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CO-OP NEWS

A Publication of the North Coast Co-op • Apr. 2016

WE OUR MEMBERS MONTHLY GIVEAWAY

Win
all this!
p. 5



Happy
Earth
Day!



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CO-OP NEWS
NORTH COAST CO-OP
811 I STREET
ARCATA, CA 95521

p. 2 Vegan Caesar Dressing

p. 4 Food Summit Photos

p. 6 Humboldt Bike Challenge

EDITOR

Melanie Bettenhausen
 Marketing & Membership Director
 (707) 502-3555 ext. 132
melanieb@northcoast.coop

GRAPHICS & COORDINATION

Zev Smith-Danford
 Graphic Design Coordinator
 (707) 502-3555 ext. 120
zevsmithdanford@northcoast.coop

Alenya Felts
 Marketing & Graphics Assistant
 (707) 502-3555 ext. 129
alenyafelts@northcoast.coop

ARCATA LOCATION

811 I St., Arcata • (707) 822-5947
 Open daily: 6 am to 9 pm
 Kevin Waters, Store Manager
kevinwaters@northcoast.coop

EUREKA LOCATION

25 4th St., Eureka • (707) 443-6027
 Open Daily: 6 am to 9 pm
 Toby Massey, Store Manager
tobymassey@northcoast.coop

COOPERATIVE OFFICES

811 I St., Arcata

INTERIM GENERAL MANAGER

Ron Sharp (707) 502-3555 ext. 124
ronsharp@northcoast.coop

MEMBERSHIP COORDINATOR

Bella Waters (707) 502-3555 ext. 135
bellawaters@northcoast.coop

HUMAN RESOURCES

Lisa Landry (707) 826-8670 ext. 127
lisalandry@northcoast.coop

ACCOUNTING

Kris Harris (707) 502-3555 ext. 138
kris.harris@northcoast.coop

BOARD OF DIRECTORS

Mary Ella Anderson, Jeremy Cotton, Dave Feral, Colin Fiske, Peggy Leviton, Leah Stamper, Cheri Strong
board@northcoast.coop

THE COOPERATIVE PRINCIPLES:

- Voluntary & Open Membership
- Democratic Member Control
- Member Economic Participation
- Autonomy & Independence
- Education, Training & Information
- Cooperation Among Cooperatives
- Concern for Community

The Co-op does not officially endorse the services or products of any paid advertiser. All articles, columns and letters are the expressed opinion of the author and not the Co-op News.

LETTERS TO THE EDITOR

Letters must include your name, address, member #, and telephone #. Letters should be kept to a maximum of 250 words and may be edited. We regret that we may not be able to publish all letters due to limited space. Email your letters to co-opnews@northcoast.coop or send them to: Co-op News, 811 I Street, Arcata, CA 95521. Deadline for letters is the 10th of each month.

Paper Reduction Has Begun!



Melanie Bettenhausen
 Marketing & Membership Director

“...we will continue to improve the experience for everyone, all while keeping a focus on environmental responsibility.”

Last month I wrote about reducing paper and how we might be able to achieve that with our Co-op News. I appreciate that you regularly read the *Co-op News* and take the time to provide great feedback. I have gotten emails, phone calls, printed letters and even a handwritten letter. I have been overwhelmed with responses from all of you! While I did not get to all of the feedback before going to print with the April issue, I can report that we've already begun to make changes that will reduce our paper consumption.

For starters, we have reduced the *Co-op News* from 12 pages to eight. We are able to do this by stra-

telegically running only one recipe each month (Cook & Save and Local recipes will alternate). We've reduced the size of many of the images, or left them out altogether. We will have less general food and educational news as much of it is found elsewhere (other publications, online, etc.) and focus more on Co-op specific news.

In addition, we have reduced our sales flyer from eight pages to four (per sale period). You'll also notice that we have revamped the look of it to more align with our external advertising and internal signage. The items in the sales flyer are our best deals with an emphasis on fresh and local. Unfortunately we can't publish our Organic Produce Specials in the biweekly sales flyer due to the quick turnaround nature of produce sales. As you already know, we have lots more items on sale in our stores than have ever fit in to our sales flyer. The best way to save is to look for Co+op Deals and Co+op Basics signs in our aisles!

We are also working to improve the experience of visitors to our

website (for those who go online). We are adding more useful content as you all provide feedback. We are working on better systems for managing content and rearranging our workloads to focus more staff time on keeping our website and social media presence fresh and exciting. We have a plan for making the *Co-op News* read more like blog content so that it is more easily accessible on mobile devices. The best part (in this humble marketer's opinion) is that you will be able to share our *Co-op News* content with friends and family more easily.

So, while we work to respond to and incorporate all of the wonderful feedback about paper reduction efforts, we will continue to provide the *Co-op News* direct mailed to homes. Next month I'll report out our findings and next steps. In the meantime, we will continue to improve the experience for everyone, all while keeping a focus on environmental responsibility. Thank you for joining us in this effort!

p.s. Happy Earth Day!

INSIDE

- | | |
|--|-----------------------------------|
| 2 Cook & Save | 5 Humboldt Bike Challenge |
| 3 Board Meeting Recap | 5 Member Giveaway |
| 3 Meet Your New Board Members | 6 Upgrades for Eureka Deli |
| 3 Statement of Sustainability | 6 Member Survey |
| 4 Food Summit | 6 Go Paperless |
| 5 Co-op Raises \$1,400 for BBBS | 7 Community Partners |
| 5 Atalanta | 7 Reference Guide |

Happy Earth Day!

By Ellie Christensen, Outreach Assistant,
Photos By Alenya Felts, Graphics & Marketing Assistant

COOK & SAVE

Vegan Caesar Dressing

Low in cholesterol and sodium, and high in protein and good fats, the raw cashew is a versatile pantry staple with huge potential. Cashews are not actually nuts, but seeds. Less oily than many tree nuts, their starch content makes them ideal for use as a thickener for sauces. They can be soaked and pureed with other ingredients to create dairy free “cream” for any number of recipes. Try them with basil and garlic for an alfredo-type sauce, or try this recipe for Vegan Caesar Dressing--your family won't be able to tell the difference!

Ingredients

- 1/2 cup Organic raw cashews (soaked)
- 1/4 cup water
- 2 Tablespoons Extra Virgin Olive Oil
- 1 Tablespoon lemon juice
- 1 Tablespoon rice vinegar
- 1/2 Tablespoon Dijon mustard
- 1/2 teaspoon garlic powder
- 1 small garlic clove
- 1/2 Tablespoon vegan Worcestershire sauce
- 1 Tablespoon capers
- Salt and pepper to taste

Directions

1. Soak cashews in a bowl of water overnight. Drain and rinse.
2. Add soaked cashews, water, lemon juice, rice vinegar, Dijon mustard, garlic and garlic powder, vegan worcestershire sauce, capers* and olive oil in a blender or food processor and blend on high until smooth. Add more water 1/2 teaspoon at a time as needed until consistency it to your liking.
* Capers can be blended into the dressing or kept whole and folded in right before dressing your salad.
3. Add salt and pepper to taste and dress your greens generously.
4. Leftover dressing can be kept in a sealed container for up to 5 days. Chilling makes the dressing very thick. Allow to come to room temperature. before use.



A Busy Month for the Board!



Colin Fiske
Board Secretary

The March Board of Directors meeting continued the recent trend of great member turnout and participation. We now start out each meeting with a thought-provoking question from President Dave Feral for everyone present to answer. This month's question reminded us that the Co-op has three bottom lines (environmental, social and financial) and asked everyone to identify one area in which the Co-op is doing well and another area where we could be doing better. From the variety of interesting answers, some themes emerged. Many people agreed that the Co-op is in great financial shape, but could do more to improve its environmental performance—especially when it comes to packaging and waste. If you weren't at the meeting and didn't get a chance to answer Dave's question, give it a little thought, and let your Board know what you think!

Introducing Our New Board Members

We held a candidate forum, in which the Board and members got the chance to ask questions of four very strong candidates for the two vacant Board seats. The candidates gave thoughtful, honest, and sometimes inspiring answers, and the Board had a tough decision on its hands. At the end of the meeting, after a discussion in Executive Session, the Board announced the appointment of Mary Ella Anderson and Peggy Leviton to the Board. Congratulations, Mary Ella and Peggy—the rest of the Board is looking forward to working with you!

Co-op Access Program Proposed

The Board considered a proposal from the Member Action Committee (MAC) for a "Co-op Access Program," with the following goal: "To help all interested members of the community to access the benefits of Co-op membership and of shopping at the Co-op, including the benefits of access to healthy food and of democratic member ownership, regardless of income." The MAC is proposing a one-year pilot program with 50 participants. Members would have to be receiving CalFresh, SSI or WIC benefits to participate, and would receive a discount and a small monthly store credit. The Board voted unanimously to send the proposal to the management team to evaluate its feasibility.

20-Year Statement of Sustainability

The Board approved a formal Statement of Sustainability, which was the product of hard work from the Sustainability Committee and lots of good input from members on the draft Statement. The Statement calls for the Co-op to "nurture an organizational culture" of sustainability and boldly

states that "we embrace the challenge to move our operations, investments and economic development towards environmentally and socially responsible activities." If you think moving toward sustainability is important, now's the time to get involved. We're going to need the help of all our members and staff to meet this challenge now that we've so boldly embraced it! (See full statement to the right)

Cleaning Up the Member Rolls

The Board discussed an effort to clean up the member rolls and agreed that if this was done, the members who would be removed are the ones who did not shop at the Co-op at all during the previous fiscal year. The Board asked for more information on the process and agreed to take action by email. This kind of thing hasn't been done in a long time, so there are a lot of people on the rolls who have stopped shopping at the Co-op, moved out of the area or abandoned their memberships for other personal reasons. There would be plenty of notice before anyone is removed from the membership and the process would include an option for people to respond and let us know they still want to be a member.

...and so much more!

The Board also approved a budget for the next fiscal year, a Board candidate qualification policy, and made a lot of other important decisions at this meeting. Don't forget, if you want more details, the full minutes of the meeting will be included in the Board's April meeting packet. You can get a copy of the Board packet at the customer service desk (or by email if you request it) about a week before that meeting.

20-Year Statement of Sustainability

By 2035, North Coast Co-op will have nurtured an organizational culture that is grounded in environmental and social responsibility, one in which every member-owner, employee, vendor and stakeholder provides education and leadership toward a collective commitment to regenerate and strengthen ecological and social, local and global relationships in our daily activities.

Our vision is to conduct our activities in a way that meets the needs of the present generation without compromising the ability of future generations to meet their own needs, nor shifting the burden onto others. We recognize that ecology, human communities and economy are interwoven into a seamless net of causes and effects. Therefore we embrace the challenge to move our operations, investments and economic development towards environmentally and socially responsible activities.

U.S. Environmental Protection Agency (EPA) definition of Sustainability: "Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony that permits fulfilling the social, economic and other requirements of present and future generations."

Meet Your New Board Members



Mary Ella Anderson

I've lived in Humboldt County since 1970 and moved to Arcata in 2012. I believe in simple living and modest consumption. I hope to help reduce waste-making at the Co-op, increase racial, social and economic diversity and continue the Co-op's vital role in our local food network.



Peggy Leviton

Originally from Chicago, I moved to Humboldt County over four years ago from Bellingham, Washington. I became a CPA in 1990, and focused my finance career on non-profits and local governments. Previously, I also performed and taught classical piano. My life is rounded out by enjoying the great outdoors with my husband and pets, community volunteering, and attempts at growing organic vegetables.

Attend a Co-op Meeting	Board of Directors Meeting	Member Action Committee Meeting	Policies & Procedures Committee Meeting
	April 7 • 6:00-8:00 pm Co-op Community Kitchen, Arcata at 971 8th Street	April 13 • 6:00-8:00pm Co-op Community Kitchen, Eureka store location at 25 4th St.	April 20 • 6:00-8:00pm Ten Pin Conference Room at 793 K St, Arcata (enter through rear)

New Website, New Content
Take a look around at www.northcoast.coop

Food Summit 2016

Food Summit 2016 was a resounding success! Thank you to our Prepared Foods Department (Deli & Bakery) for making the food for the day and our Outreach Department for coordinating and serving it! New Directions was there to help too. Feedback from participants follows two main themes: "the food was excellent!" and "The Co-op makes me proud to be a member!" Food Summit 2016 was hosted by the Humboldt Food Policy Council, of which the Co-op has been an active member for many years, and falls in line with our Strategic Plan goals of Developing Our Local Foodshed. Thank you to everyone who made the event possible! Many local vendors contributed fabulous food for the day, including Alexandre Farms, Arise Bakery, Beck's Bakery, Cypress Grove Chevre, Drake's Glen Chocolate, Dick Taylor Craft Chocolate, Earl's Organic Produce, Little River Farms, and North Coast Co-op.



Participants enjoyed a fresh, healthy and local lunch with a focus on zero waste. Prepared and served by North Coast Co-op.



Panelist Melanie Williams poses tough food rights questions to the audience.



Co-op Interim General Manager Ron Sharp artistically represents the notes captured from the break-out sessions.



More than 300 people filled the Kate Buchanan Room at HSU during Anna Lappé's keynote speech, in which she focused on Equity, Economy and Environment in the food system.



Co-op board members Leah Stamper and Colin Fiske listen as an HSU student shares her excitement about the event and her passion for working on the food system.



Co-op Event Clerks Terren Mott and Kiya Villarreal cheerfully keep coffee, snacks, lunch and chocolate flowing.

See more photos from the event at <https://flic.kr/s/aHskw2zuSy>

Photos provided by Humboldt State University



Special thanks to the Food Summit 2016 planning committee! These Humboldt Food Policy Council members spent the better part of a year designing, coordinating, and in some cases their organizations sponsored the event.



Keynote speaker and author Anna Lappé signs her books, as well as is introduced to Locally Delicious and Lunchbox Envy, two books written locally and published by North Coast Co-op.

Co-op Employees Raise \$1,498 for Big Brothers Big Sisters!

By Sarah Burns, Administrative Assistant

North Coast Co-op employees put together two teams, totaling 10 bowlers, for Big Brothers Big Sisters Bowl for Kids' Sake Monster Bowl 2016. The Bakery team, "The Rolling Pins", take the prize for participation, fund raising and costumes. They raised more than \$1,078 on their own. They dressed up and had a blast. Thank you to Kristina, Charlie, Stephanie, Jan, Nikki and Taylor! My team, The "Little Monsters", raised \$420. Thank you to Alisha, Jeremy and James! We had a combined total of \$1,598, which contributed to the \$117,000 raised in total!

Pictured top left to right: Charlie Dawson, Nikki McGiffin, Jeremy Cotton, Taylor Cain, Jan Johansson, Kristina Crummett. Bottom left to right: Sarah Burns, James Fike, Alisha Stafford, Stephanie Barron



We Want YOU for the Humboldt Bike Challenge!



Oona Smith
Humboldt Bike Month Coalition

Have you ever told yourself that maybe you'll start riding your bike? Or maybe ride more? Maybe someday? But...[your excuse here]. Well, it's time to change the Maaybe to MAY...is **Bike Month Humboldt!**

Come May, we want you to ride for the Humboldt Bike Challenge! The Humboldt

Bike Month Coalition is hosting a local challenge as part of the great National Bike Challenge, organized by PeopleForBikes. Maybe you even want to join the Bay Trail Challenge Team, whose riders will get pledges—per mile, per day, or a set/maximum amount—for donations to go towards building our biggest multi-modal dream!

In its simplest form, the Bike Challenge is an easy on-line logging center for you to record the miles you ride and see how you're competing against other riders in Humboldt, and all over the country. Ride as an individual, with a work or school team, or the Bay Trail Challenge Team. Or start your own Humboldt Challenge team and see if you can beat us! If you dare!!

Register now at www.nationalbikechallenge.org. And keep your eyes peeled for Bike Month Humboldt events—including the Co-op's Morning Energizer Stations on Bike to Work Days. For more info, check out Bike Month Humboldt on Facebook, or www.humbike.org.

WE ♥ OUR MEMBERS MONTHLY GIVEAWAY

Do you love the feel of soil in your hands as you transplant starts into beds or containers? Do you see the promise of delicious veggies, sweet fruit and aromatic flowers as each plant is gently placed in its new home? The Co-op wants to spread the joy of gardening! One lucky Co-op member will receive a variety of plant starts, two pairs of gardening gloves, two sun hats, a watering wand, and two bags of soil. We are also including some lovely local soaps to help wash your hands after a days' work in the garden. It's up to you to share the bounty once you've won...dig deep and shovel on. (Giveaway items shown on cover.)

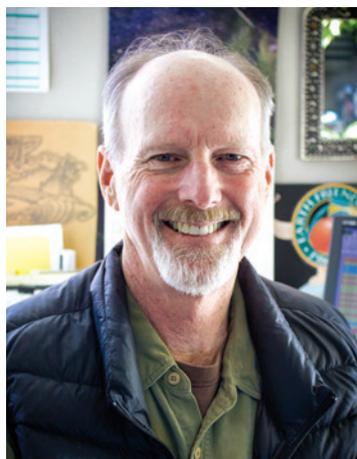
Enter at Customer Service in either store for a chance to win!
Deadline to enter: April 30, 2016

35th Annual Atalanta's Victory Run

Early Registration ends April 14

Mother's Day • Sunday, May 8 • 10am
Details: www.atalanta-run.com

Upgrades Slated for Eureka Deli



Ron Sharp
Interim General Manager

work space efficiency. Staff will have ample room to do their work with less stress. Along with the deli improvements look for major upgrades to our cheese department as well as refinements to our product lines in many other departments. We are sure this will make your shopping experience much more pleasurable.

Our Eureka location also added our open hours to the outside of the business (see photo to the right). This will make pulling into the parking lot and knowing we are open much more convenient with no more guessing!

The Arcata store will continue to improve bit by bit via our “Operation Sparkle”. Every week we are seeing new improvements to the store and they will keep coming. We recently added new automated blinds to the windows (thanks Shady Lady!) in the main entrance that are not only a major improvement over our old tired ones but they also help keep our produce and grab-and-go deli items cooler and fresher, saving us energy costs and helping contribute to our sustainability goals. Feel free to ask our staff what is new. They will surely have some exciting new feature to share with you.

Our beloved CFO Kelli Costa left the Co-op and is busy pursuing the dream of owning her own store. With Kelli’s departure we are pleased to announce we have hired Kristina (Kris) Harris as our new CFO. Kris used to live in our area and is



Photo by Alenya Felts

relocating back from Santa Rosa to be closer to her family. We are very impressed with Kris’s highly evolved and positive communication skills as well as her very deep accounting experience. She served over 25 years as a controller in her former job life. We are more than pleased having her join us.

The new upcoming year will also bring many needed changes to our IT infrastructure. Our tech wizards, Jason and Ed, have discovered a better music service that offers much more music for both stores and they are implementing a vastly superior phone system that is making connecting member-owners and customers to the right staff people much easier. They have also created an improved communication sys-

tem for employees so that every employee now has the ability to communicate with each other via our intranet site. We are also planning a point of sale system upgrade, better IT security and improvements to our web capabilities.

These should all enhance your shopping experience as well as meet more of our sustainable energy efficiency goals. And in the area of energy efficiency our maintenance team is planning to install more LED lighting in the stores and is considering other energy efficient installs such as solar panels and better refrigeration systems.

We hope you enjoy both your own unique Spring renewing activities as well as ours!

Member Survey

Win a \$25 gift card!

Q: Given the Co-op’s Statement of Sustainability on p. 3, what is one thing you think the Co-op could do differently in its everyday activities that would contribute to a culture of environmental and social responsibility?



Member Name: _____

Member #: _____ Phone #: _____

Detach this entry form and return it to the Member Survey box located near Customer Service at either store location. Be sure to include your name, contact information, and member number so that we can contact you if your entry is drawn. You can also send your ideas to co-opnews@northcoast.coop with “Member Survey” in the subject line. Must be a member to enter. Co-op employees and their families are not eligible to win.

DEADLINE TO ENTER: APR. 30

go paperless

Trade in your paper subscription for a digital version to reduce paper usage. Send your request to co-opnews@northcoast.coop with the subject line “Go Paperless.”



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Wellness Wednesday*
10% OFF **Apr. 6**
 bath & body, supplements, skin care



***Wellness Wednesday is the first Wednesday of every Month**

Co-op News Reference Guide

Board of Directors Activities

Co-op member-owners are encouraged to attend board and committee meetings. Learn more about the board, and find meeting agendas and minutes at http://northcoast.coop/about_us/board/.

Board of Directors Meetings

Apr 7 • 6-8pm Co-op Community Kitchen, Arcata
May 5 • 6-8pm Co-op Community Kitchen, Eureka

Member Action Committee Meeting

Apr 13 • 6-8pm Co-op Community Kitchen, Eureka

Policies & Procedures Committee Meeting

Apr 20 • 6-8pm Ten Pin Conference Room, 793 K St, Arcata

Finance Committee Meeting

May 24 • 5:30-7pm Ten Pin Conference Room, 793 K St, Arcata

Co-op Hosted Events

Apr 2 • Complimentary Wine Sampling at the Co-op Community Kitchen in our Eureka store location. Meet and talk with our in-store wine expert while sampling a variety of wines. Stop by anytime between 5-7pm, no reservations required. Must be 21 years of age or older, ID required. (707) 443-6027 x 102 for more information.

Co-op Sponsored Events

Apr 10 • Allison Miller's Boom Tic Boom, presented by Redwood Jazz Alliance. Kate Buchanan Room, HSU at

8pm. Tickets and information at <http://redwoodjazzalliance.org/index.htm>

Apr 16-24 • Humboldt Green Week, 10th anniversary. Green Week packs the best of Humboldt's music, art and garden culture into a week-long series of exciting events. More information at www.humboldtgreenweek.com/

Apr 18 • Canning Demonstration, hosted by the Master Food Preservers, in honor of Humboldt Green Week, from 6-7:30pm in the Co-op's Community Kitchen in our Eureka store location. Free.

Apr 13-19 • Godwit Days, 21st annual spring migration bird festival with keynote speaker David Sibley. Plus field trips, lectures, workshops and boat excursions led by experienced local guides. The Co-op will be providing food at the Godwit Days Reception on Apr. 15 from 6-8. More information at <https://godwitdays.org/>.

Apr 29-30 • California Co-op Conference in Sacramento, presented by California Center for Cooperative Development. The conference includes a range of workshops that demonstrate how cooperatives effectively strengthen local economies, create jobs, generate wealth and transform lives. More information at <http://cccd.coop/>.

May 1 • Freshwater Farms Reserve Nature Trail Grand Opening, hosted by Northcoast Regional Land Trust, from 1-5pm. Bring a potluck dish to share. No dogs. No RSVP necessary. Location: 5851 Myrtle Avenue,

Freshwater, CA. Call (707) 822-2242 for more info.

Co-op at Events

Mar 25 & Apr 1 • HSU Spring Preview Welcome Fair, hosted by Humboldt State University. Open house for students and families to tour the campus, residence halls and Humboldt County. North Coast Co-op will be there to showcase offerings. More information at www2.humboldt.edu/springpreview/index.html.

Deadlines & Reminders

Apr 22 • Celebrate Earth Day by honoring our Mother in some way that makes a meaningful difference toward sustainability. See p. 6 for related Member Survey question.

Apr 30 • Member Surveys due (see p. 6)

Apr 30 • We Love Our Members Giveaway entries due (see p.5)

Apr 14 • Atlanta t-shirt purchase deadline extended. \$15 per t-shirt. Include payment with race registration or visit <https://www.signmeup.com/site/reg/register.aspx?formid=111823>.

Register for Atlanta early to avoid additional fees. (See p. 5.) for details or visit <https://www.signmeup.com/site/online-event-registration/111823>.

Begin recruiting your **Bike Challenge** team for Bike Month in May (see p. 5)