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2019



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# Welcome to the 79th Annual Sturgis Motorcycle Rally!

For those of you visiting South Dakota for the very first time, let me personally welcome you to our beautiful state. The Sturgis Rally combines years of tradition with the unmatched scenery of the Black Hills – a motorcyclist’s paradise.

This week is guaranteed to provide you and your family with the experience of a lifetime. Whether it’s the motorcycle culture that brings you into town or simply an adventure to experience the Mount Rushmore State, there is no

shortage of things to do and see during this event. While you are here, be sure to take some time to walk down the famous Sturgis Main Street where you’ll meet thousands of bikers from across the globe.

After you have explored the sights and sounds of Sturgis, I encourage you to venture out and spend some time across the state, too. There is nothing like breathing in the fresh

air while experiencing Needles Highway, seeing Mount Rushmore National Memorial for yourself, or marveling in the enormity of the Black Hills National Forest.

South Dakota is home to many great faces and great places that motorcycle enthusiasts (like myself!) enjoy every year. While you are exploring our state, be sure to visit [SouthDakotaRides.com](http://SouthDakotaRides.com). It provides numerous resources like an interactive map, bike cam videos, information on fellow riders

around you, and most importantly, information on motorcycle safety that will allow you to maximize your visit.

See you on the road.  
 Ride safe!



Sincerely,

Governor Kristi Noem



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# Welcome to Sturgis!



Welcome to Sturgis, the City of Riders! Nestled at the base of the northeastern Black Hills in extreme western South Dakota, Sturgis is not only home to the world's largest motorcycle rally but a growing community with thriving industry and wonderful recreation.

All summer long, Sturgis is a destination for motorcycle riders from all over the country, and in August, Sturgis hosts one of the largest gatherings of motorcycle enthusiasts in the world – the Sturgis Motorcycle Rally. Beginning the first Friday in August, Sturgis comes alive with more than half a million people. We become the largest community in the state, bringing in concerts by famous recording artists, national motorcycle races, and the biggest names in custom bikes and motorcycle accessories.

Sturgis remains a remarkable community throughout the year. Our historic downtown district – filled with lively restaurants and colorful shops – was built to serve the soldiers of the famed Seventh Cavalry at nearby Fort Meade, where the Star-Spangled Banner got its start as America's National Anthem. Our industrial park is home to some of the premiere gun makers and ammunition manufacturers in the nation. You will also find the Sturgis Motorcycle Museum and Hall of Fame, where some of the rarest bikes in the world help recount the history of motorcycling.

Our location off Interstate 90 means you're just a few minutes ride from some of the most

spectacular sights in the Black Hills, including Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Wind Cave National Park, Jewel Cave National Monument, Bear

Butte State Park, Black Hills National Forest, Devils Tower National Monument, and the Centennial Trail, to name a few. You can also enjoy incredible hiking, mountain biking, hunting, and fishing just outside our city limits.

Sturgis has a great deal to offer residents and visitors alike, and we invite you to explore it all. When you do, you'll discover a historic city rich in the tradition of legendary riders.

Enjoy your stay!

Mark C. Carstensen  
Mayor, City of Sturgis



MARK



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STURGIS C-STORE



# Welcome to Sturgis!

It's no secret that the biggest party of the year happens right here in Sturgis, SD. Why? Because Sturgis is home to the early days of racing and the best motorcycle riding in the country. There is no other place in the country where good friends, great bikes, and the best parties can happen over the span of two weeks. The community rallies together to provide a top notch experience for thousands of tourists, ensuring there is plenty to do from flat track races to leisurely rides through the hills. Just an hour from Sturgis,



EMMA

you can behold Mount Rushmore, Crazy Horse, Devils Tower, and the Badlands – all things that should be on your bucket list.

The location of Sturgis in the Black Hills makes it the ideal destination. There are premier campgrounds with all the amenities, concerts, and tons of vendors. The town of Sturgis is home to many antique shops, coffee shops and roasteries, a museum, and great parks.

The Sturgis Motorcycle Museum and Hall of Fame is located in the heart of Sturgis, on the corner of legendary Main Street and

Junction Avenue. With more than 85 motorcycles, including some of the rarest in the country, it's a sight to see. The Museum has more than 9,500 sq. ft. of displays for you to explore. Visit our website for more information, [www.sturgismuseum.com](http://www.sturgismuseum.com).

Whether you are coming for the Rally or just a little R&R, Sturgis is the place to be. Check out the full schedule of events in this publication.

Welcome to Sturgis!  
Enjoy memories of a lifetime.

Emma K. Garvin  
*Executive Director*  
*Sturgis Motorcycle Museum*  
*& Hall of Fame*

## Cover Photo by Scott Jacobs

### The Story Behind "Pappy Was Here"

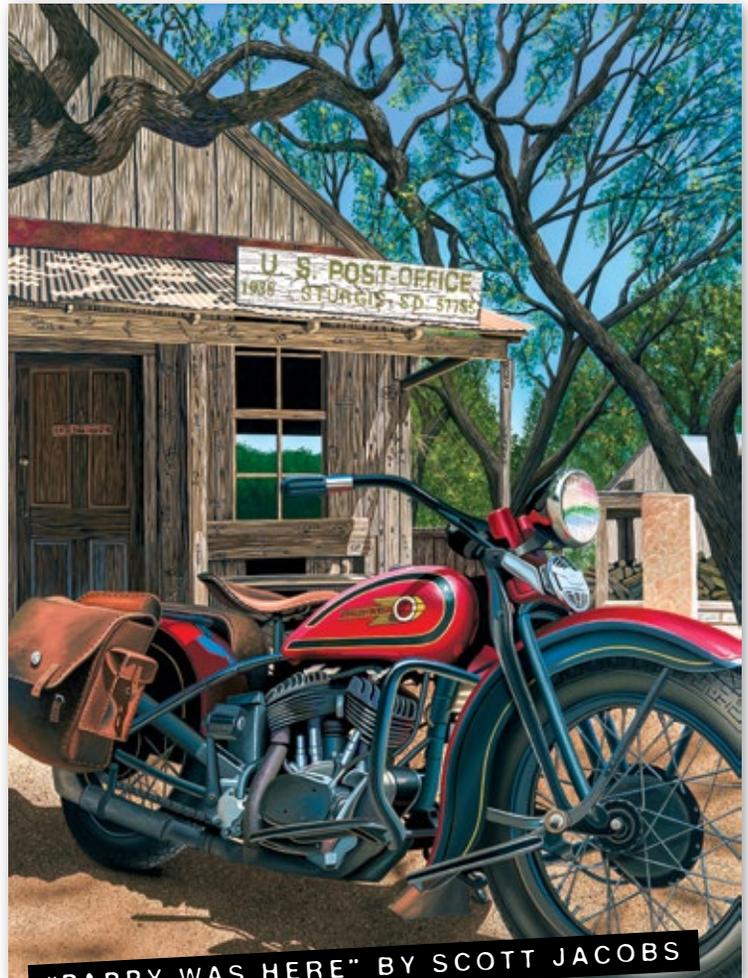
By Olivia Jacobs-Chrisman

Each year Scott Jacobs, Harley-Davidson's official artist, releases a Sturgis painting that he unveils during the Rally. In 2014, he completed "Pappy Was Here" an iconic image of a 1936 Harley-Davidson VLH in front of the old Luckenbach, Texas Post Office.

Scott first stumbled across the image while he was scrolling through his News Feed on Facebook. A friend and fellow Cannonball Run Rider, Buck Carson posted the photo while he was riding his '36 through Texas. Scott quickly messaged Buck asking if he could use the photo as reference for his upcoming Sturgis painting. Buck was flattered that Scott liked his photograph enough to paint from, so he emailed it over with eagerness to see Scott's finished product.

As many enthusiasts know, Pappy Hoel founded the Sturgis Motorcycle Rally in 1938. The painting was to tell a story of Pappy stopping at his local Post Office to mail letters to friends out of state. Though Hoel was known to ride Indian Motorcycles since he was an Indian Dealer, Scott wanted to keep the Harley because of his longstanding license with the Motor Company.

"This is my own interpretation of Pappy Hoel and his life in Sturgis. One of the best things about being an artist is that I can tell whatever story I want in my paintings" says Scott.



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## Official 2019 Sturgis Publication

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For more information, go to [www.sturgismuseum.com](http://www.sturgismuseum.com)

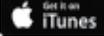
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### What is augmented reality (AR)?

Augmented reality is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data



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



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# Ready to Rock!

## your 2019 Sturgis Motorcycle Rally CONCERT LINEUP

### THURSDAY, AUGUST 1

**Venue: Kickstands Campground**  
Saving Abel

### FRIDAY, AUGUST 2

**Venue: Buffalo Chip**  
Skid Row

**Venue: Iron Horse Campground**  
Bobaflex  
From Ashes to New  
Hinder  
Steele River Band

### SATURDAY, AUGUST 3

**Venue: Buffalo Chip**  
Keith Urban  
George Thorogood & The Destroyers

**Venue: Iron Horse Campground**  
Steele River Band

### SUNDAY, AUGUST 4

**Venue: Buffalo Chip**  
Godsmack

**Venue: Iron Horse Campground**  
Red Sun Rising  
Hellyeah

### MONDAY, AUGUST 5

**Venue: Buffalo Chip**  
Styx  
Collective Soul

**Venue: Iron Horse Campground**  
Jayme Johnson  
Steele River band

### TUESDAY, AUGUST 6

**Venue: Buffalo Chip**  
Disturbed  
Dee Snider

**Venue: Full Throttle Saloon**  
Foghat  
Puddle of Mudd

**Venue: Iron Horse Campground**  
Andrew WK  
Steele River Band

### WEDNESDAY, AUGUST 7

**Venue: Buffalo Chip**  
Snoop Dogg

**Venue: Full Throttle Saloon**  
Saliva

**Venue: Iron Horse Campground**  
Sevendust  
Steele River Band

### THURSDAY, AUGUST 8

**Venue: Buffalo Chip**  
Toby Keith  
Pop Evil

**Venue: Full Throttle Saloon**  
Jackyl

**Venue: Iron Horse Campground**  
Adelitas Way  
Steele River Band

### FRIDAY, AUGUST 9

**Venue: Buffalo Chip**  
Volbeat  
Red Fang

### Venue: Iron Horse Campground

Ded  
Corrosion of Conformity  
In This Moment  
Steele River Band

### SATURDAY, AUGUST 10

**Venue: Buffalo Chip**  
Zakk Sabbath  
Reverend Horton Heat

**Venue: Iron Horse Campground**  
The Candillac Three  
Steele River Band

For more concert information  
and band announcements  
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RIDE MORE!

# 6 Bucket List Items

## Every Motorcyclist Should Do in 2019

By Patrick Garvin

### 1 Ride More

I know this sounds cliché but it's true. Spend more time on your motorcycle. You'll become a better rider and undoubtedly enjoy yourself more than being in your cage. Don't cop out on running errands or trips to the store because you have to haul stuff; if you don't have saddlebags throw on a backpack. More time on a motorcycle will always put a smile on your face.

### 2 Visit a Motorcycle Museum

There are great motorcycle museums all over the country, all of them jam packed with motorcycle radness. That's the great thing about motorcycle museums, they aren't your

typical museum stuffed with crusty things you may or may not be interested in. Motorcycle museums are not only a great place to learn about old bikes, but they are a great place to go check out cool stuff.

*Continued on 16*



VISIT MOTORCYCLE MUSEUMS!



### 3 Go Motorcycle Camping

Take a 3-5 day trip and camp off your motorcycle, no hotels and bring friends. It can sound a bit daunting, sleeping outside in a tent and worrying you won't have enough clothes or be able to get a charge on your cell phone. Trust me, you won't need half the things you think you need. You'll be surprised how far you can get with two sets of clothes and you'll probably be spending less time on your phone than usual. Plus you can always charge your phone with your bike.

Pick a route that has some campsites and hit the road. I promise, you'll have a blast.

**Pro Tip:** Take half of what you think you need and twice as much money as you planned!



### 4 Work on Your Own Bike

Don't be afraid of your bike, you're probably not going to break anything that hasn't been broken (and fixed) before. Start with something small, install some grips, mirrors or mufflers. They are straight forward installs and use common hand tools. Get a few

jobs under your belt and you'll be doing a big bore kit in no time. If you run into a snag, J&P Cycles has tons of installation videos on their YouTube channel to help you. You'll get a huge sense of satisfaction from turning wrenches on your own machine and be much more confident if you have to do a roadside repair.

### 5 Introduce Someone to Motorcycles

I always hate it when people look down their noses at someone who doesn't ride. Meeting someone who doesn't ride motorcycles is always an opportunity to introduce them to the wonderful world of motorbikes. To a lot of folks, riding a motorcycle is something they are scared to do or they don't see themselves as "that type of person." My money says 99% of people will like it if they have the right introduction.

If you have a chance, give them a ride, but don't be an idiot and scare them to death. Make it enjoyable. Or, if you can, get them on a small dirtbike and teach them how to ride, they'll be hooked. (Don't try and teach them on your 900lb bagger.) Most people love motorcycles, they just don't know it yet.

*Continued on 19*

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=240=



## 6 Go to a Flat-Track Race

Or better yet, race in one. Flat track racing is one of the most exciting and fun forms of racing you will ever experience. And the flat track racing community is more like a family than competitors. I guarantee you, if you are interested in racing, there are guys and gals at your local track that will welcome you with open arms and show you the ropes. It's fairly inexpensive, as far as racing goes, to get involved. And you could always throw some 19" wheels on a Sportster and go hooligan racing. If you're not up for ripping around the track, you will 100% enjoy a day at the race track watching the festivities. If you can make an American Flat-Track Race to watch the pro's, by all means do it. But, you'll have just as much fun at your local track sucking down cold ones, and bench racing with your local dirt track hero.



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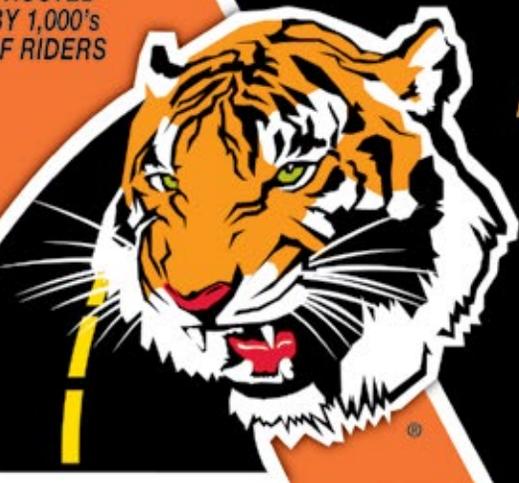
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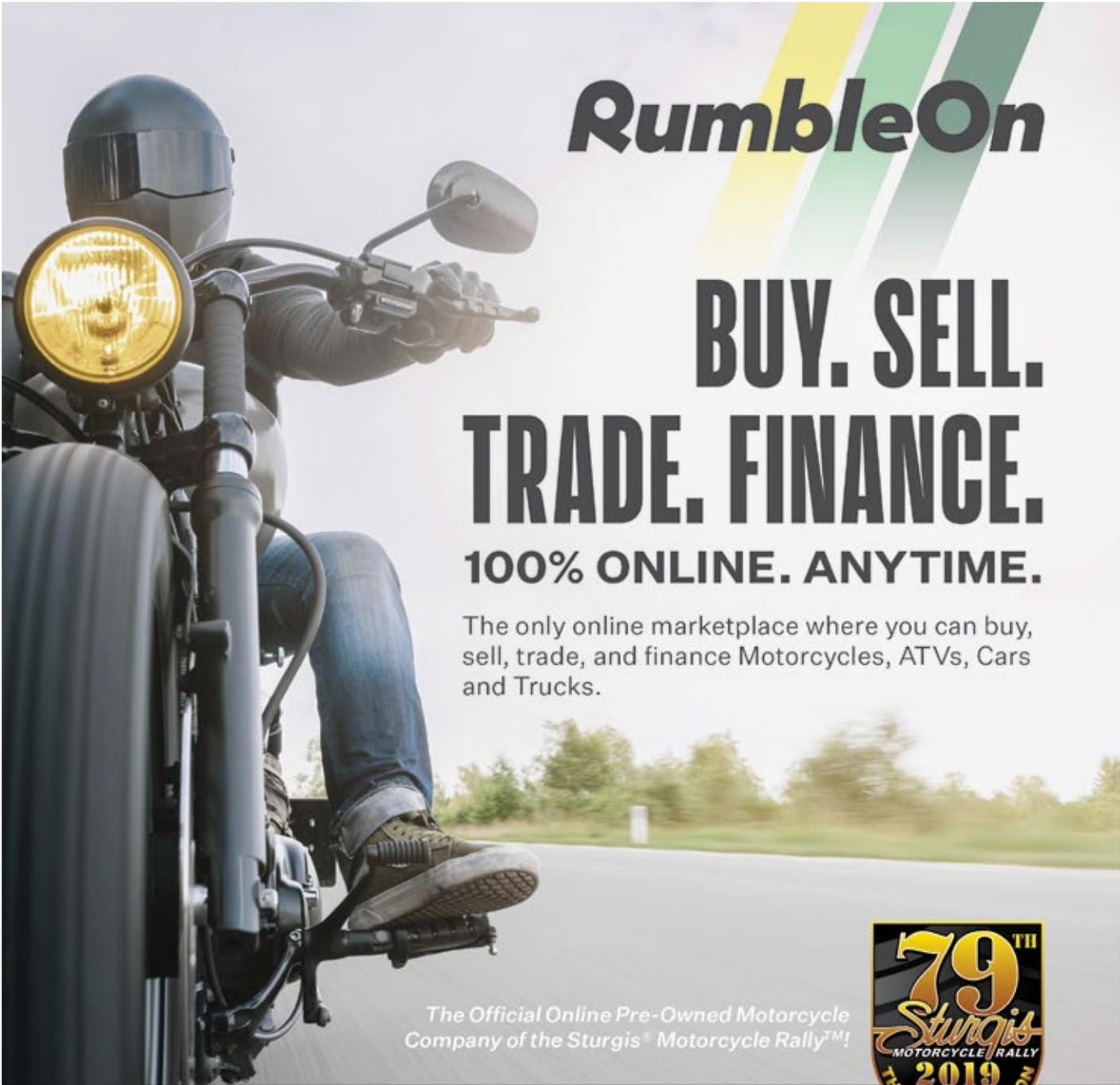


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## Sturgis Motorcycle Museum & Hall of Fame Offers Special Member Benefits

The Sturgis Motorcycle Museum & Hall of Fame is excited to offer family memberships for just \$75 per year! Family memberships can be used for up to 5 museum admissions per day, 10% discount on all gift shop purchases, and monthly member newsletters. The Sturgis Motorcycle Museum & Hall of Fame continues to offer individual memberships for just \$35 per year, \$65 for 2 years, \$90 for 3 years, or a lifetime membership for \$500.

### Museum memberships make great gifts!

To purchase a membership, go to [www.sturgismuseum.com/membership](http://www.sturgismuseum.com/membership) or call 605-347-2001.

Museum memberships support new exhibits and displays, expanded space, and help maintain the integrity of the Museum and its artifacts.

### BENEFITS INCLUDE:

- 10% discount on all gift shop purchases
- Member newsletter
- Members only events
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*The Sturgis Motorcycle Museum & Hall of Fame would like to say THANK YOU to all of our Lifetime and Charter Members. Inspiring the future. Honoring the past.*

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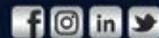
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# “Pappy” Hoel: From Ice Man to Rally Founder

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 right 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 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.



“PAPPY” & TOPSY - 1950

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

*Continued on 26*



“PAPPY” IN OLD  
JPG CLUB UNIFORM



BOARD WALL CRASH DURING HALF-MILE RACE

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).

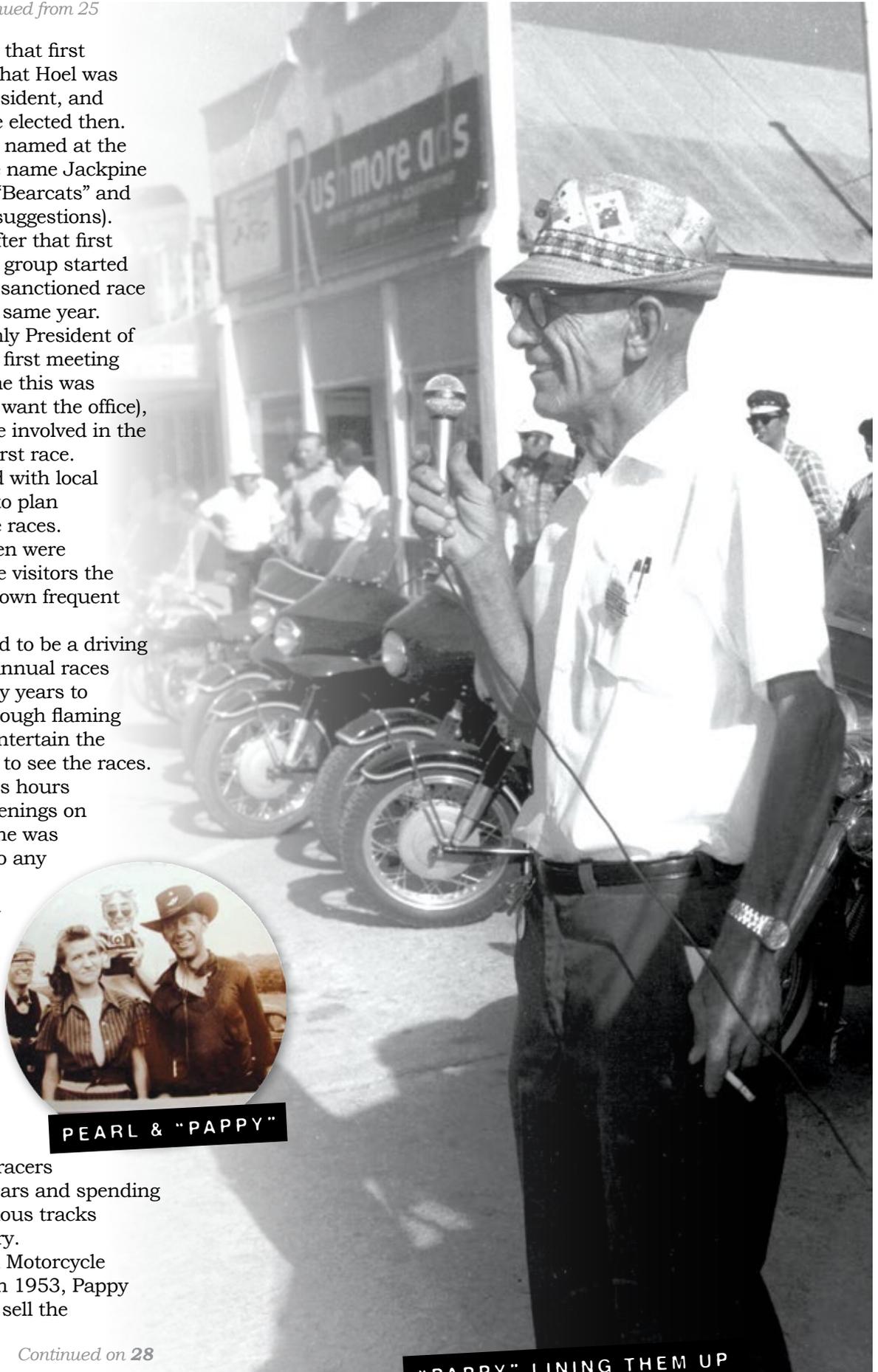
It wasn’t long after that first meeting when the group started planning an AMA sanctioned race for August of that same year. While Hoel was only President of the group for that first meeting (one has to assume this was because he didn’t want the office), he continued to be involved in the planning of 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



**PEARL & "PAPPY"**

**"PAPPY" LINING THEM UP**

*Continued on 28*

Royal Enfield Indians 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.

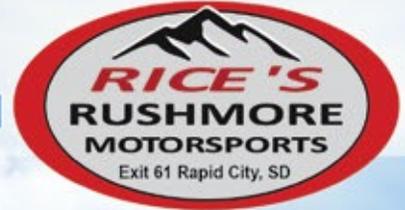
Pappy continued to be a part of the Sturgis Motorcycle Rally and promoted the event right up until his death in 1989. Pappy himself, in his book "Life's Bits & Pieces," admits that his recognition for promoting the Rally meant a lot to him. He says, "Among my many trophies I am most proud of the plaques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



**"PAPPY" AT BEAR BUTTE HILL CLIMB**



**PEARL & "PAPPY" AT THE WHITE PLATE FLAT TRACKERS MONUMENT**



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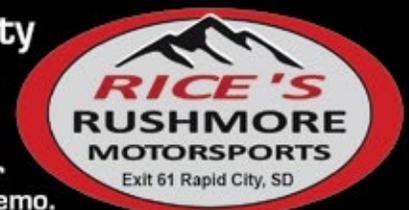
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# Special Honors **EXPLAINED**

The Sturgis Motorcycle Museum & Hall of Fame Board has **four 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**

This special designation is reserved for individuals who have played a special role in the founding, maintaining, and/or promoting of the Sturgis Motorcycle Museum & Hall of Fame.

## **FREEDOM FIGHTER AWARD**

The Freedom Fighter Award recognizes the sacrifices individuals across the nation, and world, have made to protect the rights of motorcyclists through their efforts in the political arena and in grass roots motorcyclists rights organizations.

## **J C "PAPPY" HOEL OUTSTANDING ACHIEVEMENT AWARD**

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

## **ARLEN NESS LIFETIME ACHIEVEMENT AWARD**

The 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.

# Sturgis Motorcycle Museum Hall of Fame Induction **SPECIAL HONOREES**

Learn more about the 2019 Hall of Fame Inductees at the  
**Annual Hall of Fame Induction Ceremony**  
**Wednesday, August 7, 2019 • 8:30am**  
The Lodge at Deadwood • Highway 85 between Spearfish & Deadwood  
**Buy tickets online at [www.SturgisMuseum.com](http://www.SturgisMuseum.com)**



**VINCE CONSIGLIO**

## **FREEDOM FIGHTER AWARD**

A true Detroit product, Vince worked his way through college working at all 3 of the big 3 at the time, Chrysler, GM, and Ford. But, when his factory job laid him off, he took his first cross country motorcycle ride from Detroit to Las Vegas, traveling Route 66 with just \$20 in cash and freedom on the road. Riding free in California, but not Michigan, threw Vince in Court in 1974. It was his love of riding motorcycles that drove Vince into ABATE of Michigan in 1975. After several years of battling legislation, a number of ABATE Directors became Motorcycle Safety Foundation (MSF) Instructors in 1979. The goal was to establish motorcycle education programs. This led to legislative success in motorcycle education. The Detroit-Metro Regional Program is now run through Schoolcraft College and is celebrating 100,000 students being trained from 1981-2019.

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.



**LONNIE ISAM, JR.**

## **PAPPY HOEL AWARD**

The mindset that old bikes should be entombed in shrines has shifted dramatically over the last decade, due in no small part to the efforts of one very quiet, unassuming antique enthusiast. Sturgis resident, Lonnie Isam Jr., sparked a worldwide age of enlightenment with his opinion that old motorcycles should be allowed to live out their time here on earth as they were intended: in the wind. He set about sharing that view with riders around the world and now, every other year since 2010, antique motorcycle owners take their ancient machines out on America's back roads to prove their mechanical marvel's mettle and that of themselves, as well.

*Continued on page 33*



# Factory Demo Expo Exit 61 August 2-10

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# 2019 Rally Trivia

## How much do you know about motorcycles and the Sturgis Rally?

1. What was the motorcycle that Arnold Schwarzenegger rode in the movie "Terminator 2: Judgment Day?"
  - a. Triumph
  - b. Harley-Davidson
  - c. Indian
  - d. BMW
2. What is at Exit 32?
  - a. Motorcycle meca
  - b. History in the happening
  - c. The Sturgis Motorcycle Museum & Hall of Fame
  - d. All of the above
3. What year did Harley-Davidson start selling sidecars to go with their bikes?
  - a. 1913
  - b. 1914
  - c. 1915
  - d. 1916
4. What was the name of Dennis Hopper's character in the cult classic "Easy Rider?"
  - a. Billy
  - b. Wyatt
  - c. Joe
  - d. Matt
5. Other than motorcycles, what does Yamaha also manufacture?
  - a. Wheelchairs
  - b. Audio equipment & musical instruments
  - c. Swimming pools
  - d. All the above
6. Passionate about motorcycles, which of these celebrities formed his own company, Arch Motorcycle?
  - a. Ryan Gosling
  - b. Richard Hammond
  - c. Keanu Reeves
  - d. Brad Pitt
7. Which of the following does Kawasaki NOT manufacture?
  - a. Helicopters
  - b. Missiles
  - c. Ships
  - d. Industrial robots
8. In which state do motorcyclists only have to stop for 120 seconds (2 minutes) at a red stop light?
  - a. Ohio
  - b. South Dakota
  - c. Indiana
  - d. Tennessee
9. At what event in 1904 did Indian win a gold medal for mechanical excellence?
  - a. St. Louis Exposition
  - b. New York World's Fair
  - c. Chicago Expedition
  - d. International Design Competition
10. The parent company of Yamaha, Nippon Gakki, was founded in what year?
  - a. 1897
  - b. 1907
  - c. 1917
  - d. 1927
11. A favorite Black Hills destination, Mt. Rushmore was finished in what year?
  - a. 1939
  - b. 1940
  - c. 1941
  - d. 1942
12. When you see a group of Hamsters during the Rally, what color shirt are they most likely wearing?
  - a. Black
  - b. Blue
  - c. Orange
  - d. Yellow
13. Which is true of Mt. Rushmore?
  - a. The mountain was named after a New York lawyer
  - b. During the carving of the mountain, it had an amateur baseball team
  - c. 90% of the mountain was carved by dynamite
  - d. All the above
14. Rally organizers used Main Street for the first time for events in which year?
  - a. 1938
  - b. 1939
  - c. 1940
  - d. 1941
15. In which year was the Rally officially expanded from a 7 day event to a 10 day event?
  - a. 2015
  - b. 2016
  - c. 2017
  - d. 2018
16. When does the Sturgis Motorcycle Rally officially start?
  - a. When Jerry says so
  - b. The second Monday in August
  - c. 28 days after the full moon in July
  - d. The first Friday in August

Answers  
on page  
112.

EXIT 32

Sturgis Motorcycle  
Museum and  
Hall of Fame



Official 2019 Sturgis Publication



GLORIA STRUCK

LIFETIME ACHIEVEMENT AWARD

While Gloria Tramontin Struck came from a motorcycling family, she didn't originally have any burning desire to ride. Gloria was born in 1925 behind her family's business, Lexington Cycle Shop, in Clifton, New Jersey. The business had been selling bicycles and Excelsior-Henderson motorcycles since 1915. In 1946, at age 21, Gloria joined the Motor Maids that had just started in 1941.

Gloria has logged over 500 thousand miles, riding all 48 continental states many times over. Gloria's family shares her love of riding. Her daughter Lori is also a Motor Maid and could always be seen riding with Gloria.



RON FINCH

Ron Finch has been building custom motorcycles since 1965, when he opened Finch's Custom Styles Cycles in a small building in Pontiac, Michigan. For over 45 years his professional career has been devoted to designing, building, and painting custom motorcycles in his own unique style.

The focus of Ron Finch has always been from the perspective of "Art of Motion." His ability to fuse together mechanical design, brilliant paint, and functionality establishes him as one of the premiere builders of our time. Labeled as "too extreme" by some, his work appropriately proclaims the freedom and individualism that is so often associated with the motorcycle lifestyle.

Finch motorcycles have been featured in hundreds of magazines, at museums, and shows in the United States, Germany, France, Sweden, and the Netherlands. One of his proudest moments was having the opportunity to display twelve custom motorcycles at the Milwaukee Art Museum during the Harley-Davidson 105th Anniversary, in August 2008.

Ron celebrated his 80th birthday in March 2019 and continues to work from the studio painting and building custom motorcycles and art.



FRANK FRITZ

Frank Fritz is a modern day recycler in the antique collectable field. His interests are old motorcycles, old toys, old cars, and anything that is old and unusual. Frank grew up in Iowa but has traveled all over this beautiful country. He started collecting at a very early age.

Frank started picking early, collecting rocks and beer cans as a kid. He worked for many years as a fire and safety inspector but always had a passion for antiques and junk. These days, he spends all his time on the road, digging for treasure in barns, garages and junk yards across America.



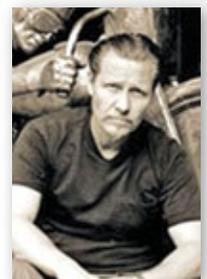
Arlen Ness Lifetime Achievement Award Trophy

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



Continued on page 33





## DANNY FITZMAURICE

As an 11 year old in 1970, Dan's neighbor Ron Helms opened a new H-D dealership. The business was small with many challenges, it did not take this kid long to figure out an opportunity to volunteer was possible. From this

point on most of Dan's life going forward will have revolved around motorcycles. He wanted to know how to develop and make more power from all the great people he would encounter. Dan worked day jobs and repaired engines at night, all to help fund more racing. As skills developed, the dream of getting a Pro license in 1981 was quickly realized, after the spring Florida Racing Series these dreams went up in smoke when Dan and racing/business partner, Dave Zehner, realized their expanding engine business was growing fast. This step led to

the official formation of Zipper's in May 1981 with Dave Zehner.

They were blessed with plenty of customers building and tuning street and track engines, many for dirt and asphalt drag racing. As the U.S. economy was improving, business was growing and fans wanted to attend and ride to racetracks to see the action. Because of the continued growth of Zipper's, commitment to our customers and staff, by 1995 Dan and Dave started to scale back racing, selectively attending events to compete in. They were lucky to race during a time of great competition and the ability to compete against and learn from some of the best in the industry.

At the time they set many records and championships racing in 6 different sanctions. Today those records are long gone with progress of new machines and innovation as they should. Dan remains grateful for the impact that so many people made on his experiences of racing.



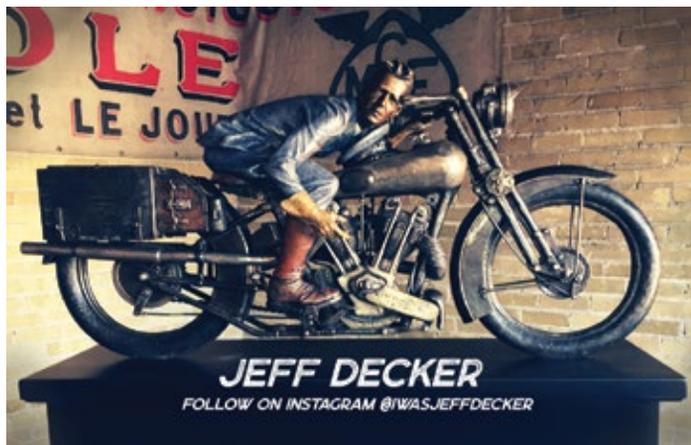
## JILL PARHAM

It is rare that a husband and wife can work side by side in the same business. In 1979 Jill helped expand J&P Cycles' focus from swap meets to mail-order parts sales. After working two jobs for over 10 years, and now seeing some family

income from J&P Cycles, Jill quit her job in 1991 and moved to the company full time. Eventually, J&P Cycles became the world's largest retailer of aftermarket motorcycle parts and accessories. In the period of the industry's greatest growth, Jill became a pioneer in the motorcycle industry, one of the early women leaders in a historically male-

centric industry. Jill continues to inspire women in the motorcycle industry and comments on her contributions to J&P Cycles, "Relationships were very important to John and me and I did very well establishing some of those." Jill says one of the events which really brought growth and expanded the J&P Cycles customer base was the Sturgis Rally.

It is fitting that Jill is honored in 2019 as it marks 40 years of her dedication to motorcycling and motorcycle riders as well as the 40th anniversary of the company she co-founded, J&P Cycles. This induction is on behalf of John and Jill's many great friends, the thousands of employee riders of J&P Cycles over the past 40 years, and its millions of customers.



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## RON PAUGH

For the past 50 years Paughco has been providing the custom and restoration Harley-Davidson market with the most diverse, high quality line of products available.

Much of Paughco's success is due to the fact that it is, and always has been, a true family business. Ron Paugh began riding dirt bikes in the San Fernando foothills as a 13 year old like a lot of us did. When Ron was a junior in high school he bought his first Knucklehead basket for \$75 and started hanging out at D&D Cycle. Boyd DeFrance, the owner of D&D Cycle, became a good friend of Ron and asked Ron if his father's tool and die company could reproduce the early HD inner primary covers. Ron and his dad made 500 inner primaries and put 100

in the trunk of a 1969 Cadillac his dad leased. Bob told Ron, "We can't go selling parts with an old pickup truck."

That was just the beginning. One part lead to another and in 1969, Paughco, Inc. refocused with the sole purpose of producing the finest in custom and replacement parts and accessories. With the husband and wife team of Robert and Ruth Paugh at the helm, and son Ron heading up the product design and development, Paughco was on the move. By the late 70's, the company was manufacturing thousands of unique products, becoming the number one choice of bike builders worldwide. After completion of Paughco's new world headquarters, Bob Paugh took his final ride in 1987, and all operations were transferred to Ron.

As Paughco celebrates its 50th anniversary, the company remains dedicated to the production of an ever-expanding line of products.



## TERRY RYMER

Born September 1960 in Aberdeen, SD and raised in a single parent home with his mother and two younger sisters, motorcycles were never on Terry Rymer's radar. At the age of 17, Terry purchased a new 1977

Yamaha IT175 which served him as both a race and road bike. That purchase made Terry a staple at the local Yamaha shop, and soon a free-time hangout turned into a fulltime job in 1978. Learning motorcycle sales, parts sales, promotions, marketing, and above all, improving customer interaction and experiences, proved to be a valuable tool for Rymer's future.

At the age of 24, wanting more of a motorcycle racing scene, Terry packed up everything and moved

to Rapid City. In 1986 things started to accelerate with Harley-Davidson and the annual Sturgis Rally. Terry's dream was realized in 2010, after 25 years with Black Hills Harley-Davidson, from parts counter to general manager, Terry's lifelong commitment to the dealership paid off, as his dream came true when he was made partner of Black Hills Harley-Davidson.

Motorcycle racing was, and still is, Terry's passion. Particularly Flat Track. Terry has promoted, or co-promoted, many races throughout his career. Presently, he owns a race team that sponsors local Sturgis rider Dawson Schieffer, campaigning in the American Flat Track series.

*Learn more about Terry Rymer, and all of the 2019 Hall of Fame Inductees, on August 7, 2019 at the annual Hall of Fame Induction Ceremony.*

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# HALL OF FAME INDUCTEES

## PRE 2001

Ernie Beckman • Cliff Boswell • Al Burke • Mike Corbin • Wayne T. Curtin • Mary Shephard Cutright • Arthur Davidson  
• Walter Davidson • William A. Davidson • Willie G. Davidson • Jim Davis • Dave Despain • Chet Dykgraaf • Peter Fonda  
• j "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 Mann • Arlen Ness • Edward "Ed" Netterberg • Gary Nixon • Joe Parkhurst • Dudley 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 • State Senator Dave Zien (WI)

## 2001

Jim Betlach • U.S. Senator Ben Nighthorse Campbell (CO)  
• Woody Carson • Frank Ernst • Neil Hultman  
• Governor William Janklow (SD) • "Indian Jeff" McGeary  
• Eddie Miller Family • Dave Perewitz  
• State Senator Jim Putnam (SD) • Tom Rudd  
• Genevieve Schmitt • *Rey Sotelo* • Penny Walker

## 2002

David Campos • Christian Motorcycle Association  
• *Malcolm Forbes* • Fred Fox • Don Hotop • Jay Leno  
• Bob Moore • Branscombe Richmond  
• Health and Human Services Secretary Tommy Thompson

## 2003

*American Motorcyclist Association* • Gary Bang  
• Max Bubeck • Gottlieb Daimler • Reg Kittrelle  
• Jon Kosmoski • Dick O'Leary  
• State Representative Sherman Packard (NH)  
• Adeline and Augusta Van Buren • Don Vodden

## 2004

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

## 2005

Keith "Bandit" Ball • Soichiro Honda • Michael Lichter  
• Jim and Phyllis McClure • *Motor Maids, Inc.* • Scott Parker  
• The Walker Family

## 2006

Marge Hummel • John Parham • John Reed  
• *Jay Springsteen* • Sam "Morgan" Storm & Sonny Pelaquin

## 2007

Chris Carr • Bob Illingworth (Founder Award)  
• Kaptain Robbie Knievel • *Al Nelson* • Linda Peavy  
• Oliver Shokouh

## 2008

Becky Brown • Kenny Price (Founder Award)  
• *Charlie St. Clair* • Malcolm Smith  
• Cristine Sommer-Simmons • Johnny Spiegelhoff

## 2009

James Clark • Cookie Crum • Lou Kimzey • *Jack Kirchglesler*  
• John Lehman • Dale Walksler

## 2010

Nancy Davidson • Betsy Lister • Ron McKinley  
• Roger Schieman (Founder Award) • Stan Simpson  
• "Kiwi" Mike Tomas

## 2011

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

## 2012

Dave Barr • Buzz Kanter • Brian & Laura Klock  
• Ed Kretz Jr. • *Steve Piehl* • Ron Stratman

## 2013

Russ Brown • Rick Fairless • *Bill Gikling* • Marjoe Gortner  
• Lonnie Isam, Sr.

## 2014

Clyde Fessler • Jesse Jurrens • Jay Lightnin' • Keith Terry  
• Bonnie Truett • Paul Yaffee

## 2015

Everett Brashear • *Chief Jim Bush* • Chris McIntyre  
• John Shope • Sugar Bear • Don Tilley • Eddie Trotta

## 2016

Bert Baker • Jerry Covington • John Penton  
• Gary Spellman • Buddy Stubbs  
• Arlen Ness (Lifetime Achievement Award)

## 2017

Colleen Barnett-Taylor and Mike Taylor  
• Cory Ness • Mark Shadley • Jim Thiessen  
• Terry Vance • *Rod Woodruff*  
• Willie G. Davidson (Lifetime Achievement Award)

## 2018

Jeff Decker • Hamsters USA • Jack Hoel  
• Armondo "Mondo" Porras • Marilyn Stemp  
• Valerie Thompson  
• Fred Fox (Lifetime Achievement Award)

## 2019

Danny Fitzmaurice • Frank Fritz  
• Gloria Struck (Lifetime Achievement Award Recipient)  
• Jill Parham • *Lonnie Isam, Jr.*  
• Ron Finch • Ron Paugh • Terry Rymer  
• Vince Consiglio (Freedom Fighter Award)

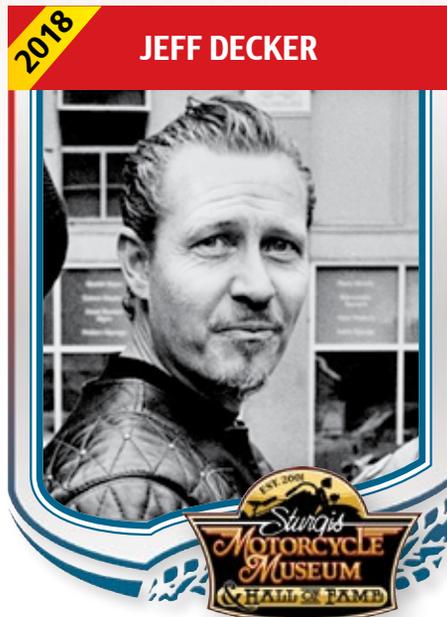
*Italics indicate J.C. "Pappy" Hoel Outstanding Achievement Award Recipients*

# Hall of Fame Collector Cards

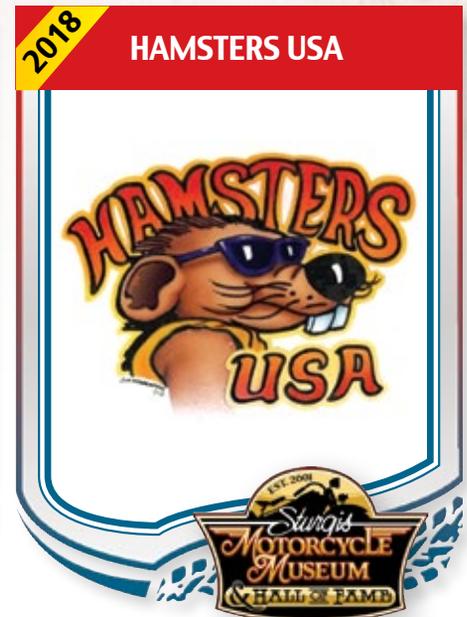
The Sturgis Motorcycle Museum and Hall of Fame is rich in history. While people may know some of those who have been inducted over the years, many remain a mystery.

We decided that we should create a way to share these great accomplishments in motorcycling. So, we've created the Hall of Fame Collector Card Series.

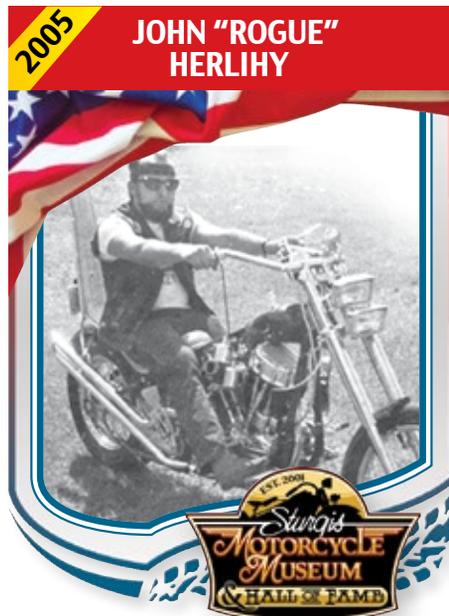
*\* Flag denotes Freedom Fighter Award*



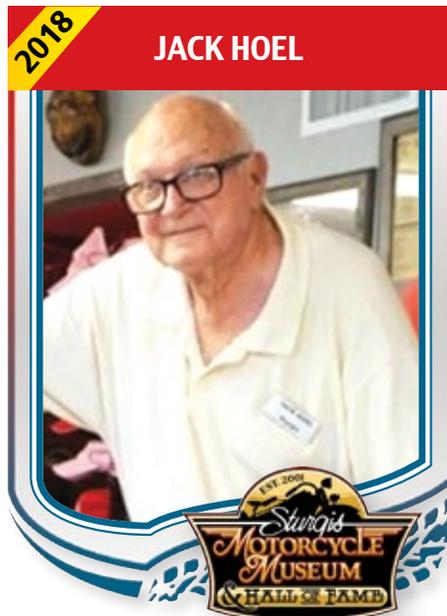
Jeff Decker is a sculptor and historian known for immortalizing motorcycling in bronze. Perhaps the most notable of his sculptures is "By the Horns" (also known as The Hill Climber) - a 16-foot-tall, 5,000-pound bronze located on the grounds of the Harley-Davidson Museum. In 2018, Jeff created a one-of-a-kind statue of Joe Petrali, champion hill climber and dirt bike racer, which is mounted on Main Street in Sturgis, for all to enjoy.



Hamsters USA is a worldwide organization of custom motorcycle enthusiasts founded in 1978. Members make the trek each year to the Sturgis Motorcycle Rally for their annual gathering of custom bikes, fun, and for the last 13 years have given generously to local Black Hills charitable organizations. As of 2018, they have raised over \$2.7 million for LifeScape Children's Services in Rapid City.



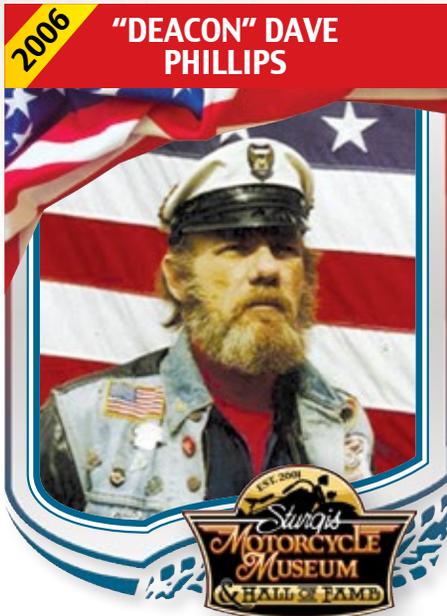
For decades, "Rogue" fought for motorcyclists' rights. He fought the 1966 Highway Safety Act requiring motorcyclists to wear helmets. At the helm of the Connecticut Motorcycle Association, Rogue battled all the way to Washington, DC in 1975 for a hearing on HB3869 and was successful in opening the way for states to define their own helmet laws.



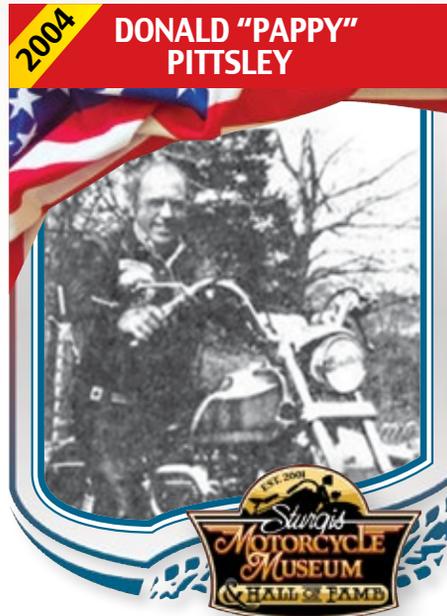
Sturgis resident and son of Rally founders, Pappy and Pearl Hoel, Jack has been a major influence in the development of the Rally, while having a distinguished career in the world of motorcycling. In his racing days he won a series of state titles starting in the '50s and running up to a 250cc class win at the legendary Daytona 200 in 1964. He managed the Yamaha Race Team in the '70s. As Yamaha's Head of New Product Development, Hoel and his team later created the iconic DT-1 (Enduro) and was instrumental in the development of Yamaha's XS650.



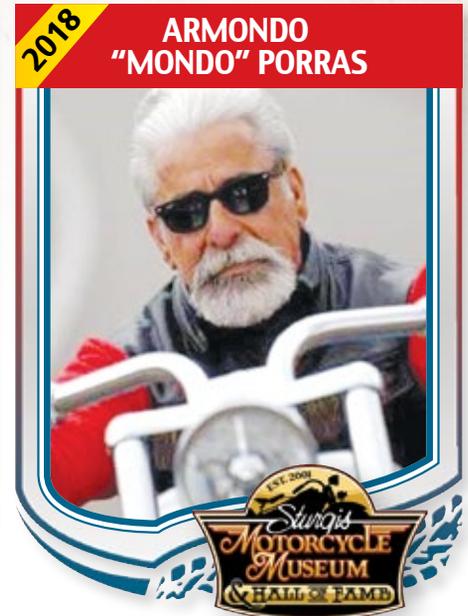
Richard Lester is an attorney who has formed many motorcyclist rights organizations. First was Aid to Injured Motorcyclists (AIM), a free program that provides crucial information when a biker is involved in an accident. National Coalition of Motorcyclists (NCOM) was born to increase communication between various biker's rights groups. Next up was the formation of the Confederation of Clubs, an organization encouraging clubs to communicate. He has been instrumental in forming two additional coalitions - Christian Unity and National Sports Bike Association.



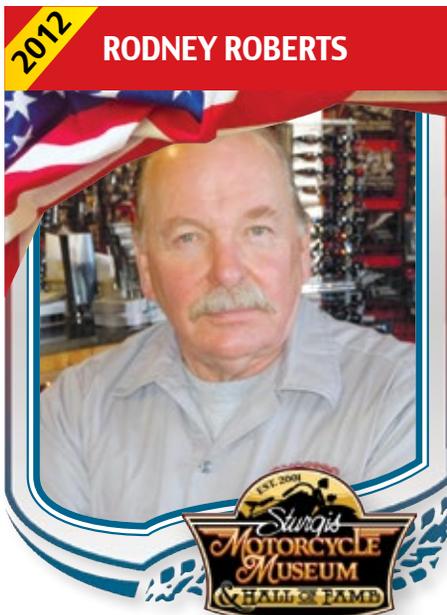
"Deacon" Dave Phillips is a former Philadelphia Police Department motorcycle squad member. After moving to California, he noticed discrimination against bikers and organized a protest ride with the Modified Motorcycle Association in California. In 1981 he started ABATE of California which grew to 51 Locals and has earned the respect of both riders and legislators in California.



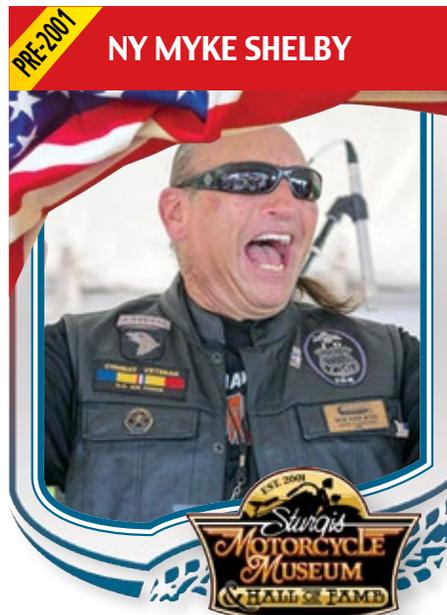
Donald "Pappy" Pittsley was president of the Connecticut Motorcycle Association (CMA) that was formed in 1967 when it became apparent that Connecticut favored embracing a helmet law. He submitted a helmet repeal bill to the Connecticut legislature and fought all the way to Washington, DC. There is no mandatory helmet law for riders over 21 in the state of CT due to Pappy's efforts and the work of those who followed him.



Custom builder, and owner of Denver's Choppers, Mondo created some of the first aftermarket parts for the chopper industry. His peers have deemed him the "Godfather of Choppers." He has been featured on Biker Build Off, Motorcycle Mania, the Art of Chopper 2 book, and countless custom motorcycle magazines. Mondo has been on the cover of Easyriders Magazine four times. He was part of the "Blood Sweat and Gears Tour" with Billy Lane, building bikes on stage for deserving vets.



Rodney Roberts opened Rodney's Cycle House in 1970. In 1984 he was instrumental in starting ABATE of Arkansas, serving as president for many years. In 1987 Rodney became active in the state legislature. In 1997 he led Arkansas in its bid to be the first state to repeal its helmet law that had been in place since 1966.



Moving from NY to CA in 1987, NY Myke became the proud owner of San Diego Harley-Davidson in 1993. A Vietnam veteran, Myke believes in the American Dream. He has been active politically, dedicated to repealing helmet laws and promoting motorcycling and freedom. A member of multiple veteran and motorcycle organizations, Myke travels thousands of miles per year honoring veterans and riding with the Patriot Guard whenever he can.



John Shope started as an artist and sculptor before entering the custom bike business in the '80s. Shope was awarded the title of "Master Builder of The Chopper Challenge" on Country Music TV's "The Chopper Challenge" in 2008. On "Biker Battleground Phoenix" he won the title of "Biker Battleground Ultimate Build-off Grand Champion." He has transformed Sinister Industries into a multimillion-dollar H-D touring customization shop called John Shope's Dirty Bird Concepts. He also works with Indian Motorcycles, creating a full line of parts for their Chief, Chief Classic and Scout models.

PRE-2001

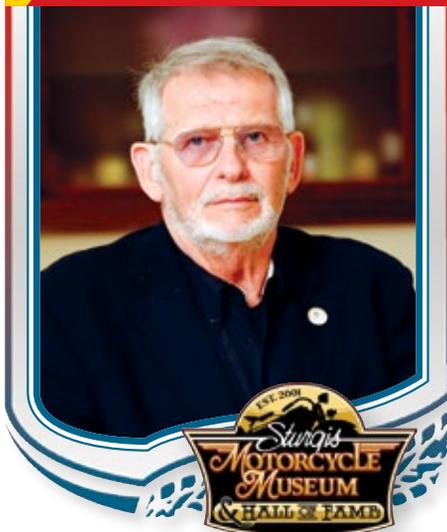
### JOHN "TOM" SIFTON



One of the most remarkable engine builders in the history of motorcycle racing, Sifton's name became synonymous with the fastest racing motorcycles in the country. He began racing in the 1920s, becoming one of the top hillclimb racers on the West Coast. He opened Sifton's Harley-Davidson in San Jose in 1933. Sifton continued to build engines into the late 1950s, then sold his dealership. He was awarded the prestigious Dudley Perkins Award from the AMA in 1973.

2010

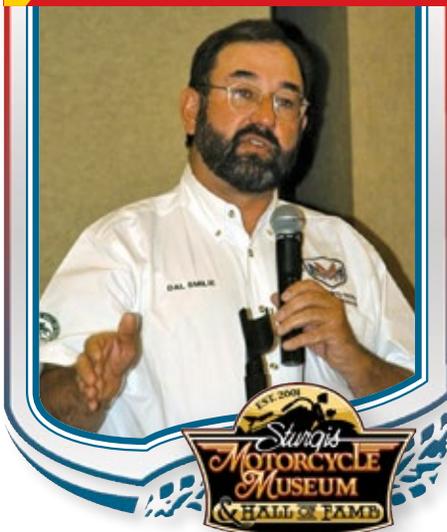
### STAN SIMPSON



Former Chairman of the Board of Directors for the American Motorcyclists Association (AMA), Stan Simpson has been a force for positive change in the motorcycle industry. He joined the AMA to ride his first off-road race in 1957 and became very competitive in local and national events. Stan has promoted and developed dozens of AMA races around the country. In 2008, Stan earned the AMA Motorcyclist of the Year Award.

2004

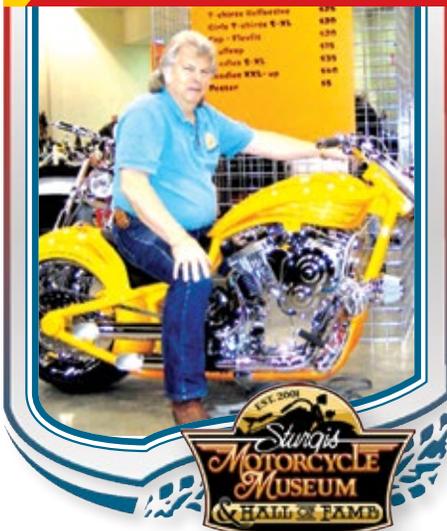
### DAL SMILIE



Dal Smilie served many years on the AMA Board of Directors. He won four national titles after the age of 50, racing vintage MX with the American Historic Motorcycle Racing Association. Dan also served as the Chair of the Montana Motorcycle Safety Advisory Committee.

PRE-2001

### DONNIE SMITH



Donnie's first passion was racing funny cars. When his uncle asked him to stretch the frame on his H-D Sportster, Donnie started on his custom-bike career path. When friends asked him to customize their motorcycles, he expanded his business to design and built fully custom motorcycles. He owns Donnie Smith Custom Cycles in MN. This year celebrates the 32nd year for the largest custom bike show in the Midwest, the Dennis Kirk Donnie Smith Bike Show in MN.

PRE-2001

### E.C. SMITH



E.C. was the Executive Secretary of the AMA for 30 years from 1928-1958. He became the AMA's first full-time employee. Under his administration, the AMA moved from Chicago, IL to Columbus, OH. He was dedicated and loyal to the cause of motorcycling in all its forms.

PRE-2001

### ERWIN "SMITTY" SMITH



Erwin was a well-known motorcycle dealer, engine builder, and restorer. He was a race sponsor and became a leader in the vintage motorcycle movement that gained momentum in the 1980s. He was president of the Chief Blackhawk Chapter of the Antique Motorcycle Club.



2008

**MALCOLM SMITH**



Malcolm Smith was an American off-road racer who first raced in 1956 on a 1949 Matchless 500cc motorcycle. Later, being associated with Husqvarna motorcycles, his fame grew as he won races in the 1960s and 1970s. He won eight gold medals between 1966 and 1976 in the International Six-Day Trial, a European cross-country event. He won many baja races in the US, Africa, and Morocco. He rode in the movie "Any Sunday" with Steve McQueen. He owns Malcolm Smith Motorsports, Malcolm Smith Racing, and Malcolm Smith Adventures, Inc.

PRE-2001

**GEORGE J. SMITH, SR.**



George J. Smith, Sr. was a drag racer who founded S&S Cycle. He was a leader in the development and production of high-performance, V-twin engines and aftermarket motorcycle parts. His skills and the products he developed were integral to several speed records at the Bonneville Salt Flats.

2008

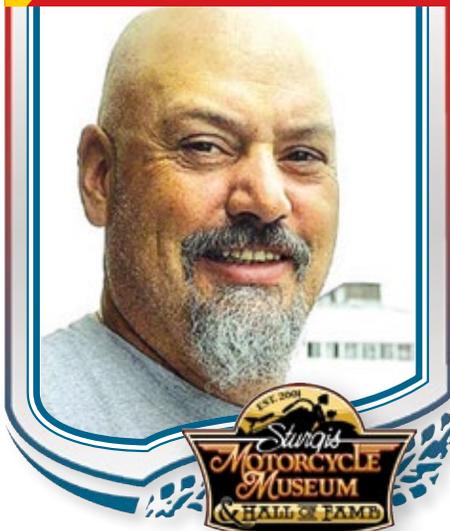
**CRISTINE SOMMER-SIMMONS**



Cris is an award-winning author, songwriter, international columnist, and celebrated woman motorcyclist. She co-founded the first motorcycle magazine for women called "Harley Women." She is inducted into three Motorcycle Halls of Fame. Cris has ridden on four Motorcycle Cannonballs, finishing all four - the only woman to finish more than one!

2001

**REY SOTELO**



Rey began working in the motorcycle industry in 1979 when he opened a retail outlet in Gilroy, CA. In 1995, Sotelo opened the California Motorcycle Company, a full-scale manufacturing operation in Gilroy. When Indian Motorcycle Corporation bought CMC in 1999 Rey joined IMC's management team to assist with product development.

2016

**GARY SPELLMAN**



A philanthropist, Gary Spellman has been quite effective in utilizing motorcycles to raise money for charities benefiting law enforcement, first responders, and their surviving families. He co-created the Peace\*Love\*Happiness Charity Ride with his friend, John Paul DeJoria, in 2003. Gary is instrumental in donating to many charitable causes.

2008

**JOHNNY SPIEGELHOFF**



Riding an Indian Motorcycle, Johnny won the race at the very first Sturgis Rally in 1938. Already a star racer, Spiegelhoff drew a crowd and helped attendance at that first Rally. Johnny won the championship in Sturgis in '38, '39, and '41. He won two major races, the 100-mile National at Langhorne, PA in '46 and the Daytona 200 in '47. He retired from racing in '49 and opened a motorcycle and bicycle dealership in Milwaukee, but closed in '54 when Indian went into bankruptcy.

2006

JAY SPRINGSTEEN



Considered one of the best AMA Grand National flat-track racers of all time, Jack Springsteen won the AMA Rookie of the Year Award in 1975. Racing on the H-D team, he won 3 consecutive AMA Grand National Championships starting in 1976. In 1982 he became the first rider to reach 30 wins in AMA Grand National history. In all, he raced in a record 398 AMA Nationals, winning a total of 43.

2018

MARILYN STEMPT



Together with late husband Dennis, Marilyn started IronWorks Magazine in 1989. Following the last issue of IronWorks in 2014, Marilyn launched a new title, Iron Trader News. She also works with other notable, motorcycle-related businesses, events, and charitable organizations, including the Sturgis Motorcycle Museum & Hall of Fame, Bikernet, and The Buffalo Chip. If it is a motorcycle event, chances are you will see Marilyn Stempt there capturing it all for the rest of us to enjoy.

2008

CHARLIE ST. CLAIR



Charlie has been working with the Laconia Motorcycle Week Association since 1991 as the Executive Director, helping the event grow by hundreds of thousands. He attended his first Sturgis Motorcycle Rally in 1976 and has ridden his motorcycle round trip from New Hampshire every year but one since. He had a broken leg the year he missed. Charlie has helped build and sustain working relationships between the big 3 national rallies - Sturgis, Laconia and Daytona. He is currently a NH State Representative.

2012

RON STRATMAN



Ron rode his first motorcycle at the age of 15 and raced for over 20 years as an amateur racer. He has been a long-time fan of the Sturgis Motorcycle Rally and originally founded and co-owned Sturgis Harley-Davidson. One year Ron saw a cowboy riding a buffalo down Main St. and in 1991 he roared down Main St. on his "Buffalo Bike." You will see him every year at the Rally and around the Black Hills riding his Buffalo Bike with a matching horned helmet.

2016

BUDDY STUBBS



Buddy was raised in his father's Harley dealership in Decatur, IL. Following an extensive racing career, which included winning the Daytona 100-mile race in 1963, Buddy decided to open a dealership in Phoenix. He currently has two dealerships in the greater Phoenix area and a world-class motorcycle museum of his own. To this day, Buddy enjoys riding both on the road and especially off road.

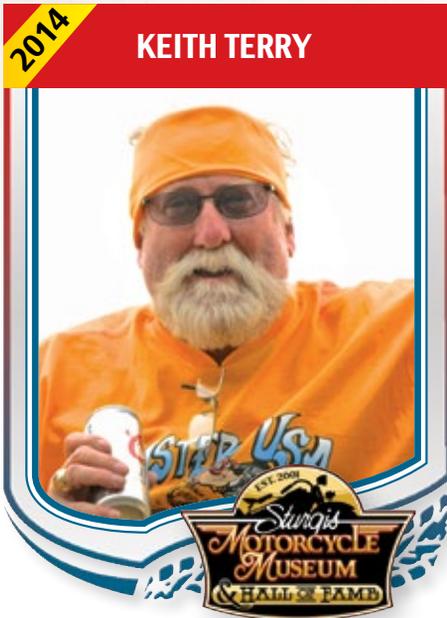
2015

SUGAR BEAR

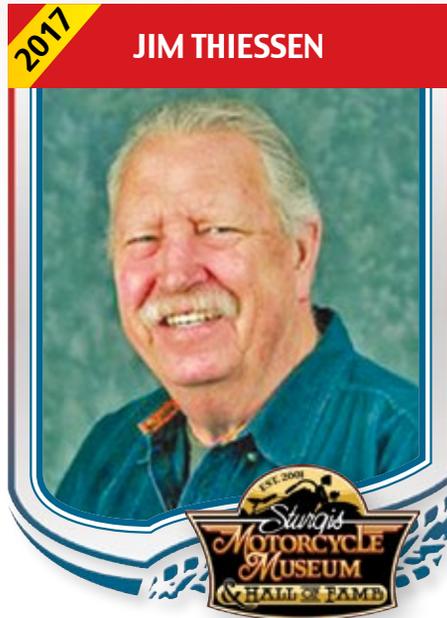


In 1969, while driving in LA, Sugar Bear saw a chopper with a woman leaning on the sissy bar who flashed him the "peace" sign. Having never ridden a motorcycle before, he went out and bought a Honda 750 and chopped it. He opened his shop in 1971 and built forks and his own style of rockers that improved manageability on the extra long forks. He is known as the creator of front ends for choppers that can be ridden with one hand with no pogo and zero flop. Sugar Bear got his nickname while he was a probation officer for juvenile delinquents and still helps troubled kids today.

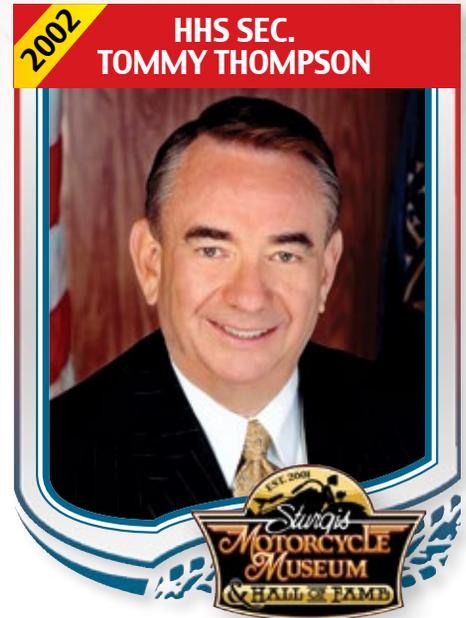




Born and raised in Los Angeles, Keith's passions were riding motorcycles, working on Hot Rod cars, and playing sports. Keith worked his way up to the major leagues as a pitcher for the Boston Red Sox, until a shoulder injury cut his baseball career short in 1972. He started Terry Distributors, which he later sold to Fiat USA. He started his present company, Terry Components, in 1996 and moved it to the Black Hills in 2004. Keith has been instrumental in the local, Student Biker Build Challenges and continues to support local charities as a member of Hamsters USA.



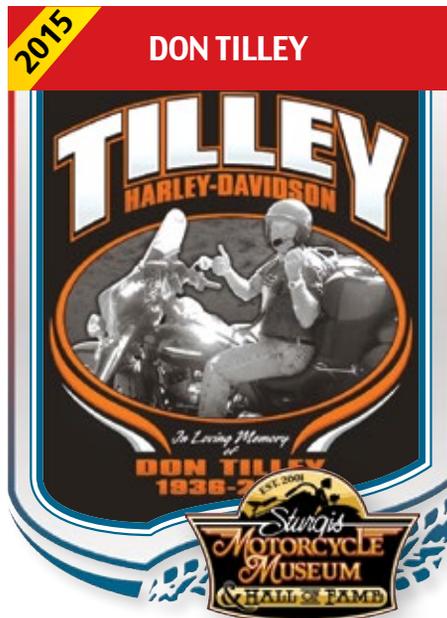
Riders, record breakers, racers, and certified Harley-Davidson mechanics around the world trust and use JIMS USA products on a daily basis. Originally working as a machinist in the aerospace industry, Jim recognized a need for hard-to-find parts and higher quality American-made components so he launched JIMS USA in 1967. In the '70s Jim focused solely on V-Twin motorcycles. Today, JIMS is a household name and one of the industry's leading producers of performance parts, accessories, tools, transmissions, and high-performance engines.



Governor of WI from 1987-2001 and US Secretary of Health and Human Services from 2001-2005, Thompson decided to see the state of Wisconsin from the seat of a Harley. He made the annual Governor's Wisconsin Motorcycle Tour part of the national landscape. The 2002 tour, the eighth annual, was renamed "The Black Hills Reunion Ride" and stopped in Sturgis. Each of Thompson's tours topped 1,000 miles.



"America's Queen of Speed," Valerie holds seven land speed records! She has reached speeds in excess of 300 mph on two wheels at the Bonneville Salt Flats. Off the racetrack, Valerie works as a vehicle presenter at Barrett-Jackson Auction Co. and Metro Auto Auctions in AZ. She donates time supporting charitable organizations and inspiring children who are overcoming personal challenges.



Don's passion was always racing. He raced stock cars and motorcycles in the early '60s. He and Scott Zampach of Milwaukee had one of the most successful road race teams in history. Don led all 20 of Kyle Petty's "Charity Ride Across America" treks to raise money for seriously ill children. He and his wife, Robinette owned Tilley Harley-Davidson in Statesville, NC which his family still runs today. Tragically, Don was killed in a motorcycle accident in 2014 that also severely injured Robinette.



As an active member of ABATE of Wisconsin, "Hardtail" has ridden thousands of miles to support ABATE of WI and Motorcycle Riders Foundation (MRF) events. He attends countless meetings to plan and promote the preservation of motorcycle riders' freedom and lifestyle. "Hardtail" has served on the Board of the MRF for more than a decade and is currently serving as a multi-term President of the MRF.



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# AUGUST 6, 2019

BLACK HILLS SPEEDWAY • RAPID CITY, SD



# Escape the heat!

Events Happening at the Museum During the 2019 Sturgis Motorcycle Rally

**AUGUST 2, 3, 4 • 1-4PM**

Featured Artist

## Christie Sandvik

As both a scientist and artist, Christie has a unique experimental approach to art that gives her body art an individual style and feel.

[www.ChristieSandvik.com](http://www.ChristieSandvik.com)



**Admission: \$10.00**

For more information:  
[www.sturgismuseum.com/Events](http://www.sturgismuseum.com/Events)

**AUGUST 5, 6, 7 • 1-4PM**

Featured Artist

## Darren McKeag

The Art of Darren McKeag is a compilation of motorbike influenced art, ranging from complete motorbike paint jobs, helmet paint jobs, and pin-stripping, to t-shirt and event poster and logo designs.

[www.McKeagArt.com](http://www.McKeagArt.com)



**Admission: \$10.00**

For more information:  
[www.sturgismuseum.com/Events](http://www.sturgismuseum.com/Events)

**AUGUST 9 • 12PM-2PM**

Jeff Holt

## The M8FXRP Build

“Doing something that has never been done in the custom motorcycle realm always sounds ultimately exciting.” With the help of master mechanic, Danny Wilson, aka Motor Witch, and Jeff Holt took a 1993 FXRP, swapped out the motor for a M8 power plant to create something insane.

[www.HotBikeWeb.com](http://www.HotBikeWeb.com)

**Admission: \$10.00**

For more information:  
[www.sturgismuseum.com/Events](http://www.sturgismuseum.com/Events)



**AUGUST 10, 11 • 10AM-7PM**

## \$5 Admission to the Sturgis Motorcycle Museum!

**AUGUST 2-11 • 10AM-6PM**

## Sturgis Motorcycle Museum Outdoor Experience

Powered by Law Tigers

Custom Motorcycles  
Outside the Museum

**FREE Admission!**





# 2019 Sturgis Motorcycle Museum Hall of Fame Induction Ceremony

Wednesday, August 7, 2019 • 8:30 a.m. – 12:30 p.m.  
 The Lodge at Deadwood • 100 Pine Crest Dr., Deadwood, SD  
 Tickets available at [www.SturgisMuseum.com](http://www.SturgisMuseum.com)

Sponsored by:



The Broken Bow Chamber of Commerce and Custer Economic Development Corporation would like to invite you to stop in beautiful

## Broken Bow, Nebraska

We are located about 6 hours from Sturgis on Nebraska Hwy 2 - The Sandhills Journey Scenic Byway

While in Broken Bow you can enjoy great meals, fantastic lodging facilities, unique shopping experiences, or stop at one of our parks to stretch your legs.

For more information about Broken Bow check out [www.brokenbow-ne.com](http://www.brokenbow-ne.com) or [www.custercountryne.com](http://www.custercountryne.com).

## BAG LADY SUE

WEDNESDAY, AUG. 7 • 4PM

Open to the public!  
 Sturgis Vets Club  
 868 Main Street  
 Sturgis, SD

**\$15.00**  
 (21+ Only)

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

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**HOURS**

MONDAY – SATURDAY 7:30 A.M. – 7 P.M.  
SUNDAY 9 A.M. – 5 P.M.



explore more



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# Freedom Fighters Hall of Fame Inductees

The Freedom Fighters Hall of Fame recognizes the sacrifices individuals across the nation, and world have made to protect the rights of those who ride.

To honor these Freedom Fighters, the Sturgis Motorcycle Museum & Hall of Fame established the nation's first and only FREEDOM FIGHTERS HALL OF FAME.

## Arizona

Ralph "Sonny" Barger  
"Still" Ray Fitzgerald

## Arkansas

Rodney Roberts

## California

Richard Lester  
NY Myke  
John Paliwoda  
"Deacon" Dave Phillips  
Ron Roloff

## Colorado

Mark Buckner  
Deb "Tiger" Chandler

## Connecticut

Donald "Pappy" Pittsley  
John "Rogue" Herlihy

## District of Columbia

Senator Olympia Snowe  
Beverly Waters  
Tom Wyld

## Florida

James "Doc" Reichenbach  
Elizabeth "Boots" Buchholz

## Illinois

Todd Vandermyde  
Rich "Neb" Nebelsick

## Indiana

Michael Farabaugh  
Jay Jackson  
Rodney Taylor

## Iowa

Dick "Slider" Gilmore

## Kentucky

Jay Huber

## Maine

Paul K. Vestal  
Gordon "Sonny" Bridges

## Michigan

Angel Richardson  
Representative James Barcia  
Vince Consiglio

## Minnesota

Governor Arnie Carlson  
Bob Illingworth  
John Sullivan  
Bob Summer  
Representative Tom Workman

## Montana

Glen Fengstad

## Nevada

Fredric Harrell

## New Mexico

Dennis "Big D" Watson

## North Carolina

Rick Nail

## Ohio

Gary Sellers, Bill Bish

## Oregon

Butch Harbaugh

## Pennsylvania

Joe "Cowboy" Dickey  
Rick Gray  
Charles Umbenhauer

## South Carolina

Jesse McDugald

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## Texas

Sputnik

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Swede Matzek

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Wayne Curtin  
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Tony "Pan" Sanfelipo  
Sue Menard  
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Official 2019 Sturgis Publication



By Josh Buttrell  
Facilities Manager  
Sturgis Motorcycle Museum & Hall of Fame

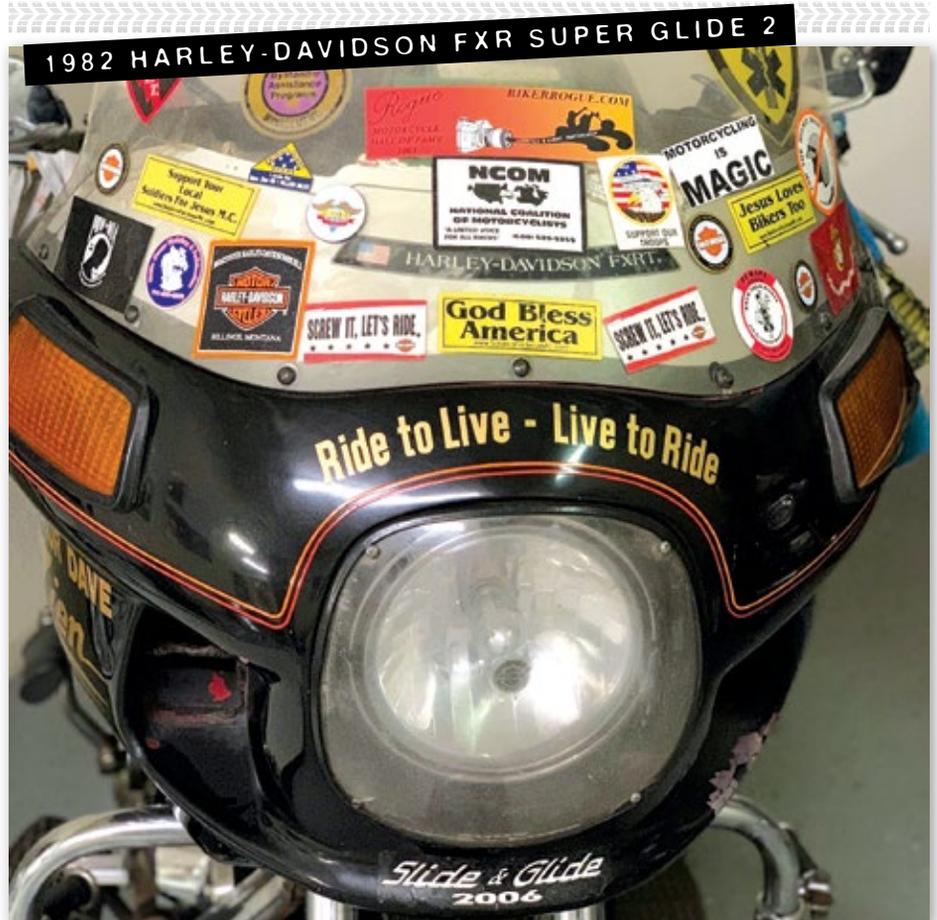
The mission of the Sturgis Motorcycle Museum and Hall of Fame is to provide the public with a diverse collection of motorcycles and memorabilia; to preserve and interpret the history of motorcycling; to honor the men and women who have made a positive and significant impact within the motorcycle community; and pay tribute to the legacy of the Sturgis Motorcycle Rally.

The Museum now features an expansion that was completed the summer of 2018 allowing more space for our continually growing collection. Featuring some amazing motorcycles and art, the new expansion is a beautiful addition to the Museum.

The Hall of Fame has been updated and remodeled. Now completed, it features interactive displays and biographies of inductees. All of this would not be possible without the donations and the generous support of our members and donors like the Hamsters USA. Through fundraising efforts and continuous donations, we hope to continue to grow and expand in the future while being a resource and inspiration for future generations.

We have many amazing motorcycles in our Museum. Featured on the next couple pages are a few examples. Stop in and see us when you are in Sturgis!

# Motorcycles at the *Museum*



The 1982 Harley-Davidson FXR Super Glide 2 was dubbed the bike that would “separate the men from the boys.” The boys that the manufacturer was referring to were “foreign” motorcycle riders.

It promised to have the ability to handle like the sport bikes from overseas while having the power and torque of the American V-twin. Thirty-seven years after its inception, the FXR has a die-hard following of riders who claim the FXR is the best bike Harley-Davidson ever produced.

Senator Dave Zien definitely “separated himself from the boys.” When he rode his 1991 FXRT over one million miles; setting 119 world records along the way. During his travels, the Senator had put on over 100 rear tires, 60 front tires, 9 driver’s seats and had the motor rebuilt 9 times, along with 2 new crate motor installs. Still sporting evidence of Dave’s journeys, including an empty beef jerky bag and tons of stickers collected along the way, the side of Dave’s tour-pack proudly reads:

“Gold Wings and BMWs  
Dream and weep  
This high-mile Harley  
Ain’t gonna sleep.”

Continued on 50



In 1902, Joseph Merkel, a self taught engineer, established a workshop in Milwaukee, Wisconsin. His goal was to produce single-cylinder, belt-driven motorcycles with a sturdy cradle style frame. By 1905, he was entering race events with models of his products. In 1906, he patented a sprung front fork that paved the way for modern telescopic front suspension. In 1907, he developed rear suspension using a mono-shock design and began promoting his motorcycles with the slogan, "All roads are smooth to The Flying Merkel." His many other engineering accomplishments included the use of ball bearings in place of bronze bushings, a lubrication system that delivered oil based on throttle position, and the use of frame tubes for the exhaust system. Other manufacturers were quick to adopt Mr. Merkel's innovations. In 1911 a "Flying Merkel" broke



a world record on the Vanderbilt Course by covering a measured mile in 41.4 seconds, just under 87 mph (140kmph).

This 1912 "Flying Merkel" has the original motor cases, magneto,

and carburetor. The motor cases were found at the Oley swap meet a number of years ago. After about ten years of sourcing parts, this motorcycle was re-assembled over a period of two years.



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# Unique Mail Trucks in Sturgis

By Christine Paige Diers  
The Sturgis Motorcycle Museum & Hall of Fame

There's no doubt that regardless of the time of year, if you visit Sturgis, South Dakota, you'll find motorcycle related items. We are, after all, famous for our Rally and we love motorcyclists. However, some of the things you'll find here are completely unique to our town. Believe it or not, one of those is our mail trucks. That's right, our mail trucks. The story behind those trucks is an interesting one.

It was 2006 when the U.S. Postal Service released a set of first class collector stamps featuring motorcycles. Mark Saunders, with Corporate Communications for the U.S. Postal Service in Washington, DC, said the U.S. Citizens Stamp Advisory Committee receives about 40,000 suggestions each

year for postal stamp topics. Of that, only about 20 topics are selected to become actual stamps.

The committee had received quite a number of suggestions that a set of stamps be produced around antique motorcycles and other requests for Harley-Davidson motorcycles. The committee decided to combine those two requests and produce the American Motorcycle postage stamp series.

They decided on a 1918 Cleveland to show the very early days of motorcycling, and also chose a 1940 Indian and a 1960 Harley-Davidson. Saunders said

they contacted the Long Island Chapter of the Antique Motorcycle Club of America to see if they could locate those three bikes.

As it turned out, members of that very chapter – including the president of the chapter at the time – owned exactly what they were looking for. For the fourth stamp in the series, the committee wanted to feature a chopper similar to the Easy Riders

bike. Rather than using an actual motorcycle for that fourth stamp, the postal service commissioned artist Steve Buchanan to draw a chopper to round out the series.



Courtesy Mark Saunders, USPS



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That artwork is a 70's era chopper painted yellow with a flame design on the tank.

During the Sturgis Motorcycle Rally that year, USPS unveiled the stamp series and offered the "first day of issue" purchase and cancellations of those stamps. Also that week, each of the three bikes that were depicted on the stamps were displayed at the Sturgis Motorcycle Museum and Hall of Fame. The bike owners were on hand to sign autographs, and a reception was held to honor the owners and show off the bikes as well as the stamps that featured those pieces of American motorcycling history.

So what about those postal trucks? For this particular stamp dedication ceremony, the U.S. Postal Service decided to decorate some Long Life Vehicles (LLVs) to be unveiled

at the same time as the new stamps were introduced. The three vehicles were from the Minneapolis fleet, and were prepared by the Minneapolis Vehicle Maintenance Facility. The trucks were not new at the time of their facelift, but were completely renovated during the process. Each received new tires, new paint, new seats, and new trays. They were then adorned with decals. A story published in the Minneapolis Postal Service employee newsletter back in 2006 told the story of the trucks. Each is now adorned (on both sides) with a nearly life-sized decal of Steve Buchanan's 1970s-era Chopper design. The rear wheel of the LLV lines up with the rear wheel of the bike so the chopper

appears to be roaring away. A decal of the block of four stamps was placed on the hood and rear door of each vehicle. Those three trucks have continued to be used for mail delivery in Sturgis from the time they were unveiled in August of 2006 until today.

Saunders tells us that as far as he knows, they are the only postal trucks ever to be customized to go with a stamp series. But alas, all good things must come to an end. The USPS is looking to replace those trucks across the nation, and it seems the three LLVs that were customized in 2006 will soon be retired. Those of us who live in Sturgis year-round have become accustomed to seeing those postal trucks, and we'll miss having them around when the time comes for the final delivery to the dump.

Sturgis Zip Code: **57785**



Courtesy USPS



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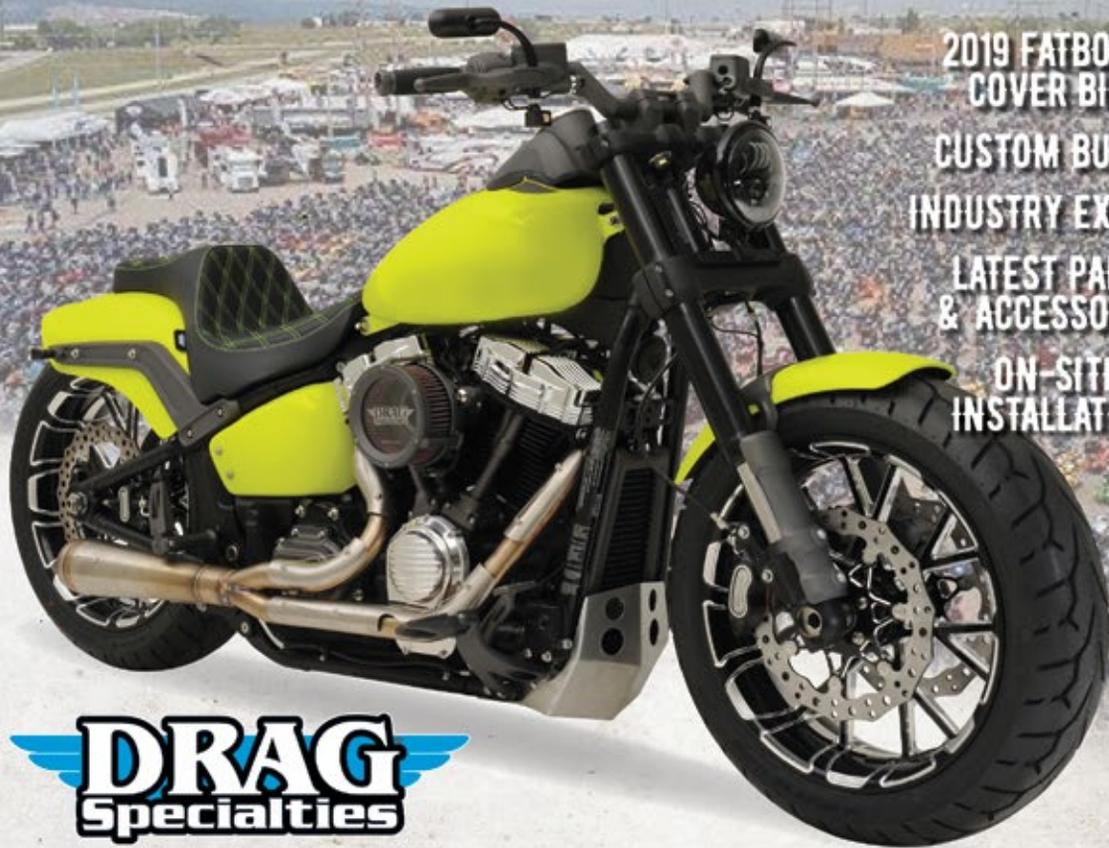
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# Sturgis Doubles Down with Two 2019 Sturgis Grand Marshals

The 2019 Sturgis Grand Marshals are two peas in a pod. Both are downhome, hard-working southern boys with a deep love of Harley-Davidson and the Sturgis Rally. They've also been two of the most ardent promoters of the Rally over the last 20 years as owners and operators of the world famous Full Throttle Saloon (FTS). Michael Ballard and Jesse James Dupree propelled the Rally into primetime when Full Throttle Saloon hit the airwaves on truTV in 2009. The show charted new territory, bringing a slice of Sturgis to more living rooms than ever before. This year the Full Throttle is celebrating its 20th anniversary and Ballard and Dupree are both excited to be sharing the title of Sturgis Grand Marshal.

"We were raised very much alike. It's like we were brothers that just didn't live together. We seriously had so much in common about the way we were raised and the values we have," said Dupree, best known as the front man of the hard rockin' band Jackyl.

"We had the same motorcycles when we were kids, we had the same gun. We just hit it off and it's one of those things. Now we're family. We're like brothers," said Full Throttle Saloon founder Ballard.

Motorcycles have been a constant for both since they were kids. Ballard's parents bought him a Honda CT70 when he was about 10 years old and he's had a motorcycle ever since. He got his first Harley around 1987, a 1985 Softail Custom, and quickly tore into it, redoing the bike from the ground-up. Ballard built more custom bikes in the mid-1990's, winning awards at Easyriders' shows along with a few spreads in the magazine.

"This was way before West Coast Choppers or Orange County or any of that stuff ever hit. About '96 was the first time I ever met Indian Larry. He was a friend of mine, met him at a bike show on the same circuit. Ever since that first Softail, I've had a Harley ever since," said Ballard.

Dupree's love of Harley-Davidsons started at an early age too, apparent by the picture of his mom holding baby Jesse on the seat of his dad's Panhead.

"When I was born, my dad had that motorcycle sitting in the carport. My whole life, I used to sit there and look at his bike. My dad



JESSE JAMES DUPREE (LEFT) AND MICHAEL BALLARD (RIGHT)

would take the front door to the house off and roll his motorcycle into the den and while he was at work at Lockheed Aircraft, my mom would polish up the chrome so we could all go riding on weekends,” he said.

Dupree remembers the day he bought his first Harley and the sense of coming of age that came with it.

“I didn’t realize how much it hit me until the day that I went and bought my own Harley-Davidson motorcycle. I felt like I was my own man, ya know? It was a Softail, a ’94 Heritage Softail. I bought it brand-new. It was the greatest day of my life!”

Dupree said he’s been coming to Sturgis going on 25 years now, and it’s the Rally that brought his and Ballard’s paths together. Dupree had put out a solo record and was looking to play Sturgis and Ballard signed him on to play at the Full Throttle.

“When Jesse first played for me it was in 2000. He’s played there every year we’ve been open. This will be his 20th anniversary of playing at the Full Throttle, too,” said Ballard.

“So the first year he came out and played, but when he came out the next year I had more time to hang around with him. He quickly became a fan of what I was trying to do out there. He actually came in and got the bands booked that next year,” said Ballard.

When the Full Throttle Saloon first opened its doors, it was just a little biker bar east of town. It had a long way to go before it earned the title of “The World’s Largest Biker Bar.”

“When I first bought that property there was a two-lane road that went out there. Nothing else was out there but the Buffalo Chip. Glencoe Campground was across the street but it was way back off the road. When you went out there, it literally looked like you were going out into the country,” said Ballard.

When the Full Throttle and The Chip would have big concerts on the same night, traffic would be backed up through downtown. The mess would last for hours.

“Finally that’s what brought the four-lane, to handle all the traffic,” Ballard said. “Once we

got up and going, a ton of campgrounds blew up in east Sturgis.”

By then, the Full Throttle Saloon had already established itself as a favorite hangout for Rally goers. Each year, Ballard added more pieces to its industrial décor, from big rigs suspended in air to a full-size truss bridge. Between its burnout pits, zip line, catwalks, bars and bands, the Full Throttle was a three-ring circus for the blue collar crowd. While competitors around them came and went, the Full Throttle Saloon’s uniqueness helped it stand out and brought people back year after year. It was such a mercurial environment come Rally time, Ballard and Dupree started tossing around the idea of shooting a reality TV series with the bar as the star.

“I’d done other reality programming before with Two A Days on MTV along with a couple other pay-per-views and that kind of thing,” Dupree said.

“It was an obvious television show that needed to be on the

*Continued on 58*



air because for every one person who goes to Sturgis, there's 1,000 at home that had an opportunity to go vicariously through the TV show. At first we couldn't find a network that wanted it. They thought it was a great idea but they didn't know what to do with it, so we partnered up with a company called A Smith & Co. and just shot the show without having a network home. Once we shot the show, then we were able to show them what it was without using their imagination and we ended up having a bidding war. Six seasons, and then the bar burned down."

In one night, 16 years of hard work was destroyed by fire. A faulty electrical cord ignited a cardboard box and the whole place went up in flames. The damage was catastrophic and the bar suffered a reported \$10 million in damages. Some items were irreplaceable, like motorcycle helmets on the walls placed in memory of loved ones who had died and military medals hung by veterans. It was almost too much to bear for Ballard and Dupree.

"That was a huge setback for us. We had to take a minute and decide what we wanted to do, but because I love the industry and have such passion for it, I decided to build back," said Ballard.

To their good fortune, a prime piece of real estate was about to go up for sale. A little further out of town, the 600-acre chunk of land where the old Broken Spoke Campground sat was about to hit the market. There was already a huge drive-thru bar on the property along with an Olympic-size pool and cabins.

"We were kind of land-locked where we were at with that 30 acres. We decided if we were going to rebuild, let's go ahead and get plenty of property," said Ballard. "Some of the people that owned it were friends of mine so I reached out to them and we cut a deal."

With a new home for the Full Throttle secured, there was plenty of work to be done.

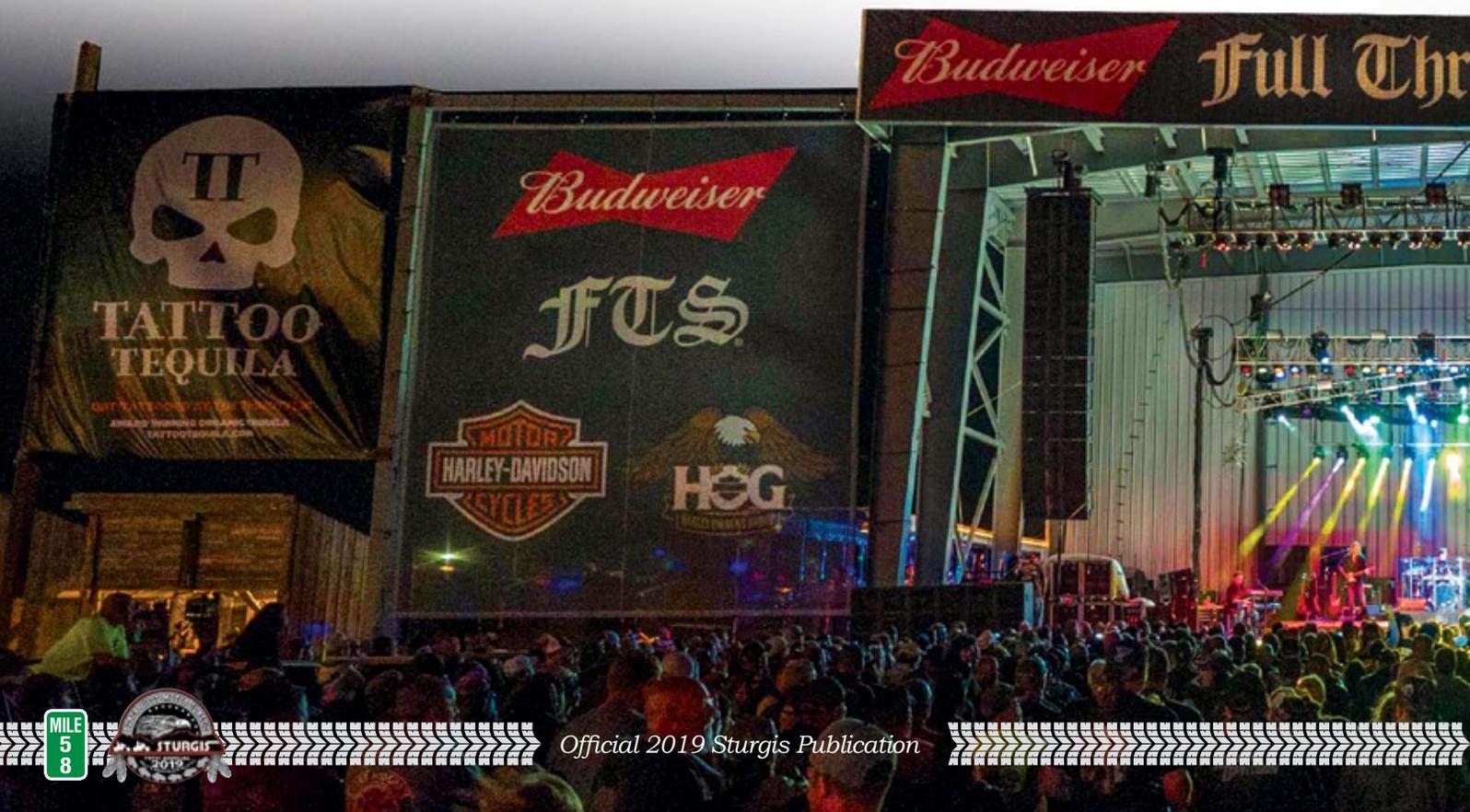
"We got that property on May 8, 2016, and we opened for the Rally in two months, 60 days. We threw that new building up, paved the parking lot, and put

up that massive stage. We've got the largest stage in the state of South Dakota out there. We took the Broken Spoke's bar and made it into a grocery store and an all-you-can-eat breakfast buffet and camping supplies for the campground. But we built a brand-new Full Throttle out there. It was crazy but we made it happen. We didn't miss a year," said Ballard proudly.

Just like he did with the old bar, Ballard's been rebuilding the FTS empire at the new location bit by bit.

"Mike's just done a phenomenal job. He didn't want to rebuild the old Full Throttle because that was a moment in time that you'll never recapture. So he started a new legacy with the theme of the new place which is 'What Made America Great.' You walk in there and see all the equipment from the Industrial Revolution and big pieces of machinery that have been turned into bars and stages for the girls to dance on. It's an amazing concept he had and it turned out really great," said Dupree.

The new Full Throttle Saloon has 300 cabins, 1,000 RV



hook-ups, and tent camping for days, all with a beautiful view of Bear Butte. The extra space has also allowed them to carve out a banked dirt track and for the last couple of years they've held the Sons of Speed races at the track aboard vintage boardtrackers that are almost 100 years old. The Full Throttle is the official campground of Harley-Davidson, the Sturgis Rally, and the Wounded Warrior Project.

"We have 50 wounded warriors who came and stayed with us last year. They found a home at the Full Throttle Saloon's Pappy Hoel Campground and we're hosting upwards of 100 of them this year," exclaimed Dupree.

While the fun never stops at the Full Throttle during the Rally, there's one night in particular when energy levels reach a fevered pitch. Thursday night is Jackyl night, and the house is always rockin'. Dupree and the band anticipate that night all year long and always bring a little extra oomph to the Sturgis show.

"When he hits that stage, he turns into an entertainer. It's like flipping a switch. It's wild to watch," said Ballard. Fans



love to sing along with hits like "Down on Me" and "I Stand Alone," anxiously waiting for Dupree to break out his signature chainsaw and belt out the lyrics to their hit song "Lumberjack."

So just how did a chainsaw become a musical instrument? The story goes that one night Jackyl was playing at Charlie MacGruder's in Atlanta and the band started jamming a bluesy tune, a version of Jimi Hendrix's "Red House."

"So we're jamming and I'll be damned if it didn't work when I played the chainsaw. My dad was in the crowd and he said, 'You've got to keep doing that.' So he went and bought me a chainsaw. We were still playing with a chainsaw and when the guy from

the record company signed us and saw us playing with it, he said, 'You've got to put that on a record.' And then the rest is history," said Dupree.

Musical history isn't the only history Dupree has been carving out. For the last 20 years, he and his buddy Ballard have worked hard to whittle the Full Throttle Saloon's name into the Sturgis history books. It's been one wild ride, from humble beginnings to heights of fame, from total devastation to rising from the ashes. Through it all, they've remained best friends, business partners, and ambassadors of the Sturgis Rally who can now add "Sturgis Grand Marshals" to their long list of accomplishments.





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# Ride of a Lifetime

1930

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.



**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

**1980**

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

**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.

**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.



**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.

**1989**

J.C. "Pappy" Hoel, who had been an integral part of the Rally since its inception, died in February of 1989.

**1991**

A remarkable year because it was the first year that no one died during the Rally.



**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.

**2001**

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

# A history of the Sturgis Motorcycle Rally

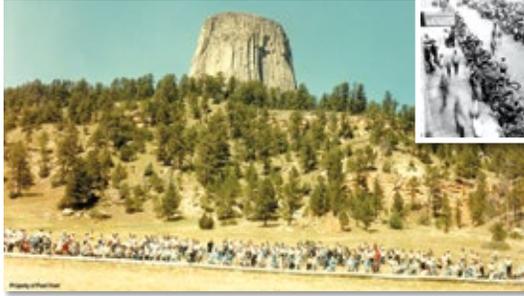
1960

1957

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

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.



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.

1979

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

1972

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

2010

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.



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.

2020

2008

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

2010

The Sturgis Motorcycle Rally celebrates its 70th anniversary.

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.

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.

2017

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

2018

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





# RALLY SHIRTS AVAILABLE

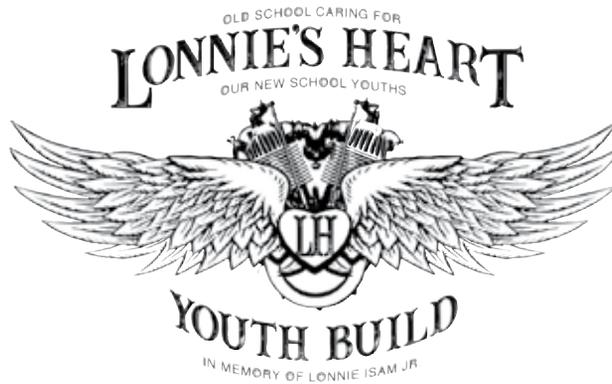
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# Lonnie's Heart YOUTH MOTORCYCLE BUILD Program

The Sturgis Motorcycle Museum & Hall of Fame is happy to announce Lonnie's Heart Youth Motorcycle Build & Scholarship Program. In 2019, high school students from the northern Black Hills were invited to participate in a co-ed youth motorcycle build program sponsored by the Sturgis Motorcycle Museum & Hall of Fame. Lonnie's Heart is a non-profit 501(c)3.

The mission of the Sturgis Motorcycle Museum & Hall

of Fame is to collect, preserve and interpret the history of motorcycling, honor those who have made a positive and significant impact on the sport and lifestyle.

Lonnie's Heart is lead by Hall of Fame Inductees, along with recognized local experts in the field of motorcycle parts manufacturing and custom bike builds. All student participants will be required to have passing grades and must be present at school, much like athletic programs, to be eligible for the youth build program.

The program began in early spring and continued throughout the school year. The program will collect student applications each fall with the program kicking-off each spring. The students will be rated on a variety of criteria like how much they contribute to the project and attitude; the highest ranked students will be granted scholarships from various colleges and technical institutes.

**For more information about Lonnie Isam Jr., read the story on page 95.**





# Rock Legend Dee Snider to Captain the Buffalo Chip's 2019 Legends Ride® Monday, August 5, 2019

**Legends Ride®  
Monday,  
August 5, 2019  
Main Street Deadwood  
to the Buffalo Chip**

- 11:00 a.m. Bike Parking Begins
  - 2:00 p.m. Auction on Deadwood's Main Street
  - 2:50 p.m. Group Photo
  - 3:00 p.m. Ride departs Deadwood
  - 5:00 p.m. Ride arrives at the Buffalo Chip for a catered reception with live entertainment
  - 7:15 p.m. Concerts begin in the Buffalo Chip amphitheater, culminating with headlining performances by Styx and Collective Soul
- Free entry for the first 200 riders who reserve their spot!**

The Legends Ride is the Sturgis Buffalo Chip's signature charity ride, created as a fun way for bikers to contribute to worthwhile charities in the Black Hills. The event has long been known as the place to meet and ride with Hollywood stars, rock 'n' roll icons and motorcycle industry celebrities. Now in its 12th year, the "Ride that Rocks!™" will be led by a rock star of legendary proportions, Dee Snider. Dee will lead riders from Historic Deadwood's Main Street on a ride through the beautiful Black Hills to the Buffalo Chip. Attendees can expect to see many other celebrities including Academy Award-nominated actor Tom Berenger.

The Buffalo Chip donates 100 percent of rider fees to local charities. In an effort to support the Sturgis Motorcycle Museum, the Buffalo Chip helped pay for

the construction of the addition to the building in downtown Sturgis. Special Olympians in the Black Hills also benefit, as the Buffalo Chip purchased a bus to help transport athletes and helped pay for a new floor and continuing renovations to their existing Rapid City gym to help meet the growing needs of the athletes. This year's contributions are expected to take the Buffalo Chip's total charitable donations over the \$800,000 mark!

The Legends Ride is truly iconic. Its high-profile, celebrity appeal has been featured on CMT, the National Geographic Channel, the Tonight Show, FX Network and the Travel Channel, as well as in numerous print, online and newspaper articles.

Anyone interested in joining the ride may purchase passes at [LegendsRide.com](http://LegendsRide.com) or by calling 605-347-9000.

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# 2019 Rally Sudoku

Like puzzles? Then you'll love sudoku. This mind-bending puzzle will have you hooked from the moment you square off, so sharpen your pencil and put your sudoku savvy to the test.

### Here's how it works:

Sudoku puzzles are formatted as a 9x9 grid, broken down into nine 3x3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column and box. Each number can appear only once in each row, column and box. You can figure out the order in which the numbers will appear by using the numeric clues already provided in the boxes. The more numbers you name, the easier it gets to solve the puzzle!

**Good luck!**

Solutions on page 112.

2								7
		6	9			1	5	8
	5			8				
		9	3					6
				9	8	7		
6		7	2		1		9	
4		3	8		9	6		5
1	9	8			2		7	3

Level: Beginner

1	7	4						
	9			7				2
8						4		
4					6	3		
		2	5		7		6	
3	5			2			8	
								3
5						2	9	
	4		7	9				

Level: Intermediate

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# 11th Annual Biker Belles Celebrates Women in “Forward Motion” during Premier 2019 Charity Event Tuesday, August 6, 2019



**Biker Belles  
Tuesday, August 6, 2019  
Main Street Deadwood  
to the Buffalo Chip**

- 8:00 a.m. Rider Registration at The Lodge at Deadwood opens
- 8:30 a.m. Registration at the Crossroads opens for non-riders  
Registration opens for the Women & Wheels™ Bike Show presented by Wild Gypsy Tour at the CrossRoads
- 8:50 a.m. Ride Group Photo
- 9:00 a.m. Kickstands up for the escorted Morning Ride™ at the Lodge at Deadwood
- 10:30 a.m. Arrive at Sturgis Buffalo Chip Crossroads  
Biker Belles Silent Auction opens  
Comfort Zone by Team Diva opens  
Women & Wheels Bike Show presented by Wild Gypsy Tour begins (Biker Belle Entry not required – open to the public)
- 12:15 p.m. Biker Belles catered Luncheon and “Forward Motion” Symposium
- 1:45 p.m. Bike Show Ends and Awards announced  
Group photo

Women are the fastest growing segment of motorcycle enthusiasts while raising funds for worthy local charities during the Sturgis Buffalo Chip’s 11th annual Biker Belles celebration. This moto-centric event is an opportunity to connect with women who are shaping the motorcycle industry, driving change, and breaking long-held traditions.

The event’s trademark “Morning Ride” from Deadwood to the Sturgis Buffalo Chip will be a show of force and solidarity this year, as it’s joined by the Wild Gypsy Tour and Peace, Love & Happiness riders. The festivities will continue following the ride with the Comfort Zone by Team Diva, a catered lunch and a symposium titled “Forward

Motion,” all to be held in the brand-new, air-conditioned Sturgis Rally Information Center™ at the Buffalo Chip’s CrossRoads. All women are also invited to enter the Women and Wheels Bike Show presented by the Wild Gypsy Tour that will be open to the public for free just outside the reception area.

One hundred percent of rider fees will benefit the Sturgis Motorcycle Museum and Hall of Fame, the Strider Education Foundation’s “All Kids Bike” program, and Helping with Horsepower, an organization that empowers and encourages women and girls who are at risk or victims of abuse.

Passes are available at [BikerBelles.com](http://BikerBelles.com) or by calling 605-347-9000.



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Official 2019 Sturgis Publication

# The Cross Country Chase



By Felicia Morgan

Traveling our great country is one of the freedoms that American's take full advantage of as one of our inalienable rights, and many of us invite our friends to come along as we set our routes for the best motorcycle roads each summer. It's all about the journey, after all, and the more exciting the better, especially when the journey includes old bikes, riders from around the world, and historic sights.

Touring has always been a big part of motorcycling. From the very beginning adventurers set out to see what's on the other side, even when getting to the other side meant traveling without the benefit of paved roads. Today, however, riders

chart routes that include places of historical interest as well as geographical challenges and the newest motorcycle tour manages to include all of the above.

The Cross Country Chase, scheduled to hit the back roads this September 6th, is mapped out from the Canadian border to the Florida Keys, but the course is only part of the fun. Machines manufactured between 1930 and 1948 will spend 10 days along a north-to-south route that includes boarding the USS Badger, the last large coal-burning steamship in the United States, with their motorcycles for passage across the Great Lakes. Riders are invited to visit the Harley-Davidson Museum and there are several stops hosted by various Harley-Davidson dealerships. In between, there

are over 2,800-miles of American roadway for riders to appreciate. The same folks who brought the now-famous Motorcycle Cannonball Endurance Run to the world's attention host this incredible ride, so there's no doubt that each mile will be an adventure. Also sponsoring The Cross Country Chase are friends of the Sturgis Motorcycle Museum, Rick and Vickie Salisbury. As owners of the Legends Vintage Motorcycles in Springville, Utah, the Salisburys know a thing or two about antique motorcycles and Rick is slated to join riders for the Chase on his own 1946 Harley-Davidson EL.

Just to make things even more interesting, and to add a

*Continued on 75*

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explore  
more

MILE  
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4



Official 2019 Sturgis Publication

whimsical note to the whole affair, participants of the Chase will be required to take a 100-question written quiz. Riders are not allowed any support on the route; everything they need must be strapped to their own bike, including their clothes, toothbrush and tools. Weather will certainly be an issue and the concern about the machine's reliability is a definite worry. Riders must be completely self-sufficient, yet the one requirement that causes the biggest head scratching worry is the quiz.

This is a touring challenge that comes with a cash payout for the winner, bragging rights for the rest of eternity and certainly the once in a lifetime opportunity to be a part of an inaugural event. Especially exciting are the stops along the way and the joy of feeling self-sufficient as riders work their antique machines across the country. The website will post daily blogs, scores and photos along the way, but for now you can see who has signed up and where you can come out to see the caravan as it passes near your hometown. If you happen to have a qualifying 1930-1948 bike, there might still be time to sign up to be a part of making motorcycle history so check it out at [www.themotorcyclechase.com](http://www.themotorcyclechase.com)

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J.W. of Gordon, MI

Well worth seeing!  
D.H. of Felton, DE

**From The Guestbook**

**explore more**

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# The DevilStone Run is the result of a realization

By Brady Mclean

“Go Fast Don’t Die” officially launched in May of 2017. We quickly learned that our ethos – as it pertained to values, philosophy, and lifestyle – was a breath of fresh air in the culture and community that breathed life into us. People identified with the brand. They latched onto our outlook and our expression through motorcycles and adventure by way of two wheels. “Go Fast Don’t Die” is a brand that represents a lifestyle of risk, hustle, and the pursuit of destroyed limits. We exist for the crowd that pulls a little more from that throttle when the risk assessment says to back it off. Last year, we launched our third line, “Outsiders.” “Outsiders” is for those who look at the map and see where they could be tomorrow, not just where they are today. It’s for those who see the danger,

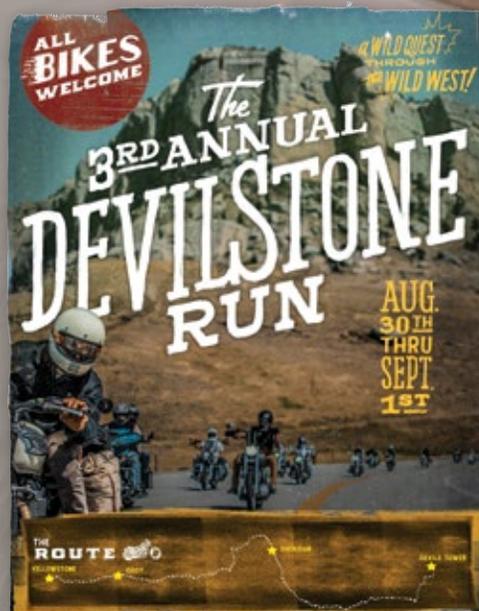
see the risk, and see nothing in comparison to the potential reward. We represent and cater to those who hold dear the pursuit of the thrill, the best times with friends old and new.

After traveling across countries on motorcycles, over state and national borders, and through sought-after, secret roads we realized that some of the most beautiful scenery, historic landmarks, mountains, twisties, wildlife, and wild livin’ were right in our backyard. As we traveled long hours and hard miles to arrive and ride on other runs, we asked ourselves: why not Wyoming? Monuments and mountains, trees and trails, bison, and the backyard of America... the DevilStone Run starts at our nation’s first national monument (Devil’s Tower) and finishes at our nation’s first national park, Yellowstone.

The first year we arranged the ride in just a few weeks.

We whipped up a flier, posted on our social media, and invited the friends we knew and those we had yet to meet. Everyone we could possibly reach. With a few weeks’ promotion, and a few weeks’ commotion, we crossed our fingers and headed for the start of the ride at Devil’s Tower Trading Post. To our surprise, there were bikes there and even better- excited, motivated riders. Mission accomplished for year one. We ventured across Wyoming picking up folks along the way and finished the ride at Yellowstone with an estimated 70 riders in total that attended the ride from Montana, South Dakota, and Utah.

2018 was our second round, officially making it an annual event. (Yay!) We had a few invites to join the festivities for Harley Davidson’s 75th Anniversary party in Milwaukee that weekend, and seriously considered moving or cancelling the event as the opportunities for the brand were many had we chosen to attend. Harley Davidson has played a huge role in developing the culture we love, and we’d be happy to support and celebrate their anniversary. We had a choice to make. After a discussion about it, and careful consideration,



we decided to stick to our roots. The ride was on.

DevilStone Run is a ride rooted in adventure, escape, relationships, and motorcycles. This is “Go Fast Don’t Die.” Cancelling the run would have been counter to the ethos that is our lifeblood, so we wished HD well, rode a part of their ride through Montana and Wyoming, and went full steam ahead on DSRII. Despite the HD event and energy going towards it, we were able to attract a bit more support from the media after year one. DevilStone run hit the internet, so our advertising budget was larger and we had a lot more time to cause a ruckus around the ride. The results were fantastic.

We arrived early at the Devil’s Tower Trading Post after staying in nearby tipi’s just a few miles from the tower. After breakfast, the bikes started rolling in. Triumphs, Harley’s, Goldwings, Cafe Racer style bikes, and even a group of Harley Panhead enthusiasts arrived with excitement and enthusiasm that just multiplied our own excitement around the ride. We had 80 riders that registered (you don’t have to register to join the ride, all are welcome) and when we left Devil’s Tower, I remember looking behind me and seeing nothing but a line of motorcycles from all genres, people from as far as Milwaukee (yes even despite the anniversary).



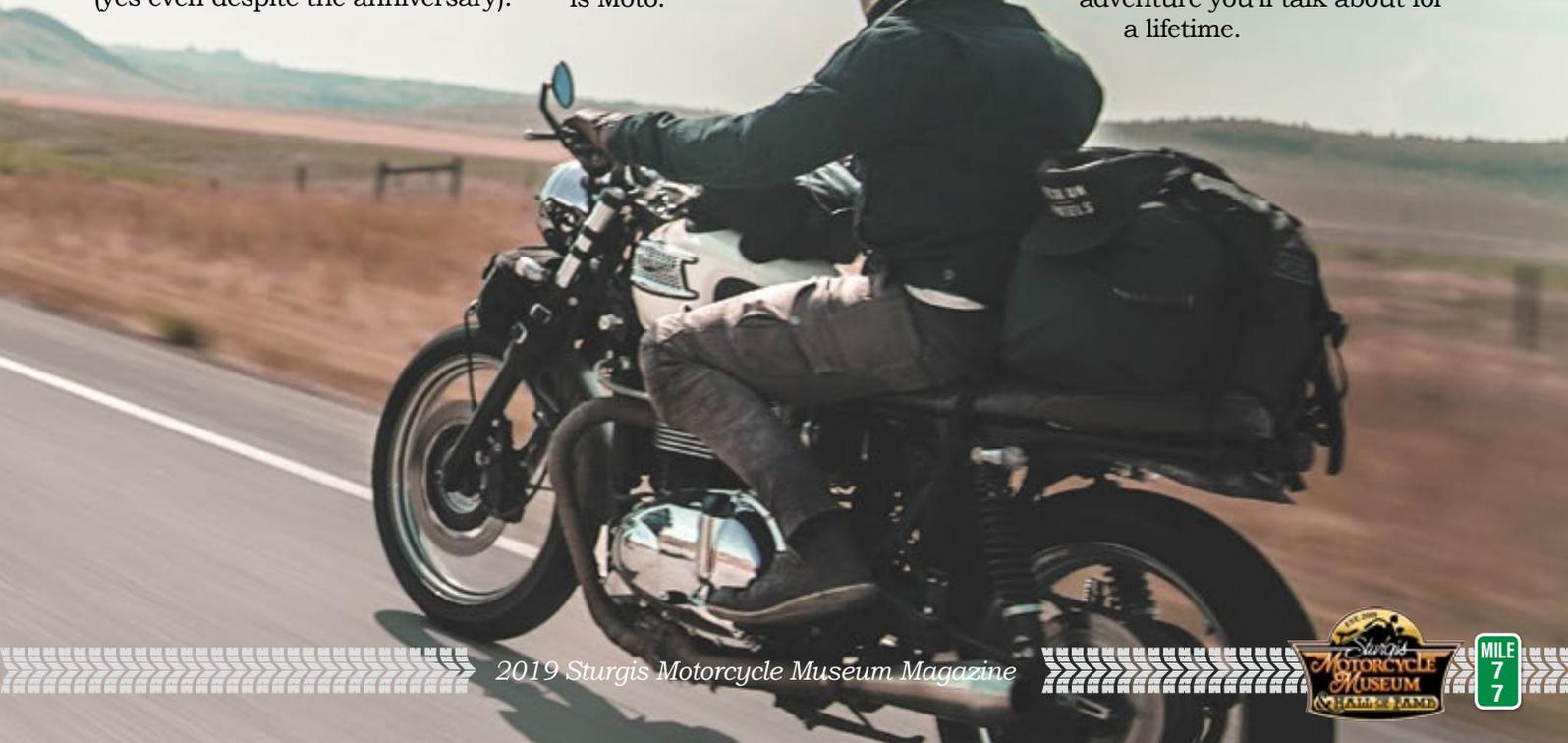
We had succeeded. For another year we made new/old friends, we rode over mountains, through forests, we saw geysers, hot springs, and waterfalls. We saw wildlife and lived wildly with like-minded people attracted to more than scrolling and watching others live life on the internet. More than a ride downtown to park. More than just wearing clothes that say you “live to ride,” we actually rode to live. At the end of the weekend we had over 200 riders in total, over triple year one and we couldn’t have been happier about it. We said goodbye to friends, old and new, and we immediately started talking about year 3, 2019. We’re doing it, and you’re invited.

We’ve met motorcyclists from all walks of life, all different sub-cultures of Moto, and all different perspectives of the state of the culture and community that is Moto.

The DevilStone Run is an effort to preserve the culture we’ve grown up in, as well as to fan the flame of the up-and-coming. We’ve learned that there is a generation hungry for meaningful experiences, many of whom have found their home and means of expression in motorcycles and the places they can go on them. We also believe that there are far more that would – and will – find their home in Moto, but haven’t yet had the introduction that piques their interest enough to walk down that path. For the third time, we’re setting out on a journey to explore some of Wyoming’s greatest treasures in a way that allows a person not only to observe the environment, but participate in it.

We believe that motorcycles are more than just physical transportation, and that Wyoming is more than a physical state.

So join us, whoever you are or whatever you ride, for an adventure you’ll talk about for a lifetime.



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# Sturgis Rally Radio KNKL Launches Live 24/7/365

By Pete Torino  
Sturgis Magazine Publisher  
KNKL Radio Owner

For the past nine years, I have been honored to publish this magazine with the help of The Black Hills Pioneer and the Sturgis Motorcycle Museum and Hall of Fame. It takes six people nine months to produce and deliver, so we call it our "baby." I hope you enjoy our love child.

For the past nineteen years, I have also enjoyed providing important and emergency information to hundreds of thousands of Sturgis Rally attendees on Pirate Radio KNKL and our public address network in Sturgis and around the Black Hills.

For the "Grandest Motorcycle Rally on the Planet" we proudly devote our energy to bringing you the most current news, weather, and local information including critical emergency announcements when needed. You can depend on KNKL like flies on a buffalo chip.

Love ya Woody.

KNKL is now re-introducing the classic old Music Radio Format live 24/7/365 to thousands of regular listeners world wide at KNKL.Net. It's the best music of your life in chronological order.

When you listen, you'll discover that the KNKL Pirate Radio Boat is now dockside at Beer Butt State Park landlocked to Sturgis. We continue to load supplies for our World-Wide Tour of the Great Milky Way... but the boat is full of holes so we are now asking for a used but not abused Noah's Arc. No animals required as we have plenty of our own. We are on a mission to save us all.

Set sail on the old USS Leakey Peter with Billy Burton at the helm of the pirate boat mornings 6am to High Noon US Mountain time. He is living proof that switching to decaff might be a good thing.

Then at High-Noon, Bart Ender is at your service to 6pm with music and mayhem aboard the boat. Bart drinks much more coffee to prep for his show than Billy and chokes down two cigars in six hours! Midday Mayhem! A great name, what's next?

First Commander Charlie O' pleases all passengers on the Pirate Radio Boat taking the wheel at 6pm US Mountain Time, as the Pirate Radio Ship bells ring, except for Pretty Bird, we are proud as peacocks of our weekday Six Pack at Six. Six great songs from an artist or band delivered fresh by Coors, Coors Light, and Fisher Beverage in Rapid City.

Charlie rocks with the sixties, seventies, eighties, nineties, and new music on the evolution of rock to High-Midnight and Pirate Pete rocks the boat overnight.

Sundays are special as Sister Sarah serves up six hours of uplifting music with meaning and inspirational tips to live a longer, happier life from 6am to High-Noon US Mountain Time.

The Black Hills comes alive with local musicians recorded

live and in-studio Sundays 6pm to High-Midnight.

Enjoy local poet extraordinaire Jim Thompson at 9am and 11am for "The Good Stuff" and his daily inspiration and smile.

And from the Pirate Radio birds nest, Pretty

Bird will annoy everyone, because

he's good at it...

it's a learned

behavior for the damn bird.

Thanks to our listeners world wide, we have a much bigger audience listening more often and longer

than at anytime during the last Rally!

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Enjoy memories of a lifetime in the sacred, beautiful Black Hills. You will enjoy the Great Places and Faces of the people here!

KNKL Studios are open to the public inside the world-famous Knuckle Saloon.

Welcome and happy trails wherever you wonder. Please take the sounds of the majestic Black Hills and Sturgis with you yearlong 24/7/365 at knkl.net.



# Pearl's new home on the tree

Visitors to Sturgis may have noticed a new addition that helps welcome visitors to the area. It's a likeness of J.C. "Pappy" Hoel carved into a tree in front of Gypsy Vintage Cycles on Junction Avenue in Sturgis. Commissioned by owner Coe Meyer after a winter storm left a 200 year-old tree damaged to the point of only leaving the main "Y" and the main trunk in existence, the "Pappy" carving was completed first. But that's only half of the story. When the "Pappy" portion of the tree was completed, it left the other half of the giant "Y" waiting. The wait is over. The second half of that giant "Y" is now a likeness of Pappy's wife, Pearl. The story of how that artwork came about is told here in Coe's own words.

*In 2008, I was approached by Ann Niven and asked to chair a defuncted committee formed to create a Pappy Hoel statue. After reviewing the thick file, I realized that as far back as the late '60s, the idea of a commemorative statue had been in the works. Over the years, the location could not be agreed upon and I declined the offer out of respect for the Hoels and their simple way of getting things done.*

*Pappy and Pearl now stand proudly in the front yard of their former home adjacent to the shop they built. They welcome everyone to our fair city known near and far as the motorcycle capital of the universe. These silent sentinels represent all that is good about motorcycling and the brotherhood they helped build.*

*The completion of the Pappy & Pearl Hoel carving exemplifies the spirit and contrast of the Rally itself. Pappy stands tall and serious (a pose taken from a 1940s race track photo). His body language seems to say "You're in my town...behave." Pearl, on the other hand, is all about "Welcome to Sturgis...have fun!" To my knowledge, both statues and statements are well-suited to the individuals depicted. They were the Rally founders, and their will directed this Rally for many years.*

**Welcome to Sturgis.  
Behave and have fun.**



# PRINTED IN STURGIS

S I N C E 1 9 7 6

Remembering Tom Monahan...



Tom Monahan, creator of the well-known 'OFFICIAL LOGO' of the Sturgis Motorcycle Rally, had an incredibly diverse career, spanning four decades. Tom died in December of 2011 but his accomplishments and contributions to the community of Sturgis, it's citizens, and to the Sturgis Motorcycle Rally live on...

Tom was a very common, yet profoundly generous and diversely talented, individual who devoted a lifetime to helping others through his remarkable talents and accomplishments. He was not only a deeply committed husband and father but an accomplished artist and photographer, creative builder, talented educator, dedicated firefighter, highly successful entrepreneur, and dear friend to almost everyone he met.

His community contribution through art began in college when he was commissioned by Black Hills State University to create a metal sculpture for the college campus. A sample of his sculpture work is still displayed on the wall of First Interstate Bank, in Sturgis. In 1972, Tom partnered with Russ Johnson to establish his first business in Sturgis, "Creative Homes." Through this private contracting business, Tom built numerous homes in the Sturgis area. In 1977, he joined the staff at Western Dakota Vo-Tech (Western Dakota Tech, today) as their Building, Design, and Construction Instructor, building homes for 10 years throughout the Black Hills/Sturgis area.

During this same time, Tom established TOM'S T'S, a direct silk screen business, located in Sturgis. Soon after, he created and designed the well known "OFFICIAL LOGO" as a means for the Jackpine Gypsies to raise revenue for the Black Hill Motorcycle Classic Rally. In 1986, Tom gave this "OFFICIAL LOGO" to the Sturgis Chamber of Commerce for the purpose of generating funds for community projects. For almost 30 years, this LOGO has represented the Sturgis® Motorcycle Rally™.

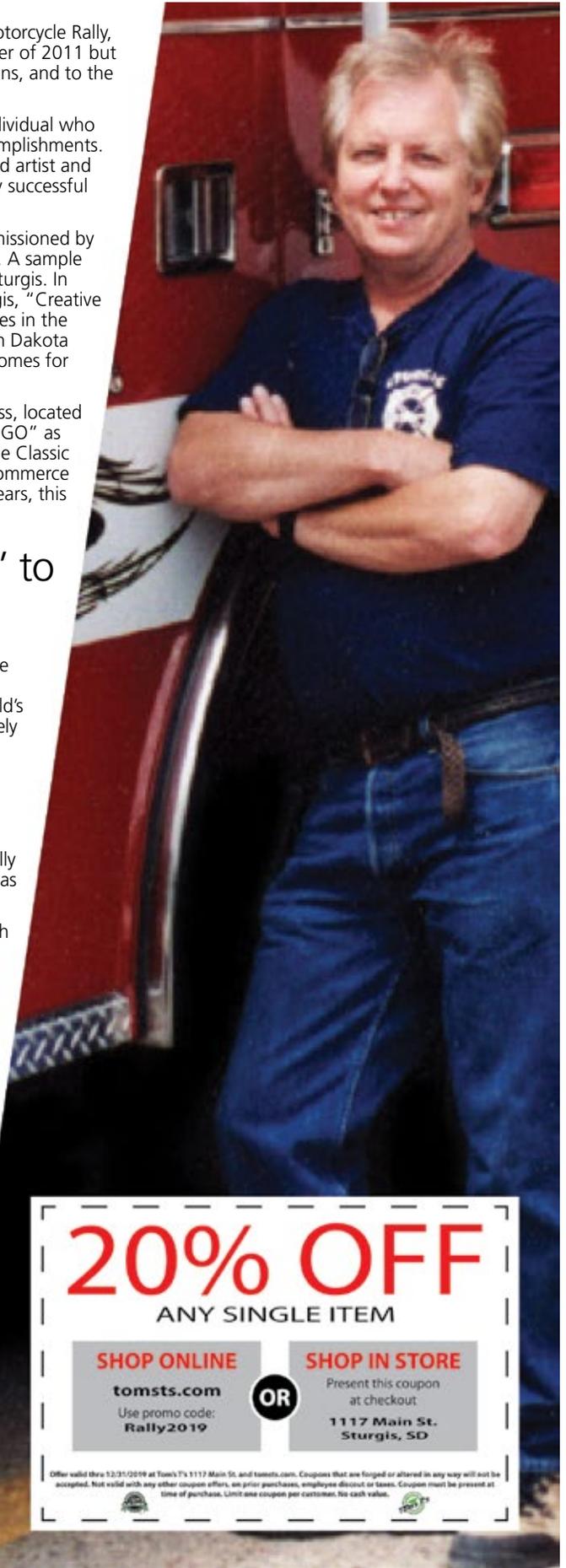
## "In 1986, Tom gave his 'Official Logo' to the Sturgis Chamber of Commerce."

Royalties collected from the sale of products bearing the "OFFICIAL LOGO" have provided income for Sturgis community projects and improvements. Tom felt strongly that the citizens of Sturgis should benefit from hosting one of the world's largest motorcycle rallies. He continued to champion that cause until his untimely death in 2011.

Even though the establishment of the "OFFICIAL LOGO" is an outstanding accomplishment in itself, Tom's contribution to the Sturgis community was definitely not limited to the creation and donation of the "Official Logo" for the Sturgis® Motorcycle Rally™. In 1987, Tom formed a partnership with his brother-in-law, Lowell Schwartz, and opened "Schwartz/Monahan," a retail rally business in Sturgis. That same year, Tom joined the staff at Sturgis High School as an Art Instructor.

Over the next 20 years, he enjoyed sharing his love of art and photography with his students and developed an outstanding Photography Curriculum at that facility. In 1990, he opened "T&M Photography" a professional photographic studio, in Sturgis, with friend and co-teacher, Maury LaRue. Soon after, Tom and friends built the beautiful building on Lazelle Street to house "T&M Photography" and constructed the TOM'S T'S Printshop Building, at the same location. Always eager to try new things, Tom remodeled and opened an Art and Magic Store on Main Street Sturgis, in 1997, where he thoroughly enjoyed sharing his interest in Art and Magic Illusions. Tom was constantly looking for new challenges so in 2009 he began remodeling and restoring the TOM'S T'S building on Main Street Sturgis creating an incredible atmosphere for his final business venture, "Sturgis Wine Co."

Tom loved people and it showed in every aspect of his life. His many diverse and highly successful business ventures created amazing opportunities for the citizens of Sturgis and greatly contributed to the development, education, and creativity of the entire community. His legacy to the Sturgis® Motorcycle Rally™, is it's "OFFICIAL LOGO." Tom's family carries on this legacy through TOM'S T'S, as one of the screen printers of the "OFFICIAL LOGO." For almost 30 years, TOM'S T'S has printed their T-shirts locally, in Sturgis, bearing Tom Monahan's "OFFICIAL LOGO" - The "OFFICIAL LOGO" of the Sturgis® Motorcycle Rally™.



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# 2019 Rally Word Find

V Q S P A H C B L D U Y X Q H S A R D A O R E H J  
 Y F Y Z V T C A I I N R T E M L E H J K F U E H G  
 B L G T T I R E S W A A V R E K I R T B A U E Z G  
 D Y N S C F N P S O F T T A I L R L L U I B D H P  
 R H H N R A I N G E A R D S H Q O G I R R Y D Y P  
 E K M E S W I N D R H G U R K G R U K N I K W A Y  
 S S C J A S Q O C L E N X L A C R L H O N S P H N  
 S E G S L D J I W R I G I D L H I P W U G N I S P  
 E G L R E Y L T J G O O G U T D M K R T J X P S U  
 R R O E U A E I E G X T T A E P I R T S N I P O T  
 J A V G F G U N G K S C C R B Q J A M O F A R R S  
 S E E N U E G G V H H M K H W A V P D I I A A C U  
 N G S A S P A I S X T L R I R A N S K C N A C O A  
 R Z G H E T X S O B D E E B D O C D B R H N E T H  
 E F Q E M C O C T K Z G B R D N C A A I D S S O X  
 P Y K P T T A O S R H A B A T I T K K N A N Q M E  
 P I I A Y X O R B H A C O K T K W V E C A Y J V O  
 O K V F E E C Y G R B P B E M N E N T T O C Z R V  
 H N E M N R A P H A S T T S S A U E N I O E E B X  
 C I V P A I G T Z A R F R A W T K Y A Z Y D O T R  
 P B E L T T O R H T U D B M N S U B A R N F I N D  
 P J K F B B M I L C L L I H A K U E W I O E G P W  
 I O Q Q E K A N S R A T E B D Y G A L L X G N H O  
 Z B W E R O E L E A T H E R S J Y Y V A Z O Q K U  
 A R E L F F U M Q K H Y R T S R C V W R V Y I L E

Solution on page 112.

Find these words in the puzzle above ↑

APEHANGERS  
 CAGE  
 GAUGE  
 DRESSER  
 HELMET  
 SPARKPLUG  
 EXHAUST  
 BASKETCASE  
 MUFFLER  
 FAIRING  
 BAGGER  
 HARDTAIL

OIL  
 TRIKE  
 LEATHERS  
 RAINGEAR  
 FUEL  
 WIND  
 MIRROR  
 TIRES  
 BARNFIND  
 ROADRASH  
 HILLCLIMB  
 BRAKES

BOOTS  
 IGNITION  
 STRAPTANK  
 KICKSTAND  
 TOYHAULER  
 DRAGRA  
 BOBBER  
 SOFTTAIL  
 RACES  
 GEAR  
 BANDANA  
 MOTOCROSS

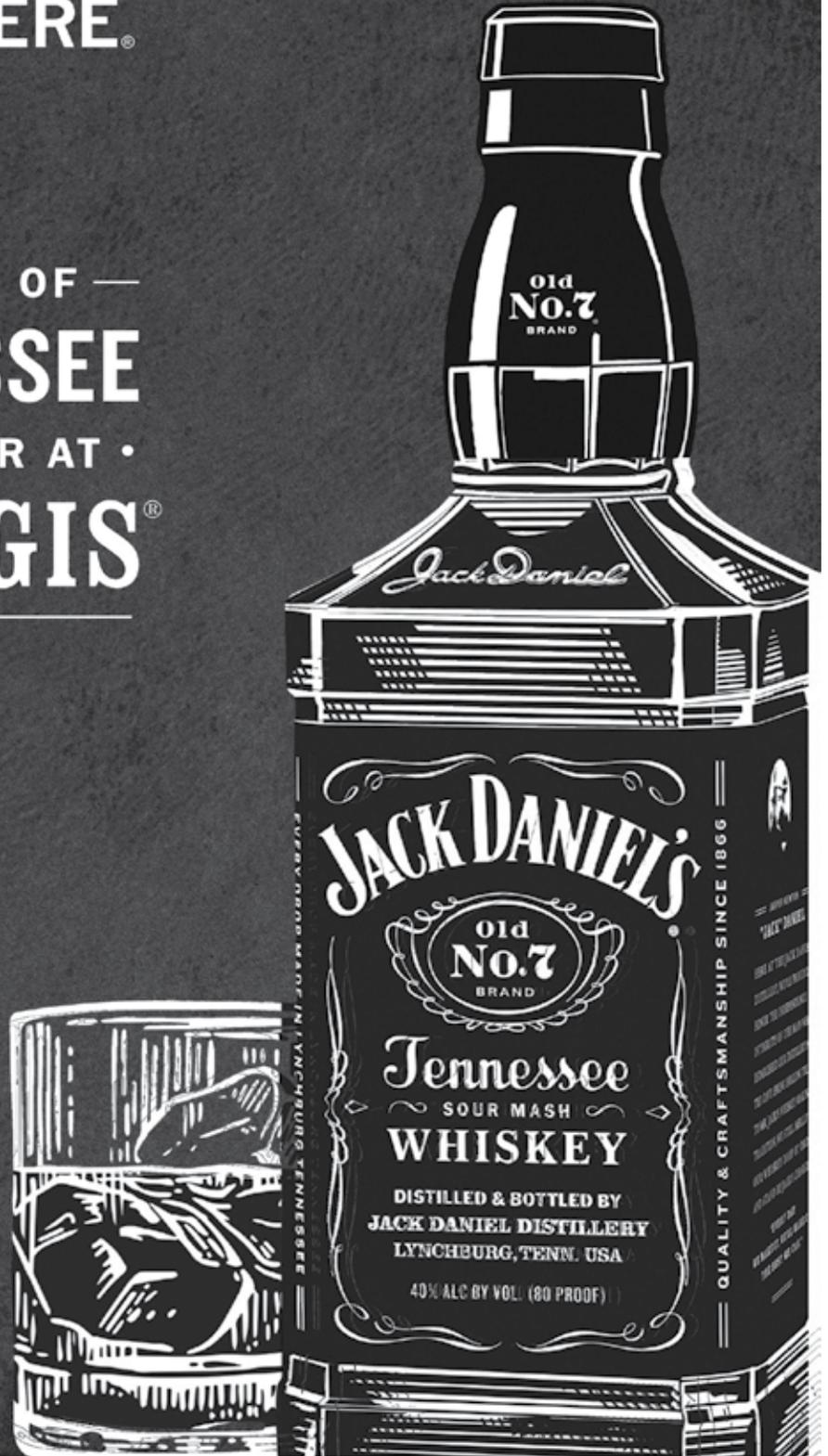
THROTTLE  
 PINSTRIPE  
 CYLINDER  
 CROTCHROCKET  
 TARSNAKE  
 CHOPPER  
 GLOVES  
 BURNOUT  
 CHAPS  
 CLUTCH  
 TANK  
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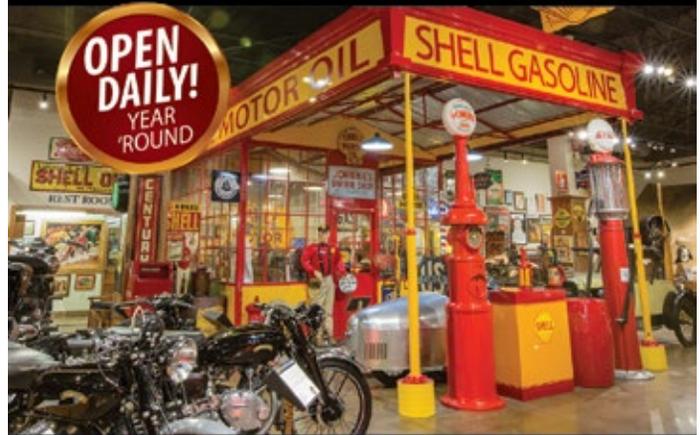
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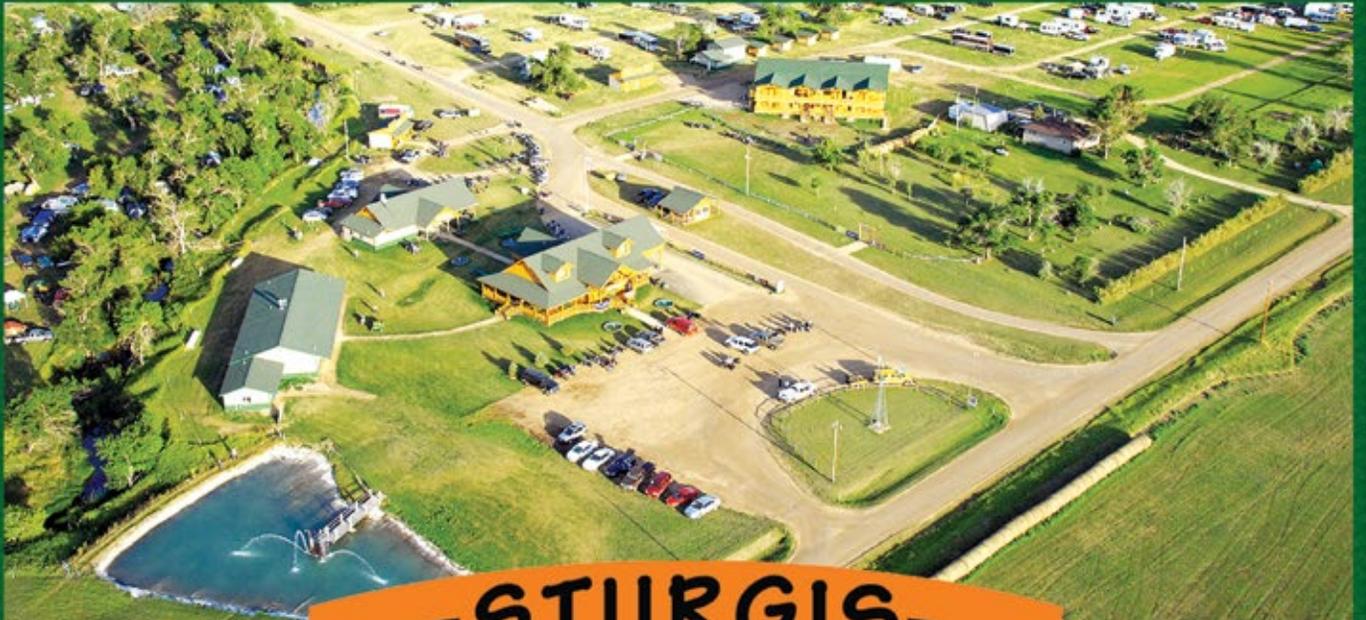
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# Old is New Again

By Felicia Morgan

There was a time in the not too distant past when motorcycle museums were filled with fragile old relics from bygone eras, precariously perched behind velvet ropes and quietly rotting from the boredom of retirement. Visitors would gape in awe at the time capsules in wonderment at what it was like when they were new, imagining the sound of the ancient iron chugging through the countryside on narrow dirt roads, never to be heard again. These days, however, chances are good that an antique motorcycle poised for display in any given collection was recently ridden and proved itself quite capable of carrying its passenger to the intended destination. Even if that destination was a transcontinental journey of over 3,000 miles.

The mindset that old bikes should be entombed in shrines has shifted quite dramatically over the last decade, due in no small part to the efforts of one very quiet, unassuming antique enthusiast. Sturgis resident, Lonnie Isam Jr., sparked a worldwide age of enlightenment with his opinion that old motorcycles should be allowed to live out their time here on earth as they were intended: in the wind. He set about sharing that view with riders around the world and now, every other year since 2010, antique motorcycle owners take their ancient machines out on America's back roads to prove their mechanical marvel's mettle. And that of themselves, as well.

Every other September since the inauguration of the now-famous Motorcycle Cannonball Endurance Run, vintage riders from all corners of the globe

have jumped at the chance to show off not only their motorcycle's strengths, but their own MacGyver skills as well. Keeping the antiquated machines running between the lines is a serious challenge that more than 400 thrill-seeking, daredevils have gleefully signed on for. Isam shifted the challenge over to the capable hands of fellow Sturgis resident, Jason Sims, before his passing in 2017 and the run continues to capture the imagination of enthusiasts of all ages under Sims's guidance. For the 2018 iteration, an

18-year old New Yorker set a record

*Continued on 97*



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as the youngest competitor to ever take the Cannonball's green flag, proving that even teenagers are captivated by the adventure of antique motorcycling. Loring Hill rode the breadth of these great United States on a 1916 Henderson alongside his father, Mark Hill, on the same marque while the eldest rider of the run, Victor Boocock, celebrated his 76th birthday with his trusty 1914 Harley-Davidson out among the cornfields of America's bread basket. Of the 107 machines manufactured before 1929 that were entered to run the race, only 48 were Harleys, evidence that although popular, the American-made machine is certainly not the only brand that is still capable of participating in the unique event.

The Motorcycle Cannonball is strategically held biennially in order to give riders a chance to rest up and for the bikes to get a little refreshing or while owners make plans for builds for the next run since the vintage changes with each event. For the 2020 MC, machines must be manufactured before 1930. Even though the newest motorcycle must be a 1929, there is no limit on how old the



bike can be, consequentially the possibility of seeing a rare, old Grey Fellow, Strap-tank, original Indian and other ancient pedal machines is very real.

What this means for the general public is that antique motorcycles are becoming more accessible, even though they grow older and more rare with each passing year. Bikes are no longer just wasting away in museum exhibits, they are taken out and being ridden. Seeing a century-old machine whizz past a modern-day vehicle isn't an impossible sight these days and

the excitement generated by such an experience translates across the generations.

Enthusiasts are invited to come out to watch the time machines as they travel across America and in between the biennial runs, many of the well-traveled geriatrics are displayed in museums. These old bikes are a testament to our ancestors' abilities to build solid machines that truly are withstanding the test of miles and time.

So, as you visit the Sturgis Motorcycle Museum and Hall of Fame, be sure to linger at the Motorcycle Cannonball exhibit and realize that those old motorcycles have proven themselves time and time again over the last century, even into the geriatric generation. And they stand ready to do it again since there is no such thing as "over the hill" for an antique bike. These motorcycles are functioning proof of the evolution of man's need to be mobile and with two tires firmly rolling in the past, these machines still manage to set records in the modern day while spinning into the future through the Motorcycle Cannonball Run, which is a fine example of the never-ending cycle of life.



# THE MOST POPULAR MOTORCYCLE ROADS NEAR STURGIS

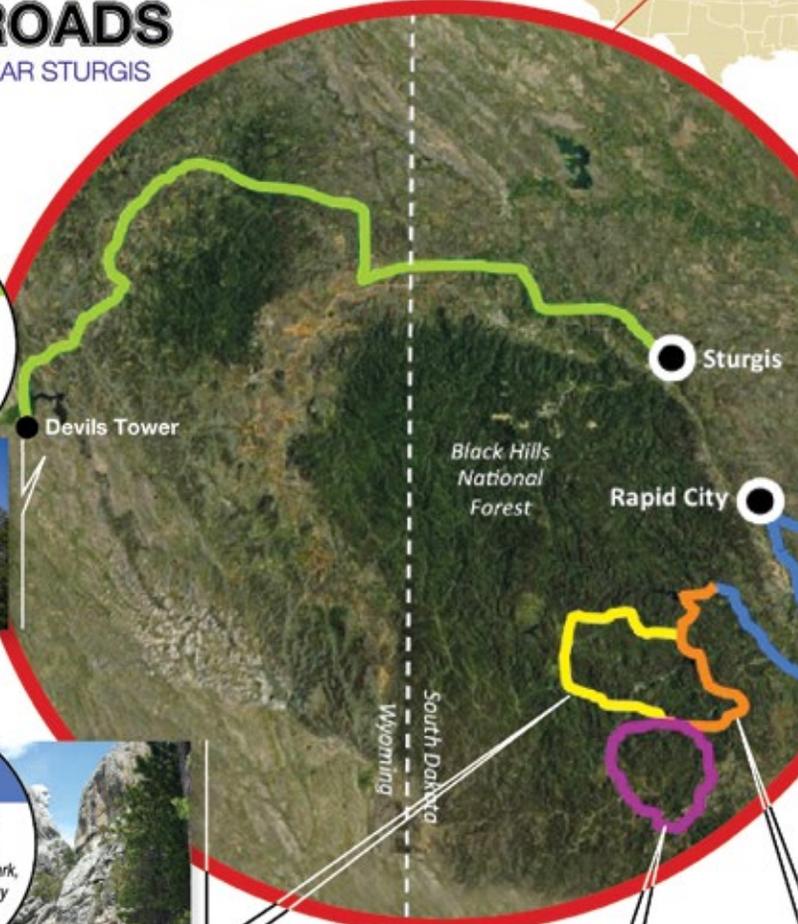


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# Invisible Island

By Steven J. Luke

In early August every year, the Black Hills transform from a quiet and tranquil granite island—lost and isolated by an ocean of prairie grass and cattle ranches—into the biggest, loudest party on the planet. The rumble of V-twin engines and loud pipes mix with the smell of leather and beer to create a world that seems to exist only to those on 2-wheels. Yet, there is a reason the 2-wheeled circus chose this pine haven for its grandest party—winding mountain roads, wide open spaces, and majestic beauty. And it's all thanks to a few hundred million years of wind and water hard at work.

Wild Bill and Calamity Jane would have arrived here by boat had they lived in the Cretaceous period. And to visit what is now the Black Hills, one would have needed scuba gear. That's because of the Western Interior Seaway, which extended down from the Arctic into what is now the Gulf of

Mexico, experienced a cycle in our Earth's history that has happened several times over. When the geothermal forces thrust the hills upward toward the heavens, the hills were covered with sediment brought in and out by the evolving seaway. To the human eye, perhaps nothing more than a mound of dirt. But there is no match for the power of erosion and time.

Mother Nature has worked for hundreds of millions of years to create the beauty that is our Black Hills. Wind and water, cutting away at the millenniums of soil creating a beautiful landscape above the surface, as well as below. The Black Hills fosters some of the most unique caverns and cave systems in the world. The most popular being Jewel Cave National Monument and Wind Cave National Park.

Nature's power has dug deep into the ancient layers of earth – creating the picturesque canyons and unique rock formations that draw us all to it. It is because of this cycle that fossils of sea

life are often found in this area, creating a mecca for geologists and tourists alike. It's not uncommon for a visitor to these hills to stumble upon the tooth of a megalodon, an ancient crocodile, or even a T-rex, simply by taking a casual stroll.

Although the history of the Black Hills seems to begin with names like Crazy Horse and General Custer—its long journey began eons ago, in an unfamiliar environment filled with giant sea monsters and creatures not of this time. Remnants of the ancient world are all around in the Black Hills of South Dakota and Wyoming, both above and below the ground.

In August, time seems to stop for 10 days to revere the rumble of hundreds of thousands of combustion engines. Yet, time never stops in the Black Hills, it just moves slower and can be easy to explore via 2-wheels, but one can explore so much deeper, getting out there on two feet, then, get back on the bike and enjoy!



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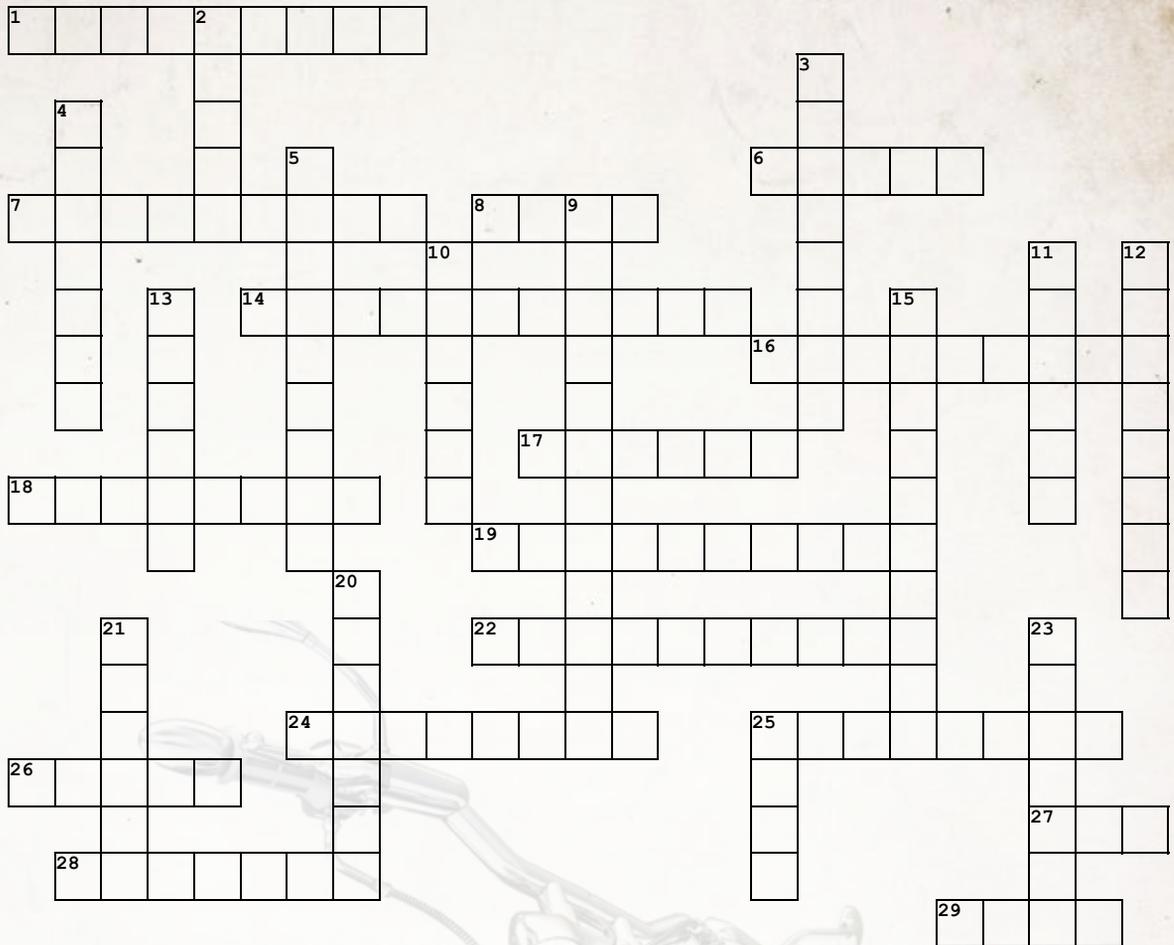


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# 2019 Rally Crossword



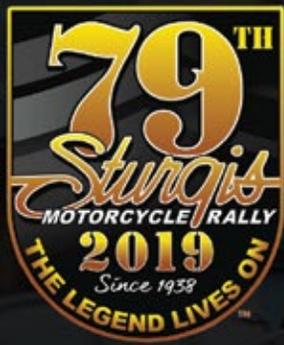
### Across →

1. Canyon in the Black Hills famous for its waterfalls and beauty
6. J.C. Hoel's nickname
7. Enables a motorcycle to balance in an upright position when not being ridden
8. Legendary street in Sturgis
14. Famous monument near Sundance, WY
16. Cross between a cargo or open-box trailer, and a travel trailer
17. A motorcycle customized by shortening the fenders
18. A type of front end
19. Coast to coast motorcycle run that is called the Race of the Century
22. Native American Chief being immortalized in stone
24. The town that is the home of Mt. Rushmore
25. Motorcycle with no rear suspension
26. Sew this on your leathers
27. Slang for tattoo
28. Frame and suspension
29. Slang for a car, truck or van

### Down ↓

2. The event that started the Rally in 1938
3. Old West town south of Sturgis
4. Famous bakery on Main Street in Sturgis
5. Motorcycle customized in the style of British street racing motorcycles of the 1960's and 70's
9. Scenic road in the Black Hills that has 314 curves, 14 switchbacks, 3 tunnels and 3 pigtails in 17 miles
10. These protect your hands while riding
11. Brain bucket
12. Used to control the speed of a motorcycle
13. Evel Knievel's son who followed in his father's footsteps
15. Harley-Davidson engine produced from 1966 to 1984
20. Ride with the famous out of Deadwood, SD during the Rally
21. Use to shift your motorcycle
23. At the front of a motorcycle designed to deflect wind, rain and road debris
25. Another name for a sidecar

Solution on page 112.



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See page 44  
for a schedule  
of Rally events.

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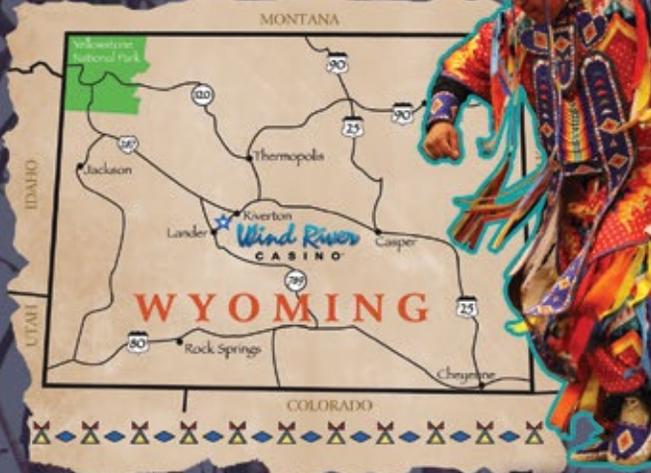




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# Where did that saying come from?

## Piss poor

☞ Urine was used to tan animal skins. Families peed in a pot and once a day they sold it to the tannery. If you had to do this to survive, you were considered “piss poor.”

## Don't have a pot to piss in

☞ The really poor folks couldn't afford a pot to piss in and were considered the poorest of the poor ... and “didn't have a pot to piss in.”

## A pig in a poke and let the cat out of the bag

☞ A poke was a bag. If you bought a pig in a poke, it might have concealed a kitten or puppy instead. If you checked inside the bag first and found it to be a cat, you revealed the deceit and “let the cat out of the bag.”

## Mad as a hatter

☞ In the 18th and 19th centuries hat makers treated hats with mercury. Inhaling mercury vapor could cause mental illness... you could be “mad as a hatter.”

## Wear your heart on your sleeve

☞ Knights in the Middle Ages wore a token of their lady on their sleeves during a tournament fight. Today if you make your feelings obvious, you “wear your heart on your sleeve.”

## Don't throw the baby out with the bath water

☞ In the 1500s the yearly bath consisted of a large tub filled with hot water. The man of the house bathed first, then the sons and other men, then the women and finally the children. The last to get a bath were the babies. By then the water was so dirty you might lose someone in it. Thus the saying, “Don't throw the baby out with the bath water.”

## Upper crust

☞ Hundreds of years ago, bread was divided according to status. Workers got the burnt bottom of the loaf, the family shared the middle, and guests got the top, or the “upper crust.”

## Dirt poor

☞ Years ago, only the wealthy could afford slate floors. All others had dirt floors. These folks were known as “dirt poor.”

## Threshold

☞ Slate floors would get slippery in the winter when it was wet, so straw (thresh) was spread on the floor to help people keep their footing. As the winter wore on, more thresh was added until, when you opened the door it would all start sliding out. A piece of wood was added to the entryway to hold the thresh, so we know it as a “threshold.”

## It's raining cats and dogs

☞ Years ago, houses had no wooden roof, just thatched roofs with straw piled high. It was the only place for animals to get warm, so all the cats, dogs, mice and bugs lived in the roof. When it rained hard, it would get slippery and the animals would slide off. Hence, “It’s raining cats and dogs.” Since there was no way to keep things like animals and bugs from falling on your bed, big posts were placed on the bed with a sheet hung over the top affording some protection. This is how canopy beds came to be.

## Start from scratch

☞ This phrase comes from the time when a line was scratched into the ground to mark the start of a race. Racers would “start from the scratch.”

## Show your true colors

☞ Pirate ships would approach their intended victim flying a false flag to give a false sense of security. When it was too late for their victim to escape they would show the Jolly Roger - their “true colors.”

## Spinster

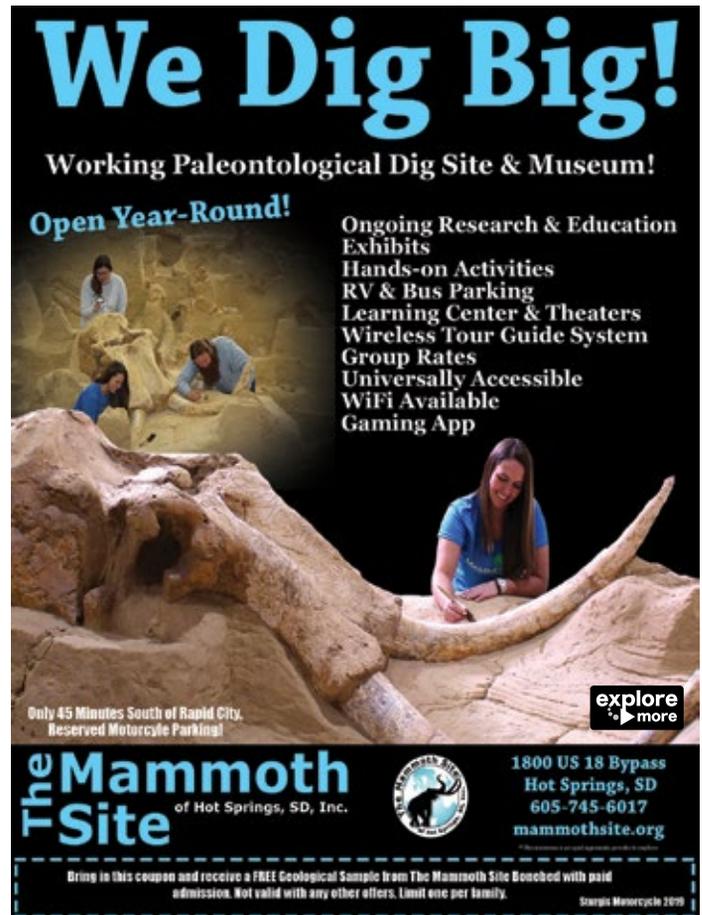
☞ A spinster is what we now call an unmarried woman. Originally a spinster was simply a woman who made a living spinning wool on a spinning wheel. It was so common for single women to support themselves in this way that by the 18th century it was used to describe a middle-aged unmarried woman.

## White elephant

☞ In Siam, which is now modern day Thailand, white or pale elephants were very valuable. The king would sometimes give a white elephant to a person he disliked as a punishment. It seemed like a wonderful gift but it cost so much to keep that it became a burden to the recipient.

## Bite the bullet

☞ This phrase comes from the days before anesthetics. A soldier about to undergo surgery was given a bullet to bite. Now this old saying means to grin and bear a painful situation.



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Continued on 110

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### Go to pot

☞ Any farm animal that had outlived its usefulness was cooked and eaten. For example, an old hen who no longer laid eggs would literally “go to pot.”

### Blue-blood

☞ An aristocrat is called a blue-blood. The Arabs occupied Spain for centuries until they were gradually forced out during the Middle Ages. The upper class in Spain had lighter skin than most of the population because their ancestors had not inter-married with the Arabs. Since their skin was pale, the “blue blood” running through their veins was more visible. All blood is of course red, but looks blue when it is running through veins. So “blue-blooded” came to mean upper class.

### Born with a silver spoon in your mouth

☞ It used to be tradition for godparents to give a silver spoon to a baby as a gift. A child born into a rich family did not have to wait for a silver spoon since he or she had it from the start. They were “born with a silver spoon in their mouth.”

### From the horse’s mouth

☞ You can tell a horse’s age by examining its teeth. A seller may try to lie to you, but you can find the truth “from the horse’s mouth.”

### Don’t look a gift horse in the mouth

☞ Since you can tell a horse’s age by looking at its teeth, it is considered rude to “look a gift horse in the mouth.”

### Saved by the bell, dead ringer, and graveyard shift

☞ At one point in time, England ran out of places to bury people. Coffins were dug up and the bones would be taken to a bone-house and the grave would be reused. It was found that 1 out of 25 of the coffins had scratch marks inside and it was realized that people were being buried alive. This is before they learned to take a pulse on a person. So, as a body was put into a coffin, a string was tied to the wrist, pulled through the coffin and through the ground and tied to a bell above ground. Someone would sit in the graveyard all night to listen for the bells. This is where the expressions “saved by the bell,” “dead ringer,” and “graveyard shift” come from.

### Bring home the bacon and chew the fat

☞ In the old days, cooking was done in the kitchen with a large pot hung over a fire. Every day the fire was lit and things were added to the pot.

Continued on 113



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# SOLUTIONS TO RALLY PUZZLES



## Trivia from page 32

1. B
2. D
3. B
4. A
5. D
6. C
7. D
8. C
9. A
10. A
11. C
12. D
13. D
14. A
15. C
16. D



## Crossword Puzzle from page 104

1 s p e a 2 r f i s h

4 w  
e

5 c

6 p a p p y

7 k i c k s t a n d 8 m a 9 i n

10 g r

11 h 12 e h

13 r 14 e v i l s t o w e r r

15 s e h

16 t o y h a u l e r

17 b o b b e r

18 s p r i n g e r r

19 a n n o n b a l l

20 t h

21 c l u

22 c r a z y h o r s e 23 i a

24 k e y s t o n e

25 h a r d t a i l

26 p a t c h

27 n

28 c h a s s i s

29 c a g e

## Sudoku from page 68

### Beginner

2	8	4	1	3	5	9	6	7
3	7	6	9	2	4	1	5	8
9	5	1	7	8	6	3	4	2
8	1	9	3	4	7	5	2	6
5	4	2	6	9	8	7	3	1
6	3	7	2	5	1	8	9	4
4	2	3	8	7	9	6	1	5
7	6	5	4	1	3	2	8	9
1	9	8	5	6	2	4	7	3

### Intermediate

1	7	4	2	6	5	9	3	8
6	9	3	8	7	4	5	1	2
8	2	5	3	1	9	4	7	6
4	1	7	9	8	6	3	2	5
9	8	2	5	3	7	1	6	4
3	5	6	4	2	1	7	8	9
7	6	9	1	5	2	8	4	3
5	3	1	6	4	8	2	9	7
2	4	8	7	9	3	6	5	1

## Word Find from page 86

V Q S P A H C B L D U Y X Q H S A R D A O R E H J  
 Y F Y Z V T C A I N R T E M L E H J K F U E H G  
 B L G T T I R E S W A A V R E K I R T B A U E Z G  
 D Y N S C F N P S O F T T A I L R L L U I B D H P  
 R H H N R A I N G E A R D S H Q O G I R R Y D Y P  
 E K M E S W I N D R H G U R K G R U K N I K W A Y  
 S S C J A S Q O C L E N X L A C R L H O N S P H N  
 S E G S L D J I W R I G I D L H P W U G N I S P  
 E G L R E Y L T J G O O G U T D M K R T J X P S U  
 R R O E U A E I E G X T T A E P I R T S N I P O T  
 J A V G F G U N G K S C C R E Q J A M O F A R R S  
 S E E N U E G G V H H M K H W A V P D I A A C U  
 N G S A S P A I S X T L R I R A N S K C N A C O A  
 R Z G H E T X S O B D E E B D O C D B R H N E T H  
 E F Q E M C O C T K Z G B R D N C A A I D S S O X  
 P Y K P T T A O S R H A B A T I T K K N A N Q M E  
 P I I A Y X O R B H A C O K T K W V E C A Y J V O  
 O K V F E E C Y G R B P B E M N E N T T O C Z R V  
 H N E M N R A P H A S T T S S A U E N I O E E B X  
 C I V P A I G T Z A R F R A W T K Y A Z Y D O T R  
 P B E L T T O R H T U D B M N S U B A R N F I N D  
 P J K F B B M I L C L L I H A K U E W I O E G P W  
 I O Q Q E K A N S R A T E B D Y G A L L X G N H O  
 Z B W E R O E L E A T H E R S J Y Y V A Z O Q K U  
 A R E L F F U M Q K H Y R T S R C V W R V Y I L E

Since meat was hard to come by, mostly vegetables were used and a stew would be made. Leftovers were left in the pot overnight to get cold and the fire was lit the next day and more ingredients added. Sometimes the stew had food in it that had been in the pot for many days. That is where the rhyme came from: Peas porridge hot, peas porridge cold, peas porridge in the pot nine days old. Sometimes pork was obtained and the bacon was hung to show it off. It was a sign of wealth that a man could "bring home the bacon." They would cut off a little to share with their guests and everyone would sit around and "chew the fat."

### Give the finger (or the bird)

The story goes that in the 15th century, English soldiers used the longbow in battle. The longbow was made of the native Yew tree. The act of drawing the longbow was known as plucking the yew. The French decided that when they defeated the English soldiers in battle, they would cut off one or both of their middle fingers so they could no longer use their longbow and fight in the future. After this, when the English faced their enemies, they would hold up their middle finger to show that they could still "pluck yew." It was a taunt to their enemies and a show of power. And now you know the rest of the story.

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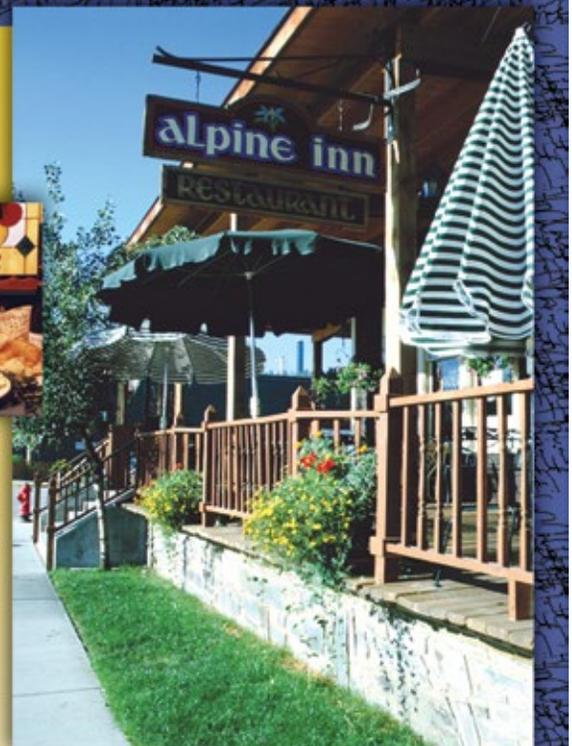
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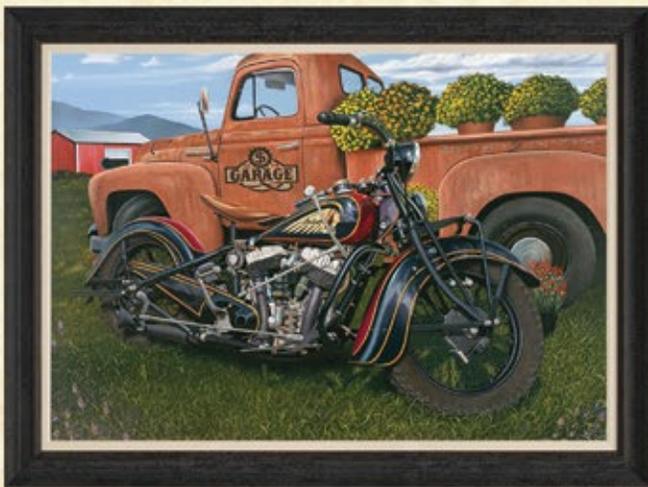




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After a year-long renovation, The Jacobs Family began filling the store with all kinds of American-Made products including handmade leather hats, glass sculptures and plenty more. The most prominent displays are Scott's fine art, as well as his daughter Alexa's and nephew Todd's art.



Scott Jacobs



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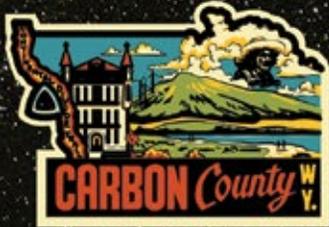
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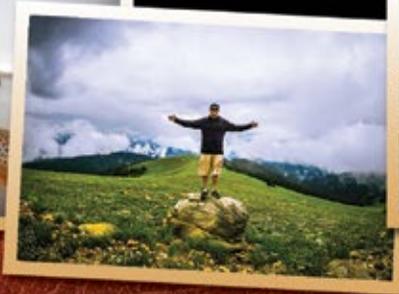
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MILE  
120



Official 2019 Sturgis Publication

# Sturgis connection runs deep, even in New Zealand

By Joe Sneve  
Sioux Falls Argus Leader

Who knew a biker from South Dakota could feel at home 8,000 miles away?

It's not just the party that commences in Sturgis each August that brings motorcycle riders from all over the globe to the Black Hills. The winding roads of Iron Mountain Road, Vanocker Canyon, Spearfish Canyon, and Needles Highway are a draw for hundreds of thousands.

The cluster of "twisties" here are rivaled only by few other places in the United States – the Tail of the Dragon in North Carolina and Tennessee, and Peak to Peak Highway in Colorado come to mind.

But the winding roads found in the rolling hills, gorges, and coastlines that go on and on in New Zealand bring the Black Hills to mind for a South Dakota rider who found himself cycling across the land of the long white cloud this spring.

During an 11-day journey, the landscape and countryside of the North Island, which spans just under 44,000 square miles and is home to the largest two cities in the relatively sparsely populated country, I never felt as far away from home as I really was.



A Taupo, New Zealand-based company called Born 2 Ride Motorbike Tours, owned and operated by two couples who are no strangers to Sturgis, served as the tour guide. The Kiwis, as the locals in New Zealand call themselves, make regular trips to the Sturgis Rally and already have plans to attend both the 79th and 80th in 2019 and 2020.

This year, Born 2 Ride Motorbike Tours will have a vendor's booth near the Sturgis Harley-Davidson and Sturgis Motorcycle Museum and Hall of Fame for anyone interested in a New Zealand ride of their own; or check them out at [born2ridetours.nz](http://born2ridetours.nz).

Allen Cossey, or Cozi as his buddies call him, and wife Kerry led the pack of five motorcycles and nine riders on their spring

2019 tour, giving the rest of us a constant view of a 75th annual Sturgis Rally patch sewn on the touring pack hitched to the back rest of Cozi's 2010 Harley-Davidson Fat Bob.

After spending the first few days of the trip riding the Coromandel Range on the ridge of rugged hills of the Coromandel Peninsula, the coastlines of the northeastern edge of the island, and getting a culture emersion with indigenous Polynesian people known as the Māori, we also spent a night at homebase in Taupo where the other couple, Ross and Wendy Deere, reside.

The group of riders from Brazil, Taiwan, and America were invited to the Deeres' home where Ross's mancave would make any biker jealous. A fully stocked bar with local beers and the best American

*Continued on 122*



*Continued on 122*

whiskey lined the shelves while walls were covered with keepsakes from bike trips near and far.

Most prevalent though, was the Sturgis Rally memorabilia, pictures from Sturgis Main Street and a map of the Black Hills that hung over us as we drank beer and ate.

The South Dakota connection drew attention from other riders in the group who've never experienced the largest motorcycle rally in the United States.

"I will come to Sturgis," said Koon-Yaw Chen, a retired business mogul who speaks English as his fourth language.

Chen took up riding Harley-Davidson motorcycles when he handed his China-based, down feather production company to his sons. He's since ridden a few regions of the United States and several other countries but hadn't



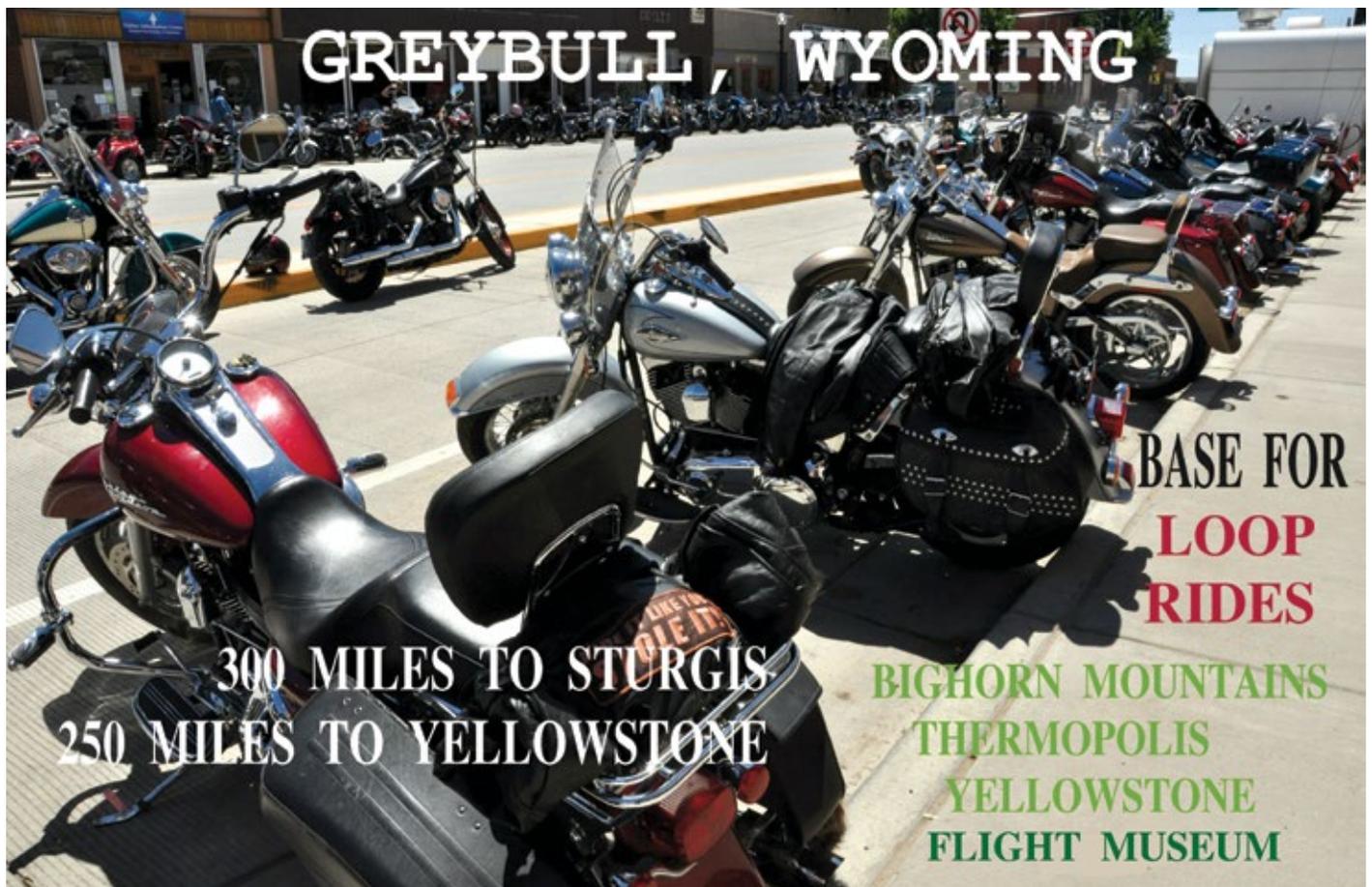
been made familiar with what goes on in the Black Hills each year until his trip to New Zealand.

Each night, after the bikes were parked and over pristine meals that would make the best chefs in America blush, the group would sit around and share stories about other rides they've taken, the hiccups along the way, and the persevering spirit that's a requirement for dedicated motorcycle riders.

And while surrounded by the serenity of New Zealand each night, Sturgis and the beauty of the Black Hills regularly surfaced in the conversation.

The Sturgis connection runs deep when riding with the Kiwis.

*Joe Sneve is a daily news reporter in Sioux Falls, SD who's been riding Harley-Davidson motorcycles and attending the Sturgis Motorcycle Rally for nearly 20 years.*



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 AREA LOCATIONS  
 Rapid City,  
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*Gifts  
 Accessories*



1006 Main Street | Sturgis, SD



# Welcome to Sturgis!

Sturgis is most well-known for the annual Sturgis Motorcycle Rally, but this is just the beginning of its unique charm and allure for visitors from around the world. Stop at one of our quaint downtown shops; visit with a friendly local to learn about our Cavalry, gold rush, and ranching past; or make it your home for a weekend of outdoor adventure in the Black Hills!

The Sturgis Area Chamber of Commerce and Visitors Bureau invites you to immerse yourself in all of these experiences and more. Our annual events highlight several prominent industries in the area that formed who we are today - agriculture, outdoor recreation, and motor



**VERONICA**

sports to name a few! Mark your calendar to visit our annual Ag Fest celebration in July, featuring the always-entertaining Dress-a-Sheep and Mutton Bustin' contests (if you've never seen children competitively ride sheep, you need to!) or take a historic stroll through the Ponderosa Pines every May during our annual Volksmarch hike.

Sturgis is where the golden Great Plains meet the dark, wooded terrain of the Black Hills National Forest. This geography has shaped our community and created extraordinary diversity in activities and sights for thousands of years. Take time to visit any season, and leave with memories you will never forget.

Welcome to Sturgis!

Veronica Grosek,  
*Executive Director*

## 2019 COMMUNITY EVENTS

### MAY

- 4** **Sturgis City-Wide Yard Sale**
- 11** **Sturgis Volksmarch**
- 24-26 Sturgis Off Road Rally
- 31** **Sturgis Beer & Wine Festival**

### JUNE

- 4 Movies at Rally Point: *Hotel Transylvania 3*
- 5 Music On Main: *35th & Taylor*
- 11 Movies at Rally Point: *Fire and Rescue*
- 12 Music On Main: *Dustin Evans*
- 18 Movies at Rally Point: *Moana*
- 19 Music On Main: *Brandon Jones*
- 25 Movies at Rally Point: *Cars 3*
- 26 Music On Main: *October Road*
- 27-30 Sturgis Camaro Rally

### JULY

- 2 Movies at Rally Point: *Frozen*
- 3 Music On Main: *32 Below*
- 3 Fourth of July Celebration
- 9 Movies at Rally Point: *Sherlock Gnomes*
- 10 Music On Main: *Dirty Word*

### JULY

- 16 Movies at Rally Point: *The Incredibles 2*
- 17 Music On Main: *Tripwire*
- 23 Movies at Rally Point: *Finding Dory*
- 24 Music On Main: *Lexi Wyman*
- 26** **Northern Hills Ag Fest**

### AUGUST

- 2-11 79th Annual Sturgis® Motorcycle Rally™
- 21** **Community Picnic**
- 26-Sept. 1 Sturgis Mustang Rally

### SEPTEMBER

- 7-8 Supermoto
- 21** **Fall City-Wide Yard Sale**
- 21-22 Oktoberfest
- 26** **Ag Appreciation Banquet**

### OCTOBER

- 28-31** **Chamber's Crypt Haunted House**

### NOVEMBER

- 30** **Small Business Saturday**

### DECEMBER

- 5-6** **Tree Lighting & Parade of Lights**
- 19** **Scrooge Night**

— Events in bold are hosted by the Sturgis Area Chamber of Commerce —

## Sturgis Area Chamber of Commerce & Visitors Bureau

2040 Junction Avenue • Sturgis, SD 57785

SturgisAreaChamber.com • Office: (605) 347-2556 • Fax: (605) 347-6682

Veronica Grosek, Executive Director

Susan Williams, Office & Membership Coordinator

# 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. Since 2014, 37 businesses employing nearly 400 have expanded or opened in Sturgis – many with the assistance of SEDC, Meade County's property tax abatement, and incentives designed to meet specific needs of qualifying businesses.

SEDC developed the 45-acre Sturgis Industrial Park. Located off I-90 at Exit 30, it offers certified 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 distribution as well as cost-effective operations.

The Park also houses the Meade School District's machine tool technology program, pairing on-site classwork with internship opportunities. This hands-on training provides manufacturers a direct talent source for qualified employees.

Since 2013, SEDC has been involved in six residential housing developments offering 278 units which accommodate a variety of ages, lifestyles, and incomes. Two new, state-licensed childcare facilities recently opened, with the capacity to serve over 270 children and families in the expanding Sturgis community.

To keep up with the growing population base, Regional Healthcare completed a \$10+ million expansion to the Sturgis Regional Hospital and Clinic in 2018. The Meade School District constructed a new \$16.5 million middle school that opened in August of 2018.

For more information on starting, expanding, or relocating your business to Sturgis and Meade County, visit [www.sturgisdevelopment.com](http://www.sturgisdevelopment.com) or call Amanda Anglin, SEDC Executive Directory at 605-347-4906.

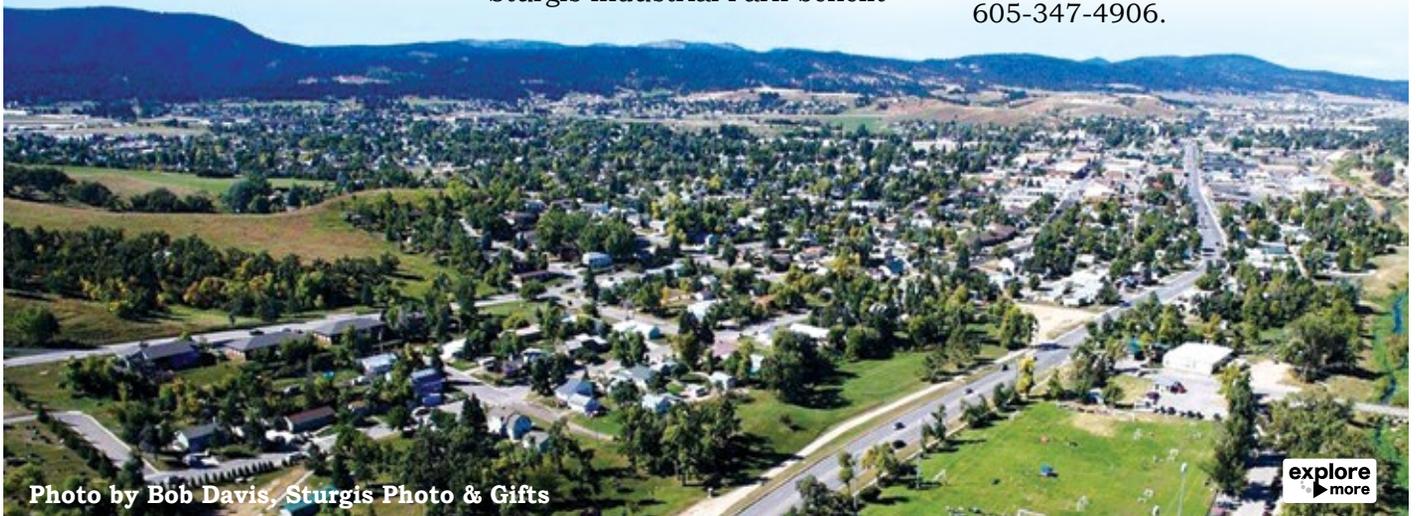


Photo by Bob Davis, Sturgis Photo & Gifts



# 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

# Visit a Historic Post

Fort Meade was established during the winter of 1878-79 by units of the 1st and 11th Infantry and the reorganized 7th Cavalry. The mission of the 10th Company Post was to provide military protection for the gold seekers and settlers of

the Northern Black Hills. General Phil Sheridan, famed Civil War Cavalry, reportedly selected the picturesque site for the new post. The site is located about two miles southwest of nearby Bear Butte. It was on the parade grounds that the “Star Spangled Banner” was first played in an official capacity for evening retreat. Long before it became the National Anthem, those present at its playing snapped to attention. On a lonely journey, the wounded Cavalry horse, Comanche, walked back home to Sturgis from Custer’s Last Stand in Montana. It was at Fort Meade that Comanche – the

**Many remnants of the historic peace-keeping old post have been faithfully preserved.**

only military survivor of the Battle of Little Big Horn – was officially retired with military honors. It was also at Fort Meade that the controversial Major Marcus A. Reno was cashiered from service

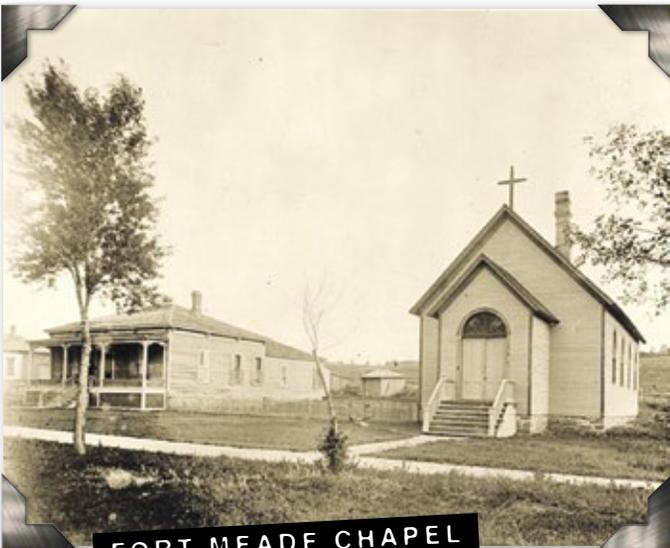
by court martial for scandalous behavior. Many celebrated frontier Army units saw service at Fort Meade, including the 4th Cavalry which was headquartered there for over 20 years. It outlived

all other frontier posts of the Upper Missouri West surviving as a military installation until 1944 when it became a Veterans Administration Hospital. It still operates today, providing mental and physical health care for those who served America. The campus also encompasses the scenic Fort Meade Recreation Area. Covering 6,693 acres, it is a mix of prairie and forest with miles of picturesque trails for hikers, mountain bikers, and horses. Scenic Back Country Byway runs

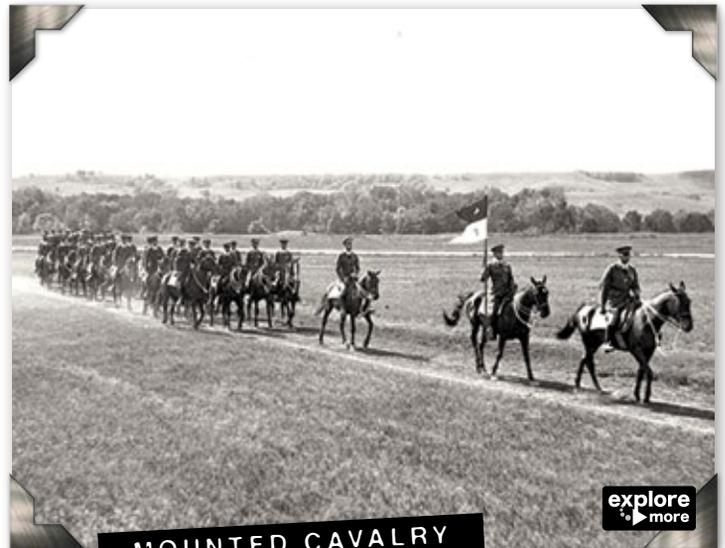
through it. The area is also full of historic markers commemorating the area’s significance including the Fort Meade Post Cemetery. Many remnants of the historic peace-keeping old post have been faithfully preserved. Numerous mementos of the colorful units and troopers who served there are on display at the Fort Meade Museum. The military buildings and residences have been retained under a Historical Preservation Designation and are maintained by the Veterans Administration that now occupies the post.

You’ll also want to check out the Fort Meade Museum. It’s a non-profit association dedicated to preserving the history of the Fort Meade military post and units that served there from 1877 to 1944. The Museum is open daily from mid-May through September from 9 a.m. - 5 p.m.

*For more information on the Fort Meade Museum and the history it helps to preserve, visit [FortMeadeMuseum.org](http://FortMeadeMuseum.org)*



**FORT MEADE CHAPEL**



**MOUNTED CAVALRY**

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## Fort Meade Recreation Area

The Fort Meade Recreation Area is approximately 6,700 acres of forest and grasslands. The area is managed to protect, preserve, and enhance its cultural, historic, recreational, and wildlife values. Many trails offer both scenic views of Bear Butte and the prairie, as well as the Black Hills to the south.

explore  
more



## Fort Meade National Back Country Byway

The 5-mile gravel road from Exit 34 off I-90 to Fort Meade is designated as the National Back Country Byway. While on this road you will find many noteworthy sites such as: the Veterans of Foreign Wars Memorial Chapel, Curley Grimes' Grave, the Sidney to Deadwood Stagecoach and Wagon Freight Trail, and Cavalry Jumps. The Fort Meade Post Cemetery is the only intact cavalry cemetery in the western United States. 119 of the 200 burials in this cemetery took place prior to 1900. The first burial was recorded in

1878 and the last in 1943. The road is also home to the site of Camp Fechner, which was the site of a Civilian Conservation Camp. Established in the 1930s, it was the district headquarters for 16 CCC camps in the Black Hills. Additionally, Camp Fechner was used to house German prisoners-of-war in 1945. Today, only a few foundations remain to mark the site of the headquarters camp. The temporary wooden buildings were torn down when the program was abandoned. The Byway ends at Highway 34 and the entrance to Fort Meade.



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Check out our website [www.sturgisdowntownrvpark.com](http://www.sturgisdowntownrvpark.com)

# Sturgis: The Key City

From Sturgis' earliest days the community has been known as the "Key City" due to it being a hub providing travel routes to various places in the northern Black Hills. The Key City nickname applies today due to the great trail access the community has. Since 2012 over 50 miles of new stacked loop recreational trails have been developed in, around, and connected directly through the City of Sturgis. This trail system developed by the not for profit group Black Hills Trails through partnerships with federal, state, city, commercial, and private interests is funded primarily through donations.

## 7TH CAVALRY TRAIL SYSTEM

**Highlights:** Easy access from east Sturgis with one trailhead right off Main Street, connects three historic cemeteries, integrated with the Centennial Trail a designated National Recreation Trail. The northern most trail sections extend to Bear Butte State Park.

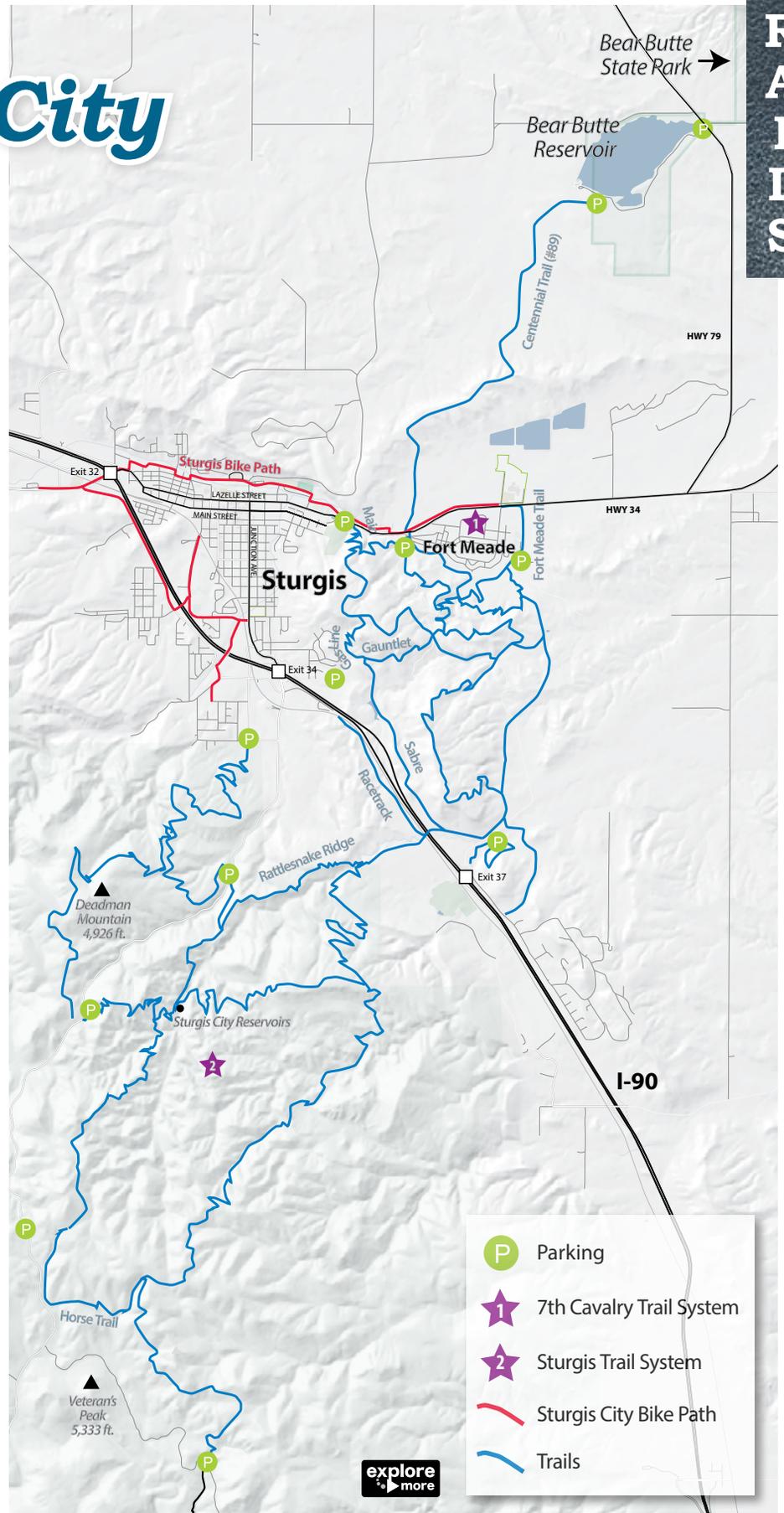
## STURGIS TRAIL SYSTEM

**Highlights:** Easy access from south Sturgis and up Vanocker Canyon. Points of interest include Veteran Peak, Deadman Mountain, and the City Reservoirs. These trails integrate with the Centennial Trail and 7th Cavalry Trail System

## FORT MEADE TRAIL

**Highlights:** This accessible 3-mile loop circles the Fort Meade VA Hospital complex and provides excellent views and historical interpretation of Fort Meade. This trail is connected to the 7th Cavalry Trail System.

For more information,  
[www.trailforks.com/region/sturgis-12508/](http://www.trailforks.com/region/sturgis-12508/)



# Hiking & Biking

The Black Hills National Forest and the area surrounding Sturgis is riddled with scenic trails for a variety of skill levels. The terrains vary from heavily wooded forest to groves of Oak and Aspen. There are grassy meadows ideal for a family picnic and scenic outlooks perfect for pictures.



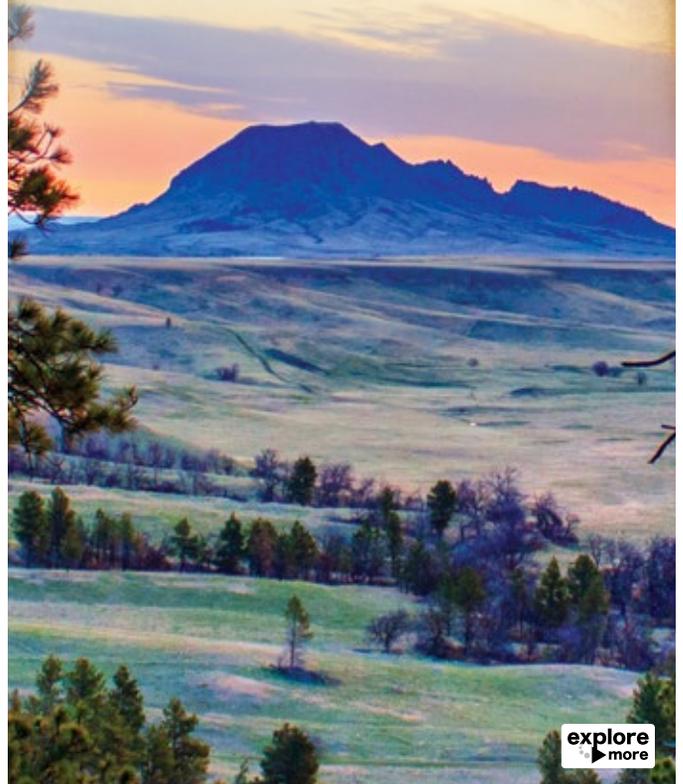
# Off-Roading

With access points to many of the Black Hills National Forest motor-vehicle use trails just minutes from Sturgis, you can take your ATV/UTV and explore the Hills. The Black Hills National Forest regional offices have official forest service maps and motor vehicle use maps available. The maps provide information for all Black Hills National Forest area trails which can be used for various off-road vehicles. You can pick up the map while you're purchasing your use permit, which is required for all off-road vehicles.



## — Explore — **Bear Butte** **STATE PARK**

Formed millions of years ago when molten lava pushed upward into the overlying sedimentary rock, this igneous rock formation is a sacred site to several tribes throughout North America and portions of Canada. It is known as "Mata Paha" or "Bear Mountain" to the Lakota people. The Cheyenne call it "Noahvose." Known for its holiness and mystery, Bear Butte has acted as a place of prayer and reflection for more than 4,000 years. Even today, traditional native ceremonies are held there throughout the year. If you choose to hike the site, please be respectful of its significance. You'll see prayer cloths and ties. They vary by tribe and band, but all are sacred and should not be photographed or touched. With its small herd of bison and incredible vistas, Bear Butte is an incredible place to experience nature and show respect for the native tribes who have worshiped there for centuries.

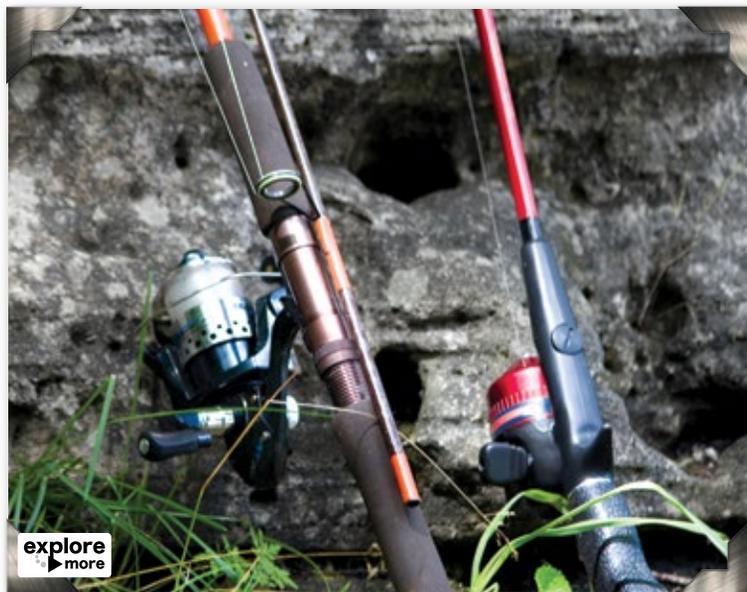


# Golf

If you're a fan of golf, take time to play 18 holes at the Boulder Canyon Country Club. Open to the public, this course sits just a few miles southwest of downtown Sturgis on Hwy 14A. Situated at the edge of the Black Hills National Forest, this course offers challenges and world-class views. Elkhorn Ridge Golf Club, located in Spearfish off I-90 at Exit 17, offers an 18-hole course with hidden canyons, elevated tees, and broad sloping greens.



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# Fishing

Fishing is a year-round sport in South Dakota and the Black Hills. Bear Butte Lake, Fort Meade Reservoir, Lion's Club Pond, and Dalton Lake are all located within minutes of Sturgis. If you prefer fly fishing, there are beautiful streams not far from Sturgis where elusive trout thrive. Ice fishing is a fantastic winter sport. Popular ice fishing locations near Sturgis include Pactola Reservoir, French Creek, Spearfish Creek, Spring Creek, and Bear Butte Lake. The amazing scenery, abundant wildlife, and fantastic fishing have fishermen flocking to Sturgis and western South Dakota year-round.

# Camping

From traditional camping in the forest to cozy cabins at local campgrounds, we offer it all. Many areas of the Black Hills National Forest can be used for overnight camping. (Check with the Forest Service for specific areas.) At Bear Butte Lake and Dalton Lake, visitors can camp for a minimal fee. Both have specified camp sites and limited facilities. The Fort Meade Recreation Area also offers campsites with easy access to trails and space for horses. There are also many State and National campgrounds available throughout the Black Hills. For those with a more plush idea of "roughing it," Sturgis has many private campgrounds offering a variety of amenities. See the Accommodations: Camping/Cabins/RV list in the directory of this magazine to find the one that's right for you.



# Cross-Country Skiing & Snowshoeing

If cross-country skiing or snowshoeing is your passion, you'll find no better place than the Black Hills National Forest and the many trails surrounding Sturgis. With an average snow accumulation in the Black Hills of around 150 inches annually, conditions are generally favorable between late November and early March. Prime destinations include the Centennial Trail and the Fort Meade Recreation Area. Both offer incredible scenery and storied Western pasts. Additionally, there are nearly 60 miles of marked and mapped trails in the Black Hills National Forest. They are easy enough for beginners and beautiful enough for the more experienced to enjoy. If you don't have your own snowshoes, you can borrow them from South Dakota State Parks. Visit [GFP.SD.org](http://GFP.SD.org) for details.



# Snowmobiling

The Black Hills Area is a snowmobiler's dream destination. With over 350 miles of marked trails that are available to you December 1 through March 31, you are bound to find sights you will not encounter anywhere else. These marked trails wind through pine forests and open meadows and climb up to 6,000 feet in elevation, providing spectacular summit lookouts. This trail system has been ranked in the top 10 places to ride in the nation. With 1.3 million acres of National Forest lands to explore, it is unlikely you will encounter much traffic. There are several spots on the trail system to stop and enjoy nature or grab a bite to eat and relax. Snowmobile rentals are available in the Sturgis area and average about \$150 per day. Many retailers offer half-day, single-day, weekend, and full-week packages. Visit [GFP.SD.org](http://GFP.SD.org) for details.

For more information on recreational opportunities, attractions, and events in and around Sturgis, visit these websites:

- Sturgis Area Chamber of Commerce & Visitors Bureau: [SturgisAreaChamber.com](http://SturgisAreaChamber.com)
- Black Hills Trails: [BlackHillsTrails.org](http://BlackHillsTrails.org) • Black Hills & Badlands: [BlackHillsBadlands.com](http://BlackHillsBadlands.com)
- South Dakota Game, Fish, & Parks: [GFP.SD.gov](http://GFP.SD.gov) • South Dakota Tourism: [TravelSD.com](http://TravelSD.com)

**DINING/DRINKS**

	Allow Pets	Breakfast	Lunch	Dinner	Kids Menu	Gluten Free/Vegan	Adult Beverages	Full Bar	Late Night Food	Gaming
Beaver Bar		■	■	■			■	■	■	
Belle Joli Winery	■	■	■	■			■			
Cadillac Jack's Gaming Resort		■	■	■	■	■	■	■	■	■
Deadwood Gulch Gaming Resort		■	■	■	■	■	■	■	■	■
Domino's Pizza of Sturgis			■	■	■				■	
First Gold Hotel & Gaming		■	■	■				■	■	■
Jambonz Grill & Pub		■	■	■	■	■	■	■		
Kickstands		■	■	■			■	■	■	
Knuckle Saloon & Brewing Company	■		■	■	■		■	■	■	■
Loud American Roadhouse			■	■	■		■	■	■	
McDonald's of Sturgis		■	■	■	■				■	
Oasis Bar & Fireside Lounge							■	■		■
Pizza Hut of Sturgis			■	■		■	■		■	
Sidehack Saloon/Grill & Gunner's Lounge		■	■	■	■		■	■	■	■
Stinger Saloon							■			
Sturgis Coffee Company		■				■	■			
Sturgis Wine Company				■			■			
Taco John's of Sturgis		■	■	■	■	■			■	
The Hotel Sturgis		■								
The Lodge at Deadwood		■	■	■	■	■	■	■	■	■
Veterans Club				■			■	■		■
Wanda's Kitchen		■	■		■		■	■		
Weimer's Diner & Donuts		■	■							



IN THE HEART OF STURGIS

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[www.Facebook.com/OasisFireside](http://www.Facebook.com/OasisFireside)

**BAR & FIRESIDE LOUNGE**



## ACCOMMODATIONS

	# of Rooms	Suites	Handicap Access	Fitness Room	Pool/Hot Tub	Allows Pets	# of Tent Spots	RV Parking	Cabins	Full Hookup	Dump Stations	Wi-Fi	Cable	Laundry	Playground
<b>Bear Butte Creek Campground</b>							100+	45	10	50	■			■	
<b>Best Western Sturgis Inn</b>	55	8	■	■	■	■	unlimited					■	■	■	
<b>Big Rig RV Park</b>						■		175		175	■	■		■	
<b>Buffalo Chip Campground</b>							unlimited	1700	67	1700	■			■	
<b>Cadillac Jacks Gaming Resort</b>	293	11	■	■	■							■	■		
<b>Creskide Campground</b>						■	100	90	28		■			■	
<b>Days Inn Sturgis</b>	53	4	■	■		■						■	■		
<b>Deadwood Gulch Resort &amp; Hotel</b>	87	4	■	■	■	■						■	■		
<b>Elkhorn Ridge RV Resort</b>					■	■	20	186	36	186	■	■	■	■	■
<b>Executive Lodging of the Black Hills</b>									54			■	■	■	■
<b>First Gold Gaming Resort</b>	158	4	■	■		■						■	■		
<b>Fish 'N Fry Campground</b>							25	45	8	40	■	■		■	■
<b>Gentle Eagle Manor Campground</b>							60	20	5		■				■
<b>Iron Horse Campground</b>							150	225	32	100	■	■	■	■	
<b>Iron Horse Inn</b>	100		■			■	50	8		8		■		■	
<b>Kickstands Campground &amp; Venue</b>						■	250	250	12	80	■	■		■	
<b>Lamphere Ranch Campground</b>								138	28	138	■	■			
<b>Nemo Guest Ranch</b>						■	80	40	15		■	■	■		
<b>No Name City Luxury Cabins &amp; RV</b>					■		150	50	24	25	■	■		■	■
<b>Ramada Hotel &amp; Convention Center</b>	55	14	■	■	■	■						■	■	■	
<b>Ride N Rest Campground</b>						■	unlimited	75	80	75	■			■	
<b>Rush-No-More RV Resort &amp; Campground</b>					■	■	50	89	19	85	■	■		■	■
<b>Shade Valley Camp Resort</b>						■	unlimited	unlimited	100+	400	■	■		■	
<b>Spur Creek Saloon &amp; Ranch</b>						■	unlimited	unlimited	3					■	■
<b>Sturgis RV Park</b>						■	unlimited	■	23	■		■		■	
<b>Sturgis View Campground</b>						■	unlimited	65	33	9	■				
<b>Super 8 Motel</b>	58	3	■	■								■	■		
<b>The Hotel Sturgis</b>	19	2	■			■						■	■		
<b>The Lodge at Deadwood Gaming Resort</b>	140	13	■	■	■	■						■	■	■	
<b>The Sturgis Motel</b>	30	1										■	■	■	
<b>Tilford Gulch Campground</b>						■	300	50		36		■			■
<b>Wheeler Farms Rentals</b> <i>(urbo.com - Property 1227525, 647269, and 313834)</i>													■	■	■



# STURGIS AREA CHAMBER DIRECTORY

Photo by  
Jonathan Karol

## ACCOMMODATIONS:

### Best Western Sturgis Inn

2431 Junction Ave., Sturgis, SD 57785  
605-347-3604  
bestwestern.com

### Cadillac Jacks Gaming Resort

360 Main St., Deadwood, SD 57732  
605-578-1500  
cadillacjacks gaming.com

### Days Inn Sturgis

2630 Lazelle St., Sturgis, SD 57785  
605-430-3147  
wyndhamhotels.com/days-inn

### Deadwood Gulch Resort

304 Cliff St., Deadwood, SD 57732  
605-578-1294  
deadwoodgulchresort.com

### First Gold Hotel & Gaming

270 Main St., Deadwood, SD 57732  
605-578-9777  
firstgold.com

### Iron Horse Inn

600 Whitewood Service Rd., Whitewood, SD 57793  
605-722-7574  
ironhorseinnsturgis.com

### Ramada Hotel and Convention Center

7900 Stageshop Rd., Summerset, SD 57718  
605-787-4844  
wyndhamhotels.com

### Super 8 Motel

2600 Whitewood Service Rd., Sturgis, SD 57785  
605-347-4447  
super8.com

### The Lodge at Deadwood

100 Pine Crest Ln., Deadwood, SD 57732  
605-584-4800  
deadwoodlodge.com

### The Sturgis Motel

1802 Junction Ave., Sturgis, SD 57785  
605-347-2506  
thesturgismotel.com

### Wheeler Farms Rentals

14950 W Hills View Dr., Piedmont, SD 57769  
605-381-8778  
vrbo.com/647269, 1227525, 313834

## ACCOMMODATIONS - CAMPING/CABINS/RV:

### Bear Butte Creek Campground

13174 Hwy 34, Sturgis, SD 57785  
605-347-1504  
bearbuttecreekcampground.com

### Big Rig RV Park Campground

3333 Dolan Creek Rd., Sturgis, SD 57785  
605-646-4910  
bigrigrvpark.com

### Buffalo Chip Campground

20622 Fort Meade Way, Buffalo Chip, SD 57785  
605-347-9000  
buffalochip.com

### Creekside Campground

20538 Hwy 79, Sturgis, SD 57785  
605-347-2137  
creeksidesturgis.com

### Dakota Frontier Camp

**Adventure for Kids**  
Sturgis, SD 57785  
605-490-1252  
dakotafrontiercamp.com

### Elkhorn Ridge RV Resort

20189 US Hwy 85, Spearfish, SD 57783  
605-722-1800  
elkhornridgeresort.com

### Executive Lodging of the Black Hills

11842 US Hwy 14A, Deadwood, SD 57732  
605-578-3555  
executive-lodging.com

### Fish 'N Fry Campground

21390 U.S. 385, Deadwood, SD 57732  
605-578-2150  
fishn Frycampground.com/

### Gentle Eagle Manor Campground

13194 Alkali Rd., Sturgis, SD 57785  
605-423-9912  
gentleeamanor.com

### Iron Horse Campground

20446 Hwy 79, Sturgis, SD 57785  
605-596-4237  
ironhorsecampground.com

### Kickstands Campground & Venue

13014 Pleasant Valley Rd., Sturgis, SD 57785  
605-499-9058  
kickstandslc.com

### Lamphere Ranch Campground

13010 Lamphere Ranch Rd., Sturgis, SD 57785  
605-347-5858  
lamphereranch.com

### Nemo Guest Ranch

12737 Guest Ranch Loop, Nemo, SD 57759  
605-578-2708  
nemoguest ranch.com

### No Name City Luxury Cabins & RV

20899 Pleasant Valley Dr., Sturgis, SD 57785  
605-347-8891  
nonamecity.com

### Ride N Rest Campground

20494 State Highway 79, Sturgis, SD 57785  
605-490-8292  
ridenrest.com

### Rush-No-More RV Resort & Campground

21137 Brimstone Pl., Sturgis, SD 57785  
605-347-2916  
rushnomore.com

### Shade Valley Camp Resort

20158 137th Pl., Hwy 34, Sturgis, SD 57785  
605-347-5556  
shadevalley.com

### Spur Creek Saloon

17698 SD Hwy 79, Newell, SD 57760  
605-391-8282  
spurcreeksaloon.com

### Sturgis RV Park

1175 W Woodland St., Sturgis, SD 57785  
605-720-1501  
sturgisdowntownrvpark.com

### Sturgis View Campground

20497 Avalanche Rd., Sturgis, SD 57785  
715-222-9285  
sturgisviewcampground.com

### Tilford Gulch Campground

21489 Sturgis Rd., Piedmont, SD 57769  
605-787-5573  
tilfordgulch.com

## ADVERTISING/MEDIA/PRINTING:

### Black Hills Pioneer/Seaton Publishing Co Inc.

315 Seaton Circle, Spearfish, SD 57783  
605-642-2761  
bhpioneer.com

### Borns Group

Pierre, SD 57501  
605-222-1275  
bornsgroup.com

### GP Local

1222 Oregon St., Rapid City, SD 57701  
605-342-6200  
localblackhills.com

### KBHB/KKLS

1612 Junction Ave Ste 1, Sturgis, SD 57785  
605-347-4455  
kbhbradio.com

### KEVN Black Hills Fox TV

2000 Skyline Dr., Rapid City, SD 57701  
605-394-7777  
blackhillsfox.com

**ADVERTISING/MEDIA/PRINTING:**

**KNKL Radio**

921 1st. St., Sturgis, SD 57785  
605-390-7118  
knkl.net

**KYDT/KBFS Radio**

P.O. Box 787, Belle Fourche, SD 57717  
605-892-2571  
kbfs.com

**Quik Signs**

2925 E Colorado Blvd, Spearfish, SD 57783  
605-717-7446  
quiksigns.com

**Rapid City Journal**

507 Main St., Rapid City, SD 57701  
605-394-8300  
rapidcityjournal.com

**Rushmore Media (KOTA)**

2001 Skyline Dr., Rapid City, SD 57701  
605-718-6876  
kotatv.com

**The HomeSlice Corporation**

1612 Junction Ave Ste 4, Sturgis, SD 57785  
605-347-5336  
thehomeslicegroup.com

**Unique Signs**

404 St Onge Rd., Rapid City, SD 57702  
605-343-4603  
uniquesignsrc.com

**Vast Broadband**

809 Deadwood Ave., Rapid City, SD 57702  
605-721-2775  
vastbroadband.com

**ART & CULTURE:**

**White Canvas Art Co.**

1060 Main St., Sturgis, SD 57785  
605-389-6019  
whitecanvasartco.com

**ASSOCIATE MEMBER:**

**Dr. Barry Furze**

1233 Deadwood St., Sturgis, SD 57785  
605-347-2523

**Ernie Miller**

Lifetime Sturgis Volunteer  
Sturgis, SD 57785

**ATTRACTIONS/RECREATION:**

**Bear Butte State Park**

20250 Hwy 79, Sturgis, SD 57785  
605-347-5240  
gfp.sd.gov/parks/detail/bear-butte-state-park

**Bear Country USA**

13820 S Hwy 16, Rapid City, SD 57702  
605-343-2290  
bearcountryusa.com

**Beautiful Wonderland Cave**

Vanocker Canyon Rd., Nemo, SD 57759  
605-578-1728  
southdakotacaves.com

**Black Hills Bluegrass Association**

3405 Wisconsin Ave., Rapid City, SD 57701  
605-348-6737  
blackhillsbluegrass.com

**Black Hills Playhouse**

24834 S Playhouse Rd., Custer, SD 57730  
605-255-4141  
blackhillsplayhouse.com

**Black Hills Trails**

Sturgis, SD 57785  
blackhillstrails.org

**Black Hills Wild Horse Sanctuary**

12165 Highland Rd., Hot Springs, SD 57747  
605-745-5955  
wildmustangs.com

**Boulder Canyon Country Club**

12312 US Hwy 14A, Sturgis, SD 57785  
605-347-5108  
bouldercanyoncountyclub.com

**Crazy Horse Memorial**

12151 Ave of the Chiefs, Crazy Horse, SD 57730  
605-673-4681  
crazyhorsememorial.com

**Dakota Frontier Camp Adventure for Kids**

Sturgis, SD 57785  
605-490-1252  
dakotafreiercamp.com

**EagleRider Motorcycle,**

**ATV, UTV Rental**

2106 Lazelle St., Sturgis, SD 57785  
605-206-7832  
eagleridersturgis.com

**Elkhorn Ridge Golf Club**

6845 St Onge Rd., Spearfish, SD 57783  
605-722-4653  
golfelkhorn.com

**Fort Meade Museum**

55 Sheridan St., Ft. Meade, SD 57741  
605-347-9822  
fortmeademuseum.org

**Goose Landing LLC**

2741 N. Hwy 116, Upton, WY 82730  
307-468-2506

**Historic Homestake Opera House**

313 W Main St., Lead, SD 57754  
605-584-2067  
homestakeoperahouse.org

**Jackpine Gypsies Motorcycle Club**

1216 Short Track Rd., Sturgis, SD 57785  
jackpinegypsies.com

**Main St. Arcade**

1030 Main St. (St. Level), Sturgis, SD 57785  
605-490-0796

**Sturgis Motorcycle Museum**

999 Main St., Sturgis, SD 57785  
605-347-2001  
sturgismuseum.com

**Sturgis Mustang Rally**

PO Box 745, Sturgis, SD 57785  
605-393-7865  
sturgismustangrally.com

**Sturgis Strikers**

910 1st St., Sturgis, SD 57785  
605-720-2695  
sturgisstrikers.com

**T & M Trail Rides**

12690 Box Elder Forks Rd., Nemo, SD 57759  
605-280-7934  
tandmtrailrides.com

**The Mammoth Site**

1800 US 18 Bypass, P.O. Box 692  
Hot Springs, SD 57747  
605-745-6017  
mammothsite.org

**Western Dakota**

**Antique Club**

13380 Alkali Rd., Sturgis, SD 57785  
wdantiqueclub.com

**AUTO & MOTORCYCLE SALES/SERVICE:**

**EagleRider Motorcycle,**

**ATV, UTV Rental**

2106 Lazelle St., Sturgis, SD 57785  
605-206-7832  
eagleridersturgis.com

**Indian Motorcycle Sturgis**

2130 Main St., Sturgis, SD 57785  
605-206-7830  
indianmotorcyclesturgis.com

**J&P Cycles**

1650 Lazelle St., Sturgis, SD 57785  
605-347-4983  
jpcycles.com

**Jake's Collision Repair**

**of Sturgis**

2416 Junction Ave., Sturgis, SD 57785  
605-347-5253  
jakescollisionrepair.com

**Liberty Chevrolet**

2651 Whitewood Service Rd., Sturgis, SD 57785  
605-347-2566  
wwwsturgischevrolet.com

**Owens Interstate Sales**

2200 W Lazelle St., Sturgis, SD 57785  
605-347-3621  
owensinterstatesales.com

**Park Avenue Car Wash**

2311 Park Ave., Sturgis, SD 57785  
605-347-0372

**Richter's Tire & Exhaust**

701 Lazelle St., Sturgis, SD 57785  
605-720-8473  
richterstireandexhaust.com

**Scott Peterson Motors**

1 Ford Pl., Sturgis, SD 57785  
605-347-3662  
scottpetersonmotors.com

**Speedy Lube**

2205 Park Ave., Sturgis, SD 57785  
605-347-6939  
speedylubesturgis.com

**Sturgis Motor Company**

1721 Lazelle St., Sturgis, SD 57785  
605-347-2277  
sturgismotorcompany.com

**Sturgis NAPA**

2324 Junction Ave., Sturgis, SD 57785  
605-347-2663  
napaonline.com



**Sturgis Tire Pros**

2324 Junction Ave., Sturgis, SD 57785  
605-720-8315  
tirepros.com

**BUILDING SUPPLIES/CONTRACTORS/  
MAINTENANCE SERVICES:**

**Action Carpet Cleaning**

Rapid City, SD 57709  
605-786-0370

**Ainsworth-Benning Construction**

345 Industrial Dr., Spearfish, SD 57783  
605-642-4716  
ainsworthbenning.com

**Black Hills Asphalt**

PO Box 43, Spearfish, SD 57783  
605-645-3437  
blackhillsasphaltsd.com

**Brosz Engineering Inc**

3561 Whitewood Rd., Sturgis, SD 57785  
605-347-2722  
broszeng.com

**Dirtbusters**

3218 Bowman Ln., Sturgis, SD 57785  
605-838-7391  
dirtbusterssd.com

**Double Barrel Construction**

12201 Gigear Rd., Sturgis, SD 57785  
605-891-1601  
facebook.com/dbcllc2015

**Freeman's Electric Service Inc**

901 Dickson Dr., Sturgis, SD 57785  
605-347-0110  
freemanelectricinc.com

**Greenscape**

1280 Moose Dr., Sturgis, SD 57785  
605-347-7814  
greenscape1280.com

**Iverson Construction**

1210 Industry Rd., Sturgis, SD 57785  
605-347-3282  
iversonconstructioninc.com

**MB Tree & Landscape**

PO Box 86, Sturgis, SD 57785  
605-690-2613  
mbtreesd.com

**Northern Hills Sod Farm**

20138 126th Pl., Whitewood, SD 57793  
605-347-9606  
northernhillssodfarm.com

**One Way Service Pros**

169 Charles St., Deadwood, SD 57732  
605-722-8101  
onewayservicepros.net

**Pete Lien & Sons, Inc.**

2025 W Sherman St., Sturgis, SD 57785  
605-347-5939  
petelien.com

**Rushmore Parking Lot Striping**

221 Evans Ln., Spearfish, SD 57783  
605-641-7423

**Sacrison Paving**

20169 Victor Loop, Whitewood, SD 57793  
605-269-2005  
sacrisonpaving.com

**Scull Construction Service, Inc.**

PO Box 7636, Rapid City, SD 57709  
605-342-2379  
scullconstruction.com

**Short Construction, Inc.**

1305 Ballpark Rd., Sturgis, SD 57785  
605-490-0014

**Sturgis Kost Pit**

3200 Whitewood Service Rd., Sturgis, SD 57785  
605-645-3224  
simonteam.com

**Town-N-Country Plumbing**

1026 Main St., Sturgis, SD 57785  
605-347-5194

**Weierke's Septic Service**

21324 Harp Rd., Sturgis, SD 57785  
605-490-8276

**CIVIC ORGANIZATIONS:**

**Action for the Betterment  
of the Community**

1426 Short Track Rd., Sturgis, SD 57785  
605-347-2991  
sturgisabc.wixsite.com/sturgisabc

**Black Hills & Badlands Tourism Association**

1851 Discovery Cir., Rapid City, SD 57701  
605-355-3700  
blackhillsbadlands.com

**Black Hills Area Community Foundation**

803 St. Joseph St., Rapid City, SD 57709  
605-718-0112  
bhacf.org

**Black Hills Special Services**

2885 Dickson Dr., Sturgis, SD 57785  
605-347-4467  
bhssc.org

**Black Hills Trails**

Sturgis, SD 57785  
blackhillstrails.org

**Compass Point**

1807 Williams St., Sturgis, SD 57785  
605-347-3003  
thecompasspoint.org

**Crisis Intervention Shelter**

832 Sherman St., Sturgis, SD 57785  
605-347-0050

**Jackpine Gypsies Motorcycle Club**

1216 Short Track Rd., Sturgis, SD 57785  
jackpinegypsies.com

**Meade County 4-H**

1425 Sherman St. Ste. 103, Sturgis, SD 57785  
605-347-2436  
meadecounty.org/4-h

**Meade County Relay for Life**

4909 S. Technopolis Dr., Sioux Falls, SD 57106  
605-323-3545  
facebook.com/RelayForLifeOfMeadeCountySD

**Meade County Senior Citizens Center**

919 Harley-Davidson Way, Sturgis, SD 57785  
605-347-5877

**Meals On Wheels Western South Dakota**

1621 Sheridan Lake Rd. Ste. C.,  
Rapid City, SD 57702  
605-394-6002  
mealsprogram.com

**NeighborWorks Dakota**

**Home Resources**

795 E Main St., Deadwood, SD 57732  
605-578-1401  
neighborworksdkhr.org

**Northern Hills Area**

**CASA Program**

741 North 5th St., Spearfish, SD 57783  
605-722-4558  
nhcasa.org

**Olive Branch Lodge #47**

3747 Old Whitewood Rd., Sturgis, SD 57785  
605-347-2363

**Optimist Club of Sturgis**

PO Box 934, Sturgis, SD 57785

**Salvation Army of the Black Hills**

405 N. Cherry Ave., Rapid City, SD 57701  
605-791-4045  
salvationarmyusa.org

**Sergeant Colton Levi Derr Foundation**

518 6th St., Ste. 2, Rapid City, SD 57701  
605-545-2505  
sergeantderrfoundation.org

**South Dakota Retailers Association**

320 E Capitol Ave., Pierre, SD 57501  
605-224-5050  
sdra.org

**Sturgis & Meade County Historical Society**

PO Box 221, Sturgis, SD 57785  
605-490-2819  
sturgishistory.org

**Sturgis Alliance of Churches**

PO Box 713, Sturgis, SD 57785  
605-720-3579

**Sturgis Area Arts Council**

PO Box 901, Sturgis, SD 57785  
sturgisareaartscouncil.org

**Sturgis Center for the Arts**

1238 Main St. Ste. 2, Sturgis, SD 57785  
605-347-0242  
sturgisartcenter.com

**Sturgis Economic**

**Development Corp.**

2885 Dickson Dr., Sturgis, SD 57785  
605-347-4906  
sturgisdevelopment.com

**Sturgis Golden K Kiwanis Club**

PO Box 4136, Sturgis, SD 57785  
605-347-3384

**Sturgis High School Rodeo**

**Booster Club**

21749 Coyote Ln., Piedmont, SD 57769  
605-347-3827  
sdhsra.com

**Sturgis Motorcycle Rally Inc.**

1612 Junction Ave., Sturgis, SD 57785  
605-347-5336

**Sturgis Scooper**

**Booster Club**

Sturgis, SD 57785  
605-720-3575

**Sturgis Soccer Association**

Lazelle St., Sturgis, SD 57785  
605-720-7120  
sturgissoccer.com



**CIVIC ORGANIZATIONS:**

**United Way of the Black Hills**  
621 6th St. Ste 100, Rapid City, SD 57701  
605-343-5872  
unitedwayblackhills.org

**West River Foundation**  
2885 Dickson Dr., Sturgis, SD 57785  
605-347-4467

**Western Resources for Dis-Abled Independent**  
4110 Winfield Court, Rapid City, SD 57701  
605-718-1930  
wrdi.org

**Weston County Travel Commission**  
Newcastle, WY 82701  
307-746-2896

**DINING/DRINKS:**

**Belle Joli Winery**  
3951 Vanocker Canyon Rd., Sturgis, SD 57785  
605-347-9463  
bellejoli.com

**Cadillac Jacks Gaming Resort**  
360 Main St., Deadwood, SD 57732  
605-578-1500  
cadillacjacksgaming.com

**Deadwood Gulch Resort**  
304 Cliff St., Deadwood, SD 57732  
605-578-1294  
deadwoodgulchresort.com

**Domino's Pizza**  
1057 Main St., Sturgis, SD 57785  
605-561-0555  
dominos.com

**First Gold Hotel & Gaming**  
270 Main St., Deadwood, SD 57732  
605-578-9777  
firstgold.com

**Jambonz Grill & Pub**  
2214 Junction Ave., Sturgis, SD 57785  
605-561-1100

**Loud American Roadhouse**  
1305 Main St., Sturgis, SD 57785  
605-720-1500  
loudamericanroadhouse.com

**McDonald's of Sturgis**  
2351 Lazelle St., Sturgis, SD 57785  
605-347-2798  
mcdonalds.com

**Oasis Bar & Fireside Lounge**  
1145 Main St., Sturgis, SD 57785  
605-347-4609

**Pizza Hut**  
2249 W Lazelle St., Sturgis, SD 57785  
605-347-4573  
pizzahut.com

**Sidehack Saloon & Gunner's Lounge**  
1027 Lazelle St., Sturgis, SD 57785  
605-347-2828  
thesidehack.com

**Spur Creek Saloon**  
17698 SD Hwy 79, Newell, SD 57760  
605-391-8282  
spurcreeksaloon.com

**Stinger Saloon**  
1102 Main St., Sturgis, SD 57785

**Sturgis Coffee Company**  
2275 Lazelle St., Sturgis, SD 57785  
605-720-1480  
sturgiscoffeecompany.com

**Sturgis Wine Company**  
1117 Main St., Sturgis, SD 57785  
605-720-9596

**Taco John's of Sturgis**  
2314 S Junction Ave., Sturgis, SD 57785  
605-347-3556  
tacojohns.com

**The Beaver Bar Sturgis**  
12998 Hwy 34, Sturgis, SD 57785  
843-318-0844  
beaverbar.net

**The Knuckle Saloon & Brewery**  
931 1st St., Sturgis, SD 57785  
605-347-0106  
theknuckle.com

**The Lodge at Deadwood**  
100 Pine Crest Ln., Deadwood, SD 57732  
605-584-4800  
deadwoodlodge.com

**Veteran's Club**  
868 Main St., Sturgis, SD 57785  
605-347-4682  
sturgisvetsclub.com

**Wanda's Kitchen**  
1025 Junction Ave., Sturgis, SD 57785  
605-561-0231

**Weimer's Diner & Donuts**  
1120 Main St., Sturgis, SD 57785  
605-347-3892

**EDUCATION:**

**Black Hills State University**  
1200 University St., Unit 9502, Spearfish, SD 57799  
605-642-6343  
bhsu.edu

**Community Education of the Black Hills**  
730 E Watertown St., Rapid City, SD 57701  
605-394-5120  
communityeducationclasses.org

**Meade School District 46-1**  
1230 Douglas St., Sturgis, SD 57785  
605-347-2523  
meade.k12.sd.us

**Nsight Partners**  
170 Old Stone Rd., Sturgis, SD 57785  
605-490-1246  
nsightpartners.net

**Western Dakota Technical Institute**  
800 Mickelson Dr., Rapid City, SD 57703  
605-718-2400  
wdt.edu

**FARM/RANCH:**

**Bear Butte Gardens**  
20445 Hwy 79, Sturgis, SD 57785  
605-490-2919  
bearbuttegardens.com

**DesJarlais Farms**  
1335 Ballpark Rd., Sturgis, SD 57785  
605-347-0793

**Grubl Ranch**  
14281 Alkali Rd., Sturgis, SD 57785  
605-347-2207

**Lauing Mill Iron L Ranch**  
13917 Alkali Rd., Sturgis, SD 57785  
605-347-6193  
lauingmillironlranh.com

**Snyder Ranch**  
21399 Snyder Ranch Rd., Piedmont, SD 57769  
605-347-5485

**FINANCIAL SERVICES:**

**360 Accounting**  
21146 130th Ave., Sturgis, SD 57785  
702-443-5036

**Black Hills Federal Credit Union**  
2700 N Plaza Dr., Rapid City, SD 57702  
605-718-1818  
bhfcu.com

**Dakota Financial Services**  
1080 Main St., Sturgis, SD 57785  
605-720-6747  
dakotafinancialservices.com

**Edward Jones**  
2045 Lazelle St., Sturgis, SD 57785  
605-720-5670  
edwardjones.com

**Farm Credit Services of America**  
2510 N Plaza Dr., Rapid City, SD 57702  
605-342-0678  
fcsamerica.com

**Farmers Insurance**  
1241 Sherman St., Sturgis, SD 57785  
605-347-4562  
farmersagent.com/rebeckl

**First Interstate Bank**  
1200 Main St., Sturgis, SD 57785  
605-347-2562  
firstinterstatebank.com

**First National Bank**  
955 Main St., Sturgis, SD 57785  
605-347-4416  
firsnationalbanks.com

**First Western Insurance**  
1238 Main St., Sturgis, SD 57785  
605-347-4644  
firstwesterninsurance.com

**H&R Block**  
1881 Lazelle St., Sturgis, SD 57785  
605-347-5955  
hrblock.com

**Highmark Credit Union**  
1111 Lazelle St., Sturgis, SD 57785  
605-347-5935  
highmarkfcu.com

**Leavitt Heartland Insurance Services**  
924 14th St., Sturgis, SD 57785  
605-347-4583  
leavitt.com

**Northern Hills Business & Tax Service**  
1109 5th St., Sturgis, SD 57785  
605-720-2130



**Northern Hills Collections Inc**  
616 North 5th St., Spearfish, SD 57783  
605-642-9441  
nhcollections.com

**Northern Hills Federal Credit Union**  
1080 Main St., Sturgis, SD 57785  
605-347-4527  
northernhillssfcu.org

**Pioneer Bank & Trust**  
2611 Lazelle St., Sturgis, SD 57785  
605-720-2265  
pioneerbankandtrust.com

**Sabers Agency, Inc.**  
2327 Junction Ave., Sturgis, SD 57785  
605-347-4507  
sabersinsurance.com

**Simmons & Silver CPA, PC**  
1612 Junction Ave., Ste 3, Sturgis, SD 57785  
605-347-3912  
simmonsandsilver.com

**State Farm Insurance, Fowler Agency**  
2118 Lazelle St., Sturgis, SD 57785  
605-347-3931  
ericfowler.biz

**Thrivent Financial Services**  
2210 Jackson Blvd., Rapid City, SD 57702  
605-399-9373  
connect.thrivent.com/dustin-whiteside

**Wells Fargo Bank**  
1040 Main St., Sturgis, SD 57785  
605-347-2581  
wellsfargo.com

**GENERAL SERVICES:**

**All Net Connections**  
PO Box 27, Whitewood, SD 57793  
605-269-4141  
anetconnect.com

**Black Hills Funeral Home & Cremation Services**  
1440 Junction Ave., Sturgis, SD 57785  
605-347-2522  
blackhillsfuneral.com

**Black Hills Rally Weddings**  
PO Box 707, Lead, SD 57754  
605-777-0436  
blackhillsrallyweddings.com

**Bradley Storage**  
3470 Whitewood Rd., Sturgis, SD 57785  
605-347-3848  
bradleystorage.com

**Castaic Travel**  
20690 Roosevelt Ct., Sturgis, SD 57785  
castaictravel.com

**CBH Cooperative**  
2030 Main St., Sturgis, SD 57785  
605-720-2946  
cbhcoop.com

**Dakota Endurance, LLC**  
Sturgis, SD 57785  
blackhills100.com

**Eagle Uniform & Supply Co.**  
494 Main St., Lander, WY 82520  
307-332-5456  
eagle-uniform.com

**Five Star Insulating, Inc**  
PO Box 400, Sturgis, SD 57785  
605-830-1715  
fivestarininsulating.com

**Flex Fitness**  
948 Pine View Dr., Sturgis, SD 57785  
605-720-3539  
flexfitclub.com

**G & G Garbage LLC**  
1220 Industry Rd., Sturgis, SD 57785  
866-644-7168  
gandggarbage.com

**Glover Investments LLC**  
Sturgis, SD 57785  
605-347-0995

**Greenscape**  
1280 Moose Dr., Sturgis, SD 57785  
605-347-7814  
greenscape1280.com

**Indian Motorcycle Sturgis**  
2130 Main St., Sturgis, SD 57785  
605-206-7830  
indianmotorcyclesturgis.com

**Jack's Campers**  
13203 High Plains Pl., Piedmont, SD 57769  
605-787-9010  
jackscampers.com

**Kinkadee Funeral Home**  
1235 Junction Ave., Sturgis, SD 57785  
605-347-3336  
kinkadeefunerals.com

**L. Jeffery Catering**  
1301 Ponderosa Dr., Sturgis, SD 57785  
605-490-1624

**McGas Propane**  
2219 Junction Ave., Sturgis, SD 57785  
605-347-3811  
mcgas.biz

**Pepsi Cola of the Black Hills**  
2720 Creek Dr., Rapid City, SD 57703  
605-342-0362

**Plains Towing & Recovery**  
2379 Vanocker Canyon Rd., Sturgis, SD 57785  
605-720-5000  
plains towingrecovery.com

**Rena M. Hymans, PC**  
715 12th St., Sturgis, SD 57785  
605-720-9665  
renamhymanspc.com

**Rent-A-Chef Catering Company**  
2625 Emerald Court, Spearfish, SD 57783  
605-645-5124  
northernhillsrent-a-chef.com

**Rockingtree Floral & Garden Center**  
1340 Lazelle St., Sturgis, SD 57785  
605-347-5119  
rockingtreefloralandgarden.com

**Rushmore Parking Lot Striping**  
221 Evans Ln., Spearfish, SD 57783  
605-641-7423

**Servall Uniform & Linen Supply**  
312 Main St., Rapid City, SD 57701  
605-343-0680  
servall.net

**Sturgis Laundry & Dry Cleaning**  
2014 Main St., Sturgis, SD 57785  
605-347-8429

**Sturgis Photo & Gifts**  
1081 Main St., Sturgis, SD 57785  
605-347-6570  
livetoride.com

**Sturgis Shipping & FedEx**  
1861 Lazelle St., Sturgis, SD 57785  
605-720-4053  
sturgisshipping.com

**Support Office Solutions LLC**  
41 St. Charles St., Rapid City, SD 57701  
605-646-0111  
supportofficesolutions.com

**T&M Photographic Studio Inc**  
601 Lazelle St., Sturgis, SD 57785  
605-347-2922

**The Local**  
1064 Main, Sturgis, SD 57785  
605-549-5737  
thelocalsturgis.com

**The Moving Guys**  
1110 Industry Rd. Ste. A, Sturgis, SD 57785  
605-877-2258  
blackhillsmoving.com

**The Tattoo Cellar**  
1049 Main St., Sturgis, SD 57785  
605-347-7524  
thetattooocellar.net

**Tom's T's**  
601 Lazelle St., Sturgis, SD 57785  
605-347-6169  
sturgistees.com

**Twisted Canyon Crossfit**  
1150 Moose Dr., Sturgis, SD 57785  
605-347-1515  
twistedcanyoncrossfit.com

**Vanway Trophy & Award**  
3120 W Main St., Rapid City, SD 57702  
605-341-2929  
vanwaytrophy.com

**Xtreme Dakota Bicycles**  
1051 Main St., Sturgis, SD 57785  
605-720-4046  
xtremedakotabicycles.com

**GOVERNMENT ENTITIES:**

**City of Sturgis**  
1040 Harley-Davidson Way, Sturgis, SD 57785  
605-347-4422  
sturgis-sd.gov

**Meade County Commission**  
1300 Sherman St. Ste 212, Sturgis, SD 57785  
605-720-1625  
meadecounty.org

**Sanford Underground Research Facility**  
630 Summit St., Lead, SD 57754  
605-722-8650  
sanfordlab.org



**GROCERY:**

**Grocery Mart**

2216 Junction Ave., Sturgis, SD 57785  
605-423-4606  
grocerymartsturgis.com

**Lynn's Dakotamart**

1111 Lazelle St., Sturgis, SD 57785  
605-347-4483  
lynnsdakotamart.com

**LEGAL SERVICES:**

**Karen Paige Hunt, Prof LLC**

2202 Main St., Sturgis, SD 57785  
605-720-6274  
paigehuntlaw.com

**Law Tigers**

2111 E Highland Ave. #420, Phoenix, AZ 85003  
801-870-2100  
lawtigers.com

**Nelson Law**

1209 Junction Ave., Sturgis, SD 57785  
605-561-6283  
nelsonlawsturgis.com

**Rena M. Hymans, PC**

715 12th St., Sturgis, SD 57785  
605-720-9665  
renamhymanspc.com

**Strain Morman Law Firm**

1134 Main St., Sturgis, SD 57785  
605-347-3624  
mormanlaw.com

**Thomson Law, PC**

1010 Ball Park Rd. #6, Sturgis, SD 57785  
605-347-2551  
thomsonlawoffice.com

**MANUFACTURING/DISTRIBUTING:**

**Competition Distributing**

3570 Mayer Ave., Ste. A, Sturgis, SD 57785  
605-720-1903  
competitiondist.com

**MEDICAL/HEALTHCARE:**

**Aflac - Aaron Salazar**

3409 West Main St., Rapid City, SD 57702  
605-641-7194  
aflac.com

**Aflac - Dane Pi**

3409 West Main St., Rapid City, SD 57702  
605-490-1696

**Aflac - Sharon Aberle**

3001 Lazelle St., Lot 16, Sturgis, SD 57785  
605-545-3838

**Aspen Grove Assisted Living**

2065 Moose Dr., Sturgis, SD 57785  
605-720-4738  
empres.com/location/aspengrove-assisted-living/

**Compass Point**

1807 Williams St., Sturgis, SD 57785  
605-347-3003  
thecompasspoint.org

**Home Instead Senior Care of the Black Hills**

17 Main St., Rapid City, SD 57701  
605-716-9300  
homestead.com/790

**Loftus Dental**

866 Lazelle St., Sturgis, SD 57785  
605-347-8880  
loftusdental.com

**Northern Hills Eye Care**

910 Harmon St., Sturgis, SD 57785  
605-347-2666  
northernhillseye.com

**Regional Health Sturgis**

2140 Junction Ave., Sturgis, SD 57785  
605-720-2400  
regionalhealth.org

**Sturgis Chiropractic Clinic**

824 1st St., Sturgis, SD 57785  
605-347-4003  
sturgischiro.com

**Sturgis Physical Therapy**

1530 Junction Ave., Sturgis, SD 57785  
605-720-2555

**Sturgis Smiles Family Dental**

1245 Sherman St., Sturgis, SD 57785  
605-347-2509  
sturgissmiles.com

**VA Black Hills Health Care System**

113 Comanche Rd., Ft. Meade, SD 57741  
605-720-7170  
blackhills.va.gov

**OFFICE EQUIPMENT/SUPPLIES:**

**A&B Business Solutions**

1130 N Main St. Ste. 14, Spearfish, SD 57783  
605-722-7426  
abbusiness.com

**Certified Folder Display Service, Inc**

PO Box 225, Black Hawk, SD 57718  
605-786-0215  
certifiedfolder.com

**Rushmore Office Supply**

815 Junction Ave., Sturgis, SD 57785  
605-347-3326  
rushmoreofficesupply.com

**PET SERVICES:**

**Dogwood Lodge Pet Resort & Grooming Salon**

955 Pine View Dr., Sturgis, SD 57785  
605-720-1364  
dogwoodresort.com

**REAL ESTATE/PROPERTY MANAGEMENT/RENTALS:**

**Bertolotto Real Estate and Auction**

1102 Junction Ave., Sturgis, SD 57785  
605-720-2021  
bertrea.com

**Black Hills Title Company**

1855 Ballpark Rd., Sturgis, SD 57785  
605-347-4402  
blackhillstitle.com

**Casteel Auction & Real Estate**

1951 Junction Ave., Sturgis, SD 57785  
605-347-5110  
casteelauktion.com

**Christians Team Real Estate - Keller Williams**

3025 1st Ave. Ste. 3, Spearfish, SD 57783  
605-920-0425  
buyandsellblackhills.com

**Dakota Hills Assisted Living**

1124 2nd St., Sturgis, SD 57785  
605-423-8084

**Dan Jacobson - eXp Realty**

1940 Junction Ave., Sturgis, SD 57785  
605-490-1663  
eXpBlackHills.com

**Heritage Acres**

2340 East Ave. Ste. 1, Sturgis, SD 57785  
605-347-9017  
metroplainsmanagement.com

**Johnson Real Estate**

1490 Lazelle St., Sturgis, SD 57785  
605-347-0141  
realtor.com

**Kate Baum - The Baum Group**

Sturgis, SD 57785  
605-490-1688  
blackhillsbybaum.kw.com

**Kelly Howie - Re/Max Advantage**

1331 W Omaha St., Rapid City, SD 57701  
605-209-0474  
kellyhowie.com

**Meade County Housing**

1220 Cedar St. #113, Sturgis, SD 57785  
605-347-3384

**Mount Rushmore Area Association of REALTORS**

1230 North Ave Ste 1, Spearfish, SD 57783  
605-722-0181  
mountrushmoremls.com

**Properties Unlimited Realty**

2320 S Junction Ave., Sturgis, SD 57785  
605-347-7644  
properties-unlimited.com

**The Real Estate Center of Sturgis**

1921 Lazelle St., Sturgis, SD 57785  
605-347-9300  
sturgisrealestatecenter.com

**Wheeler Farms Rentals**

14950 W Hills View Dr., Piedmont, SD 57769  
605-381-8778  
vrbo.com/647269, 1227525, 313834

**Wildflowers Townhome Apartments**

Sturgis, SD 57785  
361-563-2522

**RELIGIOUS ORGANIZATIONS:**

**Connection Church**

1942 Davenport St., Sturgis, SD 57785  
605-206-1414  
ccsturgis.com

**First Presbyterian Church**

1319 Junction Ave., Sturgis, SD 57785  
605-347-2395  
fpcesturgis.com



**Gentle Eagle Ministries**

13194 Alkali Rd., Sturgis, SD 57785  
605-423-9912  
gentleeagle.com

**Grace Lutheran Church**

1061 Sherman St., Sturgis, SD 57785  
605-347-2713  
sturgisglc.org

**Hellfighters Christian Ministries**

717 Anna St., Sturgis, SD 57785  
605-580-0596

**High Plains Spiritual Life Center**

1506 Jackson St., Sturgis, SD 57785  
605-347-3459

**LifeSpring Wesleyan Church**

1638 Junction Ave., Sturgis, SD 57785  
605-720-5448  
lifespringsturgis.com

**St. Francis of Assisi Catholic Church**

1049 Howard St., Sturgis, SD 57785  
605-720-3579  
saintfranciscatholicchurch.org

**Sturgis Alliance of Churches**

PO Box 713, Sturgis, SD 57785  
605-720-3579

**Sturgis United Methodist Church**

1755 Ballpark Rd., Sturgis, SD 57785  
605-720-5578  
sturgisumc.org

**Trinity Lutheran Church**

2109 Baldwin St., Sturgis, SD 57785  
605-720-3739  
trinitylutheran-sturgis

**SHOPPING/RETAIL:**

**Ace Hardware**

2222 Junction Ave., Sturgis, SD 57785  
605-347-4031  
acehardware.com

**Black Hills Rally & Gold**

1101 Main St., Sturgis, SD 57785  
605-347-3564

**Cammack Ranch Supply**

16948 SW Hwy 34, Union Center, SD 57787  
605-985-5591  
cammackranchsupply.com

**Campbell's Supply**

2425 Lazelle St., Sturgis, SD 57785  
605-347-6352  
campbellsupply.net

**Common Cents**

2421 S Junction Ave., Sturgis, SD 57785  
605-347-3666

**Eagle Rider**

2106 Lazelle St., Sturgis, SD 57785  
605-206-7832  
eagleridersturgis.com

**Eagle Uniform & Supply Co.**

494 Main St., Lander, WY 82520  
307-332-5456  
eagle-uniform.com

**Ensignal**

2715 Lazelle St Ste C, Sturgis, SD 57785  
605-720-5601  
ensignal.com

**Hot Leathers**

1000 Main St., Sturgis, SD 57785  
605-347-6020  
hotleathers.com

**Indian Motorcycle Sturgis**

2130 Main St., Sturgis, SD 57785  
605-206-7830  
indianmotorcyclesturgis.com

**Jack's Campers**

13203 High Plains Pl., Piedmont, SD 57769  
605-787-9010  
jackscampers.com

**Just For Looks Boutique**

1006 Main St., Sturgis, SD 57785  
605-720-4247  
facebook.com/justforlooksboutique/

**LIU - Lasting Impressions Unlimited, Inc.**

13830 SD Hwy. 40, Hermosa, SD  
605-201-1021  
liudesigns.com

**Lucy's Nearly New Shoppe**

2320 S Junction Ave., Sturgis, SD 57785  
605-347-5623

**McGas Propane**

2219 Junction Ave., Sturgis, SD 57785  
605-347-3811  
mcgas.biz

**Owens Interstate Sales**

2200 W Lazelle St., Sturgis, SD 57785  
605-347-3621  
owensinterstatesales.com

**Paula Rae Studio**

1914 Arizona Ave., Sturgis, SD 57785  
605-415-6761  
paularae.com

**Prairie Emporium**

1020 Junction Ave., Sturgis, SD 57785  
605-415-5335  
prairie-emporium.com

**Renatus Woodworks**

1848 Main St., Sturgis, SD 57785  
605-490-8178  
renatuswoodworks.com

**Rockingtree Floral & Garden Center**

1340 Lazelle St., Sturgis, SD 57785  
605-347-5119  
rockingtreefloralandgarden.com

**Servall Uniform & Linen Supply**

312 Main St., Rapid City, SD 57701  
605-343-0680  
servall.net

**Sturgis Coffee Company**

2275 Lazelle St., Sturgis, SD 57785  
605-720-1480  
sturgiscoffeecompany.com

**Sturgis Guns/Range**

1861 Lazelle St., Sturgis, SD 57785  
605-561-4867  
sturgisguns.com

**Sturgis Harley-Davidson**

1040 Junction Ave., Sturgis, SD 57785  
605-347-2056  
sturgishd.com

**Sturgis Leather Company**

936 1st St., Sturgis, SD 57785  
605-490-9948

**Sturgis Photo & Gifts**

1081 Main St., Sturgis, SD 57785  
605-347-6570  
livetoride.com

**Sturgis Powersports**

1861 Lazelle St., Sturgis, SD 57785  
605-720-4038  
sturgispowersports.com

**T&M Photographic Studio Inc**

601 Lazelle St., Sturgis, SD 57785  
605-347-2922

**The Tattoo Cellar**

1049 Main St., Sturgis, SD 57785  
605-347-7524  
thetattoocellar.net

**Tom's T's**

601 Lazelle St., Sturgis, SD 57785  
605-347-6169  
sturgistees.com

**Trax Wear**

16330 Walnut Creek Dr., San Antonio, TX 78247  
210-842-0284  
traxwear.us

**Vanway Trophy & Award**

3120 W Main St., Rapid City, SD 57702  
605-341-2929  
vanwaytrophy.com

**Xtreme Dakota Bicycles**

1051 Main St., Sturgis, SD 57785  
605-720-4046  
xtremedakotabicycles.com

**SPAS/SALONS:**

**Akela Spa of Deadwood**

11842 US Hwy 14A, Sturgis, SD 57785  
605-578-1180  
akelaspa.com

**Just For Looks Boutique**

1006 Main St., Sturgis, SD 57785  
605-720-4247  
facebook.com/justforlooksboutique

**Total E'Clips Salon**

920 1st St., Sturgis, SD 57785  
605-347-2400  
facebook.com/totaleclipssturgis

**TRANSPORTATION:**

**Giddy Up Shuttles**

175 Walnut Ave., Hill City, SD 57745  
605-430-6366  
facebook.com/Giddy-Up-Shuttles-432663800557192/

**Harlow's School Bus Service**

2237 W. Sherman St., Sturgis, SD 57785  
605-347-5066  
goharlows.com

**Prairie Hills Transit**

2015 Tumble Weed Trail, Spearfish, SD 57783  
605-347-0086  
prairiehillstransit.com

**Sturgis Trailers**

1861 Lazelle St., Sturgis, SD 57785  
605-720-4038  
sturgistrailers.com



# Sturgis Area Chamber Directory *continued*

## TRANSPORTATION:

### Sturgis Transit (Da Bus)

Sturgis, SD 57785  
605-347-3287  
sturgisbus.com

### Sturgis U-Haul

1861 Lazelle St., Sturgis, SD 57785  
605-720-4036  
sturgisuhaul.com

## UTILITIES:

### Black Hills Energy

1251 Otter Rd., Sturgis, SD 57785  
605-720-2440  
blackhillsenergy.com

### McGas Propane

2219 Junction Ave., Sturgis, SD 57785  
605-347-3811  
mcgas.biz

### Midco

537 Century Rd., Rapid City, SD 57701  
605-791-7114  
midco.com

### Montana-Dakota Utilities

505 Heritage Dr., Spearfish, SD 57783  
605-642-2654  
mdu.com

### Vast Broadband

809 Deadwood Ave., Rapid City, SD 57702  
605-721-2775  
vastbroadband.com

## WINERY/BREWERY/DISTILLERY:

### Belle Joli

#### Winery

3951 Vanocker Canyon Rd., Sturgis, SD 57785  
605-347-9463  
bellejoli.com

### The Knuckle Saloon

#### & Brewery

931 1st St., Sturgis, SD 57785  
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theknuckle.com

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