

FIRED UP

A Newsletter for the Santa Fe Trails Bicycle Shop Cult

November 20, 2009

Fashions of the Season

No it wasn't Paris ... or even New York ... but you might have thought so if you walked into the bike shop on Friday evening, November 6.

The lights dimmed, the music rose, the crowd held its breath ... then the first model glided down the stairs onto the runway. Okay, maybe "glided" is a LITTLE bit of an overstatement ...but when Doug Harding took the stage in his Specialized thermal tights, it was the start of yet another fun event for the Home of the Big House.

Brendan Sheehan acted as MC for the evening describing shorts, tights, helmets, jackets and more from Specialized, Louis Garneau, Sugoi and Bontrager.

But the real heroes of the evening were the models ... in addition to Doug, Joan Lampkin, Maddie Ultican and Carl Fischer strutted their

stuff across the catwalk and delighted the crowd with their professionalism and glamour.

"The models were awesome!" exclaimed Brendan. "Better than we even imagined. The products they had on were great ... but their enthusiasm made them look spectacular."

Roger Harrison provided the music and photography support, and Paula was instrumental in organizing the event and door prizes.

However, one person stole the show. The final outfit of the evening was worn by Carl ... with his own special added flare. Complete with a flashy set of Specialized sunglasses, Carl strode down the stairs in a Specialized Element Jacket and Bontrager Windfront Bibs. With the audience already eating out of his hands, Carl removed his



jacket to more clearly show the bib tights. That's when an "ahhhhhh" broke loose from the crowd. Or was that an "eeeeewww"?

Carl was proudly shirtless. That and the INSANE deals to be had on all clothing purchases, made this yet another CRAZY BRENDAN special event! •

Product of the Month



Bontrager Aeolus Wheel Set

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Next Special Event? SFT Christmas Party

See the Mountain Biker jump the flaming car! Try your strength at tossing the Huffy. More fun than you ever thought you could have in Leavenworth.

Friday, December 11 at 6:30 pm.

Product of the Month: Bontrager Aeolus Wheel Set



This wheel set has a 55 mm HED, foam-filled carbon fairing and an aluminum clincher rim. Made in the USA, these incredible wheels come with a 5-year warranty. Guaranteed to improve your speed, they are designed to be ridden in all conditions.

Test ride this wheel set today at SFT!

These wheels retail for \$1600. SFT Price:

\$1250

(That's just CRAZY!)

Team Jerseys ... \$65.00

Sizes M, L & XL in stock. Supplies are limited.

Upcoming events

Wednesday, Dec. 2, 7:30 p.m.: Bicycle Maintenance Class. Derailleur adjustments featured. Cost is \$7.00. Please bring your bike. RSVP requested.

Saturday, Dec.5: Boss Cross at Berry Platte Park, in Kansas City, Missouri.

Wednesday, Dec. 9, 7:30 pm.: Santa Fe Trails Team Meeting. Review projected race schedule for 2010. Sign up for the Criterium Series beginning in February. Find out what bicycle racing is all about. Learn how to put on a race number.

Friday, Dec. 11 at 6:30 pm. : SFT Christmas Party!!!



And Remember ...

Bagel rides are every Saturday beginning at 9 am ... all abilities welcome. Distance is 25 miles. We have had up to 26 riders. When you finish the ride, you get a free bagel.

CycloCross Reigns with the SFT Team

This has been an awesome CycloCross season—and the weather has not been *completely* awful. That's saying quite a bit for this sport!

Veteran's Cross Race

Santa Fe Trails had a great team showing! Carl Fischer raced in the Men's Category 4s and the Cat B 35 + where he placed 2nd!! Doug Harding raced in his first cross race ever in the Men's Cat 4s. Gayle McFarland raced in the Ladies Cat 4s where she placed 4th! Mark Ramsden placed 13th and Brendan was 16th in the Masters 35 and 45 +, respectively. Thanks to all our teammates who came to cheer us on!

Boss Cross

The morning started out cold – a balmy 39 degrees when the team met at the shop. Riders were assembling for the weekly bagel ride, and they

wished the team members good luck as they departed for Platte City, MO.

The course was constructed by Kansas City Cyclo Cross aficionado Jeremy Haynes, who has a reputation for building tricky/difficult courses. This course was no exception. There was a hill to climb to get onto the grass ... then there were more hills ... an off camber downhill with a 90 degree turn at the bottom, followed by a 90 degree turn to an un-ridable (??) uphill. Oh, and then more hills.

"Mark Ramsden talked me into riding two races. At first, I was reluctant, but when I

was half way through the first race on that course, I thought H*% no!" explained Brendan. "But, of course I did anyway."

"Having raced at a rather high heart rate I determined that I really didn't need a jacket or tights to stay warm. In fact I came to the realization that Cross is in the Fall for a good reason - so you don't overheat! I shed the tights I had worn in the first race, drank some water and it was time to line up again. After two races, I decided that I would really like to find the "Old

Guys who get Fat in the Winter" category."

Gayle McFarland raced the Ladies Cat 4 race. Special thanks also went to Barb Sheehan and Jess Paterson who came out and cheered everyone on.

Capital Cup Cross

This was another tough one. It featured the "mound of misery" which, of course you had to ride up ... repeatedly. Brendan was the representative for Santa Fe Trails.

KS Championships

Pouring rain and 40-degree weather did not deter Mark Ramsden, Carl Fischer, Doug Harding and Gayle McFarland from participating. Doug Harding reported falling at least 7 times and Gayle said she couldn't even move at one point. Despite that, Carl got a bronze medal for Men's 50+ and Gayle took an amazing 4th in the series!

A few more Cross races remain Try it. ...it can be addicting!

