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2018 COLLECTORS EDITION

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Welcome to the 78th Annual Sturgis® Motorcycle Rally!™

Whether you're a returning guest or first time visitor, you will find the adventure of a lifetime waiting for you here in the Black Hills. From cascading waterfalls to scenic highways carved through granite canyons, we know you will enjoy our beautiful motorcycling paradise.

If it's cutting edge bike building, bike shows, or state of the art technology you're looking for,

the Sturgis® Motorcycle Rally™ will not disappoint. Taking a walk down legendary Main Street you will find more motorcycle culture than you could ever imagine. The Sturgis® Motorcycle Rally™ will provide you with an experience of a lifetime!



While the Black Hills are a motorcyclist's dream, we encourage you to explore all of South Dakota. The entire state is full of beautiful scenery, wildlife, and friendly people. We love our biker friends so much, we built a custom website just for you. Look us up at SouthDakotaRides.com. On this site you will find an interactive ride map complete with bike cam videos, along with photos from fellow riders, information about motorcycle safety, and much more.

We look forward to seeing you on the road as you enjoy the sights and sounds of South Dakota.

Sincerely,

Dennis Daugaard



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**Welcome to the 78th
Sturgis® Motorcycle Rally™
Have fun and ride safe!**



Greetings from the Mayor *Sturgis*

Welcome from the City of Riders! We are excited to be hosting the 78th Annual Sturgis® Motorcycle Rally™ and invite you to come and be a part of it all. The Sturgis® Motorcycle Rally™ has experienced many changes over the years, but one thing remains constant: our reputation for hosting the biggest and best rally in the world. From the early days of flat-track racing to today's high-end entertainment, we have something for everyone. While you are here, you can kick back and take it in, or jump in and take part in some of the great events we have planned.

The staff of the Sturgis® Motorcycle Rally™ works hard all year to give our rally attendees the best experience possible. We strive to 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 that provide you with the cutting-edge technologies and expert product support you have come to expect. It's no wonder more than 70 percent of our attendees come back year after year. Don't miss out on the great events coming this year to Legendary Sturgis Main Street including the Tattoo Contest, Street Food Throw Down, Beard and Moustache Contest, The Ultimate Burger Battle and the great bands performing on the Harley-Davidson Rally Point Stage.

One thing we promise that will never change is the

opportunity to ride some of the most beautiful, scenic roads in America, including Custer State Park's Wildlife Loop and Needles Highway. We are located within a few miles of many state and national parks, including Badlands, 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



MARK

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Welcome!

78

Years of the Sturgis Rally

For 78 years, generations of motorcyclists have been coming to Sturgis to have some fun with fellow enthusiasts. I recall those earlier days as a youngster around my dad's Indian dealership on Junction Avenue – now the site of Coe Meyer's Gypsy Vintage Cycle. My folks were instrumental in starting the Rally in 1938 and it has been held every year since, except 2 years during WWII.

Those early Rallies consisted of visitors, locals, and competitors that totaled a few hundred and most lived within 100-200 miles. It has grown! In 2015, the official count was just under 1,000,000 for the 10 days of the Rally as advertised... but SD State had traffic counters in place that showed traffic was up 80% the four days prior to the "official

start" as many arrived early because "The 75th" was such a significant event. That put it over 1,000,000! Cyclists are now coming from every state, every province of Canada and over 35 nations of the world. It is the largest cycle rally in the world.

Statistics show the majority have been here before and every year are joined by those who just got the message. The message is that "for 10-12 days every August... Sturgis hosts something that interests every cyclist".

Over 1,000 vendors display everything from accessories, foodstuffs, tattoos to fancy painting. It has gotten to the point that if you aren't seen in Sturgis, you aren't seriously in the business. And look at the multimillion dollar businesses that have chosen the Sturgis Rally as the time/place to serve, supply and entertain. Relatively new additions include Shade Valley Resort, One-

Eyed Jack's Lounge, the Iron Horse Saloon, Michael and Angie Ballard's new Full Throttle Saloon and their Pappy Hoel Resort with partner Jesse Dupree of Jackyl fame, and the new town of Buffalo Chip built by Rod Woodruff. There are 60+

campgrounds that serve the Rally. Older resorts like Glencoe, Hog Heaven, Kickstands and a neat Motorcycle Museum (that just keeps on growing) help keep everybody happy.

There is something for everybody. I enjoy every August! You

are all always welcome at my table. I travel the area and I'd enjoy finding out where you call home and how your trip is going. Pull up a chair and join me. See ya again next year! Thanks for being part of the Rally... ENJOY!!!

Jack Hoel
Sturgis 2018



JACK AND PEARL HOEL

Welcome to Sturgis 2018

The City of Sturgis is a small, unassuming, agriculture focused town. However, every summer it transforms into the biggest, loudest, and greatest rally town in the world. Since the very first gathering in 1938, the Sturgis® Motorcycle Rally™ has been widely known as "the granddaddy of them all." What began as a weekend of small town racing enjoyed by 9 racers and 200 spectators has exploded into a dynamic, multi-faceted, and world-renowned exhibition that draws a half million riders on a yearly basis. The Sturgis Motorcycle Museum and Hall of Fame would

like to welcome all visitors to our quaint town and to the beautiful Black Hills.

Did you know that Sturgis also hosts many other world class motorcycle events throughout the year?

The Sturgis Motorcycle Museum and Hall of Fame has promotions during the Camaro Rally, Mustang Rally, and Supermoto races, just to name a few. From June into September the Black Hills and Sturgis are filled with great

events centered around two and four wheels and touring. These events will remind you of our past, they

will allow you to honor the ride, and they will help you look forward to the advances made in the motorcycle industry. Please come visit the Museum when you attend one of the many events held in Sturgis.

Because of the riding in the Black Hills the Sturgis Rally will always be the best, thanks to the incredible scenic routes, the showcase of amazing bikes that line the Main Street each year, and the camaraderie from biker nation to celebrate the motorcycle culture.

Myrick Robbins
Executive Director
Sturgis Motorcycle Museum



MYRICK



Table of Contents

4	Welcome to Sturgis 2018 <i>Governor Dennis Daugaard</i>	47	Freedom Fighters Hall of Fame Inductees	90	Wheels Through Time Museum
5	Welcome to Sturgis 2018 <i>Sturgis Mayor, Mark Carstensen</i>	50	Sturgis Burger Battle	93	Buddy Stubbs Historical Motorcycle Museum
6	Welcome to Sturgis 2018 Jack Hoel & Executive Director of the Sturgis Motorcycle Museum, Myrick Robbins	53	Military Appreciation Day	94	Sturgis Motorcycle Museum & Hall of Fame
8	2018 Board of Directors	54-55	Making History Across America Cannonball Run	95	2018 Sturgis Motorcycle Museum Gun Raffle
9-10	5 Points for Experiencing the Black Hills Rally in Sturgis	56-57	The Love of Sturgis Runs Deep in 2018 Sturgis Grand Marshal Roland Sands	102	The 5 Most Popular Motorcycle Roads Near Sturgis
12-13	2018 Sturgis® Motorcycle Rally™ Concert Lineup	60-61	Lonnie James Isam Jr.	113	Progressive Laconia Motorcycle Week: Why New Hampshire?
14-15	How to Rally in Sturgis For Your First Time	62-63	A Ride of a Lifetime: <i>A history of the Sturgis® Motorcycle Rally™</i>	116-118	Twin Treasures in the Black Hills <i>Hill City & Custer</i>
16	Beyond the Bricks Sturgis Motorcycle Museum Expansion	64	Street Food Throwdown <i>is back for its second year in Sturgis</i>	120	Solutions to Puzzles
17	Sharing the Black Hills Sturgis Motorcycle Museum's Heritage Hill	66	2018 Sturgis Motorcycle Museum Official Raffle <i>Win a Custom Harley-Davidson</i>	135	Welcome to Sturgis & 2018 Sturgis Community Events <i>Sturgis Area Chamber of Commerce</i>
18	Inspiration Behind "The Riding's on the Wall" Cover Photo	68	Sudoku <i>is back for its second year in Sturgis</i>	136	Sturgis Economic Development
20	2018 Evening Events at Harley-Davidson Rally Point Stage	70-71	Paul Teutul Jr. to Captain the Buffalo Chip's 2018 Legends Ride®	139	Fort Meade <i>Visit a Historic Post</i>
23	Museum Membership Benefits	73	Shifting Gears <i>at the 10th Annual Sturgis Buffalo Chip's Biker Belles® Celebration</i>	140	Fort Meade Recreation Area and Fort Meade National Back Country Byway
24-26	Why Sturgis?	74	Motorcycles Museums Across America Map	141	Sturgis Area Recreation Trails
29	Legendary Sturgis 5K Returns for its Second Year at the Rally	76	Barber Vintage Motorsports Museum	142	Outdoor Recreation: <i>Hiking & Biking, Off-Roading, Bear Butte State Park</i>
32	Trivia	78-79	City of Sturgis Map	143	Outdoor Recreation: <i>Golf, Fishing, Camping</i>
33-35	Sturgis Motorcycle Museum Hall of Fame Induction Special Honorees	81	Harley-Davidson Museum	144	Winter Recreation: <i>Cross-Country Skiing & Snowshoeing, Snowmobiling</i>
36	Hall of Fame Inductees	82	National Motorcycle Museum	145	Accommodations Directory
37-42	Hall of Fame Collector Cards	85	Legends Vintage Motorcycle Museum	146	Dining/Drinks Directory
44-45	Sturgis Motorcycle Museum 2018 Schedule of Events	86	Tintic Motorcycle Museum	147-152	Sturgis Area Chamber Directory
46	All Kinds of Rides at the 2018 Sturgis® Motorcycle Rally™	88	Wordfind	153	Advertiser Index
		89	Evel Knievel Museum		

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For more information, go to www.sturgismuseum.com

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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

5 Points

for Experiencing the Black Hills Rally in Sturgis

By Greg Robbins

1 Don't take that "trailer shame" – trailer

Sturgis, South Dakota is the epicenter of the Black Hills Motorcycle Rally and it is almost smack dab in the center of the country. It's 1,300 miles from Sacramento, 1,000 miles North of Dallas and over 1,400 miles from Pittsburgh, so experiencing Sturgis on your own bike can be a challenge.

That distance always brings up the question of whether to trailer your bikes to Sturgis or a nearby location or ride the entire way here. It is a badge of honor for some to have ridden the entire distance, no matter where they live – and if you don't you are somehow looked down upon. There are even t-shirts and patches that try to shame riders for not having ridden their bikes from their home towns.

While Sturgis and the surrounding Black Hills National Forest are some of the most beautiful areas to ride, the geography before you get here can be some of the worst.

Riding your bike for days, across uneventful territory, limiting the time you have to spend at the actual Rally, doesn't make a lot of sense, if you really want to experience all the beauty of the Rally area and have more days to spend in Sturgis. Go ahead, let them make their "\$30k and 30 miles" jokes, and you enjoy the Rally, your way.



Continued on page 10



5 Points Continued from page 9

2 Stay where you play

Simply put, if you are into the rowdy, wild and crazy night life that the Rally has to offer, stay near those activities. No one wants to cut the fun short, because you have a long, dark ride back to your accommodations. Riding under the influence is never cool or smart, and the police force is beefed up during the Rally with an eye for drunken riders and traffic violations.

On the flipside, if you go to the Rally for the riding and don't plan to spend much time carousing the bars, strip clubs and all the shenanigans of that scene, stay outside of those areas. Costs of accommodations are generally less expensive and you will have easy access to getting on the road.

3 Plan ahead – way ahead

Last year the estimated attendance at the Rally was just under 500,000 people, and each year it grows in popularity, so you can imagine that getting a hotel or camp site can be difficult and pricey.

The further ahead you plan and reserve your spots the better – better availability and better pricing. Check the cancellation policy details to ensure you have time to cancel if needed. They typically are weeks ahead of the event, not the 24-48 hours of traditional hotels, keep that in mind. Even if you are toying with the idea of ever coming to Sturgis, book your accommodations early.



4 Rally events – not just a side show, they are the show

While most people equate Sturgis with wild partying and/or epic scenic riding, there is much more to experience during the event. The Rally offers riders a variety of things to do and see, all of which add to your life event that is "Sturgis". From the Rally Races, the event that started the entire Rally, to the Sturgis Museum that celebrates the riders and bikes of yesteryear and today, both are definitely worth checking out. Tuesday Tattoo competition and Mustache/Beard contests add to the event and it's great people watching too.

Also check out the events in the local towns. I recommend you get an early start to Hulett, Wyoming for "Ham & Jam Wednesday". (Plus, Hulett is on the road to Devil's Tower, so you can knock two things off your bucket list.) The traffic jam of bikes headed into Hulett by mid-day can be backed up for miles and miles.

5 Take time to take it all in

During the 10 days of the Rally, it is the busiest time of the year, with as many people in the area as live in Seattle city limits. So take time to get places. Use caution and don't be in a hurry. There will be lines everywhere - for food, for gas, for bars, and for making a turn. Enjoy the experience for what it is. A celebration of bikes, bikers and the people who like both.

Do spend some time walking up and down Main Street. Check out the countless number of amazing bikes and talk to the other riders. Bikers may play up a bad-ass image, but in the end we all are here for our love of biking. Enjoy.

For Rally Events and Race information, visit these websites:

www.sturgismotorcyclerrally.com

www.sturgismuseum.com



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FRIDAY, AUGUST 3

Venue: Kickstands

Trucker Radio
Damien Gunn
Revisit the Legend of Steppenwolf
Creed Fisher

Venue: Shade Valley Camp Resort

Double Bills
Loaded Dice

Venue: Buffalo Chip Campground

Pop Evil

Venue: The Knuckle Saloon

Garage Boys

Venue: Loud American Roadhouse

Judd Hoos
DJ Club Music
Eskimo Brothers
Brandon Jones
Dirty Word

Venue: 1337 Stage

Them Vibes

SATURDAY, AUGUST 4

Venue: Kickstands

Zac Stokes
The Tyler Stokes Band
Creed Fisher
The Cold Hard Cash Show

Venue: Shade Valley Camp Resort

Double Bills
Loaded Dice

Venue: Buffalo Chip Campground

Foreigner
Red Sun Rising
Hunks the Show

Venue: The Knuckle Saloon

Jack Daniels
Harley & the V-Twins
Garage Boys

Venue: Ironhorse Saloon

Asleep at the Wheel
10 Years

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: Loud American Roadhouse

Judd Hoos
DJ Club Music
Eskimo Brothers
Brandon Jones
Dirty Word

Venue: 1337 Stage

Them Vibes

Venue: Rally Point Stage

Two Way Crossing
ZZ Top Tribute Band

SUNDAY, AUGUST 5

Venue: Kickstands

The Tyler Stokes Band
Zac Stokes
Creed Fisher
Revisit the Legend of Steppenwolf
The Cold Hard Cash Show

Venue: Shade Valley Camp Resort

Jagertown
Loaded Dice
Tallan Noble Latz
Dave McElroy

Venue: Buffalo Chip Campground

Theory of a Deadman

Venue: The Knuckle Saloon

Jack Daniels
Garage Boys
Harley & the V-Twins

Venue: Ironhorse Saloon

Asleep at the Wheel
Tyler Farr

Venue: Loud American Roadhouse

32 Below
Judd Hoos
DJ Club Music
Tripwire
Brandon Jones
Dirty Word

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: Full Throttle Saloon

Blackberry Smoke

Venue: 1337 Stage

Them Vibes
Two Way Crossing

Venue: Rally Point Stage

ZZ Top Tribute Band

Venue: Glencoe Camp Resort

Jasmine Cain

MONDAY, AUGUST 6

Venue: Kickstands

The Cold Hard Cash Show

Venue: Shade Valley Camp Resort

Cole Allen
Jagertown
Tallan Noble Latz
Dave McElroy

Venue: Buffalo Chip Campground

Lynyrd Skynyrd
Phil Vasser

Venue: The Knuckle Saloon

Jack Daniels
Garage Boys
The Rude Band

Venue: Ironhorse Saloon

Asleep at the Wheel
Alien Ant Farm
LIT
P.O.D
Buckcherry

Venue: Loud American Roadhouse

32 Below
Judd Hoos
DJ Club Music
Tripwire
Chancey Williams & Younger Brothers Band
Dirty Word

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: Full Throttle Saloon

ZZ-3 Tribute Band
Trace Adkins

Venue: 1337 Stage

Two Way Crossing
Pop Rocks

Venue: Glencoe Camp Resort

Moonshine Bandits
Jasmine Cain



TUESDAY, AUGUST 7

Venue: Shade Valley Camp Resort

Cole Allen
Jagertown
Jasmine Cain
Earthmother

Venue: Buffalo Chip Campground

Aaron Lewis
The Marshall Tucker Band
Hunks the Show

Venue: The Knuckle Saloon

Jack Daniels
Harley & the V-Twins
The Rude Band

Venue: Ironhorse Saloon

Uncle Kracker

Venue: Loud American Roadhouse

32 Below
Judd Hoos
DJ Club Music
Tripwire
Chancey Williams & Younger Brothers Band
Dirty Word

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: Full Throttle Saloon

ZZ-3 Tribute Band

Venue: 1337 Stage

Pop Rocks
Two Way Crossing

Venue: Rally Point Stage

Kenneth Brian Band
Two Way Crossing

Venue: Glencoe Camp Resort

Moonshine Bandits
Snake Oil

WEDNESDAY, AUGUST 8

Venue: Shade Valley Camp Resort

Cole Allen
Rolling Thunder
Earthmother

Venue: Buffalo Chip Campground

Eric Church

Venue: The Knuckle Saloon

Jack Daniels
Harley & the V-Twins
Jade Monkey
Garage Boys
Saving Abel

Venue: Full Throttle Saloon

Molly Hatchet
ZZ-3 Tribute Band
Steel Panther

Venue: Loud American Roadhouse

32 Below
Judd Hoos
DJ Club Music
Tripwire
Chancey Williams & Younger Brothers Band
Dirty Word

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: 1337 Stage

Some Sh**ty Cover Band

Venue: Rally Point Stage

Kenneth Brian Band
35th & Taylor

Venue: Glencoe Camp Resort

Moonshine Bandits
Snake Oil
Jasmine Cain

THURSDAY, AUGUST 9

Venue: Shade Valley Camp Resort

Harley & the V-Twins
Rolling Thunder

Venue: Buffalo Chip Campground

Kid Rock
Lita Ford

Venue: The Knuckle Saloon

Jack Daniels
Jade Monkey
Garage Boys
Jasmine Cain
Saving Abel

Venue: Ironhorse Saloon

Wayland

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: Full Throttle Saloon

ZZ-3 Tribute Band
Jackyl

Venue: Loud American Roadhouse

Ric Todd
Judd Hoos
DJ Club Music
Tripwire
Brandon Jones
Pop Rocks

Venue: 1337 Stage

Some Sh**ty Cover Band

Venue: Rally Point Stage

35th & Taylor
Two Way Crossing

FRIDAY, AUGUST 10

Venue: Shade Valley Camp Resort

Harley & the V-Twins

Venue: Buffalo Chip Campground

John Kay & Steppenwolf
Yelowolf

Venue: The Knuckle Saloon

Jack Daniels
Garage Boys
Jasmine Cain
Shoot to Thrill

Venue: Ironhorse Saloon

CKY

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: Full Throttle Saloon

ZZ-3 Tribute Band

Venue: Loud American Roadhouse

Ric Todd
Judd Hoos
DJ Club Music
Eskimo Brothers
Chancey Williams & Younger Brothers Band
Dirty Word

Venue: 1337 Stage

Indigenous

SATURDAY, AUGUST 11

Venue: Buffalo Chip Campground

Chevelle
Queensrÿche

Venue: The Knuckle Saloon

Jack Daniels
Shoot to Thrill
Jasmine Cain

Venue: Ironhorse Saloon

Insane Clown Posse

Venue: The Knuckle Brewing Co.

Dueling Pianos

Venue: Full Throttle Saloon

Tech N9ne
ZZ-3 Tribute Band

Venue: Loud American Roadhouse

Ric Todd
Judd Hoos
DJ Club Music
Eskimo Brothers
Chancey Williams & Younger Brothers Band
Dirty Word

Venue: Rally Point Stage

Indigenous

For more concert information
and band announcements
check back at
SturgisMotorcycleRally.com



How to Rally in Sturgis

for your first time (It will not be your last)

By Greg Robbins

Whenever I tell people I have been to Sturgis, meaning the Black Hills Motor Classic that happens every August, the typical response is one of longing to be able to do the same. "Oh man, I have always wanted to go to Sturgis!" or "I have to do that one year, it's on my bucket list."

To all you that want to just pack up and head to Sturgis, to the biggest, baddest biker event in all the world, I say go. Make it happen. It's not as hard as you think, and I am here to tell you how you can easily do the Sturgis Rally for your first time.

People pile up a bunch of excuses when it comes to backing out actually going to a remote town in Western South Dakota, a spot on the map that is literally thousands of miles from any coast, East, West or South. Two things discourage most folks from coming to Sturgis. Distance is one of them. The other is the bike. They either don't have one or don't want to ride their bike for days just to get to the Rally.

First off, if you don't have a bike, but you know how to ride and are not currently enjoying life riding a bike most of the year where you live – I say to you - GET ONE!

You can do Sturgis on any brand of bike. Hell you can do Sturgis on any 'kind' of

bike. Even the odd looking, but smooth riding, backward trikes are welcome and granted all the respect of any biker here.

You have a couple of options when it comes to having a bike at Sturgis. Rent or Take Your Own. Local rental operators are geared up for the two weeks of Rally season and if you book in advance, you will have no problem getting a rental bike. No

shame there. These bikes are typically the newest models and afford you all the ease of arriving in the area, via plane or car, and having a bike for your time at the Black Hills Rally.

Renting a bike at the Rally will take care of much of the distance issues, unless you want to ride YOUR bike at the Rally. You can either ride the entire way there, or pull them on a trailer until you get into the area. I

suggest trailering. Your reason for wanting to go to Sturgis is to enjoy all that the Rally has to offer, from its scenic byways, monuments and of course the nightlife. To maximize your time at the Rally, trailer your bikes, and don't take any of the "trailer shame" some will try to dish out. Being a biker is all about individuality. Buck up and do things your way, and be good with it.

Once you get here with a bike, you will need a place to stay. Booking in advance, and I mean months in advance

is best, but once here, the Rally's riding area covers over 1,000 square miles.

Bikers cover the routes between Devils Tower to Custer State Park to Rapid City and then back to Sturgis. The City of Sturgis of course is the epicenter of the Rally, but since it is a riding event, I suggest that you can stay in any area within the territory, especially if riding is your main focus and night life downtown Sturgis is not. There are many small rooms for rent and campgrounds just on the outskirts of the area, much more of an economical choice. My first time we stayed in a campground right on the Wyoming/South Dakota border. I felt like we might be missing out of the downtown Sturgis action, but we were there for riding, and ride we did. Being further out afforded us great sunrise rides in open country and less congested roads book-ended with gorgeous sunset rides to our quieter and calmer campground. Look for accommodations a little further out of the epicenter for more affordability and convenience.

For your first time, plan your days to maximize your riding. You certainly want to see Devils Tower and spend time on the Needles Highway near Mount Rushmore. Of course you will want to visit downtown Sturgis and plan to spend some time to enjoy all the bikes and memorabilia shopping.

Keep in mind that you need to have a way to lock up your bike, helmet and other gear. Plan a locking and secure system with your bike, or simply take a back pack to carry your gear with

To all you that want to just pack up and head to Sturgis, the biggest, baddest biker event in the world, I say go. **Make it happen.**





DOWNTOWN STURGIS. 1984

Courtesy of Meade County Times-Tribune

you as you stroll the streets with its thousands of different bikes and people that no doubt will be the basis for your tales to your office friends back home.

Getting on the road early in the day is better. If you think 500,000 people, most on bikes, do not create traffic jams on open roads, you are gravely mistaken.

P.S. One last tip for your first time.
DO NOT WAVE TO EVERY BIKE THAT PASSES YOU.
They don't do that in Sturgis. They are happy to see you and have a special bond with you, but to do that for every biker on the road that is a bit too much. You will catch yourself waving at first, because that is what we do, bikers acknowledging the brotherhood of bikers. But don't. Just don't.

Be smart, be safe. Use your riding signals for your safety. Patience in riding is helpful. Most of the roads are clear of cars, so it literally is a motorcycle mecca. Enjoy.



2018 Sturgis Motorcycle Rally Drag Racing

FRIDAY, AUGUST 3

7pm: Street Legals

SATURDAY, AUGUST 4

7pm: Small Tire/Big Tire Shootout

SUNDAY, AUGUST 5

Move In "Run What Ya Brung"

1pm-4pm: Test & Tune

5pm: "Run What Ya Brung"

MONDAY, AUGUST 6

1pm-5pm: Nitro Drag Qualifying

6pm-8pm: Gamblers Race

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TUESDAY, AUGUST 7

1pm-6pm: Nitro Drag Finals

BAKER "All In To Go All Out"

(following the finals)

WEDNESDAY, AUGUST 8

Held open for Rain Make up Day

FRIDAY, AUGUST 10

4pm-?: Diesel Drags Street Legals

SATURDAY, AUGUST 11

4pm-?: Diesel Drags ShootOut



Come join the fun and excitement, smell the nitro and meet the racers!

Many of the Top Motorcycle Racers from around the country and some foreign countries will be participating in this year's unprecedented event.

9 classes ranging from ET all the way to Top Fuel Nitro, Classes for both American Muscle and Metrics, so there should be a class for virtually everyone!!

Stay Tuned to
www.sturgisdrags.com
for further information,
Class Sponsors, Payouts,
and additional announcements.

For More Information, Contact: Rick Glasgow – 605-431-0841 or Bill McGrew 336-409-9097.



Beyond the Bricks

In the heart of downtown Sturgis, the Sturgis Motorcycle Museum and Hall of Fame is known to riders all-year-round. But a little known fact is, that it is also visited by many tourists that don't ride, but are curious about the machines, lifestyle, Hall of Fame and Rally.

In 2001, with community support, some of the original Board members of the Sturgis National Museum (1990-1995), decided to renew the effort and put together the Sturgis Motorcycle Museum. The organization was developed as a 501(c)3, non-profit educational charity, owned and operated by a volunteer, self-perpetuating Board of Directors.

For the first year it was housed in the historic Pyramid building on West Main Street. In 2002, the City of Sturgis donated the use of the decommissioned post office on the corner of Main Street & Junction. This immediately gave the Museum room to grow and a direct connection to the Rally.

The Sturgis Motorcycle Museum continued to grow its collection, events, following and vision and so set its sights on expanding the building and in 2007, launched a Capital Campaign. The campaign had three major directives:

1. Expand the square footage of the building
2. Develop an Endowment Fund to support operations
3. Cultivate a Collections and Exhibits Fund

Early donations from the Buffalo Chip, John Paul DeJoria's Peace, Love & Happiness organization, Indian Motorcycles and others helped the fund get off to a great start, and these companies and organizations continue their generous support today.

The City of Sturgis recognized the importance of the Museum and to assist in the Capital Campaign, the City Council passed a resolution stating that upon ground breaking for an expansion, the City would donate the deed for the building and property to the

Sturgis Motorcycle Museum & Hall of Fame.

The Museum purchased the property adjacent to the Museum, to allow for the expansion and to have more room for events like the Biker Block Party, every Rally. In addition to more property and a growing collection, new windows were installed, a new roof completed and in 2017, permits were filed to begin construction. Major demolition began on December 2, 2017 and the project completion is set for the Rally of 2018.

There are many museums that have one person or organization that supports it and its mission. The Sturgis Motorcycle Museum and Hall of Fame is built by riders, sponsors and the work of the Board of Directors and staff. It is a unique place to visit and an important place to be a part of. Join others in building this landmark of Sturgis by visiting, purchasing items from the gift store and donating to the various projects!

Sharing the Black Hills

If you ride motorcycles, you probably had Sturgis and the Black Hills on your bucket list or maybe it is already an annual destination or you are one of the millions of tourists that visit the area with families and friends. The Sturgis Motorcycle Museum has had the privilege of welcoming you and plans to do more to make your visit even more memorable.

With the completion of the Main Street building addition, the Board and Museum supporters have embarked on a project that will benefit the local community, the many visitors to South Dakota and continue to serve the mission of the Sturgis Motorcycle Museum & Hall of Fame: Heritage Hill.

Heritage Hill will be a new larger campus off Interstate 90 at Exit 32, and will operate in concert with the established Main & Junction Museum. The plan will offer indoor and outdoor space for a variety of special events, educational programs, a full-time restaurant and extended Museum exhibits. It will open in the summer of 2020 for the 80th Anniversary of the Sturgis® Motorcycle Rally™ - but don't wait



until then to be a part of this exciting project! There will be events on the property from 2018 and leading up to the Grand Opening!

Go to www.sturgismuseum.com or visit the Main Street Museum to get the latest on the Museum and the new annex on Heritage Hill!

Be sure to look at the tourist information provided on the website! Your donations can be made online, mailed or in-person! Be a builder in the Museum's FUNdraiser!





Inspiration Behind “The Riding’s on the Wall”

Acrylic on Belgian Linen • Original Image Size: 50" X 28" • Approximately 250 hours to complete

Every year for the Sturgis® Motorcycle Rally™, artist Scott Jacobs releases an iconic photo-realistic painting to the public.

Last year, attendees could view his Official 2017 painting, “The Riding’s on the Wall” in Scott’s personal gallery, Jacobs Gallery on Deadwood’s Historic Main Street. There was only

a small group of people that were fortunate enough to collect this new creation before it quickly sold out.

We asked Scott what he thought made this piece so successful.

“Being born in the late 50s, Sting Ray’s were a very popular bicycle that everyone wished they had when I was growing up. I wanted to paint

a piece that would bring back the emotion I had as a kid riding my own bicycle and wishing it was a motorcycle. I would even clip a playing card to my spokes to make it sound like I had an engine.

I believe this piece brings people back to a simpler time in their life.”



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EVENING EVENTS

fill the Harley-Davidson Rally Point Stage in Sturgis during the 78th

The nightlife during the Sturgis® Motorcycle Rally™ is never lacking, but in the last year the Sturgis Rally & Events Department has added a few evening events to add to the ambiance of legendary downtown Sturgis.



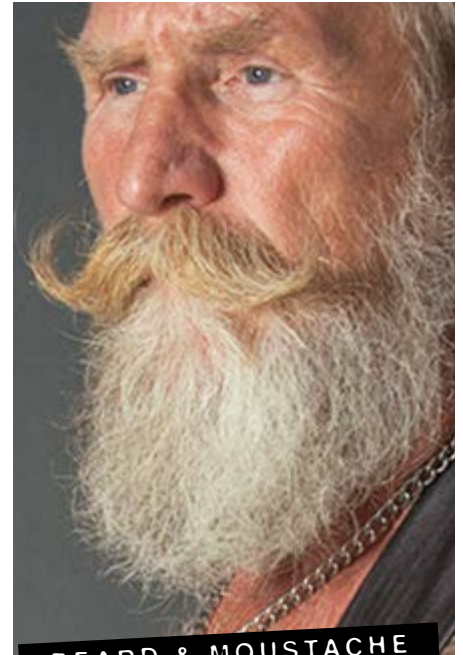
MAYOR'S PUB CRAWL

Beginning in 2015, the Sturgis® Motorcycle Rally™ opted to start a new tradition, an opportunity for people to meet the Mayor of Sturgis himself, Mark Carstensen. The Mayor's Pub Crawl was established in an effort for patrons to meet the Mayor of Sturgis, Sturgis® Motorcycle Rally™ Grand Marshal, and other celebrities that attend the Rally. The crawl begins and ends downtown and also gives participants the opportunity to visit the most iconic bars on Main Street in Sturgis. This year's Mayor's Pub Crawl event is taking place on **Tuesday, August 7** at the Harley-Davidson Rally Point Stage on Main Street in Sturgis.



TATTOO CONTEST

A new event last year that will be making its triumphant return this year will be the Sturgis® Motorcycle Rally™ Tattoo Contest. Anyone with a tattoo can enter any class for the small charge of a \$10.00 entry fee per category once you have registered. Categories include: arm sleeve, leg sleeve, back piece, black & grey, oriental, pin-up, cover-up, portrait, traditional, new school, floral, color and overall body. Many prizes, rally coins, cash and more will be given away during the event. The Tattoo Contest event will be taking place on **Tuesday, August 7** at the Harley-Davidson Rally Point Stage on Main Street in Sturgis.



BEARD & MOUSTACHE
CONTEST

For the second year of the annual Beard & Moustache Contest, the Sturgis® Motorcycle Rally™ will again be hosting this fun and fuzzy event. Last year's event was graciously hosted by Rockstar, the Rockstar girls serve as the official judges, measuring the length of beards, and the style of moustaches. Men and women from all walks of life are welcome to participate in this dapper event. The contest will be held **Wednesday, August 8** at the Harley-Davidson Rally Point stage on Main Street Sturgis.

For more information about these events, please visit www.sturgismotorcyclerrally.com

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Sturgis Motorcycle Museum Offers Special Member Benefits

The Sturgis Motorcycle Museum is excited to now offer family memberships for just \$75 per year! Family memberships can be used for up to 5 museum admissions per day. Museum memberships make great gifts! New this year, all members (age 18 and over) are eligible for a free demo ride at Indian Motorcycle Sturgis, just show your Membership Card at the Indian Motorcycle Sturgis desk and get ready to ride.

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

BENEFITS INCLUDE:

- 10% discount on all gift shop purchases
- Member newsletter
- Access to our new Members Only Lounge in the expanded museum
- Free demo ride at Indian Motorcycle Sturgis
- Members Only events
- Exclusive Charter Member Patch
- Membership Card

Membership Levels:

Charter Membership

1 Year.....	\$35
2 Years	\$65
3 Years	\$90

Lifetime Membership \$500

Family Membership:

1 Year.....	\$75
-------------	------

*The Sturgis Motorcycle Museum and Hall of Fame would like to say
THANK YOU to all of our Lifetime
and Charter Members.
Honor the Ride.
Build the Legacy.*



GYPSIE TOUR GETTING READY IN DOWNTOWN STURGIS. CIRCA 1955



Why Sturgis?

From the archives of the Sturgis Motorcycle Museum & Hall of Fame. Photos from the Pearl Hoel Collection.

One of the most frequently asked questions by visitors to Sturgis is "Why Sturgis?" And what started the Rally in this little town? Believe it or not, the refrigerator plays a role in the annual Rally being in Sturgis.

J.C. "Pappy" Hoel was born and raised in Sturgis, SD. His family owned an ice business and provided ice for ice boxes in the Sturgis and Ft. Meade area. Ice was cut from dams in Vanocker Canyon and then was stored in icehouses until it was ready to be used. Pappy took over the business and did well until the refrigerator became a common household item. The days of the iceman were over.

Hoel had a love of motorcycles and had a number of "basket cases" in the past. He needed

a new business and decided to write to the Indian Motorcycle Company and requested to become the local dealer in Sturgis. In 1936 he opened Hoel's Motors on Junction Avenue. Indian required dealers to have at least one motorcycle the people could test ride, so Hoel convinced a friend to purchase one and have it available to the dealership. That was the start of his business and the rest is history.

It was then the 30s and money was not readily available for major purchases. Pappy's shop was open but sales were slow, however people would stop in, mostly to visit. Hoel and his customers and other riders decided they should start a riding club. The group had been riding and hosting local races and on

January 21, 1938 the first official meeting of the club was held. Hoel and six friends and fellow riders attended. The minutes from that first meeting indicate that Hoel was the temporary President (we can only assume

he did not want the office) and a president and other officers were then elected. The club was named the Jackpine Gypsies at that first meeting. Other suggestions were "Bearcats" and Hoel's choice was "Coyotes".

The Jackpine Gypsies started to plan an AMA sanctioned race for August of 1938. Hoel was involved in the planning of that first race. The prize money for the races was \$750, and drew 9 racers and about 200 spectators.

Pappy was always available to help any motorcyclist who came to town.





PAPPY HOEL

Property of Pearl Hoel

Pappy and his wife, Pearl set up a large tent in their backyard that year and anyone who needed a place to stay was welcome. Pearl furnished sandwiches, doughnuts, coffee and lemonade to the approximately 200 people who attended in 1938.

As the Rally grew, Pappy and Pearl continued to be active in the

annual races and the Rally. Pappy encouraged local businessmen to plan events around the Rally. The businessmen were excited to have the visitors frequent their locales. Entertainment was planned and Pappy spent countless hours announcing happenings on Main Street. He even rode through flaming walls of wood to entertain

the crowds at the races.

In the early years of the Rally, when the attendance outgrew the Hoel's backyard, a big free feed was held for everyone in the Sturgis Park followed by a program involving the riders. Several contests were held as a part of this with Pearl doing much of the planning. As funds were limited in those days one of Pearl's contributions was creating a crown for the Queen. She did this by stringing pearls and pretty beads on a wire (to hold the shape) following a design she drew out on cardboard first. Several lucky ladies were recipients of these crowns. Some other categories were honored also. Some of these were best dressed male rider, female rider, best dressed club and longest distance rider.

Pappy preferred hill climbs, trials and even trick riding to dirt track racing for himself. This did not stop him from sponsoring other racers throughout the years and spending lots of time at various tracks around the country.

Pappy was always available to help any motorcyclist who came to town. Talk to some of the "old-timers" and you will hear some amazing stories of his kindness to everybody. He opened his shop and welcomed them to come in and work on their bikes. Many stories have been told how he didn't charge the bikers, he did it as an act of kindness.

Pearl Hoel and some of the other wives of the Jackpine Gypsies club members prepared food and refreshments and sometimes even provided jackets and extra blankets. They agreed to meet the riders on the Gypsy Tours, which were now a regular part of the annual Rally, at Devils Tower or Custer providing a lunch of beef, beans, potato salad and watermelon. They charged 65¢ per person for the meal.

Continued on page 26

Why Sturgis? Continued from page 25

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 this endeavor didn't last too long.

He then became a Yamaha dealer. He continued to sell Yamahas until his retirement in 1970.

Pappy continued to be a part of the Sturgis® Motorcycle Rally™ and to promote the event right up until his death at 84 in 1989. Pearl passed away in 2005 at the age of 99. She had a gift of recall and her

ability to share oral history was in constant demand. She enjoyed every opportunity she had to share her memories of the Rally and the friendships she had developed over the years.

Pappy wrote a book, "Life's Bits & Pieces." In his book he admits that his recognition for promoting the Rally meant a lot to him. He said, "Among my many

trophies I am most proud of the plaques presented to me by 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."

Times have changed the Rally from the small gathering of motorcyclists who were like a family and stayed in the Hoel's backyard or the City Park. Now Sturgis sees from 500,000 to 740,000 or more motorcyclists each year. Accommodations are now huge campgrounds, hotels and motels, and homes in Sturgis. We are still a small town of nearly 6,700 people and we are proud of our hospitality. Even though Pappy and Pearl are no longer here, we are proud of the fact that those of us who live here still want you to feel like you are coming "home" whenever you arrive in Sturgis.

So the answer to the question "Why Sturgis?" can be summed up in one word – refrigeration.



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For the second year in a row, the Sturgis® Motorcycle Rally™ will host its Legendary Sturgis 5k race on **Sunday, August 5, 2018**. The 5k run/walk's proceeds will go to the Meade County Senior Citizen Center, located in downtown Sturgis. Pre-Register at www.sturgismotorcyclerrally.com.

The first 200 pre-registered participants receive a FREE T-shirt and everyone gets to take home a signature collector's 2018 Rally coin. Everyone is welcome to stick around and enjoy the food, local vendors, and fun with our sponsors. What you will get is an excuse to enjoy the great South Dakota morning, food and swag during an awesome community event, and the wonderful feeling that you are supporting the local Sturgis community.



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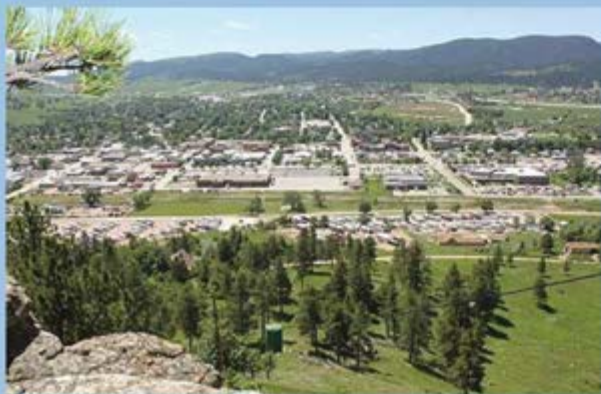
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Solution
on Page
120

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

- In addition to motorcycles, Kawasaki also builds:**
 - ships
 - power plants
 - spaceships
 - all the above
- Due to gasoline shortages in Japan after WWII, the first Honda motorcycles ran on:**
 - rubbing alcohol
 - turpentine
 - sake
 - water
- In addition to motorcycles, Triumph manufactures:**
 - hockey pucks
 - frisbees
 - golf balls
 - all the above
- The rarest motorcycle in the world, the "Traub" was discovered behind a brick wall during a renovation project in which city:**
 - New York City
 - Chicago
 - Philadelphia
 - London
- The first year of the Sturgis Motorcycle Rally:**
 - 1937
 - 1938
 - 1939
 - 1940
- Sturgis is in which South Dakota county:**
 - Butte
 - Lawrence
 - Meade
 - Pennington
- First motorcycle to advertise speeds of over 100 mph in 1924:**
 - Brough Superior
 - Harley-Davidson
 - Indian
 - Flying Merkel
- Motor Maids, the first ever all women motorcycle group in North America was established in what year:**
 - 1938
 - 1939
 - 1940
 - 1941
- Which motorcycle company opened in 1935 making parts for radios:**
 - BMW
 - Triumph
 - Norton
 - Ducati
- Harley-Davidson motor manufactured from 1948-1965:**
 - Knucklehead
 - Flathead
 - Panhead
 - Shovelhead
- Current mayor of Sturgis, SD:**
 - Daniel Ainslie
 - Mark Carstensen
 - Myrick Robbins
 - Jerry Cole
- The World's Fastest Indian was a movie about:**
 - "Kiwi" Mike Tomas
 - Johnny Spiegelhoff
 - Bobby Hill
 - Burt Munro
- The event that started the Sturgis Motorcycle Rally:**
 - motorcycle races
 - picnic at Pappy and Pearl Hoel's house
 - group tours through the Black Hills
 - a party thrown by an outlaw gang hiding in the Black Hills
- The first motorcycle dealership in Sturgis sold what brand of motorcycle:**
 - Harley-Davidson
 - Royal Enfield
 - Vincent
 - Indian

Sturgis Motorcycle Museum Hall of Fame Induction SPECIAL HONOREES

KIRK "HARDTAIL"
WILLARD

Freedom Fighter Award

Kirk "Hardtail" Willard, has ridden thousands of miles to support ABATE of Wisconsin and Motorcycle Riders Foundation (MRF) events and attends countless meetings to plan and promote the preservation of motorcycle riders freedom and life style.

As an active member of ABATE of Wisconsin, he has been instrumental in securing ABATE Acres, a property for the group to have events, conferences and meetings.

Kirk Willard has served on the Board of the Motorcycle Riders Foundation for more than a decade and is currently serving as a multi-term president of the MRF. He works tirelessly to promote and protect the sport of motorcycling but more importantly he continuously promotes the life style of motorcyclists.



FRED
FOX

Lifetime Achievement Award

Fred Fox started his Parts Unlimited distributing business in Edgerton, Wisconsin in 1967, keeping his inventory in his garage. Hard work and long hours paid off and Parts Unlimited rapidly grew into a thriving company, first serving motorcycle and snowmobile dealers in and around Wisconsin, before becoming a nationally-known distributing organization. Fox acquired Drag Specialties in 1988.

Today, Janesville, Wisconsin-based LeMans Corporation—the parent company of Parts Unlimited and Drag Specialties—is the world's largest motorcycle aftermarket distributor, with operations spread across the United States, Canada and Europe. The company's own brands include Drag Specialties, Thor Motocross, Moose Off-Road, Icon and Z1R helmets and apparel, with many hundreds of other leading brands of power-sports products filling pages in the Drag Specialties FatBook and numerous Parts Unlimited and Parts Europe catalogs.



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 OUT- STANDING ACHIEVEMENT AWARD

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

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.

***The Hall of Fame awards are not designated every year.*



Continued on page 34

Honorees Continued from page 33

JEFF DECKER

Sculptor and historian Jeff Decker is known for immortalizing motorcycling in bronze. Perhaps the most notable of his sculptures is "By The Horns" (also known as The Hill Climber) — a 16-foot-tall, 5,000-pound bronze located on the grounds of the Harley-Davidson Museum. (See a miniature replica of the sculpture at the Sturgis Area Chamber of Commerce.) His bronze-cast master works depict the synergy of man and machine, particularly historic motorcycles, making him equally well known in both the motorcycling community and the world of fine art. Working full-time at a bronze casting foundry, Decker's first idea was to capture Man's quest for speed in all vehicles. His works exemplify the spirit and passion of motorcycling and they belong in a museum dedicated to these endeavors.



JACK HOEL

Hometown resident, and son of Pappy and Pearl Hoel, Jack Hoel has been a major influence in the development of the Rally, while also having a distinguished career in the world of motorcycling. From his racing days — including a series of state titles starting in the 1950s and running up to a 250cc class win at the legendary Daytona 200 in 1964 — Hoel parlayed his hot hand on the track to a gig as manager of the Yamaha Race Team in the 1970s. While working as Yamaha's Head of New Product Development, Hoel and his team later created the iconic DT-1 (Enduro) — arguably the most important dual-purpose bike in history — and he was also instrumental in the development of Yamaha's XS 650. The XS 650 was the first big bore, four-stroke powerplant produced by Yamaha and it continued to shake up the motorcycle racing world for decades. Today, Jack Hoel is passionate about the Rally, its roots in racing and remains a prominent member of the Sturgis community.



ARMONDO "MONDO" PORRAS

Mondo Porras has been defining the "look" of motorcycles since 1967. Together with custom builder and founder of Denver's Choppers, Mondo created some of the first aftermarket parts for the burgeoning chopper industry. Denver's Choppers globally influential extended springer front ends and custom frames were influential in establishing the "long-bike" phenomenon that is synonymous with "choppers" and still popular around the world. This distinctive look has earned Mondo many awards in the custom bike world. For more than 50 years, Mondo Porras has been building custom motorcycles and promoting the sport. Through television, books, magazines and producing vintage chopper shows, his influence continues to this day and his peers have even deemed him the "Godfather of Choppers."



MARILYN STEMPE

Together with late husband Dennis, Marilyn Stemp started IronWorks Magazine in 1989. The publication combined his artistic creativity and passion for motorcycles with her experience as a journalist, organizational skills and attraction to mechanical pursuits. Utilizing their experience in the printing industry and graphic arts they wanted to ensure IronWorks would not only read well, but presented motorcycling in a positive manner. Following the last issue of IronWorks in March of 2014, Marilyn launched a new title, Iron Trader News. In the past four years, Iron Trader News' collaborative and inclusive presentation has become a trusted source that entertains and informs on a framework of fairness and integrity. Marilyn continues the work that she and Dennis began, striving "to elevate and expand well beyond the magazine's pages and digital reach, bringing partners and readers along for the ride." She also works for other notable motorcycle related businesses, events and charitable organizations, including the Sturgis Motorcycle Museum & Hall of Fame, Bikernet and The Buffalo Chip.



VALERIE THOMPSON

"America's Queen of Speed," Valerie Thompson holds 7 land speed records! She has exceeded speeds in excess of 300 mph on two wheels at the Bonneville Salt Flats. Her drag racing career spans a decade driven by a desire to go faster and break even more records. Off the racetrack, Valerie works as a vehicle presenter at Barrett-Jackson Auction Company and Metro Auto Auctions in Arizona. Between her work, racing commitments and many special appearances each year, Valerie donates time supporting charitable organizations and inspiring children overcoming personal challenges. Because of this work and her racing accomplishments, she was awarded the "American Women Riders Community Hero Award" in 2011.



HAMSTERS USA

Hamsters is a world wide organization of Custom Motorcycle enthusiasts founded in Daytona Beach in 1978. Founding members are Steve Allington, Barry Cooney, Ed Kerr, Jimmy Leahy, Arlen Ness, Dave Perewitz, Susie Perewitz and Donnie Smith. Members make the annual trek each year to the Sturgis® Motorcycle Rally™ for their annual gathering for custom bikes, fun and to give generously to local Black Hills charitable organizations. Although many individual members have been inducted into the Sturgis Hall of Fame, the entire group is being inducted into Sturgis Hall of Fame this year for the philanthropic deeds that the Hamsters USA have collectively donated to the Black Hills community over the years.



Put Your Kickstand Down in Weston County

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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
 • Dick "Slider" Gilmore • Linda "Jo" Giovannoni • William S. Harley • Bobby Hill • Pete Hill • J.C. "Pappy" Hoel
 • Pearl Hoel • Jackpine Gypsies Motorcycle Club • Harry Kelley, Jr. • Dick Klamfoth • Ed "Iron Man" Kretz, Sr.
 • Joe Leonard • Dick 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" McGearry
 • 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 Kittelle • 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 Pelquin

2007

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

2008

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

2009

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

2010

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

2011

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

2012

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

2013

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

2014

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

2015

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

2016

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

2017

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

2018

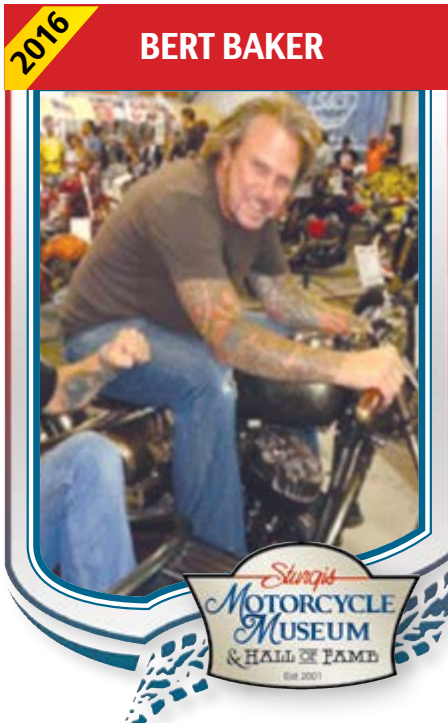
Jeff Decker • Hamsters USA • Jack Hoel
 • Armondo "Mondo" Porras • Marilyn Stemp
 • Valerie Thompson • Fred Fox (Lifetime Achievement Award)

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

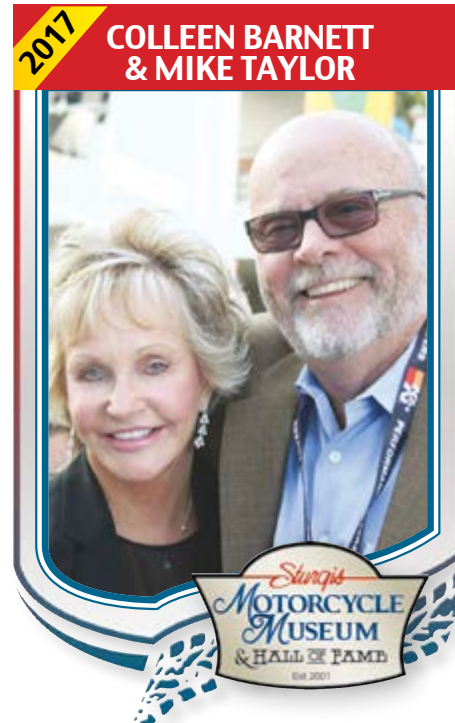


Hall of Fame Collector Cards

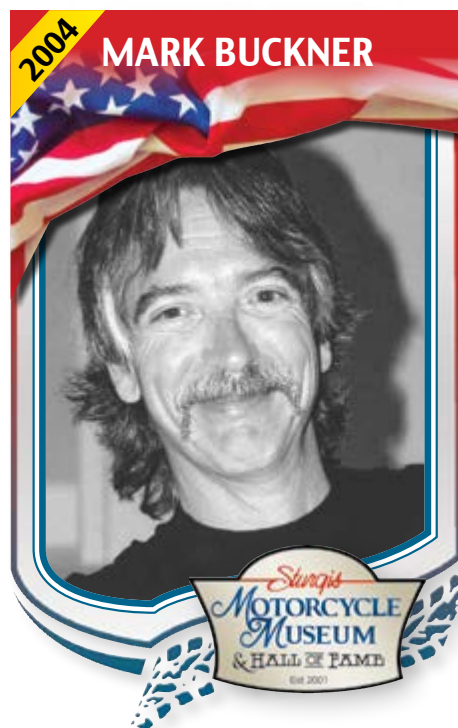
The Sturgis Motorcycle Museum Hall of Fame is very rich in history. While people may know some of those who have been inducted over the past years, many remain a mystery. We decided that we should create a way to share these great accomplishments in motorcycling with you. So, we've created the Hall of Fame Collector Card Series. You'll find the fourth 33 of the set in this year's magazine. We'll continue to include these in subsequent years.



V-Twin motorcycle drivetrain innovator, businessman and patriot, Bert Baker is committed to using materials, labor, creativity, know-how and grit born of America.



Colleen grew up working in her family business, Barnett Clutches & Cables. She and Mike married and in 1975 took over operating the company and have owned it since 1993. They are a driving force and integral part of not only the company but the entire industry.



Friends of Mark describe him as a "rock steady" leader who is unassuming, humble and only drawn to the spotlight to educate or motivate for motorcyclists rights.



As a member of ABATE of Florida, she worked hard to help amend the state's helmet law. A passionate rider, she is dedicated to promoting women in motorcycling and their accomplishments.



Spent his younger days with a stint in the Army in Korea and another stint in the Air Force. Instrumental in forming the United Bikers of Maine – the group that successfully lobbied for the repeal of Maine's mandatory helmet law.



Has worked through Colorado ABATE, Riders for Justice, the Coalition of Clubs and US Defenders on everything from a surcharge for funding the state motorcycle operators fund, to helmet laws to "no colors" legislation.



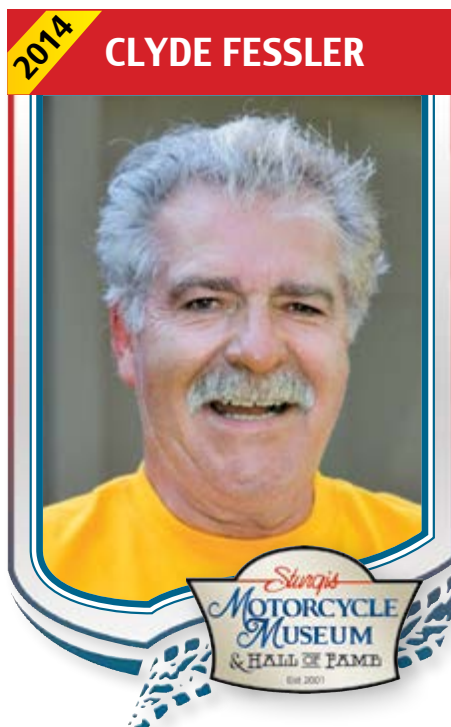
With a career spanning more than 40 years, he is recognized as one of the top custom builders in the business. Over the years, Covington's Customs has raised hundreds of thousands of dollars building custom motorcycles for charitable events.



A master bike builder who creates one-off custom motorcycles that have been featured in many motorcycle magazines both in the US and internationally. Rick and his business, Stokers Dallas have been featured in several tv shows. He also writes magazine articles and is a motivational speaker.



Co-founded ABATE of Indiana, the Motorcycle Riders Foundation (MRF) and launched the annual Meeting of the Minds conference. A 30 year member of the AMA's Board of Directors, he will be remembered as a riders rights advocate.



In 25 years with Harley-Davidson worked as Director of Marketing, General Sales Manager, VP of General Merchandise, VP of Parts and Accessories, VP/Managing Director of Europe and finally VP of Business Development. He helped make Harley-Davidson one of the most recognized brands in the world.



Instrumental in founding ABATE chapters in Arizona. Honored by the Motorcycle Riders Foundation with its most prestigious award, the John "Farmer" Eggers award for efforts in support of the MRF. A true believer in motorcyclists' rights, he walks the walk and talks the talk.



2014

JESSE JURRENS

No one made a true motorcycle air shock utilizing an air spring, so he created his own, and the first Legend Air Suspension system was born. Hot Bike recognized him with its "Most innovative product of 1998". He has raised hundreds of thousands of dollars for charities.

2017

CORY NESS

Had his first ground up custom build at the age of 15. Has been featured on Discovery Channel's Biker Build Off, once against his father, Arlen and once against Eric Gorges of Voodoo Choppers. Has been a driving force behind much of the success of Arlen Ness Enterprises for the last 25 years.

2001

SENATOR BEN NIGHORSE CAMPBELL

A U.S. Senator from Colorado from 1993 until 2005, he was one of the strongest advocates motorcyclists had in Washington, DC. Fought to repeal the federal helmet law and to kill an amendment to deny federal benefits to non-helmeted riders who were injured.

2014

LINDA PEAVY

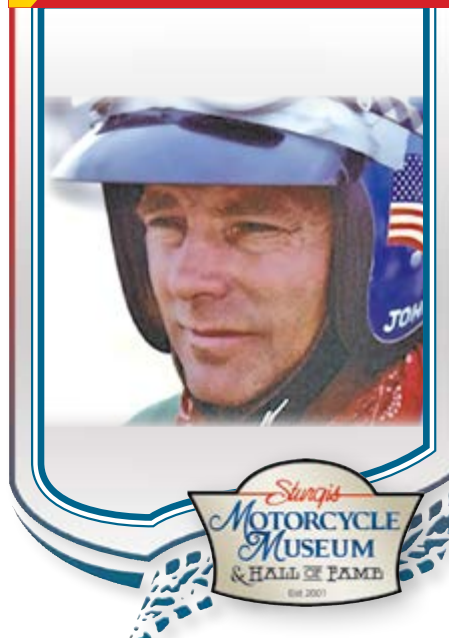
Worked for Harley-Davidson for 21 years in a variety of positions including Executive Secretary to the President & COO and Chairman & CEO. In 1986, she developed Ladies of Harley, a program within the Harley Owners Group to get women more involved. She initiated the Tuition Reimbursement Program for women who completed the MSF Rider Training Course. It became so popular it was offered to all HOG members.

2006

PAUL "SONNY" PELAQUIN & SAM "MORGAN" STORM

Paul "Sonny" Pelaquin and Sam "Morgan" Storm – Sonny was born into a family who rode the "Wall of Death", including lions riding in sidecars. He did the stunt riding for Elvis Presley in the 1964 film Roustabout. Sonny's protégé, Sam "Morgan" Storm joined him at the tender age of 14 and was considered one of the top extreme sport performers in the motor drome business.

2016

JOHN PENTON

One of the most influential figures in off-road motorcycling in the world. Developed a legendary brand of motorcycles that bore his name – better known as KTM today. Founded Hi-Point, an accessory and distribution company that had 50% of aftermarket sales in the U.S.

2001

DAVID "DAVE" PEREWITZ

A master motorcycle custom builder who creates his trademark signature series Art in Motion. Created Cycle Fabrications. Those fortunate enough to own a custom machine built by Dave Perewitz will quickly understand the meaning behind the words Art in Motion.

PRE-2001

DUDLEY "DUD" PERKINS, SR.

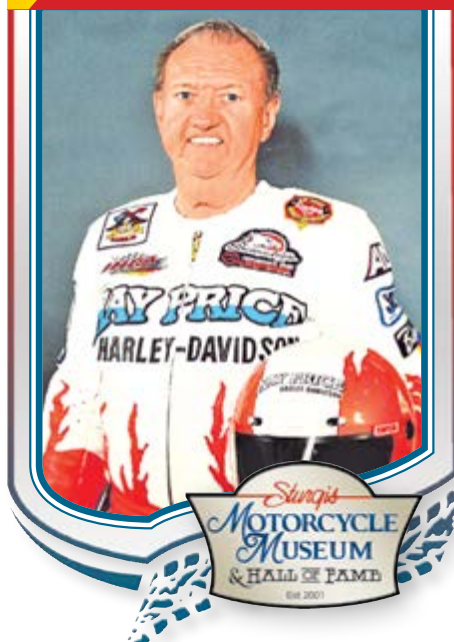
Had a variety of careers: board track racer, hill climber, lifetime AMA member (card #12), race team sponsor, co-founder of the San Francisco Motorcycle Club and founder of a dealership in San Francisco that still bears his name, and is now in the third generation of family ownership.

2012

STEVE PIEHL

Retired from Harley-Davidson Motor Company after a great 35 years. Starting in the marketing department, he organized the first demo rides. Started the Harley Owners Group in 1983 whose membership passed a milestone of over a million members in 2008. Steve has always had a connection to the Sturgis® Motorcycle Rally™.

PRE-2001

RAY PRICE

With the help of John Gregory, Ray developed his own 2-speed automatic transmission. It was lightweight and easily hidden in the stock Sportster cases. This transmission became the standard for the motorcycle drag racing industry. The first bike to run over 200 MPH in a quarter mile used a Ray Price 2-speed transmission. Ray was the first drag racer to be sponsored by Harley-Davidson.

2008

KENNY PRICE

Founder of Samson Exhaust, Kenny is the inventor and leading innovator of numerous patented high-performance exhaust systems. He started to accumulate quite a collection of old, unique and obscure motorcycles which he shared with the Sturgis Motorcycle Museum when it opened and became one of the largest contributors to the museum.

2011

MICHAEL PRUGH

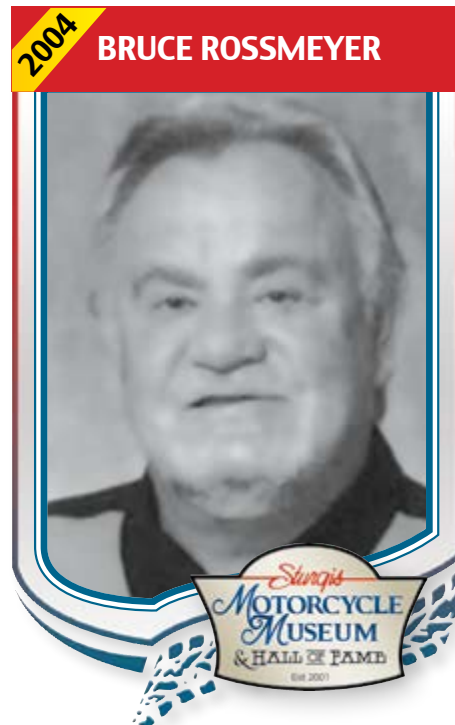
After earning a college degree in Mechanical Engineering and Industrial Design, he went to work for Independent Cycle, Inc. in Rapid City, SD. He designed a softail chassis that started a craze for the long and low style. It became known world-wide as the Lowlife Chassis. Not long after, the Hardlife was born. Named Frame Designer of the Year in 2006 at the V-Twin Excellence Awards in Cincinnati. Opened Prugh Design in 2006 and continued to build custom motorcycles. Has been on Biker Build-Off and helped students build charity motorcycles.



Served the state of SD first as a Representative and as a Senator. Also serving on the Legislative Task Force of the National Coalition of Motorcyclists (NCOM), Jim has worked diligently for the motorcyclists of South Dakota.



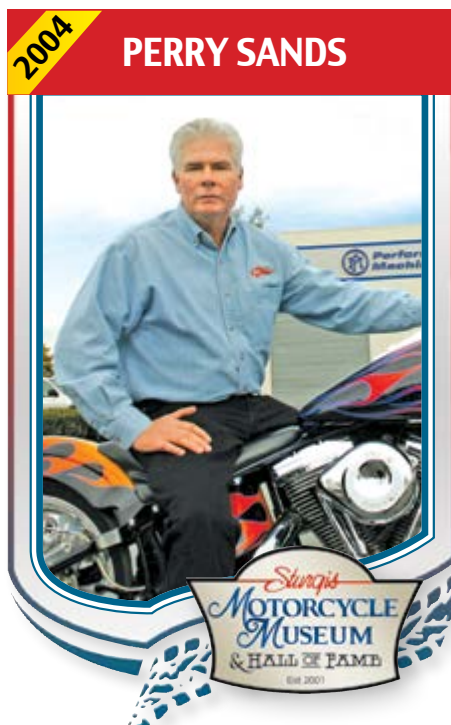
A pioneer in custom motorcycle building, design and product engineering, John designed many parts for Custom Chrome Inc. He thinks out of the box and has built many custom bikes and concept bikes. John has earned many awards for his creations.



Started his first Harley-Davidson dealership in Florida in 1994, expanding it into multiple dealerships with annual sales exceeding \$140 million. Bruce always took time to help children and families in need, raising millions of dollars to benefit them. He is remembered as the "Big Man with the Huge Heart".



A motorcycle mechanic and drag racer in the 60's, Tom opened a small parts and accessories store in Minneapolis called Drag Specialties which became the largest parts and accessories company in the world. He sold Drag Specialties in 1987 and founded Kuryakyn Corporation in 1989.



The local "go to" guy for the custom hungry Southern California bikers in the 60's, Perry opened Performance Machine. Perry concentrated on drag racing, dirt track and road racing. Some of his many designs he started with are disc brake systems, cast magnesium wheels to beautifully machined billet units. A keen sense for machinery and an ability to push the envelope of manufacturing has kept PM on the cutting edge.



A Sturgis resident since the age of 2, Roger is very involved in the community including the motorcycle community. As a member of the Jackpine Gypsies Motorcycle Club, Roger helped at the races and was instrumental in getting a kitchen built for their concessions. Roger was also instrumental in making sure the Sturgis Motorcycle Museum & Hall of Fame became a reality. His hard work and dedication to the museum continues to this day.

2001

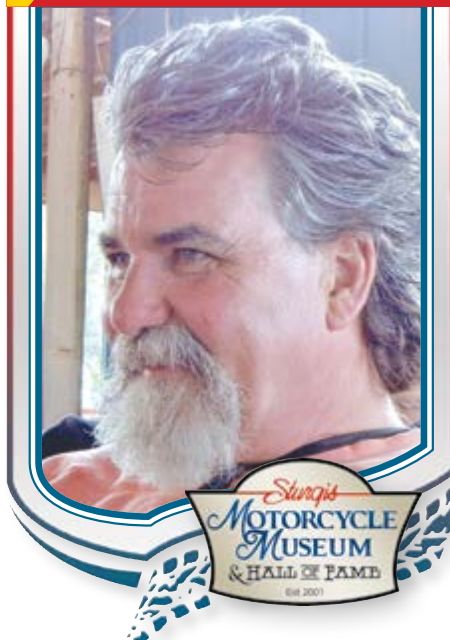
GENEVIEVE SCHMITT



Founder of Woman Rider magazine, now an online publication Women Riders Now. She is a leading expert on the subject of women and motorcycling and is often quoted in TV shows and in print publications. Her online publication connects women riders with the products, brands, and services that want to reach them.

2017

MARK SHADLEY



Since the early 1970's Mark Shadley and Shadley Bros. Motorcycles have been shaping the perception of what a custom motorcycle is. Projects coming from Shadley Bros. shop in Whitman, MA have been winning bike shows and appearing on magazine covers ever since they opened for business.

PRE-2001

MARY SHEPHARD CUTRIGHT



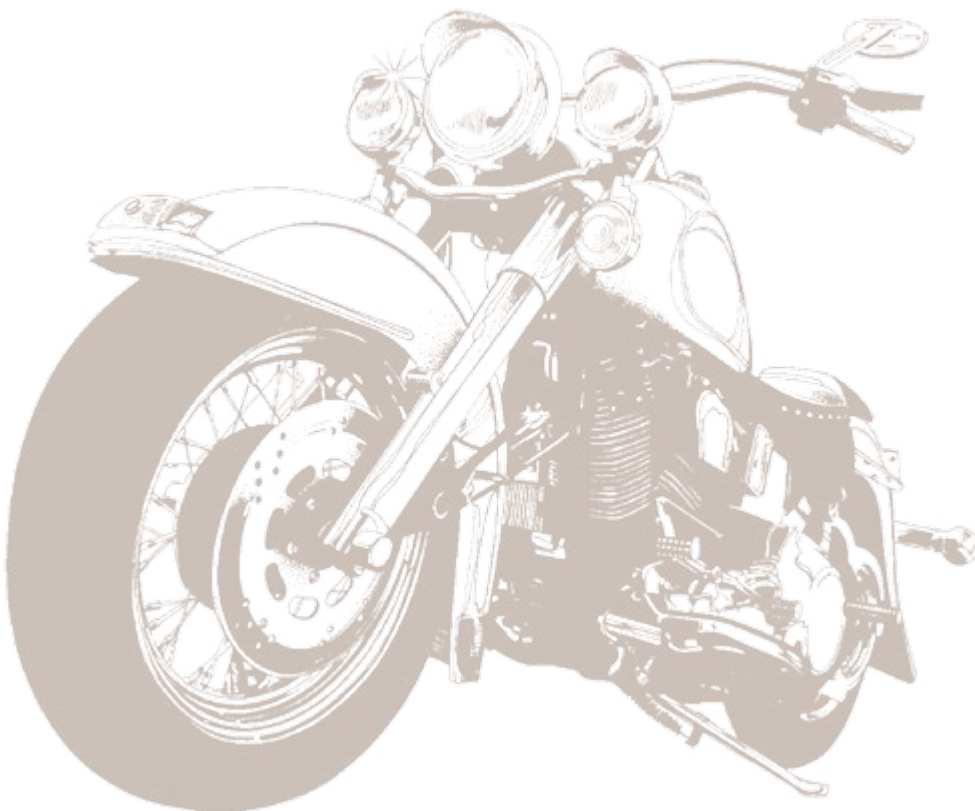
Mary Shephard Cutright – National president of Motor Maids, Inc. for 12 years. She also served as an officer in several other positions in the organization. A dedicated ambassador of the sport of motorcycling, Mary's home was lined with 100 plus trophies that she had won in skill-testing competitions.

2007

OLIVER SHOKOUH



Left Detroit to start a Harley-Davidson dealership in Glendale, CA in 1976. Founded the Love Ride in 1984 and during its 32 year annual run, raised \$25 million for charities supporting military veterans and those who suffer from autism and muscular dystrophy. A Life Member of the AMA, Wind & Fire Motorcycle Club, HOG and one of the Charter Members of the Ugly Motorcycle Club.



KIRSH HELMETS

STYLE. SAFETY. COMFORT.



Official Motorcycle Helmet of the Sturgis® Motorcycle Rally™

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KIRSH Helmets, Inc. encourages all riders to ride safely and observe all traffic laws. Claims made regarding the safety of KIRSH Helmets, Inc. products are based on tests conducted by an independent third-party testing laboratory. With the exception of its expressed written product warranties included with purchase, KIRSH Helmets, Inc. makes no expressed or implied representations or warranties with respect to its products including, without limitation, warranties of merchantability or fitness for a particular use.



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2018 SCHEDULE OF EVENTS

MEMORIAL DAY HONOR RIDE: MAY 28

Memorial Day allows us to honor the sacrifices made by our veterans and those we have loved. The Sturgis Motorcycle Museum and Hall of Fame in conjunction with the Sturgis Chamber of Commerce will host an Honor Ride on Memorial Day.

Get tickets at sturgismuseum.com/Events. With the \$10 fee, you receive a Sturgis Motorcycle Museum and Hall of Fame Patch and collectable biker rubber duck.

The ride will start from the Sturgis Motorcycle Museum and head to the National Cemetery to pay our respects to those who have served in the Armed Forces.

Tickets: \$10.00

Purchase online at
www.sturgismuseum.com/Events



RIDE SCHEDULE:

- | | |
|----------------|---|
| 9:30-9:45 a.m. | Donuts and Coffee |
| 9:45-10 a.m. | Bike lineup in the Museum's parking lot |
| 10:00 a.m. | Boy Scouts will present our Nation's colors and recite the Pledge of Allegiance |
| 10:10 a.m. | Blessing of Bikes by Auggie Minzlaff |
| 10:25 a.m. | Sturgis Police escort to National Cemetery |
| 11:00 a.m. | National Cemetery Memorial Day Ceremony |
| 12:00 p.m. | All riders head up Vanocker Canyon to the Mt. Rushmore turn-out |

17TH ANNIVERSARY CELEBRATION: JUNE 1

Let's party with a purpose! It's our 17th year operating the Motorcycle Museum in Sturgis and we want to celebrate by giving FREE ADMISSIONS to anyone that brings in at least 1 item to donate to the Kiwanis Food Pantry of Sturgis.

The Sturgis Motorcycle Museum and Hall of Fame would like to say THANK YOU to the local community by providing all visitors with a Museum gift Friday, June 1st.

See our new RACE ROOM exhibits and the many new additions to our collection.

Activities to enjoy at the Museum during the Anniversary Celebrations include a STRIDER bike course available all day.

Official Races for prizes start at 4pm. - Door prizes for every 5th visitor
Experience our newest collection - Make new friends and great memories.
All are welcome to attend this all day event.

Free Admission (with Food Pantry donation) • 8:00 a.m. - 5:00 p.m. • Sturgis Motorcycle Museum





2018 SCHEDULE OF EVENTS CONTINUED...

SWAP & SHINE: JUNE 9

The Swap & Shine event at the Sturgis Motorcycle Museum will be held June 9th for custom and vintage motorcycles. Vendor booths are \$10 or FREE to Museum members. We will also have a FOR SALE bike area so dig that old dirt bike, street bike or scooter out of the shed and bring it to the Sturgis Motorcycle Museum.

Call for more details: 605-347-2001



2018 STURGIS HALL OF FAME CEREMONY: AUGUST 8

Presented by Strider

The Sturgis Motorcycle Hall of Fame 2018 Induction Breakfast will be Wednesday, August 8, 2018 beginning at 9am. Doors open at 8am for coffee and conversations in the lobby so come early to see friends and meet the people that make the Hall of Fame great! This event takes place at the Lodge in Deadwood, South Dakota.

Join us in honoring the people of the Hall of Fame and welcoming the Class of 2018! This year is a SOLD OUT event!



Take a ride back in time!

The Sturgis Motorcycle Museum & Hall of Fame is home to an evergrowing variety of motorcycles, from vintage classics to modern customs.

Admission:

1 Person - \$10.00

2 People - \$15.00

5 People - \$30.00

Seniors (62+) receive a \$1 discount

Children under 12: Free*

* Must be accompanied by a paying adult (18 years or older)

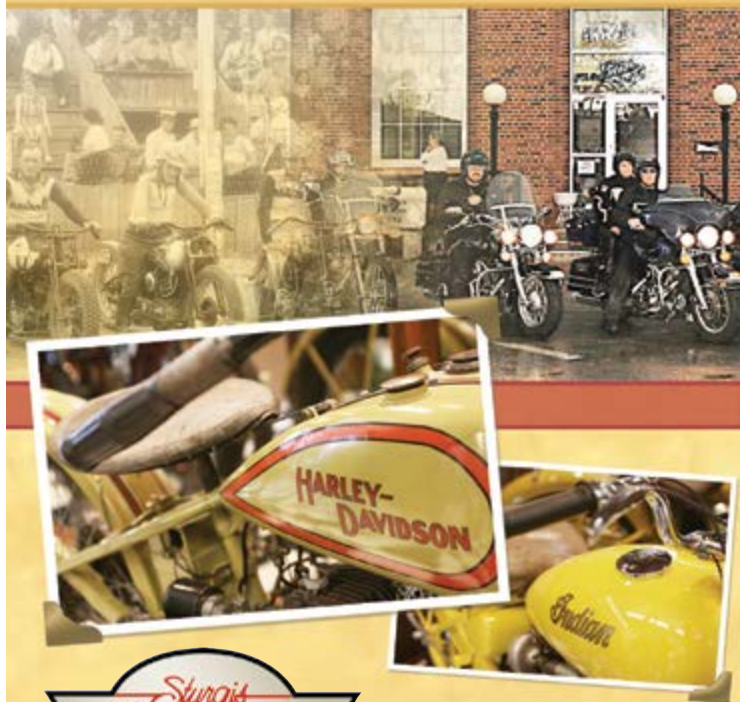
Hours of Operation:

Open Year-Round

Summer Hours: 9am-5pm, 7 Days a Week

Location:

999 Main Street on the corner of
legendary Main Street and Junction Avenue
605-347-2001 | www.SturgisMuseum.com



The Sturgis Motorcycle Museum & Hall of Fame is a non-profit 501 (c) 3 organization. Under current IRS guidelines, contributions made to this organization are tax deductible.



ALL KINDS - OF - RIDES

at the Sturgis® Motorcycle Rally™

There are many roads, highways, rides, and routes you can take in order to get to the Sturgis® Motorcycle Rally™, but some of the staple rides you have to try are the Annual Mayor's Ride and the new riding event, Ride with a Local.

16TH ANNUAL MAYORS RIDE

The 16th Annual Mayor's Ride will commence on **Monday, August 6, 2018** leaving from the Harley-Davidson center at 6th and Williams Street. This ride has been a special part of the Sturgis® Motorcycle Rally™, not only for the amazing beauty of the Black Hills but that it brings people together from all over the world...and brings them back year after year! Proceeds from the ride have always gone back to our emergency services, supporting the men & women who dedicate so much Rally week to give aid and keep us safe.

Join Mayor Carstensen along with Roland Sands, the Rally's Grand Marshall, on this celebratory ride through the beautiful Black Hills. Participants will receive a swag bag of incredible items including a limited edition Jack Daniels decanter signed by the Mayor, a Rally Coin and other collectibles provided by our sponsors. This year's Annual Mayor's Ride will end at the amazing Crazy Horse Memorial for a luncheon and presentation with Mayor Carstensen. A group photo with the memorial in the background will also be taken. At the conclusion, participants are encouraged to visit the theaters, the museums and visitor centers.

RIDE WITH A LOCAL

"Ride with a Local", yet another popular event during the Sturgis® Motorcycle Rally™ will take place three times during the Rally this year, **Friday August 3, Wednesday August 8 and Friday, August 10th**. Registration will be limited to keep the group smaller and easier to keep together. The specific details for this event are posted on the SturgisMotorcycleRally.com website.

For more information about these events, please visit www.sturgismotorcyclerrally.com





Freedom Fighters Hall of Fame Inductees

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

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

Arizona

Ralph "Sonny" Barger,
"Still" Ray Fitzgerald

Arkansas

Rodney Roberts

California

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

Colorado

Mark Buckner, Deb "Tiger" Chandler

Connecticut

Donald "Pappy" Pittsley,
John "Rogue" Herlihy

District of Columbia

Senator Olympia Snowe,
Beverly Waters, Tom Wyld

Florida

James "Doc" Reichenbach,
Elizabeth "Boots" Buchholz

Illinois

Todd Vandermyde,
Rich "Neb" Nebelsick

Indiana

Michael Farabaugh, Jay Jackson,
Rodney Taylor

Iowa

Dick "Slider" Gilmore

Kentucky

Jay Huber

Maine

Paul K. Vestal,
Gordon "Sonny" Bridges

Michigan

Angel Richardson,
Representative James Barcia

Minnesota

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

Montana

Glen Fengstad

Nevada

Fredric Harrell

New Mexico

Dennis "Big D" Watson

North Carolina

Rick Nail

Ohio

Gary Sellers, Bill Bish

Oregon

Butch Harbaugh

Pennsylvania

Joe "Cowboy" Dickey,
Rick Gray, Charles Umbenhauer

South Carolina

Jesse McDugald

South Dakota

Ed Netterberg, Senator Jim Putnam

Texas

Sputnik

Washington

Swede Matzek

Wisconsin

Wayne Curtin,
Senator Dave Zien,
Tony "Pan" Sanfelipo, Sue Menard,
Health and Human Services
Secretary Tommy Thompson,
Buck Kittredge, Gary Wetzel
Kirk "Hardtail" Willard

England

Fred Hill, Ian Mutch,
Simon Milward

Inspiring the Next Generation of Riders.

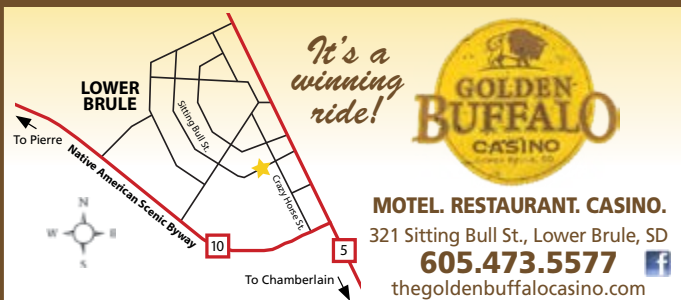
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Sturgis BURGER BATTLE

The Sturgis Burger Battle will be like nothing you've ever seen. The largest motorcycle rally in the world is hosting an incredible contest for the best hamburger grillers from around the country.

Twelve of the best amateur chefs in the country will be grilling to impress the judges. They will go head to head at Harley-Davidson's Rally Point Stage during the 78th Sturgis® Motorcycle Rally™.

The event will send a winner from its 2018 competition to battle against the World Food Championships roster of Golden Ticket contestants. The Sturgis Burger Battle competition has been elevated to Preferred Qualifier status by guaranteeing that its winner's registration fees are paid and other assistance is provided to compete in Orange Beach, Alabama. Which means that you might see one of these chefs on your favorite food show in the future.

The competition will be going on from Tuesday, August 7th through Friday, August 10th during the Rally™. There will be three qualifying rounds of four contestants each held Tuesday, Wednesday and Thursday of the Rally. The three winners plus a judge's favorite will move into the finals to be held on Friday, August 10th.

For more information, please visit

**[sturgismotorcyclerrally.com/
burger-battle/](http://sturgismotorcyclerrally.com/burger-battle/)**



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Military Appreciation Day

during the 78th Sturgis® Motorcycle Rally™

Each year, the Sturgis® Motorcycle Rally™ takes time to honor our military by designating a day to celebrate their sacrifice. Tuesday, August 7 has been appointed the 2018 Military Appreciation Day. The Sturgis® Motorcycle Rally™ invites all attendees to thank those among us who dedicated themselves to serve

and protect citizens of this great nation. Each year, this event draws thousands of people to legendary Main Street to honor veterans and pay their respects.

In conjunction with this day, The Green Nights MC are hosting the 16th Annual Dakota Thunder Ride. As the ride concludes the Sturgis® Motorcycle Rally™ will host a

ceremony honoring our veteran guests in Sturgis. The event will conclude with the playing of the National Anthem and a flyover at 3:00 p.m. by a B-1 bomber flown from Ellsworth AFB near Rapid City.

Every year, this event draws many people to legendary Main Street to honor veterans and pay their respects.



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Making History Across America

By Felicia Morgan

While the Sturgis Motorcycle Museum is busy preserving the history of motorcycling and commemorating the colorful characters of the past that have managed to stand out above the fray, the Motorcycle Cannonball is busy making modern day motorcycling history. Since the first run in 2010, the most difficult motorcycle endurance run in the world has become an American institution and has invited the world to share in the glory of celebrating what has become its own traveling museum. The biennial coast-to-coast

Cannonball run encourages every motorcycle marque ever made to take to the field to prove its might as its owners challenge themselves to live a life less common. For the 2018 run, 110 riders are scheduled to show the world the abilities of their personal machines as they undertake a northern route that will cover more than 3,600 miles in 16 days. Several of the machines registered are more than 100-years old.

The biennial coast-to-coast Cannonball run encourages every motorcycle marque ever made to take to the field...

Riders and collectors from around the world will take the green flag in the coastal town of Portland, Maine on September 8, 2018 and race against the onset of autumn weather across 15 states while struggling to keep their antique motorcycles on the road. The route will include mountain passes

and narrow two lane back roads, utilizing a total of less than 10 miles of Interstates. And while the Cannonball has come to be known as the world's most difficult antique motorcycle run, it is also the most gratifying. Past riders report experiencing a spiritual awakening as

they tour the breadth of our great nation, using their machines for



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the purposes they were originally intended for. It's a rare occurrence to be puttering along at 35 mph, visiting Americana one tiny town at a time and slowly letting go of life as we know it to become part of a traveling herd of antiquated machines. The challenge of keeping an antique running is a daily chore but the process of becoming a family that supports one another through the miles is something that will change a life forever. Racers pull together to support each other in the "man against the miles" battle of skill, grit and luck. Trading parts, sharing tips, helping and encouraging fellow riders through the joys, angst and miseries is not just the challenge, but also the daily reality during the run. Sunburned, tired and wrung out riders greet the sunrise ready to roll and by evening entire engines are being rebuilt in parking lot workshops so they can do it all over again for the next 300 miles. The grind can be maddening, but the exhilaration of succeeding at life on the road sustains each competitor and sees them through to ride another day.

The route includes incredible scenery and notable landmarks as part of the adventure. Each of the prior Motorcycle Cannonball runs have included visits to mo-



torcycle museums and this year is no exception. Early on, the group will visit Hemmings Motor News in Bennington, Vermont and the National Motorcycle Museum in Anamosa, Iowa later during Stage 6 of the route. During the group's

only day of rest scheduled in Sturgis, South Dakota, they will also be welcomed at the famous Sturgis Motorcycle Museum. Jason Sims, owner of the Motorcycle Cannonball, is a Sturgis resident so it makes perfect sense that the group's day of rest would be on his home turf where hill climbs and 78 years of motorcycle rallies have forever secured a place in motorcycling history for Sturgis.

The second half of the transcontinental trek involves traversing some intense mountain peaks and will include Glacier National Park before the group arrives in the quirky city of Portland, Oregon. By the time riders see the checkered flag, lasting friendships will have formed and lives will never be the same for many of the warriors. To witness the glory of these great United States from the back of a machine built before our grandfathers were born is as inspiring as it gets. For those who are lucky enough to experience the Motorcycle Cannonball first hand, it is indeed an historical and monumental journey. For everyone else, there's a

rare opportunity to watch the time capsules come through your town so go to the website and mark your calendars. The Cannonballers are coming. www.motorcyclecannonball.com

The Love of Sturgis RUNS DEEP

in 2018 Sturgis Grand Marshal Roland Sands

When searching for the 2018 Sturgis Grand Marshal, the fact that Roland Sands has been coming to the Sturgis Rally since he was 15 made him a pretty strong candidate.

"I was too young to ride but I rode anyway. I rode a vintage motorcycle around, a little 650. That was before my dad came to Sturgis as a company, back in the day with PM. We went for a couple of years without doing any type of business, so we came out to ride motorcycles and hang out and enjoy the party. I've been coming a long time."

Not only has Sands been coming to Sturgis a long time, you might say that motorcycles are in his DNA. The PM he mentions is Performance Machine, the company his father Perry Sands founded that's known for making some of the best motorcycle wheels and braking systems in the industry. Sands literally grew up in the shop and Perry kept his son busy doing any task he could find because as the saying goes "idle hands are the devil's workshop" and admittedly his parents didn't want to leave mischievous young Roland alone for too long. As a result, he learned how to use tools of the trade like a disc grinder and drill press at an early age. Working at his father's shop would lay several foundations, from working with shop tools to learning the intricacies of high performance motorcycle parts to a work ethic he'd carry into his adult life.

Sands also started riding at an

early age. His father got him his first motorcycle, a RM 50 dirt bike, on his fifth birthday. Even though he biffed and broke a bone within minutes of getting his first bike, Sands was hooked. Hard and fast was the only way he knew how to ride. Growing up in Southern California, an area with a rich history of desert and dirt racing, Sands lived to ride his dirt bike. He was a speed demon on the streets as well and began his motorcycle road racing career in 1993. Victories and track records soon followed, highlighted by the 1998 AMA 250 GP Championship. After a successful 10-year career, he decided to hang up his leathers.

Upon his retirement from racing, Sands went back to work full-time with his father at Performance Machine. Road racing had expanded his repertoire of skills, and his eye for design was becoming evident. Before

long he was named PM's director of "Research & Development" and headed up their design department. Around that time, though, a pinning to do something beyond the constrictions of the manufacturing environment started to creep in. At PM, there was always the shadow of his father's success to deal with, too. Sands began designing some of his own parts that were sold through the Performance Machine catalog. He also started building custom motorcycles. His career got a jump start when he went against Arlen

While he's had a bustling and fruitful career, one constant in his life is his love for the Sturgis Rally.



Ness, the "Godfather of Custom Bike Building," on an episode of the Discovery Channel's Biker Build-Off in 2005, a competition he won. The bike, called "The Hardway," was the first one he fabricated fully from the ground-up and it featured parts he designed, including the wheels, mid-controls, and radial brake calipers. The exposure Sands received couldn't have come at a better time because not long after the episode aired he learned that his dad was selling Performance Machine. This resulted in him investing all his time and energy into his own brand, Roland Sands Design.

Sands has a penchant for utilizing his background as a motorcycle road racer in the custom bikes he designs, often mashing together aspects of sport bikes with cruisers.

"Sometimes I'll do these bikes where we'll take a brand new motorcycle and we'll take a historical idea and smash them together but really put a modern base to it. That's my style," Sands said.

Probably the most notable example of this fusion of styles is the KRV5 Tracker, a board track-style motorcycle he built using a full-blown V-5 MotoGP engine that puts out over 200 horsepower. He got the engine from racing legend Kenny Roberts. By this time Sands' work had begun getting the attention of some of the major manufacturers who wanted to work with him on concept bike projects. Magazine covers and more TV appearances fol-



lowed. His aftermarket product line was starting to boom as well, particularly parts for Harley-Davidson Dyna and Sportster models. A few years later he added an RSD apparel line to his business portfolio, and like everything else Sands seemed to touch, it was a golden addition to his brand.

While he's had a bustling and fruitful career, one constant in his life is his love for the Sturgis Rally.

"I've been going to Sturgis my entire life, so to be able to be a real part of the show, that's an honor," he said.

"We've had a lot of fun out here, from different rides and experiences and people and concerts and music. I've met a lot of really cool people in Sturgis. I think if you go out there, and go with an open mind and talk to people, you're going to meet some really good people and have experiences you'd think would never happen."

He recounted the story about how one year they came to the Rally and took "a crazy custom" they'd built out for a shakedown around Sturgis. Being brand new, the bike had some bugs so they had to pull over for some roadside repairs. It wasn't long before a handful of riders from the Midwest pulled up on baggers, blue collar guys with raccoon eyes and sunburnt faces. Roland said they stopped because they saw a fellow rider in need and ended up hanging out for quite some time, determined to help get the custom bike going again.

"That's the kind of people and hospitality you run across when you're in Sturgis," Sands said.

When asked about one of his favorite memories from Sturgis, he shared this tale.

"This wasn't too long ago, like maybe five years ago. I was with one of my Swedish buddies and we had just left a concert. We had the Concept 90, which we'd brought out to Sturgis. It was me, Cameron (his right hand man at RSD), one of our

other guys and Ola Stenegård who rode a motorcycle that had, maybe a headlight, no license plate, no tag brackets, no nothing.

"We get out of the concert, and you know how crowded the concerts get out here. So we decided to go right out of the campground instead of left and try to find a back road because I was on my phone and like, I think I found something we could try.

"So we headed about five miles out the other direction down a dirt road and Ola ran out of gas. He couldn't believe it, and there's this huge thunderstorm. It's off in the distance, but we can see it coming, and we're just like, aww man. My buddy's watching the lightning striking and is just blown away. Me and Cameron looked at each other because we're both off-roaders and used to this type of thing, so we're pulling vent lines off the bike, connecting lines together to get fuel in the bike, and we finally get his bike fueled up and decide we're just going to go back the other way.

"On the way back, his bike, he didn't have a

taillight on it, and this is like one o'clock in the morning, the witching hour, and he gets pulled over. After reading him the riot act the cop let him go with a warning. It gave my European buddy the full-on Sturgis experience. It was fun to share that madness with him, especially since nothing bad happened," he said with a hearty chuckle.

Undoubtedly, Roland will make sure his bike is fully fueled when he helps lead the Sturgis Mayor's Ride, just one of the many duties of the 2018 Sturgis Grand Marshal. You won't find a much better ambassador than somebody who has true passion for the Rally. For Sands it started as a family affair. He continued to come out and support the rally through his business, Roland Sands Design, and was instrumental in bringing the popular bar-banging action of hooligan dirt track racing to Sturgis.

He's experienced his fair share of Sturgis history first-hand and has a pool of fond memories of the Black Hills that runs deep.





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Remembering Tom Monahan...



2018 Official Sturgis® Motorcycle Magazine

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

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

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

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

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

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

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

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

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





Lonnie James Isam, Jr.

By Felicia Morgan

The world of antique motorcycling mourns the loss of one of their most beloved and respected personalities. With his parents by his side, Lonnie Isam, Jr. quietly lost his long and hard-fought battle with cancer on August 20, 2017 at his home in Sturgis, South Dakota. Born May 7, 1969 in Edmonds, Washington and raised as the only child of Lonnie Sr. and Marianne Isam, Lonnie grew up surrounded by

antique machinery and was well versed in all things motorcycle at an early age. As a teenager he spent weekends scouring garage sales and swap meets with his best friend, then reselling their treasures to make spending money well before eBay, American Pickers or What's in the Barn was ever thought of.

As a young man he traveled to Europe, worked with his father as a motorcycle wrangler on the movie set of Oliver Stone's conspiracy film, JFK, and immersed himself



in learning all he could about motorcycling's past. Respected as a leading authority on motorcycle history and restoration, Lonnie eventually opened his own motorcycle shop called Jurassic Racing in Sturgis, South Dakota, but it is the Motorcycle Cannonball Run that he will always be remembered for.

Known around the globe as the founder of the most difficult antique motorcycle endurance ride in the world, Lonnie started the famous Cannonball Run back in 2010, forever

changing the landscape of antique motorcycling by encouraging owners to make their ancient machines roadworthy and hit

the blacktop with fellow enthusiasts. His original quest to just share a ride along America's back roads with friends catapulted the wrenching visionary into the public eye as he managed to lead a different international group of adventurous

riders in an epic excursion across the country three more times after

the inaugural run. Participants have declared the runs as "life changing." And while Lonnie Jr. was always happiest when sharing a lane with his friends, his role of promoter launched the quiet gear head into a spotlight he was ill prepared for. He eschewed the limelight and shunned publicity. As far as he was concerned, the old bikes deserved to live out their lives as they were intended, being ridden, and that was all that was important. Lonnie Isam Jr. will forever be a part of motorcycling's glorious history.

His birth mother, Joanne Marie Isam, preceded Lonnie Jr. in death. As per his request, there were no services. Instead, it is suggested you take a ride through the country and recall a man who lived his life for his many friends and the sincere love of antique motorcycles.



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Ride of a Lifetime

1930

1940

1950

1938

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

1939

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



1946

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

1951-1955

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

1949

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



1980

1990

2000

1980

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

1982

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

1988

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

1989

Clarence "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.

1991

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



1998

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



2000

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

2001

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



A history of the Sturgis® Motorcycle Rally™

1960

1957

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

1961

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



1964

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

1965

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



1970

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

2020

2002

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

2003

More events are added to the schedule of events – 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 combines with \$4 a gallon gasoline to reduce attendance numbers. Still, an estimated 414,000 people attended the Rally.

2010

The Sturgis® Motorcycle Rally™ celebrates its 70th anniversary.

2014

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

2015

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

2016

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

2017

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

2018

The Sturgis Motorcycle Museum adds an addition.



Street Food THROWDOWN

is back for its second year in Sturgis

Sturgis is committed to bringing our attendees the best street food in the country. To do this we are inviting all our vendors to go head to head in the Motorcycle Rally food throw down. The competition is returning to the 78th Sturgis® Motorcycle Rally™. The Street Food Throw Down is an

opportunity for the food vendors of the Rally to show off their best kept secrets.

Vendors are encouraged to participate to be crowned the "Best of the Best"! The winner will receive a banner they can place on their tent or trailer to showcase they were the Champions of the

Sturgis Street Food Throw Down awards as well as a voucher good for next year's Sturgis® Motorcycle Rally™ vending permit, valued at \$1,500. Both the People's Choice and the "Best of the Best" winner will receive a listing on the official Sturgis® Motorcycle Rally™ website for a full year.

For more information about these events, please visit www.sturgismotorcyclerrally.com



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2018 Sturgis
Motorcycle Museum
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RAFFLE**



Win a Custom Harley-Davidson

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Saturday, Aug. 11, 2018

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2018 Rally Sudoku

Solution
on Page
120

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

Here's how it works:

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

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

Level: Beginner

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

Level: Intermediate

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Legends Ride®
Monday, Aug. 6, 2018
Main Street Deadwood
to the Buffalo Chip

- 11:00 a.m. Bike Parking Begins
- 2:00 p.m. Auction on Deadwood's Main Street
- 2:50 p.m. Group Photo
- 3:00 p.m. Ride departs Deadwood
- 5:00 p.m. Ride arrives at the Buffalo Chip for a catered reception with live entertainment
- 7:15 p.m. Concerts begin in the Buffalo Chip amphitheater, culminating with a headlining performance from Lynyrd Skynyrd

Paul Teutul Jr.
to Captain the
Buffalo Chip's 2018
Legends Ride®
Monday, August 6, 2018

This Sturgis Buffalo Chip signature charity ride and event has long been known as the place to meet and ride with Hollywood stars, rock 'n' roll icons and motorcycle industry celebrities. Now in its 11th year, the "Ride that Rocks!™" will welcome celebrity bike builder and star of the Discovery Channel's "American Chopper" Paul Teutul Jr. Teutul will be on hand to greet riders as they gather on Historic Deadwood's

Main Street and then serve as honorary Ride Captain as he leads the way on a ride through the beautiful Black Hills to the Buffalo Chip. Attendees can expect to see many other celebrities and a handful of astonishing items on the auction block this year.

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



the Buffalo Chip has pledged \$100,000 to help with construction of the addition to the building in downtown Sturgis. Special Olympians in the Black Hills also benefit, as the Buffalo Chip has pledged \$100,000 to renovate an existing Rapid City gym to help

meet the growing needs of the athletes. This year's donations are expected to take the Buffalo Chip's total over the \$500,000 mark!

The Legends Ride is truly iconic. Its high-profile, celebrity appeal has been featured on CMT, the National Geographic Channel, the Tonight

Show, FX Network and the Travel Channel, as well as in countless print, online and newspaper articles.

Anyone interested in joining the ride may purchase passes at LegendsRide.com or by calling 605-347-9000.



Suzuki Welcomes You To The 2018 Sturgis Rally



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Shifting Gears

at the 10th Annual Sturgis
Buffalo Chip's Biker Belles®
Celebration

Biker Belles® Celebration Tuesday, Aug. 7, 2018

- 8:30 a.m. Registration at the Buffalo Chip's CrossRoads and Women and Wheels™ Bike Show
- 9:30 a.m. The Morning Ride™
- 11:00 a.m. Registration opens at The Lodge at Deadwood for non-ride participants
- 11:30 a.m. "Comfort Zone" by Team Diva pampering and retail experience and silent auction
- 12:30 p.m. "Shifting Gears" Symposium and featured speakers and catered lunch
- 1:45 p.m. All participants gather for Biker Belles official group photo

Experience a day of "Real Riders, Real Stories and Real Passion" during the 10th annual Biker Belles celebration. The event is open to all, and it serves as an opportunity to connect with women who are shaping the motorcycle industry, driving change and breaking long-held traditions.

Begin the day checking out female-built bikes in the Women and Wheels™ Bike Show presented by the Wild Gypsy Tour at the Buffalo Chip's CrossRoads. Then join ride captains Laura Klock and Karlee Cobb for a picturesque journey to the Lodge at Deadwood on The Morning Ride™. Participants will enjoy pampering in the Comfort Zone by Team Diva, a catered lunch and an inspiring symposium with panelists including moto-traveler and journalist Alisa Clickenger and inspirational speaker Leah Misch. The theme "Shifting Gears" will drive the discussion of change.

Biker Belles was created in 2009 to raise awareness of the passion, diversity and spirit of women in motorcycling and to raise funds for local worthy charities. One hundred percent of rider fees will benefit the Sturgis Motorcycle Museum and Hall of Fame and Helping with Horsepower, an organization that empowers and encourages women and girls who are at risk or victims of abuse. Passes are available at BikerBelles.com or by calling 605-347-9000.



MOTORCYCLE MUSEUMS *Across America*

As you travel home from Sturgis,
you might be passing one of
these great motorcycle museums.

We encourage you to stop
and enjoy the great
motorcycling history
that is represented all
across the US.

- 1 Barber Vintage Motorsports Museum**
6030 Barber Motorsports Pkwy., Leeds, AL
- 2 Harley-Davidson Museum**
400 W. Canal St., Milwaukee, WI
- 3 National Motorcycle Museum**
102 Chamber Dr., Anamosa, IA
- 4 Legends Motorcycle Museum**
1715 W. 500 S., Springville, UT
- 5 Tintic Motorcycle Museum**
205 Main St., Eureka, UT
- 6 Evel Kneivel Museum**
2047 SW Topeka Blvd., Topeka, KS
- 7 Wheels Through Time Museum**
62 Vintage Ln., Maggie Valley, NC
- 8 Buddy Stubbs Historical Motorcycle Museum**
13850 N. Cave Creek Rd., Phoenix, AZ



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& Hall of Fame**

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1

MOTORCYCLE MUSEUMS *Across America*

Barber Vintage Motorsports Museum



Prepare to be amazed when entering the Barber Vintage Motorsports Museum, a destination many refer to as Motorcycle Heaven. The stunning, five-story museum is home to the largest collection of motorcycles in the world according to Guinness World Records. It's also where tens of thousands of motorcycle fans travel each October for the Annual Barber Vintage Festival, one of the premiere vintage motorcycle events in America.

Located at the 880-acre Barber Motorsports Park, the not-for-profit Barber Museum has 228,650 square feet of space. Looking out the museum windows, guests can see a 2.38-mile road course, a waterfall, sculptures, and more. Inside the museum, there are motorcycles and cars on exhibition literally everywhere. In fact, a real Formula One racecar sits on top of the custom glass elevator, which itself is flanked by four motorcycle towers! You'll see motorcycles and other art attached to the walls and some even hanging from the ceiling.

With a collection of more than 1,600 motorcycles—over 900 of which are on exhibit—as well as 55 vintage Lotus cars and a sanctioned road course, the Barber Museum is truly a motorsports paradise. With a mission and staff dedicated to the preservation, interpretation, exhibition, and history of motorcycles, vintage vehicles, and motorsports, everything is kept at its finest.

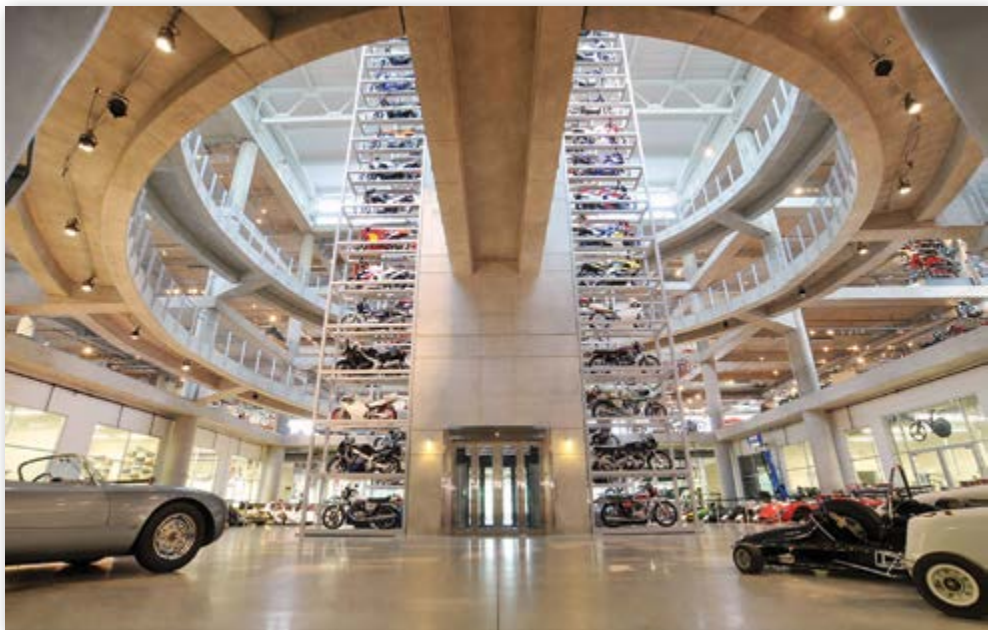
At this living museum are some of the oldest motorcycles in the world. There's an example of an 1894 Hildebrand & Wolfmüller and a 1902 Steffy, both of which are actually capable of running. Some of the rarest Harley-Davidsons, Indians, and Hondas are on exhibit with some of the most innovative makes and models, including one of only 10 Britten V1000s in existence.

There are many opportunities to enrich your Barber Museum experience, obtain benefits, and show support. One way is to join the museum's membership program. Active Turn 9 Club members gain free admission to the museum, quarterly issues of Vintage Insider News, store discounts, and an annual Barber Vintage Festival poster. In addition, they can access Turn 9 Hospitality and the pedestrian bridges during specific events (park admission sold separately). Basic museum memberships are also available.

Enthusiasts wanting to delve more deeply into the museum and its mission can join the Volunteer Team. There are a variety of ways to help. Training for new and current museum volunteers takes place throughout the year.

The Barber Museum is nestled in the beautiful foothills of the Appalachian Mountains. From the museum, it's about a 15-minute ride to the city's best restaurants, shopping malls, and public attractions. The Barber Museum is open seven days a week, except certain major holidays. Event tickets must be purchased in order to visit the museum during major park events.

Discover interesting riding routes to the Barber Museum and tips to help you maximize this bucket-list experience at www.barbermuseum.org. The site lists museum hours and admission and has information about tours, events, and more. Interact with the museum on Facebook, and check out the latest news and photos.



At this living museum are some of the oldest motorcycles in the world.



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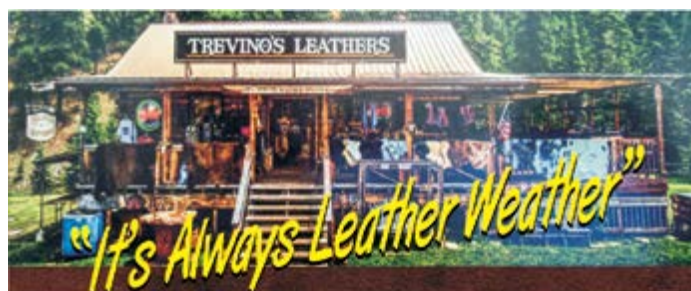
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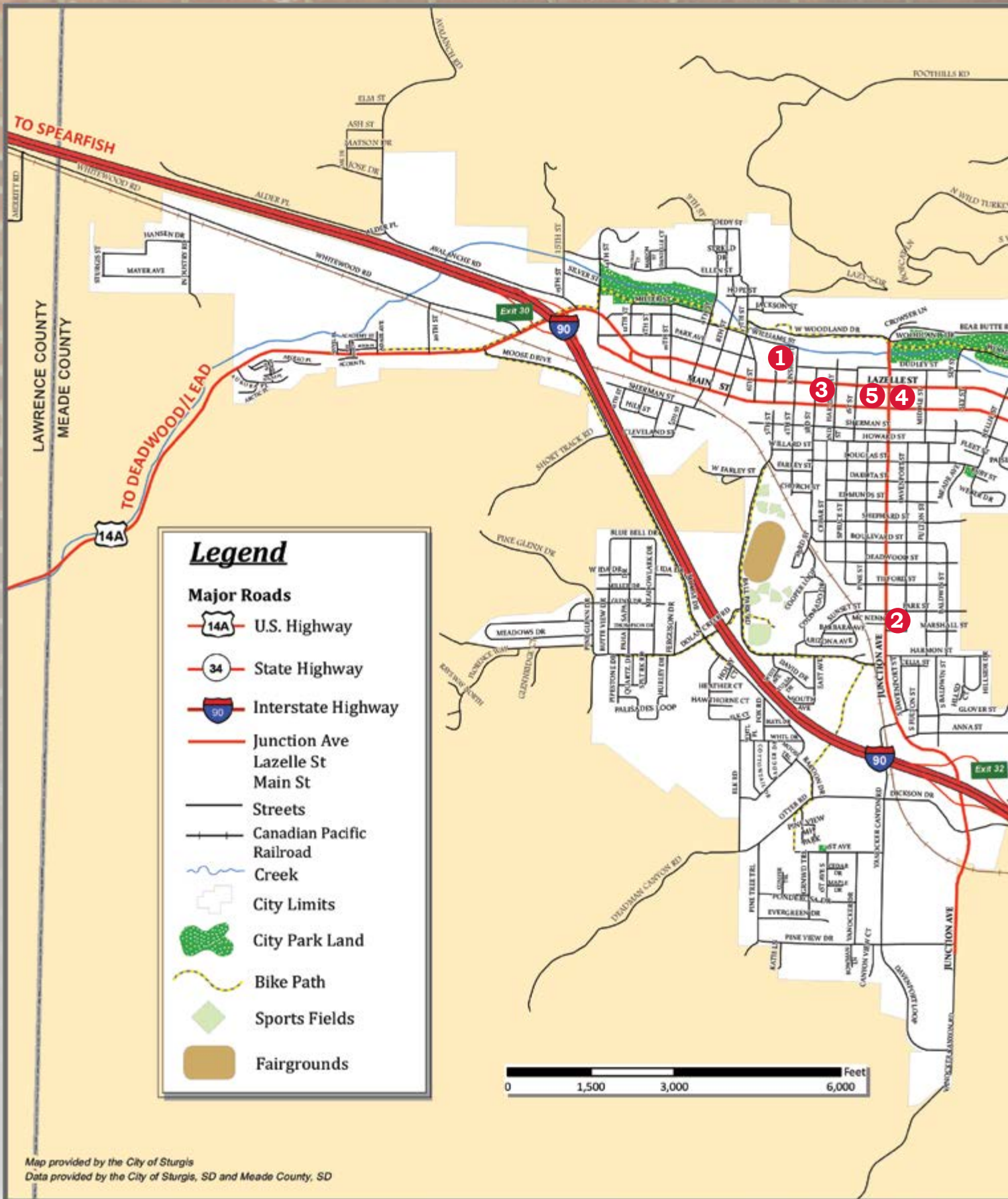
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Harley-Davidson Museum



On June 1, 2006, Harley-Davidson began building an attraction that would forever alter Milwaukee's landscape. The facility opened its doors on July 12, 2008.

The Harley-Davidson Museum is literally a “walk-through history” that is portrayed through its themed galleries, a must-see motorcycle collection, and many rare documents and original artifacts you will only find here.

Some of the highlights in the collection include:

- The oldest Harley-Davidson in existence - Serial No. 1
- A replica board track complete with race bikes banking on a corner
- A movie sampling of Hollywood's best motorcycle moments
- The inspiring stories of personal freedom that only a Harley-Davidson can bring to people

The facility is also the location of the Harley-Davidson Archives, home to the original historical collections dating to the earliest days of the Motor Company.



3

MOTORCYCLE MUSEUMS

Across America

National Motorcycle Museum



The mission of National Motorcycle Museum, Anamosa, Iowa, is to preserve and present the great history of American motorcycling. Museum exhibits represent machines made everywhere in the world; machines we have ridden here in America for over 120 years. Merkel, Thor, Excelsior, Curtiss, Reading-Standard are among early American brands on display in the Museum, but Harley-Davidson and Indian motorcycles are best represented. European makers like Ducati, Moto-Guzzi, Parilla, BMW are here, plus British marques such as Velocette, Brough, Vincent, Douglas and of course Triumph, BSA and Norton. Many of us got our start on smaller Japanese machines from the 1960's but even earlier as well as much newer Japanese bikes on display may remind you of your beginnings.

The National Motorcycle Museum's goal is to present a wide range of motorcycle history and passion through fine interpretive exhibits built around a fine collection of machines and historical objects from around the world. Changing exhibition topics have included the custom bikes by Arlen Ness, drag racing, land speed record, police and military, and motocross/enduro plus hillclimb, board track and dirt track racing. Most special exhibits are in place one year and often include machines and memorabilia loaned to the Museum for a period of time. In fact, since the Museum opened in Anamosa in 2001, most of the motorcycles in the National Motorcycle Museum have been loaned by supportive collectors.

While the National Motorcycle Museum has, at last count, 498 motorcycles on display, what is really exceptional about this museum is its memorabilia. Literally thousands of printed documents like advertising posters, manuals, post cards, photos and even original paintings are on display plus riding gear and race trophies. The 600 piece toy collection includes tin and cast iron and some great

and rare pedal cars. Over 60 19th and early 20th Century bicycles and early advertising art are on display as well.

Membership is a popular way to become more involved with the Museum and annual and life memberships are offered. The Museum is also supported by a dedicated group of volunteers who work in Anamosa but also help out at about 20 events the Museum attends each year; swap meets, consumer shows and bike shows from Nebraska to Pennsylvania.

When you plan a visit know that the Museum is set in the beautiful bluffs of the Mississippi River and fine winding roads offering great scenery abound and J&P Cycles is just up the road one mile. Eastern Iowa's small towns have great character and welcome motorcyclists into their establishments. Most shopkeepers in the region know of the National Motorcycle Museum and J&P Cycles, founded by the late John Parham. In fact, the National Motorcycle Museum was voted the Iowa Tourism Outstanding Attraction for 2015. Located just outside the inviting downtown Anamosa, it's an easy walk from the Museum to a diner and two fast-food restaurants and other retail.

The National Motorcycle Museum is open every day, year around, closed only on New Years Day, Easter Sunday, Thanksgiving and Christmas day. Seasonal daily hours are on the Museum website as is a short video tour to give you a taste of Museum exhibitions. Go to www.nationalmcmuseum.org to plan your trip.



...what is really exceptional
about this museum is its
memorabilia.



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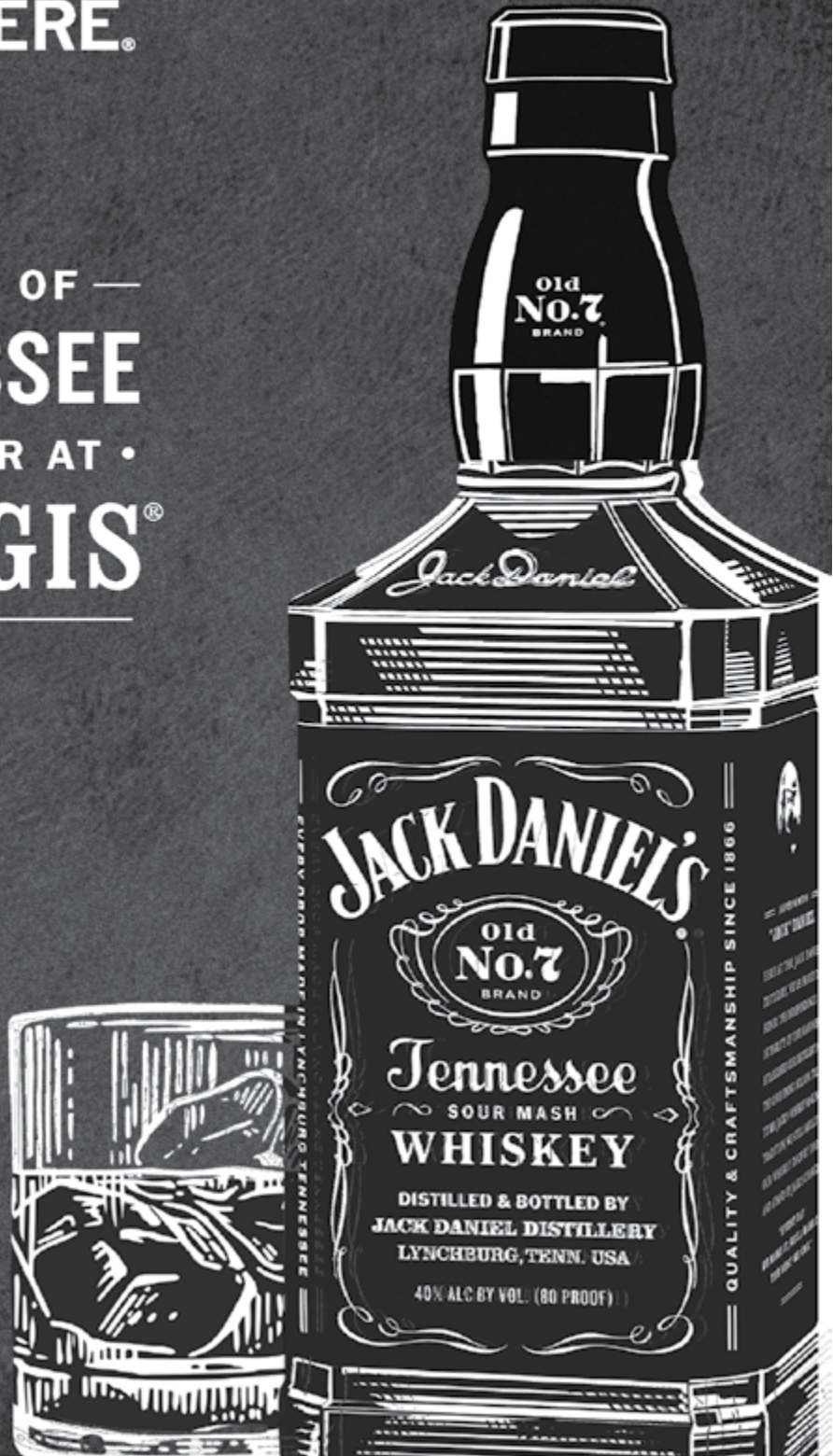
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Legends Vintage Motorcycle Museum



Situated in the heart of Springville, Utah with majestic Maple Mountain as its extraordinary backdrop, is the spectacular, unprecedented Legends Motorcycle Museum. If it were to boast a billboard it might read, "I dreamed a dream"...but who would have dreamed a young teenager and his love of bikes would evolve into a private collection of vintage motorcycles that would rival Harley-Davidson themselves? Built literally, brick by brick by builder and avid motorcycle enthusiast Rick Salisbury.

Salisbury's personal love of collecting has amassed over 200 vintage motorcycles, mounds of one-of-a-kind memorabilia, a rare trophy collection, and original art by world renowned motorcycle-centric artists such as David Uhl, Scott Jacobs, Tom Fritz, and Bronze sculptor Jeff Decker.

Legends' upper viewing gallery houses Salisbury's crown jewel, a completely unrestored 1907 Harley-Davidson Strap Tank. One of only three Strap Tanks in existence, Salisbury's is the only bike that survived with its original paint, engine, frame and tires.

The 1907 Strap Tank is flanked on the right with a 1905 Single (World's Oldest Harley-Davidson) and to the left a rare 1909 Single-Police (that served in the La Crosse, Wisconsin Police Department).

Salisbury's collection includes other rarities such as; the oldest unrestored Indian motorcycle-a 1903 Camel Back, his 1916 Excelsior, which Salisbury rode cross-country in the 2016 Cannonball, and a truly incomparable bike, a Feilbach "Limited" the last bike off production, that was built using left-over parts which remained after the bankrupted Feilbach Motor Co. shuttered its

manufacturing factory in 1914.

The unique architecture and design of the sprawling 20,000 sq. ft. Museum is itself a work of art, thanks to Salisbury's meticulous attention to detail and Artist's vision. "I didn't want the building to have a warehouse feel, I wanted the building to be a feature along with the bikes to tie it all in and give an entire experience", says Salisbury. To ensure a unique visitor experience, he later added the adjoining Side Car Café, which serves all American fare and all-day breakfast from a locally sourced fresh menu.

Across the Legends' compound you can also enjoy an amazing meal or a home brewed brew at his Strap Tank Brewery, established in 2016. Strap Tank Brewery is another one-of-a-kind...the first brewpub in Utah County since prohibition. Yet another architectural work of art, Salisbury designed the building, replicating unique architectural elements such as the towering smoke stack from the original Harley-Davidson building in Wisconsin.

If you're lucky enough on your tour, when they aren't out pickin', you'll find Salisbury himself, wife Vickie and their Rottweiler Frank who are daily patrons.



Legends' upper viewing gallery houses Salisbury's crown jewel, a completely unrestored 1907 Harley-Davidson Strap Tank

5 MOTORCYCLE MUSEUMS *Across America*

Tintic Motorcycle Museum

**205 West Main Street
Eureka, Utah 84628**

Gary "Chopper" Poh – Proprietor
Email at Tinticmotorcyclemuseum@gmail.com

The "Tintic Motorcycle Museum" will be opening in the summer of 2018 in the Historic Mining Town of Eureka, Utah.

This Unique 5000 Square foot Museum is located right in the middle of town on Historic Main Street (Hwy 6) in the Old Post Office. The United States Post Office operated from this building from 1922-1996.

The Museum hosts vintage and antique motorcycles of all makes as well as a Coffee Shop and Art Gallery (with free Wi-Fi).

Eureka, Utah is located on Scenic Utah State Highway 6 at an elevation of 6500 feet and is center of the "Tintic Mining District". The District was the Number One silver producer in the United States from 1869 thru 1917 and continued to be a top producer until 1950 (it produced over 300 million dollars of silver, about 4 billion in today's dollars. In 1979 Eureka was placed in the National Register of Historic Places to help protect the town's historical sites and locations for many years to come.

Many travelers drive through town heading to popular recreational areas such as the Little Sahara Sand Dunes. Next time you're traveling through

this little town take some time to look around. In addition to enjoying the Tintic Motorcycle Museum, walk down Main Street and view the old historic buildings that line both sides of the street. Eureka and the surrounding mountains also offer a wide range of other activities such as hiking, riding off highway vehicles, rock hounding, camping, shooting or just relaxing with your family.

Bring your camera, take some photos and enjoy everything this little town has to offer, you'll be glad you did.

Please LIKE and FOLLOW us on Facebook at "Tintic Motorcycle Works and Museum"

To learn more about Eureka, Utah please visit www.eurekautah.org



The museum hosts vintage and antique motorcycles of all makes as well as a coffee shop and art gallery.



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Find these words in the puzzle above:

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DRAG	SCENIC	FAIRING	GLOVES
SUNSCREEN	CHEF	VEST	MOTORCYCLE
PASSION	RALLY	TOUR	BREAKFAST
HISTORY	HELMET	CHAPS	WIND
KNUCKLEHEAD	LEATHER	MAP	
LEGENDARY	CANYON	BOOTS	
PATCH	IRON	MEMORIES	

MOTORCYCLE MUSEUMS

Across America

Evel Knievel Museum



The Evel Knievel Museum allows visitors to enjoy the singular showcase of genuine artifacts belonging to the most legendary, death-defying daredevil of all time. It's a world-class facility containing the most complete Evel Knievel collection in the world including actual leathers, helmets, and hidden-cache canes, X-rays showing the metal pins that held Evel together, and rare, never-before-seen jump video and photos.

But that's just the start. Put on the virtual reality goggles and headset to pilot a jump bike perched on Evel's actual ramp for an immersive jump experience, complete with rushing wind and rumbling impact. Giant touch screens reveal Knievel's broken bones, connecting injuries to the jumps that caused them with video of the actual events. The "Plan A Jump" wall allows four players to choose bike, wardrobe and obstacles, plus speed, ramp angle, distance and other variables before launching, offering STEM educational opportunities. But crash or succeed, no visitors are damaged in the playing of this game!

On display are Evel's own jump bikes—motorcycles that sometimes launched him toward horrific crashes. These include bikes Knievel piloted at Wembley Stadium and Caesar's Palace featuring their original sheetmetal, painted by Evel's artist George Sedlak. See the X-2 Sky Cycle launched at Snake River, perched on Evel's ramp and installed over dirt brought in from the original location. Peek inside the fully restored "Big Red," Evel's traveling rig and dressing room, resplendent in red, white & blue metalflake vinyl in the original stars and stripes motif.

A centerpiece of the collection is the most iconic Bell helmet in the world: the 1966 Bell Star worn by Evel Knievel for the Caesar's Palace jump—and subsequent crash. Hidden from view for decades, it's still beautifully battered and likely saved his life that day. Visitors can also view clips of Evel's Hollywood stunts in a 1970's-era movie theatre complete with marquee and costumes.

Promising the thrill of a lifetime, the Evel Knievel Museum is unparalleled in scope and depth. It's a fitting tribute to confidence, individualism and epic courage—characteristics that describe the bold life of Evel Knievel.

Features of the Evel Knievel Museum Include:

- The bikes that launched a legend: Evel's actual motorcycles
- His genuine leathers and helmets
- Fully-restored Mack Truck Rig "Big Red" – cab, dressing room and trailer
- Snake River Experience Room featuring the actual X-2 Sky Cycle
- "Plan A Jump" interactive wall. Will you nail it or crash?
- "Bad To The Bones" touch screens including Evel's actual X-rays
- Virtual Reality Jump Experience
- "Big Red" Gallery with restoration film, crew recollections
- 1970's-era movie theatre with marquee, seating and décor
- Evel's gold checkbook, safe and moneybag
- Film and crash videos of many famous jumps
- The kid's room, the garage, the family room
- Children's letters to Evel from decades ago, unopened until now
- Many never-before-seen personal items including Evel's jewelry
- EK's Cadillac, Indy Racecar and other rotating-loan vehicles

"I created Evel Knievel, and then he sort of got away from me."

— Evel Knievel



Promising the thrill of a lifetime, the Evel Knievel Museum is unparalleled in scope and depth.

7

MOTORCYCLE MUSEUMS

Across America

Wheels Through Time Museum



The Wheels Through Time Museum is an unparalleled collection of American Motorcycles that date back more than 115 years. The collection features over 300 motorcycles and 10 classic cars that can be found in 14 different exhibits. Some of the exhibits include Boardtrack America, The Hillclimb Hill, The Chopper Graveyard, Americas Rarest, 45's Forever, Military Might, American Racer, Homemade in America, and more.

The Wheels Through Time Facility is approximately 38,000 square feet and features many of the rarest motorcycles in the world as well as several one-of-a-kind motorcycles. The museum layout is more than a timeline of machines - it has the feel of an old garage, but is touched by relevant artwork of the era and houses precious items of memorabilia by the thousands.

The Wheels Through Time currently offers a Membership which is called Lifetime Donorship. The Lifetime Donorship grants the holder free admission for life for themselves and three guests of their choice during each visit, a limited print of Epic Discovery which was painted by legendary artist David Uhl, personal recognition on a placard at the museum, and several more amazing perks. Find out more by visiting wheelsthroughtime.com/Donate.

The Museum Founder and Curator Dale Walksler has been filming his findings, restorations, and rebuilds throughout the last 10 years and has made these videos available for your viewing pleasure on the internet at DalesChannel.TV.

If you enjoyed What's In The Barn or American Restoration: Season 7, you'll really enjoy DalesChannel.TV! Watch him find, fix, ride, and race some of the rarest and most extraordinary motorcycles in the world. To subscribe, head over to DalesChannel.TV and watch the shows on any device.

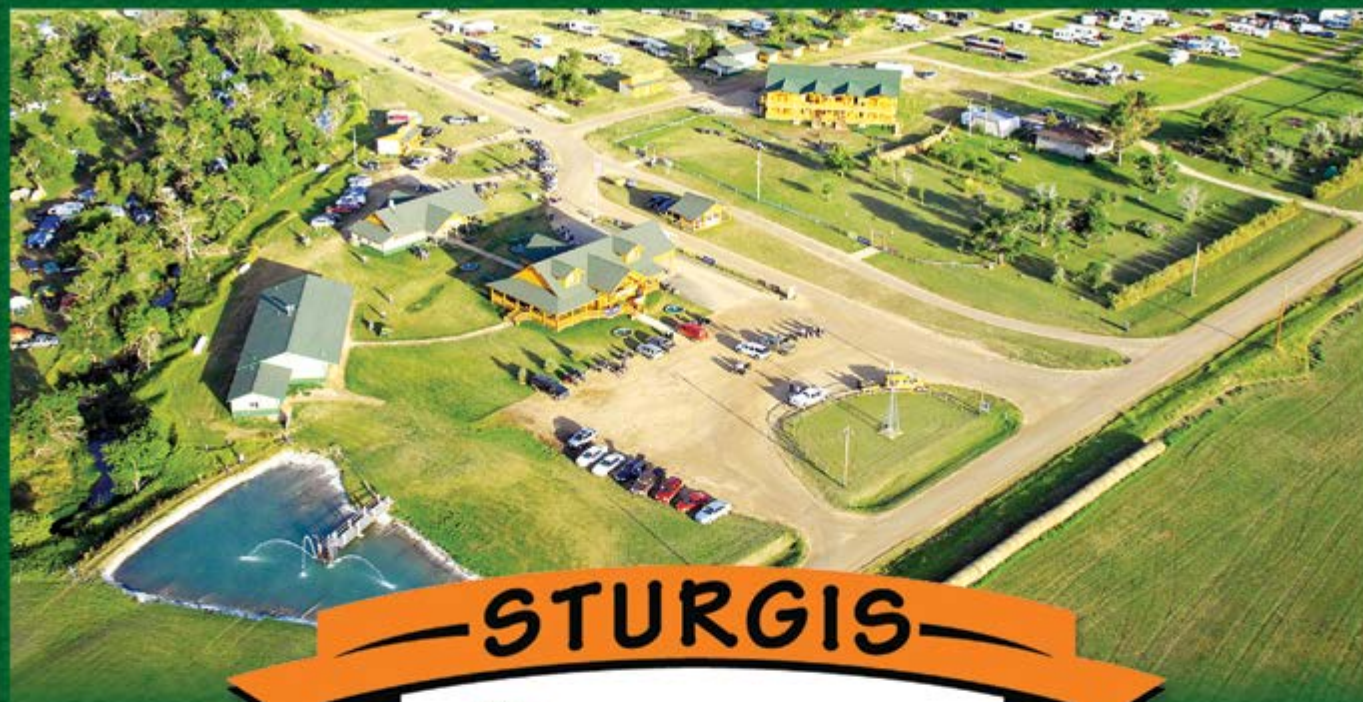
The Museum is located just minutes off of the Blue Ridge Parkway which boasts hundreds of miles of stunning mountain roads and long-range vistas that span from Virginia to Cherokee, North Carolina. Additionally The Wheels Through Time is a 90 minute drive from the Tail of the Dragon at Deals Gap which features 318 curves in 11 miles and is said to be America's number one motorcycle and sports car road!

The Wheels Through Time is closed during the winter months which are December, January, February, and March - and is open April through November. Our operating hours are Thursday through Monday (closed Tuesday and Wednesday) from 9:00AM - 5:00PM. For more information, head over to wheelsthroughtime.com!



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Buddy Stubbs Historical Motorcycle Museum



If you're in the Phoenix area, make sure to visit the Buddy Stubbs Historical Motorcycle Museum located at Buddy Stubbs Harley-Davidson®, 13850 N. Cave Creek Road in Phoenix. Here you'll find 3,000 square feet of motorcycle history featuring more than 130 rare machines from 37 different manufacturers.

More than 110 years of history is showcased with rare bikes from 1903 through today on permanent display. There's never an admission charge, and the museum is open 11 a.m. to 5 p.m. Monday through Saturday and 11 a.m. to 4 p.m. Sunday.

If you're looking for things to do in Phoenix, the Buddy Stubbs Historical Motorcycle Museum is a great place to spend the day!

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World War II again saw Harley-Davidson contributing to the war effort, producing 90,000 units for the American military. Post-war Harley-Davidson continued to grow, introducing the iconic Sportster in 1957, the oldest continuous production model in its current lineup, and bringing the Softail™,

FLT, and Road King™ models into the family in the '80s and '90s. Harley-Davidson continues to innovate, introducing V-Rod, the first liquid-cooled production Harley in 2002 and today with a complete redesign of the Softail chassis, a new generation has been born.

About Buddy Stubbs Historic Motorcycle Museum

After a successful career as a Harley racing legend and Hollywood stuntman, Buddy Stubbs opened the first Harley-Davidson dealership in Phoenix in 1966. The dealership became the home of his extensive collection of vintage motorcycles and the Historic Motorcycle Museum was born.

The collection spans the history of Harley-Davidson, and also features rare models from AJS, BMW, BSA, Triumph, Zundapp, Indian and more.

From the earliest examples of street bikes to racing bikes from the '30s, '40s and '50s, the museum's collection is the largest in the Southwest. Along with Harley-Davidson bikes dating as far back as the original 1903 model, the museum also features a large selection of Triumph bikes spanning several decades. It's an excellent collection showcasing the development of touring bikes in Europe during the period when Harley-Davidson ruled America.

If you're in Phoenix, make sure to check out the Buddy Stubbs Historic Motorcycle Museum. It's the perfect place to bring the kids and spend the day learning about the history of two-wheeled transportation!



The collection spans the history
of Harley-Davidson...



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Our vision is to continue as a world-class museum offering comprehensive and educational exhibits and showcasing rare and unusual motorcycles significant to our history and our sport.



Located on the corner of Junction Avenue and Main Street in Sturgis, SD, we are open year round and have recently expanded for a more exciting experience for our visitors. Our facility is a unique destination, a prominent Black Hills attraction showcasing vintage motorcycles, artifacts and memorabilia.

The Museum is open to the public but our memberships play an important role in who we are and what we do. Members receive free admission to the Museum, great deals in our gift shop and access to a members only lounge in our newly expanded exhibit hall. Visit our website, www.sturgismuseum.com, for more information about our Hall of Famers, upcoming events and Museum hours.

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Sun	Aug 5	MX Race Day	6AM	9AM
Mon	Aug 6	ProAM Hillclimb	7AM	10AM
Mon	Aug 6	Short Track VDTRA	5PM	7PM
Tues	Aug 7	Dirt Drags	4PM	7PM
Wed	Aug 8	Pro-Am Verta-X	4PM	7PM
Thurs	Aug 9	Gypsy Tour	Sign up 9AM	Tour 10AM
Thurs	Aug 9	Mini-Sprint/Short Track	4PM	7PM
Friday	Aug 10	Pro Hillclimb	7AM	10AM

Entries closes 1 hour before race time

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A woman with long dark hair, wearing a leather jacket, jeans, and boots, sits confidently on a large Harley-Davidson motorcycle. She is positioned in front of a gas station with a red roof and a sign that reads "UNLEADED". Two other motorcycles are parked nearby. The background features a body of water and mountains under a dramatic, cloudy sky at sunset. The overall scene conveys a sense of freedom and adventure.

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Why New Hampshire?

Progressive Laconia Motorcycle Week® celebrates its 96th Anniversary in 2019 from June 8th - 16th in the beautiful, motorcycle friendly state of New Hampshire. 250,000 riders are expected to visit for a full rally week of fun, music, racing, and, of course, riding - continuing this time-honored and thoroughly New Hampshire tradition.

Why New Hampshire, you may 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), when 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. Back then, a trip to Laconia, a popular tourist destination even then, was a day-long trip and an even bigger commitment on two-wheels. What made the trip worth it was the camaraderie, fresh air, accessibility and, most importantly, scenery. And New Hampshire had it all! 1916 began the story of Laconia Motorcycle Week – the World's

Oldest Motorcycle Rally and the legacy continues!

Today, 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, around magnificent lakes and along miles of oceanfront? All within 100 miles, too. On top of that, New Hampshire has the 5th highest motorcycle registrations, per capita and residents and businesses alike embrace the 2-wheeled visitors that embark 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 at AMA sanctioned events such as Hill Climbs, vintage and super motor races, and stunt shows. Laconia Motorcycle Week also has demo rides from some of the biggest major motorcycle manufacturers, and

the area bustles with live music of all kinds, bike shows, and vendors featuring the latest and greatest in the motorcycle industry.

So, 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.

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

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Twin Treasures in the Black hills

By Robert Filla
Thunder Press

While Sturgis and Deadwood remain the central hubs during the Black Hills Classic, additional towns in the area provide a laid-back alternative to the madness of Main Street and Lazelle. Two of those are Hill City and Custer.

While thousands of riders utilize US-385 South that originates between Deadwood and Lead to access Mount Rushmore, Iron Mountain Road and the Needles Highway, you are doing yourself a disservice by not stopping in Hill City along the way. Also known as “The Heart of the Hills,” when

coming into town on US-385/16 (Main Street) during the Rally, through traffic is directed to take a left onto Railroad Street—big mistake. Stay on Main and take the time to find a parking spot as the town celebrates the Rally with a wide variety of motorcycle-related vendors. But along with the biker gear, be sure not to overlook Hill City’s year-round local businesses.

Some that highlight the nature of this rustic community are Wade’s Gold Mill where you can learn the history of gold mining in the Black Hills and even take gold-panning lessons. Or tease your senses with a wine tasting at Naked Winery, the Prairie Berry

Winery or Twisted Pine Winery before enjoying a two-hour 20 mile round trip aboard the 1880 Train Ride between Hill City and Keystone that slices through the beautiful Black Hills. And if you’re feeling bold—and have some extra space on the bike—stop in for a visit at The Farmer’s Daughter on Main Street. With a rotating stock of collectibles, antiques and home décor gifts, you’re sure to find something to fill up those saddlebags.

Just 20 miles further south on US-385, you will enter the quaint town of Custer, the gateway to Custer State Park. Generally considered to the oldest town established by European Americans in the Black Hills, the town lays claim to having the widest Main Street in the United

Continued on page 118



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Twin Treasures Continued from page 116

States, originally designed so that a team of oxen pulling a wagon could completely turn around. And that wide Main Street comes in handy during the Rally when the center esplanade is reserved strictly for motorcycles. As in Hill City, various bike-related vendors dot Main during the Rally. While you will not find the big rigs of major manufacturers, since the vendor space is more economical the cost savings is passed on to attendees. One of our favorite places to grab a drink and some grub is The Custer Wolf on Mt. Rushmore Road (Main Street) with their Buffalo Burger and Moose Drool Beer.

And while on US-385, either when heading south to Hill City and Custer or riding back north to Sturgis, be sure to stop at Pactola Reservoir to stretch your legs and take a few photos—a beautiful backdrop.

So during your visit to the Sturgis Rally, be certain to get out of town and do some exploring. You never know what you might discover.



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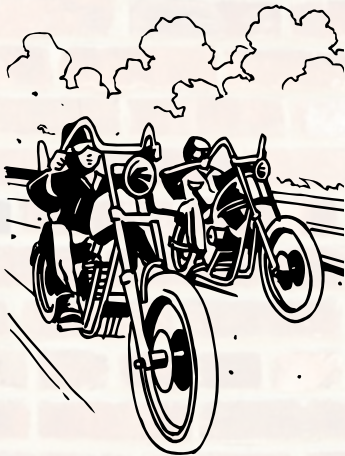
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Solutions to Rally Puzzles

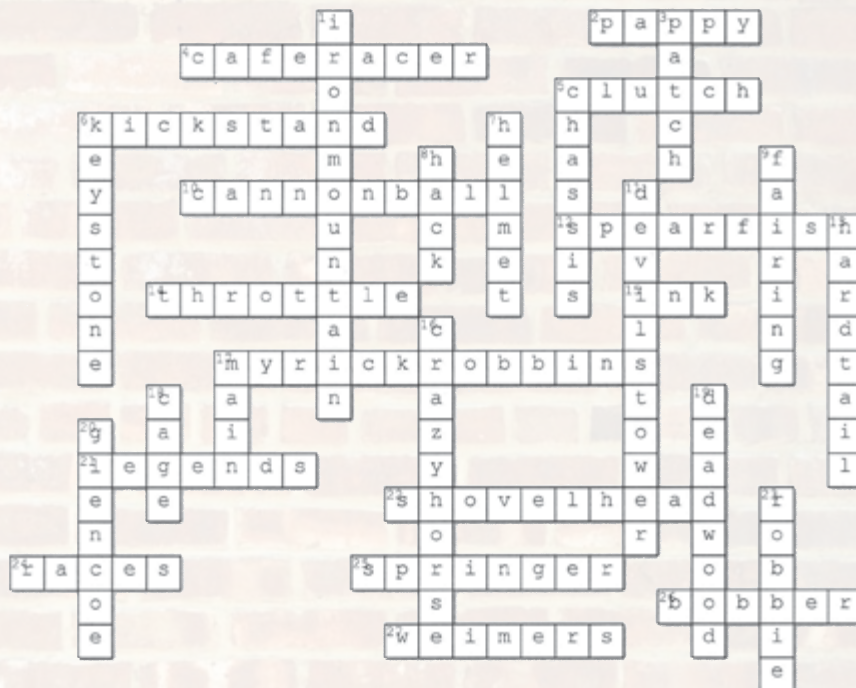


Trivia (from page 24)

1. d
2. b
3. c
4. b
5. b
6. c
7. a
8. c
9. d
10. c
11. b
12. d
13. a
14. d



Crossword Puzzle (from page 32)



Sudoku (from page 68)

Beginner

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

Intermediate

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

Word Find (from page 86)

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

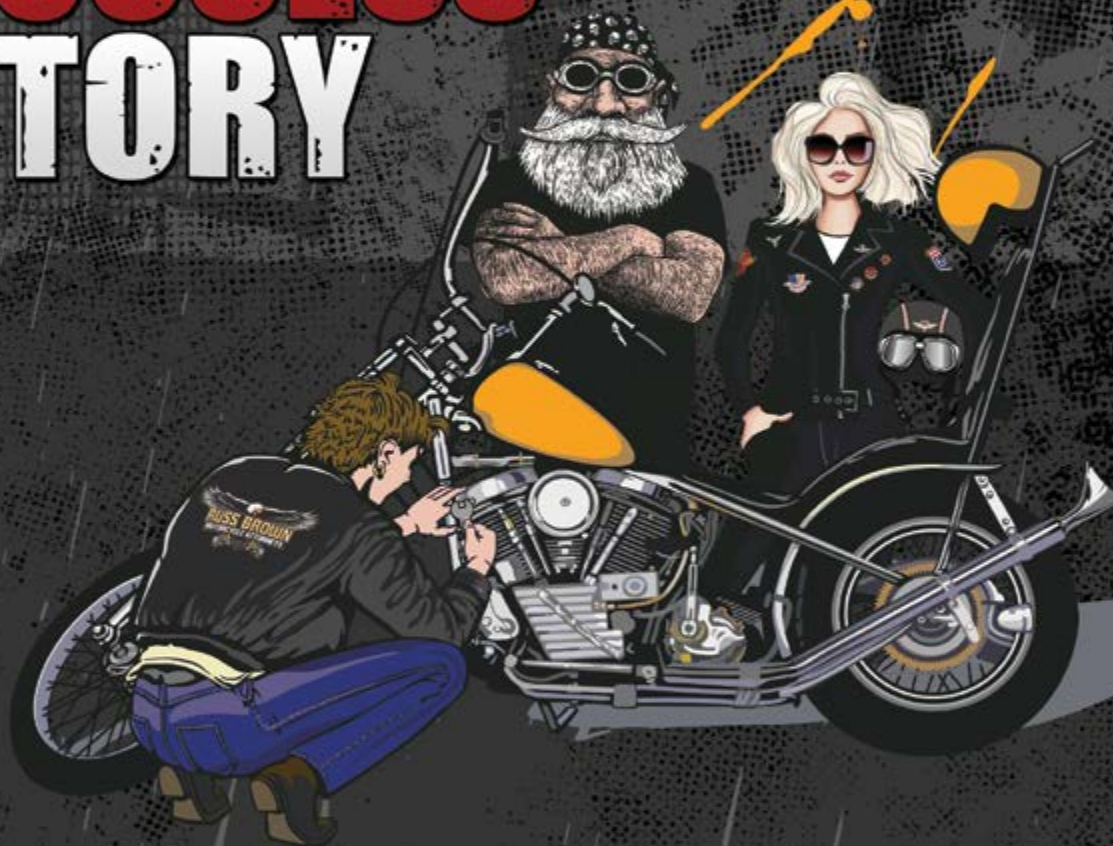
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For years, the Black Hills has been known as the playground of the Midwest – host to gatherings of families and friends enjoying such international draws as Mt. Rushmore, the Sturgis® Motorcycle Rally™ and more.

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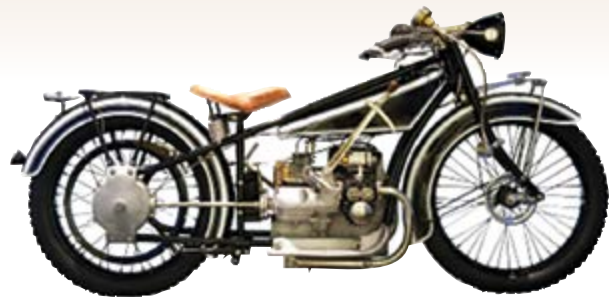
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Sturgis, South Dakota is a town of rich history, warm invites, and alluring mom-and-pop qualities; a town very rare in many ways. With 6,700 residents, you will be delighted and curious to meet the people here. There are the avid hikers and bikers taking full advantage of the trails in the Black Hills. Then, there are the ranchers and farmers making use of the open prairie that life has blessed us with. The distinctiveness of this town will amaze you.

Sturgis is home to the annual Motorcycle Rally, bringing in on average 500,000 visitors each year for the event. But aside from the rumble, vendors, and leather, this town is more enticing and picturesque than a 1930's Harley-Davidson Motorcycle. We're in between the rolling Black Hills and the prairie – making Sturgis as diverse as it gets.

We strive for success in the future and commemorate the past – all while maintaining the well-being of the community in the present. We take pride in our residents and look forward to meeting new visitors that come to our small, but mighty, hometown. As for our visiting guests – we appreciate you. Come scope out the incredible things we have to offer – I promise you won't be disappointed.

Alexis Nasser,
Executive Director



ALEXIS



AREA CHAMBER OF COMMERCE & VISITORS BUREAU

2018 COMMUNITY EVENTS

MARCH

13 **Community Showcase**

APRIL

28 **City Wide Yard Sale**

MAY

5 **Sturgis Volksmarch**
11 **Sturgis Wine & Stein**

JUNE

4-8 Cushman Rally
6 Music On Main
8-10 Southwest Regional High School Rodeo
13 Music On Main
15-17 Sturgis/Ft. Meade 140th Birthday Celebration
20 Music On Main
21-24 Sturgis Camaro Rally
22-24 Dakota Endurance/ BH 100
27 Music On Main

JULY

3 Sturgis Independence Celebration
5-8 Light Up The Hills Rally
7 Tatanka 100
11 Music On Main
18 Music On Main
25 Music On Main
27 **Northern Hills Ag Fest**

AUGUST

3-12 78th Annual Sturgis® Motorcycle Rally™
17-19 Black Hills Steam & Gas Threshing Bee
22 Community Picnic
22 Music On Main
29 Music On Main
28-3 Sturgis Mustang Rally

SEPTEMBER

7-8 Supermoto
8 Rush No More RV Resort Car Show & Celebration
21-23 Sturgis Off-Road Rally
22 Oktoberfest
27 **Ag Appreciation Banquet**
29 Demolition Derby

OCTOBER

26-27 & **Chamber's Crypt**
30-31 **Haunted House**
31 Family Fall Blast

NOVEMBER

16 Festival Of Trees
24 **Small Business Saturday**
29-30 **Winter Frostival**

DECEMBER

20 **Scrooge Night**

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Alexis Nasser, Executive Director • Brynn Kaiser, Office & Membership Coordinator

Sturgis ECONOMIC DEVELOPMENT

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

SEDC administers three revolving loan funds and partners with local, state and national lenders to design competitive financing and incentive packages to assist businesses. Creative options for sale, lease

and build-to-suit can be tailored to meet specific needs of businesses and are based on job creation and economic impact. Relocation assistance, workforce grants and property tax forgiveness are samples of the attractive incentives that could be available to qualifying businesses.

As the Meade County seat, Sturgis enjoys a healthy business mix. Prospective employers are drawn to the region's stable workforce in this "right-to-work" state. Since 2014, 37 businesses employing nearly 400 have expanded or opened in Sturgis,

many with the assistance of SEDC, Meade County's property tax abatement, and incentives designed to meet specific needs of qualifying businesses.

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

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

Since 2013, SEDC has been involved in six residential housing developments offering 278 units which accommodate a variety of ages, lifestyles and incomes. Two new state-licensed 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 is constructing a new \$16.5 million middle school that will open in Fall 2018.

For more information on starting, expanding or relocating your business in Sturgis and Meade County, visit www.sturgisdevelopment.com or call Pat Kurtenbach, SEDC President, at 605-347-4906.



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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 10 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, found his way back home to Sturgis from Montana. It was at Fort Meade that Comanche – the 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 remnants of the historic peace-keeping old post have been faithfully preserved.

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 as such today, serving the mental and physical health of 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. A 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 here 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.

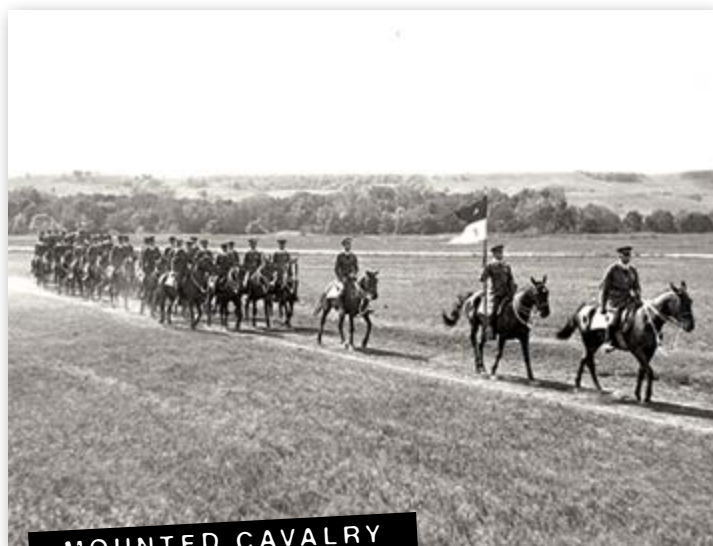
You'll also want to check out the Fort Meade Museum. It's a non-profit association dedicated to preserving the history of the Fort Meade military post and units that served there from 1877 to 1944. The Museum is open daily from mid-May through September with hours of operation from 9 a.m. - 5 p.m.

For more information on the Fort Meade Museum and the history it helps to preserve, visit

FortMeadeMuseum.com



FORT MEADE CHAPEL



MOUNTED CAVALRY



Fort Meade Recreation Area

The Fort Meade Recreation Area is composed of 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 of 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 the 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.

FORT MEADE TRAIL

During the Summer of 2017, The City of Sturgis partnered with the South Dakota Department of Game, Fish & Parks agency as well as the Federal Highway Administration to build a new recreational trail on the south side of the historical Ft. Meade campus. This beautiful new trail winds through towering Ponderosa pines, peaceful meadows and areas of historical significance. Trail users will enjoy many beautiful views of Bear Butte and the Black Hills. The trail also serves as an important connector to the Sturgis and the Centennial Trail systems.



ALKALI CREEK TRAILHEAD & RECREATION SITE



Camping is allowed at both the Alkali Creek Trailhead and Alkali Creek Horse camp. The camp is open year-round with a fee required May 15th through September 30th. Electric and sewer hookups are not available. Twenty-two picnic areas are available at the Alkali Creek Trailhead. Restrooms and water are available. A **one-half mile** self-guided trail runs behind the Alkali Creek trailhead.

CENTENNIAL TRAIL



The Centennial Trail is the perfect way to experience the Black Hills. Known as Trail No. 89, it is a lasting legacy of South Dakota's 1989 centennial year of statehood. Its **111-mile** length explores the diversity of South Dakota. This is the longest trail in the Black Hills, with more than two dozen access points at intervals of 3 to 10 miles. You will experience old growth forests, sunny meadows dotted with wildflowers, towering granite crags and remote canyons. It begins at Bear Butte and ends at Wind Cave National Park.

MAIN STREET TO THE TRAILS



A **one-mile trail** has been added to connect the Fort Meade Recreation Area and the 111 mile Centennial Trail to Sturgis' core. Coined as the Main Street to the Trails, the path can be accessed via the far East end of Main Street at Lion's Club Park.

CITY BIKE PATH



Sturgis has over **10 miles** of bike path within the city limits. The most popular trailheads are located at the Sturgis Municipal Park on the east end of Lazelle Street, Centennial Park located behind McDonald's on the west end of Lazelle Street, and the City Fairgrounds located on Ballpark Road. Dogs are allowed on the path but must be kept on a leash at all times.

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

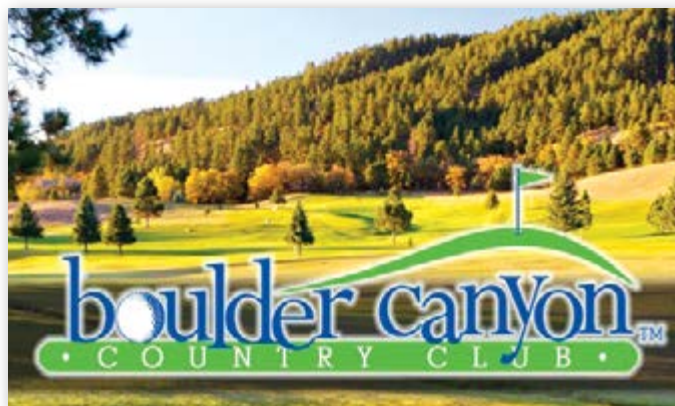
Formed millions of years ago when molten lava pushed upward into the overlying sedimentary rock, this igneous rock formation is a sacred site to several tribes throughout North America and portions of Canada. It is known as "Mata Paha" or Bear Mountain to the Lakota People. The Cheyenne call it "Noahvose." 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.



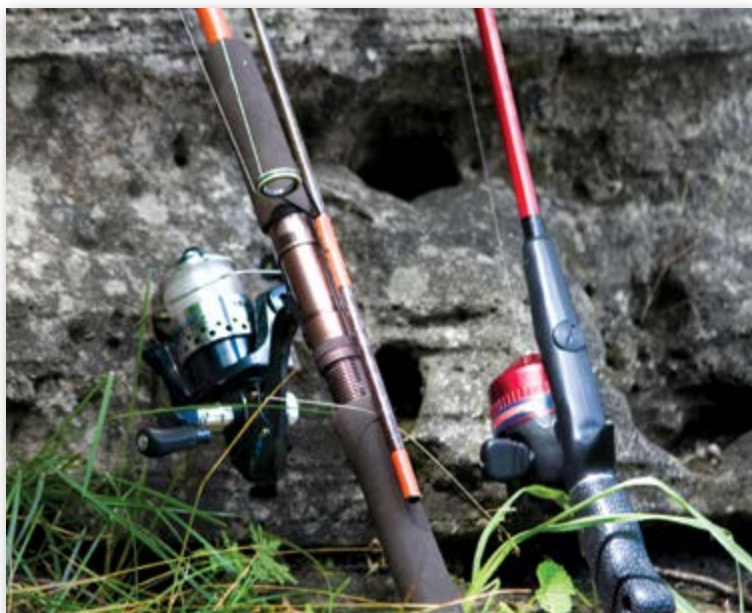
Golf

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 west of downtown Sturgis. Situated at the edge of the Black Hills National Forest this course offers challenges and world-class views. Or visit Elkhorn Ridge Golf Club in Spearfish off I-90 at Exit 17 offering 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, Lions Club Pond and Dalton Lake are all located within just minutes of Sturgis. If you prefer fly fishing, there are beautiful streams not far from Sturgis that our elusive trout thrive in. 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 fisherman flocking to western South Dakota during the winter months.



Camping

From traditional camping in the forest to cozy cabins at the 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 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 within the Black Hills National Forest and on 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 the South Dakota State Parks. Visit their website 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.

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

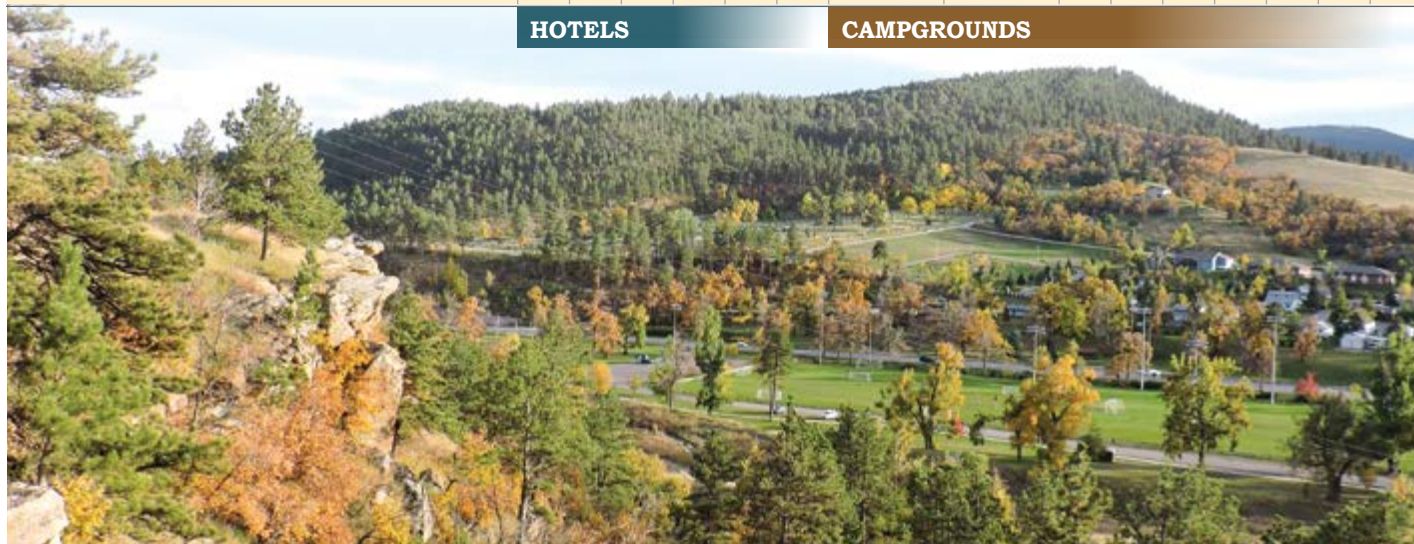
South Dakota Game, Fish, & Parks: GFP.SD.gov • South Dakota Tourism: TravelSD.com

ACCOMMODATIONS

Business Name	# 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
Best Western Sturgis Inn	55	8	■		■	■	unlimited								
Big Rig RV Park								175		75	■				
Buffalo Chip Campground							unlimited	unlimited			■	■		■	
Creekside Campground							100	90	30		■			■	
Elkhorn Ridge Resort							20	186	36	186	■	■	■	■	■
Executive Lodging of the Black Hills									50			■	■	■	■
Fish 'N Fry Campground							25	45	8	40	■	■		■	■
Holiday Inn Express & Convention Center	84		■	■	■	■									
Iron Horse Campground							150	225	32	100	■	■	■	■	
Iron Horse Inn	100		■				50	8		8		■		■	
Ivan's Bed & Breakfast	2											■	■	■	
Lamphere Ranch Campground								138	28	138	■	■			
Nemo Guest Ranch							80	40	12		■	■	■		
No Name City Luxury Cabins & RV							150	50	24	25	■	■		■	■
Pappy Hoel Campground & Resort							unlimited	unlimited	215+	300+				■	
Ramada Hotel & Convention Center	55	14	■	■	■	■									
Ride N Rest Campground							100+	50	10	50+				■	
Rush No More RV Resort & Campground							50	89	19	85	■	■		■	■
Shade Valley Camp Resort							unlimited	unlimited	100+	400				■	
Spearfish Canyon Lodge	54	10	■		■	■			1			■	■		
Sturgis Rally Rentals															
Sturgis RV Park							■	■	23	■		■		■	
Super 8 Motel	58	3	■	■											
Tilford Gulch Campground							160	40	6	40		■			■
Val's Hideaway	2				■										
Bear Butte Creek Campground							100+	45	10	40	■			■	
Days Inn Sturgis	50	4	■	■		■									
Gentle Eagle Campground							60	20	5		■				■
Kickstands Campground & Venue							250+	80	25	80	■			■	

HOTELS

CAMPGROUNDS



DINING/DRINKS

Business Name

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

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STURGIS AREA CHAMBER DIRECTORY

Photo by
Jonathan Karol

ACCOMMODATIONS:

Best Western Sturgis Inn

2431 S Junction Ave., Sturgis, SD 57785
605-347-3604 • bestwesternsouthdakota.com

Black Hills Vacation Homes

744 Prospect Ave. # 107, Lead, SD 57754
605-722-9950 • blackhillsvacationhomes.com

Days Inn Sturgis

2630 Lazelle St., Sturgis, SD 57785
605 347-3027 • wyndhamhotels.com/days-inn

Executive Lodging of the Black Hills

11842 US-14A, Sturgis, SD 57785
605-578-3555 • executive-lodging.com

Holiday Inn Express & Convention Center

2721 Lazelle St., Sturgis, SD 57785
605-347-4140 • hiesturgis.com

Ivan's Bed & Breakfast

12800 Larene Dr., Black Hawk, SD 57718
605-791-3273 • ramadasummerset.com

Ramada Hotel & Convention Center

7900 Stagestop Rd., Summerset, SD 57718
605-787-4844 • ramada48.com

Spearfish Canyon Lodge

10619 Roughlock Falls Rd., Lead, SD 57754
605-584-3435 • spfcanyon.com

Super 8 Motel

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

Val's Hideaway

7219 Emerald Heights Rd., Black Hawk, SD 57718
918-640-6830

ACCOMMODATIONS - CAMPING/CABINS/RV:

Bear Butte Creek Campground

13174 SD-34, Sturgis, SD 57785
605-347-3023 • bearbuttecreekcampground.com

Big Rig RV Park

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

Buffalo Chip Campground

20622 Fort Meade Way, Sturgis, SD 57785
605-347-9000 • buffalochip.com

Creekside Campground

20538 SD-79, Sturgis, SD 57785
605-347-9061 • creeksidesturgis.com

Elkhorn Ridge Resort

20189 US-85, Spearfish, SD 57783
605-722-1800 • elkhornridgervresort.com

Fish 'N Fry Campground

21390 US-385, Deadwood, SD 57732
605-578-2150 • fishnfrycampground.com

Gentle Eagle Campground

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

Iron Horse Campground

20446 SD-79, Sturgis, SD 57785
877-700-4766 • ironhorsecampground.com

Iron Horse Inn

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

Kickstands Campground & Venue

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

Lamphere Ranch Campground

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

Nemo Guest Ranch

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

No Name City Luxury Cabins & RV

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

Ride N Rest Campground

20494 SD-79, Sturgis, SD 57785
605-490-8292 • aridenrest.com

Rush-No-More RV Resort & Campground

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

Shade Valley Camp Resort Inc

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

Sturgis RV Park

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

Tilford Gulch Campground

13157 Deer Meadow Rd., Piedmont, SD 57769
605-787-5573 • tilfordgulch.com

ADVERTISING/MEDIA/PRINTING:

24/7 Digital

367 Cliff St., Gladstone, SD 58630
701-225-9335

Chicken Creek Communications

10563 Chicken Creek Rd., Spearfish, SD 57783
605-641-2590 • chickencreekcommunications.com

Dot Marketing & Design

1719 W Main St., Rapid City, SD 57702
605-519-5740 • dotmarketingsd.com

Gold Pages Publishing Inc

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

Haugo Broadcasting

3601 Canyon Lake Dr. Ste. 1, Rapid City, SD 57702
605-343-0888 • 951ksky.com • kick104.com

HomeSlice Corporation

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

KBHB/KKLS

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

KEVN TV

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

KNKL

931 1st St. Studio 1, Sturgis, SD 57785
605-390-7118 • knkl.net

Quik Signs

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

Rushmore Media (KOTA)

518 St Joseph St., Rapid City, SD 57701
605-342-2000 • kotatv.com

Seaton Publishing Co Inc.

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

Signs Now

1161 Deadwood Ave. #7, Rapid City, SD 57702
605-721-6465 • signsnowrapidcity.com

ATTRACTIONS/RECREATION:

Bear Butte State Park

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

Bear Country USA

13820 US-16, Rapid City, SD 57702
605-343-2290 • bearcountryusa.com

Beautiful Wonderland Cave

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

Black Hills Hunting And Fishing

12800 Larene Dr., Black Hawk, SD 57718
605-791-3273

Black Hills Playhouse

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

Black Hills Trails

Sturgis, SD 57785 • blackhillstrails.org

Black Hills Wild Horse Sanctuary

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

Boulder Canyon

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

Crazy Horse Memorial

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

Dakota Frontier Camp

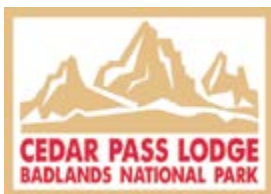
Adventure for Kids

12913 Bear Butte Lake Rd., Sturgis, SD 57785
605-490-1631 • dakotafrontiercamp.com



Cedar Pass Lodge is located at the end of the Badlands loop road - next to the visitor center. The cabins are a destination when traveling through the Badlands National Park and the retail store is a must see -- with handmade jewelry and framed art.

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20681 SD Hwy 240, Interior, SD 57750

www.cedarpasslodge.com 



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BAR & FIRESIDE LOUNGE



Sturgis Area Chamber Directory *continued*

Elkhorn Ridge Golf Club

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

Fort Meade Museum

Building 55, Ft. Meade, SD 57741
605-347-9822 • fortmeademuseum.org

Gypsy Vintage Cycle

2007 Junction Ave., Sturgis, SD 57785
605-347-6488 • gypsievintagecycle.com

Historic Homestake

Opera House

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

Jackpine Gypsies Motorcycle Club

1216 Short Track Rd., Sturgis, SD 57785
605-347-6022 • jackpinegypsies.com

Journey Museum

222 New York St., Rapid City, SD 57701
605-394-6923 • journeymuseum.org

Mammoth Site of

Hot Springs, SD

1800 US-18 Bypass, Hot Springs, SD 57747
605-745-6017 • mammothsite.org

Sturgis Camaro Rally

2901 N. Lyme Grass Ave., Sioux Falls, SD 57107
605-338-0712 • sturgiscamarorally.com

Sturgis Motorcycle Museum

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

Sturgis Strikers

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

T&M Trail Rides/D&K ATV Rentals

12690 Box Elder Forks Rd., Nemo, SD 57759
605-578-1354 • tandmtrailrides.com
dk-atvrentals.com

Western Dakota Antique Club

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

Twisted Canyon Crossfit

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

AUTO SALES/SERVICE:

Hersruds of Sturgis

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

Iverson Automotive

2800 Racoon Rd, Sturgis, SD 57785
605-561-0322

Jakes Garage

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

Park Avenue Car Wash

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

Plains Towing & Recovery

2879 Vanocker Canyon Rd., Sturgis, SD 57785
605-720-5000 • plainstowingrecovery.com

Richter's Tire & Exhaust

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

Scott Peterson Motors

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

Speedy Lube

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

BUILDING SUPPLIES/CONTRACTORS/ MAINTENANCE SERVICES:

Ainsworth-Benning Construction Inc

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

Anderson Construction

2163 Ferguson Dr., Sturgis, SD 57785
605-490-1940

Brosz Engineering Inc

3561 Whitewood Service Rd. #A, Sturgis, SD 57785
605-347-2722 • broszengineering.com

Dakota Tree Spraying & Services LLC

20715 Banberry Ln., Sturgis, SD 57785
605-578-1700 • dakotatreespraying.com

Ecocountertops USA

11875 Elk View Ln., Sturgis, SD 57785
605-651-1363 • ecocountertopsusa.com

Five Star Insulating, Inc.

PO Box 400, Sturgis, SD 57785
605-830-1715 • fivestarininsulating.com

Freeman's Electric Service Inc

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

Greenscape

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

Iverson Construction

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

MB Tree & Landscape

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

McPherson Propane

2219 Junction Ave., Sturgis, SD 57785
605-347-5666 • mcgas.biz

Pete Lien & Sons Inc

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

Renatus Woodworks

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

Sacrison Paving

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

Short Construction Inc

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

Simon

3200 Whitewood Service Rd., Sturgis, SD 57785
605-347-3114 • simoncontractors.com

Winsell Concrete

2006 Williams St., Sturgis, SD 57785
605-347-1691 • winsellconstruction.com

CIVIC ORGANIZATIONS:

Black Hills & Badlands Tourism Association

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

Black Hills Area Community Foundation

803 St Joseph St., Rapid City, SD 57701
605-718-0112 • bhacf.org

Black Hills Bluegrass Association

3405 Wisconsin Ave., Rapid City, SD 57701
605-348-1198 • blackhillsbluegrass.com

Compass Point

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

Crisis Intervention Shelter Service

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

Meade County 4-H

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

Meade County Fair Association

PO Box 53, Sturgis, SD 57785
www.meadecountyfairsd.com

Meade County Senior Citizens Center

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

National MS Society

2112 Evans Ave., Cheyenne, WY 82001
307-433-9590 • nationalmssociety.org

Northern Hills Area CASA Program

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

Olive Branch Lodge #47

3747 Old Whitewood Rd., Sturgis, SD 57785
605-347-2363 • 47-sd.ourlodgepage.com

Optimist Club of Sturgis

PO Box 934, Sturgis, SD 57785
605-355-3600 • blackhillsbadlands.com

Salvation Army of the Black Hills

2640 S Campbell St. Ste. B, Rapid City, SD 57701
605-791-4045 • usc.salvationarmy.org/blackhills

Sergeant Colton Levi Derr Foundation

23790 160th Ave., Caputa, SD 57725
605-209-2308 • sergeantderrfoundation.org

South Dakota Retailers Association

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

Sturgis & Meade County Historical Society

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

Sturgis Area Arts Council

PO Box 901, Sturgis, SD 57785
sturgisareaartscouncil.org

Sturgis Center for the Arts

1238 Main St., Sturgis, SD 57785
605-347-0242 • sturgisart.com

Sturgis Economic Development Corp

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

Sturgis Golden K Kiwanis Club

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

Sturgis High School Rodeo Booster Club

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

Sturgis Motorcycle Rally Inc.

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

Sturgis Scooper Booster Club

Sturgis, SD 57785
605-720-3575

Sturgis Soccer Association

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

Sturgis Area Chamber Directory *continued***United Way of the Black Hills**

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

West River Foundation

2885 Dickson Dr., Sturgis, SD 57785
605-347-4467 • wrbfc.com

Western Resources for Independent Living

405 E Omaha St. Ste. D, Rapid City, SD 57701
605-718-1930 • wrdi.org

Weston County Travel Commission

Newcastle, SD 57201
307-746-2896 • westongov.com

DINING/DRINKS:**Beaver Bar Sturgis**

12998 SD-34, Sturgis, SD 57785
843-318-0844

Burger King of Sturgis

2610 Lazelle St., Sturgis, SD 57785
605-347-3700 • bk.com

Domino's Pizza of Sturgis

1057 Main St., Sturgis, SD 57785
605-561-0555 • dominos.com

Full Throttle Saloon

19942 SD-79, Vale, SD 57788
605-423-4584 • fullthrottlesaloon.com

Jambonz Grill & Pub

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

Loud American Roadhouse

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

McDonald's of Sturgis

2351 Lazelle St., Sturgis, SD 57785
605-347-2798 • mcdonalds.com

Oasis Bar & Fireside Lounge

1145 Main St., Sturgis, SD 57785
605-347-4609

Pizza Hut of Sturgis

2249 Lazelle St., Sturgis, SD 57785
605-347-4573 • pizzahut.com

Sidehack Saloon/Grill & Gunner's Lounge

1027 Lazelle St., Sturgis, SD 57785
605-347-2828 • thesidehack.com

Spur Creek Saloon

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

Stinger Saloon

1102 Main St., Sturgis, SD 57785

Sturgis Coffee Company

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

Sturgis Wine Company

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

Taco John's of Sturgis

2314 Junction Ave., Sturgis, SD 57785
605-347-3556 • tacojohns.com

The Broken Bean

1125 Junction Ave., Sturgis, SD 57785
605-561-0184 • thebrokenbean.com

Veterans Club

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

Wanda's Kitchen

1025 Junction Ave, Sturgis, SD 57785

Weimer's Diner & Donuts

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

EDUCATION:**ABC**

1807 Williams St., Sturgis, SD 57785
605-347-2991 • sturgisabc.wixsite.com/sturgisabc

BH State University Educational Outreach

1200 University Blvd., Spearfish, SD 57799
605-642-6427 • bhsu.edu

Black Hills Special Services

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

Community Education of the Black Hills

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

Meade School District

1230 Douglas St., Sturgis, SD 57785
605-347-2523 • meade.k12.sd.us

Western Dakota Technical Institute

800 Mickelson Dr., Rapid City, SD 57703
605-394-4034 • wdt.edu

FARM/RANCH:**Bear Butte Gardens**

20445 Hwy 79, Sturgis, SD 57785
605-490-2919 • bearbuttegardens.com

Grubl Ranch

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

Lauing Mill Iron L Ranch

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

Snyder Ranch

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

FINANCIAL SERVICES:**American Family Insurance**

2275 Lazelle St. Ste. E, Sturgis, SD 57785
605-347-5050 • amfam.com

Black Hills Federal Credit Union

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

Dakota Financial Services

1080 Main St. Ste. 100, Sturgis, SD 57785
605-720-6747 • dakotafinancialservices.com

Edward Jones

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

Farm Credit Services of America

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

Farmers Insurance & Financial Services

1241 Sherman St., Sturgis, SD 57785
605-347-4562
agents.farmers.com/sd/sturgis/roger-beck

First Interstate Bank

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

First National Bank

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

First Western Insurance

1238 Main St. Ste. 1, Sturgis, SD 57785
605-347-4644 • firstwesterninsurance.com

H&R Block

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

Karen Simmons CPA, PC

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

Leavitt Heartland Insurance Services, Inc

924 14th St., Sturgis, SD 57785
605-347-4583 • leavitt.com

Liberty Tax Service

1001 Lazelle St., Sturgis, SD 57785
605-720-0307 • libertytax.com

NeighborWorks Dakota Home Resources

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

Northern Hills Business & Tax Service

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

Northern Hills Collections Inc

616 North 5th St., Spearfish, SD 57783
605-642-9441 • nhcollections.com

Northern Hills Federal Credit Union

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

Pioneer Bank & Trust

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

Sabers Agency Inc

2327 Junction Ave., Sturgis, SD 57785
605-347-4507 • farmersunioninsurance.com/sabers

Simply Service Federal Credit Union

1111 Lazelle St., Sturgis, SD 57785
605-347-5935 • simplyservicefcu.com

State Farm Insurance,**Fowler Agency**

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

Wells Fargo Bank

1040 Main St., Sturgis, SD 57785
605-347-2581 • wells Fargo.com

GENERAL SERVICES:**All Net Connections**

Whitewood, SD 57793
605-641-3059 • anetconnect.com

Black Hills Funeral Home

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

Bradley Storage

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

Castaic Travel Agency

20690 Roosevelt Ct., Sturgis, SD 57785
66-755-0542 • castaictravel.com

CBH Cooperative

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

Common Cents

2421 Junction Ave., Sturgis, SD 57785
605-347-3666
mycommoncentsstores.com/StoreHome/120



Sturgis Area Chamber Directory *continued*

Discovery Kids University

198 Old Stone Rd., Sturgis, SD 57785
605-545-0115

Eagle Uniform & Supply Co.

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

G & G Garbage LLC

1220 Industry Rd., Sturgis, SD 57785
(866) 644-7168 • gandgarbage.com

Glover Investments LLC

Sturgis, SD 57785

Kinkade Funeral Home

1235 Junction Ave., Sturgis, SD 57785
605-347-3336 • kinkadefunerals.com

L. Jeffery Catering

1301 Ponderosa Dr., Sturgis, SD 57785
605-490-1624 • sweenlj@yahoo.com

Mr. Al's

1219 Main St., Sturgis, SD 57785
605-347-4522 • cyclethreads.com

Northern Hills Alliance for Children

81 Custer Ave., Fort Meade, SD 57741
605-559-2007 • nhfirststep.com

Northern Hills Sod Farm

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

Rent-A-Chef Catering Company

2625 Emerald Ct., Spearfish, SD 57783
605-645-5124 • northernhillsrent-a-chef.com

Servall Uniform & Linen Supply

4th St., Rapid City, SD 57701
605-343-0680 • servall.net

Sturgis ATV, LLC

2043 Lazelle St., Sturgis, SD 57785
605-561-2887 • sturgisatv.com

Sturgis Laundry

915 East Main St., Sturgis, SD 57785
605-347-8429 • blackhillslaundry.com/sturgis

Sturgis Meat Service

2250 Park Ave., Sturgis, SD 57785
605-347-2626 • sturgisjerky.com

T&M Photographic Studio Inc

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

Tattoo Cellar

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

Twilight First Aid and Safety

Sturgis, SD 57785
605-347-6496 • www.twilightfirstaid.com

Two Guys & a Truck

2403 Fulton St., Sturgis, SD 57785
605-545-1035 • blackhillsmoving.com

Vanway Trophy & Award

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

Weierke's Septic Service LLC

21324 Harp Rd., Sturgis, SD 57785
605-347-7502

GOVERNMENT ENTITIES:

City of Sturgis

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

Meade County Commission

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

South Dakota Dept. of Labor

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

GROCERY:

Grocery Mart

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

Lynn's Dakotamart

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

LEGAL SERVICES:

Hansen Law, PC

1010 Ballpark Rd. d Ste. 6, Sturgis, SD 57785
605-347-2551

Morman Law Firm

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

Thomson Law, PC

1010 Ballpark Rd. #6, Sturgis, SD 57785
605-347-2551

Karen Paige Hunt, Prof. LLC

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

MANUFACTURING/DISTRIBUTING:

Competition Distributing Inc

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

Enviro Shield Products, Inc.

1204 Sturgis St., Sturgis, SD 57785
877-268-0320 • enviroshieldproducts.com

Landsport

1220 Sturgis St., Sturgis, SD 57785
605-720-1590 • landsport.com

MEDICAL/HEALTHCARE:

Aflac - Dane Pi

3409 West Main St., Rapid City, SD 57785
605-490-1696 • Dane_Pi@us.aflac.com

Loftus Dental

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

Northern Hills Eye Care

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

Schneider Beckwith Dental

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

Sturgis Chiropractic Clinic

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

Sturgis Physical Therapy Inc

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

Sturgis Regional Hospital & Sturgis Market

949 Harmon St., Sturgis, SD 57785
605-720-2400 • regionalhealth.com

VA Black Hills Health Care System

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

OFFICE EQUIPMENT/SUPPLIES:

A&B Business Solutions

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

Dakota Business Center

1635 Deadwood Ave., Rapid City, SD 57702
605-342-8934 • dakotabusiness.com

Rushmore Office Supply

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

PET SERVICES:

Dogwood Lodge Pet Resort & Grooming Salon

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

REAL ESTATE/PROPERTY MANAGEMENT/RENTALS:

Aspen Grove Assisted Living

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

Bertolotto Real Estate & Auction

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

Black Hills Title, Inc.

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

Casteel Auction & Real Estate

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

Dakota Hills Assisted Living

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

Help-U-Rent

1238 Main St. Ste. 3, Sturgis, SD 57785
605-490-3974 • help-u-rent-.net

Heritage Acres

1040 Ballpark Rd., Sturgis, SD 57785
605-347-9017 • metroplainsmanagement.com

Johnson Real Estate LLC

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

Meade County Housing

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

Mount Rushmore Area

Association of REALTORS

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

Properties Unlimited

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

Real Estate Center of Sturgis

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

Wheeler Farms Rentals

14950 W Hills View Dr., Piedmont, SD 57769
605-381-8778 • vrbo.com/224655

Christians Team

Real Estate-Keller Williams

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

Wildflower Townhome Apartments

Sturgis, SD 57785 • 361-563-2522

Sturgis Area Chamber Directory *continued*

RELIGIOUS ORGANIZATIONS:

Connection Church

1060 Main Street, Sturgis, SD 57785
605-206-1414

Filling Station-Hellfighter Christian Ministry

717 Anna St., Sturgis, SD 57785
605-561-1011

First Presbyterian Church

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

First United Methodist Church

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

Gentle Eagle Ministries

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

Grace Lutheran Church

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

LifeSpring Wesleyan Church

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

Open Bible Church

2121 Colorado Dr., Sturgis, SD 57785
605-347-4381 • sturgisopenbible.com

St. Francis of Assisi

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

Sturgis Alliance of Churches

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

Trinity Lutheran Church

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

SHOPPING/RETAIL:

Black Hills Rally & Gold

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

Cammack Ranch Supply Inc

16948 SD-34, Union Center, SD 57787

Campbell's Supply

2425 Lazelle St., Sturgis, SD 57785
605-347-6352 • campbellsupply.net
605-985-5591 • cammackranchsupply.com

Commercial Kitchen Products

322 Canal St., Rapid City, SD 57701
605-716-1888

Dakota Hardware

2222 Junction Ave., Sturgis, SD 57785
605-347-4031 • dakotalumberco.doitbest.com

Devil's Tower Trading Post

57 WY-110, Devils Tower, SD 82714
307-467-5295 • devilstowertadingpost.com

EagleRider

2106 Lazelle St., Sturgis, SD 57785
605-206-7832 • eaglerider.com/sturgis

Ensignal

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

Hot Leathers/Good Sports Sturgis Inc

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

Indian Motorcycle Sturgis

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

J&P Cycles

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

Jack's Campers Too

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

Just For Looks Boutique

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

LIU-Lasting Impressions Unlimited

13830 SD-40, Hermosa, SD 57744
605-201-1021 • liudesigns.com

Lucy's Nearly New Shoppe

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

Owens Interstate Sales

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

Paula Rae Studio

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

Renatus Woodworks

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

Rockingtree Floral & Garden Center

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

Shopko

2105 Lazelle St., Sturgis, SD 57785
605-347-3641 • shopko.com

Sturgis Harley-Davidson

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

Sturgis Photo & Gifts

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

Toms T's

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

Town-N-Country Plumbing

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

Xtreme Dakota Bicycles LLC

920 Harley Davidson Way, Sturgis, SD 57785
605-720-4046 • xtremedakotabicycles.com

SPAS/SALONS:

Akela Spa of Deadwood

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

Just For Looks Boutique

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

Total E'Clips Salon

920 1st St., Sturgis, SD 57785
605-347-2400

TRANSPORTATION:

Prairie Hills Transit

2015 Tumble Weed Tr., Spearfish, SD 57783
605-642-6668 • prairiehillstransit.org

Sturgis Transit (Da Bus)

13326 Barry Ln., Sturgis, SD 57785
605-347-3287 • sturgisbus.com

UTILITIES:

Black Hills Energy

1251 Otter Rd., Sturgis, SD 57785
888-890-5554 • blackhillsenergy.com

Midco

1624 Concourse Ct., Rapid City, SD 57703
800-888-1300 • midco.com

Montana Dakota Utilities

505 Heritage Dr., Spearfish, SD 57783
605-642-2654 • montana-dakota.com

Vast Broadband

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

WINERY/BREWERY/DISTILLERY:

Belle Joli' Winery

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

Black Hills Dakota Distillery, LLC

8320 N Blucksberg Mountain Rd., Sturgis, SD 57785
832-680-6880 • bhddistillery.com

The Knuckle Saloon & Brewing Company

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

ASSOCIATE MEMBERS:

Bruce Hubbard

Paul Bisson

Dr. Barry Furze

Sue Lloyd-Davies

Ernie Miller

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ADVERTISER INDEX

Alliance Visitors Association	128	J&P Cycles	131	Riddle's	128
Allstate	97	Jack Daniels	84	Roadtrek	130
Alpine Inn	77	Jackpine Gypsies	99	Rockford Fosgate	109
Amsoil	111	Jerry Greer's	28	Royal Enfield	83
Antique Motorcycle Club	19	Jim's	119	RumbleOn	125
Arby's	124	Just for Looks	27	Rushmore Office Supply	134
Arnott Motorcycle Air Suspension	99	Karen Simmons, CPA	124	Rushmore Region Economic	123
Bar-Sto Precision	100	Katmandu	103	Russ Brown	2 & 121
Big Mama's / HOM Campground	19	Kickstands Campground	29	Sandcreek Trading Post	118
Black Hills Central Reservations	22	Kirsh Helmets	43	Scottsbluff Tourism	122
Black Hills Energy	124	Klock Werks	61	Shade Valley Campground Resort	91
Black Hills Harley-Davidson	21 & 156	KNKL Radio	105	Sidehack Saloon	129
Black Hills Powersports	92	Knuckle Saloon	133	Silverado/Franklin	103
Budweiser	65	Laconia	113	Speed Leasing	101
Buffalo Chip	11	Lamphere Campground	49	Sturgis Brick Project	30 & 108
Carbon County Visitors	72	Law Tigers	104	Sturgis Economic Development Corp.	137
CBH Co-op	4 & 5	Lodge at Deadwood	127	Sturgis Liquor	51
Cedar Pass Lodge	148	Loud American	146	Sturgis Motorcycle Museum	45
Coke	114	Mammoth Site	122	Sturgis® Motorcycle Rally™ Inc.	146
Crazy Horse	110	Mecum Auctions	115	Sturgis RV Park	31
Cycle Electric	148	Midwest Motorcycle	117	Steve Soffa	155
Dahl's Chainsaw Art	154	Mitchell Technical Institute	122	Strider	48
Deadwood Chamber	105	Northern Hills Eye Care	136	Sturgis Area Chamber of Commerce	134
Deadwood Tobacco	112	National Motorcycle Museum	77	Sturgis Dragway	15
Deluxe Harley-Davidson	3	Nemo Guest Ranch	110	Sturgis Leather Co.	22
Diamond Roofing	133	Oasis Bar	148	Sturgis Mustang Rally	126
Dick & Jane's	129	Off-Road Rally	30	Sturgis Vets Club	54
Dime Horseshoe Bar	112	Olsen Real Estate	27 & 29	Taco John's	53
Discovery Channel	132	Outdoor Motorsports	107	TES Products	154
Drag Specialties	69	Palace Motorsports	87	The Exchange	100
eXplore Black Hills App	100	Pappy Hoel Campground	67	Tom's T's #1	58 & 59
First National Bank	136	Party Time Liquors	49	Trailhead Lodge	87
Fisher Beverage	27	Philly Ted's	92	Trevino's	77
Golden Buffalo Casino	49	Prairie Edge	119	Turlybird	99
Golden Corral	110	Preschool Choppers	112	VFW US	52
Greybull Wyoming	92	Progressive	106	Visit Milwaukee	80
Gypsy Vintage Cycle	117	Queen City Liquor	49	Wanda's Kitchen	99
Hagerty's	19	Regional Health	138	Washakie County Tourism Board	87
Harley-Davidson	96	Rice Honda	98	Weimer's Diner & Donuts	22
Harley-Davidson Museum	75	Rice Honda Slingshot	105	Weston County Travel	35
Hot Leathers	26	Rice Suzuki	71	Wild Idea Tattoo	133
Indian of Sturgis	102	Rice Triumph	108	Wind River Casino	100
Iron Horse Inn	134	Richter's	134	Wonderland Cave	49
Island Bar	103				

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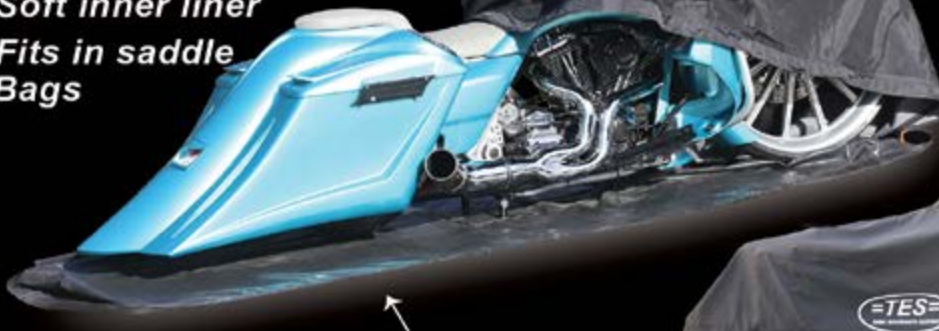
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