



## Trek Flash 2004

JANUARY 2004 -Vol. 5, No. 5

# Get Your Trek Pledges in Early and You Could Win!

We will have three drawings for anyone who sends in their \$450 minimum in billed and/or pre-collected pledges.

**ALAM requests, if possible, you enter all your pledges online.** By entering your pledges online (billed and/or pre-collected) you will save ALA-ME thousands of dollars in administrative expenses allowing more of the dollars you raise to go toward research, advocacy, and educational programs related to lung disease.

Get your minimum in:

☞ **By March 10th** - Win a **\$100 LL Bean** gift certificate. (If you don't win, your name will stay in for the next two drawings).

☞ **By April 14th** - Win a **\$50 LL Bean** gift certificate. (If you don't win, your name will stay in for the next drawing).

☞ **By May 14th** - Win a **\$25 LL Bean** gift certificate

Drawings will take place on March 12th, April 16th, and May 19th. Winners will be omitted from the next drawing.

**Please Note:** You can continue to raise pledges even after you have turned in your pledge minimum. By sending in your Trek pledge minimum early, you help save the Lung Association time and money associated with the administrative costs of the Trek.

## Clean Air: The Trekkers' Final Frontier— Maine Green Power Connection

### Breathing free

Every Father's Day weekend, some 1,700 Mainers mount their bikes and cycle 175 miles across the state as part of the American Lung Association of Maine's "Trek Across Maine—Sunday River to the Sea," a popular event that raises funds to support ALA-ME's educational programs, advocacy efforts and research.

As they strain up and coast down rolling hills from Bethel to Rockland, Trekkers really come to appreciate how fortunate they are to have strong, healthy lungs to keep them moving. For one magical weekend in June, hundreds of Mainers make an extraordinary effort to live out their

commitment to finding cures for diseases that steal the breath of life from thousands of fellow Mainers each year.

But what if Trekkers could make a daily contribution to reducing the incidence of lung disease in Maine, even in the dead of winter when cycling season is a long way off? By buying green electricity, Trekkers can stretch that weekend's commitment across the whole year.

## Choosing green

The American Lung Association of Maine is proud to be a charter member and customer of the Green Power Connection. Using green power supports our goal to assure the air we breathe does not cause or worsen lung disease. Last February, our board adopted a green energy policy statement that clearly describes our intention to support actions that support clean renewable energy and lessen our dependence on fossil fuel.

In the United States, electric power plants are the largest industrial source of air pollution. Entering our bodies through the air we breathe, the water we drink, and the food we eat, pollution from these plants plays a role in lung disease, heart disease and many other conditions.

Green electricity can help prevent these health impacts. Green electricity avoids pollution at its source. Generating electricity from hydropower dams, wind farms and solar panels results in cleaner air, which leads to better health outcomes. In short, green electricity means healthier lungs. Maine changed the rules of its electricity market in 2000. In the new competitive electricity system, every time you pay your electric bill, you decide how electricity is generated.

The **Maine Green Power Connection** can help you buy green electricity. We make it easier for you to select a provider that delivers the benefits you want. By enabling you to understand and compare green electricity options, we empower you to prevent disease every time you pay your electricity bill.

## Making Maine a healthier place to live, work and play

### ☞☞ Easy to Buy

Signing up for green power is simple – you can sign up online or request a contract by mail. In any case, there's nothing to install and no difference in the reliability of your electricity service. All the change happens on the "back end" where the electricity is generated. Further explanation at [www.MaineGreenPower.org](http://www.MaineGreenPower.org).

### ☞☞ Affordable

You can decide how much of your power you want to "green". Visit the Connection's **Maine Green Power Menu** online for current options and pricing. [www.MaineGreenPower.org/Menu](http://www.MaineGreenPower.org/Menu)

### ☞☞ Important

Your simple and inexpensive choice delivers big benefits. First, when you buy green electricity, your business enables renewable power plants to sell more electricity, which goes into the grid. Next, power plants that consume irreplaceable resources such as coal, oil, gas or uranium are forced to cut back their output. Their reductions mean less pollution into our atmosphere. These reductions also mean that less fuel is mined, transported and consumed, thus cutting other environmental damage as well.

One quick decision on your part creates many positive changes -- all through your electricity choice.

## Sign Up Today

The American Lung Association of Maine is proud to be a green power user. Contact Maine Green Power Connection to learn more and buy green power. You can make a difference in Maine's air quality today.

## Partnership for a Tobacco-Free Maine Grants \$31,000 to ALA-ME

The American Lung Association of Maine has been granted \$31,000 from the Partnership for a Tobacco-Free Maine, Bureau of Health. This money will help ALA-ME and the Maine Youth Action Network bring Teens Against Tobacco Use (TATU) to more than 600 youth participating in Youth Action Programs (YAPs), across Maine.

A special thanks goes to the Partnership for a Tobacco-Free Maine. **With their continued support, the Lung Association is able to maintain its role** offering quality training and resources to teachers and youth choosing to be tobacco-free.

For more information about TATU, or the Partnership for Tobacco-Free Maine, contact Michelle Caliandro at [mcaliandro@mainelung.org](mailto:mcaliandro@mainelung.org) or 1-888-241-6566 x103.

## Sponsors of the Month



The American Lung Association of Maine is pleased to announce that Southern Maine television stations, Maine's WB-WPXT and Maine's UPN-WPME are joining us as a Major, Gold Level sponsor of the 2004 Trek Across Maine Sunday River to the Sea bicycle ride. WPXT-TV and WPME-TV are generously providing television production and advertising to recruit riders for the 20<sup>th</sup> anniversary 2004 Trek.

Maine's WB and Maine's UPN offer daily programming and Our Maine.com offers cutting edge Internet web based news, weather, information and entertainment. WPXT-TV and WPME-TV are located at: 4 Ledgeview Drive, Westbrook, ME 04092.

The American Lung Association of Maine welcomes WPXT-TV and WPME-TV to our lung association family and the Trek.

**Burgess Advertising & Associates, Inc.**

The American Lung Association of Maine is pleased to announce that Burgess Advertising & Associates, Inc. of Portland, ME has joined us as a Bronze Level sponsor of the 2004 Trek Across Maine Sunday River to the Sea bicycle ride. Meredith Strang Burgess and Burgess Advertising & Associates, Inc. are generously providing the creative work for the re-design of our Trek brochure and a new poster design. Burgess Advertising & Associates, Inc. located at 1290 Congress Street are a full service marketing, advertising and public relations agency. The agency was founded in 1986 and opened for business on January 12, 1987, under the name Burgess, Brewer, Stanyon & Payne, Inc.

In March of 1991, the agency reorganized as Burgess Advertising & Associates, Inc. and in October acquired Maine Media, Inc., an agency with a strong background in public relations and business-to-business advertising.

The American Lung Association of Maine welcomes Burgess Advertising & Associates, Inc. to our lung association family and the Trek.

**20<sup>th</sup> Anniversary Prize Winner for November is...**  
*Dale Sanderson! Dale has won a hooded Trek sweatshirt.*

**20<sup>th</sup> Anniversary Prize Winner for December is...**  
*Lisa Letourneau! Lisa has won a Trek wind shirt and ornament.*

## **My BICYCLING Magazine Biketown Experience**

By: Mark McAfee

Hi, my name is Mac. You may have seen me before at the Trek Across Maine. I have done 8 or 9 since my first one in 1987. (I've kinda lost exact count over the years) Some of you long term vets may remember me as the guy who used to attach a 'Chuckie' doll to his bike or helmet. I am writing this story about an incredible honor that I was given that still is hard for me to believe. I was picked to be on the cover of the Jan/Feb issue of BICYCLING Magazine. WOW!! A few months ago it was Lance Armstrong and now it is me!! Incredible!! I also have a full page picture inside and am in the story called 'The Gift'. I never would have imagined it in a million years. But there I am and here's what happened.

It was July of 2003 and I was thinking about how I was ever going to get out of the cycling funk I was in when I noticed an ad in the Portland Press Herald about bikes being given away. BICYCLING Magazine wanted to give 50 new Trek 7200 bikes to 50 people in the Portland area who wrote an essay as to why they wanted a new bike for three months. (It was like a message from the cycling gods but little did I know what they had in store for me) The magazine would then follow the progress of the participants to see how this 'gift' affected their lives and report the findings in a future issue. I read the newspaper most everyday but must have missed the ad because I noticed the deadline for the contest was that night at midnight. It had a mail-in entry blank or a website where you could enter. I chose to go to the website to enter when I got home because as good as I know the USPS is, (no snailmail cracks here – I deliver mail for a living!!) I knew the entry would not make in time via the U. S. Postal Service.

In my entry I mentioned the similarities between Lance Armstrong and myself. He rides his bike for the USPS, I work for the USPS. He rides his Trek at work; I wanted to ride a new Trek to work. (I didn't know at the time that he liked Sheryl Crow as much as I did!!). I would send my positive vibes to him as I commuted to work on my new Trek 7200 to help him with his fifth Tour de France. I also mentioned the fact that when I bought my used Trek model VW Jetta it didn't come with the Trek bike. What a rip off!

A few weeks later, I was notified that I won the bike. (Wow, I won something and that would have made me happy if that was all that came of it.) We were told to meet in Portland to pick them up on July 21<sup>st</sup>. (Lance was struggling in the Tour de France and I was about to receive my bike to help him.) The day came and I got my bike, and if you followed the Tour, this was a fateful day for Lance on his way to his fifth win. He fell on his big climb as he tangled with a spectator but got up, kicked some butt and went on to win the stage. I'd like to think he felt the energy from me getting my new bike. (Lance, feel the force!!)

I had my mind made up to 'try to' commute every work day until the Biketown project ended at the end of October. At first I rode to help Lance win, which he did. (We will never know if he would have won without me!!) Then I needed incentive to keep going so I made up a calendar which I kept on my locker at work. Each day as I arrived at work I asked a willing coworker to sign on the date to prove that I rode in on that day. I figured it would put needed pressure on me as I feel it is harder to disappoint others than it is me. At the time I had doubts I would be able to ride every work day for three months, but as the weeks went along, it seemed to get easier. I was adjusting my schedule to allow for the extra time it took to be a full time commuter and I was enjoying the heck out of it. I would e-mail the writer, Bill Gifford, regularly to keep him abreast of any developments. He ended up moving to Portland for a few weeks to meet with the participants. He even rode to work with me one day. The time was passing by and the story was unfolding. (You'll have to read about that in the Jan/Feb issue of BICYCLING) Then one day I got an e-mail from Bill that asked if I would object to having my picture taken for the magazine. I wrote back that I thought it would be cool and joked about being on the cover. (Never in a million years did I think I would be) I told him that the song by Dr Hook and the Medicine show, "On the Cover of the Rolling Stone" was going through my head, only it was "On the Cover of the BICYCLING Mag". I figured it would be a small little picture and I may be unrecognizable, especially amongst 50 other participants but I was thrilled anyway. (I have read the magazine for years and thought it would be so cool to have any picture of me in that magazine.) He told me that a photographer would be contacting me. That sounded very cool.

A few days later, I got a call from Jason Grow, a professional photographer. He was coming up from the Boston area to shoot the pictures for BICYCLING Magazine and wanted to set up a place and time. Wow, a professional photographer. He wanted me to bring the postal kit (I just learned this year that 'kit' is the term cyclists use to describe a complete team cycling outfit) that I wore on my commute with Bill and any other cycling related stuff that I could carry on my bike. We decided we could meet after work on Wednesday and the location would be the Yarmouth P. O. where I work. I mentioned that I was on my way to get my haircut for the pictures. He exclaimed, "No, don't do that!! You can do whatever you want after the shoot but don't cut it before I take the pictures. I want to capture whatever it was that Bill saw the day he rode with you." He went on to read some of the stuff that Bill had written him about me. How I was tall, with longish hair, earring and a goatee, wore a backpack with a small American flag hanging out, had a red bandana flapping on my left side (Thanks to Charley!!) and was wearing my postal kit with heavy socks and hiking boots. Then Jason said, "What are you, a badass

lumberjack or something!!” This cracked me up. (I think Bill described me a little bigger than I am – maybe it was the river driver shirt under the kit) Needless to say, being the good little lumberjack I am, I axed the haircut idea.

The day arrived and started to become a little nervous. As I came back to the P. O. after delivering my route, Jason had a crew setting up a huge American flag on a frame in a corner of the parking lot with lights all around. I felt the butterflies in my stomach start fluttering faster as I realized all this excitement was to take pictures of me. I went over and introduced myself to Jason and showed him the stuff I brought. I could tell he was not a cyclist by the way he recoiled at the colorful spandex and lycra that my backpack regurgitated. (As a commuter or cyclist in general, I believe it is most important to be seen so I wear some bright colors!!) He wanted me to wear what I had on – my postal uniform.

The shoot was very cool. Jason made me feel very comfortable and a bit like a supermodel (without the pay of course!!) as he scurried around me changing cameras and angles a lot, and having me look a certain way, whether it was serious (badass lumberjack) or smiling (go to your happy space). Assistants were constantly moving around doing this and that and it was very exciting. The customers didn’t know what to make of it all. During the shoot I learned that they were using large format cameras and planned to have a full page picture of me. It was getting better and better.

My commuting continued (I ended up with over 1500 miles in the 3 months of commuting) and a few weeks later I got a message on my machine from BICYCLING Magazine’s Justin Belmont saying he had something to ask me concerning my picture and the magazine. It was after hours so I called back and left him a message. But when I logged onto my computer, I had an e-mail from him telling me that they wanted to use my picture for the cover but he just needed to make sure it was ok with the USPS. I couldn’t believe it when I read it. (Dr Hook was really in my head now!!) This whole thing was snowballing and I was swept up in it. I talked with a few people who know more about magazines and covers than I do and was told that those things have a way of changing at the last minute and not to get too excited yet and maybe keep it to myself. I couldn’t help it and was totally psyched and telling everyone who would listen. But there were still some possible obstacles and I wouldn’t *really* believe it until I saw it.

Then one day in early December, as I entered the Post Office and went to punch in, there it was, propped up on the time clock, a BICYCLING Magazine with me on the cover. A clerk spotted them when they came in for delivery that morning and placed it there with the note, “Cover boy will be available for autographs this afternoon.” I was finally a believer. As fate would have it, the route that I delivered that day did not have one customer who got that issue. The other carriers who delivered it said that they had to laugh every time they reached for a magazine to deliver and there I was staring back at them. Now, they like to razz me a little by calling me cover boy. I guess there are worse things to be called. Sometimes I stop and think, Me, on the cover of BICYCLING Magazine. Who’d a thunk it?? It is still hard to believe.

You can pick up the Jan/Feb issue of BICYCLING at your newsstand until the first of February or subscribe and get a year’s worth for a few bucks more.

For questions or comments, contact Mac at: [cyclingmac@cs.com](mailto:cyclingmac@cs.com).

# 17<sup>th</sup> Annual Joy of Skiing – Winter Fun for All!

The American Lung Association of Maine and Sunday River Cross Country Ski Center will host the 17<sup>th</sup> Annual Joy of Skiing event on Saturday, February 21, 2004. The Joy of Skiing is designed for skiers of all ages and skill levels who enjoy skiing on groomed trails and eating a variety of entrees, snacks and beverages along the way.

Designated dining locations on the cross- country trail system offer skiers a progressive picnic on skis! The traditional favorites of freshly made donuts served trailside and soup at the covered bridge are back, as well as some new delights. Each hour between 10 am and 3 pm a different dining station opens for your enjoyment.

A pre-registration fee of \$6 for adults (\$7 day-of-event fee) or \$4 for kids ages 5 through 12, in addition to the normal trail fee, covers all food throughout the day. Proceeds benefit the American Lung Association of Maine.

If you have any questions, please call Sunday River Inn & Cross Country Ski Center at: 207-824-2410 or email: [info@sundayriverinn.com](mailto:info@sundayriverinn.com). Visit [www.sundayriverinn.com](http://www.sundayriverinn.com) for information on trail fees and special packages.

## This event will be held regardless of weather conditions

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### Joy of Skiing Pre-Registration Form

Name \_\_\_\_\_ Address \_\_\_\_\_

Phone Number \_\_\_\_\_ E mail \_\_\_\_\_

# Attending \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Please make checks payable to American Lung Association of Maine  
Mail to: Sunday River XC Ski Center, 23 Skiway Road, Newry, ME 04261

## Sponsoring Bicycle Shops: Your Trek 2004 Mechanics

- ?? Auclair Cycle & Ski, Augusta
- ?? Back Bay Bicycle, Portland
- ?? Cycle Mania, Portland
- ?? Hilltop Ski & Bike, Manchester
- ?? L.L. Bean, Freeport
- ?? Mathieu's Cycle & Fitness Store, Oakland
- ?? Rainbow Bicycle & Fitness, Auburn
- ?? Sunday River Bike Park, Bethel