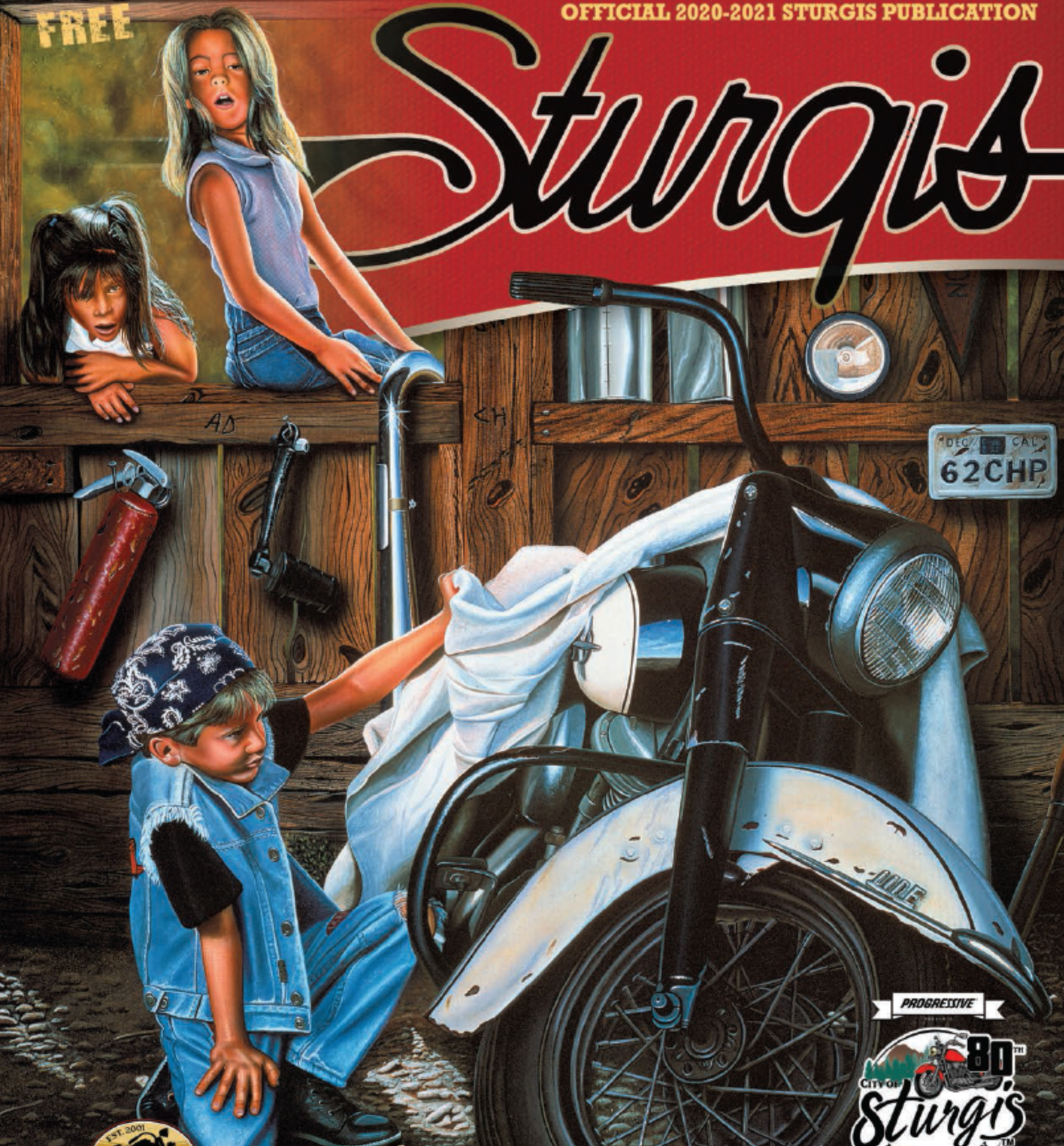


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Sturgis



80th ANNIVERSARY EDITION



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Welcome to the 80th 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. I trust you will leave impressed with South Dakota's second-to-none beauty and hospitality.

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. Nestled among the pines of South Dakota's beautiful Black Hills, Rapid City brims with an active outdoors culture, vibrant city scene, and endless opportunities for exploration.

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. 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!

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Kristi Noem
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Welcome to the City of Riders!

Welcome from the City of Riders! We're thrilled you have made the journey to Sturgis to help us celebrate 80 years of motorcycle culture and history. The City of Sturgis Motorcycle Rally has experienced many changes over the years but one thing remains constant, our reputation for hosting the best Rally in the world. From the early days of flat track racing to today's high-end custom bike shows, new product reveals and state of the art entertainment, we have something for everyone.

The staff of the City of Sturgis Motorcycle Rally works hard

all year to provide our Rally attendees the best experience possible. We provide our visitors with a clean, safe and friendly atmosphere. We also feature the most popular exhibits, first class entertainment and a wide selection of retailers who provide you with the cutting edge technologies and expert product support that you have come to expect.



MARK

It's no wonder over 70% of our attendees come back year after year.

One thing we promise will never change is the opportunity to ride some of the most

beautiful, scenic roads in America. From Custer State Park's Wildlife Loop and Needles Highway to the stark beauty of the Badlands, western South Dakota has a lot to offer. We are located within a few miles of many state and national parks, including Badlands National Park, Mount Rushmore, Devil's Tower, Bear Butte and much more. We hope you enjoy your time in Sturgis and are able to create a memorable adventure that you will treasure for years to come.

Ride often, live well and stay safe during your visit to Sturgis!

Mark C. Carstensen
Mayor, City of Sturgis



Welcome to Sturgis!

This year we celebrate the 80th Anniversary of the Sturgis Motorcycle Rally! 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 bikers gather for 10 days of races, comradery, and chaos.

Each year Sturgis community rallies together to provide a top notch experience for all motorcyclists,



EMMA

while promoting safety and fun and this year will be no different.

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, a coffee shop and roastery, museums, and great parks. In just an hour from Sturgis, you can be checking

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

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!

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

Cover Photo by Scott Jacobs

The Story Behind "Caught in a Daydream"

By Olivia Jacobs-Chrisman

Every year artist Scott Jacobs, Harley Davidson's official artist, supports the Sturgis Motorcycle Museum & Hall of Fame by allowing them to use one of his paintings for the cover of their yearly publication -- and 2020 is no different. In 1998, Scott painted "Caught in a Daydream" using his young daughter, Alexa, and two of her childhood friends and classmates, Courtney Hendrickson (the daughter of former football star, Steve Hendrickson) and Anthony Demich, as models. The motorcycle featured in this painting belongs to Jim Waggaman, a multimedia artist and a friend of the Jacobs family.

In this painting, Jacobs captures that spark of curiosity that is universal within every child and reflects it back to the viewer. The look of excitement and awe on the young boy's face as he pulls aside the drop cloth covering his dad's 1962 CHP (California Highway Patrol) Harley-Davidson Panhead and dreams of riding it one day; following in his dad's footsteps should remind anyone who sees

it of their own childhood and how they dreamed of the future. It is also perfect for this year's Rally -- the theme of which is, "Past, Present, and Future."

As in most of Jacob's art, there are little clues in this painting that hint at the people, places, and year of this work's creation -- the license plate tells the viewer the year and model of the motorcycle as well as the month when it was created, December. The initials carved into the wooden walls of the shop, "AD" (for Anthony Demich) and "CH" (for Courtney Hendrickson) are a nod to the kids who inspired this work and -- if the rest of the painting were visible -- you would also see "AJ" (Alexa Jacobs), "JW" (Jim

Waggaman), and Scott and his wife's initials, "SJ + SM." (The M stands for his wife's maiden name, Mapleback.) And, if you look very, very closely you can see the words, "Jacobs 1998" on the bike's air filter cover.

The original "Caught in a Daydream" painting was recently bought back from the collector, who had owned the painting for over 15 years, by the Jacobs family. Now it has finally come home again and is hanging in their home in Deadwood, South Dakota. This is a



"CAUGHT IN A DAYDREAM"

particularly important piece to Scott Jacobs, not only because it features a likeness of Alexa, but because it was the beginning of his children's series.

TABLE OF CONTENTS

4	Welcome - Governor Kristi Noem	70-71	Getting to Know Tattoo Artist Darren McKeag
5	Welcome - Mayor Mark Carstensen	74-75	"Chasing the Miles"
6	Welcome - Sturgis Motorcycle Museum & Hall of Fame Executive Director, Emma Garvin	76-79	Normandy Taken by Storm: After 75 Years of Peace, France hosts its First-Ever Vintage Beach Races on Hallowed Grounds
6	Cover Photo by Scott Jacobs: The Story Behind "Caught in a Daydream"	82-83	Small is Beautiful: Recruiting New Riders the Strider Way
8 & 10	Sturgis, South Dakota: Why Then, Why Now?	84	Progressive Laconia Motorcycle Week Counts Down to the 100th Anniversary
11	From Lockdown to the Open Road	87	Remembering Our Fallen: Tribute Towers of Post-9/11 Fallen from the War on Terror
12 & 14	The Quiet Road to Sturgis	91	Sturgis Area Chamber of Commerce
17-18	My Friend, Jack Hoel	92	Sturgis Economic Development
23-24	"Pappy" Hoel: From Ice Man to Rally Founder	94	Visit a Historic Post: Fort Meade
26, 27, & 29	Sturgis Motorcycle Museum & Hall of Fame Induction Special Honorees	97	Fort Meade Recreation Area
30	Sturgis Motorcycle Museum & Hall of Fame Past Inductees	97	Fort Meade National Back Country Byway
31, 33, 35	Sturgis Motorcycle Museum & Hall of Fame Collector Cards	101	Sturgis Trails
32	Support the Sturgis Motorcycle Museum & Hall of Fame	102	Hiking & Biking
37	Sturgis Motorcycle Museum & Hall of Fame Freedom Fighters Inductees	102	Off-Roading
39-41	Motorcycles at the Sturgis Motorcycle Museum & Hall of Fame	102	Bear Butte State Park
42-43	Time Travel	103	Golf
46, 48-49, 50	Birth of the Sturgis Fire Department	103	Fishing
52-53	Ride of a Lifetime: Historical Timeline of the Sturgis Motorcycle Rally	103	Camping
54	Sturgis Motorcycle Museum & Hall of Fame Youth Motorcycle Build Program	104	Cross-Country Skiing & Snowshoeing
56	Legends Ride	104	Snowmobiling
60-61	Making Motorcycle & Music History	102	Dining & Drinks Directory
62	Biker Belles Celebration	108	Accommodations Directory
65-68	The Girl Behind the Bike	109-115	Sturgis Area Chamber of Commerce Membership Directory



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WELCOME RIDERS



STURGIS, SOUTH DAKOTA

By Steven J. Luke

They call it "The Granddaddy of Them All." The biggest motorcycle bash on the planet. There are no motorcycle events that begin to rival that of what takes over this sleepy, little town known as Sturgis. The conservative and friendly community, nestled on the edge of the Black Hills becomes the 'mecca of motorcycles' in early August. The rumble of 2-wheeled machines can be heard deep into the wilderness and far out onto the prairie. Hundreds of thousands of "Bikers" show up to party and celebrate the amazing invention we call the motorcycle. But why? Why Sturgis? Why motorcycles? What is it that really brings so many people to this island in the prairie?

There is no doubt that the beauty, history, and geographical placement of

the Black Hills creates an environment much different than you find in a typical metro-area. There is still that stigma of the "Old West." Sturgis seems to be about as far as one can get from a metropolis of any kind. Perhaps the isolation of Sturgis is what drew the motorcycle enthusiast of yesteryear?

Beginning as a weekend racing event in 1938 with 9 racers, "The Black Hills Motor Classic" as it was first referred to, was far from the event that we all see today. There were no white tents filled with T-shirts and pleather chaps. There were no semi-trucks full of chrome

dudads and LED lighting. There were no chopper shows or celebrity charity rides. And there were certainly no large

music festivals. It was one thing and one thing only: fun on motorcycles.

While the machines, the riders and motorcycle culture has evolved into the new millennium, Sturgis, as an event, has also evolved. Moments, pictures, fights, shootouts, and even deaths have

shaped Sturgis into what it is today. That's why we all come here eventually. That's why Sturgis has become a

Why Then? Why Now?

Continued on 10

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Why Now? continued from 8

bucket list item for many and an annual pilgrimage for others. It's those unexpected moments that changed the way we all think about motorcycles and people. Moments lost in time and embedded into our memories by photos, shaky videos, and Super 8 film strips. Let us never forget moments such as the famous "Flaming Shit-House Jump of '84," or those rascals who used to hang non-American motorcycles in trees in City Park and light them on fire. Couples being married on Main Street by a guy wearing a vest covered in patches that say things like: DILLIGAF or I RODE MINE. Or even the 80-year old couple at the camp ground who prefer to party in the freedom and naturality of the nude. To each their own, which is what the Sturgis Rally is all about.

People came here because they heard legendary tales from

the road and this small town in South Dakota where bikers outnumber the townsfolk, the beds, and the law. They heard stories of debauchery and nights of nefarious motorcycle enthusiasts who enjoy burnouts for breakfast and drag racing down Main Street for lunch. They heard of this old west oasis where the riding is almost as good as the sunsets and the hail can be the size of a peanut gas tank. In other words, they heard it was fun -- unadulterated and uncensored fun. The kind of fun you'll only find at an old school pickle lickin' contest or a classic game of Midget Bowling. You might see the best concert of your life in the pouring rain or watch your favorite singer fall off the stage because of a drug and alcohol induced pre-show happy hour. These stories have become legends around the world and those who were around back then are still coming today.

As much as things change, in Sturgis, they also stay the same. People come for the same reasons they always have. They come here to have fun with motorcycles and enjoy the weirdos who ride them. They want a place with canyons to carve and mountains to climb; a place where all walks of life come on every type of motor-bike imaginable to celebrate with people they have never met. A place where folks can be themselves or be someone they wish they were -- shoe salesman by day, badass outlaw biker by night. Some folks dream about Sturgis in their sleep, they daydream about it at work. They book their trip a year ahead of time and start planning next year's rally before they even pack up their bike to go back to the reality of real life.

There is only one season of the year for many, Sturgis season. Viva "The Granddaddy of Them All."



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From Lockdown to the Open Road

The past year has been full of surprises to say the least. Thanks to COVID-19 we have spent 2020 living in a new world of social distancing, masks and the never-ending handwashing.

One thing is for sure, there is no better way to make our escape back into freedom than by firing up the bike or loading the car and hitting the open road. For some, road therapy was the only thing that got us through (or is continuing to get us through) the restrictions brought on by the pandemic.

Those of us who are lucky enough to live here in the Black Hills continue to rely on the scenic beauty of our surroundings when we need a break from everyday realities. A peaceful ride down Vanocker Canyon or through Custer State Park is always exceptional even in the winter. The beauty of the Black Hills never disappoints.

If you are one of our valued visitors, we encourage you to make the most of your stay here in Sturgis by hitting the road and experiencing all that our diverse Black Hills area has to offer. Sturgis is the perfect place to call

home during your visit because you are never far from wildlife, scenery, history, great food, and entertainment.

Keep it simple by starting your road trip at Ft. Meade Calvary Post. Just 2 miles east of Sturgis on Hwy 36. Ft. Meade is a working cavalry post where you can visit the museum or walk the parade grounds. Ft. Meade Trail runs along the south side of the campus and is a great place to let the kids burn off some energy or walk the dog.

Make a stop at Bear Butte State Park, just 15 minutes from Sturgis on Hwy. 79. Learn about local history at the Visitor Center, take a photo of the buffalo grazing at the base of the butte, and if you are feeling like some real exercise, climb the trail to the top for a spectacular view.

Mount Rushmore, Crazy Horse Memorial, and Custer State Park are all within a short drive in the southern Black Hills. Be prepared to stop at each location to visit the museums, educational centers, and viewing areas. The wildlife is most active at dawn and dusk. This means your chances are very good

to see bison, antelope, deer, turkey, mountain goats, and much more. This also means if you're riding or driving, be extra cautious during these times.

A trip to the Badlands National Park is a must and you need to plan an entire day to make this memorable trip. The park is located just off I90 approximately 2 hours east of Sturgis near Wall, South Dakota. The park is packed full of natural formations with trails and exhibits at several overlooks. The Visitor Center is located at Cedar Pass and offers food, exhibits, and a gift shop.

The northern Black Hills areas feature the open-cut mine in Lead, along with the historic town of Deadwood. If you want to try your luck, Deadwood has slots and table games, as well as a variety of entertainment, restaurants, and gift shops. Make sure you take a stroll through Boot Hill Cemetery, the final resting place of Wild Bill Hickock.

Downtown Sturgis is always a great place to dine, shop and enjoy a variety of free entertainment for all ages. Harley-Davidson Rally Point is the epicenter of downtown where locals and visitors enjoy live music, contests, car and bike shows, and community gatherings. Check the schedule of events to see what's taking place in downtown Sturgis during your stay.



By William G (Lad) Carrington

The year 2000 broke all attendance records at the Sturgis Motorcycle Rally. The August event, which has been called a heavy metal version of Brigadoon, more than doubled the population of the state of South Dakota.

One of the things that Bikers love most is the noise. After all, loud pipes save lives, right?

The sounds of motors, and their pipes, are deafening. Add crowd noise and you have an audiologist's worst nightmare. The crowd of attendees was so dense that a person could drop dead at the Road Kill Cafe and not hit the ground until the flow of people made the turn at the other end of Main Street at the Sturgis Motorcycle Museum and Hall of Fame to go back up the other side. The mass of people was so thick and the ambient noise level was so intense that it negatively impacted event vendor sales. No one could easily stop to shop at the booths, nor could they hear vendors hawking their goods.

This din was intense, around the clock, and virtually everywhere. That is everywhere but one, and that one place was a prominent part of the Hog Heaven Campground just outside of town. In the midst of it all there was one oasis of quiet. One place where no rumble of horsepower was trumpeted to drown out conversation and expressions of camaraderie. Where brothers and sisters alike could communicate in a tranquil setting which was cemetery silent and stuck in the thick of it all.

The bikes were there all right, and the pipes were screaming the news that the 60th Sturgis Rally was going stronger, and bigger



than ever. But one small piece of Hog Heaven Campground was impervious to the racket and oblivious to the shrill pipes, which normally can set your teeth on edge. This was the campsite of the DBA. The Deaf Bikers of America.

About 200 members of this unique group made the pilgrimage to the Black Hills to ride, camp, and see the sights with fellow riders. They came from all over America and several from as far

away as Japan. Visiting this campsite, allowed you a glimpse of a harmonious, as well as homogenous, group of people enjoying life and the living of it. You left with a very different perspective of the word handicapped as opposed to how those lacking one of the five senses

are perceived by, for the sake of argument, those seemingly more fortunate.

There is a saying which goes, "In the land of the blind, the man with one eye is King." Well, if the land of the blind is in darkness, then the man with one eye is the most disadvantaged of all. Visiting them you quickly realize that in the quiet land of the deaf, you are the only one handicapped. The only one who can't communicate. They can

communicate over even the loudest of pipes.

This gathering among these pilgrims was not happenstance. It was the brainchild of Beverly Jean Charles who, after an unfortunately aborted trip in 1997, had finally ridden solo to Sturgis in 1998, only to find no other deaf bikers to gather with. Returning to her home in Southern California she met with a friend, the late Jack Levesque (AKA Jax) for lunch in September to discuss her disappointment and plant the idea of a Deaf Bikers gathering at Sturgis and other major rallies around the U.S. Jax liked the idea, agreed that they, "had to do it," and proceeded to run with the concept and presented it to his other riding comrades. Beverly, (AKA Bevy-Jean) who was uncomfortable being the only female meeting among a group of guys, left the meetings up to Jax who promised her co-equal credit for the concept. After two years of Bevy and Jax's lunch meetings a gathering of about 200 deaf bikers convened at Sturgis and the dream was complete. Or was it?

Once again Bevy-Jean rode solo to Sturgis from Southern California, only to discover that she and another woman, Heather Saunders from Arizona, were the only two deaf, female bikers to attend. There were other ladies there, and some with bikes, but not long-distance riders.

Bevy-Jean is a story herself. Born into a biker family, she is the

The Quiet Road TO STURGIS

Continued on 14

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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.

Quiet Road continued from 12

daughter of Melvyn A. Charles Sr. Melvyn is not only a deaf biker, but actually attended the 1947 Hollister Rally where he won first place at the bike show. After that he rode cross country to the Laconia Rally where he won in the bike show there also. At this writing Melvyn is 93. Bevy started riding with her dad when she was 3 years old and she learned on her own by riding a 1975 H-D Sprint. Her first personal ride was a 1990 883 Hugger. She has had two-wheeled machines ever since and her present bike is a 2005 H-D Springer Classic.

Since the 2000 event Bevy-Jean has fulfilled a dream of riding Route 66 in 2003 and returned

to Sturgis with other deaf lady riders every five years for the 2005, 2010, and 2015 Rallies. Bevy serves as Road Captain for the Lady Riders. She has been asked by two different committees to host another event, so 2020 will make the fifth all-women pilgrimage to the rally in the Black Hills for these road warriors.

Each trip the numbers increase and this year they should be the largest excursion of all-lady deaf riders at Sturgis. The group will stay this year at Kickstands Campground.

They can be found easy enough if you look for them. They are prettier than the male riders, and there will be an obvious zone of quiet in their camping area.

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My Friend, Jack Hoel

By Coe Meyer
Gypsie Vintage Cycle

It was the early 90's and I was still working off the spell cast upon me at the 50th Sturgis Rally. Sturgis was heaven for bikers, and I needed to be part of it. I bought an old dilapidated building on Junction Ave in the Spring of 1992. One day during remodeling, a barrel-chested man who looked like Dick Cheney burst through the door and introduced himself. "Hi, I'm Jack Hoel and you just bought my Dads old shop!" It was the first I had heard about the old Indian Motorcycle shop, the Hoels, or the genesis of The Sturgis Rally. It was also the beginning of a wonderful friendship that spanned almost 30 years.

Jack was quite active in those days. We would bump into each other at the post office or Lynn's Dakotamart on my visits to Sturgis. He was a regular at the VFW and should you be lucky enough to get a seat at his table,

you would be treated to stories of racing days and Sturgis long gone by. Jack Hoel forgot more about The Sturgis Rally than half the residents of Sturgis combined. His stories were simply mesmerizing.

Upon my retirement in 2006, I proceeded to open Gypsie Vintage Cycle in the old Hoel building. The place was run like a barber shop of old with people stopping by all day to simply "Shoot the Bull." Foremost among them was my buddy Jack. I was now a full time resident and the bond with this legendary character became stronger.

Jack spoke often of growing up in Sturgis and his relationship with his Father, Pappy Hoel. His earliest memories were of rubbing shoulders with legendary motorcycle racers (The original Indian Wrecking Crew camped in his backyard) and the fun that came to town with the crowd each year. Born and bred to the motorcycle world, Jack developed quite a reputation as a racer

winning the Sportsman Class at Daytona Beach and several Sturgis half miles. As a publicity stunt, he once rode a Yamaha up the mule trail to the top of Bear Butte and then down the steep side! No one has since attempted that stunt.

The U.S. Army came calling in the early 50's. Jack was stationed in post war Germany and was fascinated with the local German sport of Grass Track Motorcycle Racing. He worked extra details to earn Sundays off, thanks in part to a smart and sympathetic Commanding Officer. The great soccer stadiums of Germany would fill up with race fans and the grass would fly! In 1954 Jack Hoel won the German National Grass Track Championship-he beat them at their own game.

When Indian Motorcycle went out of business, Pappy Hoel became a Yamaha dealer. Jack's relationship with Yamaha grew strong and upon his return from service, Jack was hired on as a Dealer Development Representative with Yamaha America. Trained as an Engineer, Jack not only helped with Dealer Development, but also Product Development. He quickly ascended up the Corporate ranks and held several important positions. He was the first coordinator of the Yamaha Racing program and held court over many great racers of the early 1960's. He helped Yamaha develop snowmobiles and was instrumental in the design and creation of many of their popular late 60's and early 70's bikes. Jack designed a big four stroke 650CC machine to help Yamaha compete against Triumphs, BSA's and Norton's in the American market. His Yamaha 650 is still highly competitive in racing today and set a standard for other to follow.

The years past and so did the Rally's. Jack would stop by the shop two or three days a week. He genuinely enjoyed being in the old shop, it seemed to work like an elixir upon him. The stories would flow, the history revealed. A few

Continued on 18

times I invited Jack to make one- and two-day trips with me into Wyoming, Montana and Idaho. To have Jack with me on motorcycle buying trips was truly a joy. The miles melted away as the stories of a lifetime in the motorcycle industry took charge. I never realized how precious those times would be.

In 2014, 2015 and 2016 a consortium of local business owners agreed to produce The "Pappy Hoel Classic," the Half Mile motorcycle race at the fairgrounds. Jack now 80 years old, wanted to drive a motorcycle through a flaming wall, a stunt his Dad had performed many times. It took a huge effort from a lot of people to talk Jack out of it. Thus, was the mind set and disposition of this aging daredevil.

Jack Hoel was no choir boy. Life had dealt him some heavy blows and his skill set as a Diplomat was non-existent. He was rough

around the edges, very direct and without a personal agenda. His entire focus seemed to be the City of Sturgis and The Rally that put it on the map. The Rally was his parent's legacy and now he made it his. Two of Jack's favorite sayings: "Ninety percent of all the Harleys ever created are still on the road—the rest made it home." Also...." "Don't stand too close to Junction Ave the day after Rally—you'll get sucked right out of town." Jack Hoel attended more City Council meetings over a 20-year span than any man alive. He was the conscience of Sturgis.

In 2018 Jack joined a class of men and women reserved for the elite in our industry. The Sturgis Motorcycle Museum inducted Jack into its Hall of Fame. To my way of thinking it was an honor long overdue.

The night before last, I got a call from Jack's friend Peg who informed me of Jack's passing. Jack died in the Ft. Meade VA Hospital from complications

stemming from a lifelong battle with Guillain-Barre' Syndrome (a condition in which the immune system attacks the nerves.) My mind was flooded with memories of Jack sitting at our Thanksgiving table and sharing stories of Holidays long past. The shop visits that lasted all afternoon and the road trips that thrust us together for days. The Old Guard is gone. The conscience of The Rally founders is no more. A genuinely great man has left us, but his mark is on everything we see. Sturgis will never be quite the same. Men like Jack Hoel are the anvil on which great things are forged—Goodbye my good friend—ride safe.

From Coe's wife, Vicki Meyer:

"It (this story) truly came from his heart as we both loved Jack. Before we left in August, Jack was holding my hand telling me he was afraid he would never see me again. It broke my heart as we didn't get to meet again."

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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 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

Continued on 24

"Pappy" Hoel continued from 23

local races, the first official meeting of the club was held on January 21, 1938. The minutes from that first meeting indicate that Hoel was the temporary President, and other officers were elected then. The club was also named at the first meeting – the name Jackpine Gypsies beat out "Bearcats" and "Coyotes" (Hoel's suggestions).

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

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

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

Pappy continued to be a driving force behind the annual races

and Rally for many years to come. He rode through flaming walls of wood to entertain the crowds that came to see the races. He spent countless hours announcing happenings on Main Street, and he was always available to any motorcyclist who needed help when they came to town.

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

After the Indian Motorcycle Company folded in 1953, Pappy was franchised to sell the Royal Enfield 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."



PEARL & "PAPPY"

BOARD WALL CRASH DURING HALF-MILE RACE



"PAPPY" IN OLD JPG CLUB UNIFORM



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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 2020 Hall of Fame Inductees at the
Annual Hall of Fame Induction Ceremony
Wednesday, August 12, 2020 • 8:30am
The Lodge at Deadwood • Highway 85 between Spearfish & Deadwood
Buy tickets online at www.SturgisMuseum.com



WAYNE & SUSAN LETTAU

FREEDOM FIGHTER AWARD

You don't have to look far to find two deserving people to be elected into the Sturgis Motorcycle Museum Hall of Fame as Wayne and Susan Lettau. Just a few blocks from the museum you will find them, more than likely Susan is sending out her

newsletter to members of Black Hill ABATE chapter or as Editor of the "Freedom Flyer", working on the current issue, which covers the entire state of SD. While holding office in the Black Hills chapter she is constantly looking for supporters and supporting all in the motorcycle industry. All you need to do is talk to Wayne about motorcyclist rights and you can feel his devotion.



DON HOTOP

ARLEN NESS LIFETIME ACHIEVEMENT AWARD

Working maintenance at Chevron and tinkering with bikes on the side led Hotop to sell and hock all he could, then borrow as much as he could so he could go into business for himself in 1977. In 1979, he began to

advertise in custom bike magazines that he had been reading for years.

Don quickly outgrew the two-car garage he used as a shop. Today Don's Speed & Custom manufactures its own parts and has its own machine shop and fabrication facility. The company specializes in complete bike building, R&D work, service, and repair. Don enjoys working with people all over the world.

Don has continued to mentor, support and challenge the motorcycle industry. He is a leader and innovator. Don has lived every day of his life for motorcycles.



ALLEN ALVAREZ

Allen started his career in the motorcycle industry in 1970 officiating motorcycle road races, during which time he met some of the early pioneers of the motorcycle distribution business. In 1979 Allen helped Accel Ignition develop their motorcycle program and continued on to help pioneer the motorcycle distributor programs for some of the top brands in the business, including Russell, Cometic,

Standard Motor Products, Edelbrock, Crane Cams, Permatex, and Mothers Polish. In 2001, Allen decided that it was time to start his own company, Daytona Twin Tec, which has become a multimillion dollar business in a short period of time and is the technological leader in its field.



ARLIN FATLAND

Arlin owns and operates one of the few original, independent motorcycle shops that have held firm to their traditions over the decades -- 50 years in the same location. A custom and chopper builder since the 1970's, Arlin's bikes were featured regularly in magazines and his shop is still the undisputed go-to location for owners of classic models. He has been attending Daytona and Sturgis every year since the

early 1970's and ultimately opened stores in both locations, investing in both communities to fulfill the needs of riders. Arlin has provided material support for charitable efforts industry-wide.



DAVE MACKIE

As a drag racer Dave Mackie made DRAGBIKE history by delivering the only Stock Eliminator Championship to Harley-Davidson, and he was the first man to run 10 second passes with a stock displacement engine. Dave set over 60 national records between 1978 and 1984, including five championships in some very tough competitive classes. Dave Mackie Engineering is known for

manufacturing the cylinder heads utilized on Easyrider Magazine's Harley-Davidson powered Streamliner when it attained the title; "World's Fastest Motorcycle" by travelling at 322 MPH at the Bonneville Salt Flats in 1990. Dave Mackie Engineering head work helped win several Sturgis Rally "King of the Hill" dynamometer competitions.



MICAH MCCLOSKEY

Micah owned and operated a motorcycle shop in CA for 25 plus years. Micah was known for turning stock Harley's into something unique. Not only was Micah known as a custom bike builder but also as a revered motorcycle mechanic. Micah was nominated in 2019 for the Hall of Fame and was automatically rolled over to 2020 where he has earned his place with the Class of 2020.



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 29

MCKEAG ART

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Photo: Madstork



JODY PEREWITZ

As a Land speed racer, Jody holds 18 national records and 1 world record. She is the first woman in history to go over 200 MPH on a motorcycle and still holds that record. Jody received a Shemoto

Award at Bonneville for Outstanding Woman. Jody completed 2 cross-country races on vintage motorcycles, a 1926 JD & 1936 VLH. She won Billy Lane's Son of Speed Vintage Race riding a 1919 Harley-Davidson. Featured in many magazines. She was named Woman of The Year 2 times by Cycle Source Magazine. Jody was a Build-Off TV Show Custom Painter and works every day at a motorcycle shop along side dad, David Perewitz. Jody was accomplished at a young age.



VICKI SANFELIPO

In 1996 Vicki established a non-profit organization called Accident Scene Management in order to reduce injuries and fatalities to motorcyclists through First Response training. Vicki has been

riding her own motorcycle for 30 years and has completed the MSF's Experienced Rider Course. She is a life member of ABATE of Wisconsin, HOG, and Road Guardians. Vicki has dedicated her life to the safety of motorcyclists and shares her passion for riding with those around her.



SKEETER TODD

Skeeter has been in the motorcycle industry all his life. He is an innovator, and one of the world's best bike builders. He is liked and respected. He is involved with electric motorcycle drag racing. Skeeter

has devoted a lifetime to engineering. He is an extremely knowledgeable engineer and technician.



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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 Kniewel • *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 Kirchengesler*
 • 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 Kniewel • 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 Lightning' • 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)

2020

Allen Alvarez • Arlin Fatland • Dave Mackie
 • Jody Perewitz • Micah McCloskey • Skeeter Todd
 • Vicki Sanfelipo • Wayne & Susan Lettau (Freedom Fighters)
 • Don Hotop (Arlen Ness Lifetime Achievement Award)

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

EXIT 30

Sturgis



Official 2020 Sturgis Publication

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.

PRE-2001

WALTER & LUCILE TIMME



The Timme family opened their Indian Motorcycle Dealership in Pueblo in 1938 with \$200 and a loan for \$1,000. The shop closed while Walter served in WWII, but they reopened the shop upon his return and ran it, selling Indians and then Honda Motorcycles, for 65 years. Walter Timme did all kinds of riding: endurance racing, flat-track, hill-climbing, and countless highway trips. When he married Lucile (nee' Thomas) in July of 1935 and they went on their honeymoon on bikes - family lore has it that the pair camped out in a culvert on their way from Pueblo to Denver. The pair were also long-standing officers of the Pueblo Motorcycle Club.

PRE-2001

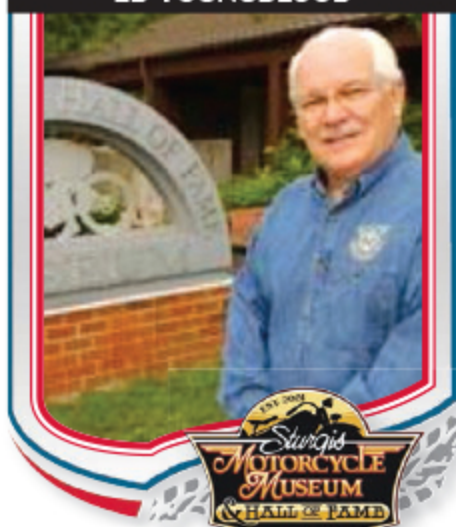
BILL TUMAN



Bill Tuman was a member of the famed "Indian Wrecking Crew" and won five AMA Grand Nationals during a career that spanned the years 1947 to 1955. Racing outside the Midwest was rare for Tuman, he had a family at home and racing in local meets seemed to be more profitable in the long run. He was known for winning unexpected victories and mastering new tracks quickly and he hit his peak in 1953, winning the Independence Day weekend event at Dodge City and the AMA Grand National on a borrowed motorcycle. After his retirement from racing at age 33, Tuman stayed in the industry as a road agent for BSA and later as a Honda Dealer.

PRE-2001

ED YOUNGBLOOD



Ed wrote for Cycle News and, upon receiving his masters from Ohio University, he was offered the job of editor at Cycle News East. It was also during this period that he helped launch the first state-level political organization for bikers' rights in Ohio. He joined the AMA in September of 1970 as managing editor of American Motorcyclist Magazine and interim general manager before being appointed Executive Director of the AMA in 1981. Under his leadership the institution enjoyed a period of steady growth and built strong, political relationships in the US and abroad with the Federation Internationale Motorcycliste (FIM). Early in 1999, Youngblood resigned from the AMA to focus specifically on his interests in history and writing.

PRE-2001

SENATOR DAVE ZIEN



Freedom Fighter

David Zien is an American politician who represented Wisconsin's 23rd Senate district and an avid motorcycle enthusiast who made history when he rode one million miles on his 1984 Harley-Davidson FXRT - a bike which is currently on display at the Sturgis Motorcycle Museum & Hall of Fame. Dave is also one of the only Hall of Fame inductees who has also been inducted into the ranks of the Freedom Fighter's Hall of Fame. Over his life, Zien has logged OVER 2 million miles on motorcycles - or more recently on his trike - earning him yet another spot in the Guinness Book of World Records. He's still riding with his tattered, full-size American and Wisconsin flags flowing behind him in the wind.

2003

ADELINE & AGUSTA VAN BUREN



In 1916 the Van Buren sisters were determined to prove that women could help the war effort by serving as dispatch riders, freeing men for combat and removing one of the primary arguments for denying women the right to vote -- that women didn't serve in the armed forces. To prove their mettle, Adeline, a schoolteacher, and Augusta, a librarian, rode 5,500 miles starting in Brooklyn, NY and arriving in San Francisco, CA 90 days later. They were the first women to ride Pikes Peak, endured the western desert crossing, and were arrested numerous times for wearing men's clothing. After this series of accomplishments, and after proving their competence, the Van Buren sister's applications to the military were rejected. It is only within recent years that Augusta and Adeline Van Buren have been recognized as the pioneers that they were.

The Sturgis Motorcycle Museum & Hall of Fame's mission is to collect, preserve, and interpret the history of motorcycling, honor those who have made a significant impact on the sport and lifestyle, and pay tribute to the heritage of the Sturgis Motorcycle Rally. The Sturgis Motorcycle Museum & Hall of Fame is a 501(c)3 non-profit that relies on contributions of motorcycles and related memorabilia, as well as monetary donations, to help us fulfill our mission.

Due to the generous monetary gifts we received from our member donors in 2019 we remodeled our Women's Riding room, brought in new interactive displays, added a visitors lounge featuring famous motorcycle movies, and greatly improved our Hall of Fame Hallway. With your continued support, we will grow our collection, expand our exhibits and displays, and continue to recognize those who have made the industry what it is today.

3 Ways to Give!

- 1** Visit our website to donate online
www.sturismuseum.com/donate
- 2** Visit us in person at
999 Main Street in Sturgis
- 3** Call to donate by phone
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Sturgis Motorcycle Museum DONOR BENEFITS

\$35.00 - \$74.00

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- Access to our newsletter
- Complimentary Museum patch

\$75.00 - \$999.00

- Free daily admission to the Museum for up to 5 people
- Access to our newsletter
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\$1,000.00+

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

All donations are tax deductible.

Show your support to the Sturgis Motorcycle Museum and please **Give Today!**



EXIT 32

Sturgis Motorcycle Museum and Hall of Fame



Official 2020 Sturgis Publication

2003

DON VODDEN



Don Vodden was a Charter Member of the Jackpine Gypsies Motorcycle Club the last surviving competitor of the 1938 motorcycle race that would eventually become the Sturgis Motorcycle Rally. Born and raised in Sturgis, Don became interested in motorcycles while in high school in the 1930's. To support his hobby, Don held three jobs - one of which was cutting ice for J.C. "Pappy" Hoel. In 1937 Don became a member of the Jackpine Gypsies and worked hard planning the 1938 Rally. Vodden joined the US Army, a career choice that he enjoyed until his retirement in 1962 - reaching the rank of Master Sergeant. He fought on the Pacific front in WWII and served in Korea. During his lifetime, Don always tried to make it home to Sturgis for the Rally - only missing 3 or 4 over the course of 70 years.

2004

BILL WALTERMIRE



Bill Waltermire was passionate about two-wheeled vehicles and earned a reputation nationwide as a top motorcycle mechanic and a respected racer. He began his career in 1936 racing TT's and became an expert in the late 1930's racing against the greatest racers of his time. After WWII Bill mostly raced flat track and often said that racing was his form of therapy. His last race was in 1950 where he won the Inland Empire TT Championship in Spokane, WA. Bill was known as a generous friend and his greatest joy was teaching someone new how to ride, and then bringing them along to Sturgis with him.

2005

THE WALKER FAMILY



Harold Walker came to Sturgis in 1924 and he owned and operated the Meade County Bank until 1962. Shortly after the move, Harold Walker met Rally founder J.C. "Pappy" Hoel, who became a customer of the bank and a friend and associate of the Walker family. Since the races at the early Sturgis Rallies were free the cost of sponsoring and holding the races was underwritten by the Walkers. Harold's sons Bruce and Herman took up the Sturgis Rally's cause as they reached adulthood. Bruce, in addition to taking over banking responsibilities, served as treasurer on the Black Hills Motor Classic Board of Directors for 30 years. Herman is the owner of Hog Heaven Campgrounds and served for many years on the Board of the Black Hills Motor Classic.

2014

PAUL YAFFEE



Paul's early passion for motorcycles eventually led him to attend Motorcycle Mechanics Institute in Phoenix and to a successful career as a builder. Yaffee and two friends started the American Legend Motorcycle Company in 1991 and in 1992 they started a parts manufacturing and distribution arm called "Beyond Bolt-on." Afterwards, Paul decided to strike out on his own, bought out his partners and changed the name of the business to Paul Yaffee Originals. Paul Yaffee has been designing custom motorcycles for almost 30 years and is known as an industry leader and innovator. In 2006, he opened Paul Yaffee's Bagger Nation.

2010

"KIWI" MIKE THOMAS



Mike Thomas was born and raised in Wellsford, New Zealand and trained in automotive machining after finishing secondary school at age 16. Mike had a passion for motorcycles and in 1988 he settled down, got married, opened Kiwi Indian Motorcycle Company in Riverside, CA after touring both America and Canada. Kiwi Indian has grown from a parts business into manufacturing its own brand-new, retro-styled motorcycles, flathead engines, frames, forks, and tanks - many of which are replicas of the first ever created. All 2,500 parts that are sold by Mike are improved versions of classic components and are sold all over the world.

2015

EDDIE TROTTA



Eddie grew up surrounded by people who loved riding motorcycles. But his interests were so varied that it wasn't until 1991 that he opened his first motorcycle-related business - a biker bar called Thunder Road Saloon. After building custom bikes and owning the bar for a few years he decided to focus on building and opened Thunder Cycle Design in 1993. Since then Trotta has built numerous custom bikes for both customers and causes, receiving numerous honors along the way.

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2017

TERRY VANCE



Terry Vance is considered one of the greatest drag racers of all time but it was the life he led after his retirement in 1988 from racing that really put him on the map - his business sense and his insatiable need to give back to the motorcycle industry. Vance began his racing career in Southern California drag strips as soon as he got his license and caught the attention of Russ Collins who signed him to his first pro contract in 1972 and later gave him a job at R.C. Engineering. It was while working at R.C. that Terry met Byron Hines with whom he would win 14 national championships with and later open a business called Vance & Hines. Vance & Hines built/repared camshafts, cylinder heads, and engine work for fellow racers and eventually developed an innovative, new exhaust pipe system that put them on the map - their business grew from 4 to 400 employees.

2017

ROD WOODRUFF



J.C. "Pappy" Hoel Outstanding Achievement Award
Since 1981 Woody, and the Sturgis Buffalo Chip, have treated millions of motorcyclists to rock concerts, camping, entertainment, and more - bringing rock and roll to the Black Hills. As president and CEO of "the Chip," Woody has devoted around 40 years to building the world's leading entertainment destination for motorcycle enthusiasts. Passionate about saving the Sturgis Rally after bikers were kicked out of City Park, he has welcomed bikers from every state and over 30 different countries to attend his annual events. Woody also started the Legends Ride, which has raised nearly \$500,000 for Black Hills charities over the years. He founded Biker Belles, the Buffalo Chip Challenge, the Buffalo Chip Freedom Celebration, and has helped re-introduce racing to the Sturgis Rally.

PRE-2001

SENATOR OLYMPIA SNOWE



Freedom Fighter (Washington D.C.)
Snowe was a United States Senator from Maine from 1995 to 2013 and the First Lady of Maine from 1989 to 1995. A moderate member of the Republican Party, she became widely known for her ability to influence the outcome of close votes, including whether to end filibusters. What made Snowe worthy of induction into the ranks of the freedom fighter hall of fame was for her work as a motorcycle rights activist who sponsored bills that would eliminate the federal penalties associated with helmet laws, help retain grant incentive provisions, and remove sanctions against states that did not pass helmet laws.



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¹Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/18 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D145 test.

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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 FIGHTER HALL OF FAME.

Arizona

Ralph "Sonny" Barger (2002)
"Still" Ray Fitzgerald (2013)

Arkansas

Rodney Roberts (2012)

California

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

Colorado

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

Connecticut

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

District of Columbia

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

Florida

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

Illinois

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

Indiana

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

Iowa

Dick "Slider" Gilmore (2002)

Kentucky

Jay Huber (2002)

Maine

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

Michigan

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

Minnesota

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

Montana

Glen Fengstad (2002)

Nevada

Fredric Harrell (2008)

New Mexico

Dennis "Big D" Watson (2002)

North Carolina

Rick Nail (2002)

Ohio

Bill Bish (2002)
Gary N. Sellers (2007)

Oregon

Butch Harbaugh (2002)

Pennsylvania

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

South Carolina

Jesse McDugald (2002)

South Dakota

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

Texas

William "Sputnik" Strain (2002)

Washington

Swede Matzek (2002)

Wisconsin

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

United Kingdom

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

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Motorcycles at the *Museum*



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

The museum's staff is constantly striving to refine our collection and since we are continuously updating our building and adding new motorcycles, art, and memorabilia there is always something different for our visitors to enjoy when they walk through our doors. One example is the newly remodeled Hall of Fame hallway which features an interactive touch screen display where visitors are able to learn a little bit about each one of our Inductees. Upstairs we've added a visitors lounge where guests can kick back and enjoy a movie or check out our "Chopper Row" which features choppers from some of the best bike builders in the world. All of these updates and additions would not be possible without our generous donors, members, and supporters. With their support, and further fundraising efforts, we hope to continue our expansion while still preserving the history of motorcycling.

1969 MOTO GUZZI V750 AMBASSADOR



The Ambassador story goes back to the early 1960s, when Moto Guzzi first started to work on a V-twin for the Italian police. The first model, the 704cc V7, went into production in early 1967. While the new V7 might not have drawn loyal Harley fans as buyers, it did provide other motorcycle enthusiasts with a more exotic option. Following closely on the heels of the V7, the larger capacity Ambassador V750 was introduced in 1969. It embodied several traits of its predecessor, and new features that added to the bike's U.S. appeal. Designed as a long-distance touring model, the Ambassador was the first-ever production motorcycle to feature electric starting only, it was never offered with a kick-starter. To satisfy the demands of long-range riders, the Ambassador carried nearly 6 gallons of fuel in its enormous tank, a significant increase from the V7's 4.5 gallons. Beneath the fuel tank, the 90-degree V-twin now displaced 757.5cc and produced a

claimed 60 horsepower, a considerable bump over the 50 horsepower V7. A pair of 29mm Dell'Orto carburetors fed the overhead valve engine, with shifting handled by a 4-speed gearbox. Equipped with a driveshaft instead

of the more normal chain drive, the Ambassador was a smooth riding machine. Like its contemporary BMW competition, the torque of the shaft drive could make itself felt, particularly when accelerating or slowing down in corners or turns. That didn't seem to turn off would-be owners, as the Ambassador wasn't perceived as an outright performance machine. Yet with a top speed just over 100mph, the Ambassador

was no slouch, either. More importantly, it could hold a sustained 80mph for hours on end, making it the perfect machine for the wide-open spaces of the U.S. In 1975 Moto Guzzi replaced the Ambassador/Eldorado platform with the new Tonti-framed 850-T.



Continued on 40

1912 SEARS DREADNAUGHT



Sears and Roebuck, the once giant Chicago-based chain of department stores and well-known catalog, first

added a motorcycle to their catalog in 1912. Given that the Sears catalog serviced remote and sparsely populated

areas, the motorcycle had to be simple, tough and easy to maintain. To power and assemble the motorcycle, Sears turned to Fred W. Spacke Machine Company of Indianapolis, IN. Spacke branded his motor design "DeLuxe", which can be seen cast into the bike's crank cases. The motor is a 70 cubic inch 9 horsepower inlet over exhaust V-twin, also used by other motorcycle manufacturers such as Dayton, Eagle, Minneapolis, and Crawford.

The engine's oil pump was a gravity fed drip system mounted above the motor in the left side of the fuel tank. A force-fed plunger was incorporated and had to be pumped before starting and occasionally while riding to ensure the engine was receiving oil. The DeLuxe also had a reputation for power, being that it

was air-cooled, it was used widely in cycle-cars during the late teens and early 1920's. Production of the Dreadnought lasted until 1916 when Sears stopped production for unknown reasons.

Post WWII Sears, under their alternate brand Allstate, began offering European made motorcycles and scooters in their catalog. Gilera motorcycles and Vespa scooters from Italy along with Puch motorcycles, scooters and mopeds from Austria until the



late 1960's when Sears stopped sales of motorcycles and scooters altogether. Massively marketed and technologically advanced motosport offerings from Japan were most likely the contributing factor in the decision to end sales.

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1952 VINCENT BLACK SHADOW



After purchasing the HRD company (a British manufacturing company) in 1928, Phillip Vincent added the name to his own line

of motorcycles. As an inventor and engineer, Mr. Vincent produced some very innovative designs during his career.

Bikes carrying the Vincent HRD logo were well known for their quality construction and high prices. It was the latter that would lead to the company's demise in 1955.

Doubling up the 499cc Vincent Comet single cylinder engine into a 50-degree V-twin, the Black Shadow was introduced in 1949 following closely behind the Vincent Rapide. With the Rapide being more of a touring bike and with the buying public asking for more

power, the big V-twin of the Black Shadow was given bigger ports in the cylinder heads, bigger carburetors and higher compression. The Black Shadow was born producing an impressive 55 horsepower and an all-black appearance. It was quite unusual for the times. Other unique attributes of the Black Shadow include the use of 2 valve guides per

valve. Said to increase engine life by countering massive sideways forces the valve-train exerted on the valve-stems. The frame did not use any downtubes or an engine cradle, instead it relied on the large motor as a stressed member to save weight. Another stand-out feature on the Shadow was the dual drum front brakes, ahead of its time for 1952.



There were fewer than 1700 Black Shadows built during this model's lifespan,

with 16 of those being the extremely rare, "White Lightnings"; essentially a Black Shadow with blonde motor castings and white paint scheme. The Vincent Black Shadow made an incredible impact on the motorcycle industry as the first production motorcycle to break 150 mph at the Bonneville Salt Flats.



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Time Travel

By Felicia Morgan

This year, as bikers from around the world travel to South Dakota to celebrate an unprecedented 80 years of the Sturgis Rally, citizens from around the globe are enthusiastically embracing the first year of the new generation of a roarin' 20s decade. In the world of antique motorcycling, however, there is a large contingency of devotees that are celebrating the 10th anniversary of the inception of the world-famous Motorcycle Cannonball Endurance Run. First held in 2010, the world had never before seen century old machines cross our great nation.

The biennial run across America that unfolds on the even years makes history and thrills enthusiasts as the epically entertaining transcontinental ride plays out regularly, now. Even as a spectator, the Motorcycle Cannonball is inspiring as the migrating herd of geriatric machines and their

History will be made this September as these amazing old machines are allowed to live out their bravado along America's forgotten roadways.

jockeys make their way across a new, carefully charted route each time. The course is mapped out on obscure, 2-lane roads and avoids freeways but the formula of "man and machine against the miles" remains the same as riders sign up to test themselves as well as their antique bikes. Along the way, gatherings are hosted and the public is invited

to come out to meet the riders and see their incredible machines. Participants happily answer questions and share details as crews tend

to the ancient iron during the evening stops. All marques are invited to compete, though the vintage changes with each event.

Motorcycles from around the

world and manufactured as far back as 1903 can be seen wheezing into parking lots as the group makes their way across these great United States. The excitement of watching the rolling museum struggle along the route through social media is infectious and reaches a feverish pitch as scores and details are shared by fans of all ages. Individual riders gather support as they heroically struggle with great effort to keep their machines on the road, occasionally with disappointing results, but the trial and tribulations of the daily strain is played out along the road as the world tracks the competition through the worldwide media.

Each run has started and ended in a different state along a different route with both new and returning competitors and machines. Several riders return





year after year, but only two daring competitors have raced in all five of the difficult endurance challenges. Both of these adventurers hail from California.

Doug Feinsod, rider #18 from Northern California and Shinya Kimura, rider #80 from Southern California, are the only two riders who have returned to every starting line to stare down the dotted lines of the grueling odyssey. Shinya, however, is the only entry who has returned each time with the same motorcycle; a 1915 Indian. These two men will return once more to see the green flag this fall as a new pack is waved off from the Canada border in Sault Ste. Marie, Michigan. A field of 100 riders will end their epic adventure in the South Padre Island on the coastal tip of Texas after urging their ancient machines through 12 states. The newest motorcycle on the course will be 91-years old, the oldest

could be as old as 117-years, and they'll all be expected to cover almost 4,000 miles of grueling blacktop. Wrap your head around that for a minute.

History will be made this September as these amazing old machines are allowed to live out their bravado along America's forgotten roadways. The Motorcycle Cannonball's rolling museum could be coming to a city near you and you don't want to miss the excitement so be sure to go to the website to see where the scheduled festivities are and where you can see these miracle machines in person. Meanwhile, while you're celebrating 80 years of the Black Hills in Sturgis, be sure to stop by the Sturgis Motorcycle Museum and check out some of the past Cannonball machines that are displayed there and keep in mind, these geriatric old motorcycles still run! motorcyclecannonball.com



History of the Sturgis Motorcycle Museum and Hall of Fame

By Jon Swan

Another trip around the sun and it's already Rally time in the Black Hills. Welcome to the 80th Anniversary of the Sturgis Rally and Races.

This past winter I was present at the annual mixer hosted by the Sturgis Motorcycle Museum and Hall of Fame. Present was a "who's who" of the community and supporters of the Museum. After a stroll through the facility, I had the opportunity to visit with the current Director, Ms. Emma Garvin, and a conversation arose about the humble beginnings of the Museum and how far it had come. I was surprised how little was known about the start of it all and I was easily convinced to write the story down so as to share this museum's modest beginnings and tell the story of how it all began.

Many may not remember that Sturgis was the original home of the National Motorcycle Museum and Hall of Fame. The museum was a grand idea; conceived and established in 1989 by Ed Netterberg, the first director of the museum, with little funding and virtually no motorcycles, displays, photography, or memorabilia. The concept was to recognize the heritage of the motorcycle, their riders, racers,

customizers, and supporters of the industry. Sturgis was the perfect location for the museum as it had been the location of "The Rally" for over fifty years.

The first location of the museum was in the building that is now "Grocerymart" on Junction Avenue. For a small fee, motorcycle enthusiasts could meander through memory lane year round and perhaps see something that would bring back wonderful memories from their childhood or from even earlier days.

As time went on, new board members and supporters would come and go. The 1990's were booming economically and many had done well. The community stepped up and fashioned new display stands, relocated the motorcycles and memorabilia, and a new era was born. Under Pepper Massey, the

new director, the museum would thrive. Her dog, Willoughby, would be ever present and greet all visitors upon arrival. But the good times would not last for long. The National Motorcycle Museum

would be relocated to Anamosa, IA, leaving the Sturgis community feeling empty.

It wasn't long before Bob Illingsworth, a recent transplant and motorcycle

enthusiast from Minnesota, would approach Pepper with an idea for a new museum in Sturgis, SD and the Sturgis Motorcycle Museum and Hall of Fame was born. There was only one problem; where would the new museum be located?

With a fraction of the motorcycles, displays, and memorabilia left behind, the museum would be starting from scratch. An available building was finally found; an old church on Main Street where the west end of One Eyed Jacks is now located and next to what was at one time the Pyramid Bar, an "Old School" favorite and Patio Bar.

The museum's doors officially opened in June of 2001 with extensive help from community groups including the museum's Board of Directors, the Jackpine Gypsies Motorcycle Club, local students, and other volunteers from the Sturgis community. They were humble beginnings for sure, but everyone had faith that things would get better -- and they did! After a year of successful operation, the City of Sturgis provided the museum with a new facility at Main Street and Junction Avenue. The historic building had served as the community's post office for over 60 years, but after the new post office was built it sat vacant on the corner of Main and Junction.

A lot of work was needed, but the ball was rolling. Once again, the community stepped up and the new Sturgis Motorcycle Museum and Hall of Fame finally had a permanent home. Vintage and rare motorcycles were loaned

The Sturgis Motorcycle Museum & Hall of Fame is a non-profit organization dedicated to preserving the history of motorcycling while honoring the heritage of the Sturgis Motorcycle Rally and Races

to the museum for the opening by national and local collectors.

The Sturgis Motorcycle Museum & Hall of Fame is a non-profit organization dedicated to preserving the history of motorcycling while honoring the heritage of the Sturgis Motorcycle Rally and Races. It offers informative and comprehensive exhibits showcasing over 100 unique and historic motorcycles that date back to 1905 including a wide variety of custom, historical and racing motorcycles and memorabilia with hundreds of photographs on display. The Museum's Hall of Fame recognizes individuals or groups who have made long-term, positive contributions to the motorcycle community, the sport, and the lifestyle. Inductees are honored and inducted at the annual breakfast--get your tickets early!

If you feel the need to escape the heat or crowds, or maybe you're just looking for something interesting, educational, and



historical, be sure to take time to visit the Sturgis Motorcycle Museum and Hall of Fame. It is well worth the modest fee. Photography is welcome and

encouraged. Have a safe and memorable Rally. Remember... keep the shiny side up.

See you next year!



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Birth of the Sturgis Fire Department

From the beginning of settlement in the Black Hills, fire helped determine the success, growth and political structure of each community. For proof of this, we need look no further than the massive fire in Deadwood in September of 1879.

Sturgis was no different. While it never had a fire as devastating as Deadwood, it came close, and had many significant blazes. The first mentioned was a large prairie fire in December of 1878, just months after the founding of the town. Many ranchers in the vicinity were burned out, and much of the hay that was piled for the use of the new military post of Fort Meade was also destroyed. Fort Meade itself just missed being burned, while it was reported that the new town of "Sturgis City" was saved by a sudden rain shower.

The first large structural fire occurred in 1879, when Iler's Dance Hall, called The Big Bonanza, on the corner of 1st and Main (where the Bank Building currently stands), went up in flames and took a couple of neighboring buildings with it. Many feared it would spread to the entire town, but, once again, the city was spared.

Fort Meade also had its share of early fires. They had the men and resources to organize two fire companies in late 1879. Sturgis may have leaned on the knowledge that, if needed, the Fort Meade Fire Teams were only a mile away.

Another memorable fire in area papers (Sturgis did not have its own paper until 1883) was in late November, 1881. A drunken bull-whacker was arrested and thrown into the Sturgis calaboose, a small jail building. He piled loose straw on his bedding, and lit it on fire, as a means of escape. What he managed to do was burn down the entire structure, and require his own rescue.

This action prompted several Sturgis businessmen to take action toward a fire plan. They raised \$300, and used it to form "hook and ladder" and "bucket" brigades. They also purchased several ladders, axes,

hooks, and buckets, and had strategically-located wells dug along Main Street. In the event of a structure fire, they felt they would be ready. A month later, in December of 1881, the barn of Mike Owens caught fire, and the Deadwood paper reported that it was only through "the strenuous exertions of the citizens and a favorable wind", that the whole town was not consumed.

Results in February of 1882 were not as good, when a fire was discovered in a two-story warehouse building (owned by Harmon & Co), across the street from their store (the location of today's Sturgis Photo and Gift). When discovered, smoke was already coming from the roof and spreading over the town. Moments later, fire issued from the windows and roof.

The Black Hills Daily Times reported: "Quicker than it takes to tell it, the dreaded demon had communicated to the adjoining building, and it at once became apparent that it would, too, fall a

Continued on 48



Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

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victim to the hungry flames, which lapped up everything before them like veritable fiends. This building was owned by Henry Wallace and was occupied by a woman as a laundry and restaurant. The firemen made desperate attempts to raze the building with hooks and ropes, but were unsuccessful. It was found now that another building, making three altogether, was also on fire and doomed to destruction. This, like the other two, was also a frame structure two-stories high and was owned and operating by H. Foster.

The paper added "It was only by superhuman effort and incessant work that the town was saved. Sparks and cinders flew in every direction but were prevented from doing any harm by the wet blankets and robes with which every building was covered. Harmon & Co.'s store caught once, but the blaze was extinguished before any damage was done.



STURGIS CITY HALL

Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

Fruin's building was saved by the most strenuous and heroic efforts, it having repeatedly caught. The fire was gotten under control and everyone drew a long breath of relief as it became apparent that the danger was over."

In 1883, Sturgis took additional steps toward the establishment of

a fire company. The publication of the towns first successful weekly newspaper, "The Record," allowed the editors to campaign for fire safety, the building of 'fire-proof' buildings of stone and brick, and plans for fire safety. They complained that most of the buckets and ladders, which had

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been the city's defense against fire, had over time, been scattered or "borrowed" and never returned. They stated "all that remains of the once great Sturgis fire department, or hook and ladder company, is a very strong hope that a fire will not break out."

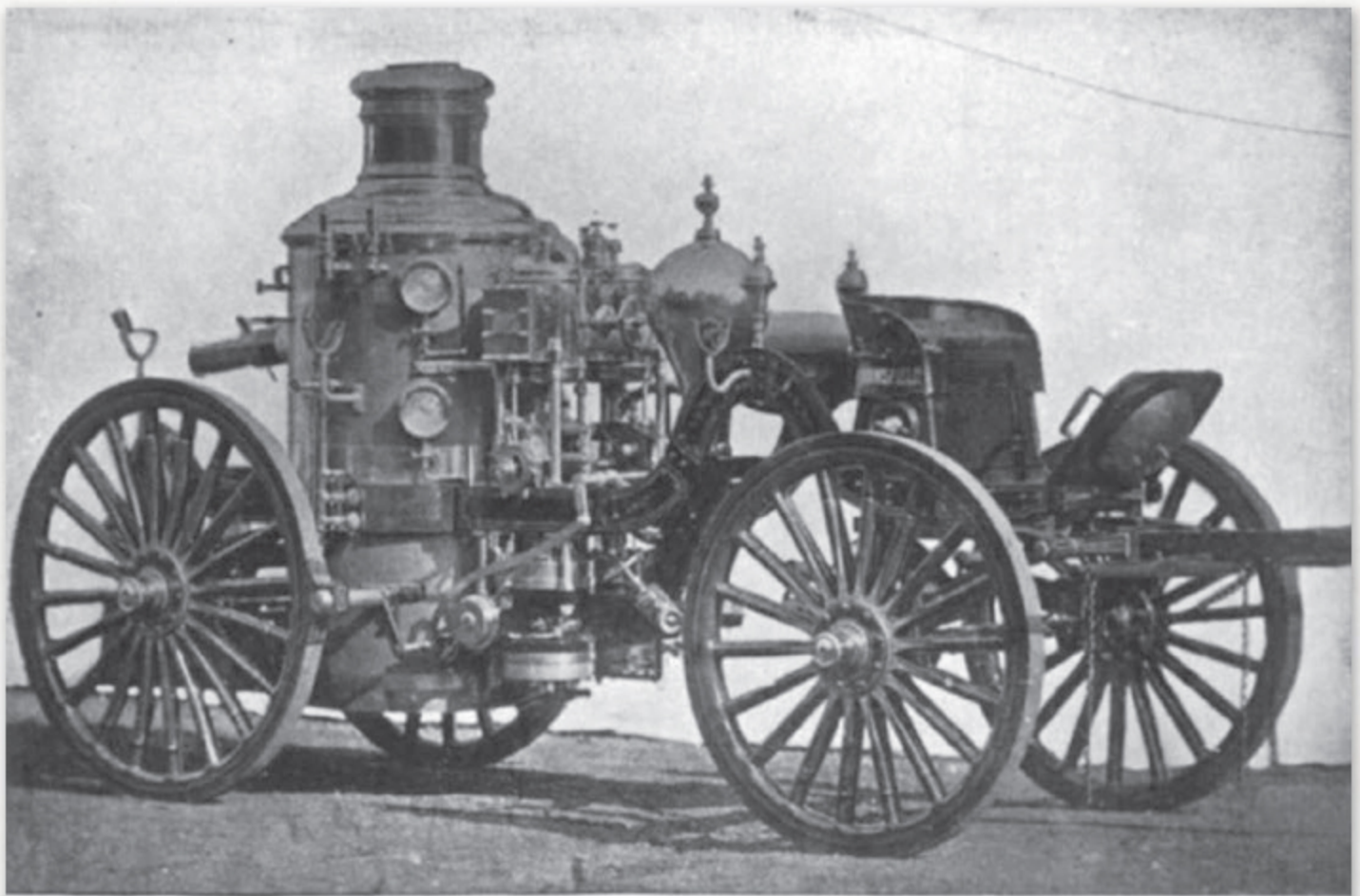
Under pressure, an election for a Fire Warden was held in December, 1883. The election gave the Fire Warden the power to abolish dangerous stove pipes, work with insurance agents to give cheaper rates, etc. Based on the approval for the position, W. F. L. Souter was appointed the first "fire warden" of Sturgis. Souter set about fining people for unsafe stovepipes, regulating the wood used in new buildings, and a variety of other measures

to reduce the fire hazard in a largely wooden town.

By 1887, work had already begun on securing funds for a first-class fire organization. This was pressed in February, 1888, after another huge fire occurred at a newly built building on the northwest corner of Second and Main. Again, a heroic effort was made to save the town. This fire led the town to finally determine that they needed a complete fire department. A meeting of citizens decided on the purchase of a steam fire engine, hose cart, a few thousand feet of hose, and fire cisterns built along Main Street. A new Hook & Ladder team, Hose Team, and Fire Engine Team were all formed and became the elements of the first Fire Department.

Sturgis took donations from business owners and held dances and other fundraisers to purchase the materials needed. A new hook and ladder cart was ordered from Gleason & Bailey in Seneca, N. Y. It was finally decided to order a Mansfield Steam Engine, From Mansfield, Ohio, along with hose and hose cart, arriving in May of 1888 to a parade through town. The Sturgis Advertiser reported that it was "A beaut!," decked out with brass mountings and trimming. "It is guaranteed to throw 350 gallons per minute as long as water and hose holds out. It will raise steam and throw water in six minutes after the fires are lighted. It weighs about 4500 pounds with its working dress

Continued on 50



DOUBLE PISTON ENGINE.
Built by the Mansfield Machine Works.

Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

on, and can rip the shingles off any house ever built."

Early fire departments were all about flash. Caps and belts were received by the firemen, the caps being gray in color, and the belts of black Moroccan leather, with the word "Sturgis" in white raised letters. These matched the dark gray uniforms which were ordered. The Sturgis Fire Department also incorporated the community band into their ranks to lead them in all parades.

Even before the fire equipment arrived, Sturgis started talking confidently about dominating all of the fire competitions in the area. They even planned their own, on the Fourth of July, before ever learning to use the equipment. They started practicing at every chance. The Sturgis Advertiser of May 30, 1888, reporting: "The entire fire department was out on parade Thursday afternoon last. The parade headed by the band togged out with their uniforms of gold and gray, followed respectively by the Hook and Ladder boys, the Engine company, steamer and Sturgis Hose No. 1, made quite a showing and proved conclusively that Sturgis has a department to be proud of and one that nobody can sneeze at. After the parade, the engine was placed over the First street cistern and, throwing two streams, soon emptied it. Owing to inexperience in handling the pipes, the hose men succeeded in wetting nearly everybody within reach, as well as giving themselves a good soaking. The engine showed up well, considering it as a new machine and somewhat stiff in the joints, and taking into consideration the fact that, although handled by competent engineers, they were not thoroughly acquainted with the workings of a steam fire engine."

Following the 4th of July competition, Sturgis started traveling to other communities



STURGIS FIREMAN'S RACE

Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

to compete for the community's honor, always putting on a good show. At their first competition in Spearfish, the Sturgis department paraded proudly, leading with a man carrying a decorated scoop shovel on his shoulder.

At a tournament in Rapid City, the Rapid City Journal described the Sturgis team's arrival as follows: "After taking their hose cart from the train, the Sturgis men manned the drag rope and marched to the Sweeney hose house, where they will make their headquarters while in the city. Their foreman led the company, carrying on his shoulder a "scoop" shovel, handsomely ornamented with bright colored ribbons, and beautifully painted, having on the inner side a horse shoe garlanded with flowers, and the legend, "Return with the Laurels or Remain," and on the other side the picture of a good sized porker, and the words, "Sturgis - We Want the Earth." The boys presented a handsome appearance as they marched through the streets to the Sweeney's hose house on St. Joe Street."

After another tourney, they were described as follows: "In the contest for the best appearing company the prize of \$50 was awarded to the Sturgis Hose Company. The team made a fine appearance indeed and had their hose cart tastily and appropriately decorated for the occasion. The banner carried by the company was a most beautiful piece of work and was presented to the fire team by the ladies of Sturgis. Some idea of its excellence and beauty can be obtained from the fact that the banner cost the neat sum of \$380. A scoop shovel was also carried bearing upon it the words, "We Want the Earth."

Its fine appearance aside, the Sturgis Fire Department proved to be effective in the field. While fires still occurred, as they do today, they were able to stop the threat of a single fire destroying all of Main Street, or spreading to other areas of town.

Well established, the fire department would continue to be a point of pride and community unity until the present day.



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Ride of a Lifetime

1930

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.



1940

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.

1950

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

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.

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.

1990

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.

1989

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



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.

1998

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



2000

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.

2002

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

A history of the Sturgis Motorcycle Rally

1960

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

1975

The Rally grew to a seven-day event.



1977

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

1970

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

1972

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

1979

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

2010

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.



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.

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.

2016

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

2017

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

2018

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

2015

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

2010

The Sturgis Motorcycle Rally celebrates its 70th anniversary.

2020

The Rally celebrates its 80th anniversary!

Sturgis Motorcycle Museum & Hall of Fame Youth Motorcycle Build Program

In 2019, the Sturgis Motorcycle Museum & Hall of Fame launched a youth motorcycle build scholarship program. High school students from the northern Black Hills were invited to participate in a co-ed youth motorcycle build program and a chance to earn a college scholarship. While only 4 students completed the program in 2019, the motorcycle they built sold at the Mecum Auction in January 2020 for \$35,000!

The youth motorcycle build is led by Hall of Fame Inductees, along with recognized local

experts in the field of motorcycle parts manufacturing and custom bike builds. The purpose of the program is to engage high school students in the mechanics, design, and art of building motorcycles, while earning money for post high school education. It is more important than ever to get young people involved in the motorcycle industry.

Due to the changes in school schedules and business hours, the 2020 build has been pushed back, however, there are even more students enrolled in the program this year and they are

eager to unveil the complete build during the 2020 Sturgis Motorcycle Rally.

This is the concept drawing of the 2019 motorcycle. The finished project is pictured below. It is amazing what our youth can do.



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Ride with the Biggest Names in Motorcycling during the 13th Annual Sturgis Buffalo Chip® Legends Ride

The Sturgis Buffalo Chip Legends Ride will roar through the hills Monday, Aug. 10, 2020, bringing motorcyclists together for the common goal of raising money for worthwhile causes and having a great time while doing it.

Now in its 13th year, the Legends Ride is the Buffalo Chip's premier charity event, meant to be a fun way for riders like you to rub elbows with industry greats and celebrities. Commonly known as "The Ride That Rocks™," the Legends Ride features more celebrities, industry icons and rock 'n' roll legends than any other ride. Celebrity guests are a staple of the ride, and past celebrity attendees have included Steven Tyler of Aerosmith, Neal Schon of Journey, Paul Teutul, Sr., John Paul DeJoria, R. Lee Ermy, the Ness family, and many more. Over the years, the ride has become a Sturgis Rally tradition on the must-do checklist for many rally visitors.

This year, your ride will be captained by Academy Award-nominated actor Tom Berenger! Berenger has graced the silver screen in dozens of movies including "Platoon," "Major League I and II" and the "Sniper" series, just to name a few. In his long and storied career, he has been guest star on a plethora of TV shows and has received coveted awards for his work, including a Golden Globe and two Primetime Emmys. In addition, Berenger is longtime motorcycle enthusiast and friend of the Buffalo Chip.

In addition to Tom Berenger, you'll have the opportunity ride alongside a whole host of motorcycle industry icons. The full lineup of legendary custom builders displaying bikes in this year's Motorcycles As Art™ Exhibit have been invited to be featured VIP

guests on this year's ride. Builders in the exhibition include Billy Lane, Brian Klock, Cory Ness, Dave Perewitz, Donnie Smith, Eddie Trotta, Fred Kodlin, Jerry Covington, Jim Nazi, Mondo Poras, Pat Patterson, Paul Yaffe, Rick Fairless, Roland Sands, Ron Finch, and many more!

Your Legends Ride fun begins in Historic Deadwood's Outlaw Square. A section of Main Street will be closed to traffic in front of the Silverado Franklin and reserved for Legends Riders. Over the years, this gathering of bikes prior to the ride start has become an impromptu-style bike show, letting you get an up-close look at some of the Sturgis Rally's hottest customs. Roll up and park your bike as early as 11 a.m. and stick around to enjoy a custom bike auction at 2 p.m. During this time, riders have the opportunity to walk in the footsteps of Wild West legends and take advantage of the Silverado Franklin's world-class gaming as well as multiple restaurants and bar offerings.

Following the auction, all riders will pose for a quick group shot to memorialize the occasion. Then at 3 p.m. sharp the kickstands go up and the riders are off. You'll leave Deadwood on a self-guided ride through the scenic Black Hills with hundreds of your closest friends. The route will take you out of Deadwood on the picturesque Highway 385 and to the charming small town of Nemo. From there, you're off to the winding curves of Vanocker Canyon, widely known as one of the best rides in the hills.

After taking an incredible route through the hills, the Legends Ride roars into the Buffalo Chip CrossRoads, but that is by no means the end of the event. You're invited to attend a special riders-only reception



Legends Ride® Schedule Monday, Aug. 10, 2020 Main Street Deadwood to the Buffalo Chip

- 11 a.m. Bike parking begins, credential & souvenir gift pack pickup, meet and greet
- 2 p.m. Custom Motorcycle Auction
- 2:50 p.m. Group photo
- 3 p.m. Ride departs Deadwood
- 5 p.m. Ride arrives at the Buffalo Chip Crossroads
- 5:30 p.m. Live Sponsor Auction
- 8 p.m. - 12 a.m. Evening entertainment

with complimentary catered food, drinks and live entertainment. In addition, the first 200 who register by making a donation to the Legends Ride are welcomed to camp out and enjoy the nightly entertainment on the main stage at no cost.

The Buffalo Chip donates one hundred percent of rider fees to local charities including the Sturgis Motorcycle Museum & Hall of Fame and the Black Hills Special Olympics. Through the generosity of bikers like you, the Legends Ride has raised over half a million dollars for charity since its inception.

The Ride that Rocks is truly iconic. It has been featured on CMT, National Geographic channel, the Tonight Show, FX Network and the Travel Channel, as well as countless print, online and newspaper articles.

To add your name to the list of legends and be a part of this iconic ride, purchase passes today at www.LegendsRide.com or by calling 605-347-9000.

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Making *Motorcycle* & *Music* History

By Felicia Morgan

Dennis Hopper and Peter Fonda did not write a full script for their famous biker cult movie, *Easy Riders*. Instead, they made most of it up as they went along. And they didn't hire a crew. They picked up hippies, used friends and passers-by to hold the cameras and there were countless battles over creative differences, yet the results of their dogged determination just celebrated 50 years of Wyatt and Billy riding their choppers across silver screens around the world. So when seeking advice on how to make an indie film, you really couldn't find a better mentor than actor/filmmaker, Peter Fonda. And when the guy behind the cult classic biker film tells you not to let anyone talk you out of your ideas, you tend to listen to the man.

For Charlie Brechtel, a New Orleans born bluesman who migrated to California's Calaveras County foothills, Fonda was generous when sharing sage advice as he and Charlie chatted backstage after Brechtel performed at a California bike run years ago. Brechtel was working on putting together a biker flick at the time and wanted to bounce ideas off Peter. Fonda listened, then advised Brechtel to stay committed to his vision. Those wise words served Brechtel well and he stuck to his guns against all odds.

The first hurdle though, was that Charlie wasn't a filmmaker. He didn't know the first thing about making a movie. But he knew people who did. As a matter of fact, Charlie knew people from all walks of life and he started making calls to his friends in both the biker and music worlds to share his ideas. His vision was to

make a biker flick with great original tunes that families could watch together. Instead of hiring actors, roles were cast by inviting real-life personalities to play themselves. Word got out what he was up to and the next thing Brechtel knew, folks stepped up and he made a flick made up of recognizable folks and everyone had fun. That film, *Rebel on the Highway*, is now available for purchase on Amazon Prime and is listed as a four star view. And now, there's a second flick.

The *Rough Boys* was built utilizing the same framework with no actors, includes some of the same personalities as the first flick, and was filmed at various locations in California and parts of the South. This feature, however, has an interesting twist built into the storyline. Viewers are encouraged to pay close attention for subtle clues woven into the plot. With those gathered clues, movie fans can enter the contest to be the first one with all the correct clues to find a real bike built by Paughco, Inc. and Mondo from Denver's Choppers. In addition to the bike, there's also a

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cool \$10,000.00 up for grabs. And as exciting as all that is, the fact is that the film is genuinely entertaining.

Famous harps player and award-winning bluesman, Charlie Musslewhite, who plays a lead character as well as blowing the blues, and Benny Turner, a world-renown Texas picker who is also acting in the flick, both joined Brechtel on the porch at Accurate Engineering for a little jam session last September. It was there that both



Musslewhite and Turner, though they had met in the past, reveled in the chance to perform together for the first time. Both men were all smiles. Additionally, neither of the renowned musicians had ever spent time with bikers yet they made friends for life with much of the crew. The biking bug bit Benny particularly hard after sitting on a couple of the old bikes, proving once again that motorcycles are a common language across all genres and generations.

Later, when asked what his favorite part of filming the *Rough Boys* was, Brechtel recounted the wrap party at

Accurate Engineering with awe.

"I just enjoyed the whole experience. Here I was, just playing my guitar, hanging out with some really great people. I mean, these guys are music legends and here I am, getting to sit out on the porch and play my guitar with Benny Turner and Charlie Musslewhite! I looked out at the crowd of all motorcycle legends that were there and it all just hit me hard at what a really special thing it all was. We're making history while

we're preserving history. It don't get no better than that!"

As the film's final edits were wrapping up and summer premieres were being scheduled out across the country, all plans came to a screeching halt when Charlie lost his life in a freak bike accident on April 25. Just like something out of a movie script, Charlie was out having a great ride with friends when he inexplicably crossed the double yellows and hit an oncoming car head on.

When the history of Charlie's movies is written, there will undoubtedly be comparisons between

the various biker cult flicks. And there are some similarities. Just like the *Easy Riders* film, there was a working script for the *Rough Boys*, though director Dave Nichols and Charlie had characters mostly ad lib their lines, and the scenes were often collaborated on during filming. Friends held cameras, riding friends made appearances and there was even a scene requiring extras so random guys were picked up at a local restaurant.

Unlike the *Easy Rider* movie where specially constructed bikes were used, however, is the fact that the riding scenes in *Rough Boys* involved characters on their own bikes. The exception was Charlie, who was provided a beautiful new Indian by Metro Milwaukee Indian, and Dana Peters in Dothan, Alabama provided extra bikes.

But the most important thing about Brechtel's films is that the motorcycle history Charlie was so adamant about preserving, definitely has been. From the machines, the original music and the personalities themselves, these films are a forever piece of motorcycling history. And so is the illustrious Charlie Brechtel... and it don't get no better than that. *Godspeed Charlie.*

*For updates and premiere information regarding the *Rebel on the Highway* movie, go to the website <https://rebelonthehighway.com> or to Facebook.*



REAL RIDERS. REAL STORIES. REAL PASSION.

Join Leading Motorcycle Women at the 12th Annual Biker Belles Celebration

Leading motorcycle industry women will gather with friends old and new to increase awareness of the passion, diversity and spirit of women in motorcycling at the Sturgis Buffalo Chip's 12th annual Biker Belles Celebration on Tuesday, August 11, 2020. All are invited to attend, women and men, riders and non-riders, and you!

The Biker Belles celebration is the longest running women's event at the Sturgis Rally. Originally, the idea was to create a women's charity ride, but it soon blossomed into a much broader event to elevate the support of women in motorcycling and encourage new riders into the sport and lifestyle.

"Over the past 11 years Biker Belles has become known organically as the Home for Women at Sturgis," said Toni Woodruff, Biker Belles Program Manager. "This strong and spirited community empowers, encourages and mentors each other with a focus on giving back. In these unprecedented times, it feels even more important to surround ourselves with goodness and friends and celebrate life."

At the Biker Belles celebration, you will join a lineup of notable special guests who have all had a positive impact on women in motorcycling. Ride alongside not one, but two inspiring women in the motorcycle world – Diva Amy Skaling and Savannah Rose at The Morning Ride™. Hear from distinguished Biker Belles Symposium panelists Jodi Perewitz, Lena Fairless, and Marilyn Stemp. You will be able to meet and swap stories with 2020 Biker Belles honorary special guests Gloria Struck, Jill Parham and Cris Sommer Simmons, as well as featured special guests Ann Hovdenes, Laura Moore Berenger and Kelly Yazdi.

The celebration begins bright and early Tuesday, Aug. 11 with the Morning Ride. The guided ride will begin at the Lodge at Deadwood after you enjoy provided coffee and pastries and complete a short rider sign-in. Kickstands go up at 9 a.m. sharp and you will set out to discover some of the Black Hills most beautiful roads. After nearly 2 hours of riding through the hills, you will arrive to a warm reception with the rest of the Biker Belles Celebration attendees at the Buffalo Chip CrossRoads.

Once at the Buffalo Chip CrossRoads, your options for activities are just beginning. Roar in and park your bikes for the Women and Wheels Bike Show presented by the Wild Gypsy Tour. This unique show and shine allows you to see some of the coolest female owned bikes that have ever touched the pavement. Though the show is for female owned bikes, it is open to all to spectate at no cost.

Amidst the excitement of the Women and Wheels Bike Show, you will have the option to unwind with your fellow wind sisters and pamper yourself at the Comfort Zone by Team Diva. Relax in this fantastic retreat area and discover new beauty care, fashion wear and riding gear made specifically for women.

At 11:30 a.m. the symposium begins, allowing you to feed your mind with knowledgeable speakers from the motorcycle industry and feed your stomachs with a catered lunch from Bonafide Food Love. At this always inspiring and stimulating symposium, you'll hear stories of experiences from featured panelists and industry icons Jodi Perewitz of Perewitz Cycle Fab and Lena Fairless of Stokers Dallas.

Directly following these events is a gathering for the history books – the Women Riders Turnout. This turnout is a completely organic gathering of



Biker Belles Schedule Tuesday, Aug. 11, 2020 The Lodge at Deadwood

- 7:30 a.m. Rider sign-in with coffee & snacks
- 8:30 a.m. Group photo
- 9 a.m. Kickstands up for The Morning Ride™
- 8 a.m. Non-rider sign-in with coffee and snacks
- 10:30 a.m. Ride arrives at the Buffalo Chip Crossroads, The Comfort Zone by Team Diva, Silent Auction & Retail Experience open
- 5:30 p.m. Women & Wheels™ Bike Show Begins
- 11:30 p.m. Symposium & featured speakers with catered lunch
- 1:15 p.m. Bike Show awards
- 1:30 p.m. Group photo
- 2 p.m. Women Riders Turnout

women riders, both passenger and pilot, on the centennial of the 19th amendment, which gave women the right to vote. There's no registration, no corporate sponsors and no drama involved in the turnout, just a group of women who love to ride gathered together in one place. A drone will be sent up to capture the gathering, and then everyone will disperse to do what they love – ride motorcycles!

To join in the Biker Belles festivities, you will be asked to make a \$65 contribution. One hundred percent of these contributions will directly go to three South Dakota based charities that benefit women-related causes – Helping with Horsepower, the Strider Foundation and the Sturgis Motorcycle Museum & Hall of Fame.

Take part this year and help support the fastest growing segment in motorcycling – women! For 2020, there will be no on-site registration on the day of the event. To register, go to www.BikerBelles.com.



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The Girl Behind the Bike

The extraordinary and untold story of Michelle Disalvo, professional racer turned factory Indian mechanic for Grand National Championship frontrunner Briar Bauman

Written by Joy Burgess
Photos by Scott Hunter/AFT and Dave Hoenig

There is no doubt: Professional flat track racing – which forms the roots of all American motorcycle racing – is a dangerous and unforgiving sport. Dubbed ‘America’s original extreme sport’ by American Flat Track, the sport is so physically demanding it’s been male-dominated for decades, with only a tiny handful of women able to compete successfully at the highest levels.

Walk through the pits at an American Flat Track race and, with the exception of girlfriends, wives and AFT Singles rider Shayna Texter, you won’t see women tending seriously to the motorcycles. That is, until you reach the factory Indian pit. There, you’ll see three riders, twice-reigning Grand National Champion Jared Mees, Bronson Bauman and his older brother – and current AFT Twins points leader – Briar Bauman. Nearby will be Briar’s

#14 Indian FTR750 racer, and you can be sure that his lead mechanic, Michelle Disalvo, isn’t far away.

While Disalvo spends most of her time behind the bike these days, her success as a mechanic for the factory Indian team is at least partially due to her own experience as a racer. Her racing career got its start in flat track, she was one of the first women to carry a National Number in the Grand National Championship Series, and in over 30 years of racing she’s competed in everything from Supermoto to the Pike’s Peak International Hill Climb.

She’d never tell you any of this herself, but Michelle Disalvo has quietly been making history for women in motorcycle racing for decades. Although she’s often seen alongside Briar on the track at AFT races, and her skills as a lead tech have been instrumental in Bauman’s dominance this season, few know her story.

The Early Years

Michelle was born in Montana but spent her growing-up years in Salinas, California. When you see her in the pits working on the Indian FTR750, she looks completely at home and comfortable, and that’s likely because she’s been around motorcycles nearly all her life.

“It was my 9th birthday when I got my first bike,” Michelle told us. “It was a Suzuki TM125 in a Champion frame and, looking back, it was a little big for a 9-year-old. But I didn’t care. I rode that thing every day, and it broke about every three days. My dad told me that if I wanted to ride, I had to work on it, too. So from then on I fixed my own bikes.”

Her dad wasn’t in a hurry to let her go racing, but she kept asking until he gave in. In 1985, at the age of 11, she rode her first flat

Continued on 66

track race in Monterey, California. And from that point on she rarely missed a race. She continued to work her way through the ranks in flat track, turning expert in 1991. Her first pro race was that same year, and she was riding hard to great results.

Blazing a Trail for Women

Long before Shayna Texter became the first woman to win a Grand National race, Michelle was blazing a trail for women in motorcycle racing, making history of her own in flat track. After earning her national number in 1998, Michelle headed to Daytona International Speedway to race, and from the moment she was on the gas and banging bars at the Speedway she knew this was what she wanted to do. "That first time I went to Daytona, I knew I wanted to race the circuit. I intended to race the entire circuit, or get as far as I could."

She went on to be the first woman to take a podium in the Grand National Dirt Track Series. In 2000, she became the first woman to win an AMA national

title, taking the 883 Sportster Performance title in the AMA Hotshoe series at Zanesville, Ohio. Later, in 2006, she raced AMA Pro Supermoto, becoming the first woman to qualify for a 450 Main event.

But American racing wasn't enough. "I was watching World Supermoto with a friend and kept thinking I wanted to do that someday," Michelle says. "By chance, someone in England had a bike to ride, so I participated in my first race overseas in October 2006 in Mettet, Belgium. There I met my future sponsor. He watched me race, gave me his phone number and said, 'You're riding for me next year.' So, I came home, quit my job, packed up, and moved to Europe."

During her six years in Europe she raced the Belgian Supermoto Prestige, FIM World Championship Supermoto and the Belgian Monobike Open, to name just a few, with excellent results.

Once back in the States, in 2013, Michelle set her sights on one of the most prestigious races in the country – the Pikes Peak International Hill Climb. Some call it America's Isle of Man, a

race where even the smallest mistake can be fatal. "Pikes Peak is a special race," she says. "You race against the clock and the mountain. It's really hard to go all-out because the consequences can be fatal. It's truly the most challenging event I've ever done."

The idea of racing inches from sheer cliffs on slick roads with non-stop twists and turns might seem daunting to some, but Michelle seemingly has no fear. "I've knowingly ridden on circuits with no room for error, and I loved it!" Her love for racing is obvious in her willingness to take risks in a sport where injury and death are always a possibility. And it's that love and that rush that comes with racing that keeps her coming back.

"It's similar to a drug addiction," she says. "You go fast or rip a corner just right, and your brain releases endorphins. To get that feeling back, you try the same move again; only it's not good enough because you've already done it. So, to achieve that feeling, you push a little harder. As you feel good about your skills, you compete. Then you get an even higher feeling when you cut the perfect lap and edge out another competitor. Over time, it builds up. You just don't acknowledge the risk until after."

Professional Motorcycle Builder and Mechanic

Michelle didn't just start riding at nine years old; she started working on bikes then, too. "I have built everything I've ridden over the years. I wasn't that good in the early years, which means I broke a lot of stuff before I learned how to keep it together. I love understanding why it works and seeing it."

In 2014, the love of working on bikes turned into her next career move when legendary GNC tuner and team owner Dave Zanotti needed a mechanic. "I wasn't exactly looking for it," she says. "Things just find me. Dave's very particular about how the bike



should be, and no one puts in an effort like he does. Everything he makes is a work of functional art. For me, trying to grasp that vision was the hardest part. There's a lot of extra work involved, but the end result is beautiful!"

It was while working for Zanotti Racing that Michelle met American Flat Track racer Briar Bauman. "I'd been working for Zanotti since 2014, and Briar

came to our team in 2017. He was a good fit, and from that first race you could see he had something special."

And he did have something special. He won the Lima Half-



Mile in 2017, and then had some early struggles in 2018. But once he got aboard an Indian FTR750, he was fast. Not only was Briar consistently running up front, but he blazed to what would be a career-changing victory at the Williams Grove Half-Mile with younger brother Bronson right behind him.

Briar's success didn't go unnoticed, and near the end of 2018 Indian added both Briar and Bronson to their Wrecking Crew factory team. Indian also welcomed Zanotti as crew chief and Michelle as Briar's mechanic. It was a package deal,

and it's one they're all happy with. "Dave, Briar and I all came into it together, and I don't think any one of us would have done it if the other two weren't going."

The Indian Factory Team obviously knows how much Michelle brings to the team. When asked about her contribution to Briar's success this year, Indian head honcho Gary Gray told us, "Michelle is meticulous and detail-oriented. She triple checks everything to make sure the bike is perfect. She races herself, so she really gets the sport and the bike. She understands what Briar is saying when he gives feedback and gets the bike to work the way he needs it to work. All of this gives Briar an amazing level of confidence when he heads to the starting line. He knows the bike is perfect, so he can focus on his job, winning!"

Continued on 68

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The Girl continued from 67

And winning is what Briar's been doing. He started the season with a runaway win at the Daytona TT, letting everyone know he was ready for a championship run in 2019. So far this season he has three wins, ten podiums, and leads the championship in points. Bronson isn't far behind. Currently third in the points, Bronson raced to his first victory in the Twins class at the Laconia Short Track.

Did that first victory for Bronson change the dynamic between the brothers? Not according to Michelle. "I was so happy to see Bronson get his first win," she says. "I think it gave him validation. I saw him racing when he was growing up, and he is very talented. There's no animosity, and I see them giving each other advice all the time. They take care of each other."

With the Indian Wrecking Crew currently holding the top

three spots in the championship points, there's a better than even chance that one of the Indian boys is taking home that championship ring this year. Could it be Briar? Michelle seems cautiously optimistic. "It would be amazing to see Briar win the championship. But anything can happen; that's racing. We bring our best, and hopefully, at the end of the season we'll be on top."

There's no doubt that the decades Michelle spent racing and working on bikes fuels her success as Briar's mechanic. She spends a lot of her time working on Briar's bikes and watching him race from the sidelines, yet she doesn't feel like she's missing out at all. "Just because I'm not riding doesn't mean I'm missing anything. Being able to watch a rider live out his dream and legitimately chase the championship is huge. I do a lot of work during the week to ensure he has the

best on race day, and watching it all come together is very rewarding."

Dirt track, motocross, road racing, Supermoto and Pikes Peak – at some point Michelle Disalvo has raced just about every type of motorcycle race there is. She's made history for women in motorcycle racing multiple times, spent years tearing it up in Europe, and today she's a critical part of the Indian team.

It doesn't matter whether she's on the bike or behind it; Michelle Disalvo is a force to be reckoned with – an original, one-of-a-kind badass woman who's raced on tracks with the guys and beaten them, stared death in the face for the love of racing, and who uses her vast racing knowledge and epic mechanical skills to help a rider live out his dream.

Now that's a story that deserves to be told.

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Getting to know Tattoo Artist **Darren McKeag**

As long as I can remember, I have been creating art. I can recall as early as second grade, I was getting in trouble for drawing flames, cars and motorbikes on my papers that I would turn in. This continued on through higher grades, to the point where the teachers told me I couldn't do that. My response was, "why, all I want to do is create art."

Growing up, I would ride on my Dad's 65 Panhead, just in front of him, on the back edge of the tanks. He and my Mom would be on the buddy seat. This was a lot of fun, until he added the sidecar and that was a whole new level of motorbike fun for me.

One day, my Dad and I went in to visit one of his motorbike buddies, named Lucky. Lucky was more into the chopper scene, where my Dad was into the stock Harleys. Now, though my Dad and I had visited Lucky's garage before, it wasn't until this day that David Mann's centerfold art hit me hard and has affected me my entire life.

When I was 9 years of age, my parents separated and a few years later, my mother remarried a man that was also into Harleys and had tattoos. As I was growing up, I found that I was creating more and more art, drawing, illustrating and painting. In my early teens, though I didn't really

know it at the time, I was creating tattoo flash art and black and white, pen and ink art. Later in my life, I would discover this style of mine to have come full circle. It was around the age of 15, that I was approached by the Art Instruction School of Minnesota to pursue my art and sign up for classes through correspondence. That was a great program and it really helped sharpen my skills.

Though I was still heavily into my art, at the age of 17, I begged my Mother to cosign for me to join the Army. I was so set on serving my country, it was almost all I could think about. She kindly agreed and I shipped off for basic training, that was the summer between my Junior and Senior year of High-School, 1984. They called this split-training. After graduating High-School, I went to AIT training for the Army, trained as a Huey mechanic and Crew Chief. This was an amazing experience that I will never forget. I spent the rest of my time in the Army Reserve, working on Hueys and flying, and spent some time all over the world, including Central America.

About halfway through my contract with Uncle Sam, I decided to go back to college for art, again, that's all I wanted to do. After graduating from graphics arts, I ended up in



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Ankeny, Iowa, a suburb of Des Moines, where I bought my first Harley and opened an aftermarket motorbike shop with two good buddies. This was around 1989 and I was airbrushing bikes while my buddies did mechanical work. At the time, I was also working for a corporate company, doing art and after 3 years of that, I realized I didn't like the corporate world at all. I was riding Harleys, painting them and getting tattooed and realized that's what I wanted to do, every day.

Spending every evening at the bike shop and creating art, many of the bikers would ask me to tattoo them. My response was always, I don't know anything about tattooing. That became such a daily question, that I completely emerged myself into the tattooed world. Which at that time was literally tattoo magazines and books. With my 1984 FLH parked in the corporate parking lot, I walked into my boss's office and told him I was quitting. He asked me, "what are you going to do" and my reply was, "I'm going to open my own tattoo shop and start my own company". His reply, "you'll never make it"... I said, "kool, get me my paycheck" and I never saw the man again.

Not having a lot of money to my name, I asked my Dad if I could borrow \$1500 to get my tattoo business going. His response was "yes, but you have to repay me, if it

doesn't last more than 5 years". I agreed to the terms, made my way to Sturgis, where I met up with Brian Everett, who hooked me up with National Supply for my shop and I was set. I've been tattooing ever since, Brian and I are good friends and it was around 2011, the year my Dad turned 67, that I decided to repay him for that loan, even though I had long surpassed my obligation. I was born in 1967 and I thought, man, I think I will surprise Dad with a 67 FLH. Having the title in an envelope, we were all piled in Slingin' Ink, my tattoo shop in Grinnell, Iowa and I handed my Dad an envelope. He opened it, revealing the title of the FLH and said, "is this a project, what's going on" I replied, "let's go to my garage and see". I opened the door and revealed his new motorbike and said, "this is a thank you for the tattoo loan".

Fast forward to today, I have been tattooing for 30 plus years and creating art my entire life. I spent a good portion of my life living faster than I should have, running from the

reaper, thinking it was the path to be on. In 2014, a Facebook friend named Missy Webb had messaged me, asking if I would like to get a drink and some dinner. I had been on the road for literally 3 weeks, doing art shows and partying. I accepted her offer, fell in love with her in a matter of weeks, got sober after 3 months and my life, my art and my understanding of who I am, what I am and why I am here, is more clear to me than ever before.

Today my art is busier and better than ever. Social media has allowed me to share my art with the world, painting motorbike tins, helmets, painting on canvases and creating t-shirt art within the hot rod and motorbike industry. I spend everyday with my best friend, creating art and traveling the world, whenever we want, going wherever we want. I am truly blessed and thankful to everyone that believes in my art.





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“Chasing the Miles”

By Cristine Sommer-Simmons

Riding vintage motorcycles is addicting! The Motorcycle Cannonball's Jason and Lee Ann Sims decided to try something entirely new in 2019. The Cross Country Chase would be different from other Cannonball rides (which happen every other year, the next being in 2020). Starting north in Sault Sainte Marie, Michigan and finishing south in Key West Florida 10 days and 2,368 miles later, The Chase is an even tougher challenge. Unlike the Cannonball, there are no chase trucks, crews, or mechanics waiting to help at the hotel each night. Riders would have to carry everything they needed – clothes, tools, parts, oil, etc. They could help each other but were basically on their own. Any broken-down bikes would be scooped up by the sweep truck and taken to the next town. If the bike could be fixed, they could keep riding the next day, if not they would have to find their own way home. A bit daunting? You bet.

While new to many of the 70 riders who signed up, this was

not really an entirely original idea for some of us. Back in the late 70's when I started riding long distances cross country, we never thought of bringing a chase truck or mechanic along. Also new to this ride and differing from the Cannonball, is a daily 10 question quiz: 5 questions on places and things seen the day before and 5 on motorcycle history. That, and a handicap for the age of the bike would be averaged into each rider score for the competition standings.

I wanted to do this ride the day I heard about it. While I certainly don't mind my mechanic waiting to help me at the end of the day, this undertaking would really force me out of my comfort zone. I pictured my younger self, stuff strapped on the bike, saddlebags overflowing with tools and dirty laundry, riding down the road without a care in the world. But this was not the 70's and I wasn't riding a “newer” shovelhead. I would be riding an 85-year-old motorcycle, my 1934 Harley-Davidson VD, the same bike I rode in the 2014 Cannonball. Though, to be honest, it had been sitting

in the garage pretty much since the day we arrived in Tacoma, WA, from Daytona Beach, Florida after that previous ride. It needed some mechanical work, and I knew just the guy I wanted to do it. Rob Nussbaum from RetroCycle in Boonton, New Jersey was the mechanic we brought along with us on the 2018 Cannonball. Every motor he rebuilt made all the miles. Not only are Rob and Ryan from his shop, great mechanics – they're also a lot of fun.

I've been known to turn a few wrenches in my day, but I'm far from being a mechanic. I needed to learn more about this bike in case I had problems. I was good with normal maintenance, but Rob and I both felt I should know as much as possible.

The bike was shipped to New Jersey. I flew out and we went over what was needed to be ready for the Cross Country Chase. Thinking we would only need to rebuild the top end... after taking the motor apart we found some other issues that were pretty extreme. My bike needed new cams, brakes, and then we found out the frame was bent! This



meant everything had to come off the bike and a better, straight old frame was found. I made a few more trips over to help work on the bike and then later to ride it to break in the motor. Rob was such a slave driver!

By the time I got to the start in Sault St. Marie, Michigan I felt much more confident in my mechanical abilities and knew this bike very well. In each of the four Motorcycle Cannonball's I've ridden, I'd never had a perfect score. Even though I always made it to the finish, and finishing IS winning to me, it would be nice to get all the miles this time.

One of the best parts of any of these rides has always been the people! Strangers become family that you would never have met if you hadn't taken on this crazy adventure. I ended up riding with new friend Matt Miller, from New Jersey and Cannonball alumni friends Bill Page, from Kansas and John Bartman from Illinois. We made a great team, managed to not get lost, helped each other, and made it to the finish together!

Some of the memories I will carry with me forever from this ride are: Leaving Sault Sainte Marie and riding in the rain over the famously scary 5-mile Mackinac Bridge. Taking the steam powered S.S. Badger Ferry across Lake Michigan into Wisconsin and riding to the Harley-Davidson Museum. Making it over the historic wooden Cannonball Wabash Bridge from Illinois into Indiana for the second time. Riding up beautiful Lookout Mountain leaving Chattanooga, Tennessee. Meeting new riders from all over and so many people who came out to greet us along the way. Seeing an alligator when we were riding through the everglades. Riding through the Florida Keys and arriving in Key West with a perfect score in 7th place overall with no major mechanical issues!

If you ever get the chance to ride the Cross Country Chase or the Cannonball, do whatever you have to do to make it happen. It's a life-changing challenge and ever so addicting. Just ask me!



*Soldiers, Sailors,
and Airmen of the
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with you. In company
with our brave Allies and
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Fronts you will bring about
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German war machine, the
elimination of Nazi tyranny
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Europe, and security for
ourselves in a free world.
Your task will not be an
easy one. Your enemy is
well trained, well equipped,
and battle-hardened.
He will fight savagely."*

— Gen. Dwight D. Eisenhower
delivered to U.S. forces on
June 5, 1944, the eve of D-Day,
as over 2.8 million Allied troops lay in
wait on England's southern shore.

Normandy Taken by Storm

*After 75 Years of Peace, France Hosts its First-Ever Vintage
Beach Races on Hallowed Ground*

Written by Kall Kotoski
Photos by Stefan Sell, Virginie Petorin and
Jack Höler

Two years after German forces had swept through Paris, Adolf Hitler ordered the construction of the Atlantic Wall—a coastal defense and fortification system that stretched along the coast from the Spanish border up into the northernmost latitudes of Scandinavia, according to Nazi propaganda. Concerned over a spate of small-scale incursions by light commando units, Germany aimed to permanently wall off vast areas of continental Europe with cement, steel and soldiers manning colossal coastal guns, batteries, mortars and artillery.

By 1944, France's 800-mile northern coastline had seen the greatest

development of the wall. Built primarily by forced labor, some 8,000 defensive bunkers and German pillboxes lined the shore with Panzer divisions inland. German troops are estimated to have laid as many as six million mines and 5,000 beach obstacles.

At three in the morning on June 6, 1944, an Allied aerial and naval bombardment commenced along a 50-mile stretch of Normandy, dropping imprecise bombs in overcast conditions and launching massive artillery shells from destroyers as close as 1,000 yards offshore. Soon after, paratroopers were dropped – again, imprecisely due to cloud cover – inland to help secure beach exits and to secure bridges, and at first light the first of some 156,000 troops began

landing along the
50-mile stretch,
from Utah and
Omaha beaches
to the west
and Gold,



Juno and Sword beaches to the east. The effort constituted the largest invasion force the world has ever known.

At a little after 7am the first wave of British troops waded onto Sword Beach – the easternmost landing site of the invasion – along with Canadian, Polish and Norwegian soldiers. Led by Lieutenant General John Crocker, who previously had mixed success in North Africa and took a piece of shrapnel to the chest during a training accident in Tunisia, the troops were tasked with taking Sword in hopes of allowing the 3rd Infantry Division to capture the historic Norman city of Caen.

German snipers had taken up posts in abandoned holiday homes and pillboxes along the relatively flat and exposed beach. The entire stretch of coastline was filled with hedgehogs, barbed wire, mines, wooden stakes, iron crosses and dragon's teeth. Above the beach a network of twenty strongpoints put down steady small-arms fire against the lightly armored troops, many caught defenseless in the traps. Further back, howitzers barked grey smoke, and from a ridge three miles away the 21st Panzer Division showered artillery on the men.

Even as allied casualties mounted (especially at Omaha), most amphibious DD tanks landed unscathed at Sword, and the area was eventually secured. Engineers cleared the exits to the beach. Six-hundred-and-eighty-three Allied troops were dead. The Germans lost 50 tanks and six bombers with untold casualties.



Fortunately, Erwin 'The Desert Fox' Rommel was in Germany visiting his wife, while the commander of the Panzer division was conspicuously in Paris.

Allied forces had breached the Atlantic Wall in a matter of hours. The city of Ouistreham was partially leveled and Caen was not captured until three days later. Between Utah, Omaha,

Gold, Juno and Sword beach, over 20,000 soldiers from both sides were dead and the biggest armada in the history of the world launched the push that liberated Europe in 11 short months.

John Crocker was "assigned the most ambitious, the most difficult, and the most important task of any Allied corps commander during Operation Overlord," wrote

historian Douglas E. Delaney.

Now, 75 years later, Ouisterham is a charming resort town with a casino, rebuilt to retain a quiet historical pre-war feel. A five-story German bunker from the Atlantic

Wall remains and has been turned into a museum. A wide boardwalk leads down to Sword Beach where visitors picnic and tan.

It was 7am on September 21. The beach was white and clean and the racetrack was lined with square hay bales. The weather was a pleasant 75 degrees and the sky was clear.

Oklahoma's Chris McGregor walked the dark beach the night before, shortly after landing. He had raced his 1942 Harley-Davidson WLA weeks prior on the Danish island of Rømø with mixed results, returned to America to attend his daughter's wedding, and was back to race. His bike, entrusted to Steffen Gödecke of Harley-Davidson Hamburg in Germany, had yet to arrive as Gödecke drove through the night, crossing the Seine before daybreak.

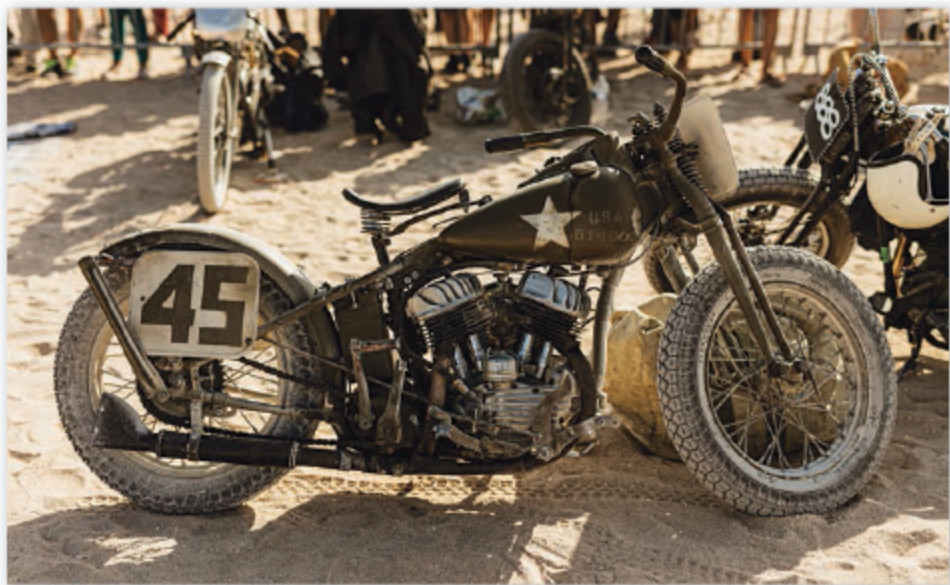
The duo was together again to participate in France's first-ever vintage beach race on the sacred beaches of Normandy where only pre-1947 motorcycles and cars are allowed to compete.

"Maybe my bike landed here before, or at least its brothers did," said McGregor. "That was something that was constantly in my head."

Harley-Davidson produced roughly 70,000 WLAs and its heavier cousin the WLC during the war effort. Nicknamed the



Continued on 78



Normandy continued from 77

"Liberator," it was used extensively in Europe, carrying time-sensitive messages or letters from home, as well as performing Military Police duties.

During Rømø, the bike performed just okay. It was hard to start and frequently misfired, making it sluggish and heavy on the soft Danish sand. And during the weeks between the races, Gödecke had plenty of time to play around.

When the flag girl dropped, McGregor's front tire lifted off the sand with the back tire catching traction; first gear and full throttle. Reaching approximately 82 mph at the end of the 1/8-mile track, the competition was an easy seven or eight bike lengths behind as McGregor stood on the brake, going a considerable distance before he could turn. The nearly 14,000 strong crowd went wild, cheering him on in the return lane.

"I didn't lose a single race the entire day, although there was a rough spot in the track where I almost lost everything," McGregor said. "But the bike performed well."

Little did McGregor know that Gödecke had made some considerable changes to the bike. "The bike was a pain in the ass to start and I had no idea it was misfiring at all speeds. When we first had the bike delivered, I did not know the bike yet," Gödecke said.

So in between Rømø and Normandy, he realized that the bike was not burning European fuel properly and he put in new spark plugs, adjusted the ignition points, carburetor, point gaps and learned about the properties of a magneto. With the help of his mechanic Hiroshi, they set it up on a dyno.

"It was funny to have a German and Japanese man working on an American bike to be raced at Normandy," Gödecke said. "But the dyno didn't work because it

couldn't handle the starter. We measured 46hp at 3500 rpms but then the dyno said 'nope.' The bike is still a mystery to me."

Back at the track, racers and spectators from Rømø took notice of the changes.

"One guy was like 'I don't know if it is the bike or the balls winning these races,'" McGregor said.

At one point during a very French bag lunch that included bread, foie gras, some meats, cheese, fish, a glass bottle of Coca-Cola and red wine, some race officials were concerned that McGregor was going too fast. Sword Beach is not made up of sand, but finely ground seashells and limestone that creates a soft, thin, dusty layer of chalk. Beneath that, the ground is as hard as cement. In substance, the beach is related to the White Cliffs of Dover across the English Channel.

With the track all beat up, McGregor started to hesitate on his next race and he felt a bit of fear.

"I thought get that out of your head and run your race. I almost slipped up because of someone telling me how to race. The hesitation, you can mentally crash. If I hadn't pulled my head out of my butt I would have physically crashed," McGregor said.

Gödecke saw it differently. "Many of the guys have never ridden on the sand. All you need is long legs, arms fully extended and with a full throttle you can ride through the soft spots," he said.

"It was no slaughterhouse, but Chris slaughtered the competition. His little bike was the fastest bike on the beach," he added.

Professional German photographer Stefan Sell went to capture the event. He has been shooting vintage beach races for the last decade and has seen the sport proliferate. It used to be just eastern Germans wrenching on old bikes and racing. Now, it is spreading to Scandinavian



countries and throughout Europe.

"I get the same adrenaline as the racers when battling to get shots. Of course, it can get a bit dangerous but you have to stay calm," he said. The Normandy race for Sell was very important, as the location resonates still in day to day life. "I am a believer in the European Union and it all started right here," he said.

By the end of the day, the significance of racing on this blood-soaked beach where 638 Allied soldiers died on the sand or in the waves, was on the forefront of everybody's minds. Despite the revelry, the solemnity of Normandy could not be ignored. McGregor and Gödecke had thought about it long and hard before the race, but after it was a bit different.

"When you go to a place where so many good people died especially with old bikes and cars, you can imagine them. If all those good people hadn't died, we wouldn't be able to do this," Gödecke said.

For McGregor, his feelings manifested as a celebration of life, history, honor and that collective, yet individualistic, sense of gratitude built off a humbling and shared experience that spans generations.

"I have really lived. That is kind of how I felt after Normandy. I can tell my granddaughter I really lived," McGregor said. "I met some older gentleman there and they said that their dads, waking up the next day after D-day, said you will never feel so alive as the day after you survived a battle."



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Small is Beautiful

Recruiting New Riders the Strider Way

Story by Marilyn Stemp
Photos by Marilyn Stemp and
compliments of Sturgis Buffalo Chip
& Strider Sports Int'l.

When you talk to motorcycle riders like I do you find that every one of them has an origin story, a memory of a particular incident or uncanny happenstance that kicked off their riding life. The more common instances tell of a family member who rode, getting a first ride from a neighbor, or the mind-blowing blast of a thunderous exhaust that imprinted a young mind. One consistency is the glee of the teller as they reflect on that moment, the precise point when spark ignited flame and riding a motorcycle became an essential objective.

Another common element in many riding-life narratives is a bicycle. In the past, kids rode bikes a lot, and they rode them all over the place. To the C-store, a friend's house, the neighborhood park. For many of us, it was our first vehicle. It hinted at personal freedom and beckoned adventure.



But whether from parental concerns or digital distractions, bike riding has lost the prevalence it once had in children's lives. Sadly, by association, motorcycle riding has suffered.

As people who savor the joy of riding, we naturally want to share it with others. So if our collective goal is to encourage more people to pursue the life-enriching experiences of motorcycling that we value, how can we be the spark that lights a new rider's flame? I'll tell you about one way.

AllKidsBike, a program of the Strider Education Foundation, intends to make bicycle riding a component of kindergarten physical education classes nationwide. The initiative is

already well underway, having placed classes in more than 200 schools in 31 states over the last 18 months. Another 85 schools have applied so there's plenty more work to do and many opportunities for further progress.

Some examples? Individual donors have stepped up to sponsor their local schools. Groups are crowd-funding and companies in the motorcycle industry have opted in. But appealing to motorcyclists is low hanging fruit; riders are already convinced of the fun to be had on two wheels. Getting attention in other realms takes a bigger hook and serious eye candy that turns heads. That's where the Tiny Strider Customs program comes in.

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These little custom bicycles are showstoppers, right?

The little gems, based on stock 12" Strider bikes, resulted from a joint enterprise by Strider and the Flying Piston Benefit, a non-profit that raises funds to bring fresh energy to motorcycling – such as promoting bike riding among kids. At its celebrity meet

& greet breakfast during the Sturgis rally in 2018, the Flying Piston unveiled 6 unique tiny custom bicycles and they were an unqualified hit. The celebrity builders included Rick Fairless, Jody Perewitz, Kirk Taylor, Pat Patterson, Bryan Fuller, Paul Yaffe and the veterans of Motorcycle Missions, another beneficiary of the Flying Piston breakfast.

After the little bikes stole the show crossing the auction block at the prestigious Mecum Auction in Las Vegas, resulting proceeds funded two school programs through AllKidsBike - and custom motorcycle builders were lining up for the chance to participate.

The 2019 class swelled to 11 builders including: Steve Reed, Xavier Muriel, Devin Henriques, Brian Klock, Jessi Combs, Roy & Nikki Martin, Eric Herrmann, Todd Gilby Gilbertson, Count's Kustoms, James Washnok and the Motorcycle Missions crew. Three of these sold at Mecum and the other 8 were auctioned online, providing funds for three more kindergarten bike-riding programs.

At this year's 2020 Flying Piston Breakfast, held Sunday, August 9, at the Sturgis Buffalo Chip CrossRoads, Tiny Customs from another 11 builders—all but one of which are women—will be unveiled. The builders are: Savannah Rose, Lena Fairless, Alexis Dejouria, Joann Bortles, J. Shia, Brittney Olsen, Ashmore Ellis, Cris Summer Simmons,

the editors of WomenRidersNow and the all-female team from Motorcycle Missions. Artist Ron Finch joins the ladies – because he asked to participate and you'd be crazy to say no to Ron Finch.

As in prior years, the Tiny Strider Customs will also be displayed at significant venues during rally week, such as the Biker Belles Signature Ride and The Sturgis Motorcycle Museum's Hall of Fame Induction Breakfast.

These tiny bikes get attention for one simple reason: they're fun! Fun to build, fun to look at and fun to own. Each one is a unique expression of the builder's style and skill, a tangible reflection of the joy they take from their own riding life. Better still, the customs can open a conversation - about bicycles, motorcycles and the sport we all love, and love to share. And if those conversations help to introduce the two-wheeled way to a new group of riders, well, we all win.

About the author:

In my years spent writing feature bike articles for IronWorks Magazine and Iron Trader News, I've heard dozens of riders' origin stories. Though I grew up sheltered - not only from real bikers but even from the nicest people on Hondas - I did have a bicycle, my first vehicle to autonomy. Once woke, making the leap to motorcycling as an adult was not only a logical progression but the blessing that has enhanced my life since.

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Progressive Laconia Motorcycle Week® counts down to the 100th Anniversary!

Progressive Laconia Motorcycle Week® celebrates its 97th Anniversary this year from August 22-30, 2020 in the beautiful, motorcycle-friendly state of New Hampshire. Over 250,000 riders are expected to visit for a full rally week of fun, music, racing, and riding - continuing a time-honored and thoroughly New Hampshire tradition. In just three years, New Hampshire will celebrate the 100th anniversary of Laconia Motorcycle Week, the oldest national gypsy tour in the country! After all - it's Laconia - where rallies were invented!

Why New Hampshire, you might ask? Well, to truly understand the answer you have to go back to the early years... 1916, to be exact! (7 years were missed due to national and world events.) In 1916, the first group of gypsy tour riders made the trek up US Route 3, a mostly dirt road that wound its way through the mountains, valleys, and straightaways of rural New Hampshire. At the turn of the century a trip to Laconia, a popular tourist destination even then, was a day-long adventure and an even bigger commitment on two-wheels. What made the trip worthwhile was the camaraderie, fresh air, accessibility, and scenery. New Hampshire had it all! Thus began the story of Laconia Motorcycle



Week - the World's Oldest Motorcycle Rally and the legacy continues to this very day!

Ask any rider the same question, "Why New Hampshire?" and the answers are remarkably similar. Scenery, fresh air and accessibility. Where else can you ride up and down mountains, through quaint New England towns, through covered bridges, around magnificent lakes, and along miles of oceanfront all within a 100-mile radius? On top of that, New Hampshire has one of the highest motorcycle registrations per capita in the United States. New Hampshire residents and businesses alike embrace the 2-wheeled visitors that come here every June.

Once here, riders enjoy the sights and sounds of this national motorcycle rally and can experience all of the thrills you would expect: AMA sanctioned events such as Hill Climbs, Flat Track, vintage and super motor races, and stunt shows. Laconia Motorcycle Week also has demo rides from some of the biggest major motorcycle manufacturers in the world -- including Harley-Davidson, Indian, Yamaha and more! The area bustles with live music of all kinds, bike shows, vendors featuring the latest and greatest in the motorcycle industry, and even

lots of off-bike activities like boat and train tours along the shores of the famous Lake Winnepesaukee.

There's a lot to like about the deep and storied relationship between New Hampshire and riding - no wonder many have dubbed the state's motto "Live Free and Ride®!"

For more information on visiting New Hampshire for Laconia Motorcycle Week, check us out at LaconiaMCWeek.com.

Happy Trails!

Charlie St. Clair
& Jennifer Anderson

Laconia Motorcycle Week® gives great appreciation to all of our sponsors, especially our Presenting Sponsors:

Progressive, AMSOIL and American Iron Outfitters as well as the State of New Hampshire for their large financial support of our rally each year.

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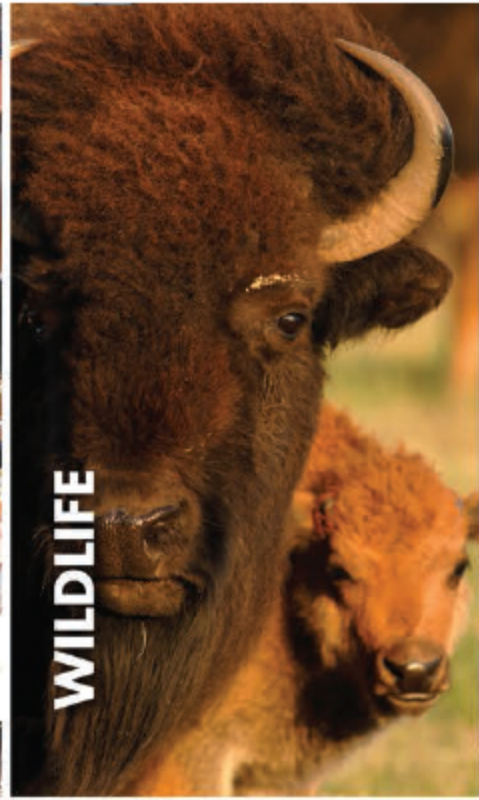
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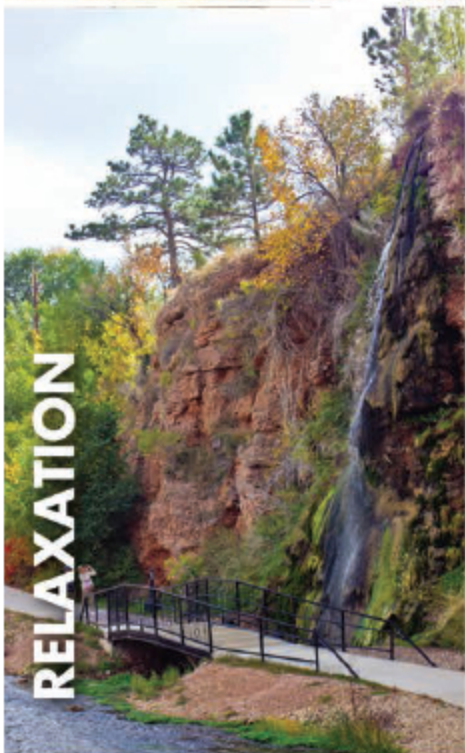
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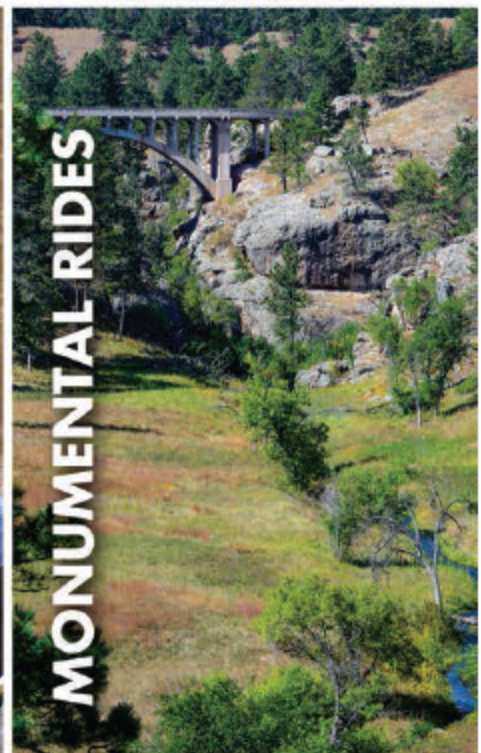
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REMEMBERING OUR FALLEN

Tribute Towers of Post-9/11 Fallen from The War on Terror

A very emotional exhibit, Remembering Our Fallen will be displayed during the 2020 City of Sturgis Motorcycle Rally to remind Americans of the ultimate sacrifice made by those who died from wounds suffered in Iraq and Afghanistan while wearing our country's uniform.

The memorial includes 32 Tribute Towers with military and personal photos of over 5,000 of our nation's military Fallen since 9/11/2001. This memorial was unveiled nationally at the steps of the Lincoln Memorial in Washington, D.C. in late 2017.

Organizers are still asking for help in contacting Gold Star families to include every single American who has died since 9-11-2001 in The War on Terror. There is no fee to families. They are asked to visit the web site: www.RememberingOurFallen.org and provide basic information and two photos for their Fallen loved one.

This national memorial also includes Tribute Towers to recognize our service men and women who died from training accidents or attacks while stationed stateside or on our overseas bases. And those who return from war with the invisible wounds of Post-Traumatic Stress and succumb to suicide are included on Tribute Towers to recognize the tragedy of PTS.

This national tour will be on display during the City of Sturgis Motorcycle Rally

August 7-16, 2020 at the Harley-Davidson Rally Point

The tour schedule and additional information are available at: www.RememberingOurFallen.org

"We can never forget those who sacrificed everything for our freedom. We must remember these American Heroes and speak their names when we see their family members," said Bill Williams, Vice President and co-founder of Patriotic Productions, the non-profit responsible for this memorial. "This memorial is created to travel, stopping in cities and communities all across the nation so more people will have the opportunity to honor and remember our Fallen from one of the longest wars in our nation's history. We are thankful to the City of Sturgis for hosting this beautiful and somber memorial."



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But here in the Rushmore Region, we're making more than memories. We've created a diversified business economy that embraces manufacturing, professional services, finance and industry, healthcare, and innovations in a growing energy sector. We've combined the nation's best business climate

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South Dakota consistently receives top rankings as one of the best states for business, has the 7th lowest cost of living index, and we're the 7th safest state in the nation. The Rushmore Region has an average commute of less than 14 minutes, giving you more time for arts and culture, phenomenal hiking, skiing, snowmobiling, fishing, boating, motorcycling, and other popular leisure activities.

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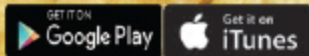
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Welcome to Sturgis!

If you are reading this article, it means that you are loyal to the Sturgis community. You may have visited once and fell in love, or it may be that you live here year-round. Regardless of your affiliation, what we all have in common is a passion for seeing this community grow and embrace its culture – one of the most unique cultures in the world.

The Sturgis area is home to many things, including the world-famous City of Sturgis



VERONICA

Motorcycle Rally; historic Fort Meade with its iconic Veterans hospital, Cavalry Museum, and panoramic views from the Fort Meade Post Cemetery; Bear Butte State Park; and last but not least, a vibrant and growing business district that boasts ma-and-pop boutiques and shops jostled alongside Rally-famous tattoo parlors, restaurants, and one-of-a-kind saloons. Our proximity to the Black Hills National Forest only furthers our reputation as

one of the most acclaimed and beautiful destinations in the U.S. and beyond.

We hope that you will make Sturgis your home, or your home-away-from-home that you come back to visit throughout the year. No season is the same here, and we invite you to experience each and every one of them with us.

See you in Sturgis!

Veronica Grosek
Executive Director
Sturgis Area Chamber
of Commerce

Sturgis Area Chamber of Commerce & Visitors Bureau

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



Photo by Bob Davis, Sturgis Photo & Gifts

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Amanda Anglin *Executive Director*
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 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

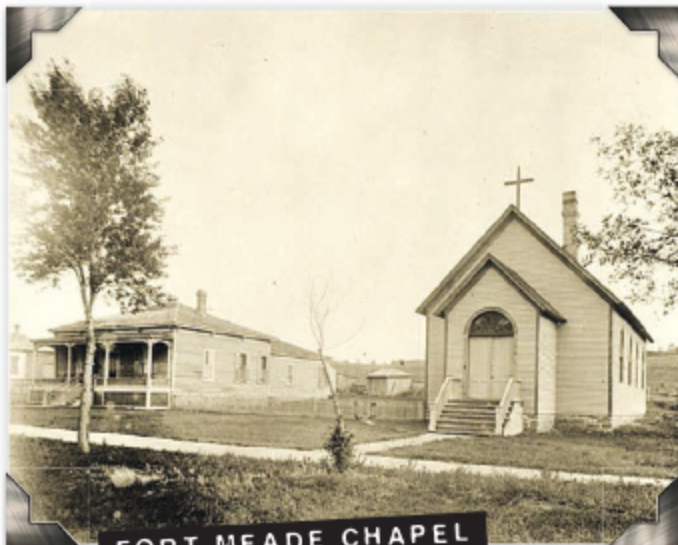
by court martial for scandalous behavior. Many celebrated frontier Army units saw service at Fort Meade, including the 4th Cavalry which was headquartered there for over 20 years. It outlived

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

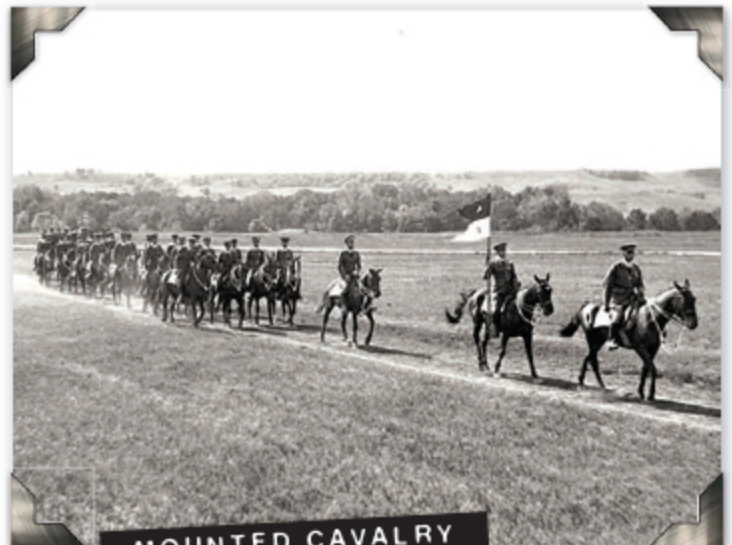
through it. The area is also full of historic markers commemorating the area's significance including the Fort Meade Post Cemetery. Many remnants of the historic peace-keeping old post have been faithfully preserved. Numerous mementos of the colorful units and troopers who served there are on display 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



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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.



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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RAPID CITY, SD

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.

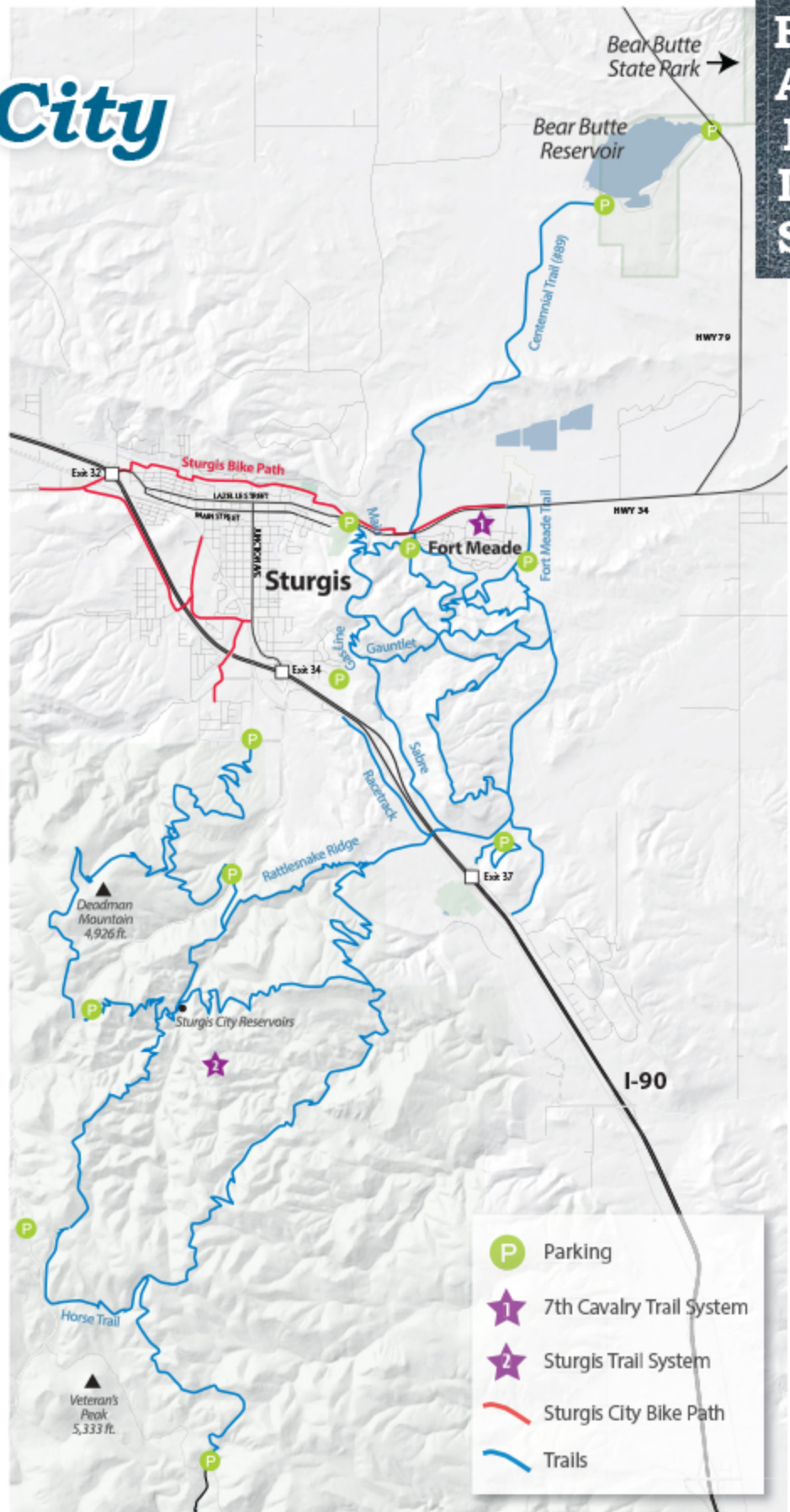
STURGIS TRAIL SYSTEM

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/



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.



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 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 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
Black Hills Trails: BlackHillsTrails.org • Black Hills & Badlands: BlackHillsBadlands.com
South Dakota Game, Fish, & Parks: GFP.SD.gov • South Dakota Tourism: TravelSD.com



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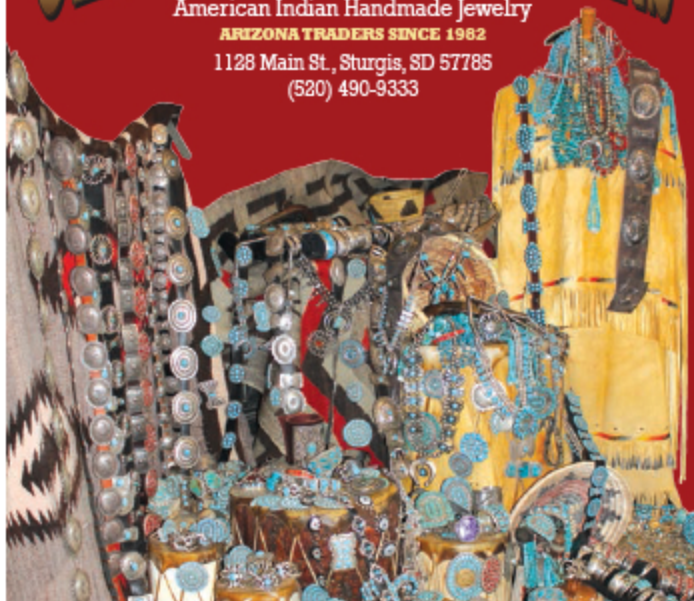
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DINING/DRINKS

	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		■	■	■	■	■	■	■	■	■
Domino's Pizza of Sturgis			■	■		■			■	
First Gold Hotel & Gaming		■	■	■			■	■	■	■
Kickstands		■	■	■			■	■	■	
Knuckle Saloon & Brewing Company	■		■	■	■		■	■	■	■
Loud American Roadhouse			■	■	■		■	■	■	
McDonald's of Sturgis		■	■	■	■				■	
Oasis Bar & Fireside Lounge							■	■		■
Pizza Hut of Sturgis			■	■		■	■		■	
Red's Grill & Pub		■	■	■	■	■	■	■		
Sidehack Saloon/Grill & Gunner's Lounge		■	■	■	■		■	■	■	■
Stinger Saloon							■			
Taco John's of Sturgis		■	■	■	■	■			■	
The Hotel Sturgis		■								
The Lodge at Deadwood		■	■	■	■	■	■	■	■	■
Veterans Club				■			■	■		■
Weimer's Diner & Donuts		■	■							

IN THE HEART OF STURGIS



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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
Bear Butte Creek Campground							100+	45	10	50	■				■
Best Western Sturgis Inn	55	8	■		■	■	unlimited					■	■	■	
Big Rig RV Park						■		175		175	■	■			■
Buffalo Chip Campground							unlimited	1700	67	1700	■				■
Cadillac Jacks Gaming Resort	293	11	■	■	■							■	■		
Creekside Campground						■	100	90	28		■				■
Days Inn Sturgis	53	4	■	■		■						■	■		
Elkhorn Ridge RV Resort					■	■	20	186	36	186	■	■	■	■	■
Executive Lodging of the Black Hills									54			■	■	■	■
First Gold Gaming Resort	158	4	■	■		■						■	■		
Iron Horse Campground							150	225	32	100	■	■	■	■	
Iron Horse Inn	100		■			■	50	8		8		■			■
Kickstands Campground & Venue						■	250	250	12	80	■	■			■
Lamphere Ranch Campground						■		138	28	138	■	■			
Nemo Guest Ranch						■	80	40	15		■	■	■		
No Name City Luxury Cabins & RV					■		150	50	24	25	■	■			■
Ramada Hotel & Convention Center	55	14	■	■	■	■						■	■	■	
Ride N Rest Campground						■	unlimited	75	80	75	■				■
Rush-No-More RV Resort & Campground					■	■	50	89	19	85	■	■			■
Shade Valley Camp Resort						■	unlimited	unlimited	100+	400	■	■			■
Spur Creek Saloon & Ranch						■	unlimited	unlimited	3						■
Sturgis RV Park						■	unlimited	■	23	■		■			■
Sturgis View Campground						■	unlimited	65	33	9	■				
Super 8 Motel	58	3	■	■								■	■		
The Hotel Sturgis	19	2	■			■						■	■		
The Lodge at Deadwood Gaming Resort	140	13	■	■	■	■						■	■	■	
The Sturgis Motel	30	1										■	■	■	
Tilford Gulch Campground						■	300	50		36		■			■
Wheeler Farms Rentals <small>(vrbo.com - Property 1227525, 647269, and 313834)</small>															■



STURGIS AREA CHAMBER DIRECTORY

Photo by
Jonathan Karol

ACCOMMODATIONS:

Best Western Sturgis Inn

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

Cadillac Jack's Gaming Resort

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

Days Inn Sturgis

2630 Lazelle St., Sturgis, SD 57785
605-347-3027

First Gold Gaming Resort

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

Iron Horse Inn

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

Ramada Hotel & Convention Center

7900 Stagestop Rd., Summerset, SD 57718
605-787-4844

Super 8 Motel

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

The Hotel Sturgis

1144 Main St., Sturgis, SD 57785
605-561-0116

The Lodge at Deadwood

100 Pine Crest Dr., Deadwood, SD 57732
605-584-4800

The Sturgis Motel

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

Wheeler Farms Vacation Homes

14950 W. Hills View Dr., Piedmont, SD 57769
605-381-8778

ACCOMMODATIONS - CAMPING/CABINS/RV:

Bear Butte Creek Campground

13174 SD Hwy 34, Sturgis, SD 57785
605-347-1504

Big Rig RV Park

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

Buffalo Chip Campground

20622 Fort Meade Way, Sturgis, SD 57785
605-347-9000

Creekside Campground

20538 SD Hwy 79, Sturgis, SD 57785
605-347-2137

Dakota Frontier Camp Adventure for Kids

12913 Bear Butte Lake Rd., Whitewood, SD 57793
605-490-1252

Elkhorn Ridge RV Resort

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

Executive Lodging of the Black Hills

11842 US Hwy 14 ALT, Sturgis, SD 57785
605-578-3555

Goose Landing

2741 WY-116, Upton, WY 82730
307-468-2506

Iron Horse Campground

20446 SD Hwy 79, Sturgis, SD 57785
605-450-0321

Kickstands Campground & Venue

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

Lamphere Ranch Campground

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

Nemo Guest Ranch

12737 Guest Ranch Ln., Nemo, SD 57759
605-578-2708

No Name City Luxury Cabins & RV

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

Ride N Rest Campground

20494 SD Hwy 79, Sturgis, SD 57785
605-490-8292

Rush No More RV Resort & Campground

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

Shade Valley Camp Resort

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

Spur Creek Saloon

17712 SD Hwy 79, Newell, SD 57760
605-391-8282

Sturgis RV Park

1175 West Woodland Dr., Sturgis, SD 57785
605-720-1501

Sturgis View Campground

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

Tilford Gulch Campground

13157 Deer Meadow Rd., Piedmont, SD 57769
605-209-1200

ADVERTISING/MEDIA/PRINTING:

Badlands Broadcasting

1711 West Main St., Rapid City, SD 57702
605-721-9005

Black Hills Pioneer/ Seaton Publishing

PO Box 7, Spearfish, SD 57783
605-642-2761

Borns Group

20167 Sleigh Rd., Pierre, SD 57501
605-222-1275

Evergreen Media

329 Main St. #1, Rapid City, SD 57701
605-343-7684

GP Local

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

Hango Broadcasting Radio

3601 Canyon Lake Dr., Rapid City, SD 57702
605-343-0888

KBHB/KKLS Radio

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

KEVN Black Hills Fox TV

2001 Skyline Dr., Rapid City, SD 57701
605-394-7777

KYDT/KBFS Radio

PO Box 787, Belle Fourche, SD 57717
605-892-2571

Sturgis Area Chamber Directory *continued*

Quik Signs

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

Rapid City Journal

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

Rushmore Media (KOTA)

2001 Skyline Dr., Rapid City, SD 57701
605-394-7777

Simpsons Printing

2410 S Plaza Dr., Rapid City, SD 57702
605-342-0979

The HomeSlice Corporation

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

ART & CULTURE:

Sturgis Area Arts Council

PO Box 901, Sturgis, SD 57785
605-347-5467

Sturgis Center for the Arts

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

White Canvas Art Co

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

ASSOCIATE MEMBER:

Dr. Barry Furze

Sturgis, SD 57785
605-720-5496

Mr. Ernie Miller

Sturgis, SD 57785
605-347-3354

ATTRACTIONS/RECREATION:

Bear Butte State Park

20250 SD Hwy 79, Sturgis, SD 57785
605-347-5240

Bear Country USA

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

Beautiful Wonderland Cave

12634 Alpine Rd., Nemo, SD 57759
605-578-1728

Black Hills Bluegrass Association

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

Black Hills Playhouse

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

Boulder Canyon

Country Club
12312 US Hwy 14A, Sturgis, SD 57785
605-347-5108

Crazy Horse Memorial

12151 Avenue of the Chiefs, Crazy Horse, SD
57730-8900
605-673-4681

Elkhorn Ridge Golf Club

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

Fort Meade Museum

50 Sheridan St., Fort Meade, SD 57741
605-347-9822

Historic Homestake

Opera House
313 W Main St., Lead, SD 57754
605-584-2067

Sturgis Car Museum

940 Dickson Dr., Sturgis, SD 57785
605-720-6398

Sturgis Community Center

1401 Lazelle St., Sturgis, SD 57785
605-347-6513

Sturgis Motorcycle Museum

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

Sturgis Mustang Rally

PO Box 745, Sturgis, SD 57785
605-393-7865

Sturgis Public Library

1040 Harley-Davidson Way Ste. 101, Sturgis, SD 57785
605-347-2624

Sturgis Strikers

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

Western Dakota

Antique Club
PO Box 141, Sturgis, SD 57785
605-490-2024

AUTO & MOTORCYCLE SALES/SERVICE:

Indian Motorcycle

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

Iverson Automotive LLC

2800 Raccoon Rd., Sturgis, SD 57785
605-561-0109

J&P Cycles

1650 Lazelle St., Sturgis, SD 57785
469-283-7730

Jake's Collision Repair of Sturgis

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

Liberty Chevrolet

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

Owens Interstate Sales

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

Park Avenue Car Wash

2311 Park Ave., Sturgis, SD 57785
605-642-7423

Plains Towing & Recovery

2379 Vanocker Canyon Rd., Sturgis, SD 57785
605-720-5000

Scott Peterson Motors

1 Ford Place, Sturgis, SD 57785
605-347-3662

Speedy Lube

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

Sturgis Harley-Davidson

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

Sturgis Motor Company

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

Sturgis NAPA

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

Sturgis Tire Pros

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

BUILDING SUPPLIES/CONTRACTORS/ MAINTENANCE SERVICES:

Ainsworth-Benning Construction

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

Black Hills Asphalt

PO Box 43, Spearfish, SD 57783
605-645-3437

Brosz Engineering Inc

PO Box 636, Sturgis, SD 57785
605-347-2722

Five Star Insulating Inc

PO Box 450, Burke, SD 57523
605-830-1715

Freeman's Electric Service

901 Dickson Ln, Sturgis, SD 57785
605-347-0110

Sturgis Area Chamber Directory *continued*

Greenscape

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

Iverson Construction

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

Legendary Electric LLC

PO Box 471, Sturgis, SD 57785
605-490-2254

MB Tree & Landscape

PO Box 86, Sturgis, SD 57785
605-690-2613

Northern Hills Sod Farm LLC

20138 126th Place, Whitewood, SD 57793
605-347-9606

One Way Service Pros

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

Pete Lien & Sons Inc

3401 Universal Dr., Rapid City, SD 57702
605-347-5939

Rushmore Parking Lot Striping

221 Evans Lane, Spearfish, SD 57783
605-641-7423

Sacrison Paving

PO Box 100, Whitewood, SD 57793
605-269-2005

Scull Construction Service Inc

803 Industrial Ave., Rapid City, SD 57702
605-342-2379

Short Construction Inc

1305 Ball Park Rd., Sturgis, SD 57785
605-490-0014

Simon

3975 Sturgis Rd., Rapid City, SD 57702
605-394-3300

Town-N-Country Plumbing

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

Wolff's Plumbing & Heating

614 S. 32nd st., Spearfish, SD 57783
605-642-5755

CIVIC ORGANIZATIONS:

Action for the Betterment of Community

PO Box 188, Sturgis, SD 57785
605-347-2991

Black Hills & Badlands Tourism Association

1851 Discovery Circle, Rapid City, SD 57701
605-355-3600

Black Hills Area

Community Foundation
803 St. Joseph St., Rapid City, SD 57709
605-718-0112

Black Hills Special Services

PO Box 218, Sturgis, SD 57785
605-347-4467

Black Hills Trails

PO Box 661, Sturgis, SD 57785

Crisis Intervention Shelter Service

PO Box 842, Sturgis, SD 57785
605-347-0050

Downtown Sturgis Foundation

2040 Junction Ave., Sturgis, SD 57785

Love INC Sturgis

140 North St., Rapid City, SD 57701
605-718-5683 Ext 4

Meade County 4-H

1425 Sherman St. Ste. 103, Sturgis, SD 57785
605-347-2436

Meade County Relay for Life

Sioux Falls, SD 57106
605-323-3545

Meade County Republican Women

Sturgis, SD 57785
605-720-3881

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
605-347-1740

NeighborWorks Dakota

Home Resources
795 East Main St., Deadwood, SD 57732
605-578-1401

Northern Hills Area CASA Program

741 N 5th St., Spearfish, SD 57783
605-722-4558

Olive Branch Lodge #47

PO Box 476, Sturgis, SD 57785
605-347-2363

Optimist Club of Sturgis

PO Box 934, Sturgis, SD 57785
605-490-9410

Salvation Army of the

Black Hills
405 N Cherry Ave., Rapid City, SD 57701
605-791-4045

Sergeant Colton Levi Derr Foundation

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

South Dakota Retailers Association

3301 Flint Dr., Rapid City, SD 57701
605-224-5050

Sturgis & Meade County Historical Society

PO Box 221, Sturgis, SD 57785
605-347-3233

Sturgis Economic Development Corp

PO Box 218, Sturgis, SD 57785
605-347-4906

Sturgis Golden K Kiwanis Club

PO Box 4136, Sturgis, SD 57785
605-490-1830

Sturgis High School Rodeo Booster Club

PO Box 66, Sturgis, SD 57785
605-347-1068

Sturgis Motorcycle Rally Inc

1612 Junction Ave., #4, Sturgis, SD 57785
605-347-5336

Sturgis Scooper Booster Club

Sturgis, SD 57785
605-720-3575

Sturgis Soccer Association

PO Box 833, Sturgis, SD 57785
605-490-2676

United Way of the Black Hills

621 6th St. Ste. 100, Rapid City, SD 57701
605-343-5872

West River Foundation

PO Box 218, Sturgis, SD 57785
605-347-4467

Western Resources for Independent Living

529 Kansas City St. Ste. 203, Rapid City, SD 57701
605-718-1930

Weston County Travel Commission

PO Box 655, Newcastle, WY 82701
307-746-2896

Workforce Diversity Network

505 Kansas City St., Rapid City, SD 57701
605-787-2590

DINING/DRINKS:

Belle Joli' Winery

3951 Vanocker Canyon Rd., Sturgis, SD 57785
605-347-9463

Sturgis Area Chamber Directory *continued*

Loud American Roadhouse

1305 Main St., Sturgis, SD 57785
605-720-1500

McDonald's of Sturgis

2351 W Lazelle St., Sturgis, SD 57785
605-347-2798

Oasis Bar & Fireside Lounge

1145 Main St., Sturgis, SD 57785
605-347-3848

Pizza Hut

2249 W Lazelle St., Sturgis, SD 57785
605-347-4573

Red's Grill & Pub

2214 Junction Ave., Sturgis, SD 57785
605-561-1100

Stinger Saloon

1102 Main St., Sturgis, SD 57785
605-381-3068

Taco John's of Sturgis

2314 S Junction Ave., Sturgis, SD 57785
605-347-3556

The Good Witch Cake Shop

2709 Lazelle St. Ste. A, Sturgis, SD 57785
605-720-8332

The Knuckle Saloon & Brewing Company

931 1st St., Sturgis, SD 57785
605-347-0106

Uncle Louie's Diner

1039 Main St., Sturgis, SD 57785
605-720-6475

Veteran's Club

868 Main St., Sturgis, SD 57785
605-347-4682

Weimer's Diner & Donuts

1120 Main St., Sturgis, SD 57785
605-347-3892

EDUCATION:

Black Hills State University

1200 University St. Unit 9512, Spearfish, SD 57799
605-642-6877

Community Education of the Black Hills

730 E Watertown St., Rapid City, SD 57701
605-394-5120

Meade School District 46-1

1230 Douglas St., Sturgis, SD 57785
605-347-2523

Nsight Partners

Sturgis, SD 57785
605-490-1246

Western Dakota Technical Institute

800 Mickelson Dr., Rapid City, SD 57703
605-718-2400

FARM/RANCH:

Bear Butte Gardens

20445 Hwy 79, Sturgis, SD 57785
605-490-2919

DesJarlais Farms

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

Grubl Ranch

1714 Baldwin St., Sturgis, SD 57785
605-720-8822

Lauing Mill Iron L Ranch

13917 Alkali Rd., Sturgis, SD 57785
605-347-6193

Snyder Ranch

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

FINANCIAL/LEGAL/INSURANCE:

360 Accounting

Sturgis, SD 57785
702-443-5036

Aflac - Sharon Aberle

3001 Lazelle St. Lot 16, Sturgis, SD 57785
605-545-3839

Black Hills Community Loan Fund

607 1/2 Mt Rushmore Rd. Ste. 105, Rapid City, SD 57701
605-519-5124

Black Hills Federal Credit Union

1020 Lazelle St., Sturgis, SD 57785
605-718-1818

Dakota Financial Services Inc

PO Box 634, Sturgis, SD 57785
605-720-6747

Edward Jones - Bruce Gordon

2045 Lazelle St., Sturgis, SD 57785
605-720-5670

Edward Jones - Melissa Hampton

1247 Sherman St., Sturgis, SD 57785
605-499-7464

Farm Credit Services of America

2510 N Plaza Dr., Rapid City, SD 57702
605-342-0678

Farmers Insurance

1241 Sherman St., Sturgis, SD 57785
605-347-4562

First Interstate Bank

1200 Main St., Sturgis, SD 57785
605-347-2562

First National Bank

955 Main St., Sturgis, SD 57785
605-347-4416

Glover Investments LLC

Sturgis, SD 57785
605-347-0995

H&R Block Sturgis

1881 Lazelle St., Sturgis, SD 57785
605-347-5955

Highmark Credit Union

725 5th St, Rapid City, SD 57701
605-716-4444

HUB International

1238 Main St., Sturgis, SD 57785
605-347-4644

Karen Paige Hunt Prof LLC

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

Law Tigers

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

Leavitt Heartland Insurance Services

942 14th St., Sturgis, SD 57785
605-347-4583

Nelson Law

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

Northern Hills Business & Tax Service

1109 5th St., Sturgis, SD 57785
605-720-2130

Northern Hills Collections Inc

PO Box 1053, Spearfish, SD 57783
605-642-9441

Northern Hills Federal Credit Union

1080 Main St., Sturgis, SD 57785
605-347-4527

Pioneer Bank & Trust

2611 Lazelle St., Sturgis, SD 57785
605-720-2265

Sabers Agency Inc

2327 South Junction Ave., Sturgis, SD 57785
605-347-4507

Simmons & Silver CPA PC

1612 Junction Ave., Ste. 3, Sturgis, SD 57785
605-347-3912

State Farm Insurance - Fowler Agency

2118 Lazelle St., Sturgis, SD 57785
605-347-3931

State Farm Insurance - Moberly Agency

1612 Junction Ave., Ste. 2, Sturgis, SD 57785
605-702-3042

Sturgis Area Chamber Directory *continued*

Strain Morman Law Firm

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

Thomson Law PC

1010 Ball Park Rd. Ste. 6, Sturgis, SD 57785
605-347-2551

Thrivent Financial

2210 Jackson Blvd., Rapid City, SD 57702
605-399-9373

Wells Fargo Bank

1040 Main St., Sturgis, SD 57785
605-347-2581

GENERAL SERVICES:

All-Net Connections

PO Box 27, Whitewood, SD 57793
605-269-4141

Black Hills Funeral Home & Cremation

1440 Junction Ave., Sturgis, SD 57785
605-347-2522

Black Hills Rally Weddings

PO Box 707, Lead, SD 57754
605-777-0436

Bradley Storage

3470 Whitewood Service Rd., Sturgis, SD 57785
605-347-3848

Castaic Travel

Sturgis, SD 57785
605-561-0122

CBH Cooperative

2030 Main St., Sturgis, SD 57785
605-720-2946

Competition Distributing

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

Dakota Endurance LLC

Sturgis, SD 57785
605-430-7007

Dogwood Lodge Pet Resort & Grooming Salon

PO Box 4156, Sturgis, SD 57785
605-720-1364

Eagle Uniform & Supply Co

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

Pepsi Cola of the Black Hills

2720 Creek Dr., Rapid City, SD 57703
605-342-0362

Rent-A-Chef Catering

PO Box 634, Spearfish, SD 57783
605-645-5124

Scooptown Car Wash

710 Anna St., Sturgis, SD 57785
605-720-7800

Servall Uniform & Linen Supply

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

Sturgis Shipping & FedEx

1861 Lazelle St., Sturgis, SD 57785
605-720-4053

Support Office Solutions LLC

PO Box 9744, Rapid City, SD 57709
605-646-0111

The Farmhouse Barn

21305 Harp Rd., Sturgis, SD 57785
605-209-5161

The Local

1064 Main St., Sturgis, SD 57785
605-549-5737

The Moving Guys

1110 Industry Rd., Sturgis, SD 57785
605-877-2258

The Tattoo Cellar

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

Vanway Trophy & Award

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

GOVERNMENT ENTITIES:

City of Sturgis

1040 Harley-Davidson Way, Sturgis, SD 57785
605-347-4422

Meade County Commission

1300 Sherman St. Ste. 212, Sturgis, SD 57785
605-720-1625

Sanford Underground Research Facility

630 E Summit St., Lead, SD 57754
605-722-8650

South Dakota Department of Labor

1300 North Ave., Spearfish, SD 57783
605-642-6900

Sturgis Police Department

1400 Main St., Sturgis, SD 57785
605-347-2573

GROCERY:

Grocery Mart

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

Lynn's Dakotamart

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

HEALTH & WELLNESS:

Akela Spa of Deadwood

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

Aspen Grove Assisted Living

2065 Moose Dr., Sturgis, SD 57785
605-720-4738

Black Hills Family Practice

1010 Ballpark Rd. Ste. 3, Sturgis, SD 57785
605-720-4520

Compass Point

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

Flex Fitness

948 Pine View Dr., Sturgis, SD 57785
605-720-3539

Home Instead Senior Care of Black Hills

710 Mount Rushmore Rd., Rapid City, SD 57701
605-716-9300

Loftus Dental

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

Monument Health

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

Northern Hills Eye Care

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

Northern Hills

Gymnastics LLC
3240 Vanocker Canyon Rd., Sturgis, SD 57785
605-641-2665

Sturgis Chiropractic

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

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

Twisted Canyon CrossFit

1150 Moose Dr., Sturgis, SD 57785
605-347-1515

VA Black Hills

Health Care System
113 Comanche Rd., Fort Meade, SD 57741
605-720-7170

OFFICE EQUIPMENT & SUPPLIES:

A & B Business Solutions

1822 W Kansas City St., Rapid City, SD 57702
605-722-7426

**Certified Folder Display
Service Inc**

7601 Black Hawk Rd., Unit #4, Black Hawk, SD 57718
605-786-0215

Rushmore Office Supply & Printing Services

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

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

**Bertolotto Real Estate
& Auction Inc**

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

Black Hills Title Company

PO Box 909, Sturgis, SD 57785
605-347-4402

Casteel Auction & Real Estate

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

**Christians Team Real Estate
- Keller Williams**

1001 Lazelle St., Sturgis, SD 57785
605-920-0425

**Dakota Hills Assisted
Living Center**

1124 Second St., Sturgis, SD 57785
605-423-8084

Dan Jacobsen - eXp Realty

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

Heritage Acres Inc

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

Kate Baum - The BAUM Group

Sturgis, SD 57785
605-490-1688

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

Properties Unlimited Realty

2320 Junction Ave., Sturgis, SD 57785
605-347-7644

The Real Estate Center of Sturgis

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

**Richelle Bruch LLC - Keller Williams
of the Black Hills**

Sturgis, SD 57785
605-206-1046

Wildflowers Townhome Apartments

751 Boulevard St., Sturgis, SD 57785
361-563-2522

RELIGIOUS ORGANIZATIONS:

Bethel Church - Sturgis

1401 Lazelle St., Sturgis, SD 57785
605-515-2828

Connection Church

1942 Davenport, Sturgis, SD 57785
605-206-1414

First Presbyterian Church

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

Grace Lutheran Church

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

Hellfighters Christian Ministries

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

High Plains Spiritual Life Center

1506 Jackson St., Sturgis, SD 57785
605-347-1131

LifeSpring Wesleyan Church

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

St. Francis of Assisi Catholic Church

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

Sturgis Alliance of Churches

PO Box 713, Sturgis, SD 57785
605-347-3384

Sturgis United Methodist Church

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

Trinity Lutheran Church

2109 Baldwin St., Sturgis, SD 57785
605-347-5376

SHOPPING/RETAIL:

ACE Hardware

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

Affordable Flowers & More

748 Lazelle St., Sturgis, SD 57785
605-580-6844

Black Hills Rally & Gold

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

Cammack Ranch Supply

16948 SD Hwy 34, Union Center, SD 57787
605-985-5591

Common Cents

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

Eagle Rider

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

Heartland Homestore

925 Junction Ave., Sturgis, SD 57785
605-720-1668

Hot Leathers

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

Jack's Campers

13203 High Plains Place, Piedmont, SD 57769
605-787-9010

Just For Looks Boutique

1006 Main St., Sturgis, SD 57785
605-720-4247

Kwik Mart / Sturgis Subs

2217 Junction Ave., Sturgis, SD 57785
605-347-7533

Lasting Impressions Unlimited

13830 SD Hwy 40, Hermosa, SD 57744
605-201-1021

Lucy's Nearly New

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

Paula Rae Studio

Sturgis, SD 57785
605-415-6761

Prairie Emporium

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

Rockingtree Floral & Garden

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

Runnings (Campbell's Supply)

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

Sturgis Guns/Range

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

Sturgis Motorsports

2695 Lazelle St., Sturgis, SD 57785
605-347-2636

Sturgis Area Chamber Directory *continued*

Sturgis Photo & Gifts

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

Sturgis Powersports

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

The Giving Goat

Crystal Shop
950 Main Street, Sturgis, SD 57785
605-939-0296

Tom's T's Inc

601 Lazelle St. Ste. B, Sturgis, SD 57785
605-347-6169

Trax Wear

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

Xtreme Dakota Bicycles

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

TRANSPORTATION:

Giddy-Up Shuttles

Hill City, SD 57745
605-430-6366

Harlow's School

Bus Service
2237 W Sherman St., Sturgis, SD 57785
605-347-5066

Prairie Hills Transit

2015 Tumble Weed Trl., Spearfish, SD 57783
605-642-6668

Sturgis Trailers

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

Sturgis Transit - Da Bus

Sturgis, SD 57785
605-347-3287

Sturgis U-Haul

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

UTILITIES:

Black Hills Energy

1251 Otter Rd., Sturgis, SD 57785
605-716-3951

G & G Garbage LLC

PO Box 1178, Baker, MT 59313
866-644-7168

Kieffer Sanitation

2426 E Saint Patrick St., Rapid City, SD 57703
605-342-5575

McGas

Propane Inc
2219 Junction Ave., Sturgis, SD 57785
605-347-3811

Mideo

PO Box 5040, Sioux Falls, SD 57117
605-791-7114

Montana - Dakota Utilities

505 Heritage Dr., Spearfish, SD 57783
605-642-2654

Vast Broadband

809 Deadwood Ave., Rapid City, SD 57702
605-721-2000



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