

the CueSheet

THE NEWSLETTER FOR AFFILIATED ORGANIZATIONS OF THE LEAGUE OF AMERICAN BICYCLISTS

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A New York City LCI seminar class poses in front of the skyline.

League Cycling Instructor Seminars

Why and How to Get a Seminar in Your Area

Many bicycling clubs do more than schedule weekend rides and a few big events. Clubs are getting involved in their communities, training new and returning riders, and holding bike rodeos for the youth in the area. Some clubs are even taking another step and registering their members for Smart Cycling classes and getting League Cycling Instructor (LCI) seminars in their area so they can have LCIs on their roster.

Who Can Teach?

Does your club actively educate your community in the basics of bicycle safety and traffic skills? If so, maybe you should consider having a few of your members who are passionate about cycling education get certified as a LCI. The LCIs are a network of cycling instructors who teach our Smart Cycling curriculum across the country. LCIs encourage and educate bicyclists, getting more people on bikes more often with the confidence and knowledge of traffic handling.

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You must be or become a member of the League of American Bicyclists and have completed Traffic Skills 101 in order to attend a LCI training seminar – normally one evening and two full days. The registration fee is \$200 and includes the Enjoy the Ride DVD and Smart Cycling instructor materials. To remain certified you must keep your League membership current, renew your LCI status with the League once a year, and teach or otherwise being active in your cycling community. To register to become an LCI, choose a seminar from the Instructor Seminar Schedule page at bikeleague.org.

What are the success rates?

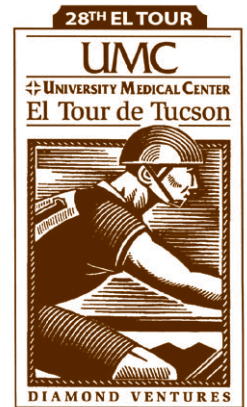
Seminars tend to be well attended and have a pretty good balance of women and men, and there is a high graduation and success rate. Most of the newly minted LCIs have stayed active in some way partly because of more opportunities and better

communication. We estimate that 2/3 of the candidates that attend seminars remain active.

Securing a LCI Seminar

If your club or area has at least ten people who are qualified and interested in securing an LCI seminar in your area, contact the League's Director of Education Preston Tyree at 202.822.1333 or e-mail him at preston@bikeleague.org. There are only a few things on the checklist for your area to qualify: a minimum of 10 qualified students, a classroom facility, a parking lot that suits the class' needs, maps of area routes, capability to show slides or power point presentations, and secure bike parking.

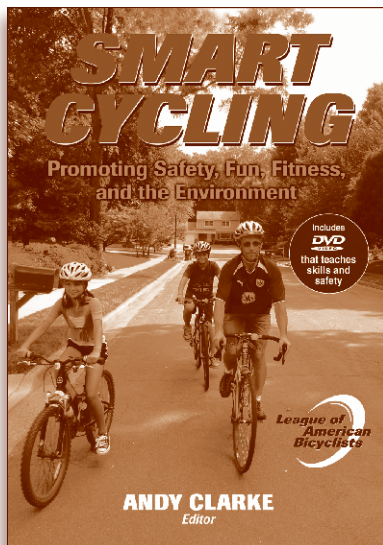
To learn more about the League's Smart Cycling Education program, visit bikeleague.org. If you are already a LCI, contact Preston at preston@bikeleague.org to learn more and to join the LCI list-serve. ☺



El Tour

The League is a beneficiary of the November 20, 2010 El Tour de Tucson ride – the largest perimeter cycling event for all ages and abilities. Find out more and register at bikeleague.org.

Smart Cycling – The Book



The League of American Bicyclists' new book *Smart Cycling: Promoting Safety, Fun, Fitness, and the Environment* is the perfect read for new and returning cyclists. *Smart Cycling*, the update to the *League Guide to Safe and Enjoyable Cycling*, is edited by League president Andy Clarke and published by Human Kinetics. The book covers what all bicyclists need for riding for fun, fitness and transportation. If your club or organization would like to offer bicycle skill and safety classes in your community, *Smart Cycling* is the ideal companion curriculum – especially because it includes the *Enjoy Your Ride DVD*. The set is complete with four videos to help readers better visualize the skills being taught: *Essential Bicycling Skills*, *Bicycle Safety Tips for Adults*, *The Cyclist's Eye View* – uses video from a bike-mounted camera, and *Kid's Eye View* – included in both English and Spanish.

“People are looking to cycling as the solution to concerns about rising fuel costs, environmental issues, and a lack of exercise,” said Clarke. “First though, we have to show children how to ride safely and refresh returning riders with the skills to ride in traffic.”

Smart Cycling costs \$29 and all proceeds support the League. Visit bikeleague.org to purchase *Smart Cycling* and to learn more. If you have any further questions, contact Meghan Cahill at 202.822.1333 or meghan@bikeleague.org. ☺

December Club Conference Call



Club Insurance

December 7 at 8 p.m. EST

We'll be gathering feedback and suggestions on the 2010 insurance program to assist us in putting together the 2011 insurance package. Robin Fagen of American Specialty, our insurance broker, will join us for the call.

Please RSVP to Scott Williams by December 6 at scott@bikeleague.org or call him at 202.822.1333.

CLUB PROFILE:

BICYCLE LONGMONT

VITAL STATS:

Location: Longmont, Colo.

Current membership: 37 full members

Club President: Anthony Checkas

Founded: 2002

Website: www.bicyclelongmont.org

501(c)(3)?: Yes

Motto: Education, Encouragement, Advocacy



“Collaborative efforts between the City and Bicycle Longmont have changed Longmont from a city that was removing bike lanes from its streets to a Bicycle Friendly Community,” says Anthony Checkas, president of Bicycle Longmont. Through working with the city government, this club has helped the city become a Bronze-level Bicycle Friendly Community (BFC) that excels in its engineering and encouragement of riding.

Though the membership of Bicycle Longmont only has 37 members, this club has a huge impact on its community. They sponsor about 100 rides every year, ranging from the weekly summer Longmont Bike Nights to the Ride to the Rockies — a family, 20-mile ride to a Colorado Rockies baseball game. And when it comes to fostering a love of cycling with children,

Bicycle Longmont works wonders. They run a Holiday Bike Program, which collects and refurbishes used children’s bikes. The program “gets them to families in need of a bike to make Christmas memorable for a youngster at home. Last year we gave out 377 bicycles and helmets,” says Checkas. In terms of youth education, the club partners with the St. Vrain Valley School District to help with its Safe Routes to School program and hold summer bicycle rodeos.

One of the perks of membership to Bicycle Longmont is that all members of the club automatically become members of the League. How do they do this? They are a 100% club, which means that for only \$15 per person, each individual member gets all the benefits of League membership. This includes e-mail alerts on local and national cycling news, as

well as subscriptions to *American Bicyclist* and *Bicycling* magazines.

Bicycle Longmont has a good relationship with city hall but it hasn’t always been that way, says long-time Bicycle Longmont member Buzz Feldman. In a meeting with the city when they were taking bike lanes away, “the head of the Transportation Department said, ‘you guys never told us what you wanted, so we didn’t know.’ Any club — no matter the size — can stick up for themselves and bring change to their bicycling community. Bicycle Longmont’s advice? Work with the local government, meet frequently, and “friendly smiles, sincere greetings and handshakes.” Want more information on becoming a 100% club? Email Katie Omberg at katie@bikeleague.org. 🚲

ARE YOU UPDATED?

THE LEAGUE’S BI-WEEKLY E-NEWSLETTER *AMERICAN BICYCLIST UPDATE* IS THE SOURCE FOR ALL LEAGUE ADVOCACY, EDUCATION AND CLUB NEWS. SIGN UP TO RECEIVE *AMERICAN BICYCLIST UPDATE* AND READ PAST ISSUES AT BIKELEAGUE.ORG.

The League and Club Members

Working Hand in Hand

The League is working hard to educate and inform our club members, while improving conditions for cycling. With your active membership and contributions, we are able to transform America into a country for cyclists. We thank you. Together, we are building a bicycle-friendly America. For a recap of 2010's accomplishments, please visit the Club Corner at bikeleague.org.

What can you do to help?

Tell us what you think. Visit the Club Corner on bikeleague.org and complete the Club Survey so we can improve on your services. Every club that takes the

survey will be entered into a raffle to waive their League membership dues for one year. One entry per club please.

Register for the 2011 National Bike Summit.

It's March 8 - 10, 2011, we need you!

Make a generous year-end contribution to the League. Only through your support can we successfully defend our rights on the road. All contributions of \$250 or more will be entered in a raffle to win a club visit with League president Andy Clarke. 🚲

Club Leadership – Not Just Your Average Webinar

The newly launched Club Leadership Webinar Series has gone above and beyond our club's expectations by providing them with tangible tools to help their clubs improve. Each webinar, held on the second Tuesday of each month at 8 p.m. EST, targets a specific topic that clubs struggle with and are led by experts to provide the club with real solutions. And best of all, the webinars are free for members, thanks to program support from SRAM!

The first three webinar presentations – Volunteers and Succession, Membership and Budgeting – are available on the Club Corner on bikeleague.org if you were unable to attend the sessions.

For more info on topics and panelists and/or to suggest speakers for upcoming webinars, contact Scott Williams at 202.822.1333 or e-mail him at scott@bikeleague.org. 🚲

Club Leadership Webinars

December 6: Club Conference Call – Feedback for Club Insurance

January 11: Club Insurance Package

February 8: Marketing

March 8: Organizing Rides and Volunteers

April 12: Bike Education and Group Rides

May 10: Organizing a Club 101



SAVE THE DATE

*Acting on a
Simple Solution*



National Bike Summit

MARCH 8-10, 2011

GRAND HYATT | METRO CENTER
WASHINGTON, D.C.

Register at bikeleague.org now to receive the early bird rate.