

Editorial

'The Big Guy' Left a Lasting Legacy in Big and Little Ways

At his 70th birthday party, Dick Burke predicted that he would do one last great thing with his life. While family and friends had various interpretations of how he fulfilled that final obligation, Dick had already achieved many great things and touched many lives.

However, many recollections of The Big Guy by those who knew him focused not on his major accomplish-

ments but on his small deeds.

Among those who honored Dick at his memorial was a young woman, Nicole Hertel, who received a Marquette Burke scholarship. She wrote a letter to him every semester and he replied to each with a detailed response. What impressed her was not just that he gave her a full ride to his alma mater, but that he took an ongoing interest in her col-

lege experience.

John Thielen, president of Roth Distributing, recalled how Dick had a knack of taking you on a special outing and then making you feel like you had done him the greatest favor.

Penn Cycle owner Pat Sorensen was a young man who had only met Dick a few times, when Dick recognized and made a point to address him on a plane.

Sorensen never forgot that gesture.

We may not have the resources to give as broadly or as generously as Dick did, but we can all give back in small ways. Through a multitude of little gestures, Dick showed genuine interest, appreciation and respect for friends and colleagues. Among his legacies is proof that the small efforts we make to help others can make a big impression.

Guest Editorial

Care for the Environment: Recycle Obsolete, Demo Product

BY MARILYN PRICE

I love reading your new Green Notes columns! It's wonderful to see all the innovative ideas the industry is coming up with to alleviate environmental problems.

While everyone is thinking green, one easy way is to contribute over-stocked, out-of-date, slightly used or blemished goods to local bicycling nonprofits. Bicycle thrift shops or other bicycling nonprofits can use your donations to fund their advocacy efforts.

Trips for Kids operates Re-Cyclery, located in San Rafael, California, perhaps the largest bicycle thrift shop in the country. Each year, more than 125 bicycle companies contribute to our shop; many of them have been donating product since 1994. In 2007, we sold 982 bikes, almost 200 youth earned bikes or parts for their bikes while working for

free in the shop, and our customers were able to buy lots of bike parts, clothing and accessories that would have otherwise gone into landfills.

Besides reducing the amount of garbage in landfills in 2007, the industry's donations helped Re-Cyclery earn more than \$325,000, which covered 57 percent of the program's overall operating expenses. All net proceeds are used by Trips for Kids to take underserved youth in the San Rafael area on mountain bike rides and for TFK's earn-a-bike program. The goal of the rides is to help kids build confidence, teach them valuable life skills and teach them to appreciate nature and their roles as caretakers of the environment.

Trips for Kids now has 60 chapters across the United States and Canada and more chapters in the works. At present two chapters—TFK Charlotte,

North Carolina, and TFK CAT (Center for Appropriate Transport) in Eugene, Oregon—operate bicycle thrift shops. Several others are planning to start thrift shops in the future.

Bicycle thrift shops have a proven track record of success and the concept is green from the get-go! Nonprofit bicycling programs that can use donated items from the industry are all around the world. At Trips for Kids alone, 42,000 kids have benefited during the past 20 years.

To positively impact the environment and contribute to the work of bicycling advocates, identify the nonprofit bicycling programs in your area and consider donating items you can no longer use, instead of sending them to the landfill.

In addition, manufacturers, distributors and retailers wishing to clear out unwanted stock can receive a tax deduc-

tion, help the environment and further the cause of youth and bicycle advocacy.

Bicycling in and of itself is an environmental tool—a bicycle consumes no oil and leaves no environmental footprint. Re-using bicycle materials is cost-effective, gives consumers confidence in your brand and retail operation, and above all will give you the feeling that you've contributed to decreasing our environmental problems and encouraging youth participation.

We at Trips for Kids applaud the industry for its efforts to help solve the world's environmental problems. We also applaud BRAIN for providing this forum as a place to share our green ideas and encouraging us all to go green.

Marilyn Price is the director of Trips for Kids.