



# LOUISVILLE BICYCLE CLUB

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If you have something you'd like to share in the newsletter, send it to [Steven Jent](mailto:Steven.Jent).

The Louisville Bicycle Club reserves the right to edit all submitted articles.

In case you haven't heard:

## The 2019 OKHT has been cancelled



For the past 41 years the Louisville Bicycle Club has endeavored to bring a quality century level event to the ride calendar. Testing the legs across the hills of bourbon country Kentucky has been synonymous with early September. Unfortunately this year, for many reasons, the ride has failed to come together in a manner that is representative of the quality and organization that our participants have come to expect. Therefore, it is with deep regret that we are announcing the cancellation of the 2019 OKHT.

The decision to cancel the event has come over the course of the past few weeks culminating with a vote to cancel by the LBC Executive Committee. All registration costs will be refunded in the coming days and we apologize for any inconvenience incurred.

Discussions are currently underway as to how to move forward with a signature event for 2020.

**Please also review the Statement of Transparency starting on page 10 on the newsletter.**

## Club Information

The Louisville Bicycle Club (formerly Louisville Wheelmen) is a cycling club in Louisville, Kentucky, USA, and serves the greater Louisville metropolitan area, including Southern Indiana. We are dedicated to promoting the sport of bicycling and advocating for the rights of all cyclists. Since its founding in 1897, the Louisville Bicycle Club has been one of the most active and progressive clubs in the Midwest.



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**Website:**  
[www.louisvillebicycleclub.org](http://www.louisvillebicycleclub.org)

**Annual Membership dues:**  
Youth (13-18): \$10  
Individual (18 & over): \$15  
Family (+ dep. Children) \$20

## June/July/August 2019 Contents

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\* All photos used with permission

## Fire at Scheller's Fitness & Cycling—St. Matthews

Our friends at Scheller's Fitness & Cycling suffered through a terrible fire at their Breckenridge Lane location. Fortunately, no one was injured at Scheller's or any of the other adjoining businesses.

Fire trucks from Frankfort Avenue and Dutchmans Lane answered the call and Simply Mac, Domino's Pizza, and Scheller's Fitness and Cycling were all but destroyed at the time.

"It progressed up into the attic rapidly," LFD Chief Greg Frederick said. "Soon as units got here on scene, they went inside and made sure everyone was out as far as businesses and then they started attacking the fire from below and trying to pull the ceilings down to get up there to put the fire out. It had also went to the roof started cutting ventilation holes, fire was coming out of every one of them. They cut five holes, fire came out of every one of them."

Officials said they think the fire started in the electrical closet at Simply Mac, but arson investigators will make the final ruling.

Soon after Scheller stated via their Facebook page: "As we are recovering from the fire at our shop we appreciate your patience and understanding. All the repair bikes are in good shape, we will be in touch in the next week to everyone with pending business. We have an amazing community and appreciate the support we have received following this tragic event."

**UPDATE: Approximately 3 weeks ago Scheller's reopened their doors!**



## "THE GREATEST RIDE" WAS--GREAT!"

With threatening skies, the Muhammad Ali Memorial Ride aka "The Greatest Ride" left the Ali Center with about 50 people in the group. We added a few along the way, ending with +/- 60 riders. Thank you to everyone who joined us for the 4th Annual "The Greatest Ride!"

Thank you also to LBC members who showed up to act as Bike Marshals--Steve Sarson, Shabir Bharadia, David Wittry, Lee Staudter and Rick Croslin aka "Rick Roller"! If We've missed anyone, we apologize. Also Murphy's twin brother Tommy Sutton and Percy Black provided rolling SAG support. Thank you guys, you almost made it through the ride without changing a flat tire!

We would also like to thank the staff of the Muhammad Ali Center, Louisville Mayor Greg Fischer and Lonnie Ali for their help putting "The Greatest Ride" together! Most of all, thank you to everyone who joined us today!



Lonnie Ali and the group listening to Louisville Mayor Fischer at the start of "the Greatest Ride." — with Jim Brewer.



The murals in the background of this photo were painted by Muhammad Ali's Father and younger Brother and are on display at Ebenezer Missionary Baptist Church.



Louisville TV/Radio personality and a close friend of Muhammad Ali, John Ramsey addresses the crowd at Ali's childhood home.



Louisville Featherweight contender Carlos Dixon going through a workout with his father James Dixon, the proprietor of TKO Boxing.

## Announcements



LOUISVILLE  
**METRO311**

We'd like to remind all of our cycling friends in Louisville, that it's important to report issues w/ our bike lanes and paths to Metro311. Just call 311 during the week, 7 a.m. - 7 p.m. They now have a full-time sweeping contract and the time from call to completion is shorter than ever.

Ride safe! Thanks!!



### !!! Contributors Needed !!!

Do you fancy yourself a journalist? Do you have a Cycling interest, event or opinion you wish to share?

The LBC newsletter committee is always in search of quality article submissions and content.

To contribute contact:

[communications@louisvillebicycleclub.org](mailto:communications@louisvillebicycleclub.org)

### Did you Know...



...that LBC has a robust and active Strava Club?

Join the community at:

[www.strava.com/clubs/louisville-bicycle-club](http://www.strava.com/clubs/louisville-bicycle-club)

**It's free!**

### Membership Dues are going up!

The Louisville Bicycle Club Annual Membership Fees are increasing.

Starting on October 1<sup>st</sup> 2019, the membership dues for LBC will be as follows:

**Individual Membership:       \$20.00**  
**Family Membership:           \$30.00**

*The last increase in membership dues occurred in 1988. A Member Benefits FAQ is currently being authored and will be posted on the LBC Website as well as included in a future newsletter.*

For any questions please contact us at:

[communications@louisvillebicycleclub.org](mailto:communications@louisvillebicycleclub.org)

### Strava LBC Open Group Snapshot:

#### \*Top Ten—2nd week of August

|                       | Distance | Climbing   |
|-----------------------|----------|------------|
| Jonathan Lichtsteiner | 391.2 mi | 16,765 ft. |
| Rick Knowles          | 308.3 mi | 12,327 ft. |
| Michael Palmer        | 231.4 mi | 8,816 ft.  |
| Matthew Harrod        | 229.8 mi | 4,209 ft.  |
| John Hayden           | 227.8 mi | 9,088 ft.  |
| Matt Tanner/ ROLLFAST | 226.7 mi | 3,970 ft.  |
| Roger Bauer           | 222.9 mi | 8,609 ft.  |
| Laurence Preble       | 219.9 mi | 7,497 ft.  |
| John Mahorney         | 217.5 mi | 7,805 ft.  |
| Mitchell Ford         | 210.2 mi | 5,712 ft.  |



**Bike to Beat Cancer**  
**Saturday, Sept. 14, 2019**  
**Norton Cancer Institute Brownsboro**  
**4955 Norton Healthcare Blvd.**  
**Louisville, KY 40241**

**Seven Ways to Ride, One Great Cause!**

Help us celebrate over a decade of making a difference for our families, friends and neighbors beating cancer at Norton Cancer Institute!

More Information @ [http://foundations.nortonhealthcare.com/site/TR/Events/BiketoBeatCancer?pg=entry&fr\\_id=1230](http://foundations.nortonhealthcare.com/site/TR/Events/BiketoBeatCancer?pg=entry&fr_id=1230)



**More From the Web**

- ⇒ [City to redesign River Road](#)
- ⇒ [More River Road Changes](#)

*From GNC:*

- ⇒ [La Vuelta—who will win?](#)
- ⇒ [Pro’s Born or Made?](#)
- ⇒ [Road vs Off-Road Commuters](#)
- ⇒ [World Championship Road Preview](#)
- ⇒ [The Science of Recovery](#)
- ⇒ [Egan Bernal!](#)

**Louisville’s bike share program  
is up and running!**  
Read about it at [louvelo.com](http://louvelo.com)



**Louisville Bicycle Club on the Web:**



<http://www.louisvillebicycleclub.org/>



<http://www.okht.org/>



<https://www.facebook.com/LouisvilleBicycleClub/>

<https://www.facebook.com/OHKT/>



[www.strava.com/clubs/louisville-bicycle-club](http://www.strava.com/clubs/louisville-bicycle-club)

# Back in 1967

## Frame and parts

|                          |     |
|--------------------------|-----|
| Frame - Paramount        | 100 |
| Fork - Paramount         | 32  |
| headset - Campy          | 15  |
| crankset - Campy         | 67  |
| brakeset - centerpull    | 17  |
| gearset - Campy          | 39  |
| stem                     | 12  |
| bar                      | 5   |
| hubs - Campy             | 29  |
| rims - Fiamme yellow     | 10  |
| tires - Criterium sew-up | 11  |
| seat - Brooks            | 16  |
| post - alloy             | 13  |
| pedals - Campy           | 20  |
| freewheel                | 3   |
| chain                    | 2   |
| Total                    | 391 |

## Clothing

|                |    |
|----------------|----|
| gloves         | 5  |
| jersey         | 16 |
| shorts         | 14 |
| shoes w/cleats | 23 |
| helmet         | 8  |
| Total          | 66 |

I recently acquired a 1967 price list from Louisville Cycle and Supply Co. my, how prices have changed. I began riding with the club in 1972 so the prices were still very similar. I thought it might be fun to see what a bicycle comparable to what we ride today would cost.

Back in 1967 there was not as many options as today. Most people in the club preferred Campagnolo components if they could afford them. Also most riders wanted a frame with Reynolds 531 tubing. In 1967 the LC&S Co. did carry most of these. The main exception was the Campy brakeset, which was not listed. Even in the early 1970's the Campy brakeset cost \$100 by itself and as you'll see, that's 25% of the price of a whole bike. The total came to \$391. Let's just say \$400 when toe-clips and straps and tape are added.

How would this compare to the price of a bike today? It's hard to say. Campagnolo components were the top of the line, there was nothing better. The best bikes today cost around \$8,000 to \$10,000. Prices today are at least ten times higher than 1967, so that same bike would cost \$4,000.

What about clothing? Cotton jersey, cotton or wool shorts, cotton gloves, leather shoes with nail-on cleats, and a leather helmet would set you back \$66. That doesn't sound too bad.

Are things better today? If you have ever worn cotton or wool shorts, you know that after the first washing, they needed suspenders to make them stay put. There was also no chamois cream to cut down on chafing. And the nail-on cleats, one cleat was always a little off center until the groove worn down a little. A tight toe-clip strap made your feet numb. Brooks saddles took forever to break in. No one ever had more than one water bottle. There was no sunscreen either. The down tube shifters were not too bad but the brake lever shifters are so much more comfortable. And if you have ever tried to glue on a sew-up tire on the road, you know why clinchers are so popular.

By:

**Carson Torpey**



The annual Louisville Bicycle Club Summer Picnic will be Sunday, September 8th at Yew Dell Botanical Gardens, 6220 Old Lagrange Rd, Crestwood, KY 40014.

There will be rides and a SWAP Meet beforehand. - More information to come!

**Please be prepared to bring a dessert or side dish to share with your friends!**



# 2019 NEW RIDER / BIKE HANDLING CLASSES

These classes are offered to the public at no charge (FREE!). Riders who complete all 5 classes of a New Rider Clinic will receive a free LBC jersey and a one-year membership in the Louisville Bicycle Club.



At the latest Louisville Bicycle Club New Rider Clinic presented by Baptist Health Sports Medicine and Parkside Bikes in support of the Mayor's Healthy Hometown Movement; Louisville Bicycle Club Education V.P., David Wittry discusses the importance of proper lane placement. Big thanks to our sponsors, volunteers and students for making this another great year! THANK YOU!

Sponsored by:

## DETAILS AND REGISTRATION

There are 5 clinics, each with 5 classes.



### GEORGE FRAZIER III BRINGS HOME THE HARDWARE AT NATIONALS!

George Frazier III picked up 3 Silver Medals at the USA Cycling, Amateur Road National Championships in Hagerstown, Maryland. George finished second in the Time Trial, Road Race and Criterium. Not bad for a young man who took up road bike racing 3 months ago.



Who is George? Well George is a Louisville, is 12 years old and won a National Cyclocross Championship this

past December! George loves riding his bicycle and rides everywhere. He races just about every discipline--and he's a really good kid. If you see him around town, say hey and congratulate him on all his success on his bicycle.

**Congratulations, George! Louisville is very proud of you!**

\*You can follow George in Instagram @1\_eyedcat



# The Louisville Cycling Podcast

The Louisville Cycling Podcast is dedicated to celebrating the people, rides, and events that make Louisville and the surrounding area a great place to be a cyclist!

Hosted By: **Gary Barry**

## Curtis Tolson and Bob Bobrow

Aug 21, 2019

Alright, this episode is a good one! I talk with Curtis Tolson and Bob Bobrow about bike fundamentals and group riding etiquette, and well, about a lot of other stuff too! Don't miss this one!

## David Durkee and Julie Lerner

Aug 5, 2019

In this episode, we talk with David Durkee and Julie Lerner about the Ride Across Indiana, riding as a couple, and more!

## Russell and Justin Bird

Jun 23, 2019

In today's episode, we're offering a bit of a "two-fer!" We talk Bike to Beat Cancer with Jennifer Metro from Norton Healthcare and we talk cycling parenting with Russell and Justin Bird! And Justin even talks!

## Tom Burrige

Apr 9, 2019

Today we're talking with Tom Burrige. You know Tom...I mean, how ca you miss him? Well Tom talks about his time at a national class runner and his transition to cycling later in life. Tom is a story teller at heart, and this episode is a fun one!

## Todd Smith: Artist

Jun 3, 2019

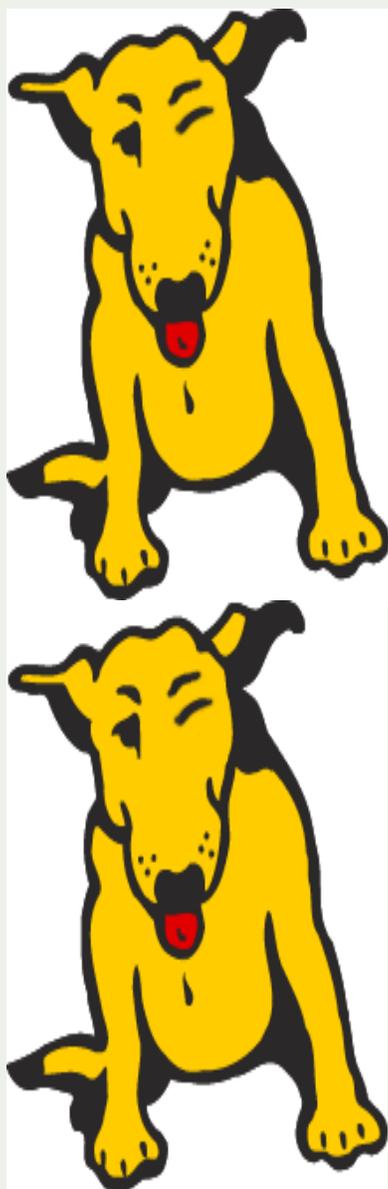
Art and bicycles are a ready combination, and today's guest, Todd Smith is a local artist who is leveraging that connection right here in Louisville with his BikeSense art project. We talk with Todd about bikes, art, and even tree climbing!

To learn more about the project and to volunteer, visit [www.bikesense.net](http://www.bikesense.net). To learn more about Todd and his work, you can check him out here: [www.toddcsmith.com](http://www.toddcsmith.com).

**More Information @**<https://louisvillecycling.libsyn.com/>

## 2019 Tour de Mad Dog Schedule

\*Check for updates and changes @ <https://louisvillebicycleclub.org/TMD/Schedule>



| Stage | Course                     | Day      | Date     | Ride Captain                         |
|-------|----------------------------|----------|----------|--------------------------------------|
| 1.    | Corydon-Century            | Saturday | March-2  | Thomas-Nance                         |
| 2.    | Re-scheduled—see below     |          |          |                                      |
| 3.    | Suburbane                  | Saturday | April-6  | Bekki-Livingston                     |
| 4.    | Hills-to-You-Shelby-County | Saturday | April-13 | Amelia-Dauer                         |
| 5.    | The-Adjective-Ride         | Saturday | April-27 | Bob-Grable                           |
| 6.    | Crestwood-Killer           | Saturday | May-11   | Sara-Collins                         |
| 7.    | Pottershop                 | Sunday   | May-19   | Ford-Barr                            |
| 8.    | Muscatatuck                | Saturday | June-1   | Mike-Kamenish                        |
| 9.    | Sink-or-Swim               | Sunday   | June-9   | Gail-Blevins-and<br>Steve-Montgomery |
| 10.   | Holy-Rollers               | Saturday | June-22  | Rick-Knowles                         |
| 11.   | Dave's-Frankfort-Century   | Saturday | June-29  | John-Pellegrino                      |
| 12.   | Old-Gilgal-Century         | Saturday | July-6   | Vince-Livingston                     |
| 13.   | Metro-Loop                 | Saturday | July-13  | David-Dillard                        |
| 14.   | The-Harrison               | Saturday | July-27  | Steven-Dunsford                      |
| 15.   | Wises-Landing-Century      | Sunday   | Aug-4    | Larry-Preble                         |
| 16.   | Best-of-Bluegrass          | Saturday | Aug-10   | Carla-Dearing                        |
| 17.   | Campbellsville-Century     | Saturday | Aug-17   | Jim-Moore                            |
| #2    | Hardinsburg Century        | Saturday | Aug-24   | Melissa Hall                         |
| 18.   | BMB                        | Saturday | Sept-7   | Dave King                            |
| 19.   | Le Tour de Rising Sun      | Saturday | Sept-21  | Michael Crawford                     |
| 20.   | Give Me Liberty!           | Saturday | Sept-28  | Cathy Hill                           |
| 21.   | Medora                     | Saturday | Oct. 12  | Melissa Hall                         |

### Upcoming Events

|                                      |      |                              |
|--------------------------------------|------|------------------------------|
| <a href="#">Mayor's Ride</a>         | 9/2  | - Louisville Waterfront      |
| LBC Picnic:                          | 9/8  | - Yew Dell Botanical Gardens |
| <a href="#">Bike to Beat Cancer</a>  | 9/14 | - Louisville, KY             |
| <a href="#">Five in 50</a>           | 9/21 | - Rushville Indiana          |
| <a href="#">Bourbon Country Burn</a> | 9/25 | - Kentucky Horse Park        |

\* [Volunteer Opportunities](#)





Labor Day, Monday, September 2, 2019  
8 a.m. - 12 p.m. | Waterfront Park - Great Lawn

More Information@<https://louisvilleky.gov/government/city-events/subway-fresh-fit-hike-bike-paddle>



# 2019 WILLKIE DAYS

## Covered Bridge Ride

# FIVE IN 50

### Rush County, Indiana



presented by Rush County Community Foundation

10 am • Saturday • September 21, 2019  
registration and info - [www.WillkieDays.com](http://www.WillkieDays.com)



\* Parade Start  
\*Free Coffee at Registration  
\*Post Ride Shower at Finish  
\*Free Post Ride BLTs  
Start / Finish - Boys  
and Girls Club of  
Rush County

3 Distances - \$35  
50 miles - 5 bridges  
24 miles - 3 bridges  
12 miles - 2 bridges

\* Farmers Market and Festival  
\* Post Ride Party  
\* Free Concert  
Gaelic Storm w/ Sweet  
Poison Victim 7pm  
\* Part of entry fee - tax  
deductible

More Information@<https://p2p.onecause.com/fivein50/home>

## Jeff White



## An interview with Jeff White

### Q. How long have you been riding a bike?

A. Well, my big sister taught me to ride when I was six years old. That first time I rode out of the confines of my own driveway and out into the free world my life was changed. I grew up in the sixties in a one car household. My Dad was a doctor and spent most of his life at the hospital and my Mother never drove so if I wanted to go places I had to get myself there. I rode to school, ball practices and to the stores in St Matthews. I rode to work before I could drive a car but even after I started driving I still chose to ride to school and work a lot of times. I took a break in my twenties, concentrating on being an adult. You know, starting a career and a family but got back to it in my early thirties for recreation, travelling and exercise. So, since becoming an adult I guess it's been around thirty years.

### Q. What is your current bike?

A. Like most of you I have a small collection including road and mountain bikes. I've got a few alternative rides including a tandem, a folder and a fixed gear. I've been riding my 1976 Andre Bertin a lot lately. The big green machine! The frame is a little bent but it rides okay.

### Q. What was your most challenging ride?

A. Sheesh, that's a hard one. A windy and rainy trip from Louisville to Chicago when a jar of Vaseline became my very best friend comes to mind. Or the unsuccessful coast to coast ride when I fell ill and the rangers at Yellowstone transported me and my bike to the hospital in Jackson, WY. I've crashed pretty hard a couple of times on the mountain bike and what can you do but ride back out. There was an epic bonk on a Mad Dog ride. Seems like every hill I climb is the hardest ever and then there's all those LBC club rides that I've tried to hang onto.

### Q. Best cycling event or story?

A. Going out of town for events has really been an enjoyable thing for me. I've joined thirty thousand of my best cycling buddies in New York City. I've been to Moab, Utah and thought I might as well have been on Mars. The scenery and terrain was so alien to anything I have experienced. I've travelled all over the country with a small group of friends and met the most interesting people. One of my favorite events has to be the Lake Pepin 3 speed tour. It's a bunch of old farts touring on ancient British 3 speed bikes on both sides of the Mississippi in WS and MN. We make frequent stops for pastries, ice cream, lunch and then we wind up at a pub for dinner and evening festivities. A rollicking good show!

## Jeff White (cont.)



**Q. How long have you been a member of the Louisville Bicycle Club?**

A. I think I joined the club around the year 2000.

**Q. Other hobbies?**

A. I guess I'm pretty one dimensional.

**Q. What is your current occupation?**

A. I spent my lifetime in the tire business. It kept shoes on the kids feet and helped them go to college. I was lucky enough to retire a little early and finally get to chase the dream of becoming a "Professional Cyclist". Last year I became a guide with Louisville Bicycle Tours and have really enjoyed giving visitors a peek at my hometown from the saddle of a bicycle.

**Q. What would you like the club to know about you?**

A. As little as possible so you don't ask for my resignation! But seriously, and this is really not so much about me but I would like my fellow cyclists to know that I've travelled all over the USA on my bike and this country is filled with breathtaking scenery and kind loving people. So many people have helped me along the way. Many with kind words or actions and some that have offered help or assistance when it was needed. You know, you generally only hear the bad stories in the media that make you afraid to get out there and push boundaries both physically and mentally but my experience has been that most people are good hearted and mean you no harm but instead wish you the best for your life.



## Way Too Many Drivers See Cyclists As Literal Cockroaches

IT'S THIS DEHUMANIZATION THAT BOOSTS AGGRESSIVE DRIVING BEHAVIORS, RESEARCHERS BELIEVE.

BY ELIZABETH MILLARD

Mar 29, 2019



- When researchers from Australia surveyed drivers to see how they perceived cyclists, they [discovered](#) that 31 percent rated them as “less than human” on a scale that asked their traits, and 41 percent rated them “less than human” on picture scales showing the evolution of ape to man and cockroach to man.
- Those dehumanizing attitudes drivers hold could predict aggressive behaviors when on the road.
- The next step is to test measures that could reduce [dehumanization](#) to increase safety.

You're following the rules of the road, staying aware, and crossing with the lights. So why do some drivers act like you're a cockroach on wheels?

The answer, as [one new study](#) suggests, is because they may actually perceive you that way for real.

Researchers from Monash University and University of Melbourne surveyed hundreds of drivers in Australia for their views on cyclists, and to determine if there was any dehumanization going on with how they perceived them.

Participants were shown either the famous “[March of Progress](#)” chart—depicting evolution from primate to human—or a modified version of the chart that used a cockroach rather than an ape.

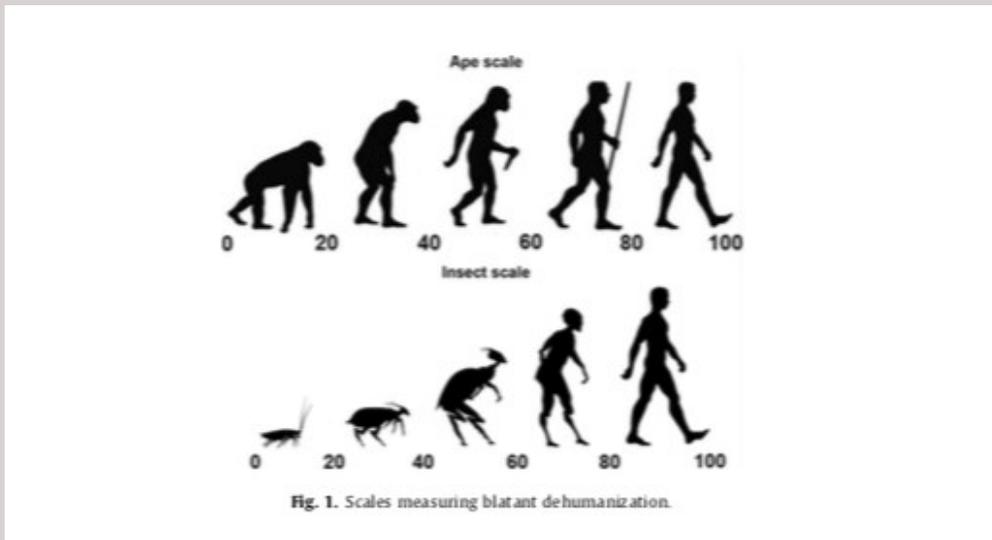


They were also asked to rate responses to statements that compared cyclists to robots, machines, or inanimate objects, as well as identified certain emotional traits related to humans.

For example, one positive statement was, “I feel like cyclists are open-minded, like they can think clearly about things.” By contrast, another read, “I feel like cyclists lack self-restraint, like an animal.”

To test the results of a dehumanization perspective, researchers asked respondents whether they'd shown any aggressive behavior toward cyclists, from shouting and rude gestures to deliberately blocking their way with a car, driving close to them, cutting them off, or throwing objects at them.

About 31 percent of respondents rated cyclists as “less than human” on the trait scale, but the number what even higher when looking at the picture scale: When asked to answer how “evolved” they believed cyclists to be when looking at either the ape-person or cockroach-person evolution, 41 percent rated them as “less than human.” Both of these measures were linked to the aggressive behaviors, too.



Not surprisingly, those who were cyclists as well as drivers had the lowest rate of dehumanizing attitudes.

As for why cockroaches were chosen? The researchers found that online slurs against cyclists used that insect reference the most often, as a way to express disgust or aggression toward cyclists in the same way that people have those feelings toward the bug, explained lead author Alexa Delbosc, Ph.D., of Monash University.

Delbosc was inspired to do the study by the number of abusive and violent responses toward cyclists online, from newspaper comment sections to Facebook and Twitter.

“Why is it okay to ‘joke’ about hurting cyclists when we wouldn’t tolerate those comments if they were about other groups?” she said.

The strong connection between dehumanization and aggression is well established, she added. The driver-cyclist clash might be smaller in scale compared to other examples, but it still poses a significant threat to cyclist safety.

“When you see someone as less than human, it’s psychologically easier to justify aggression and anger toward them,” said Delbosc. “This plays out much more horrifically between ethnic, religious, and racial groups, but it seems there’s a small element of it going on between motorists and cyclists.”

The next step, she added, is to test interventions that reduce dehumanization. In particular, there may be creative ways to show cyclist faces to drivers so they’re seen as people, not “darting mechanical obstacles,” Delbosc said, or even worse—creepy bug creatures in Lycra.



Reprinted from: <https://www.bicycling.com/news/a26977798/dehumanization-of-cyclists-boosts-aggressive-drivers/>

# 2019 OKHT Cancellation - Statement of Transparency



## Our rationale for making this statement:

- 1.) To help us with our next event to avoid the same pitfalls.
- 2.) To be truthful and above all else transparent with our membership.
- 3.) To answer many of the questions we have received prior to the Picnic.

## The Vote:

A motion was made to cancel the OKHT and was subsequently tabled at the June meeting of the LBC Executive Committee. It was agreed to continue moving forward with the event and to monitor the event registration. If 2019 event registration had not reached 80% of 2018 by the July meeting then the motion would be brought to the table again. As of the July 16<sup>th</sup> meeting the registration percentage stood at 39% when compared to the same time the previous year with an estimated final total ridership of around 100. The motion was reintroduced and the final vote was taken by the Executive Committee following discussion. The decision was not taken lightly and there was impassioned debate concerning the decision on both sides.

The vote was as follows: On the motion by Steven Jent to "Cancel the 2019 OKHT", Diane Bellafronto seconded.

### AYE

Bekki Livingston, Secretary  
Diane Bellafronto, Treasurer  
Mike Sewell, VP Advocacy  
Steven Jent, VP Communications  
David Wittry, VP Education

### NAY

Andy Murphy, President  
Gail Blevins, VP Racing  
Dirk Gowin, VP Touring

The motion passed by a vote of 5-3.

## Opinions expressed by those voting to CANCEL:

### A leadership void existed:

In the past, the OKHT has been planned and supported by a volunteer OKHT chair with support from a volunteer committee of dedicated individuals from amongst the club membership. This year no one stepped up to the plate and the responsibility fell upon the club's Exec Committee and President who volunteered himself to make the attempt. In truth, all lacked the bandwidth to take this on without the support that has existed in the past. There was not someone solely committed to putting the event on, and thus getting ahead of the marketing and notifications to drum up riders never occurred. Likewise, an OKHT Committee was ever formed thus responsibilities and roles were never defined nor delegated. Everything was falling upon too few individuals that made the commitment to advance the ride. We needed leadership, structure, monthly meetings, consistent communication, and a definition of responsibilities as well as accountability for events and/or a timeline - none of these existed.

### Internal communication was poor:

Due to other commitments and limited bandwidth the Exec Committee did not meet from March to May in 2019. During this time, very little communication occurred concerning the state of planning for the OKHT. No decisions were made. Very little event progress was made. This placed planning and organization severely behind schedule. Rough plans for the OKHT were begun in late 2018. Potential routes, SAGs, Starting and Ending locations and ride style (length, one/two day) were proposed and discussed. However, following this good start, communication faltered and no decisions were made. It was not until Early in 2019 that these proposes were finally evaluated and the decision to make the 2019 OKHT a one day ride from EPTS park was made.

### Registration was surprisingly low:

Even without internal leadership really driving advertisement, the ride date is well-known as it happens every year. It shouldn't have been a surprise to anyone in LBC that the ride was coming up. Regardless, the number of registrations received for the event were significantly down to the point where it was making the event not worth having. This was true of both registrations from within the club and without. Simply put, the ride was receiving very little support from its parent entity either in actual registrations or word of mouth.

### Profitability:

While the best projections, including sponsorship money, showed the ride turning a slight profit, there was concern that the board was over estimating the amount of event expense reduction that was possible. Based upon the financials of the previous year the ride could, if expenses were not drastically reduced, incur a significant loss for the club.

### It would be unfair to our sponsors:

Profitability, if achieved, would have been achieved on the backs of our sponsors and we didn't have enough riders that were monetarily invested (registered riders) to justify taking sponsor money. It was worried that if we allowed <100 riders out, with only a handful of riders doing the signature 125 mile Pottershop/Bardstown route that the club would irrevocably damage our reputation with many of our generous sponsors and that we would not see their sponsorship investment again for future events.

**It would be unfair to our membership:**

Hosting the ride with drastically deflated numbers would not justify the huge number of hours that would be required from membership volunteers that would be required to support the ride.

**We were not prepared to host the event:**

With 8 weeks to go very little infrastructure for the ride was in place. Only 2 sags were confirmed and only the starting location had been reserved. The remaining SAGs were not planned for nor established. The lunch facility (location and staffing) was not yet reserved. Volunteer duties had not been defined nor leadership designated to oversee and or organize them. Volunteer registration which is typically open months in advance had not yet even been discussed much less established on the website for registration purposes. The routes had not been traversed and signage and or route markers had not yet been planned. An entity to perform the advertised chipping of the ride and Pottershop was not in place.

**Safety:**

The state of the ride planning and organization brought into question the safety of the ride. Due to all the above there was a growing concern that the club could not only put on a successful event this year but that the needed support for the ridership would be substandard placing participants safety into jeopardy which could not be tolerated.

**Opinions expressed of those voting NOT to cancel:****The Ride's Tradition:**

The OKHT is a 40-year-old tradition that should not be stopped. Even if the ride is not as successful as in the years past that does not mean that we as a club should stop hosting it. Even with deflated registration it was perceived as more beneficial overall to continue the tradition and rebound the following year than to stop the ride for a year and attempt a return.

**Event / Club Perception and Reputation:**

If the ride was canceled it would be a bad mark on the club and there was concern that this ride or any type of signature event put on by the club in the future would have to carry the stain of this cancelation upon it. Placing the event and possibly the future of the club in general in jeopardy.

**Profitability:**

The best profit/loss estimate showed that the ride, even with diminished turnout when compared to 2018, would still return a profit if expenses when compared to the previous years financials were properly managed / reduced. Given that the club incurred a significant loss in 2018 this potential profit is needed to help offset what was feared to be a potential greater loss in 2019.

**The OKHT is our principal fundraiser.**

Without hosting the event we jeopardize not only this year's fund raiser but the existence of future club fundraisers. In 2018 the club incurred a major financial loss. This loss without the positive offset of the 2018 OKHT would have be much larger. Without the event, the club may be in a larger financial hole at the end of 2019 when compared to last year and if a signature event is not revived the long-term solvency of the organization is in doubt.

**My parting words:**

I can speak for myself in saying that my perception was that no one on the Committee wanted to cancel the ride. We have all ridden and volunteered countless hours on previous OKHTs and consider it a source of pride that our club can put on a signature event of its magnitude. We hope that the tradition continues in the future and that we can properly plan for and prepare a ride that can not only be safe but a source of pride for everyone in the club as well. However, as evidenced, we cannot do it alone. Planning an event of this magnitude takes focus and dedication above what 1 or 2 people can provide. If the LBC is to move forward with a signature event to support the club then what is needed is your help in making that happen.

Steven Jent

LBC - VP of Communications