

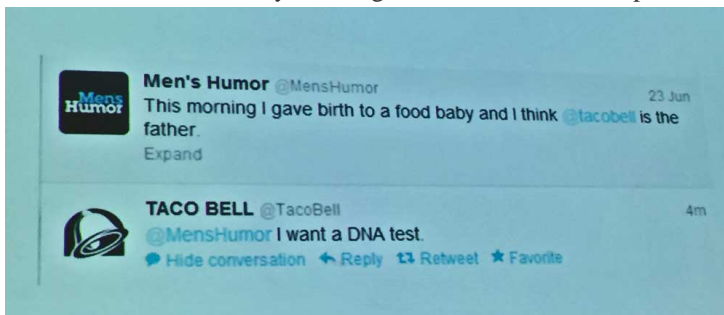
More travel, less riding



So why show a picture of airport pillows? Because you really don't want to be sitting next to anyone of those pictured wearing a red shirt. Everyone knows what happens to people wearing Red Shirts in Star Trek! So I'm on the road again, this time in Phoenix on business. I'm on the Board of Directors of the NBDA (National Bicycle Dealers Association) and we hold one of our annual meetings at the IBD (Independent Bicycle Dealer) Summit at this mid-swank Marriott just outside of town.

Monday was my travel day; a pretty uneventful pair of flights first to Las Angeles and then on to Phoenix. Nice day for flying with great views, including Santa Catalina Island which looks suspiciously like Watopia in Zwift.

The NBDA meetings went from 7:30am through 4:30pm on Tuesday, including a working lunch. That's a long time to be stuck in a seat! Later that evening the IBD Summit itself started, featuring a new-era communications guru, Scott Stratten, here to tell us how important it is to immediately, as in within minutes, respond to customer issues brought to your attention in any form, including tweets. He had some very amusing stories to illustrate his point, including the twitter exchange below-



More soon. No riding though. Grrr.