

Spirit Connection

May 2009

Team Picnic Set: Sunday, May 31st

Always a favorite time to enjoy great barbeque chicken! But also an opportunity to meet team mates while relaxed and not on the bike. Not only is this good for the whole family but it is the time to pick up your jersey. Put this date on your schedule now.

Hospitality is courtesy of Jim and Jill Crissman and the picnic location is just north of town past city forest off Eastman Road at 2887 Oakhaven Court.



Jim Crissman at
the grill 2008



Get your 2009
Jersey at the
picnic

Official Team Jerseys

They're vibrant! They're colorful! And, of course, unique. Pick up your 2009 jersey at the team picnic May 30th. As in the past, we'll maximize our impact for MS and defray the cost of these custom jerseys by asking riders for a \$20 copay.

Marie Thurlow models our new, AEGIS treated, bike jerseys



June Ride: Making Plans and Preparations

There are many benefits to being a part of the Dow TCC MS150 team. For the June 13-14 ride, we've made the following arrangements which will make your ride enjoyable:

- **PRE-RIDE DINNER**

The Haworth Inn, Holland
6:00-8:30pm

How about some great dining while you carbo load for the ride? The food is excellent and features pasta. Of course, the company is superb and the location is unbeatable since it is just across from the dorms.

The dinner is all you can eat and includes beverage, gratuity, and dessert for only \$20. You'll be able to designate your plans to attend on the TCC website, and you can prepay on the website or wait and pay at the door.

- **ON-SITE PACKET PICKUP**

Your on-site packet pickup-registration-key pickup (if in dorms) will also be at the Haworth Inn for our team. That means you won't have to contend with the crowds at Phelps!

- **Velo Cycles and New Holland Brewery** will have discounts for team riders.

- **TEAM MASSAGE TABLE**

Peggy Ivan of Body Mechanics will again work out those sore muscles

- **TEAM TENT**

We'll have the team tent again this year with beverages and snacks



National Bike to Work Week: May 11-15

Join your coworkers May 11-15 and give bicycle commuting a try! The benefits are many including:

- Getting in some training miles.
- Improved health – regular aerobic exercise greatly reduces your risk of the most common health risks.
- Save money and time– A typical commute burns about a gallon of gas round-trip (up to \$40/month) and it doesn't take much longer.
- Environmental impact – It's clean, sustainable, renewable

For additional information, check out Midland's Bike to Work web site at <http://midlandcommute.com>.

If you work at Dow Chemical, Dow Corning, the Medical Center or other participating Midland company, be sure to report your commutes to the coordinator (For Dow, contact Ed at egrighthor@dow.com).

Fundraising

We shared fundraising ideas with you at the kickoff including "101 Fundraising Ideas". You can download a copy of this under the fundraising tab at: www.tricityms150.com

Main points were:

- Set a goal
- Set up your online fundraising/ send emails/letters
- Ask everyone you know to support your efforts by making a donation
- Make it fun, be creative

Ed shared that you may just need to get around to a few more people to meet your fundraising goals this year. People willing to sponsor are out there and you need to ask and put these tips to work for you.

Crank it up!

Now's the time to crank it up on fundraising! Starting early, updating your blog or website, and sending emails monthly helps keep others informed of your preparation and will be a reminder of opportunity to sponsor.

Essential Guide: Everything you wanted to know

We've updated this description and will have it on the website as well as will include it with emails periodically. It's a good thing to READ IT, as it has answers to many common questions, training tips, and more.

Update on the Team

- 82 registered for West Michigan
- 25 for Mid Michigan (it's still early)
- 4 Mountain Bike Ride (earlier still)

A great way to grow the team is to bring along friends, encourage those on the fence, and talk up the ride.



Buddy Program

Saturday, May 9, there will be a training ride starting at the Senior Center parking lot on Dublin Road. Be ready to ride at 10am! This ride will be approximately 15 miles at a 14-15 mph pace.

Bill Hayes will also be available to answer any questions you may have about bikes, equipment, training, etc.

Whenever possible, please RSVP to Bill so he will know if anyone will be riding.

Remember, if there is no interest or participation, the ride cannot happen! So get out there and RIDE.

WCHayes@dow.com



Jim Crissman in Colorado August 2008

VOLUNTEER OPPORTUNITIES

We need volunteer to help staff aid stations. If you'd like to help, send an email to:

Doug Todd, dk todd@dow.com or
Marie Thurlow,
mthurlow@microbeshield.com

Marketing Materials

YOU are the best way to grow the team, so tell others about why you ride and ask them to share this fantastic experience with you.

There are brochures, flyers, business cards, Tickets to Ride, Accept the Challenge discount cards (\$10 off for veteran riders), etc. to help you encourage and inform others. Contact Ed Rightor or any other Steering Team member.

Material is also available at the team and MS Society web sites.

Sponsors

A big round of applause and thanks to our team sponsors that make those team jerseys and other benefits possible;

- Dow Chemical
- Dow Automotive
- Accenture
- Tri-City Cyclists
- Aegis Environments
- Bicycle Headquarters
- Body Mechanics
- Dow Chemical Employees Credit Union
- Canale Studios
- Barnes, Chase & Davis
- Great Lakes Ice Cream



Training? A little sore? Like a bargain?

Take \$10 off your hour long massage.
60 minutes of relief and relaxation for only \$50

Call to schedule a massage today and say thank you for being a sponsor.



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