



## WCCC News - January 2018

Happy New Year and if you were wondering where winter went to, I think we found it!

Our artist of the month is **Mark Luchetti** and our Sponsors Spotlight this month is on **Freedom Massage** and **Timberline Bike & Hike Tours**, both are web sponsors.

### January Events & Organized Rides

To my knowledge, there's absolutely nothing on the events calendar for our area (or nothing WCCC members normally participate in). There are still plenty of WCCC rides pretty much every single day of the week (always on our Rides page), so don't assume cold means no riding – it just means dress appropriately and keep care of your extremities!

### Safety

See the [Riding Safety Tips](#) on the WCCC [Rides](#) page for more safety tips.

This month's topic – **Ice, Ice, Baby**

I originally wanted to talk about dressing properly and hydrating in winter, but ice, snow and even rain/freezing rain absolutely sucks in the winter when it comes to road rides. The general rule – if it looks smooth or slick, assume its ice is a good motto and avoid that area. In most cases the roads we ride on are cleared pretty quickly (there are even winter routes specifically selected by ride leaders because the roads are generally well maintained and/or get lots of sun), but there will be times where you head down a hill, over a hump or even around a bend and find yourself facing an ice patch. Don't panic. In smaller patches, simply keeping yourself steady on your bike (and not leaning) and you are likely to get across safely, but being more safety conscious and slowing down will give you a better chance of stopping or going around, so I suggest you play it safe! Now, MTB folks seem to thrive on snow and though ice of any kind won't be pleasant for anyone, it seems rarer to have ice on a path than on a relatively smooth road. Regardless, be careful. As for dressing properly, think layers and when it comes to feet and hands, I'm a fan of toe/hand warmers and booties (with covers) but with thin socks and mittens over full fingered gloves. Why thin socks? Because circulation getting cut off by thicker socks won't keep you warm. As for mittens, I will admit they require some practice when shifting and braking, but not much. As for hydration – you still need it, but keep in mind that sub-freezing temperatures mean water bottles are likely to freeze after 1 or 2 hours. Thermal bottles are better, but what usually freezes first is the spout, so when you think you have no liquid, try stopping, unscrewing the lid and you may still have some very cold liquid (or slushy) available. Some put warm water in their thermal bottles and get maybe 30 minutes more time, but stay aware and either cut your ride shorter or stay inside (Zwift or other trainer, GreshFit, local YMCA or fitness – all are options).

Keep accident free and stay in control. Make it your responsibility to be a safe and courteous cyclist every time you ride.

### Extras

By the time you read this, the first order window (and thus the first WCCC membership window) should be closed. Next one is in March. Clothing should arrive end of February or early March and will either be direct shipped to you (if that's what you paid for) or you can pick up at the WCCC party. Just make sure you pick up if you asked for the items to be delivered to "Coordinator". Who knows, the next board may decide to sell any items not picked up after a certain point!

## WCCC's Member Spotlight for January 2018

### Mark Luchetti (Graphic Artist, Designer/Animator/Marketing Pro)

Meet club member and Artist of the Month, Mark Luchetti. Mark is a local graphic designer/ animator/ marketing professional who has been with the club since 2012 and rides with a variety of groups (even me, occasionally). He doesn't ride as much as he'd like (who does), but he's a very involved person. Mark's been on the BVHAC Challenge for Cancer committee for 3 years and he designed the logo and recent jersey for that event. He's also active in the Crit (Kids' and Trike Races).

In addition to the WCCC and BVHAC Challenge, Mark's an active member and past Grand Knight of the local Knights of Columbus chapter and in his main role as Trustee, he also handles most of the communications and marketing for the group (website, Facebook, designing/publishing newsletters, etc.)



During the day, Mark is Marketing Specialist/Tradeshow Manager with Bio-Rad Laboratories in Philadelphia, where he has been for the last 12 years. He handles their print, web, and video marketing, as well as their social media postings.

If you are a parishioner at Saint Agnes Church in West Chester, you may have heard Mark singing with the Saint Agnes Music Ministry, as a Tenor with the group on Sundays at 10:30 am Mass. He designed the church logo as well.



Mark lives in Marshalton with his Wife Gigi and his two daughters Anna and Erin, who both go to Downingtown West HS.



To see more about Mark's work and to view his animation demo reel, please visit:

Facebook: [https://www.facebook.com/pg/MLDesignMedia/photos/?ref=page\\_internal](https://www.facebook.com/pg/MLDesignMedia/photos/?ref=page_internal)

YouTube Demo Reel: <https://youtu.be/18aY11Sx9js>

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

## **WCCC's Sponsor Spotlight for January 2018**

### ***Freedom Massage***

Based in Malvern (essentially where Route 30 and Phoenixville Pike meet at 8 Mystic Lane), Freedom Massage became a web sponsor a couple of years ago when owner Diane Matkowski reached out to the WCCC. Her all-female therapist / staff organization have many specializations to ensure the massage you need and want is what you get and their website (<http://www.freedommassage.com>) describes them in detail.



### ***Timberline Bike & Hike Adventures***

How did a company based out of Colorado become a web sponsor for the WCCC? I honestly don't know. I do know that the Timberline website (<http://www.timbertours.com/>) features cycling very prominently and they seem to reach throughout the US and Canada. Whether you want to go on one of their "standard" trips or create a custom trip for you and a group of friends, their 35 years of experience and highly ranked service is worth looking into.



Sponsors previously 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), Benchmark Twilight Criterium (August), Jester Family Chiropractic (August), Haverford (September) and Mauger Mechanical (September), The Whip Tavern (October) Farmers – JC Allred Agency (October), Loweriders Bikes & Boards (November) and First Resource Bank (November), Exton Bikes (December), Keller Williams Real Estate (December)

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