



**RIDE LIKE THE PROS FOR CHARITY!**  
 Menomonie Gran Fondo & Spectator Rides  
 June 18, Menomonie, WI

Presented by: **OptumHealth**<sup>SM</sup>  
 Optimizing Health and Well-Being™




**Newsletter #3      Monday, June 13, 2011**

**It's Worth Repeating!!**

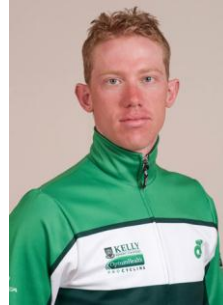
*Team Radioshack rider and wearer of the Giro d'Italia's white jersey Bjorn Selander, along with Kelly Benefits Strategies-OptumHealth Pro Cycling riders Dan Holloway, Tom Soladay, and Colton Barrett will be riding the Menomonie Gran Fondo. Come a little early and shake hands with the pros.*



Bjorn Selander  
Team RadioShack



Colton Barrett



Dan Holloway  
Kelly Benefit Strategies



Tom Soladay

**Welcome** to the inaugural Gran Fondo and Spectator Ride – served up as an hors d'oeuvre to the top-ranked professional stage race in the Midwest.

Our next communication with you will be “in person,” as Saturday, June 18<sup>th</sup>, is fast approaching. We hope you enjoy our challenging terrain and the thrill of professional

bike racing. We will spoil you with our hospitality.

You will find it quite easy to get to Menomonie. We are just 41 miles from the Minnesota / Wisconsin border on I-94. Enjoy the short drive but prepare for an elevated heart rate.

For the professionals, Saturday, June 18 will be the fourth day of competition during the five day stage

race. The Men will complete 100 miles and the Women will cover 76 miles of rolling hills and long climbs that are sure to impact the standing for the entire Nature Valley Grand Prix.

We are here to make your day a “Celebration of Cycling”! Please let us know what we can do to make your day better in any way.



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### Nutrition

“Your training is in the books, your bike is running like a well-oiled machine and now it is time to plan out your nutrition for the Gran Fondo and Spectator Rides. There is nothing more you can do to train yourself the week leading up to the event. However, what and how you eat and drink just before, during and after the ride can have a big impact on your success and enjoyment!”

Want to read more? The rest of the article can be found at

<http://triablog.naturevalleybicyclevestival.com/category/gran-fondo/> .

The blog is posted by

Jonas Carney  
Performance Director, Kelly Benefit Strategies  
OptumHealth Pro Cycling

### Registration & Lodging

Check in before your ride to sign the waiver of liability:

1. Gran Fondo & Spectator riders- Friday night, June 17 from 6:00 to 9:00 pm at the Stout Ale House, 1501 North Broadway Street #1500, Menomonie – [www.stoutalehouse.com/](http://www.stoutalehouse.com/)
2. Gran Fondo riders only- Saturday morning, June 18 from 6:15 am to 7:15 am at Lot #4, UW Stout campus, 13<sup>th</sup> Ave and S. Broadway Ave.
3. Spectator riders only- Saturday morning, June 18 from 9:30 am to 10:45 am at Lot #4, UW Stout campus, 13<sup>th</sup> Ave and S. Broadway Ave.

2011. Paper registration will be available thereafter:

- Friday evening from 6:00 – 9:00 pm at the Stout Ale House or
- Saturday morning 6:15 – 7:15 am at UW Stout Lot #4.

**Rooms** – If you are looking for lodging on Friday or Saturday night, refer to the choices as listed on the Menomonie Area Chamber of Commerce website: <http://cm.menomoniechamber.org/list/category/hotels-motels>

When you register at the hotel, let them know you are in town for the Nature Valley Bicycle Festival. This will help track our cycle tourism impact and offer you the best available rate.

ON-LINE REGISTRATION STAYS OPEN THROUGH MIDNIGHT, THURSDAY, JUNE 16,





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**Directions**

**Start/Finish Location** – UW Stout’s Lot #4 is the location of our start / finish area. The address is 13<sup>th</sup> Ave and S. Broadway Ave. To get to Lot #4 from Interstate 94, take exit #41. Go south on State Highway 25 for 2 miles to 13<sup>th</sup> Ave. Lot #4 is in the southeast corner of 13<sup>th</sup> Ave. and Hwy 25 (Hwy 25 shares the road with Broadway Ave).

There is capacity for 600 cars in Lot #4 and overflow parking is available one block east

of this lot. These lots serve UW Stout’s Johnson Fieldhouse / Recreation Complex, and the Don and Nona Football Stadium. The view below is looking north. Lot #4 is in the left-center of the photo.

The professional men and women will be racing the finishing circuits on a three-mile loop through many of the streets in the photo. The Start/Finish for the Pros is in downtown Menomonie, close to the large stack in the top-center of the photo.



The City of Menomonie is built around Lake Menomin, shown top right. Lake Menomin is a natural lake that served as a mill pond for the largest lumber mill in the world during 1850-1900, the Stout, Knapp Company. The company cut trees in the Red Cedar River Valley and floated them down river to the mill in Menomonie ... until they ran out of trees on or around 1900. The company does not exist today. But, this is how the Menomonie got its start.



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### You Show Up and Ride ... and We Will Take Care of the Rest (Stops)

**Food / Rest Stops** – You will find food stops at miles 21, 37, 55 and 69 for the Gran Fondo riders.

For the Spectator riders, the stops will be at 7½ miles and 15 miles.

**SAG (Support and Gear)** – Gran Fondo and Spectator riders will have the support of SAG vehicles. The SAG vehicles will be parked at the start line before your ride starts, so will know what they look like before you begin.

During your ride, if you (or your bike) get in trouble, the SAG will shuttle you to

the nearest rest stop. Shimano is providing complimentary mechanical support. (Thank you to Shimano.) They will most likely be able to get you rolling. But, if you need to return to Menomonie, we will see that you have a safe passage back to the start / finish area.

### Safety

The rules of the road shall apply. While the roads you will be cycling on will be mostly Township and County roads, we are crossing State Highways seven times on the long Gran Fondo route and you will be expected to stop at these and other marked

intersections. The roads are open to traffic during the rides, so please be aware of motorists.

**Not a Race** – Whether you are participating in a Gran Fondo or a Spectator Ride, please be aware that neither of these is a race. We will have no timing devices.

### Thanks for Your Help Spreading the Word

*You registered for this ride because you wanted something more out of your bike ride than just a “long ride”. This ride gives you the challenge of riding the same route as the pros (for the Gran Fondo riders) or a sampling of the challenging topography (for the Spectator Rides).*

*As a first year happening, there are many who are not aware of the chance to enjoy a*

*ride and watch the pros during the same day. Please, let them know.*

*If you have friends or cycling buddies, let them know about the event.*

*Let them know they can ride LIKE the pros and WITH the pros: Selander, Holloway, Soladay and Barrett.*

*We thank you for sharing the event with your friends.*



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***OptumHealth, the sponsor for the Gran Fondo and Spectator Rides – Who are they? And what do they do?***

OptumHealth helps make health care more accessible, affordable and effective for employers, health plans, public sector entities and the nearly 60 million people they serve. OptumHealth products and services are easy to use, clinically viable, and fiscally responsible and delivered by caring people who are dedicated to helping make a positive change in people's lives.

**What OptumHealth Does**

OptumHealth provides the information,

tools and solutions that people use to help navigate the health care system. The company also helps them finance their health care needs and achieve their wellness goals. Their approach brings personalized information together with the appropriate services to help address an individual's need. OptumHealth's areas of expertise range from behavioral and clinical health support, online health coaching and counseling for complex medical conditions, to health savings accounts.

Thank you to OptumHealth for their generous support of cycling in general and specifically, this event.

**Questions and More**

For additional details, maps, schedule, etc., check out the Nature Valley Bicycle Festival website at [http://www.naturevalleybicyclefestival.com/Gran\\_Fondo](http://www.naturevalleybicyclefestival.com/Gran_Fondo). If you still have unanswered questions, please direct all questions to the Ride Director at [bryanlavoy@hotmail.com](mailto:bryanlavoy@hotmail.com).

Again, we are thrilled to host you for this very exciting event. Match the ride of your choice to professional cycling and you will have an outstanding experience!

