



WCCC News - June 2017

I'm not sure about you, but I'm glad May is over. Too wet for good riding. Looking at June, here's a summary of events/rides, the Challenge for Cancer, a bike maintenance clinic reminder, and more. Our artist of the month is **Nancy Salamon** and our Sponsors Spotlight this month is on **MacElree Harvey** and **Naturescapes**. Keep sharing artists you want to spotlight with [me](#).

June Events & Organized Rides

We're moving into a very busy organized ride month. There are tons of other rides, but these are on our website and are well attended by WCCC members:

- Habitat for Humanity (4 days starting 6/1)
- Pedaling4Paws (2 days starting 6/19)
- BVHAC Challenge for Cancer (Sunday, 6/25)



For the Challenge for Cancer [sign up now](#) and use WCCC17 or P4P17 to get a registration discount. The WCCC has effectively adopted the Challenge, so sign up now at www.cccride.com. Also, make sure you sign up as a volunteer for the Benchmark Criterium in August. Never too early to sign up...

On a less grandiose level, of the many weekday rides, the Usual Suspects Wednesday AM ride will now be split into two groups – the no-holds-barred faster group and the more mellow 15-17 mph second group. Why? Partly because the ride has become larger and two groups makes sense and partly because it will encourage others who want a 50 mile mid-week AM ride at a more reasonable pace. Doug and Bob will continue to pick the routes, but if you have interest, check the weekly ride posting and join it or any of the many weekday rides. We're at the point where Friday is the only day that does not consistently have a ride posted. Keep it up!

Safety

This month's focus has more to do with Ride Leaders than riders, but it affects us all. Simple request: Ride what you post and post what you ride. What does this mean? If you expect to average 18.5 mph, don't post a ride for 15-17. If you can't control the riders who join your ride and try forcing the pace, kick them off the ride. If you drop someone, your post better have said that you won't wait for anyone and that they should have a cue sheet (which you posted). To me, all this is common sense. Want to play it safe, just say, "Pirates welcome, total free for all" or something similar. Ride what you post and post what you ride. How is this about safety? When riders join expecting one level and they get exhausted trying to catch or stat with a group, they lose focus and make mistakes or get injured, cramp up or worse. No need for any of that. Who knows, your riders may buy you a beer to thank you. I thank you in advance for continuing to make this a great and safe Club!

Extras

Expect the 2nd and final WCCC Voler clothing order to arrive mid-to-late June. We're still discussing whether there should be a party for the arrival. Stay tuned.

The WCCC Bicycle Maintenance Clinic is June 3rd. Sign up at www.SignUpGenius.com/go/20F0E44AAA62B0-bike

If you aren't sure how to change a flat, clean/lube your drivetrain, check/change your brake pads or deal with broken cables, sign up. If you know how to do all this, sign up and help us to help others. Pot luck format for food and drink, so expect a party atmosphere, but don't show up if you don't sign up. Space is limited.

WCCC's Member Spotlight for June, 2017

Nancy Salamon – Artist with a long history with Pottery

I like Nancy. As a long-standing member of the WCCC (member number 004 with the original WCCC membership card to prove it), she's been riding with Jane Shields and others for many years, so many of you likely know and like her already. Did you know that she has been a full time studio potter in West Chester for over 30 years and that her work is sold through galleries and museum shops around the US? Here's a brief summary about her, her past (and still ongoing) pottery work and her latest venture, Clay Born Textiles (<http://claybornpottery.com/>).



About a year ago, Nancy started Clay Born Textiles. The designs that she previously painted on clay are now printed on fine quality kitchen textiles. It opened up a totally different markets for her work along with the challenges of selling a new product where much of the competition is imported. Clay is still going strong, but she is happy to be building the textile line as well. In speaking to Nancy, she was the first to remind me that it's not all her, her, her. She's got an "incredible studio assistant who helps keep the pottery production running on schedule", a wonderful graphic designer who does all the printed material and Nancy works with Design 6 Degrees (last month's highlighted sponsor) for her website and technology. For the textiles side of the business Nancy works with fellow WCCC member Ginny Marcille-Kerslake (more about her in future Artist spotlight). Even with all the help, Nancy's ideas and designs are hers and she still hand paints every last brushstroke on each piece. Go to her website to see examples of her amazing work and if you want a unique gift for that someone special, yes, she will do custom work too.

Cycling helped Nancy find a better work/life balance and she said that "Cycling is one of the few times when I am truly IN THE MOMENT, and not thinking about something else I should be doing." Well said, Nancy!

WCCC's Sponsor Spotlight for June, 2017



MacElree Harvey



MacElree Harvey is a law firm that has been part of the fabric of West Chester and the area since 1880 (yes, 137 years). Their website (<http://www.macelree.com>) will tell you that they "build on traditional values through initiative with creative problem-solving, proactive planning and strategic positioning" and how they're among the most respected of law firms in the area. This is all true, but they are also a very approachable firm – whether you need business related help or any other type of legal advice. If you want or need legal help or advice, I encourage you to reach out to WCCC member, current WCCC Secretary, Twilight Criterium Board Member and one of the nicest people you can meet – Jane Shields. She'll let you know pretty quickly whether she or MacElree Harvey can help you. Jane works in the Miner Street offices, but the firm has several other locations. Thank you MacElree Harvey for the many years of WCCC sponsorship and for helping to make the West Chester area community better!



Naturescapes

If you ever find yourself riding with John Fridy (co-owner of Naturescapes with his wife Sally), you quickly realize that there is literally no plant out there that he is not familiar with. Now I don't just mean he can tell you what the name of a plant may be, he'll tell you the genus and species (including the long Latin-sounding names), exactly how they grow, when they bloom, what eats them (or doesn't eat them) and how you can possibly include them in your garden. Isn't that exactly what you need in a landscape design company? If you add in a strong focus on low maintenance, indigenous choices and over 35 years of experience in landscaping, gardens, pathways and even ponds/waterfalls, then you get Naturescapes. I get their regular email newsletter and always read it because it's not a sales pitch – it's relevant and timely knowledge about how to make the world more beautiful. Visit <http://www.naturescapes-pa.com> and look for John on his bike!

Sponsors already highlighted: Iron Hill Brewery & Restaurant (April), Design 6 Degrees (May), Stillman Volvo (May).

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

Thanks, Viktor