

STEVE RANSOM'S

# STRANGE

PORTFOLIO



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## CREDITS...

All works  
created  
under  
contract

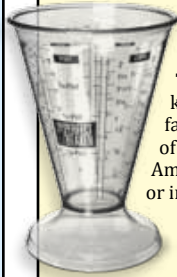
or employment are property of the respective employers or contractors. All art, photography, design and text created by Steve Ransom unless noted here. Cover modeling shot and product photos on pages 2-5 by Matt Verdolivo, greenolive.net. Eugene Weekly article and photo on page 12 by Paul Neevel, paulnevel@poetworld.net. Richard III photo on page 13 provided by Lord Leebrick Theatre, lordleebrick.com.

## COPYWRITING: X-TREME GEEK CATALOG...

### PAPER E-MAIL: GUARANTEED TO PASS ANY SPAM FILTER!

Introducing paper e-mail: it's cordless, spam-free, and never needs USB or AC power. You can use different colors, different font sizes, even insert illustrations and drawings. This ingenious form of e-mail is sweeping office networks worldwide. Join the paper-less-less e-mail revolution today!

- No chance of a mistaken "reply all"
- Survives all power failures
- Rarely used by deposed Nigerian leaders needing urgent help



### BEER NERDS WILL LOVE SCIENTIFICALLY CALIBRATED PERFECT BEAKER

The Perfect Beaker was designed as a kitchen implement... but we know what geeks really need: a scientifically calibrated pint for your favorite ales! With six graduated measurements (cups, fl. oz., fractions of pints, tsp., tbsp and ml/ccm), you'll even know if you're getting an American pint (473.2ml) or an Imperial pint (568.3ml). Sold individually or in sets of four (142 0917). Made in Germany. Beer, sadly, not included.

### THE MOUSERUG ABIDES, AM I WRONG?

If your old mouse pad looks like it's entering a world of pain, dude, the valued MouseRug can really tie your whole desk together. Like a bowling ball, your mouse will roll smoothly across its surface, even on the Shabbos. You could say the MouseRug has over 7 million 1mm yarn-dyed Lextra fibers if you're not into the whole brevity thing. It can even be cleaned with soap and... aw, I've done introduced it enough.

- A regular mouse pad will not stand, man!
- Make mousing a natural, zesty enterprise again.



### WHO KNEW MICROBES ENLARGED A MILLION TIMES WOULD BE SO CUTE?

Need the flu? How about the Black Death? Mononucleosis? Now you can collect a dozen of the cutest viruses, bacteria, mites, worms and calamities nature ever unleashed. Disturbingly cuddly, Giantmicrobes are great teaching aids or just friendly plush companions for those trying to get past their bacillophobia. Each comes with an image of its not-so-cute counterpart and quick facts about the microbe.

- Antibiotics not required, thank goodness.



AAATIIIIIIII!!!! IT'S GODZILLA!!! AND HE'S ALL SOFT AND CUDDLY!!!

Atomic reptile  
Godzilla plush brings soft doom  
Squeeze fondly for scream



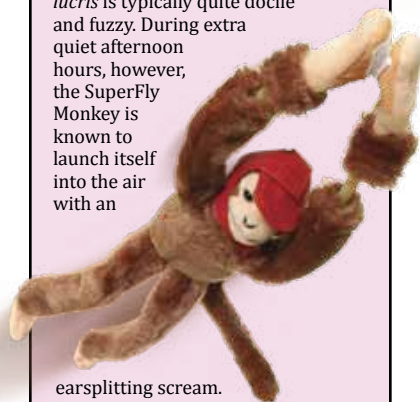


### GIANT CALCULATOR CRUNCHES BIG NUMBERS... OR SMALL RODENTS

We haven't seen a calculator this big since about 1971. It won't fit in your pocket, maybe not even your purse or backpack, and it weighs about a pound. Its big flip-up 8-digit LCD display, however, is very easy to read, and its large rubbery buttons... well, you just can't miss 'em. In this era of endless miniaturization, it's high time to buck the trend!

### PELT COWORKERS WITH SCREAMING FLYING MONKEYS

Native to the thinly carpeted jungles of Cubefarmia, the *Simia valdeolucris* is typically quite docile and fuzzy. During extra quiet afternoon hours, however, the SuperFly Monkey is known to launch itself into the air with an



earsplitting scream. It will then dive upon unsuspecting victims up to fifty feet away.

### TRANSFORM AN ORDINARY POTATO INTO AN AMMO DUMP!

Prepare to feel the spud pellet sting... once again, the copier nook will be ours! Unleash potassium-rich projectile warfare with the insidious potato pellet gun! Punch the barrel into a standard-issue potato, break off a pellet and bring it! Mostly harmless, the potato gun can shoot pellets up to 50 feet.

Potato not included.



### PRACTICE SECRET CUBICLE CULT RITUALS WITH PLUSH CTHULHU

4 May 1922

*I cannot tell, my H.R. director would think me mad. No co-worker shall believe this account of immemorial lunacy. Yet after my ten-minute break, the stars were right and Great Cthulhu came forth, that plush blasphemy that dreams beneath my desk. Slaving and gibbering, it rose like the stern of a daemon galleon from the unclean flotsam of paper fasteners and dating stamps. There is no language for such eldritch contradictions of matter, productivity and cosmic order! I see it... coming here... Yog Sothoth save me! Ia... ngai... ygg...!*



### INTRODUCING THE PERFECT SPORK... OR IS IT A SPORKFE?



50% fork, 50% spoon and 50% knife: meet the most versatile polycarbonate spork ever! Simple to clean, easy to carry and fun to use, one of these can replace all those heavy steel utensils you carry while backpacking... or even replace that terrible flatware your mother-in-law sent.

### MAKE TRIPLE-LAYER BREAKFAST SANDWICHES AT HOME IN 4 MINUTES!

If you just can't face the morning until you've had your eggy muffin sandwich, the Egg and Muffin Toaster will become your new best friend. Combining wide toasting slots, a hard-boiling egg steamer, an egg poacher and a pre-cooked meat warmer, it makes your favorite breakfast sandwiches at home in less than 4 minutes. Foodstuffs not included.



### AMORPHOUS COLOR- SHIFTING GLOBULE WILL SOOTHE AND AMAZE

At first glance, the Aduki Ni just looks like a gloopy lump of liquid metal. But press the hidden activation switch and it morphs into an unstoppable death-dealing cyborg... er, wait, no, it doesn't. It actually sets in motion a soothing subtle color-shifting glow show. The rechargeable battery, when fully charged provides up to 6 hours of gentle illumination. While it may still boggle your mind, it won't attempt to terminate you.

**HEADLINE OF THE YEAR!**

...of 2007, as awarded by the readers of Multichannel Merchant, the direct mail trade journal.

### Finally, an iPod® Dock that Holds Toilet Paper

from the Holiday 2006 issue of X-treme Geek



(ACTUAL PRODUCT)

## COPYWRITING: X-TREME GEEK TEE SHIRTS...



### MISSOURI

With shared borders with three Southern states, three Plains states and two Midwestern states, Missouri is considered the center of the big party called the United States. Missouri is also known as the state with the most permissive alcohol laws. It's totally not square! (That would be Wyoming.)



### GOOD-BYYYYY

In September 1983, up to 20 truckloads of the failed Atari video game "E.T. the Extra-Terrestrial" quietly fell into a landfill in Alamogordo, New Mexico. Whether they were shoved off a bicycle or not is unknown, but if you've ever tried the game, you'll agree it was the "be good" thing to do.



### STRAW BRAINS

"Why, if I had a brain, I could... / Summon voodoo powers, munch flesh at all hours / Suck life from the vein / And my clothes I'd be patchin', while my victims I'd be snatchin' / If I only had a brain."



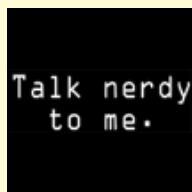
### VINTAGE ROBOT

Half mailbox, half Levi's-wearing hipster, the VR2 is all set to party down and/or destroy Japan. This clanking chunk of square people-shaped technology sports a reasonably fashionable belt buckle with a lovely "GEEK" logo. His disco moves are truly humbling.



### PING PONG

Playing table tennis with your boss isn't always recommended... especially if he's in touch with his dark side. Drive one past that mechanical hand and you might find your opponent striking back with a flick, a smash, a slice or a chop.



### TALK NERDY

Now *there's* a sexy phrase. Don't we all want our significant others whispering sweet nothings about new *Battlestar Galactica* episodes or unchecked SYN packets? Do you like my Guildhall mods for Half-Life 2, baby? Wowsers! I'm totally blushing.



### DYSENTERY

"The Oregon Trail" taught me everything I needed to know about medicine. Sustained fever? Typhoid. Jaw inflammation? Mumps. Going number two a lot? Dysentery. I also spent too much time writing cheeky tombstone epitaphs, which is probably why I'm a writer and not a doctor.



### YARRRN

Perfect for Talk-Like-A-Pirate Day (September 19), this shirt takes an ordinary ball of cotton-polyester yarn and shows you how to make it sound more... seaworthy. Now you know where Captain Hook got his name. His crocheted lace was legendary.

## COPYWRITING: BIKE FRIDAY...



### AIRLLAMA

Start with the award-winning design of the road-proven AirFriday. Then beef up the frame, add a suspension fork, tweak the geometry for low-speed performance, and widen the forks for 2-inch knobbies. Introducing the latest addition to the Bike Friday line of performance travel bikes: the AirLlama mountain bike.

The AirLlama adds the performance edge of a titanium seat boom to a responsive and stable mountain bike frame for incredible off-road performance. The Action Tec steerer tube-based suspension system provides significant comfort and excellent accuracy.

The AirLlama simply rocks on the trail. "It will do everything a full-sized bike can do," writes Chris Burgeson in his review for Mountain Bike Magazine. "Some things it can actually do better."

You don't have to be a dirt devil to enjoy the Llama. With a rugged

(full article on page 17, [click here](#))

## TECH WRITING: BIKE FRIDAY...

### ARTICLE 2270: FRICTION SHIFTERS WITH 3X7 HUB

*Can I install friction shifters on my Pocket Llama with the SRAM Spectro 3x7 hub? Can I order a Bike Friday with both? Does installing a friction shifter void my hub warranty?*

We do not recommend using a friction shifter (usually a non-indexed bar-end controller) with the SRAM hub. The hub does not like to be operated while it is between gears, as this puts undue stress on the pawls. Like any derailleur, proper friction shifting means adjusting the lever minutely until you've found the "most peaceful" position. Finding this position on the hub may be difficult, even for experienced friction-shifting riders.

We used to offer friction shifters in combination with the 3x7 hub, but do not at this time due to the quantity of hubs that were returned to us for repair.

This is not to say it can't be done. Operating a friction shifter requires just as much attention as using an

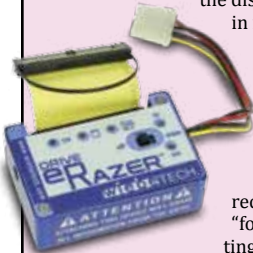
(full article on page 17, [click here](#))



## COPYWRITING: CYBERGHYS...

### PERMANENTLY ERASE HARD DRIVES DOWN TO THE LAST BIT

When you throw a computer file into the "recycle bin," Windows marks it as deleted... but the file remains on the disk, hidden in magnetic ones and zeros that a reasonably skilled hacker can easily recover. Even "formatting" a drive can leave readable information. Wiebetech's Drive Erasers fill every sector—in every partition—with nothing but zeroes, leaving nothing left to recover. Your completely clean disk can be reused or sold, data- and worry-free.



### PREVENT SYSTEM LOCKOUTS WITH SIMPLE USB ADD-ON

Override screen saver and sleep settings with a simple USB dongle that unobtrusively moves your mouse cursor every 20 seconds. If you are using your PC intermittently, the Mouse Jiggler's tiny cursor movement prevents your computer from locking up or logging off. Works with any computer that can use a USB mouse.



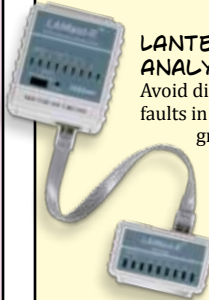
### 3-OUTLET SURGE PROTECTOR WITH 2 USB PORTS

You use a surge protector at home, so why should you trust the electrical outlets of far-away hotels? This compact 3-outlet surge protector uses a unique housing to hide away the 15-inch cord and it includes 2 USB power-out ports so you don't need to pack your AC-to-USB adapters. Use your laptop in any North American location without the fear of equipment-destroying surges.



### LANTEST-E WIRE-MAPPING TESTER & CABLE ANALYZER

Avoid diagnosis fees and cut down labor costs by determining the wiring faults in your home computer network. The LANtest-E Cable Tester is great for detecting wiring faults in most network, phone, cable TV and home security system cables either before or after installation. This compact and lightweight tester comes equipped with a remote unit for single-person testing.



### RADEON HD 4870 512MB PCI-E VIDEO CARD

With 956 million transistors and support for top-of-the-line HDMI displays, the Radeon HD 4870 delivers high-end cinematic graphics performance at a mid-level price. Able to crank out intense high-frame rate video for dual digital displays (up to 2560x1600 each), it sets the standard for HD gaming or video playback. It supports HDMI along with DVI, VGA, composite, component and S-video. For ultimate power, use a second HD 4870 card and an ATI CrossFireX-ready motherboard.



### THERMALTAKE 430W DUAL FAN ATX POWER SUPPLY

Give your components the power they need and keep your case cooler with Thermaltake's dual-fan 430 watt power supply. With PCI-e and SATA connectors, it's ready for new technologies but can also work with older 20-pin motherboards too. Black cable sleeving helps improve airflow and the fans produce a mere 19dBA of noise at normal speeds.



## TREASURE & DIXIE: CAT DETECTIVES...

AS A GIFT, I DESIGNED  
AND WROTE THIS 12-PAGE  
COMIC BOOK FEATURING MY  
MOTHER'S CATS. I  
HIRED



AN  
INKER,  
BUT DID  
ALL THE WRITING,  
PENCILING AND  
COLORING.



THIS  
ILLUSTRATION  
SHOWS  
TWO "GIANT  
MICROBES"  
DUKING IT  
OUT STREET  
FIGHTER-STYLE  
IN SOME KIND  
OF CLOGGED  
ARTERY.  
PIXELY FUN!  
BEST OF ALL:  
MY IDEA.

I DESIGNED  
THESE TWO COVERS FOR  
THE 2008 HOLIDAY ISSUES  
OF X-TREME GEEK. THEY  
USED ONE, BUT NOT MY  
FAVORITE.

THIS IS BY FAR MY  
BEST X-TREME  
GEEK LAYOUT OF  
ALL TIME. SEE,  
IT'S SUPPOSED  
TO BE A TORN  
"COMIC BOOK"  
PAGE ON A  
REGULAR  
CATALOG PAGE.  
ALL OF THE  
CLASSIC "JOKE  
ITEMS" WERE  
REAL PRODUCTS  
TOO. A LOT OF  
CUSTOMERS  
LOVED IT, BUT  
TOO MANY  
DIDN'T "GET  
IT." PEOPLE.

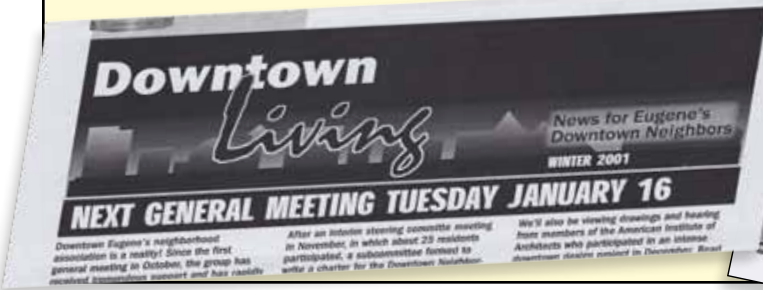
THE X-TREME GEEK PUBLISHER INSISTED ON A DENSE AND BUSY LAYOUT, SO I TRIED TO MAKE MY PAGES AS CLEAR AND INTERESTING AS POSSIBLE.

[illegible][illegible]



## EDITING & LAYOUT: DOWNTOWN EUGENE NEIGHBORHOOD ASSOCIATION...

IN 2000, I STARTED THE DOWNTOWN NEIGHBORHOOD ASSOCIATION IN EUGENE, OREGON, AND RAN IT FOR A YEAR. I ALSO EDITED AND PRODUCED THE SEASONAL NEWSLETTERS, WHICH SHARED MUNICIPAL NEWS AND OPINION ARTICLES WITH THE DOWNTOWN RESIDENTS. I DID ALL THE ARTWORK AND PHOTOGRAPHY TOO.



## EDITING & LAYOUT: OREGON CYCLING MAGAZINE...

PASTE-UP, LIKE ALMOST EVERYTHING ELSE, WAS ONE OF MY JOBS WITH OREGON CYCLING. AND YES, ACTUAL PASTE WAS INVOLVED.



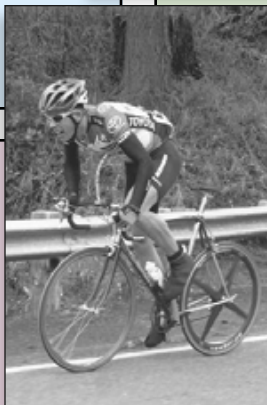
## DESIGN: BRUNCH INVITES...

I HOLD GAMING BRUNCHES AT MY APARTMENT EVERY FEW SATURDAYS. I PUT A LITTLE TIME INTO DESIGNING THE INVITES... SO PLEASE EXCUSE ME FOR WANTING TO SHOW THEM OFF A BIT.



## WRITING & PHOTOGRAPHY: OREGON CYCLING MAGAZINE...

I MANAGED THE MONTHLY OREGON CYCLING MAGAZINE FOR A YEAR STARTING IN MAY 1996. MY RESPONSIBILITIES INCLUDING ACQUIRING AND EDITING ALL CONTENT, WRITING FEATURES AND COLUMNS, HANDLING ALL THE LAYOUT AND MANAGING ALL ASPECTS OF THE BUSINESS, INCLUDING ACCOUNTING, DISTRIBUTION, CIRCULATION AND MORE. IN FACT, THE ONLY THING I DIDN'T DO WAS ADVERTISING SALES. OREGON CYCLING WAS A PROJECT OF THE CENTER FOR ALTERNATIVE TRANSPORT IN EUGENE, OREGON.



LARSEN, JACKSON SHINE IN TOUR OF WILLAMETTE; ROAD RACING FROM AN OUTSIDER'S PERSPECTIVE, MAY 1997

Some competitive cyclists are satisfied by finishing. Others are only satisfied by a clean victory. All, however, ride to pump every last erg of power they can channel into their physical form to acquire pure velocity.

I recently witnessed two of the five stages of the 1997 Tour of Willamette. The opening event, the prologue on April 16, was a quick climb up a small hill in downtown Eugene. The point was to determine starting positions for the main event that would begin the following day. Still, there was no lack of serious determination. The cyclists took over the Skinner Butte parking lot, filling it with repair vans, sport utility vehicles packed with spare bikes and wheels, and resistance rollers on which many were aggressively warming up. They mingled among themselves, aloof to the locals (like me) who were clearly not among the trained and Lycra-clad combatants.

Seeing hundreds of bicycle racers together is like watching a large contingent of foreign tourists. You wonder what's going on, what they're thinking and feeling, but you can't understand their language. You are shut out.

The women began the prologue, each rider launching from the start thirty seconds apart. The race official calmly went through a routine to prep each rider. At first, I was

*(full article on page 21, click here)*



### IN THE CYCLE OF THINGS (MESSAGE FROM THE EDITOR), JULY 1996

As we prepared for the Human Powered Parade, Leslie stopped to ask me, "Which bike are you going to ride?" Leslie spends most of her time in CAT's bike shop, Eugene Bicycle Works. Not

only does she get to help hundreds of people fix up their bikes, she gets to work with the "strange" bikes: tandems, recumbents, folders, work bikes and other particularly bizarre wheeled and geared contraptions.

So when I replied, "My bike," I was prepared for the look that crossed her face.

My bike, sitting quietly across from us, is absolutely nothing special. It's a twelve-speed ten speed Schwinn. It's nine years old and looks it. The tires are bald. The handlebar tape dangles sadly. Where the scratched paint can't be seen, rust and mud compete. The reflectors are cracked or missing, the pedals wiggle ominously, a few of the spokes are bent. It weighs 30 pounds. It doesn't have racks, fenders, clipless pedals, handlebar shifters, or even a kickstand. My U-lock just hangs on the bars when not in use.

Truth be told, I've been meaning to take it in to EBW and have Leslie help me fix it up a bit. However, it seems I'm always too busy, or too poor, or too not in the area, and besides, the thing does still roll...

Naturally Leslie was rather embarrassed when I said I wanted to ride my own bike. As it worked out, the tall, sleek, silver road bike with the attached sidecar worked nicely in the parade, allowing me to hand out

*(full article on page 18, click here)*

### BIKE THEFT BIG BUSINESS... AND GETTING WORSE, JULY 1996

While the number of logging jobs available to Lane County residents is on the decline, there's a new industry in town, and business is booming. Bicycle theft is on the rise in a big way.

For Eugene, the problem is at a critical level. From 1993 to 1994, thefts increased 38%; by the end of 1994, half a million dollars of bikes had been liberated from the owners. Sergeant Tom Mason of the Eugene Police Department told members of the Eugene Bicycle Coalition that while recovery of stolen automobiles is documented at an impressive 90%, stolen bikes are only recovered 10% of the time.

That was in 1994. Between July and August of 1994, 269 bike thefts were reported. In 1995, that number jumped to an impressive 384. For a twelve-month period ending in August of 1995, bicycle heists were 40% higher. Recovery dropped to 55 bikes: about 3% of the total.

#### Stolen Business

The epidemic has had a profound effect on local bicycle business. "Bicycle theft has done a great deal of harm to my bike shop," said Paul Nicholson of Paul's Bicycle Way of Life. In addition to decreasing sales, he said, "we've had three burglaries this year already."

Nicholson and other bicycle retailers are particularly critical of the local government's apparent lack of concern. Several spoke at a public forum to the City Council on May 13. "We have had no trouble tracking down the miscreants... with no persecution to follow," Nicholson explained. "Bike theft is so prodigious that the police and courts have

*(full article on page 18, click here)*



## WEB APPLICATION DESIGN...

FROM 1996 TO 2004, I DESIGNED AND CODED A FEW WEBSITES. MY SPECIALTY WAS BUILDING DATABASE-DRIVEN CONTENT MANAGEMENT INTO THE DESIGN.

IN THESE DAYS OF FACEBOOK AND WORDPRESS, THAT'S HOW EVERYTHING IS DONE NOW. BEFORE WEB 2.0, HOWEVER, BUILDING SITES CLIENTS COULD EDIT THEMSELVES WAS A NOVEL CONCEPT. I'M DONE CODING NOW, AND MY SKILL SET IS OBSOLETE ANYWAY... BUT I'M PUTTING THESE DESIGNS HERE TO SHOW MY STYLE AND MY PREFERENCE FOR LOW-CLUTTER FUNCTIONALITY.



ANYWAY... BUT I'M PUTTING THESE DESIGNS HERE TO SHOW MY STYLE AND MY PREFERENCE FOR LOW-CLUTTER FUNCTIONALITY.

## COMPUTER EXPERTISE...

I minored in Computer and Information Sciences at the University of Oregon. I've studied Modula-2, Scheme & C++ programming languages.

I use Adobe ColdFusion, with SQL, JavaScript and CSS, for website database applications.

I use Microsoft Excel and Access and Oracle Hyperion Interactive Reporting for data analysis. I used FileMaker a lot back in the day.

I'm very experienced with Adobe InDesign and I'm an intermediate user of Photoshop, Illustrator and Acrobat.



## PROJECT MANAGEMENT / SYSTEMS ANALYSIS

IN EVERY JOB, I LOOK CLOSELY AT THE "BIG PICTURE" TO DEVELOP SUSTAINABLE SOLUTIONS THAT MAXIMIZE LONG-TERM EFFICIENCY.

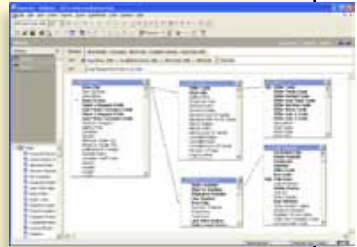
It's a knack of mine: I get hired for one thing, then get put in charge of streamlining procedures and processes. For example, my E-filiate business card says "Copywriter," but that doesn't cover the analysis work I do to monitor the aged inventory or the procedures I've implemented that determine price reductions for poor performers. I also calculate catalog deadlines, write queries to measure page performance and manage all content corrections. None of these things were done before me.

I was hired to run copy machines at the Business Professionals of America, but spent my last month there designing an interactive website their teachers could use to collaboratively write, edit and distribute aptitude tests. This was in 2004, before groupware really came into being.

At the Comic News, I wrote a whimsical but useful FileMaker app called the "Task Toaster" (shown above) that determined what tasks our volunteers could do based on interest and training. I also streamlined accounts receivable with a billing reminder app I called "Guido."

These and other efforts brought the company out of the red.

I started at Bike Friday as the guy who read and replied to the e-mail. When I left, I was putting the finishing touches on a customer-interactive service center site where all the questions the customers asked would be cataloged and answered on the Web. I also left them with blueprints for a web app that would allow customers to design and order their own bicycles, a processes then (and still) bottlenecked by available trained staff.



**PAINTING & PHOTOGRAPHY...**



FOR A SCENE PAINTING CLASS, I CHOSE TO EMULATE RALPH McQUARRIE, BEST KNOWN AS THE DESIGNER OF STAR WARS. THE MURAL IS 9 FEET WIDE... ABOUT 8 TIMES BIGGER THAN McQUARRIE'S ORIGINAL (BELOW).





## LEGO ART...

I STARTED MAKING LEGO MOSAICS IN 2005. MY PROCESS INVOLVES ADOBE PHOTOSHOP, MICROSOFT EXCEL, AND SOME COLDFUSION CODING TO DETERMINE WHICH PARTS TO BUY ON BRICKLINK.COM, THE BLACK MARKET OF LEGO PARTS.

THE CHAGALL FACSIMILE WAS DESIGNED TO MATCH THE ORIGINAL'S SIZE, 28 BY 21 INCHES, AND INVOLVES CLOSE TO 9,000 INDIVIDUAL PIECES.

THE WEIRD BIRD BELOW IS BASED ON A PAINTING FROM AN ARTIST FRIEND AND WAS MADE AS A THANK YOU FOR HIS HELP WITH A COMIC BOOK (SEE PAGE 5).

LEGO DIGITAL DESIGNER IS FREE-TO-DOWNLOAD 3D MODELING SOFTWARE THAT LETS YOU CREATE YOUR OWN LEGO SETS, SHIPPED COMPLETE WITH CUSTOM BOXES AND INSTRUCTIONS.

BUILDING LEGO MODELS ON-SCREEN IS A LITTLE TRICKIER THAN REGULAR 3D MODELING, AS THE PIECES ARE LIMITED IN HOW THEY CAN

CONNECT. YET IT'S PRETTY AMAZING WHAT YOU CAN DO WITH THE SOFTWARE.

THESE TWO MODELS WERE MADE FOR A FRIEND WHO TRAVELS TO VIEW WILDLIFE. SHE BUILT THE PENGUIN OKAY, BUT I HAVEN'T SEEN THE FINAL PRODUCT OF THE 402-PIECE BEAR YET.

I LOVE FINDING NEW USES FOR LEGO... FOR EXAMPLE, I MADE THIS BOARD GAME USING A LOT OF LEGO PARTS. THE GAME, ORIGINALLY PUBLISHED BY HANS IN GLUCK, WAS OUT OF PRINT AND WAS PROVING HARD TO FIND, SO I CHOSE TO MAKE EVERYTHING FROM SCRATCH.

I DESIGNED THE CARDS USING IMAGES FROM BRICKSHELF.COM ON THE FRONT AND MY OWN PHOTOGRAPHY ON THE REVERSE.



## PUBLIC RELATIONS...

**PRESS RELEASE: BICYCLE COURIER TO COMPETE IN WORLD CHAMPIONSHIPS (PUBLISHED IN THE CHAPEL HILL HERALD, SEPTEMBER 1 1998)**

Dodging cars, irate pedestrians and gaping potholes, urban bicycle messengers willingly torture themselves daily to move parcels across town as fast as possible. These gonzo urban cyclists will be slugging it out next week in the Sixth Annual Cycle Messenger Championships to determine who's the best of the best... or the rudest of the rude.

Mild-mannered Carborro bike courier Seth Elliott will be joining their.

Held Sept. 4 - 7 in Washington, D.C., the Championships are a draw for hundreds of messengers from around the world. Courses simulate the hazardous urban environments couriers from San Francisco to Atlanta to Berlin experience daily. 800 riders are expected to race in the main event.

Elliott is a rookie at this game, having started Carborro-Chapel Hill's Pedalers Express last November. He's picking a less formidable category, too, as he'll be racing in the "cargo" heat. While most competitors in this class will be schlepping bulky loads either on their bikes or in trailers, Elliott has a secret weapon: an eight-foot-long front-loading cargo bike, specially designed for heavy loads.

His bike, a Human Powered Machines  
([full article on page 19, click here](#))

## FIELD DIRECTING...

**I GAVE TWO WEEKS TO HOWARD DEAN'S DOOMED IOWA CAMPAIGN IN 2004.**

Along with typical volunteer duties like canvassing, phone banking, scheduling, event management, volunteer coordination, and driving a 20-foot van in ice storms, I was put in charge of the Fort Dodge "storm" office and directed around 80 out-of-state volunteers for the four days before the caucus. Later that year, I found an actual job as a regional field director for the Maine House Democratic Campaign Committee, trying to help thirty legislative candidates get elected. (Mostly I baby-sat them as they knocked on doors.)

## COMMUNITY...

### HAPPENING PEOPLE

Steve Ransom

A self-described refugee from "suburban hell" — Rancho Cordova, Calif. — Steve Ransom emigrated to Eugene in 1988 to attend the UO. "The longer I've stayed the more I like it here," says Ransom, a committed cyclist. "A major selling factor is that Eugene is accessible by bike." Since his mid-'90s graduation in theater arts with a minor in computer science, Ransom has done occasional lighting design for Land Levee Theatre. He spent a year as editor of *Oregon Cycling* magazine, then started work in 1997 for Bike Friday, where he has built an effective website ([www.bikefriday.com](http://www.bikefriday.com)) and edited a newsletter. For the past year and a half, Ransom has lived in the Tiffany Building downtown — "I like being close to the urban environment." When he learned that downtown Eugene was the only area of the city without an official neighborhood group to represent its residents, Ransom scheduled a planning session (held earlier this week) and personally contacted every downtown resident. "Steve is bright and enthusiastic," says Linda Lu of the Neighborhood Leaders Council. "Hope he gets a lot of support."

— Paul Nevel



Steve Ransom

**I'M A BIG ADVOCATE FOR THRIVING AND LIVABLE DOWNTOWN CIVIC CENTERS AND HAVE DONE A LOT TO PROMOTE AND ENCOURAGE THEM. WHEN I WAS LIVING IN EUGENE, OREGON, I ORGANIZED, PUBLICIZED AND HEADED THE DOWNTOWN NEIGHBORHOOD ASSOCIATION WITH ASSISTANCE FROM THE CITY GOVERNMENT. I WAS RECOGNIZED IN THE EUGENE WEEKLY FOR THIS EFFORT.**

## OPINION WRITING...

**"IT'S TIME TO MAKE DOWNTOWN A PRIORITY," THE REGISTER-GUARD, SEPTEMBER 28, 2000**

Drive north across Ferry Street Bridge and you are invited by a shopping mall's billboard to head to "THE city's center." The emphasis is theirs and would be laughable in nearly any other American metropolis. Here, though, the message sticks: downtown is dead.

The charge is not without basis. Retailers continue to trickle out of downtown for warmer climes. The pedestrian mall is now a gritty stretch of apathy and atrophy. Parking will always be a problem. Many do not feel safe downtown.

There is a new trend, however, that our friends at the suburban shopping mall are carefully watching. They are not declaring victory over downtown Eugene, but rather, they are actively campaigning against a resurgence of interest in the American urban center. Their invitation to leave the heart of Eugene behind is presented with concern, for they are all too aware that there is an increasing preference of Main Street over their saccharine imitation of Main Street.

The signs are abundant: downtown is now home to one of the country's best transit centers. A beautiful four-story library is under construction. Saturday Market's popularity increases. The Eugene Celebration broke all records by anyone's estimation. Most important of all: people are moving downtown.

After just one year of operation, Broadway Place has filled some 170

units in its two-building apartment cluster. It wasn't the mild architecture or the high rents that brought them in; it was the location. The sheer convenience of living downtown cannot be overemphasized. In this time of high gasoline prices and increasing traffic jams, reducing or eliminating car use is very appealing.

There is remarkably little housing available in downtown Eugene, but all of it is in demand. The Woolworth's building has stood stagnant for years, yet every housing project is full. Retailers take note: you cannot provide sufficient parking to satisfy the outlanders, but you can put customers above your stores. Many won't have cars, so it would even be safe to consider them captive customers.

A revitalization of commerce in downtown Eugene will not happen, however, without a much larger influx of residents eager to be part of the downtown scene.

Why do people want to live downtown? Many appreciate the dynamic, bustling urban lifestyle. Living downtown can lend surprising simplicity to one's life: most everything you need is two minutes away... by foot.

Most of all, urban dwellers want to belong to a community. They prefer smiling at people on the sidewalk rather than honking at one another incessantly. They like being close to their neighbors, rather than being locked behind high fences and gated communities.

I have been working with the City of Eugene's Neighborhood Program to help realize this downtown community. The program provides a forum for neighborhoods to speak with the government, while providing a degree

([full article on page 20, click here](#))



## THEATER...

I earned my bachelor's degree at the University of Oregon's theater school, focusing on lighting design. Lighting drew my interest because it's both an artistic and technical endeavor; you need to know how to both paint and splice electrical leads. Even though I drifted quite a ways from theater in my later careers, I still seek that perfect blend of art and technology. Theater works for me on other levels too: it requires rigid planning but must allow for creative improvisation; collaboration is both essential and beneficial; and projects are deadline-driven with very solid end dates. Best of all, this art is made to be enjoyed in the moment, not made to endure. It changes every night.

C.C. AND JENNIE MAE TAKE A BREAK DOWN BY THE RIVER IN *THE DIVINERS*. I USED A BANK OF SPOTLIGHTS AND A TUB OF REFLECTING WATER TO CREATE THE RIVER IN THIS 1992 UO THEATRE PRODUCTION.



ALCANDRE UNLEASHES HER FIRST VISION IN THE 1994 UO THEATRE MAIN STAGE PRODUCTION OF *THE ILLUSION*. I PRODUCED A VERY UNORTHODOX LIGHTING DESIGN FOR THIS SHOW, PLACING CRITICAL INSTRUMENTS UNDER THE STAGE, IN THE ADJACENT SCENERY SHOP, EVEN IN THE MIDDLE OF THE SET. TO ADD TO THE PLAY'S BLURRED JUXTAPOSITION OF DREAM AND REALITY, I PROGRAMMED COMPLICATED CUES THAT KEPT THE "REAL WORLD" LIGHTS SUBTLY SHIFTING IN COLOR AND INTENSITY. *THE ILLUSION* INVOLVED OVER TWO HUNDRED INSTRUMENTS AND AROUND THREE HUNDRED CUES. I ENTERED MY DESIGN IN THE 1995 NORTHWEST DRAMA CONFERENCE AND WON FIRST PLACE.



IT'S BEEN A ROUGH DAY FOR SPUDS, THE HERO OF THE FILM NOIR SPOOF *THE TANGLED SNARL*. WITH ONLY A DOZEN LAMPS IN THIS SMALL THEATER DESIGN, I STILL MANAGED TO USE A FEW FOR THE REQUISITE UPLIGHTING.



I also took many other theater jobs in my youthful days, like:

**Technical Director, *Tales of the Lost Formicans*, October 1991**

Responsible for set building, props, sound board and also assisted the stage manager.

**Stage Manager, *The Injustice Done to DouErh*, May 1992**

Managed script and blocking, coordinated cast and crew.

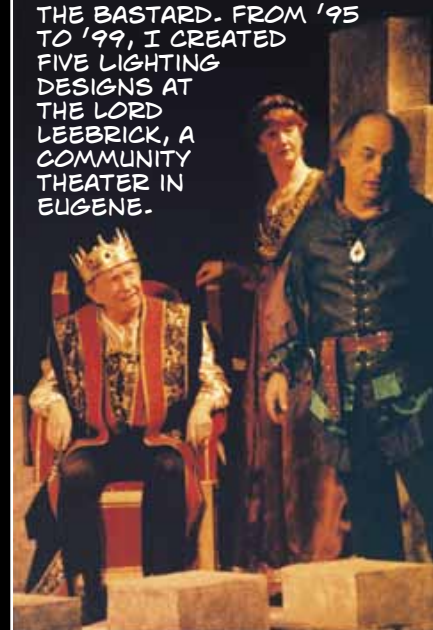
**Master Electrician, *Equus*, November 1992**

Responsible for hanging, setting and wiring 200+ instruments.

**Assistant Director, *Chimera*, June 1993**

Booked rehearsals, coached actors, coordinated with crew, directed videography team.

RICHARD III DEMURS. *THE BASTARD*. FROM '95 TO '99, I CREATED FIVE LIGHTING DESIGNS AT THE LORD LEEBRICK, A COMMUNITY THEATER IN EUGENE.



# CAREER TIMELINE...

1989

Graduated from **Cordova High School** in Rancho Cordova, Calif. Served as production manager for school newspaper for a year, and served as editor-in-chief for one year.

Graphic designer for a summer at an AlphaGraphics print-shop. Projects included annual report for Shakey's Pizza.

Technical director for 1992-93 season of "Pocket Playhouse," UO's student-run theater. Supervised and assisted 21 productions.

Designed lights for five productions at the **Lord Leebrick Theater** in Eugene, Ore., including *Glengarry Glen Ross*, *The Nerd*, *Richard III* and *The Company of Wayward Saints*.

Bachelor of Arts, **University of Oregon**, 1994. Majored in theatre arts, minored in computer & information sciences.

Produced award-winning lighting design for UO Theatre's production of *The Illusion*.

1994

Learned more about printing & design as color output tech for 3 years at **City Copy** in Eugene, Ore.

Editor for **Oregon Cycling Magazine**, a project of the 501(c)3 Center for Appropriate Transport. Managed the statewide periodical's production, including research, writing, editing, photography, illustration, layout, circulation, distribution, payroll and A/P & A/R. Supervised and instructed youth contributors. Spearheaded fund-raising drive. Assisted other projects with bookkeeping & data management.

1996

Internet Development Manager for **Bike Friday** (Green Gear Cycling). Served as Internet customer advocate and moderator for forums. Responsible for generating and qualifying leads for sales team. Designed, wrote, maintained and repeatedly expanded company Web site, with a focus on community development. Built user-editable tech library, still used ten years after departure. Assisted at marketing and sales events in four states.

1997

Initiated and ran Downtown Neighborhood Association in association with the City of Eugene's Neighborhood Program. Wrote for, edited and produced quarterly newsletter. Named "Happening Person" by *Eugene Weekly*.

2001

Office manager, bookkeeper, efficiency engineer and chart wizard for **Comic News Weekly**. Started part time, then sort of quit, then went full time. Designed database systems, managed sales staff and volunteers, contributed to content and layout, proofed and edited, handled accounts receivable, accounts payable and payroll, managed subscriptions, scheduled production calendars, ran retail store, told people where the bathroom was and so on and so on. The best part of job was finding easier ways to do my job, then training volunteers to do my job so I could leave early and enjoy the sunshine.

Served as online store manager, maintenance manager, copier jockey and site programmer for **Business Professionals of America** in Columbus, Ohio.

2003

Awarded "Best headline" by Multichannel Merchant for "Finally, an iPod dock that holds toilet paper."

2004

Traveled to Iowa to volunteer for **Dean for America**. Became a field director for the Fort Dodge "get out the vote" campaign. After the "Dean Scream," I moved to Ohio to volunteer for **Democracy for Ohio**. Hired as a field director and sent to Maine by **21st Century Democrats**. They let me go when I got there (politics), so I sought work with the **Maine Democratic Party** and finally the **Maine House Democratic Campaign Committee**. As regional field director, I assisted the campaigns of 30 legislative candidates with data mining, precinct targeting, volunteer recruitment, canvassing, phone banking.

E-filiate sells *X-treme Geek*. Job becomes boring.

2009

Hired by E-filiate to write advertising copy for **Cyberguys!** and **X-treme Geek** catalogs. Researched capabilities and delineated benefits of thousands of computer parts and nerdy toys. Contributed to product sourcing and art for *X-treme Geek*.

In addition to copywriting, wrote press releases, designed Web graphics, assisted product sourcing, handled tech questions, and managed, marketed & reduced E-filiate's overstock inventory.

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THE FUTURE



## RECOMMENDATION LETTERS...

28 January, 1996

It is a pleasure to recommend Steve Ransom to potential employers.

Steve was a student of mine for three years. He took two of my classes, but more importantly, we worked together on numerous University Theatre productions. Steve started out in my basic construction class and then went on to crew several shows, design lights, be an assistant director and serve as technical director for the student production organization.

Steve first caught my attention because he was very dependable and showed an interest in doing more than the expected job. He quickly moved on to positions of responsibility. His main emphasis was lighting design in which he did (and still would do) quite well. His design for THE ILLUSION was a major factor in the creation of the mystery and magic of that show. Steve worked long and hard on bringing off a complicated design. His work won him praises in the local newspapers and a first place award in a regional lighting design competition.

Steve served as assistant director for CHIMERA, an original work that included theatre, dance, and music. Steve worked very hard to help keep the original collaborators together and focused on the production. His talent and common sense was instrumental in creating the finished production.

Steve served for a year as the technical director for a student group, which produced 15-25 productions per year in a small, limited theatre. He had to advise on all production aspects and insure that the plays were produced safely. Usually, the directors had very little knowledge of scenery and lighting. Yet, Steve dealt with the productions in a professional and practical manner. It was one of the few years that I, as faculty technical director, did not have to worry about what was going on with the student shows.

I heartily recommend Steve Ransom. As well as the talents mentioned above, he is a very easy person with whom to work. I wish there were more people to work with like Steve.

Janet Rose  
Senior Instructor & Technical Director  
UO Theatre Arts Department

From: Helen Perlmutter

Posted At: Saturday,  
December 02, 2006  
10:00 AM

Posted To: email  
- X-Tremegeek  
- Webmaster

Subject: A Compliment

Hi!!!!!!!!!!!!!!

Just had to take some of my very precious time to say how very cleverly your catalog is written.

We put out wholesale catalogs for our customers, so I know how difficult it can be to get everything just right in as few words as possible.

My compliments to the person(s) who did a terrific job.

You have the only catalog with personality!

Helen Perlmutter

From: Harrell, Josh

Posted At:  
Wednesday, August  
01, 2007 12:01 PM

Posted To: email  
- X-Tremegeek  
- Webmaster

Subject: Kudos!

I just wanted to quickly say whoever you have writing descriptions for your product is a hysterical genius! The writer's description is what swayed my purchasing decision!

Many kudos,

JOSH HARRELL  
Fortier IT Services

13 January, 2005

Steve Ransom worked for me as an office manager, code ranger, editor, innovator and trouble-shooter over a seven-year period. He was in every instance an innovative and original thinker. He is my favorite employee of all time. Steve Ransom: equal parts wit and passion, cynicism and drive, curiosity and contentment. In business we often have to choose between efficiency and effectiveness, but that's only because there are more businesses than there are Steve Ransoms. Way more. I could go on, of course, but for what purpose?

You've probably budgeted three minutes to read and consider this recommendation of Steve Ransom, but I've taken only one minute of your time. I ask that you spend the next minute thinking about how rare originality is in all things, and how someone of Steve's caliber could make your life better. Then spend the remaining minute doing whatever makes you happy. Nobody will be the wiser and everybody wins.

To fill the rest of this space (and to earn you those extra two minutes), I have included the inspirational words of Abraham Lincoln, backwards. Ignore them. Dream. Smile. Hire Steve.

Earth the from perish not shall people the for, people the by, people the of government that and, freedom of birth new a have shall God under nation this that, vain in died have not shall dead these that resolve highly here we that—devotion of measure full last the gave they which for cause that to devotion increased take we dead honored these from that—us before remaining task great the to dedicated here be to us for rather is it. advanced nobly so far thus have here fought who they which work unfinished the to here dedicated be to rather living the us for is it. here did they what forget never can it but, here say we what remember long nor note little will world The. detract or add to power poor our above far it consecrated have here struggled who dead and living, men brave The. ground this hallow cannot we, consecrate cannot we, dedicate cannot we, sense larger a in But. this do should we that proper and fitting altogether is it. live might nation that that lives their gave here who those for place-resting final a as field that of portion a dedicate to come have we. war that of battlefield great a on met are we. endure long can dedicated so and conceived so nation any or nation that whether testing, war civil great a in engaged are we Now. equal created are men all that proposition the to dedicated and liberty in conceived, nation new a continent this on forth brought fathers our ago years seven and score Four.

Sincerely,

Don Kahle  
Ever Clever Inc.

3 December, 2004

Thanks for all your help this fall. You did a great job, and we largely owe our majority to your energy. You certainly did your part. See you in two years?

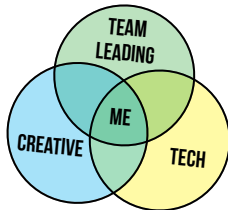
Matthew Dunlap  
Maine Secretary of  
State

# RÉSUMÉ...

## STEVE RANSOM

(916) 548-6134 | 4750 Center Way, Eugene OR 97405 | [sr71@steveransom.com](mailto:sr71@steveransom.com) | [www.linkedin.com/in/steve-ransom-csm](http://www.linkedin.com/in/steve-ransom-csm)

### ZEN VENN



### PROCURED SMARTS

Bachelor of Arts, University of Oregon, 1994  
Major: Theatre Arts  
Minor: Computer & Information Science

### PREVIOUS DECADES

#### MANAGER OF SIGNIFICANT STATURE

*Comic News Weekly* (Eugene), July 1998 – December 2003  
Did gobs of stuff for the *Comic News Weekly*. Provided editing, writing, layout, and some truly lame drawings. Administered scheduling, subscriptions, bookkeeping, payroll and vendor supplications. Designed contact and task management software with awesome interfaces. Streamlined systems and reduced redundant redundancy.

#### DIRECTOR, INTERNET COMMUNICATIONS (AND WEBMASTER)

*Bike Friday* (Eugene), June 1997 – June 2001  
Planned and implemented entire commerce website for *Bike Friday*. Coded, tested, launched and maintained many site features, including a custom bike generator, a customer-driven service library and a popular community center. Created print and web marketing materials. Corresponded with customers and prospects and generated sales leads.

#### MANAGING EDITOR

*Oregon Cycling Magazine*, May 1996 – July 1997  
Managed the statewide periodical's production, including research, writing, editing, photography, illustration, layout, circulation, distribution, payroll, A/P and A/R. Supervised and instructed youth contributors. Spearheaded fund-raising drive. Assisted other projects in the 501(c)3 nonprofit with bookkeeping and data management.

### RECENT DECADE

#### CREATIVE PROJECTS SCRUMMASTER

E-filiate (Sacramento area), July 2013 – Present  
Currently serving remotely as projects manager for E-filiate's creative services, which designs packaging, retail displays, sales collateral and tradeshow exhibits. Duties include coordinating and assisting six designers and a copywriter, project scheduling and management, and print production, cpc advertising, marketing strategizing and legal liaisons. After I implemented some Scrum concepts to our workflow, the team doubled its output of completed projects.

#### MANAGING EDITOR

E-filiate, October 2011 – July 2013  
Managing editor and circulation manager for E-filiate's *Cyberguys* and *Mobile Life* catalogs: over two million catalogs a year. I planned print publication, crafted marketing plans, directed circulation, and coordinated the design and sourcing teams. I also managed proofreading, online content, social media and analytics. Every catalog delivered on time.

#### COPYWRITER

E-filiate, February 2005 – July 2013  
Created print and web copy for thousands of products in *Cyberguys* (computer parts) and *X-treme Geek* (techy toys) catalogs. Conducted extensive research and interviews for technical accuracy. Sold the fun products with humor and creativity. Awarded "Headline of the Year" by *Multichannel Merchant Magazine* (2007) and labeled "a hysterical genius" by at least one actual customer.

### HECK YEAH

#### CERTIFIED SCRUMMASTER

Achieved May 2017

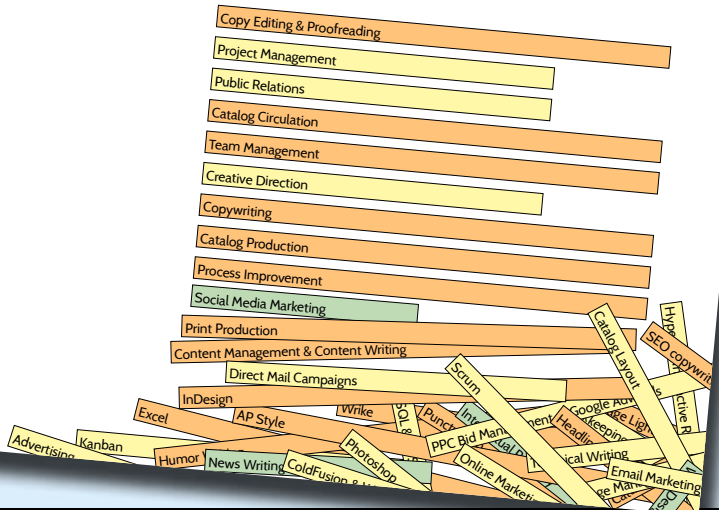
#### HEADLINE OF THE YEAR

*Multichannel Merchant Magazine*, 2007  
"Finally, an iPod® Dock that Holds Toilet Paper!"

#### FIRST PLACE, LIGHTING DESIGN

Northwest Drama Conference, 1995  
Tony Kushner's *The Illusion*, University of Oregon

### SKILL PILE





## COPYWRITING: BIKE FRIDAY...

### BIKE FRIDAY AIRLLAMA

Start with the award-winning design of the road-proven AirFriday. Then beef up the frame, add a suspension fork, tweak the geometry for low-speed performance, and widen the forks for 2-inch knobbies. Introducing the latest addition to the Bike Friday line of performance travel bikes: the AirLlama mountain bike.

The AirLlama adds the performance edge of a titanium seat boom to a responsive and stable mountain bike frame for incredible off-road performance. The Action Tec steerer tube-based suspension system provides significant comfort and excellent accuracy.

The AirLlama simply rocks on the trail. "It will do everything a full-sized bike can do," writes Chris Burgeson in his review for Mountain Bike Magazine. "Some things it can actually do better."

You don't have to be a dirt devil to enjoy the Llama. With a rugged frame, double suspension, wide tire versatility and braze-ons for racks, bottles and fenders, cyclists who prefer mountain bike-style geometry for distance touring will absolutely love the AirLlama.

Like all custom-manufactured Bike Friday travel bikes, we want you to design the bike you want. Our designers and production people have put together some extraordinary component group configurations to choose from, from economical to elite. From there, you have hundreds of choices to fine-tune your performance travel trail machine. Color, sizes, weight price: the design is yours. Talk to one of our travel system specialists; we'll be glad to walk you through the easy process.

Since it's a Bike Friday, it's a mountain bike you can take with you. Pull the suspension boom and the handlebar stem out, release one hex bolt, and your AirLlama fits into a 36" x 30" space (92 x 77cm). Spend maybe twenty minutes with two included tools and you can pack your AirLlama into the optional TravelCase for fee-free checked baggage travel on most any commercial carrier. Consider the optional TravelTrailer when you want to convert your suitcase into a cargo trailer.

Whether you're a serious rider who needs to train while you travel, a business traveler who wants to take a ride out of the city, or an adventure tourist who needs a rugged, dependable expedition bike, the AirLlama will be your trusty companion when no other bike could even make the trip.

**BIKE FRIDAY AirLlama™**

First Class Travel. First Class Ride.

Start here to see featured prices.

**Configuration details:**

975 21 Speed 27.2"	\$2,999.00
975 21 Speed 29"	\$3,199.00
975 21 Speed 29" 27.2"	\$3,399.00
975 21 Speed 29" 27.2" 27.2"	\$3,599.00

Call all custom-manufactured Bike Friday travel bikes, we want you to design the bike you want. Our designers and production people have put together some extraordinary component group configurations to choose from, from economical to elite. From there, you have hundreds of choices to fine-tune your performance travel trail machine. Color, sizes, weight price: the design is yours. Talk to one of our travel system specialists; we'll be glad to walk you through the easy process.

And the only Bike Friday, we're into mountain bikes you can take with you. Pull the suspension boom and the handlebar stem out, release one hex bolt, and your AirLlama fits into a 36" x 30" space (92 x 77cm). Spend maybe twenty minutes with two included tools and you can pack your AirLlama into the optional TravelCase for fee-free checked baggage travel on most any commercial carrier. Consider the optional TravelTrailer when you want to convert your suitcase into a cargo trailer.

Whether you're a serious rider who needs to train while you travel, a business traveler who wants to take a ride out of the city, or an adventure tourist who needs a rugged, dependable expedition bike, the AirLlama will be your trusty companion when no other bike could even make the trip.

Don't forget a suspension fork, double suspension, wide tire versatility, and braze-ons for racks, bottles and fenders, cyclists who prefer mountain bike-style geometry for distance touring will absolutely love the AirLlama.

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## TECH WRITING: BIKE FRIDAY...

### ARTICLE 40: HOW TO GET BIKE FRIDAY FENDERS

#### SYMPTOMS

What is difference between New World Tourist and AirFriday fenders? Why aren't fenders for sale on the Web site catalog? How much do they cost?

#### CAUSES

Bike Friday sells two types of fenders (mudguards). The standard design works for the single or monotube-style Bike Friday, along with the Sat R Day and the various tandem models. The design for the AirFriday also works for the AirGlide and AirLlama. The chief difference is the mounting location for the rear fender. See the link below to see how the AirFriday-style fenders attach to the bike. The AirFriday-style fenders differ a little in shape, being more rounded.

Currently, you will not find fenders available for sale at bikefriday.com, because we have discovered that the mounting brackets for your fenders may need to be customized.

#### SOLUTIONS

Please call or write to the Service Department to order a set of Bike Friday fenders. At the time of this writing, the price for the standard fenders is US\$35 and for US\$60 for the AirFriday-style fenders.

#### ADDITIONAL INFORMATION

Some customers have found alternative sources of fenders. You may wish to search The Yak Files to see some of the ideas our customers have come up with (use search terms "fender" or "mudguard").

Written July 20, 2000 by Bike Friday staff member Steve Ransom.

Updated  
September  
27, 2000.



## MODELING?

I DON'T KNOW IF I'M THAT PHOTOGENIC, BUT MY HAMMINESS DID LAND ME ON THE PAGES OF X-TREME GEEK ON MORE THAN ONE OCCASSION...



## WRITING: OREGON CYCLING MAGAZINE...

### BIKE THEFT BIG BUSINESS... AND GETTING WORSE, JULY 1996

While the number of logging jobs available to Lane County residents is on the decline, there's a new industry in town, and business is booming. Bicycle theft is on the rise in a big way.

For Eugene, the problem is at a critical level. From 1993 to 1994, thefts increased 38%; by the end of 1994, half a million dollars of bikes had been liberated from the owners. Sergeant Tom Mason of the Eugene Police Department told members of the Eugene Bicycle Coalition that while recovery of stolen

automobiles is documented at an impressive 90%, stolen bikes are only recovered 10% of the time.

That was in 1994. Between July and August of 1994, 269 bike thefts were reported. In 1995, that number jumped to an impressive 384. For a twelve-month period ending in August of 1995, bicycle heists were 40% higher. Recovery dropped to 55 bikes: about 3% of the total.

#### STOLEN BUSINESS

The epidemic has had a profound effect on local bicycle business. "Bicycle theft has done a great deal of harm to my bike shop," said Paul Nicholson of Paul's Bicycle Way of Life. In addition to decreasing sales, he said, "we've had three burglaries this year

already."

Nicholson and other bicycle retailers are particularly critical of the local government's apparent lack of concern. Several spoke at a public forum to the City Council on May 13. "We have had no trouble tracking down the miscreants... with no persecution to follow," Nicholson explained. "Bike theft is so prodigious that the police and courts have decided that 'it's okay and we're just going to ignore it.'"

"It's clear that bike theft is epidemic," stated Kurt Jensen of Second Nature Bicycles. "Laws that aren't enforced

(see *BICYCLE THEFT*, next page)

## OP-ED: OREGON CYCLING MAGAZINE...

### IN THE CYCLE OF THINGS (MESSAGE FROM THE EDITOR), JULY 1996

As we prepared for the Human Powered Parade, Leslie stopped to ask me, "Which bike are you going to ride?" Leslie spends most of her time in CAT's bike shop, Eugene Bicycle Works. Not only does she get to help hundreds of people fix up their bikes, she gets to work with the "strange" bikes: tandems, recumbents, folders, work bikes and other particularly bizarre wheeled and geared contraptions.

So when I replied, "My bike," I was prepared for the look that crossed her face.

My bike, sitting quietly across from us, is absolutely nothing special. It's a twelve-speed ten speed Schwinn. It's nine years old and looks it. The tires are bald. The handlebar tape dangles sadly. Where the scratched paint can't be seen, rust and mud compete. The reflectors are cracked or missing, the pedals wiggle ominously, a few of the spokes are bent. It weighs 30 pounds. It doesn't have racks, fenders, clipless pedals, handlebar shifters, or even a kickstand. My U-lock just hangs on the bars when not in use.

Truth be told, I've been meaning to take it in to EBW and have Leslie help me fix it up a bit. However, it seems I'm always too busy, or too poor, or too not in the area, and besides, the thing does still roll...

Naturally Leslie was rather embarrassed when I said I wanted to ride my own bike. As it worked out, the tall, sleek, silver road bike with the attached

sidecar worked nicely in the parade, allowing me to hand out oodles of Oregon Cyclings to the masses. So I'm glad she talked me into it.

Still, I can't help but feel hurt that she thought my tired old bike would be a poor parade entry. Like any other cyclist, I have many tales of my greatest rides, my longest trips, my craziest moments and my worst wrecks. I earned all my stories with my absolutely nothing special bike.

I figure that my boring bike and I have traveled maybe 8,000 miles which I, if nobody else, find impressive. That bike is my key to obtaining solace and balance. It's been my counselor, having to work my problems out with me in my more glum moments. In terms of moving around and getting things done, we're a great pair. It's been my only form of personal transportation for eight straight years; that's got to mean something to somebody.

Sometimes, as I fly over curbs or stupidly zoom onto dirt trails, I wish my ten speed was a little more forgiving, but we manage. Sometimes, as I keep pace with a Lycra-clad racer on a bike trail for a few hundred yards, I wish my bike was built a bit more sleeker and faster. But we manage.

No argument, the bike needs important attention. I have been negligent. At the very least, it deserves some treaded tires. I know a decent tune-up would allow me to move around a little more swiftly and with a little less

work and noise.

I cannot forget, however, that the rundown boring bike in question is my bike. It's family. You can call it a piece of junk if you want to, but I'm going to take it personally; too much of my life is in that bike. I've decided it'll be with me in next year's parade. Next year, you see, I'm not going to let anyone change my mind, because, for what I want a bike for, it's nothing less than perfect.





## WRITING: OREGON CYCLING MAGAZINE...

### BICYCLE THEFT, continued

aren't obeyed, and it seems that in Eugene the laws are not being enforced."

Since a bicycle is not legally considered a vehicle, just property, bicycle theft is not a felony unless the value of the bike exceeds \$750. "Would a police officer pursue a stolen \$2,000 car?" asked Jensen. "Car theft is more glamorous somehow, some way. Anything we can do to enforce the laws that exist will go a long way to increase livability."

### OVERWHELMING CONCERN

While how to encourage the police to enforce the laws isn't certain, on thing is readily agreed upon: the police could respond better. "My son's \$1,700 bike was stolen in front of Fred Meyer," one woman testified. "He called it in, waited for the police to come... he waited three hours. The police never did show up."

Jeffrey Rosas, a Eugene attorney who has the reputation as the area's "bike lawyer," spoke at the forum of his own bike loss. Since he had left his bike unattended on his porch, he thought "I probably deserved it, but I'll go ahead and report it anyway." Upon calling he found that "it would be five days before the police could call me back. The told me, 'This is how we do it.'" When he did talk to an officer, there was a long and heated discussion about the value of my bike. "They wanted to list it at the value the current model was selling for, which was less than what I paid for it."

A typical commuter, when faced with a car theft, would probably replace the vehicle, perhaps with the help of their insurance company. "You lose your bike, you're not as likely to ride again," says Rex Burkholder of Portland's Bicycle Transportation Alliance. "It's a real deterrence from riding."

"Bicycle theft happens here," Said Burkholder of the Portland metro area. "Maybe it's not as severe as other place like New York, but it happens." Some areas of Portland, he says, such as Northwest 23rd Street or Hawthorne Boulevard, are worse than others. "They're busy places that have a lack of good bike parking."

Still the Portland police have not been plagued by such epidemic numbers as the Eugene police department. While theft is high and recoveries are low, the losses have been dropping over the last year. In March and April of 1995, 191 bicycles were reported in all of the Portland neighborhoods. This year, 129 were reported for the same timeframe.

This by no means accurately represents the actual prevalence of the crime. "A lot of thefts go unreported," says

Burkholder. "Sometimes it doesn't make sense to bother reporting it... people are afraid of their insurance rates going up." Considering how few of the high-end bicycles ever get recovered, he says, there isn't much point in reporting the theft of an expensive mountain bike.

### LOCKING 'EM UP

Secure parking facilities, Burkholder insists, is a large part of the solution. "Thieves can break just about anything," he says. "There is a lack of long-term parking in the downtown area." Long-term parking means monitored facilities, parking garages for bicycles. "[Portland] still hasn't passed a bike parking program, and it's four years overdue." Burkholder says that downtown businesses have been holding back the process of placing bike parking facilities in the city center.

Jan VanderTuin of Eugene's Center for Appropriate Transport, agrees with Burkholder's belief that safe parking is an important part of theft deterrence. "Something I would like to work towards is secure facilities," he told the Eugene City Council. "In the Netherlands there are automatic bike carousels. In Japan, there's full garages complete with showers." One of C.A.T.'s projects, "Valet Bicycle Parking," has been increasingly in demand this summer. VanderTuin would like to see the demand for bike parking evolve into full parking facilities in Eugene.

While combating bicycle theft may require a multi-pronged solution, many victimized cyclists feel they need to challenge typical attitudes towards property. "For the majority of bicycle owners, their stole bicycles are considered a Class A misdemeanor, punishable by a \$500 fine, if the thief is caught and prosecuted," wrote Josh Becker in last month's The Other Paper, a monthly opinion journal in Eugene. "Bicycle theft victims are punished with loss of property and transportation." Commuting by bicycle, he says, won't be a viable option until our laws consider bicycles as transportation, not just property.

Next issue: In response to the concerns brought to the Eugene City Council, the city's office of public safety is responding. We'll hear from them in a month as we continue our series on bike theft.

Sidebar: Locking your bike means locking all the parts you want to keep, but nationally, 80 percent of all bikes stolen weren't even locked. Avoid locking to objects that can be cut, like fences or trees. Also, be sure to record your serial number, usually found under the bottom bracket.

## PUBLIC RELATIONS...

### PRESS RELEASE: BICYCLE COURIER TO COMPETE IN WORLD CHAMPIONSHIPS (PUBLISHED IN THE CHAPEL HILL HERALD, SEPTEMBER 1 1998)

Dodging cars, irate pedestrians and gaping potholes, urban bicycle messengers willingly torture themselves daily to move parcels across town as fast as possible. These gonzo urban cyclists will be slugging it out next week in the Sixth Annual Cycle Messenger Championships to determine who's the best of the best... or the rudest of the rude.

Mild-mannered Carborro bike courier Seth Elliott will be joining them.

Held Sept. 4 - 7 in Washington, D.C., the Championships are a draw for hundreds of messengers from around the world. Courses simulate the hazardous urban environments couriers from San Francisco to Atlanta to Berlin experience daily. 800 riders are expected to race in the main event.

Elliott is a rookie at this game, having started Carborro-Chapel Hill's Pedalers Express last November. He's picking a less formidable category, too, as he'll be racing in the "cargo" heat. While most competitors in this class will be schlepping bulky loads either on their bikes or in trailers, Elliott has a secret weapon: an eight-foot-long front-loading cargo bike, specially designed for heavy loads.

His bike, a Human Powered Machines Long Haul, has a good track record in the Championships, having scored first in two past competitions. But this is the first time Elliott will be the jockey.

Cycle messengers are, generally, a gritty lot, a little rough around the edges, and some carry sizable attitudes. The Championships pride themselves in being a "celebration of the distinct culture of the international cycle messenger industry." Elliott is nervous.

"I will be attempt to be cooler than I look," he admits, "with my business uniform, no grungy courier bag or helmet stickers." Elliott's professional image and giant bike might stand out a bit within the messenger sub-culture.

Nevertheless, this novice has made a name for himself locally and sees more business every week.

(see SETH ELLIOTT, next page)

## OPINION WRITING...

### "IT'S TIME TO MAKE DOWNTOWN A PRIORITY," THE REGISTER-GUARD, SEPTEMBER 28, 2000

Drive north across Ferry Street Bridge and you are invited by a shopping mall's billboard to head to "THE city's center." The emphasis is theirs and would be laughable in nearly any other American metropolis. Here, though, the message sticks: downtown is dead.

The charge is not without basis. Retailers continue to trickle out of downtown for warmer climes. The pedestrian mall is now a gritty stretch of apathy and atrophy. Parking will always be a problem. Many do not feel safe downtown.

There is a new trend, however, that our friends at the suburban shopping mall are carefully watching. They are not declaring victory over downtown Eugene, but rather, they are actively campaigning against a resurgence of interest in the American urban center. Their invitation to leave the heart of Eugene behind is presented with concern, for they are all too aware that there is an increasing preference of Main Street over their saccharine imitation of Main Street.

The signs are abundant: downtown is now home to one of the country's best transit centers. A beautiful four-story library is under construction. Saturday Market's popularity increases. The Eugene Celebration broke all records by anyone's estimation. Most important of all: people are moving downtown.

After just one year of operation, Broadway Place has filled some 170 units in its two-building apartment cluster. It wasn't the mild architecture or the high rents that brought them in; it was the location. The sheer convenience of living downtown cannot be overemphasized. In this time of high gasoline prices and increasing traffic jams, reducing or eliminating car use is very appealing.

There is remarkably little housing available in downtown Eugene, but all of it is in demand. The Woolworth's building has stood stagnant for years, yet every housing project is full. Retailers take note: you cannot provide sufficient parking to satisfy the outlanders, but you can put customers above your stores. Many won't have cars, so it would even be safe to consider them captive customers.

## PUBLIC RELATIONS...

*SETH ELLIOTT, continued*

While Chapel Hill might not be the metropolises some of his opponents hail from, he thinks he's got a fighting chance.

"I'm really excited," says Elliott, "not just to race, but to see what bicycle messengers around the world are up to." He started Pedalers Express to provide local businesses an alternative from automobile deliveries. "It will be good to see so many people who share some of my ideas."

Teamed with friend Lewis Cauble and wife Rachel Elliott, Seth will be headed to Championships with his

small arsenal of courier bikes strapped to the roof of a Volvo wagon.

For more information on the 1998 Cycle Messenger World Championships, view their Web site at [www.dccourier.com/dccmwc98](http://www.dccourier.com/dccmwc98). For information on Seth Elliott and his business, call Pedalers Express at (919) 929-7500 or visit their Web site at [www.citysearch.com/rdu/pedexcnc](http://www.citysearch.com/rdu/pedexcnc).

A revitalization of commerce in downtown Eugene will not happen, however, without a much larger influx of residents eager to be part of the downtown scene.

Why do people want to live downtown? Many appreciate the dynamic, bustling urban lifestyle. Living downtown can lend surprising simplicity to one's life: most everything you need is two minutes away... by foot.

Most of all, urban dwellers want to belong to a community. They prefer smiling at people on the sidewalk rather than honking at one another incessantly. They like being close to their neighbors, rather than being locked behind high fences and gated communities.

I have been working with the City of Eugene's Neighborhood Program to help realize this downtown community. The program provides a forum for neighborhoods to speak with the government, while providing a degree of local autonomy. Due to an insufficient population, central Eugene has been without representation in this program for nearly two decades.

The time for downtown to reconvene as a neighborhood is now. On Tuesday, October 3, my neighbors and I will be assembling for the first time as the Downtown Neighborhood Association. The meeting is scheduled for 6:30 p.m. and will be held in EWEB's north building on 4th Ave.

The primary focus of this group is to provide community. It can be hard for residents to recognize neighbor from visitor; this group will provide those who wish to be part of the downtown community an opportunity to meet like-minded urban inhabitants. We will develop a network of neighbors.

Gathering as a community is very critical. The City Council has assembled a committee of various stakeholders to determine the future vision of downtown. While the 17-member Citizen Advisory Committee has developed many whimsical ideas, they are also generating serious proposals that will radically alter the fabric of downtown.

No one on the visioning committee actually lives downtown. They are planning to redesign our home nonetheless. This concerns me greatly, but I trust the process enough to know that as a group of residents, our voices will not be lost. Support from Mayor Jim Torrey, city planner Mike Sullivan and police representative Ken Saxon, all of whom are scheduled to speak at the October 3 meeting, has proven that those in positions of listening are ready to hear from downtown's residents.

Downtown Eugene has its share of unique challenges. Our residents are a very diverse sampling, ranging from undergraduates to families to retirees. We won't be able to agree on everything, but we do share a common bond. Something brought us here, helped us see that we want something more than endless freeways and chain-linked fences.

Through cooperation, we will make downtown Eugene the best place in town and we will reclaim the title of the city's center.

Steve Ransom is a downtown resident and works as a Web site designer. For more information about the city's Neighborhood Program, call 682-5009.



## WRITING: OREGON CYCLING...

### LARSEN, JACKSON SHINE IN TOUR OF WILLAMETTE; ROAD RACING FROM AN OUTSIDER'S PERSPECTIVE, MAY 1997

Some competitive cyclists are satisfied by finishing. Others are only satisfied by a clean victory. All, however, ride to pump every last erg of power they can channel into their physical form to acquire pure velocity.

I recently witnessed two of the five stages of the 1997 Tour of Willamette. The opening event, the prologue on April 16, was a quick climb up a small hill in downtown Eugene. The point was to determine starting positions for the main event that would begin the following day. Still, there was no lack of serious determination. The cyclists took over the Skinner Butte parking lot, filling it with repair vans, sport utility vehicles packed with spare bikes and wheels, and resistance rollers on which many were aggressively warming up. They mingled among themselves, aloof to the locals (like me) who were clearly not among the trained and Lycra-clad combatants.

Seeing hundreds of bicycle racers together is like watching a large contingent of foreign tourists. You wonder what's going on, what they're thinking and feeling, but you can't understand their language. You are shut out.

The women began the prologue, each rider launching from the start thirty seconds apart. The race official calmly went through a routine to prep each rider. At first, I was marveling at the strength each rider was exerting through her legs, but then I moved closer to watch their faces. I was close enough to see that these riders weren't faceless athletes, but rather ordinary people about to face an extraordinary challenge. I watched the rest of the women and many of the men in this way. Everyone I saw leave the start line (save for those in mirrored sunglasses) had such a clear and determined look in their eyes... I was impressed.

A bike race—especially a time trial on a hill climb—is like a simplified version of life itself. If you've got that look in your eyes, I believe, you will perform amazing feat of power from within.

Before I get carried away with philosophy, let me just say that a big part of that clear determination is gained from months or years of intense and grueling training. You can't just buy a bike and show up at the race (or maybe you can—read Russell Morton's "Raceland" in this issue to give it a try).

As someone who bikes everywhere, all the time, I completed the hill climb in my sweaty jeans and winter jacket on my 25-pound Schwinn in five minutes and 45 seconds, and when I finished, my

heart was ready to just quit. In contrast, Adam Livingston of the Diet Rite team completed the dash in 2:19, and Andrea Hanos of the Stevenston Cycling Club did it in 2:42. Among the riders in the prologue, the "worst" time was a mere 4:05. I think I need a titanium seat post.

#### THE REAL ACTION

The prologue was, however, a quick sneeze compared to the following stages. Thursday's event was the 91-mile Smith River road race, Friday's Brownsville road race was the same distance, and Saturday's events included the 9-mile Irish Bend time trial and the 85-mile Alpine Circuit.

The last stage, held April 20, was the 76-mile Kill Hill road race through southwestern Lane County. I gave myself a 30-minute window to bike from my home in Eugene to the start point, a mild hill climb to Spencer Butte. As I labored up Willamette Street, wishing I had a smaller gear on the back of my 10-speed, one roof rack-equipped car after another roared past, each laden with bicycles and parts.

I was feeling a little smug at my determination to get there by bike, even if I did have to stop and catch my breath once or twice. When I reached the gathering crowd at the summit, I threw my hands in the air and shouted in glee at my colleague Kurt, who was there to take photos. I had that winning spirit, but no one else was amused.

The scene I arrived at was one of subdued pandemonium. Cyclists zipped around like bees in a clover patch, while the officials were beleaguered by droves of clueless people like myself. Maps were few and poor, routes were being rerouted, and volunteers were having difficulties.

While I was clearing a space to reside with my camera in the back of an official station wagon, the race was off. We followed about 70 seniors (the top racers, ranked as category 1s and 2s) down the mountain, just one car in a caravan of about 15. A recent windstorm had dropped a ton of crud into the road; pine cones, twigs, rocks, a tree or two. As the racers pushed their way downhill, I kept checking the speedometer in disbelief; we were traveling between 45 and 50 mph.

I don't trust my bike enough to even coast down hills; one rock and I fear I'd be in a world of hurt. In a tight pack of cyclists, where all you can see is the wheel of the bike ahead of you, I can't imagine the courage it takes to charge at full tilt. While I didn't see any carnage, there had been a head-on collision the previous day. Ouch.

#### RACING FOR THE RACERS

The course leveled out for a long while, allowing an early breakaway to put about two and a half minutes ahead of the peloton. In the meantime, I was witness to an incredibly complex orchestration of automobile maneuverings. Five or six cars in the caravan were equipped with CB radios, constantly chattering with adrenaline-charged voices, desperate to ensure the smoothest run possible for the riders.

I'm curious if even the racers are aware of the frenzy their vehicular supporters

experience. My driver was continually weaving around vehicles and cyclists while simultaneously yelling out instructions to passing vehicles, exhibiting great frustration when something didn't go right, and dealing with a difficult CB set. I soon found out, quite disturbingly, that not all the directors in this race were clear on where they were going.

It's difficult to just be a spectator at events like this. As it turned out, I helped out by interpreting the maps and sighting the riders for time splits between the leaders and the pack.

I shouldn't have been so surprised when I spotted Kurt at an intersection, sporting an orange vest and holding a stop sign. He had lingered near the corner marshals a mite too long and was shanghaied into helping.

The breakaway began to string out, as did the main pack, during an insanely steep climb up Wolf Creek Road. One rider forgot to slow down on the long incline: Steve Larsen of Schwinn he joined the leaders in about 15 minutes. On the downhill, our car was caught by the pack, swarming around like piranha, as we were shouting instructions to an adjacent support vehicle. We quickly zoomed out of the peloton, leaving behind a cloud of carbon monoxide and a lot of ill will directed our way.

The leaders dwindled to four: Adam Livingston, Mike Taylor, Ryan Smith, and Larsen. The peloton thinned to about 25 riders; the new size seemed to assist a mad chase to cut a minute off the lead.

Heading back north to Spencer Butte, Livingston flattened and dropped back. Soon thereafter, Taylor and Smith were dropped by Larsen and eventually imbibed by the pack.

With a mild climb back to the park, and with a minute-and-a-half lead, Larsen's first place was guaranteed. The peloton shattered at the last minute, with a dozen riders sprinting to the finish.

The Seniors fared better than other groups; some received mixed messages from corner marshals and made a wrong turn. In the women's field, Linda Jackson arrived more than eight minutes ahead of everyone else... perhaps her followers went the wrong way.

It was difficult for me to realize the race was over. I was still excited by all the action, and standing by the finish line waiting for riders to roll in wasn't nearly as much fun as being involved in the race itself. I was still in shock with admiration for the competitors: I felt what they were capable of was supernatural.

When finishers would return to the line a few minutes after riding 76 miles as fast as possible, looking refreshed, composed and alive, I looked around for stunt doubles. When I ran cross-country, it would take hours after a run before I was capable of speaking coherently.

To those who I saw race that Sunday: you have my admiration and respect. Congratulations, all.