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## Project Bike Trip names Mercedes Ross as national director

by BRAIN Staff

Published January 26, 2016

SANTA CRUZ, Calif. (BRAIN) – Project Bike Trip has hired Mercedes Ross to lead and expand the California program nationwide.

PBT's "Bike Tech" is a high school-based career tech program that teaches students bicycle assembly and repair, providing them with the skills and enthusiasm to adopt a bicycling lifestyle and perhaps gain employment in the cycling industry.

"The program has been running successfully since 2006 in California, and now we're looking to Mercedes to bring her industry knowledge and enthusiasm to grow the program across the country," said Berri Michel, founder of PBT.

The Bike Tech class was developed by Project Bike Trip in partnership with the Santa Cruz Regional Occupational Program. It provides career development education while simultaneously using the bicycle as a platform to teach common CORE and STEM curricula. Students who successfully complete the class receive a certificate, sponsored and endorsed by members of the bicycle industry.

"I can't think of a better way to encourage young minds than to give them the opportunity to learn about our industry, and provide them with a possible future" said Ross.

"I've been visiting bicycle retailers for many years and the one thing they are always looking for is excited new minds to join their teams," said Ross. "Having a vehicle for a bicycle retailer to re-invest in their community and be a sponsor shop for one of these high school programs benefits both the retailer and the students."

"My goal is for every bicycle retailer and vendor to have a 'Member of Project Bike Trip' sticker in their windows," said Ross.

Ross is the founder of Merchandising Werx LLC, a consulting firm for the bicycle, ski, outdoor, running and motorcycle industries. She will continue work with other clients including Giant Bicycle and BRAIN.



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