

Up to  
\$113 in  
coupon savings



# THE DAILY SENTINEL

**JOB ALERT**  
STARTEK HIRING  
CUSTOMER SERVICE  
& COLLECTIONS  
REPRESENTATIVES  
**GJCAREERS**

**Sunday** July 7, 2013 **\$1.50** Your community news source

## Two die in jetliner crash; 49 badly hurt

By **THE SAN FRANCISCO CHRONICLE**

SAN FRANCISCO — Two people were killed and 49 people were seriously injured Saturday when a Boeing 777 passenger jetliner arriving from Seoul crashed and caught fire while landing at San Francisco International Airport, officials said.

The plane, Asiana Airlines Flight 214 with 307 people onboard, slammed to the ground at 11:27 a.m. and came to rest on the side of Runway 28L, one of four runways at SFO, said Lynn Lunsford, a spokeswoman with the Federal Aviation Administration. The plane appeared to make impact short of the runway and then spin as it careened across the ground — losing its tail and leaving a trail of debris.

There were 291 passengers and 16 crew members aboard. Two people were killed, 49 were seriously hurt, another 132 suffered lesser injuries and went to area hospitals, SFO spokesman Doug Yakel said at an evening press conference at the airport. The other 123 people onboard were not injured.

The injuries “are consistent with the types of injuries you would see in a plane crash or fire,” said Rachael Kagan, a spokeswoman at San Francisco General Hospital, where five people were in critical condition.

“Many burns, fractures and internal injuries.”

“It’s extraordinary, a tragic day,” said San Francisco Fire Chief Joanne Hayes-White.

See **JETLINER**, page 7A ➤

## Big animal rights group on receiving end of anger

By **MICHAEL WINERIP**  
New York Times News Service

NORFOLK, Va. — Even some supporters do not know what to make of it.

PETA, considered by many to be the highest-profile animal rights group in the country, kills an average of about 2,000 dogs and cats each year at its animal shelter here.

And the shelter does few adoptions — 19 cats and dogs in 2012 and 24 in 2011, according to state records.

At a time when the major animal protection groups have moved to a “no kill” shelter model, People for the Ethical Treatment of Animals remains a holdout, confounding some and incensing others who know the organization as a very vocal advocacy group that does not believe animals should be killed for food, fur coats or leather goods.

This is an organization that on Thanksgiving urges Americans not to eat turkey.

“Honestly, I don’t understand it,” says Joan E. Schaffner, an animal rights lawyer and an associate professor at the George Washington University Law

See **ANIMAL**, page 7A ➤

## MAKING TRACKS TO FRUITA

City on par with Moab as a premier biking destination



Bike riders pedal through the North Fruita Desert. Fruita, the flagship town for the Grand Valley’s mountain biking scene, is popular and well-known not only in the region, but also nationally and internationally.

By **JEFF CASPERSEN**  
Jeff.Caspersen@gsentinel.com

**F**ruita, Colo., and Moab, Utah, are linked by so much more than the 142 miles of Kokopelli’s Trail between them.

The high-desert destinations are veritable giants in the mountain biking industry. Fruita and Moab are globally known for their premier trail offerings and occupy a bullet on the bucket list of many an adventure seeker.

**FORMIDABLE FRUITA**

With its proximity to some of the most popular and longest-established trail systems, Fruita is the flagship town for the Grand Valley’s mountain biking scene.

“I live in Fruita. I moved to Fruita before this existed,” said Scott Winans, president of Colorado Plateau Mountain Bike Trail Association (COPMOBA). “It’s a podunk town, and now it’s known by riders all over Europe, riders in Africa, riders in South America, riders in North America, Canada. It’s globally known as a riding destination.”

Fruita is very much a micropolis, a sleepy little city without much in the way of retail infrastructure.

Five hotels or motels and a bed and breakfast are listed on a fact sheet posted at the city’s tourism website, go-fruita.org. The city features a couple of downtown breweries and a handful of restaurants.

Main Street in Moab is an endless row of restaurants, brewpubs, gear shops and motels. On busy weekends, the wait for a table at some of the more popular establishments can be lengthy.

That quaint, relaxing atmosphere is part of Fruita’s charm, said Hot Tomato Pizza owner and avid cyclist Anne Keller.

See **TRACKS**, page 4A ➤



A man enjoys a bike ride recently through the North Fruita Desert.



Bikers ride in front of some water on the Slickrock Bike Trail in Moab, Utah. Moab has long been known as a Western getaway spot, and there’s good reason: The town does a great job marketing itself.

## Moab, Fruita successful in building global brands

By **JEFF CASPERSEN**  
Jeff.Caspersen@gsentinel.com

Marian DeLay sits at her desk and clicks open a photo file on her computer. It’s a bus with a Moab advertisement plastered across the side. That bus is in Portland, Ore.

DeLay and the four-person staff at the Moab Area Travel Council are makers of broad-reaching marketing magic.

Funded by Grand County transient tax dollars collected from overnight lodging properties, the folks at the council orchestrate an unceasing quest to peddle Moab.

From billboards along Interstate 70, including two facing westbound traffic that flank Fruita’s exit, to radio

- COMING MONDAY**
- TWO TOWNS WITH BLUE-COLLAR ROOTS NOW TWO OF THE PLANET’S PREMIER MOUNTAIN BIKING DESTINATIONS, **PAGE 1A**
  - MOAB PITCHES ITSELF AS A MULTISPORT TOWN, **PAGE 1A**
- INSIDE**
- MAP OF POPULAR TRAIL SYSTEMS IN MOAB, GRAND VALLEY, **PAGE 4A**

and television spots and glossy magazine advertisements, Moab’s status as an outdoor playland is broadcast

See **GLOBAL**, page 4A ➤

## Man, 45, drowns on river float trip

By **RACHEL SAUER**  
Rachel.Sauer@gsentinel.com

A 45-year-old man drowned Saturday afternoon in the Colorado River north of Castle Drive in Palisade.

The man, whose name and hometown haven’t been released, was floating with at least two other people down the Colorado River when a North River Road resident called 911 at 3:17 p.m. to report a problem, said Palisade Fire Department Chief Richard Rupp.

Upon arrival at the scene, emergency personnel from the Palisade Fire Department and Mesa County Sheriff’s Department found the man about 25 feet from the riverbank in less than 2 feet of water, where two of his companions were attempting cardiopulmonary resuscitation, Rupp said.

See **DROWNS**, page 7A ➤

## Bowie eyes addition to coal reserves near Paonia

By **DENNIS WEBB**  
Dennis.Webb@gsentinel.com

A coal mine five miles northeast of Paonia is hoping to lease nearly 1,800 acres adjacent to its existing operations to expand its reserves.

The Bureau of Land Management is seeking public comments and planning a public meeting on the proposal by Bowie Resources, LLC, owner of the Bowie No. 2 Mine. It involves land in what’s known as the Spruce Stomp area north of existing Bowie coal leases.

The area includes about 1,330 acres of national forest land and 370 acres of private land, with the remainder being BLM property. If the BLM and U.S. Forest Service agree to the proposal, the acreage would be subject to a competitive lease process.

The area is estimated to contain about 8 million tons of coal, which is equivalent to about 16 to 18 months of coal reserves based on the Bowie No. 2 Mine’s current production rate.

A preliminary environmental assessment and related documents may be found at on.doi.gov/1d3dOgN, and a proposal summary and map are available at the BLM Uncompahgre Field Office in Montrose. Public comments are being accepted on the environmental assessment through Aug. 2.

The BLM also will hold a public meeting on the proposal at 6 p.m. July 18 at Paonia Town Hall, 214 Grand Ave.

Comments may be mailed to Desty Dyer at the Uncompahgre Field Office, 2465 S. Townsend Ave., Montrose, CO 81401; or e-mailed to ddyer@blm.gov, or faxed to 970-240-5368. For more information on the proposal, Dyer may be reached at 970-240-53007.

The Bowie II Mine employs about 300 people. The BLM cites

See **COAL**, page 7A ➤



# TRACKS: 100 miles apart, Moab and Fruita share mecca status in the mountain biking world

► Continued from **Page One**

“It’s not a crazy zoo,” said the Seattle native who once worked as a guide in Moab. “Nothing against Moab — I like Moab, and they’ve done quite a bit with the town, and it’s neat to see what they’re doing — but it’s so busy, I like that Fruita is not on that level.”

Keller is a big name in the mountain biking world. Not only has her business, which she co-owns with Jen Zeuner, become an iconic destination for hungry bikers, but she, as part of the crew at Over the Edge Sports back in Fruita’s formative years as a mountain bike town, helped craft the area’s recreation reputation. She’s a photographer whose snapshots from the local trails appear frequently in industry magazines.

Putting imagery from Fruita’s trails into the mainstream certainly upped the buzz.

“We see people come in and say, ‘I’ve never been to Fruita, but I’ve seen pictures of it,’” Keller relayed. “I think it was especially important in the mid-’90s when Troy was really getting the scene going. He relied on these photographers coming in and shooting images of this area because, if you’re just driving through Fruita, you’re missing the trail heads and you’re missing the scenery.”

The Troy she referenced is Over the Edge Sports founder Troy Rarick, whose decision to morph a dilapidated downtown Fruita building into a bike shop back in the mid-’90s helped spur the city’s mountain bike movement.

While sleepy from a retail standpoint, Fruita is very much awake on the recreation front. Little Fruita is a gateway to what is widely regarded as some of the best mountain bike riding in the world.

The North Fruita Desert trail system is just down the road. Kokopelli’s Trail begins in nearby Loma. Lunch Loop and Palisade Rim Trail are just a short haul east on Interstate 70. Rabbit Valley, positioned near the border of Colorado and Utah, is a quick trip west on I-70.

And, as Winans noted, people travel from all corners of the globe to ride “Fruita.”

“The name Fruita is kind

of the flag that is most well-known, but what it really means is riding in the Grand Valley,” he said. “If anybody visits here, and thousands of people do annually, they’re riding the Tabeguache, the Lunch Loop area. They’re riding at Loma. They’re riding at Rabbit Valley. They’re riding at 18 Road, because everything is about a 15- to 20-minute ride from wherever you stay.”

Drive down Aspen Avenue in downtown Fruita and mountain bikes are seen dangling off the backs of cars in every direction.

People know Fruita. People flock to Fruita. But the backdrop is stratospherically different from that amenity-packed Main Street in Moab, which is perpetually bustling with tourist traffic.

Gear shops, guide companies, souvenir shops, motels, hotels and restaurants cooking up fare of all flavors compete for tourists’ attention. On week-ends, vacancies are hard to come by at hotels, motels and campgrounds.

## DUELING MECCAS

Different though they may be, Moab and Fruita share mecca status in the mountain biking world. Two spots situated roughly 100 miles of highway or 142 miles of Kokopelli’s Trail apart.

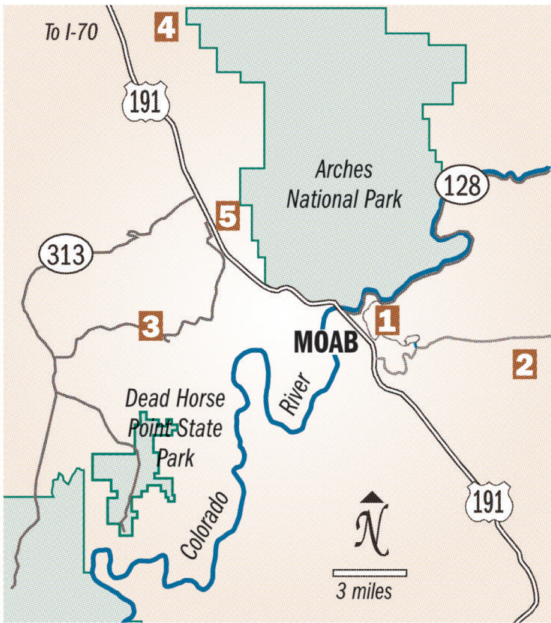
Moab rose to fame in the 1980s as the uranium mining industry faded and a recreation-based tourism industry that extends beyond mountain biking emerged. On a larger scale, the 1980s is when the mountain biking industry began to pick up steam in earnest.

Places such as Moab, Fruita, Durango and Crested Butte make the Southwest the place to be if you’re into mountain biking. And Fruita has a prominent spot on the pedestal.

“I used to blow right through and go straight to Moab,” said Jeff Graceffa, sitting in the parking lot at the foot of the Kokopelli’s Trail in Loma. “Moab was always the spot for years and years. Now, it’s kind of blown out, and there’s just too much of everything. You can’t find a camping spot nearly as easy. I come here to escape, to be outside.”

Graceffa, who owns The Secret Stash Pizza in Crested Butte, is a frequent visitor to the Grand Valley’s trails, but he still ventures to Moab from

## SWEET SINGLETRACK: Popular trail systems in Moab, Grand Valley



### MOAB

- 1 Slickrock Trail:** Moab’s most iconic route, its slick red rock offers a grueling, expert-level ride.
- 2 Whole Enchilada:** A trail that starts at around 11,000 feet, Whole Enchilada is an expert-level downhill ride packed with epic scenery.
- 3 Gemini Bridges:** Another of Moab’s iconic mountain biking spots, Gemini Bridges is popular with beginners and offers more than 40 miles of trails.
- 4 Klondike Bluffs:** Located roughly 16 miles north of Moab on U.S. Highway 191, this area offers more than 40 miles of dirt and slickrock trail and features views of the Klondike Bluffs in Arches National Park.
- 5 Moab Brands Focus Area:** More than 30 miles of trail for riders of varying skill levels are available in this area, which is located about eight miles north of town on U.S. 191.

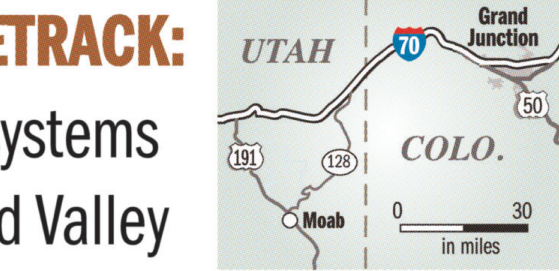
Some useful websites: [discovermoab.com/biking.htm](http://discovermoab.com/biking.htm); [utahmountainbiking.com](http://utahmountainbiking.com)

time to time. After all, the red rock backdrop is unrivaled.

“I love the scenery,” he said. “I love to go hiking, see the scenery, just looking at stuff.”

Like in Fruita, riding in Moab offers a little something for everyone in terms of difficulty and terrain types.

Moab’s signature red rock is on display in full force at Slickrock Trail. Its leg-, lung-, and bike-bruising, expert-level terrain is easily Moab’s most famous mountain biking route.



## COMPARISON: By the numbers

	Moab	Fruita
Population	5,046*	12,646*
Bike shops	9	2
Singletrack mileage	249.4**	Roughly 300***
Elevation	4,025 feet	4,514 feet

Distance between Moab and Fruita: 101 miles (via U.S. 191)

\*2010 U.S. Census \*\*Grand County Trail Mix \*\*\*COPMOBA



### FRUITA/GRAND VALLEY

- 1 North Fruita Desert/18 Road:** Just a few minutes from downtown Fruita, the North Fruita Desert trails offer smooth, flowing trails with options for riders of varying skill levels and the Bookcliffs as a backdrop.
- 2 Kokopelli’s Trail:** This 142-mile, multi-use trail extends from Loma to Moab and features a number of popular loops and rides accessible via the Kokopelli’s Trail Loma trail head (Exit 15 on Interstate 70). Mary’s Loop, Horsethief Bench and Rustler’s Loop are a few of the more popular rides.
- 3 Tabeguache/Lunch Loops:** Just a short haul from downtown Grand Junction between Monument Road and Little Park Road, Lunch Loops is a wildly popular spot with numerous trail options.
- 4 Rabbit Valley:** Located near the Colorado-Utah border, Rabbit Valley’s trail system is located off Exit 2 on Interstate 70. Its desert terrain offers a variety of rides with great views. Kokopelli’s Trail also runs through Rabbit Valley.
- 5 Palisade Rim Trail:** Also known as the Petroglyph Trail for the rock art along the way, this recently enhanced trail offers roughly 12 challenging miles of riding that climbs high above Palisade.

Some helpful websites: [copmoba.org](http://copmoba.org); [gimountainbiking.com](http://gimountainbiking.com)

ROBERT GARCÍA/The Daily Sentinel

and Fruita into their itinerary. After all, both destinations are globally known.

“People come here from all over the world,” relayed Landon Monholland, manager at Over the Edge Sports. “This is not just a bike shop, it’s a destination. I’ve had people get on their knees and kiss the floor when they came in. It’s weird.”

“They come from all over the world. This place is world class, and people come here to ride Fruita now. It’s almost synonymous with Moab now. People come to ride both.”

Monholland is partial to his home turf, though.

“We have the most unique stuff,” he contended. “We have super buff, fast, smooth stuff at 18 Road. We have a little of everything at Kokopelli. We have big cross-country miles out at Rabbit Valley, and then you have super, chunky, rocky technical stuff at Lunch Loops. It’s all unique.”

Both Fruita and Moab have plenty to offer in terms of variety and adventure on the trails.

“It’s been a mutually beneficial thing,” said Rarick, who co-founded Over the Edge Sports with Rondo Buecheler in 1995. “With the international audience, everybody who comes to Moab goes to Fruita and everybody who comes to Fruita goes to Moab. On the international scene, we have two top-10 mountain bike destinations. That’s pretty huge.”



CHRISTOPHER TOMLINSON/The Daily Sentinel

Bikers ride along the Slickrock Bike Trail in the Sand Flats Recreation Area in Moab, Utah. The scenery, especially Moab’s signature red rock, is on display at this world-famous biking route.

# GLOBAL: Fruita embracing mountain biking as a tourist draw, providing dollars for growth

► Continued from **Page One**

to the masses by a variety of means.

Those masses are located here in the states and overseas.

“Oregon, Washington, Colorado and Utah — that’s where the biggest focus is,” DeLay said. “After that, we have a little bit of international stuff we do.”

And Moab, like Fruita, offers a lot to market.

“Our job is to represent the county, to market the county and let people know what we have available here and how to visit Moab in a sensible way, a safe way, a caring way,” DeLay said. “so they can enjoy themselves and what there is to do here.”

The website discovermoab.com, a guide to the area’s attractions and outdoor activities, is one way the Moab Area Travel Council communicates that message.

An online presence is perhaps the best way to make an impact in the marketing department, Fruita City Manager Clint Kinney said. Funded by lodging-tax dollars, the city of Fruita manages its own tourism and marketing efforts.

“The biggest investment for us the last several years have been websites, Google ads,” he said. “The Web is the most cost-effective, for sure.”

Fruita’s website, gofruita.com, markets all the city has to offer, from its festivals, restaurants and hotels to mountain biking and dinosaurs.

For a while, dinosaurs were the big thing in Fruita. The Dinosaur Journey Museum, which sits on the south side of I-70, remains a draw for families. These days, the prehistoric creatures whose remnants litter the western Colorado landscape, share the spotlight with mountain biking.

Just look at the grain elevator that towers above I-70 near the Fruita exit. On one side, facing eastbound traffic, is a giant sign picturing a mountain biker. On the other side of that grain elevator? A dinosaur.

Kinney and the city of Fruita have embraced mountain biking. An avid mountain biker himself, he’s experienced the area’s famed trails firsthand.

“We’re embracing it now, to the point we give dollars for trail creation outside the city limits and that kind of thing,” he said.

And, as is the case with Moab, Fruita’s marketing efforts target a broad audience. Bike Magazine’s recently published “The Bible of Bike Tests” featured Fruita on its cover. The city’s tourism arm devoted big resources — around \$10,000, Kinney said — to the spread.

“That was one of those great collaborations where the bike store knows the people writing, and the guys really wanted to come here,” Kinney said as he thumbed through the annual publication. “So, we call them, and they say, ‘Yeah, we want to be there, but we need X, Y and Z to be there to help offset the cost for the month they need to be out here to write the articles.’”

Using tourism dollars, the city made it happen, further advancing its brand in the process.

For the Moab Area Travel Council and the city of Fruita, it’s all about marketing an identity. For both, the pillar of that identity is mountain biking.

“It’s probably one of the most sexy industries we’ve got,” Kinney said. “It’s what we’re known for.”

Be it a bus advertisement in the Pacific Northwest or the

Tyson Swasey, who works at Poison Spider Bicycles in Moab, has ridden both areas’ trail systems extensively.

“The trails are not as rocky in Fruita,” said Swasey, a Moab native who has worked with Grand County Trail Mix, an organization responsible for trail maintenance and development in the area, on a number of projects. “You have 18 Road, stuff like that. It’s butter smooth there. That’s kind of what a lot of the new trails (here) have been oriented toward.”

## IN WITH THE NEW

There is new trail everywhere in Moab.

Scott Escott, Trail Mix’s volunteer coordinator and lead trail builder, said roughly 80 miles of trail have been built in Moab in the past three years. According to Sandy Freethy, chairman of Trail Mix, that figure rises to 130 if you go back to 2008.

“We’re really fortunate because the BLM (Bureau of Land Management), the people involved in writing the RMP (Resource Management Plan) saw the handwriting on the wall that there needed to be a separation of user groups because of how the mountain biking population exploded,” Escott explained. “You can’t have jeepers, climbers, mountain bike riders all fighting for the same resources.”

The BLM’s 2008 Resource

Management Plan called for 150 miles of new singletrack-trail development. Trail Mix has taken the reins from there.

Singletrack is a buzz word in the industry. The Grand Valley’s abundance of single-track mileage, which presently hovers in the 300-mile range, according to Winans, is what fueled its rise to fame.

“Before, it was just the classics,” Swasey said of Moab. “We had 11 miles of single-track, 11 miles of mountain bike singletrack.”

The locals are loving the new stuff.

“We’ve been working on our trails, and there’s so much new stuff,” said Gena Cain, who works at Moab Cyclery on Main Street. “Most people were going to Fruita to ride because it’s new and fresh and because of its good trails, but I think both destinations are desirable.”

With that new stuff came added variety. Moab is no longer just for expert riders.

“Before we had all these new trails, there was a lot of advanced riding here,” Swasey said. “There was very little beginner, some intermediate and a lot of advanced riding here. That’s been the whole purpose of putting in all the singletrack, to get more beginner-oriented mountain bike trails dedicated to that.”

## PACKAGE DEAL

Mountain bikers traveling from afar often cram Moab



CHRISTOPHER TOMLINSON/The Daily Sentinel

Bikes linked together and bike artwork can be seen along 18 Road heading to the North Fruita Desert biking area. In the past, dinosaurs and Dinosaur Journey Museum were the biggest draw for families to Fruita, but the town has embraced mountain biking and its path to becoming another strong tourist draw.

cover of a glossy, widely distributed magazine that littered

newsstands with imagery of Fruita’s world-class trails, it’s

safe to declare Moab and Fruita global brands.