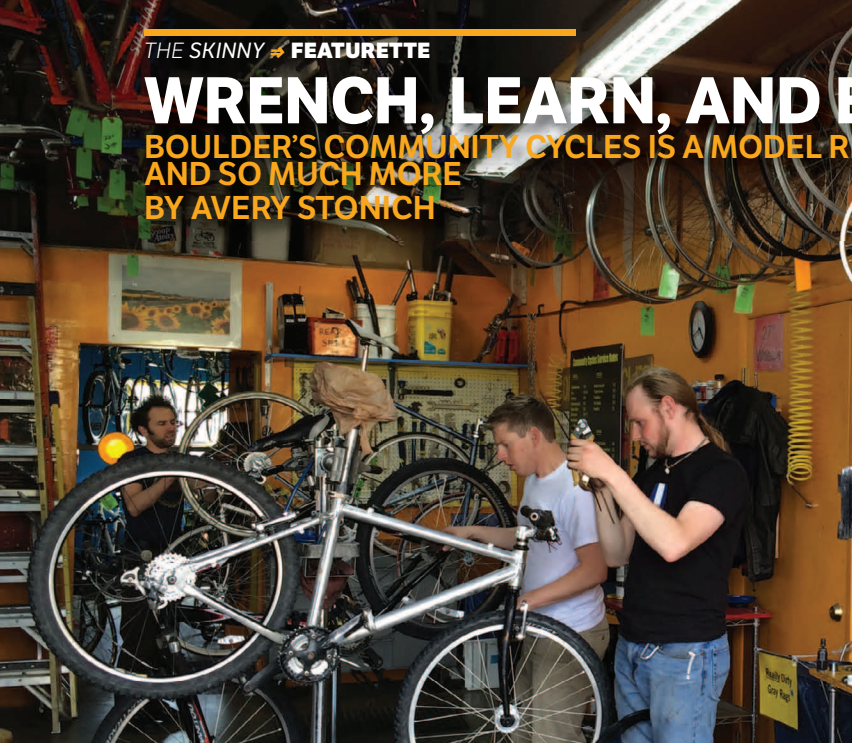


WRENCH, LEARN, AND EARN

BOULDER'S COMMUNITY CYCLES IS A MODEL RECYCLE-A-BIKE PROGRAM—AND SO MUCH MORE BY AVERY STONICH



with a sweet ride and wrenching skills to boot.

"The biggest impact we have on the Boulder bike community is what happens in the shop when the doors are open," said Community Cycles Board President Ray Keener. "It's an incredible resource for anyone who has questions, problems, or issues with their bicycle. The staff is experienced and patient and ready to help with anything that is going on with a bike."

Rob Fremgen has been volunteering at Community Cycles for five years. "A lot of people are scared at the prospect of working on their bike. They just need a little guidance," he said.


With hundreds of bike shops like this across the country, what really puts Community Cycles ahead of the pack is how the organization serves as the voice for bicyclists in Boulder. Executive Director Sue Prant has deep roots in the advocacy world, having been executive director of the Greater Philadelphia Bicycle Coalition, and Boulder's Walk and Bike Week Coordinator.

"The one thing that really serves everybody is advocacy," said Prant. "If you're out using a bike, you need advocacy to make sure there are good and safe places to do that."

One of Community Cycles' biggest victories was securing \$5.6 million in transportation funding. The organization's staff and volunteers lobbied to get the sales tax initiative on Boulder's 2013 ballot, and it passed with flying colors. Community Cycles is now working to make sure a substantial portion is used for bicycle facilities.

In addition, Community Cycles keeps an eye on development proposals and provides input to the city's transportation and planning departments in order to maximize infrastructure improvements for bicyclists. The organization also weighed in on the city's Transportation Master Plan.

"The people on our advocacy committee know more about this stuff than just about anyone," said Keener. "They look at everything that's going on and provide positive and constructive feedback."

While Community Cycles benefits from boundless good will and an engaged and helpful community, it's not all roses. The organization suffers from inevitable aches and pains. Boulder's status as a desirable place to live drives rents high, so finding affordable space is a challenge. Selling used bikes will never provide the key to a gilded kingdom. Fundraising is a constant challenge. Thankfully, fundraising events, member donations, and support from local businesses are keeping the lights on and shining bright. 

A Santa's workshop of sorts is alive and well in Boulder, Colo., in a string of light-industrial work bays on the eastern edge of town. Visible from one of the city's famed bike paths, the shop's rolling garage doors open to reveal a treasure trove of all things bicycle. Welcome to Community Cycles—part bike shop, part community work space—where used bikes sprout like mushrooms after a summer rain, and anyone is welcome to feast on a bounty of hand-me-downs in search of new homes.

The shop has a funky, welcoming vibe, with bright orange and yellow walls, a ceiling festooned with frames and wheels, and a tool rack labeled with hand-scratched lettering. Lining one wall, color-coded used parts bins organize hubs and headsets, shifters and stems, bolts and brakes. The tinkling sound of tools at work fills the air, while cheerful volunteers act like elves, building bikes and offering friendly advice to wannabe wrenchers.

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VOLUNTEER HOURS, AND TAKES IN 2,500 DONATED BIKES.

Community Cycles is much more than a bike shop. Sure, they sell used bikes and parts, and offer guidance and classes on how to repair them. Yet this thriving nonprofit organization also takes it to the next level, making bicycling accessible to the broader population by offering Earn-a-Bike programs, coordinating community events like Walk and Bike Month, and working to create more and better places to ride.

True to its name, Community Cycles enjoys tremendous support from the community. The organization has 1,100 members, logs 10,000 annual volunteer hours, and takes in 2,500 donated bikes each year.

Community Cycles relies on donations to keep rolling. Fortunately, Boulder garages are overflowing with bikes. Cars pull up daily, loaded with cast-offs from racers to regular Joes and Janes who want to offload old rigs to upgrade to the latest and greatest.

"The donations we get are incredible," said Sales and Service Manager Dax Burgos. "You wouldn't believe the bikes that people drop off here."

Once refurbished, bikes sell for \$100 to \$800, with \$225 the average. Folks who lack the cash to buy a bike can pay with sweat equity through the Earn-a-Bike program, where participants build a bike from the frame up and roll away

For more information, visit communitycycles.org. For tips on setting up a similar program in your town, contact Community Cycles Board President Ray Keener at ray@growthcycle.net.

ELYSA WALK, GIANT USA GENERAL MANAGER

BY AVERY STONICH



When you meet Elysa Walk, you'd never guess that she's the head of a giant company in a male-dominated industry. Pretty and approachable, she comes across as your new best friend or your daughter's soccer coach. But dig deeper and you'll learn that Walk has climbed to the top of the bicycle industry, maintaining a hectic travel schedule while raising two teenagers, serving on multiple boards, and finding time to stay fit.

We sat down with Walk to learn how she handles the demands of a high-powered job, lessons she has for ambitious women, and what she learned about herself during a 560-mile bike ride in Taiwan.

“MY LIFE IS MUCH RICHER BECAUSE OF CYCLING.”

WHAT KIND OF BICYCLING IS YOUR FAVORITE AND WHY?

Mountain biking is my favorite. I love bicycling because it provides freedom and peace of mind. I also like being outside, connected to the world around me.

WHAT IS THE HARDEST THING YOU'VE EVER DONE?

A few years ago, I did the Tour of Taiwan with the heads of the Giant subsidiaries worldwide. We rode 560 miles over eight days. I was the only American and one of only a few females.

This ride pushed me to the limit. It was the convergence of extreme physical output in a foreign place, unfortunate weather, an unsettled stomach from weird food, and being jetlagged. I was exhausted from fighting the cold, rain and wind. My confidence was shattered. I had a nagging voice in my head questioning if I could go the distance.

But I did it, and I learned that facing something that seems impossible and overcoming it can be deeply invigorating. You can do it if you take one step at a time. Overcoming challenges makes us stronger. When I came home, I felt like my capabilities had increased tenfold. I saw that the bicycle had changed me.

TELL US ABOUT THE BOARDS ON WHICH YOU SERVE.

The Outdoor Industry Women's Coalition (OIWC) board is really rewarding because of my unique position being a female in a leadership role. I broke through a lot of challenges in my younger years. OIWC gives me an opportunity to help other women increase their skills.

I'm Treasurer of People for Bikes, which is the bike industry's preeminent advocacy organization and works to unite bicyclists, create more safe places to ride, and get more people on bikes. I'm so impressed at what they've done to get more bike lanes and infrastructure built.

I've also served on the board of Bicycle Product Suppliers Association and on the advisory board for Women Bike.

WHAT IS THE BIGGEST ISSUE FACING BICYCLING?

Not having safe places to ride. The more cities and towns add infrastructure, the more people will get on bikes. It will also improve safety.

WHAT ARE YOU DOING TO GET MORE WOMEN INTO CYCLING?

Giant is launching the first women's-only brand—Liv, so we can speak to women in ways that they enjoy and will respond to, instead of “bike guy speak.” It's about inviting women into the sport, nurturing them, and providing an inclusive experience.

WHAT CHALLENGES HAVE YOU FACED IN A MALE-DOMINATED INDUSTRY?

There was this assumption that I couldn't run a successful, profitable company since I wasn't a bike guy and I didn't race at an elite level. But I was hired to run an organization, and to maximize revenue and profit dollars. That's more in the line with a skill set than a specific industry.

My biggest challenge was gaining confidence in what I believed was right. It took me a couple of years, but I got it. And we've seen growth ever since.


WHAT'S YOUR ADVICE FOR WOMEN TRYING TO BREAK THROUGH THE GLASS CEILING?

Tell people that you want more responsibility. In male-dominated fields, women are often not considered for bigger roles. Take risks and don't be afraid. Read a lot and grow your skills and industry knowledge so you can add value to your company.

HOW DO YOU BALANCE THE DEMANDS OF YOUR JOB AND FAMILY?

I integrate my family into my work life wherever I can. I've taken my son on work trips where there's good mountain biking. Those are some of our best memories. I'll ask my daughter her opinion on kids' bike colors and get her the cruiser that she weighed in on.

HOW DO YOU STAY FIT?

I'm on the road eight to 10 days a month. I have a morning run routine when I travel. It's this oasis that sets me up for the day. 

KEEP YOUR COOL

AVOID BOILING YOUR BRAIN ON SUMMER RIDES
BY AVERY STONICH



You've been huffing up a hill for more than an hour, admiring the view to distract you from leg cramps. "Why is this so hard today?" you wonder. You reach down to take a swig and realize you're out of water. To top it off, you're slightly hungover from a raucous party the night before, and you feel slightly nauseous. Then you notice you're not sweating. "That's odd..."

Heatstroke. It can kill you or cause severe organ damage. If you think it afflicts only sick or elderly people baking in a Chicago heat wave, think again. Exertion can bring on heatstroke in anyone. Knowing its symptoms, how to prevent it, and how to treat it is key for anyone who rides in hot temperatures.

Technically speaking, heatstroke is hyperthermia, when body temperature rises above 104 degrees F. It often starts with cramping and sweating, then progresses to exhaustion that is out of proportion to the level of exertion. Left untreated, a full-blown case of heatstroke starts shutting down vital functions.

Dr. Tim Meyers, emergency room director at Boulder Community Hospital in the active Colorado town, says they see a handful of cases each year, usually in young, healthy people.

"The heatstroke cases we see tend to be athletes who are participating in triathlons that take place here in the summer," said Dr. Meyers.

Exertional heatstroke can result from overdoing it in hot temperatures coupled with dehydration. High humidity increases the chances of heatstroke, as do certain medications—including beta blockers, diuretics, antidepressants and stimulants. Some people's genetic wiring simply makes them less effective coolers.

Suspect you have heatstroke if you have been riding in the heat and you get off your bike and can't catch your breath in a normal amount of time. Lethargy, dizziness, nausea and lack of sweating are other warning signs. In extreme cases, people stop needing to pee, have severe stomach pain, and experience seizures.

For cases requiring medical care, treatment includes checking vital

signs, assessing kidney and liver function, IV rehydration, and instituting a "rapid cooling protocol."

"We'll get a person naked, soak them in water, bring in high-speed fans, and sometimes put a catheter in the patient's groin to remove blood, cool it, and return it to the body," said Dr. Meyers.

For some, this treatment suffices. For others, hospitalization is necessary—when a patient shows signs of kidney failure, has a seizure and can't breathe properly, or—in the worst cases—suffers from full cardiovascular collapse.

"The challenge with heatstroke is that it can masquerade as other things, so it's hard to pinpoint. That's what makes it a scary diagnosis," said Dr. Meyers. "It can happen to people who have been active before. And the symptoms can be subtle when they start to present. Sometimes it progresses before it really declares itself."

The first step is awareness. Tune into your body. When you're biking in hot temperatures, pay attention to symptoms that are different. Perhaps you feel more tired than usual, or you have uncharacteristic muscle or abdominal pain. If you suspect you might be developing heatstroke, stop exercising immediately and take steps to cool yourself.

Cyclists have one advantage: the bike. If you've been grunting up a hill and overheating, consider turning around and using conductive cooling (i.e., rushing air) on the downhill to cool off faster than you would sitting on hot asphalt.

The best approach is to avoid heatstroke in the first place. Common sense prevails. Wear light clothing. Stay hydrated. Don't charge too hard in the heat of the day. And if you're super hungover on a hot July day, maybe it's best to stay home.

THE SYMPTOMS OF HEATSTROKE

CRAMPS



HEAVY SWEATING



RED SKIN



EXHAUSTION



NAUSEA



LIGHTHEADEDNESS



RAPID BREATHING



HIGH HEART RATE



HEADACHE



DIZZINESS



LACK OF SWEATING



FAINTING



CONFUSION




NUMBNESS



SEIZURES



WHAT TO DO IF YOU SUSPECT YOU HAVE HEATSTROKE

- Try to cool down—seek shade, take off excess clothing, dunk in a river or lake.
- Drink water.
- Fan yourself and spray mist or pour water on your body.
- Pack your body in ice. Focus on armpits, groin, neck and back. Substitute snow if you're on a ride in the mountains.
- If you're camping, send someone back to camp to grab ice and cold water.
- Assess the severity of the symptoms and call for help if necessary.
- Take your temperature if you can. If it's over 104°, seek medical attention immediately. 



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