

Scholars Inn Bakehouse Cycling

Scholars Inn Bakehouse Cycling Program 2012 Report and Summary September 23, 2012



Bloomington Hospital



Summary

The Scholars Inn Bakehouse Cycling program achieved significant results in its second year despite not competing in as many events¹ as 2011. This was anticipated as we focused on increasing membership in the entry level categories.

Strategically, we supported grass roots participation of young, local cyclists (i.e., Little 500) that will provide a feeder pool for future sustainability, although somewhat transient. This year, the Scholars Inn Bakehouse cycling program grew to 60 cyclists. We did lose a few top riders from the 2011 squad to rival teams or to attrition. RJ Stuart, a 2011 standout and recent Little 500 winner left to race for *Texas Roadhouse*. Kevin Depasse, a Cutter left to race with *Nuvo Bissell (Indianapolis)*, a top regional program.



Results to Date	First Place	Second Place	Third Place	Tenth Place	Top 5	Top 10	Field Finish	Did Not Finish
205	19	12	25	5	72	106	88	10
	9.3%	6%	12%	2%	35%	52%	43%	5%

Scott Catanzaro also was picked up by *Nuvo*. In 2013, we will lose Graham Dewart to *Nuvo* as well. Additionally, in our elite ranks, Chris West suffered a season-ending injury sustained in an accident while on the bike. Sasha Land, Aaron Pilling and Ryan Preske moved away from Bloomington, Ryan Shanahan added a new member to his family and took most of the year off and Jon Atwell primarily raced for pro team United Healthcare in Atlanta. Despite this, the Scholars Inn Bakehouse cyclists won 19 events, 9% of all events entered, including; St Louis' Gateway Cup, Winona Lake, Hyde Park Blast and Long Run Park races. We placed in the top 5 in 35% of our races and in the top ten 52%.

2013 View and Focus

We will continue to develop the Scholars Inn Bakehouse team brand of maximizing high performance cycling in Bloomington and the region by nurturing disciplined, entry level racers while providing a core program for mid-level to upper-level racers and masters. Our focus will be on the creation and development of a Bloomington-based sustainable elite program in 2013 and beyond through collaboration, partnerships and fostering relationships.

¹ We participated in a similar number of races, we had smaller numbers of cyclists in each race this year

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Sponsorship and Support



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Our sponsors provided us with the investment necessary to sustain our program by helping to mitigate some of the expenses of racing. In 2012 we had an operating budget of \$27K with about \$5K from dues and membership. The Scholars Inn Bakehouse was the team's title sponsor, now in its second year. Our uniform (kit) expenses alone were over \$20K. While much of this is borne by the riders (purchased at cost), the team is required to pay ½ of this expense early in the season. In general, the team operates on a balanced budget and spends its funding on races or racers. We used a tiered system in 2012 that provided each member, regardless of category, a branded racing jersey. For our elite men and women, however, the team paid for a large percentage of their race entry fees as well as providing full kits that included jackets, gloves, bib shorts, hats, etc. *See 2013 estimated budget attached.*

USACycling and Scholars Inn Bakehouse performance

The Scholars Inn Cycling Program is a member in good standing with USACycling® (member # 7606), the governing body of competitive cycling in the United States. 52 members of the Scholars Inn cycling program are also members of USACycling. USACycling ranks racers in several disciplines based on performance throughout the year.

Discipline	Ranking	Name	Discipline	Ranking	Name
Cat 1 Men's RR	3	Jon Atwell	Cat 5 Men's Crit	6	Nick Torrance
	16	Graham Dewart		16	Lyle Feigenbaum
Cat 2 Men's RR	30	Neal Broshears		17	Ian Shoup
	40	Thomas Walsh		30	Joe Dempsey
Cat 3 Men's RR	13	Turner Duncan		43	Cameron Johns
	27	Paul Smith	Cat 2 35+	8	Fred Rose
	36	Gary Palmer	Cat 2 45+	3	Fred Rose
Cat 4 Men's RR	19	Austin Venhuizen	Cat 5 35+	9	Lyle Feigenbaum
	49	Brian Depasse	Cat 3 45+	7	Gary Palmer
Cat 5 Men's RR	30	Ian Shoup	Cat 3 50+	6	Gary Palmer
	38	Nick Torrance		17	Tom Saccone

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			Cat 3 55+	1	Gary Palmer
Cat 1 Men's Crit	9	Jon Atwell			
	11	Graham Dewart	Cat 3 W Crit	6	Emma Caughlin
Cat 2 Men's Crit	18	Neal Broshears		9	Liz Cobb
	22	Fred Rose		12	Lanie Deppe
	23	Thomas Walsh		14	Emily Palmer
	29	Chris West		15	Lauren Gowdy
Cat 3 Men's Crit	9	Paul Smith	Cat 4 W Crit	17	Ashton Dehahn
	33	Gary Palmer		20	Kristin Coleman
	34	Phil Sojka	Cat 3 W RR	4	Emily Palmer
Cat 4 Men's Crit	1	Tyler Lucas		8	Emma Caughlin
	18	Brian Depasse			
	26	Brendan Wise			

In 2012, our several members of our program were well placed and a few upgraded to the next higher category. Upgrades included Mark Powell from Cat 5 to Cat 3 and Thomas Walsh from Cat 3 to Cat 2.

Notable victories include:

Race Date	Race Name	Rider	Race Cat.	Place
02/26/2012	Lindsey Wilson Crit	Turner Duncan	C	1st
02/25/2012	Lindsey Wilson Road Race	Turner Duncan	C	1st
06/30/2012	Hyde Park Blast Crit	Jacob Read	5	1st
05/20/2012	Winona Lake Criterium	Gary Palmer	55+	1st
03/03/2012	Mizzou RR	Jacob Read	C	1st
07/28/2012	Jude Clark Criterium	Lanie Deppe	4	1st
08/18/2012	Fountain Square Grand Prix Crit	Mark Powell	5	1st
03/17/2012	Long Run Park Circuit Race	Gary Palmer	50+	1st
02/25/2012	Lindsey Wilson TTT	Austin Venhuizen	C	1st
09/02/2012	Giro della Montagna Crit - Gateway Cup	Mark Powell	4/5	1st
08/31/2012	Tour de Lafayette Crit - Gateway Cup	Mark Powell	4	1st
08/31/2012	Tour de Lafayette Crit - Gateway Cup	Mark Powell	4/5	1st
05/26/2012	Fort 4 Fitness Twilight Crit	Thomas Walsh	3/4	1st
03/17/2012	Lindenwood RR	Turner Duncan	4/5	1st
05/26/2012	Fort 4 Fitness Twilight Crit	Kristen Coleman	4	1st
03/18/2012	Lindenwood Crit	Turner Duncan	4/5	1st
09/01/2012	Tour de Francis Park Crit - Gateway Cup	Mark Powell	4/5	1st

The Bloomington Criterium and the Tour of Bloomington

Part of our commitment to competitive cycling in the region and in Bloomington is to host a criterium on the streets of downtown Bloomington each summer. This year's event was held on Saturday, June 23rd. The main event featured a series of races that took place on a closed course, showcasing the downtown area. Starting on E Kirkwood and traveling east to Dunn, left on 7th, left on Grant, right on 6th, left on Lincoln, and left on Kirkwood to the finish, this 7/10 of a mile course kept spectators engaged and racers excited about the venue. Scholars Inn



(through entry fees) donated over \$800 to the Tom Morris fund and another \$500 (through TrueSport) to the Bloomington Boys and Girls Club.

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This year, we attempted to add a time trial and a road race to make the event a three day weekend, hoping to bring racers and their families to Bloomington for more than a day, but the logistics and expense were obstacles. We did, however, host a recreational tour that started at *A Summer House* on the Saturday morning of the criterium. Over 20 cyclists came and rode with team leaders from the team on either a 20 mile or a 30 mile ride. Each stopped at the new Noshery on route 446 for a complementary lunch. 2013 plans do include a re-visiting of these events to determine viability.

BloomingCross

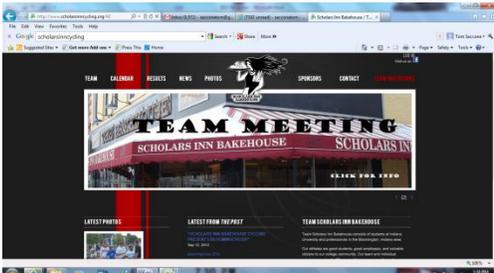
On August 15, we (Scholars Inn Cycling) have been asked by Don Galligher at Revolution Bike and Bean to take over his cyclocross event. His rationale is that we have the resources (people and funds) to make this event successful. We agreed. The event is an all day affair during the beginning of the road racing 'off season.' Several of our members race cyclocross, some very successfully for other teams in the offseason. We are looking forward to the event (not yet complete at this writing) and planning on making it an annual event if we are able and if it helps us grow the sport in our region.

Training Events

We host (generally open to the entire Bloomington cycling community) a series of training rides all year long. On Wednesdays, the Scholars Inn program supports the logistics of a well-attended series of rides that start from the Sample Gates at 6:00pm. These have been dubbed the "Wednesday Worlds" and serve as a focal point for weekly training rides. Often, 30-50 and above racers will come to these rides. The Scholars Inn program (through our Ride Coordinators) suggests routes and provides on-line maps for each week. Occasionally, small prizes are offered for performance at certain events. These are some of the hardest training rides in the region and are often well attended and provide a gauge of performance for many cyclists. In addition to this, we host morning rides, starting at the downtown Scholars Inn Bakehouse each Saturday and Sunday all year long. These rides are open to the public, but serve as opportunities for the team to ride together each week (if they're not racing). Each route is planned and mapped and emailed to the team the week of the ride.

Start	Category	Age	Length	Prize
9:30 am	Men Masters Cat 4	35+	30 min	March
9:30 am	Men Masters Cat 4	45+	30 min	March
10:15 am	Single Speed		30 min	March
10:15 am	Women Cat 4		30 min	March
10:15 am	Women Cat 4		30 min	March
10:15 am	Junior Girls 15-18	15-18	30 min	March
11:00 am	Junior Boys 10-12	10-12	25 min	March
11:00 am	Junior Boys 13-14	13-14	25 min	March
11:00 am	Junior Girls 10-12	10-12	25 min	March
11:00 am	Junior Girls 13-14	13-14	25 min	March
11:45 am	Men Cat 4		30 min	March
11:45 am	Junior Boys 15-18	15-18	30 min	March
12:15 pm	Kids Junior	Open	10 min	Ribbon
12:15 pm	Men Masters 35+ Cat 3	35+	40 min	March
12:15 pm	Men Masters 35+ Cat 2,3	45+	40 min	March
1:45 pm	Men Cat 3		40 min	March
1:45 pm	Men F 19-20 Cat 3	1-19	40 min	March
1:45 pm	Women Cat 3		40 min	March
1:45 pm	Women 25+ Cat 3	25+	40 min	March
1:45 pm	Women Elite Cat 3		40 min	March
1:45 pm	Women U19 Elite Girls	1-19	40 min	March
2:45 pm	Elite Men 25+	25+	60 min	\$1,100
2:45 pm	Elite Men 35+	35+	60 min	March
2:45 pm	Elite Men 45+	45+	60 min	March
3:50 pm	Little 500 Bikas Men		30 min	March
3:50 pm	Little 500 Bikas Women		30 min	March

Scholars Inn Bakehouse Cycling PO Box 8121 Bloomington, Indiana 47407



www.Scholarsinncycling.org

Our website and Facebook are one of our greatest strengths and communicate the message and brand of the team to the community. Schedules are posted, rides are listed, results are compiled, the team roster is highlighted and we publish event reports and stories. These blogs are picked up and linked to www.bloomingtonvelonews.com a local online source for cycling related news in town.

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2013 Estimated Budget

Income	\$ 30,450
Sponsorship	\$ 16,500
Membership	\$ 5,400
Events	\$ 8,550
Expense	\$ 29,469
OpEx	\$ 500
Events	\$ 8,859
Misc	\$ 300
Team Kits, Races	\$ 19,810
Balance	\$ 981