

FIRED UP

A Newsletter for the Santa Fe Trails Bicycle Shop Cult

September 11, 2009

Hotter N' Hell

Wow! The Santa Fe Trails Team enjoyed an incredible time at the most recent Hotter N' Hell Hundred ride and race ... or as the Wichita newspaper called it ... "The "Milder than Hell Hundred". Temperatures started out at a cool 70 degrees and only reached 92 in the afternoon. It was a perfect day for a bike extravaganza!

The course was great, although there were a few bumps in the road. Texans might call them hills, but those of us from Western Kansas and Missouri know better!

The SFT team was well represented at this event. Participating in the century ride were: Gayle MacFarland, Jess Patteson, Al Mueller, Bonnie McAlrath, , Richard Morrow, Roger Spiller, Doug Harding, John Rochelle, Mike Heimstra, Joel Buck, Alex Ardussi, and Matt Baugher,

In the men's Category 4 race, Mark Ramsden finished 40th with a time of

4:03:17, Carl Fischer finished 41st with a time of 4:03:18, and Brendan

Sheehan finished 72nd with a time of 4:14:20. A very special thanks to Mike Patterson who helped make these performances possible — Mike drove to all three feed points and provided water bottles and support to our whole team.

Following the race (and a shower!), the team members relaxed in the Michelob Village and stoked up on some well



deserved grub at a local Mexican food restaurant.

The HHH event featured 14,205 athletes, 30,000 visitors, 3,800 volunteers and 112 sponsors. This record breaking event is one our team won't soon forget! •

Product of the Month

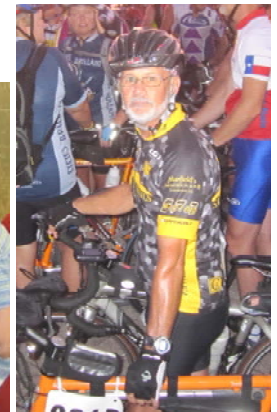


Specialized Echelon Helmet

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SFT Team members carbo-load at the HHH spaghetti dinner the night before the ride.



Rick Morrow shortly before the ride start.

Service ... That's What SFT Bicycle Shop is All About

One thing that we pride ourselves on here at the "Home of the Big House", is customer service. Not just lip service, but honestly trying to do what is best for our customers. Not only because that is what is good for business, but quite frankly, because it is the right thing to do.

Recently, we received this letter from a customer who seemed to recognize that.

I live in [a town several miles outside of Leavenworth] and I just wanted to say that we have a bike shop here, if you can call it that, and they practice something that you call customer NO service. One day last summer I came to your shop after shooting at the Fort and bought a bike right there on the spot. I will travel to Leavenworth just to go to your bike shop. Good job and keep up the good work!!!!!!!!!!!!!!

Upcoming events

September 13 - Tour of Missouri : see below

September 19 - Swope Park Cyclocross: Kansas City, MO

September 20 - Tour of Seven Cities: Leavenworth

September 27: Chriss Cross: Leavenworth - St. Mary's College

Sept 30, Oct 7 & Oct 14 - Trips for Kids: Ride Downtown Leavenworth. Volunteers are needed.

October 3rd - Octoginta TT: Lawrence, KS

October 4 - Octoginta Ride: Lawrence, KS

October 21, at 7:30 PM - Bike Maintenance Classes (First in a series): SFT Bike Shop

... STAY TUNED FOR CYCLOCROSS ... STAY TUNED FOR CYCLOCROSS ...

Product of the Month: Specialized Echelon Helmet



\$ 60.00

The ideal helmet for road enthusiasts, this minimalist, road race design is the most affordable way to experience Specialized signature fit, comfort and ventilation.

- Headset SL fit system with four height positions and micro-adjustable dial is easy to adjust on the fly
- 4th Dimension Cooling System to optimize ventilation
- Four in-molded shells and composite matrix reinforcement to maximize strength and minimize weight
- Wind tunnel tested for maximum cooling

Tour of Missouri: Stage 7 – Kansas City Circuit Race, 72.3 miles



Thor Hushovd wins Stage 3

The third annual Tour of Missouri is under way, and proving to be as exciting as any of the classics. And this year, Kansas City is fortunate to be home to

the exciting conclusion of this world class event.

Not your typical parade stage to finish the tour, this circuit through Kansas City's greater downtown area is quite difficult. Countless technical corners and short steep hills await the field this day... and the overall champion will have to earn it. A start and finish at Crown Center will welcome that deserving champion at the end of this challenging day.

And what would a Tour of Missouri Race be if there weren't a Party to go along with it? Join SFT for the exciting conclusion of the biggest race around.

Sunday, September 13th

12:00 p.m.: Carpool leaves from the shop at noon on Sunday. (Park at the Liberty Memorial on Kessler Street).

1:00 p.m.: Shelter/Pavilion on Kessler. Grill there. Bring chairs and something to drink. Good idea to bring some sidewalk chalk and cowbells to cheer on your favorite racer (Thor Hushovd).

2:00 p.m.: Race (Experience the King of the Mountain Point). After 6 laps we will walk to the finish line at Pershing and Grand Streets. •

Help Team Iraq Pick a Fight With Cancer



On 18 October, 2009, Team Iraq will ride 50 miles Around Victory Base, Baghdad to raise \$10,000 for Lance Armstrong Foundation

LIVESTRONG CHALLENGE

To help Team Iraq go to http://austin09.livestrong.org/team_iraq

Questions contact: MAJ Scott LaRonde: scott.laronde@iraq.centcom.mil



Santa Fe Trails sponsors Team Iraq

SFT is Goin' to Vegas, Baby ...

At the end of September, Santa Fe Trails Bicycle Shop's staff will be attending the Interbike Show in Las Vegas. Interbike is the leading bicycle industry business-to-business event management company, bringing together top manufacturers, retailers, industry advocates and media to conduct the business of cycling. The annual gathering kicks off with two days of the Interbike "OutDoor Demo" at Bootleg Canyon in Boulder City, NV - a world renowned outdoor cycling venue. Here we are able to not only see, but ride the latest and greatest in road and mountain bikes.

It then continues with several days of exhibits, product launches, insightful seminars, meetings and celebrations (plus a celebrity or two). An exciting time for us, we look forward to returning to Santa Fe Trails with new products and information to make your cycling experience just that much better! •