

Wisconsin State Journal



High Today: 65
FULL FORECAST



FRONT PAGE LOCAL SPORTS OPINION COLUMNS ENTERTAINMENT BUSINESS || BLOGS

BUSINESS

E-MAIL STORY PRINT STORY

MON., SEP 18, 2006 - 12:07 PM

Mind, muscle over miles

PAMELA COTANT
For the State Journal

Nearly 200 bike riders replaced their normal business attire with red, yellow and white bike jerseys Friday to ride about 85 miles from Madison to Milwaukee.

The Beyond Design Tour started at the historic Theo. Kupfer Foundry and Ironworks building, 149 Waubesa St., which will become the new Atwood Community Center now located at several nearby sites.

The second annual event, which was organized by Rich Tennesen, partner at Eppstein Uhen Architects, symbolized growing business connections between Madison and Milwaukee and raised at least \$25,000 combined for the community center and Notre Dame Middle School in Milwaukee, both nonprofit organizations.

It also celebrated the first anniversary of the opening of the Milwaukee-based architectural firm's Madison office and put a different spin on the traditional golf outing as a way for business people to network.

Most of the 192 riders were architects and others in construction and related businesses.

Becky Steinhoff, Atwood director, who participated in the ride, said that in addition to the money raised, the event gave more people a chance to see what is planned for the Kupfer building, which is now a rough industrial site.

"The more buzz we can get about it, the better," she said.

Eppstein Uhen Architects has designed the remodeling and restoration of the old factory, a \$10 million project that is scheduled to start near the end of 2007. Artist renderings of the project were on display inside the cavernous building, and food and drinks were set up on tables for riders, who started out on a bike path next to the building.

Tennesen expanded the ride this year from 70 participants last year and set a fee so that it could raise more money for the



Craig Schreiner - State Journal

Nearly 200 bicyclists made the 85-mile bike ride from Madison to Milwaukee on Friday. The Beyond Design Tour was organized by Milwaukee-based Eppstein Uhen Architects, which opened an office in Madison a year ago.

OTHER STORIES

- Economy called OK if people still spend
- Electrical union at MGE to vote on pact
- Targeted training: Matching worker education to workplace demands
- Access for all

ADVERTISEMENT

AT&T Yahoo!
High Speed Internet.
Get 3 FREE months
when you switch from
cable Internet!*

[LEARN MORE](#)

*Online-offer only for residential customers. 12 mo. term. See details.

The new at&t

READER'S CHOICE

WHAT DO YOU
TO SEE ON TOM
FRONT PA

- Why the late scourge of mosquito...
- Internet vice haven for hooked druggies?
- E. coli: Official pinpoint source of...
- After smoking: What are bars doing to customers?

SEND VOTE

CURRENT RESULTS

DISCUSS TODAY'S

Wisconsin State Journal

ADVERTISEMENT

selected charities. He said it's also a way of "reminding people of how we need to rely on each other and be a region."

"It's accentuated by a bike ride," he said.

Pete Vogel, president of Vogel Brothers Building Co. of Madison, which is the general contractor for the Atwood project, said his participation in the ride was the inspiration he needed to return to cycling, which he enjoyed when he was in high school and college.

Josh Dietsche, a structural engineer for Pierce Engineers of Madison, said the ride was appealing because it provided more exercise than a golf outing.

"As far as raising money for a charity, it's probably more visible, too," said Dietsche, who rode with his wife, Chris Remington, an assistant state attorney general.

Chris McIntyre, who works for Duet Resource Group of Milwaukee, which sells commercial furniture, said he liked the idea of a bike ride as a social activity among business people.

"It beats a golf outing any day of the week," said McIntyre, who races competitively for PCW Cycling.



MOST VIEWED

- Survey: Driving costs climb as gas prices rise
- Packers: Green Bay Packers can't stop the drive
- Packers: Green Bay Packers can't stop the drive
- UW football: Wisconsin's new head coach
- Oates: Season of change for veteran leaders

CONTACT