

Hoosiers Out On Tandems (HOOTs) 2017 Year End Report
October 30, 2017 - Submitted by John Calhoun & Madelyn Zalon

Event Leaders for 2017 – THANKS!

Columbus Ride to Story	Steve & Helen Kinsey
HOOTs Winter Social	Gary & Deanne Browning and John Calhoun & Madelyn Zalon
Rainbow Warrior Ride	Jeff & Ann Marie Walker
Spring Blind School Ride	Mika Baugh & John Calhoun
Race Day Rally	Nathan & Kristen Dinges
Couples Ride with Nebo Ridge	John & Julia Boyd
Madison Weekend	Bob & Charlotte Canida, Jon Wineland, Don & Chris Kirk, John Calhoun & Madelyn Zalon
Cincinnati Tandem Weekend	Jim & Betsy Chisholm
July 4th Ride	John Calhoun & Madelyn Zalon
Shipshewana Weekend	Pat & Therese Billisitz, Rick & Mary Davis, Andy & Patty Dossman, Danny Graber & Rhonda Yoder, Keith & Jane Miller, Jim & Denise Snyder, and John Calhoun & Madelyn Zalon
Flat as a Pancake Ride	Gary & Shannon York
Madison County Tour	Rick & Anna Stanley
MTR 2017 or Bust	John Calhoun & Madelyn Zalon
Fall Blind School Ride	Ron Fraley, Jason Askren, John Calhoun, and Dan & Lucy Neely (ice cream)
Harvest Time Ramble	Jay & Linda Hardcastle
Fall Finale	Jay & Linda Hardcastle
Financial Oversight	Dolly Craft

What to Expect in 2018

Although we expect most of the rides will be in the 9-county central Indiana region, we plan to host at least two events that appeal to teams from the rest of the state and beyond. We're planning to host a weekend event in New Harmony, and we're also considering Angola and Batesville where the remodeled Sherman awaits us. We plan to ride from northern Indiana to MTR in Grand Rapids, and host a "HOOTs Happy Hour" during the MTR weekend.

We will continue to recruit new ride leaders. New leaders keep the ranks full and they provide new ideas. This year, Jim & Betsy Chisholm, Gary & Shannon York, and Jeff & Ann Marie Walker hosted rides for the first time.

Since we had such a great time riding "overnight" to Dublin, Ohio, we will consider an overnight ride during 2018. This might start in the Indianapolis area, and then travel to a small town festival with an overnight, and then a return to the start on the next day.

We plan to host a family tandem ride for children to ride with their parents or grandparents. This might be part of the CIBA annual picnic or other ride.

Carmel has a free Wednesday night concert series at the Gazebo during the summer. We plan to encourage teams to attend on an informal basis.

Midwest Tandem Rally (MTR) 2019 – Rediscover Columbus

HOOTs will host MTR in 2019. Madelyn and I will be joined by Steve and Helen Kinsey as co-chairs of this event. We are very fortunate to have two additional couples on the team that have served as MTR chairs. Don & Dolly Craft will be serving as treasurers, and Kent & Anne Ellis will be handling registration. We will begin to fill other committee positions in late 2017.

2017 Ride Attendance*

The winter social was attended by about 45 people, which is about 5 less than the previous year's attendance. We hosted 16 riding events during the year, which is 5 less than in 2016.

	2017	2016	2015	2014	2013
Teams attending 1 or more rides	89	79	65	62	38
Teams attending 2 or more rides	36	43	24	21	20
Teams attending 3 or more rides	26	23	19	14	12
Teams attending 4 or more rides	16	17	12	7	6
*Attendance does not include the non-riding winter socials, MTR social, and the 2017 Hilly Hundred					

Tandem Rally at the Indiana School for the Blind and Visually Impaired

At the spring ride, we welcomed a new leader from the school in Mika Baugh, and we used a slightly different route staying on the Monon. We were assisted by Tom Hanley, Ashley Acuff, and two others from Nine 13 Sports. We enjoyed ice cream at Brics on the Monon. HOOTs member Dan Neely waited patiently at the end of the line so that he could pay, only to have a customer pay for our ice cream (\$100+). The donors, who wished to remain anonymous, was a couple in their thirties with three young children! At the fall event, Jason Askren from the school was assisted by Ron Fraley who came out of retirement to lead the ride. We are very grateful to Brics for donating the ice cream. We will probably move the fall ride to the Monday before Labor Day so that we have a bit more daylight.

We would like add additional rides of longer distance and fewer students, but we need to firm up the ride organization before proceeding.

We are hoping to utilize the website U.S Blind Tandem Cycling Connection (bicyclingblind.org) to match adult blind stokers with our captains. We will try to identify possible stokers through charitable organizations in the Indianapolis area.

Madison Tandem Weekend

The three days of beautiful weather was a nice change from our first two years. The event was headquartered at the Riverboat Inn overlooking the Ohio River. The hotel staff was very accommodating and the hotel patio allowed for a continuous happy hour when we weren't riding. Bob and Charlotte Canida with Jon Wineland provided local support for the event. Everyone seemed to have a good time, but attendance has dropped; 31 teams in 2015, 25 teams in 2016, and 22 teams in 2017. If we continue this event in 2018, it may be in September instead of the weekend after Memorial Day. We may be losing teams to the Horsey Hundred which is held in Georgetown, KY on Memorial Day Weekend.

Shipshewana Weekend

Twenty four tandem teams enjoyed the hospitality provided by the Amish in the small northern town of Shipshewana. Madelyn and I were overwhelmed with the local support from six tandem teams, and we will definitely be returning. People enjoyed the Amish feast on Saturday night, but the lack of vegan / vegetarian food will cause us to check other options. Sunday's ride was scenic on the longer routes, but was somewhat lacking for the shorter rides. One captain described the roads as "a road apple slalom!" A new route going directly north from Shipshewana was scouted and will replace the old Sunday route. Saturday's route was well received, but we'll make some tweaks to the Michigan loop. Shipshewana would make a great MTR location for 2025.

Tandem Weekend with the Cincinnati Cycling Club (CCC)

HOOTs members Jim and Betsy Chisholm hosted a weekend event on June 24 & 25 in Cincinnati. We explored the hills, trails, and residential areas around the north east side of Cincinnati. The Chisholm hosted a very enjoyable dessert social at their home on Saturday night.

Tour de Carmel

The Tour de Carmel was discontinued. We will be looking for other options for a family oriented ride.

Couples Rides

Julia and John Boyd, along with Team Nebo Ridge, hosted the first ever HOOTs Couples Ride. We invited couples to join us on their single bikes, while we rode our tandems. The ride attracted three single riders (one couple), a new tandem team, and two teams that had not attended a HOOTs event in at least four years. Although the event was advertised in the Team Nebo Ridge newsletter, there wasn't much participation by their members.

We invited couples to attend in the hope that they might consider riding a tandem in the future. One concern is that women riding their single bikes won't be able to maintain the pace or distance of the tandems. In the future we may selectively invite couples to participate in certain events.

Midwest Tandem Rally 2017 – Dublin, OH

We had a great Indiana turnout for the 42th Midwest Tandem Rally with 35 teams from Indiana attending. Only Ohio had more teams, and on a per capita basis, we even beat them! HOOTs hosted a happy hour at BJ's Restaurant and Brewhouse with about 35 people attending.

We had seven tandems and one single ride from Indianapolis to Dublin (180 miles) over two days. Despite ugly headwinds, some teams felt that this ride was the highlight of the weekend. Plans are underway for a two-day ride starting in northern Indiana to MTR at Grand Rapids.

www.TandemHoots.org

Due to a doubling of the price at NING.com, we moved the website to a more traditional web server; GoDaddy.com. Bulk email service is now provided by MailChimp.com and the slide show is on Google Slides. We integrated the Facebook page into the website, and gave individuals "editor" privileges. We have a policy posted on the website explaining how we use these "social Media." Because we were able to use a promotional offer, we were able to get three years of service, plus the domain name "www.mtr2019.org" for \$180. The GoDaddy account could handle other CIBA websites such as the Hilly Hundred & the N.I.T.E. Ride, which would reduce the future cost to HOOTs.

HOOTs Post Cards

We purchased 500 post cards at a cost of \$56 for promotional use. They were distributed at bicycle shops in Indianapolis and Fort Wayne. They were also available at the N.I.T.E Ride, the Hilly Hundred, and the Midwest Tandem Rally.





Hoosiers Out On Tandems
Part of the
Central Indiana Bicycling Association

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HOOTs has been promoting the fitness and social aspects of tandem riding for over 20 years. We are a very active group, hosting about a dozen events each year. Most of our events are in central Indiana, but we've recently hosted rallies in Auburn, Batesville, Lafayette, and Madison. We are especially proud of our rides with the students at the Indiana School for the Blind. Our group is well represented at tandem rallies around the country, and we've hosted the Midwest Tandem Rally six times. For more information see our website address above.

Marketing

Attendance at recent Midwest Tandem Rallies has been declining, and the need to reach new tandem teams is more important than ever. There are just too many tandem teams, both serious and casual riders, who are not familiar with our club.

The new post cards were distributed to shops that sell tandems in Indianapolis and Fort Wayne.

We had a table at the N.I.T.E. Ride, but we had very little traffic due to the distance from the Indy Crit course.

We had a table at the Hilly, and spoke with about a dozen couples during the weekend. We hosted a tandem group on Saturday morning at the Hilly, but we didn't attract any new teams. We enjoyed "working" the Hilly and we plan to continue hosting the table and the Saturday ride.

We contacted the two major tandem manufacturers, Co-motion and Santana, to see if we could make it easier for a new tandem owners to connect with their local club. Santana did not respond, and Co-motion had privacy concerns.

HOOTs Nametags

We purchased mailing labels to affix to the existing nametags. This allows us to create computer printed nametags for new members. We discovered that these printed labels were not waterproof;

we now coat them with finger nail polish. Font size was increased to 28B for the first name and 18 for the last name.

HOOTs Membership

We will continue to require that members be dues-paying members of an Indiana bicycling club. There are currently 25 such clubs in Indiana, including the state-wide Bicycle Indiana. A team not belonging to one of these clubs may join by paying \$10 for the calendar year. Should a HOOTs member who is not a CIBA member lead a ride, it will be sanctioned by the qualifying Indiana based club. The host club's insurance and waivers will apply.

Finances

Dolly Craft continues to serve as HOOTs treasurer, keeping an eye on our expenditures. HOOTs received \$500 from CIBA to support activities in the 9-county central Indiana area. CIBA also pledged \$200 to pay for ice cream at the Blind School ride, but we've been able to get other sponsors, so this money was not used. We started the fiscal year with a bank balance of \$9,309 and we currently have \$9,361.

We were unsuccessful in lobbying the CIBA Ride Pillar to change the reimbursement policy for club rides.