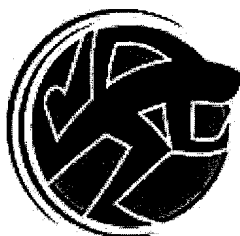



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Weblogs

Off the Couch: Running, biking, skiing, and more

In their own quiet way, the thousands of people who run, bike, hike, ski and paddle make a lot of noise in Wisconsin. In *Off the Couch*, we hope to turn up the volume on their stories and encourage others to join them. Feel free to email us with information and comments. 

FRIDAY, May 18, 2007, 9:38 a.m.

By Tom Held

Cashing in frequent-biker miles

The Milwaukee architectural firm Eppstein Uhen put something of a frequent-biker incentive behind its support of Bike to Work Week.

The firm kicked \$1 into the pot for every mile its employees biked or walked this week, either to or from work, or to business-related meetings. Another \$1 went into the kitty for each day a worker hiked the stairs instead of riding the elevators.

When the cash is counted, the proceeds will be spent on bikes, locks, helmets and messenger bags for commuter cycles that the architects, designers and assorted planners can use for short trips to meetings about town. It's a whole new take on the company car.

Tom Stacey, an architect at Eppstein Uhen, pitched the idea to management after reading about a similar initiative in *Bicycling Magazine*, and he received an enthusiastic and cash-supported response.

"For us, it was really easy to support the idea," explained Rich Tennessen, the firm's vice president of client development. "In our business, we have an inherent responsibility for environmental stewardship. This is another way to try and make a difference and set an example.

"We're hopeful that as the city continues to become more bike and pedestrian friendly more businesses will join in with similar programs."

Tennessen was no doubt an easy sell. He's an avid cyclist who organized Eppstein Uhen's Beyond Design Tour, a Milwaukee-to-Madison ride that serves as a rolling business meeting for the firm and the bankers and contractors it deals with.

Stacey figures the company bikes will be useful for treks from the firm's office on E. Chicago St. to Pabst City or other development locations in the Downtown area. And no one will have to worry about finding the gas tank on empty.