



2010 Southeastern Collegiate Cycling Conference Championships

April 17-18 Mars Hill, NC

PRESENTED by [Madison County TDA](#)

Part of Mars Hill College's Earth Week Celebrations

Schedule of Events and Locations



Held under USAC event permit.

Friday, April 16

- On-site registration: 6pm to 9pm. Peterson Conference Room, 1st floor of Blackwell Hall, Mars Hill College, 124 Cascade Street, Mars Hill, NC, 28754.

Saturday, April 17

- Road Race: 8am to 3pm. Start/Finish at the Wren Union, Mars Hill College, 100 Athletic Street.
- Team Time Trial: 5pm. Start/Finish at the intersection of NC 251 and Ivy River Road near Marshall, NC, about 9 miles west of Mars Hill.
- Annual SECCC Meeting: 8pm. Peterson Conference Room, 1st floor of Blackwell Hall, Mars Hill College, 124 Cascade Street, Mars Hill, NC 28754.

Sunday, April 18

- Criterium: 8am to 12:30pm. Biltmore Square Mall, 800 Brevard Road, Asheville, NC 28806.
- Conference Awards Presentations: Following the end of criterium events, to be held at the Center Stage inside the Biltmore Square Mall.

Notes

Please pre-register for all events. Registration and rider check-in will be available on Friday from 6pm to 9pm. Registration will be open Saturday morning and closes 30 minutes prior to start. Last chance for TTT registration will be Saturday morning. Registration will close 30 minutes prior to start time for Criterium.

Registration fee is \$14 per rider for the Road Race and \$14 for the Criterium, and \$28 per TTT team.

Bathroom/changing facilities will be provided at the RR and Crit venues. Please use them. See maps, page 5.

Numbers will be on the LEFT for Road Race; on the RIGHT for the TTT; and on the LEFT for the Criterium.

Helmets must be worn at all times; **yellow line rule** for RR and TTT; **pack it in, pack it out**.

A USAC sanctioned event; USAC rules apply to all events. Must have an annual or one-day collegiate license.

Contact info: Hugh Moran, hamoran@gmail.com, 828.275.3950

2010 Southeastern Collegiate Cycling Conference Championships

Road Race, Wren Union, Mars Hill College, 100 Athletic Street, Mars Hill, NC 28754

PRESENTED by [First Light Solar](#), [Organic Shopper Magazine](#), and the [Organic Mechanic](#)



Road Race: Saturday, April 17



Course Description: 12.5 mile lap, starts with a couple of short kickers, descends, short climb, long fast descent into a sharp 90 degree left turn, flattens/rolls for a while before a series of three short but steep climbs, followed by a short technical descent and then mostly downhill last 2 miles to finish.

Category	Time	Laps	Miles
Men A	8:00 AM	5	62.5
Women A	8:05 AM	4	50
Women B	8:10 AM	2	25
Men B	12:00 PM	4	50
Men C	12:10 PM	3	37.5

Helmets must be worn at all times.

Yellow line rule enforced and will result in disqualification.

Wheel truck provided: wheels in, wheels out.

Volunteers and law enforcement will monitor turns.

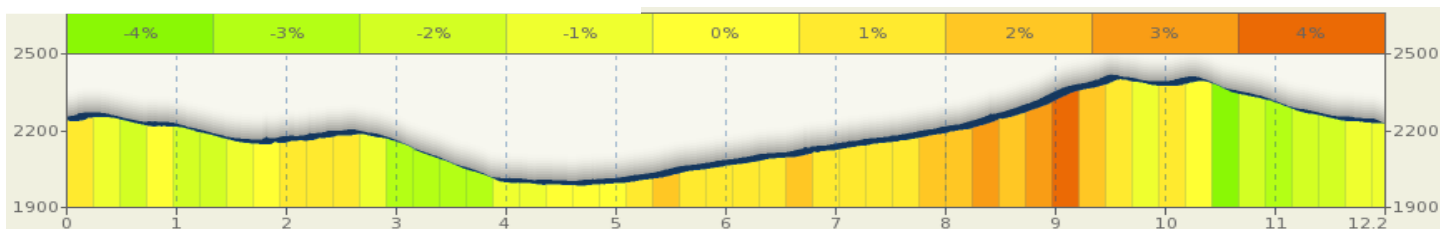
If passed by sag vehicle, you are subject to all traffic laws.

Feed zone will be located on Park Drive, just past S/F on hill.

Discard bottles in feed zone only. Do not discard wrappers.

Road Race Route, 12.5 miles per lap:

SW on Athletic St/Park Drive	1.9mi
L on Woods Ammons Rd	.5mi
R on Turkey Branch Rd	1.6mi
L on Forks of Ivy Rd	1.1mi
L on Old Mars Hill Hwy	1.0mi
R on NC 1605	3.7mi
R on North Main Street	.2mi
L on Riddle Hill Rd	.5mi
R on Bruce Rd	.1mi
L on Bailey St	.2mi
R on Banjo Branch	.2mi
L on Forest St	1.1mi
R on Hickory Dr	.3mi
R merge onto Bailey St	.1mi
R on Athletic St	Finish

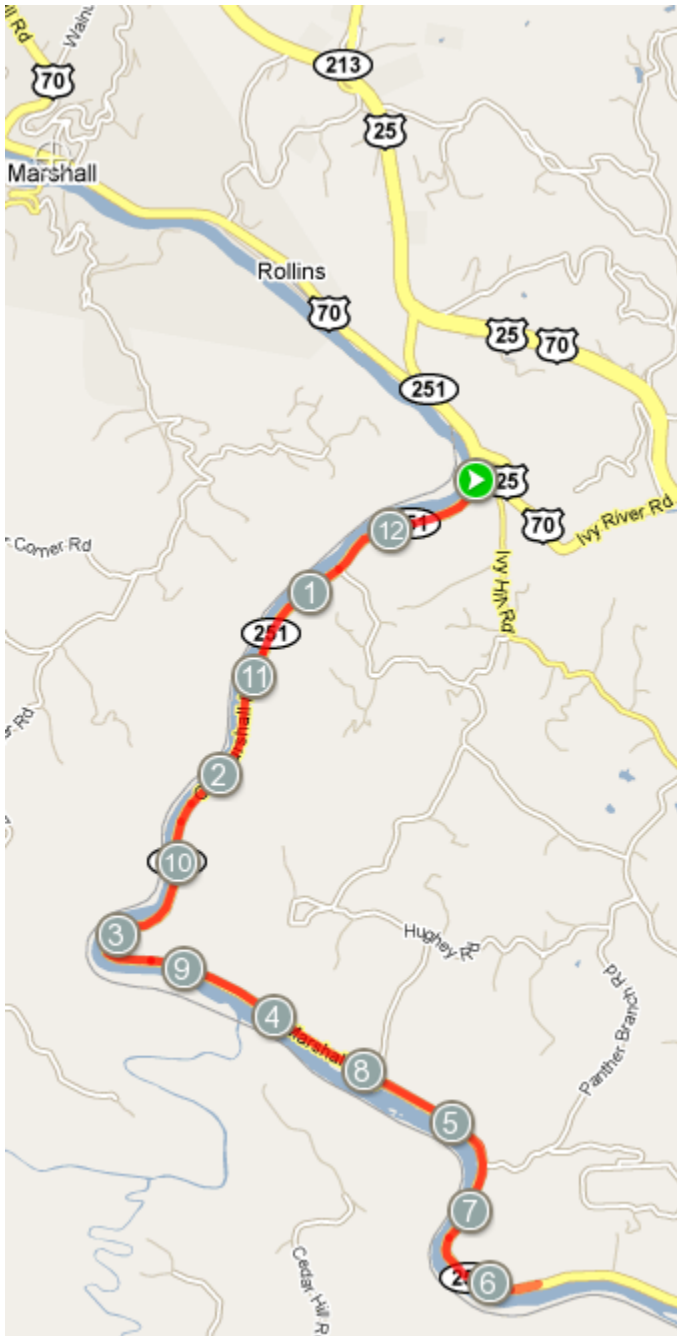


2010 Southeastern Collegiate Cycling Conference Championships
Team Time Trial PRESENTED by the [Mountain Sports Festival](#), May 28-30



mountainsportsfestival
ASHEVILLE, NORTH CAROLINA

Team Time Trial, Saturday, April 17, 5pm
Intersection of NC 251 and Ivy River Road



1st team off at 5pm, 2 minute gaps

Men A, Women A, Women B

2nd wave off 10 min after last Women B team

Men B, Men C

TTT Route, 12.5 miles out and back:

Start at intersection of NC 251 and Ivy Hill Rd.
Head South 6.25 miles on 251 to turnaround. Finish where you started. Use Hwy 70 to warm-up and to find bathrooms in Marshall.

Course Description:

Winding, smooth road along French Broad River
Slightly uphill on the way out, slightly down back.

Parking:

Please park where volunteers direct you, but all parking must be north of Start/Finish and should be in the wide median or well off to side of the road. DO NOT park in front of those buildings with seemingly perfect parking spots; an angry mountain man WILL storm out of the woods and yell at you.

Directions from Road Race:

Take 213/Cascade St west 7mi
Follow 213 to R and then take US 25S/70E 1.3mi
Slight R onto NC 251, follow to parking .8mi

Helmets must be worn at all times.

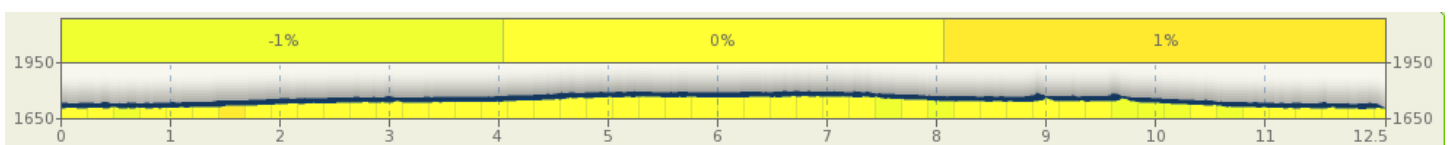
Yellow line rule enforced and will result in disqualification.

Use caution and communication when overtaking teams.

Volunteers and law enforcement will monitor turnaround.

Ride to the far right as possible, course is open to traffic.

Do not discard bottles/wrappers on course or parking area.



2010 Southeastern Collegiate Cycling Conference Championships
 criterium PRESENTED by [The Biltmore Square Mall](#), 800 Brevard Rd, Asheville, NC, 28806
and [The Asheville Fitness Club](#), 1000 Brevard Rd, Suite 175

Criterium, Sunday, April 18

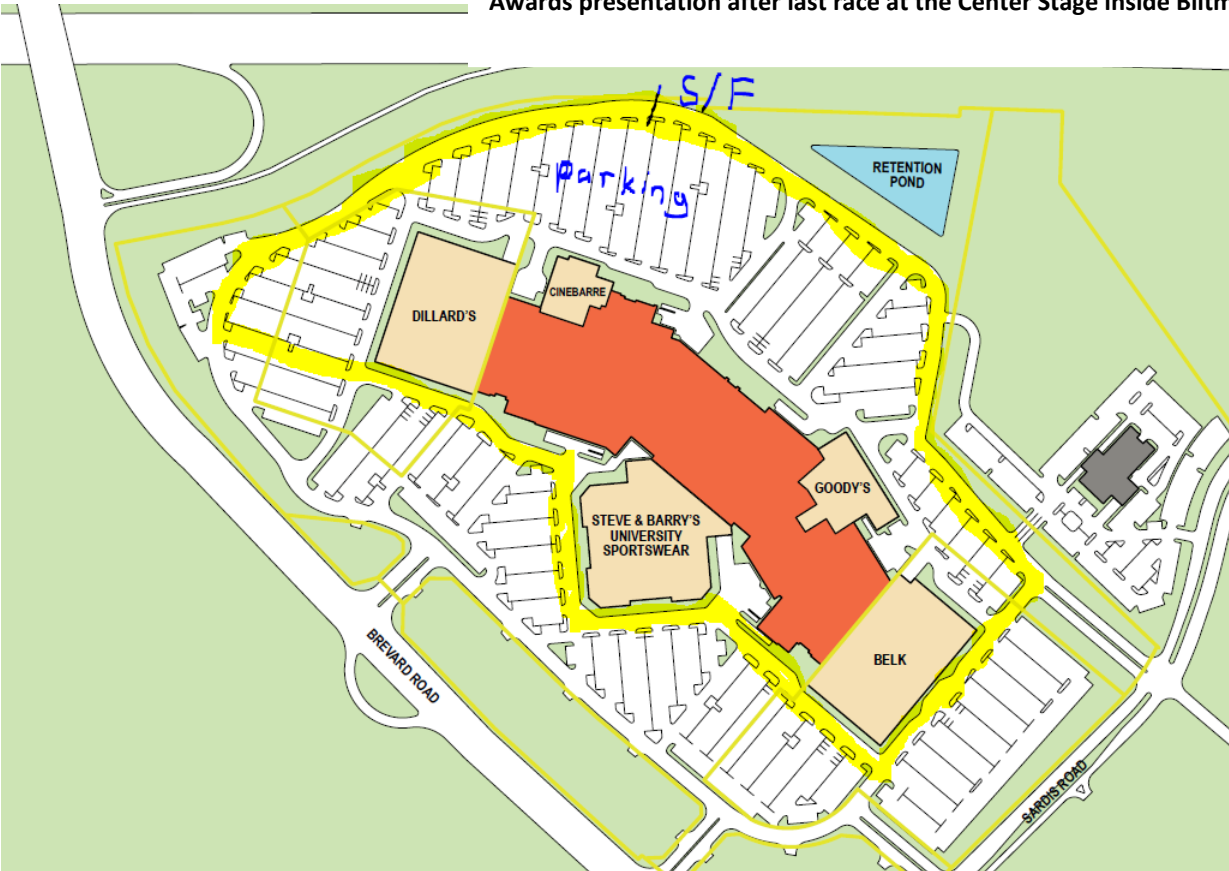
Category Time Race



Men C	8:00 AM	30 minutes
Women B	8:45 AM	20 minutes
Men B	9:20 AM	45 minutes
Women A	10:20 AM	45 minutes
Men A	11:20 AM	60 minutes



- Follow volunteer directions to parking.
- Restroom/changing facilities at Asheville Fitness Club, see map next page.
- Wheel pit at S/F: wheels in, wheels out.
- Helmets required at all times.
- Do not discard bottles or wrappers.
- Registration at S/F closes 30 minutes prior to start time.
- No warming up on course during races.
- Awards presentation after last race at the Center Stage inside Biltmore Square Mall.



Criterium course is flat and fast, technical on the back side, with a long/wide finishing straight.

Length: 1 mile

Course is located approx 24 miles south of Mars Hill off of I-26, exit 33.

Maps: Parking, Bathrooms, Registration, Meeting

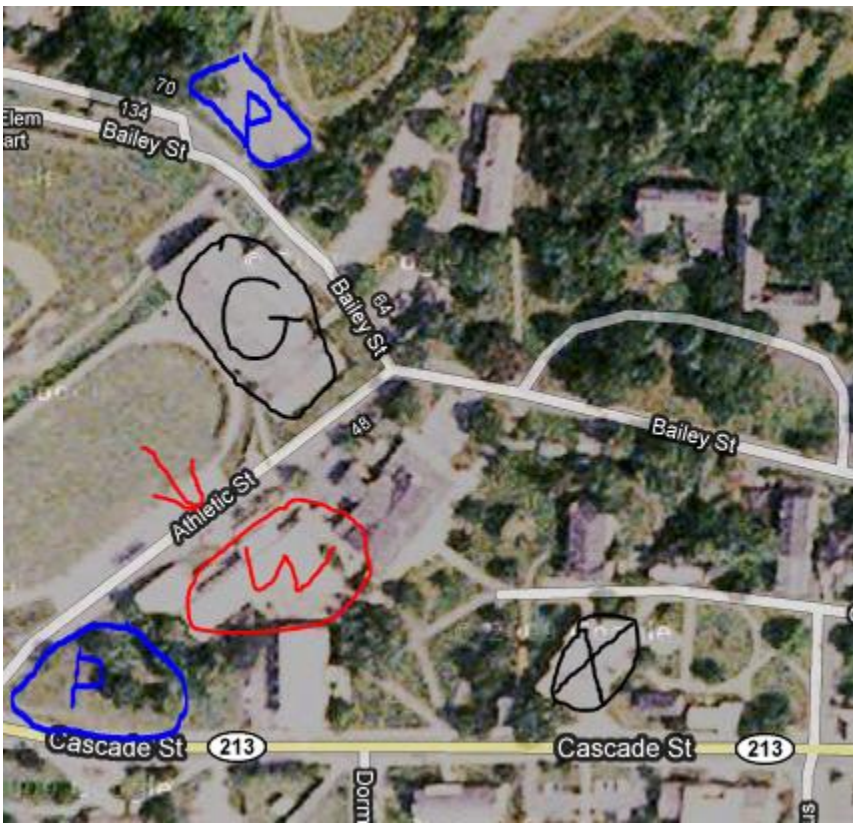
Mars Hill College Campus Map

Parking for registration, the RR, and the SECCC Meeting is highlighted in blue.

Bathrooms on road race day may be found inside the Wren Union, highlighted in red. More at the gym across the street: the black "G."

Registration Friday night and the **SECCC Meeting** will take place in the Peterson Conference Room on the first floor of Blackwell Hall: "X" marks the spot.

Race-day registration on Saturday morning will take place at the Wren Union by the Start/Finish, where the red arrow points.



The **Criterion** course around the **Biltmore Square Mall** is highlighted in yellow and shows proximity to **restroom/changing facilities** for racers at **Asheville Fitness Center**. The blue arrow indicates the entrance to Asheville Fitness Center.

Showers at Asheville Fitness Center are also available for use after the criterium if you want to clean up before traveling home. **Bring your own towel**. Please respect this very nice facility and clean up after yourself. Thanks.

Their facilities will be open just for us from **7am to 1pm**.



Sponsors

[The Madison County Tourism Development Authority](#)

Come Visit Madison County *again*: Mars Hill, Marshall, and Hot Springs welcome you: outdoor recreation; Appalachian and artisan culture; music festivals; all kinds of on/off road bike rides/races; and motorists waving with all five fingers.

[The Biltmore Square Mall](#) Sponsor of criterium and award presentations. Post-crit rush on food court expected.

[The Mountain Sports Festival](#) Check out their event, May 28-30. Road and mountain rides and races. And much more. Hard to name an outdoor sport not represented.

[Asheville Fitness Club](#) The classiest Fitness Club in town.

[Enterprise Rent-A-Car](#) Discounts for traveling racers below.

[The Hot Doggett 100](#) Three rides on July 10th. Different loops than our RR but the same S/F and awesome courses.

[Comfort Inn](#) Host hotel. See info below.

[Hearn's Cycling and Fitness](#) Old/New school bike shop.

[French Broad Food Coop](#) Local and organic foods.

[Raw Revolution Energy Bars](#) Healthiest athletic fuel period.

[Neo Burrito](#) Best burrito restaurant in town by far.

[Hincapie Sportswear](#) Great product, awesome people.

[First Light Solar](#) This company's panels power Mars Hill College's cafeteria and dorms. Many of their employees are active/competitive cyclists... and experts in solar technology. With the tax credits these days, you should... GO SOLAR!

[Organic Mechanic](#) Cars are bad... but these guys make them good. And in the most sustainable ways possible.

[Organic Shopper Magazine](#) Your guide to organic shopping and healthy lifestyle choices. Don't Panic...

[Asheville Bicycle Racing Club](#) Sponsors both team and race. Their [French Broad Cycling Classic](#) is on July 17-18.

[Blue Ridge Bicycle Club](#) Huge cycling advocates. Provided our event with the "infrastructure" to run a safe event.

[El Dorado Latin Grill](#) Favorite lunch/dinner in Mars Hill. More on them below, including a 20% discount for racers.

[Industry Nine](#) Wheels 100% made in Asheville.

[Blue Ridge Biofuels](#) Waste oil into fuel for cars/homes.

[Ion Sports Nutrition](#) Sports drinks made by cyclists.

[DeFeet](#) Best arm warmers ever. For feet, knees, hands, too.

[Home Energy Partners](#) Lowering energy costs/consumption

Special thanks to volunteers, the town of Mars Hill, Madison County, the Mars Hill Police Department, the North Carolina State Highway Patrol (Troop G, District 1), the Madison County Sheriff's Department, and Madison County EMS.

Lodging, Food, Transportation

LODGING

[Comfort Inn, Mars Hill](#): (828) 689-9000. 167 J.F. Robinson Lane, Mars Hill, NC, 28754

The race host hotel, and the only hotel in Mars Hill. They have knocked their regular rates down from \$109 to \$89. Must mention the bike race when making reservations to get this room rate. They allow up to 5 people in a room. They also have a free warm breakfast available in the morning.

[Riverdance Vacation Rentals](#): (847) 809-3098. www.riverdancenc.com

They are located about 15-20 minutes NW of both the RR and TTT. They can comfortably sleep a team of up to 10-12 for \$240/night, an \$80/night discount. "We offer amazing views, spacious sleeping quarters, use of a full kitchen, warmth of timber frame construction and inviting hospitality. Breakfast and snack baskets are included. "

FOOD

[El Dorado Latin Grill](#): www.eldoradolatingrill.com, 14 South Main Street, Mars Hill, NC 28754, (828) 689-9704

They will offer a 20% discount for lunch on Saturday, April 17. Just mention the bike race. Check out their menu online, and they will cater to your tastes. A favorite place in town. Food is fresh and cooked in the open. Great place for lunch between the Road Race and Team Time Trial. They're long time cycling supporters; they look forward to cooking for you.

TRANSPORTATION

[Enterprise Rent-a-Car](#): http://www.enterprise.com/car_rental/deeplinkmap.do?bid=002&cust=L53A120

If renting a van or car is one of your travel options, follow the above link. Enterprise is known as the "low price leader" but making reservations through this link will save you more than a few bucks more.