



E-Newsletter - March 2011

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State Board

Executive Board

Nate Phelps, President
Diane Ursu, Vice President
Glen Ruczynski, Secretary

At-Large Members

Bruce Geffen

MiSCA Community Awareness Night

By Steve Kinley



Interested in starting a scholastic mountain bike team at your school?

Join one our Community Awareness Nights to learn more about MiSCA and its programs.

Tuesday, March 1st

7:00 p.m.

Lake Orion High School
495 E. Scripps Rd.
Lake Orion, MI 48360

Wednesday, March 9th

7:00 p.m.

Black Hills Community Center
1035 Godfrey Avenue SW
Grand Rapids, MI 49503

MiSCA primarily focuses on encouraging schools to form cycling clubs for offering a healthy alternative to traditional sports. Our ultimate objective is to provide a mountain bike racing league for the entire state.

- MiSCA plans to award a minimum of \$1,000 in college scholarships, sponsored by Cannondale and Michigan Youth Cycling, to the MiSCA male and female Varsity championship winners.
- MiSCA racers receive separate awards at each.
- MiSCA is partnering with area bike shops and industry sponsors to offer exclusive discounts for MiSCA registered teams.

We have developed a support team to help overcome the obstacles of establishing a team at schools. We have also developed an alternative or "composite" team concept that will allow the formation of scholastic teams for those who cannot achieve school sponsorship. These clubs could be sponsored by youth groups, bike shops, or individuals.

Representatives from MiSCA will give brief presentations at the Community Awareness Nights about the program and

Martin Hall
Diane Ursu
Larry Verna

Chapter Representatives

Brad Hranach, Holly/Flint
Nick Shue, Metro North
Dave Thompson, Metro South
Chris Mensing, Mid-State
Troy Gerding, Northeast
Glen Ruczynski, Northern
Mark Fraker, Potawatomi
Cathy Needham, Southwest
Nate Phelps, Western

Kim Dittmar
Treasurer
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Contact Us

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Mountain Bike Patrol
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Webmasters
webmaster@mmba.org

Join or renew your
membership online!

membership.mmba.org

how to involve students and start a team. Please join us to hear about this great program that is spreading across the state.

Visit the [MiSCA website](#) for more information.

Michigan's Innovative New State Park Funding Is Providing a Glimmer of Good Fiscal News Amid a Backdrop of Budget Woes

By Thea Hassan, Michigan Environmental Council

In order to match revenue from the old system, 17 percent of drivers need to purchase the new \$10 permits. At 20 percent, the parks are getting about \$1.5 million more to work on backlogged park infrastructure and other improvements. There are \$300 million in backlogged needs.

Ron Olson, chief of the Department of Natural Resources and Environment Parks and Recreation Division, said the numbers are increasing as drivers become more familiar with the system. He hopes to achieve 25 percent by the fiscal year, with a long-term goal of 50 percent. A 25 percent purchase rate would give the parks system close to \$5 million additional to meet park needs.

[Read more at the Michigan Environmental Council's website.](#)

New Corporate Sponsor Packages

By Diane Ursu

We have simplified our corporate sponsor packages into three categories offering the following:

Gold - \$1,000 per year

- 20x10 booth space at the Annual Meeting & Expo
- Horizontal ad in the monthly e-newsletter (content side)
- Ad in banner rotation on website
- Listing/Link on MMBA website
- Subscription to the monthly e-newsletter

Silver - \$500

- 10x10 booth space at the Annual Meeting & Expo
- Vertical ad in 6 issues of the monthly e-newsletter (left sidebar)
- Ad in banner rotation on website
- Listing/Link on MMBA website
- Subscription to the monthly e-newsletter

Bronze - \$100

- Ad in banner rotation on website
- Listing/Link on MMBA website
- Subscription to the monthly e-newsletter

[Click here to join or renew as a corporate sponsor.](#)

Corporate sponsors are responsible for designing their own banners and ads and submitting the appropriate information.

Website Banner

Corporate sponsors should send their website banner to webmaster@mmba.org. The banner must meet the following specifications:

- 150x150 px;
- PNG or JPEG;
- Please send the web address to which the banner should link.

E-Newsletter Ads

Gold and silver corporate sponsors should send their newsletter ads to communications@mmba.org. Ads must meet the following specifications:

- Gold sponsor ads should be 420 x 60 px (width x height), silver sponsor ads should be 140 x 175 px (width x height);
- PNG or JPEG;
- Please send the web address to which the ad should link.

* The MMBA reserves the right to resize images to accommodate any unforeseen formatting issues.

MiSCA Race Calendar

By Steve Kinley

The Michigan Scholastic Cycling Association announces its 2011 race calendar:

- August 28: Stony XC
- September 11: Addison XC
- September 25: Pando XC
- October 2: TBD
- October 9: LOHS MiSCA Championship

MiSCA registered students are eligible to win special awards at the races and can compete for over \$2,500 in college scholarships, awarded to the Varsity male and female top finishers at the October 9 race. The scholarships are sponsored by Cannondale and Michigan Youth Cycling.

MMBA Online Membership

Keep track of your MMBA membership by visiting

membership.mmba.org. By logging in, you can

- view information about your past and present membership cycles;
- renew your membership;
- edit your information including your address and chapter affiliation;
- view previous electronic communications;
- and control your mailing preferences.

You are receiving this newsletter because you are a member of the MMBA.

[Login here to change your mail settings.](#)

Michigan Mountain Biking Association
5119 Highland Rd, PMB 268
Waterford, MI 48327

www.mmba.org

Designed by Diane Ursu, Moronacity.com

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