

Fired Up



A Newsletter for the Santa Fe Trails Bicycle Shop Cult

September 18, 2008

Hotter than Hell Hundred

Why is that the worse the conditions sound, the more atrocious the weather promises to be ... the more cyclists seem to flock to it? Are cyclists really the ultimate masochists?

In a word ... Yes. So what could be better than driving for over 9 hours to reach the armpit of Texas to enjoy 102 miles of riding in brutal heat with 12,000 of your best cycling buddies? That's just what some of the Santa Fe faithfuls did this past August.

It was a great group, including Frank Leija, Dave Doyle, Scott Milburn, Art Martinez, Mark Ramsden, Richard Morrow, Joel Buck, Jeremy Smith, Wendy Guilbeau, Ron Stratton, Anne Kuester and of



An impressive site as 12,000 riders set out on the 100-mile course.

course the cult leader, Brendan Sheehan. The crew enjoyed a bike expo, pasta feed and pro criterium on Friday night — just enough to get them revved up and ready to ride the following morning.

And an early morning it was. Having already eaten breakfast, the riders were at the start line by 6 a.m. Following the national anthem, an F-15 fly over and cannon shot, they were off down the relatively pristine (sans the occasional tumbleweed), completely closed road, complete with great SAG support.

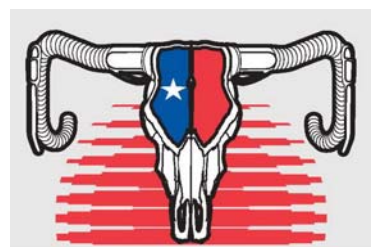
Everyone not only finished the entire Century ride, the

faster group reached their goal time of sub-5 hours by finishing in just under 4 hours, 40 minutes. In addition, Frank raced in the Category 3 race and finished an impressive 23!

"We all finished the ride and enjoyed food and drinks while listening to great, live music at the Michelob Ultra Village," explained Brendan. "It was an awesome ride, complete with great company. Who could ask for more than that?"

Well maybe better hotel arrangements? If this event is on your list for next year's accomplishments, make sure you get a hotel in Wichita Falls **early**. The group had some rather poor quarters due to late reservations.

NOTE: I know this is SHOCKING, as Brendan is usually so good at making FABULOUS hotel arrangements. He was heard muttering something like "Thank gawd my wife isn't here!"



Evidence yet again that Wendy will smile under just about ANY circumstances.

Product of the Month:



Redline Conquest Cyclocross Bike ... see page 2

Product of the Month: *The Redline Conquest*

Tis the season — cyclocross season that is. And this bike gives you the most for your dollars. Long wheel base; double chain rings; high bottom bracket; wide handlebars with shallow drops — its components are durable and shift on the fly. Offering an incredibly smooth ride, this Redline will surely be the most popular bike at Nationals this year. At \$1199.00 the Redline Conquest is a great buy.

Santa Fe Trails stocks 52, 54 and 56 cm (cross bikes will typically measure 2 cms smaller than your road bike.) Come on in and try one out!



Redline Conquest Cyclocross Bike ...

Just \$1199!

Upcoming Rides / Races

| | | |
|--|---------------------------|--------------------|
| Doing Time in Leavenworth Criterium | Saturday, Sept. 27 | Leavenworth |
| Buffalo Bill Century | Sunday, Sept. 28 | Leavenworth |
| Diamond Blackfan Cyclocross | Sunday, Sept. 28 | Lenexa |
| Octoginta Time Trial | Saturday, Oct. 4 | Lawrence |
| Octoginta Ride | Sunday, Oct. 5 | Lawrence |
| Chris Cross | Sunday, Oct. 12 | Lawrence |

St. Joseph Team Time Trial

Members of the Santa Fe Trails team attended a time trial held in St. Joseph the weekend prior to the Tour of Missouri. Two or three person teams competed in this 16.2 mile Team Time Trial. It was a superb course with nice smooth

roads, although there were challenging hills and nice twisty turns to add variety to the event.

Anne Kuester and Nancy Angel took third in the Ladies Category 4. Scot Chew and Mike took third and Richard Paz and Bert VanLommel (visiting us from Belgium to make this a truly international race!) took fifth in the



Men's Category 5. Brendan, Carl Fisher and Dave Doyle took fourth in the Men's Category 4.

This was a great event promoted by our own Wes Revels. We are looking forward to a repeat next year!



How great is it to have world class racers competing right here in Kansas City? We traveled to Platte City to watch as the pro racers completed Stage One of this year's tour. Our teammate, Dana Babcock graciously allowed us to camp on her front lawn —directly across from the actual feed zone. We assembled tents, a grill,

chairs and tables ... and had a party!

Soigners from the various teams arrived shortly and set up their stations. We saw a three man breakaway, followed four minutes later by the field. Frantically they grabbed their musettes as they flew by us. It was exciting to see that first-hand.

Then we hurriedly packed our gear and raced down to the Plaza ... just in time to watch them race all three

laps on the Plaza. Team Columbia reeled in the breakaway and dominated the front of the field. Mark Cavendish sprinted in the last 100 meters to win the race. And, of course, we had to stay and watch the jersey presentations and the podium girls. Wow!

