Cleveland Club News

The Official Publication of the BMW Motorcycle Owners of Cleveland, Inc.

spring 1999

LET THEM EAT PIE CHARTS!

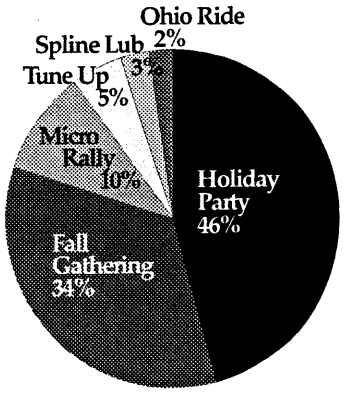
The 1998 Treasurer's Report by Roger Warren

Several months ago, Craig Webb asked me to reflect on the 1998 Treasury activity. In particular, he wanted me to give the membership a picture of how the cash flows within the club. The following information is summarized and reported by the major categories of income and expense.

WHERE DID THE MONEY COME FROM?
Three sources of income account for the majority of the Club's cash inflow

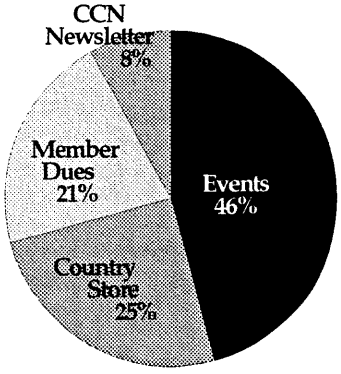
EVENT FEES - $3012 or 46% of the total
COUNTRY STORE - $1649 or 25% of the total
MEMBER DUES - $1385 or 21% of the total

Event Income



Event fees are collected at events throughout the year by the event chairperson. A report is made and the money is transferred to the Treasury at the end of the event. Country Store items are sold throughout the year. The "storekeeper" transfers the receipts to the Treasury periodically (at least monthly and often more frequently) along with a report of activity.

BMWMOC 1998 Income



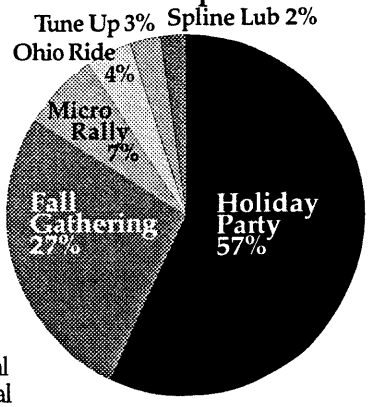
Membership renewals are solicited in the spring of each year. New member dues are collected throughout the year. These dues are collected by the Membership Chairperson and transferred to the Treasury periodically along with a report of activity.

Newsletter advertising fees and newsletter subscriptions are collected by the Newsletter advertising representative and / or the Membership Chairperson and transferred to the Treasury periodically.

WHERE DID THE MONEY GO?
Three categories of expense account for the majority of the Club's cash outflow.

EVENT EXPENSES $3684 or 57 % of the total
NEWSLETTER $1102 or 17% of the total
COUNTRY STORE $983 or 15% of the total

Event Expenses



Event expenses are paid throughout the year. Where practical, expenses are paid directly by the Treasurer. Often, an expense advance is made to the event chairperson so expenses can be paid as incurred. At the end of the

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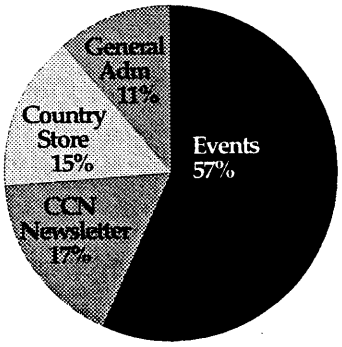
event, the event chairperson submits a report with receipts detailing total income and expense.

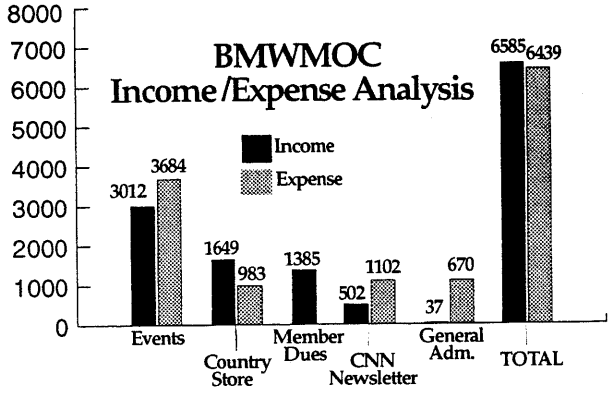
The cost of producing and mailing the quarterly Newsletter is paid as invoices are submitted to the Treasurer.

The cost of merchandise purchased for the country Store is paid as incurred. The "storekeeper" passes invoices to the Treasurer as received.

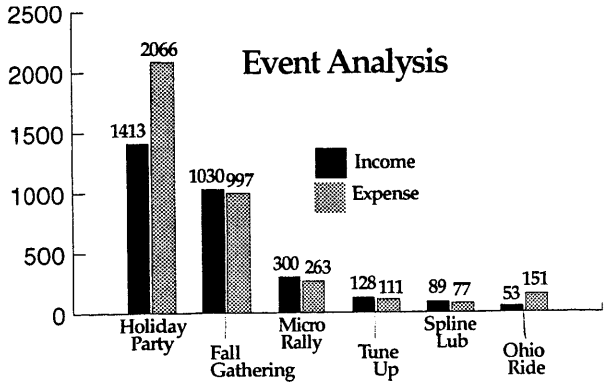
BMWMOC 1998 Expense



General Administrative expenses cover items like the bill for the voice mail, web site costs, membership printing and mailing costs and other miscellaneous club expenses that are submitted to the Treasurer for payment as incurred.



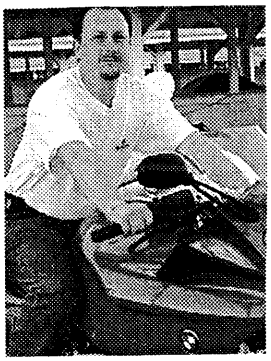
INCOME / EXPENSE ANALYSIS
Notice that the club is in the black this year by $146. This represents a significant change from previous years where income outpaced expenses by much larger amounts. Perhaps this will console the members who questioned why the club was compiling money and what the funds were supposed to be used for. However if you factor in the $600-$700 dollars paid for the BMW snakelight gifts given to the members at the Holiday bash, the club actually ran at respectable profit for most of the year.



EVENT ANALYSIS
Notice that most of the club's events ran in the black this year. The Holiday Party loses are largely explained by the cost of the BMW snakelight gifts to the attending membership. The loses for the Heart of Ohio ride are explained by the cost of insurance coverage and a slight misunderstanding involving the owner of the campsite in Portsmouth Ohio. However, a significant amount of money was raised for charity by this event - so our "Heart" was in the right place after all.

SIMON SEZ...

By Eric Simon



We have a lot of good material this issue, so I won't waste too much space with my own words. As the 1999 riding season nears I want to give you an idea of what we are planning for our club. More specific information will be provided as each event nears, but I wanted to give you this overview so that you can let your board of directors know what else we can do to make your club motorcycling more enjoyable.

As you read this we will have just completed our first club event of the year - The Care and Bleeding of Brakes Clinic at the Davis Clubhouse. Our next club-sponsored event will be our annual Spring Tune-Up Clinic, graciously hosted ounce again by Phil Danzy. We are planning our June Micro-Rally in a new mid-eastern Ohio location, and we will be searching this summer for a new location for our Fall Gathering.

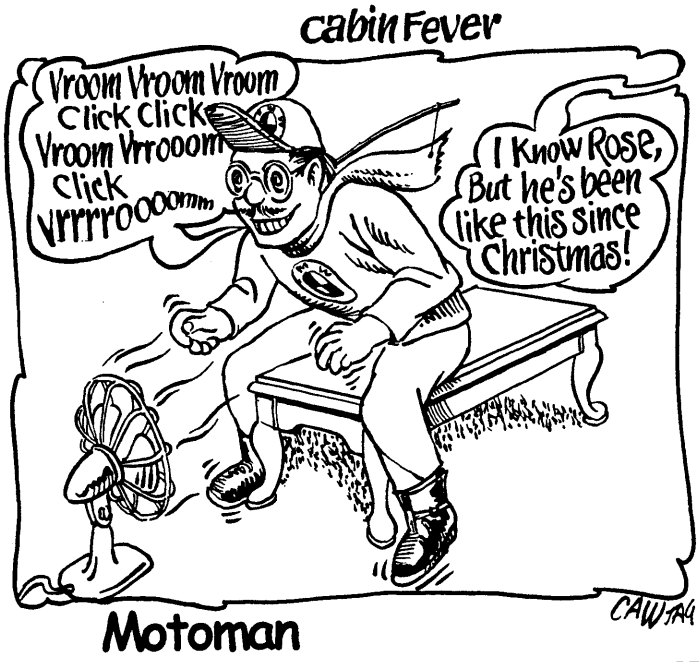
We are currently soliciting ideas for new routes and stops for this year's Heart of Ohio Ride which will be run in a clock-wise direction this year to avoid that long Friday evening ride squinting into the sun.

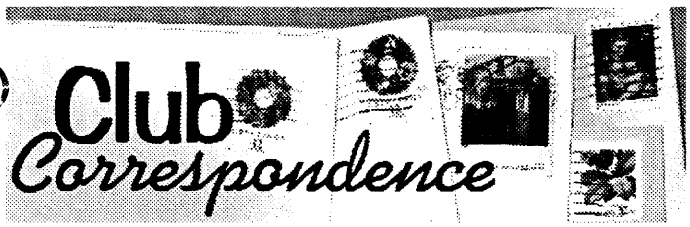
While not well publicized, your Road Captain has been organizing a few weekend bowling events to help keep club ties alive during the snowy months. I hear he wants to include golf outings once the weather clears. Hopefully more on-the-bike activities will also be coming your way.

I also wanted to throw in a plug for http://www.bmwmoc.org, your club's new Internet web site. We are up and rolling at full speed with our electronic gateway to the world. The web site (along with our hotline) will be the best way to find up-to-date information about club activities, including our constantly updated calendar of events with maps to most activities.

Check it out and let us know what you think. If you like the site tell your friends, as the more visitors we have to our site, the happier the select few advertisers we hope attract will be.

Finally, I must emphasize that this is a club run entirely by volunteers. Each event must be planned, set up, conducted, and cleaned up by Us (capital "U" intended). We need volunteers to help with every aspect of every event. So if you can lend a hand, be it "only" to make flyers for an event, or to spend an hour on a clean up crew, please let us know. The help is always needed and appreciated.





TRANSMISSIONS FROM THE REBEL ALLIANCE

By Harry Wagner

Just to set the record back to reasonably straight, the ASS-COC (scandal?) was the brainchild of yours truly. Having been to Shreve twice, I was determined to make some different plans for a fall camp out in '98. A few years back, Pam and Dave set up what I thought was an awesome fall camp out at Chapman Dam in Pa. We all camped within 100 feet of one of the biggest and most beautiful maple trees I have ever seen. Ralph Maarsen drove down from NY and dropped off a pickup truck load of firewood for us and we had our own group camping area all to ourselves. I had one of the best rides I can remember on Saturday from Warren Ohio out Rt. 6 to Galeton, south on 144 and wandering the back roads on the return to the campgrounds. It was about 350 miles of spectacular colors.

Around seven or eight people had similar thoughts and voiced interest in participating and attending. I came up with the idea of making a humorous flyer as a joke and sent out exactly ONE copy. For whatever reasons, the others decided not to go to Chapman Dam and I ended up taking a three-day ride through Eastern Kentucky, great roads - great weather - great trip! So that constitutes the glorious birth and abortive history of ASSCOC.

I guess I'm somewhat of a "loner". My favorite rides have always been with one or two people. The trip with King Ralph and Fast Eddie to the Morgonton National through the West Virginia back roads - Trying to outrun Woody's RS, (with him pulling a trailer), on the way down to Cable's camp ground - The 600 mile "tank torcher" run to Hannigan's with Ralph and Terry, (they were closed when we got there) - The run to the Seven-Mile-Bridge sandwich stand at Marathon Key with Garry Hissom, (it was 30 degrees when we left) - The almost thousand mile day, (actually 960), with the Lone Ranger, Don Walker - The 350 mile return home from Shreve with a certain woman on a K1100LT, (Donna will pass anything on a straight road), and many many more that I can't remember.

The whole point is that there isn't any covert plan to form another club. Different people have different interests. I don't enjoy the club activities as much as I did in my first few years as a member. It's not the club's fault, or the fault of any member other than me. There seems to be a sort of natural progression in any organization that as the membership grows, the interests become more widely spread. The bigger it gets, the less it appeals to its older members who joined a smaller group of more like-minded people, or....maybe I'm just getting old and cranky.

SHREVE DEFENSE

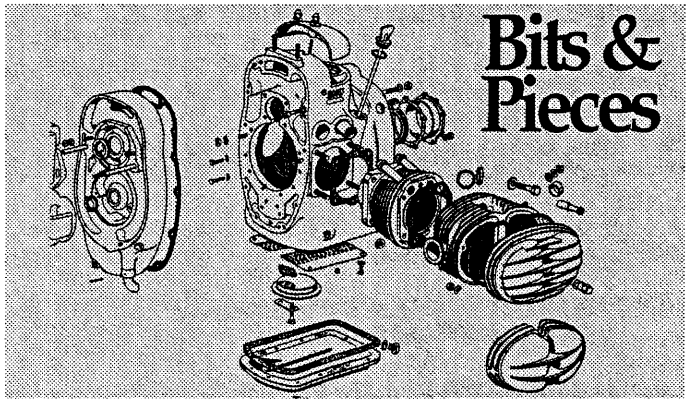
I couldn't help but notice in the last newsletter, "And then there is the Shreve rally. I don't really like the Shreve area all that much." I first went to a rally at Shreve in 1990. It was the Buckeye State Rally. I was only ten years old at the time. How could you possibly not like Shreve? There are beautiful rolling hills all around you. The article also said, "Well there's nothing to do around there. Shreve is just so blah." I could not believe I was reading this! If I remember correctly, we are in a motorcycle club. Correct me if I'm wrong, but this usually means that the people in the club should usually own and enjoy riding motorcycles.

On Saturday after the meeting at the last Fall Gathering Fast Eddie was nice enough to let me take out his GS. Not even 3 miles down the road from the campsite I found an awesome dirt road which lead to other awesome dirt roads that was just perfect for GSing. This I could hardly call "blah". But a lot of people don't have GS's. There still is no excuse. I took out my stepmom's R75 after the ride on Eddie's bike and found endless rolling hills and awesome smooth turns which you could just get lost in for hours. This also I could hardly call "blah".

Let's say that you just don't feel like riding. There are beautiful hiking trails just below the campground. They are surrounded by huge beautiful trees that look so cool in the fall. There is also a good old hometown-cooking restaurant right up the hill from where we camped. Let's not forget all the people from the club that you can talk with.

So I don't know about you, but I like the Shreve area a lot! I think there is more than enough to do there for a motorcycle club. As for the person who made these remarks in the last newsletter, (and you know who you are), if you still think Shreve is too "Blah" for you, maybe next time we rally there you should go to Vegas instead.

John Kean 99



Between the Spokes, (the newsletter of BMWBMW), carried an interesting product review of something called a "Freshette" which is a new feminine hygiene device that would allow a woman to relieve herself in the woods, (or off the roadside), as easily as a man. It's made by Sani-Fem International, costs about twenty bucks and stores in a little pouch that would fit into a jacket pocket. It's described as a small trough, shallow at one end and deep at the other with a retractable tube that pulls out of the deep end. Get one today ladies and you too can learn to write your name in the snow!

The BMWMOA's average member, (according to the latest membership survey), has been a member 5 years, rides10K miles a year, is satisfied with the MOA's management, is college educated, married, owns a BMW and one or more other bikes, is middle aged, is happy with membership benefits, reads the Owner's News, wants more rider education at the national rally, prefers a weekend national rally, wants BMWMOA to start a charitable fund, prefers staggered board elections and has visited the BMWMOA's web site.

Obviously the MOA must be doing something right. Income is at an all time high with the profit from the last national being described as "astonishing". The Charitable fund is being developed which will be named after the late Owner's News Editor Don Douglass. An attempt to have Don named by the International Council of BMW Clubs as a FRIEND of the MARQUE was not successful because nominations are not accepted posthumously, but a 1000-dollar donation has been made in his name to the National Motorcycle Safety Fund. The Web site is drawing in an average of 15 new members per week. The 500,000-mile award has become passe and additional pins will be awarded in 100,000-mile increments up to ONE MILLION MILES. The 1999 Rhinebeck National Rally, however will be a mid-week rally, July 13-16 with general admission beginning Tuesday. (Hey, you can't have everything - CCN.)

The AMA National Headquarters and the Motorcycle Heritage Museum will be relocating to 13515 Yarmouth Drive, Pickerington, Ohio 43147 on the east side of Columbus. The general phone number will change to 614-856-1900. The museum will also be changing its name to The Motorcycle Hall of Fame Museum. It will be closed this winter for remodeling but will have a grand reopening this summer. There will be a lot more room in the museum and on the 23-acre property - some of which will be used for youth baseball.

Motorcycling has made another image improvement with the advent of motorcycle paramedics. The unit is housed at St. Barnabas Hospital in Livingston, New Jersey. They ride specially modified BMW police bikes that have a full compliment of medical equipment and supplies and are capable of threading through snarled traffic to get to an accident scene long before the arrival of an ordinary ambulance.

The National Highway Traffic Safety Administration (NHTSA) reports that Motorcycling fatalities are down again in 1997. That is the ninth decrease in ten years with fatalities dropping 48% in that decade. However, the number of fatalities per registered motorcycle is still three times higher than the number of fatalities per registered automobile.

The March of Dimes is planning a 50-mile fund raising motorcycle ride. They would like more that Harleys to show up and have asked our club to provide a liaison person to be on the board and the planning committee. This figures to be a large event with a concert, free food and T-shirts provided for participants. The next organizing meeting will be a late lunch at 1:15pm, March 10th at the Winking Lizard restaurant at Richmond Rd. and Miles. If you would like to volunteer call Eric Simon at work 216-347-3423 or at home 440-708-1053 for more information.

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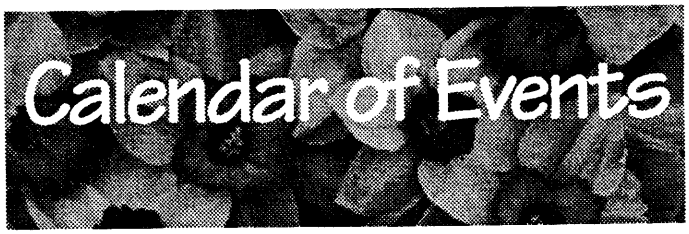

March 4th BMWMOC Membership Meeting - Country Kitchen, 4601 East Royalton Rd. Route 82 & I-77 7:00pm.

March 14th R.A. brunch 10:00am at Alice's Restaurant in Navarre, Ohio call Bob Wood for more information on R.A. events at 216-252-7933.

March 14th BMWMOC Bowling Party -Berea Recreational Center 451 Front St. Berea, Ohio 2:00pm $1.50 per game. Call Greg Antolik at 440-235-1272 for Info.

March 20th 17th Annual Buzzard's Day Bonfire Bash - Rusty Iron Ranch 27384 Sprague Rd. Olmsted Twp., Ohio Call Greg Antolik at 440-235-1272 for info.

March 25th BMWMOC Board Meeting - Czech Inn 9729 Granger Rd. Garfield Hts., Ohio 7:00pm.

March 28th Walneck,s Swap Meet and Shows - Springfield, Oh American / British / Japanese / European - Clark County Fairground I-70 & Charleston Pike Rd. (exit #59) Call Walneck's Inc. at 630-985-2097 for more information.

March 29th Helge Petersen - Around the World Motorcyclist and author of "10 Years on 2 Wheels" will present his "must-see" multimedia show at the Cleveland Institute of Art auditorium - $12 per person, 7:30pm 216-421-7415.

April 1st BMWMOC Membership Meeting - Strawberry Lane Shelterhouse, Cleveland Metroparks, North Chagrin Reservation, Route 91 and Chardon Rd. Willoughby Hills, Ohio. Ride in early and bring something to cook out!

April 11th BMWMOC Bowling Party - Berea Recreational Center 451 Front St. Berea Ohio 2:00pm $1.50 per game. Call Greg Antolik at 440-235-1272 for info.

April 17th The Kirt Zautner Memorial Spring Tune-up Clinic Phil Danzey's place - 600 N. Rocky River Dr. Berea Ohio 8:00am - 4:00pm Bring your oil, filters and spare parts. There will be people available to help you if you're not afraid to get your hands dirty. Food will be available with all proceeds going to the club.

April 23-25th Ohio BMW RA Mt. Vernon Camp Out Just south of U.S. 36 off S.R. 13 call Bob Wood at 216-251-5329 for info.

April 25th 14th Annual BMW Flea Market - Winnebago County Fairgrounds, Pecatonica, Illinois. Saturday Camping & Set-up 35,000 sq. ft. indoor facility, BMW motorcycles, sidecars, parts and accessories for sale. Call Greg Antolik at 440-235-1272 for more info.

April 29th BMWMOC Board Meeting - Czech Inn 9729 Granger Rd. Garfield Hts., Ohio 7:00pm.

April 30 - May 2nd The Original Mini-Rally sponsored by Battle Creek BMW Club #14 - Green Valley Campgrounds Sturgis, Michigan. Call Carol Blackmore 616-965-1673 or Joyce Baines 616-979-1969 for info.

May 2nd BMWMOC Roller Skating Party - Brookpark Skateland 13445 Brookpark Rd. across from Malley's Chocolate Factory. Call Greg Antolik at 440-235-1272 for info.

May 5th 2nd Annual Summer Ride-in at Annabelle's Diner - 3637 Twinbrook Mentor, Ohio. Every Wednesday 6:00pm until closing All brands of motorcycles welcome, 50/50 raffle for charity, No Alcohol Please!

May 6th BMWMOC Membership Meeting - Jerry Bruce's House 4450 Giles Rd. Moreland Hills, Ohio. 7:00pm. Ride in early and bring something to cook out! Call Jerry at 440-247-5656 for info.

May 14 - 16th Vintage Trials & Euro Swapmeet / Rally / Auction sponcered by the Ohio Valley BSA Owners Club at Cables Creek Campground county Road 56 off S.R. 7 (the Costonia exit) near Toronto, Ohio. Call Jim Cable at 614-544-5411 or Paul Atkinson at 614-264-1046 for info.

May 20 - 23rd Rocket City Rally sponsored by the BMW Motorcycle Owners of Alabama. Call Russ Simpson at 256-883-1834 for more info.

May 21 - 22nd Black Swamp BMW Riders of Greater Toledo are holding a Camp Out at Maumee Bay State Park near Oregon, Ohio There will be a picnic style potluck cook out at noon Sunday. Call Merle Cunningham at 419-472-4271 for more info.

May 27 - 30 Cass Memorial Day Rally sponsored by the Mountaineer BMW Riders at Roger Station Motel Campground on SR 28 six miles north of Green Band, West Virginia. Call John at 304-422-0407 days or Ron at 304-863-6206 evenings for more info.

May 27th BMWMOC Board Meeting - Czech Inn 9729 Granger Rd. Garfield Hts., Ohio 7:00pm.

June 4-6th BMWMOC Micro Rally & Membership Meeting - Stone Terrace Campgrounds 33807 Wynona Rd. Salem, Ohio 44460 Check in Friday noon, Friday night chili pot, Membership meeting Saturday 4:00pm with 50/50 raffle and maybe some door prizes, Hot chicken dinner with all the fixin's Saturday night $8 per person, donuts and coffee Sunday morning, Camping fee $3 per person - per night. Call Barb at330-222-1201 for campground info and Greg Antolik 440-235-1272 for club info.

June 7-12th Americade 99 - World's Largest Touring Rally - Lake George, New York. Call 24hr. Hotline 518-656-3696 for info.

June 11 - 13th Ohio BMW RA Mohican Camp Out - Mohican Reservation 23270 Wally Rd., south of Loudonville, Ohio Camping is $6 per night-per person Take SR 3 south (CR 3175) go seven miles south, the campgrounds are on the left side Call Bob Wood at 216-252-7933 for more info.

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Travel Log

HONEYMOONING ON THE R100GS

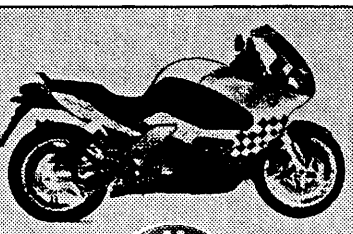
By Bill Murar

Joyce and I got married on June 19th aboard the Nautica Queen. Later that night we were headed toward Nova Scotia on the R100GS.

The first night we were beat, saying goodbye to family and friends and finalizing the loading of the trailer we would haul behind the bike for the next 12 days. With all we took you'd swear we were headed around the planet, darned amateur camper - tourers that we are. With all that went on that day we were able to make it as far as Independence, Ohio. Use your imagination.....

Day 1. We did mostly interstates and 4 lane roads. Quite boring, but we wanted to get as many miles as possible behind us as we were determined to make it to Mt. Washington by day 2. Late that afternoon we stopped by a quaint old New England style church to take a few photos and stretch our legs. Just so happens that the church's cemetery was the final resting-place for, among others, Robert Frost. There were also many headstones dating back to before the Revolutionary War.

Joyce has never taken a serious motorcycle trip before and I didn't want to burn her out on the first one, so we stopped near Unidilla NY at a small, but clean "Mom and Pop" motel owned by two people who spoke English! Day 1 saw us covering almost 500miles. Not a bad day but the seat on the GS really sucks!



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Day 2. We hit the backroads about 9AM and rode 'til 9PM and only did 330 miles. The small cities and towns slowed us down quite a bit. Great twisty roads! Even pulling the trailer, which was probably unnecessary; the switchbacks were a blast. Not too much other traffic to bother us either. One small town had its main street blocked for about 10 minutes for a funeral (on Sunday!, Father's Day to boot!), then we had to follow the procession out of town for another 12 miles! Grrrrr, I was getting hot.

Stopped at Quechee Gorge in Vermont, what a neat place! It's a beautiful gorge with fast running, shallow water that is ice cold. A great place to find when you're overheated and on the bike. We took a mile hike down the path next to the river and soaked our feet for a while. The walk back up was tough, but the views were worthwhile.

We stayed at the Running Waters Christian Campground near the base of Mt. Washington that night. Being "bikers", the lady behind the counter felt compelled to tell us about the "lights out by 10 and no alcohol" rules. Will that crap ever end?

Day 3. Went to Mt. Washington and rode the "Cog Railroad" up the side of the 6,388 foot mountain. Nice, scenic trip but a bit on the pricey side, $70 for both of us, up and back and those were the discount tickets! Then, on the way down the engineer-tourguide-fireman train operators were asking for tips.

After we got down we rode to the other side of the mountain where there's a road you can ride up to the summit. We decided against it as the weather was getting bad and we didn't really want to spend the extra time. After lunch we continued on.

Spent the night in a campground overlooking the ocean and Bay Harbor, Maine. Met another couple camping with their K-bike and chatted 'til late into the night. Never did see the ocean, though, the fog was way too thick. Joyce dined on Maine lobster, where else, McDonalds!

Day 4. Cold, damp windy and miserable. About the only thing it didn't do was rain on us! Bought $274 Canadian for $200 American. Didn't really see anything interesting today except for a neat waterfall in the center of a small town. Stayed at an old Victorian Inn in a room with a sleigh bed. Verrrry interesting for the newly weds.

Day 5. Once again we are greeted by a damp and dreary morning. We left New Brunswick and headed east into terrible crosswinds. For over an hour the bike and trailer were being blown all over the roads. I've never experienced anything quite like it before. We arrived at Cape Bretton on the northeast side of Nova Scotia and ate fresh lobster at Cheticamp overlooking the ocean, camped there, too. Walked along the beach and snatched up a few seashells.

Day 6. Left the campground at Cheticamp in, you guessed it, a thick fog. Rode to the entrance of Cape Bretton National Park and saw a bald eagle fly overhead. It was the only "wildlife" sighting on the whole trip. I fully expected to see some moose or bear, but the eagle was all we saw. The coastline of Cape Bretton was very rugged and extremely beautiful. Each turn in the road brought another eyeful of Mother Nature at her finest.

We rode off the main road, an excellent blacktop 2-lane, onto an 8 1/2 mile long dirt road to Mary Ann Falls. The view was spectacular and that particular section of the park was very secluded. There were moose droppings everywhere so we had to stay on the alert.

Stayed in a motel is Sidney and did all our laundry from the past week.

Day 7. Went along the Eastern Shore of Nova Scotia in search of Joyce's ancestors resting place in Port Morian. There sure are a bunch of Mc names buried there. McDonald, McGregor, McVeigh, McEveryone! It is said that this area is remarkably like the land of Scotland where many of the people in this are came from.

This was a lazy day of traveling and the afternoon rains didn't really bother us all that much. Spent the night in Oxford, NS.

Day 8. Headed out for Moncton to watch the tidal bores. They are areas where the tides of the Fundy Bay recede twice a day like rivers flowing backwards. It's an eerie sight. We watched the tide come in at the Fundy Provintial Park. Every day the tide rises and falls an amazing 41 feet. The tides rush in so quickly that sightseers get trapped on the shore. Park Rangers are posted there and an alarm sounds to prevent the "Alertness Challenged" from being stranded. It's quite an interesting place to watch.

We met a Suzuki GSXR rider and swapped a few lies.

Headed west out of New Brunswick back into the good 'ole US of A. Once again it was raining and it continued for about another 5 hours as the temperature plummeted. We rode north up US 1 through Maine in what was a very depressed area. It seemed as if every other house was for sale. Saw an ad on a realtor building that read, "4BR Colonial on 70 acres, $50,000"!

Spent the night in Houlton.

Day 9. Left in the cool morning air and headed north towards Ft. Kent, the northern terminus of US 1. We had seen the southern beginning in Key West last winter so this completed the cycle.

We were quite taken by the French influence in this part of the USA. We stopped in a fast food joint and were somewhat surprised to see the menu in both French and English!

Crossed back into Canada and headed towards Quebec City. Rode through a very busy Quebec where there doesn't seem to be a speed limit. Figuring out KPH isn't necessary as they (the Canadians) were all speeding. 90-95 MPH speeds were not at all uncommon.

We spent a few hours at Mt. Mourgany Falls just east of Quebec City. Put it on your "Must See" list next time you are in the area. Stayed in a B&B a few miles east of the Falls, interestingly enough called the Mt. Mourgany Inn. The room was unbelievably romantic and inexpensive! It was only $60 Canadian and $4.95 each for a huge breakfast the next morning. I put it on the VISA and after the exchange rate the bill was under $50.

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Day 10. On the cathedral at St. Anne de Bupree, only a few miles to the east from the Falls. This is a very holy place and can be a very humbling experience. "Nuf said, just go there and you'll see.

Guess what, it's raining again.

The winds picked up again and the roadways were treacherous. Between Quebec and Ottawa there were semi's being blown off the road. We picked the first motel we say for a safe haven. Not a 4 star place but the owner was a Gold Wing rider and we got a decent price break. Ate at the Greasy Spoon truck stop across the street. Joyce still reminds me about that one, it was pretty bad.

We called her daughter from a phone booth in the parking lot as the sky began to get black with storm clouds. The conversation got cut short, however, as the static in the phone line seemed to coincide with the bright flashes of lightening. We could always call her back tomorrow!

Day 11. Saw the "Changing of the Guard" in Ottawa and visited in their Parliament Building. As it was right around Canada Day, there were quite a few interesting activities going on. I was quite impressed as a group of jets streaked just above the rooftops in tight formation. Windows rattles everywhere. In fact, the rattled everything so much it started to rain again!!!

Day 12. We are now heading home and were anxious to get there. We made one last stop at the Duty Free store and spent the rest of our Canadian cash. Souvenirs were bought for everyone we could think of and I pigged out on fresh, homemade maple fudge. Damn, is it good.

We're once again on the back roads of New York; this time headed south, then east back towards Ohio. As night falls there are no motels or campgrounds in sight and we're digging out the rain gear again.

We find a small, American owned, motel just east of Rochester, NY and stay the night. We awaken to the sound of raindrops on the window.

Day 13. The rain has ended and thins start to brighten and warm up. We eat at a roadside stand where a lady has just baked homemade apple pie. It was excellent! Stow the raingear and we're off.

Stopped in at the old "Kohl's Cycle Shop" in Lockport, NY. What a disgrace! It'd take another ten pages to describe that disaster. Spent a few hours looking through the place and walked away, amazed that someone would invest what had to be a large amount of time and money and let it deteriorate into a useless rust heap.

We're home. The rains have stopped and the Honeymoon is over! Not really, we're both hoping it'll never end, but the trip is over. We covered 3.788 miles in 13 days and had a blast in spite of the weather. Joyce was an excellent passenger but last week she passed the motorcycle riding class at Lakeland. I can see where that's going to lead; I already need a bigger garage!

Next year, maybe Alaska.

Legal News

Within days of the opening of "The Art of the Motorcycle" exhibit at the Field Museum in Chicago, several aldermen vowed to pass legislation to prohibit the use of motorcycles on Lake Shore Drive - the very road that leads to the museum between 11p.m. and 6a.m. because of excessive motorcycle noise. The AMA is fighting this with help from the new federal legislation that does not allow motorcycle bans on roadways planned, built or maintained with federal funds.

The AMA is launching a new slogan in their never-ending battle against loud pipes on bikes. For your "Loud Pipes Risk Rights" stickers, send $5 for a set of stickers to: Loud Pipes, AMA 13515 Yarmouth Dr. Pickerington, OH 43147. Proceeds from the sale of these stickers will help the AMA fight the proposed Ban in Chicago and other oppressive measures arising out of excessive motorcycle noise.

The AMA is offering a course on how to become a Washington lobbyist so you can give an earful to all those idiots that keep ignoring the will of the American motorcyclists, (and just about everybody else). It takes place in Washington from March 20-23 and will cost AMA members only $50 plus hotel costs and travel expenses. For more information call AMA's Tracey Powell at (614) 856-1900, Ext. 1248.

The Pennsylvanian House and Senate have passed bill SB 279 which would allow riders to choose to go helmetless if they are at least 21 years old, and either have held a motorcycle license for more than two years or have taken a rider education course. Gov. Tom Ridge must now sign the bill for it to become law. If signed the law will go into effect in 60 days and make Pennsylvania the 29th state to support voluntary helmet use.

AMA vice President of Government Relations, Robert Rasor has been appointed president of the Commission on Mobility, Transportation and Road Safety for the Federation Internationale Motocycliste, (FIM) which hopes to influence policy discussions in the United Nations.

"The United Nations exercises enormous influence in Europe and in emerging countries when it comes to issues of transportation, environment and safety", says Rasor. "And many of those international standards come back to the U.S. The AMA and the FIM can help shape these policies from the beginning rather than dealing after the fact with standards set by politicians and bureaucrats."

Standard Motorcycle Globalization was also the subject of a recent conference held by the Federation of European Motorcyclist Associations (FEMA) which warned that the U.S. will be expected to conform to European standards which are already in force or are on the way. These standards may include banning of 2-strokes and chain drives, possibly even on vintage models. Other horrors may include anti-tampering and customizing measures, air bags, leg protectors, armored clothing, additional taxes, additional insurance and multi-stage riding permits.

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WHAT DO THEY WAN

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(and former dealers) w
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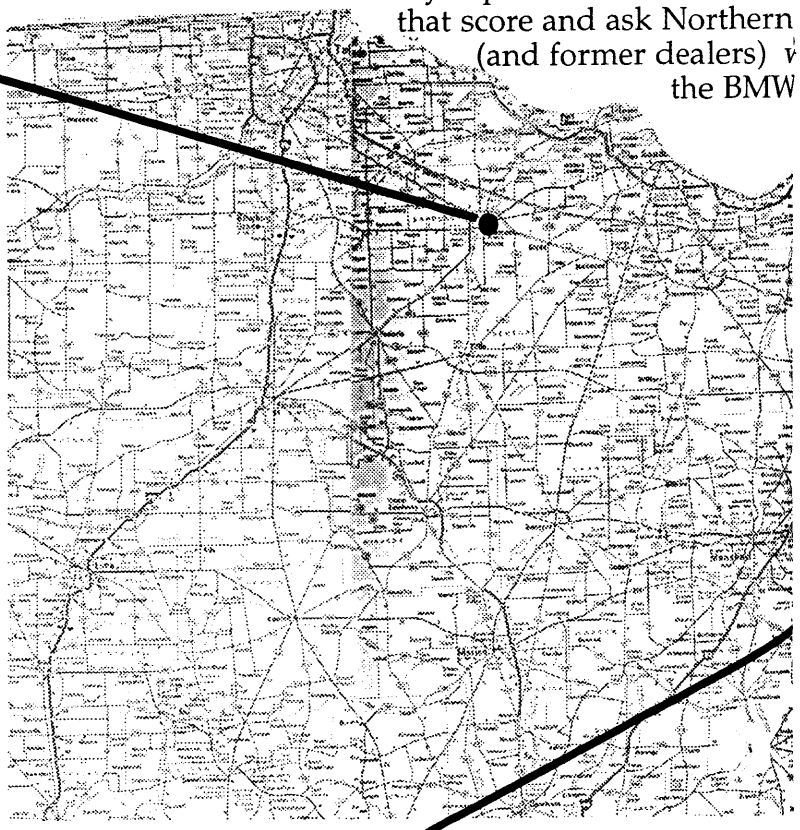

ERIC KIMPLE, (BMW mechanic)
for **SCHIET'S MOTORS**
HONDA/YAMAHA
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Ohio 43420-1026
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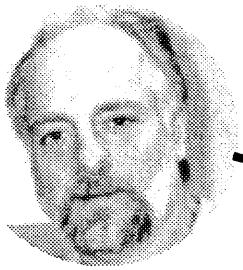

CCN - What is Schiets' current relationship with BMW?
ERIC -They dropped the BMW franchise last spring. After 24 years I think it was a shame to see it go.
But, we'll still be working on the bikes, servicing them. We can still get our parts from other shops at a good price so we can afford to sell them to owners at a good price.
CCN - So if your focus is not going to be selling new bikes then you will be repairing the older bikes and still selling them?
ERIC - We'll still be servicing the old bikes from the 60's on up until the very newest models. I can service all the models except the new R1100S, K1200 and K1200LT. Servicing them would be a problem because of the newest diagnostics. But, those bikes would still be under warranty so you wouldn't want to bring them here to do warranty work.

JOE WRIGHT for
ALL SEASONS SPORT CENTER, INC.
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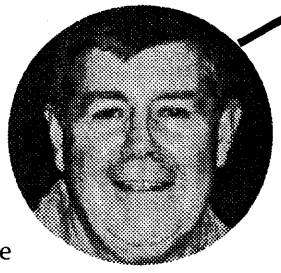
330-264-7735



JOE - Well, I guess basically what a dealership would like out of its customers is loyalty. We understand that we don't do everything right, but we would like to be able to correct our mistakes and make the customer happy. If we are being underbid or somebody is doing something better - then let us know. We have no way of knowing about these things unless somebody tells us. So I guess that loyalty and communication would be as good a summation as I could have.
CCN - Could you talk about what you would like the relationship to be for the older bike rider - or for the used bike buyer?
JOE - I think generally the older bike owners probably want to do their own maintenance. They are reluctant to pay dealership mechanic prices to get things done. So I think our greatest obligation is to try to make sure we have the parts they need and if not - then we have to try to get them. In our dealership we do a lot of what is called VOR which means that the vehicle is inoperative and we need to be in service. We can do that on the computer. If it gets in before 11:00am on a given day then that order goes out that same day and we get it the next day. You can't get much better service than that. If for some reason it's something North America doesn't have then VOR goes directly to Germany and usually within 5 working days it is in our hands.

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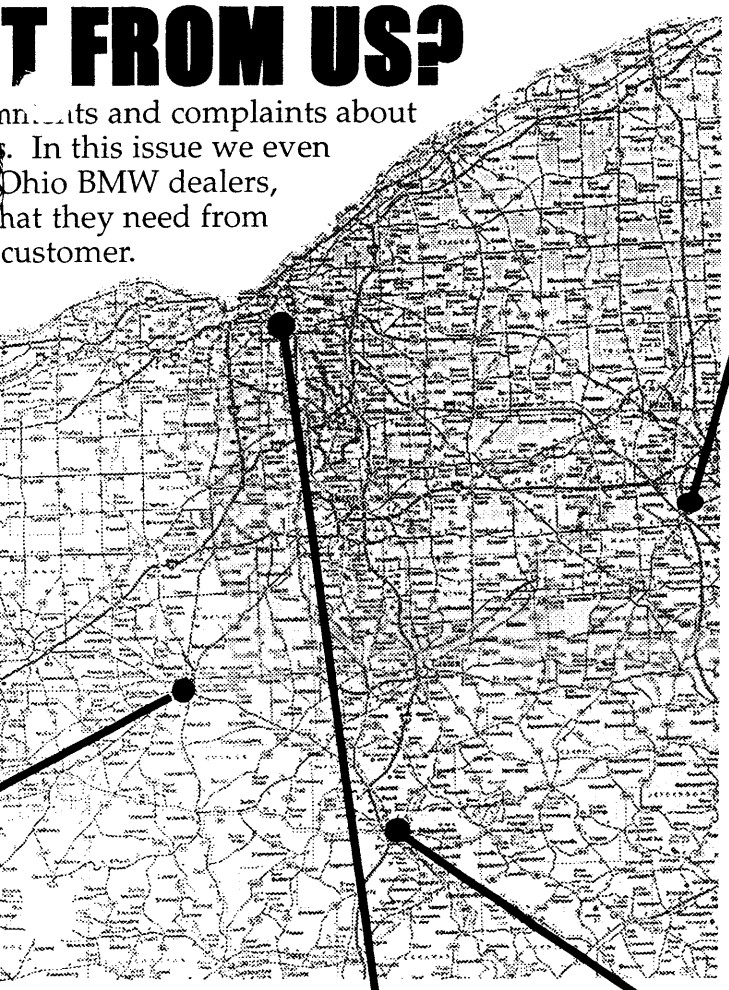

RICHARD ROMAN for
ROMAN CYCLE SHOP
4494 Mahoning Ave., Austintown, 44515 •330-270-2697

RICH - My dad started in 1948. We stuck it out on Market St. in Youngstown for 49 years. We opened this store April 4th of 1998. While BMW sales were up 30% from 97 to 98 - our sales went up 80%. I'm not going to take credit for the whole thing, but the move was good. We're hoping that by being in a better location and having a better parking situation we become more of a hub of activity for the BMW rider.

People don't have to spend money to come down here, look around and socialize. Obviously we're here to make a living, but we're here to make friends too. I've had a lot of input from customers about being at different dealerships and how they were treated - primarily muti-line dealerships that are kind of wrapped up in another brand- and it's like an inconvenience almost.

We're primarily attuned to BMW. We've got two full time technicians. I've got a guy I'm hoping to hire this spring that's graduated from AMI as a certified BMW mechanic. He's been going through training for 9 months so he ought to know something - verses the standard 4-day class BMW offers. I want to try to offer quick service. I don't want to hold people up during riding season.

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GENE ROBINSON for
MATHIAS CYCLE SALES
3787 State Rout 800, Dover, 44622 • 330-343-6411

GENE - Basically we would like to get ideas from the customers. All we ever really hear is what we are doing wrong. We'd kind of like to hear about what we are doing right - or ideas about how we could serve the customer better - over the whole picture, not just in one segment. Everybody always wants to know how cheaply they can buy something.

We'd like to know what people need. What they would like to see us have in stock. In other words, just give us some ideas on how we can help them. Because if we can help them - then they can help us.

CCN - You want more communication.

GENE - Absolutely. It's very seldom that anybody comes in and says, "I'd like to see you guys have this in here." Let us know what you want because it can't always be about, " How cheap is it?" Take accessories for example. I could get in a lot of things that just will not sell. If people had told me that they didn't like that item - I could avoid that. That is really the big thing I would like to say.

JOE WRIGHT cont.

CCN - Have you ever thought about branching out just a little bit and having your mechanics offer classes in repairing the older bikes and merchandising their knowledge in that way?
JOE - Yes I have thought about it, but you have no way of knowing the level of competence of the person you are talking to. I suppose it has some merit but I believe a guy would do just as well if he had a Haynes, BMW or Clymer manual and set down and worked with that. Usually within a club there is one or more guys who really know what they are doing mechanically. They usually share their knowledge with the new blood and help them learn what the bike is all about.
CCN - Do you have anything to say about the dealer's relationship with BMW clubs in the area?
JOE - We usually have a spring open house and a fall open house every year where we feed everybody. That seems to be satisfying to a lot of people. They really look forward to that. Anything like that which a club wants - we would be willing to listen to, and try to be helpful in any way we can.
CCN - Have you ever set up a booth at a club rally.
JOE - No, we try to run our store on a minimum of staff and to try to transport goods is rather labor intensive. What we would rather do is offer donuts and coffee and have an openhouse type of thing at our dealership with discounts on accessories for the rally goers. Quite honestly I don't feel any kind of adversarial relationship with any of the clubs. I don't personally want to get involved in any individual club because that would not be fair to the other clubs. I really want to be on an equal footing with all the clubs.

I don't think there is a dealer in Ohio that's honestly trying to rip anybody off of anything! The word travels too fast and the wound is too deep when you do that. I don't know the philosophy of the other dealerships. I take loosing a customer personally. I want them to come to me if they need anything. That doesn't always happen - and there are probably people that I have offended. If I did, I'm sorry and it wasn't intentional - but you are never going to be able to please everybody.
CCN - Do you have anything to say about the effect of catalog sales on the local dealers?
JOE - I think it is a fact of life. I think there is going to be more catalog sales and Internet sales and all kinds of things like that. I don't see it as a major problem.
CCN - Is you dealership on the Internet?
JOE - Not at this time, but we are working on it. I'm not a computer buff, but I think it's going to be absolutely essential.
CCN - Is that the last thing you want to say?
JOE - No, I just hope that our relationship to your club and to all the clubs would be open, healthy and if we do have problems, then let's get together and iron them out. If there aren't any problems then I hope that you keep coming in.

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GENE ROBINSON cont.

CCN - Do you have anything to say about the customer loyalty issue?
GENE -Oh sure, every dealer would like to see customers be loyal to their dealership. I would like to see them deal with a BMW dealer rather than an aftermarket vendor. Let's face it - if the dealer can't make a profit, he's not going to be there to serve them. So I'd like to see them deal with their BMW dealer. Of course I'd like to see them deal with me - because I feel we can give them a real good deal and serve them quite well.
CCN - What does your dealership want from the older bike rider?
GENE - On the older bikes what I would like to see is if people are going to add things to the bike - come to us and ask how to do it. Ask where you should wire things in and where you should not. Do that instead of messing things up and costing yourselves more money. You make us look bad and ruin the bike because you've messed all the wiring up.

I'd like to see people come in and say, "Hey, I want to put this on my bike, what do you think?" Let us explain to them how to do it. There is nothing more frustrating to a mechanic than something that comes in just totally messed up by somebody else. It takes twice as long to fix because you have to figure out what they have done first.
CCN - How about your relationship to the clubs in the area?
GENE - I would like to have representatives from the clubs come in and work something out. You're always having a rally or a poker run or something - let's work something out here. Because if you are successful, we are successful.
CCN - So you would like them to at least show up and maybe make your dealership a stop on a ride or something?
GENE - Yeah, that would be good - but not necessarily that. Maybe it could be coffee and donuts at the dealership during a ride, but let's be a little more innovative here. Maybe I can donate something or sell the club something reasonably that they can raffle off to make some money. That's just an example. If we can work together, then both the clubs and the dealerships will be happier and we'll make some better programs.
CCN - Do you have anything to say about the older bike sales or trade-ins?
GENE - We welcome older bikes for trade-ins. Of course if it is stock, its worth more than if it is modified. I don't care if it's a bike or an automobile or anything - that is true across the board.

RICHARD ROMAN cont.

Customers and clubs need to let me know any feedback they have. Too many people think, "Well he's the dealer and whatever he offers that's it." But if people have a certain product that they see advertised - if there's enough interest - I'll call and make stuff available at the shop.

There are times I can't compete with mail order pricing simply because they deal on a volume thing. But other things like Corbin or Parabellum - It's pretty easy, and often I say right from the start 10% off. Then we cover the shipping. We need to let the customers know that it's easy to mail order from a dealer. You don't have to mail order from a catalog giant where you don't know who you're dealing with and not supporting anyone local.

I know your club is pretty involved with the Internet and has a web page. We have E-mail, which is kind of neat, if some guy wonders whether Roman's Cycle has that part or that oil filter. Just send me an E-mail.

CCN - What is your E-mail address?

RICH - Romancycle@aol.com It's a free communication line - and it's convenient. People don't have to be holding on the phone while you look up a part. I usually check it every day - even on the weekends to see if anybody's looking for anything. I also run ads on the Internet.

CCN - Only a third of our club have new bikes. The rest have older bikes. So could you say something about how your facility deals with trade-ins, used bikes and service for the older bikes?

Rich - Well, up until recently we actually did quite a bit of service on /2s. We're an old enough shop that /5 and /6 are pretty common to us. We are not locked into just working on the new stuff. People that want to refurbish an older bike - I have the one guy that does painting with BMW paint, and I've got another guy that teaches art at a local high school that does my hand stripping. I've got two different places that I send chroming. I've got a place in Youngstown that does zinc plating. We also do glass beading. If you are going to have the heads off to do a valve job you might as well have the heads and valve covers glass beaded so that they'll look as good as new. We also do all the valve work and grinding.

CCN - I noticed that you were actually selling older bikes on consignment.

RICH - Yeah, there are occasions when we do that. We use the blue book and our heads to arrive at a marketable price, and we back up a little from there because I try to get about 10% mark up and we put it out on the floor for a period of 30 days. Of course if there is any safety issue it will have to be fixed. I will not sell it if it's unsafe.

After 30 days we could lower the price at both ends and hope that it moves that way. If not then he can always take it back home. I also run ads at my cost. I won't spend a lot of money advertising it. I try to get the guy a good marketable price for his bike.

CCN - Is there anything else you want to talk about?

RICH - Take the time to get to know your local dealer. Stop in, have a cup of coffee. Motorcycle people are great to talk to. It's not like a car dealer. You don't want to go into a car dealership and talk about your summer vacation. They are on commission. They want to sell some cars!

The bike business is a whole different world. We also love to ride motorcycles. We like to have a friendly atmosphere where you don't feel pressured that I'm going to try to sell you that $15,000 RT every time you walk in the door. Because I'm not on commission. I'm hoping to be able to find the time to organize some events. We could have a swap meet out here. I've never organized a ride or a campout so I may need some logistical help on that.

CCN - That's a great idea. It doesn't have to cost your dealership anything. It's a good will thing. I think the BMW clubs up here would really like a dealer to do something like that. It would be very refreshing and I think riders would respond very well to it.

RICH - If you have fliers or any special event coming up - we have a bulletin board and we'd be glad to put it up and spread the word about your events as well. Any suggestions that the club members can make back to me about what they'd like to see product-wise or if the hour are inconvenient - I'll consider changing them. Our regular hours are Monday and Thursday 10-8, Tuesday, Wednesday, Friday 10-6 and Saturday 9-4. I added the Monday and Thursday thing to help the 9-5 people who would have to wait until Saturday. We think the hours that we have are pretty decent for serving the customer but basically I need some riding time too. There are only so many Sundays in a summer.

CCN - I have a question to ask you about BMW's new image. Is that happening here also?

RICH - To a certain degree - did you ever see our store on Market?

CCN - Yes I did.

RICH - That was the Mom and Pop motorcycle shop - the old time motorcycle shop. It had a lot of character that we lost when we moved here. But BMW generally deals with an upper class buyer. We were happy that we made the move before they walked in the door and said, "Hey you got to relocate." So we beat them to the punch before we were told to - which was very good because when you're ordered to do something - well, then you get mad about it.

We had 16 people who said they would help us move - and these were not personal friends, these were customers! Basically we moved the entire store in one day. I would have been two weeks trying to do it myself. That kind of thing makes you feel good inside. We really had a massive outpouring of support to get us here. Now we just need a little customer support to stay here.

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PAMELA HUMPHREY

ERIC KIMPLE, cont.

CCN - You have expertise and interest in the 60's bikes?
ERIC - I enjoy the 60's bikes. I wouldn't call myself an expert. I have restored a couple of them, so I have learned a lot about the bikes. I would say that I do most of my work on bikes from the 70's, 80's, and 90's. I know them all pretty well.
CCN - Let's go to the issue of how the customer can help the dealer or the mechanic or the shop.
ERIC - An educated customer helps. Someone who can give as much information to the mechanic as possible. This helps the mechanic. This also saves money.
Someone who values preventive maintenance. Preventive maintenance and scheduled service avoids the big breakdowns that cost the customer big money. If he brings the bike in for preventive maintenance then the shop makes some money and the customer stays happy with the product.

Customer loyalty helps. A customer who frequents a shop will often get better service, and faster service. I understand the customer's point of view as far as pricing goes - you got to have a budget. But, if you give most shops half a chance, you'll find their pricing is not that unreasonable.

Take tires for example. You could probably get any given tire more cheaply from a catalogue. But, if you go to the shop and say: "Hey, I know I can get this tire cheaper, but I'd rather buy it from you. What can you do for me so that I'll feel comfortable buying from you?" Most shops will offer you a sizable discount. You help the shop out and you help yourself out because you get it mounted by a shop that knows your bike and cares about your bike.

So if you frequent your shop, you'll keep that shop going. You won't have to travel 100 or more miles to find a shop and that will save you extra time, expense and effort. If you put that into the mix when buying excessories for your bike you might find in the long run that paying a little more, (as long as it is not outrageously more), might be helpful.

If you are buying a new bike, try to buy from a local dealer. Give him a chance to match somebody else's price, or to get the bike from another shop if he doesn't have the model you want. All the shops have reciprocity arrangements. It won't cost you any more money but it might take an extra week. That little bit of patience will help keep your local dealer going. He'll be around to service you if you have a problem, and he'll be happier to service you if you bought the bike from him.

BMW owners tend to keep their bikes for a long time and they learn their bikes really well. I think they end up being much more than just transportation - they are more like a part of them - which is probably why they keep them so long. Don't kid yourself - it is not cheap to keep a bike going for a long time. Things wear out. But, when you're finally done with it - if you've kept it up - you still have something worth a healthy chunk of cash.
CCN - Do you think that the BMW trade-in values will fall here because you're no longer a new bike dealer?
ERIC - I would doubt that. If you're trading-in on a new Honda or Yamaha you will still get a good price. But, usually you will find that you could get more for your used bike on the street.
CCN - When you take a trade-in bike, do you perform maintenance on that bike before you resell it?
ERIC -We do safety checks on all the basic systems. If it has safety problems - we fix it. If it has service problems then it depends on how we are selling it - with a warranty or as-is. We will always let the customer know everything that is going on with the bike - then it is up to him to work the needed service into his deal right then or to do it later.
CCN - Thank you Eric, Every time you've worked on my bike I have been happy with the work and with the treatment I received here.
ERIC - I can't tell customers how much I appreciate the fact that they come this far to let me work on their bikes. I know it is a long haul. Hopefully you'll find that we care about your bike and will fix it right the first time. I know that price is important but it's not the most important - having a good running bike and being happy with the service that you got is even more important.

PAMELA HUMPHREY cont.

This dealership is in the process of change. Even though I've been here for 20 years - I've been president for only the last year and a half. People that have known this dealership for a long time, that may have a preconceived notion about the way things have been - that doesn't mean that it is always going to be like that. In the next couple years you will see things happen here, because it will be molded into my idea of what a well-rounded motorcycle establishment should be - and what it should do in the community.

What you won't see is a change in the way people are treated here. Because for the most part I think people like our place. Particularly over on the Honda side, we are known as one of the best dealers in the area - usually ranked #1 or #2 in customer satisfaction in Ohio.
CCN - Could you tell us a little about your relationship with people who are riding the older bikes, the service area, parts, trade-ins and used bike sales?
PAM - Used BMW sales have been exceptionally strong for us in 1998. We have seen a lot of new buyers come in that are buying brand new BMWs that are trading frequently - sometimes in 18 to 36 months. So in the last year there were some really nice bikes, late model - low mileage opportunities for somebody that doesn't want to go all the way to new. This next year with the introduction of the LT in the spring, I expect to see that continue.

As far as parts & service are concerned - the only thing that would inhibit us parts-wise is what BMW has to offer. Awhile back BMW put a cut off date on pre /5 stuff. However, because we've been a dealer since 1954, we still have some old parts back there.

As far as service is concerned, we haven't seen too much of a call for /2 restorations, but we've done a few. We don't have a paint facility but as far as engine, transmission and running gear - I think we can handle it.
CCN - How do you feel about the issue of catalogue sales?
PAM - When you buy from a catalogue it does take it out of the hands of your local dealer. It dilutes his profitability, which in turn dilutes what the dealer can do for the customer. Quite honestly, by the time you figure in the freight I don't think you'll find the end price is all that different. I know some of them can save you sales tax. Seven percent is a real bite, but what am I going to do? If you're dealing with an out of state catalogue that isn't charging sales tax, I know I'm at a real disadvantage. If I have a customer who comes in here and wants to buy a $1300 Kalahari suit - will I cut him a 10% deal on it? Sure!

Hopefully if the apparel deal comes through the way I think it will - I may be able to do better because I'll have it on the rack. That will be some advantage over shopping through a catalog.
CCN - Is there anything else that you would like to say

that we haven't addressed?
PAM - Well, I'm here almost all the time. I like to have people come in and sit down to talk - particularly in the slow season from October through January. I enjoy having old customers come back and see us. I look forward to seeing the BMW part of our business grow in quantity and quality and I think you will see some positive changes in here in the next couple of years.

MORE OF THE COUNTRY STORE

by Rose Wood
We thought the enthusiasm had died for those great looking embroidered shirts. However, it appears that the more members buy them, the more members want them. We hear you loud and clear and are extending our open order form so that you can fill your closet with the best looking shirts on the planet! Also, be sure to look for new items to be added this spring. Jeff Shepard and I will be scouring the catalogs in search of some new, hot looks for the coming riding season. I'll keep you posted of our progress and thank you for supporting the club store.

BARELY QUALIFIED TECH TIP (lessons learned the hard way)

By Eric Simon

Here's a good one. Some of you may recall that I have a nice maroon R100S. It has not been seen much this year, not so much because of my new K75RT, but because I could not get the damn thing to start reliably.

In late May, I bought a new battery, because the existing one was a few years old, and because the guy at Pro-Care load tested it, (the ultimate battery test), and confirmed that it was dead. Well, with the new BMW battery, the bike started fine for a few weeks, and then began to repeat the pattern of slow or no cranking that lead me to replace the old battery to begin with.

Following advice from a myriad of sources, I removed and cleaned battery and ground cables, charged and recharged the battery, and finally installed a new starter relay. Nada. The bike barely cranked or simply made its "death clicking" noise.

Following more advice, I got out my voltmeter to take some readings of the battery. Unfortunately my meter had gotten crushed beyond recognition in my move into the new house. With a new compact digital meter, (small enough to be carried on the bike), I performed a series of tests following a full charge of the battery. The voltage showed consistent drops every morning and evening, finally falling to less than 11 volts after five days. This was not good.

Next I got out the $3 floating ball battery tester. I found that the center 2 cells were dead and the rest were marginal. This was even worse. It finally dawned on me that this new battery had never shown any evidence of being good.

I brought it back to our local dealer and left a copy of all my semi-scientific test results. My call to them a few days later confirmed my findings. The five-month-old battery was no good. However, it was up to BMW's corporate folks to determine if I could get a new one under warranty. A week later, unwilling to wait for a call back, I pestered the dealer, who reported...YES! BMW would replace the battery at no cost under its warranty. It's in the R-bike now, which is just waiting for some salt-free roads to be up and going.

This true tale was not presented just to share my aggravation. There is a lesson here. Always look to the obvious when diagnosing bike problems. Never assume that a part is "good" because it is new. Use logical and methodical means to narrow down the potential sources of problems. Document your efforts when you find that you may be heading toward a warranty claim involving a new part. (And start with the $3 tester first! - CCN)

SHAPE SHIFTING TOWARD THE MILLENIUM

by Craig Webb

BMW has been unusually prominent in the motorcycle press recently. The October Rider magazine featured a six page spread on the new R1100S, a 4 page history of all BMW "S" models and a 2 page retrospective of the 1974-76 R90S. That's an awful load of bratwurst for one issue. That same month AMA Motorcyclist magazine gave a two-page promo of the R1100S.

The next month the Motorcyclist did a profile on Margaret Kline, the breast cancer survivor who raffled off her R1100C cruiser for the benefit of the Pony Express Tour and who now rides a Funduro. Rider stuck the R1100S in a prominent place in its new bike lineup.

By December's issues, Rider was doing a sport-tourer shoot out between the R1100S, a Buell and a Ducati while also profiling the new K1200LT in depth. The Motorcyclist countered with its own K-wing profile plus a blockbuster multi-level interview with all the big wigs from Munich on the overall state of the marque as it celebrates its 75th year.

All of this ink about a brand that probably represents less than 15% of the overall motorcycle market was downright scary. The launch of two spectacular new models probably fueled most of the coverage, but it was the interview with the corporate brass that really got me thinking.

I may be reading too much into this but I think I see BMW turning a major corner in the last few years. I would compare it to the leap of faith they took in 1969 when they abandoned the classic /2 tourers with all their venerable inherited styling and teutonic purpose and made the jump to Japanese style frames, 12 volt electrics and (God forbid) more than two colors.

Of course, they were still essentially beemers with that unique boxer engine and those crazy plunger keys, but they had crossed an invisible line. They reached into the future while still holding on to a small but significant part of their past. There is a certain genius to that.

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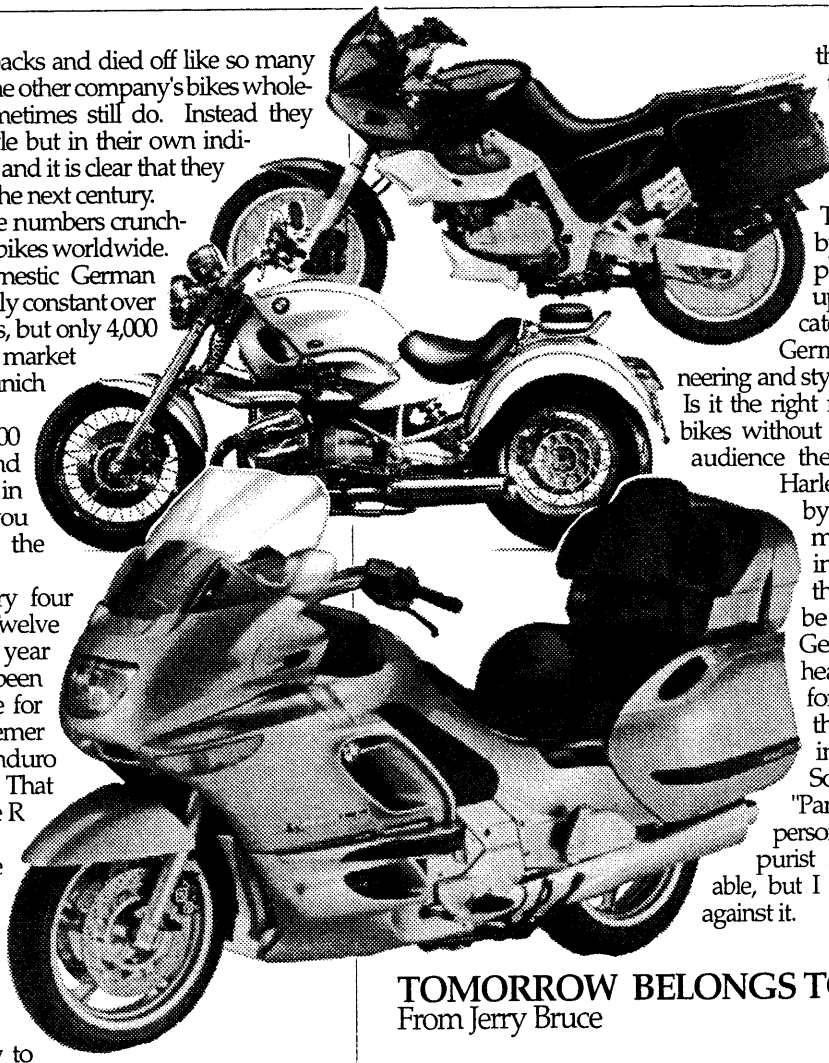

They could have turned their backs and died off like so many classic British marques or copied some other company's bikes wholesale like the Japanese did and sometimes still do. Instead they absorbed the emerging popular style but in their own individual way. They are true survivors and it is clear that they intend to go on surviving well into the next century.

The key to this survival is in the numbers crunching. In 1995 BMW was selling 40,00 bikes worldwide. Twenty thousand or so were domestic German sales, a figure which has held relatively constant over the years. The rest were export sales, but only 4,000 of those were to the U.S., the biggest market in the world. The men from Munich were not amused.

Two years later BMW sold 54,000 bikes worldwide, 6,100 in the U.S. and expects to reach 8,000 U.S. sales in 1998. So what happened? I'll give you two guesses -the Cruiser and the Funduro.

Believe it or not, one of every four BMWs sold stateside is a cruiser. Twelve thousand were sold their first year worldwide and the Funduro has been almost as popular as a starter bike for those looking to bust into the beemer bunch. Fifteen percent of these Funduro sales have been to female riders. That compares to 4% female sales for the R and K models.

Perhaps you are among the BMW faithful who have turned your nose up at these two new models? Perhaps you believe that somehow they just don't fit the traditional Bavarian mold? That's the real beauty of it!

Most of these buyers are new to our ranks. "Converts" so to speak. Veteran BMW riders around the globe have indicated in company polls that they prefer their RTs and GSs and probably wouldn't buy anything else. But since BMW is still making these models for the faithful there is little danger that they will lose them. To survive and grow Munich needs new riders. They need people who never even considered owning a BMW before. Once these new conquests are in the fold, part of the mystique, joined the clubs etc. - well - you know. It's kind of hard to settle for anything less.

Having plugged into the cruiser craze and the street fighter frenzy, BMW now is taking a serious stab at the ninja squid market with the R1100S. Furthermore, who can doubt that the extra deluxe luxury touring boat, the K1200LT is a stake aimed directly at the solid gold heart of the Goldwing Bonanza?

It is clear that BMW is no longer content to cater exclusively to the adult long distance touring market. They are making their move to become a multi-niche player just like their Japanese rivals. They are not doing this by copying other company's products, but by upping the ante in each category using distinctive Germanic precision engineering and style.

Is it the right move? If it sells more bikes without losing the core BMW audience then Munich thinks so. Harley has made its billions by owning one type of market. Triumph is trying gamely to recapture the one it lost. It is yet to be seen whether our German friends can go head to head against their former axis partners, but they are definitely thinking about it.

So what is next? German "Panzer" ATVs? "Das Boot" personal watercraft? For the purist it may seem unthinkable, but I wouldn't bet the farm against it.

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TOMORROW BELONGS TO ZEM

From Jerry Bruce

The directors at Daimler Benz and Chrysler have announced an agreement to adopt English as the preferred language for corporate communications, rather than German, which was the only other possibility. As part of the negotiations, directors at Chrysler conceded that English spelling has some room for improvement and have accepted a five year phase-in plan for these improvements.

In the first year, "s" will be used instead of the soft "c". Also the hard "c" will be replased with "k". Not only will this klear up konfusion, but komputers kan have 1 less letter.

There will be growing kompany enthusiasm in the sekond year when the troublesome "ph" will be replased by "f". This will make words like "fotograf" 20 persent shorter.

In the third year, Daimler-Khrysler akseptanse of the new spelling kan be expekted to reach the stage where more komplikated shanges are possible. Daimler-Khrysler will enkourage the removal of double letters, which have always ben a deterent to akurate speling. Also, al wil agre that the horible mes of silent "e"s in the languag is disgrasful, and they would go.

By the forth year, peopl wil be reseptiv to steps such as replasing "th" with "z" and "w" by "v". Ze improvmnts vil be obvious.

During ze fifz year, ze unesesary "o" kan be droped from vords kontaining "ou", and similar shanges vud of kors be aplid to al ozer kombinations of leters.

After zis fifz yer, ve vil hav a reli sensibl riten styl. Zer vil be no mor trubls or difikultis and employes vil find it ezi to komunikat viz ech ozer. Ov korse al supliers Vorld Vide vil be expekted to svitsh to zis for al komunikation viz Daimler-Khrysler. Onli Zen Vil Ze Drem Finali Kum Tru. SIEGE HEIL!

Cc Herr Scheikelgruber@argentinebunker.com

CLASSIFIED ADVERTISIMENTS

Please send all classified ads to Craig Webb, (see coming attractions). Ads from previous issues will not repeat unless requested.

Heine Gericke 2-piece leather riding suit, GC, Red and Black, men's size 40. $250. Call Rose 216-252-7933

U bag size medium $75. BMW top case $400. Hein Gericke leather jacket with liner. Black like new. Womans size medium. Vents front and back $150. Nolan N100 "clam shell type" helmet size medium dark red $150. Call Bob Burley 330-832-5860 bburley@sssnet.com

R75/5-/6 chrome reproduction exhaust head pipe sets, left, right and connector pipe $40 a set.
Left side 70's style BMW hard bag $50.
Complete set of Krauser hard bags and trunk $250.
Call Matt Kesti at 216-941-1763 (home) or 440-962-2964 (work).

Wanted: expandable RKA tank bag in good condition. Fran (440) 926-2994

Eclipse Tank Bag. Good Shape, needs mounting harness, which is easily ordered. $30 Call Eric at 440-778-1053

Corbin Dual Canyon Sport Seat, black, EC, fits 86-91 K100's and K75's - $75. Corbin Dual Canyon Sport Seat Black w/red welt EC fits all K1100RS's $125 Works Performance "short" Shock has remote reservoir, set up for 150 lb. Rider Has been rebuilt periodically but is due for rebuild now. Rebuild should cost $75-$100. Call Mike May at 440-884-6918 days or 216-475-0400 after 5:00pm or E-mail mamay@att.net

1986 FJ600 Yamaha 9,668 miles, new tires, carburetor and ignition $800 Call Dan Fredrick at 216-731-7047

BMW dress shirt, tan, XL tall 100% cotton - $34. 4 front brake pad sets BMW p/n 34.11.2.314.996 - $46.82 per set. 2 rear brake pad sets BMW p/n 34.21.2.335.465 - $39.32 per set. 1990 BMW K1, 35K, red & yellow w/BMW tank bag & base - $7535 OBO. Call Troy at 630-681-3495 or E-mail Tstone@kiausa.com

1996 R1100GS, abs,black,12K,heat grips,Russell seat,RID, parabellum tall clear - spare tinted shields,BMW bags,Jesse bags, touratech 11 gal. Tank, stock tank,cover, new Saeng ta drive lights,Bridgestone trail wings w/4K. Bike was in accident - is being refit - will be ready in March. $10,000 Call Hank at 440-338-6038

COMING ATTRACTIONS

The Cleveland Club News is always looking for material from its readers. Stories, letters, travelogues, reviews, tech tips, classified ads, legal updates, news flashes, article ideas, photos, artwork, cartoons or even material from other sources that you enjoyed and want to pass along to our readership. This is your Club newsletter - participate in the fun!

We currently need - "MOTORCYCLE HORROR STORIES" - for the fall issue. Theses could be scary rides, accidents, animal encounters or financial rip-offs.

The next issue of the Cleveland Club News will be published on June 1st. The deadline for submissions for that Summer edition will be May 15th.

Send all submissions and correspondence to: CRAIG A. WEBB, 687 DUNNY AVE., SHEFFIELD LAKE, OHIO 44054 or call 440-949-5071 or E-mail cawebb@erienet.net

MEDITATIONS

In loyalty to their kind,
they cannot tolerate our minds.
In loyalty to our kind.
we cannot tolerate their obstruction.

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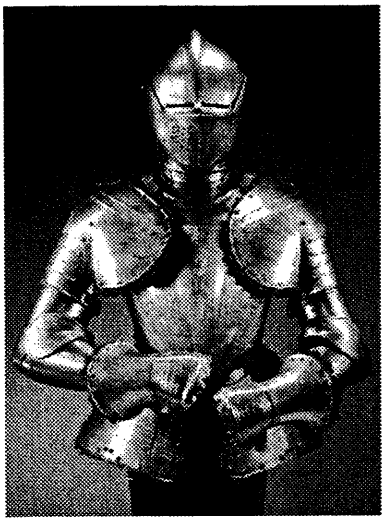

RETRO RIDING GEAR

With all the retro-look cruisers on the market, perhaps some antique protective riding gear might be in order. This stylish helmet, jacket and gloves were all the rage circa 1590. Featuring guaranteed abrasion protection, full movement and battle-ax resistance these handsome accouterments were long lasting but definitely not waterproof. Pretty heavy-duty stuff considering the mounts these guys were riding boasted only one horsepower.

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Care & Bleeding While Talking & Eating

Once again the BMWMOC turned a serious opportunity to master the mechanics of our motorized mounts into a wonderful excuse for a party. The Davis clubhouse in Bainbridge Township was humming from 9:00am on as over fifty members showed up to shake their winter blahs.

The main focus of the event was to examine the process of Brake Maintenance and Eric Simon and Karl Hoffman had brought over their K bikes to act as visual aids. Bob Wood was our able and articulate instructor, with the help of Bob Zronek. Terry Philips and numerous other would-be gear heads who pitched in their help and expertise.

Meanwhile Russ Davis and others were tearing around outside in the light snow on various ATVs and motocross bikes. The weather did not allow for the anticipated ice racing but a good and muddy time was had by all in Russ's ample back woods.

In the heated portion of the clubhouse Rose Wood, Barb Cowan and Sue Davis kept the home fires burning while dishing out some great eats including late breakfast, donated hot wings and some truly monstrous sausage sandwiches. All this to the accompaniment of the continuous drone of Daytona home video's that were in much more questionable taste than the plentiful food.

Special mention should be made of BIGG MAXX company of Cleveland, Ohio who brought over demonstration models of their well engineered bike lift (Bike Jacker) and (Lil Innjun) cherry picker motor puller. The BIGG MAXX company plans to have a link to our web site and we welcome this quality vendor to take part in other club events.