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Newsletter Archive: August 2006

JDS Factory Team

Train, Play and Be Cause!

August 2006 - Vol 1, Issue 6

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From the Saddle

Years ago we used to "warm up" before our weekend rides in the park and constantly had to dodge people in the wrong lane, dogs walking their owners on long leashes, skate boarders, roller skaters, and every other recreational park user you can imagine.

It was not that much fun. Any fun we had involved speeds in excess of 15mph and was probably dangerous. I have ridden there only a few times since. I've come to the realization that the park is for kids with training wheels, not racers on training rides. Let the new generation of riders get their start without seeing a bunch of non- professional and often rude racers influencing their riding habits. This goes along with stop sign running and other traffic violations. We have a responsibility, as a group that supports the sport and wants to encourage more participation, to demonstrate to traffic and pedestrians that we are respectful of the law and safety.

Every time a rider, especially in a racing kit, does something to scare, worry, or anger a driver or pedestrian we create one more reason to take away cycling rights and access. The smallest infraction could cause a huge reaction. The reason the police are in the park is because someone, probably many people, complained. We should take this as an indicator of how cyclists are perceived by other park and road users.

I know I've been guilty of my share of anti- productive behavior AND I am taking on the challenge to ride as if the future of cycling privileges we now enjoy depends on me. Join me?

Respectfully, Coach Tom Bruen

Thinking of Skiing in August?

I start thinking of my annual ski trips WAY ahead of time, and now is the time to book your travel plans to your favorite winter destinations.

It's also time to start planning your training to excel at your winter sports. If you are competing in a summer sport, your current training plan and accomplishments will serve as an excellent pre-season foundation for your winter sliding. But what could be next for you on the slopes?

Give us a shout so we can develop a customized training plan for your winter goals. Whether your sport is ice hockey, extreme skiing, XC backcountry or skate skiing, we'll help you **generate your next level™**



Skiing in August

Introducing JDS Factory Team



JDS Sportcoaching is building a masters cycling team to compete in the 2007 season!

Mens 35+, Mens 35+ Cat 4 and Womens 35+

The vision of the JDS Factory Team is to be the cause of community and health. Team goals include the development of a signature event, raising money for health-related causes and the representation of cycling and our sponsors to our broader communities. Most importantly, we will have fun doing it!

Join the Team

WCS Coming Soon!

Women's Cycling Seminar 23 September 2006

Village for Early Childhood Education | 1907 West Powers Avenue, Littleton CO 80120

Focusing on beginning and intermediate cycling knowledge, skills and on-bike practice.

Special Offer for Seminar Participants

Are you ready to begin training at your next level, but are not sure where to start? Learning to train effectively with a heart rate monitor could be the access you are looking for.

If you don't already own a heart rate monitor, or you would like to upgrade your current technology, the Polar CS200cad is an excellent choice. JDS Sportcoaching, LLC is offering the Polar CS200cad at a discount to seminar participants, complete with delivery, installation and usage guidelines.

\$40.00 per person, includes lunch

\$175.00 for seminar + Polar CS200cad Heart Rate Monitor

Register at Active.com

September Product Spotlight

Yes, it's true! Athletes with a JDS Sportcoaching coaching agreement have access to fantastic deals (often cost + 10%) on a variety of athletic gear. E-mail us for pricing on the athletic equipment you'd like to see in your basement, your garage or under your butt.

September Product Spotlight: Polar CS200cad Heart Rate Monitor and Cycling Computer

The triple wireless CS200cad is the complete package, and the most loaded cycle computer for the money. Speed, cadence and heart rate, all wireless, brought to you in four lines of data on a display that scrolls



automatically. Order by September 15 and receive free USPS priority mail shipping.
(CO Tax of 4.1 % applied for Colorado residents.)



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Grilling Burgers for MS Global

On September 9th, JDS Sportcoaching will be at Sunflower Farmers Market in Denver to raise \$\$ for Laura Heath's fundraising for MS Global. Members of the JDS team and fellow volunteers will be at the South Colorado Boulevard and Amherst location from 11a-3p flipping burgers and buns to make a difference for MS research.

What are the affects of MS? Multiple Sclerosis hurts, stings, feels better ("I'm well"), hurts some more, makes you stay in bed, walk with a cane, ride your bike, feels better ("I'm well"), lands you in the hospital, IVs in arm, vomit, double vision, lonely, loved, better ("I'm never gonna be well")...

Join us for our last chance to donate to this great cause and see Laura off before she boards a plane on September 10th.

Let's connect!

Sincerely,

The Coaching Team at JDS Sportcoaching, LLC
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