



PACELINE

**Alta Alpina
Cycling Club**

Volume 22 Issue 10
Nov/Dec 2024

Presidential Posting

Bruce Eisner, President

Happy Channukah, Merry Christmas, and Quanza to All

Don't let the rain we've had, and predictions for more rains this week get you down. For skiers the encouraging news is that snow is mostly forecast above 8,000'. December riding couldn't be better as the temps are mild, the roads are ice free, and Monitor Pass is accessible again in late December.



The Club has enjoyed another year of safe (mostly) riding among its members and we've produced a full slate of weekend rides, weekly MTB rides, an outstanding Thursday road race series, the Death Ride Training Series, our 15th Alta Alpina Challenge, somewhat expanded assistance with the Death Ride itself, and an end-of-the-year General Membership meeting at a new venue- the Douglas County Community and Senior Center (face the facts: most of our members right now are AARP eligible!!).

The big change this coming year is a pause in the Alta Alpina Challenge as we evaluate our options going forward. We're also optimistic that we will again partner with the Alpine County of Chamber of Commerce on a 5-ride Death Ride Training Series in 2025. But absent one or both of these signature activities, our calendar will be nearly identical to last year, but with the addition of Club assistance in an exciting new local event, the planned reverse sprint triathlon (Tri For Fun) organized by Lyn Willoughby. As you review the calendar of events for 2025, please consider when and where you can volunteer your time to support our events.

Finally, as I noted at our General Membership meeting in November, I am now a lame-duck President. Come next November it will be time for new leadership-so please consider the immense gratification you'll feel assisting the Club navigate the future. There are a number of vacant positions on the club's board right now that I invite you to consider for 2025.

Happy riding and skiing.

Alta Alpina Challenge: Riding the Wild Sierra

Michael Bayer, Challenge Director

Thank you to everyone who contributed to the 2024 Alta Alpina Challenge on Saturday June 29. This year's event was particularly successful with just 70 volunteers (a mix of members and non-members) helping before, during, and after the event, we hosted 130 riders and earned a net profit of about \$9700.

Thanks also to all the sponsors including, StorAll, The Leukemia & Lymphoma Society, Smiths, Alpen Sierra, Blue Zone, Bike Habitat, and Shoreline of Tahoe.



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2024 Race Series Winners

Category A

- 1st Place: Blake Herrmann
- 2nd Place: Dustin Hess
- 3rd Place: Greg Kogut

Category B

- 1st Place: James Close
- 2nd Place: Jim Wire
- 3rd Place: Jeremy Fox

Category C

- 1st Place: Bill Magladry
- 2nd Place: Chris Cherrix
- 3rd Place: Kirt Willard

Category D

- 1st Place: Lyn Willoughby
- 2nd Place: Frank Dixon
- 3rd Place: Ben Fox





League of American Bicyclists Update

Thanks to the support of League of American Bicyclists (LAB) member clubs (like us) and individual members (like you), the LAB has made massive gains for biking over the past 20 years with a tripling of federal investments to over \$1.3 billion in 2023. Achievements in 2024 included:

- **Federal Advocacy:** Hosting the annual National Bike Summit where LAB representatives met with over half of Congress, crafting bills to make funding for biking and walking projects more equitable and widespread in addition to advancing legislation to promote bike programs in schools, and working with agencies to push back on dangerous vehicle design.
- **Bicycle Friendly America:** Launching advocacy seminars as well as Bicycle Friendly Community workshops throughout the US (with more to come in 2025), reviewing hundreds of applications to the LAB program from businesses, communities and universities, and doing the work of building better places to ride.
- **Smart Cycling:** Expanding the LAB education program with a 20% increase in League Cycling Instructor (LCI) seminars, adding 300 LCIs this year, expanding to new communities through BIPOC scholarships, and developing new Learn-to-Ride curricula and videos.

The LAB has big plans for 2025 built on the solid foundation of 2024 accomplishments. The LAB will be educating the new Congress about the benefits of bicycling to places and to people, highlighting the importance of bicycling education for every young person, and hosting more advocacy training workshops to build a bigger network of people fighting for cyclists.

The League will be fighting for your right to a better ride and more bike joy in 2025 and beyond. If you'd like to support the work of the LAB beyond your AACC club membership, consider becoming an individual member of the LAB or making a donation: <https://bikeleague.org/>

Planned Giving

Making a planned gift is a great way to create a legacy and to leave the world a slightly better place than you found it. The Alta Alpina Cycling Club (AACC) is a not-for-profit bike club serving the Lake Tahoe, Carson Valley and Markleeville areas to promote road, mountain, and mixed terrain cycling. The Club works to create an environment in which cyclists of all ages and abilities can benefit from the physical, mental and social aspects of the sport.

Alta Alpina Cycling Club is self-financed with modest yearly fees and discounted memberships for families and students. By including Alta Alpina Cycling Club in your Estate Planning and/or making a philanthropic donation, your generosity will help the Club continue to its mission.

Local Merchant Discount Program

We're grateful to all our local merchants who support the Alta Alpina Cycling Club.

Visit the merchant, peruse their shops and find out what you can buy as a benefit of being an AACC member. Details about local merchant offers is listed under "Merchant Discounts" on our website at www.AltaAlpina.org.

Show your AACC Membership Card at time of purchase.





2024 NICA Season





Board Meeting Minutes—November 4, 2024

Secretary: Michael Bayer; Other Board Members: Paul Amato (NICA Team Coach); Jordan Brooks (Highway Cleanup); Michelle Brooks (Social Media); Chris Cherrix (Spring Century); Frank Dixon (Deputy Treasurer); Bruce Eisner (President); Allen Forbes (Membership); Jennie Hamiter (Assistant Treasurer); Greg Kogut (Website); Nigel Leigh (Vice-President); Bill Magladry (Treasurer); Joseph Whitely (Race Director); Lyn Willoughby (Weekend Rides)

Meeting held at Douglas County Community Center

Meeting called to order at 6:34 pm

1. **Monthly Status Reports:**

- **Treasurer:** The current checking account balance is \$10,152.70. The Paypal balance is \$2,248.12. CDs are currently at \$10,219.51, 20,346.94, and \$10,731.51.
- **Membership:** Three new members joined the club in October. Allen proposed that these members have their first year membership extended to the end of 2025 and it was agreed [Allen | Lyn | Unanimous].
- **Weekly Road Races:** Joseph reported on his efforts to recover race chips from this year’s racers and to obtain new race chips.
- **Weekend Rides:** Lyn reported that a successful 2024 weekend ride season had concluded. He also outlined the plans for a new event to be staged at the Swim Center next year.

- **Weekly MTB Rides:** Nigel reported (by zoom) that the successful MTB Tuesday evening ride season has wrapped up. Chris reported that there was a great turnout for the post-ride BBQ.
 - **Social Media:** Michelle reported that with the conclusion of the regular season her postings will be less frequent over the winter.
 - **Newsletter:** Michael reported that the next newsletter will go out in December and all members are invited to submit content. Leon suggested that another reminder about our Legacy Program should be included in the next newsletter.
 - **Spring Century/Cyclorama:** Chris reported that the 2025 Cyclorama is scheduled for May.
2. **New Business:** Bill Magladry suggested that we should have club hats and volunteered to investigate options.
3. **Next Meeting:** Monday, December 9, 2023, 5:30pm, at the Carson Valley Swim Center.
- Meeting adjourned at 6:47 pm

Annual General Meeting Minutes—November 4, 2024

Secretary: Michael Bayer

Chairperson: Bruce Eisner (President)

34 Voting Members present in person at Douglas County Community Center

3 Voting Members present via Zoom

Meeting called to order at 6:47 pm

1. **Thanks to 2024 Board of Directors:** The individuals who served the club during 2024 were introduced and thanked for their service.
2. **Board of Directors Election:** After calls for nomination for each position, the following directors were elected for 2025:
- President: Bruce Eisner
 - Vice President: Nigel Leigh
 - Secretary: Michael Bayer
 - Treasurer: Bill Magladry
 - Membership Coordinator: Allen Forbes

- Ride Coordinator: Lyn Willoughby
 - Race Coordinator: Joseph Whitely
3. **Call for Coordinators:** Vacant coordinator positions were reviewed and there was a call for volunteers. At the conclusion of the meeting the following positions remained vacant:
- Bicycle Advocacy Coordinator
 - Volunteer Coordinator
 - Marketing Coordinator
 - Death Ride Training Series Coach

Motion to Adjourn: [Lyn | Joseph | All]

Meeting Concluded at 7:18pm

Board Meeting Minutes—November 18, 2024

Secretary: Michael Bayer; Other Board Members: Chris Cherrix (Spring Century); Frank Dixon (Deputy Treasurer); Bruce Eisner (President); Allen Forbes (Membership); Nigel Leigh (Vice-President); Bill Magladry (Treasurer); Joseph Whitely (Race Director); Lyn Willoughby (Weekend Rides)

Meeting held by Zoom

Meeting called to order at 6:04pm

1. **Alpine County Chamber of Commerce Death Ride Training Series Decision:** Bruce called a special meeting to discuss the DRTS and the Chamber's decision to require the DRTS to have its own independent registration site. This would return to the form of registration mechanism we used in 2022 and 2023.

The Death Ride Training Series (DRTS) is the club's effort to bring cyclists to Alpine County earlier in the season and to promote registration for the Challenge and for the Death Ride by eliminating a common objection among prospective riders. As this effort aligns with both the Chamber's goal to bring more visitors to then county and their goal to increase Death Ride registration, we have partnered with them to promote the training series.

In 2023 this promotional activity took the form of mentions in multiple email campaigns to past Death Ride participants, a social media campaign, and promotion on the Death Ride web page. In 2024, the Chamber repeated their active marketing campaigns for the DRTS but also agreed to a combined registration form where everyone visiting the Death Ride registration webpage had to choose whether or not they would register for the DRTS at the time of their Death Ride registration and they paid for everything in a single transaction. Even though this integrated registration process was not in place at all times during 2024, it lifted DRTS registration from 24 people in 2023 to 57 people in 2024.

The board agreed that a registration level below 50 is not sustainable or a worthwhile investment of effort.

It had been assumed that this successful registration model would continue in 2025. Unfortunately the vendor providing the Chamber's registration platform (Enmotive) is going out of business which forced the Chamber to select a new vendor. It was the club's understanding that DRTS would continue to be part of an integrated registration form on the new platform if the platform selected supported this arrangement. During the September and October club board meetings the risk of the Chamber selecting a platform that did not support this integration had been identified as a risk that would prevent the DRTS from continuing. After the Chamber ultimately decided to select BikeReg.com as their vendor, Bruce and Michael met with Chamber and a representative of BikeReg.com to determine if the integrated registration was possible. During this meeting it was confirmed that it was possible to have DRTS appear on the registration page either as a ride option or as a ride "add-on" (like a merchandise purchase). It came as a surprise when we received news that the Chamber's board had decided not to continue the arrangement of an integrated registration page. Bill reported that he observed the Chamber meeting and that the significance of the integration (more than doubling DRTS registration and making the activity viable) had not been raised during their discussion.

The board's consensus was that Bruce should contact the Chamber to request that they reconsider their decision and that we should offer to pay a commission/referral fee or to cover any costs the Chamber would incur under this arrangement. It was concluded that without the Chamber's cooperation in this regard the DRTS would likely not be viable and should be cancelled for 2025.



Board Meeting Minutes—November 26, 2024

Secretary: Michael Bayer; Other Board Members: Chris Cherrix (Spring Century); Frank Dixon (Deputy Treasurer); Bruce Eisner (President); Allen Forbes (Membership); Nigel Leigh (Vice-President); Bill Magladry (Treasurer); Joseph Whitely (Race Director); Lyn Willoughby (Weekend Rides)

Meeting held by Zoom

Meeting called to order at 6:04pm

1. **Alpine County Chamber of Commerce Death Ride Training Series Follow-up:** Bruce had a conference call with representatives of the Chamber of Commerce and presented the club's position as decided at the November 18 Special Board Meeting.

The Chamber representatives indicated that the Chamber board decision could not be reconsidered until the next meeting which would be many weeks in the future. They insisted that the new BikeReg platform has certain inherent marketing capabilities that would somehow overcome the loss of registration page integration. Bruce committed to another meeting with BikeReg to explore this. The Chamber representatives also expressed dismay that the club was contemplating cancellation of the DRTS as they had been planning to use it to help promote Death Ride registration.

As promised, Bruce and Michael met with a BikeReg representative. We learned that the BikeReg platform has what they call a "Pop-Up" feature which is a mechanism that the Chamber could use on their registration page to force everyone to consider registering for the DRTS before being allowed to register for the Death

Ride. The BikeReg representative also recommended that we use coupons to bring people to the DRTS registration page. Again, this is something that the Chamber could distribute to their registered riders and to prospective participants.

Bruce pointed out that if we were to cancel the DRTS people in the Alpine County community who were not familiar with these discussions would likely take offense.

The board agreed that a decision on cancelling the 2025 DRTS should again be postponed until the December board meeting to allow the Chamber time to respond to our follow-up on the BikeReg meeting. Bruce will reach out to the Chamber to seek their agreement.

2. **Club Hats:** Bill followed up on his proposal for club hats. Michael agreed that he was a fan of new AACC hats. There was a discussion around whether the hats would be included with membership, sold to members from a club inventory, or pre-sold to members. It was agreed that we should wait until we have a 2025 budget before proceeding. Nigel pointed out that the bicycle at the center of the Alta Alpina logo looks dated so the club logo should be updated before we invest in hats. Michael agreed to approach the artist who created the logo to explore our options.





Board Meeting Minutes—December 9, 2024

Secretary: Michael Bayer; Other Board Members: Chris Cherrix (Spring Century); Frank Dixon (Deputy Treasurer); Bruce Eisner (President); Allen Forbes (Membership); Greg Kogut (Website); Nigel Leigh (Vice-President); Bill Magladry (Treasurer); Tony Parenti (Racing); Joseph Whitely (Race Director); Lyn Willoughby (Weekend Rides)

Meeting held at Carson Valley Swim Center and by Zoom

Meeting called to order at 6:07 pm

Minutes of the October meeting approved as presented. [Bill | Joseph | Unanimous]

1. Monthly Status Reports:

- **Treasurer:** The current checking account balance is \$9,127.07. The Paypal balance is \$22,48.12. CDs are currently at \$10,300.32, \$10,772.41 and \$20,346.94. Bill reported that he found a \$180 discrepancy on the books and Frank will help Bill track it down.

- 2. **DRTS Discussion:** Conditional on the Chamber executing an agreement around the DRTS independent of other agreements that includes: (a) continuing the promotion of DRTS as they did in 2024, (b) distributing DRTS coupons, and (c) implementing the BikeReg “Pop-Up Feature” to deliver registering riders to the DRTS registration page, the club will produce the DRTS for 2025 with a registration page hosted by BikeReg. [Bill | Lyn | Unanimous]
Agreed President and Secretary will negotiate DRTS agreement and establish pricing. President authorized to sign said agreement. [Bill | Lyn | Unanimous]

Michael proposed that there should be 5 rides in the series [Michael | Bruce | Unanimous]

3. Additional Monthly Status Reports

- **Membership:** No new members. Fees go up in 2025. Michael will work with Dennis on updating software.
 - **Weekly Road Races:** Joseph has been testing new RFID tags and has tracked down a batch of 100 of our old tags. Joseph is working with Bike shops to recover tags for us after the season is over. Joseph has turned in all of his receipts to Bill.
 - **Weekend Rides:** Lyn doesn’t expect more weekend rides given the weather.
 - **Newsletter:** Michael will be traveling for the next month but will get the newsletter out as soon as possible. All material for the newsletter is requested by December 15.
4. **Next Meeting:** Monday, January 6, 2026, 6 pm, by Zoom.

Meeting adjourned at 7:23 pm





Alta Alpina Cycling Club

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www.AлтаAlpina.org

MARK YOUR CALENDARS

Winter Solstice Dec 21, 2024
Daylight Saving Starts March 9, 2025
Ides of March March 15, 2025
Spring Equinox March 20, 2025

MOVED? GOT NEW CONTACT INFO?
Have you moved? Has your e-mail address changed?
Don't miss out on the latest AACC happenings!
Send your new contact information to :
membership@altaalpina.org

Alta Alpina Cycling Club Board Members

Bruce Eisner	President	president@AltaAlpina.org	877-845-2453
Nigel Leigh	Vice President		775-267-7089
Michael Bayer	Secretary	secretary@AltaAlpina.org	877-845-2453
Bill Magladry	Treasurer	treasurer@AltaAlpina.org	877-845-2453
Allen Forbes	Membership Coordinator	membership@AltaAlpina.org	
Lyn Willoughby	Weekend Ride Coordinator	ridecoordinator@AltaAlpina.org	951-642-1611
Joseph Whiteley	Thursday Road Race Director	racedirector@AltaAlpina.org	775-265-1905
Jordan Brooks	Highway Cleanup Coordinator	jordan.brooks84@att.net	916-833-7445
Bruce Eisner	Clothing Coordinator	clothing@altaalpina.org	877-845-2453
TBD	Bicycle Advocacy Coordinator	advocacy@altaalpina.org	877-845-2453
Michael Bayer	Alta Alpina Challenge Ride Director	challenge@AltaAlpina.org	877-845-2453
TBD	Marketing Coordinator		
Chris Cherrix	Memorial Cyclorama Coordinator	springcentury@AltaAlpina.org	
David Scarborough	Fall Century Coordinator	dave_scar@hotmail.com	530-318-7878
Frank Dixon	Deputy Treasurer	bikeboygo@yahoo.com	530-318-1574
Mel Maalouf	Junior Team Coach / Race Team Director	alpinajr@gmail.com	775-782-9652
Greg Phillips	NICA Team Director	AANICADirector@AltaAlpina.org	
Paul Amato	NICA Team Head Coach	AANICACoach@AltaAlpina.org	
Greg Kogut	Website Coordinator	webmaster@altaalpina.org	
Michael Bayer	Paceline Editor	paceline@AltaAlpina.org	877-845-2453
Michelle Brooks	Social Media Coordinator	brooksmi840@gmail.com	916-833-7446
TBD	Volunteer Coordinator	volunteer@AltaAlpina.org	

The club is about and for you! All AACC members are welcomed to participate in our **Board Meetings** typically held the **first Monday of each month at 6:00 pm.**

Join us on **January 6 by Zoom.**

Newsletter Publisher:
Michael Bayer