

FREE

OFFICIAL 2023-2024 STURGIS PUBLICATION



STURGIS™



Celebrating the past, present, & future!

In cooperation with
the City of Sturgis

PRE-RALLY ROLLOUT
JULY 29TH-30TH

THE RALLY AT EXIT 55

ALL VENDORS OPEN
AUGUST 3RD - 13TH



I-90 EXIT 55 RAPID CITY, SD  
BLACKHILLSHD.COM

SHOP ALL FIVE LOCATIONS


BADLANDS
HARLEY-DAVIDSON
WALL, SD


Sturgis
HARLEY-DAVIDSON
STURGIS, SD


Black Hills
HARLEY-DAVIDSON
RAPID CITY, SD


Hill City
HARLEY-DAVIDSON
HILL CITY, SD


DEADWOOD
HARLEY-DAVIDSON
DEADWOOD, SD

OR SHOP ONLINE AT:

STURGIS HARLEY DAVIDSON .COM

TABLE OF CONTENTS

- 4** Welcome - Governor Kristi Noem
- 5** Welcome - Mayor Mark Carstensen
- 6** Welcome - Sturgis Motorcycle Museum & Hall of Fame Executive Director, Leah Whaley
- 6 & 9** Cover Photo by Scott Jacobs: The Story Behind "Live to Ride"
- 7** Welcome - Sturgis Motorcycle Museum & Hall of Fame President, Paul Johnson
- 12-15** 2023 Sturgis Grand Marshal Laura Klock
- 28-31** Sturgis Motorcycle Museum & Hall of Fame Collector Cards
- 31** Sturgis Motorcycle Museum & Hall of Fame Board of Directors
- 34** Sturgis Motorcycle Museum & Hall of Fame Induction Ceremony
- 35-36** Sturgis Motorcycle Museum & Hall of Fame 2023 Special Honorees
- 37-39** Sturgis Motorcycle Museum & Hall of Fame Past Inductees
- 40** Sturgis Motorcycle Museum & Hall of Fame Freedom Fighters Inductees
- 42 & 43** Build the Legacy: Sturgis Motorcycle Museum
- 44-45** Motorcycles at the Sturgis Motorcycle Museum & Hall of Fame
- 48-50** Drag Racing at the Sturgis Motorcycle Museum & Hall of Fame
- 51** Racing Gear at the Sturgis Motorcycle Museum & Hall of Fame
- 52-53** Ride of a Lifetime: Historical Timeline of the Sturgis Motorcycle Rally
- 54-55** Legendary Riders Make a Difference (Legends Ride)
- 58-59** A Home for Women 15 Years in the Making (Biker Belles)
- 60-61** "Pappy" Hoel: From Ice Man to Rally Founder
- 65-63** Laconia: Where Rallies Were Invented
- 66-67** Pearl Hoel: First Lady of the Rally
- 70-71** Meet Sharon Jacobs
- 74** Sturgis Economic Development Corp.
- 78-79** Riding in the Tracks of History
- 82-83** ABATE Roads & Rides of the Black Hills
- 85-87** Harley-Davidson Anniversaries
- 90** "Ride Free": A Memoir by Willie G. Davidson

Official 2023 Sturgis Publication

Sturgis Motorcycle Museum — Museum Manager: Penny Tolrud

Graphic design and print produced locally by:

Seaton Publishing Co., Inc., Spearfish, SD

Lead Designer: Melissa Barnett

For more information, go to www.sturgismuseum.com



Published 5-2023 in partnership between the Sturgis Motorcycle Museum and Hall of Fame and the City of Sturgis. All rights reserved. © 2023 Sturgis Motorcycle Museum & Hall of Fame



STATE OF SOUTH DAKOTA
 OFFICE OF THE GOVERNOR
 KRISTI L. NOEM | GOVERNOR



Welcome to the City of Sturgis Motorcycle Rally!

Welcome to South Dakota, the land of freedom. This is truly a motorcyclist's paradise. Breathe in the fresh air of the Black Hills and take in the beauty of our great state.

The Sturgis Rally is a chance for folks to get away from the cares and concerns of everyday life. But even more than that, the Rally has become a symbol of freedom. I've had the privilege to ride in the Rally multiple times. It has been inspiring to ride and see that so many were finding freedom from lockdowns, from tyranny, and from fear. I am proud that South Dakota

still serves as a beacon of Freedom for the nation, and I love seeing freedom-loving people come from all over for this event.

While you are here, I hope you have the opportunity to see another global symbol of freedom: Mount Rushmore. I encourage you to explore the beautiful Black Hills, see the exciting growth happening in Rapid City, and visit one of my favorite places in the world, Custer State Park.

SouthDakotaRides.com will serve as your guide. It provides resources like an interactive map, bike cam videos, information

on your fellow riders, and, most importantly, information on motorcycle safety.

It is important to all of us that you maximize you visit. Take a walk down legendary Sturgis Main Street and meet thousands of bikers from all around the world.

Who know, maybe we'll see each other while we're out riding . Ride Safe!

Sincerely,

Governor Kristi Noem

CBH CO-OP
Always Running

PREMIUM GASOLINE • 24-HR PUMPS
EASY ACCESS • ATM INSIDE
SNACKS • COLD BEVERAGES
PIZZA • ICE • COLD BEER
TOUCHLESS CARWASH

CENEX 2030 Lazelle St., Sturgis, SD 57785
 605-347-3305 • cbhcoop.com

Welcome to the City of Riders!

The City of Sturgis Motorcycle Rally has changed over the years, but the core of the Rally spirit has not.

This epic event we host each August was born of freedom, rebellion, and adventure. Those attributes remain steadfast even today as we prepare to celebrate our 83rd year.

Rallygoers agree that this gathering is a family reunion of sorts. They meet old friends at familiar locations and forge new friendships as well.

Those who journey to this motorcycle mecca in the heartland of America share a common spirit. They are passionate about gathering in a location of like-minded individuals who marvel at

the extravaganza of bikes parked on legendary Main Street in downtown Sturgis.

And they love the adrenaline-pumping experience of leaning their motorcycle into a curve in Vancocker Canyon and catching a glimpse of Mount Rushmore between the aspen along Iron Mountain Road.

The reason for all the years of success of this Rally can be summarized by the God-given beauty of the Black Hills and the family and brotherhood bonds that have formed over the years.

Motorcycling is indeed ingrained into our community's DNA. The City of Sturgis and our partners work diligently to make the Rally

safe, memorable and eventful for all our visitors. Whether it's your first time, or you have been coming for decades, when in Sturgis, you definitely feel the spirit of the American motorcyclist.

Welcome to Sturgis. Please enjoy all we have to offer. Thank God for everything, stay safe, and make memories

that will bring you back again.



Mark C. Carstensen
Sturgis Mayor



STURGIS C-STORE



Welcome to Sturgis!

Welcome to Sturgis! Whether you're riding in to experience the world-famous Sturgis Motorcycle Rally or are touring the Black Hills and South Dakota, you're in for a great visit.

The Sturgis Motorcycle Rally draws visitors from around the world. They meet up with many (depending on the year, up to 750,000) kindred spirits and celebrate everything that's motorcycling. Races, bike shows, concerts, and more are on the

agenda.

Sturgis is open for business all year-round. Stop in to visit our Museum and shop all the local businesses.

You can grab a bite to eat or a beverage at one of our many restaurants and bars, and plan to spend the night at one of our hotels. In the summer, there's live music and a farmer's market to enjoy.

The Black Hills have some of the best motorcycle roads in the world.

Check out the motorcycle map in the magazine and plan your next adventure!

Whether this is your first time to Sturgis or your fiftieth, you'll find something new to do and make great memories along the way.

Thank you for visiting the Sturgis Motorcycle Museum & Hall of Fame!

Ride safe,

Leah Whaley
Executive Director
**Sturgis Motorcycle Museum
& Hall of Fame**



Cover Photo by Scott Jacobs

The Story Behind "Live to Ride"

If you've heard the name Scott Jacobs, it's probably because you've seen his motorcycle art and his ability to make it look like you're staring at a photograph.

Scott's launch into fame and success in the motorcycle industry can be pinpointed to the completion of two paintings, "Fat Boy" and "Live to Ride".

When Scott's career as an artist kicked off in 1990, he was painting celebrity portraits and contemporary figurative works. He was growing tired of the subjects and shared his yearning for something new to an art rep and friend, Ron Cople.

"Ron was riding through Topanga Canyon when he passed a bar, The Rock Shop. He called me to tell me how packed it was with bikers and asked, 'have you ever thought about painting motorcycles?'"

From there, Scott bought a few motorcycle coffee table books for inspiration. He used two photos as research for paintings; one of a silver 1990 Fat Boy and another of a 1989 Softail that won Best in Show at the



Continued on 9

Acrylic on Belgian Linen • 40" X 54" • 121 hours to complete.

Welcome to Sturgis!

On behalf of the Sturgis Motorcycle Museum & Hall of Fame I would like to welcome you to the City of Sturgis and the Black Hills of South Dakota. We are thrilled that you chose to spend your vacation with us. Rest assured that our communities will do everything we can to make it a top notch experience.

The year 2023 marks the 83rd Anniversary of the City of Sturgis Motorcycle Rally.

A legacy of riding, racing, and a grand celebration of motorcycle culture, it's the biggest, baddest, biker party on the planet. For hundreds of thousands of motorcyclists around the world, it's an annual pilgrimage.

For the rider, there is something unique about the Black Hills that make it an ideal motorcycling destination. Our roads are pretty fantastic. But it's the diversity of terrain that make it truly special. You can ride mountains, canyons, badlands, and prairie all in the same day.



PAUL

Western South Dakota has it all. Mount Rushmore National Memorial, Devil's Tower National Monument, and Badlands National Park should be on every bucket list. And don't forget the Crazy Horse Memorial

which honors the culture, tradition, and living heritage of our Native American Tribes. When it comes to amenities to make your vacation more comfortable and fun there

are premier campgrounds, concerts, bike shows, coffee shops, restaurants, antiques, and of course vendors.

While you are enjoying the Black Hills, we hope you will take the time to visit the Sturgis Motorcycle Museum & Hall of Fame. Be sure to check out the full schedule of Rally events in this publication. Have a GREAT vacation!

Sincerely,
Paul E. Johnson
President
Sturgis Motorcycle Museum & Hall of Fame

Iron Horse Campground

Only 3 miles East on Hwy. 34
and 1 1/2 miles North on Hwy. 79
From Sturgis' famed Main Street

Toll Free: 1-877-700-IRON (4766)
 Phone: (605) 596-4237
 Fax: (605) 596-4217

20446 State Hwy. 79
 Sturgis, SD 57785

www.ironhorsecampground.com

Ride on.

Proud to support the Sturgis Motorcycle Museum & Hall of Fame.

firstinterstate.com

Member FDIC. Equal Housing Lender.

LAMPHERE RANCH

CAMPGROUND

Home of The Stump Beer Garden!

Great Location • RV Sites • 2 & 4 Person Cabins
 Quiet • Shaded Tent Camping • Restaurant & General Store

Campground Rally Dates

2023 - August 4-13 • 2024 - August 2-11

Box 445
Sturgis, SD 57785
www.lamphereranch.com
lamphere@lamphereranch.com
Ross Lamphere
605-347-5858

No Name City Luxury Cabins & RV, LLC.

(605) 347-8891
NoNameCity.com



LUXURY CABINS
 FULL BAR & GRILL
 ATV TRAIL ACCESS
 RALLY RESERVATIONS

20899 Pleasant Valley Dr.
 Sturgis, SD 57785



**We Ride,
We Care,
We WIN.®**



SINCE 1975, THE ORIGINAL ATTORNEYS WHO RIDE.®
RUSSBROWN.COM

“Live to Ride” continued from 6

Boardwalk during the 1989 Daytona Bike Week that would later be titled “Live to Ride”.

Once the paintings were completed, he brought both to Art Expo to test the crowds’ reaction. It was the first time lawyers from Harley-Davidson Motor Company saw them too.

Their immediate reaction was “you can’t paint Harley’s, you aren’t licensed.”

When Scott asked how to become licensed, their reply came with a laugh, “we don’t license artwork.”

Feeling slightly deflated and highly motivated to become licensed, Scott brought “Live to Ride” and “Fat Boy” to the next Art Expo across the country.

To his surprise, the same lawyers were there again, with the same response! The only difference was the CEO of Harley-Davidson Motor Company was there with them. When he walked up to Scott’s booth, he was in complete awe of his talent. He told his lawyers to work on getting his artwork licensed immediately.

Sixty days later, Scott was mailed a two-year contract with the Motor Company. The day before his license went into effect, a couple bought the “Live to Ride” original as an investment. They told Scott he could keep the painting to admire, but was never allowed to sell it. It has been in Scott’s possession for the last 30 years and as of April 2023, he sent his first payment to the couple to buy it back for his private collection.

“I don’t think the Motor Company thought licensing art would become as popular as it did, because once my two-year contract was up, they extended it to five years. Now, I’ve been licensed for 30; one of the longest standing licenses with Harley,” shared Scott.

Once Scott’s license was official, “Live to Ride” was printed as the first-ever Harley-Davidson limited edition which sold out in five weeks! It also became Harley’s first art poster and has since been printed on shirts, house tiles, watches, and much more.

“Live to Ride” is not only a monumental painting for Scott’s career, but it signifies the beginning of Harley’s Fine Art Program which has helped bring motorcycles from the garage into the living room.





From severe sun burns to serious emergencies, we are here for all the bumps in the road.

Monument Health Sturgis Hospital

2140 Junction Ave.

Open 24 hours a day / 7 days a week

Monument Health Urgent Care Services

2140 Junction Ave.

7:00 a.m. to 7:00 p.m. / 7 days a week



www.monument.health

161027_0520

RESERVE YOUR STAY
(605) 499-8170
PAPPYHOELCAMPGROUND.COM

PAPPY HOEL CAMPGROUND

STURGIS
So. Dak.

**THE OFFICIAL CAMPGROUND OF
HARLEY-DAVIDSON AND THE CITY
OF STURGIS MOTORCYCLE RALLY**

OPENING JUNE 1ST!



FULL-SERVICE RV HOOKUPS



2-4 PERSON CABINS



ACRES OF TENT CAMPING



**H.O.G. MEMBERS RECEIVE PREFERRED PRICING ON
CAMPGROUND WRISTBANDS AND FROM SELECT
VENDORS ON-SITE DURING THE CITY OF STURGIS
MOTORCYCLE RALLY**





2023 Sturgis Motorcycle Rally *Grand Marshal* **Laura Klock**

BACKGROUND:

Full Name: Laura Klock

Birth Date: October 1, 1968

Birthplace: Menomonie, WI

Residence: Ethan, SD

Family: Significant other, Chad Blase; Mom to Erika Bier and Karlee Cobb; LaLa to Thea and Karona; Daughter of Dave Dunn and Julene Sweeney; Sister to Mark Dunn

Hobbies: Motorcycles, horses, continual learning, adventure seeking!

STURGIS - A talented woman with roots in the motorcycle world has been named the Grand Marshal for the 83rd City of Sturgis Motorcycle Rally.

Laura Klock, President and Founder of the South Dakota non-profit Helping with Horsepower, most recently completed her Bike Rebuild Program with students from Mitchell Technical College (MTC). The customized Road Glide motorcycle was auctioned at Mecum Auction Las Vegas on Saturday, Jan. 28. Funds from the sale of the motorcycle benefitted Helping With Horsepower and the Sturgis Rally Endowment Fund. MTC benefitted because the

program provided a hands-on opportunity for second year students in their PowerSports Program.

Klock said she was honored and humbled to be asked to be the Grand Marshal.

"The Sturgis Rally holds a really special place in my heart." The first time she rode to the Sturgis Rally was in 1996 with her dad, and she has only missed twice since.

"We couldn't google everything back then. My first Rally opened my eyes to motorcycle design ideas and love of "moto" people from all walks of life and different countries coming together to celebrate their love of two wheels,"

stated Klock. "I was hooked, and attending the rally has been a tradition in our family ever since," she said.

Klock has seen all sides of the Rally from enjoying the scenic rides and entertainment on vacation, to working as a vendor/business owner installing parts on customers' motorcycles for many years.

"I'm so excited to represent the Rally and encourage people to come. Even if you don't ride motorcycle, you can join us and experience an event like no other. It's amazing."

Besides rebuilding motorcycles with at-risk youth, students, and veterans, Klock is known in motorcycling circles for setting land speed records on the Bonneville Salt Flats. She was the pilot of the first "world's fastest bagger," a modified Harley-Davidson Road Glide motorcycle that was featured on Discovery Channel's Biker Build-Off series in 2006. It was on the Salt Flats that much of the design and testing of the patented Flare™ windshield happened. She's proud to have been part of the team that has influenced motorcycle windshield market so greatly.

Growing up around motorcycles like she did, Klock's daughters began riding at a young age too. They didn't start slow!

Klock and her daughters, Erika and Karlee, are the first mother-daughter-daughter trio in land speed racing history to set records at the same time



on the Bonneville Salt Flats. Their story is told in the documentary "Klocked: Women with Horsepower."

"Motorcycles have played such an important role in my life personally, in parenting my girls, and in teaching others, that I just wanted to share the passion," she said.

The Helping with Horsepower Bike Rebuild Program began in 2011 when Klock wrote a curriculum because of her desire to share motorcycles as an effective tool to teach life lessons to youth ages 7-17 in residential treatment.

The Abbott House in Mitchell, SD, was the first location for her bike rebuild program. She credits Abbott House for allowing her the

opportunity to use such a creative way to positively impact the girls.

The program was

successful, completing six custom motorcycles hands-on in the classroom with youth in care since its start. The financial impact for Abbott House has been significant over the years (approx. \$500,000), and the program produced measurable results in personal growth and reduce critical incidents while the girls are participating. Inquiries came in so Klock taught and licensed the curriculum to other centers. At its peak, there were eight Helping with Horsepower Bike Rebuild Programs running in residential treatment centers across the US.

As soon as the rebuild with the City of Sturgis and students at Mitchell Technical College was completed, Klock began another Helping with Horsepower Bike Rebuild Program at Abbott House in Mitchell in March 2023. This custom, rebuilt by Abbott House girls, will be unveiled at Biker Belles in Sturgis on August 8, 2023, during their 15-year Celebration. Laura states, "It's so amazing to be back at the Abbott House, working hands-on with the girls where our program began! This project is special in many ways and we can't wait for you to see it!" After the unveil, you



Continued on 15

JACOBS GALLERY



Fine Art • Vintage Motorcycles • Photography • Boutique
jacobsgalleryshop.com • 605-559-1876 • @scottjacobsartwork

JACOBS BREWHOUSE & GROCER



Craft Beers • Variety of Wines • Unique Dishes • Bakery
jacobsbrewhouse.com • 605-559-1895 • @jacobsbrewhouse

Laura Klock continued from 13

can find the finished motorcycle around Sturgis throughout the Rally.

Klock has been involved in various successful start-up and business transformations, and she is currently part-owner of Farm Life Creamery in Ethan, SD, adding “cheeseologist” to her resume. She is a member of the Sturgis Motorcycle Museum Hall of Fame, taught the Basic Rider Course for the State of South Dakota for 10 years, is a founding member of Biker Belles (celebrating 15 years in 2023), enjoys giving sidecar rides to her two grandchildren, and loves helping others achieve their dreams in both business and life. Recently she was named “Entrepreneur in Residence” at Dakota Wesleyan University in Mitchell, SD, for her continued visits to students, sharing real world business experience.



It’s hard not to be inspired by Laura as you watch all she’s involved in. Her intention is always to “Connect. Inspire. Challenge.” And she lives by a few motos that you will hear her say often - “Cre-

ate the life you’d love to live,” and “If you’re afraid to do something, do it afraid!”

Find out more about Klock by visiting: helpingwithhorsepower.com and farmlifecreamery.com

DAHL'S CHAINSAW ART

Carvings can be customized to any size that fits your preference.

121 ROY STREET / KEYSTONE, SD / 605-290-1840
106 MAIN STREET / HILL CITY, SD > 605-639-0733
560 MAIN STREET / DEADWOOD, SD
518 GLENN STREET / WALL, SD / 507-380-8730

www.DAHLCHAINSAWART.COM

DAHL BROTHERS CARVING LIFE & BEAUTY INTO FALLEN TREES

The **CARVERS** *of the* **HILLS**

Keystone / Hill City
Deadwood / Wall



FULL SERVICE DESSERT SHOP LOCATED ON THE HISTORIC MAIN STREET OF STURGIS

ICE CREAM, CHEESECAKES, SHAKES & MORE

1063 MAIN STREET • STURGIS, SD

WWW.EMMASICECREAM.NET

TAP HOUSE

PURCHASE BY THE OUNCE



26 LOCAL & REGIONALLY SOURCED CRAFT BEER AND WINE TAPS

WHISKEY, TANGO, FOXTROT A TAP HOUSE

WHISKYTANGOFOTROTBAR.COM

ENTER THROUGH ICE CREAM SHOP
1063 MAIN STREET • STURGIS, SD

JOIN WITH OTHERS WHO'VE PROTECTED AMERICA'S **FREEDOM TO RIDE.**

JOIN THE VFW




VFW

VETERANS OF FOREIGN WARS.


 @vfwfans    @vfwHQ


BY THE NUMBERS:



1888 John T. Potter was elected the first mayor of Sturgis. He served from 1888 to 1890.



1894 Laying of the corner stone of the Meade County Court House in Sturgis was on Friday, June 1. It was replaced by the current courthouse in 1964.



1897 Sturgis Electric Light Plant was established.



1938 The first "rally" was staged on Aug. 14, 1938. Known as the Black Hills Motor Classic, it began as a race, featuring nine participants and a small audience.



83 2023 marks the 83rd Sturgis Motorcycle Rally.


1972 From the earliest known flood in 1883 to 1976, there were 18 floods on Deadman Gulch or about one flood every five years. The worst was the disastrous 1972 flood which caused an estimated \$2.9 million in damages. The second largest flood happened in June of 1962 which caused an estimated \$280,000 in damages.


2001 The Sturgis Motorcycle Museum & Hall of Fame, established in 2001, is home to an ever-growing variety of motorcycles dating back to 1910. On display are a huge selection of American and metric bikes along with a wide variety of exhibits, photographs, memorabilia and Sturgis Motorcycle Rally history.


7,020 The population estimate of Sturgis in 2020 was 7,020, according to the U.S. Census.


505k Estimated number of people who attended the 82nd City of Sturgis Motorcycle Rally.


643 MILLION The estimated amount of money spent by Rally attendees in South Dakota, according to South Dakota's Department of Tourism.



City of Sturgis has a *rich history*

Sturgis, named for Col. Samuel Sturgis of the U.S. Seventh Cavalry, was established in 1878 as a "no holds barred" supply center for Fort Meade.

Laid out by Jeremiah Wilcox, an in-law of Colonel Sturgis, and Henry M. Lazelle, a major of the First U.S. Infantry stationed at Fort Meade. Sturgis had an ample representation of saloons and gambling dens. In fact, Sturgis became known as "Scooptown," because of the regularity with which these

establishments "scooped" the pay from Fort Meade soldiers' pockets.

That moniker lives on today as the Sturgis Brown High School athletic teams are known as the "Scoopers."

In the early years, Sturgis was widely known as the Key City of the Black Hills, in reference to its geographical position at the valley entrance to the Northern

Black Hills, where the most significant deposits of gold were discovered.

In 1880, Sturgis and Fort Meade were a part of Lawrence County. That year, Sturgis had a population of 60; while Fort Meade's population was a whopping 525.

But it continued to grow exponentially.

A news story in The Sturgis Weekly



Record from 1887 said: "More building and improvements have been done in Sturgis within the past two years than has been done in any other town in the Black Hills."

In that story it was also revealed that housing lots were selling every day from \$10 to \$500.

Sturgis would continue on its upward trajectory. Residents in and around Sturgis in what was then eastern Lawrence County voted 690 to 29 in favor of segregating from Lawrence County to become Meade County.

The vote in Sturgis was 359 to 3, according to the Sturgis Weekly Record of Sept. 1887. The landmass was organized in 1877 as Lawrence County was divided in 1889. The eastern and largest part of the separation was named Meade in honor of the nearby cavalry post which had been established in 1877. Fort Meade

was named by Army authorities for Gen. George C. Meade, a union commander at the Civil War battle of Gettysburg.

Today, Meade County covers more than two million acres, but when it was created in 1889 it included only the southern area of the county. Ten years later, two counties on the north, Scobey and Delano, were incorporated into Meade.

By 1900, Sturgis had

grown to a population of 1,100.

While Sturgis has been home to several true "characters" of the Old West, perhaps none is more associated with the town than "Poker Alice." Alice Ivers Tubbs was known throughout the West, but it was in Sturgis where she went from being a recognizable name in Western mining towns, to being a true legend of the American West.

The incident which did so much to propel Alice to infamy

Continued on 21





- 195 Rooms with 2 Queen Beds
- All Rooms Ground Floor with Outside Entrances
- Bike Parking by Your Door
- Guest Laundry and Internet
- Deadwood & Sturgis Area
- Full Bar and Grill



I-90, Exit 23 • 600 Whitewood Service Rd, Whitewood, SD
(605) 722-7574 • ironhorseinnsturgis.com
 ihi57793@gmail.com



Independent Pure Premium Line!

(no ethanol added)

Snacks • Liquor • Wine • Ice Cold Beer
 Casino • Drive Up

Enjoy your Beverage Outside!

Hours :
 Mon - Thur: 6:30 AM - 10 PM
 Fri - Sat: 6:30 AM - 11 PM
 Sun: 7AM - 9PM



605-787-9255 • I-90 EXIT 48

taco john's

SINCE 1969

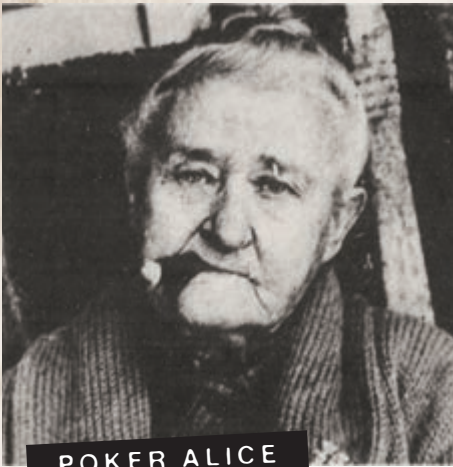


CHECK OUT OUR
website



VISIT ANY OF OUR CURRENT LOCATIONS:

- 1401 Mill Street • Belle Fourche, SD 57717
- 86 Charles Street • Deadwood, SD 57732
- 24327 US-212 • Eagle Butte, SD 57625
- 1145 Jensen Highway • Hot Springs, SD 57747
- 5007 US-16 • Newcastle, WY 82701
- 500 US-18 • Pine Ridge, SD 57770
- 1710 Cambell Street • Rapid City, SD 57701
- 3812 Eglin Street • Rapid City, SD 57703
- 1828 Haines Avenue • Rapid City, SD 57701
- 3020 W Main Street • Rapid City, SD 57702
- Sugarland Drive • Sheridan, WY 82801
- 504 W Jackson Boulevard • Spearfish, SD 57783
- 2314 Junction Avenue • Sturgis, SD 57785



POKER ALICE

took place in 1913. Alice, after spending a portion of the 1890s in Deadwood and Lead, had married Warren G. Tubbs and retired to ranch life north of Sturgis near the Moreau River, raising a family.

When Tubbs died in 1909, however, Alice buried him in Sturgis, and opened a gambling house to support herself. It was located in a two-story house just outside of the city limits on the north bank of Bear Butte Creek, at the crossing of Junction Avenue. Alice's "house" featured not only gambling, but also prostitutes, catering to the cavalrymen stationed at Fort Meade, just over a mile to the east.

On this particular evening, it is said that five regular Army men, accompanied by a number of the members of the National Guard, went to the Tubbs "resort" with the avowed intention of starting a "rough house."

Alice and the women residing within the house recognized that their language and condition suggested trouble, so they refused them entrance. Angered by the refusal of the women to entertain them, the soldiers surrounded the house at about 10:30 p.m. They began by cutting the telephone and electrical light wires leading

Continued on 23





Offering bikers a clean, comfortable place to stay for over 100 years!

Off street parking and free breakfast.



Pictured is one of our King Rooms

Located at 451 W. Main St., Newcastle, WY.
Call us at 307-746-3344 or visit our website
www.sundownerinn.net to book your stay.

Paid for in part by the Weston County Travel Commission.



Visit ALLIANCE



DON'T JUST PASS THROUGH,
STAY AWHILE! SEE EVERYTHING
THAT ALLIANCE HAS TO OFFER!

From the scenic drive, to our local restaurants, remarkable parks, and the legendary Carhenge you will be transported to a nostalgic place where shops line our historic downtown brick paved streets and folks you've never met will smile and wave. The hospitality and charm of our city will leave you wanting to come back for more.

Art of the Lakota & More



Discover Plains Indian arts, crafts, jewelry, beads and unique craft supplies. Plus, clothing, glassware, pottery, toys and an incredible selection of Native American and Pioneer books, CDs and videos – all housed in Prairie Edge's historic building.



PRAIRIE EDGE

606 Main Street, in Historic Downtown Rapid City • 605-342-3086 • prairieedge.com

to the building, and, in the darkness, began throwing stones through the windows. "Poker Alice," the 50-year-old gambler and madam, appeared in an upper window and started shooting calmly into the crowd with a Winchester rifle. It is said that five shots took effect on the unruly soldiers. One soldier was shot in the head and later died.

Alice was not charged in the killing. It was found that she had been protecting her property and acting in self-defense. However, she was charged with "keeping a house of ill-fame," and bound over with a \$1,000 bond, which she promptly paid.

Sturgis has changed much over the years but remains a colorful and fascinating area rich in history and character.

In 1938, motorcycle enthusiast J.C. "Pappy" Hoel got a few friends together for a weekend of friendly competition, picnicking, and a tour of the Black Hills. Today, the City of Sturgis Motorcycle Rally is known worldwide.

And Sturgis has embraced a new title, "City of Riders," in reference not only to motorcycles, but also in tribute to the presence of the 4th, 7th and 10th Cavalries stationed at Fort Meade as well as mountain bikes, ATVs, Camaros and Mustangs (who annually hold rallies in the

community as well).

Fort Meade, just a mile east of Sturgis, is now home to the Fort Meade Veterans Administration Medical Center which serves thousands of veterans across a five-state area.

A mile to the south of Sturgis is the Black Hills National Cemetery, called by many "The Arlington of the West."

Today, Sturgis has a population of just over 7,000 people and it continues to grow with hundreds of new homes and businesses settling in the community in the past 10 years.

Sturgis Mayor Mark Carstensen said Sturgis is more than just the City of Sturgis Motorcycle Rally. It has become a more year-round destination



SMS Band 1920
Sturgis, Wyo.



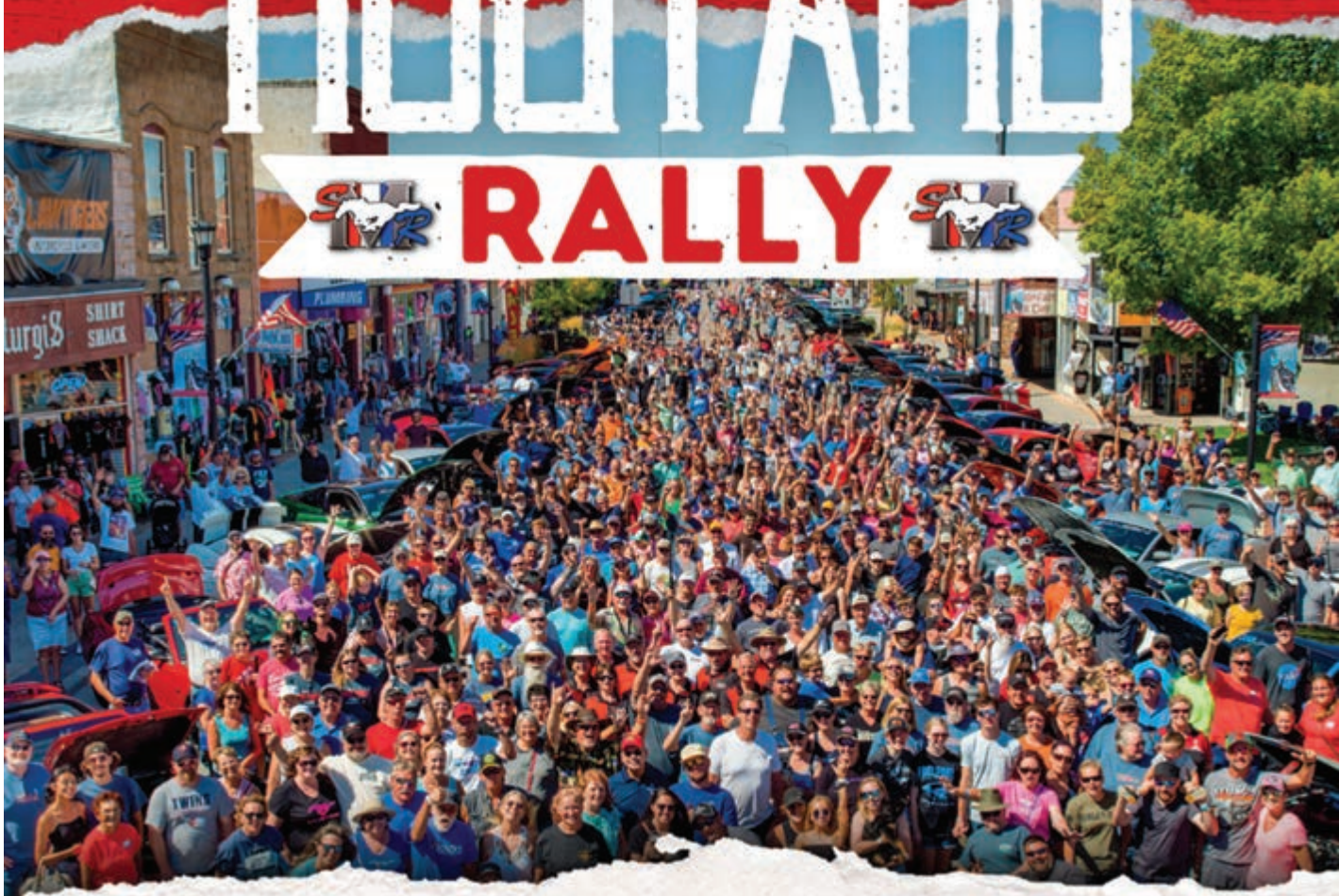
with vibrant businesses, popular special events and new employers.

"We have made great strides in economic development while retaining our small-town atmosphere," Carstensen said.



STURGIS MUSTANG

RALLY



AUG 29 - SEPT 4

RACING EVENTS

RODEO AUTOCROSS DRAG RACES BARREL RACING

CRUISES SMR MUSTANG AUCTION CAR SHOW

STURGISMUSTANGRALLY.COM



NIGHTRIDER
JEWELRY

1105 MAIN STREET, STURGIS

Near the NW corner of Main & First Streets

Open during the motorcycle rally

nightriderjewelry.com



136 Sherman St • Deadwood SD • 1-800-307-9027 • www.jerrygreersengineering.com



JERRY GREER'S



Div of Custom Fabricators, Inc.
DEADWOOD • SOUTH DAKOTA

Parts & Accessories For Your Antique Indian Motorcycle 1936-1953



The Sturgis Motorcycle Museum & Hall of Fame's mission is to collect, preserve, and interpret the history of motorcycling, honor those who have made a significant impact on the industry, sport, and culture, and pay tribute to the heritage of the Sturgis Motorcycle Rally.

The Sturgis Motorcycle Museum & Hall of Fame is a 501(c)(3) non-profit museum that relies on monetary donations and contributions of motorcycles and related memorabilia to help us fulfill its mission.

With your continued support, the Museum will grow its collections, expand its exhibits and displays, and continue to recognize those who have made the motorcycle industry what it is today.



Support our mission by giving generously!

Donate online at **1**
sturgismuseum.com/donate

Visit the museum at **2**
999 Main St. in Sturgis

Call us at **3**
(605) 347-2001

DONOR BENEFITS:

\$35 - \$74

- Free daily admission to the Museum
- Access to our newsletter
- Complimentary Museum patch

\$75 - \$999

- Free daily admission to the Museum for up to 5 people
- Access to our newsletter
- Complimentary Museum patch

The Museum will continue to honor donations of \$500 or more as Lifetime Members of the Museum.

\$1,000+

- Free daily admission to the Museum for up to 5 people
- Access to our newsletter
- Complimentary Museum patch
- A special gift

Donations are tax deductible to the full extent permitted by the law.



Hall of Fame Collector Cards

Special Honors EXPLAINED

The Sturgis Motorcycle Museum & Hall of Fame Board has **five special honors** that can be awarded during the Hall of Fame Induction Ceremony.

These honorees, their stories, and contributions are acknowledged and celebrated within the Hall of Fame.

FOUNDERS AWARD

The Founder's Award honors those who have played a special role in founding, maintaining, and/or promoting the Sturgis Motorcycle Museum & Hall of Fame.

Deb became a member of various organizations such as Modified Motorcycle Association of Arizona, ABATE of Colorado, Freedom of the Road Riders in Missouri, American Motorcycle Association (AMA) and Motorcycle Rider Foundation (MRF) all while remaining a member of her home Chapter of ABATE of AZ.

In ABATE of AZ, Deb held various positions at chapter and state level such as Chapter PAC Officer for 14 years, Chapter Coordinator and Deb sat on the ABATE of AZ Board of Directors.

In 2001, Deb served as the first Designated Lobbyist for Arizona Confederation of Motorcycle Clubs (AZCMC).

MRF Reps Program gives an annual award at the MRF Meeting of the Minds Conference to the most outstanding state MRF Representative. The name of the award is "Deb Butitta MRF Outstanding Rep Award".



J C "PAPPY" HOEL OUTSTANDING ACHIEVEMENT AWARD

This award honors individuals who have played a special role in founding, maintaining, and/or promoting the Sturgis Motorcycle Rally.

FREEDOM FIGHTER AWARD

The Freedom Fighter Award honors individuals and groups who make extraordinary efforts to protect motorcyclists' rights, across the nation, and around the world, through their work in the political arena and in grassroots motorcycle rights organizations.

The Sturgis Motorcycle Museum & Hall of Fame is rich in history. While people may know some of the Inductees, other people aren't as well-known. The Hall of Fame Collector Card Series showcases the inductees and tells their stories. Experience the legacy and learn more about our Hall of Famers.

ARLEN NESS LIFETIME ACHIEVEMENT AWARD

The Arlen Ness Lifetime Achievement Award honors those who have greatly contributed to the world of motorcycling and have been recognized by many of the leading motorcycle-related organizations, their peers, and the general riding community.

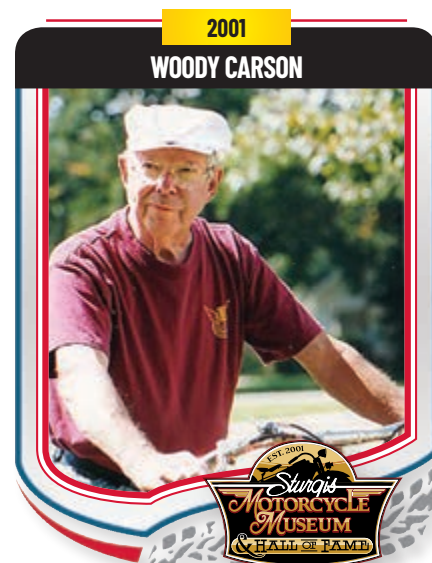
KICKSTANDS DOWN RECOGNITION

Kickstands Down Recognition is a posthumous recognition that honors individuals who have made a significant contributions to the lifestyle, culture, sport, and industry.

Woody's interest in antiques began in 1943 when he discovered a 1913 Harley-Davidson single cylinder motorcycle begging to be restored.

In 1954 when the Antique Motorcycle Club of America was formed, Carson became member #11. He eventually became regional director and co-hosted the first regional, antique show at the Springfield Mile.

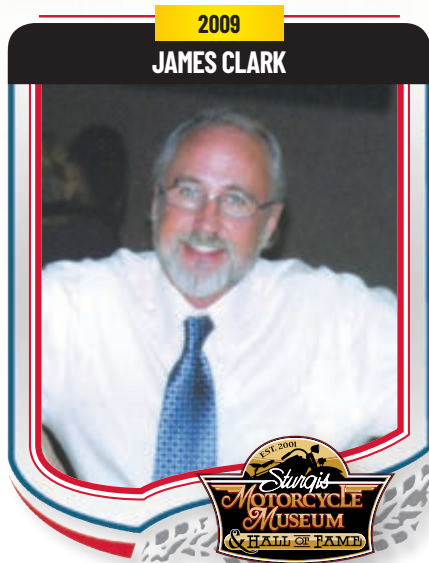
Woody was someone who actively promoted motorcycling, and the preservation of motorcycling history, through restoration. In addition to being a member of the Sturgis Motorcycle Hall of Fame, Carson was also inducted into the Indian Motorcycle Museum Hall of Fame in 1999, and to the AMA Motorcycle Hall of Fame in 2001.



James Clark was a motorcycle enthusiast. He had a life-long passion for riding. He spent some time working for a Harley-Davidson dealership and then opened his own motorcycle repair shop, Chino's in Fremont, California. Being dissatisfied with the gaskets that he found available, James began to cultivate his own ideas for improved sealing technology.

In 1977, James started the James Motorcycle Parts Company. Paying close attention to quality and fit, he quickly gained a reputation for producing superior gaskets and seals.

In 1981 James Gaskets, Inc. was officially born. Before long, James Gaskets was producing the most complete product line of Harley-Davidson aftermarket gaskets as well as vintage Indian motors. James quickly came to be regarded within the industry as "the Godfather of Gaskets".



A true Detroit product, Vince Consiglio worked his way through college working at the big three at the time: Chrysler, GM, and Ford. However, when Consiglio's factory jobs laid him, off he took his first cross-country motorcycle ride from Detroit to Las Vegas, traveling Route 66 with just \$20 in gas and the freedom of the road. Riding free in California, not in Michigan, threw Vince in court in 1974.

This experience, and his love of riding motorcycles, drove Vince to ABATE of Michigan in 1975. After several years of battling legislation, a number of ABATE directors became the Motorcycle Safety Foundation (MSF) instructors in 1979 with the goal of establishing motorcycle education programs. Vince's MSF programs helped lead to legislative success in motorcycle education.

Vince holds firm that helmets do not prevent accidents. Rider education, tougher licensing, and motorcycle awareness are the keys to reducing motorcycle fatalities in Michigan.



Fred Fox began riding and racing motorcycles and snowmobiles when he was 13 years old and later took up go-kart racing. He started out wrenching on bikes during his teen years.

After finishing a five-year engineering degree in four years, Fred became a motorcycle distributor and came up with his own recipe for success.

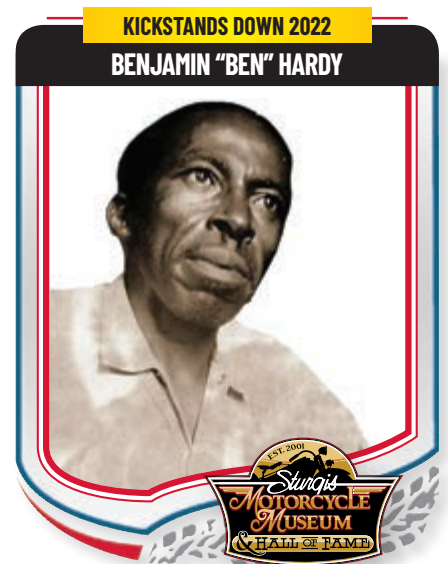
Fred Fox started his Parts Unlimited distributing business in Edgerton, WI, in 1967. Hard work and long hours paid off. Parts Unlimited rapidly grew into a thriving company. Fox acquired Drag Specialties in 1988.

Fred Fox became an avid collector of Americana, with a collection of over 60 rare and interesting Harley-Davidsons, Indians, and other antique motorcycles and motor vehicles.



Benjamin "Benny" Hardy was a prominent Harley-Davidson motorcycle mechanic and custom builder. His business "Hardy's Motorcycle Service" was located at 1168 E. Florence in Los Angeles, CA. He was well known in the Black motorcycling community and was a mentor for motorcyclists in the area.

Benny Hardy built both iconic motorcycles used in the movie "Easy Rider." The "Billy Bike" encapsulated Benny's idea for a cut down or "chopped" Harley and set the style copied by Black builders of that era. Benny Hardy passed away in 1994 at the age of 73.



Continued on 30

In 1939, at age 25, Marge Dwyer was the first female long distance rider to attend the Black Hills Motor Classic.

In Washington, she met up with the Tacoma Motorcycle Club, riding with two members to the 1939 World Exposition in San Francisco before heading back home to South Dakota, via the 1939 Black Hills Motor Classic.

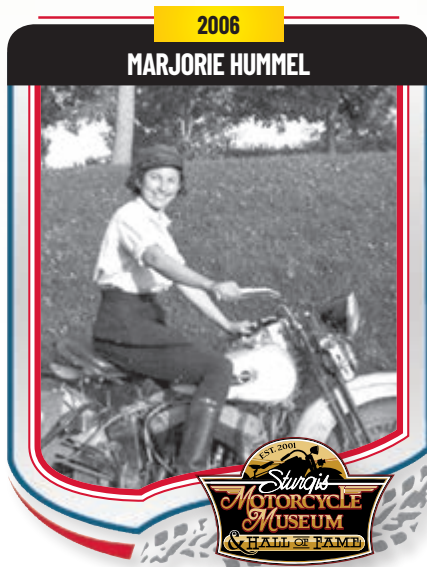
Marge was the very first woman to compete in an official Rally event. She returned to Sturgis for the 1940 and 1941 Motor Classics, entering an endurance race in 1941, the only female, competing with seven male riders. The race covered about 30 miles and included trails, a creek crossing, and other hazards in the forest around Sturgis. Marge came in next to last in seventh place but was proud of her effort.

Linda Peavy had her first ride on a motorcycle in 1968. She was hooked. She worked for Harley-Davidson from 1975 to 1996. In 1977 a friend and co-worker taught Linda how to ride during lunch hours.

Linda was given the assignment to develop a program within the Harley Owners Group to get women more involved in the sport of motorcycling. In June 1986, she launched Ladies of Harley.

One of the activities created for Ladies of Harley was the annual Run to the Fun, a factory-sponsored three-day ride from Milwaukee to the Sturgis Rally. More than 650 motorcycle riders gathered in Milwaukee to participate in the Run to the Fun for the ride to the 50th Anniversary of the Sturgis Rally.

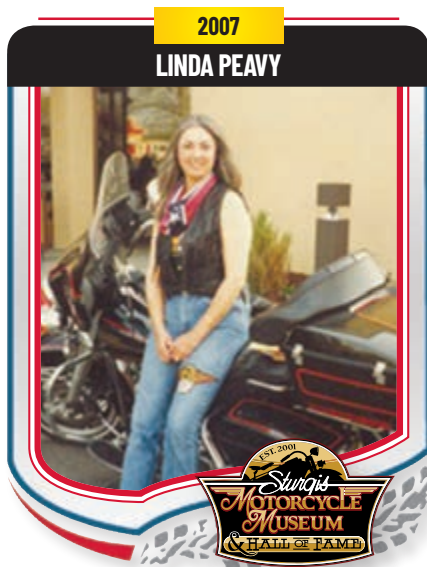
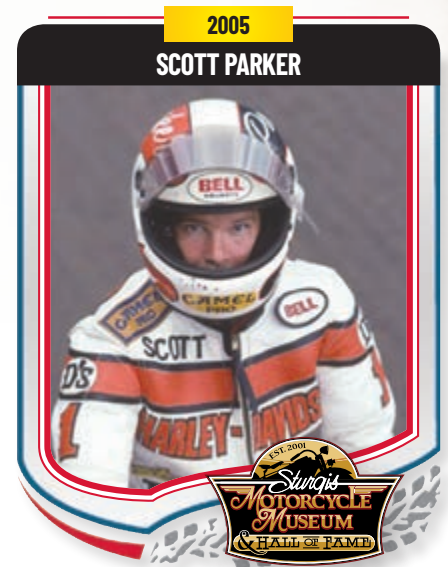
Linda's greatest joy during her career at Harley-Davidson was the many friends she made throughout the years.



Called one of the greatest racers of our time, Scott Parker decimated all records during his extraordinary career. His nine titles and 94 national wins made him the all-time leader in championships and wins in AMA Grand National history by the time he retired in 2000.

Parker, who rode for Harley-Davidson's factory flat track team most of his career, was considered the undisputed King of the Mile. His 55 career wins on mile flat tracks was more than double that of his nearest competitor. Parker won the prestigious AMA Athlete of the year award three times during his 22-year racing career.

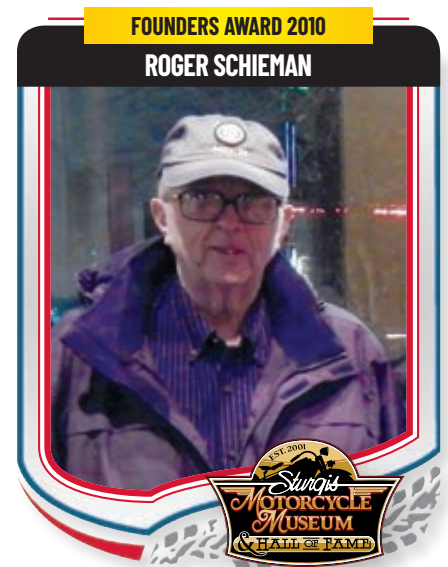
Personally Scott likes to sum up his career not by citing records, championships, or financial gain, but by saying that the people he met through racing was the greatest reward he received from his years in the sport.



Roger is a 20+ year member of the Jackpine Gypsies Motorcycle Club, serving on the board for a time. He could often be seen helping out at the racetrack and was instrumental in getting the kitchen built at the clubhouse so concessions could be served at the races. He's also a long-time member of the American Motorcyclists Association, and has been a member of the Christian Motorcycle Association since 1983.

Roger received the Founder's Award for his contributions to the Sturgis Motorcycle Museum & Hall of Fame.

Roger's efforts may not be the only thing that made the Museum what it is, but those efforts certainly played an important part in it.



Cris has enjoyed a lifetime love affair with two wheels. She was a longtime member of the Women's International Motorcycle Association and in 1984, co-founded the 2nd Chapter of Women in the Wind. In 1985, she co-founded the world's first motorcycle magazine for women called Harley Women.

For several years Cris has appeared in countless national newspaper articles, radio and television talk shows as a representative and advocate of the growing number of women riders. She holds an Honorary Lifetime membership to Women in the Wind and was a Sustaining Member of the Motorcycle Riders Foundation (MRF) for many years. In 1990, she was honored as a pioneering woman motorcyclist in the American Motorcycle Associations' Women In Motorcycling exhibit in the AMA's museum in Westerville, OH.

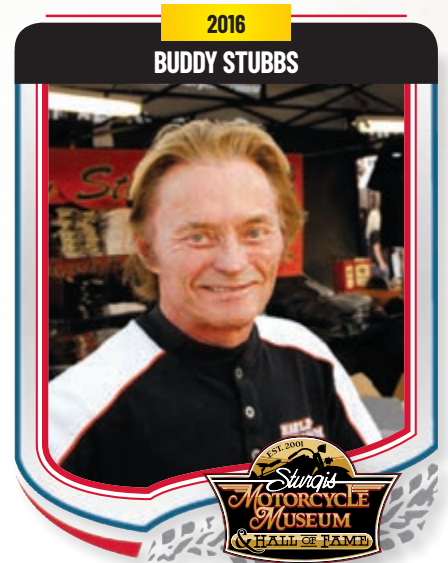


Buddy was raised in his father's Harley-Davidson dealership in Decatur, Illinois, and has spent his entire life in and around dealerships.

Following an extensive racing career, which included winning the Daytona 100 mile race in 1963, Buddy decided to open a dealership of his own in Phoenix, Arizona. On July 16, 1966, Buddy Stubbs Arizona Harley-Davidson became the Valley's only Harley-Davidson dealership.

Buddy has certainly come a long way since his father Carl taught him to ride on a Harley 125 back at the family dealership when he was 10 years old. Dad was a good teacher and young Buddy won his first trophy when he was 11.

Although his father retired just as Buddy started his pro racing career, the early lessons propelled Buddy to a successful pro career in multiple disciplines from dirt track to the famed Daytona high banks. In 1961, Buddy became the first non-Californian to win a race at the infamous Ascot TT. He later tried his hand at desert racing and did stunt work in the movie industry. Buddy still enjoys riding both on the road and especially off road.



2023 Board of Directors

Paul Johnson
President
Keith Terry
Vice-President
Dr. Craig Bailey
Treasurer
Rhea Crane
Secretary
Scott Jacobs
Director Emeritus

Beka Zerbst
City Liaison
Rod Woodruff
Vinny Terranova
Chuck Potts
Chris Malo
Irv "Stoney" Stone
Darcy Harbott

Kristin Bennet
Paul "Fozzy" Fosdyck
Tim Sutherland
Leah Whaley
Executive Director
Penny Tolrud
Museum Manager

Our Mission
To collect, preserve, and interpret the history of motorcycling, honor those who have made a positive and significant impact on the industry, sport, and lifestyle, and pay tribute to the heritage of the Sturgis Rally.



MOUNTAINSIDE CHARM WITH DOWNTOWN CONVENIENCE

Enjoy our modern, spacious pull-through and back-in sites on multi-levels. Most sites have concrete pads and all have full hookups, 30/50-amp and picnic tables. 18 cozy cabins can accommodate up to 6. Our bunkhouse has 5 separate bedrooms that share a common kitchen and two baths. All come with linens and towels. Camping sites are also available. We have free wireless internet, brand new washers and dryers and get raves on our spanking clean shower houses!

Perfect event venue for meetings, reunions, retreats etc.



1175 West Woodland Dr. • Sturgis, South Dakota 57785 • 888.878.9971 • 605.720.1501
Check out our website www.sturgisdowntownrvpark.com



THE LOCALS' CHOICE
for GAMING, DINING, and RELAXING

CALL 877.DWD.LODG TO RESERVE YOUR ROOM!



NEW GAMES EVERY MONTH



SPORTS BAR
Oggie's
& EMPORIUM

STAY AND PLAY THE EASY WAY WITH DEADWOOD'S LARGEST FREE PARKING



100 PINE CREST LANE - HWY 85

Wonderland Cave
Largest Variety of Crystal Formations

60 Million Years in the Making

BIKERS WILL LOVE IT!

Cool off and enjoy the guided tour!

Sturgis • Exit 32
in beautiful Vanocker Canyon

605-578-1728
wonderlandcavesouthdakota.com

THE LANDMARK DEADWOOD

THE LANDMARK MAKE YOUR MARK.

OPENING SUMMER 2023

CASINO | SPORTSBOOK | BAR & LOUNGE

DEADWOODLANDMARK.COM
INFO@DEADWOODLANDMARK.COM

THE LANDMARK DEADWOOD
51 SHERMAN STREET DEADWOOD, SD 57732





The Sturgis Motorcycle Museum & Hall of Fame has recognized individuals and groups who have made a long-term, positive impact on the motorcycle community since 2001. The Hall of Fame Induction Ceremony is the Museum's largest fundraiser of the year. Your ticket purchase helps to build the Museum's legacy and supports its mission to preserve motorcycling history.

The Hall of Fame Breakfast and Induction Ceremony is a can't-miss event during the Sturgis Motorcycle Rally. The Hall of Fame members and the current year's inductees share their stories about what got them into the sport of motorcycling and who were their greatest influences.

The Hall of Fame is located on the lower level of the Sturgis Motorcycle Museum. It showcases all Hall of Fame inductees. The Arlen Ness Lifetime Achievement Award and its winner are featured, as well as the listing of all Freedom Fighters.

To learn more about the current class of Hall of Fame inductees, visit our website www.sturgismuseum.com/hof.

To nominate an individual or group for Hall of Fame recognition, visit our website and complete the nomination form at www.sturgismuseum.com/hall-of-fame-nomination-form

Join us for the
2023 Hall of Fame

Induction Ceremony

**Wednesday,
August 9, 2023
8:30 a.m. – 12:00 p.m.**
**The Lodge at Deadwood
100 Pine Crest Dr.,
Deadwood, SD**

Purchase tickets at
www.sturgismuseum.com

Sponsored by:



Arlen Ness Lifetime Achievement Award Trophy



Making the **Arlen Ness Lifetime Achievement Award** personal trophy was a labor of love. Using the same hand-sculpted and hand-poured lost wax casting process I use for all my art, I used the image of a great early American winged racing motor.

My wife and I attended the Sturgis Rally for a decade

without missing a single Rally. It is the place where many of the titans of this industry became lifelong friends.

The days before the Rally and the days after are the rare quiet moments when those of us married to the motorcycle world see each other every year.

Jeff Decker





Sturgis Motorcycle Museum 2023 Hall of Fame Induction Ceremony *Special Honorees*



DONNIE SMITH

**ARLEN NESS
LIFETIME ACHIEVEMENT
AWARD**

Donnie Smith has been building custom motorcycles for over fifty years. He grew up on a dairy farm in Minnesota.

Donnie was passionate about drag racing cars and had a performance shop in Minneapolis. After his uncle Elwood asked him to modify a motorcycle for him, Donnie was hooked. Donnie, his brother Happy, and friend Bob Fetrow ran “Smith Brothers and Fetrow” and built custom frames.

Donnie has built several iconic customs, including “Pandemonium”, “Headhunter”, and continues to build from his shop in Coon Rapids, MN.



BURT MUNRO

KICKSTANDS DOWN

Herbert James “Burt” Munro was a motorcycle racer from New Zealand. His entire life was dedicated to his two motorcycles, an Indian Scout and a Velocette MSS.

He traveled ten different times to Bonneville. He set nine records at the Bonneville Salt Flats. One of his records still stands after 55 years. His story was depicted in the movie “The Worlds Fastest Indian” starring Anthony Hopkins.



RUSSELL RADKE

FREEDOM FIGHTER

Russell Radke became involved in motorcyclists’ rights in the mid-nineties when he became chairman of the confederation of (motorcycle) clubs in

Nevada. He was a key member of the Nevada Association of Concerned Motorcyclists. His experience and effectiveness in the halls and chambers of the state Capital in Carson City NV led him to work in the federal political arena with the Motorcycle Riders Foundation (MRF) in Washington D.C.

In 2014, Russell was elected to the MRF Board of Directors as the sustaining motorcycle club representative. His leadership representing an ever-growing number of motorcycle clubs involved in the “Politics of Motorcycling” is impressive and very influential.

Russ’s 20-plus year membership with the Soldiers For Jesus Motorcycle Club and being a legislative powerhouse for nearly 30 years uniquely qualifies him to bring motorcycle club members and state motorcyclist’ rights organization members together when working with the Motorcycle Riders’ Foundation.



**1981 MOTO
DES NATIONS
TEAM USA**

The 1981 Moto Des Nations Team USA from the Honda factory

was made up of team riders, Chuck Sun, Donnie Hansen, Danny Laporte, and Johnny “O’Show” O’Mara. The team managers were motocross legends Roger Decoster and Dave Arnold. The 1981 Moto Des Nations Team overcame impossible odds, shocked the motorcycling world, and made history with America’s first victory at the Motorcross Des Nations.

They won the trophée Des Nations (250cc) on September 6, 1981, in Lommel, Belgium and then the Motorcross Des Nations (500cc) a week later in West Germany.

Continued on 36





JAY ALLEN

Jay Allen launched the Legendary Broken Spoke Saloon and pioneered interactive motorcycling entertainment. He is passionate about the motorcycling lifestyle and sport. Over the last 25 years, he's been able

to create gathering places that appeal to a broad range of riders.

Jay also holds 52 land-speed records and is a great ambassador for the sport. He looks forward to more opportunities to set more records this year at Bonneville.



CHRIS CALLEN

Chris Callen has been involved with motorcycling for over thirty years. He started with off-road racing and once he got his motorcycle license at 16, he never looked back. He started Cycle Source Magazine in March 1997

from his motorcycle shop in Pennsylvania, with a borrowed computer and a throwaway camera. He has grown Cycle Source Magazine to a national publication. Chris understands how to bring the stories, lifestyle, and history to life. His weekly show on Facebook "Shop Talk" mixes motorcycling news, interviews, and events.

Chris is also a well-known custom builder and musician.



SCOTT JACOBS

Scott Jacobs opened his first gallery in New Jersey, and featured works by other artists. After receiving an easel and acrylics as a gift, he experimented with several styles before settling into his signature style,

photorealism.

In 1993, Scott became Harley-Davidson's first official licensed artist, with his painting, "Live to Ride." He has created artwork for both the Sturgis Rally and Daytona Bike Week.

Scott's artwork was first featured on the Sturgis Rally's magazine in 1995, and that tradition continues to this day. Scott is also a licensed artist for Ford, Chevrolet, Elvis Presley Enterprises, and the Marilyn Monroe Estate.



ROLAND SANDS

Roland Sands is a motorcycle designer, racer, and entrepreneur. In 2019, he was honored as the Grand Marshall of the Sturgis Rally.

Roland won the AMA 250 National championship title in 1998. He retired from racing in 2002 and focused on design and motorcycle customization as VP of Design at Performance Machine. He founded Roland Sands Designs in 2005. He has collaborated with many motorcycle manufacturers, building custom and concept bikes and parts collaborations. In 2015, Roland pioneered the Super Hooligan National Championship Series.

YOUR RALLY HEADQUARTERS SINCE 1960!

<p>RICE'S RAPID MOTORSPORTS Exit 61 Rapid City SD 58,000 SQ. FT. SUPERSTORE 605-342-2242 • RRMWeSellFun.com • 800-841-3706</p>	<p>POLARIS Think Outside 19,200 SQ. FT. POLARIS SUPERSTORE RICE'S POLARIS of the Black Hills Exit 48 Summerset SD 605-716-2290 RRMWeSellFun.com</p>	<p>RICE'S SPEARFISH CANYON MOTORSPORTS Exit 14 Spearfish SD 605-642-7731 RRMWeSellFun.com</p>
---	---	--



HALL OF FAME INDUCTEES

The Sturgis Motorcycle Museum's Hall of Fame recognizes individual and groups who have made significant contributions to the culture, industry, and sport of motorcycling.

PRE 2001

Ernie Beckman
Cliff Boswell
Al Burke
Mike Corbin
Wayne Curtin
Mary Shephard Cutright
Arthur Davidson
Walter Davidson
William A. Davidson
Willie G. Davidson
Jim Davis
Dave Despain
Chet Dykgraaf
Peter Fonda
Dick "Slider" Gilmore

Linda "Jo" Giovannoni
William S. Harley
Bobby Hill
Pete Hill
J.C. "Pappy" Hoel
Pearl Hoel
Jackpine Gypsies Motorcycle Club
Harry Kelley Jr.
Dick Klamfoth
Ed "Iron Man" Kretz Sr.
Joe Leonard
Dick "Bugsy" Mann
Arlen Ness
Edward "Ed" Netterberg
Gary Nixon
Joe Parkhurst

Dudley "Dud" Perkins Sr.
Ray Price
Kenny Roberts
Dot Robinson
Rip Rose
John "Tom" Sifton
Donnie Smith
E.C. Smith
Erwin "Smitty" Smith
George J. Smith Sr.
Walter & Lucille Timme
Bill Tuman
Ed Youngblood
Senator David Zien



CITY OF STURGIS MOTORCYCLE RALLY



Call a Local to Reserve:

- Outdoor Recreation
- Attraction Discounts
- Lodging
- Vacation Rentals
- Camping
- Shuttles
- Guided Tours
- Event Tickets

One Click, One Call, Does it All!

www.blackhillsvacations.com Call: 866.788.7447





HALL OF FAME INDUCTEES

The Sturgis Motorcycle Museum's Hall of Fame recognizes individual and groups who have made significant contributions to the culture, industry, and sport of motorcycling.

2023

1981 Moto Des Nations
Team USA
Jay Allen
Chris Callen
Scott Jacobs
Roland Sands

2022

Bill Davidson
Karen Davidson
Bob Kay
Tom Seymour
Carlo & Emma Lujan
Robin Bradley

2021

Rick Ball
Ray Drea
Fred Kodlin
Jared Mees
Wayne & Donna Pingel
Nick Trask

2020

Allen Alvarez
Arlin Fatland
Dave Mackie
Vicki Sanfelipo
Jody Perewitz
Micah McCloskey
Skeeter Todd

2019

Danny Fitzmaurice
Frank Fritz
Jill Parham
Ron Finch
Ron Paugh
Terry Rymer

2018

Jeff Decker
Hamsters USA®
Jack Hoel
Armondo "Mondo" Porras
Marilyn Stemp
Valerie Thompson

2017

Colleen Barnett-Taylor
& Mike Taylor
Cory Ness
Mark Shadley
Jim Thiessen
Terry Vance

2016

Bert Baker
Jerry Covington
John Penton
Gary Spellman
Buddy Stubbs

2015

Everett Brashear
Chris McIntyre
John Shope
Sugar Bear
Don Tilley
Eddie Trotta

2014

Clyde Fessler
Jesse Jurens
Jay Lightning'
Keith Terry
Bonnie Truett
Paul Yaffee

2013

Russ Brown
Rick Fairless
Marjoe Gortner
Lonnie Isam Sr.

2012

Dave Barr
Buzz Kanter
Brian & Laura Klock
Ed Kretz Jr.
Ron "RK" Stratman

2011

Don Emde
Del Hofer
Evel Kniewel
Michael Prugh
Gloria Struck
Mike & Margaret Wilson

2010

Nancy Davidson
Betsy Lister
Ron McKinley
Stan Simpson
"Kiwi" Mike Tomas

2009

James Clark
Cookie Crum
Lou Kimzey
John Lehman
Dale Walksler

2008

Becky Brown
Malcolm Smith
Cristine Sommer-
Simmons
Johnny Spiegelhoff

2007

Chris Carr
Kaptain Robbie Kniewel
Linda Peavy
Oliver Shokouh

2006

Marge Hummel
John Parham
John Reed
Sam "Morgan" Storm
& Sonny Pelaquin

2005

Keith "Bandit" Ball
Soichiro Honda
Michael Lichter
Jim & Phyllis McClure
Scott Parker
The Walker Family

2004

John Paul DeJoria
The Earley Family
Harry's Motors
Jerry Hatfield
David Mann
Perry Sands
Bruce Rossmeyer
Dal Smilie
Bill Waltermire

2003

Gary Bang
Max Bubeck
Gottlieb Daimler
Reg Kittrelle
Jon Kosmoski
Dick O'Leary
Rep. Sherman
Packard (NH)
Adeline & Augusta
Van Buren
Don Vodden

2002

David Campos
Christian Motorcycle
Association
Fred Fox
Don Hotop
Jay Leno
Bob Moore
Branscombe Richmond

2001

Jim Betlach
Woody Carson
Frank Ernst
Neil Hultman
"Indian Jeff" McGeary
Eddie Miller Family
Dave Perewitz
Tom Rudd
Genevieve Schmitt
Penny Walker
Gov. Bill Janklow (SD)
U.S. Sen. Ben Nighthorse
Campbell (CO)

HALL OF FAME

Special Awards & Recognition

J.C. "Pappy Hoel" Outstanding Achievement Award

This award honors individuals who have played a special role in founding, maintaining, and/or promoting the Sturgis Motorcycle Rally.

Rey Sotelo (2001)
 Malcolm Forbes (2002)
 American Motorcyclist Association (2003)
 Annie Brokaw (2004)
 Motor Maids, Inc. (2005)
 Jay Springsteen (2006)
 Al Nelson (2007)
 Charlie St. Clair (2008)
 Jack Kirchglesler (2009)
 Steve Piehl (2012)
 Bill Gikling (2013)
 Jim Bush (2015)
 Rod Woodruff (2017)
 Lonnie Isam Jr. (2019)

Founder's Award

The Founder's Award honors those who have played a special role in founding, maintaining, and/or promoting the Sturgis Motorcycle Museum & Hall of Fame.

Bob Illingworth (2007)
 Kenny Price (2008)
 Roger Schieman (2010)

Arlen Ness Lifetime Achievement Award

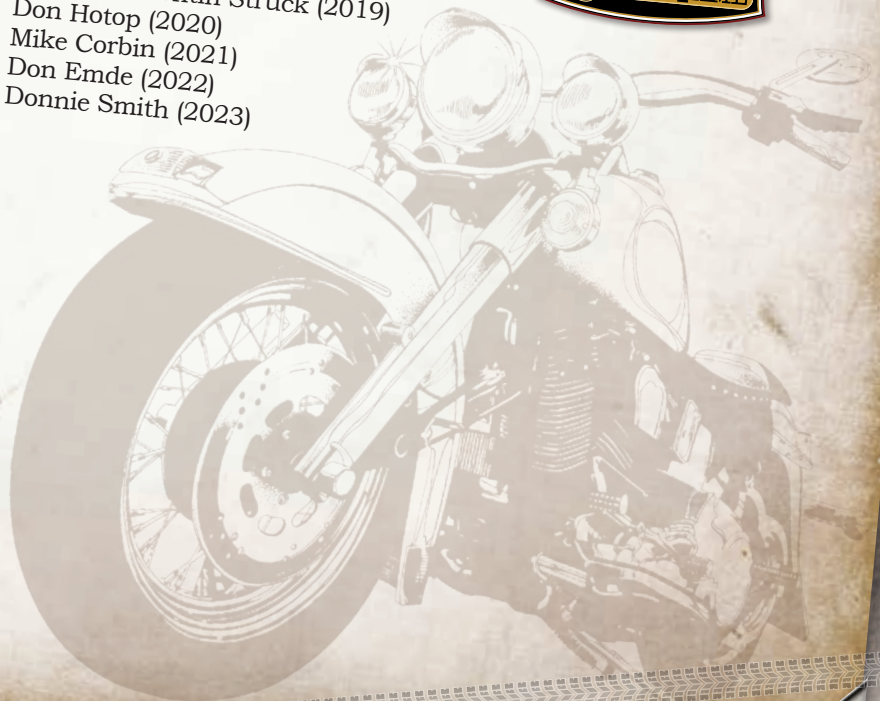
The Arlen Ness Lifetime Achievement Award honors those who have greatly contributed to the world of motorcycling and have been recognized by many of the leading motorcycle-related organizations, their peers, and the general riding community.

Arlen Ness (2016)
 Willie G. Davidson (2017)
 Fred Fox (2018)
 Gloria Tramontin Struck (2019)
 Don Hotop (2020)
 Mike Corbin (2021)
 Don Emde (2022)
 Donnie Smith (2023)

Kickstands Down Recognition

Kickstands Down Recognition is a posthumous recognition that honors individuals who have made a significant contributions to the lifestyle, culture, sport, and industry.

Jessi Combs (2021)
 Benjamin F. "Benny" Hardy (2022)
 Herbert J. "Burt" Munro (2023)





Freedom Fighters Hall of Fame Inductees

The Freedom Fighter Award honors individuals and groups who make extraordinary efforts to protect motorcyclists' rights, across the nation, and around the world through their work in the political arena and in grassroots motorcycles rights organizations.

Arizona

Ralph "Sonny" Barger (2002)
"Still" Ray Fitzgerald (2013)
Deb Butitta (2021)

Arkansas

Rodney Roberts (2012)

California

Ron Roloff (2002)
NY Myke Shelby (2002)
John Paliwoda (2003)
"Deacon" David Phillips (2006)
Richard Lester (2015)

Colorado

Mark Buckner (2004)
Deb "Tiger" Chandler (2014)

Connecticut

Donald "Pappy" Pittsley (2004)
John "Rogue" Herlihy (2005)

District of Columbia

Sen. Olympia Snow (2002)
Beverly Waters (2002)
Tom Wyld (2002)

Florida

"Doc" James Reichenbach (2002)
Elizabeth "Boots" Buchholz (2006)

Illinois

Todd Vandermyde (2003)
Rich "Neb" Nebelsick (2006)

Indiana

Michael Farabaugh (2004)
Jay Jackson (2009)
Rodney Taylor (2011)

Iowa

Dick "Slider" Gilmore (2002)

Kentucky

Jay Huber (2002)

Maine

Paul K. Vestal (2008)
Gordon "Sonny" Bridges (2010)

Michigan

Angel Richardson (2002)
Rep. James Barcia (2002)
Vince Consiglio (2019)

Minnesota

Gov. Arnie Carlson (2002)
Bob Illingworth (2002)
John Sullivan (2002)
Bob Summer (2002)
Rep. Tom Workman (2002)

Montana

Glen Fengstad (2002)

Nevada

Fredric Harrell (2008)
Russell Radke (2023)

New Mexico

Dennis "Big D" Watson (2002)

North Carolina

Rick Nail (2002)

Ohio

Bill Bish (2002)
Gary Sellers (2007)

Oregon

Butch Harbaugh (2002)

Pennsylvania

Joe "Cowboy" Dickey (2002)
Charlie Umbenhauer (2002)
Rick Gray (2003)

South Carolina

Jesse McDugald (2002)

South Dakota

Sen. Jim Putnam (2001)
Ed Netterberg (2002)
Wayne & Susan Lettau (2020)

Texas

William "Sputnik" Strain (2002)

Washington

Swede Matzek (2002)

Wisconsin

Wayne Curtin (2002)
Sen. Dave Zien (2002)
Tony "Pan" Sanfelipo (2002)
Sue Menard (2002)
HHS Sec. Tommy Thompson (2002)
Buck Kittredge (2003)
Gary Wetzel (2016)
Kirk "Hardtail" Willard (2018)

National Organization

Motorcycle Riders
Foundation (2022)

United Kingdom

Fred Hill (2003)
Ian Mutch (2004)
Simon Milward (2005)



Budweiser®

THIS BUD'S FOR YOU.



STURGIS

2023

RALLY



TM



Build the Legacy





We at the Sturgis Motorcycle Museum & Hall of Fame are often asked, "How do you acquire motorcycles and objects to display at the Museum?" Here is some information about how we acquire objects, either by loan or donation.

The Museum has a Curation Committee made up of Board Members and Museum volunteers. Each member has experience in the motorcycle industry. Some of the members own or owned motorcycle businesses; others are in the parts side of the business; and others build or restore motorcycles. As you can imagine, the Museum receives many requests to loan or donate items. The Curation Committee reviews those requests and identifies motorcycles, art, memorabilia that fit within the Museum's vision and mission. It's never an easy decision.

The Museum has many objects on loan. Usually, the loan is for either one or two years. The loaned item is returned to the lender when the agreement ends. Depending on the object, its story, and other factors, the Curation Committee may ask the lender to extend the agreement for another year or two.

The Museum also receives donations of motorcycles and

memorabilia. Donated objects are owned by the Museum. And, at times, museums may choose to loan or exchange objects with other museums or to sell selected objects to further the museum's mission.

The Curation Committee also creates temporary exhibits. The changeover in the lower level of the museum is a great example of this. The theme of the exhibition is motorcycle racing. It will showcase drag racing, road racing, flat track racing, motocross, desert racing, hill climbing, and land speed racing.

If you've got an object that you'd like to be considered by the Curation Committee, you can email the Museum at info@sturgismuseum.com. Please include details about the item (What's its story? How does it relate to motorcycling history, industry, sport, lifestyle, or culture? Is it about the Sturgis Motorcycle Rally?) and clear pictures. The Curation Committee meets monthly to review all submissions.

All submissions receive a reply after the meeting.

That's the process in a nutshell. The Sturgis Motorcycle Museum & Hall of Fame and its Curation Committee thank everyone who's lent or donated to the Museum. Your support helps keep our Museum's displays fresh and interesting.



Motorcycles at the



PEARL

Pearl is the bridal bike of Katie Washnok and the identical twin to the groom's bike, Lewie, of James Washnok. Katie and James decided they wanted to celebrate and commemorate their wedding in a way only they could: by building identical matching motorcycles; his black, hers white matching in every way, except the color. The Washnok's often joke, "you don't need marriage counseling or classes; build a motorcycle together, heck, build two – you'll either end up happily married or dead!"

They wanted a timeless feel for the bikes, something that could never go out of style – the original sketch and concept drawn out on cocktail napkin; they knew the classic cool of a Knucklehead would stand the test of time; but wanted to be able to pair it with modern day technological advancements, so the S&S; KN93 was a clear choice. It's sacrilegious to have a Knuckle without a kicker, but Katie, at just over 100 pounds, had a requirement of an easy start at her fingertips; the Baker Frankentranny was the next major mechanical decision, along with custom GripAce in handlebar controls.

Katie's other design requirement was a custom piece she had dreamt of for years, her own personal couture touch with a seat made of deconstructed designer Coach leather bags.

Tracy Battest of Ultimate Upholstery Solutions in Aberdeen, SD, was up to the challenge and



Pearl is on loan from Katie Washnok - Aberdeen, SD

turned out two beautiful his and hers Coach seats which have been showstoppers since day one.

Tracy also undertook the lofty task of paint matching. Katie's wedding dress was a unique imported Italian chiffon – in true moto-style, it was a diamond-pearlized white and almost shone with the finest flake. So, an accurate and identical paint match for Pearl was a must, and Tracy knocked it out of the park with precise accuracy.

From there, the color was sent to Ride Wright Wheels, where the same custom color was used, and Ride Wright turned out two sets of fat spoke customs.

Lewie and the groom had a much easier time getting dressed for the big day, both opting for classic tuxedo black.



The rest of the parts on Lewie and Pearl were painstakingly designed and produced one-off, for the project by James and Katie. This went all the way down to the custom forward controls inlaid with stars, representing the couple's Blackout logos.

Like any good bike project, the builds came down to the wire, and the bikes were assembled the morning of the wedding. The bride and groom, along with the respective members of the bridal party, came down to assemble separately so as not to see each other before the moment of truth.

Lewie and Pearl made a grand completed debut at the couple's first look on Main Street Deadwood, SD, on October 12, 2013.

Pearl is a 2014 Blackout Industries "Hotrod" – she's not a chopper... she's not a softtail... she's a hotrod!

1922 ACE INLINE 4

Tom and William Henderson began their motorcycle production in Detroit Michigan in 1911. The first model Hendersons were based on ideas from the Belgian-made FN-4, and the nimble American Pierce.

The early Henderson motorcycles had a much larger displacement than the other early models. At 968cc, (nearly 60 cubic inches) the Hendersons Fours were fast motorcycles, preferred by riders and motorcycle police.

The Henderson Motorcycle Company was purchased in 1918 by Ignaz Schwinn and formed Excelsior-Henderson.

In the fall of 1919, partnering with Max M. Sladkin of Haverford Cycle Company, Henderson started Ace Motor Company in Philadelphia, Pennsylvania. The new Ace motorcycle generally resembled Henderson. It was a long four-cylinder motorcycle with a

chain drive. Henderson was careful not to infringe any trademarks or patents that were owned by Excelsior at the time. Production of the Ace Four began in 1920.

On December 11, 1922, William Henderson was hit by a motor vehicle, while test riding the new Ace Sporting Solo in Philadelphia. He eventually died in the Frankfort Hospital without regaining consciousness.

After William Henderson died in 1922, Arthur O. Lemon joined Ace as the Chief Engineer. Lemon had worked with Henderson as a head of engineering earlier.

The Ace Motor Corporation ceased operations in 1924.

The ownership switched hands at least two times in the next two years. One of these owners, Michigan Motors Corporation, revived production for a short time.

Ace Motor Corporation changed hands for the very last time in



1927, when it was purchased by the Indian Motorcycle Company. Then production was moved to Springfield, Massachusetts. The motorcycle was marketed as the Indian Ace for about a year.

Unfortunately once the designs began to be modified and worked to the Indian Motorcycle Company's expectations, the Ace name was discontinued. Production of the four-cylinder Indian motorcycles would continue until 1942.



STURGIS BUFFALO CHIP[®]

PRESENTED BY *PROGRESSIVE*



AUGUST 4-13, 2023

LEGENDS RIDE[®]
BIKER BELLES[®]
RUSTY WALLACE RIDE[™]
WESTERN FRONTIER MOTORCYCLE RIDE
BIKE SHOWS DAILY

The Best Party Anywhere[®]!

9 DAYS OF...

WORLD-CLASS CONCERTS | PRESTIGIOUS MOTORCYCLE SHOWS
WHITE-KNUCKLE RACES | LEGENDARY RIDES & SO MUCH MORE!

RESERVE NOW

BUFFALOCHIP.COM | 605.347.9000 | 20622 FORT MEADE WAY, STURGIS, SD

STURGIS BUFFALO CHIP

PRESENTED BY *PROGRESSIVE*

DEF LEPPARD
LYNYRD SKYNYRD

LIMP BIZKIT

ZZ TOP

STYX

REO SPEEDWAGON

KOE WETZEL

WHISKEY MYERS

GEORGE THOROGOOD

& THE DESTROYERS

LITA FORD

BUCKCHERRY

& MANY MORE!



AUGUST 4-13, 2023



BUFFALOCHIP.COM | 605.347.9000 | 20622 FORT MEADE WAY, STURGIS, SD

Drag Racing at the



ORANGE CRUSH

You've probably heard that one-liner about the first race started after the second motorcycle was built. At the Sturgis Motorcycle Rally, you can see many kinds of racing, from flat track and hill climbs, to drag racing. The Sturgis Motorcycle Museum & Hall of Fame has a few drag racing motorcycles on display.

The Sturgis Motorcycle Museum's Hall of Fame has several of its members who are or were prominent drag racers. From Pete Hill, who's still racing his Knucklehead-powered bike at over 80 years old, to Valerie Thompson, Carlo Lujan, Dave Campos, Dave Mackie, and many more. Jim and Phyllis McClure's crew shirts and Jim's leathers are on display.

Hall of Famer Lonnie Isam, Sr.'s record-setting motorcycle "Orange Crush" is featured in the racing display. It's a 1973 96 cubic inch Ironhead Sportster. Because Lonnie was such a



Lonnie Isam Sr. (Hall of Fame Class of 2013) with a Sportster-powered drag bike.



successful racer and tuner, S&S gave him an experimental carburetor to test. It was serial #000X1. The bike tested that carburetor and won several

records. Between 1973 and 1978, Lonnie earned eleven records. Each record he earned is recorded with a "killer" sticker on the bike.

MORE DRAG RACING MEMORIES & DISPLAYS



Early drag racing motorcycle. This bike was piloted by Sammy Satterlee in the early 1960's. It's powered by a Harley-Davidson K-model motor. It doesn't have a front brake and the rear slick is a recapped tire.



Hall of Famer Del Hofer sponsored a drag race team.



Memorabilia from Hall of Famer Pete Hill



1982 Special Construction on display at the Sturgis Motorcycle Museum & Hall of Fame. It started as a Sportster and was converted to a pro-street drag racer.



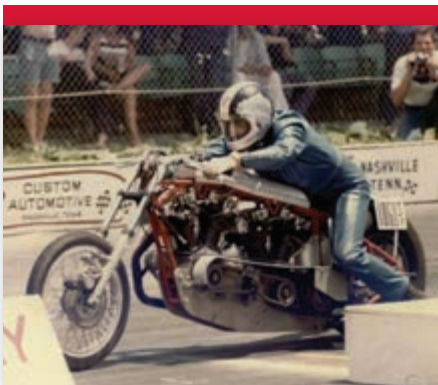
Hall of Famer Danny Fitzmaurice racing at the Atco Raceway.



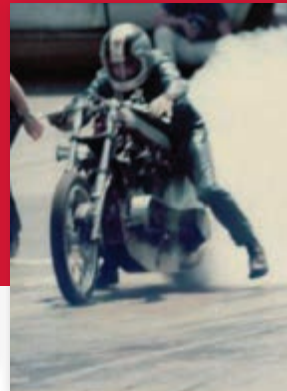
As you look at these three pictures from Jim McClure (Hall of Fame Class of 2005, with his wife Phyllis), you can see how the bikes advanced in engineering and speed.



Jim McClure racing at Atco Raceway in New Jersey.



Bonnie Truett (Hall of Fame Class of 2014) and his double-engine drag bike. The bike had two Sportster engines linked to a single transmission.



Bonnie Truett does a burnout on his double.



Bonnie Truett gets ready to make a pass on his double-engine drag bike.



This bike of Jim McClure's features the #1 Top Fuel plate.

Drag Racing

Continued



DAVE MACKIE

Between 1978 and 1984, Dave Mackie (Hall of Fame class of 2020) raced against some very tough competition. Dave is the only person in DRAGBIKE® history to deliver the Stock Eliminator National Championship to Harley-Davidson and was the first person with a 10 second time with a stock displacement, stock chassis Harley-Davidson motorcycle.

Dave Mackie getting ready to race.



Dave does a burnout before making his pass.



Hall of Famer Dave Mackie was innovative, persistent, and always testing the limits. In his words "If you don't blow it up once in a while you aren't trying hard enough". He stayed with his stock displacement engines and chassis because people could relate to it.

Cycle Showcase
ST. LOUIS
2024

FEB. 10 & 11

MOTORCYCLES / ART / INSPIRATION

cycleshowcasestl.com Facebook/CycleShowcaseStL Instagram/CSSTL

Racing Gear at the



HOT SHOES: TOOLS OF THE TRADE

Every sport has its gear. Flat track motorcycle racers are always looking for gear that keeps them safe and helps them perform better. Motorcycle flat track racing looks easy, but doing it well is a lot harder than it looks.

It's a delicate balance of speed and gravitational forces, each working against the other. The right gear for the job can provide the competitive edge a racer needs to cross the finish line in the front of the pack.

Through the years, the hotshoe (aka steel shoe, skid shoe or slider) has become an icon of the sport of flat track motorcycle racing. Racers are passionate about their hotshoes. They have them nickel plated, ceramic coated, or electrochromed. Some steel shoes are left in their natural state, with layers of limestone, dust, or rust as their patina. When a hotshoe is finally retired, it often becomes a treasured memento of a racer's career. Hotshoes end up mounted on plaques in museums. They hang by well worn hotshoe straps in garages everywhere. Some are handed down to be used by the next generation of flat trackers. No matter where it ends up, a hotshoe tells a story long after its rider unstraps it from his/her left boot for the last time.

Hot shoes are the metal protective covers that racers wear on their left foot. The hot shoe covers the sole of the rider's boot and fits over the toe of the boot. The metal surface provides a smooth surface to slide in the corners and is durable enough to withstand the rough track surface. The toe cover acts just like a steel toe does in a work boot.

The earliest hot shoes were built from car bumpers. The curve of the



metal worked well with the rider's boot. And racing innovation was born.

An early pioneer in the hot shoe industry was Ken Maely. Ken was born in Wisconsin and moved to California after WWII. He started building hot shoes in the 1950's. He switched from the steel car bumpers to using band saw blades. He was very successful with this innovation, and his quality and craftsmanship earned him much recognition. He expanded his racing gear to include boots.

Maely was also a pioneer in another aspect. He created and used branded packaging using his logo and wordmark for his products early on.

The Museum also has several examples of hot shoes. From homemade, purpose-built shoes, to Ken Maely hot shoes, to blanks, they're all examples of the evolution of the sport.

When you look at the hot shoes, you can see that each manufacturer had their own style. Once you learn what to look for, you can see who made the hot shoe by how the straps attach, how the toe gusset is made, and how the surface is built up.

Blanks are the starting point for the hot shoe manufacturer. They customize each hot shoe to the rider's specifications. Every aspect of the hot shoe is one-off, from the curve of the sole to the areas where the surface is built up.

Sturgis is home to a well-known hot shoe manufacturer, Light Shoe. Gary and Kellie Kinzler have been making hot shoes for over 25 years. In 2023, they will make their 5000th hot shoe! That's quite a testimony to their craftsmanship and dedication to the sport.

Ride of a Lifetime

1935

1940

1950

1938

The newly-formed Jackpine Gypsies Motorcycle Club holds its first weekend races sanctioned by the AMA. Nine racers competed for \$750 in prize money while about 200 spectators cheered them on. The weekend also included a number of challenge meets to entertain the crowd between the official races.

1939

A group of local businessmen added events to the weekend include a banquet, parade, and free shows each evening, while the Gypsy Tour saw 55 riders taking a day-ride in the Black Hills.

1946

After taking a hiatus because riders and motorcycles alike were needed for the nation's war effort, the "Motorcycle Classic" returns. Despite the fact that advertising was limited to the local area, the Jackpine Gypsies managed to draw about 4,000 spectators to the two-day event.

1951-1955

The Rally gained national exposure when it was chosen as the site of the AMA Five-Mile National Championship Race in 1952, 1953, and 1954 and the Six-Mile National Championship in 1955. During this same period, local support also grew. Local organizations, service clubs, and churches started to set up vendor spaces on Main Street with food, souvenirs, and raffles. The event expanded to a four-day event during this time with two days of touring and two days of racing.

1957

A new event was added to the schedule on Friday afternoon – the Sportsman's Hill Climb – an event for amateur riders.



1949

Rally organizers used Main Street for the first time – a tradition that has grown in the ensuing years. In 1949, Main Street was used for two hours worth of events on Friday evening – with prizes for oldest, youngest, and best dressed riders sponsored by local merchants.



1980

1990

2000

1982

Continued issues at City Park prompt local officials to close the park to camping, providing an opportunity for new private owners to open campgrounds outside the city limits. At the same time, local residents defeated a referendum that would have prohibited the city from offering financial support to the Rally.

1988

The Jackpine Gypsies again host a national race – this time, a 600cc National Short Track – part of a new lineup of national races put together by the AMA.

1998

Attendance estimated at 350,000 despite cool temperatures and rain.

2000

Another banner year in attendance as the Rally celebrates 60 years. Estimated attendance: 633,000.

1989

J.C. "Pappy" Hoel, who had been an integral part of the Rally since its inception, died in February.

1990

The 50th Anniversary year of the Sturgis Motorcycle Rally proves to be more than anyone anticipated. Estimated attendance grew to 300,000 – taking planners and participants by surprise.



2001

The Sturgis Motorcycle Museum & Hall of Fame opens its doors in the old Pyramid Bar building on Main Street.

2002

The City of Sturgis creates a city department to take over management of the Rally. Up until this time, management was volunteer or contract labor. The City of Sturgis also gives the old Post Office Building to the Sturgis Motorcycle Museum & Hall of Fame, and the museum opens its doors in this location for the first time.

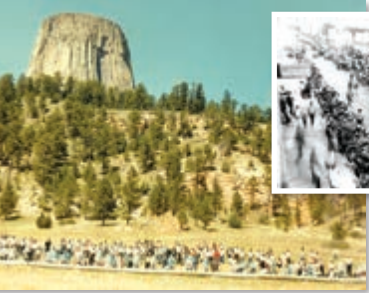


A history of the Sturgis Motorcycle Rally

1960

1961

For the first time, the Gypsy Tour was divided into Northern Hills and Southern Hills, with one group riding the traditional route and another riding to Devils Tower in northeast Wyoming.



1964

The City Council voted to designate a section of Main Street exclusively for free parking for motorcyclists as "a gesture of welcome to the visiting cyclists."

1965

The Rally was officially expanded to a five-day event.

1970

Branded the 30th annual event, the 1970 Rally had an estimated 3,000 motorcycles in attendance.

1970

1975

The Rally grew to a seven-day event.



1977

City Park, which had continued to be a main camping area for Rally-goers, was leased to a private businessman in hopes of improving supervision and security. Estimated attendance had grown to 20,000.

1980

1980

Racing, which had been an important part of the early Rally, begins to lose some of its importance as the Rally continues to grow in numbers.

1972

The Rally is officially expanded to a six-day event.

1979

The City of Sturgis begins to license temporary vendors. Nine licenses are issued.

2010

2008

The Jackpine Gypsies Motorcycle Club resurrects the Half Mile Race. A downturn in the economy, combined with \$4 per gallon gasoline, reduces attendance numbers. Still, an estimated 414,000 people attended the Rally.

2003

More events are added to the schedule – the first Mayor's Ride benefits the Sturgis Volunteer Fire Department, while American Motorcycle Dealer (AMD) kicks off the first "World Championship of Custom Bike Building" in Sturgis. Judging of the event is primarily from the competitors themselves.



2014

The White Plate Flat Trackers sign a multi-year agreement with the City of Sturgis to hold half-mile races at the fairgrounds track. In addition to the regular races, promoters host vintage races.

2010

The Sturgis Motorcycle Rally celebrates its 70th anniversary.

2015

The 75th Anniversary of the Sturgis Motorcycle Rally sees record attendance of approximately 740,000 people.

2016

The Sturgis Motorcycle Museum & Hall of Fame celebrates its 15th Anniversary.

2020

2017

The Rally was officially expanded to a ten-day event starting the first Friday of August.

2018

The Sturgis Motorcycle Museum & Hall of Fame adds a 3,000 sq. ft. addition.

2020

Covid-19 doesn't stop the Rally, with more than 400,000 in attendance.

2021

The Sturgis Motorcycle Museum & Hall of Fame celebrates its 20th anniversary.

2023

The Sturgis Motorcycle Rally celebrates its 83rd anniversary.

Legendary Riders

make a difference

A certain level of pride comes from creating something you can physically see and appreciate. Building a house from scratch, penning a novel, or customizing a motorcycle can all provide this sense of pride. For attendees to the Sturgis Rally, making a difference in the Black Hills community through events like the Sturgis Buffalo Chip's Legends Ride® is an act that does it.

Since its inception, the Buffalo Chip Legends Ride alone has raised over \$770k for charitable

causes. In 2022, the Sturgis Buffalo Chip broke the \$2 million charitable giving mark thanks to the generosity of the motorcycle community.

The impact on the Black Hills community that Legends Riders have is recognizable year-round. This spring, South Dakota Special Olympics – Rapid City Flame constructed a bocce ball complex in Rapid City, SD for their athletes and the local community to use. The Sturgis Motorcycle Museum has used funds from the Legends Ride

to make improvements to the museum property to better serve the public and the motorcycle industry. Contributions from riders directly benefitted these projects to enrich the community.

Not only do Legends Riders help support worthy causes, bikers get the opportunity to spend time with and ride alongside celebrities, rock stars, and icons of the motorcycle industry.

This year, Legends Riders will be led through the beautiful



Black Hills by actor, director and philanthropist Lorenzo Lamas. Most recognized for his roles in Falcon Crest and as ex-cop turned bounty hunter Reno Raines in the hit show Renegade, Lamas is an avid motorcyclist and no stranger to the charity ride scene, serving on the board of directors for the Love Ride. Lamas will be joined by other celeb ride guests including actor Robert Patrick (Terminator 2, 1923) and Rusty Coones (Sons of Anarchy).

The 2023 Buffalo Chip Legends Ride kicks off at Outlaw Square in historic Deadwood Monday, Aug. 7. Lineup starts at 11, then riders are entertained by interviews, special guests and a charity auction. The crown jewel of the 2023 Legends Ride charity auction is a Harley-Davidson Street Glide motorcycle fully customized by Cory and Zach Ness of Arlen

Ness Motorcycles.

The Ness Street Glide features Arlen Ness Motorcycles' upgrades back to front, including the first-ever set of Method chrome fork legs and covers. The build features the Ness Y-Spoke forged wheels, Speedliner hand and foot controls, Ness engine covers, Legends Suspension front and back, Khrome Werks exhaust and Ness Finned air cleaner. The build was given the final touch with a custom LePera seat and a standout Riff Raff Customs paint job featuring a white pearl and candy blue graphic scheme.

Following the auction, it's kickstands up for a scenic ride culminating in a riders-only reception at the Buffalo Chip. Legends Riders are welcome to stick around for the night's concert featuring nu-metal pioneers Limp Bizkit and guitar goddess Lita Ford.

Legends Ride® Schedule Mon., Aug. 7, 2023 Outlaw Square, Deadwood to the Sturgis Buffalo Chip

- 11 a.m. Bike parking begins, credential & souvenir gift pack pickup, meet and greet
- 2 p.m. Live Custom Bike & Art Auction
- 3 p.m. Ride departs Deadwood
- 5 p.m. Reception at the Buffalo Chip Gardens East
- 5:30 p.m. Live Sponsor Auction
- 8 p.m. - 12 a.m. Concert

Join the Ride that Rocks™ and make a difference in the Black Hills community! Get more info and sign up for the ride at LegendsRide.com.

VISIT GILLETTE
A WRIGHT WYOMING

**TAKE A PIT STOP
IN GILLETTE AND
VISIT WYOMING'S
Only MEADERY**

BIG LOST
MEADERY

VISITGILLETTE.COM



14 RACES!

**WHO WILL BE THE
KING IN 2023?**

Learn more about
Mission King of the Baggers at
MotoAmerica.com

2023 MISSION FOODS
**KING OF THE
BAGGERS**
SCHEDULE

MAR 9-11 DAYTONA 200, FL

APR 21-23 ROAD ATLANTA, GA

JUNE 2-4 ROAD AMERICA, WI

JULY WEATHERTECH
7-9 RACEWAY
LAGUNA SECA, CA

JULY BRAINERD INT'L
28-30 RACEWAY, MN

SEPT CIRCUIT OF THE
8-10 AMERICAS, TX

SEPT NEW JERSEY
22-24 MOTORSPORTS PARK





Spectacular vistas.
Uncrowded roads. Weston
County is the quietest,
friendliest, most
undiscovered corner
of the Black Hills.

NEWCASTLE & UPTON, WYOMING

Just an hour's ride from Mount
Rushmore, Deadwood, Custer State
Park, Devils Tower, and more.

VISIT

WideOpenWeston.com/Ride

Weston
COUNTY

46TH ANNUAL BURNOUT WEDNESDAY

AUG. 9, 2023 AT NOON
SUNDANCE, WYOMING
OPEN 7 DAYS A WEEK YEAR ROUND, 10AM-2AM



- ✓ GUNSMITHING SERVICES & CUSTOM BUILDS
- ✓ FIREARMS SALES & NICS CHECK
- ✓ SUPPRESSOR SALES & REGISTRATION



BARSTO.COM
STURGIS, SD
605-720-4000



A Home for Women

15 Years in the Making

What does home mean to you?

Is it four walls and a roof, the open road, or just wherever you lay your toothbrush?

The Sturgis Buffalo Chip's Biker Belles® has widely become known as The Home for Women in Sturgis, but that wasn't always the case. Homes aren't accidentally stumbled upon. They're created.

The Biker Belles legacy began 14 years ago with a vision to create a women's charity ride.

That basic idea blossomed into an event much bigger and broader thanks to the involvement of OG Biker Belles supporters and Hall of Famers Gloria Struck, Cris Sommer-Simmons, and Laura Klock, along with ride expert Meg McDonough. They, alongside the Sturgis Buffalo Chip, sought to elevate support for women in motorcycling and encourage new riders into the sport and lifestyle they knew and loved so much. Those goals soon led to

recognizing the women who paved the way, raising funds to support the preservation of women's moto history and building up the lives of the next generation of young girls in the local community.

Over the years, more and more influential women got involved, and so did large brands like Harley-Davidson Motor Company. What started out as a women's ride every year has now expanded to a day-long event for everyone—women, men, riders, passenger

riders, and non-riders—to celebrate and support women and their role in motorcycling. In 2022, the Biker Belles expanded to include The Morning Ride™ during Daytona Bike Week.

Biker Belles has certainly earned the reputation as the home for women in Sturgis. It didn't happen overnight, but its continued success is thanks to a very important factor...You!

You are invited to take part in the 2023 Biker Belles Women's Day on Tuesday, Aug. 8, 2023! The celebration starts with The Morning Ride from the Lodge at Deadwood to the Sturgis Buffalo Chip. The scenic ride will wind through the many turns of the Black Hills and land at the Buffalo Chip CrossRoads. A catered brunch and Coffee Clutch with featured speakers will await riders at the fully transformed Big Engine Bar at the Buffalo Chip CrossRoads. Riders and friends will also

have the opportunity to get pampered at the Comfort Zone by Team Diva, take part in the ride in Biker Belles Women's Bike Show™, and participate in free showcase events related to women in motorcycling. Then, all are welcome to take part in the Sturgis Buffalo Chip events of the day.

You can get involved in the event in several ways. You can take part in the whole event, part of the event, or make a donation or pay it forward by sponsoring a rider. One hundred percent of your contribution benefits regional charities Helping with Horsepower and the Sturgis Motorcycle Museum & Hall of Fame. Everyone wanting to support good causes and bring the community together is welcome to attend – men and women, young and old. Go to BikerBelles.com to sign up!

Biker Belles Schedule Tues., Aug. 8, 2023

The Lodge at Deadwood to the Sturgis Buffalo Chip

- 7:30 a.m. Pre-registered rider sign-in with coffee & snacks
- 8:30 a.m. Group photo
- 9 a.m. Kickstands up for The Morning Ride™
- 10:15 a.m. Ride arrives at Crossroads at the Buffalo Chip
- 10:30 a.m. The Comfort Zone by Team Diva, Silent Auction & Retail Experience
- 10:45 a.m. "Coffee Clutch" & Featured Speakers with Catered Brunch by Bonafide Food Love
- 1-4 p.m. Real Deal Revolution Workshoppes
- 12-3:30 p.m. Biker Belles Women's Bike Show

DINING

from 5pm to 10pm
we offer our famous
Filet Mignon
6 oz. \$15.95
9 oz. \$17.95

*Served with baked potato,
Texas toast & salad.*

European Charm







Veranda Dining
Luncheon 11am - 2:30pm



Located on Historic Main Street, Hill City
Open Monday - Saturday
Phone 605-574-2749

“PAPPY” HOEL:

From Ice Man to Rally Founder

By Christine Paige Diers
*The Sturgis Motorcycle Museum and Hall of Fame
Photos from the Pearl Hoel Collection*

While Sturgis and the motorcycle rally held here every year are well-known in pretty much all motorcycling circles, the same may not be true of the man who is credited with starting the whole thing. J.C. “Pappy” Hoel was born and raised in Sturgis, South Dakota. He didn’t set out to start what is arguably the most famous motorcycle rally in the world, but it certainly ended up being a happy coincidence for the town where he lived and for thousands of motorcycle enthusiasts.

J.C. – or Clarence as he was first known to friends and family – originally took over his father’s business and became the local ice man. It was before the advent of refrigerators, and the Hoel family owned dams in Vanocker Canyon south of Sturgis. It was there that they would painstakingly cut and harvest blocks of ice throughout the winter. Those blocks were then stored in the ice house and insulated with hay and sawdust until summer came and local households and businesses needed the ice to keep their food fresh. Pappy would spend his summers delivering ice to Sturgis and nearby Fort Meade.

While electronic refrigeration devices were available in the early 1900s, they were dangerous, expensive, and not at all common. Improvements in



“PAPPY” LINING THEM UP

technology were coming though and Clarence could see that the refrigerator would soon become commonplace, and the iceman would become obsolete. He was right. At the beginning of the 1930s, only 8% of American households had a refrigerator. By the end of the decade, that number had risen to 44%.

Hoel had always liked motorcycles and had owned a number of “basket case” two-wheelers in the past. He wrote to the Indian Motorcycle Company and requested to be the local dealer. The company

required their dealers to have one motorcycle that people could test ride, so Hoel convinced a friend to purchase one and have it available to him. That was the start of his business.

It was the 1930s, when not a lot of folks were making major purchases, Pappy’s shop was open and people would stop in mostly to visit. He and some of his customers and other riders around the area decided they should start a riding club. While this group had been meeting and even hosting local races, the first official meeting of the

club was held on January 21, 1938. The minutes from that first meeting indicate that Hoel was the temporary president, and other officers were elected then. The club was also named at the first meeting – the name Jackpine Gypsies beat out “Bearcats” and “Coyotes” (Hoel’s suggestions).

It wasn’t long after that first meeting when the group started planning an AMA sanctioned race for August of that same year.

While Hoel was only president of the group for that first meeting (one has to assume this was because he didn’t want the office), he continued to be involved in the planning of that first race.

Later he worked with local business leaders to plan events around the races. Those businessmen were excited to have the visitors the races brought to town frequent their locales.

Pappy continued to be a driving force behind the annual races and Rally for many years to come. He rode through flaming walls of wood to entertain the crowds that

came to see the races. He spent countless hours announcing happenings on Main Street, and he was always available to any motorcyclist who needed help when they came to town.

While Pappy preferred hill climbs, trials and even trick riding to dirt track racing for himself, it didn’t keep him from sponsoring other racers throughout the years and spending lots of time at various tracks around the country.

After the Indian Motorcycle Company folded in 1953, Pappy was franchised to sell the Royal Enfield Indian motorcycles that were built in England, but problems with distribution meant that endeavor didn’t last too long.

He then became a Yamaha dealer and developed an

exceptional relationship with that company. He continued to sell Yamaha motorcycles until his retirement in 1970.

Pappy continued to be a part of the Sturgis Motorcycle Rally and promoted the event right up until his death in 1989. Pappy himself, in his book “Life’s Bits & Pieces,” admits that his recognition for promoting the Rally meant a lot to him. He says, “Among my many trophies I am most proud of the plaques

presented to me by the Black Hills and Badlands Association, the City of Sturgis, the Sturgis Chamber of Commerce, and the Black Hills Motor Classic for various activities they felt promoted better motorcycling and benefits to the Black Hills and my hometown of Sturgis.”



PEARL & “PAPPY”

BOARD WALL CRASH DURING HALF-MILE RACE



“PAPPY” IN OLD JPG CLUB UNIFORM

Laconia

Where rallies were invented!



101st Progressive Laconia Motorcycle Week® Returns June 8th - 16th, 2024

By Jennifer Anderson
Deputy Director

Fresh off their 100th rally, Laconia Motorcycle Week® kicks off the first of their second century celebrations this June from the 8th to the 16th. Over 350,000 people attended in 2023, and celebrated the World's Oldest Motorcycle Rally® throughout the State of NH. New Hampshire is, geographically, the most unique of all New England states. Although it isn't the smallest (that distinction goes to tiny Rhode Island), one can easily ride from Boston to Laconia in under 2 hours. From there you're in the heart of the state's famed Lakes Region, home of Lake Winnepesaukee and its smaller cousins, Squam Lake and Winnisquam. Ride an hour north and you'll find yourself in the White Mountains, site of Mount Washington, the northeast's highest peak (6,288 feet). An hour east will get you to the seacoast, home of the historical seaport, Portsmouth, and vibrant Hampton Beach. Needless to say, there's something to see at every turn in New Hampshire, precisely why



Motorcycle Week riders can be spotted in every corner of the state.

Laconia Motorcycle Week's ground zero remains Weirs Beach, a small, lakeside community on the shores of Lake Winnepesaukee (the 3rd largest lake in New

England), complete with a large boardwalk, reminiscent of Coney Island, Victorian style homes and a single strip of road, open only to motorcycles, called Lakeside Avenue. The road is lined with vendors, where one can watch its backdrop change from the rail



cars of the Winnepesaukee train, to the historic steamship M/S Mount Washington (converted to diesel in 1946). During Motorcycle Week you can walk to a bar or restaurant in almost every direction, with Gunstock Mountain Resort, site of the historic Gunstock Hill Climb, 20 minutes north and NH Motor Speedway, home of the famed Loudon Classic races, directly south. There's enough going on here to overload the senses like no other rally. There's something about its quaint size, close quarters, vibrancy and sense of history that makes it uniquely Laconia.

Laconia's very first rally took place in 1916, stemming from a small group of riders heading north from Massachusetts as part of a "gypsy tour". It's a term

you don't hear much these days but was once a big part of the vocabulary of these pioneering motorcyclists. The official definition refers to "a gathering of riders from all over the country converging upon a single destination." But it was much



more than that. Riding for some was an exciting, adventurous, bordering on spiritual, experience. This was an excuse to put work and family life on hold,

get together with like-minded friends and ride their machines for hours on end; no talking, just the sound of their bikes and the wind rushing past their ears. Of course, it was rarely smooth sailing. There were no paved roads or repair shops between Boston

and Laconia back in the early 1900's. But a clogged fuel filter or flat tire provided an excuse for the group to rest, eat and troubleshoot. It was all part of the journey; the challenge of reaching their destination, where drinking, laughter and other entertainment awaited.

Today, Laconia stands as the world's oldest motorcycle rally. Its longevity can be directly attributed to the same sense of camaraderie and adventure that sparked that first Gypsy Tour in 1916. A sister rally to Sturgis and Daytona, Laconia's legacy remains revered. Why? Because the very landscape of New Hampshire, its covered bridges, rolling hills and mountain roads lend themselves to exploration. Best of all, the event's pioneering spirit is celebrated all week long with organized rides and gypsy tours, giving credence to the rally's slogan: At Laconia, We Ride.

For more information on this year's rally, visit www.LaconiaMCWeek.com.

Dick & Jane's Naughty Spot

OH MY!

Lingerie • Bedroom Gear
Pipes • and more...

Sturgis Exit 30 right 1 mi. Rapid City Exit 55 right 1 mi.



DISCOVER 
**CARBON
COUNTY**
WYOMING

ADVENTURE. OUT.

wyomingcarboncounty.com

Discover the scenic side on the road less traveled. Find your next adventure out west.

Sponsored by the Carbon County Visitors' Council

Start planning
your outdoor
escape!



CONGRATULATIONS

LACONIA

ON 100 YEARS!



From your friends at



STURGIS™



Pearl Hoel:

First Lady of the Rally

Pearl Kinney Hoel was born Nov. 10, 1905 at Crestline Ohio, to Roy and Inga (Anderson) Kinney. Her family moved to Rapid City, S. D. when she was five years old. She attended grade school in a one room school house with the same teacher for eight years.

Pearl graduated from high school in 1923 and was hired that year to teach in the small town of Mystic in the Southern Black Hills. She was able to ride the train home on the weekends but stayed at the school house during the week filling many roles as nurse, barber, music teacher, and janitor. The winter months meant getting the wood or coal stove going early enough to have the school house warm before the children (many of whom walked or rode horseback several miles) arrived for class. The salary she received for this position was \$75 per month. At recess she and the children often panned for gold in the near by creek. Occasionally forest rangers would ride by on horseback, stop to visit and enjoy lunch with the group.

Pearl attended Spearfish Normal, a teachers college the next year and following graduation taught in the Piedmont district for several years. She earned \$125 per month there, lived with another teacher and came to Sturgis for the Saturday night dances to meet her boyfriend Avis Bovee. Avis' best

friend was Clarence Hoel, son of a homesteader couple, who had become the ice and fuel merchants, doing much of their business with the Cavalry at Fort Meade. It seems like the song - "While they were dancing my friend stole my sweetheart from me", applied here. Pearl and Clarence were married May 19, 1928. Their only child, Jack (John Edward) was born in 1935.

Keeping busy was Pearl's way of life then and continued to be for all of her years. She continued to teach school until Jack was born. Her next undertaking was as an Investigator for the WPA (Works Project Administrator) for the government. It was during the Depression and many farmers were destitute. Cattle were being slaughtered and Pearl often delivered a quarter of beef to families in need as part of her job. When that ended Pearl sought a position in the Meade County courthouse.

She was elected and served the next twenty plus years in several different positions including County Clerk, Register of Deeds, and County Auditor. She often said the only office she hadn't served in was the Sheriff position. Pearl retired from public service for Meade County in 1964.

With the introduction of

refrigeration in the 1930's, the local ice man was forced to find a new business. Clarence had always been interested in motorcycles. In 1936 he opened an Indian Motorcycle shop, Hoel's Motors, on Junction Avenue in Sturgis. He and six close friends and fellow motorcycle riders formed the Jackpine Gypsy Motorcycle Club of Sturgis. This club is still a big part of the motorcycle activity in Sturgis.

In 1938, the Jackpine Gypsy Motorcycle Club hosted the first motorcycle rally - under a tent in the back yard of the Hoel's Motors and Hoel's home next door. Pearl furnished sandwiches, doughnuts

and coffee or lemonade to the 200 people who attended.

As the rally grew, Pearl, with the help of other wives of the Jackpine Gypsies prepared food and refreshments, and sometimes provided jackets and extra blankets. They arranged to meet at the Gypsy Tours, which were



now a regular part of the annual rally, at Custer or Devils Tower providing a lunch of beef, beans, potato salad and watermelon for about \$.65 per person.

For more than six decades, Pearl Hoel's ready smile greeted hundreds of thousands of bikers who gathered each year for the motorcycle rally.

Pearl, with her wide historical knowledge of the Black Hills, Meade County, and Sturgis, contributed to the area in many ways. She was a wonderful story teller. Pearl was one of the first to present a program for the “Art for Lunch Brunch”, a Home Town Folks series sponsored by the Sturgis Area Arts Council. She had a wonderful sense of humor and would often recall many interesting tales. Her friendly and generous nature, her ability to tell the story of the Rally with pride and dignity kept the “old days” alive and interesting to the many

Pearl’s friendly and generous nature, her ability to tell the story of the Rally with pride and dignity kept the “old days” alive and interesting to the many new comers.

Pearl, a person comfortable in the background for many years, was, following the death of Clarence in 1989, able to step forward and represent all that was and is positive about the Rally and the City of Sturgis.

At 99, Pearl was still the best source of information about the Rally. Her gift for recall and her ability to share oral history was in constant demand and she enjoyed each opportunity she had to share this.

Pearl had many hobbies, playing Bridge was a favorite past time. Several of the oldest and dearest friends were in the Bridgette Club for over 60 years meeting twice a month in their homes. Lillian Lushbough, one of the long-time members, had this to say about Pearl. “Pearl is indeed a genuine pearl. A real pearl will stand weather and stress and that is Pearl Hoel.”

Pearl was also an artist. She did many scenes in oil on canvas and in her later years painted many pictures of deer, raccoons and chipmunks on tanned leather deer hide.

Being a practical person from the “old school,” she painted her house on Baldwin Street in Sturgis at the age of 95.

In 2004, Pearl donned a motorcycle helmet and rode around the racetrack with an “old biker” as part of the pre-race program at the Half-Mile race. Pearl really preferred a side-car when it came to motorcycle traveling and this was the way she usually made a public appearance on the track in front of the Grand Stand. The Jackpine Gypsies, from the beginning of their “Short Track Races”

reserved a parking place for the Hoel vehicles.

Pearl held many interviews from that spot where she seldom missed a race. She always had a ready smile and a big wave for her friends in the crowd. She held a special gathering of her over-40 riders, a club of riders known as the Retreads.

She baked muffins and banana breads by the dozen and loved sharing her beautiful backyard of trees, roses, grapevines and various perennials and annuals which she tended herself.

In the early years of the Rally, a big free feed was held for everyone in the Sturgis park, followed by a program involving the riders. Several contests were held as a part of this with Pearl doing much of the planning. As funds were limited in those days, one of Pearl’s contributions was creating a crown for the Queen. This she did by stringing pearls and pretty beads on a wire (to hold the shape) following a design which she drew out on cardboard first. Several lucky ladies were the recipients of these crowns. The best dressed

male rider, female rider, best dressed club, longest distance rider, and so on were also selected and honored.

For many years, Pearl was interviewed by major news media and motorcycle magazines.

She was able to speak with first-hand knowledge about the history of this event. From the 200 bikers in their back yard to the hundreds of thousands in her later years, Pearl remained a role model who was admired and respected for her sincerity and friendliness.

This “First Lady of the Rally”, died February 27, 2005 at 99, leaving behind a lasting legacy of kindness, generosity and an endless array of friends. With her husband J.C. (Pappy) Hoel, Pearl was there at the beginning of what would become America’s largest motorcycle rally and her support for South Dakota’s special event never wavered. Even as the event grew, she took it all in stride, exhibiting a graciousness and kindness that time alone will not erase





COME VISIT US FOR THE FULL
ROCKFORD FOSGATE® EXPERIENCE

ALL NEW AUDIO OCTANE



	<p>Black Hills Harley-Davidson® 2820 Harley Dr, Rapid City, SD 57702</p>	<p>Sound Connection 1st and Lazelle</p>
<ul style="list-style-type: none"> • On-site Sales & Installation of Audio Kits • All New Products Launching at Sturgis • 98-13 & 2014+ Audio Kits Available • 14+ Dual 10" Saddlebag Subwoofer Kits 		<p>STURGIS, SOUTH DAKOTA</p> 
<p>AVAILABLE AT: WWW.ROCKFORDFOSGATE.COM AND SELECT RETAIL LOCATIONS.</p>		

#ROCKFORDFOSGATE | FOLLOW US ON

OASIS BAR & FIRESIDE LOUNGE

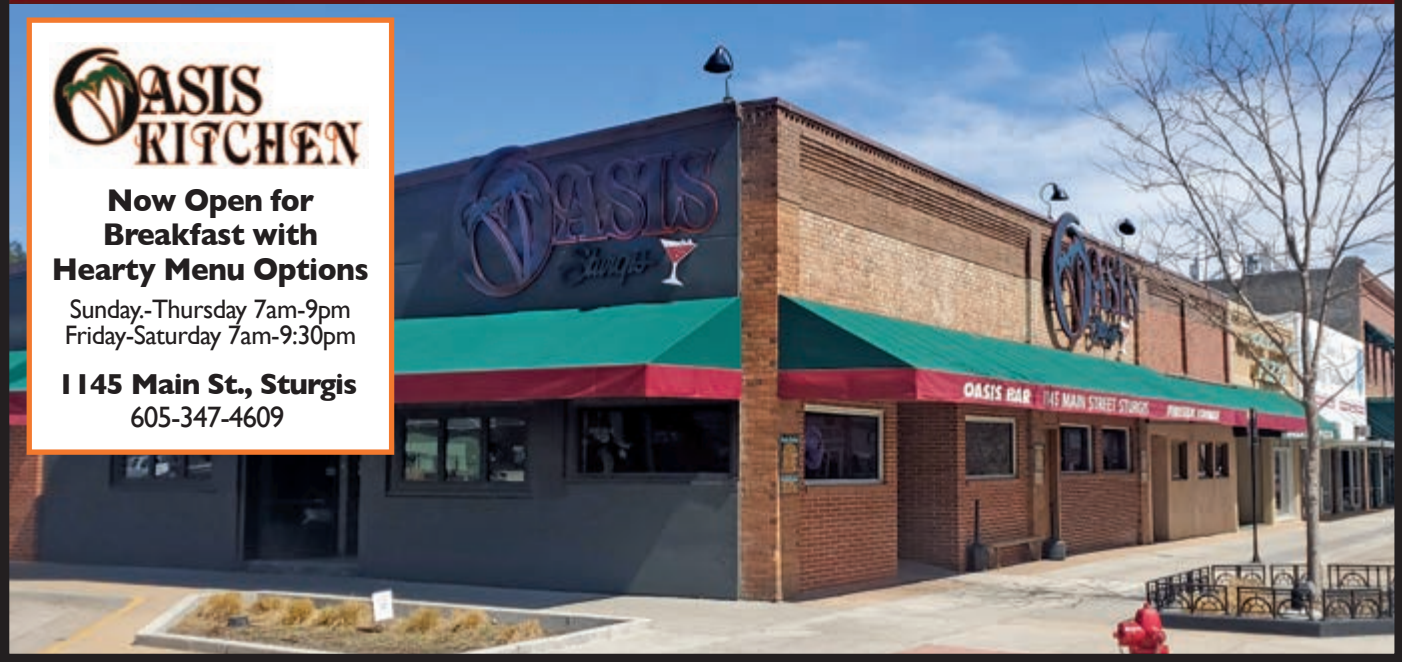
1145 Main Street | Newly-Remodeled | Daily Drink Specials | Open Year-Round 



**Now Open for
Breakfast with
Hearty Menu Options**

Sunday-Thursday 7am-9pm
Friday-Saturday 7am-9:30pm

1145 Main St., Sturgis
605-347-4609



**THE
HOTEL
STURGIS
MAIN STREET**

1144 Main Street | Sturgis, SD | 605-561-0116 | Book Online: TheHotelSturgis.com

Meet Sharon Jacobs

Motorcycling means different things to different riders. For some, riding is transportation. For others, riding is a way to connect with their authentic self. For Sharon Jacobs, riding is her “quiet place.” Sharon has described herself as enjoying time alone and riding motorcycles is a great way for her to get away.

Sharon’s riding story started in the early and mid-1990’s. Sharon managed the family business from home. She and her husband Scott had two daughters who were very young. One day, Scott came into the house and said he needed to go for a ride to clear his mind and help him refocus on the project he was working on. Sharon said that was the moment it clicked with her that she wanted to be able to have that same experience, that freedom and time to reflect.

So, she learned to ride. She started out by riding in circles in the backyard while her daughters watched. Later, she and Scott would ride together to pick up their daughters from

preschool and kindergarten. She said they sure got looks, but the girls and Scott all loved riding together.

Fast forward several years to 2012. The second Motorcycle Cannonball Ride was happening. The ride went from Newburg NY to San Francisco CA. Scott rode as a competitor in the ride. Sharon rode her 2010 Harley-Davidson Forty-Eight motorcycle. While she couldn’t ride with Scott on the route (rules prohibited it), she rode every mile of the route, on a 1200cc Sportster.

One of the highlights for Sharon on that ride was at the overnight stop in Sturgis SD. Her two daughters, Olivia and Alexa, joined her and the three of them rode from Sturgis to San Francisco together. Riding together for the second half of the trip gave them lifelong memories and experiences.

Sharon was bitten by the Cannonball bug. She decided she’d ride in the 2014 Motorcycle Cannonball Ride. First things first, she acquired a 1936 VLH for the ride. You may remember seeing that bike featured in Scott Jacobs’ painting “Moments Like These” and on the cover of the 2022 Sturgis Magazine.

Next, she had to master the tank-shift, foot-clutch magic of antique bikes. She said she was



not overly concerned about riding the old bike from a reliability perspective. From an early age, she's always been mechanically inclined, and felt confident she could learn what she needed for the ride.

The 2014 Motorcycle Cannonball ride was the longest yet, going from Daytona FL to Tacoma WA. Sharon was one of three women who rode the Motorcycle Cannonball. She often rode with Cris Sommer Simmons.

The first two days were difficult. Her motorcycle just was not running right. On the first day, her engine seized completely. And, she got word that her brother, who had been battling a terminal illness, slipped into a coma.

They replaced the piston, but it was for a smaller bore engine. Sharon learned quickly that the bike was using way more gas than normal. She got to experience the camaraderie and support from fellow racers, as they shared gas with her to get from stop to stop. She learned that she could get about 30 miles on the tank, instead of 70.

On the third day, the motor seized again. And Sharon got word that her brother passed. She recounted how one of the riders sat with her until they could be picked up. That night, Sharon made the decision to continue, to honor her brother Mark. Surrounded by her Cannonball family, Sharon rode on and completed the ride. Her triumphant crossing of the finish line in Tacoma made the front page of the newspaper. She raised her hands over her head and cheered, "We made it, Mark!"

Two years later, Sharon and Scott prepared to ride the Motorcycle Cannonball again. This time, she was riding a 1915 Harley-Davidson Twin. Sharon said there was a learning curve for this new

bike. It sat taller and had narrower tires. If you look at both bikes, the mechanical advancements between 1915 and 1936 were huge!

Unfortunately, Scott had an accident on the second day of the ride. Sharon chose to stay with him in the hospital while one of her crew members rode her bike for the remainder of the race.

Sharon said she learned many lessons on the ride. She

said the greatest lesson was to remain in the moment and keep your wits about you. If you allow your mind to wander, you'll end up lost!

Sharon's ready to ride in another Motorcycle Cannonball. Next time, she wants to create a team with her daughters for the ride.

Both of Sharon's Motorcycle Cannonball Race bikes are on display at the Sturgis Motorcycle Museum and Hall of Fame.



Photos courtesy of Michael Lichter

WE'RE BY YOUR SIDE



TRUSTED
BY 1,000's
OF RIDERS



LAW TIGERS®

AMERICA'S MOTORCYCLE LAWYERS

Motorcycle Accident?
Call 1-800-Law Tigers | LawTigers.com

Law Tigers is not a referral service, but a service mark used to identify a lawyer's membership in the American Association of Motorcycle Injury Lawyers © 2019

FROM ONE SUMMER TRADITION TO ANOTHER



Coca-Cola[®]
Real Magic[™]



Coca-Cola IS A PROUD
PARTNER OF THE CITY OF
STURGIS MOTORCYCLE RALLY



Sturgis Economic Development



The Sturgis Economic Development Corp (SEDC) is the area's business relocation expert. As the economic development organization serving the City of Sturgis, Meade County and the State of South Dakota, SEDC is the regional "go to" source for assistance with business relocation, expansion and start-up needs.

SEDC administers three revolving loan funds and partners with local, state and national lenders to design competitive financing and incentive packages to assist businesses. Creative options for sale, lease and build-to-suit can be tailored to meet specific needs of businesses and are based on job creation and economic impact. Relocation assistance, workforce grants and property tax forgiveness are samples of the attractive incentives that could be available to qualifying businesses.

As the Meade County seat, Sturgis enjoys a healthy business mix. Prospective employers are drawn to the region's stable workforce in this "right-to-work" state.

SEDC developed the 45-acre Sturgis Industrial Park. Located off I-90 at Exit 30, it offers site-ready parcels for development. It has a UPS distribution facility on site, and is home to metal-related manufacturing for the firearms, agricultural and motorcycle industries. Businesses in the Sturgis Industrial Park benefit from efficient regional and global

Free TO PROFIT. Free TO PLAY.

45-acre Fully Developed Industrial Park

- All infrastructure in place
- City sewer, city water, and electrical utilities to the lot line
- All-weather hard-surfaced roads with curb & gutter
- Natural gas
- Fiber communications
- Largest firearms manufacturing cluster in SD

Sites & Buildings Available

Distribution

- I-90, Exit 30 - 1.5 miles
- UPS distribution facility - On-site
- Sturgis Municipal Airport - 7 miles
- Rapid City Regional Airport - 40 miles

Rent, Lease & Purchase Options

Amanda Anglin Executive Director
 P.O. Box 218 • 2885 Dickson Drive
 Sturgis, SD 57785
 Phone 605-347-4906 • Cell: 605-206-0395
 Email: amanda@sturgisdevelopment.com

distribution, as well as cost-effective operations.

For more information on starting, expanding or relocating your

business in Sturgis and Meade County, visit www.sturgisdevelopment.com or call Amanda Anglin, SEDC Executive Director, at 605-347-4906.



Photo by Bob Davis, Sturgis Photo & Gifts

The Official Powersports Sponsor of the City of Sturgis Motorcycle Rally!

RUMBLE ON

\$3 BEER

**CORNER OF 6TH AND LAZELLE
LIVE DJ & FOOD TRUCKS**

WWW.RUMBLEON.COM



RIDENOW
POWERSPORTS *Sturgis*

500+
BIKES FOR SALE

No Dealer Fees | Trade-In Trade-Up | In-house Financing

BUY. SELL. TRADE.

Daily from 10AM to 6PM Aug. 4-11, 2023

WWW.RIDENOWSTURGIS.COM

WELCOME TO STURGIS!

Whether you're staying for two weeks or 52 weeks, Sturgis is ready to greet you with our famous hospitality and an experience like no other. It doesn't matter if you're into "bikes" or bicycles, trailrides or flat tracks - we've got you covered!

A few pointers for your trip:

1. Stop by the Sturgis Welcome Center

Our friendly staff is here to assist! Stop by our Welcome Center at 2040 Junction Avenue for hometown help with your travel plans. Our energetic team knows all the local gems - from outdoor recreation to historic stops and luxurious pampering! We also carry the full gamut of regional tourism info.

2. Support our local shops

Every great town has an exceptional downtown! Check out our shops along legendary Main Street. Enjoy browsing unique home goods, fashion, craft wares, and of course some merch from that little thing we like to call the Sturgis Motorcycle Rally!



3. Relax and refresh with dining & drinks

We have some phenomenal places to grab a bite and a drink while you're in town! Sturgis boasts two local craft breweries and two local wineries with vineyards on-site. We have a wide variety of eating establishments, from hometown family restaurants to walk-up tacos and saloon-style eateries! Visit the Welcome Center for more details on your perfect Sturgis meal.

Sturgis Area Chamber of Commerce & Visitors Bureau
2040 Junction Avenue | (605) 347-2556
SturgisAreaChamber.com



STURGIS: 365

Enjoy Sturgis 365 days a year - here are a few favorites from our annual Chamber of Commerce & Visitors Bureau signature event line-up:

JUNE 3, 2023

3rd Annual Sturgis Art Festival

Make plans to attend our growing Sturgis Art Festival the first Saturday in June annually with booths lining the street. This year, we welcome our first Sturgis Battle of the Bands!

JULY 28, 2023

Northern Hills Ag Fest

Our agriculture roots run deep, and you can't get any closer to our Midwest culture than Ag Fest! Join us July 28th for free BBQ, mutton bustin', and more alongside the Meade County Fair & 4-H Achievement Days!

September 23, 2023

Sturgis Fall Festival

Don't miss our Sturgis Fall Festival on September 23rd! Hay maze, face painting, petting zoo - you name it. Everything you want and expect from a classic Fall Fest!

October 20-21 & 27-28, 2023

Chamber's Crypt Haunted Tour

The much-anticipated Haunted Tour is happening TWO weekends in 2023, on October 20-21 and 27-28!

November 30 & December 1, 2023

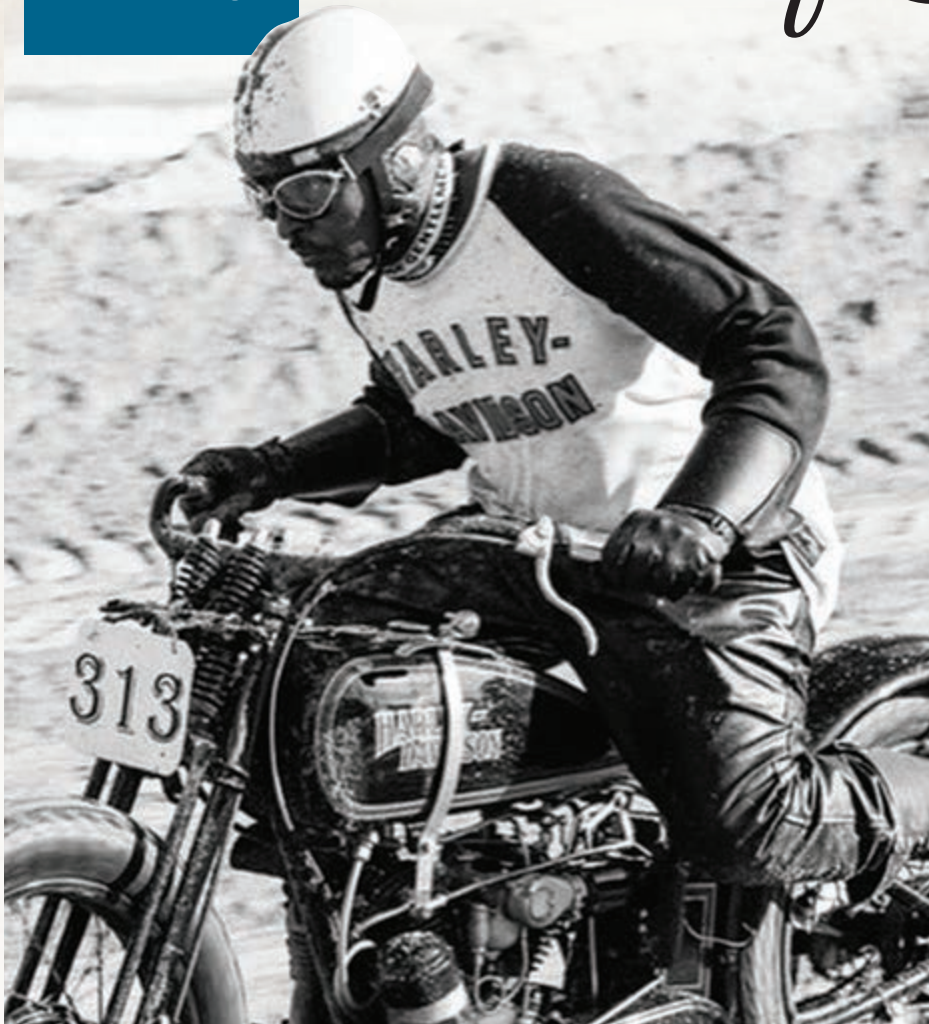
Tree Lighting & Parade of Lights

Partake in the holiday festivities two back-to-back nights for the ever-popular Tree Lighting Ceremony and crowd favorite, the Parade of Lights!



Riding
in the

Tracks of History



of motorcycles but sharing that history through the curation of my Traveling Black History Museum.

You might ask how my Traveling Museum relates to the history of motorcycling. Well, since you asked, okay, even if you haven't asked, my nerdy side has been activated, and this is an opportunity to not only nerd out but to share information on motorcycling that many riders are not aware of. So, join me on this journey of motorcycling history.

As the founder and curator of the Traveling Black History Museum, I enjoy sharing the 2000 artifacts we've collected over the past 30 years. Often these artifacts are grouped into what we call special exhibits. In the case of motorcycling, the Museum has artifacts that explore the rich history of African American riders.

When these artifacts are shared with the public, they are presented under an exhibit entitled Blacks in Motion: Riding in the Tracks of History. Within this exhibit you will see motorcycle artifacts that pertain to African Americans that date back to 1913, yes 1913.

Many riders today aren't aware of African American riders who raced from 1913 to 1924 throughout the south in the National Colored Motorcycle Championship. Those races included board track as well as flat tracks.

The Museum offers articles that capture the riding prowess of these racers as well as the sentiments of the time. Some of those artifacts include rare photos, signed documents, and even a static display of a 1920 board track race bike. Included in the displayed artifacts is a copy of a

By Randy "Detroit" Hayward

Those of us that love everything motorcycle, understand that we are also historians. No matter the year of the motorcycle you ride, inevitably a conversation will be had that talks about the origin of the brand you are riding, or how members of your family have been riding for generations. Eventually, no matter how cool you look clad in your leather gear or sitting on your motorcycle pretending that you don't notice the occasional

head nod, the approving look of strangers, or the whisper of "I love that bike", the more you delve into the history of motorcycling the nerd in you takes over. We offer facts, information on historical bikes, and the rambling on about motorcycles that make all of us sound like nerdy college professors. Well, I have learned to embrace all aspects of the Two Wheel life, and I am absolutely developing a deeper passion for not only talking about the history

broadside poster advertising the “colored” races, and even describe the “colored racers” as some of the “greatest racers in the world.”

We have bricks from the foundation of the first African American owned Harley-Davidson dealership in Somers, New York. The dealership was owned and operated by the late William Johnson.

The Museum doesn't shy away from presenting unfavorable items of the time, as this shows how far the sport of motorcycling has grown. One such artifact is a pre-1950 American Motorcycle Association (AMA) application that forbade Black riders from joining AMA. This stemmed from the rules established by the Federation of American Motorcyclist (FAM), which predates the founding of AMA. Our collection would not be complete without FAM artifacts, and yes, we even have an original picture of an African American racer named Wild Bill who was one of the early African Americans accepted in AMA membership in the 1950s.

For the more modern enthusiast



“As bikers, we are all standing on the shoulders of riders who came before us and riding in in their tracks.”

– Doctor Randy Hayward

we have signed photos of the Chopper King, Sugar Bear. Sugar Bear was inducted into the Sturgis Motorcycle Museum Hall of Fame in 2015. He was mentored by the 2022 Sturgis Motorcycle Museum Hall of Fame inductee, Ben Hardy. Mr. Hardy created the iconic motorcycles in the movie Easy Rider. Those bikes, better known as the Captain America Chopper and the Billy Bike are part of African American history.

Some of you might be wondering why the title of the exhibit notes “Riding in the Tracks of History.” As an African American rider, I believe that not only should I share the history but I should also relive some past riding experiences.

History is not static, nor is it linear. History is constantly being made and the more we discover the more we understand history never follows a straight line. As history is being discovered, it is also being made. And to that end, I, as an African American vintage motorcycle racer, live the history by racing a 1929 Harley-Davidson DL 45 cubic inch Flathead. As the Black racers of old, I race in

unsanctioned races as a nod to the Black racers who were not allowed to race under the FAM or AMA banners prior to the 1950s. Yes, these “outlaw racers” were not outlaws because



Dr. Randy Hayward Sr. is a US Air Force veteran, a Harvard graduate, and former Superintendent of the Marvin L. Winans Academy of Performing Arts District in Detroit Michigan. He races vintage motorcycles with the Sons of Speed and T.R.O.G. (The Race of Gentlemen). In addition to the Traveling Black History Museum, Randy is the creator and promoter of Detroit's Antique Motorcycle (D.A.M.) Show, held annually on the second weekend in September. Follow him on Instagram (@detroit_antique_motorcycles and @traveling_black_history_museum).



they desired to be criminals, but because unsanctioned races were deemed outlaw races and therefore the Black racers were outlaw racers. So, I wear the outlaw moniker as a badge of honor. As a matter of fact, all racers today, regardless of ethnicity, who race in unsanctioned races are living history. Congratulations, you are both living history while making history.

Well, it's time to take the professor's hat off and go back to attempting to be a cool biker. See how easy it was for me to nerd out? Yes, I absolutely love sharing this unknown history because Black history is American history. As bikers we are all standing on the shoulders of riders who came before us and riding in their tracks. It is my hope that as my Museum travels the country, you would not only stop in to learn more about the rich history of African American riders, but that you will share your riding experience and history. Through our shared conversations, we will find we have more in common.

Ride safe, love on purpose, and share your story. Remember Black history is American history.

RUN WITH US

AMSOIL delivers next-level power, performance and protection.

Built in the lab so you can ride hard and run cool.



**AMSOIL
RESISTS
VISCOSITY
BREAKDOWN
6X
BETTER**

than Harley-Davidson® SYN3*
for improved protection
against compensator
and transmission
gear wear.**

**Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test.



AMSOIL®

The First in Synthetics®

ORDER AT
AMSOIL.com

*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.



RV CAMPING

- FULL SERVICE - ELECTRIC & WATER
- ELECTRIC ONLY - DRY SPACES

CABINS

- AIR CONDITIONING - MICROWAVE
- MINI FRIDGE - BATHROOM (PREMIUM ONLY)
- SLEEPS UP TO 6

TENTING

- ELECTRIC - ELECTRIC/WATER - DRY

AMENITIES

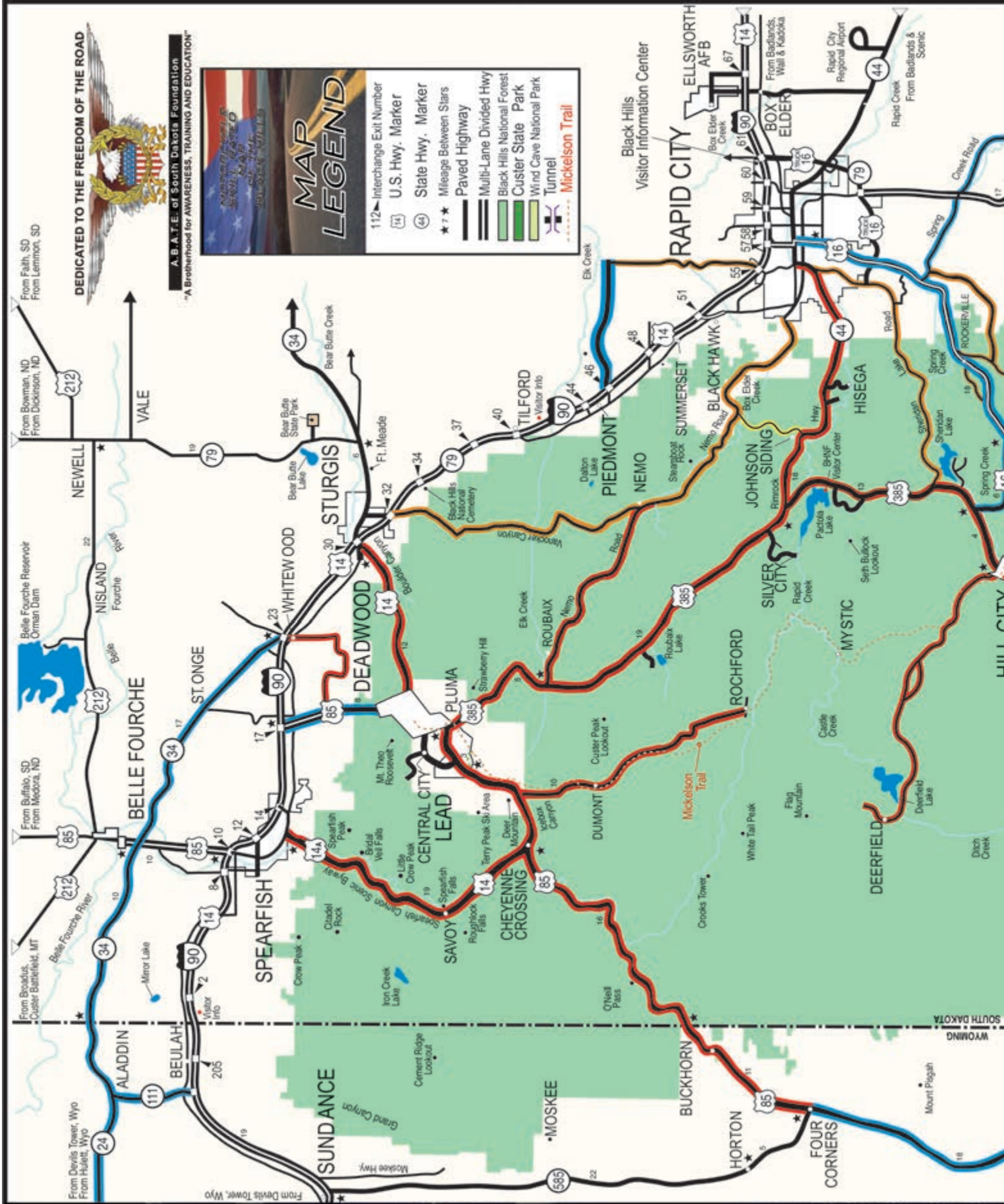
- GENERAL STORE - SHOWER HOUSES
- RESTAURANTS - BARS
- VENDORS - CONCERTS



WWW.SHADEVALLEY.COM

605.347.5556

20158 137TH PLACE, STURGIS, SD 57785



DEDICATED TO THE FREEDOM OF THE ROAD

A.B.A.T.E. of South Dakota Foundation
 "A Brotherhood for AWARENESS, TRAINING AND EDUCATION"

MAP LEGEND

- 112 Interchange Exit Number
- (16) U.S. Hwy. Marker
- (44) State Hwy. Marker
- ★ 7 ★ Mileage Between Stars
- Paved Highway
- Multi-Lane Divided Hwy
- Black Hills National Forest
- Custer State Park
- Wind Cave National Park
- Tunnel
- Mickelson Trail

From Faith, SD
From Lemmon, SD

From Bozeman, ND
From Dickinson, ND

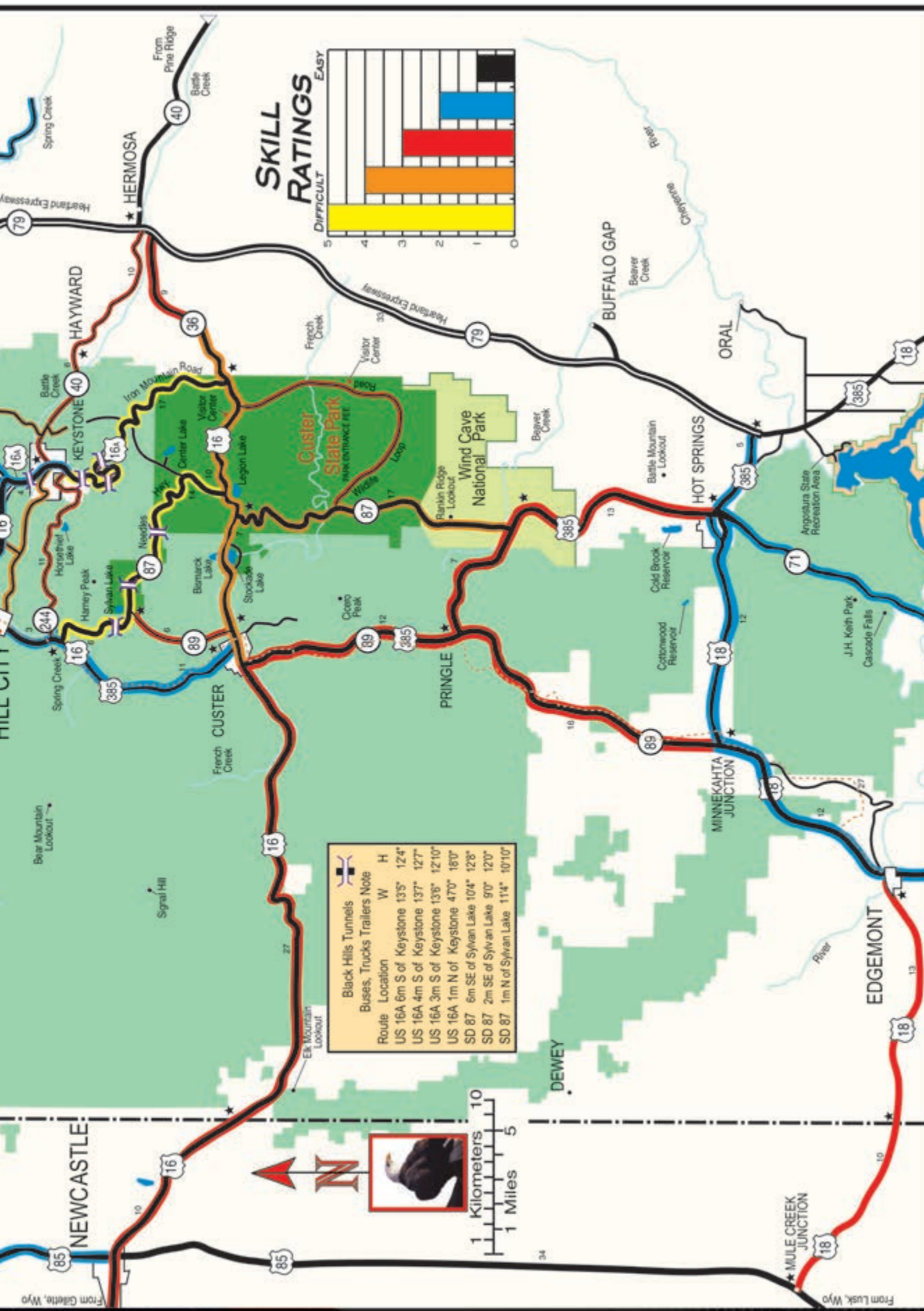
Belle Fourche Reservoir
Orman Dam

From Buffalo, SD
From Medora, ND

From Devils Tower, Wyo
From Hulett, Wyo

SOUTH DAKOTA

WYOMING



Safety Helmet Required under age 18; helmet must be an approved US DOT helmet.

Eye Protection Required unless equipped with windscreens of sufficient height and design that protects the motorcycle operator. When headlights are required to be on, protective eye devices that are tinted or shaded cannot reduce the light transmission of the device below 35%.

Handgrips Handgrips below shoulder height.

Muffler Must at all times be equipped with a muffler in good working order and in constant operation to prevent excessive or unusual noise. No person may make any alteration or modification of any kind.

Lane Splitting Illegal in South Dakota

Use of Full Lane A motorcycle is entitled to the use of its full lane. No vehicle may be driven in such a manner as to deprive any motorcycle of the full use of a lane.

The information provided in the map was compiled by volunteers and is accurate and true to the best of their knowledge. This map is provided as a service to motorcyclists and is intended to be used as a guide only. User consideration is required to adjust driving according to personal skill and experience. Any person or entity that relies on any information obtained from this map does so at their own risk. All information on this map is provided "as is" without warranties or conditions, expressed or implied, including, but not limited to, warranties for product quality, or suitability for a particular purpose or use. The risk of liability resulting from the use of this map is assumed entirely by the user. All entities involved with the information provided on this map share no liability with the users in any direct, incidental, special, or consequential damages whatsoever, including, but not limited to, loss of revenue, lost or damaged property, or economic loss, or any loss due to bodily injury or death.



MC CULTURE



**Gold & Silver Rings • Pendants
Pins and Badges • Custom Pins • Chains**

Custom hand made jewellery perfect for motorcycle clubs and associations. We are the manufacturers. No set-up fees on group orders. No minimum quantities. By direct and save.

CONTACT: DAVE CRAWFORD

416.996.5254 • 1.800.992.0399

www.pi-jewels.com • sales@mcculturering.com

WWW.MCCULTURERINGS.COM



Harley-Davidson History: HDMC Anniversaries

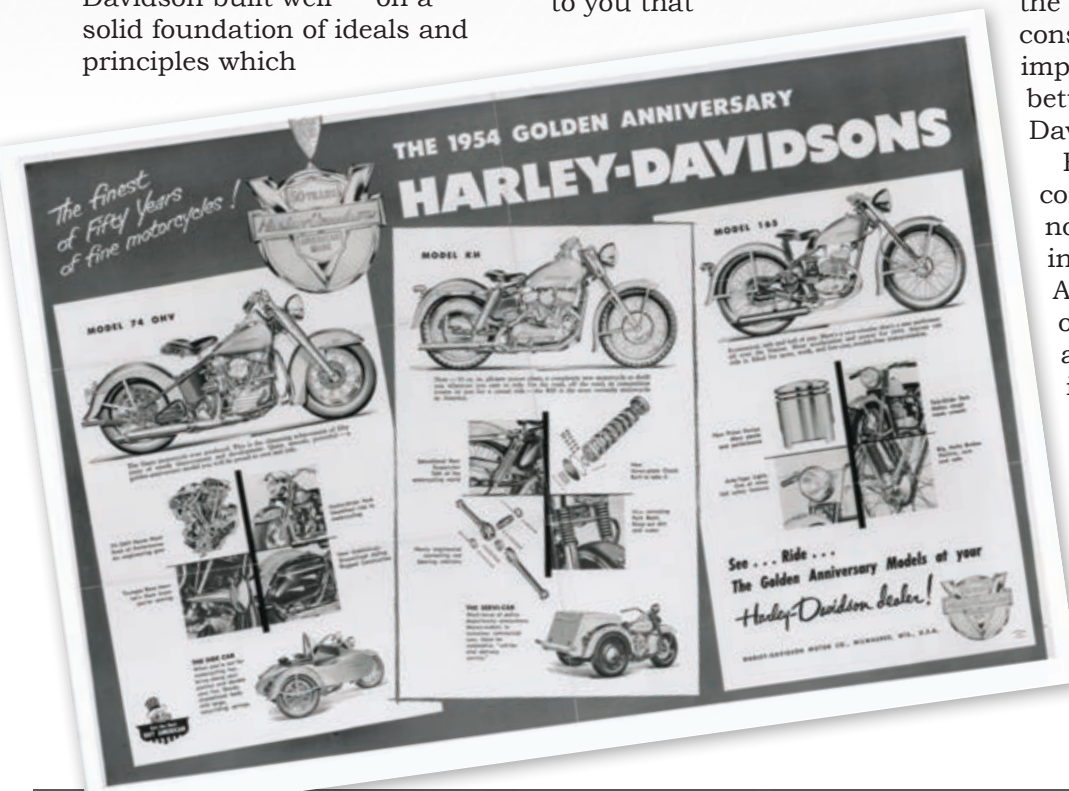
It's hard to imagine one of Harley-Davidson's company anniversary events being a small, private ceremony, but that's how it all began. The first observance of a Harley-Davidson anniversary can be traced to 1953, when the Motor Company marked its 50th anniversary. A small "birthday" ceremony was held in front of Milwaukee's Capitol Drive plant during the annual sales conference to mark the occasion. The 1954 model year motorcycles also included a commemorative badge on each motorcycle's front fender of a special logo designed exclusively for the anniversary. In the September 1953 issue of *The Enthusiast* magazine, President William H. Davidson wrote "The founders of Harley-Davidson built well — on a solid foundation of ideals and principles which



has resulted in the production of the world's finest motorcycles year after year. It is our pledge to you that

Harley-Davidson's course for the future will continue to be charted unswervingly along the same traditional lines of constant development and improvement toward building better and better Harley-Davidsons."

Between then and the 1970s company anniversaries were not observed. That changed in 1978. For the 75th Anniversary, a small number of Company executives and guests participated in a celebratory ride from seven different points across America to converge on Louisville, KY. After that, all riders returned to Milwaukee, having managed to visit more than 100 dealerships along the way. The 1978



Continued on 86



The 75th Anniversary Sportster

The Sportster is a true American classic. It's the Harley-Davidson that's been around for over 75 years and still going strong. It's the Harley-Davidson that's been around for over 75 years and still going strong. It's the Harley-Davidson that's been around for over 75 years and still going strong.



The 75th Anniversary Electra Glide

The Electra Glide is a true American classic. It's the Harley-Davidson that's been around for over 75 years and still going strong. It's the Harley-Davidson that's been around for over 75 years and still going strong. It's the Harley-Davidson that's been around for over 75 years and still going strong.



Anniversaries continued from 85

model year was also marked by Anniversary edition Electra Glide and Sportster models, tastefully appointed in gold and black.

When Harley-Davidson reached the 80-year mark in 1983, times were very difficult. H-D had become independent from AMF only two years prior and was facing a deep recession and financial losses. A unique 80th Anniversary logo was created to accompany marketing efforts, but Anniversary motorcycles were not

built, and no official events were held.

The 85th anniversary was commemorated in 1988 and set the standard for all Motor Company anniversaries to follow. That year, about half of Milwaukee's Summerfest grounds were reserved and approximately 60,000 riders converged on Milwaukee for entertainment, poker runs and

many other events.

When the 90th anniversary arrived in 1993, the entire Summerfest grounds on Milwaukee's lakefront was rented. Ten separate rides departed from cities in the U.S. and Canada to converge on Milwaukee after a nine-day ride. This time, about

100,000 riders came from points all over the world to help celebrate the





event. The people of Milwaukee came out in droves to welcome the parade. This response was noted by many riders as one of the more emotional and memorable experiences they could recall. Anniversary motorcycles were revived for the 90th Anniversary in five separate models, and in limited numbers.

June of 1998 brought the celebration of Harley-Davidson's 95th Anniversary. Approximately 135,000 riders came to Milwaukee. Events included the 15th Anniversary H.O.G.® rally at State Fair Park in West Allis, WI, free entertainment at Veterans Park on the lakefront, and of course, the main celebration at the Summerfest grounds. Entertainment included Joe Walsh, The Doobie Brothers and The Wallflowers. For those who were there, the week was a powerful testimonial to the relationship Harley-Davidson has with its customers.

Harley-Davidson's 100th Anniversary celebration was like no other. Beginning in the summer of 2002 in Atlanta, GA, the Open Road Tour circled the globe, carrying the message of the Motor Company's first century to enthusiasts in eight cities around the world and concluding in Milwaukee over Labor Day weekend, 2003. Approximately 250,000 people were in the area to help celebrate the occasion with music, tours, displays and exhibits all over Southeastern Wisconsin.

The 2003 model year vastly expanded the offering of motorcycle finishes honoring the anniversary to nearly all bikes sold.

The 105th Anniversary of 2008 again included rides converging on Milwaukee, and included stops at the assembly plant in York, Pennsylvania. Labor Day weekend entertainment included Bruce Springsteen and the Foo Fighters. It was estimated that over 125,000 riders attended the events in Milwaukee. Sites included Wisconsin H-D facilities, the Summerfest grounds, Brady Street and the brand-new Harley-Davidson Museum, which opened only weeks earlier.

The 110th Anniversary brought the return of a large-scale overseas celebration to complement



Milwaukee. This time, Rome, Italy was the gathering center for riders of Europe and many other parts of the world. Events included a bike blessing by none other than Pope Francis in Vatican City. The Labor Day weekend in Milwaukee made the H-D Museum even more of an epicenter of the celebration.

The 115th Anniversary focused on celebrating motorcycle culture, with the Harley-Davidson Museum as the center

of the party, and events spread throughout the city. The party brought in people from all over the world to celebrate our iconic brand. In addition to custom bike shows, tattoo artists, live music and local food, racing was a big part of the festivities- from Flat Out Friday flat track racing to the debut of beach racing along beautiful Lake Michigan on Bradford Beach.

This year, Harley-Davidson will reach 120 years of continuous motorcycle manufacturing. No other motorcycle manufacturer can make this claim. Not every company celebrates anniversaries, and none do it in the way Harley-Davidson does.





EXPLORE A MILWAUKEE ICON

VISIT • SHOP • DINE

Visit the Harley-Davidson Museum® campus as we celebrate 15 years of being one of Milwaukee's top tourist destinations. With premium retail shopping, new exhibits, an enhanced Experience Gallery, MOTOR® Bar and Restaurant and a calendar full of events, now is the time to plan your epic adventure.



Plan your visit at [H-DMUSEUM.COM](https://www.h-dmuseum.com)



© 2023 H-D or affiliates. HARLEY-DAVIDSON, HARLEY, H-D, and the Bar and Shield Logo are among the trademarks of Harley-Davidson Motor Company.

Congratulations

WILLIE G. DAVIDSON

FROM THE STURGIS MOTORCYCLE MUSEUM & HALL OF FAME



PRE 2001 HALL OF FAME
INDUCTEE



ARLEN NESS LIFETIME
ACHIEVEMENT AWARD 2017



“RIDE FREE”

A Memoir from Sturgis Motorcycle Museum’s Hall of Famer Willie G. Davidson, Reveals Inside Look at Willie’s Work, Life and Family

By Steve Piehl

As the legendary designer behind the most beloved motorcycles in history, Willie G. Davidson has been an icon in the motorcycle community for decades. And now, he’s giving fans an intimate look into his life and work with his upcoming memoir, “Ride Free.”

The book is set to be released this year in conjunction with the Sturgis Rally and promises to be a must-read for anyone who loves motorcycles or admires Willie’s incredible contributions to motorcycle culture. This is a look at Harley-Davidson through the eyes and artwork of someone whose family, work and artistic

passion merged into a statement of the Harley-Davidson brand.

Sturgis Motorcycle Museum & Hall of Fame fans will have special interest in the final chapter, when Willie recounts the emotion and excitement of giving the Hall of Fame induction speech for his children Karen and Bill. As a Hall of Fame member and Lifetime Achievement Award winner himself, he recounts that “Very few 120-year-old businesses have our special family-founder connection.”

Harley-Davidson fans have an opportunity to pre-order “Ride Free” and be among the first to receive their copy

when the book is launched on August 1. As an additional

bonus, pre-orders also include the opportunity for a free download of one of the chapters in the book that can be read immediately. The details are included on Willie’s website, www.williegdaavidson.com.

Throughout the pages of the book, readers will find passionate commentary about some of Harley-Davidson’s most popular motorcycles, Willie’s love

of racing and the changes and challenges facing the motorcycle industry in decades past.

“I always describe my relation to the Motor Company as a love affair,” said Davidson. “And that’s really what it was, a fifty-year love affair with (wife) Nancy by my side.”

What sets “Ride Free” apart from other memoirs is the fact that it will also feature Davidson’s own artwork, including drawings and watercolor paintings.

“I wanted to share my story with fans of Harley-Davidson and anyone who loves motorcycles,” Davidson explains. “But I also wanted to share my artwork, which has always been a big part of my life.”

But of course, the heart of the book is Davidson’s personal story. From his childhood growing up in the shadow of the Harley-Davidson factory to his decades-long career designing some of the most iconic motorcycles in history, “Ride Free” is a thrilling and inspiring look at a life well-lived.

Steve Piehl is a powersports expert who spent 35 years on staff at Harley-Davidson Motor Company, and was responsible for developing and launching the Harley Owners Group, one of the motorcycle industry’s biggest success stories, with nearly a million members in more than 90 countries. He was inducted into the Sturgis



Motorcycle Museum & Hall of Fame in 2012.

WILLIE G. DAVIDSON'S MEMOIR

FOR FIFTY YEARS, HE HELPED SHAPE THE LOOK, SOUND, AND FEEL OF HARLEY-DAVIDSON MOTORCYCLES.

RIDE FREE

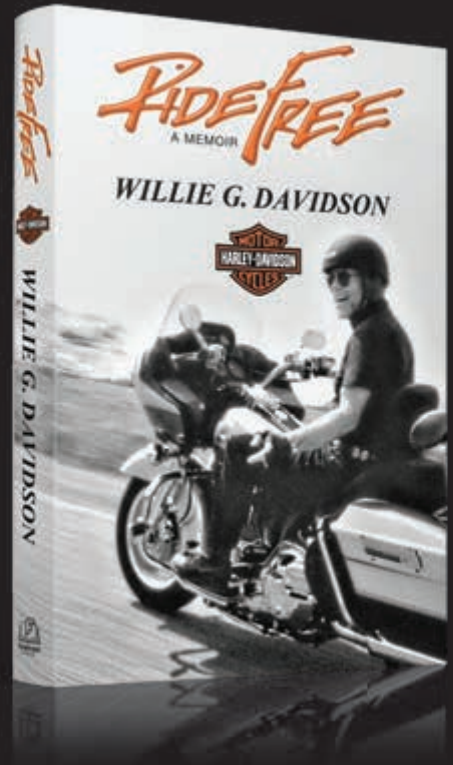
LAUNCHING
AUGUST 2023



PRE-ORDER NOW

WILLIEGDAVIDSON.COM

AND RECEIVE A SNEAK PEEK OF CHAPTER 5



EXPERIENCE HARLEY-DAVIDSON THROUGH
THE EYES AND ARTWORK OF THE
LEGENDARY WILLIE G. DAVIDSON

STAY CONNECTED AND JOIN US FOR THE
RIDE FREE LAUNCH PARTY AUGUST 7TH, 5:00 PM
OUTLAW SQUARE AT.....

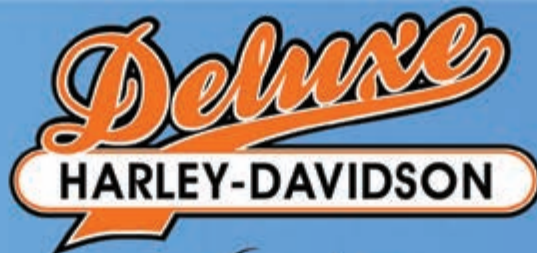
Rocksino
BY HARD ROCK

DEADWOOD

SCAN HERE



©Willie G. Davidson. All rights reserved.



Wyoming

DELUXE HARLEY-DAVIDSON OF

GILLETTE
Motorcycle Sales
Authorized Service
Genuine Parts
MotorClothes

Open year round
3300 Conestoga Drive
(307) 687-2001
I-90 Exit #129

DELUXE HARLEY-DAVIDSON OF

SUNDANCE
Genuine Parts
MotorClothes

Devils Tower T-shirts
Open June-July-August
2423 E Cleveland St
(307) 283-2001
I-90 Exit 189



Pokey's
Artisan food truck & full bar
Sundance, WY
August 5- 10