Annual Report: 2010 in Review

Plus: IMBA-SORBA’s regional summit, Dave Wiens in Washington and more!
moments ago, all that existed was the sound of wheels turning on dirt, but as the nemesis rock nears, the music of the tires slows. “Today is the day,” I decide, turning the bars to meet the craggy adversary. Flying through the air gives way to a sudden realization: Today is most definitely not the day. Sprawled clumsily across the rock, I’m reminded of how much is left to master.

Whether we’ve been riding since the dawn of mountain biking or for a matter of weeks, we all wind up in the same place: completely focused on the obstacle ahead, unable to maintain our precious forward momentum. Featherweight components and miraculous suspension platforms can’t get you over the rock — only you can. Our sport has been about embracing challenge, and the dabes, dismounts and diggers that come with it, from the moment that someone pointed a fat-tired cruiser into the woods.

Mountain bike advocacy is filled with its own share of successes, stumbles and big scary rocks. The fast-paced growth of advocacy groups over the past two decades produced incredible success. But, even while the largely volunteer-led groups in the IMBA network are accomplishing more than ever, many of our most valuable club leaders are burning out or growing frustrated with their limited resources. Obstacles like conducting membership drives and putting together club bylaws have knocked many a leader to the dirt.

IMBA decided that, rather than just telling ourselves to pedal harder, a different angle of attack was needed. Today, the chapter program provides resources like membership management, insurance and marketing tools. It’s all about progression.

Riders also lock eyes with the rock whenever an access battle threatens to close a trail. We recently lost some prime riding opportunities in Montana, but we’ve dusted ourselves off, and — with the Public Lands Initiative — taken on dozens of new campaigns, with the benefit of improved tactics. IMBA continues to maintain and renew important partnerships with federal agencies like the National Park Service and U.S. Forest Service, while empowering local groups to effect change on their home fronts.

Since IMBA’s inception, we’ve made it our mission to demystify the art and science behind amazing trails. Over time, the sport of mountain biking has evolved to include nearly as many niches as there are mountain bikers. For each new take on mountain biking, there’s a land manger who wants to bring it to his area, or immediately looks for reasons to ban it, or just wonders what in the world an “epic cross-country flow trail” might be. It’s our job to explain these developments, and to demonstrate how to make them work. Together with local clubs, professional trail builders and supportive land managers, we’ve built everything from beginner-friendly gateway trails to experts-only gnar fests.

The big, bad rock isn’t going anywhere, but we are. This issue of the ITN isn’t just about looking at the issues ahead, but about the value of learning from the past and taking the time to appreciate IMBA’s passionate and hardworking staff. Above all else, we salute the riders and volunteers who turn their handlebars toward new challenges every day, and leave behind a string of successes in their dust.

— Kristin Butcher

ABOUT THE AUTHOR

Kristin Butcher (AKA “The Butcher”) contributes regularly to IMBA Trail News, and to a host of other publications. She is an alumnae of the Subaru/IMBA Trail Care Crew program.
IMBA creates, enhances and preserves great trail experiences for mountain bikers worldwide.

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DAVE WIENS BRINGS PLI MESSAGE TO ELECTED OFFICIALS

Trail advocate and former pro mountain biker Dave Wiens joined Ashley Korenblat, director of IMBA’s Public Lands Initiative (PLI), at the National Bike Summit in Washington, DC, in early March. Swapping their bike clothes for more formal attire, they met with Congressional representatives, including Colorado Congressman Scott Tipton, to discuss the PLI, which focuses on coordinating IMBA’s efforts with federal land managers on both building and protecting trails.

“Our mission at the Bike Summit this year was to tell Congress about the recreation economy and all the jobs it provides,” said Korenblat. “We wanted to talk about how recreation and land protection interests can be combined in ways that strengthen local communities.”

Five years ago, Wiens started the advocacy group Gunnison Trails to work with Colorado land managers on trail projects, help maintain trails, educate citizens on responsible trail use and host several annual events. One of the organization’s current projects is a trail that would travel through a proposed Wilderness area to connect Gunnison to nearby Crested Butte.

“This proposal is kind of a test case for the PLI,” explained Wiens. “We are hoping to set precedents that will help Wilderness advocates and trail builders find mutually agreed-on solutions.”

Several weeks after the Summit, Wiens had the opportunity to meet once again with Congressman Tipton in Gunnison. “What came out of it was they [Tipton and staff] will help facilitate the continued discussion about this trail,” said Wiens. “This raises an awareness because the Congressman certainly has an interest in seeing job creation and the economic impacts of trail-based tourism and what it can do for communities.”

TRAILS BOOST ECONOMIC GROWTH IN RAPID CITY, SD

Rapid City, South Dakota, is blessed with dense forests and the highest peaks east of the Rockies. It is also blessed with residents who embrace outdoor recreation, including mountain biking, and have translated it into an economic success story.

The Hansen-Larsen Memorial Park (HLMP) has much to do with this — it’s a 300-acre oasis with 10 miles of trails for hikers, trail runners and mountain bikers. Trail development began in 2007, when the HLMP Foundation contracted the services of IMBA’s Trail Solutions and TrailArts, a trail consulting firm, to design and construct the trail system. Joey Klein, an IMBA trail specialist with 11 years of professional experience, was involved from the start.

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“Rapid City is so fortunate that the foundation grabbed this hill and mountain, along with several other properties, before it could have taken another turn,” said Klein. “We couldn’t have done the work without the support of the city and, in particular, Jerry Cole, the director of Parks and Recreation.”

Cole helped build community support for the trails, including encouraging the Black Hills Fat Tire Festival. Partnering with the IMBA-affiliated Black Hills Mountain Bike Association, Cole and the city secured a $246,000 grant. “The festival has grown 20 percent each year for the past four years, this despite the recession,” said Cole. The event attracts over 300 mountain bike racers, along with several thousand more people who enjoy non-race events and activities.

The city has secured another impressive round of funding for more trail projects. To start, there’s $1.8 million for expansion of trails and facilities at the base of HLMP; $150,000 for a connection trail through the city’s fairgrounds to an already existing 8-mile bike path; $982,000 for single-track trails in the Skyline Wilderness Park; and $250,000 for a paved bike route to be called the Sweet Creek Trail.

This is all good news to local businesses, particularly the local bike shops. “We’re in our 11th year and just moved to a new location that is near two of the trail systems,” said Tim Rangitsch, owner of ACME Bicycles. “The more trails, the better. Trails equal sales for us.”
TRAIL SOLUTIONS VENTURES FAR EAST AND DOWN UNDER

Last fall, IMBA partnered with Trek Bicycle Corporation to design and build the first purpose-built, mountain bike trail system in China. Working with indigenous hand tools, 60 local farmers carved out a 12-mile stacked loop. The trails recently hosted three weekends of racing with hundreds of racers and thousands of spectators.

IMBA Trail Solutions and Trek China staff evaluated five additional sites for the potential development of sustainable, purpose-built, mountain bike trails and bike parks. These included Huashuiwan, Shuangliu and Jingxiucheng in the Sichuan Province and Langfang and Fragrant Hills outside of Beijing.

“The potential for epic riding in China is mind-boggling. The topographic diversity, sheer beauty and immense vastness of the country could easily transform it into the mountain biking epicenter of Asia,” states Tony Boone, International Trail Specialist.

IMBA Trail Solutions staff also completed projects in Hong Kong and the Philippines this winter, strengthening its global portfolio. Riding opportunities are evolving rapidly in Malaysia, Cambodia, Thailand, Korea, Vietnam, and Taiwan.

Not only is Asia blossoming, but Australia’s Cycling Promotion Fund reported that 2010’s imports down under were close to the record level reached back in 2007, with more than 1.3 million bikes hitting shores in 2010. Trail Solutions is currently working with IMBA Australia on several projects. A four-day, Master Trail Builders Course will be held in Bundanoon, and scouting for a bike park in Hornsby is underway.

CHRIS CONROY AND DAVID ZIMBEROFF APPOINTED TO IMBA BOARD

IMBA’s board of directors has approved two new members — Colorado’s Chris Conroy and Illinois’ David Zimberoff. “I’m excited that David and Chris have joined the IMBA board,” said chairman Robert Winston. “They each bring years of advocacy and industry experience, and their skills will directly benefit our organization. They are wonderful additions to the dedicated volunteer leaders that comprise the IMBA board of directors.”

Conroy is the president and general manager of Yeti Cycles, located in Golden, Colorado. He has been active in local advocacy for the last 10 years, having served in the past as president of the Colorado Mountain Bike Association (COMBA) and has been an active voice for mountain biker’s interests with local government and land managers. Yeti Cycles has been a long-time corporate member of IMBA and has provided support to key mountain bike initiatives including the Golden Bike Park. “I am honored to be on the IMBA board and look forward to working with the directors and staff,” Conroy said.

Zimberoff is the global marketing director for SRAM, one of IMBA’s top-level sponsors, working at the company’s headquarters in Chicago, Illinois. He recently served as a board member of Chicago’s largest cycling advocacy group CBF, The Chicagoland Bicycle Federation. Having worked for SRAM for over 16 years, he’ll be a great asset to IMBA. “I’m eager to add my creative juices to the future growth of the organization,” said Zimberoff.

The appointments bring the number of IMBA’s board of directors to nine. “I am grateful to David and Chris, and all IMBA board members, for their volunteer service in guiding IMBA and setting its strategic goals,” said Mike Van Abel, IMBA’s president and U.S. executive director. “IMBA is fortunate and purposeful in its board make-up, with a good mix of captains of industry who are also enthusiasts and advocates.”
Bill’s Trail Study Could Benefit California Access Efforts

After more than a decade of hard work, IMBA California — along with local advocacy groups such as Access 4 Bikes and the Bicycle Trails Council of Marin — believe the California State Parks department will take an important step forward with their trail policies.

In April, the department released a long-awaited Environmental Impact Report (EIR) for Bill’s Trail, in Marin’s Samuel P. Taylor State Park. If that EIR is approved, it could establish an important statewide precedent.

“The EIR is a tool used by land managers to help assess the environmental risks associated with any change in management or trail use,” explains Tom Ward, IMBA California’s policy analyst. “We hope to see the EIR for Bill’s Trail, which was done very well, move forward and allow for bike access. That could be a game changer for California cycling advocates,” says Ward. Opposing groups have promised to block any policy changes that would make it easier to approve biking on singletrack trails, but Ward remains optimistic. “We’ve done our best to act as good partners, helping California State Parks understand the low-impact nature of mountain biking and encouraging them to improve their trail analysis procedures.” The Bill’s Trail effort is part of IMBA Public Lands Initiative campaign.

IMBA EVENTS FROM COAST TO COAST

Look for IMBA at mountain biking events across the nation in 2011. The year kicked off in Washington D.C. at the National Bike Summit, where close to 100 dirt-savvy volunteers urged elected officials to support trail projects. This spring and summer, IMBA advocates will attend gatherings ranging from the Sea Otter Classic (CA) bike festival to the Outdoor Retailer (UT) and Interbike (NV) tradeshows. IMBA’s homegrown series of regional summits will be in full swing all summer. This fall, be sure to mark Oct. 1 on your calendar, and plan to participate in one of IMBA’s annual Take A Kid Mountain Biking Day rides.

Find info on these and other IMBA-affiliated events by visiting our website (imba.com/events).

- May 6-7, 18 Hours of Fruita
- May 21, Ales and Trails
- June 10-12, Cuyuna Trails Grand Opening
- June 24-26, Midwest Regional Summit
- July 22-24, Mid-Atlantic Regional Summit
- Aug. 4-7, Outdoor Retailer tradeshow
- Sept. 14-16, Interbike tradeshow
- Sept. 15-18, Rockies (North) Regional Summit
- Oct. 1, Take A Kid Mountain Biking Day
- Oct. 7-9, Rockies (South) Regional Summit
- Oct. 21-22, Pacific Regional Summit

VISIT IMBA’S ONLINE STORE FOR MEMBER DISCOUNTS AND GREAT GEAR

Last year, sales from the IMBA online store funded roughly 52,000 feet of singletrack across the globe. Check out imba.com/catalog for new IMBA-branded downhill, vintage and women’s jerseys. Plus, you’ll find socks, tees, hats, patches and other gear, including a sweet Osprey Raptor hydration pack with IMBA embroidery (see photo). Don’t forget to log onto the website before you start shopping to enjoy your IMBA membership discount: a 10-percent discount on every store item, plus special members-only offers.
hen mountain bikers look back at the year 2010 it will be viewed as the year that the IMBA network reorganized and unified its local, regional and national efforts. It was the year when we fully embarked on a fundamental restructuring that will create new resources and ensure continued growth.

From nearly the beginning of mountain bike advocacy (circa 1987), IMBA and its local affiliates have been on parallel paths. While our respective purposes typically align, our resources and capabilities to achieve those purposes were often in competition with each other.

At the 2010 IMBA World Summit in Augusta, Georgia, the first IMBA Congress convened to discuss the question of optimal organizational alignment. We asked ourselves, “What if we could go back and reconstitute the mountain bike advocacy movement — what would that look like?”

There was widespread agreement that a network of strong, well-organized and membership-funded local groups would strengthen the sport. Preferably, they would be organized by geographic regions to facilitate networking, training and developing best practices. They would be united under a national organizational umbrella. There would be a single point-of-purchase membership, honored and recognized locally and nationally.

That was the seminal moment of 2010 — when the IMBA Congress decided to reconstitute our movement. The result is the new IMBA chapter program. At the time of this writing, we have 58 chapters, and about 30 more soon to come onboard. IMBA’s financial health, already strong as the accompanying charts demonstrate, will stay robust with this structure. So, too, will the health of our local affiliates. They are, increasingly, inseparable.

Implementing IMBA’s chapter program is a means to an end. It’s the results that are rightfully expected by our members and supporters. Those results can be summed up in an easily remembered phrase: More places to ride.

Many thanks go to all of IMBA’s supporters, from individual donors to multi-national corporations. It’s an honor to recognize some of your contributions in this annual report issue of IMBA Trail News, and to serve you each day in our work.

See You on the Trails!

Michael Van Abel
Executive Director
IMBA/CLIF BAR TRAIL PRESERVATION GRANTS

In 2010, IMBA and CLIF Bar awarded 10 $500 grants to IMBA affiliated chapters and clubs to fund projects that promote environmental education and inspire conservation in the mountain biking community. A leading maker of all-natural energy and nutrition foods, CLIF Bar & Co. has been an Above-and-Beyond IMBA corporate member since 1995, and has donated nearly $200,000 and more than 100,000 CLIF Bars to support IMBA volunteer stewardship and environmental service projects.

“The CLIF Bar grant we received in 2010 helps us maintain New Jersey’s first publicly available pump track,” says Robert Adase of the Jersey Off-Road Bicycle Association (JORBA). Heading into its second year, the Alexandria Pump Track, located in Milford (NJ), plans to expand the pump track and add a school program for students in grades 4-8. “The CLIF Bar grant was really a huge help to us,” says Adase. The facility has already piqued interest in Philadelphia, inspiring the city to look into creating its own bike parks. “So many great things have stemmed from this one little pump track in rural New Jersey,” says Adase.

Visit imba.com for information on the 2011 IMBA/CLIF Bar grants.

REI AND IMBA: TEAMING FOR TRAILS

With help from REI, IMBA introduces Team for Trails, a new resource for IMBA-affiliated clubs and chapters to earn rewards for volunteers and promote events through IMBA’s website. After a club registers for the Team for Trails program, club administrators will be able to easily create a landing page for club events, add dates to the community calendar and receive volunteer incentives through industry pro-deal partner ProMotive.com.

“Our club gets lots of chances to build and repair trails. It’s just a matter of getting enough volunteers to take advantage of those opportunities,” says Jason Bertolacci of the Colorado Mountain Bike Association, an IMBA chapter enrolled in the Team for Trails program. Registered clubs and chapters will be eligible for scholarships to national and regional summits, and volunteers can earn pro-deal cards for specially priced gear. “Having a way for more people to find our events, along with the pro-deal carrot motivating them to come out, will help us with the continuing challenge of bringing in new volunteers,” says Bertolacci.

CORPORATE, ORGANIZATION AND FOUNDATION MEMBERS

These supporters provide essential funding to fuel IMBA’s work.

Our corporate supporters provide essential funding to fuel IMBA’s work. Please help us say thanks! Above and Beyond Supporters contribute a significant amount in addition to their annual dues and are listed below in bold type.

For information about how you or your organization can join in support of IMBA’s work, please contact Rich Cook, IMBA Development Director, by calling 303.545.9011 x104, or by sending a message to rich.cook@imba.com.

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Mechowear.com
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Michelin North America
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Moos Cycles
MountainBikeSkills.com
Mountain Khakis
Mt. Barah Designs
Mulberry Gap Mountain Bike Get-A-Way
MyPOV360.com
National Bicycle Dealers Assn
National Parks Service RTCA
National Ski Areas Association
Native Eyewear
Nema International
New Belgium Brewery
NATIVE EYEWEAR BRINGS RIDING TO THE PEOPLE

“Bring the Riding to the People” is a new documentary video, produced by Elastic Lab and sponsored by Native Eyewear in association with IMBA. Set in three different municipal bike parks in three very different communities—Colonade in Seattle, WA; Highbridge in New York City, NY; and Golden Bike Park in Golden, CO—this film tells the story of what happens when volunteers, cities, land managers and private citizens come together.

Based in Denver, CO, Native Eyewear is a premier outdoor sunglass and goggle brand that believes in the notion of “more trails equal more sales.” Exemplifying their commitment to the outdoors, Native Eyewear is an IMBA corporate partner and helps support bike parks and trail projects across the country.

Visit bringtheriding.elasticlab.com for more information.

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SRAM CYCLING FUND & REGIONAL DIRECTOR PROGRAM

SRAM isn’t just one of the biggest companies in the cycling industry, it’s also one of the sport’s dynamic charitable supporters. Formed in 2008, the mission of the SRAM Cycling Fund is to grant $2 million dollars per year for 5 years to causes that promote cycling. In addition to other generous donations to IMBA, SRAM has committed $150,000 toward launching IMBA’s regional director and chapter programs, in an effort to help us bring IMBA closer to you.

There are currently five regions in the regional director program: Pacific Northwest, Rocky Mountain, Midwest, Southeast, and Mid-Atlantic, with plans to expand the program all across the country. Each region has a local director who enables IMBA-affiliate clubs and chapters by helping to grow club capacity, membership, attending events, and helping to develop, build and design trails.

Hansi Johnson, IMBA’s Midwest Regional Director, logged 49,000 miles on his car last year alone while traveling throughout his region. “With IMBA based in Colorado, it used to feel like the Midwest would get lost in the shuffle in terms of advocacy,” says Johnson. “Now, there’s paid professional staff here linking advocates with the right politicians and businesses, attending important meetings and addressing local issues.”

When asked about what he’s most proud of, Johnson’s answer comes quickly, “We’re building world-class trails here, without the mountains.”
Join People for Bikes

Our friends at Bikes Belong, a non-profit serving bike industry, are gathering a million names of support in order to speak with a powerful voice about the importance of investing in bicycling. Visit peopleforbikes.org and join the movement.

Successful Launch for Pedal-Driven Bike Film

The long-awaited feature-length documentary “Pedal-Driven” debuted at the Sea Otter Classic this spring. IMBA, Shimano and Specialized helped sponsor the movie — it’s now available for screenings across the nation. Visit pedaldriven howellathemoon.com.
These Trek retailers have all “doubled-down” for IMBA, matching Trek president John Burke’s commitment of donating $10 to the IMBA Trail Building Fund from every full-suspension mountain bike sold. Dealer donations have exceeded $110,000 since the inception of the program. IMBA salutes Trek and these dealers for this exemplary show of support for new and sustainable trails.
RIDE WITH TEAM IMBA AND EARN MATCHING GRANTS

In 2010, Team IMBA riders tackled the 24 hours of Moab, Massanutten Hoo Ha, Dirt Sweat and Gears and other iconic events. Over four seasons, riders have raised over $100,000 for trails, with an additional $150,000 donated from industry sponsors. Team IMBA is powered by SRAM, fueling $25K in matching challenge grants this season. Riders of all abilities can join regional teams in the South, Pacific, South East (SORBA), Mid-West, Mid Atlantic or Rocky Mountain regions. Learn more by visiting imba.com/team-imba.

HUCK-N-ROLL AND FOX RACING SHOX GRANTS

Two new IMBA grant programs kicked off in 2011. The IMBA/HucknRoll.com Trail Improvement Grants support projects that maintain and improve the sustainability of local trails, preserve the environment and enhance conservation the mountain bicycling community. IMBA and long-standing corporate member FOX Racing Shox offer the 2011 IMBA/FOX Racing Shox Pump Track Grants to support projects initiated by IMBA clubs and chapters. More info at imba.com/resources/grants.

MAXXIS AND CST SUPPORT TRAIL BUILDING

CST Tires, a division of Maxxis, joined IMBA as title sponsor of the 2011 “CST Trail Builder Program.” Through the program IMBA is awarding dozens of CST tires to loyal members, trail builders and advocates. Look for CST tires at an IMBA regional summit or event near you, and join your IMBA club for a volunteer trail building day soon.

IMBA RETAILERS

These bike shops and retail outfits support your hometown trails continued

Illinois
- Bike Connection
- Bikeworks
- Champaign Cycle
- Main Street Bicycles
- Rudy’s
- The Bike Shop
- Kiddies, Inc.*
- On The Route Ga Lincoln Square*
- George Garner Cycling*
- Libertyville Cycling*
- The Cyclery*
- M & M Cyclery, Inc.*
- On The Route Bicycles*
- Village Cycle Center*
- Trek Bicycles On Michigan Ave*
- Goodspeed Cycles*
- Highland Park Trek*
- Decatur Bicycle Shoppe*
- R & M Cyclery*
- Bike & Hike*
- Carbondale Cycles*
- Champaign Cycle*
- Cycles Plus*
- Madison & Davis Bicycle Shop*
- Village Cyclery*
- Bike & Hike*
- Crystal Lake Ski & Bike*
- Vitesse Cycle Shop*
- Turn Of The Wheel*
- North Central Cyclery*

Indiana
- Gray Goat Sports
- Summit City Bicycles And Fitness
- The Bicycle Shop
- The Bike Line, Inc.*
- Outpost Sports*
- Trek Store Of Schererville*

Kansas
- Golden Belt Bicycle Company
- Trek Store Of Kansas City
- Bike Tek*

Kentucky
- Bikes And Moore
- Gearupcycles LLC.
- Mountain Bike Depot
- Pedal Power Bike Shop
- Schellers Fitness & Cycling Inc.
- Danville Bike & Fitness*
- Bicycle Sport Inc.*

Massachusetts
- Dieselpikes
- Harris Cyclery
- Landry’s Bicycles
- The Bicycle Shop Topsfield
- Cycle Loft*

Maryland
- Bike Doctor Of Linthicum - Mambo
- Bike Doctor Waldorf
- Cumberland Trail Connection
- The Bicycle Escape
- Twenty20 Cycling Co.
- Race Pace*
- Salisbury Cycles*

Maine
- Ernie’s Cycle Shop
- Michigan
- Breakaway Bicycles
- Brick Wheels - B-Xtreme
- Denny’s Central Park Bicycles
- Hobby Wheel
- Holland Cycling And Fitness
- Touring Gear
- Village Bike Shop
- Chicago Drive Cycle & Fitness*
- Hamilton Bicycles*
- Kentwood Cycle & Fitness*
- North Country Cycle Sport*
- Holland Cycle & Fitness*
- North Country Cycle Sport*

Minnesota
- Behind Bars Bicycle Shop
- Continental Ski And Bike
- Cycle Path & Paddle
- Freewheel Bike
- Sawtooth Outfitters
- Straight River Sports & Fitness*
- Adventure Cycle & Ski*
- County Cycles*
- Freewheel Bike*
- Gateway Cycle*
- Martin’s Cycling & Fitness*
- Mike’s Bicycle Shop*
- Penn Cycle*
- Ramsey Bicycle*
- Maple Grove Cycling*
- Rochester Cycling & Fitness*
- Ryder Bike Shop*
- Penn Cycle - Blaine*
- Freewheel LLC.*
- The Bike & Fitness Company*

Missouri
- Alpine Shop Ltd.
- Klunk Bicycles & Repair
- Mesa Cycles
- Outside Outfitters
- Walt’s Bicycle Fitness And Wilderness
- Leawood Bicycles*
- Biscari Brothers Bicycles*
- Cycles Unlimited*
- A&B Cycle*
- Momentum Cycles, LLC.*
- West Plains Cycles*
- Momentum Cycles LLC.*

A-1 Bicycle Sales And Service*
- Country Cycles*
- CycleWerx*
- Route 66 Bicycles LLC.*
- Walt’s Bike Shop*
- Trek Store Of St Louis*
- Truman Lake Bikes*

Mississippi
- Indian Cycle Fitness & Outdoor
- Montanta
- Bangtail Bikes
- Big Sky Bikes
- Freeheel And Wheel
- Great Divide Cyclery
- Great Northern Cycles
- Missoula Bicycle Works

North Carolina
- Bluff Mtn Outfitters
- Cycles De Oro, Inc.
- J & L Bicycles Co.
- Liberty Bicycles
- Suspension Experts, Inc.
- The Clean Machine
- Two Wheeler Dealer
- Westside Pro Bikes
- Bicycle Toy & Hobby Sales*
- The Bicycle Shop*
- Rainbow Cycles Incorporated*
- Two Wheeler Dealer*
- Trek Store Of Raleigh*
- Liberty Bicycles (Pitt)*
- Highgear Bike Of Omaha
- Trek Store Of Omaha
- The Bike Rack*
- Trek Store Of St Louis*

New Hampshire
- Claremont Cycle Depot
- Gus’ Bike Shop
- Likin’ Bikin*
- Littleton Bike & Fitness

New Jersey
- Campmor
- James Vincent Bicycles
- Marty’s Reliable Cycle
- Tenafly Bicycle Workshop
- Sussex Bike And Sport*
- Cosmic Wheel*
- Marty’s Reliable Cycle*
- High Gear Cyclery*
- New Mexico
- Spoke N Word Cycles
- Taos Cyclery
- Two Wheel Drive
- Nevada
- Bike Habitat
- Village Ski Loft
- Reno Cycling And Fitness*
- Peloton Sports*

* Indicates a retailer located within 20 miles of IMBA regional chapters.
Teva joined IMBA in 2010 and stepped up to the “above and beyond” level to support IMBA’s work on the Valmont Bike Park in Boulder, Colorado. They initiated an additional donation, made in conjunction with the Outdoor Foundation, to facilitate the grand opening of Valmont on June 11. The IMBA-designed bike park will feature cross-country trails, a pump track, skills areas, dirt jumps, dual slalom, cyclocross and kids gateway trails.

The Interbike tradeshow in Las Vegas is a major touchpoint for IMBA and our retail members, media and the bike industry. Interbike is a proud corporate member and provides additional support for IMBA at the show. In 2010, Interbike hosted the annual IMBA Leadership Breakfast, presented by The North Face, attended by hundreds of our loyal supporters. Interbike also hosts IMBA for a strong presence at the On-Dirt Demo, held on the Epic trails of Bootleg Canyon in Boulder City Nevada. Color Country, IMBA’s local National Mountain Bike Patrol, provides first aid and risk management services for the demo.
As they crisscross the nation, the Subaru/IMBA Trail Care Crews constantly meet and build trails with IMBA club leaders, dedicated members and progressive-minded land managers. Here’s a small sampling of the inspirational characters they’ve met on the road.

Luis Razo  
Store Manager for Jensen USA  
Riverside, California

My top advocacy tip is to be thankful. It takes more than one person to get things done. Don’t forget to thank those around you that are taking the time out of their work schedule, their family time, or their personal time to help you with your cause. Nothing will earn you more respect than a sincere sign of appreciation.

Cory Caletti  
Transportation Planner  
Santa Cruz, California

While some may think it’s a luxury to prioritize the mental well-being mountain biking generates, I think it’s a life necessity. I’m a fitness fanatic and I also work as a transportation planner (focusing on bike programs in particular) so when I ride on the road, which I do many hours a week, I’m consumed by thoughts of car-bike conflict due to poor infrastructure allocation to bikes, and the lack of understanding of the cyclists’ experience by folks who only view mobility in a car-centric manner. I feel grateful that I get to live and ride in Santa Cruz County while also working towards treading lighter on the planet.

Kathy Muthig  
Medicine Bow Bike Patrol  
Laramie, Wyoming

Before I became an advocate, I wish I had known that even when it feels like it is, rejection isn’t personal when working with land managers, but usually comes from a lack of understanding. The hardest part is giving people a little passion for mountain biking and trails so that they understand why you care. Bicycles create opportunity to see new places, meet new people and challenge your self. I was new to mountain biking when I started volunteering with bike patrol. I have met so many people and became involved in events and with different volunteer groups. It’s nice to remember how much biking has given to me.

Gary Vernon  
Friends of Slaughter Pen Trail  
Bentonville, Arkansas

I love trails because I enjoy the challenge of riding my bike on technical terrain, as well as getting out in nature. You meet the best people on the trail. I became an advocate to ensure our fantastic trails in North West Arkansas continue to expand and maintain their quality. I wish I had known about the Trail Care Crew program before I had children. It would have been fun to do trail work around the country for a year or so. My number one advocacy tip is be a cheerleader; be that positive spark because no one wants to listen to your complaining if you’re not taking action to make things better.

Subaru’s VIP Program allows IMBA individual/family members and IMBA member clubs to purchase or lease any new Subaru saving $1,300-$3,000 off the manufacturer’s suggested retail price, without haggling. Visit imba.com/tcc for details.
IMBA CANADA is excited to announce the launch of a new website for the Canadian trail community. Located at imbacanada.com, the site boasts a new design and interface, along with added resources, stunning photos and Canada-specific news items.

Designed by Whistler-based Origin Design + Communications, the new site features a beautiful home page, integrated blog and an events calendar. Another new feature is the Near You section, a one-stop-shop for members and website users to find news, events, staff and IMBA Canada-affiliated groups specific to their region.

“Our goal was to use imbacanada.com to bring the trail community together. With the Near You section, users can quickly learn about access issues, IMBA programs and volunteer trail building days in their communities,” says Rachael Raven, communications coordinator for IMBA Canada.

Hearty thanks to Mountain Equipment Co-op for providing a capacity-building grant, which helped to fund a portion of the website.

IMBA CANADA LAUNCHING NEW PRINT PUBLICATION FOR 2011
Starting this summer, IMBA Canada’s staff will be creating and publishing our very own full-colour print newsletter. The all-Canadian content will be mailed to members and supporters twice a year, and will replace subscriptions to the U.S.-created IMBA Trail News (ITN). Issues will also be available to the general public online.

“Since opening in 2004, IMBA’s Canadian office has shared resources — such as imba.com and the ITN — with the U.S. office, in Boulder, Colorado,” says executive director Lora Woolner. “We are thrilled to be able to step out on our own and offer members and supporters a Canadian-specific newsletter.”

The Canadian print newsletter will include feature articles, club and rider profiles, corporate member visibility and international content. Sponsorship opportunities start at $500 (CAN) and include a broad range of benefits. Contact Lora Woolner at 519-208-2820 for more information.

LAUNCH OF X-FUSION TRAIL AMBASSADOR AWARDS
We’re teaming up with Renegade Cycle Solutions (RCS) to offer a new program. All summer long, IMBA Canada will be accepting online nominations for best trail advocate from Eastern Canada, and from the West. Winners will be recognized with the title of “X-Fusion Trail Ambassador” and take home a sweet X-Fusion Velvet RL fork, courtesy of RCS. Do you know a deserving candidate? We’re looking for those unsung heroes who always go the extra mile. Nominate your trail maestro on imbacanada.com. Winners will be announced in Fall 2011.

2011 CANADIAN TRAIL CARE CREW SCHEDULE REVUP
The IMBA Canada Trail Care Crew kicked off the 2011 season with three awesome visits in Southern Ontario. Congratulations to the Hamilton Cycling Club who hosted our largest Trail Building School yet! Over 80 volunteers pitched in, building 400 meters of new singletrack in Christie Lake Conservation Area.

Catch the Canadian Trail Care Crew when they visit your neck of the woods. You can find more dates online, and follow the Crew’s blog, at imbacanada.com.

Upcoming Visits:
May 5-8: Regina, SK
May 12-15: Grasslands National Park (Val Marie), SK
May 19-22: Hinton, AB
May 26-29: Prince George, BC
June 2-5: Wood Buffalo National Park (Fort Smith), NT
June 9-12: Winnipeg, MB
June 15-16: Ontario Mountain Bike Festival, Milton, ON
June 28-31: Mont-Tremblant, QC
On behalf of mountain bikers everywhere ...
Thank you Trail Access Fund donors!
Give today for better trails tomorrow. Visit imba.com/taf