

CAWES... that's how we roll

2009 Notes:

For 2009, the ladies of CAWES, Inc. are registered under USA Cycling as:

**Team CycleLife
powered by
Specialized.**

Race Highlights:

Farmersville Road Race
1st and 2nd place

Rockburn Mountain
Bike Race – 3rd place

Jefferson Cup Road Race
2nd place

Upcoming Races:

4/5 - Walkersville Road Race
Walkersville, MD

4/6 - Tysons Corner Crit
Fairfax, VA

4/19 - Carl Dolan Classic
Columbia, MD

4/25 - Tour de Ephrata
Ephrata, PA

4/25-5/3 – Speedweek
GA & SC

4/29-5/3 – Tour de Gila
Silver City, NM

CAWES, Inc. is a non-profit organization committed to promoting and encouraging the participation and development of women in the sport of cycling, both competitive and recreational.



Welcome 2009 sponsors

CAWES is excited to welcome three new sponsors for 2009. Our new co-title sponsor, **Specialized Bikes**, is a worldwide distributor and marketer of road bikes, road bike components, glasses, helmets, and other bike accessories. We loved the Specialized products before, but now we're honored to be ambassadors for the company.

Our second newest sponsor for 2009 is **CeraSport**, the producer of a new generation

hydration and performance drink. The EX1 product has quickly become a team favorite for any training ride or race over 2 hours.

CAWES also welcomes **Derma-Tect, Inc.**, the distributor of **CrotchGuard**, a skin-care oil designed specifically for cyclists to reduce friction and relieve chafing irritations. Less chafing makes for happier cyclists and we are psyched to spread the word about this amazing product.



With the return of our 2008 sponsors, **CycleLife USA**, **Teaism**, and **Cycle Technologies**, the ladies of CAWES are excited to begin the 2009 race season, recruit more women into the sport, and share our passion and love for cycling.

Thank you for your support.

Winner winner, chicken dinner

The road race season started on March 14th for riders **Sara Zeigler ("Zig")** and **Christina Briseno ("Chicken")** who traveled up to Lancaster, Pennsylvania for the Farmersville Road Race. Given the short distance of the race (37km), the ladies decided to test out their time trialing efforts. Chicken attacked on the second of 7 laps and found herself rolling solo for the remaining 5 laps. Her solo ride was not without incident. Coming into the final stretch of her race, Chicken rode up on a pile-up in the 4/5 mens field. Two bikes hooked handlebars and one rider decided to keep riding with the second bike still

attached. The rider who lost his bike decided to chase on foot; alas, biking cleats aren't designed for running. Chicken was not sure she could maneuver around a moving, unstable target, so she locked the brakes and did an impressive wheelie turned track-stand until the road cleared. The race promoter riding in the vehicle behind Chicken noted that it was some of the most impressive bike handling skills he had ever seen. His comment: "I thought for sure you were going to go down." Meanwhile, teammate Zig took her chance to attack on lap 3 and was also riding solo for the second place finish until she was forced to stop and unclip due to a tractor



trailer suddenly blocking the race course. While waiting for the road guard to wrap up his conversation with the truck driver (we don't make this stuff up!) Zig was caught by another rider. The two paced into the final lap, where Zig, used her frustration with the tractor trailer to take the final sprint for a well-deserved second place finish. Contrary to the title, Chicken and Zig stopped for meatball subs afterward.



Will ride for Salty-Oat cookies !”

I am a business owner. I am a mother. I am a friend. I am a role model. I am a speed skater. I am a cyclist. I am a sponsor.

Michelle Brown is the co-owner of a collection of Asian-inspired teahouses in the metropolitan D.C. area. The first teahouse opened in June 1996 in Dupont Circle. With its opening, Michelle and business partner Linda Neumann had a desire to share their discovery of the richness and complexity of the tea leaf. Their joint effort produced four establishments offering 50 different teas to choose from. Each

establishment provides its own character as reflected in the Washington Post Dining Guide: “the nicely sleek little dining rooms, wrought from warm wood and stone floors, offer a serene and health-conscious alternative to golden arches and corporate coffeehouses.” In addition to a fine selection of loose-leaf tea, they also offer a fantastic selection of Asian-style bento boxes. Teaism’s biggest draw for the ladies who ride (that’s



I AM SPECIALIZED

us!) is the always-yummy Salty-Oat cookie. Pure goodness in a ziplock for those long rides in West Virginia. Or those short walks from the office.

Garmin = Good Customer Service

While it may seem like an oxymoron, good customer service does actually exist. In the past, I thought it was simply an urban myth, an old wives’ tale ... but this week Garmin proved otherwise.

The story begins on a sunny March Friday, when Chicken and PlainJane ditched work early to get in some last minute training before race season. Arriving in Lost River, W.Va. all was well – there was sunshine, clean air, and enough daylight to squeeze in a 2.5 hour ride. West Virginia offers some beautiful climbs and hours of riding without stoplights

or traffic. The scenery is breathtaking, and so are the roads—especially if you hit a pothole, or two, or twelve. *It happens.* Lets not mention the gravel roads you’ll find if you veer off course in *wild and wonderful West Virginia.*

About 30 minutes from the end of the ride, PlainJane noticed that her trusty Garmin Edge was no longer showing cadence. Time and mileage still worked so she assumed user error. After returning to their cabin in the Lost River State Park, she realized that the fantastic roads had shaken the battery cover and battery out of her

speed and cadence sensor. After an unsuccessful search for replacement parts, PlainJane was resigned to having to buy a new sensor. In a last effort, she sent a quick email to Garmin customer service asking for help. Within 12 hours, she received a reply that said, in part, “*I will be mailing you a new battery cover today. Please let me know if I can assist you further.*”

Now that’s customer service. **Thank you, Garmin.** Here’s hoping that other companies take a lesson on what customer service really means.



Blogs to Bookmark:
www.team-cyclelife.com
<http://velochicken.blogspot.com/>
<http://plain-jane-ramblings.blogspot.com>
<http://girloffroad.blogspot.com/>
<http://www.gamjams.net/>

