



# Northshore HOG News

## UPCOMING EVENTS

- June 1, Chapter Meeting, Ride NSHD @ 9:30 am.
- See the web site for a complete listing of events



ISSUE 103

JUNE, 2013

## HOG Meeting and BBQ!!!!

This is a special thanks to Ward Blakeman and Mark Aucoin for their assistance, perseverance and planning to make our HOG BBQ a success. Also a very special "THANK YOU" to Bobby Lishman and Lishman's grocery on Ponchartrain drive, Slidell, for their preparation of the BBQ and the great HARLEY cake below! Everyone, members and dealer employees truly enjoyed themselves.



## In This Issue:

Meeting & BBQ	1,5
From the Director	2
Iron Butt?	3
Meeting Minutes	4
Calendar	6
Safety Tips	7
Asst Dir Trip	2,8



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## From the Director

### A word from your Director, Dan "Byucop" Schewe

Now that the State rally is over and others are planned, I know most of you are aware of the HOG rallies and events. But have you considered the MOTHER OF THEM ALL?? The Harley national 110<sup>th</sup> rally AND the HOG 30<sup>th</sup> event is the biggest Harley event you can attend! Consider riding your Harley home to Milwaukee and, more importantly, a great experience! Going to the very city and state where the motor company was founded and still maintains operations is an awesome experience. And do not forget about the museum! I have been to the last three national events and I can tell you it is an exciting experience to see all those Harley motorcycles there and go to the planned events, not to mention the great riding in that area of the country! I even rode in the parade at Oklahoma City! What an experience.

The planned talent that is going to entertain at the venue is truly awesome! Where else can you go to see 60 bands including Toby Keith, Kid Rock and Aerosmith (do not think Harley will ever have Elton John playing a Yamaha piano again!) and be surrounded by thousands of friends and the Harley family? Harley does know how to throw a party! And the city of Milwaukee really opens its arms to the riders! A great sight to see is the people standing on the overpasses

of the interstate waving US flags and holding "welcome home" signs as you ride into the city. If you have not had the opportunity to experience this event, that only happens every 5 years, to return to the home of Harley, you need to plan to attend. You will not be disappointed. We still need ride destination suggestions from our members. Take the time to share a great ride you have done so we can plan rides for our chapter in the future. Pictures also help! Stories are also needed. You may submit directly to Greg or any Officer to get yourself published! Don't forget about this year's challenge to spell out NORTHSHORE during your rides around the state!

You can't buy happiness but you did buy a Harley, and that's the same thing! Don't believe that? Look in the mirror next time you are out riding! You'll see your grin. Get out and Ride! Remember, it's NOT the destination, It is the journey! Dan



### A word from your Assistant Director, Chip Newman

All the way to Milwaukee, WI and our biggest adventure was trying to get home from St. Louis, MO. Let me start the story off by telling you how this trip came about. My father and I both had 2012 Softail Heritage Classics. After riding all around with the HOG Chapter, and with an aspiration to venture onto longer motorcycle trips. About 3 weeks ago, we both decided to upgrade to a touring bike. I purchased a 2012 Ultra Classic, and my father a 2010 Ultra Limited.

My Pastor graduated from Concordia Seminary in St Louis, and every year since then he goes back and holds what he calls "Jambalaya Fest". This event has grown bigger and bigger each year, this year we served between 500-600 people. Every year Pastor looks for volunteers to come up and help cook, and I volunteered. My father just retired last year, and with our new bikes, I said "dad, How you feel about a motorcycle trip?". We planned and mapped out our route, made our reservations, and booked our tour. We averaged about 500 miles a day, which was a big leap from what we did in the past. Our first day we made it to a little town right outside of Nashville, TN. The second day we woke up and rode through "the Land Between the Lakes" and ended up right outside of Chicago, IL. The third day we made our way to Milwaukee where we had a 9am Steel Toe Tour booked. After the tour we visited the Museum, we made our way to St. Louis and arrived late that night. The Steel Toe Tour was nothing short of amazing. It's really something to see, especially knowing that every Harley Davidson Motorcycle that's sold has to go through that plant. While on our tour, we got a special treat! The plant did a mandatory tornado drill, meaning we had to participate. While there, the people who handle the tours were getting managers from different departments to come and talk to us. These various managers would explain what his / her department does, and where it falls along the assembly line. Finally to finish the tour off, we got to see the actual power trains being assembled on the line and tested. (continued on page8)



## 2013 NORTHSORE HOG CHALLENGE UPDATE

By Bill Anderson

In case you're not aware of the 2013 Northshore HOG Challenge – Around the World in Louisiana, here's a quick reminder on the rules:

1. Ride to 10 cities in Louisiana where the first letter of each city would spell out the word NORTHSORE.
2. Take a picture. The picture must include: an official city sign (i.e., Welcome to \_\_\_\_\_; \_\_\_\_\_ City Limits; Post Office, City Hall, Police Department, etc.), your motorcycle, and you holding the 2013 HOG Touring Handbook.
3. Two letters "O" and "R" must be from two different cities.
4. If riding two up, both of you must be in the picture for each to receive credit.
5. Entries must be submitted by 9 November.

Karl Fox and I really love a challenge. So, we set out to find the cities we would need to visit and our first thought was to stay North of I-12 and between the Mississippi State line and central Louisiana. Finding the cities that would complete the challenge was somewhat easy, so the next step was to map it out. Karl mapped the trip out and entered it into his GPS. Once that was complete, we needed to find the time to make the journey. We were already scheduled to attend the Alabama State HOG Rally, and then our own Chapter meeting and picnic and then the Texas State HOG Rally in mid-May.

We decided on Saturday, 4 May. The trip was about 500 miles long (from Starbucks on Front to Starbucks on Front). Karl calculated that we could make the run in 12-hours and instead of spending the night somewhere, we could make this challenge into an IRON BUTT ride! So, that was the plan and it would start by meeting at Starbucks at 7 a.m.. I E-mailed our plan to Director Dan, so he would be aware of the ride. When he responded to my E-mail he mentioned that he was ready for a ride.

Well, Saturday was a beautiful day, but it was COLD and windy. Judy and I had 6 layers of clothes on, and still felt the chill in the air on our way to Starbucks. Heck, this would also qualify as a COLD BUTT ride. We arrived at 6:40, and Director Dan walked in shortly thereafter. Karl came in at a little after 7. We had our coffee and discussed the trip. We then suited up and rolled away from Starbucks at 7:48.

Riding West on I-12, it was cold and at that time of the morning, the entire westbound lane is shaded. When we did get into the sun shine, you could really feel the difference! Our first stop was at the Chevron gas station on the West side of the River outside of Baton Rouge.

First stop for the challenge was Henderson – our first letter.

Back on the road. Our second stop was Opelousas, and the next stop was Oakdale. We had both of our "O's". Between Opelousas and Oakdale we traveled through a swarm of "Love-bugs"! Those bugs can really make a mess – especially on a bright, shiny Harley. The ride to Oakdale was on country roads with wonderful scenery.

While in Oakdale, we decided to have some lunch. We found a Subway and really enjoyed the break. From Oakdale we headed for New Roads, our next letter. About 93 miles between these cities, but a great ride. This is a beautiful area that borders False River, and we went over the new bridge on Hwy 10.

Next stop, Slaughter, Louisiana. We took our pictures in front of the Slaughter Post Office.

Our next stop was a town called Ethel. But, you know what – Ethel ain't there no more! We couldn't find anything to take a picture with – no signs, no post office, no nothing. Now we have to find another "E".

Roseland was next on the list. And again, the country roads provides some great curves and views. Once the pictures were taken, we were off to 8<sup>th</sup> location – Hammond. Straight down US-51. Caution here, however. US-51 has had the top layer of asphalt removed and it is SO VERY ROUGH. However, after all the miles we are already put in, it was like getting a massage on the backside.

We found the Chamber of Commerce building for Hammond and decided that we had just about had enough for the day. One more stop and then we were heading back to Slidell. The Robert Post Office was on the way! Once we had the proof, we were heading for I-12 and Starbucks on Front.

For the day, we were able to get

N – New Roads  
O – Opelousas  
R – Roseland  
T –  
H – Hammond  
S – Slaughter  
H –  
O – Oakdale  
R – Robert  
E –

We already know where we are going to the "T" and "H". Just have to figure out where we are going to get the final "E" – since Ethel ain't there no-more!

Not a bad day of riding. However, after riding 473 miles in 12-hours and 20 minutes, the coffee tasted wonderful and we had a few lessons learned.

Lesson #1 – Just because it is May, doesn't mean that it's going to be a warm day.

Lesson #2 - Don't make a challenge any more challenging!

If you have any questions about the Northshore HOG challenge, contact any of the Chapter Officers. Be safe out there and RIDE ON!



# Last Month's Minutes

By Judy Anderson

May 11, 2013 HOG – Meeting

Location: Mike Bruno's North Shore Harley Davidson Dealership, Slidell, LA

In attendance were the following 2013 officers:

Director – Dan Schewe  
 Web Master - - Karl Fox  
 Asst. Director – Not Present  
 Ladies of Harley – Not Present  
 Treasurer – Buddy Newman  
 Membership Officer – Dave Authement  
 Secretary – Judy Anderson  
 Photographer – Karl Fox  
 Activities Officer – Not Present  
 Head Road Captain – Richard Dillon  
 Editor – Greg Peterman  
 Historian – Dwight Bradbury

Meeting brought to order: 9:55am  
 Prayer delivered by Russ Davis.  
 Pledge of Allegiance : Richard Dillon

Dan Schewe-Director, brought the meeting to order: with an overview of what's happening.

- a. BBQ today following our meeting outside here at the dealership.
- b. Lots of upcoming events, check calendar.
- c. May 16-19 Texas State Rally @ San Antonio, June 1<sup>st</sup> is our next HOG Meeting.
- d. We have free HOG magazine's if anyone would like a copy, also we have Harley owners group flyers that tell you a little more about HOG.
- e. Habitat for Humanity Taste & Topsy May 24, 7-10pm \$50.00 per person, this is the FIRST Veterans Build home.

Buddy Newman/Chip Newman- Assist. Director/Actives Officer, covered upcoming events. Please check calendar for current events.

Buddy Newman-Treasurer, presented the profit and loss statement for May.  
 Buddy passed out refunds of your payment for the crawfish boil.

Dave Authement-Membership, for May we are now up to 150 members total. Would like some volunteers to help call the new members and just welcome them on board and say hey. Birthdays for May

7 <sup>th</sup>	Marty McCutcheon
7 <sup>th</sup>	Mike Sperry
8 <sup>th</sup>	Terrina Jones

16 <sup>th</sup>	Richard Dillon
23 <sup>rd</sup>	Kay Schewe
26 <sup>th</sup>	Valerie Dillon
?	Byron LaFontaine

Karl Fox - Web Master/Photographer, I have a map for the NORTSHORE IRON BUTT Ride it needs a little tweaking, but if you are interested please contact me. Also I'm going to be heading up the committee for the X-Mas party, would like volunteers to help me with that, please let Judy Anderson know if you are interested.

Karl Fox/Sonia Fox - Ladies of Harley, Saturday, May 25th is our next ride to SHAGGY'S ksu @ 3:30pm meet at the dealership. Arkansas trip, Sept. 16-22. LOH party at Judy Anderson's home 112 Brushfire Lane, Slidell (Eden Isle) 7-10pm Bling party, finger foods and drinks (mainly have fun and visit).

Richard Dillon-Head Road Captain, If you checked out the group riders booklet and disk and returned it having read and viewed the material, you may collect your pin from him. Went over some of the questions in the book which members had questions on.

Judy Anderson-Secretary- waiting on volunteers for committees.

Dwight Bradbury-Historian, nothing this time.

Greg Peterman-Editor, wanting material for the news letter, just get what you have to him and he'll take care of the rest. Do check out the redesigned HOG website online,

50/50- winner Teddy Jamison won \$82.00.

Voted and held a raffle for two tickets to the Taste & Topsy affair: Winners were 1to Pat Schafer & 1 to David Perez

## New Chapter Facebook Page.

We will be adding / updating the events and pictures from the rides. Don't forget to click the big "Like" button at the top, next to "Northshore HOG Chapter #2147". The page can be accessed by going to

<http://www.facebook.com/northshorehog>





**New members.** Left to Right : Judy Marzev, Darrell Marzev Sr, Darrell Marzev Jr and Victoria Marzev.



## New National HOG Members Website.

We never stop looking for ways to stay connected to our H.O.G. members. Let's kick it up a gear. Gives you expanded content, new improved ride planner, behind-the-scenes interviews, more photos, more member stories and more reasons to ride.

## HOG® MAGAZINE iPad EDITION NOW AVAILABLE ON THE APP STORE!

**FREE** to all full members of Harley Owners Group.\*

It's everything you love about HOG magazine – and more – in a convenient, interactive, go-anywhere digital format



**You said what????**



**Everybody gets some of that great BBQ!!!**

Alabama State HOG rally, which was held in Dothan 25APR to 27APR. And a visit to the Aviation Museum at Ft. Rucker.

## Northshore HOG Chapter #2147

### What's Happening!:

#### May:

23rd- 6:30pm Rumble on the Gulf Bike Night at Silver Slipper Casino  
 25th- 4pm LOH Ride to Shaggy's in Pass Christian, MS  
 31st- LOH Bling Party

#### June:

1st- 9:30am General Membership Chapter Meeting  
 1st- Chapter Lunch Ride following the meeting  
 6th- 6:30pm Rumble on the Gulf Bike Night at Silver Slipper Casino  
 15th- 8am-10am Wheels & Coffee at The Village in Lacombe, LA  
 15th- 2pm LOH Ride to Boston Bar & Grill in Amite, LA  
 20th- 6:30pm Rumble on the Gulf Bike Night at Silver Slipper Casino  
 22nd- 8am Chapter Breakfast Ride to Abita Café, in Abita, LA  
 28th- 6:30pm Covington Block Party  
 29th- TBA the Sweaty HOG Ride

**\*\* All Chapter Rides start at Mike Bruno's Northshore Harley Davidson, unless otherwise specified.**

## June 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 9:30am chapter Meeting & Ride
2	3	4	5	6 6:30pm Rumble on the Gulf Bike Night	7	8
9	10	11	12	13	14	15 8am Wheels & Coffee 2pm LOH Ride
16 Father's Day	17	18	19	20 6:30pm Rumble on the Gulf Bike Night	21	22 8am Breakfast Ride
23	24	25	26	27	28 6:30pm Covington Block Party	29 Sweaty HOG Ride
30						

## SKID MARKS

### HOG SAFETY TIPS

Greetings HOGS;

This comes straight off the MSF Motorcycle Safety Foundation's Website. There is a wealth of information there to help us learn to be safer riders. I know we would rather be out riding than looking up this type of information, but, I always seem to either learn something "new" or remember something I've kind of let slip by the wayside so here's this month's info.

#### **QUICK TIPS: General Guidelines For Riding A Motorcycle Safely**

##### **Be visible:**

- Remember that motorists often have trouble seeing motorcycles and reacting in time.
- Make sure your headlight works and is on day and night.
- Use reflective strips or decals on your clothing and on your motorcycle.
- Be aware of the blind spots cars and trucks have.
- Flash your brake light when you are slowing down and before stopping. (I would add, check your mirrors)
- If a motorist doesn't see you, don't be afraid to use your horn.

##### **Dress for safety:**

- Wear a quality helmet and eye protection.
- Wear bright clothing and a light-colored helmet.
- Wear leather or other thick, protective clothing.
- Choose long sleeves and pants, over-the-ankle boots, and gloves.
- Remember – the only thing between you and the road is your protective gear.

##### **Apply effective mental strategies:**

- Constantly search the road for changing conditions. Use MSF's Search, Evaluate, Execute strategy (**SEE**) to increase time and space safety margins.
- Give yourself space and time to respond to other motorists' actions.
- Give other motorists time and space to respond to you.
- Use lane positioning to be seen; ride in the part of a lane where you are most visible.
- Watch for turning vehicles.
- Signal your next move in advance.
- Avoid weaving between lanes.
- Pretend you're invisible, and ride extra defensively.
- Don't ride when you are tired or under the influence of alcohol or other drugs.
- Know and follow the rules of the road, and stick to the speed limit.

##### **Know your bike and how to use it:**

- Get formal training and take refresher courses.
- **Call 800.446.9227** or visit <http://www.msf-usa.org> to locate the Motorcycle Safety Foundation hands-on *Rider Course* nearest you.
- Practice. Develop your riding techniques before going into heavy traffic. Know how to handle your bike in conditions such as wet or sandy roads, high winds, and uneven surfaces.

***Remember: Give yourself space. People driving cars often just don't see motorcycles. Even when drivers do see you, chances are they've never been on a motorcycle and can't properly judge your speed.***

www.msf-usa.org 10/06

Ride Safe, Russ

\*\*\*\*\*

**Ride Suggestion Form:** (Tell us about your favorite place to ride and we will add it our schedule!! Fill this out, Tear off this part of the page and bring to meeting or drop off at the Dealer in our box.

**Describe the ride:** Roads, sights to see etc. Attach a map?

**Possible meal stop location:** Lunch, Breakfast etc.

Name: \_\_\_\_\_ Phone# \_\_\_\_\_



I didn't have a real GPS, but I did have what I called my "Cajun GPS". I had an iPad / phone case that sticks right on the tank. I googled all of our directions for the entire trip, cut to size and stuck in my case all labeled "day 1 - day 6". On our way from Milwaukee to St Louis we were heading into a really bad head / cross wind. Well my Cajun GPS blew right off my tank and slammed into an 18 wheeler that was following us, and my poor maps went flying everywhere. Luckily I remembered how to get us to St Louis, and I could tell this is when the trip is getting fun!

The fourth day was our cooking day, and we had a little free time that morning. Pastor Paul & a few people at the Seminary kept telling me that I had to stop by Doc's Harley Davidson because it's the oldest dealership in the mid-west. The Seminary is right in the heart of downtown, so we were pretty close to some cool landmarks. We rode about 15 minutes to the St Louis Cathedral, then another 15 minutes and we made it to the Arch. Dad & I had packed a lunch and found a nice vacant bench under the Arch where we had picnic. We had to get back to start cooking so we decided to stop at Doc's HD on the way out of town the next day. The weather was so nice! And that's about where it stopped cooperating! From the time we started cooking, until the time we were done. The temperature dropped about 30 degrees started raining and didn't stop!

Our original plan was to go home through Branson, MO and Arkansas, stopping in Hot Springs, AR for the AR State HOG Rally. Our hotel was booked for Russellville, AR and when we heard there was a chance for snow I promptly called the hotel. The hotel confirmed the weather stating there was snow flurries, I said "well then I'm not coming!" The hotel understood and allowed us to cancel that day, and we just decided to home down I-55. We didn't have a real map, so on my phone I located a AAA office about 20 miles away. On our way there, in the 30 degree storming rain, we were very close and a car had slid into a light pole with a power line laying on the road. The police were turning everyone around and we didn't know a back way. Instead of looking for a back way in that horrible weather, we decided to say the hell with the map. Stopped at a Shell station to fill up, and of course they don't sell maps! I said "Lets go to Doc's HD, they may know a good route we can take on the motorcycle and be safe". I must say that this is one of the friendliest Harley Dealership that I have ever visited, and I have visited a quite a few. Most are friendly, especially when you are purchasing something from them. But there was just something with the whole atmosphere in the dealership that felt so warm and welcoming. As soon as we walked in the door, a gentleman in the service department, came up to us and said "you guys look cold, I'm going to put on a fresh pot of coffee for you". After warming up with a cup of coffee, I started asking some of the guys for the best way out of town. I was directed to Tony in parts, he was so helpful and his attitude was great. He looked up weather radar, maps, road conditions, and when we decided to head toward Nashville to avoid the rain. He wrote out directions and laminated it to attach to my windshield, just to get us home. This was all without us buying anything, just being helpful. We hung out there to wait out the weather, and I ended up buying a real GPS and had it installed while we waited.

We got a room in St Louis, hoping the next day would be better. When we got to our room, I realized that I had forgotten my keys at the dealership but they had already closed. When we returned the next morning to pick up my keys, and we ended up buying 2 heated jackets and a pair of heated gloves. Two people from motor clothes worked very hard to make sure that we were all set up and working before we left the dealership. They went and talked to service, and brought our bikes into the shop to make sure that all the wires & fuses were correct. This was on a Saturday evening, so it's not like they were slow. For my setup, I needed a Y-adapter which was out of stock so one of the guys went around to all of the employees to see if any of them had an adapter that I could have just to get me home. Plus with purchasing the GPS and the jackets, we qualified for 2 free gifts. We couldn't fit the gifts on the bike to take them home, so the motor clothes girl was nice enough to ship them to my house. In all of my future travels on my Harley, I'll always remember that freezing cold, wet day that we walked into Doc's Harley Davidson.

We were headed down I-55, and could see the weather getting worse in the distance. We stopped at the AR. State line Welcome Center, where they had a weather radar playing. We were hoping to get past Memphis, but Memphis was getting slammed. We really had enough rain, and the last thing we needed was evening worse rain! We called ahead and got a room in Blytheville, AR. We got a warm, dry night sleep and made it home from there the next day. That little gauge on my bike that tells you the temperature of the outside air, didn't get above 40 degrees until we were south of Hattiesburg, MS. Needless to say, we made it home safe because I'm writing this story! Chip

