



WCCC News - August 2017

It's August and hot is the usual one word about August. It beats the July word ("Wet"). Many heard me coin our starting location as "Wet Chester". Fingers cross that changes. But forget weather forecasts – they are never right anyway!

Our artist of the month is **Mimi Davis** and our Sponsors Spotlight this month is on **Benchmark Twilight Cycling Classic** and **Jester Family Chiropractic**.

August Events & Organized Rides

Like Chocolate? The Hershey Chocolate Tour may be of interest (Aug 5) or maybe Wyebrook (same date, but less chocolate). Couple of rides nearby on August 12, but see below for something much closer to home. The week after is the Lancaster Covered Bridge (assuming it's not already sold out) and the week after that, the Brandywine Tour on Aug 27 (with the Shorefire Century the day before). Closer to home, we continue to break all previous records in the number of ride postings from Ride Leaders at all levels and distances. If you can't find a ride, you are either too fussy or haven't checked the [Rides](#) Page on our website. Get out and ride and yes, be safe when you do!

A most important local events this month is the Benchmark Twilight Cycling Class on August 12. If you ride with the WCCC, you need to volunteer for this event. It's a great way to enjoy the entire afternoon and evening of activities. No, you don't have to work the entire event. Sign up to [volunteer](#) today if you haven't already. The Crit (as the Cycling Classic is known) has been a Club sponsor for a long time, so read more about the event and the organizers below in the sponsor section.

Safety

Read the [Riding Safety Tips](#) on the WCCC [Rides](#) page. It's important and relevant.

Two topics this month: Pacelines and maintenance/flats.

There is a 3 point "article" in the [Riding Safety Tips](#) on "How to Ride in a Paceline". In a nutshell:

- 1) Ride in a straight line. If you can't practice while riding solo using the white edge line on a road.
- 2) Follow 1-3 feet behind and slightly offset from the wheel in front of you so there's no wheel overlap. Can't keep up, ride off the back and let others rotate back in front of you.
- 3) Be predictable. Don't accelerate by standing, don't brake erratically or don't yo-yo. (surge / slow / surge / slow, etc.)

I will add: "Communicate" to the list. Let people know when you plan to pull off – whether from a single pace line or double. Your Ride Leaders are all likely able to help you and if all goes according to plan, we may have another Cycling Skills Clinic where you can practice some of these skills in a controlled area. More on the clinic soon...

For Maintenance, let's look at flats. Flats happen. To avoid them, inspect your tires for embedded debris or wear (including rips, tears, gouges, etc.) and replace a tire if the tread wear indicators are gone or if the tire looks worn or cracked. Inspect after every ride. If the tires are generally okay, pump them up to the correct level. Pump them the night before a ride. Your tire will hold pressure until the next day but you won't risk a last minute issue trying to pump up the tires the morning of a ride. Proper inflation generally helps avoid pinch flats and often helps avoid sharp rock related cuts. Of course, if everyone on the ride is diligent, you'll also see any broken glass or potholes well in advance and thus can avoid the other likely flat causing culprits.

So, if in spite of your best efforts, you still get a flat. First remain calm and if in a paceline or group, yell flat and slowly reduce your speed. Even if your tire instantly loses all air (which isn't that common as compared to the hissing leak or slow leak), you should still be able to control your bike and not cause those around you to run you over. I always try to coast to a stop or gently apply my brakes when I have a flat and when it's safe to pull over. The front wheel flattening may feel a bit scarier but again, stay calm and don't tense up and you should be okay. When you stop, you had better have a spare tube, tire irons and a pump or CO2 cartridge, even if you have no clue how to change a tire. If you're in a group, beg someone to help you if you have to. If you're on your own and don't have any spare tubes, pumps/CO2 or knowledge of how to change a tire, use your mobile phone to call for help. After you get back, find someone else to teach you how to change your tire. Some people carry patch kits because if you have multiple flats but only one tube, you can repair, re-

inflate and roll back home. Flats are the most common maintenance related issue you will face on the road and whereas much more can happen, it's far less common than a flat. We had a maintenance clinic about this in June and if we get enough interest, we'll run another clinic. Just ask.

Everyone's goal should always be to have accident free rides. Stuff happens and we can't control everything, but for what you can control, make it your responsibility to be a safe and courteous cyclist every time you ride.

Extras

We are still planning a nutrition and hydration clinic, the aforementioned bike skills clinic and our WCCC Party Ambassador (Cristy Waite) is looking into a September get together, just for the heck of it. It'll likely be after Labor Day and either the week before or the week after the WCCC Fall Classic (tentatively scheduled for September 23).

WCCC's Member Spotlight for August, 2017

Mimi Davis – Painter / Photographer

I twisted Mimi's beautiful little arms to share more about her artistic talents, I saw her work and I could only say one word. Wow.

Mimi is a self-taught artist and photographer. Her formal training was via a scholarship to study oil painting at the Moore College of Art and Design for a summer. She uses vibrant colors in her paintings and a "combination of brush work as well as palette knife technique to achieve different textures". She has a full-time job as a Consumer Marketing Insights Analyst for IRI at Campbell's, spoils her 120lb Rottweiler, and weight trains. She loves being outside, immersing herself in nature and of course riding.



In Mimi's words, "I have always been more capable of expressing myself through photography and a paint brush, rather than through words alone. There is something wholesomely unique about creating a piece of artwork with one's own hands that cannot be replicated by any other experience. Painting on canvas gives me therapeutic, emotional release and I hope that my artwork is able to invoke emotions to its viewers as well."

Mimi is an avid bird enthusiast and enjoys the challenge of photographing birds. Most of her recent photography work focuses on ornithological characters found in the Northeast regions of the United States.

Although she is updating her website as I type this, a few of her works are shown at:

Paintings- <https://mimibydesign.wordpress.com/paintings/>

Photography- <https://mimibydesign.wordpress.com/photography/>

Bird- <https://mimibydesign.wordpress.com/2012/11/09/bird-banding/>

Enjoy and keep letting [me](#) know about fellow WCCC artists and their incredible talents!!

WCCC's Sponsor Spotlight for August, 2017

Benchmark Twilight Cycling Classic

For many years, the Twilight Cycling Classic was just, "The Crit". It was started by and had the main sponsor of Iron Hill. This year, Benchmark Financial has taken over as the overall sponsor and Iron Hill is now focused on the Pro Men's Crit. Brumbaugh Wealth Management sponsors the Pro Women's Crit, Rothman's sponsors the Amateur Crit, Tolsdorf sponsors the Trike Challenge. My favorite event kicks off the day and that's the West Chester Dental Arts Kids' Race. WCCC members volunteer but the Greater West Chester Chamber of Commerce runs it. This year, the Cycling Classic is on Saturday, August 12 and you can learn everything about the event at



<http://greaterwestchester.com/events/featured-events/wcbikerace/>

Expect shorter rides on August 12 so we can get everyone back in time to help with volunteering for and enjoying the afternoon / evening. 20,000+ people attend and watch as riders whip around the course doing 30-35 mph! Cheer on any WCCC riders and if you have kids, sign them up for the kids' race. Heck, enter a Trike team if there's still room! Sign up to [volunteer](#) today and if you're a Facebook person, check out <https://www.facebook.com/wcbikerace/>

Jester Family Chiropractic

Anyone ever see a ride posting from Deron Jester? Well, he is Dr. Deron Jester, the founder and director of Jester Family Chiropractic. His co-founder and co-director is Jennifer Jester (and yes, they are married). Add in Dr. Mark Newton and you have the team. Like many chiropractors, they can take care of you with adjustments and wellness programs, but they also include yoga, stress relief therapy and Kinesio-taping, which you may see on elite athletes and sports enthusiasts. They've been in business for over 10 years and moved into offices on the corner of Strasburg (aka Rte 162) and Bradford with parking and a very kid friendly facility.



Jester Family Chiropractic treats kids and pregnant women and can help with a very long list of conditions that may have been caused by trauma of some kind or overuse or anything in between. And yes, it is likely that they can work with your insurance company. Of course, there's no better way to learn whether Jester Family Chiropractic can help you than to give them a call or schedule a visit. Please visit their website at <http://jesterchiropractic.com> or look for Deron on one of the Super B rides or just around town.



Sponsors already highlighted: Iron Hill Brewery & Restaurant (April), Design 6 Degrees (May), Stillman Volvo (May), McElree Harvey (June), Naturescapes (June), M2VP (July), Chester County Eye Care (July).

That's if for this month folks – Have Fun and Ride Safely!