



# HIGH-FLYING

More members – and more kinds – needed

→ ON PAGE NINE, you'll see a fun infographic with details from our latest member survey, documenting the positive feelings our members have for Adventure Cycling and the work we do. What you won't see is that we hit a new record for total members (now more than 47,000), keeping us the largest cycling membership group in North America.

Nor will you see the unique talents and stories of our members. I get to experience these during my trips around the country, most recently in the Bay Area where I hung out with Alec Proudfoot, a former (and early) Google employee. Alec is now building a cycle-powered airplane (or DaSH PA – Dead Simple Human-Powered Airplane), with a 60-plus-foot wingspan, in Silicon Valley. I got to see the components of this amazing vehicle, and even pedal the drivetrain (that whooshes a huge, colorful propeller), which is scheduled for lift-off later this summer. Alec has also pursued the earth-bound task of riding many of Adventure Cycling's coastal and cross-country routes. You can find out more about Alec's project at his blog: [dashpa.blogspot.com](http://dashpa.blogspot.com).

Another thing you won't see in the infographic is the current demographic of Adventure Cycling. As in the past, we remain mostly male (around three-quarters) with an average age in the 50s (and growing older). It's a bit surprising because when we meet our members here in Missoula, they are a diverse mix of ages, genders, and ethnicities. But our survey numbers paint a different picture.

Now, I have nothing against mid-



Jim trying out the drivetrain for member Alec Proudfoot's bike-powered airplane (that colorful spot to the left is part of the propeller).

dle-aged guys ... I am a middle-aged guy! But we really need to keep reaching out to younger folks and women if we want to keep growing the appeal of bike travel — and the membership of Adventure Cycling. That's especially the case as the largest-ever generation of Americans — the millennials, born between 1982 and 2004 — is growing up and into a huge cohort of adults.

Please do what you can to share your love of bike travel with young folks and women. Let us know how we can reach these groups (and by the way, we are experimenting on the membership, media, and tour fronts, but we need all the ideas we can get). Our organization was launched primarily by young adults in their 20s and 30s. As we head toward our 40th anniversary, we want to kindle the youthful spark that's so important to any movement — and in this case, the bike-travel movement! Thanks for your help.

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### MISSION

Adventure Cycling Association inspires and empowers people to travel by bicycle.

### AREAS OF FOCUS

• Provide the premier tools and inspiration for people to travel by bicycle. • Expand and integrate bike travel networks for North America. • Create the best possible conditions for bicycle travel.

### HOW TO REACH US

To join, change your address, or ask questions about membership, visit us online at [www.adventurecycling.org](http://www.adventurecycling.org) or call (800) 755-2453 or (406) 721-1776.

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