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Subject: Ready2Roll Cycling - 2018 Rider Feedback & Tips #2
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LOTS of Great feedback and tips today!

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We just completed our second, and very successful (262 new & mentor riders) Beginner Ride #2 so it's time for episode #2 of the weekly Feedback and Continuous Improvement notes. As the season progresses, we'll share good feedback, safety lessons and other useful cycling information. We have a lot to share after only two beginner rides so let's get going...

Thank You Goya Foods!

The biggest feedback we received yesterday, from many of you, was that you have never noticed the Goya Foods Distribution Facility before and didn't realize we had such a significant facility hidden here so we wanted to share a little bit of info about where we were yesterday...

Goya Foods is the largest Hispanic-owned food company in the United States. The distribution facility in Brookshire Texas, not only provides healthy food products to demanding consumers it also serves as a meeting point to numerous community partners and non-profits hosting events on campus, including many riding events such as the Ready2Roll Cycling ride, "Tour de Cure" supporting the American Diabetes Association's and others. Goya has been part of the MS-150 as a sponsor and with a team for several years.

The current Brookshire facility, built in 2014, was part of Goya's \$250 million investment for a global expansion to support consumer demands of Goya's healthy product lines where ultra-modern processing equipment, hydrostatic bean-cooker and cannery operations are capable of producing more than 1,000 cans per minute.

Goya's 130-acre campus includes several satellite buildings to house water pumps, boilers, processing, refrigeration equipment and hydrostatic cooking tower. It also features a technologically advanced test kitchen, quality control lab, dry bean room and a one-of-a-kind, 17-foot tall guard shack in the shape of a Goya can of beans. Supporting on-site infrastructure includes a drainage system, waste water treatment plant and rail spur/rail dock.

A BIG THANK YOU! to Goya Foods (and our host, Ready2Roll Cycling rider, Leo Garcia) for hosting our ride, for supplying the great snacks and coconut water yesterday, and for providing many more snacks/drinks for the training series!

A personal comment from Steve: We have a big section of Goya products at our Westheimer/Kirkwood HEB and after trying several Goya snacks our at our PAA ride last Fall, I discovered at HEB that they offer the classic wafer cookies with vanilla filling that I loved growing up but they also offer them with Strawberry, Mango, Pineapple, Guava, Coconut and Chocolate filling as well as the incredibly delicious (and highly addictive, I suspect) Dulce De Leche (caramelized sweet milk) filling. If you haven't started checking out all the items with the big, blue & white Goya logo, you are in for a real treat!

The MOST Important Tip of the Training Season!

This may seem pretty obvious but here is one of the most important and most valuable tips we will share all year...

Please read your Ready2Roll Cycling email!

We will share a lot of useful information over the next 14 weeks but you need to read the notes or you will miss useful and important stuff.

So far this year, there have been nine notes sent to our enrolled riders (not counting the corrected very late update on Friday) and the open rate (how many of you opened the note) started at 71% and has slipped down to 55-60% rate for the notes last week.

Please set aside some time to read our email - we know there is a lot of detail but this is all useful and included to help you learn how to be a better, safer and more courteous rider - as well as be at the right place at the right time with the right stuff each Saturday!

Don't worry, the extra tips will slow down as you all get more experience and understand why we share a lot of safety and courtesy info early in the season.

Safety Feedback

We received some good feedback from several riders

Safety Reminder - Ride Predictably

A few riders noted seeing someone ride around a turn, then, almost immediately slow down along the route without any warning. One of the keys to safe cycling is riding predictably and since slowing is one of the most significant changes that can catch riders by surprise, please start practicing being aware of and anticipating the possible need to slow or stop. If you need to slow or stop, please communicate, in advance by calling out "Slowing" or "Stopping" before very gradually slowing down and then, call "Stopping" before coming to a stop. If possible, find a spot where you can safely pull off the road so you are not in the path of other riders and avoid stopping right after a turn so riders don't have to quickly move over to miss you.

Safety Reminder – Saving Your Knees

Our route was pretty flat but there were a few gentle ups and downs. On several of the short hills, Several SAGs and Ride Marshals noted riders struggling to maintain an easy spin as you climbed. The key tip here is to practice/experiment changing your gears (when you are not riding in a group) to understand the difference between high and low (AKA "hard" and "easy") gears.

When on the flats or descending, you want a gear that requires moderate to hard effort to pedal which will allow you to take advantage of the lower effort and go faster. When you are climbing, or riding into a stiff wind, you want to use an easier gear which requires you to pedal faster to maintain the same speed but requires much less effort so you can climb or push into the wind with less effort and not get sore knees or worn out so quickly. With more experience, shifting to the optimal gear becomes second nature so be aware and try each gear (when no one is riding close to you) to get accustomed to them.

Safety Reminder – Saving Your Legs, Knees and Back

Several SAG drivers and Ride Marshals also noted that they saw numerous riders who really need to have their bikes fit. Most of the time, they saw riders riding with seats that were too low. This forces your legs/knees to protrude out to the sides since the seat is too low which drastically reduces your pedaling efficiency and puts a lot more strain on your back and all the joints in your legs.

If you haven't already done this, you should get to a bike shop ASAP and have a basic fit performed. There may be a small charge for this but it's well worth the investment for the improvement it will make in your ability to ride smoothly for long distances and it's a lot cheaper than the cost of corrective surgery and/or physical therapy if you ride too long with a poorly adjusted bike.

I saw several of our riders at the Sun & Ski Bike University Friday night having their bikes fit and then saw them again smiling and easily finishing the ride Saturday!

Rider Helmet Number Note

Many people have asked so I'll mention this again...

The first time to come to one of the rides, you will be issued an adhesive rider number to put on your helmet. Please put it on the front of your helmet or, if there is no way to adhere it there, put it on the left (your left) side as close to the front as possible. This makes the number easily visible to volunteers at the start, rest stops and to SAG drivers when you're on the road.

Sign-in Reminders...

While I'm on a roll about numbers, when you come to your first ride, and are issued your helmet number, please remember to print your number, as neatly as possible, in the column to the left of your name on the sign-in sheet. You only need to do this once and after that, it will show up on the sign-in list each week. The neat printing will ensure we can quickly and accurately identify you and call your emergency contact, if needed.

Speaking of Emergency Contacts, a few of you entered nothing or something like "911" or "John Doe" in your emergency contact info. In 25+ years organizing rides, it has been VERY rare that we needed to use this info but, if we do, it won't do you any good if there is no useful contact information on the master list. Please check your info on the sign-in sheet when you come your first ride and, if any corrections are needed, please note these, very neatly. (Note - There was a bug when sorting the list yesterday that has been corrected so all the phone corrections noted are now back to the correct numbers)

Speaking of signing in and making corrections, many riders have asked why we have red pens out before the ride and blue pens out after. There are two reasons for this:

- First, it's easy to see, at a glance, who has signed in at the start, then out when they finish by looking for the two colors at the right end of the sign-in line.
- Second, most corrections are made when you are signing in and the red pen is easier to see/read when I'm reviewing the sheets and making the corrections.

Lost & Found

After each ride, we collect anything* that was left behind and bring it home and add it to our Lost & Found box. If you lost something, check and we may have it. This week, I didn't see anything that was unclaimed after the ride but in future weeks, I will note any significant items that are added to Lost & Found in this Sunday/Monday post-ride feedback note.

* Note – We'll collect anything you leave behind EXCEPT kids or significant others...

Helpful Hint – Remembering All Your Stuff...

Almost every week, a rider shows up in a bit of a predicament because they left their wallet, helmet, water bottles, etc. at home. This prompted me to make a note to share a useful tip to help ensure you don't forget your wallet, water bottles, or other stuff you need for the ride

The first part of the tip is take the things you need to remember and place them on top of your car keys by the door. I set my wallet on top of my car keys by the kitchen door.

The second part of the hint is I also keep the tops to my water bottle on top of the keys and the water bottles in the fridge (when it's cold) or freezer (when it's hot) so the tops remind me to get the bottles out just before I leave for the ride. Note that I keep the

bottles in the freezer when it's warm. With the insulated bottles, in the warm weather, one is filled completely with sport drink and the other is half filled with water. I top off the water bottle w/ cold water before I leave home and it goes in front when we start the ride. The water is cold with a little ice when we head out. The insulated bottle usually keeps the sport drink cold enough that I have a delicious and cold slushy sport drink after the water is gone.

The only thing I can't fit under my keys is my bike which is why, on two occasions over the years, I have shown up for a ride w/o the bike...

NOTE – Final Price Increase Coming at NOON, this Friday, January 26!

If you have friends, teammates, etc. who still need to enroll, please share this news with them ASAP.

There is one more price increase (from \$180 to \$200) which had been scheduled to go into effect at noon this Friday, Jan 26. If you know of family/friends who are waiting to enroll, **PLEASE remind them to enroll before noon on Fri, Jan 26 to beat the price increase and make the master sign-in list for Ride 1!**

We have learned that the more details we have resolved and in the right place on Ride 1 morning, the faster and smoother the first major sign-in (and helmet number distribution) goes. Please don't wait until after noon Jan 26 or you will pay an extra \$1.67/ride. (OK, I know this is not a big financial deal-breaker but we really want the sign-in list as complete as possible on the first ride day..)

We purposely made the training series twice as long as it needs to be to train for the ride to Austin. We know that almost everyone has conflicts and needs to miss an occasional ride. The only caveat to this plan is it doesn't work well if you make all the rides in the first half and miss all the rides in the second half of the season!

OK – That's plenty of feedback, tips and news for this week. Watch your inbox Wednesday for the weekly ride details. We'll be starting from Rhodes Stadium in Katy and offering you options to ride 21, 40 or 59 miles. (Oh yes, one more reminder - get ready for some great new sights at the top of each note in the coming weeks...)

Stay safe this week and we'll see many of you in Katy next Saturday.

Thanks!
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