



WCCC News - November 2017

The time change will wreak havoc on our evening rides and the combination of cooler weather, falling leaves and precipitation makes great ride days all the more important, so don't put your bike away, just get proper clothing to continue!

Our artist of the month is **Tom Hall** and our Sponsors Spotlight this month is on **LowRiders Bikes & Boards** and **First Resource Bank**.

November Events & Organized Rides

Before we jump into November, a quick word about the WCCC Skills Clinic held on October 1. Led by Steve Karaszkiwicz (lovingly known as Steve K) with a strong assist from Mike DeFranco, the clinic was a great success with focus on bike handling, high speed turns, braking, wheel rubbing and paceline riding. I can tell you that even a seasoned and experienced rider would have learned stuff – either from our gracious instructors or from discussions with other participant. Thanks to all who joined and well done Steve and Mike with mega kudos to Steve for setting it all up!

No organized rides per se, but there's a rescheduled Adopt-a-Highway and a Kit Fit Party on November 7 (6PM to 8:30PM at GreshFit). If you plan to purchase clothing (which is everyone that plans to renew or become a member), you should plan to be at the event. Spread the word, especially to folks who are not yet members. Voler reps Jeff & Lara will be there with lots of clothing samples for you to try on and feel the fabric, pads, etc. Special thanks to Tim Gresh at GreshFit for hosting!

Safety

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

This month's topic – **Helmets**

Wear your helmet and wear it properly. The good news is that all helmets are ANSI and/or Snell approved, which means they all protect your head equally well. The main differences are weight, air flow and of course how it looks (color/design). Make sure you measure your head circumference and get the right size and then use the pads to make it fit snugly on your head. The bad news is that if you don't wear your helmet properly, it won't help you. Low, level and snug is the key. If you can move the helmet more than an inch in any direction, snug up the straps and/or make adjustments. Here's a short article to help you: <https://www.bicycling.com/bikes-gear/helmets/how-to-make-your-bike-helmet-fit>

Finally, if your helmet hits the ground – either because you crash or because you drop it – there is no way to know if it is damaged, so get a new one. Similarly, if you had a helmet for a couple of seasons, it's likely time for a new one.

As always, make your goal to have accident free rides. Stay in control and make it your responsibility to be a safe and courteous cyclist every time you ride.

Extras

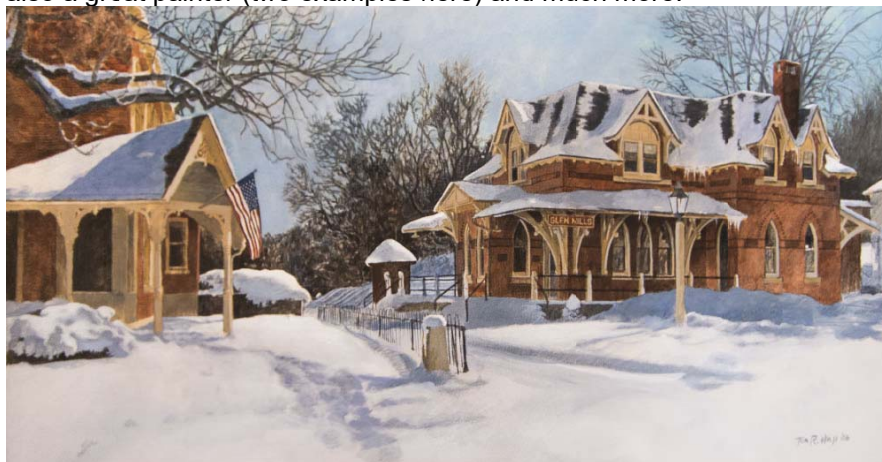
WCCC Party Ambassador (Cristy Waite) combined our next Club social with the Kit Fit party.

When you launder your cycling clothes (or anything with spandex in it), use relatively small amounts of biodegradable, phosphate and perfume/smell free detergent and NEVER put your kit in the dryer or if you must, never use a fabric softener. Why? Two reasons – there are folks who are very sensitive to the smells and chemicals in the detergents and softeners and your clothing will not perform as well if it's gummed up. The perfume smell comes from residue that clings to the fabric strands as does the fabric softener and that stops the fabric from properly wicking away sweat. Heat – whether from hot water or a dryer – will also damage the spandex fabric, so if you want to shorten the life of your jersey, shorts, tights, etc. go ahead, but a cold wash with minimal "free" detergent and then air drying or tumble drying on virtually no heat is the best way to get long life from your kit. As a bonus, the colors are more likely to stay true than heavy detergent/dryer/fabric softener approaches. Got it? Good – now go do the laundry!

WCCC's Member Spotlight for November 2017

Tom Hall (Artist & Digital Expert)

MTB folks know Tom better than most, although he's certainly a very capable road rider too. He also designed many of the WCCC jerseys – from the purple years through to the techno bumble bee yellow. He's also a great painter (two examples here) and much more.



Tom studied Illustration at Syracuse University and the University of the Arts in Philadelphia. He began his career doing hand painted illustrations for paperback book covers for several New York based publishers, as well as magazine and poster illustrations. When digital design began shrinking the market for painted illustrations, Tom switched to a graphic design career. While focusing on web, interactive and motion design, he created websites and interactive marketing for Merck, W.L. Gore and KPMG, among others. He then served as Creative Director for eMoney Advisor, a financial software company for 15 years. He is now an independent designer with a focus on motion graphic design and 3D animation.

Some of his work can be seen at tomhallcreative.com

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



WCCC's Sponsor Spotlight for November 2017

LowerRiders Bikes & Boards

For such a bike friendly place as Chester County, there aren't a ton of bike shops. LowerRiders Bikes and Boards out of Downingtown is a relatively new place although anyone who generally rides through Downingtown will immediately recognize their store on the corner of East Lancaster (aka Business 30) and Green Street. They are a full service shop with sales and rentals of bikes as well as consignment and trade in programs. For those who like to cross train, ski season is coming soon and you should have no problem finding something to rent or buy in the ski and snow board area and yes, they ski/board service maintenance too. Check them out: <http://lowerriders.com/>



First Resource Bank

A more recent sponsor, First Resource Bank is a community bank that people often look for when considering a more personal relationship with their financial institution. They have a couple of branches (in Exton and outside of West Chester) and provide the usual technology you'd expect from a bank. They've received "Best Bank in Chester County" by readers of the Daily Local and are very proud of the community support, loans and donations they have offered. Is this bank the right one for you? Only one way to find out. Please visit <https://www.firstresourcebank.com/> for more info

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)

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