

Blue Sky Velo Annual Membership Kickoff Meeting



November 15, 2007

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Agenda



- Introduction of 2008 Board of Directors
- Overview of Blue Sky Velo/Purpose
- Team Expectations
- Sponsorship
- Membership
- Clothing
- Sub-Team Presentations
 - Club, Tri, Mountain Bike, Cross, and Road, Tri
- Socialize



**The purpose of Blue Sky Velo
is to build community
through cycling**



Said Another Way on Teton...



“They have the best damn BBQ and beer at most of the CX events. Had some good brats and Dale's Pale at Boulder. Seem like a good group just having fun racing. If I was not already on a team I would be interested. Thanks for running the Cateye race this year.”



Team Expectations



- Volunteer at one event
 - Blue Sky Velo Cross Race – October '08
 - Longmont Tri
 - Trail Building
 - Other opportunities
- Buy a cool team jersey
- SWAG and rewards for those who contribute



Membership Application Steps



- 1) Go to www.blueskyvelo.com and click on the new members link
- 2) Start wizard by accepting liability waiver
- 3) Review / Accept The Requirements and Sub-Team Rider Contract (if applicable)
- 4) Pick credentials and fill out new member form, and pick a sub-team/focus
- 5) Fill out your personal bio information
- 6) Submit Kit Order (or modify/submit it later)
- 7) Send Check MADE PAYABLE TO "ST. VRAIN VELO" to:
St. Vrain Velo
c/o Jenna Dancy
1117 Fall River Circle
Longmont, CO 80501
(combine kit order total plus \$25 annual team dues)
- 8) Congratulations, you're now a member of Blue Sky Velo !!



Website Member Features



Found on the Blue Sky Velo Site:

-Some features require user login

- Add/modify calendar events
 - Track group rides & charity events attendance, dates & times
- Enter/review race results
- View & update bio information
- Check out recent photo galleries & current sponsor information/locations
- View latest race results and fun member blog entries



Blue Sky Velo - Club



Michelle Vercellino

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Club Goals & Main Objectives



- The club is for anyone who enjoys the physical and social aspects of cycling
- **EVERYONE** is a member
- Goals: FUN, participation & riding
- Events: No-drop group rides, charity events, exciting socials & networking



Club Commitments & Contact Information



Commitments

- 1 volunteer day
- Attend 2 group rides
- Purchase 1 BSV jersey

Contact Information

- Club Director: Michelle Vercellino
- E-mail: michelle_vercellino@hotmail.com
- User Group: st_vrain_velo@yahoogroups.com



Blue Sky Velo - Road Team



Kevin Abraham

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Team Goals



- Rider Development
 - Pre-Season Clinics
 - Early season racing camp
 - Team Training Rides
- Racing
 - Race Entry Fee Reimbursement
 - Travel Expense Reimbursement
 - Race Day Support



Pre-Season Clinics



- Individual Bike Handling Skills
 - How to move around in a group.
 - What part of your bike to protect and how.
 - Position, Position, Position...
- Individual Tactical Skills
 - Breakaways, how and when.
 - What to do once you are there.
 - Finishing...
- Team Tactics



Racing



- Race Entry Fee Reimbursement
 - Target races to be picked in December or January.
 - 8 to 10 local single day events.
 - 2 to 3 multi-day travel events.
- Travel Expense Reimbursement
 - Gas when traveling with the team.
 - Perhaps lodging if budgets allow.
- Race Day Support
 - Course previews (if possible).
 - Coordinate team tactics, feed, pit equipment, etc.



How do I get started?



- Join the Club!
 - Sign up through the web site.
 - Join the e-mail user groups.
 - GET INTO THE GYM if you are not still racing and start getting ready for next year!
- User Groups to Join
 - Main User Group : st_vrain_velo@yahoogroups.com
 - Road Racing Group : SM4_BlueSky@yahoogroups.com
- Contact Info
 - Kevin Abraham - kabraham@drs401k.com



Cyclocross Team



Dan Farrell

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Why ride cyclocross?

Why do people choose to do something like that in the middle of winter for an hour plus a lap of that sort of pain and those sorts of conditions? Because... that's why you do it. You wouldn't want to do it if it was really nice weather or idyllic circuits or these easy courses or not much competition... It's because it's hard. It's because it sucks the most... and it's over quick. People who don't do it don't quite understand it, and people who do know intrinsically, as soon as you try it you're hooked on it. Once you race cross, it's hard not to.... Pure Sweet Hell



Commitment to more cowbell...



Blue Sky Velo – Triathlon Team

Kelly Dykema



Volunteer Opportunities/Memberships/Training



- Volunteer at club-recommended races
- USTA/ACA Membership Encouraged
- Weekday Morning Team ride, run and swim workouts
- Weekend Team rides



Race Fee Reimbursements



- Partial reimbursement for peak race during the season
- Bonus \$\$ for first triathlon finish
- Reimbursed at the end of the season



Skills Training



- Training sessions with top triathletes, runners and adventure racers during the season
- Suitable for all levels; racers and non-racers
- Cost is free to all club members



Triathlon Team Commitments



- Fulfill all Blue Sky Velo Team Requirements
- Total of 6 “Points” to be earned by racing as follows:
 - Triathlons – 2 points
 - Duathlons – 2 points



Cont'd Triathlon Commitments



- Running Races – 1 point
- Swimming Races – 1 point
- Time Trials – 1 point



Blue Sky Velo - MTB Team



Darrin Sharp

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Service Events and Memberships



- Trail Maintenance Day(s)
 - includes breakfast!
- IMBA Affiliation



Community and Team Building



- Skills camp (BetterRide in Fruita)
- Local skills sessions
- Beginner/Women Only rides
- Weekday and Weekend team MTB rides



Race Fee Reimbursements



- Reimbursement for a core group of races such as ...
 - Winter Park Series, Laramie Enduro, 24 Hours of Moab/E-Rock, Eldora Escape, Battle at the Bear, etc.
- Details TBD after the new year



MTB Team Commitments



- Fulfill all Blue Sky Velo Club Requirements
- Total of 6 MTB races and/or equivalent volunteer activities (trail days, race volunteer, Take a Kid Mountain Biking, etc)



2008 - 2009 SPONSORSHIPS



Jeremy Duerksen

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SPONSORSHIPS



- Thank you for your sponsorship!
 - We train better
 - We use better equipment
 - We develop into better cyclists
 - We build a better Community thru Cycling
 - **In large part because of your sponsorship!**



'08 - '09 SPONSORSHIPS



- 9 of our current sponsors will partner with us again through 2009!
- 8 new sponsors have joined the team through 2009!



'08 - '09 SPONSORSHIPS



- 2008 - 2009 Sponsors
 - \$23,000+ dollars in cash donations
 - Discounts on products ranging from coffee to training plans
 - Affiliate program where YOU can raise money for Blue Sky Velo



CARBON FIBER “TITLE”



- BLUE SKY CYCLES
 - Rather than “presented by” WE ARE “Blue Sky Velo”
 - Owners: Rob Love & Tim Johns
 - The BEST products, service and support of cycling anywhere on the front range!



BLUE SKY CYCLES



- 2008 DETAILS
 - Currently working with suppliers from 2007
 - Giro, Felt, Giant, Mavic, Conti, Sidi, Enervit
 - Negotiations with Maverick American in process
- Complete details to be released December 1st
- One purchase window
 - January 2nd through January 22nd
 - Orders to be placed January 23rd, delivery Feb. 8th



TITANIUM SPONSOR



- Digital Retirement Solutions



- Jennifer Corbaley Director of Marketing
- DRS currently services more than 700, 401(k) and Defined Contribution plans nationwide representing more than 200,000 participants and \$2 billion in retirement assets.



ALUMINIUM “+” Sponsor



- Edward Jones - Tim Menefee

Edward Jones
TIM MENELEE

- Investment Broker Tim Menefee
- Focuses on retirement and estate planning
- Stop by for your free initial consultation



ALUMINIUM SPONSORS



- Jeff Lees Realty
 - Realtor Jeff Lees
 - Go to Jeff when you're looking to sell or buy a home



- The Optical Centre
 - Jeff Lees
 - Sunglasses, prescriptions - all with sweet Euro style



ALUMINIUM SPONSORS



- Tran's Martial Arts & Fitness Center
 - Master Tran
 - Award winning and nationally recognized Tae Kwon Do curriculum, as well as a unique set of fitness programs designed to develop optimum strength and conditioning.



- Volk & Bell Benefits, LLC
 - Clair & Ryan Volk
 - Insurance brokerage firm specializing in employee health care benefit programs.



STEEL SPONSORS



- Pump House Brewery
 - Ross Hagen
 - Great beer, tasty food, fun atmosphere... best brewery & restaurant in Longmont



- Longmont Athletic Club
 - Laura Richardson
 - Spin classes, strength training, core classes, swimming, weights, they've got it all



STEEL SPONSORS



- Ron's Printing Center
 - Ron Cheyney
 - Printing, copying, signs, graphic design, they've got you covered



- Ziggi's Coffee House
 - Brandon Knudsen
 - Best coffee shop hangout (place to start group rides) in Longmont. Great coffee, pecan rolls and even energy drinks



STEEL SPONSORS



- TrainingPeaks.com
 - Dirk Friel
 - Software systems to help you achieve health, fitness and peak performance.



Jade
Mountain
Health

- Jade Mountain Health
 - Andrew Maloney
 - Stimulate your body with Chinese medicine for self-healing or just keep the body strong in its resistance to disease.



MARKETING SPONSORS



- The Great Frame Up - Dave Iannazzo
 - Experts in all styles and methods of custom framing
- Fit Magazine
 - Your Daily Camera guide to healthy living
- Mark Woolcott Photography
 - Portraiture, lifestyle and sports photography... always looking for creative ways to view the world.
- Tour de Force - Deirdre Moynihan
 - Services to grow your business and allow you more time on the bike. Copy editing, writing, bookkeeping and Deirdre in particular offers marketing, special events, and photography.

