

A photograph of two cyclists, a man and a woman, riding on a paved path. They are both wearing white helmets, sunglasses, and black and white cycling jerseys with "SUN & SKI SPORTS" and a mountain logo. The man in the foreground is also wearing a white Raleigh helmet and sunglasses. They are both leaning forward in a racing posture. The background is a bright, hazy outdoor setting.

*Don't just  
ride, Bike MS*

Utah  
2014 Bike MS  
Rider Handbook  
June 28–29, 2014

bike

MS

**HARMONS**  
NEIGHBORHOOD GROCER

Best Dam Bike Ride  
2014



# Welcome to **HARMONS** NEIGHBORHOOD GROCER™

## Best Dam Bike Ride!



You've accepted the challenge; now get ready for the ride of your life! This Rider Handbook is designed to assist you in moving forward and staying motivated, as well as to provide you with some great tips for having fun while fundraising.

Bike MS raises funds that support programs to enhance the lives of people living with MS as well as to fund vital research to help create a world free of MS. Of the funds raised through this event, 82 cents of each dollar is spent on worldwide research and local programs, contributing to the development of breakthrough treatments and programs, enabling a more fulfilling and productive life for over 6,600 people from Utah and southern Idaho.

Bike MS Utah is the state's largest cycling fundraising event. Harmons Best Dam Bike Ride will be held June 28-29, 2014 with a goal of raising over \$1.6 million. More than 3,000 cyclists, 300 volunteers and countless supporters will enjoy the crisp mountain air while riding this two day event based out of beautiful Cache Valley.

## Inside

The Ride .....	4	Teams.....	19
Contact Information .....	5	Ride Weekend Schedule .....	20-21
What is MS? .....	6	Important Information.....	22
Where Does the Money Go? .....	7	Lodging Information .....	24
Calendar of Events.....	8	Training.....	25-26
Volunteering .....	9	Safety.....	27-28
Fundraising .....	10-15	Official Bike MS Partners .....	29
Fundraising Clubs/Incentives ..	16-18	Sponsors.....	30

# The Ride

## Cyclists may choose :

### Day 1 Route:

Saturday, June 28, 2014. . . . 45, 75 or 100 miles

### And/Or

### Day 2 Route:

Saturday, June 29, 2014. . . . 20 or 50 miles

We have a change of scenery to the day one 100, 75 and 45 mile routes. For those riders who are familiar with past route maps, please take note of the changes.

The day one 100 mile route begins heading up the east side stopping in Amalga and Richmond crossing into Idaho on your way to Franklin. After Franklin the route takes you west to Weston and north looping at Dayton. Lunch is provided at Lewiston after which there is a roaming water stop for you to refuel on your way to Newton. Please note, Century riders who have not reached the 75/100 mile route split by 1 p.m. will be directed to the 75 mile route.

The day one 75 mile route is similar to the Century route, but skips the journey through Weston and Dayton. Please note, 75-mile riders who have not reached Richmond by 11 a.m. will follow the 45 mile route back to Amalga and to the Fairgrounds, where lunch will be served.

The day one 45 mile route is an out and back course riding with the Century and 75-mile riders through Amalga and Richmond. After the second rest stop in Richmond the route takes you back to Amalga and to the Fairgrounds, where lunch will be served.

The day two route is a classic, one of the most scenic rides in Utah up Blacksmith Fork Canyon to Hardware Ranch and back – YEE HAW!

The day two 40 mile route is all the beauty of Hyrum Dam, with none of the climb up Blacksmith Fork Canyon.



# Contact Information

---

## **National MS Society, Utah-Southern Idaho Chapter**

1440 Foothill Drive, Suite 200

Salt Lake City, Utah 84108

Donations may be mailed to address above

## The Bike MS Staff

### **Bike MS and Corporate Partners**

Becky Lyttle, V.P. Community Development

Becky.Lyttle@nmss.org

### **General Bike MS Customer Service**

Sam Smith, Bike MS Coordinator

Sam.Smith@nmss.org

### **Bike MS Logistics**

Ginger Ries,

Virginia.ries@nmss.org

### **For general questions**

utah.idaho@nmss.org

### **For Volunteer Opportunities**

GetInvolved@nmss.org



# What is MS?

## Mission

The mission of the National Multiple Sclerosis Society, Utah-Southern Idaho Chapter is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by multiple sclerosis (MS).

- We are moving research forward by relentlessly pursuing prevention, treatment and a cure.
- We are moving to reach out and respond to individuals, families and communities living with multiple sclerosis.
- We are moving politicians and legislation to champion the needs of people with MS through activism, advocacy and influence.
- We are moving to mobilize the millions of people who want to do something about MS now.



## About MS

MS interrupts the flow of information from the brain to the body and stops people from moving. Every hour someone in the United States is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis.

The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed. MS affects more than 46,000 people in Utah and southern Idaho and over 2.1 million people worldwide.

Early and ongoing treatment with an FDA-approved therapy can make a significant difference for people with MS. Learn about your options by talking to your health care professional and contacting the National MS Society at

[www.nationalMSSociety.org](http://www.nationalMSSociety.org) or 1-800-FIGHT-MS (1-800-344-4867).

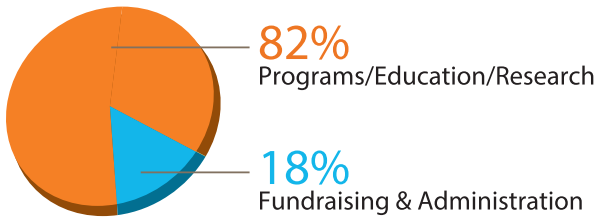
## Where Does Your Money Go?

### Utah-Southern Idaho Chapter program & Research Highlights

You provide hope for people affected by MS. Every mile you ride and every dollar you raise brings us closer to a cure for MS and helps fund research plus provide local programs to those living with multiple sclerosis. Programs include financial assistance, college scholarships, information and referral, physical therapy and exercise classes, professional and community education, seminars, family social events, advocacy, workshops and support groups, and a lending library.

### Chapter financial information

We are proud to say that 82 cents of every dollar raised goes right back into programs, services and research for treatments and to find a cure. We are also proud to be putting your fundraising dollars to good use and making a difference in the lives of people affected by MS!



# 2014 Calendar of Events

---

- April-June    Bike MS Training programs available through [trainingpeaks.com](http://trainingpeaks.com)
- June 17       Early packet pick-up at Bingham Cyclery; 5-7 p.m. at 10510 S 1300 E, Sandy – must have your \$250 fundraising to check-in early
- June 18       Early packet pick-up at Bingham Cyclery; 5-7 p.m. at 336 W Broadway, SLC – must have your \$250 fundraising to check-in early
- June 24       Early packet pick-up at Bingham Cyclery; 5-7 p.m. at 1895 Washington Blvd, Ogden – must have your \$250 fundraising to check-in early

## **Participants are required to meet the \$250 fundraising minimum before packet pick up**

- June 29       **Harmons Best Dam Bike Ride – Day 1**  
45, 75 and 100 mile routes available
- June 30       **Harmons Best Dam Bike Ride – Day 2**  
45 and 75 mile routes available (southern loop)
- July 31       Fundraising deadline to qualify for individual prizes
- Early Sept    \$1,200 + fundraisers will be notified of a post-event prize presentation.
- Sept 30       Fundraising deadline for Team Awards and Club Affiliation



# Volunteering

Bike MS needs volunteers for both days of the ride. It takes more than 300 volunteers to support this event. Volunteering is a great way for groups to get involved, including school clubs, community organizations, neighborhood associations, religious groups, companies, families and co-workers.

Volunteer opportunities include start line support (registration, parking), route support (medical, road marshals, intersection safety), and finish line support (handing out medals, cheerleaders). Volunteers receive a T-shirt, meals, and the satisfaction of supporting an appreciative group of riders for a great cause!

For more information about volunteering, visit [www.bikeMSUtah.org](http://www.bikeMSUtah.org) or contact [GetInvolved@nmss.org](mailto:GetInvolved@nmss.org).



# Fundraising: A Guide to Getting Started

---

## STEP 1: Identify your prospects

Make your ABC list. The A List includes the “shoe-ins,” people you are certain will help you (family and close friends). The B List is those you are less sure about. This list might include friends and acquaintances, neighbors, business contacts, and personal vendors (your hairdresser or barber, dry cleaner, dentist, CPA or lawyer). The C list is made up of people you do not have a personal contact with but who may be interested in supporting the cause. People on the C list might be business owners in your neighborhood, churches, bar and restaurant owners or your local grocery store.

## STEP 2: Determine your goal

Start with the A List. You'll gain confidence this way. Can you raise \$500 from these individuals; are there five people who will each give you \$100 or 10 people who will each give you \$50? Then look at the B list. What kind of commitment do you anticipate these people could make? Don't forget about the C list. Every so often you can raise half or even all of your goal with one well-placed request to a local business or community group.

## STEP 3: Select your approach

**Face-to-face** This is the best and most direct approach when you anticipate large donations or when the opportunity presents itself. Approaching someone face-to-face is a more personable step that garners more positive results and support.

**Email or letter** This can be one of the most efficient ways to reach a large group and convey important information. When deciding between email and a letter, be sure to consider your audience. How often do people check their email? Will they be likely to respond if it requires using postal mail? Consider writing a form letter summarizing the details you want to provide. You can add a P.S. for a more personal touch.

**Social media** Let them come to you. Social networking sites provide the ability to take your message to the next level. Let people know what you are doing. If you don't want to ask them they might want to ask you. You never know who will forward your message and who has a connection to the cause.

## STEP 4: Make it personal

By personalizing your message and perhaps sharing a story, you can emphasize particular aspects of the Society's mission and your Bike MS participation that will appeal to your audience. Although this can be time consuming, the results are well worth it. These people are donating to you. Let them know why you are fundraising. Tell them your connection to MS and consider adding one of the following to your note:

- Tell a story. This could be you telling them how MS affects your life or the lives of someone else. It could be how you got involved with the Society and your experience.
- Pictures paint a thousand words. Show them why you are fundraising. Provide pictures of your participation.
- Create a video. Record your story, your family, or your experience with MS. People respond strongly to video. You can post videos on YouTube and provide a link to your donors in an email or letter. You can also add a video to your Bike MS personal page (see "How to Use My Participant Center" at [www.bikeMSutah.org](http://www.bikeMSutah.org) for instructions).

## STEP 5: Tracking and thanking

- Always keep a list of who you have contacted including dates, addresses and phone numbers. Chris, diagnosed 2003
- Record donations as you receive them and keep a running total. This will help you report your progress.
- Follow up; ask again after two weeks. With people's busy schedules they often appreciate the reminder.
- Say Thanks! Send thank you notes as promptly as possible. Many of our top fundraisers have had great success with sending personal thank you notes. This lets your donors know you appreciate the commitment they are making to help you create a world free of MS.
- Send a note describing your experience after the Ride.
- Include photos and a list of all your sponsors and or donors.
- Set expectations! Letting donors know this is an annual event will make asking easier next year.

# Simple Steps to Online Success

## My Participant Center

### 1. Set up your personal web page

Your personal web page is your invitation to the world to become involved in the movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a web page, you are setting yourself up for success. Here are a few hints to help make your page one to remember:

- Make it personal — Put in a picture of you or your team. Write your story and how you are moving toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.
- Change it often — Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal through the blog feature.
- Create a URL shortcut — By doing this you will be able to easily direct people directly to your page. Put a link to your fundraising page in the signature of your email.

### 2. Fundraise online

Now for the fun part! After you send your personalized email to all your friends, family and colleagues, you can watch your up-to-the minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals.

Chris, diagnosed 2003

### 3. Encourage others to join you

Encourage your friends and family to join you as a rider or volunteer by registering online. If you're part of a team, direct them to the team's page for easy registration.

## Online Resources

The Bike MS Utah website has a plethora of helpful information to assist you in your fundraising and training efforts. The following items are available for download at [www.bikeMSUtah.org](http://www.bikeMSUtah.org):

- My Participant Center How-To Guide
- Donation Tracking Forms
- Route Maps
- Bike MS Posters
- Solicitation and Fundraising letters

# Fundraising Tips From Our TOP 150 BIKE MS Club

**Start now.** Get your fundraising done early so you can concentrate fully on your training. It's never too soon to ask for a donation! And, once you've met your goal, you can keep on going!

**Try a little bit of everything when raising money:** run a raffle, host a fundraising party, create a fundraising video for YouTube, send out a letter campaign and solicit a corporate sponsorship. See what is successful for you.

**Involve everyone you know.** Most people find that their daily contacts are potential donors. You'd be surprised at how many people you know—even casual acquaintances—who will support your efforts. Our chapter has one of the highest incidence rates of MS in the country and the disease affects more than just those who are diagnosed.

**Become a card-carrying fundraiser.** Make up simple business cards with your rider information and donation instructions. Carry them everywhere you go! You'll be amazed at how much you can raise through everyday encounters. This creates a perfect opportunity for conversation about your cause and commitment to find a cure for MS.

**You do not need to know all of your potential donors.** It's okay to accept donations from people you do not know. Just remember to thank them. By carrying their fundraising letters or business cards everywhere they go, many Bike MS veterans have received donations in bars, the light-rail, elevators, office buildings or apartments.

**Know your facts.** Educate yourself about MS and the Society. Read all about it at [www.nationalMSSociety.org](http://www.nationalMSSociety.org). The more thoroughly you can speak about MS and the Society, the more likely you'll be able to attract donations and the more awareness you'll be generating.

**Never make the decision for a donor.** Let them make up their own minds. The biggest mistake you can make is saying, "I know they couldn't donate. They don't have any money." You never know who has been affected by MS or how someone would like to spend his or her money, especially to support you!

**Increase your goal.** Once you meet your goal, increase it. By doing this, people know you still need their support and just because you've met your goal doesn't mean you've stopped fundraising.



## Double Your Funds with Matching Gifts!

Check with your company's Human Resources or Employee Relations Department to find out if your company offers matching gifts. Matching gift programs encourage employees to donate to an organization of their choice. The company then matches the employee's donation (typically dollar for dollar up to a predetermined amount).

Your employer will advise you on the specifics of the program and provide you with all necessary paperwork. Also, remind your donors to ask if their company offers a matching gift program.

Photo courtesy Geoff Guimaraes



# Safety Starts With You

---

The safety of Bike MS participants is the number one priority for the National MS Society, Utah-Southern Idaho Chapter. However, it is also the responsibility of each individual cyclist to be knowledgeable of and adhere to safe practices. Please familiarize yourself with the following safety tips and guidelines.

## Official Bike MS Safety Initiatives

For your safety, the following initiatives are enforced for all Bike MS events. The minimum age to participate is 12 years old at the time of the ride. No exceptions will be granted.

Attachments to bicycles for transporting children and/or pets are not allowed. This includes, but is not limited to, bicycle trailers, Tag-Along or Trail-a-Bike products, and child carrier seats.

## Rules of the Road

When you ride a bike on the road, you are a driver; therefore, you have the same road responsibilities as the driver of an automobile. Be sure to follow these rules as you ride:

- Wear a helmet
- Obey all traffic signs and signals
- Never wear headphones or cell phone earpieces
- Ride on the right side of the lane, a few feet from the edge
- Ride in the same direction as traffic
- Ride in single file to allow traffic to pass
- Only ride two abreast when not impeding traffic
- Pass on the left only, and allow riders to pass
- Give hand signals when stopping or turning
- When approaching an accident, give plenty of clearance around the rider and medical crew, or stop and offer assistance

# Fundraising Clubs & Incentives

The Utah-Southern Idaho Chapter of the National MS Society is proud to reward top fundraisers with special club affiliations and incentives. Below is a list of clubs and corresponding benefits that top Bike MS fundraisers can aspire to join.

*Benefits and incentives earned in 2014 will be recognized in 2015*

## SPOKES CLUB

\$600- \$1,199

- Spokes Club Jersey

## STEEL SPOKES

\$1,200- \$2,499

- Steel Spokes Club Jersey  
with matching arm warmers
- \$20 Bingham Cyclery Gift Certificate

## CARBON SPOKES CLUB

\$2,500- \$4,999

- Steel Spokes Club Jersey  
with matching arm warmers
- Carbon Spokes Club Memorabilia
- \$50 Bingham Cyclery Gift Certificate

## NATIONAL PASSPORT CLUB

\$5,000- \$9,999

- Steel Spokes Club Jersey  
with matching arm warmers
- Carbon Spokes Club Memorabilia
- \$75 Bingham Cyclery Gift Certificate
- Passport to participate in any other Bike MS ride thru June 28, 2014 for a \$50 registration fee

(no fundraising required). Travel paid for by participant.

## CHAMPIONS CLUB

\$10,000- \$24,999

- All Passport Club Benefits
- 2014 National MS Society Scholarship named in your honor. You will be invited to the scholarship reception to present the scholarship to the recipient in May 2014

## TOUR OF CHAMPIONS

\$25,000+

- All Champions Club Benefits
- Expense paid trip to any other Bike MS passport event OR to the National MS Society Tour of Champions, an event with other top fundraisers across the nation. Participants raising \$30,000+ may bring a guest at no charge. Trips are not transferrable or exchangeable for other goods and services.

## 150 CLUB

(Top 150 Fundraisers)

- 150 Club Members from 2013 will receive:
- VIP Check-in
  - Personalized Bib with Name and 2013 fundraising Ranking
  - Special Gift at Check-in
  - Invitations to other events & activities as available

## Fundraising Incentives

---

The Chapter is grateful for all efforts and money cyclists raise every year. To qualify for prizes, we must receive your donations no later than July 31, 2014. Gifts are accepted after this date, however they will not qualify toward prize selection. We'd like to extend a special thanks to Bingham Cyclery for sponsoring the voucher value. Vouchers expire June 1, 2015 and are only redeemable at all Bingham Cyclery locations.

**Mission First—Donate Back** There are costs associated with all prizes, which are ordered based on requests. By donating your prize back to the Society, that money will instead be used towards local programs and services and worldwide research.

**Prize Deadline** Those that qualify for a Bingham Cyclery gift certificate will receive them by mail 6-8 weeks after the ride. If you qualify for a Spokes club jersey after the ride, notify us of your size needs by early August 2014.

**Prize Rules** Prizes and gift vouchers are not cumulative and may not be combined. Prizes may not be redeemed for cash. The Society reserves the right to substitute prizes of equal value.

## Team Village: Relax, Celebrate!

---

You had a long day. You rode many miles and helped make incredible advances toward a world free of MS. Now celebrate with your team! Join them at your very own tent at the Bike MS Team Village.

The Team Village is located in the heart of the festivities and close to the action at the overnight location. This is a great place for your team to meet after finishing the first day's ride. Invite your friends, family, and co-workers to join you at your tent—the more the merrier!

Teams may rent tents, tables and chairs through the Society. Your tent will be waiting for you and your team at the fairgrounds. The rest is up to you! Teams can bring music, food, personal massage therapists, decorations and much, much more to make the experience memorable and unique. There will be contests for the Best Team Tent!

**For more information on Team Village, contact Sam Smith at [Sam.Smith@nmss.org](mailto:Sam.Smith@nmss.org).**





FORCE  
MS  
OUT

*Let me, approximately 10  
people are diagnosed with MS  
abuse - one person  
every hour.*

*It's not  
contagious  
nor directly inheritable.*

# 2014 Ride Shedule

---

## Friday – June 27, 2014

5:00 - 8:00 p.m.	Team Village and Hospitality Tent open	The Team Village
5:00 - 9:00 p.m.	Sponsor Row open	The Team Village
4:00 - 9:00 p.m.	Rider Check-In Open	Check-In Building
6:00 p.m.	Bike Check - Take your bike to Bingham Cyclery and get it ready for TOMORROW!	The Team Village
6:00 - 8:00 p.m.	Live music - Mid-Life Project	The Team Village
7:30 - 8:30 p.m.	New Rider Orientation	Next to the Harmony Home Health First Aid Building

## Saturday – June 28, 2014

5:45 - 7:30 a.m.	Team Photos	The Team Village
6:00 - 7:00 a.m.	Breakfast Served	Food Tent
6:00 - 7:30 a.m.	Rider Check-In Open	Check-In Building
7:00 a.m.	Ride Begins  (All remaining riders shuttled to Rest Stop #2 at 8:30 a.m.)	Start on 500 West
ALL DAY	Team Village and Hospitality Tent open	The Team Village
ALL DAY	Sponsor Row Open	The Team Village
ALL DAY	Team Tent Judging	The Team Village
10:00 a.m. - 2:30 p.m.	Lunch served at the Fairgrounds for 45 milers	Food Tent

10:00 a.m. - 5:00 p.m.	Snowie Snow Cone Shack	Near the Food Tent
11:00 a.m.	45/75 mile split closes	Route
1:00 p.m.	75/100 mile split closes	Route
3:00 - 6:00 p.m.	Enjoy Quinn Brown Project in the Team Village	The Team Village
4:30 p.m.	Route closes, SAG vehicles will transport remaining riders back to Fairgrounds	Route
5:00 - 6:00 p.m.	Dinner served	Food Tent
6:00 - 7:00 p.m.	Awards Party	The Team Village
7:30 - 9:30 p.m.	Bike MS Pool Party sponsored by Bonneville Cycling Club	Logan Aquatics Center

## Sunday – June 29, 2014

6:00 to 7:00 a.m.	Breakfast Served	Food Tent
7:00 to 8:00 a.m.	Open start for all riders	Fairgrounds
3:00 p.m.	Route closes, SAG vehicles will transport remaining riders back to Fairgrounds	Route

## THE 2014 BIKE MS RIDE CLOSSES

See you all next year!

\*Schedule subject to change

# Important Information

---

## Using Your Rider Number & Wristband

You will receive your rider number when you pick up your ride packet. Please use your rider number as follows:

1. Two-sided rider number plate to attach to your bicycle.
2. Large rider number bib to attach to the **front** of your jersey (or shirt). Safety pins are available for your convenience.
3. Smaller rider number stickers to attach to your helmet so we can ID you in photos.

## Wristband

Please remember your rider wristband and packet items are the keys to the Ride. You'll receive a rider wristband at check-in.

Rider numbers will be available at packet pick-up. The top 150 bib numbers will be assigned yearly based on your fundraising level from the prior year and for identification of your bicycle at the ride.

Your wristband is your ticket to all services and meals. The wristband must be worn at all times during the event weekend. To help eliminate "pirate" riders receiving services that they haven't paid for and to maximize the fundraising potential for the Ride and the Society, you will not be provided services at the start and finish areas, on the route, or at the rest stops unless you have a rider number and participant wristband.

## Fundraising minimum: **\$250 FOR ALL CYCLISTS**

As a fundraising ride which brings in over \$1.6 million, we rely on the support and contributions of ALL cyclists to help us reach our goals. All riders must meet the \$250 minimum fundraising commitment before receiving their rider packet.

# Packing List

---

## Recommended items each rider should bring

- Helmet—REQUIRED
- Bib number with emergency and medical information completed on back
- Sunglasses, sunscreen and lip balm
- Cycling apparel (padded bike shorts and/or tights and jersey)
- Cycling gloves and shoes
- Light jacket/rain gear
- Two 24 oz. water bottles and/or hydration pack
- Tire patch kit, spare tubes and tire pump
- Identification card/driver's license
- Emergency cash and credit card
- Any prescription medications
- Camera
- Toiletries
- Medications



# Lodging

---

## Camping

Camping is free to all participants. The campground will open at 9 a.m. on Thursday, June 26. A campground host will be located just inside the Southwest gate on 500 West. Anyone wishing to enter the Fairground at 9 a.m. on June 26 should submit their name to the National MS Society via email ([utahevents@nmss.org](mailto:utahevents@nmss.org)) by June 11 at 12 p.m. to be entered into the random draw which will determine their order of entry into the Fairground. Please note, entry into the random draw will only be issued to registered Bike MS participants who have met the fundraising minimum by June 11 OR are willing to sign a Promise to Pay form. We also ask that all vehicles be parked at the rodeo grounds to allow as much camping space as possible.

There are approximately 50 RV hookups throughout the Fairgrounds, as well as restrooms and two shower facilities. The Logan Aquatic Center, located across the street, generously opens their doors for campers to shower at their facilities.

## Hotels

Hotel accommodations fill up quickly in Cache Valley, so make your reservations ASAP. Visit the Cache Valley Tourist Council's Web site for a complete listing of hotels/motels at [www.tourcachevalley.com](http://www.tourcachevalley.com) and click on the Lodging link.

Some accommodations are also available at Utah State University Housing Services. For additional information and booking options contact Lezlie Clegg, Summer lodging and HR Coordinator; 435-797-3118; [lezlie.clegg@usu.edu](mailto:lezlie.clegg@usu.edu)



June 28-29  
is gearing up to  
be one of the  
busiest weekends  
of the summer  
in Cache Valley,  
so make sure  
to book your  
accommodations

# Getting Ready

---

The key to an enjoyable and successful ride lies in consistent training and preparation. Here are some helpful steps to prepare for Bike MS:

## STEP 1: Visit your bike shop

Official Bike MS shops provide expert advice and cycling tips. Ask bike shop personnel for training tips based on your fitness level and experience. Check out the latest cycling gear, accessories and apparel.

Official bike shops can help with all your cycling needs. They can provide insight to help you reach your goal of finishing the ride. A list of Official MS bike shops appears on page 30.

## STEP 2: Keep track of your mileage

A key part of training is assessing how you've improved. Adding an inexpensive speedometer to your bike is a good step. However, finding the distance of a particular path with a car's odometer is generally a sufficient reference. Keeping track of start and stop times will help you judge overall speed.

## STEP 3: Start with short rides

Keep your first few rides of the year short and easy. 30-60 minutes of riding will get you used to sitting on the saddle without tiring you out too much. Don't worry about speed or distance on these rides. The purpose is to become comfortable on the bike and gain basic cardiovascular fitness.

## STEP 4: Add in occasional longer rides

After becoming comfortable with riding for an hour or so, attempt an endurance day of two or more hours once a week. Try to maintain the same pace established during the shorter rides, but slow down if necessary to keep riding the longer times. Taking rest stops every hour can often help to rejuvenate you on longer rides.

Be sure to eat and drink enough during training rides to maintain energy. The purpose is to gain confidence in your ability to do long rides and grow your cardiovascular fitness.

### STEP 5: For more advanced training, add hill intervals

After mastering the basics, challenge yourself with more advanced training. Warm up for at least 20 minutes, then find a hill you can climb in 10-20 minutes without totally exhausting yourself. After riding up the hill, recover on the way down, and then go up again. As your fitness improves, add more repeats. The power and stamina developed with hill work will assist you in tackling the larger hills on the route.

### STEP 6: Participate in training rides

In addition to providing excellent training and conditioning for Bike MS participants, pre-event training rides also enable riders to hone their cycling skills in large groups. Please check out other organized rides and meet other cyclists from your community.

The Bonneville Cycling Club offers Bike MS training rides and a discounted member fee for all registered riders. [www.bbtc.net](http://www.bbtc.net)



# Safety Tips

Riders must follow the rules of the road, but it is just as important to follow these cycling etiquette tips:

- Ride in a straight line; do not weave
- Cross railroad tracks at a right angle
- Make eye contact with drivers before turning
- Glance back often, always before moving right or left
- Watch out for yourself. Don't depend on other riders to spot hazards
- Talk to your fellow cyclists—let them know “CAR BACK,” “ON YOUR LEFT,” or “STOPPING”
- Before passing, look to be sure it is clear, then signal
- When passing another cyclist, call out “ON YOUR LEFT”
- When you hear someone say “ON YOUR LEFT,” do not turn around—hold handlebars steady and your bike straight and allow them to pass

## Riding in Inclement Weather

Utah weather, like the symptoms of multiple sclerosis, can be unpredictable. Bike MS will ride rain or shine. Follow these techniques to stay safe in less than ideal conditions:

- Allow for longer braking distances
- Brake more gently on slick surfaces and use the front brake less
- Turn and accelerate more gently to prevent sliding on slick surfaces
- Pay special attention to other slick surfaces, such as manhole covers, painted traffic markings, and oil slicks
- Be prepared to put a foot down for balance
- After riding in the rain, lubricate your bike chain to help prevent rusting

# Official Bike MS Partners

Whether you need new equipment or expert advice, you will find everything you need at Official Bike MS Bike Shops. Personnel at the locations below are ready to assist you!

## Bonneville Cycling Club

Bonneville is the official Cycling Club of Bike MS. They offer group training rides and great information about cycling safety, Bike MS riders receive a discounted membership with promo: BCC2013 at [www.bbtc.net](http://www.bbtc.net)

## Bingham Cyclery (6 Locations)

### **Ogden**

1895 Washington Blvd  
Ogden, UT 84401  
801.399.4981

### **Sunset**

2317 N Main St  
Sunset, UT 84015  
801.825.8632

### **\*Salt Lake City**

336 W Broadway  
Salt Lake City, UT 84101  
801.583.1940

### **\*Sandy**

10510 S 1300 E  
Sandy, UT 84095  
801.571.4480

### **Provo**

187 W Center St.  
Provo, UT 84601  
801.374.9890

\*Early Packet Pick up locations.



## Common Questions About Fundraising

### What is the deductibility of my donors' contributions?

The National MS Society, Utah-Southern Idaho Chapter is a 501(c)(3) charitable organization. All donations made to Society are tax-deductible to the fullest extent allowed by the law. End of year tax receipts are sent to every individual donor of more than \$250. For donations under \$250, the donor's cancelled check or credit card statement is sufficient evidence for IRS purposes. We will send a tax receipt to any donor who requests one.

### To whom should checks be made payable?

Checks should be made payable to **NMSS, Utah-Southern Idaho Chapter**. If a check is made out by a donor to Bike MS or other related names, the bank should accept it. Before mailing, be sure to mark your (the rider's) name on the memo line of the check and make a copy for your records.

### How do I turn in my contributions?

- Track the contributions you send in on a Bike MS Donation Tracking Form (located on [www.bikeMSUtah.org](http://www.bikeMSUtah.org)) for reference and follow-up. Make copies as needed. Please send a copy of the form with all checks.
- Prepare and send batches of donations to submit to the National MS Society rather than holding them until the day of the event. Please do not send cash. For all cash donations please write a personal check and indicate cash donors on the tracking form.
- Mail your completed Bike MS Donation Tracking Form and all corresponding checks to:

National MS Society  
Utah-Southern Idaho Chapter  
1440 Foothill Drive, Suite 200  
Salt Lake City, Utah 84108

### Very important:

Be sure to include your name in the memo section of each check.

Make sure you have adequate postage.

# Thank You to Our Sponsors

TITLE SPONSOR

**HARMONS**  
*your neighborhood grocer\**

GOLD  
SPONSOR



**genzyme**  
A SANOFI COMPANY



SILVER  
SPONSOR



**salt lake**  
MAGAZINE



Photo courtesy Geoff Guimaraes

bike

MS

**HARMONS**  
NEIGHBORHOOD GROCER

Best Dam Bike Ride  
2014