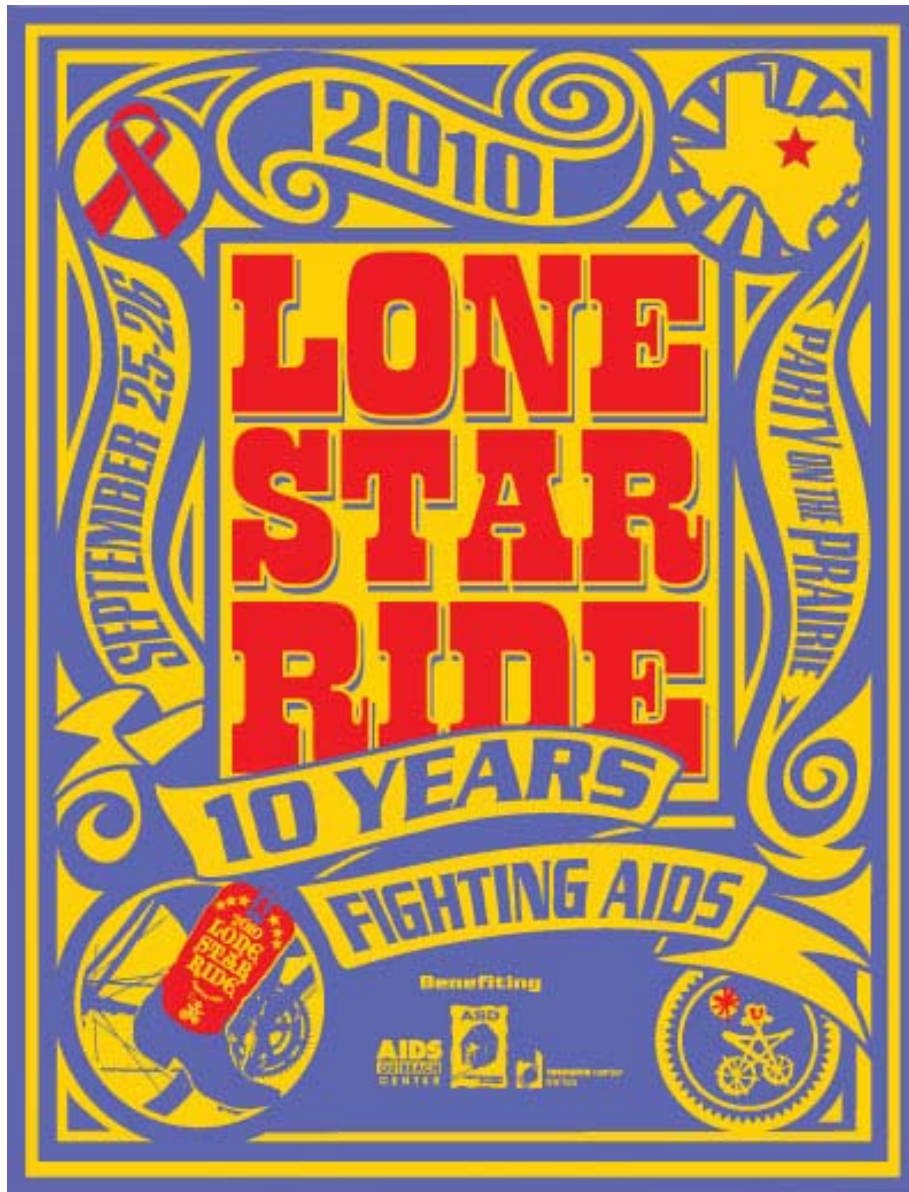


2010 RIDER MANUAL



Ten years, hundreds of riders,
thousands of memories.
Countless Lives Changed.

LoneStarRide.org
2701 Reagan Street
Dallas, TX 75219
214-541-2412

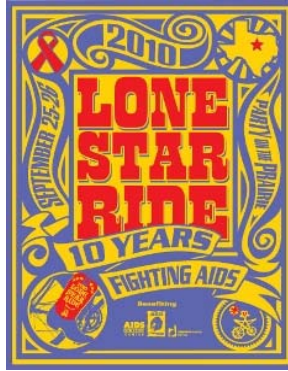


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IMPORTANT CONTACT INFO

EVENT MANAGER	David Minehart	DMinehart@lonestarride.org	214-521-2412
RIDER RETENTION (co-chair)	Michael Mack	Gmdallas@gmail.com	512-517-9456
RIDER RETENTION (co-chair)	Dennis Pilgrim	DennisPilgrim@sbcglobal.net	214-675-4565
FUNDRAISING SUPPORT	Chance Browning	Browning.Chance@gmail.com	940-337-1791
CREW COMMUNICATIONS	DeWayne Hevelone	DHevelone@charter.net	817-781-9082



WELCOME

Dear Rider:

From all of us on the 2010 Lone Star Ride Fighting AIDS Advisory Council, we want to thank you for joining us on our 10th anniversary ride. We share your commitment, pride, and dedication to accomplish something we hope will challenge and satisfy you physically and emotionally. Please know that as you commit to us we are committed to you. We personally want to welcome you and make this as satisfying and enriching an experience as possible.

Rider Retention is here to keep you informed with current Ride news and provide you with a point of contact for any questions you may have between the day you register and the day we all ride out together.

If you are a new cyclist, newly returned to cycling, or have not previously participated in Lone Star Ride as a rider, we encourage you to attend one of our 2010 Rider Orientations scheduled throughout the summer months leading up to the Ride. Rider Orientations are followed by a Fundraising 101 seminar to help if you have questions about raising the most money possible. If you are an experienced cyclist and are looking for additional ways to assist beyond being a Rider, please contact us to discuss your interest and potential opportunities to contribute.

Not only does your participation make a difference in the lives of thousands of North Texans, but also to us and all members of Lone Star Ride Fighting AIDS. We can assure you, 2010 will be an experience you won't soon forget as we saddle up and ride this September 25 & 26! We look forward to seeing you soon...and welcome!

Saddle Up,

*Michael Mack and Dennis Pilgrim
2010 Co-Chairs, Rider Retention*

2010 Lone Star Ride Fighting AIDS – Rider Orientation			
May 8, 2010 11 a.m.	June 17, 2010 6:00 p.m.	July 10, 2010 11 a.m.	August 12, 2010 6:00 p.m.
REI 4515 LB Freeway Dallas 75244	Resource Center Dallas 2701 Reagan Street Dallas, TX 75219	REI 4515 LB Freeway Dallas 75244	AIDS Outreach Center 400 North Beach Street Fort Worth, Texas 76111

WHY WE RIDE

You could be riding for your health.

Perhaps it was a group of friends who got you to try something new.

Maybe you want to challenge your endurance.

You might be riding for any one of a hundred different reasons.

But don't forget why **we** ride.

We ride for those who can't because they struggle every day, fighting HIV/AIDS.

We ride for those who are no longer with us.

Regardless of why you ride, please don't forget why **we** ride.

And remember that **we** ride together.



Dollars pledged to you go directly to our beneficiaries. Lone Star Ride Fighting AIDS has given more than **\$1.8 Million** to its beneficiaries who are helping thousands of North Texans living with or affected by HIV/AIDS.

LSRFA BENEFICIARIES



"We ride for love in its purest form; free, un-tethered, unconditional, all-encompassing compassionate love for all whose lives has been altered, affected, ended and/or drastically detoured by the infection of HIV/AIDS. To cycle on an AIDS Ride is a powerful affirmation of one's humanity, and a supreme stimulation of spirit, for there is naught but good Karma, powerful love, best wishes, endless encouragement, faultless faith, constant caring camaraderie, and sincere appreciation from and for all around on each and every step of every day's journey."

--Christopher Gorman

RIDE DETAILS

A Ride for Every Kind of Rider

Lone Star Ride is a ride for everyone. If you are a serious cyclist and want a physical challenge, we have a route for you. If you are a novice rider and want to have a fun ride and make a difference, there is a ride for you. You may ride one day or two. With Lone Star Ride there is an option that suits everyone.

Don't think Tour de France...we're not a race. Our community volunteers come together to create an atmosphere that will encourage and nurture you. LSRFA prides itself on its dedicated crew who provide first-class service to its riders. Our seasoned and experienced crew makes this event safe and enjoyable for you. We guarantee three things – you will laugh, you will cry and you will leave a changed person.

The Route

Saturday morning as the sun is rising, we will be stretching and lining up – full of excitement as we begin our two-day adventure. Beginning and ending both days at the American Airlines Training and Conference Center (AATCC), you'll have the chance every hour or so of riding to get off your bike, take a rest, have a massage, grab a bite to eat, fill up your water bottles and then head to the next pit stop. **Day 1 - North Loop** - Take in scenic North Texas horse country as we pedal west from AATCC. In Keller, 45-mile riders will loop back to lunch at camp. Those riding 75 miles will continue west to lunch in Haslet. After lunch, head north to Justin for a Century Loop option, or head south and east into some surprisingly countrified areas of Fort Worth. **Day 1 North Loop offers three fully ride-able route options: 45, 75 and 105 miles.** **Day 2 - South Loop** - It's another 75 miles as we ride past Joe Pool Lake, take the uphill challenge of the Texas Plume and then on to the tree-canopied country lanes of Ovilla. Or opt for a shorter Day 2 ride to Grand Prairie and back. **Day 2 South Route features 45 and 75 mile route options.** Another party awaits you as our fabulous crew and your fellow riders cheer you into camp at the end of your ride. Then we mount up once again for a mass Ride-In where friends and family have gathered for our closing ceremonies.

Saturday Night

Meet your Lone Star Ride buddies poolside or relax in your room or tent as we prepare our camp for our traditional barbecue dinner and camp night show featuring local entertainers, team and individual awards and recognition, prize drawings, remembrance of those we have loved and lost to AIDS and more.

Accommodation

Ride hard by day and relax in style by night. Lone Star Ride 2010 begins, overnights and ends at the American Airlines Training and Conference Center (AATCC) near DFW Airport with your choice of hotel accommodations or tent camping. Hotel rooms are available Friday, September 24 and Saturday, September 25 (room maximum occupancy is two). Watch your email inbox – we'll let you know when you may make your reservation for a room at AATCC. Free tent camping in the LSRFA Tent City is also available. (Shower and locker room access available at the on-site fitness center.) [Click here to reserve your tent.](http://www.aa-conference-center-dolce.com) Check out or host location at www.aa-conference-center-dolce.com.

Meals

All meals are provided throughout the weekend and are sponsored by Metroplex restaurants and AATCC. Also every pit stop is well-stocked with a variety of fruit, sport bars and snacks, as well as sport drinks, water and ice.

Crew

Route crew has put in many hours scouting the best roads to take us where we're going safely and with an element of adventure. **Pit crews** go to great lengths to nourish and entertain you. **Massage crew** will rub away your aches and pains. **Road crew** is there to keep you safely on route, encourage you along the way and give you and your bike a ride into camp when you've decided to call it a day. **Medical crew** will assist you in keeping yourself healthy and is there for you in case of emergency. **Event management crew** works behind the scenes to ensure all elements of the ride roll smoothly. In short, there are hundreds of folks volunteering thousands of hours on this ride to ensure you have the best ride experience possible. They feed you, house you, entertain you and keep you out of harm's way. Treat crew with the respect they deserve, be sure to thank them every chance you get and for goodness sake do not bite the hands that feed.

TRAINING

Ride, Spin, Hydrate

Simply put: ride, ride, and ride. **The more you ride before September 25th, the more you will enjoy the LSRFA experience.** So, just ride. And enjoy the ride. Whatever your cycling level, whatever your riding goals, please put **fun** in the forefront. Ride as much as you are able, with groups and alone. While riding hydrate often - that is drink. Some cyclists prefer sports drink, some plain water, some a mixture. They're all good! Stop to urinate once an hour or as needed. Your pee should be clear. If it is not, drink more water. Challenge yourself in your training, sprint in the big gears for the sheer rush of doing so, and climb local hills regularly. But as you are training, remember that cycling is an **aerobic** sport, so push yourself, but don't overdo it. **"For everything you ever wanted to know about shifting your bicycle's gears but were afraid to ask", visit this website: <http://www.sheldonbrown.com/gears.html>.**

Training Opportunities in Your Area

The Metroplex has a large biking community, so no matter what part of town you are in, there are local rides occurring every week. Most welcome new riders and are usually explicit about the skill levels of riders. Check out the LSRFA website or ask Michael Mack or Dennis Pilgrim for connections to many of these local groups/clubs/rides.

Training Together

One of the best ways to ensure a great adventure is to meet other Lone Star Riders. To this end, we have opportunities to ride in other community rides and specific **crew-supported training rides** that mirror the actual event. Contact Michael Mack or Dennis Pilgrim, who will hook you up with the right rides to meet your training goals or visit www.lonestarride.org.

Building Endurance

The key to building your endurance is to systematically increase your training base. Take one increasingly longer ride each week at a slow, steady pace. The slower pace is important so that you don't stress your body so much that it can't recover quickly from this effort. In addition to a long, slow ride once a week, do one shorter more challenging ride once a week emphasizing hills or speed work or a combination of the two. On your other rides or workouts during the week maintain a pace or intensity between these two rides. Remember, you cannot push hard constantly without burning out physically or mentally – or both. Again, stress quality over quantity in your workouts.

The training guidelines listed below will adequately prepare you for LSRFA. If you have been training for some time or are beginning your training later in the year, you can adjust the guidelines to fit your training schedule.

WEEKS	2 RIDES MINIMUM	WEEKLY TOTAL
1 – 2	up to 10 miles each	20+ miles/week
3 - 4	10 to 25 miles	20 to 50+ miles/week
5 – 6	15 to 30 miles	30 to 60+ miles/week
7 – 8	20 to 35 miles	40 to 70+ miles/week
9 – 10	25 to 40 miles	50 to 80+ miles/week
11 – 12	35 to 50 miles	70 to 100+ miles/week
13 – 14	45 to 60 miles	90 to 120+miles/week
15 – 16	55 to 70 miles	110 to 140+miles/week
17 – 18	65 to 80+miles	130 to 160+ miles/week
19 - 20	75 to 85+ miles	150 to 170+ miles/week

If you can't fit all of this into your schedule, don't get discouraged and avoid riding altogether – do as much as you can. Remember, as a general rule if you are comfortable riding 50 miles on a route with hills two days in a row, you should be ready for LSRFA. With pit stops approximately every 10 to 15 miles, that is the distance you have to ride at one time.

Training and Your Schedule

Most of us find that it's hard to fit time on the bicycle into our busy schedules. You'll have to make some choices, set priorities, and use what training time you do have wisely. If you work Monday to Friday, your weekends will be a central part of your training. Set aside large portions of Saturdays and Sundays to train. If you have an hour or two – or even 45 minutes - to ride once or twice during the week, it will greatly enhance your progress. If not, you will need to be more creative.

Your gym may offer spinning classes. If your gym doesn't limit the time you can use an exercise bike, try to put in hour-long workouts on the stationary bike two or three times during the week. Another training option is a wind trainer. You can train any time at home and condition your butt to sit on your own bicycle saddle. Ride your bike to work. It's a great way to get in some training miles every day *and* reduce your carbon footprint.

Chart Your Progress

Use a training chart to log workouts, mileage cycled, where you've cycled, your physical condition, weather and road conditions. You'll know exactly where you are in your training and be able to celebrate how far you have come.

EQUIPMENT

The Bike

Lone Star Ride is a road ride and so the best bike for this is a road bike. Many people do the Ride on a mountain bike or cross-trainer. For long-distance and hill climbing, a road bike is optimal. If you don't have a bike there are multiple options:

- **Purchase a new bike** – our bike sponsors offer great package deals & discounts
- **Borrow a bike** – Contact the ride office for information on Loan Star Locker – our bike loaner program.
- **Buy a used bike** – There are many online classifieds (eBay, craigslist, etc.) where used road bikes can be found as low as \$50.
- **Rent a bike** – Most area bike shops have bikes available for rent. Beth Farrell at B&B Bicycles will work you a deal on a bike rental for Lone Star Ride weekend. Contact her at 972-293-3100 or beth@bbbicycles.com.
- **Purchase early** –We recommend allowing for a four-week break-in period for all new bikes, equipment and clothing.

As always – when in doubt ask Michael Mack or Dennis Pilgrim!



"No journey carries one far unless, as it extends into the world around us, it goes an equal distance into the world within."

--Lillian Smith



No bike? No problem.

Loan Star Locker offers gently-used loaner bikes to would-be riders who want to participate in the Ride but don't have a bike.

Loaner bikes are available at no cost.

Other equipment (helmets, jerseys, shorts, etc.) are also available. Donations are requested in exchange for these items.

Riders who borrow a bike through Loan Star Locker and raise \$2,000 may keep the bike after completing Lone Star Ride.

Start your Lone Star Ride Journey today!

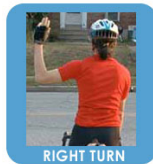
Call 214.521.2412 or [click here to email](#) for more details.

Saddle Up!

SAFE RIDING RULES

In Texas, as a cyclist on the road you are governed by the same traffic laws and are afforded the same rights as a motorist. The following safety rules must be observed during all Lone Star Ride training rides and the Ride itself the end of September. Lone Star Ride takes the safety of its riders and crew very seriously and reserves the right to remove from the Ride those who violate any of these safety rules:

- **You must wear a helmet.**
- **You may not wear headphones**
- **State law requires that you ride with the traffic and OBEY ALL TRAFFIC LAWS.**
- **Ride single file on one-lane streets and narrow roads.**
- **On four- and six-lane roads, ride two abreast and occupy the entire right lane.**
- **Use designated shoulders or bike lanes when available**
- **Do not move up between a car and the curb at red lights and stops signs. WAIT YOUR TURN AT STOP SIGNS AND RED LIGHTS.**
- **Use designated turn lanes.**
- **Use these hand signals:**



Left turn - left arm straight out from shoulder; Right turn - left arm straight out from shoulder with forearm and hand up at a 90-degree angle; Stop - left arm straight out from shoulder with forearm and hand down at a 90-degree angle.

- **Assume drivers do not see you.**
- **Watch for occupants when passing parked cars to avoid running into a suddenly opened door or a car pulling out into traffic.**
- **Pass other cyclists and pedestrians on the left only.**
- **Call out loudly "On Your Left" before passing other cyclists or pedestrians.**
- **Call out "stopping" when slowing or stopping.**
- **Call out and point to road hazards such as potholes, large cracks, loose gravel, broken glass, etc.**
- **On narrow roads, call out "Car Up" when there is an oncoming vehicle and "Car Back" when one is approaching from behind. Call out "Car Left" or "Car Right" if a vehicle is approaching at an intersection or entering the roadway from a driveway or alley.**
- **Stay focused on your riding and watch of for each other.**

FUNDRAISING

"Service is the rent we pay for living."

--Marian Wright Edelman

For most people, there are two great challenges to Lone Star Ride Fighting AIDS:

- *Can I ride that far?*
- *Can I raise all that money?*

Yes you can! Our answer is based on experience. Many people come to Lone Star Ride having never participated in an endurance event before. With all the help and support we give you – you will make it, we'll make sure of it! In fact our **average amount of pledges per rider is close to \$2,000!**

Get started early!

The most important thing to do is begin as soon as possible, giving you plenty of time to raise minimums and then exceed them!

Remember dollars pledged to you go directly to our beneficiaries!

Help is on the way!

We help you every step of the way and have many proven strategies to make you as successful as a fundraiser as you are on the bike. Contact [Chance Browning](#) and we'll get you the guidance you need!

Party Time!

One of our most successful fundraising ideas is for you to throw a party – dinner party, cocktail party, pool party or even a happy hour at a local spot which offers free food is a good idea. When you invite your guests, make sure they know up front that the party is a fundraiser for your ride and give them a suggested donation level (such as \$25 minimum). Need help? You invite the folks and we will come along and make "the ask"!

FUNDRAISING BASICS

1. Be Positive! This is important to you and it will be important to your friends and family, so believe in your ability to do this.
2. AIM HIGH! Don't limit yourself to the minimum fundraising obligation. If you ask for more, you will raise more. Set your goal to \$1000 or more.
3. Ask Everyone! Let your contacts decide for themselves whether to give. Don't deny them the chance by leaving them out.
4. Say Thank You! Be sure to let your donors know how much you appreciate them and how important their support is.
5. Ask For Help! If you are having trouble getting started, contact Chance Browning and together we will figure out what resources you need.

YOUR PERSONAL WEB PAGE

We are excited to offer personal fundraising web pages through our web site vendor, Kintera. Be sure to log in to your HQ and take advantage of your site's great features. With Kintera you can:

1. Customize your fundraising page so that it tells YOUR story.
2. Include up to two pictures.
3. Set your fundraising goal and track your progress.
4. Upload your contacts and send out e-mails that automatically include the link to your web page.
5. Track which contacts have looked at your site and which ones have made a donation.
6. Follow-up with reminder and thank you emails.
7. Please contact [Chance Browning](#) if you need any help using the site.

More Fundraising Tips

An initial call to action for your contacts/base.

- Think of this as a marketing/advertising campaign.
- Inform them of the project.
- Personalize it for them, why are you participating? Why should it be important to them too?
- Use statistics/info relevant to this project/fundraiser and to the individuals you are contacting.
- Make them aware of the local beneficiaries and the amount we have been able to donate in the past.

Segment your contacts and tailor your approach to each group.

- This may be based upon income level, relation, geographic location, etc.
- Personalize how you contact each group. Some may require phone calls, in-person visits, emails, or social networking.

Keep your base informed on your progress

- People are deadline oriented and tend to deliver last minute.
- Create a calendar of events and schedule how often you will send updates. This will help you to not become overwhelmed and also help you to not inundate others with excessive info.

Social Networking:

- Establish a following via Social Networking sites such as Facebook, Twitter, etc.
- This is a great way to keep everyone up to speed with your progress.
- Note: Be careful not to bombard your base with too much information or too many updates. If they get to the point where they aren't reading your emails and hiding you from their newsfeed, then the tool is no longer effective.

Alternate Fundraising Options:

- Some may not be able to deliver in the monetary form, but may be able to offer you services or products that you can raffle.
- Adding an incentive to someone donating, raises the stakes for the individual and makes them inclined to donate more than they might normally.
- With a little light research, you can find a multitude of options. Anything from throwing a party to raffling products/services, to Pampered Chef Parties.
- LSR offers multiple fundraising opportunities. Watch your email for details to come.

Word of Warning:

- Keep in mind the emails that you delete without even opening, the updates on Facebook that you have hidden from your newsfeed, those individuals/groups that you, yourself have blocked and proceed with your approach accordingly. If you find something annoying/are troubled by it, as a general rule, most others will be too.

- **Never presume:** Some of my largest donations have come from the most unsuspecting individuals.

- **Small Details Make a Big Difference:** Something as simple as a handwritten thank you note can make a huge impact, especially in the electronic age that we find ourselves.

- **Set A Schedule and Stick to It:** Create a fundraising schedule for the year(months,) so that you aren't overwhelmed by the task.

- Create a basic template that can be personalized for each individual/group/email.

WHAT TO BRING TO THE RIDE

All of your gear - including your sleeping bag and bedding (pillow, air mattress or camping pad) must be contained in a single bag that does not weigh more than 35 pounds. Everything must be packed inside or securely fastened to your gear bag. Pack light and pack efficiently. A large backpack or nylon or canvas duffel bag will probably meet your needs much better than a suitcase. We suggest that you pack your clothes and sleeping bag in plastic in case of rain. Gallon size (or larger) zip bags are great for packing a single change of clothes and make it easy to carry your belongings to the shower. Be sure to mark all your belongings and **put a luggage tag on your bag.**

CLOTHING

We suggest you choose clothing that can be easily layered. Texas weather changes from one extreme to another during the course of a day or overnight.

- ✓ T-Shirts
- ✓ Wind-breaker-type jacket
- ✓ Rain poncho or several plastic trash bags for rain protection (strongly recommended)
- ✓ Riding gear, including cycling shoes, socks, gloves, shorts and jerseys; arm and leg covers in case it gets cold; sweatbands or do-rags to keep the sweat out of your eyeballs
- ✓ Regular shorts or jeans for camp
- ✓ Underwear
- ✓ Sweat pants or tights
- ✓ Boots or sneakers
- ✓ Sleep-wear

FIRST-AID

- ✓ All your prescription medications
- ✓ Anti-blister aids
- ✓ "Butt balm" or anti chafing ointment (women should not use petroleum based products)
- ✓ Antacids
- ✓ Aspirin
- ✓ Bandages
- ✓ Lip balm
- ✓ Insect repellent (mosquito spray!)
- ✓ Gauze and tape
- ✓ Sanitary protection
- ✓ Disposable plastic bags

CAMP GEAR (for tent campers)

- ✓ Towel Sun-block
- ✓ Sleeping bag
- ✓ Several 8' x 8' sheets of plastic for under your tent
- ✓ Flashlight and extra flashlight batteries
- ✓ Roll or pad for your tent floor
- ✓ Pillow
- ✓ Pack-towel or "chamois towel"
- ✓ Washcloth
- ✓ Alarm clock (battery operated) – There is no wake-up service available on Lone Star Ride.

TOILETRIES

- ✓ If you use it at home, bring it with you. Shaving is not required on the Lone Star Ride but we bet the other participants will really appreciate it if you remember to bring (and use) your toothbrush!

OTHER IMPORTANT ITEMS

- ✓ Sunglasses
- ✓ Earplugs
- ✓ Camera and Extra Film
- ✓ Watch
- ✓ Journal and Pens or Pencils
- ✓ Identification
- ✓ Money and/or Credit Cards (You may need to buy something to repair your bike. We will have bike technicians on the ride who will not charge for repairs but the cost of supplies is your responsibility.)
- ✓ Cell phone – you may bring a cell phone but phones are NOT to be used while riding.

CYCLING EQUIPMENT

- ✓ Your bicycle – in good working order. We suggest you have it checked out at a local bike shop prior to the Ride. Make certain the brakes and gears are working properly and your seat is at the appropriate level for your height.
- ✓ Your helmet - all riders must wear an ANSI, Snell, CPSC or ASTM approved helmet (properly positioned and fastened) at all times during the Ride.
- ✓ Spare tubes (several)
- ✓ Tire irons
- ✓ Patch kit
- ✓ 2 large water bottles for sports drink or a CamelBak or similar device for carrying water
- ✓ Tire pump
- ✓ Small wrenches
- ✓ A fanny pack or a seat or handlebar bag

Although bike technicians will be on the ride with us, don't depend on them to have the replacement tube you need. Be sure to carry several spares. The technicians will be able to repair most problems. There is no charge for their services but you will have to pay for supplies.

"The ultimate measure of an individual is not where one stands in moments of comfort, but where one stands at times of challenge and controversy."

--Martin Luther King Jr.



***DATES, TIMES AND VENUES SUBJECT TO CHANGE
CHECK WEBSITE FOR BEST INFO***

May	June	July	August	September
Saturday 8 – Rider Orientation and Fundraising 101	Saturday 12 – Crew Supported Training Ride	Saturday 10 – Rider Orientation and Fundraising 101	Thursday 12 – Rider Orientation and Fundraising 101	Thursday 23 – Fort Worth Check-In
Sunday 16 – Lone Star Ride 2010 Kick-Off Party	Thursday 17 – Rider Orientation and Fundraising 101	Saturday 17 – Crew Supported Training Ride	Saturday/Sunday 21 & 22 – Back-to- Back Crew Supported Training Ride	Friday 24 – Dallas Check-In and Pasta Dinner
Saturday 22 – Crew Supported Training Ride		Friday 23 – Casino Night Fundraiser		Saturday/Sunday 24 & 25 - 10TH ANNIVERSARY LONE STAR RIDE FIGHTING AIDS!