nicole O'Brien	Trina Emelander
Cody Knowlton	Erin Kinsella	Jules Nkengurutse	Norm Patry	Tucker Daniels
Connie Kinsman	Ervil Kennett	Julie Grant	Pamela Fischer	Tyler Kidder
Cookie Kalloch	Fred Robie	Kaitlyn DiRenzo	Paul Duda	Will Cunningham
Craig Dawson	Gale McCarthy	Kalie Dunn	Paula Gillies	Will Marks
Cynthia Kennett	Genevieve Leslie	Karen Dunfey	Pete Phair	William Simard
Dana McEwan	Heather Chandler	Karina Carley	Peter Duda	
Darcy Starett	Heather Sands	Katrina Zalenski	Peter Hall	
Dave Auclair	Henry Beeuwkes	Keith McMullan	Peter Robbins	
Dave Jones	Ingrid Swanson	Kevin Sample	Peter Wool	



For Fat Tire Folk: Bringing Tech to the Mountains

by **Pete Phair** Mountain Bike Enthusiast

There are lots of reasons why mountain biking is a popular activity - great exercise, communing with nature, thrill seeking at its finest - but with the massive onslaught of tech gadgets and on-line toys, even a romp in the densest woods of Maine can be enhanced with modern technology. There are hundreds of applications available on your smartphone that can turn the world's most efficient machine (the bicycle) into a modern day computer game complete with non-virtual (that means REAL) sensory input.

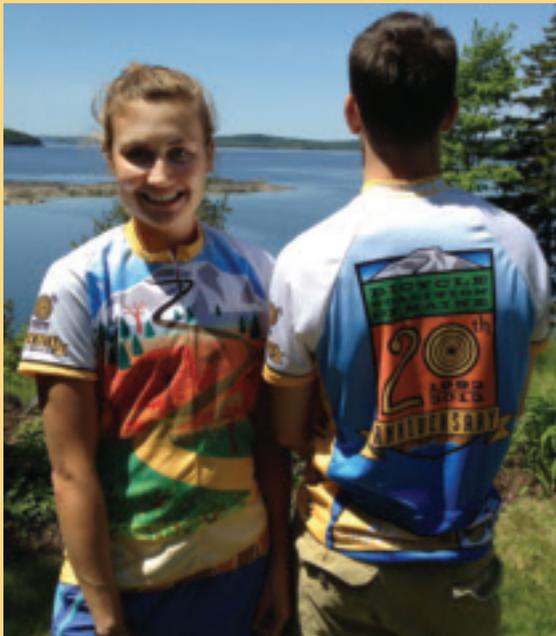


Here are five smartphone apps that currently rate enough buzz to get a mention.

Bike Repair (Atomic Software, \$3.99) This app categorizes mountain bike repair into two sections: Guides and Problems. With 55 different repair guides and 73 common problem areas, including one for how to adjust for aches & pains this app is one of the most thorough apps available. It's a useful tool for repairs ranging from basic (repairing a flat) to the fairly complex (hydraulic brake repair). On a tablet computer, this app is great for the garage or basement repair shop at home. Download to your phone and it's great for the trail.

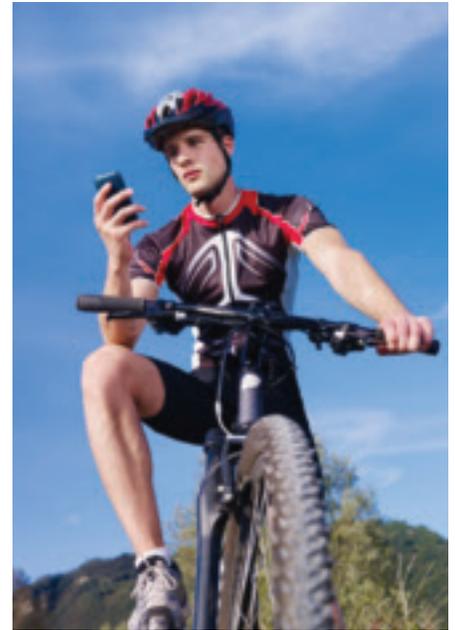
20th Anniversary Jersey Now Available for a Limited Time

To celebrate our 20th Anniversary, the Bicycle Coalition of Maine partnered with Brunswick-based Atayne to design our Anniversary Cycling Jersey. We whittled the choice down to three and held a contest for the winning design, pictured here. This limited edition jersey is now available for purchase on our website: www.bike-maine.org/store. Get yours today!



Cyclemeter (Abvio Inc., \$4.99) The Cyclemeter tracks your time, location, distance, elevation and speed while riding and automatically monitors your progress. Compete against your own previous workouts, or import and compete against other people. View graphs, maps and calendars of your rides and then post them for others to see.

My Tracks (Google, free) Some of the on-line reviews of this app state that it can be glitchy and may be inaccurate at times, but for recording and sharing GPS tracks while you run, bike, hike, or do anything else outdoors, it can be pretty cool. It also gathers useful statistics such as time, speed, distance, and elevation. You can review all of this data live, or you can save it for use later. Like other apps that tap into your smartphone's GPS, this app allows you to plot waypoints and there's even a voice announcement feature you can use.



MapMyRide (MapMyFitness, Inc. \$1.99) I have used this app a few times to design and post road rides and I find it incredibly easy to use. Personalize your rides with data tracking, mark hazards or cautions on the trail, share with social media or include nutrition information for a complete workout experience. The best part is some of the basic features of this app are available for use without purchasing the whole caboodle.

Bike Tracks (Core Coders Ltd., \$2.99) This app looks awesome and the reviews, albeit few, are quite positive. It has all the features of other cycling computer apps with some remarkable additions like a slope angle feature and an animated preview option. It is set up for splits, terrain mapping and can be used as a traditional cycle computer mount with neat dashboard display or track while riding in a saddle bag or backpack.

Use these apps at some of the great upcoming summer MTB events. Be sure to check with your local bike shop, bike club or NEMBA chapter for other events happening this summer. Here's a partial listing from the Coalition's Event Calendar (www.bikemaine.org/events):

- June 13 & 27, July 11 & 25, August 8 & 22: **Maine Youth Mountain Bike Series**, Falmouth Community Park, Falmouth, ME
- July 15: **Maine Sport Runoff**, Maine Sport, Rockport, ME
- July 28: **CeMeNEMBA Mountain Bike Festival**, Waterville, ME
- August 10: **19th Annual Microbrew Mountain Bike Festival**, Parsonsfield, ME

And, as you enjoy numerous and challenging rides this summer, remember that trail conditions and maintenance do not happen without volunteers. Contact those organizations behind your favorite trails and volunteer for a trail day, offer to lead a ride or work an event.

Happy trails!

Ask the Experts

Charley LaFlamme and John Brooking Explain Rules of the Road



A Beginner's Guide to Gearing

Gearing is a topic that can quickly descend into technical terms like “gear inches” and ratios and the various technologies available. At this point, the casual cyclist's eyes start to glaze over but it is useful information that every cyclist should know. So we will attempt to condense the knowledge into some essential need-to-know tidbits, delivered in (mostly) non-technical terminology.

Many people know at least the theory of operating a stick-shift car: Start out in first gear and progress to higher gears as you speed up. The same theory holds when you are on a bike. As one of our LCI colleagues puts it, “low, slow; high, spry!” If your shifters have numbers, knowing how to shift is more straightforward but, like driving a car, knowing when to shift is the challenging piece.

If your pedaling feels too easy, shift up to a higher number (i.e. harder) gear. If too hard, shift down to a lower number (i.e. easier gear). It is recommended that you maintain approximately an 80rpm pedaling cadence (cadence is the number of revolutions of your pedals each minute).

You should feel some resistance on your pedals but it should not be a struggle to move the pedal nor should your legs be spinning out of control. The centrifugal force of the weight of your legs alone should propel you forward to save your knees from undue pressure.

Many beginners want to know “what number gear should I use when?” Unfortunately, there's no single answer to that, due to the infinite variability in both gear design and each person's pedaling ability. But in general, think lower/easier gears for starting up, going uphill, or fighting a headwind, and higher/harder gears in the opposite situations. With practice and by paying attention to your pedaling effort, you will learn more specifically which gears work best for you.

It does help to learn to anticipate a change, such as approaching an uphill section, because it can be more difficult to shift if you are already pedaling hard. We also recommend downshifting whenever you are approaching a stop. Some car drivers like to downshift as they slow down, using the lower gears to help slow the car. On a bike, downshifting won't help you slow down but it will leave you in a low gear to start again making this an important habit to develop. This is especially true if you are riding in town where there are frequent red lights (which of course you stop for!). Since it can be difficult to brake and downshift at the same time, we recommend you think well ahead and leave yourself time to downshift first, then brake.

Even if you travel the same route, at the same time everyday, your shifting will rarely be the same. Depending on the wind, your energy level, your strength, how much you want to challenge yourself that day and many other factors, your gear choice will change. A good rule of thumb however is that when your cadence suddenly drops or increases, this is an indicator that you may have missed a shift. Being more aware of your cadence and experience will help you anticipate your shifting needs.

Now that you have a better idea when to shift, knowing exactly how you shift de-

pends on your bike. Most multi-speed bikes use derailleurs in the back, and often in the front as well. Normally the right hand shift lever operates the back derailleur and the left operates the front. On derailleur bikes, the gears will only shift when the chain is moving so don't try to shift while you're stopped. It simply won't work and will create a horrible grinding noise when you start riding again which is bad for the hardware and your biking reputation as you will no doubt be branded a “newbie!” Shifting is smoothest when you're not putting too much force on the pedals, so just ease off them momentarily to keep the chain moving while you shift.

If you have more than one gear ring in the front, attached to the pedal, begin by deciding which one is your “default,” the one whose range is most comfortable in most situations. If you have three rings, it will almost certainly be the middle one. An easy way to tell which gear you are in is to simply look down at the gears. If you can see the chain in the sprocket wheel closest to the bike frame in the front and in the back, you are in

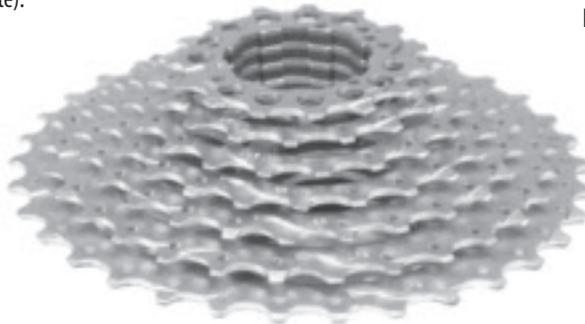
1st gear, the easiest/lowest gear. As the chain moves away from the bike the gears go up. If you have just two, experiment to find out. Then put the front ring in the default and keep it there most of the time, only shifting the back gear, especially if you are just learning. Consider shifting the front gear only for extreme wind or hill situations.

Those of you with 3 rings in front, brace yourself, because here's a small bit of technical talk, but it's good to know about: “crosschaining.” That's when your front gear is in the easiest setting but your back gear is in the hardest setting, or vice-versa. When that happens, the chain is not straight front to back, and that can make it wear out faster and make noise. Just remember, it's okay if you are in the middle front ring to move your back gear freely. However, when using the front rings at their extreme ends you should use the coordinating back gear: both in easiest gears or both in hardest gears. Don't mix.

Some bikes use “internal hub” gears instead of external gears. If you remember the old 3-speeds, that's them. They are still available, along with 7 and 8-speed hubs and even higher. These are all much simpler to operate than derailleurs. About the only thing you need to remember is, unlike derailleur bikes, these bikes shift best when you aren't pedaling! So just coast for the second or so it takes you to shift. That's really all you need to know about them! You can even shift after you've stopped, eliminating the need for downshifting as you slow, and the worry of braking at the same time.

There's more that could be said, but these are the operating essentials. We hope this has been useful in getting you started using your gears more smoothly and efficiently. As always, please drop us a line if you have a specific question you have not seen us address. Keep the rubber side down!

Charley LaFlamme, the coalition's founder and a longtime board member, is a League Cycling Instructor (LCI) with more than 35 years of experience teaching bicycle safety to children and adults. John Brooking also is an LCI, a Cycling Savvy Instructor and a coalition board member. Send your questions about safe bicycle driving to chazbikeed@maine.rr.com and they will be answered in future columns.



Explore Maine by Bike

by **Dan Stewart** MDOT Bicycle and Pedestrian Program Manager

Since you are reading this newsletter, you are aware of the joys of bicycling. What enables this joy? Part of the joy we experience while riding is because of the beautiful scenery in Maine, including the trees, rivers, coastal waters, birds, white puffy clouds, houses along the way, historical buildings, and of course our interesting neighborhoods and village areas. When one is riding a bike, the world around comes by at a pace that allows each of us to notice the sounds, the uniqueness, and the small details of the environment around us.



So, how can each of us find areas to explore? Each of us can take our bike from where we live and explore the areas within biking distance. On a recent bike ride from my house, I noticed a path in the woods that I never would have noticed in a car. I parked the bike, and within a five minute walk through a very peaceful forest, I found myself in awe at the base of a waterfall and gorge. This is an example of the rewards of the explorer spirit that is enabled within, while on a bike.

Where else to ride? Well, MaineDOT, the Maine Office of Tourism, and the Bicycle Coalition of Maine has partnered on the creation of a publication entitled "Explore Maine by Bike, 33 Loop Bicycle Tours". This extremely popular bike tour book and website is organized by Maine's Tourism Regions, and includes quality maps, cue sheets, short and long ride options, a listing of off-road options, and also includes important safety information, points of interest and historic sites.

The Website includes the ability to search tours by region, distance, type of terrain, and features such as beaches, low traffic, mountain views, etc. The book and web include pictures from each tour as well. All tours and maps are available for download and printing on the web at www.exploremaine.org/bike.

By the time you are reading this or very soon after, a hard copy of the Bike Book may also be available by stopping by at one of the Maine Visitor Centers. If you are interested in receiving a free hard copy of the book by mail, we would suggest checking the following location on the web at www.visitmaine.com/guidebook/ and filling out the form to have a copy mailed to you. The books are expected to be available for order sometime in June or July, so keep checking back!

If you have never taken the opportunity to bike on one of the State's 10 foot wide (flat) off-road bicycle and pedestrian trails, then I highly suggest giving it a try. The Eastern Trail connects Kennebunk to the ocean in South Portland, with the vast majority off-road. The DownEast Sunrise Trail is 85 miles long in Washington and Hancock Counties. The Mountain Division Trail has a section connecting Gorham, Windham, and Standish, and another in Fryeburg. The 7-mile-long Kennebec River Rail Trail connects Augusta, Hallowell, Farmingdale, and Gardiner. These scenic off-road trails are great for biking with family, friends, and children. For a full listing of the off-road trails in Maine (Trail Report), as well as lots of other important information, please visit the MaineDOT Bicycle and Pedestrian website at www.maine.gov/mdot/bikeped/.

Exploring Maine by bike creates memories, saves on transportation costs, helps keep you healthy, and is full of fun and adventure! Please ride safely.

Dan Stewart may be reached at 624-3252.

Maine Ranked Ninth Most Bicycle Friendly State

In May, the League of American Bicyclists released their 5th annual "Bicycle Friendly States" rankings and ranked Maine the ninth most bike friendly state in the nation. Maine has ranked in the top 10 states since the ranking began in 2008; however, this latest ranking represents a drop from 2011 when Maine was ranked the 2nd most bike friendly state in the nation.

This year's ranking is a sign that Maine's efforts to strengthen bicycle and pedestrian friendly legislation and increase legal enforcement of bicycle safety laws must continue to increase.

These rankings are part science and part luck, so there is no particular reason for Maine's decline. Some of the explanation may lie in the fact that the League changed their evaluation process this year. The League now ranks each state on these five areas:

- Legislation and Enforcement
- Policies and Programs
- Infrastructure and Funding
- Education and Encouragement
- Evaluation and Planning

The new process resulted in some major reordering of states. States such as Massachusetts and Colorado have been hard at work for years to improve their bicycle friendliness and the ranking recognized their success.

In their press release, the League notes that "Overall, we see states--and especially Departments of Transportation and state legislatures--lagging behind cities and the expectations of loyal cyclists, despite the many well-documented benefits of a more active lifestyle." The State of Maine must commit to legislative and infrastructure advancements to maintain our leadership in this area.

While our comparative ranking decreased, the Coalition is confident Maine is making significant progress in many of these areas. The Coalition's most prominent education and encouragement programs, the Bicycle and Pedestrian Safety Education Program and the Safe Routes to School Program, supported by the Maine DOT, have expanded their curriculum, moving beyond a "one size fits all" approach, and are impacting more Mainers than ever.

The Coalition has reformulated and increased its work with law enforcement and in the last year, has run three district trainings and nine town trainings to provide police officers with information about bicycle law and assist them with understanding the cyclist's perspective on the road. In addition, the Coalition's new website offers a new "Incident Report Form" so more data about incidents where bicycling laws are not being enforced can be collected and responded to appropriately.

Finally, in 2011 more bicycle and pedestrian infrastructure projects than ever were designed or built and interest in these projects from local communities is extremely high.

This year's ranking is a sign that Maine's efforts to strengthen bicycle and pedestrian friendly legislation and increase legal enforcement of bicycle safety laws must continue to increase. The Coalition is more committed than ever to making Maine consistently one of the best states for bicycling.

Many Thanks to Our Wonderful Volunteers

Michael Montgomery of Vienna helps us in the office regularly.

Dave Wood of Hallowell helped us process bike registration forms after both Swaps.

Brian Allenby of Portland has been advising Coalition staff on optimizing our use of social media.

The members of our 2012 event and BikeMaine committees are tireless in their efforts:

Women's Ride

Dana McEwan (chair)
Heidi Alpern
Leanne Bard
Chris Benerman
Jessica Dupler
Bonnie Esposito
Pamela Fischer
Brooke Hamilton
Diane McGraw
Nancy Murphy
Linda Sheehy
Phyllis Wolfe

Lobster Ride

Jane Self (chair)
Melissa Arndt
David Auclair
Joel Fishman
James Gregg
Jon McMath
Joe Patten
Ken Pote
Ron Staschak
Dick Vermeulen

BikeMaine

Mark Ishkanian (chair)
Larry Rubinstein (ex officio)
John Balicki
Moe Bisson
Sue Ellen Bordwell
Phil Grondin
Cindy Orcutt
Dave Petzel
Kim True
Thomas Wilson

Calling All Volunteers

We need volunteers for the Lobster Ride & Roll in Rockland on July 21st! Duties include parking cars, helping with day-of registration, flagging along the course and staffing rest stops. If you can help, please contact Cecelia Garton at cecelia@bikemaine.org, call 623-4511 or sign up on our website: www.bikemaine.org

We Welcome Our New Members

We welcome these new household members joining from March through mid-May.

Carolyn Adams Cape Elizabeth
Michael Albert Greene
Reynaldo Arceo Madison
Charlene Batista Scarborough
Lynne Baumgras Scarborough
James Baumer Portland
Douglas Beck North Monmouth
Joyce Marie Beckley Auburn
Tina Bernier Pittsfield
Paulette Bonneau Biddeford
David Briggs Ellsworth
James Brown Bowdoinham
John Brown Camden
Steven Capriola Portland
Larry Childs Farmington
Kelly Cochrane Brunswick
Elizabeth Eudy Lincolnville
Maureen Fauske Topsham
William Fenn Washington

John Fink Ellsworth
Bruce Forsley Portland
Vanessa Frey Boston, MA
Patrick Gagnon Litchfield
Mark Geoffroy Cumberland
Gregory Goodwill South Portland
Ellen Green Saco
Cecilia Guadalupi Augusta
Heather Hamlin Orono
Dave Hathaway Auburn
Parker Hudson Blue Hill
Priscilla Ireland Bangor
Kate Kneeland Windham
David LeBow Cape Elizabeth
Kelly Locke South Portland
Melissa Lundgren South Portland
Troy Moon Portland
Tom Murray Portland
Diane Newman Portland

Michie O'Day Portland
Linda Ostermann Oakland
Rachel Potter Portland
Kate Prideaux Westbrook
Coleen Pudlo Sanford
Sammee Quong Manchester
Michele Rowe Standish
David Roy Winterport
Kevin Sample Portland
Tony Scucci Portland
Laura Sewall Phippsburg
Ann Simmons Calais
LK Smith Augusta
Laura Smith South Portland
Deni Tirrell South Portland
Dan Wehr Portland
Laura Young Cape Elizabeth

10 Ways You Can Support Better Biking in Maine!

1 Join the Bicycle Coalition of Maine if you are not yet a member (use form on page 14).

2 Send an additional contribution via our website www.bikemaine.org.

Support the Bicycle Coalition of Maine through

MaineShare.

The BCM is one of 37 statewide nonprofit organizations working to prevent and solve various environmental, social, health, and justice problems in Maine. If your workplace doesn't offer Mainesare for payroll contributions, contact MaineShare at 622-0105 to find out more or visit www.mainesare.org.

Support the Bicycle Coalition of Maine through

United Way.

If your employer only offers United Way, you can earmark your contribution to go to the Bicycle Coalition of Maine.

Take advantage of **matching gifts.** Many employers offer to match charitable contributions made by their employees. Please let us know if your workplace has such a program and we'll handle the necessary paperwork.

6 Donate stocks or other securities.

The Bicycle Coalition of Maine is a 501(c)3 nonprofit organization, so your contribution is tax-deductible to the extent allowed by IRS law.

7 Volunteer. The Bicycle Coalition of Maine has many programs and tasks that depend on volunteers to be successful. Call our office to find out how you can help.

Get your company or business to contribute to the Coalition. Whether it is a cash or in-kind contribution or sponsorship, the Coalition has many needs for

business support.

Consider helping us line up a donation.

9 Encourage your friends

to join the Bicycle Coalition of Maine. We'll happily send them information or provide you with brochures, bumper stickers, newsletters, etc., so you can personally ask them to help the movement.

Include the Bicycle Coalition of Maine in your will. **10 A bequest** to the Bicycle Coalition of Maine will provide long-term support for advocacy to bring better biking to everyone.

The following wording will suffice: "I give to the Bicycle Coalition of Maine, a Maine nonprofit corporation organized for charitable and educational purposes whose office is located at 341 Water Street, Augusta, ME 04330, the sum of \$____ (or specify property). Contact the Bicycle Coalition of Maine for more details."

L.L.Bean

These bike shops support the Bicycle Coalition of Maine's work with annual memberships of \$250 or above. Please thank them for their support of the Coalition when you're in their shop. A complete list of member bike shops is posted at www.bikemaine.org.

MEMBER BIKE SHOPS

Allspeed Cyclery & Ski
Portland 878-8741

Bar Harbor Bicycle Shop*
Bar Harbor 288-3886

Bath Cycle & Ski
Woolwich 442-7002

Belfast Bicycles
Belfast 388-0008

Cadillac Mountain Sports
Bar Harbor 288-4532
Ellsworth 667-7819

Center Street Cycles
Brunswick 729-5309

Cycle Mania*
Portland 774-2933

Ernie's Cycle Shop
Westbrook 854-4090

Freeman's Bicycle Service
Portland 347-1577

Freeport Ski & Bike
Freeport 865-0523

Gorham Bike & Ski
Portland 773-1700
Saco 283-2453

Jerry's Bike Barn
Berwick 752-0580

Kingdom Bikes
Blue Hill 374-3230

Kittery Trading Post
Kittery 587-6246

LL Bean Bike, Boat & Ski Store
Freeport 877-755-2326

Pat's Bike Shop
Brewer 989-2900

Rainbow Bicycle & Fitness
Auburn 784-7576

Rose Bike
Orono 800-656-3525

Ski Rack Sports
Bangor 800-698-6474

**Yellow Jersey Club member*

You can support our member bike shops by getting your bicycle tuned during the winter. That helps shops stay busy during the quieter months, and ensures your bike will be ready to ride as soon as the snow melts.

These clubs support the Bicycle Coalition of Maine's work with annual memberships of \$150 or more.

MEMBER BIKE CLUBS

Belfast Bicycle Club
Belfast www.belfastbicycleclub.org

Casco Bay Bicycle Club
Portland www.cascobaybicycleclub.org

Community Cycling Club of Portland
www.BikeCCCP.org

Downeast Bicycle Club
Bar Harbor www.downeastbicycleclub.com

Maine Coast Cycling Club
Kennebunkport www.maine coastcycling.com

Maine Cycling Club
Auburn www.maine cyclingclub.com

Merrymeeting Wheelers
Brunswick www.merrymeetingwheelers.org

Portland Velo Club
Portland www.portlandvelo.com

These businesses support the Bicycle Coalition of Maine's work with annual memberships of \$250 or above. A complete list of member businesses is posted at www.bikemaine.org.

MEMBER BUSINESSES

American Diabetes Association
Portland 888-DIABETES

Body Symmetry
Brunswick 729-1122

Bread & Roses Bakery
Ogunquit 646-4227

Downeast Bicycle Specialists*
Fryeburg 935-4242

Duratherm Corporation*
Vassalboro 872-5558

Flatbread Company
Portland 772-8777

Planet Bike
Madison, WI 608-256-8510

Poland Spring Water
Louisville, KY 800-955-4426

Portland Eye Care*
Portland 253-3333

ReVision Energy
Portland 232-6595

Rinck Advertising
Auburn 755-9470

Shipyards Brewing Company*
Portland 761-0807

VBT Cycling Vacations*
Bristol VT 800-245-3868

**Yellow Jersey Club member*

Bicycle Coalition Offers Student Membership

If you are a college student, chances are you don't have a lot of extra cash. But you're likely to ride a bicycle, and we want you to join the Bicycle Coalition of Maine. We welcome your ideas, and we need your voice to strengthen our efforts to improve bicycling in the state.

That's why we started a new Student Membership. For just \$10 per year, you can receive all of the benefits of belonging to the Bicycle Coalition, including regular e-updates with Maine bicycling news, our quarterly newsmagazine, "Maine Cyclist," and discounts at our events and at member bike shops.

A student membership would make a great gift for high school graduates who are headed to college in the fall. To find out more and to sign up, please visit www.bikemaine.org/membership.



INVEST IN BETTER BICYCLING TODAY!

Please show your support and contribute to the Bicycle Coalition of Maine

New Member Renewal Gift Membership _____ (Your Name)

Name _____

Address _____

Phone _____ email _____

Credit Card # _____ Exp _____

Signature _____

Send with contribution to:
Bicycle Coalition of Maine, PO Box 5275, Augusta, ME 04332

- \$1,000 Yellow Jersey Club
(receive limited edition Yellow Jersey, other benefits)
- \$250 Leader
(receive Lighthouse jersey)
- \$125 Sustainer
(receive water bottle and T-shirt)
- \$75 Advocate
(choose water bottle _____ or shirt size: _____)
- \$35 Supporter
- \$10 Student

Give \$75 and receive our new T-shirt

SHIRT SIZE:

- mens womens
- S M L XL

Get Your Newsletter the "Green" Way
Receive Newsletter Electronically?
 YES NO

The Bicycle Coalition of Maine's Yellow Jersey Club

Our Yellow Jersey Club is a community of members who have chosen to support better bicycling in Maine at the incredibly generous level of \$1,000 or more. Members who choose to give at the Yellow Jersey Club level believe that a significant contribution to the Bicycle Coalition of Maine is a worthy investment in our past, present and future successes.

In addition to receiving the yellow jersey featuring our new logo, members of the Yellow Jersey Club lead the Maine Lobster Ride & Roll. For more information about joining the Yellow Jersey Club, please contact Nancy Grant at 623-4511 or nancy@bikemaine.org.



Bruce Forsley of Shipyard Brewing Company is proud to be part of the Bicycle Coalition of Maine's Yellow Jersey Club.

Bruce Forsley of Shipyard Brewing Company

Returning to biking was a happy accident for Bruce Forsley, Director of Sales and Marketing at Shipyard Brewing Company. When the Brewery purchased a new Saab, the dealership happened to be having a promotion that included a mountain bike with every new car purchase. "I hadn't been biking in years and decided this was my chance!" Bruce and his wife enjoy exploring the city on Portland Trails or, for a little adventure, biking the old logging trails in Maine's woods.

"Mountain biking in Maine is great," Bruce says, "because you don't have to go too far or look too hard to find exactly what you're looking for - a thrill, a challenge or a lazy Sunday afternoon ride." Bruce is also an avid runner and participates in races all around the country. With a team of 11 others, Bruce recently completed the Ragnar Relay from Miami to Key West.

Bruce, and the rest of the team at Shipyard, brings this active lifestyle to work every day by helping to sponsor a number of active events around Maine like the Old Port Half Marathon, Portland's Trails to Ales and the Tri for a Cure, "We want people to have fun out on the race course and there's just something about a nice cold beer at the finish line that makes the day complete."

It is obvious from speaking with Bruce, that Shipyard is incredibly grateful to the loyalty their Maine customers have shown them. Giving back to the community that has given them so much is something the company is committed to doing. As a Yellow Jersey Club business member, Shipyard is thrilled to support the work of the Coalition, "The Bicycle Coalition of Maine fits perfectly into our mission to support active lifestyles and this great state of Maine."

In addition to promoting active lifestyles, Bruce is proud to support the Coalition's work on safe cycling. With his office situated in the heart of downtown Portland, he understands the concerns about both cyclists and motorists being well-educated on the rules of the road, "At Shipyard, we are very excited to partner with the Coalition as an organization that supports the important balance of being active and staying safe."

Yellow Jersey Club Members

Harry Ankers Sunnyvale CA
Sue Ellen Bordwell + William Richards Yarmouth
Philip Coffin + Susan Peck Portland
Melville P. Dickenson Hanover NH
Dan Emery North Yarmouth
Miles Epstein + Susan George San Francisco CA
Leon + Lisa Gorman Yarmouth
Ellen Grant + Kevin Carley Portland
Nancy Grant + Mike Boyson Portland
Karen Herold + Mark Isaacson Cumberland
Mark + Ginger Ishkanian Readfield
Herbert Janick Cape Elizabeth
Harold + Brigitte Kingsbury Cape Elizabeth
Dan Kovarik Portland
Richard Long Orono
John + Anne Marshall Addison
Jeffrey Miller Washington DC
Tom Murray Portland
John Poirier + Laurie McReel Oakland
Scott + Ponee Roberts Gorham
Larry + Robin Rubinstein Scarborough
Peter + Kerry Rubinstein New York NY
Jeff Saffer Cape Elizabeth
Amy Schoenbaum Brookline MA
Jane Self + Ken Pote Camden
Cynthia Sortwell South Portland
Scott Spaulding + Pamela Fischer New Gloucester
Ellen Sudow + Joseph Higdon Washington DC
Austin Watts Bowdoin
Mark + Kitty Wheeler Woolwich
Nancy + Bill White Bethel
Garth + Nancy Wilbanks Winterport
John + Loren Wright Woolwich



The Coalition is proudly affiliated with:



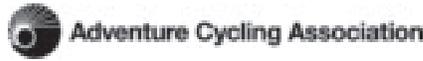
Non-Profit Org.
U.S. Postage
PAID
Augusta, ME
Permit #80

PO Box 5275, Augusta, ME 04332-5275
(207) 623-4511 • info@bikemaine.org

www.bikemaine.org



www.facebook.com/bicyclecoalitionmaine



MaineShare



Bicycle Coalition of Maine's Lobster Ride & Roll Chosen as one of America's Top 10 Century Rides by Bicycling Magazine

Bicycling Magazine, a monthly publication with readership over 2 million, just chose the Bicycle Coalition of Maine's Lobster Ride & Roll, held in Rockland on July 21, as one of America's Top Century Rides. Bicycling Magazine chose the Lobster ride as one of the most "engaging" century rides in the county thanks to the unique Maine scenery and the ride's festivities including the blessing from the Lobster Queen and the celebratory lobster roll feast at the end of the ride.

This year marks the 11th anniversary of the event. In addition to the 100-mile ride, the event includes 16, 30 and 50-mile options along some of Maine's most idyllic back roads. "This event is so much more than a bike ride," says Executive Director, Nancy Grant, "It is a celebration of bike riding. Families, teams and competitive cyclists alike can enjoy the unique setting and festive atmosphere at the Lobster Ride." It is also the Coalition's biggest fundraiser of the year.

Registration for the event is now open at the Coalition's website www.bikemaine.org. Registrants receive the famous Lobster Ride bike socks and admission to local museums free with registration. The ride also features full ride support and rest stops, delicious food options and post-ride showers.

