

West Side Informer

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The newsletter is written
and published by the West
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Cycling for Summer Enjoyment!

by Boyd J. Conerway '96

Now that the summer solstice has passed, it is now officially summer! Despite the heat, there are many things that you can do to enjoy summer the way you want. One recreational activity is riding your bicycle. Many prefer to ride during the morning and/or evening hours, as during the middle part of the day the weather can be too hot for most leisure riders. Inexpensive bicycles are available for purchase from many chain stores such as Academy, Wal-Mart, Target, etc., rather than specialty bicycle shops where the bicycles are much more expensive.

As a result of competition, specialty bicycle stores have experienced a decline in the number of consumers. "Unfortunately", Radia Amari reports for IBIS World, "competition from mass merchandisers is expected to continue through 2018, further reducing consumer demand for the industry's goods. Bicycle dealers will offset this trend by offering specialized and exclusive merchandise" (IBISWorld, March 2013). Regardless of where you purchased your bicycle, by having all these services available, you can ensure that recreational cycling will help you enjoy your summer.

Amari, Radia. (March 2013) IBISWorld Industry Report 44122b. *Bicycle Dealership and Repair in the US*. Retrieved from the IBISWorld database.

I Scream, You Scream

By Catherine Dieterly

It's officially summer, which means celebrating the 4th of July, back yard barbecues, swimming, family, friends, and most importantly – ice cream for cooling off. Because ice cream is such a popular food, President Ronald Reagan designated July to be National Ice Cream Month and the 3rd Sunday to be National Ice Cream Day – this year the date will be July 21st (International Dairy Foods Association, June 2013).

As an Ohioan living in Texas, I've been told that Blue Bell ice cream is the best ice cream in existence and that I should take a tour of the creamery located in Brenham. Brenham is roughly an hour from College Station and the tour is only \$6 (Blue Bell.com, June 2013).

During this National Ice Cream Month, don't forget to appreciate your library staff by bringing them ice cream (my favorite is pistachio fudge)!



Photo courtesy of fanpop.com, <http://q13fox.com/2013/05/14/i-scream-you-scream-haagen-dazs-offers-free-ice-cream/#axzz2XC4bKy1P>

Blue Bell, 2013. http://bluebell.com/the_little_creamery/visiting_blue_bell/VisitBB_Brenham.html

International Dairy Foods Association, June 2013. <http://www.idfa.org/news--views/media-kits/ice-cream/july-is-national-ice-cream-mon/>