

La Crosse, WI

August 14-17, 2014

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Welcome Riders

The La Crosse Ride is only a few weeks away and we are so excited for our biggest event of the 2014 Ride Season! Whether you are a Ride to Cure veteran or this is your first time joining us, the La Crosse Ride is set to be a spectacular weekend full of challenges, rewards and accomplishments. You have already done the hard part, raising the critical funds needed for T1D research. This weekend is about you. No matter how many miles you ride, you are already considered a hero. On Saturday, August 16th, you will join close to 400 riders from 29 JDRF Chapters at the start line, all with the same goal of turning Type One into Type None. And for the more than 100 of you who will be experiencing this for the very first time, we are so jealous! As riders ourselves, we can tell you first hand that crossing your first JDRF finish line is a moment you will never forget.

Thank you for all you do. We look forward to celebrating with all of you soon!

Safe travels,

Alyson, Lindsay, Tara & Trish
JDRF Ride to Cure Diabetes Staff

AIRPORT SHUTTLE INFORMATION FOR GOLD RIDERS & THOSE THAT RESERVED TRANSPORTATION

Thursday: 8/14/14

All Arrivals at La Crosse Airport (LSE):

LSE is a small airport with one central baggage claim location. A JDRF Ride volunteer will meet you at the far end of baggage claim and direct you to the correct area for shuttle transportation to your hotel.

If you cannot locate a volunteer at baggage claim, please see the airport information desk (also located in baggage claim) and ask them to page a JDRF volunteer.

If you receive no response from your page, please call **Elaine Keller (404.432.5445)**.

All Gold and Silver riders will be assigned to one of three official La Crosse host hotels (all within walking distance of each other): The Radisson, the Courtyard or the Grand Stay. Please see Page 5 for Chapter hotel assignments. The drive from the La Crosse airport to any of the host hotels is approximately 10 minutes. The shuttle will be dropping you off at your assigned hotel.

If you are arriving after 5:00 PM you will be responsible for your own transportation to your hotel.

Sunday: 8/17/14

Shuttles will leave 1.5 hours prior to your flight time from your hotel. Return shuttle times will be provided on-site. Announcements will be made at Saturday night's dinner as to where you can obtain your shuttle assignment.

If your travel plans change on the day of travel (missed connection, delays, etc.), please call Elaine Keller (404.432.5445) so we can plan for your adjusted arrival time.

Any additional questions please email: ride@jdrf.org

Get Packing

It's nearing time to get that gear packed in preparation for the Ride to Cure Diabetes. Below is a list of items you're sure to need (or be extra glad to have on hand).

*We recommend packing these in your carry-on bag.

Please note: Dress for the weekend is casual!

- Helmet (required)*
- Biking apparel (jersey, tights, gloves, leg and arm warmers)*
- Your JDRF jersey (please contact your local Chapter if you have not received this yet)
- Base layer for cool mornings
- Bike shoes
- Windbreaker and/or rain gear—with reflective patches for visibility
- Sunglasses
- Sunscreen
- 2 water bottles and/or Camelback drinking system
- Frame pump
- Bicycle bag, mounted under you seat for tools and personal items
- Tools: spare tube(s), tire levers and patch kit
- Camera
- Bathing Suit
- Medications needed for both on and off the course*
- Headlight/Tail light (required)*

**IMPORTANT PHONE NUMBERS
WHILE TRAVELING TO LA CROSSE**

Lindsay Grubiak

Development Manager, JDRF Ride to Cure Diabetes
212.479.7686

Tara Listermann

Development Manager, JDRF Ride to Cure Diabetes
513.377.0785

Alyson Levine

National Director, JDRF Ride to Cure Diabetes
201.690.6190

Elaine Keller

Airport Shuttle Information
404.432.5445

Your local JDRF Chapter Contact

Be sure to get their number!



Traveling with Diabetes

U.S. Government Regulations

The Federal Aviation Administration (FAA) and Transportation Security Administration (TSA) have increased security measures at all U.S. airports. Some of the precautions taken by these agencies, as well as by individual airlines, affect passengers with type 1 diabetes (T1D), who must carry their medical supplies and equipment when they travel. The following information represents current requirements for passengers. We recommend that you call your specific airline at least one day in advance of your scheduled flight and also consult the TSA guidelines for travelers with medical conditions at: www.tsa.gov

When you reach a security checkpoint, notify the security officers that you have diabetes and are carrying your supplies with you and/or wearing an insulin pump. The TSA allows the following diabetes-related supplies and equipment through the checkpoint once they have been screened:

- Insulin and insulin-loaded dispensing products (vials or box of individual vials, jet injectors, biojectors, epipens, infusers, and preloaded syringes).
- Unlimited number of unused syringes when accompanied by insulin or other injectable medication.
- Lancets, blood-glucose meters, blood-glucose meter test strips, alcohol swabs, meter-testing solutions.
- Insulin pump and insulin pump supplies (cleaning agents, batteries, plastic tubing, infusion kit, catheter, and needle).
- Insulin pumps and supplies must be accompanied by insulin.
- Glucagon emergency kit. We advise travelers with T1D to keep their glucagon kits intact in the original preprinted, pharmaceutically labeled containers.
- Urine ketone test strips.
- Unlimited number of used syringes when transported in Sharps disposal container or other similar hard-surface container.
- Sharps disposal containers or similar hard-surface disposal container for storing used syringes and test strips.

Due to forgery concerns, prescriptions and letters of medical necessity will not be accepted. Passengers should consult their individual air carriers for both domestic (U.S.) and international travel regulations. Be advised that FAA and individual airline policies are subject to change.

In the event that travelers with T1D encounter problems boarding their flights, they should contact the FAA Grounds Security Commissioner at the airport for assistance. Packing diabetes supplies in checked baggage is NOT recommended, as cargo hold temperatures vary greatly and the passenger may need the supplies in flight.

Disclaimer: This information is not endorsed by JDRF or any other organization. It is provided only as a general resource and should be used only as a guide. Always consult your physician.

For more information, visit www.jdrf.org or call 800-533-CURE

JDRF La Crosse Ride Host Hotels

All Gold and Silver riders will be assigned to one of three official La Crosse host hotels: The Radisson, the Courtyard Marriott and the Grand Stay. All hotels are within close proximity and walking distance of each other.

The [La Crosse Center, North Hall](#) will serve as the central location for the JDRF Ride. Packet pick-up in addition to all meals, meetings and seminars will be held here. This will also be the location of the bike room.

Below is a list of Chapter assignments for each hotel, as well as a map for your convenience. Hotel assignments were chosen to best accommodate all room types and roommate requests, as well as keeping Chapter teams together. If you have any additional questions, please feel free to contact us at ride@jdrf.org



The Radisson

200 Harborview Plaza
La Crosse, WI 54601
(608) 784-6680

- Eastern Iowa Chapter
- Greater Connecticut/Western MA Chapter
- Greater Dallas Chapter
- Greater Fort Worth/Arlington Chapter
- Greater Iowa Chapter
- Hampton Roads Chapter
- Heartland Chapter - Lincoln
- Heartland Chapter - Omaha-Council Bluffs
- Illinois Chapter
- Indiana State Chapter
- Kansas City Chapter
- Mid Jersey Chapter
- MinnDakotas Chapter
- New England/Bay State Chapter
- Northeastern Wisconsin Chapter
- San Diego Chapter
- Southeastern Wisconsin Chapter
- Southern Arizona Branch
- Southwest Ohio Chapter



Grand Stay

525 Front Street N.
La Crosse, WI 54601
(608) 796-1615

- Western Wisconsin Chapter

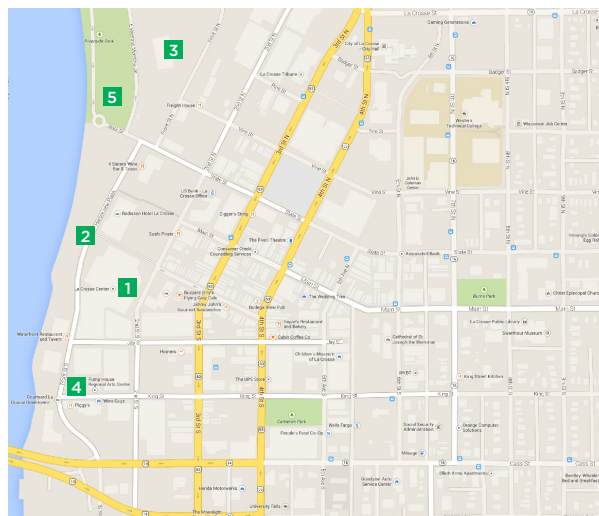


Courtyard Marriott

500 Front Street S.
La Crosse, WI 54601
(608) 782-1000

- Central Florida Chapter
- Georgia Chapter
- Greater Missouri and Southern Illinois Chapter
- Michigan Great Lakes West Chapter

Map of La Crosse



- 1 La Crosse Center:**
300 Harborview Plaza
- 2 Radisson La Crosse:**
200 Harborview Plaza
(attached to the La Crosse Center)
- 3 Grand Stay:**
525 Front Street
- 4 Courtyard Marriott:**
500 Front Street
- 5 Riverside Park**
100 State Street
(Start/Finish Line)

Start/Finish Line Details

The JDRF Start and Finish Line is in Riverside Park, the jewel of the La Crosse park system, directly downtown and adjacent to the Mississippi River on 100 State Street.

The added benefit of Riverside Park is that it is adjacent to the La Crosse Convention Center where our Ride activities and meals will take place. While it is the perfect Ride finish line location the park comes with some local restrictions regarding the sale, distribution or consumption of alcoholic beverages.

JDRF needs to respect the local ordinance regarding alcohol and will not be serving alcohol at the finish line celebration; nor is any rider permitted to bring in their own alcohol.

We thank you in advance for your cooperation on this matter.



Guest Information

FOR VOLUNTEERS

If you have guests traveling with you that are interested in volunteering, please have them sign up using the following link: <http://www.signupgenius.com/go/8050545aca929a02-20141>

There will be a mandatory volunteer meeting on Friday night immediately following dinner where we will finalize all volunteer needs and hand out volunteer t-shirts!

Please contact **Lindsay Grubiak** (lgrubiak@jdrf.org) with any volunteer questions.

FOR GUESTS

We encourage you to bring guests to our meals and celebrations! Child and adult meal tickets can be purchased in advance through the invitation email you should have received from us, as well as on-site if they are still available.

Please contact ride@jdrf.org with any questions about our guest meal policy.



Course Information

TUNE UPS: All bikes should be tuned up at a local bike shop before being transported to La Crosse. Mechanics will be on hand to assemble bikes and pack the bikes, as well as for minor tweaks and emergencies. They will not be able to perform complete tune-ups. Bikes should be in great working order (brakes, shifters etc.) and should be cleaned/lubricated.

AID STATIONS: Distances will be noted on the map and cue sheet which you will be given at the mandatory meeting on Friday morning. They average 12-15 miles apart. Riders should plan on about 1 to 1.5 hours between check points. There will be plenty of food and drink at each of the check points.

TURNAROUND TIMES: To ensure that all riders complete the course by the 5:00 PM closing, riders will be required to reach a pre-determined checkpoint by a required time. Turnaround times will be addressed at Friday's mandatory meeting and are subject to change based on weather, course conditions, etc. The volunteers at the checkpoint will notify you of any changes.

RIDERS AGES 13-17: Please remember that all riders under the age of 18 must have a parent or guardian with them at all times on the course, no exceptions.

OPTIONAL TUNE-UP RIDE: Riders are encouraged to participate in the tune-up ride on Friday morning to check out your bike and make sure everything is working smoothly before the big day. We will go over the details of the short route at the mandatory meeting on Friday morning.

T1D RIDERS: Please be sure to bring extra supplies including your glucometer. Please carry your glucometer, insulin and glucose with you on the route. We do not automatically notify the course crew as to who has diabetes, but we can notify SAG vehicles and checkpoint volunteers upon your request. A "Managing Diabetes on Your Ride" session will be held at 4:30 PM on Friday afternoon presented by some of our JDRF Coaches and our Medical Coordinator.

IMPORTANT MEDICAL INFORMATION

FOR ALL RIDERS: Brock Ryan, EMT, will serve as the JDRF Medical Safety Coordinator at this event, and will be driving the course throughout the Ride. He will be supported by additional EMT's from the La Crosse area. Please be aware that your health and safety, as well as that of your fellow riders, is his utmost priority. We ask that you respect any requests made of you by Brock or any of the JDRF team on the day of the Ride. Be sure to bring extra medical supplies and prescription drugs with you if you require them. Please carry all medical supplies with you on the plane - do not place them in your checked baggage.

NUTRITION: There will be plenty of food and drink available throughout Ride Day (sandwiches, fruit, power bars, etc.) as well as a variety of gluten free products. We recommend that if you are used to eating certain energy bars, gels, drinks, etc. while you ride, please bring those with you in case we don't have the same kind.

HYDRATE! Remember to drink plenty of water and Gatorade throughout the entire weekend. Be on the lookout for powdered Gatorade in a variety of flavors in the Bike Room & at the JDRF Aid Stations generously donated by **PepsiCo!**



Rider Safety Tips

A MESSAGE FROM JDRF MEDICAL COORDINATOR, BROCK RYAN



Welcome to the 2014 Ride season and to the second Ride of the year in beautiful La Crosse, Wisconsin. Each Ride venue has its own unique concerns and challenges when it comes to your safety. In preparation for your ride in La Crosse we would like to give you a couple of reminders on hydration and some safety tips to practice. Temperatures can get pretty warm during the summer months in Midwest. The heat and potential high humidity can create some challenges to your hydration plan. We ask that you start your hydration plan 48 hours prior to the event. Drink plenty of water and also drinks that contain electrolytes such as sodium and potassium. It is essential that you maintain a balance of water and electrolytes just before and during your ride. On Ride day as you continue to hydrate also remember to fuel your body with food and snacks that contain carbs and electrolytes. JDRF will have breakpoints set up every 12 to 15 miles stocked with such items for your enjoyment and to replenish your body.

As a reminder, the roads are not closed to traffic and are at times busy with vehicles. Please follow any instructions given by coaches, JDRF staff, officials and law enforcement when it comes to safe riding practices.

If you have any questions, feel free to email me in advance. Safe travels and we can't wait to see you all cross the finish line safe, sound and smiling.

Thank you,
Brock Ryan
Medical Coordinator, Life Safety Solutions
brockryan@lifesafetysol.com

Meet Your Coaches

Joe Brady

Western Wisconsin Chapter

Sara Broek

Greater Iowa Chapter

Mike Clark

National Head Coach

Peter Coons

Northeast Wisconsin Chapter

Jeffery Denton

Southwest Ohio Chapter

Dennis Dumbauld

Greater Fort Worth/
Arlington Chapter

Kathy Errthum

Western Wisconsin Chapter

Tony Errthum

Western Wisconsin Chapter

David Ertl

National Head Coach

Todd Gean

Greater Iowa Chapter

Mark Gilliam

Georgia Chapter

Chris Howell

Western Wisconsin Chapter

Ian Joyce

National Head Coach

John Kramarz

Mid Jersey Chapter

Scott Liesch

Southeastern Wisconsin Chapter

Tim Martinek

Eastern Iowa Chapter

Andy McCann

Greater Iowa Chapter

Terri Myers

MinnDakotas Chapter

Bret Pilney

Kansas City Chapter

Paul Rein

Hampton Roads Chapter

Samantha Scahill

Indiana State Chapter

Matthew Schmitz

Illinois Chapter

Joshua Zilm

Illinois Chapter



The Bike Room

THEY'LL TREAT YOUR BIKE LIKE IT WAS THEIR BIKE!

The Bike Room Crew will be at your service in La Crosse all weekend! They will be on site starting Tuesday assembling bikes and will be there packing them up after you've headed home. As has been the case for the past 7 years, the Bike Room is run by National Head Coach/Michigan Great Lakes West Coach Mike "MC" Clark and his band of merry men and women. New for this year is the assistance and backing of MC's new shop - [3rd Coast Cycles](#) in Hudsonville, Michigan. 3CC is delighted to support the Ride to Cure locally (by sponsoring the Michigan Great Lakes West Chapter Ride team) as well as on a National level.

Joining MC in La Crosse will be Al Northhous as the Head Mechanic, along with Kaat Tahy, Terri Myers and Derek Dykstra. This will be Al's first time in the JDRF Bike Room, but as a mechanic at 3rd Coast Cycles he has more than enough experience! Kaat has ridden with JDRF since 2009, is the newest Coach for the Michigan Great Lakes West Chapter and helped out in the Bike Room in Nashville last year. Terri is the Coach for the JDRF MinnDakotas Chapter, a veteran of many, many JDRF Rides and started her Bike Room career in Nashville last year. Derek is in his 10th year as a JDRF Rider, 5th year as a Coach of the Michigan Great Lakes West Chapter and is a veteran of the JDRF Bike Room.

Collectively their passion for the Ride Program knows no bounds...nor does their desire to do whatever it takes to support you as you ride to turn Type One into Type None!

Any bike related questions?

Email MC: 616mhc@gmail.com



Agenda at a Glance

THURSDAY, AUGUST 14		
3:00 PM—8:00 PM	Registration & Packet Pick-Up	La Crosse Center: North Hall Upper Lobby
6:30 PM—8:00 PM	Welcome Reception Dinner	La Crosse Center: South Hall A
FRIDAY, AUGUST 15		
7:00 AM—9:00 AM	Breakfast	La Crosse Center: South Hall A
8:00 AM	Coaches Meeting	See reserved table at breakfast
9:00 AM	Expectations of the Ride*	La Crosse Center: South Hall A
9:45 AM	Tune Up Ride	Start location TBD
12:00 PM—6:00 PM	Free Day—On Your Own!**	
2:00 PM—3:00 PM	Basic Bike Fit 101/ Everything About Cycling and More	La Crosse Center: Patrick Zielke Suite
3:00 PM—4:00 PM	Why Every Mile Matters: A Volunteer’s Journey in D-World***	La Crosse Center: Patrick Zielke Suite
4:30 PM—6:00 PM	Managing Diabetes on Your Ride	La Crosse Center: Patrick Zielke Suite
6:30 PM—8:00 PM	Pre-Ride Dinner Celebration	La Crosse Center: South Hall A
8:15 PM—8:30 PM	Volunteer Meeting & T-Shirt Distribution	La Crosse Center: North Hall Upper Lobby
SATURDAY, AUGUST 16		
5:00 AM—7:00 AM	Breakfast	La Crosse Center: South Hall A
6:45 AM	Start Line/National Anthem/Group Photo	Riverside Park
7:00 AM (subject to change due to fog)	Ride Start	Riverside Park
ALL DAY!	Finish Line Party	Riverside Park/Three Rivers Lodge-Radisson
5:00 PM	Course Closes	
7:00 PM	Dinner Celebration	La Crosse Center: South Hall A
SUNDAY, AUGUST 17		
7:00 AM—9:00 AM	Breakfast	La Crosse Center: South Hall A
7:00 AM—Ongoing	Departures	

*Please Note: Attendance is required. Please bring “Rules of the Road” and USA Cycling Event Release Form” to the meeting.

**Please Note: JDRF will not be responsible for any rider who chooses to go on a recreational ride of their own. Also, there will be no SAG support available other than during the scheduled Tune-Up Ride Friday morning & on Ride Day, Saturday.

*** Join us for this NEW seminar and share a conversation with JDRF Volunteer Moira McCarthy on why we ride! Hear about how your actual pedal strokes are changing the future, and get inspired to be ready to roll.

Explore the Area

Below is some information we have gathered for you on some amazing excursions that are available in the local area. Please contact the companies directly for reservations and any additional questions you may have. Please note that you will be responsible for your own transportation to and from any planned excursions.

[CAMERON PARK FARMERS MARKET](#)

[FOREST HILLS GOLF CLUB](#)

[DOWN A COUNTRY ROAD](#)

[WALSH GOLF CENTER](#)

[LA CROSSE QUEEN CRUISES](#)

[FOX HOLLOW GOLF AND BANQUETS](#)



Cameron Park Farmers Market

Fundraising Rewards

YOUR MINIMUM DOES NOT HAVE TO BE YOUR MAXIMUM!

For those of you who raise \$1,000 above your selected fundraising package, you will have the option to receive a Hincapie Pro Pack and custom JDRF luggage tag in return for your hard work and dedication!

In order to be eligible for this reward, you will need to have raised \$1,000 above your selected fundraising package 30 days post Ride. All riders who qualify will receive an email with ordering instructions.

For those of you who meet the criteria 30 days prior to your Ride, you will receive your reward during Ride weekend at the JDRF Registration area.

Thank you for all you do to help JDRF turn Type One into Type None!



Hincapie Pro Pack

A cycling backpack large enough to hold everything you need for ride day or commuting, this backpack features a detachable laundry bag, hidden adjustable helmet holder, dedicated hydration pocket with hose port, multiple compartments for your pump, tools, water bottles and more! This backpack also comes with a removable JDRF branded luggage tag, making it a great way to help spread the word about the JDRF mission.

Special Jersey Awards

Throughout the Ride Weekend, the following jerseys will be awarded at our celebration dinners. Be on the lookout for the yellow and green jersey on the course!

TOP RECRUITER

The coveted yellow jersey will be given out to our Top Recruiter for each of our Ride locations. This goes to the individual who has recruited the most new riders for each of our rides.



TOP FUNDRAISER

The infamous green jersey will be given out to our Top Fundraiser for each of our Ride locations. This goes to the individual who has raised the most money by Ride Day. We ask the winner to wear it proudly on Ride Day.



SPIRIT JERSEY

The polka dot jersey will be given out to the person that exemplifies the spirit of the JDRF Ride Program throughout the weekend. This jersey has been awarded to Riders, Coaches and volunteers in the past.



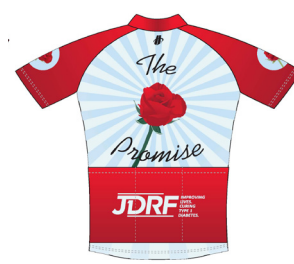
BEST YOUNG RIDER

This jersey will be given out to our best young rider on the course. Your Coaches and fellow riders will be voting on this jersey. The winner of this jersey has a can-do attitude and is not afraid of trying what others consider impossible.



PROMISE JERSEY

The Promise jersey will be awarded to a rider that puts others before themselves. This jersey will recognize a rider that does not have T1D, but has made a promise to Ride for a Cure.



Novo Nordisk National Presenting Sponsor

Novo Nordisk, a global healthcare company with 90 years of innovation and leadership in diabetes care, has supported the JDRF Ride to Cure Diabetes for over a decade. The Ride is a destination cycling event that raises money to advance life-changing therapies and ultimately a cure for T1D.

As our national presenting sponsor, Novo Nordisk has made a long-term commitment to supporting type 1 diabetes (T1D) research. Please join us in thanking Novo Nordisk and their dedicated employees around the world. Novo Nordisk's continued support of the Ride brings us all closer to a world without T1D.

For more information about JDRF Ride to Cure Diabetes, please visit ride.jdrf.org.





Please join us in thanking our exceptional JDRF National Principal Partner Hy-Vee for their support of the Ride to Cure Diabetes. Since 1998, Hy-Vee has conducted year-round fundraising activities for JDRF, raising nearly \$16 million for type 1 diabetes (T1D) research. Hy-Vee employees join JDRF in creating a world without T1D by hitting the road with us in La Crosse this year!

