

## April 1997 Odyssey 2000® Rider Memo

Date: April 1, 1997  
To: Odyssey 2000® Registered Riders  
From: Tim Kneeland & Associates, Inc.  
Re: Update on Odyssey 2000®

### **The dust has settled and Seattle is drying out**

We trust your year is off to a super start and you have planned a number of adventures to keep your blood flowing. Hopefully, you are including one of two cycling adventures in the mix. perhaps even with TK&A!

As you might know, Seattle weather has sucked so far this year. Way too much rain and some slippery mud. Karen-Ann and I have had to take detour routes twice this year to avoid mud slides on the hills above Lake Washington near our office. The current weather is toying with us, building our hopes for a dry spring and some excellent cycling weather. Good thing for Goretex!

### **Odyssey facts**

- We have 343 on the books as active Odyssey participants.
- The registration years of our group is as follows:  
1993= 2 (good job Al and Len)!  
1994= 33  
1995= 125  
1996= 114  
1997= 69
- A total of 470 folks have registered for Odyssey, with 127 dropping out. This represents a 27% attrition rate to date. Surprising, but not too surprising.
- We plan to register 32 additional cyclists, plus any foreign registrations we receive. Given the level of attrition we have experienced, we are still anticipating significant drops between now and 2000. Our goal is not to have to scramble for additional riders in 1999.
- We're up to 54 couples and have 11 more men than women registered.
- The average 1/1/2000 age is 48-1/2. The mean age will be 50.7 years old, meaning we have half the riders above and below this age.
- According to those registered, in the year 2000 there will be 4 riders under 20; 22 riders in their twenties; 51 riders in their thirties; 89 riders in their forties; 109 riders in their fifties; 49 riders

in their sixties, 5 riders in thier seventies, 1 rider in her eighties; and 13 riders who are not sure of their age.

- We have 33 states and 8 countries (US, Canada, Japan, Australia, New Zealand, Saudi Arabia, Switzerland and Wales) represented on Odyssey 2000®. Seventy percent of the riders represent 10 states: WA=74, CA=52, CO=24, OR=22, NY=15, MN=11, Fl=10, MA=10, PA=10, VA=9 and WI=9.

couples, ages. m/w, states countries, age groupoings, occupations, etc.

### **Questions?**

As always, please feel free to call TK&A at 1-800-433-0528 or (206) 322-4102 with any questions, ideas or concerns.