

# Team Shell Information for the 2008 MS150

Houston to Austin April 12 & 13, 2008



# Agenda

- Introduction of Planning Committee.
- Team Shell: What are the perks of riding with the team?
- What is MS? Why we ride? Fundraising.
- Training & Well-being: Preparing for 2 days on a bike.
- Riding Safely in a Large Group: What YOU need to know?
- The Skinny on the Weekend – who, what, when, where, & how?
- The long-awaited 2008 Team Shell Jersey Design.
- Q&A – check the Team Shell website or email us!



# 2008 Team Shell MS150 Planning Committee

<b>Team Captains</b>	Afif Halal, Jim Pirnik & Pat Phelps
<b>Safety Training, Ride Marshals</b>	Alan Bazard & Eric Thiede
<b>Logistics, Wellness &amp; Volunteers</b>	Mark Poindexter & Stephanie Broussard
<b>Budget &amp; Fundraising</b>	Afif Halal
<b>CP Training Series</b>	Patrick Phelps, Andrea Haley (Water Wizard) & Robert Whitacre (Volunteers)
<b>Team Socials</b>	Andrea Haley, Lisa Livingston & Mark Livingston
<b>Team Jersey</b>	Jim Pirnik & Karee Kimbro
<b>Team Website</b>	Thor Hanson

Thanks also to the volunteers who are helping coordinate social events and bike rides, assisting with team safety clinics, stepping forward to serve as ride marshals, assisting with volunteer activities, and for bringing new ideas forward to improve the Team Shell experience.



# Team Shell: What are the perks?

- Team socials, training rides & safety clinics leading up to the tour
- Train and ride with colleagues as a CP ride series member
- Discounts at Bike Barn and Sun & Ski Sports stores
- Team Shell private packet-pick up Downtown and Woodcreek
- Team start at Shell Woodcreek location (I-10 & Dairy Ashford)
- Baggage transport to LaGrange & Austin
- Massage therapists in LaGrange & Austin
- BIG Team Shell Tent in LaGrange
- Hot catered dinner in the Shell Tent in LaGrange on Saturday
- Breakfast in the Shell Tent in LaGrange on Sunday
- Team Shell tent in Austin – meet your family & friends
- NEW 2008 Team Jersey



# Team Shell Communication

- Weekly email communications sent out to team with the “News” – not all information is found in the emails
- Team Shell website – the official source for ALL team information. Please check back often to see the latest team email communication, training schedule, cycling links and more!  
[www.shellcyclingteam.com](http://www.shellcyclingteam.com)
- Got a question? Check the team FAQ on the website. If you don't see it, send an email to [shellcyclingteam@shell.com](mailto:shellcyclingteam@shell.com), not to the team captains. We all share the rights to this address, and you'll hear back from us very soon.
- Join Team Shell Yahoo Groups. This is a message board for the team: Find a carpool, meet your colleagues and teammates, and share your cycling stories and tips! Best of all, you control how much and how often you receive updates. <http://groups.yahoo.com/group/TeamShell/>  
To join, e-mail [TeamShell-subscribe@yahoogroups.com](mailto:TeamShell-subscribe@yahoogroups.com). For questions, please contact us at [shellcyclingteam@shell.com](mailto:shellcyclingteam@shell.com).



# Why We Ride?

## # 1: To help find a cure for Multiple Sclerosis

- To get fit – tone up, lose a few pounds, shed bad habits
- To make new friends and workout buddies
- To get outside and enjoy nature
- To live a healthy life & feel good about yourself
- Because others can't & we can help them!



# What is Multiple Sclerosis?



**Multiple sclerosis (MS) usually strikes adults in the prime of life – between the ages of 20 and 50.**

- It is a chronic disease of the central nervous system affecting the brain and spinal cord.
- One new case of MS is diagnosed every hour.
- It comes and goes unpredictably, leaving people to wonder, “Will I become paralyzed, blind or have trouble walking? Will I be able to raise my family and continue my career?”

**To help answer these questions and give hope to those living with the disease, the National Multiple Sclerosis Society:**

- Supports more MS research, offers more services for people with MS, provides more professional education programs and furthers more MS advocacy efforts than any other MS organization in the world
- Meets the standards of all major agencies that rate non-profit groups

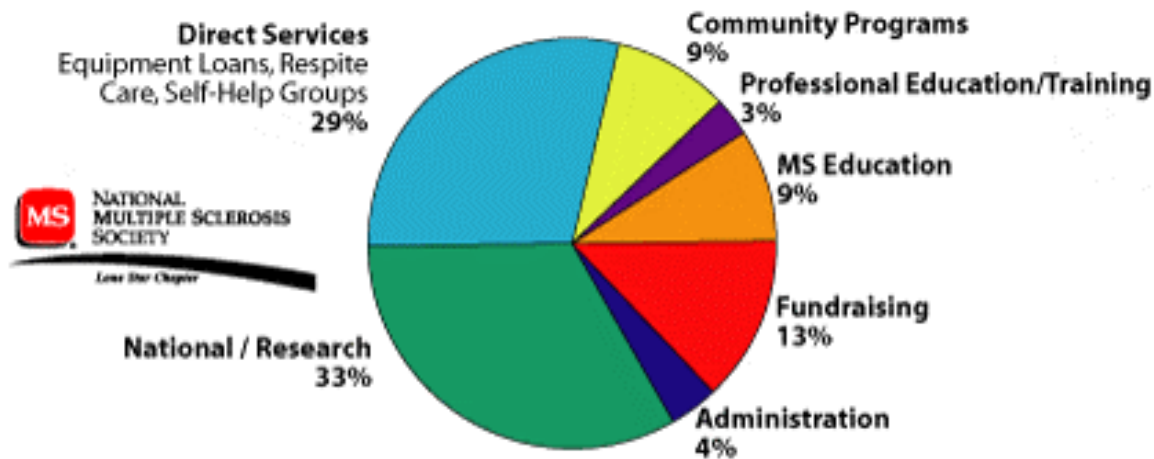


# How Many People are Affected by MS?

- Each week, the symptoms of MS are diagnosed in 200 Americans. A new case is identified every hour.
- Approximately 400,000 Americans are living with MS. Counting family members and caregivers, MS affects more than 2 million Americans.
- The National MS Society estimates that MS affects approximately 2.5 million people worldwide.



# The MS Society – where your donations go?



**83 cents of each dollar is spent towards ending the devastating effects of multiple sclerosis.**

Only 4% of the money raised goes to overhead!



# What is CHAMPS (formerly Pedal Partner)?

**The CHAMPS program connects a person living with MS to a cyclist. During the Tour, each cyclist in the program carries a bright red bandana signed by his or her CHAMPS with MS.**

➤ This unique partnership fosters awareness, enthusiasm and friendship.

Sign up at Packet Pick-Up and pick up one or more signed bandanas. If you are riding in honor of someone you know, get a blank bandana for that person to sign.

**Make the most of your MS150 Bike Tour experience by connecting with your CHAMPS.** You're riding 182 miles to help this person living with MS. Let that person know of your commitment and begin to build a rewarding friendship.

- Call, e-mail or write your CHAMPS.
- It's a great motivator for fundraising & reaching the Finish Line.
- After the Tour, send your bandana, a letter describing your ride and pictures of the Tour. Ask your CHAMPS to pair up with you for the next MS150 Bike Tour.

*Become a CHAMPS & experience the mission behind the MS150 Bike Tour: to end the devastating effects of multiple sclerosis.*



# Fundraising

*Minimum NMSS pledge requirement per rider for 2008 is \$400*

Team Shell's Stretch Goal – try to raise **at least \$700 per rider**  
Team Shell's team goal is \$225,000!!



How can you do this?

- 1) Set up an e-Donate link at [http://www.ms150.org/ms150/donate/edonate\\_link.cfm](http://www.ms150.org/ms150/donate/edonate_link.cfm)
- 2) Send an email to friends, family & colleagues with your eDonate link and a personal message about the MS150 – mention why you're riding, info about your pedal partner, and the journey itself.
- 3) Online pledges are secure and allow donors to print their donation forms instantly for tax records (if paid by cash or check, donations must be at least \$200 for a receipt from NMSS).
- 4) Print a donation form and hang outside your office door
- 5) Tell others about your adventure – many will hang up donation forms for you (doctors, dentists, hairdressers, etc)
- 6) Check out Fundraising Welcome page on NMSS website for more ideas



# Training & Well-being: How to prepare for 2 days on a bike

## *Why Train ?*

Difference between finishing **well** and **not finishing** the ride

## **Weekly recommendations**

Monday – Friday: Ride twice per week (more is better)

Weekends:

Jan -Feb - Start at 20 miles taking breaks every 5 miles	
by early-March	Work up to 40-45 miles with breaks every 10 miles
by mid-March	Work up to Metric Century (60+ miles)
March 29, 30	Your longest ride
April 5, 6	Take it easy weekend – flat, fast

## **Plan for 3 “Double Weekend” rides in March**

- Back-to-Back Sat & Sun rides
- Time in the saddle is important; 2<sup>nd</sup> day 75% of day 1
- Your body will thank you on the tour!



# Before the MS150 – Do IT As Soon As Possible!

**Get your bike inspected** – official NMSS shops begin inspections Mar 1<sup>st</sup>. If you have mechanical trouble during the MS150, your sticker will get you basic mechanical help along the route.

**Get your bike fit to YOUR body** – All bike shops should offer this service.

- If you recently purchased a new bike, you should have received a complimentary fitting.
- If you are borrowing a bike, or haven't been on your bike in a while, go to your local shop and get fitted. Your body needs to be comfortable on the bicycle you're riding – especially where you touch the bike (handlebars, seat, and pedals). It is amazing how a slight adjustment makes a BIG difference!
- Adjustments may be needed more than once.

**Learn to STRETCH your body!** Especially after a long ride, take the time to slowly stretch the major muscle groups to avoid cramping.

**Try massage!** If you are new to this type of therapy, you may find it really improves your overall well-being. Bounce back from long rides quicker, get refreshed, and enjoy some relaxation. Be sure to drink plenty of water before and after a massage, as the massage removes toxins from your body that need to be flushed away.



# Training, continued

*Some people find it helps to use a mantra  
“Hills are your Friend, Wind is your Friend”*

**1. The MS150 is a “RIDE” Not a “Race”**

**2. Time**

- Day 1 = 100 miles
  - Avg 10 mph = 10 hrs ride time + 2 hrs Break = 12 hr day
  - Avg 15 mph = 6.6 hrs ride time + 2 hrs Break = 8 hr day
  - Avg 20 mph = 5 hrs ride time + 2 hrs Break = 7 hr day
  - Avg 25 mph = 4 hrs ride time + 0.5 hr Break = 4.5 hr day

**3. Don't focus on DISTANCE, focus on time in the saddle**

**4. Remember WHY you ride – to help end MS!**



# Training, continued

- Carry ID, health insurance card, cell phone & money on the bike - Put into a Ziploc bag, use Road ID, or fill your pockets
- Use energy bars and electrolyte replacement drinks – find what works for you & use it on the MS150
- Eat well, and eat healthy
- Make sure your bike is fit to YOUR body
- Stretch! Stretch! S-t-r-e-t-c-h!!!
- Massage Therapy – not just for relaxation
- Get plenty of rest
- Drink water!
- Get your bike inspected at an NMSS-approved bike shop & fix worn or broken parts, esp tires, chain & saddle



# Hydration & Nutrition Tips

## HYDRATION

- At least one (1) 24 oz. water bottle every hour
- More if temperature is above 70 degrees
- Hydrate well, several days before the ride
- Night before – 3 trips to the bathroom
- Alternate water and sports drink
- Increase Sodium intake at rest stops (**Sport Drink is NOT ENOUGH**)
- Pretzels, other salty foods
- Continue hydration for several days after ride

## NUTRITION

- Carb-Load on Thursday, some on Friday before MS150
- Day 1 Breakfast – Bagel / Toast, Banana / Fruit, cereal, OJ, Donuts
- Maintain high carb intake – include protein (meats) through day after
- Carry foods if you have special dietary requirements



# Cycling Gear – What to Wear?

## 1. Cold

- Dress in Layers
- Protect Fingers, Toes, Ears and Nose
- Leg & Arm Warmers under 55 degrees

## 2. Heat

- Hydration, Hydration, Hydration
- Sodium / Electrolytes
- Carbs along the ride
- Suntan lotion / shade at stops

## 3. Rain (You will get wet, but not melt!)

- Rain Gear / Jacket – outer layer keeps you dry
- Protect valuables (cell phone, wallet, etc. w/ a Ziploc bag)
- Pack dry clothes for destination change quickly
- Limit / reduce stops and stop time

## 4. Wind

- Slightly lower gearing (spin more) – faster cadence, less “grinding”
- Draft carefully with other riders



# Safety: Why it is important & what YOU need to do

Our goal is to complete the training series and MS150 ride with Zero Incidents.

All Team Shell riders must meet Two safety requirements to obtain a team jersey:

1. **Houston-area riders** must have taken on-bike safety training in the last 3 calendar years (i.e. '05, '06, or '07). Team Shell will continue to offer such training in the Houston area for free - dates and locations will be announced soon. Similar training is also available from bike shops around the city for a small fee, e.g. Bicycle World and Fitness: <http://bicycleworldandfitness.com/>  
**Riders from outside the Houston area** (i.e. more than 75 miles from downtown Houston) who are unable to locate a local safety trainer are required to watch this short Bicycle Safety video from the League of American Bicyclists (LAB): <http://www.ms150.org/ms150/safety/lab.cfm>
2. All riders must take the MS Society's online safety quiz (coming soon).



# Ride Safely in a Large Group



- 1. COMMUNICATE ! COMMUNICATE ! COMMUNICATE !**
  - Hand Signals
  - “Call Outs” ... “On your Left”, “Slowing”, “Stopping”
- 2. Be PREDICTABLE !**
  - Avoid sudden / jerking movements
- 3. CONCENTRATION**
  - Eye Focus
  - Protect Your Front Wheel AT ALL TIMES!!
- 4. OTHER THINGS**
  - Keep Right & Pass Left (Do not cross Center Line!!)
  - No Headphones
  - No Aero bars in a pace line
  - Helmets are required!!

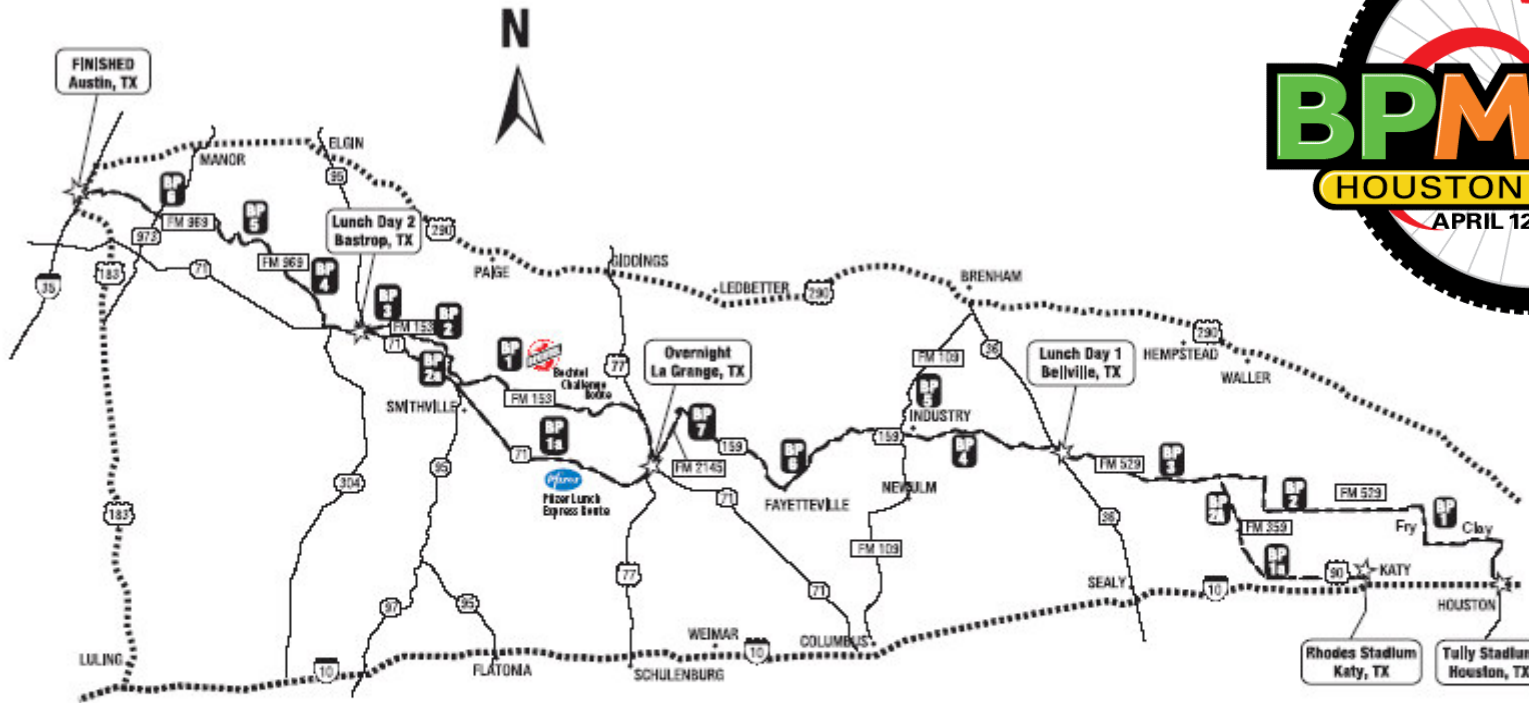


# You can't be too safe – more safety!

- Team Shell On-bike Safety Event
  - 17 Feb – location to be announced
  - 9 Mar – location to be announced
- Each Session is 3 hours of on-bike skills and a handout is provided.
- Ride Marshals should help out with Team Shell Safety.
- Day 1 – Start
  - Tons of riders all over – be aware.
  - Can't see obstacles in a crowd.
- Day 2 – Finish
  - Very narrow lane with cones into Austin.
  - You are tired and anxious – slow down and enjoy.



# The Skinny on the Weekend: Who, what, when, why & how....



**KEY**

- Cyclist Route BICYCLES ONLY
- ..... Suggested Vehicle Route
- Break Points (numbered by day)

\*NOT ALL ROADWAYS AND CITIES ARE SHOWN

**NOTE TO CYCLISTS**

Please tell your personal support vehicle(s) that it is VITAL that the Cyclists Route remain just that - for CYCLISTS. Urge them to take vehicle routes shown here for each leg of their journey during the BP MS150



© Lone Star Chapter NMSS

11/05 ms150.org

**Note: 2008 map – route subject to change**  
**Check [www.ms150.org](http://www.ms150.org) for updated details**



# What to Pack for MS150?

Better to over-pack than forget the essentials!

- Change of clothes, tennis shoes, shower sandals
  - Fair Weather: Shorts, T-shirts
  - Cold/Wet Weather: Long pants/sweats, sleeves, jacket, socks
- Bike clothes for Day 2 – Extra set of shorts/jersey, or wash clothes from Day 1 in shower
- Hat & Sunscreen
- Toiletries for shower including towel & soap
- Bedding: folding cot, air mattress, sleeping bag, pillow, etc.
- Cycling gear: Rainwear, cold weather clothes, spare tubes CO2, preferred energy bars/gels, etc.
- Ear plugs for sleeping
- Plastic bag to put over your seat to avoid a wet saddle Sunday morning



# Friday April 11<sup>th</sup> - Pre-ride

## Team Shell baggage collection – 2 bags per person

- Riders are allowed 2 bags each (that includes chairs, cots, sleeping bags, your clothes, etc.)
  - Weight limit of 40 lbs per bag
- Label your bags with MS150 numbers from the Rider Packet
- Drop off your bags at Shell Woodcreek location on Friday April 11<sup>th</sup>
  - Saturday morning drop-off will be available at MS150 official starting locations, but bags won't be delivered to Shell Tent
- Shell Truck will leave for LaGrange Friday evening
- Truck will be unpacked in Shell Tent early Saturday by volunteers in LaGrange
- Riders are responsible for their own transportation from Austin back to Houston, including luggage, bikes, etc.
  - MS150 organized buses will be available for you in Austin for a fee (see MS150 website and pay in advance)
- Lube chain, wipe down bike, air up tires, take a 15-20 minute check out ride, have a good dinner, drink lots of water and get plenty of rest

**The MS150 Expo is also Friday night at the Omni West Hotel (west of Woodcreek at end of Dairy Ashford - Last chance to pick up packets, buy gear, get bike inspected, meet CHAMPS, have fun, etc.**



# Saturday April 12<sup>th</sup> - Start at Woodcreek

## Team Shell start at Woodcreek, I-10 & Dairy Ashford

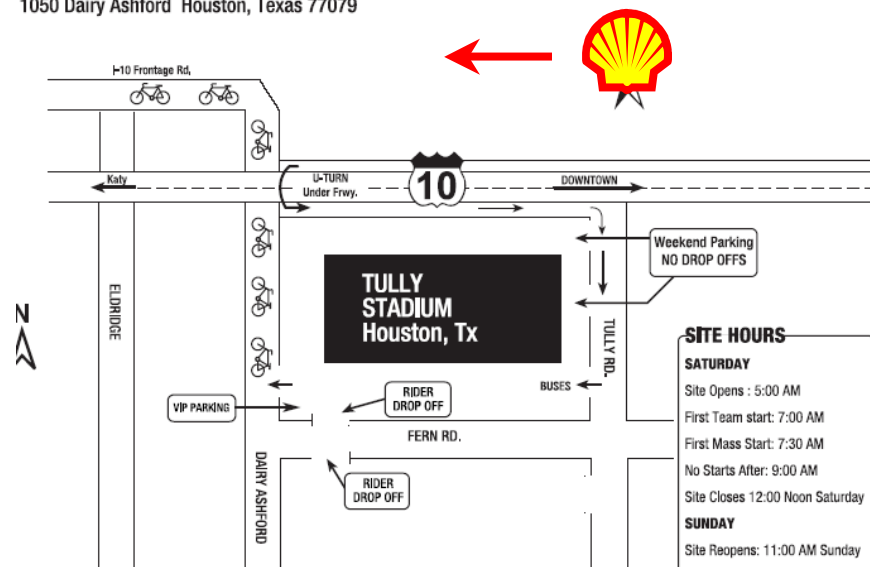
- Arrive at WCK by 5:30 AM
- *Check in with Team Shell & ensure emergency contact #s are correct*
- 5:40am Prepare bike and gear
- 6:00am Eat a small snack, drink 8 ounces of water and potty
- Announcements and Team Photo 6:30 - 6:45 AM
- Team Start at 6:45 AM - sharp
- Vehicles are secure in Shell lot over the weekend



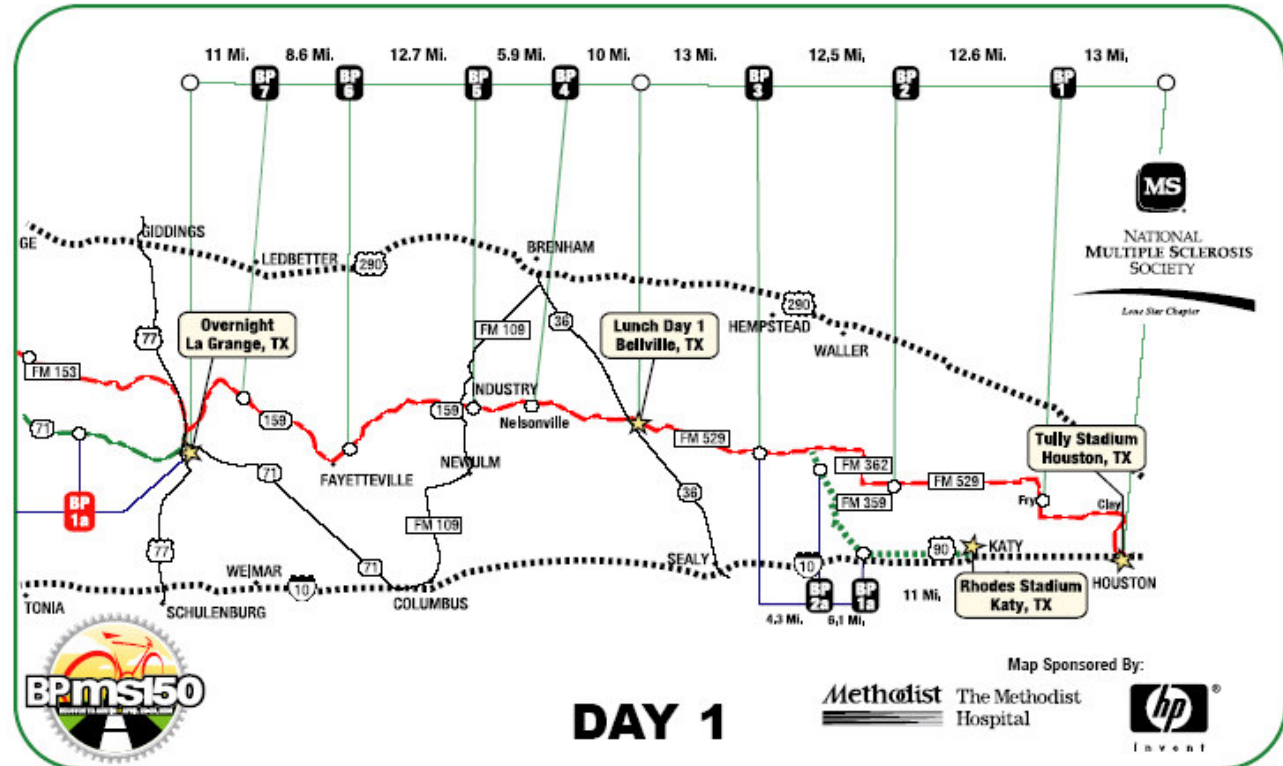
### START: TULLY STADIUM

1050 Dairy Ashford Houston, Texas 77079

### Team Shell Start



# Saturday April 12<sup>th</sup> - MS150 1<sup>st</sup> Day



## The Ride – 1<sup>st</sup> Day

Note: 2006 map – route subject to change  
Check [www.ms150.org](http://www.ms150.org) for updated details

- Rest stops every 12 – 15 miles on route with food/snacks
- Lunch in Bellville – approximately 50 miles from WCK
- Food & beverages provided by NMSS
- Total mileage for Day 1 is approximately 100 miles from WCK to LaGrange



# Saturday April 12<sup>th</sup> - LaGrange



## Team Shell tent in LaGrange – Arrival, Massage & Showers

- At Day 1 finish, Shell volunteers will direct you to the tent
- *Please check in so we know you've arrived, even if you don't plan to stay for dinner or overnight* – this lets us know how many Team Shell riders are still on the course & helps us w/massage timing
- Snacks & Beverages are provided, meet family & friends
- Shower trucks provided by NMSS, also showers at school (via bus)
- Plan your massage either before shower OR do not sign up until you return from shower – avoids problems with timing
- Pickup your bags in the Shell tent if you put them on the Shell baggage truck



# Saturday April 12<sup>th</sup> - Evening



## Dinner & Overnight

- Catered dinner is provided by Team Shell
  - NMSS has food as well
  - Private portable toilets and wash sinks provided by Team Shell
  - Entertainment in LaGrange provided by NMSS – including live music, games and events
  - Bikes can be locked up at NMSS Bike Compound, or left *outside* Team Shell tent on ropes
  - Be prepared to sleep on the ground. Bring an air mattress or small cot.
  - Lights out at Team Shell tent at 9 PM!
- Remember: You are sleeping on the ground!!!**



# Sunday April 13<sup>th</sup> - LaGrange Morning

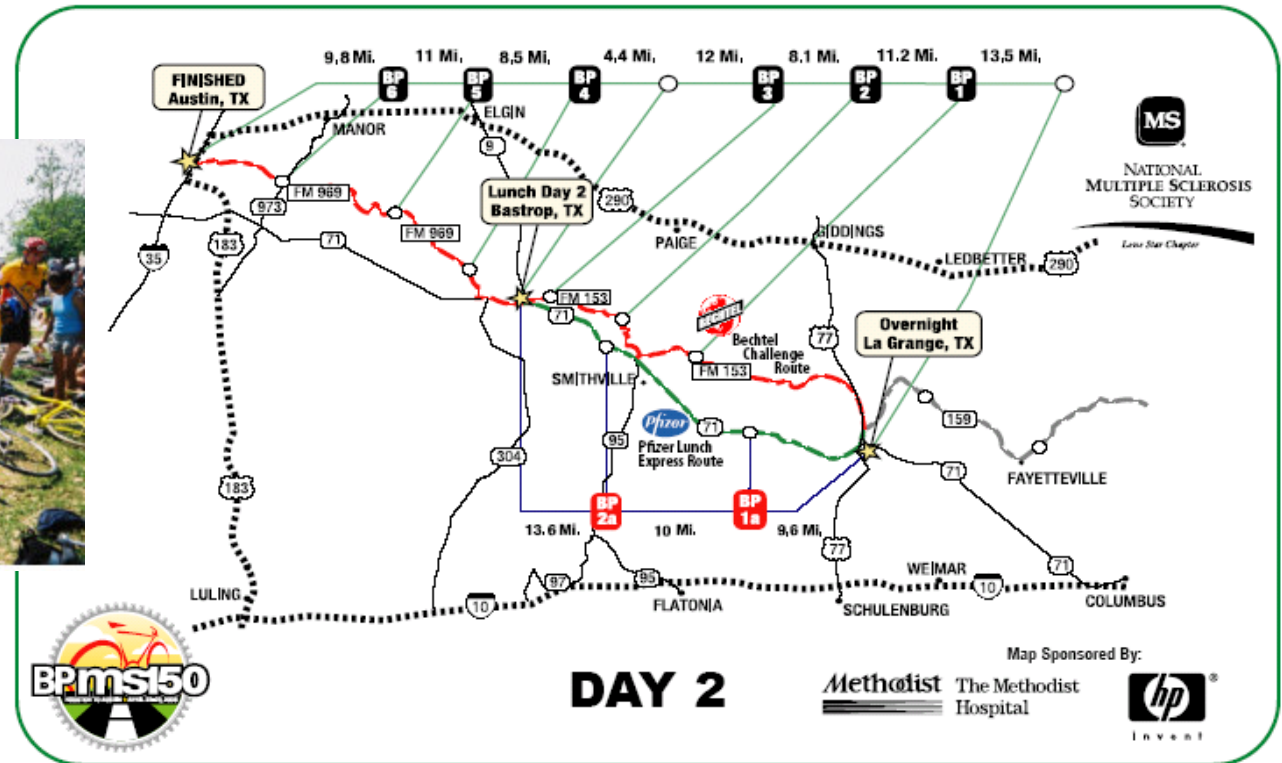
## Morning

- Private portable toilets and wash sinks provided by Team Shell
- Team Shell provides breakfast tacos, donuts, etc. Sunday morning
- Bags loaded on truck in LaGrange Sunday morning and transported to Austin
- NMSS provides excellent pancake breakfast for all riders too
- Catholic mass is available onsite before ride
- Get out early or you will have to wait through several waves of riders – NMSS releases cyclists in waves on Sunday morning



# Sunday April 13<sup>th</sup> – MS150 2<sup>nd</sup> Day

Note: 2006 map – route subject to change  
Check [www.ms150.org](http://www.ms150.org) for updated details



## Day 2 of the MS150

- Route opens at 7am with staggered starts for groups of ~200 cyclists at a time
- 2 separate starts – one for Express route, the other for the longer route
- Longer route includes optional Bastrop Park choice
- Lunch in Fayetteville, approximately 45 miles from LaGrange on long route & 33 miles on Express route
- Approx 33 miles to the finish line from Lunch in Fayetteville



# Sunday April 13<sup>th</sup> - Austin



## Day 2 Finish

- Finish line in downtown Austin at TX State Capitol
- Be careful cycling into Austin – most accidents occur here!!!
- Music, entertainment, and showers at end
- Team Shell “Meet & Greet” tent at finish – look for Shell flags
- *Final check-in at Team Shell tent – please let us know you’ve finished  
Volunteers will be working until ALL Team Shell riders are in – but they  
want to go home too!*
- Truck will be unpacked at Shell Tent by volunteers in Austin
- Snacks, beverages and massage therapist at tent
- NMSS provides meal, ride completion certificates & pins at the finish
- Many good restaurants & hotels nearby



# Other LOGISTICS

## Getting back to Houston after the ride

- **Getting back to Houston is your own responsibility**
- Bus transport is provided by NMSS for fee; bikes are brought back in tractor-trailers and laid out by Rider #
- Purchase your bus ticket and check in your bike just past the finish line as soon you arrive in Austin, so that your bike is waiting for you in Houston

## Packet Pick-Up (PPU) & Jersey Distribution

- **PPU is your own responsibility.**
- Team Shell will have on-site PPU in Downtown and at Woodcreek. Exact dates, times and locations will be announced nearer time.
- PPU requires a signed paper copy of the NMSS waver form for each rider.
- If you can't make the on-site PPU, the NMSS offers several pick-up dates and locations around Houston, as well as on Friday April 11<sup>th</sup> at the NMSS Expo at the Omni West Hotel (check the MS150 website for details)
- Jersey distribution will be announced in the Weekly Team Communication.
- Must have completed the NMSS Waiver.



# Volunteers for the MS150

*We need volunteers all weekend to support the team:*

## WCK Start

- Rider sign-in & emergency contact check
- Answer questions about the ride
- Assist with refreshments

## Drivers

- Transport massage therapists to/from LaGrange Saturday
- Drive Shell truck with baggage to LaGrange & LaGrange to Austin
- Return empty truck to rental company in Houston

## LaGrange

- Assist with rider check-in & massage therapy sign-up
- Set-up tables & chairs
- Cook breakfast
- Break-down of tables & chairs on Sunday

## Austin

- Man Team Shell tent
- Final rider check-in, assist with questions



# The 2007 Team Shell Jersey Design – 2008 still under design



# Key Team Shell Events

- ConocoPhillips Training Series: <http://shellcyclingteam.com/CPrides.htm>
- Other MS Recommended Rides: <http://shellcyclingteam.com/MSrides.htm>
- On-bike Safety Training: <http://shellcyclingteam.com/Safety.htm>
- Team Ride & Social Events: <http://shellcyclingteam.com/events.htm>



# Q&A

PLEASE check Team Shell's website for the latest team info:  
[www.shellcyclingteam.com](http://www.shellcyclingteam.com)

For general questions about the MS150 – including fundraising, transportation, cycling tips, maps, etc. please consult the NMSS website at <http://www.ms150.org/ms150/>

For inquiries about Team Shell, please check the team website and the weekly e-mail team communications. If you're unable to find Answers to your questions, please send us an e-mail to:  
[shellcyclingteam@shell.com](mailto:shellcyclingteam@shell.com)



# Good luck with your training!!!

We are VERY pleased to have you on Team Shell.

We look forward to seeing you at the CP Training Series, other organized charity rides, and the team social events.

Don't forget about fundraising.

See you on the road soon!!!

