EASTERN TANDEM RALLY WILLIAMSBURG 2018

WEB SITE

- Reed worked closely with Mike Bianco on the web site for the rally.
- Only the webmaster can add pages to the web site, but Mike gave Reed directions on how to create and edit pages for the website (Wordpress). It was pretty easy to use, and Reed was able to figure out how to add text and graphics.
- Karen and Reed decided what should be on the registration form, and Mike implemented it. We left off a check box for first time attendees, but Mike figured it out from past databases. Be sure to put that check box in your registration form.
- We had to coordinate our registration date with when Mike would be at home since he needed to be at the computer during the time that registration was open. All of this will change if there is a new webmaster.

ROUTES

- Reed designed all of the routes on RideWithGPS.
- A RideWithGPS Event Page was created with all of the routes. Mike Bianco's system for naming the rides was used to ensure that they would transfer to Garmins OK.
- Reed made his own maps and cue sheets, and PDFs of these were available on the web site (the same that I used for handouts at the rally). A screen capture of the RideWithGPS map was made and pasted in into a Pages document (would also work with a Word document) and then street names, arrows, callouts, etc.) were added. Cue sheets were created in Pages (would also work in Word), and the two were combined into a single PDF. The RideWithGPS cues were revised to match Reed's cues so that there would be no confusion between the different types of cue sheets. This was very time intensive, but Reed likes making maps and cue sheets.

PHOTOGRAPHERS

- We were lucky to have two skilled photographers who were RATS and were registered for the rally. We comped each photographer for his registration. Photography was planned to let the photographers ride as much as possible. Photographer who took the group photo was driven to a site 17 miles into the Saturday route so he was ready for photographs – the other photographer took photos near the start of the Saturday ride. Photographs were taken on all three days of the rally.

FRIDAY

Registration

- Karen was there all day – Reed was there in the morning, but was out taking care of other details in the afternoon (extra copies for cue sheets, checking setup for ice cream social, etc.)
- Two volunteers in the morning, three volunteers in the afternoon
- Having enough space to spread out is helpful – big rush from 8-10 am
- Need space to spread out cue sheets

- Also had a poster board with Saturday/Sunday ride maps shown ($30/map at UPS store)

Swag Bag

- Name Tags
  - Printed on home ink jet printer
  - Emergency contact information on the back
  - Meal and drink tickets were matched to the name tags and put in behind
  - Put in the bag ahead of time
- Other swag was put in the bag ahead of time
  - License plate (remember zip ties if you do license plates)
    - License plate was a 3" x 6" aluminium plate from Teamlogo.com. I did the design using their web site, and sent in an Excel file with names/city/state. Service was extremely quick. License plate design was intentionally generic, and can be used again if desired. Our order number was TLD8806. If you want to use the design next year it would probably be a good idea to contact Teamlogo now so the design doesn't disappear. The colors could be varied for next year if desired – easy to do on their web site.
  - Refrigerator magnet
    - Refrigerator magnet was purchased from 4imprint.com. We also purchased the swag bag from them. Good service and quality products.
  - Phone case
    - Purchased from jerseybin.com. We purchased the Trim Plus Bin 7" x 4¼" inch size with a one-color logo. There were evidently some complaints at the 2017 rally that the phone cases were too small, so we went with a bigger size to fit the larger phones like the iPhone 8 Plus.
  - Socks
    - Socks were purchased from SockGuy.com. Contact person there was Ben DiEduardo, ben@sockguy.com.
- Handouts were on the table for pickup. It would have been better if they were put in the bag ahead of time, but we ran out of time. Some people didn't pick up.
  - Detailed schedule
  - Team List
  - Parking Pass
  - Restaurant Guide
- Bags were tagged and alphabetized by captain's last name in boxes – this made registration run smoothly.
- Jerseys had been shipped in bags with names attached. They were alphabetized by the name of the person who ordered them, and placed in boxes and distributed at registration. Caren Bianco handled the jersey for us, which was a big help.
- Honey Stingers were set out on table to be picked up. No limit was placed on number per team. Ordered enough for about 2 items/person. It all worked out,

and we had a lot left. Waffles were gone by Saturday, but plenty of gels left for Sunday. Probably could have had fewer gels and more waffles. After the rally only one box of gels left.

Friday Rides

- Friday rides were done as a remote start because of the location of the Virginia Capital Trail and because a remote start was convenient for people coming in throughout the day (check-in at the hotel was not until 4:00 pm)
- To ensure that we had access to parking and the bathrooms in the picnic shelter, we rented the picnic shelter for the entire day. Because of this, James City County Parks & Rec did not charge us extra for parking.

Friday SAG

- Originally no Friday SAG was planned. We had a registered team set up at the picnic shelter from 8:30 am to 10:00 am to answer questions and make sure people were parking properly, and then go riding. Stoker fell and broke her shoulder a week before, so they staffed the ride start from 8:30 am to 3:30 pm, and the captain agreed to do SAG – his registration was comped. Some minor mechanical assistance was provided at the ride start, but no SAG was needed during the rides.

Tandems East

- Original plan was to have Tandems East set up their truck in the rear parking lot, and their store in the Hospitality Suite. Mel and Barbara found the Hospitality Suite unsuitable, and got permission from the Hotel to set up their store in the front parking lot on Friday where it was visible to people arriving at the Hotel. It was moved to the rear parking lot on Saturday afternoon, which worked well.
- Important to coordinate with Mel and Barbara to make sure they have a suitable place to operate. Being outside worked well for them at this rally, and the Hotel was very accommodating.

Ice Cream Social

- Advertised as 7:00 – 8:30. Went on later because of Jim Pastorick's presentation.
- Community Building was a good venue. Assumed a lot of people would be standing. Had about 50 chairs initially, set up another 50. People liked sitting and talking.
- Catered by Baskin-Robbins. Caterer supplied portable freezer. Three people were dipping ice cream, which allowed line to move quickly.
- Had 5 flavors of ice cream available, including a dairy-free/gluten free flavor.
- Planned for 200 people attending out of 240. Caterer suggested 1½ scoops per person. Ice cream was left over at the end.
- Powerpoint presentation was made for Saturday/Sunday routes and activities since AV was available in the room.
- Jim Pastorick unexpectedly volunteered to give a presentation on travel photography, and this was incorporated into the event. Had to extend the duration of the room rental to accommodate this, but this was at not extra cost.

- Had to pay a $100 damage deposit to reserve room ahead of time, which is being refunded.

SATURDAY

Breakfast

- Breakfast was provided by the hotel as part of the room reservations.
- Breakfast area was opened ½ hour early at 6:30 am to better accommodate the group.
- We made sure breakfast space was adequate before we committed to the hotel. They let us come in and have breakfast before we signed the contract.
- Breakfast was only provided to those staying at the hotel.

Group Photo

- Great place for the group photo was right next to the hotel.
- We had some misgivings for doing the photo at 8 am with an 8:30 am mass start, but everything worked out OK. Photo was taken shortly after 8:00 am, and everyone was in line for the mass start at 8:30 am.
- An advantage of the 8:00 am photo was that everyone was present and dressed for the ride start.
- We were lucky that one of our volunteer photographers was a school photography professional, and had the equipment needed for the photography. Another volunteer brought an 8' ladder for the photographer.

Saturday Rides

- Originally planned the medium and long rides for the mass start, with the short ride a remote start at York River State Park so that they could stop at the rest stop at Little Creek Reservoir Park along with everyone else. As rides were refined, made the mass start for everyone with a procession down Duke of Gloucester Street to make the ride really special.
- Intersection control by the Williamsburg Police Department was arranged for the mass start. We were not charged due to the short duration of the ride start (normal charge was $40/hour/officer, minimum of four hours = $160/officer). The Police Department went above and beyond, and gave us a complete escort through the City.
- Plastic yard signs were made to identify confusing turns, the rest stop and the Cookie Stop. These signs have been passed along for use in future rallys.
- Rest Stops
    - Since the short ride did not go to the rest stop, we had a Cookie Stop with only cookies – fortunately this was at a City park with water and rest rooms available. Cookie stop was at mile 10, lunch at mile 20. This took two extra volunteers – plan was for the volunteers to do the Cookie Stop from 9 am to 11 am, and then ride to the lunch stop and then back to the park, which was on the route, back. The captain had a medical problem and did not ride, but they still volunteered. The City did not charge us for the use of the park for the Cookie Stop (helps to know people).

- The big rest stop at Little Creek Reservoir Park was done by volunteers from BikeWalk Williamsburg (the President and his wife were registered for the rally). We paid to rent the shelter for the morning. Permanent bathrooms were on-site. If we didn't have BikeWalk Williamsburg for the rest stop, we probably would have needed at least four volunteers.
- Supplies for the rest stop were obtained by BikeWalk Williamsburg. They arranged for fruit to be donated by Fresh Market. Water and Gatorade was provided to drink. Supplies were:
    - Hand sanitizer
    - Small paper cups for trail mix
    - Latex gloves
    - Gatorade powder (one can)
    - Three bags of ice
    - One cooler for Gatorade, two coolers for water
    - Items donated by Fresh Market
        - Two cases of oranges
        - Two cases of bananas
        - Big bag of trail mix
- The main feature was homemade cookies. We requested 44 dozen cookies (about 2 cookies for each person – suggested by the 2017 rally hosts). People brought more than requested, and more people than anticipated brought cookies. Half went to the Rest Stop and the Cookie Stop, and the rest were in the Hospitality Suite. We were worried that we would have a lot of cookies left over, but we put them out for the boxed lunch on Sunday and they all disappeared.

Saturday Sag

- One captain volunteered for SAG on Saturday – his registration fee was comped.
- One other captain unable to ride volunteered as backup SAG.
- One team was brought in from the lunch stop, one team was brought in from the return route after the lunch stop because of a mechanical, and other minor mechanical assistance was provided.

Lunch Stop

- Two picnic shelters were rented for lunch.
- The caterers brought their own serving tables.
- We provided two folding tables for water and dessert.
- Lunch was 11:30 am to 1:30 pm. Most people were done with lunch by 12:30 pm. They started serving early since people were already there. Riders were faster than we anticipated. We did have several teams come in as late as 1:15 pm from the long ride. It was important to keep the lunch stop open for the time stated.

Hospitality Suite

- It was announced at the Ice Cream Social that snacks would be available in the Hospitality Suite after the rides. This was important because there was nowhere else at the Hotel to get drinks and snacks except vending machines. We purchased extra soft drinks and water, as well as three big containers of Goldfish. Cookies were also available.

Swap Meet

- The swap meet was a bust. Three folding tables were set up near Mel's truck and their tent, but hardly anyone used the tables.

Cocktail Hour

- We underestimated the amount of appetizers needed – only half the people were able to get an appetizer. We ordered two cheese platters, two Mediterranean platters and one fruit platter. There was enough for three items per person, but everyone loaded up and everything was gone in ½ hour. It probably would have been better to have the appetizer trays scattered around the room instead of in one place where everyone was lined up. We should have ordered double what we did.

Dinner

- Dinner went well. People had meal tickets behind their name tag listing their meal choice and allergies (if any). We had no complaints about the meal service.
- IT person was at the dinner helping us load the photographs taken and run the AV system – this was a big help.
- ETR table decorations were used for the dinner. Two teams plus Karen did the banquet set-up.
- The door prizes worked well.
    - Two prizes for longest distance traveled (originally was to be one, but since the two longest were both from the west coast we gave two. The teams had their choice of tandem themed plaques.
    - Other prizes were awarded by names drawn out of a bowl by people in the front tables. Prizes were:
        - Two tandem plaques (for two teams)
        - Two baseball caps (for one team)
        - Two tandem coffee cups (for one team)
        - Two gift baskets from the Peanut Shop (for two teams)
        - A set of jerseys from Evelyn Hill Cycling (Barbara gave us a 20% discount). This was the "grand prize."
- Entertainment was by Timothy Seaman, a well-regarded local hammer dulcimer musician.

SUNDAY

Breakfast

- Breakfast was provided by the hotel as part of the room reservations.
- Breakfast area was opened ½ hour early at 6:30 am to better accommodate the group.

Sunday Rides

- An 8:30 am mass start was again scheduled.
- A number of teams started the ride early.
- The Williamsburg Police Department again provided intersection control, which was much simpler than for the Saturday rides.

Sunday Sag

- One captain volunteered for SAG on Sunday – his registration fee was comped.
- There were no calls for SAG on Sunday

Rest Stop

- No rest stops were provided for the Sunday rides. Two store stops were available for the long 43-mile ride.

Store Stop

- A special store stop was arranged at Spoke & Art Provisions Co., a bicycle themed store on the Virginia Capital Trail. The owner opened early for us, and all three rides had a stop at the store. Anything purchased before 11:00 am was taken back to the Hotel to be picked up at the boxed lunch.

Boxed Lunch

- A catered boxed lunch was provided at the Hotel from 11:30 am to 1:00 pm. The time worked out fine. Since the lunch was brought in from an outside vendor, we had to sign a waiver for the food. The rental of the room for the lunch was $530, and included set-up, tables and chairs.
- All remaining cookies, Goldfish, Honey Stinger gels and drinks were taken to the boxed lunch.
- Drinks purchased for the boxed lunch (and the Hospitality Suite for Saturday afternoon) were:
    - Eight 24-can cases of soda of various kinds (Coke, Diet Coke, Sprite, Root Beer, Diet Root Beer, Pepsi). All that was left was 15 cans of Sprite – not a popular choice)
    - Five 40-bottle cases of bottled water (all except one bottle was used)
    - We provided four coolers for the drinks. Drinks were kept cold in the Hospitality Suite refrigeration, and ice from the Hotel ice machine was added to keep the drinks cool in the coolers.

- A box was available to turn in name tags. One person took the name tags needed for MATES to Lexington, VA. The rest were put in a box and mailed to Dan McKee.

Rally Summary prepared by Reed and Karen Nester, June 23, 2018

Contact information:
Reed: reednester@gmail.com; (757) 846-0121
Karen: karenmnester@gmail.com; (757) 869-2949