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Tour de Lane 2015

In 2010, when Ian Scholz and his wife Holly were visiting Anne and Mike Hallinan at their home on the McKenzie River, the conversation turned to a bike rally from which Ian had just returned. Ian, grousing about the disorganized event, said “I know exactly how to make it better.” To which Anne replied, “I can do that.” They all live in Lane County (Eugene, OR), an idyllic spot for bicycle riding with lots of low-traffic roads and scenic bike paths. The seed that became **Tour de Lane** was in the ground.

When asked what he likes best about bicycling, Ian looks puzzled. “It’s my life,” he says. Scholz’s family takes cycling very seriously. The passion for cycling was shared from father to son to son to son in North Dakota. Currently, Ian owns and operates BikeRev, a Eugene manufacture of bike trailers, www.bikerev.com. His brother Alan founded Burley trailers, and when it sold, founded Bike Friday, manufacturers of custom fold-up bikes and work bikes, www.bikefriday.com with his brother Hanz. Brothers Ian, Hanz and Alan Scholz will join the Tour this year. Alan will be riding one of Bike Friday's new work bikes, the Haul-A-Day.

Anne Marrone Hallinan is a tour de force in Oregon’s event planning community. Her peers at MPI-OC (Meeting Professionals International – Oregon Chapter), recognizing her organizational gifts,

declared her Planner of the Year in 2012. With more than 20 years experience planning events, she brings the knowledge of necessary logistics into play for a successful outcome.

A year of planning, talking and bike riding went into the inaugural event in 2012. Ian scoped out possible routes and solicited industry partners. Ian Scholz personally rides and decides on the routes for the rides. He looks for low-traffic, well-paved roads as well as visual appeal. He avoids having people ride alone unless that is what they want, so two or more ride leaders guide each ride. Anne garnered a grant from Lane County tourism, and she was off and running - managing the web site, collateral development and distribution, registration, and site acquisition, not to mention food for support and meals.

Ever resourceful, Anne pressed family into service for the first Tour de Lane and not just hers - her husband Mike Hallinan and his brothers Mark and Joe as well as his sister Joan; her sisters Kate and Shelley Marrone and niece Olivia. Ian's wife Holly and their young adult children Devin and Jasmine became part of the operating staff. Friends were not exempt. Kathy Haymaker is in charge of the camp, making sure food needs are met and is the go-to-gal for all and sundry questions. Luckily, Anne's extended family includes a chef, a traffic manager, a forester, a PR pro - those who are accustomed to dealing with challenging situations. Other helpers include Ian's friends, the Disciples of Dirt mountain bikers, who help guide the rides. Collective skills made round one a good time. The Scholzes, Hallinans and Marrones come back every year because it is great fun.

Beautiful Fern Ridge Lake in Richardson Park is home to rally central where rides begin and end. Riders make a reservation to camp, RV or get a room in town. Discounted rooms are available at local hotels. The most important amenity at the park – really clean restrooms and showers. This year's shop

choice is Simply Cycle on 13th and High in Eugene, with long-time professional bicycle mechanic, Marty Taylor, on site to help with any needed bicycle repairs.



Fern Ridge Lake at Richardson Park, Junction City, Oregon

The goals for Tour de Lane are fairly simple: introduce avid cyclists to the natural wonders of Lane County, which stretches from the Cascade Mountains to the Coast; encourage cycling as a way of life in supporting GEARS (Greater Eugene Area Riders) cycling advocacy and education by bringing Tour de Lane riders to GEARS annual fundraiser, the *Blackberry bRamble*; and promote this much-loved region. Happily, Tour de Lane grows with each passing year.

Among the weekend's 10 supported rides, *Clear to the Coast* marks Tour de Lane's first adventure to the coast. This one-way century offers a ride over the coast range to the coast on beautiful, nearly car-free BLM roads. Riders will enjoy a beer on the beach in Winchester Bay and get a shuttle back in time for Saturday night's catered dinner. Alan Bennett co-author of a mountain biking book chose the route for its beauty. All of Lane County's geographic drama is on display in this ride, farmland, mountains and ocean.

At roughly 50 miles, the *Bike Builders Tour* brings cycling enthusiasts to local bicycle makers. Bike Friday, Rolf Prima and Co-Motion Cycles have supported Tour de Lane from the get-go. This year Winter Bicycles is added. The *Bike Builders Tour* leader Paul Timm, a long-time riding buddy of Ian and Holly's, this year adds a lightning tour of the University of Oregon, home of the Mighty Ducks. The ride concludes at the tour of Hop Valley Brewing. The Tour de Lane shuttle will be available if needed after sampling its beverages.

Around the Fern is in its third year; however, ride leader Rebecca Huston made changes that will make this a ride to remember. She has added 3 hills and options to visit, not one, but three of Lane Counties finest wineries. If one stops to sample wine, just call, and a ride will return you to rally central.

Once again, Tour de Lane provides the chance to ride three centuries in a single weekend. Friday requires that one combine two rides, Saturday offers *Clear to Coast*, and Sunday's *Blackberry bRamble* gives another. GEARS (Greater Eugene Area Riders) partners with Tour de Lane to bring you this third day of four supported rides the *Blackberry bRamble*. The *bRamble* is a well-planned and executed cycling event that draws roughly 600 riders. It is staffed and planned by long-term, experienced and enthusiastic cyclists.

Saturday's *Clear to Coast* may be registered for separately. Additional information can be found at: <http://www.tourdelane.com>.

(photography available)

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