

IN GEAR

THE NEWSLETTER OF PEDALS FOR PROGRESS

SPRING/
SUMMER 1998
VOLUME II
ISSUE I

Masaya Without Borders

José Abraham Calero Pérez fits the profile of a successful Nicaraguan small businessman. Helped in the beginning—some five years ago—by his two young sons, his bike retail and repair enterprise now employs ten. The modest wooden structure housing the business bulges at night with assorted bike frames, wheels, chains, tools, and miscellaneous parts hanging from nails and hooks, spilling out at daybreak onto the sidewalk as the shop opens to serve the pressing needs of the dozens of workers, farmers, and self-employed of the central Nicaraguan town of Masaya, who depend daily upon their bicycles to meet their daily needs.



Nicaraguan woman commuting to work

Masaya. MASINFA is PfP's longest-standing partner, having received continuous shipment of bicycles since late 1991, and provides training, bicycles and parts inexpensively and on credit to microentrepreneurs like Don Abraham.

"Don Abraham" as he is known locally, takes pride in all these things: the well-endowed site, a full inventory, the busy employees attending to loyal customers, a sense of personal accomplishment. Beginning with basic, self-taught repair skills, Don Abraham now daily imparts the wisdom of the trade to the young men who apprentice in his shop. In spite of local competition from some 40 similar shops, business continues to grow.

So, not unrelatedly, do the number of bicycles. Masaya, an overgrown town of some 75,000 located 30 miles south of Nicaragua's capital of Managua, is generally flat, ideal for cycling within the urban limits, and to and from the nearby farms and villages. Few large employers are found in the region; most people earn their livelihood independently or employed in small businesses—farming, services, commerce, and handicrafts, including the carved wooden rocking chairs with wicker seats, for which the town is internationally-known.

Another reason for Don Abraham's and other local shop-owners success is the help received from Pedals for Progress through its partnership with Masaya sin Fronteras (Masaya Without Borders), a non-profit service agency providing health, education, microenterprise support, and other services to the low-income population of



PfP / Ohio ships first container!

On November 20th, 1997, Bob Young and the newly formed PfP/Ohio shipped its first ever container of bikes and parts. The Akron/Canton area group loaded 297 bicycles to be shipped to the province of Limpera in Honduras.

Schwebel baking company donated a non-road worthy trailer to PfP for storing bikes awaiting shipment. Valley View RV Supply and Service Center, in Akron, Ohio has generously provided PfP/OH with a permanent site for parking the trailer. With this achievement, PfP/OH appears to have a stable storage and shipping facility.

Come join the experience, PfP/Ohio needs more volunteers to help expand the network.

**MEMBERSHIP
EMPOWERS
YOU TO MAKE
PROGRESS
WITHOUT
POLLUTION**

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PEDALS FOR PROGRESS

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Pedals for Progress Founder Receives National Peace Corps Association's Highest Award

San Diego, CA, July 13, 1997. Today the National Peace Corps Association named David Schweidenback of High Bridge, NJ the 16th winner of its Shriver Award for Humanitarian Service. Schweidenback was honored for creating and developing Pedals for Progress, now the nation's leading organization that collects used bicycles for shipment overseas to developing countries.

Named for R. Sargent Shriver, Jr., who was appointed 36 years ago by President John F. Kennedy to be the first director of the Peace Corps, the Shriver award is presented by the National Peace Corps Association to a returned Peace Corps volunteer who continues to make a sustained and distinguished contribution to humanitarian causes either at home or abroad. David Schweidenback, President of Pedals for Progress, joins the ranks of such notable Shriver Award winners as 1992 Democratic Presidential Candidate Paul Tsongas.

The National Peace Corps Association is a non-governmental organization of returned Peace Corps volunteers with a membership over 16,000. Included in its goals are to educate the American public about other countries; and to promote community and international service by Peace Corps alumni and alumni groups.

Schweidenback's idea developed from a simple observation while a Peace Corps worker in a remote village of Ecuador in the late 1970's. He noted that the one inhabitant who was well off (relatively speaking) in the village was also the only man who had a bicycle with which to get to where the jobs were. Convinced that bicycles, by providing reliable, environmentally sound transportation for commuting to work and for transporting produce, could boost the economy of entire communities, he started collecting used bikes in central New Jersey. By 1993 the project reached the point that he had to give up his construction business to devote full-time to Pedals for Progress.

Strictly speaking, Schweidenback likes to point out, the bikes are not recycled, but reused. "New Deals for Old Wheels" is how our motto puts it.



PEDALS FOR PROGRESS

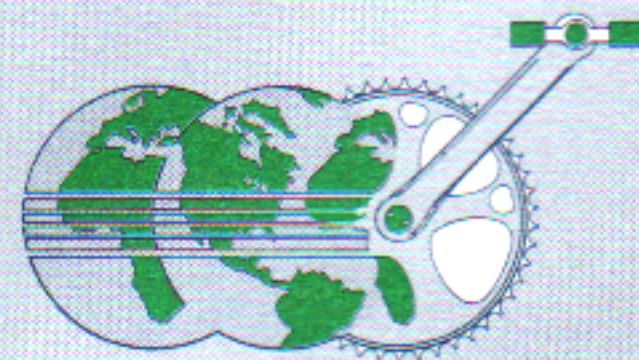
Website: www.p4p.org

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(703) 525-0931, oberg@tidalwave.net

PfP/OH: Bob Young, P.O.Box 54, Barberton, OH 44203, pfpohio@juno.com



Rotarians Send Bicycles to Dominican Republic

Responding to a 1996 request for assistance from the Rotary Club of Monte Cristi in the Dominican Republic, Pedals for Progress joined with the South Orange NJ Rotary club and eight Rotary clubs of District 7510 to institute a unique program benefiting the poor. The New Jersey Rotarians pooled their resources to pay the \$4500 shipping costs for an initial container of bicycles collected by Pedals for Progress in New Jersey and Northern Virginia.

In September 1997 that first container, loaded with 378 donated used bicycles collected by Pedals for Progress, as well as a vast array of parts and accessories, reached its destination. Major hurdles, including custom delays, were overcome, and the arrival of the container was greeted with great fanfare by Rotarians and the broader community.

The bicycles have been stored in the secure basement of the government's Palace of Justice. From there in groups of fifty, they are taken to a local storefront leased by the Rotary club, where the bikes are repaired and sold. The club has hired a full-time bicycle mechanic and a full-time salesperson. The financial records are maintained by Rotarian Jose Antonio de la Cruz.

The Monte Cristi Rotary Club is following a model developed by Pedals for Progress over the last six years, for the successful operation of an overseas bicycle reconditioning and distribution system. Monte Cristi is now established as one of the 15 overseas projects in 12 countries, designed to increase worker productivity through improved mobility and thereby spur economic development.

The bicycles are not given away. They are sold at low cost to local residents - between \$5 and \$40 per bike, depending on the quality and condition of the bike. This generally allows the project to put aside money to be used to pay future shipping costs. The cost of a new bike—a minimum of \$220, or the equivalent of one month's salary for a school teacher—is beyond the reach of the majority of Dominicans.

This project has energized the Monte Cristi club. They are providing the bikes so needed and welcomed by the local community. Beyond that, not only have they already sent back to Pedals for Progress the cost of shipping the next container, but they also now have resources with which to fund additional local community service projects.

A number of three-hour Pedals for Progress bicycle collections run by various Rotary Clubs in District 7510 have brought in 573 bikes this year! Let's hope 1998 will be even better!

The seed money from our clubs has made possible a new international aid program. This program can continue into the future through paying shipping costs with its revolving fund. Over the next five years it has the potential to introduce as many as 5,000 adult bicycles into Monte Cristi, a city of 18,000 inhabitants. The second shipment of 398 bikes arrived in the DR on December 10, 1997.



Show Rotary Cares

Masaya Without Borders

Continued from page 1

MASINFA also uses excess funds generated from the sale of bicycles and parts to support its other programs in the community, including health care, home repair, and organic agriculture.

Beginning with its first shipment in 1991, Pedals for Progress has helped create a significant bicycle culture in central Nicaragua, shipping more than 8,000 bicycles and many thousands of dollars of parts to communities like Masaya, directly benefiting thousands of low-income workers and students, and their families. Such success has not gone unnoticed locally. Growing numbers of Nicaraguan workers are seeking bicycles to fulfill their individual transport needs. And, as import barriers in Nicaragua have dropped in recent years, the local private sector has recognized the market opportunity and begun importing new bicycles, directly from the Far East.

Recognizing the power of the market, Pedals for Progress foresees the day when it can phase out its Nicaragua program, and concentrate in other countries where, for many reasons, a bicycle culture still does not exist, where the bicycle market does not function, and where a model project with a capable local partner can make a difference.

DOUBLE THE POWER OF YOUR DONATION

Thanks to a matching grant announced in January by the Turner Foundation, the first \$20,000 in contributions received by PFP in 1998 will be matched dollar for dollar!

Good reason to send in your donation now!

Two Firsts in PFP Support

A gift received in October was the first of its kind for Pedals for Progress - \$2500 from a charitable trust established by the will of William Jelin. The Board of Trustees acknowledges with gratitude the thoughtfulness of Mr. Jelin in designing his estate plan to make possible this much needed support for our mission.

In December Pedals for Progress set in place a mechanism for receiving gifts of stock. The first two such gifts were received prior to the end of 1997.

Persons with questions about including PFP in their estate plan or the advantages of donating appreciated securities to PFP are invited to contact our Treasurer, George H. Kurz, (908) 782-4170 or ghkurz@ptd.net.

Looking for a few good..

- sewing machines for the Dominican Republic,
- simple working computers for teaching key boarding in the Salesian Schools in Ecuador,
- soccer equipment for Namibia and Honduras,
- baseball equipment for Nicaragua,
- tools for all of our partner's bike shops,
- a 16' truck for collecting bikes domestically,
- 45' storage trailer for DC, and bikes, bikes, bikes.

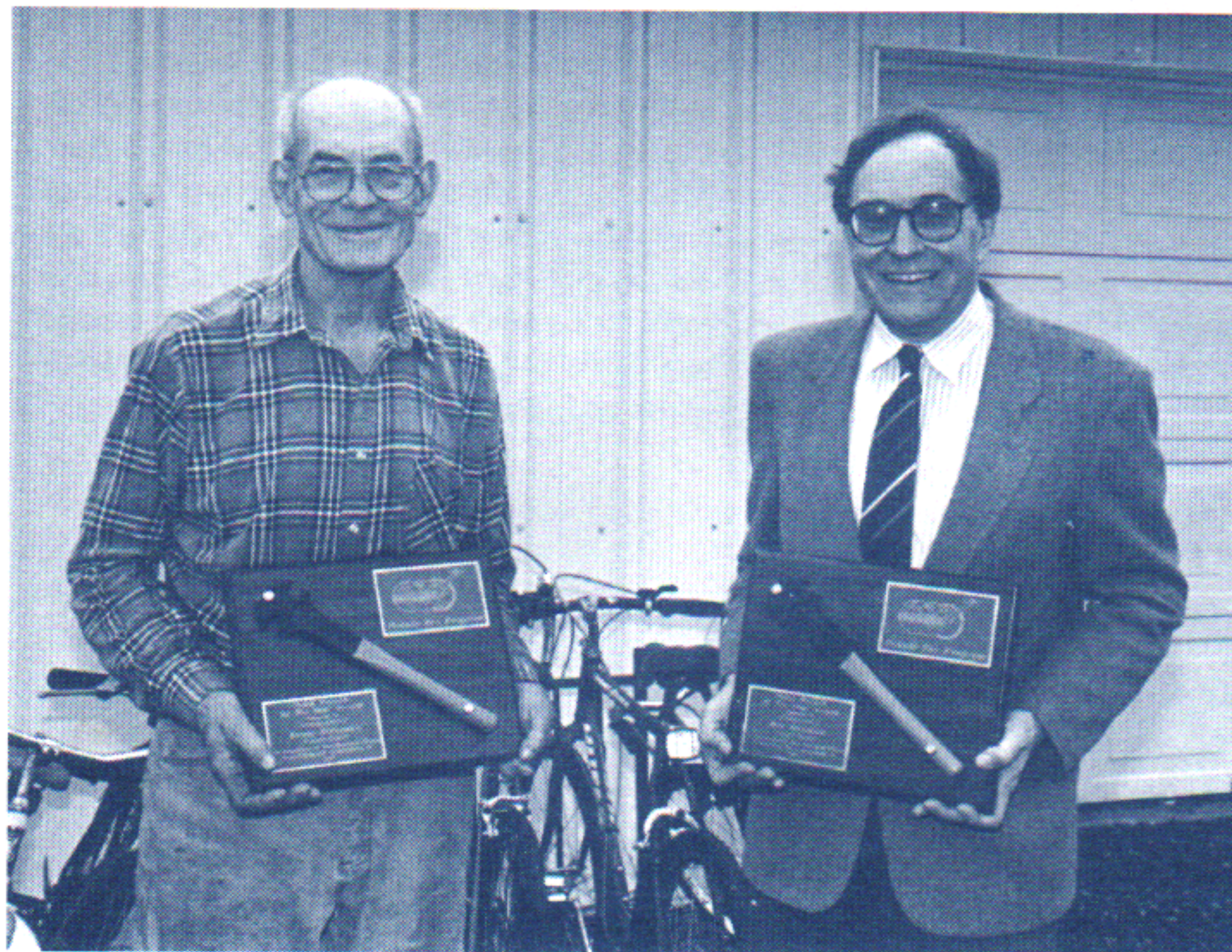
PfP Major Active Programs 1/1/98



Country	Bikes Shipped (year-amount)	Program Director Organization
Nicaragua:		
Masaya	91-50, 92-100, 93-100, 94-100 95-50, 96-1030, 97-479, Total: 1843	Thelma Fernandes S. MASINFA
Rivas	92-56, 93-109, 94-855, 95-890, 96-1099, 97-638, Total: 3533	Wilfredo Santana R. ADC
San Marcos	93-75, 94-65, 95-405, 96-607 97-450, Total: 1618	Pablo Gonzalez Mayor
Fiji:		
	93-213, 95-80, 97-270 Total: 563	John G. Geier Jr. J.A. Int'l
Barbados:		
	95-750, 96-822 Total: 1572	Deryck Murray Pinelands
El Salvador:		
	95-457, 96-434, 97-447, Total: 1338	Nassin Cuellar CESTA
Eritrea:		
	95-780, 96-729, Total 1514	Mebrahtu lyassu EAE
Madagascar:		
	96-8, 97-15, Total 23	Jim Sellers STARFISH
Solomon Islands:		
	96-310	Philip Agita Kaotave
Dominican Republic:		
	97-768	Marcos Vargas Rotary
Ecuador:		
	97-725	Padre Juan Shutka Salesians
Honduras:		
El Progreso	97-434	Victor Martinez ECOV
San Pedro Sula	97-425	Sister Marta Soto Salesians
Gracias, Limpera	97-447	Sofia Hernandez FEDECOH
Namibia:		
	97-373	Marcelino Castro EcoTechnology
1997 total: 5470 • Grand Total: 18,876		

Surplus funds from the first container to Monte Cristi installed 50 latrines in the impoverished village of Isabela and co-sponsored the purchase of a water pump for this association of goat farmers.

1997 Pedal Wrench Award



Left to right: Ernie Simpson and Bob Norvdall

This year the Pedal Wrench of The Year Award is given to a team of two individuals, Bob Norvdall and Ernie Simpson.

77 year young Ernie and his son operate Simpson Machine Tool Co. on Good Intent Road in Gettysburg PA. Since 1951 he regularly collected a few bikes, fixed them all up and donated them to children in need. It was his hobby and how he gave back to the community. One day he realized that he was only giving away a small portion of the bikes descending upon him, in fact, the large barn was full to overflowing. Who wanted these bikes?

Bob Norvdall is the Dean of First Year Students at Gettysburg College and President of Hanover Cyclers. Ernie contacted Bob and asked if Hanover Cyclers or the Holiday Gift Bureau could use any bikes. When Bob saw the bikes he realized that most of them would never be ridden again in the US. The bikes weren't "bad", just out of style, adult bikes. Bob contacted PfP to ask if we were interested in the bikes. PfP is always interested in bikes but bikes are the easiest part of the equation, it's the funding to collect, ship, rebuild and distribute that's the tough part. PfP cannot accept bikes without a cash donation accompanying it. Our philosophy is that "it's better to collect fewer bikes with a donation and stay in business, than collect a bunch without donations and go bankrupt".

This was the team approach. Ernie prepared the bikes for shipping, repairing most of them at the same time, while Bob did the fundraising necessary to cover the collection costs. Ernie prepared two shipments of 80 bicycles, which we picked up with our rental truck. Bob raised \$5 per bike for the first load, \$10 per bike for the second load! Their bikes got spread out between shipments to Ecuador, the Dominican Republic, Honduras and Namibia. Some Great Volunteerism, from Good Intent Road in Gettysburg PA certainly got sent off a long, long way. **Thank you** gentlemen from 160 people in 4 countries who now ride to work because of your efforts in 1997.

PEDALS FOR PROGRESS

MISSION STATEMENT

Vision

Pedals for Progress envisions a day when:

1. North America recycles over half of the five million used bicycles discarded each year, as well as unused parts and accessories for reuse overseas;
2. Poor people in developing countries have bicycles to get to work, obtain services and meet other needs;
3. The bicycle is an effective tool for self help in all developing countries;
4. Trade regulations enhance international commerce in bicycles and parts;
5. Policy makers in developing countries respect and support non-motorized transportation.

Mission

Our objectives are:

1. To enhance the productivity of low-income workers overseas where reliable, environmentally sound transportation is scarce, by supplying reconditioned bikes at low cost;
2. To promote in recipient communities the establishment of self-sustaining bicycle repair facilities, employing local people;
3. To provide leadership and innovation throughout North America for the recycling of bicycles, parts, and accessories;
4. To reduce dramatically the volume of bicycles, parts, and accessories flowing to landfills;
5. To foster environmentally sound transportation policies that encourage widespread use of bicycles worldwide;
6. To foster North American public understanding of and a channel for, responding to the transportation needs of the poor in developing countries.

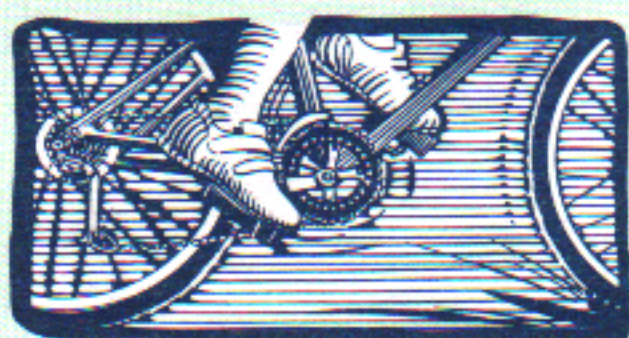
DC Area News

Arlington VA. "Growth" was the operative word for PFP/DC in 1997. The last year saw records set for bikes shipped (over 1500, compared to 794 the year before); full containers shipped (three, compared to two the previous year); collections held (eight, compared to seven in 1996); largest collection (265, breaking the previous DC area record of 143); and annual income (\$4,845, doubling 1996's total of \$2,297).

Special thanks to Giant Food, which provided timely support through donating a 40-foot trailer for PFP storage purposes. This no-longer roadworthy old trailer—the second donated by Giant Food over the last two years, arrived at site just two days prior to the record-breaking St. Mary's collection, keeping DC area coordinator Keith Oberg's back yard from overflowing with old bikes.

Thanks, too, to System Planning Corporation (Arlington VA) and Records Management Inc. (Springfield VA), which are providing sites for each storage trailer.

Pressing DC area needs for 1998 include: a third trailer, loan of a pick-up truck on occasional weekends, and additional collection sponsors.



CENTRO SALVADOREÑO DE TECNOLOGIA APROPIADA (CESTA)

Salvadorean Appropriate Technology Center

Naum Antonio Recino Halas was hooked as soon as the fleet of bikes passed his house, riders chattering and shouting as they navigated the concrete cobblestones of the town of Suchitoto, El Salvador. For three successive weeks at the same hour, they rode by, and Naum admired the confidence with which they made their way down the street on the way out of town. A second-grader himself, and still shy of eight, he could see that they were older, but as he knew some of them from the streets of town and one of them was probably a distant cousin, his curiosity and desire soon got the better of him. After the third weekly pass, Naum found two of the boys hanging out—wheel-less—in the town park, and, working up his courage, asked about the cycling group, and how one got to ride.

The response was positive, if a bit skeptical at Naum's youth and small stature. "Go ask at the Mayor's Office," said the first. "Or wait for us next time we ride, and ask the ride leader," said the other. Naum could not wait; he immediately headed down to the office of the alcalde, located only a block away.

At the Mayor's Office, Naum inquired about the "mobile school", as the other boys had referred to it. The secretary smiled and told him that a woman from the capital—San Salvador—came, selecting participants recommended by the Mayor, and provided training on bike safety and maintenance. In addition, participants could join in afternoon round-trip rides to neighboring communities.

Naum's eyes lit up. Structured recreational opportunities are few for young boys and girls in rural El Salvador. Although Naum had once ridden a bike, that had been a long time ago, and he hadn't had the opportunity since. Few children in Suchitoto owned a bike. Fewer still had the opportunity to visit neighboring towns, by any means of transportation (Naum himself had never been to the capital, only 35 miles away).

In spite of his young age, or perhaps because of it, Naum insisted he could do everything that was required: demonstrate an ability to ride under control, learn basic safety and repair skills, and keep up with the older youths. Did the program have a bicycle his size?



Fortunately, it did. A container of donated used bicycles and new spare parts had cleared Salvadoran Customs a few months previously, and the non-profit organization running the program—the Salvadoran Appropriate Technology Center (CESTA)—was still digesting the contents. The bulk of the shipment was destined for CESTA's mechanic training and small business support program. A lesser portion—about 20 percent—was to go to the Mobile School youth program. Among the 479 bikes received were a selection of children's bikes, and one was found to fit the young Salvadoran.

Naum quickly proved his capacity, and soon was invited to participate in a ride to the neighboring commu-

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SPRING '98 BIKE ROUNDUP!

It's springtime and there's barns, garages and porches to clean! PfP needs your help to collect bikes by organizing a collection in your area.

We have a goal for 1998, to continue our exponential growth, and **collect and ship over 8,000 this year.** I'm sure it's possible with your continued support. Pass the word, we're looking for some bikes.

April 4th:

Holicong Middle School,
Buckingham, PA
Mountainside Rotary
Club, Mountainside, NJ,
(908) 789-1010

April 18th:

Arlingtonians for a
Clean Environment,
Arlington, VA, 9 - 12,
(703) 525-0931

Woodbridge - Perth
Amboy Rotary Club,
Perth Amboy, NJ, 10 - 1,
(732) 750-9087

April 25th:

New Brunswick
Rotary Club, New
Brunswick, NJ, 11 - 2,

May 2nd:

Bound Brook Rotary
Club, Bound Brook, NJ,
10 - 1, (732) 356-0647

Flemington Presbyterian
Church, Flemington, NJ,
(908) 782-41703

May 2nd:

Each One, Teach One
Club, Holmdel High
School, Holmdel, NJ,
(732) 739-9623

St. Mary's Catholic
Church, Burke, VA,
9-12, (703) 525-0931

May 9th:

Summit Rotary Club,
Summit, NJ, 10 - 1,
(908) 277-9423

West Grove -
Avondale Rotary Club,
West Grove PA, (610)
869-9614

May 16th:

Lawrenceville & Trenton
Rotary Clubs,
Lawrenceville, NJ

Montclair Kimberly High
School, Montclair, NJ,
(973) 226-6246

May 17th:

Trinity United Church
Youth Group, Warren,
NJ, 12-3

May 17th:

New Vernon First
Presbyterian Church,
1-4, (973) 538-2558

May 23rd:

J.P.Stevens High School,
Edison, NJ 10 - 1,
(732) 388-7507

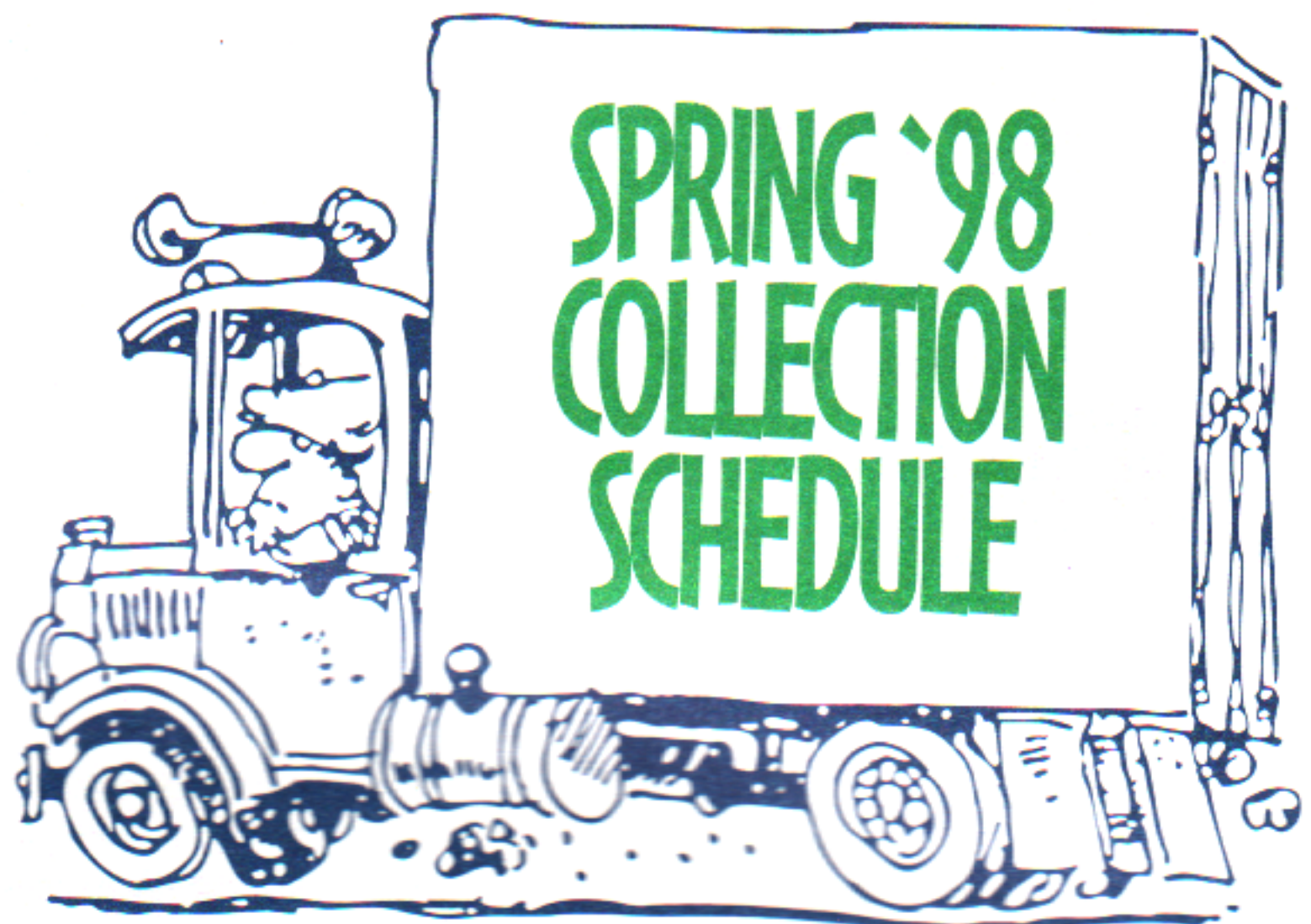
May 30:

David Brearley Interact
& Kennilworth Rotary
Club, Kennilworth, NJ,
10 - 1, (908) 276-1644
ext 513

THANKS!

PfP Major Contributors

Air Cargo International, Americorp,
Bell Sports, District 7510 Rotary
International, Giant Food,
Golden Rule Foundation, William Jelin,
International Foundation, Interpool,
New England BioLabs Foundation,
Presbytery of Newton (NJ),
Raritan Valley Recycling,
Republic Shipping Consolidators,
Schwebel Baking Co., SeaLand Services,
Sofonias Foundation, TriFlow,
Turner Foundation,
The United States Department of Defense
and people like you!



Get a T-Shirt from us, and we'll help you to build a self-sufficient economy in another part of the world.

Our Shirts are made and silk-screened in the USA and designed by our own Pedals for Progress volunteers. Stay current and buy the latest design, because we change them a little bit every year. Bright PfP Logo on a dark blue 100% cotton shirt. Excellent for working on bikes and promoting PfP's Global View on recycling.

ORDER FORM

Name _____
Address _____
City _____
Phone (day) _____ (eve) _____

Please send me the following:

PfP T-shirt(s) @ \$15.00, plus \$3.00 P & H each
(Please specify Small, Medium, Large or XLarge)

PfP 1.5" x 5" reflective helmet sticker(s) @ \$1.50 each
(\$1.00 with shirt)

Send check or money order to:

Pedals for Progress, 86 East Main Street, High Bridge, NJ 08829

Salvadorean Technology Center

Continued from page 6

nity of San Martin, some 20 km. distant. A group of 20, including two young adult leaders, one on bike and one in an accompanying vehicle, set off. All cyclists wore helmets and safety vests provided by CESTA out of the Pedals for Progress shipment. They proceeded in single file along the paved but narrow and shoulder-less road. As the topography was downhill from Suchitoto, they arrived easily in less than two hours, pausing to snack and tour the town.

Then began the ascent back home. Long straightaways appeared deceptively flat, rising imperceptively at first but ultimately taking their physical toll on the tiring cyclists. At breaks, several riders opted to throw their bikes in the back of the pick-up, gratefully accepting a ride. Naum, however, stuck to his one-speed the entire way, and pulled into Suchitoto along with the

main body of cyclists just as dusk began to make its presence felt.

A feeling of satisfaction and achievement permeated the entire group, but especially Naum. The older companions congratulated the second-grader. Then, after a few minutes rest on the steps of the Mayor's Office, they all shouldered their bikes up the steps into the courtyard, locked the equipment away, and scattered for home.

The Mobile School provides selected rural Salvadoran youth with an opportunity to get healthy exercise, be part of a group, travel (including a bus trip to CESTA's mechanic training site in San Salvador), and learn basic bicycle mechanical and safety skills. It provides CESTA with an opportunity to work with small-town mayors, complementing the non-profit organization's solid waste collection and recycling efforts.



18 years after leaving Sucúa, Ecuador Dave Schweidenback greets his ex-landlord Caesar Peña, astride his same old bike. This carpenter was the man who inspired Dave to start collecting bikes.



PEDALS FOR PROGRESS

86 East Main Street

High Bridge, New Jersey 08829

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