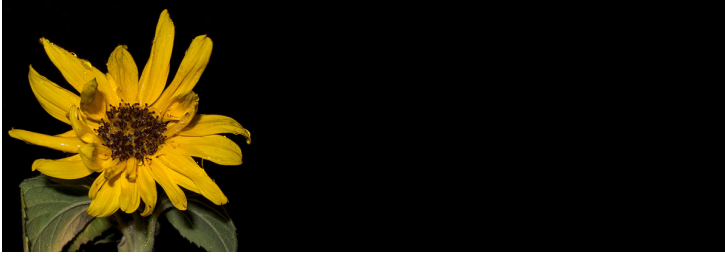


There are no references to Sunflowers flowering this time of year. It's challenging us to do more.



Is it that this little guy doesn't know any better, staying in full bloom on a cold wet night in late November, or is it simply more brave, more daring, unwilling to accept as assumed fate?

I salute this Sunflower because it dares to run counter to the norm. It sees opportunity continuing. Perhaps it's adapting to its environment. Perhaps I see something of myself in this Sunflower. My refusal to see winter as an excuse to hibernate, but rather get out there and continue to ride, despite the cold, despite the wet, despite even the opportunity to actually get in a good workout on an indoor trainer (made tolerable only because you can imagine, using a copious amount of computer hardware and a connection to the internet, that you're actually riding outside).

We are made to be outdoors. Some of us anyway. Which brings me to that Sunflower. Why can't our customers be more like that Sunflower? Why do so many either stop or seriously curtail their riding as if they've been programmed to since birth, like a plant that can't possibly survive the winter? Well, if that Sunflower can do it, so can we!