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Subject: 2019 Ride Feedback & Safety/Courtesy Tips #2
Date: January 21, 2019 at 10:13 AM
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Good morning riders – Happy Monday!

First, we want to congratulate our 426 beginners and mentors for being patient and safe and getting through two beginner rides where we made the best of what the weather dealt us. Those of you who rode Saturday have earned some bragging rights and earned some extra leg strength dealing with a very tough headwind for the first 7.5 miles.

Now, it's time to get ready for the 12-week regular series and we have several useful feedback items to share with everyone...

NOTE – The Training Series Fee Goes Up at Midnight Thursday!

The first thing we want to remind all of you about is that the fee for the training series goes up \$25 at midnight this Thursday. Actually, this won't impact you - you have already enrolled but, if you have any family, friends, co-workers, etc. who are interested, please let them know that they need to enroll before midnight Thursday, if they want to beat the price increase.

Here is the link to enroll that you should pass along ASAP...

<https://ready2rollcycling.redpodium.com/ready2roll-cycling-2019-training-series>

Lesson Learned – Late Laggards Lose Leverage...

We want to share two brief situations from Saturday's Beginner ride that are lessons-learned for everyone.

The first comes from a rider who pulled into the parking lot at 8:10, as the next to last wave was starting. Remember our rides begin at 8:00 am. The rider signed-in and then came up to us as we were putting the stepladder, megaphone, etc. away. They were asking which way to go because there were no riders around to guide the way. It looked like our only option was to tell them that they needed to study the map very carefully because the early turn signs were about to be picked up once the last riders passed them. Fortunately, the Back of the Pack SAG volunteer was just heading out and we flagged him down and told the rider that, if they stayed just ahead of the SAG, they could catch the route before the signs were gone. We saw the rider after the ride, totally worn out from working very hard, alone, into the wind, since they arrived and started so late.

The second story came from a very experienced mentor rider who decided to add the extra 10-mile loop so they would get a 29-mile ride in. With the very heavy wind, we had taken this option off the table because we didn't want our newbies to get worn out or fall, due to exhaustion. After all, this was a beginner ride where experienced riders were to ride with mentors...and the miles were not as important as the quality learning time riding

with a group. The rider reported that on the 2nd loop, the signs were gone (they were behind the back of the pack) so they missed a key turn and rode quite a way into the headwind before realizing that, without the route signs, it would be very difficult to follow the route. He was extremely fortunate to find a friendly local resident who brought him back to the start. He got in 27 miles but was exhausted from battling the extra wind. This rider decided to do his own thing and ride the 29-mile route, which wasn't an option for our support team. We have no way to provide any support for you if you venture on your own route and do your own thing!

What these two riders had in common is they decided to arrive late, or decided to create their own route. Each week we have a very good support team and we must focus the 99.9% of the riders who arrive on time, follow instructions and the well-marked routes.

We recommend, repeatedly, that you please arrive early enough to line up at 7:45 and head out with the groups beginning at 8:00 am. Some of you will leave in a wave a little later than 8:00 but you still need to be lined up as we provide important pre-ride announcements, road condition tips, etc. Please arrive on time so you don't miss the start and get behind our support team.

Pedaling Properly

Last week, we shared several tips about cadence and shifting gears. We explained that cadence is the rate (in revolutions per minute) that you pedal and while we are each built different, we all want to experiment to find our optimal cadence (usually in the 80-100 range on flat roads). This balances our power and effort required to pedal so we can ride long distances with optimal effort. It also helps us avoid overstressing our knees and other key joints. Shifting your gears adjusts the effort needed and your natural pedaling cadence.

May Ride Marshals and SAG volunteers reported seeing many riders really struggling to pedal into the wind with their chain on the larger ring in the front. The learning we want you to take from this is to experiment with different gears and see how easy, or hard it is to maintain different speeds in different gears. This is important at all times but is especially important when working very hard, into the wind, or up a hill. By the middle of the season, if you experiment effectively, you should be able to quickly shift into the optimal gear to deal with different riding conditions. **If you missed the tips and links in last Monday's first Ride Feedback/Rider Tips note, please see the next tip to learn how to find it...**

Ready2Roll Cycling Website – More than Just a Pretty Face

Be honest – how many of you have been to www.Ready2RollCycling.com? If you haven't been there yet, you are depriving yourself of a lot of useful stuff.

We won't go into a lot of detail but here are a few things you will find on our site:

- FAQ's with almost all of our most asked questions answered – good reading!
- Calendar with all our upcoming rides that you can drag to your calendar and have the address in your calendar so you can be ready to roll on time.
- Great gallery of photos from past rides – you might be in there
- Classifieds sections to find carpools, buy/sell bikes and cycling equipment, let riders know about drop-in rides you are planning, etc.
- Link to Volunteer – if you missed the volunteer options when you enrolled (you can sign up family and friends too)
- Communications Page containing:
 - Current Weekly Ride Note at the very top (updated each Wed and Fri)
 - Archive of rider tips and safety/Courtesy info (such as the tips on cadence noted above.
 - Ride maps for upcoming rides (Ride 1 will be online tomorrow!)

We won't belabor the point. We are putting a lot of useful stuff on the site, but it's up to you to take advantage.

Please Be Our Friend!

We use Facebook as another communication source to share information, photos, etc., and ask you to please "Like Us" as well as share your comments.

Final Point – Who is the Odd Man (or Woman) Out?

We have some good news and some bad news from our website host...

- The good news is that the read rate (the number of you who open/read our emails) is at 64% vs. an industry (Health & Fitness) average of around 16%. We're 4 times better than average!
- The bad news is **just over 1 in 3 of our riders are not reading our email!**

We can't force you to read the email, but you are missing out on a lot of value you could be gaining from your participation in the Ready2Roll Cycling Training Series. You may miss certain rides due to last-minute changes or miss bonus activities – it boggles our mind that some riders show up each week late, in the wrong place or overlook other key details, which are in the notes we send.

Unfortunately, telling you all this is of limited value since you are the 64% of our riders who read the note but, if you know or run into riders who appear to be missing a lot of the details we are sharing, please ask them to start reading their emails...

OK, we've covered some useful things today – please read this note a few times and, if you missed some of the earlier tips and info, please take a look at the emails archived on the Ready2RollCycling.com Communications page and you can get up to speed very quickly.

Thank you for your support – let's all get ready to roll into a great 2019 training series!

Steve, Marshall, Jan & Robbie...

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PS - Did anyone else toast the blood red moon with a blood orange soda last night?

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