



# Northshore HOG News

## UPCOMING EVENTS

- January 27-28  
Overnight ride to  
Geenville MS.  
Depart NSHD 8:00  
am. Eat before we  
meet.
- February 3 Chapter  
Meeting 9:00 am.
- February 8 Deadline  
to pre-register for  
the LA HOG rally.
- February 17-24  
Mardi Gras Ride  
departs NSHD  
8:30 am. Eat  
Breakfast before we  
meet. Destination  
TBA.
- March 3 Chapter  
Meeting 9:00 am.
- See the web site for  
a complete listing of  
events

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ISSUE 36

JANUARY — FEBRUARY, 2007

## NEW YEAR BRINGS TRANSFORMATION TO NOTHSHORE HOG

BY DAN WEHR

The past two months brought major changes in the leadership of the Chapter. As announced at the December meeting, Langston Walker sold the dealership to Mike Bruno, who pledged to provide his full support for the Chapter. During the January meeting, Mike expressed his intent to maintain a "hands-off" approach to chapter activities and to continue sponsorship of periodic Chapter events.

The January 6th election of officers yielded some old and many new faces to our Chapter's leadership. Ward Blakeman, John Clifford, and Vick Vicknair decided it was time to pass the responsibilities of Director, Treasurer, and Activities Officer to others willing to take on these monumental tasks. After all the dust settled, Ray Gregg was elected as the new Director, Dwight Bradbury took on the responsibilities of Treasurer (while keeping the post of "Web Master"), and Carl Hill, who ran a close second to Ray Gregg for the Directorship, "volunteered" (was actually drafted) to be the new Activities Officer. Susan Schaefer, Rose Aucoin, and Terry Forrette, ran unopposed, respectively, for Secretary, Membership Officer, and Historian. Dan Schewe is our new Safety Officer, and Donna Perez was elected Chapter Photographer. Jerry Sweeney is our new Chief Road Captain. Jeanne Friday assumed the duties of Ladies of Harley from Michelle Lewis (who lost a close race with Dan for the Safety Officer's position). Last, but not least, is our new Editor, yours truly, Dan ("Danno") Wehr.

Those who attended the January meeting received a gracious, one-time gift from Mike Bruno, a black tee-shirt emblazoned with the dealership logo.

The new year also brought changes to our web site (see page 4) allowing members with dial-up connections to access the Chapter's internet location for news, events, and ideas.

We're in for some great rides this year. Observe, contribute and participate.

## 2007 Officers

### Sponsor

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

### Director

Ray Gregg 985-735-5157  
RGregg804@bellsouth.net

### Asst. Director

Mark Aucoin 985-882-9040  
mark@romarservicesinc.com

### Secretary

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

### Treasurer

Dwight Bradbury 985-847-0966  
cyclesnapper@yahoo.com

### Social/Activities

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

### Safety Officer

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

### Chief Road Captain

Jerry Sweeney 985-847-1154  
jerry@twowayusa.com

### Editor

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

### Website

Dwight Bradbury 985-893-1581  
cyclesnapper@yahoo.com

### Ladies of Harley

Jeanne Friday 985-781-2604  
jak71@bellsouth.net

### Historian

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

### Membership

Rose Aucoin 985-882-9040  
rose@romarservicesinc.com

### Photographer

Donna Perez 601-798-1627  
willieperez@bellsouth.net

## From the Editor

### Random Thoughts and Road Hazards

This is my first issue as your new Editor of the Chapter's newsletter. I am somewhat illiterate when it comes to computers. I have enough knowledge to know when I am in trouble, which occurs frequently. My shortcomings in this regard were mitigated by the efforts of our Web Master and former Editor who assisted in reconfiguring my computer in order to facilitate my first attempt at publishing this document. To them, I express my heartfelt thanks.

I've been riding scooters since 1971. I started with Japanese cycles (Honda CB350, Honda CB450, Suzuki 750) and graduated to Harleys in 1993. At that time, Harley was only producing 80,000 units per year (over 300,000 now). In May, 1992, I walked into the Brunswick, New York, Harley dealership and told them I wanted a red FLHS (Electra Glide Sport; the last year for that model. It was followed by the Road King in 1994). I was informed that I could get a 1993 model, but the color (either black, red or pumpkin orange) would be determined by what was delivered. 14 months later, a red 1993 arrived with my name on it. That was my first Harley and I still own it, ride it, and can't part with it. I've purchased other Harleys since then, but "Old Red" is still my favorite. My current ride for long trips is a 2005 Ultra.

As a HOG member for the last 14 years, I've enjoyed countless long-distance excursions taking me to many parts of this beautiful country. Those adventures developed some long-term friendships and cherished memories. Such memories and relationships are available to you. All you have to do is to participate.

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

## From the Director's Saddle

Hello Everyone, First I would like to welcome all of the new members that have joined the chapter in the last few weeks. I look forward to serving you and the long term members, as your director during this next year. And I am sure I can speak for the entire staff; we are here to serve you, the general membership. At the same time, in order for us to perform our best,

**Have an idea or opinion? Let us know.**  
**Contact the editor at**  
**[danielwehr@charter.net](mailto: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

we need the thoughts, ideas and suggestions from everyone. We need to know your desires on rides, your desires on special projects and on which one of the many charities we want to support. Although we have not sat down to define our goals and milestones for 2007, the bottom line is to improve on the great achievements of our previous staff overcoming the devastation of this chapter since our August 2005 catastrophe. However, we do know that an immediate concern is our chapter's participation in the Louisiana HOG rally in Houma. With the limitation of hotels in Houma, we are finding that available lodging is limited and very expensive. We hope to provide you with information on this within a few days. With regard to the new staff, I want to thank you for stepping up to the plate and volunteering your time and energy for the chapter; I look forward to working with you in 2007. And to all of our members, I hope to see you at our meetings and our weekend rides.

Ray Gregg – Director 2007

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## I Am a Harley Rider

By Greg Peterman

I look at a map and I feel like headin out,  
When I hit the road it makes me want to shout!  
Takin' a short ride means grabbing minutes of two-lane.

When a day is set to ride, what's just a little rain?

It's only been months that I've had this beast,  
But it feels so good, it's like a holiday feast.  
When we're ridin' together I'm in a happy state.  
When I get back to the house, yes I enjoyed our date.

If anybody asks, my Harley is good for me.  
I don't need no shrink, I take Harley therapy.  
My Harley is just enough old school,  
It combines comfort and looks and convenience and cool.

Those of you who ride know what I'm trying to say.  
It feels so darn good, but it's so hard to convey.  
When I'm out on the road, the feeling's not one to hide  
I smile and I wave and share the joy of the ride.

So ride safe, and ride often and ride while you can  
Enjoy the great scenery that blankets this land.  
Twist the throttle, let 'em rumble, make them glisten and shine.  
I hope you're digging your Harley like I'm diggin' mine.

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*Life is not a journey to the grave with the intention of arriving safely in a pretty & well preserved body, BUT rather to SKID in BROADSIDE, completely used up, totally worn out, and SCREAMING "WOW---WHAT A RIDE"!!*

## 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 2007 membership.

## Diet Website

For those of you who have a slow connection to the internet (any dial-up connection), you may be in need of a No-Frills version of website "[NORTHSHOREHOG.COM](http://NORTHSHOREHOG.COM)". You may need a Sportster rather than an Ultra. At last we can offer you exactly what you have been waiting for. We are introducing our new Diet Website with no bells and whistles. Go to "[NORTHSHOREHOG.COM/LITE](http://NORTHSHOREHOG.COM/LITE)". This new site has all the same info as the regular website but without all the flashy features. Of course, our regular website will be there as well.

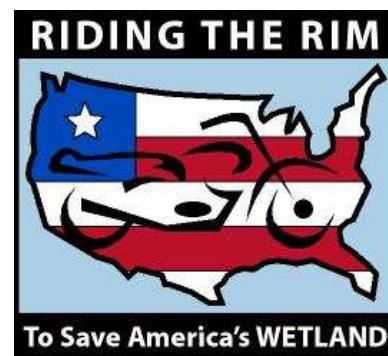
Be sure to occasionally visit the Chapter Website. There are many new events being planned and proposed for the new year. Be sure to check the Calendar and Events to keep abreast of what is happening and to help plan your schedule.

Dwight Bradbury

## 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.

 <p>AZALEA ESTATES</p>	<p>Linda Timberlake Executive Director</p>
<p>Assisted Living and Retirement Community</p>	<p>354 Robert Blvd. Slidell, LA 70458 985/641-2827 (ph) 985/645-0659 (fx) <a href="mailto:aeslidel@bellsouth.net">aeslidel@bellsouth.net</a> <a href="http://www.azaleaestates.com">www.azaleaestates.com</a></p>



**Get Involved and Support Wetlands and Coastal Restoration.**  
**[www.ridingtherim.com](http://www.ridingtherim.com)**  
**985-624-9640**

### HD Trivia From The Early Years: 1903 – 1910 Terry Forrette - Historian

In 1902 Bill Harley and Arthur Davidson were having troubles with their carburetor design. After several explosions in the kitchen at the Harley family residence, they enlisted the aid of a local Swede who was also interested in combustible engines. With his help Bill and Arthur came up with a carburetor design that was safe and efficient. His name was Ole Evinrude and he went on to develop the famous Evinrude outboard boat engine.

The logo on the first 1903 modes was hand painted by an aunt of the Harley bothers. “Aunt Janet” selected red letters, boarded by gold on a “piano black” background.

C.H. Lang, a Chicago bicycle dealer, became the first authorized Harley Davidson dealer in the country. He sold the 1903 and 1904 models at very good profit margin for approximately \$200.00. Some things ever change!

By 1906, the business was booming and a new factor was proposed at the now Juneau Ave. location. As the story goes, after framing the 28 x 80 foot building, the local railroad felt the building was too close to a purposed railway. With the help of several workers, the framed structure was moved one and one-half feet to a safer location.

At the first board meeting of the newly incorporated Harley Davidson Company in 1906, the primary shareholders, the 3 Davidson brothers and William Harvey, and appointed directors approved a sum of five dollars each as ample compensation for attending the meeting.

1910 saw the introduction of the now famous Bar & Shield logo. It was trademarked at the U.S. Patent Office the following year.

Have any interesting trivia that you would like to share? Contact me at [forrette@yahoo.com](mailto:forrette@yahoo.com).

#### **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



### Carl and Linda Hill's Anniversary Ride

Last June, Carl and Linda Hill celebrated their 25th anniversary with a group ride to Durango, Colorado. Carl, Linda, and Bobby and Deneb Warner trailered their scooters to Durango. Jerry Norman and his good friend, John (a Yamaha rider), rode to meet them from Illinois. Chris Engelbrock, from new Orleans, rode his two-wheeler to Durango for the meet.



They rented a house as a base, and took many rides to surrounding areas from there. Their rides included the route 280 loop up the Million-Dollar Highway, Silverton, Ouray, the back side of the San Juan Mountain Range (pictured on the face of COORS bear cans), as well as routes into Utah, and a photo-op at Four Corners (the point at which Colorado, New Mexico, Arizona, and Utah meet). Parts of Carl's photo album are shown below. Four Corners is on the left; the San Juan Mountain Range is in the background on the right.

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### IMPORTANT REMINDER!

**The Louisiana State Hog Rally will be in Houma this year on March 29 thru 31. Pre-Registration deadline is February 8. For more information log on to [www.lastatehogrally.com](http://www.lastatehogrally.com) or call 985-223-8733 for more information.**

Make check payable to: NorthShore Chapter. Mail to: NorthShore Chapter, c/o Rose Aucoin, 30145 Bran Rd., Lacombe, LA 70445.  
Full membership: \$15.00, Associate (rider): \$5.00. Additional information: (985) 882-9040.

CHAPTER MEMBERSHIP  
ENROLLMENT FORM AND RELEASE

CHAPTER NAME NORTHSHORE CHAPTER SLIDELL LA  
MEMBER NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
E-MAIL ADDRESS \_\_\_\_\_ BIRTHDAY \_\_\_\_\_  
PHONE NUMBER \_\_\_\_\_ MEMBER NAT'L H.O.G. NUMBER \_\_\_\_\_  
EXPIRATION DATE OF NATIONAL H.O.G. MEMBERSHIP \_\_\_\_\_

ENTER IN CHAPTER DATABASE? YES ☐ NO ☐

I have read the Annual Charter for H.O.G. Chapters and hereby agree to abide by it as a member of this dealer sponsored chapter.

I recognize that while this Chapter is chartered with H.O.G., it remains a separate, independent entity solely responsible for its actions.

- THIS IS A RELEASE, READ BEFORE SIGNING -

I agree that the Sponsoring Dealer, Harley Owners Group (H.O.G.), Harley-Davidson, Inc., Harley-Davidson Motor Company, my Chapter and their respective officers, directors, employees and agents (hereinafter, the "RELEASED PARTIES") shall not be liable or responsible for injury to me (including paralysis or death) or damage to my property occurring during any H.O.G. or H.O.G. chapter activities and resulting from acts or omissions occurring during the performance of the duties of the Released Parties, even where the damage or injury is caused by negligence (except willful neglect). I understand and agree that all H.O.G. members and their guests participate voluntarily and at their own risk in all H.O.G. activities and I assume all risks of injury and damage arising out of the conduct of such activities. I release and hold the "RELEASED PARTIES" harmless from any injury or loss to my person or property which may result from my participation in H.O.G. activities and EVENT(S). I UNDERSTAND THAT THIS MEANS THAT I AGREE NOT TO SUE THE "RELEASED PARTIES" FOR ANY INJURY OR RESULTING DAMAGE TO MYSELF OR MY PROPERTY ARISING FROM, OR IN CONNECTION WITH, THE PERFORMANCE OF THEIR CHAPTER DUTIES IN SPONSORING, PLANNING OR CONDUCTING SAID EVENT(S).

WAIVER OF RIGHTS UNDER STATE STATUTES

I further agree to waive all benefits flowing from any state statute which would negate or limit the scope of this Release and Indemnification Agreement including, but not limited to, Section 1542 of the California Civil Code which provides:

"A general release does not extend to the claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known to him must have materially affected his settlement with the debtor."

By signing this Release, I certify that I have read this Release and fully understand it and that I am not relying on any statements or representations made by the "RELEASED PARTIES".

MEMBER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

LOCAL DUES PAID \$ \_\_\_\_\_ DATE \_\_\_\_\_  
(Dues not to exceed maximum amount prescribed in, "Annual Charter for H.O.G. Chapters", as contained in the H.O.G. Chapter Handbook.)

RETURN THIS FORM TO YOUR CHAPTER

MEMREL.DOC (Rev. 11/04)

Referred By: \_\_\_\_\_

May we list your contact information in the Chapter Directory? Yes \_\_\_\_\_ No \_\_\_\_\_

Mike Bruno's Northshore HOG  
791 West I-10 Service Rd.  
Slidell, LA 70458