



2010 Gold Level Customer Rewards Program

Would you like to be able to receive the same Michael's Cycles discount as some of the members of the Janesville Velo Club Racing Team? What if you didn't have to race to get that discount?

We believe that when positive attitudes (of the sport, of other people, and of Michael's Cycles) are combined with the actions of friendly, ambitious Velo Club Members (you?) then our local bicycling community benefits. Therefore, we would like to make you aware of The Michael's Cycles - Janesville Velo Club Rewards program. The purpose of this program is to give the Janesville Velo Club Members who are performing tasks that improve our local bicycling community the opportunity to receive the same discount some of the JVC Racing Team members enjoy.

The Janesville Velo Club Gold Level Customer Rewards Program is open to any current club member who has signed the waiver (found on the Janesville Velo Club Membership Application). But before deciding to participate in this program, you should read through the details of the program found in the "JVC Gold Program" document. It will help you understand the benefits of this program, and also understand what you need to do to qualify for those benefits. If after reading all the information you wish to become involved in the Gold Level Rewards Program, then you will need to contact a current Janesville Velo Club officer or a JVC Racing Team Leadership Committee member so your name can be added to the Rewards Program worksheets.

For **2009**, Gold Level customers have already been determined (based on the information submitted by **2008** JVC members during the **2008** riding season). The volunteer information submitted by each JVC member to the Team's Leadership Committee during the **2009** season will be used to determine the **2010** Gold Level Club memberships.

IMPORTANT: This program has no guarantees and may be withdrawn or cancelled at any time.

Janesville Velo Club

Gold Level Member Rewards Program

(Michael's Cycles 2010 Discount Program)

Each year, many Janesville Velo Club members improve our local bicycling community by volunteering their time. Michael's Cycles is appreciative of those who perform the tasks that enhance the local cycling atmosphere for everyone's benefit. For that reason, Michael's Cycles sponsors the Janesville Velo Club's Gold Level Member Rewards Program. Club Members, who during a season, donate at least 25 bicycling-related volunteer hours, will be eligible for open Janesville Velo Club Gold Level club membership positions and the benefits of Gold Level club membership (listed below) for the following season.

What are the benefits of being a Janesville Velo Club Gold Level Member?

Janesville Velo Club Gold Level members are able to purchase parts and accessories for their own personal use at 20% below Michael's Cycles' regular retail price, and bicycles for their own personal use at 10% below Michael's Cycles' regular retail price for the entire season for which they have qualified.

What is required of Velo Club Gold Members?

A SIGNED MEMBERSHIP APPLICATION AND WAIVER

The Janesville Velo Club Gold Level Customer Rewards Program is open to any current JVC member who agrees to the Club's (and sponsor's) conditions and terms (found on the Janesville Velo Club Membership Application) by completing, signing, and submitting the Club's membership application and waiver, and then also expresses the desire to be involved in the Rewards Program to a current Janesville Velo Club officer or a JVC Racing Team Leadership Committee member.

A GOOD ATTITUDE

A positive attitude is an important attribute of the people who want to be involved in this program. Michael's Cycles cannot afford to offer discounts to individuals who display attitudes that could discourage fellow cyclists or damage the store's reputation. If individuals complain about products, equipment, store employees, or other riders, it may give current or potential customers negative opinions of our sport, Michael's Cycles, or products the store sells. Club Members who have negative attitudes are potential liabilities to Michael's Cycles' business, even if they are active bicycling advocates. Janesville Velo Club Gold Level customers must possess (and display) positive attitudes towards our sport, fellow riders, Michael's Cycles customers, the Michael's staff, and also the products sold in Michael's Cycles.

VOLUNTEER

Each year the Michael's Cycles staff receives many requests from our community for help with technical support at events, educational clinics, and other services (advocacy, trail maintenance) that benefit our bicycling community. Unfortunately, the Michael's Cycles staff is not able to fulfill all of the requests. Michael's Cycles supported riders (Janesville Velo Club Gold Members) will be asked to volunteer to help meet the needs of our bicycling community.

Gold Level Rewards Program Overview

Rewards Program Limits

- 15 Janesville Velo Club members

Benefits

- First to receive special offers
- Bicycles at 10% below Michael's Cycles' regular retail price
- Parts and accessories at 20% below Michael's Cycles' regular retail price

Program Requirements

- Must have previously displayed (and must continue to display) a positive and enthusiastic attitude
 - ◇ Towards bicycling, fellow cyclists, fellow racers, Club-sponsor employees, and current (or potential) Club-sponsor customers
 - ◇ Towards the Club's sponsors' businesses and their products
- Must have donated, documented, and submitted at least **twenty five** approved bicycling-related **Volunteer Hours** during the previous season

Approved Volunteer Opportunities

Volunteer hours must be submitted within a week of the volunteer event's completion.

VOLUNTEER OPPORTUNITES

The volunteer opportunities listed below can be submitted (once completed) through the Club webpage without prior approval from the JVC Race Team Committee. Any volunteer projects not listed will not be accepted unless the JVC Racing Team Committee has approved the event prior to performing the project.

- **Approved Volunteer Projects**
 - ◇ Perform technical support at an Approved Volunteer Event
 - ◇ Drive a support (SAG) vehicle for an Approved Volunteer Event
 - ◇ Work a rest station at an Approved Volunteer Event
 - ◇ Perform trail maintenance
 - ~ must be approved by the City of Janesville
- **Approved Volunteer Events**
 - ◇ Evansville Energy Fair
 - ◇ Janesville Velo Club Annual Ride
 - ◇ Janesville Schools Annual Bike Rodeo
 - ◇ Janesville Pie Ride
 - ◇ Janesville YMCA Triathlon
 - ◇ Janesville Cyclocross Race
 - ◇ Janesville Bicycle Trail Maintenance Event
 - ~ must be approved by the City of Janesville
 - ◇ Any Call-for-Volunteers sent from the Team's Volunteer Committee
 - ~ must be approved by Michael's Cycles

The Fine Print

Janesville Velo Club members who are seeking a Michael's Cycles Rewards Program discount for the **2010** season are required to document all the bicycling-related volunteer hours they have performed during the **2009** season on a resume. The resume must then be submitted to the JVC Racing Team Committee for the Club's approval before being submitted to Michael's Cycles. In addition to annually submitting this season-summarizing resume, during the season Club members must submit the information about the volunteer hours they have donated within a week of volunteering. Only JVC members who have documented their volunteer efforts and then have applied (and been approved) for a JVC Gold Level club membership will be offered a Michael's Cycles discount.

The Janesville Velo Club Racing Team Committee determines each club member's level of membership (Standard or Gold). The committee determines and renews Gold Level club memberships along with the available Michael's Cycles Rewards Program discounts on an annual basis. The committee's decisions are based on the resumes received along with the volunteer information submitted through the Volunteer Event Submission webpage from JVC members.

The maximum number of club memberships eligible for the Michael's Cycles Rewards Program discount is 15. There may be instances when more club members are qualified for Gold level discounts than the limit allows. If this occurs while there are "open" Gold level positions, then volunteer work and program participation acceptance dates will be considered as tie-breakers to determine who is most deserving of the open position(s). Club members must have met their volunteer obligations during the previous season, and be active members of the Janesville Velo Club Rewards Program at the completion of the current cycling season to be eligible for Michael's Cycles Rewards Program discounts for the next season.

Prices and discounts are based on cash transactions, so Gold Level members are responsible for any charges incurred during their transactions. If a credit card is used to purchase a discounted item, Michael's Cycles reserves the right to charge an additional 3% to cover the extra costs incurred for the transaction. Gold Level members are also responsible for the shipping costs when items are not from the store's stock (special orders). When items are purchased using Bicycle Industry "Club" programs, Gold Level members will be responsible for any mandatory bicycle advocacy donations that may be added to the cost.

Any item purchased by a Gold Level member using the Gold Level discount must be for the Club member's own personal use. Club members are not allowed to sell items purchased using the Gold Level discount for a profit, and should not interfere with store sales by selling Gold Level Discounted items to anyone who may be a potential Michael's Cycles customer.

Individuals, who act inappropriately, do not make an effort to support our sport through volunteer work, or undermine this program's sponsor (Michael's Cycles) or the program sponsor's products risk removal from the Rewards Program and the immediate and permanent loss of the Program's benefits.

Janesville Velo Club Rewards Program members who act in a way that is determined by the JVC Race Team Committee to be disrespectful and/or damaging to a Janesville Velo Club sponsor will repay to the Club sponsor all monetary savings benefits received from the affected Club sponsor while involved in the Rewards Program.

The Michael's Cycles Rewards Program has no guarantees. Michael's Cycles reserves the right to withdraw discounts or cancel this program at any time for any reason.

Thank You!

Thank you for taking the time to read through this information and for considering this offer. We would also like to take this opportunity to say “thanks” for your active involvement in our sport. Hopefully, this program will reward you for some of the things you have already been doing for our local bicycling community.

If you understand this information and wish to be included in the rewards program (your discount would start in **2010** if eligible and approved), then please contact a current Janesville Velo Club officer or a JVC Racing Team Leadership Committee member so your name can be added to the Rewards Program worksheets.