

strada sempre duro

May 2007 newsletter

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From the Editor:

Welcome to the May 2007 edition of the Duro club newsletter.

This is my second month as “Newsletter Editor” so I thought that I’d take a minute to introduce myself.

My name is Don Bordenave. I live in Concord and work in Walnut Creek as a real estate specialist for a large telecommunication company. Back in the late 1980s and early 90s I worked as an inside sales rep for Specialized Bicycles down in Morgan Hill. Before that I worked part time for Sharp Bicycle when they were in Richmond (there’s kind of a family connection). And even before that, during my college years, I worked at the Telegraph Avenue store, now long closed, of The North Face with Dee Sulprizio who is now the manager at Sharp Bicycle in Lafayette. There is always as connection.

I grew up in Contra Costa County. Attended Clayton Valley High School, Diablo Valley College, and actually graduated from U.C. Berkeley with a degree in Political Science way back in 1982.

I consider myself an avid cyclist. Managed to log 2,500 miles last year. The high point of my 2006 season was a 1:07 ride at the Mountain Challenge, not bad from a previous best of 1:30. Hoping to go under an hour this year but then so is everybody else.

One of my 2007 goals is to complete five centuries. Rode Chico Wildflower Century a couple weeks ago. Didn’t see another Duro jersey on the ride but maybe if you were there you were up ahead of me. My son Benjamin was

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riding his first century that day and managed to flat five times in the first 25 miles. Plus there were two other flats in our group. On top of that, I managed to leave my seat pack with spare tubes and my frame pump back in the car. Good thing for the support crews out on the course. Started out pretty wet and cold. The sun finally broke through later in the day. All-in-all it was a really good ride.

I've signed up for the Sierra Century and the Death ride. Will probably do the Marin Century and at least one more.

All of which somehow qualifies me to cut, paste, write, and edit a club newsletter! That and the fact that Carole Foley-Stewart talked me into it.

We've added a "Sponsor Profile" this month. Started with Sharp Bicycle because I happen to know them which made it kind of easy. The rest will follow.

Hope you like it. If you have any ideas or suggestions send me an email at: db2077@earthlink.net.

Have fun out there! Ride safe!

Don Bordenave

Editor – Duro Newsletter

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Sponsors

Show our sponsors you appreciate them by wearing the latest club jersey on all Duro rides, for every century you ride, and by patronizing their businesses.

The 2007 Duro sponsors are:

Crown Chevrolet E-caps Hammer Gel Sharp Bicycle
Teleset Voler Wendy's

May Sponsor Profile: Sharp Bicycle

Sharp Bicycle
[969 Moraga Road](#)
[Lafayette, CA 94549](#)
Phone: 925-284-9616
M-F 10-7, Sat 9-6, Sun 12-5
Home Page: <http://sharpbicycle.com/>
Email: sharp_bicycle@sbcglobal.net

Sharp Bicycle has been a proud sponsor of the Strade Sempre Duro Cycling Club for seven years and is the start/finish location for the Wednesday morning club rides.

Active Duro club members get a 10% discount on all bicycles, parts, accessories, and clothing at Sharp Bicycle!

The shop owners, Matt and Sally Sharp, are both active cyclists as are all the employees at Sharp's including the shop manager Dee Sulprizio, well known Duro member Pat Stewart, meticulous Campy mechanic Eric Parker,

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professional racer Devon Vigus, Devlin Koehler, Wayne Johnson, Brandon Quick, Marshall Eames, and Dan Reyman.

The Sharps moved to their current location on Moraga Road in Lafayette eight years ago this August after over 22 years of being in business in Pinole and Richmond.

At Sharp Bicycle you will find a full service bike shop with a very professional and friendly crew. The store is extremely well stocked and features bicycles from Trek, Fisher, LeMond, Santa Cruz, Ellsworth, Calfee, Moots, Parlee, Orbea, Look and Co-Motion. They also have the largest selection of cycling clothing in the East Bay. As Dee says: "...and if we don't have it, we can get it for you!"

Whether you need a new road or mountain bike, service on your old bike, tires, tubes, a spoke, helmet, shoes, gloves... Sharp Bicycle is a great place to go for all of your cycling needs.

Stop by and say hi to Matt, Sally, Dee and the whole crew soon.

Sunday Ride Schedule:

See the club website for ride details.

MAY 2007

- 6 LIVERMORE LOOP: 63mi./R
- 13 SUNOL / Calevaras : 57-70 mi./ R
- 20 DUBLIN GRADE LOOP: 55-mi./R
- 27 Pinole: 55mi

JUNE 2007

- 3 LIVERMORE LOOP: . 65mi./R
- 10 SUNOL: 58 mi.
- 17 Livermore/ return via Collier: 65 mi./R
- 24 Pinole: 55mi

http://www.duro.org/duro_sunday_club_rides.htm

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Weekday Rides

Sharp Bicycle No-Drop Ride

Location: Starts at Sharp Bicycle in Lafayette (969 Moraga Road)

Start time: Wednesdays, meet at 8:30am, roll at 8:45

Finish time: More or less noon

Ride Basics: Typically about a dozen riders, mostly Duro members. Usually 40-50 miles, route varies but is usually hills - over Pinehurst, Wildcat Canyon, etc. Riders try stay together as much as possible; unless someone has to get to work and keeps rolling.

Sunrise Bakery Ride

Location: Starts at Sunrise Bakery, California Blvd, about a block south of Olympic Blvd.

Start time: Wednesdays, meet at 8:30am, roll at 8:45

Finish time: More or less 12:30-1:00pm

Ride Basics: Typically about a dozen riders, mostly non-Duro members, pace is moderate to fast. Usually 50-60 miles, route varies but is usually Livermore or Sunol. Various "rolling re-groups" along the way; 1 re-group spot on route.

Alp d' Junction (aka - Mt Diablo Junction)

Location: Starts at St. Timothy's Episcopal Church in Diablo. Address is 1550 Diablo Road, Danville. Meet at the east end of the parking lot.

Start time: Tuesdays and Thursdays, meet at 4:30pm, roll at 4:45 pm (this ride only done April to October)

Finish time: More or less 6:00-6:15pm

Ride Basics: Currently this is a small group of Duro members but more people are welcome. Pace is a set your own. Everyone typically regroup at the junction prior to returning to the church. On occasion people do go further up the mountain.

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Centuries:

- **May 5, 2007:** Wine Country Century www.srcc.com (Sorry - Registration Closed)
- **May 6, 2007** Grizzly Peak Century www.grizzlypeakcyclists.org (Sorry - Registration Closed)
- **May 6, 2007:** Delta Century www.sbclub.org
- **May 12, 2007:** Tour of the Unknown Coast www.tuccycle.org
- **May 19, 2007:** Davis Double Century www.davisbikeclub.org
- **May 19, 2007:** Sunrise Century www.lodisunrisecentury.com
- **May 20, 2007:** Strawberry Fields Forever www.strawberryfields.org

- **June 2, 2007:** Sierra Century <http://www.sierracentury.org/>
- **June 3, 2007:** Sequoia Century www.westernwheelers.org
- **June 9, 2007:** Canyon Classic www.modestonorthrotary.org
- **June 16, 2007:** Terrible Two www.srcc.com
- **June 23, 2007:** Best of the Bay http://www.cherrycitycyclists.org/bob_main/bob_main.htm
- **June 30, 2007:** Climb to Kaiser www.fresnocycling.com

There is more info on each of the in the century section on the club website,
http://www.duro.org/duro_century_rides.htm.

If you have a suggestion for an Out of Town Club Ride please contact Jack Baker at
president@duro.org.

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Membership: The current club application can be found on the club website, www.duro.org/Application.pdf.

Annual dues are only \$35⁰⁰ !

Plus there are bargain packages that include the annual dues and great new cycling apparel:

- Package 1: \$65⁰⁰ for jersey or a wind vest and renewal (a \$95⁰⁰ value)
 - Package 2: \$135⁰⁰ for jersey, bib shorts or regular shorts, arm warmers and renewal (a \$172⁰⁰ value)
 - Package 3: \$165⁰⁰ for jersey, bib shorts or regular shorts, wind vest and renewal (a \$210⁰⁰ value)
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Clothing!

There is a great new kit featuring a great new sponsor!

- Check out the 2007 Jersey and Shorts at: http://www.duro.org/2007_Jersey.pdf

If you are interested in adding any of these items to your cycling wardrobe contact Carole at clothing@duro.org.

See you on the road!