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Subject: Ready2Roll Cycling - Training Series Kick-off!
Date: January 18, 2023 at 9:15 AM
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Good morning everyone... Happy New Year and we hope you are ready to roll with Ready2Roll Cycling!

Over the next 10 days, we'll be sending you several notes to help you get up to speed on what to expect, safety/etiquette info, tips on dressing to ride in cold weather, etc. Next week (on Wed and Fri) you will also get the details for our first ride, the beginner ride, on Jan 28.

PLEASE take a few minutes to read each of these notes, and then save them to your Ready2Roll Cycling folder (see below). We do have an FAQ section on our website (www.ready2rollcycling.com) which should answer most of your questions. There is also an "Ask Sybren" button on the site if you do have questions for us.

Some of the info below may look familiar to some of you. That's because it came from the 5th page of the first email we sent you after you enrolled. We know that some riders may have been overloaded before they got to the 5th page of the welcome aboard note so we wanted to be sure you see, and know this useful information.

Before we get going, a quick reminder that if you have any family, friends or co-workers who have not enrolled yet, please remind them that you received your 2023 kick-off note today which means that we're rolling into the 2023 training series, and they are about to get left behind.

Here's the link to send them to get on board, they need to hurry...

<https://ready2rollcycling.com/ready2roll-cycling-2023-training-series>

VERY VERY IMPORTANT REMINDER!

PLEASE, PLEASE, PLEASE create an email folder for your 2023 Ready2Roll Cycling email and file each note we send you in this folder!

This was the first item we asked each of you to do when you enrolled but we have heard from many riders who could not recall when they volunteered so we know many of you are not yet saving your email. Saving it in a dedicated folder will make it easy to find details you may have missed.

Ready2Roll Cycling Email Schedule

Each week, you will each be receiving regular notes from Ready2Roll Cycling...

- On Monday, you will receive feedback from the previous week's ride and safety tips.
- On Wednesday, you will receive the weekly ride details.
- On Friday, we'll send a repeat of the ride details plus any last-minute updates and any other key news.
- Occasionally (in the early portion of the season), on Tuesday or Thursday, you will also receive "focus" notes including safety/etiquette tips, our annual cold-weather wardrobe advisory, and other useful local cycling news of interest.

The Ride Schedule

We have developed an 11-week (10 weeks plus 1 beginner ride) training ride schedule that features a ride in a different town each week. Each week the ride distances include two or more mileage options. The distance increases and we gradually add hills as the series progresses. The entire schedule is posted on the calendar on our website. Please take a look at the calendar and note that you can download each weekly ride to your online calendar, if your calendar is compatible with the more popular calendar formats. If you can't copy electronically, it's still a good idea to at least note the ride dates in your calendar. If you also make sure the physical address is in your calendar, you can have Google or Apple Maps give you directions to the start!

On rare occasions, the weekly ride location may change due to last-minute issues, so we strongly advise you to read the weekly ride details (on Wed and/or Fri) to stay "up to speed." Please don't be "that person" who went to the wrong location because they

didn't check their emails.

TO DO (VERY IMPORTANT!) - ADD READY2ROLL CYCLING EMAIL ADDRESS TO YOUR SAFE SENDER LIST!

When we start sending notes to our entire distribution list at once, some of you might not receive the note but rather it will be routed to your spam folder or blocked by your email provider. This happens because when your email server sees a lot of users getting the same email, at the same time, it looks like a possible spam campaign. To prevent this, please be sure to add two email addresses (Sybren@Ready2RollCycling.com and SteveMoskowitz@Ready2RollCycling.com) to your safe senders list right now. If you don't know how, please check with your tech support or contact your email provider. At the beginning of each year, we spend time addressing questions from riders not receiving Ready2Roll Cycling emails and 90+% of the time, this is the issue.

CAUTION WHEN FORWARDING READY2ROLL CYCLING EMAILS!

We're not trying to keep any secrets, but several riders forward our training series email to friends and then are surprised when they no longer receive emails from Ready2Roll Cycling. When you receive the weekly notes, our email host is required to include an Unsubscribe link (at the bottom of the note and/or top on many smartphones). When you forward our note and someone else clicks on the Unsubscribe link in your note, you will become unsubscribed and no longer will receive emails from Ready2Roll Cycling. Once you are unsubscribed, it takes some juggling and quick action on your end, to get back on our email list.

The bottom line... if you do forward our note, please remember to delete the Unsubscribe link at the bottom of the note before passing it along.

OTHER IMPORTANT ITEMS TO NOTE

1. Ready2Roll Cycling is only for enrolled (registered) riders ONLY!

This is very important to bring to your attention as non-enrolled riders cannot participate in the training series. Those individuals that intend to "drop-in" should go ahead and enroll now, just like you did and join the full training series. Enrolled riders that invite "guests" to a Ready2Roll Cycling training ride will be disqualified from participating in the Training Series. Please respect this policy and don't place you and us in an uncomfortable position where we must ask you to leave the training series. Out of

uncomfortable position where we must ask you to leave the training series. Out of fairness and the safety of everyone, please note that we simply can't have guest riders showing up to rides that have not enrolled in the full series.

2. Get familiar with Ready2Roll Cycling

At Ready2Roll Cycling, our goal is to offer an organized ride series that is geared toward safety, rider courtesy, and friendliness, resulting in a knowledgeable, caring and passionate community of cyclists! We do this through a combination of thoughtful and informative emails arriving a few days a week (each focused on a different aspect to keep the length down) and practicing cycling skills on each ride, then sharing feedback (on Monday) on how we're doing.

3. Please read Ready2RollCycling.com FAQ's and don't forget to "Like Us" on Facebook

Quite often we get a question or two through "Ask Sybren" on the Ready2RollCycling.com website that is already addressed in our FAQ's on the website. If you have a question, first read the FAQ's as we likely have already addressed it. If not, simply click on "Ask Sybren" and we will respond. Also, we use Facebook as another tool to help keep everyone informed about what's going, what's coming up as well as a few photos from the past weekend. Please take a moment to "Like" Ready2Roll Cycling so you can take advantage of one more communication channel to stay in the loop.

4. Reminder to "Email Only" Participants

This should be obvious but to be sure you understand that, if you selected "Email Only" during the enrollment process, you will receive our tips and safety emails, but not the Wednesday/Friday ride-specific info and notes about special navigation apps and features that only go to our participating riders. "Email Only" riders are individuals that have no intention of riding but want to read about the rides. If you selected "Email Only" in error, please let us know ASAP.

OK, we'll keep these introductory notes fairly brief and focus on a few key items. Keep an eye on your inbox over the next two weeks (and beyond) to get completely up to speed.

Thank you for your time and we look forward to having our 2023 Ready2Roll Cycling community rolling again here in a very short time. Stay safe!

Sybren and Kathryn van der Pol

Ready2Roll Cycling

www.ready2rollcycling.com



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