



# Northshore HOG News

## UPCOMING EVENTS

- April 13, Spring Poker Run, NSHD @ 9 am.
- April 19, Lunch Bag Ride, NSHD @ 9:00 am
- May 3, Chapter Brunch & Ride, NSHD @ 9:00 am.
- May 10, Crawfish Boil, NSHD, 10am - 6pm.
- May 24 - 26, Mem. Day Blowout, Gulfport
- See the web site for a complete listing of events

## INSIDE THIS ISSUE:

- Events Well Attended 1
- From The Editor 2
- From the Officers 3
- Spec. Event May 3rd 3
- Last Month's Minutes 4
- History of H.O.G. 5

ISSUE 46

MAY, 2008

## 'Bayou Thunder' and Louisiana HOG Rally Well Attended and Enjoyed

By Dan Wehr

This has been an eventful month for Louisiana HOG riders. From March 14 through March 16, Mike Bruno's Northshore Harley-Davidson hosted **Bayou Thunder**, an annual rally punctuated by great entertainment, a wide variety of vendors catering to motorcycle enthusiasts, and good company.

This year, we were graced by the presence of Jean Davidson, the granddaughter of one of the motor company's founders. On Friday morning, March 14, a contingent of the Northshore Chapter transported Ms. Davidson, with motorcycle escort, from New Orleans Airport to the dealership. She provided anecdotal information about being part of the Harley family, sold some of her books, and supplied autographs to many well-wishers. After her appearance, she was escorted to Alexandria for further appearances in the northeastern part of our state.



BOB FUSELIER & JEAN DAVIDSON

During this event, which was blessed by exceptionally good weather, over 250 riders participated in a tour of St. Tammany Parish led and escorted by motorcycle officers of the Sheriff's Office. The band and exhibition rider ("Wall of Death") provided attendees with well-received performances during the course of the entire weekend. Many thanks to Mike Bruno, his employees, and the Northshore Chapter for contributing to the success of this year's Bayou Thunder.

From Thursday, March 27, through Sunday, March 30, the City of Baton Rouge hosted the **Louisiana State HOG Rally**, at the River Center complex. The Northshore Chapter provided multiple guided rides to the rally site from the dealership on the mornings of Thursday (3/27), Friday (3/28), and Saturday (3/29).

In anticipation of the event, I invited my good friend and riding partner, Mike Jenkins, to join one of the group rides. Mike rode from his home in Pensacola and arrived in Slidell on Thursday. The following morning, we joined up with several other H.O.G. members at the Dealership. By 9:00am, six Harleys and seven riders began our trip. Our first stop was the IHOP parking lot in Covington, where we picked-up three more bikes and five more riders.

(Continued on page 7)

# 2008 Officers

**Sponsor**

Mike Bruno's 985-641-5100  
 NorthShore Harley-Davidson  
 E-mail: info@northshoreharley.com

**Director**

Carl Hill 985-645-9692  
 btrblman@bellsouth.net

**Asst. Director**

Greg Peterman 985-649-2025  
 dyna95th@bellsouth.net

**Secretary**

Pat Schaefer 985-871-1192  
 E-mail: sportz@bellsouth.net

**Treasurer**

Dwight Bradbury 985-705-4095  
 cyclesnapper@yahoo.com

**Social/Activities**

John Cramer 985-882-5941  
 dinky8@earthlink.net

**Safety Officer**

Dan Schewe 985-649-7339  
 schewed@bellsouth.net

**Chief Road Captain**

Troy Hord 504-382-7420  
 troybuildsit@aol.com

**Editor**

Dan Wehr 985-649-5580  
 danielwehr@charter.net

**Website**

Dwight Bradbury 985-705-4095  
 cyclesnapper@yahoo.com

**Ladies of Harley**

(VACANT)

**Historian**

Terry Forrette 985-624-9640  
 E-mail: forrette@yahoo.com

**Membership**

(VACANT)

**Photographer**

(VACANT)

# From the Editor

## Random Thoughts and Road Hazards

### PACKING FOR THE LONG TOUR

By Dan Wehr

On May 10th, Dwight Bradbury and I will be embarking on a three-week motorcycle tour of the southwestern United States. If we strictly adhere to our planned route, we will log about 5,700 miles and travel through 8 states (Louisiana, Mississippi, Texas, New Mexico, Arizona, California, Nevada, and Utah).

This is not my first long tour and, hopefully, it won't be my last. Many riders have asked me, "How do you pack for such a long trip?" The short answer is pack only what you need for one week and do laundry once each week. The long answer is in the form of the following check list for each rider (assumes lodging, not camping):

<p><b>CLOTHING:</b>                  3 Pairs of jeans (2 days per pair)                  6 Shirts                  6 Sets of undergarments                  1 Set of thermal underwear *                  6 Pairs of sox                  1 Pair of shorts                  1 Pair of comfortable shoes                  1 Pair of flip flops                  1 Jacket Liner or sweat shirt*                  1 Pair of warm weather gloves                  1 Pair of cold weather gloves*                  1 bandanna (not dyed)**                  1 scarf*                  Goggles/Eye protection                  Sun Glasses                  Rain Gear                  Jacket                  Chaps*                  Boots                  Hat or Cap                  Helmet</p> <p><b>PERSONAL CARE ITEMS:</b>                  Downsized version of every daily toilet item you will need and the following:</p>	<p>Lip Balm                  Sun Block                  Aloe Vera Lotion                  Scissors                  First Aid Kit</p> <p><b>MISCELLANEOUS:</b>                  Tool Kit (include vise grips)                  Knife or Multi-Tool                  One Quart Motor Oil                  3-foot length of uncoated bailing wire                  Duct Tape                  Small Hand Towel                  Cell Phone and Charger                  Butane Lighter                  Small Flashlight                  Camera</p> <p><b>The keys to your bike!!!</b></p> <hr/> <p>(SEE ADDITIONAL TIPS FROM GREG PETERMAN ON PAGE 3)</p> <hr/> <p>Footnotes:                  *Pack if cold weather is expected.                  **Dampen for hot weather riding. Dyes will bleed onto your shirt.</p>
--	--

**If you are not a current member of the Northshore HOG Chapter, or you forgot to renew your membership in January, simply fill out an enrollment form (available at the dealership or on the website, see "Downloads"). Get a \$5.00 discount on your next full membership if anyone (other than a member of your household) joins on the basis of your referral.**

# From The Officers by GREG PETERMAN

We, your Chapter Officers, hope you're enjoying the meetings and rides. We want to provide an atmosphere for all of us to have fun, enjoy the meetings and ride often. A big, warm welcome to our new Road Captain Troy Hord. He is leading the 4/19 brown bag ride to a destination of his choosing. More info to follow but get those brown bag lunches ready!

We had a great meeting (though wet) on 4/5. No ride after the meeting due to the weather but we still had 40 members come out!

At the April meeting, no one won the Treasure Chest. It will continue to grow next month, so attend the meetings and get your chance to win the Treasure Chest plus the 50/50 and door prize.

Thanks to all who worked Bayou Thunder. We did well with the 50/50 and got five new members. It was great to meet Jean Davidson.

We saw many of you at the State HOG Rally in Baton Rouge. A good time was had by all. It looks like next year's rally will be in Shreveport.

Don't forget our Poker Run on Sunday 4/13. We need everyone to come out and support your HOG group. Bring your friends as this is an open event even cars are welcome!!!

Hope to see you at the Poker Run and at the next meeting on 5/3. Till then, enjoy the spring weather and ride often.

Your Chapter Officers

## Tips for the long ride!!

Pack items that have more than one use. For instance, don't pack just a pocketknife; pack a "Swiss-style" knife or multi-tool.

When traveling with a spouse or significant other, consider sharing toothpaste and shampoo.

Few things are as easy to pack as money or credit cards. If you're struggling with whether to bring a particular item, consider buying it on the road.

A small towel can be wrapped around your neck during a rainstorm to keep water from running down your back - and doubles as a shop rag.

## Special Event Planned for Northshore Employees and HOG Members

On May 3rd, the chapter and Mike Bruno will be sponsoring a brunch for the dealership's employees and members of the Northshore Chapter of H.O.G. as a token of our appreciation for their support of the many events successfully conducted during the last month.

It will begin after the meeting in lieu of the ice cream social. Free food and drinks will be provided. Please plan on attending.

# Last Month's Minutes By Pat Schaefer

April 5, 2008

Meeting began at 9:30 with Pledge of Allegiance & Prayer.

Carl Hill briefed the attendees on the Loyalty Northshore HOG Chapter Card program and pointed out that some members have Points from 2007 that need to be loaded

**Have an idea or opinion, let us know.  
Contact the editor at  
danielwehr@charter.net**



3154 Pontchartrain Dr.  
Slidell, Louisiana  
(985) 643-6133

**Bike Nite**  
Every Wednesday Night



**Restaurant Hours**

Monday - Saturday: 11 AM to 10 PM  
Fridays: 11 AM to 11 PM  
Sundays: Noon to 8 PM

on their cards. Everyone needs to stop by the Parts Dept. to have the point loaded.

Carl also briefed us on the Chapter escort mission of MS Jean Davidson and about her "Yell and Tell" program to save the lives of children in dangerous situations.

A membership activity questionnaire was passed around, soliciting suggestions regarding future Chapter activities.

A volunteer list was passed around regarding our SPRING FLING Poker Run Sunday, April 13. The dealership will open that day and we need Poker Run volunteers. There will be a volunteer meeting at Carl's house in Slidell, Friday 6:30 PM. We still need some volunteers!!!

A new benefit for Chapter members is our "Volunteer Challenge". The member having the highest number of participation points this year will get a \$250 gift certificate. Officers are NOT eligible.

April 19 will be our first BROWN BAG RIDE.

The suggestion was made to have a monthly "MEET TO EAT" ride; where we would meet at a designated restaurant at a given time. No group riding would be required to participate in this.

New members Russell Callen and Michael & Carmen Bentley were introduced.

There will be a National HOG sponsored Million Mile Ride on Monday June 30; another good excuse to get on your bike.

Carl noted a special thank you to Carl Fox and Steve Authement who were our top 50/50 producers during Bayou Thunder.

Greg pointed out that if you find yourself in any of the

*(Continued on page 5)*

## In The Beginning - A Brief History Of H.O.G.

Terry Forrette - Historian

*With the 25<sup>th</sup> Anniversary of H.O.G. coming up this year I thought a brief history of H.O.G. would be timely.*

The year was 1983, just two years after the buy-back from AMF. Financially Harley Davidson was suffering. Faced with a large debt burden from the buy-back, low sales figures, a somewhat dissatisfied dealer network and a still suffering public image, the Harley Owners Group (H.O.G.) was created. The first appearance of H.O.G. was at Daytona Bike Week in March of 1983 that included a poorly attended bike show followed by a now infamous cocktail party (some things never change). However this event was followed that same year with several H.O.G. get-togethers around the country that eventually united the "family" of Harley Davidson owners into one group. Dues that first year were 30 dollars. First year membership was an astounding 30,000 members that grew to 63,000 in 34 chapters by 1985. H.O.G went overseas in 1991 with founding chapters formed in Germany, France, and England. 1992 saw the first European H.O.G. rally in Mulhouse, France. At present time there are over 650,000 members in 1,200 chapters based in

*(Continued on page 6)*

## MINUTES:

*(Continued from page 4)*

Chapter event photographs posted on the Chapter bulletin board or in the newsletter, contact him if you would like a digital copy.

No Treasure Chest winner occurred. Jan Authement's name was drawn but alas she was not there. There being no winner, the pot grows to \$100.00 at the next meeting. There being no further business, the meeting was concluded at 10:30.

## Membership Renewal

If you have not already done so, please renew your membership before it is too late. Renewal forms can be obtained from the front desk at the dealership or on the website under the "Downloads" link on the left side of the home page.

## Update Your Profile

Many of us have had a change in address, telephone number or email. Please go to the website [www.northshorehog.com](http://www.northshorehog.com) and update your profile. Don't forget to do the same thing when renewing your 2008 membership.

 AZALEA ESTATES	Linda Timberlake Executive Director
	354 Robert Blvd. Slidell, LA 70458 985/641-2827 (ph) 985/645-0659 (fx) aeslidel@bellsouth.net www.azaleaestates.com
Assisted Living and Retirement Community	

**HISTORY***(Continued from page 5)*

115 countries and dues have only increased to 40 dollars!

H.O.G. became the first company sponsored motorcycle club and its immediate success can be attributed to those early members as well as sponsoring dealerships. Riders, both white and blue collar, who have always wanted to belong to a motorcycle “gang”, could now experience the camaraderie of a motorcycle club. The dealerships had a means to keep riders coming back to the shop for service, and to purchase wearing apparel and chrome goodies. More important, however, was the relationship that was built between the riders, dealership, and “the Company” which perpetuated the concept of the Harley Davidson family. The many charitable activities of H.O.G. and the Ladies of Harley (L.O.G.) along with the publication H.O.G. Tales, state and national rallies, sponsored tours, and so much more have provided a means for safe and fun motorcycling riding. H.O.G. is all about motorcycling riding and for those who wear the H.O.G. emblem it is all about being a part of the Harley Davidson family.

**Reference:**

Barington, S. Harley Davidson: An Illustrated History. Barnes & Noble, New York 1994.

Zierl, O., Rebmann, D. Harley Davidson: The Legend. Konemann, Cologne, Germany 2000.

---

**NEWSLETTER ADVERTISING RATES**

One Quarter Page - \$20.00  
Business Card - \$10.00

**Buy 6 issues of advertising and  
receive a 20% discount**

Contact Dwight Bradbury if you are interested in placing an ad or have questions.

Open space

(RALLY Continued from page 1)

Just as we were leaving the Covington area, the weather began to change. By the time we hit the Tangipahoa Parish line, the sky turned grey with a menacing overcast. On the east side of Baton Rouge, a



**SATURDAY MORNING RALLY RIDERS**



**COLLECTING MORE RIDERS AT IHOP IN COVINGTON**

few droplets briefly peppered my windshield. Mercifully, the weather gods spared us from further adversity as we reached our respective destinations.

Most of the group booked into the Sheriton. Mike and I, being unable to reserve a room there, checked in at the Hilton. Both hotels were within one block of the River Center.

There were well-planned events during the entire rally ranging from self-guided plantation tours, to organized biker games, bike shows, and a Bike Parade. These were augmented by local attractions such as tours of the Old Capitol Building, the USS Kidd Museum, and the Louisiana Arts and Sciences Museum.

Entertainment was provided by exceptional performances at the River Center Arena by Eddie Money and .38 Special. Both concerts were well attended by enthusiastic rally participants on Friday and Saturday nights.

Each evening, many of the rally goers spent time exploring the bars and clubs along Baton Rouge's historic 3rd Street, which resembled New Orleans' Bourbon Street, or Memphis' Beal Street, but on a much smaller scale.

A couple of blocks east of the River Center on Government Street is a local eatery called the Frostop, which specializes in its proprietary root beer, served best in a frosted mug, and it's gargantuan "Lot-A-Burger." Many of us, including yours truly, approvingly devoured these delicious gut busters. While the Frostop menu includes many other dishes, this is the place to go if you like your beef.



**CARL HILL DIGESTING HIS LOT-A-BURGER AS JAN AND DAVE AUTHEMENT LOOK ON**

While the weather was good for the first day of the Rally, Friday afternoon and Saturday were marked by cloudy skies and intermittent rain storms. The inclement weather prompted many to take advantage of the local attractions available within walking distance of the host hotel. The best of these, in my opinion, is the USS Kidd Maritime Museum. Well worth the \$5.00 entry fee, it consists of a two-story building on the eastern shore of the Mississippi River containing countless models of military and civilian vessels as well as other related exhibits. The north end of the second floor exits to a gangway extending to the port side of the fully restored WWII destroyer, USS KIDD. Mike and I spent over two hours checking out the in-door exhibits and touring the old "tin can."

One of the highlights of the Rally was an open-air evening concert at the River Plaza, where a local band performed outstanding renditions of classic rock tunes from 5:30pm to sundown. The concert is a no-charge, weekly event sponsored by the City of Baton Rouge, and is open to all. Mike, Carl Hill, Greg

(Continued on page 8)

(RALLY Continued from page 7)



MIKE, MARIE AND I BOARDING THE KIDD

Peterman, Dave and Jan Authement, Bob and Marie Fuselier, and I enjoyed each others company and great entertainment while sipping our "coffee."

While the skies threatened rain on the rally's last day, it never came. Our morning departure and ensuing trip back home was overcast, but dry and uneventful.

I've been informed that next year's rally will be located in Shreveport. I believe this venue will provide even better riding experiences, lodging, and opportunities for great dining and entertainment. Hope to see more of you there.



SMOKIN', JOKIN', AND SIPPIN' AT THE CONCERT

Northshore HOG  
791 West I-10 Service Rd.  
Slidell, LA 70458