

Spring 1996 Rider Memo

Date: May 1, 1996
To: Odyssey 2000[®] Registered Riders
From: Tim Kneeland & Associates, Inc.
Re: Update on Odyssey 2000[®]

Odyssey blows us away

Everything around Odyssey 2000[®] continues to knock our socks off. Here are some facts to stimulate your senses:

- TK&A has had nearly 4000 Odyssey 2000[®] inquiries since we announced the "Bike Trek of the Century" in December 1993.
- We receive from 25 to 50 new Odyssey inquiries each week.
- As of today, we have 250 folks registered.
- In addition, 52 formally registered Odyssey riders have already dropped out for various reasons.
- We are planning to register at least 350 people to account for the expected attrition.
- These folks will be guaranteed a place on Odyssey. We will also start a waiting list after we reach the 350 mark.
- Odyssey riders hail from 33 states, Washington DC, Canada, Japan, Saudi Arabia, Australia and Switzerland. Several cyclists who live in the US are residents of other countries-Canada, New Zealand and Sri Lanka.
- We have 2 "official" foreign registrations so far, one from Australia and one from Switzerland. Canadians are not included in the foreign registration category.
- We have 35 couples signed up.
- We have 12 more women than men registered.
- If today's specs hold true, the average age will be 48 when we leave LA on 1/1/2000. The age range will be from 17 to 79. The oldest is a Seattle man. The oldest woman is from Michigan and will be 75.
- Odyssey has been mentioned or featured in at least 32 newspaper and magazine articles, including the April 1996 issue of Vogue (page 215). If you know of others, we'd appreciate a copy.

Odyssey 2000[®] brochure

Enclosed is our new Odyssey 2000[®] brochure. Hope you like it. We printed a limited number for use at a recent Chicago conference on corporate sponsorships.

TK&A's plan for selecting the final Odyssey route

Between now and the end of 1997, Karen-Ann and I plan to check out each potential Odyssey country at least once. Then, in 98 and 99, we will visit each country again to:

- 1) determine the final route.
- 2) determine our layover days.
- 3) determine the overnight cities and make the lodging and/or camping arrangements.
- 4) determine who is going to feed us.
- 5) write the Daily Route Guides (DRGs).
- 6) meet with both the local and federal governments to discuss issues such as visas, immigration, medical facilities, special entry requirements, permits, receptions, special events, travel conditions, safety, their plans to celebrate the millennium, etc.
- 7) contact local and national media.
- 8) meet with community leaders and administrators of museums, cultural centers and entertainment venues.

Before we depart on a checkout trip, TK&A identifies resource people (mostly folks willing to offer insight) in each country. We look for contacts in the government, the media, the cycling community and individuals who simply have an interest in Odyssey. Several of you have mentioned personal connections. If you are willing to share one or more of your "contacts" with us, please give us a call or drop us a note. Time permitting, we might be able to give them a call or visit them during our travels.

Checkout trips have begun

Last December, Karen-Ann and I made a whirlwind exploration of New Zealand and Australia. Needless to say, it was an incredible trip. We scoped out possible routes in both countries and met lots of extremely friendly people. Everything we learned is tucked away in our computers, detailed on maps, and filed away for future reference.

Our month long trip helped us accomplish several goals for Odyssey 2000[®]. We came away with very positive feelings about both countries, made contacts with vendors and organizations interested in Odyssey, looked over several route options in both countries, examined possible overnight towns and got a feel for the services available. And, even more importantly, we began to polish our process for uncovering each country's resources. Overall, we would rate our first trip as outstanding.

New Zealand

New Zealand is a state about the size of Colorado and inhabited by only 3,500,000 people (just 1-1/2% of the US population), most of whom live on the Northern Island. Obviously, the northern island has more traffic and people, but most of the roads are very acceptable for cycling. Auckland and Wellington (the national capital) are located on the northern island, along with a unique town called Rotorua, home of some boiling water and bubbling mud on a Maori (New Zealand's native people) reservation. We talked to them about indoor camping (sleeping bags and pads on a floor) and catering a dinner. The idea was well received and will be weighted carefully when we actually settle on our final route through New Zealand.

The southern island is large and home to less than 1,000,000 folks. It is super for cycling. Excellent roads, polite people, tidy towns, the Southern Alps, beautiful and varied scenery, glaciers, lots of sheep, several national parks, unspoiled landscapes and countless recreational opportunities. After all, bungee jumping was created here, just outside of Queenstown.

Here are some of the things that impressed us about New Zealand:

- Karen-Ann and I drove about 3000 kilometers (1800 miles) and have an overall feel for much of New Zealand.
- As you know, the seasons in New Zealand, and, obviously, everywhere else in the southern hemisphere, are reversed. Their Christmas is just 4 days after the first day of summer.
- To be successful, you have to drive on the left side of the road. Though not difficult, it's tough to forget the habits you learn growing up as a "right side of the road" driver. It was especially challenging for me on a curvy road going over a blind hill. Even though I have driven in England and the Bahamas (both left side of the road countries), it still took a while to get used to this unsettling experience.
- Cycling is popular. We saw several self-contained cyclists touring both islands.
- Many of the roads, though narrow, are in virtually perfect order. A great road system with little traffic, especially in the south.
- The people of New Zealand are famous for their friendliness and hospitality.
- The scenery is beautiful.
- The glaciers descend to near sea level.
- The millions of sheep this country is noted for don't seem to make much of a mess.
- It seems that every New Zealand town prides itself on having a clean bathroom (called loos). We even noted a "super loo" in Taupo, on the northeastern end of Lake Taupo, centrally located in the middle of the north island.
- We might have to thoroughly clean our shoes and the bottoms of our tents before being allowed to clear immigration. As with Australia (and other countries), they don't want to introduce potentially harmful plant, animal or insect life.

Australia

Australia is huge (the 6th largest country in the world and has the distinction of being a continent as well as a country) and has a population about half of California's. As some of you know, Karen-Ann's parents live in the Gold Coast in New South Wales (one of Australia's six states). Brit-Simone (TK&A's PR Coordinator and Karen-Ann's daughter) flew over and joined us in a super down-under, warm, family Christmas celebration.

We checked out several possible Odyssey routes, but don't feel satisfied with what we have seen so far. Tasmania was great, but quite remote, and will probably be bypassed during Odyssey. We rented a car in Adelaide and drove to Melbourne. Starting about 300 km west of Melbourne we explored the Great Ocean Road, built to honor Australia's WWI servicemen. Though a beautiful area, we froze our butts off. We had the misfortune of connecting with a couple of storms that kept the true natural beauty of the area somewhat hidden.

This December we will be checking out a route from Cairnes to Townsville, in the heart of Great Barrier Reef country. From here we will fly into Canberra, Australia's national capital, and plot a route to Sydney, home of the 2000 Olympics. These two routes are the most promising for Odyssey. Stay tuned!

Here are some of the things that impressed us about Australia:

- Australia is large³, with most of the population gathered along its thousands of miles of coastal areas. And most of these people live on the east coast from Brisbane to Melbourne.
- Karen-Ann and I drove about 1600 kilometers (960 miles) and investigated the remote island state of Tasmania. Later we drove along the Indian Ocean and South Pacific Ocean shorelines from Adelaide, South Australia to Melbourne, Victoria. Needless to say, we saw lots of beautiful country.
- Gained more experience driving on the left side of the road. Learned what “roo bars” are and why they are needed in several parts of Australia.
- Cycling is a very popular activity. Several highly organized mass rides are produced and run by Bicycle Victoria of Melbourne, attracting several cyclists from the United States each year. Bicycle advocacy is also very important in Australia and can be seen in attitudes and facilities in their major cities.
- We saw and heard lots of wildlife.
- The weather should be gorgeous in Cairnes in September during Odyssey’s planned visit. A little less nice in Canberra and Sydney, however.
- Australian’s produce and drink a good deal of great beer.

Sponsorship conference

Last week 1000 people and I attended a truly amazing workshop in Chicago, the International Events Group’s Sponsorship Conference. I met dozens of people who were fascinated by Odyssey 2000[®] and hope that the conference’s contents and contacts will help make our hunt for one or several corporate sponsors successful.

TK&A hopes to attract corporate underwriting and inkind involvement for several aspects of Odyssey 2000[®]. By involving corporate sponsors, we might be able to add several activities or events not included in our original budget.

For instance, corporate involvement might allow us to (no promises, just ideas):

- Have our vehicles made to spec by one manufacturer.
- Use air transport for shipping our fleet of vehicles. This multi-million dollar project would offer convenience and save incredible amounts of time over shipping by water or driving thousands of extra miles from one country to another.
- Build a state-of-the art communications center. Though we will travel with a limited number of computers, phones, faxes, etc. to help TK&A keep on top of the complex logistical challenges, we would love to be considered as a “testing ground” for technologies of the future. We can only speculate what might be included in such a center.
- Internet coverage available to the entire world. Several Odyssey 2000[®] participants have expressed interest in being part of our efforts to communicate our travels over the Internet. We plan to update our progress via writings, photos and video to every school in the world who desires to follow our journey and has access to the Internet.
- Complete photo and video documentation of Odyssey. We hope to either produce our own television special or work with a sponsor to create a documentary to “knock-the-world’s socks off” about our incredible journey.
- A bicycle manufacturer to build and support the Odyssey 2000[®] bike.
- Stay tuned for more details about potential sponsors.

Personal sponsorships

Just a reminder...if you plan to approach any companies about your involvement in Odyssey for fundraising sponsorship (or for any other reason), TK&A must approve your letter and the intended company in advance. This will help eliminate any potential confusion caused by inadvertently approaching a company TK&A has or is planning to contact. This is a critical part of our sponsorship strategy, so allow enough time in your planning for our approval.

Odyssey 2000® name

Make sure you use the ® mark and include the words "Odyssey 2000 is a registered trademark of Tim Kneeland & Associates, Inc." whenever you refer to it (see *Use of the Odyssey 2000® Name* for details). TK&A needs to aggressively protect its right to the Odyssey name. We certainly don't want Odyssey appearing like it belongs to any other entity or individual or that someone is doing it alone. Make sure we see any news releases, requests for sponsorships, fundraising letters, etc. before they are printed and/or mailed to avoid any misunderstandings. If we don't, your plans and dreams may hit a sudden snag. Most folks have done a good job of this and it's very much appreciated. A tip of the hat and thanks for your cooperation.

AXA World Ride '95 on CBS, May 19

"The world is always saying to us, 'this thing you want to do is impossible, you can't do this.' Certain human beings always answer, 'yes, I can'." -Charles Kuralt, narrating "WORLD RIDE: The Impossible Dream", the inspirational story about the participants in AXA World Ride '95.

After the Chicago conference I flew to Charlotte, NC to visit with World T.E.A.M. (The Exceptional Athlete Matters) Sports management. World TEAM is the organization responsible for creating and producing the 1995 AXA World Ride: 6 disabled cyclists pedaling 13,000 miles, through 16 countries, in 9 months, through some very remote and challenging lands.

I spent Thursday at their office discussing their experiences and logistical challenges. They were extremely generous with their time, information, insights and contacts. They are just as amazed about Odyssey as we are about their ride. Super people.

Perhaps you saw the CBS special on Thanksgiving day. If not, mark your calendars for 2 PM on May, 19, 1996. For \$20.00, you can order a copy of the video by calling World Team at (704) 344-9030.

Odyssey presents opportunity for a very unique scientific study

Dan Tripps, a Professor of Physical Education and Athletics at Seattle Pacific University, approached us last year about studying Odyssey 2000®. As far as Dan knows, there has never been a group as diverse, active and large as ours traveling together for such an extended period of time. Dan thinks this presents a unique opportunity for a world-class study. He is particularly interested in the physiological and psychological changes that occur as Odyssey cyclists become increasingly fit.

We hope that the majority of Odyssey riders will participate in this research. We may even ask those interested to complete a questionnaire and submit the results of their blood work as early as next year. Dan hope's to publish his findings in both the scientific journals and mainstream literature.

Dan has an extremely interesting background and is a super guy. He is a true world adventurer and has done business in most of the countries of the world. He is currently responsible for selecting and training the pilot for the Raven Project: a world record attempt for human powered flight. Sometime late this year, the Raven Project will fly 100 miles, 18

feet off the deck, above the waters of Puget Sound. We wish them well. Stay tuned for details!

Answers to questions you may have asked yourself (or TK&A)

The following answers to these questions might help you better prepare both physically and mentally for Odyssey 2000[®]. In future memos, we will answer additional questions, so let us know what's on your mind. Even though each of these items is subject to change, the answers will give you an idea of our thinking on each subject.

Training for Odyssey

Yes, you should train. The most important asset you will have during Odyssey is discretionary time. The better your conditioning, the more freedom you will have to enjoy the daily sights. Refer to your Rider Handbook (RH) for more specifics.

Any exercise is helpful, of course, but bicycling is the best. The basic plan we are suggesting is as follows: plan to bicycle 2000 miles in 1996, 3000 in 97, 4000 in 98, 5000 in 99 and 20,000 in 2000. If you do less or more, it's perfectly acceptable. We expect that getting physically prepared will be less of a challenge than getting your life in order to leave for a year.

Equipment and clothing needed

Your RH details TK&A's suggested clothing and equipment list. You are responsible for furnishing your own tent, sleeping bag, ground pad, clothing and equipment. A complete list will be furnished in 1999.

Baggage allotment

We are sure you can appreciate Odyssey's space and weight limitations. Plan to fit all your goodies into an Army style duffel bag or 2 medium bags. We will submit exact specs in 1999. As you buy goodies during Odyssey, you should plan to ship as you buy. Don't plan to carry drink mixes and energy bars, unless they can fit in your limited space.

Mail

We plan to organize mail stops every couple of weeks. This list will be sent in 1999. Don't figure on shipping crates or boxes to yourself. The stops will be for mail and goodies from family and friends and it all must fit into your allotted space.

A comment on space

It will be limited. Exact details will be furnished in 1999.

Why TK&A is furnishing the bikes

It's simple. If we had 100 brands of bikes, people would be sitting in vans waiting for repair parts to be flown in. By furnishing a high quality bike, we can make quick repairs, even major ones, and keep you on the road.

More bike details

We don't know who will be producing the bikes yet, but in 1997 we will putting it out for bid to several major bike manufacturers. We do know that it will have 21 or so speeds and probably be more like a touring bike than a mountain bike. You will likely be adding your own pedals and seat. You might have some handlebar latitude as well, but this depends on the way the bikes will ultimately be shipped from country to country.

We plan to make the bikes available for your personal use about 3 months before the ride begins. This will give you a chance to *break* your personal steed in before 1/1/2000. Once the bike is yours, you will pay for all repair and replacement parts, unless it qualifies as warranty work.

Bike repair & service during Odyssey

Basically, you will have to pay for parts (tubes, tires, brake pads, chains, a new frame if trashed, biking shorts, replacement mirrors, etc.) and be responsible for keeping your bike clean, the chain oiled, routine service, replacing tires, changing flats, keeping your tires inflated, performing daily safety inspections, etc. TK&A will provide the repair work necessary to keep your bike in top condition for free (included in cost of ride). Any extra service you ask for or require must be paid for. You should also carry a basic repair kit, pump and extra tubes while pedaling. We are big believers in self-sufficiency.

Riding protocol

TK&A will insist that all Odyssey participants ride in a responsible manner each and everyday of the trip. We will also require mirrors, rear flashers, helmets, a bright helmet cover (we provide) and ask you to always dress with visibility in mind. Please review the RH for tips on cycling safely, legally, comfortably and courteously.

Insurance

We are looking into all types of insurance. Companies are not likely to issue a policy now for the year 2000, but it looks like we will be able to recommend one or more potential policies closer to the event. We have also looked at trip cancellation insurance for those interested. It might be possible to insure some of your last year's large payment for a hefty premium. These policies are for your protection only if you are not able to make the trip. We will send details closer to the ride.

Coming and going

If you need to leave Odyssey for any reason (injury, illness, family emergency, etc.) we will save your spot until your return. You just have to keep us informed of your plans so we don't send out a search team. Please remember that you cannot offer or sell your spot to anyone else, under any condition whatsoever.

Others joining you

Odyssey is not set up to have others travel with you. However, at any time, you can leave the trip at your own expense and rejoin us a few days (or weeks or months) later. **Never** invite anyone to ride with you during Odyssey, it simply isn't fair.

Food

TK&A always works hard to offer ample quantities of excellent food. We plan to contract with local vendors (restaurants, caterers, church groups, service organizations, etc.) to provide the dinners and breakfasts. However, it never hurts to keep your flexibility hat on considering the number of vendors with whom we will be working.

Odyssey will accommodate non-meat eating vegetarians. Lacto, vegan or other special dietary needs are the responsibility of the individual rider.

Remote lunches

If food vendors (restaurants, cafes, convenience stores, etc.) are not available on the more remote days of Odyssey, the Odyssey staff will take up a collection, do the shopping and prepare a lunch stop about midway through the day's travels. We expect most days will likely have adequate facilities for buying your own lunch along the way.

Water

We are working on several strategies (potable water sources, water trucks, bottled water, filters, chemicals, etc.) to insure an adequate supply of potable water each day. This is an obvious priority and will be carefully addressed throughout trip.

Security

As always, each of us will be individually responsible for the security of our own clothing, equipment, camping gear, bike, wallets, etc. Even though we will do our best to keep a presence around camp, etc., it's still a good idea to get into the habit of thinking "security" at all times.

Why we offered deep discounts

The full price of Odyssey 2000[®] is \$36,000. Since TK&A doesn't have deep pockets, we needed a method of funding Odyssey and its millions of components-promotions, planning, travel, exploration, phone support, office overhead, etc. So, TK&A decided to offer substantial discounts to encourage early registrations and adequate cash flow between now and Odyssey.

We also wanted to discourage folks who were only casually interested parties from registering and "locking" up a slot. That's why there's a \$500 non-refundable deposit required to secure a space and why half of the yearly payments are non-refundable. All of this is designed to eliminate any surprises (dropouts) in 1999.

We are pleased that our strategy seems to be working. The only surprise is that 52 people have already dropped from Odyssey. This is a little higher attrition than we initially expected. Better now, though, than in 1999. The bottom line is that we want to leave (and finish, of course) with 250 people, not fewer. Its easier for TK&A to handle a few additional riders than to fund fewer than planned for.

Tyvek jackets

Since we ordered a minimum of three hundred jackets, we still have plenty available in all sizes. Just drop us a note with the size and \$39.00 (includes the \$4 shipping charge) and we will mail out ASAP.

Media release

If you haven't previously authorized us to give your name to the media and would like to now, please write a note authorizing us to release your name, date it, sign it and mail to us. We will file it away for future reference.

TK&A takes Visa/MC, but not for Odyssey payments

Now you can pay for tyvek jackets, bike parts and register for most of TK&A events with Visa or Mastercard. However, we will not accept Odyssey registration fees or annual or final payments via credit card. The reason is simple, we want each participant to think about each Odyssey payment they make and write a check or arrange for a money order to cover what's due. It might sound strange, but we feel it's important.

Internet activities

TK&A's new Webb page will be up and running in less than one month, we hope. The artist that creates our brochures and posters is designing it and will be involved in keeping it updated as time marches on. A big thank you to a very talented man.

We do have E-mail. It's **TimTKA@aol.com**. We do prefer phone calls over E-mail to answer questions because it is quicker, much more interactive and gives us a chance to get to know you better.

Resource books

So far, our favorite reference work is Dorling Kindersley's *World Reference Atlas*. It costs about \$50 and is a super resource. It also comes in a CD-ROM called Cartopedia. It is a definite recommended buy.

Barbara Savage's *Miles From Nowhere* is also worth the read. She is an excellent writer and tells a great tale about her husband's and her journey around the world. She is pretty candid about her own personal challenges.

Questions

Let us know what's happening. And if you ever have any challenges or doubts about remaining on the active list for Odyssey, give us a call at 1-800-433-0528 or (206) 322-4102.