

SFVBC

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NEWSLETTER

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Vice President - Membership:
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Vice President-Webmaster:

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Mark Reden
Bob Winning
Randy Lawrence
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Jory Gorcey &
Caren Lieberman
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OTHER CONTRIBUTORS:

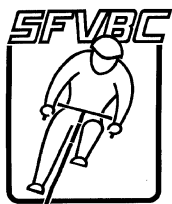
Awards/Patches:
The Big Ear & Lots & Lots of Other Stuff:
Community Liaison:

Haberdasher-Jerseys and sooooo much more:
Newsletter Editor:
Overwrought Reportage:
Orientation Rides (First Saturday of the Month):
Ride Director; Route Slip Maintenance/New Rides/Route Slips:
Monthly Minor Repairs and Maintenance Clinic:

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Richard Wedeen, Dana
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*Emperor of the Bicycling Universe & Way, Way Beyond (self-appointed)

Please advise Maria Lewis of any change of address, phone number, or e-mail; the USPS will not forward SFVBC mail, and without a correct e-mail address or phone number, you will miss out on SFVBC notices and publications.



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JULY MEETING

Only 26 people showed up for the July 20th meeting. A half-dozen, or so, were at The Stand, and a dozen, OK, 13, were at the Clinic to hear Dana Lieberman tell them all they could ever want to know about gears. And that's a lot! Here are a couple of pictures of gears:



SRAM Cogs
Machined from one piece
Of steel



Probably Not Bicycle Gears

Meanwhile, Lea Newton, who is taking professional courses in making irresistible food and is getting A+ in them, showed off her homework: A lemon cake and marjolaine (meringue and praline buttercream bars). Everything

disappeared in a flash. She tells us that from now on she will make Spinky's Cookies, too. This will prevent people going away hungry. Fat chance of that!



**Everyone wanted to give Lea
A hug
But Mark got there first**

Next up was Kevin Hoard, Chief Cook and Cog Cleaner at Kevco, a/the distributor of SRAM's and its myriad of subsidiaries fine bicycling products. Stars of the show were SRAM's carbon fiber and metal rims and wheels. Kevin said that their shape provides significantly less drag than similar designs by SRAM's competitors.

From the engineering point of view, the 10-speed cog-set hewn from a solid block of steel was nothing short of astounding.



SRAM Wheels

The latest SRAM top-of-the-line "Red" grupo, displayed at the meeting, is now available in black, a major innovation.

In any case, it's always a joy to see someone who knows his product inside and out and has complete confidence in the products' superiority.



Kevin Hoard

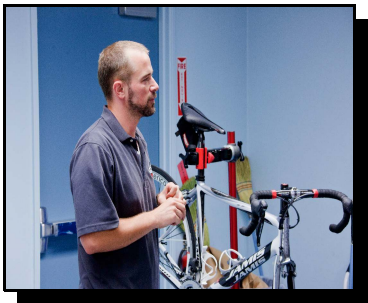
Feel free to contact Kevin at kevin@kevcoproup.com or 818-795-2305. There is no question about SRAM its subsidiaries or competitors that will stump Kevin.

AUGUST MEETING

A hair under 50 people, 49 to make our members with OCD happy, attended a great meeting on August 17th. There were several standout events: Our speaker, Mel Leventhal, really connected with the big audience; the new club jerseys were introduced; David Kooi had his first stint running the clinic; and there were about 30 grams of refreshments left over.

But first, The Stand can declare a dividend. Steve Sommers, former President of the SFVBC showed up at The Stand and came to the meeting, a rare pleasure. Steve now lives in Arizona, and came to the Valley to cool off.

David Kooi taught two dozen attendees all there is to know about brakes. *Yes, two dozen!*



David Kooi



David Kooi Tells About Brakes

Gotta mention the refreshments, of which there were plenty, even though Master Chefette Lea Newton was elsewhere. There were 30 grams of strawberry mousse left, a gross oversight.



8" across and 4" high



**Pierre Roux & Mark Reden
First to the Table**

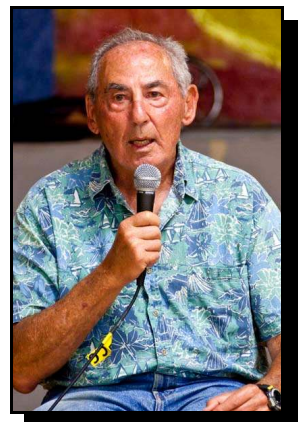
The new club jersey made its debut. A gazillion thanks to Keith Brodsky who shepherded the entire project from design to delivery! Bravo, Keith! Much more about this in STUFF on Page 4.



Chris Martin

Models New Jersey

We can't leave out the extraordinary Mel Leventhal, 82 year-old raconteur, who regaled the big audience with humorous tales of bicycle touring all over the world. Those of us who have done bike touring, i.e., most of the audience, could really relate. Those who haven't left the room wanting to!



Mel Leventhal

STUFF

New SFVBC Jersey

At last, a new jersey! Thanks to Keith Brodsky's tireless efforts over more than a year, we now have a new jersey. Other garments will follow, details below, waaaaay below.



Front



Back

Unseen in the two pictures in the left column is the side panel, two of them actually, one on the left and one on the right. On each panel **SAN FERNANDO VALLEY BICYCLE CLUB** is spelled out in yellow.

“OK,” you’re saying to yourself, “Self, I gotta get me two or three of those, but how?” Self says, “You idiot, find out what they cost first!”

So, here’s that vital information:
Jerseys: \$65 each As for how to get one, the cheapest way is to pick one up at a club meeting, payment by check and cash only.

Another method is to buy on the club’s Website (www.sfvbc.org) Order Form., Credit card only. If you have the item(s) shipped, there will be a \$4 shipping charge. Or, you can pick up your purchase(s) at a club meeting.

Sizes are S, M, L, XL, XXL, XXXL, XXXXL. Smalls and Mediums run about as you’d expect. L-XXXXL run small. If you normally take an L, you should get an XL or XXL. To be certain, come to a club meeting and try one on.

Also available, though not pictured, are bib shorts. They are absolutely gorgeous, if you like bib shorts. If you don’t, they ain’t so gorgeous. Three models/styles are available: Mens Style 1 are \$89 and Style 2 are \$135. Women’s bib shorts are \$159, one style only. The pads are

absolutely fantastic! There are only a few left.

Available soon, but not yet ordered are Arm Warmers at \$22 a pair (only \$11/arm!) Wear one at a time on moderately cold days.

Shorts will also be available; orders are being taken, and a picture may be available soon. The prevailing color will be red, with **SFVBC** across the um, butt. Or maybe down the legs.

The manufacturer for all SFVBC clothing this time around is PACTIMO. Their quality is absolutely top, top, top! They will manufacture any garment, Jerseys, Shorts, Bib Shorts, Jackets, even the previously advertised Cummerbunds and Tutus, as long as they have orders for five or more.

So, if you want, say, a jacket, c o n t a c t K e i t h (KeithBrodsky@gmail.com) and have him add your name to the waiting list for whatever it is that “Self” Oks.

All prices are VERY close to the club’s cost! Haggling will fall on deaf ears. But, you can be assured that PACTIMO jerseys of SFVBC quality are going for over \$100 in retail bike shops!

MORE STUFF

Clothing Clarified

Our Official Haberdasher, Chief Executive and EBU & WWB (see P.1 for details), Keith Brodsky, has clarified the clothing situation. While the pictures and nearly all of the text on P. 4 of this Newsletter are accurate, the following items are from the horse's mouth, so to speak. If there are any conflicts, use the information on this page.

Jerseys are \$65, plus \$4 for S&H, unless you pick them up at a club meeting. The S&H cost goes for all garments. You'll save \$4 S&H by picking up your item(s) at a club meeting.

Keith provides the following Louis Garneau/Pactimo Size Conversion Chart:

<u>Old LG</u>	<u>New Pactimo</u>
XS	XS
S	S/M
M	L/XL
L	XL/XXL
XL	XXL/XXXL
XXL	XXXL/N/A

XXXL must be special-ordered. XXS, XS, and XXL are available now, but quantities are very limited. After the current inventory is sold, these sizes must be special-ordered.

Men's Bibshorts are available in three styles but must be special-ordered: Ascent (\$90); Summit

(\$134); Continental (\$65). Women's Summit Pro Bibshorts orderable (\$159).

In addition, Men's Continental Shorts (\$65) and Women's Ascent Shorts (\$77) may be ordered.

Arm Warmers (\$23), Evergreen Lightweight Vest (\$65), and Evergreen Lightweight Jacket (\$80) will be available by advance order.

Advance/Special orders must be paid for in advance.

Because fit is critical for all of the clothing items, Keith has arranged for "fit Kits" to be sent. Once they arrive, we will have them for only 10 days, after which we must return them to Pactimo. **It is STRONGLY recommended that you try on a fit kit before placing an order.**

Once first special orders are delivered, you may use friends' garments as fit kits and you will be able to place orders with Keith.

Horrible Error Discovered

Proof that *someone* has read the Handbook: Jordan Brown points out that on P.12 of the 2011 Handbook, the reader is referred to P.23 for more information. BUT, there are only 18 pages in the 2011 Handbook. Our quest for perfection has been thwarted again! Our apologies! We wish we could assure one and all that it won't happen again, but we can't.

You Gotta See This!

This is basically a travelogue of a bicycling trip from Edinburgh to Skye (Scotland). Danny MacAskill is the bicyclist and is not a member of the SFVBC. While you'll probably enjoy this vicarious adventure, you are advised not to try this at home. Or anywhere else:

http://www.youtube.com/watch_popup?v=Cj6ho1-G6tw&vq=medium

You Gotta See This!

Apparently, bicycle commuting is taken seriously in Vilnius, Lithuania. Fed up with scofflaws, the mayor of Vilnius issued a warning. This Website was sent to us by at least six people, so it must be of interest:

<http://www.grist.org/biking/2011-08-02-mayor-of-vilnius-runs-over-mercedes-parked-in-bike-lane-with-a-ta/?ref=se>

You Gotta See This

For the bicyclist who has a \$10K bike and can't think of anything else to get, or to thank his wife for being so understanding, take a look at this:

<http://www.mfa.org/collections/object/bicycle-brooch-527455>

THE BIG EAR

by Claire Voyant

What They Did This Summer

David Jones completed the Race Across America in June, pedaling 2,990 miles with 170,000 feet of climbing from Oceanside CA to Annapolis MD in 12 days and seven hours. Not only that, he placed first in his age group of 60+, nine hours ahead of second place. Bravo!



Jolly Juan Carlos

Randy Lawrence led a group of SFVBC cyclists on an Eastern Sierra road trip in June. Among Club members on the ride were **Juan Carlos Chan, Jeff Clarke, Bob Eckhoff, Jeff Golden, Michael Goodman, John Hallam, Jim Hamm, David Harston, Garo Mooradian, Don Peterson, Bill Schuler, Andy Shaker, Mike Summers,** and **John Weygint.**

Bruce Newman celebrated his 75th birthday with Sojourn Bike Touring on their Oregon Gorge Ride. A special birthday indeed.

Zo Egar organized his annual Life's a Beach ride, this year

from Crescent City to San Francisco, 500 miles in eight days. Along for the July ride were **Mark Reden, Nancy and Bruce Christensen, David Lee, Caren Lieberman,** and **Jory Gorcey.**

Bobbie Schultz, Nancy Paczkowski, and **Mary Blue** pedaled the scenic 72 mile LA River Ride in June.

Harvey Ganz pedaled 40 to 60 miles a day through Normandy, France, with Hindriks Tours, passing through Mont St. Michel, St. Malo, and WWII beaches.

David Harston, Gene Clarkson, Donato DeJesus, Jeff Clarke, Michael Goodman, and **Jim McInerney** tackled the California Alps Death Ride near Markleeville in July, climbing 15,000 feet over 129 miles.

Grand Tour Tallies

Charles Lotte, Constantin Bancila, Jeff Clarke, Gene Clarkson, Michael Goodman, Dana Lieberman, Stan Motzkin, John Weygint, and **Randy Lawrence** (his 15th!) completed the LA Wheelmen Grand Tour highland version of the double century in June.

Bud Bates, Barbara Torres, Jim McInerney, and **Donato DeJesus** chose the lowland route.

Allen Bredt was the oldest Grand Tour double finisher this year. What a 70+ role model!

Gerry Charron, David Harston, and **Alan Tolkoff** finished their first doubles ever.

Shai Shprung powered through the Grand Tour triple century on a single speed bike. Wow.

New Members



Cheerful Craig

Craig Betance has switched from mountain biking to road riding on his Fuji. He's training for the Playa Del Rey triathlon in October by cycling to work, then swimming or running afterwards.

Jeff Golden has gotten more into biking since he bought a new carbon fiber frame a year ago. His wife **Pam** rides a Trek, as well as a horse. The Golden's spent several years in Alaska before moving to Los Angeles.

Marti Martinez has only been cycling a short time on her red Fuji, but she's set her sights on an upcoming metric century.

PLACES PEOPLE PEDAL PAST

by Pedal Pusher

Sipping Seattle

There seems to be one on every corner we pedal past, and it's not a McDonalds. It is the largest coffeehouse company in the world, with more than 17,000 stores in 55 countries, including over 11,000 in the United States.



Merry Mermaid

It sells drinks from tea to plain coffee to triple decaf no foam double shot espresso macchiato with nonfat milk. You guessed right, it is Starbucks.

Most people know that Starbucks started in Seattle WA. The first Starbucks was opened there on March 30, 1971 by three partners: an English teacher, a history teacher, and a writer.

The trio was inspired by Berkeley CA entrepreneur Alfred Peet of Peet's Tea and Coffee, whom they knew personally, to sell high-quality coffee beans and equipment.

Since Seattle is on Puget Sound, the men wanted a nautical theme for their venture. The omnipresent brand was almost called Pequod, the name of the ship in Moby Dick, but as one of the founders said, "Who wants a cup of Pee-quod?"

They settled on the name of the first mate on the ship, Starbuck. Continuing with the maritime motif, they chose a mermaid as their logo.



Smiling Schultz

Entrepreneur Howard Schultz joined the company in 1982 as Director of Retail Operations and Marketing. After a trip to Milan, he advised the company to sell coffee and espresso drinks as well as beans, especially since Seattle had become home to a thriving counter-culture coffeehouse scene. The owners rejected the idea.

Certain that there was money to be made selling pre-made drinks, Schultz started the Il Giornale coffee bar chain in April 1986.

In 1987, the original trio of owners sold the Starbucks chain to Schultz, who immediately rebranded his outlets to Starbucks and began to expand.

In the 1990s, Starbucks was opening a new store every workday, a pace that continued into the 2000s.

The first Starbucks location outside North America was Tokyo, Japan, in 1996. Next up was the U.K. market in 1998. Now the company has a presence in over 50 countries.



Extra Extra Extra Grande

You may have noticed that in addition to drinks, Starbucks also offers salads, sandwiches, pastries, snacks, and items such as mugs, books, and music. What began as an outlet store for coffee beans has become a worldwide success story. **SFVBC**

— TALES FROM TWO-WHEELED TOURISTS —

Ride the Rockies

by Mitch Gaswirth

The first day of the annual Ride the Rockies tour, a six day, 420 mile adventure, started in Crested Butte, Colorado and ended in the little town of Buena Vista.



Rockies with Snow

The featured climb took us up and over Cottonwood Pass. It was a 75 mile jaunt on a crystal clear day over one of the highest roads in the lower 48.

We started at 6:45 AM in 37 ° mountain air. I thought that was cold, actually. Even though the destination was due east, there was a giant wall of granite in that direction, so we had to leave Crested Butte to the south, first traveling 17 miles downhill to Almont.

From there we could pick up a road that would take us through the mountains.

The next 25 miles followed the Taylor River to Taylor Lake at around 9,000 feet elevation.

Then 14 miles of ascent through one of the most spectacularly beautiful mountain passes I have ever climbed, to a summit at 12,126 feet.

This climb started at around 9,000 and rose steadily, but not steeply, through terrain that I can only describe as breathtaking, to a viewpoint at the top of the pass that seemed like the top of the world.

It got colder as we ascended (duh) to higher and snowier terrain. But the weather was truly one-of-a-kind benign, mid-60s and mostly windless except for the exposed slopes near the top.



King of the Mountains

A bright blue sky provided visuals for 50 miles or more from various viewpoints along the course. The air was thin, of course, but I was surprised the elevation didn't seem to bother me. Happily, while very long, the climb was never steep, so that I never really had that breathless-where's-my-oxygen feeling.

You'll notice thick snow banks in the pictures at elevation, but the road was clear and designed to divert the run-off away from the road bed. The snow, however, produces its own mini-climate, so even though it was bright and sunny you'd be hit by a cold breeze flowing down from the summit and across the snow fields.



Delightful Downhill

That Newton fellow, you know, the guy who invented those fig cookies, said what goes up must come down, and descend we did, dropping almost 4,000 feet over 19 miles through another of the most spectacular mountain passes I've ever seen.

The road was like glass and my bike had wings, but I still got passed going in excess of 46 mph. Oh my.

The next five days of riding had some similarly astounding scenery to intake while pedaling. If you've ever had the urge to ride the Rockies, do look into this tour for next year. **SFVBC**

MORE TWO-WHEELED TALES

AIDS Ride Diary

by Colette Friedman

It's over! I did it! The 2011 AIDS LifeCycle was unbelievably hard, much harder than I ever could have imagined. It challenged me equally mentally and physically, but I'm glad that I did it.

June 5th: Wake up was at 4 AM at a boutique San Francisco hotel and when we came down to the lobby, it was filled with spandex-clad cyclists. Three buses took the folks at our hotel, about 300 of the 2,352 riders and roadies (support staff), to the Cow Palace where we checked in, found our bikes, had opening ceremonies, and cycled away at about 7:30 AM.

Day One. **HARD DAY.** Probably the hardest day of the ride. Despite the exuberance and overwhelming excitement and joy of riders beginning the seven day journey, it was hard. Really hard. Up and down hills, although it somehow seemed as if we were going up more than going down, a topographic impossibility; however, my thighs were protesting by mile 40.

I spent most of the day wondering if I should quit, and strategizing about which mile to get on the SAG bus.

As I continued to pedal down the coast against ridiculous headwinds, SUV after SUV of Sweep Vehicles passed by with bikes attached to the back.

I counted about sixty, and then the first TRUCK, filled with about 200 bikes passed. By the end of the 90 odd miles, 1/3 of the people had stopped riding. 700+ people sagged or swept. Despite horrible headwinds and innumerable hills and uber-chilly weather, I made it. The whole way.



**Colette and supporter
Mark Troy**

Got to camp at 7 PM, just before the route closed for the day, and then spent the next hour lugging my suitcase to the tent area, pitching the tent, showering, having dinner, and crashing. I was physically and mentally spent. But I did it.

Day Two. **DRAMATIC DAY.** Up at 4:30 AM. Freezing morning. Wanted to get on route early, but by the time one dresses in the cold, packs up the tent in the cold, hauls the luggage in the

cold, eats in the cold, and tries to get out of camp in the traffic jam of waiting cyclists, it's already 7 AM.

Was psyched for my first century, from Santa Cruz to Kings City. Through the artichoke capital of California, but 4.5 miles into the ride, I had an awkward mishap. But I didn't let the tumble discourage me, since I was determined to finish the event.

DAY Three. **ONLY SUNNY DAY.** A beautiful ride. Wasn't nervous getting back on the bike. Knew it was important to do so. Biked through vineyards and felt like riding backwards in time through The Grapes of Wrath.

One of the hills was called Quadbuster, which essentially went straight up for two miles. As I write this, my body cringes with the memory, but I made it without walking and camped at Paso Robles.

Day Four. **101 MILES.** Hills, hills, and more hills. Forgot California was so hilly. Felt more like I was in Colorado. Climbed the Evil Twins, as horrible as they sound. At the end of the second hill was the Halfway to LA sign. Everyone was excited.

(Continued on next page...)

LAST OF TWO-WHEELED TALES

AIDS Ride continued

And the hill down was glorious. 30 miles an hour, tailwinds, and beauty, beauty, beauty.



On the Road

Day Five. RED DRESS DAY. Everyone wore red and most of the gay guys wore red dresses: sequins, tights, wigs, the whole nine yards. And most of them, with their lithe, perfect bodies looked much better than women in dresses. It was a short day of riding, since the rest of the days were 70 to 100 miles.

This day was only 45 miles, because of the hills, the nonstop hills. Up and up and up and up. And the good thing was that we got to camp at 2 PM, while on other days it was 6 or 7 PM.

After getting massages (everyone in camp was allotted one 20 minute massage at some point during the ride), we grabbed a cab and went into Lompoc, where we had great Italian food.

And the two glasses of red wine eased the muscle soreness a wee bit. Seems like half of the riders had the same idea because the place was packed

Day Six. THE NEVER-ENDING DAY. 90 miles, which just went on and on and on. The smells on day six were fabulous: the lavender and eucalyptus, the pine, and the salty ocean air

I got my first flat on a side road rather than on the 101, thank goodness. Santa Barbara was pretty, and there was an ice cream stop organized by the community. The sugar high definitely helped propel me through the latter half of the day.

Day Seven. THE BEST DAY. After waking up in Ojai, eating a delicious breakfast and drinking real coffee, rather than the watered down version served in huge vats, we were dropped off at camp and literally jumped on our bikes and went.

Usually, I average 12 mph on straightaways, five mph up hills and 22 to 30 mph on downhills. But 12 mph on flats is pretty standard.

Well rested and well fed, I rode the first 20 miles from the camp in Ventura to the first rest stop at 23 mph. It felt amazing.

Because I was already warm, I didn't struggle in the beginning of the day like I usually did. The route was mostly along the coast, and I saw dolphins north of Malibu. People started to come out and cheer and clap on the side of the road.

By the time I climbed the last big hill up Temescal Canyon, there were groups of people cheering and I became quite emotional.

The last few miles to the Veterans Hospital were filled with supporters. Crossing the finish line with hundreds of folks cheering was incredibly rewarding.



I did it!

Jane Lynch of Glee fame spoke at the closing ceremonies. I cried as the Positive Pedalers walked an empty bike down the main aisle, representing people who have died of AIDS and couldn't be there. The greatest part was that the combined 3,000+ cyclists and support team raised over \$13 million for AIDS research. A record! **SFVBC**

DA VINCI TO DE ROSA

The Jamis Journal

If you've noticed a brand of bicycle at our ride starts called Jamis, you might wonder what the word means. Is the word French or Spanish?

Actually, the bike is named after the founder of the company, Ronald Jamis, born (in 1950) and bred in Tallahassee, Florida.



Ron Jamis

Jamis developed an early interest in mechanical transport such as motorcycles and cars while in high school, and built them as a hobby in his spare time.

When he decided to try his hand at constructing bicycles, he discovered that nobody offered the exact parts he wanted. His solution was to start his own manufacturing company in 1979.

His first model was a "comfort bike," perfect for pedaling the Florida sands. He named it the Earth Cruiser and claims it started the beach cruiser craze.

The model became so popular that in 1980, he introduced the Boss Cruiser, featuring a double diamond frame and a distinctive logo.



The Cruiser



The Boss

Later, Jamis launched other mountain bike models called the Dakota, Lightfoot, Roughneck, Dakar, and Diablo. The company has received several Mountain Biking magazine Bike of the Year Awards.

In 1988, Jamis introduced the Eclipse and Quest, their first road bikes. The Eclipse was the first American-made production bike to use Reynolds 853 tubing on its frames.

Jamis has been making more road bikes lately, such as the Xenith, Ventura, and Aurora series. The frames are made of steel, aluminum, or carbon fiber.

The company supports pro mountain bike and road racing teams. Along with Sutter Home, a winery, Jamis sponsored a Pro Cycling team for the 2011 Amgen Tour of California.



Road Racer

In March 2011, the Directeur Sportif, Sebastian Alexandre, said, "We are very excited to be back at the Amgen Tour of California. Our squad has the power, speed, and teamwork to deliver good performances on this demanding course." And they did.



Joy on a Jamis

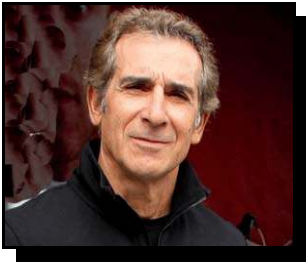
MEET AND GREET

Maria Lewis reports that there are 523 members in the SFVBC as of September 1st. This is a net increase of 5 in the last two months. We want to welcome back our renewing members and extend a welcome to our newcomers!

SFVBC's Newest Members

Craig Betance	North Valley	Ed Ramia	North Valley
Tara Betance	North Valley	Robert Saunders	Northridge
Brian Blanchard	North Valley	Ronald Skarin	Chatsworth
Paul Cook	North Valley	Matt Skarin	Chatsworth
Alizier David	Woodland Hills	Diane Skarin	Chatsworth
Mel Gettleman	North Hollywood	Hugh Smitham	Sunland
Eli Haims	Mid-Valley	Irene Smitham	Sunland
Peter Juzwiak	Studio City	Fran Thurm	Sherman Oaks
Nino Mascolo	Northridge	Ryan Vargas	Encino
Tomi McGraw	Northridge	Bill Watson	Simi Valley
Liam Newberg	West Valley	Shari Weinstein	West Hills
Dan Nguyen	Canoga Park	Janis Weiss	Encino
Victoria Otto	Encino	Sarah Weiss	Encino
George Peregrino	Valley Village	Ethan Winner	Encino

M is for...



Marc De Falco



Marcos Nami



Mark Loftus



Mark Jenkins



Mark Reden



Marty Singer



Mary Blue



Mary Pat Hanker

CLASSIFIED ADS

Classified Ads may be placed free of charge by any SFVBC member. **NEW or CHANGED ads will appear in green text.** Email your ad to SFVBCeditor@aol.com

BICYCLES

No Bikes In This Issue

SERVICES

PERSONAL TRAINER

Certified and insured, personal trainer and spinning instructor for over 10 years. Core workout designed just for you. 20% discount for SFVBC members with purchase of 10 sessions. Free consultation. Call Ron at (818)389-2522 and check out his website at www.SarchianFitness.com

ATTORNEY

Avid cyclist for 40 years specializing in protecting the rights of injured cyclists. I personally respond to every client, and I deal with cycling cases exclusively. For a complimentary consultation, call Gary C. Brustin, Attorney at Law, toll free at (800)841-2453. See also www.bicyclelawyer.com

ATTORNEY

Accidents, Bike & Auto, Business & Divorce. Legal matters handled with personal attention; reduced rates for SFVBC members. Encino office. Call Fred Dresben at (818)631-1948 or email him at fcdesq@gmail.com

CUSTOM CARPENTER

25 years experience in all phases of building, remodeling, and repairs. Decks, patios, foundations to roofs. Small jobs OK, that leaves more time to ride. Licensed and bonded. Call Bob at (818)904-0841

SOMATIC THERAPIES

So You Want to be the Best? 'Hands On' Bodyworks Facilitated Self-Care and Reeducation Sports Counseling, CranioSacral Therapy and SomatoEmotional Release. Joan Hillerts NCTMB, CST, by appointment. (818)342-7172.

MISCELLANEOUS

SPINKY'S COOKIES & MILK DELIVERY

Need a super gift for someone special? How about your corporate gift giving for this coming season? Spinky's is the answer! They'll never forget anything they get from Spinky's! Of course, we're known for our Spinky's chocolate chip cookies, but we also do *spectacular* cookie platters and dessert bars! Check out our Website for a unique and delicious gift!

www.spinkys.com

MERCEDES-BENZ

From your most bicycle-friendly Mercedes-Benz dealer. Absolutely lowest prices to SFVBC members guaranteed! Huge stock to choose from. Give me a call and drive away in a Mercedes-Benz at the rock-bottom SFVBC special price. Vlady at:(818)461-3900.

GEEN-YOU-WINE SFVBC CLOTHING

Some of it's already here. Depending upon sizing and other variables, you can own the flashy new red jerseys, shorts, bibshorts, jackets, armwarmers, etc. for darn near the club's cost. See Pages 4 & 5 for all the details!



ROADBIKE BOOTCAMP

Southern California's Premiere Road Bike Boot Camp. Build confidence/20 Hours of Professional Instruction/Learn Important Skills/Road Etiquette and Safe Riding in a Group/Flat Tire Repair in Minutes/Eliminate Fears, and ALL Questions Answered. 10% off to all SFVBC members! Call (818)389-2522 Website: www.RoadBikeBootCamp.com