



Northshore HOG News

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VOLUME 15, ISSUE 03

MARCH 2015

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2015 NORTHSHORE HOG CHAPTER

CANCER BENEFIT RIDE FOR

ELVIS ATWOOD

NorthShore Harley Davidson Employee

22 March, 2015

10:30 - Depart Bruno's for Anita's
828 U.S. Hwy 90, Bay St. Louis, MS

See Page 5 For Details

2015 OFFICERS

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FROM YOUR DIRECTOR

Have you ever really thought about what it means to be a HOG? I mean more than just the fact that we all share a passion for riding? Let's face it, whether you're the one gripping the handlebars or the one sitting on the back of the bike, we all enjoy feeling the wind in our face as the scenery rolls by. But being a HOG is more than that, . . . much more. It means you're a member of a great group of people, an extended family that not only consists of other HOGS, and especially those that attend our monthly meetings, but that also includes the

dealership employees that keep our bikes looking good, running like new, and us riders safely and stylishly attired. With this in mind, I've asked Rick to schedule at least one Sunday ride every month so dealership employees can get to know each of us on a more personal vice professional level. But more importantly, so they will hopefully begin to feel like they belong to our Chapter and will want to take time to participate in more Chapter events, like our Annual Crawfish Boil, one of our quarterly overnight trips, or even our annual summer week long vacation ride.

Fostering this relationship relies on more than just getting dealership personnel to participate in Chapter events, it means getting Chapter members more involved in dealership events than ever before; and our efforts have already been noticed and appreciated. As you know, the dealership is now selling HOG merchandise, and the front desk employees are as excited as we are that the customers will be able to purchase HOG-branded items the same way they purchase Harley merchandise. Rather than having to pay for it in cash like they used to, customers will be able to purchase HOG items through the register using debit or credit cards, writing a check, or yes, even paying for them with cash. And rather than the dealership having to manually account for the merchandise, the computer system will maintain accountability and alert them when the stocks need to be replenished.

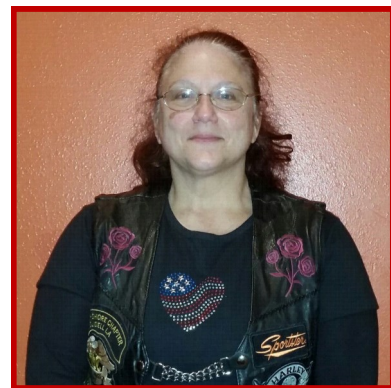
To even further our relationship with the dealership, as I announced during our February meeting the Dealership requested that we sell more than just water at dealership events. With this in mind, the Chapter will be purchasing a cotton candy machine and to rent and / or purchase a snowball machine so we can cotton candy and snowballs if the weather is warm enough at Bayou Thunder on 27-29 March 2015.

We will also be selling raffle tickets for the 2015 Dyna Wide Glide the dealership is raffling off for Children's Hospital.

(See page 3 for a copy of the raffle flyer.)

Remember, we need volunteers to staff our booth at Bayou Thunder. There will be a sign up sheet at our Chapter Meeting Saturday, 14 March 2015 to staff our booth during Bayou Thunder,, so please sign up if you have the time.

Anna



Anna Rinaldo

BUY YOUR *Ticket to Ride*



BUY YOUR
TICKET TO RIDE
FOR ONLY

\$20

Benefiting



FOUNDING MEMBER OF
LCMC
HEALTH



You could be riding this **2015 DYNA WIDE GLIDE FXDWG**,
courtesy of Mike Bruno's Northshore Harley Davidson

VALUE: \$16,749

UPCOMING EVENTS

- 07 Mar - Northshore HD Car Show**
All Day
- 14 Mar - 09:30 am - Membership Mtg & Ride**
10:45 am - Depart Bruno's For Chimes Restaurant
19130 W. Front Street, Covington, LA
- 21 Mar - 11:00 - 5:00 pm - LOH Ride**
11:00 Depart Bruno's For Tico's
320 W. North St., Pass Christian
- 27 - 29 Mar - Bayou Thunder**
Mike Bruno's Harley Davidson, Slidell, LA
- 04 Apr - 09:30 am - Membership Mtg & Ride**
10:45 am - Depart Bruno's For Shaggy's Restaurant
120 Hiern Ave, Pass Christian, MS
- 09 - 12 Apr - LA HOG Rally, Monroe, LA**
Departure Times To Be Announced
- 16 - 19 Apr - AL HOG Rally, Montgomery, AL**
Departure Times To Be Announced
- 02 May - 09:30 am - Membership Mtg & Ride**
10:45 am - Depart Bruno's For Taqueria La Noria
1931 Hwy 59, Mandeville, LA
- 17-17 May - TX State Rally, Tyler, TX**
Departure Times To be Announced
- 21-24 May - Talimena Rally, Arkansas, AR**
Departure Times To be Announced
- 06 Jun - 09:30 am - Membership Mtg & Ride**
11:00 Depart Bruno's For TBD
- 18-21 Jun - AR HOG Rally, Hot Springs, AR**
Departure Times To Be Announced
- 11 Jul - 09:30 am - Membership Mtg & Ride**
11:00 Depart Bruno's For Cascino's Italian Grill

March Birthdays

Judy Anderson	3/14
Charlotte Clifford	3/29
Derek Dabbs	3/13
Milford Monroe	3/26
Wanda St Romain	3/6

YOUR IDEAS COUNT

By Bill Anderson

During the week following our February meeting, Judy and I were at Mike Bruno's having our battery replaced. While there we met up with one of our fellow HOG members, Paul Williams. He asked if we had a ride planned for the weekend and we stated that this was the big Mardi Gras weekend and normally nothing was scheduled. Paul then stated that with Valentine's Day, we should have a Sweetheart Ride or something. Paul's recommendation was a good one. The weather was forecast to be beautiful so we put the gears in motion to organize a Sweetheart Ride. We sent out an E-mail and received positive feedback from Bob Saenz, Vickie Freeman, Dave Perez, Yvonne Couget, John and Amanda Ross, and Paul, Karen, and Steve Williams.

We all met at Mike Bruno's Saturday morning and rode to Pearl River and then up Hwy 41 to Bogalusa. We stopped by Ray and Laura Gregg's, who graciously opened their home for a quick stretch break, and when we got ready to leave Ray and Laura and Dwight and Britta Bradbury decided to join us.

We rode west on Hwy 10 out of Bogalusa to Franklinton and then south on Hwy 25 to Covington. At Covington we stopped for lunch at Chimes where Johnny and Sybil Pons joined us. Following a great lunch and conversation we saddled up and headed to Abita Springs, around the traffic circle, and down Hwy 36. When we reached Hwy 434 we turned right and headed to Lacombe where we picked up Hwy 190 back to Slidell. Once in Slidell we stopped at the new Dairy Queen on Gause for the perfect topping to a wonderful day. Overall, it was a perfect day for a perfect ride with great friends, and a chance to make new friends.

The point is that all rides do not have to be HOG sanctioned rides. If you have an idea for a ride, or know of an upcoming event, let the Chapter know so the word can be put out. You might be surprised to see how much company you may have!

After all, the primary purpose of HOG membership is to get out and RIDE that motorcycle with friends – SAFELY, and have fun! There are lots of roads out there – less traveled, so saddle up and let's RIDE!

Steel Pony



BENEFIT RIDE FOR 'ELVIS' RICHARD ATWOOD



Blue Suede Shoes



PLEASE JOIN US ON SUNDAY MARCH 22, 2015
TO HELP ELVIS WITH HIS FIGHT AGAINST CANCER



Anita's - 828 U.S. 90, Bay St. Louis, MS
Lunch available at 12, Ride at 1 - \$10 Per Rider
Plate Lunch \$6, Music by Renegade, Prizes
Bike Blessings

FEBRUARY MEETING MINUTES

Date: February 7, 2015

Location: Mike Bruno's Northshore Harley-Davidson Dealership, Slidell, LA

The following officer's were In attendance::

POSITION	NAME	STATUS
Director:	Anna Rinaldo	Present
Asst. Director:	John Clifford	Absent
Secretary:	Carol Dussel	Present
Treasurer:	Ray Gregg	Present
Membership Officer:	Frank Lay	Present
Activities Officer:	Richard Dillon	Present
Ladies of Harley:	Sonja Fox	Present
Editor:	Richard Dillon	Present
Web Master:	Karl Fox	Present
Photographer:	Karl Fox	Present
Chaplain:	Russ Davis	Present
Historian:	Dwight Bradbury	Absent
Safety Officer:	Russ Davis	Present
Head Road Captain:	Simon Gonzales	Present
Head Road Captain:	Simon Gonzales	Present

Meeting called to order: 9:48 am

Pledge of allegiance: Richard Dillon

Invocation: Russ Davis

Secretary's Report: Anna called for a motion to approve the January minutes as published in the February Newsletter. Richard Dillon seconded the motion and the Minutes were approved by the membership.

Dealership Chapter Liaison: Lisa Marie said she was thankful for how our Chapter is growing. She explained the dealership was holding a Brother-of-Bikers event today to raise money for dealership personnel injured in a recent accident; that the annual Car show will be held on 21 Feb; and that Bayou Thunder is scheduled to be held on March 27 - 29. She added that a 2015 Dyna Wide Glide will be raffled off with the proceeds going to Children's Hospital. She explained the tickets are \$20 and that only 1,500 tickets will be sold. She ended by advising the Dealership still has plenty of 2014 Harleys left to sell.

Treasurer's Report: Ray advised that last month we collected over \$500 in membership renewals and approximately \$75 from the sale of HOG merchandise. He also explained he paid past State and Federal income taxes resulting in a current balance of \$6,164.41.

Ray also spoke about the Talimena Rally to be held in Texarkana, Arkansas May 21 – 24 to raise funds for St. Jude Hospital. Bob Saenz mentioned he is planning to attend and will be buying tools, fishing lures, and various other items to be raffled during the rally to help raise funds for St. Jude. He encouraged others to participate in any way they could, and offered to help transport items to the rally. Bill Anderson added the funds are taken to St. Jude Hospital about three weeks after the rally and that last year he and other members from the chapter attended the ceremony and that the experience was awesome.

Activities Officer's / Editor's Report: Richard explained our ride will be to Trapani's in Bay St. Louis after the meeting and explained the route we'd be taking. He said Karl will lead the ride and that he will sweep. He said next month we'll be riding to Chimes in Covington for lunch. Next he told the Chapter our annual Crawfish Boil will be held at Buccaneer State Park in Waveland, MS on 31 May and asked for volunteers to assist. He also said that Karl Fox is heading the Christmas Party Planning Committee and that anyone willing to help should contact him. Richard concluded by reminding everyone that information for the newsletter should be sent to him before the 15th of each month.

Safety Officer's Report: Russ explained "Target Fixation". He explained that if you look where you want to go that your bike will follow. He gave an example of riding around a curve and explained that if you look straight ahead that you'll ride off the side of the road, but that if you look where you want to go that your bike will follow.

Ladies of Harley Report: Sonia Fox explained the LOH ride has been changed from the 21st to the 28th so as not to conflict with the annual Dealership Car Show on the 21st.

Membership Officer's Report: Frank asked us to reach out to missing members and to remind them of future meetings. He acknowledged February birthdays and mentioned how unusual it is to have multiple birthdays on the same date.

Continued on Page 8. See "FEB MTG MINUTES (Cont)"



Crawfish Boil & Cookoff!

APRIL 11TH



Crawfish served beginning at noon.

Get em while they last.

Show off your Best Crawfish dish!


Winner wins \$500!




Take a Party Pic with *Miss Bayou Thunder* Bike Fest 2015!



791 West I-10 Service Road • Slidell, LA 70458
www.NorthshoreHarley.com • (985) 288-2443

 facebook.com/NorthshoreHarley

 twitter.com/NorthshoreHD

There's Always Something Going On At Mike Bruno's Northshore Harley-Davidson®!

FEB MTG MINUTES (CONT)

He went on to mention that this month we have three people with the same birthday and two other members with the same birthday.

Photographer's / Web Master's Report: Karl asked everyone to meet outside after the meeting for the 2015 Chapter Group photo to be taken. He also asked all the new members to congregate outside so their individual photographs can be taken for the newsletter.

Director's Report: Anna advised the Chapter that during discussions with Marc, Dealership Manager, about the upcoming Car Show that he expressed an interest in the Chapter selling more than just water at Dealership events. She explained the Chapter is looking to acquire a cotton candy machine for the upcoming Car Show and are also looking into renting a snowball machine for Bayou Thunder if the weather is warm enough to sell snowballs. She also said Marc would like us to help sell raffle tickets for the 2015 Dyna Wide Glide during the Car Show and Bayou Thunder. She added that a sign-up sheet was posted on the front table, and that five volunteers were needed to staff the Chapter booth at the upcoming car show. Anna concluded by asking new members to introduce themselves and to share the type of bike they ride.

50/50: Winner of 50/50 drawing was Wayne Garitty who received \$56.00

Meeting Adjourned: 10:30 am.

MURPHY'S MOTORCYCLE LAWS

1. A motorcycle cannot / will not fall over without an audience.
2. The fact your keys are still in your pants pocket will become apparent after you put your gloves on.
3. Motorcycles are to yellow bugs what aircrafts carriers once were to Kamikaze pilots.
4. Quick fixes are named for how long they stay fixed.
5. The only part you really need will also be the only part on permanent backorder.
6. Nothing is harder to start than a used motorcycle being shown to a prospective buyer.
7. You will never suffer a punctured tire on the road until you leave the repair kit at home
8. "Universal" accessories are so named because that is where you must search to find the bike they fit.

Be Smart & Ride Safe.

Anna

****IMPORTANT NEWS****

SAFETY PROCUDURES

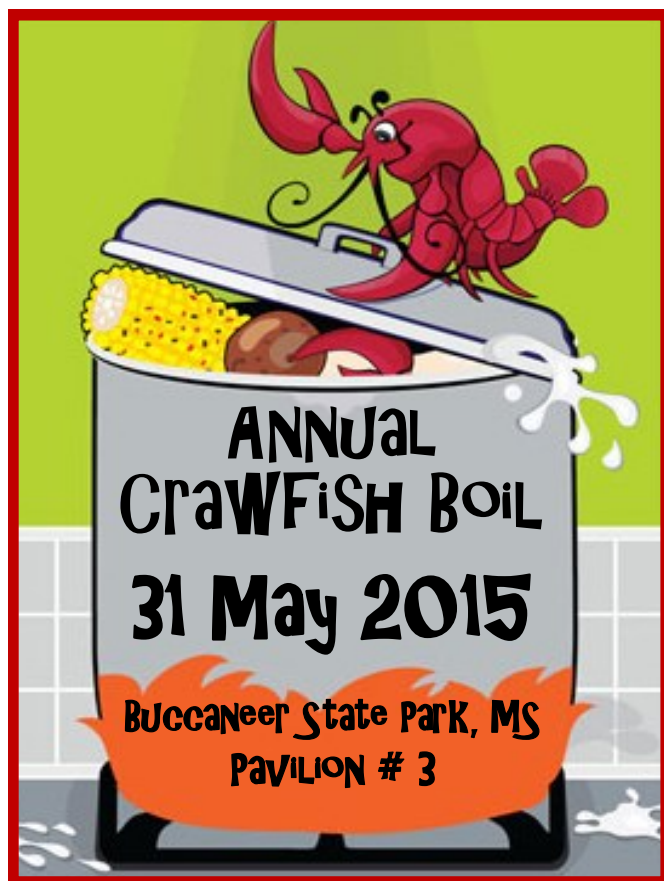
1. Beginning with our March meeting, all **Ride Leads & Sweeps** will be wearing **ORANGE REFLECTIVE SAFETY VESTS** to:

- ⇒ Enable **ALL** riders to more easily **SEE** who their **LEAD** and **SWEEP** is.
- ⇒ But more importantly, to enable **EVERYONE** on the road to **SEE OUR GROUP**.

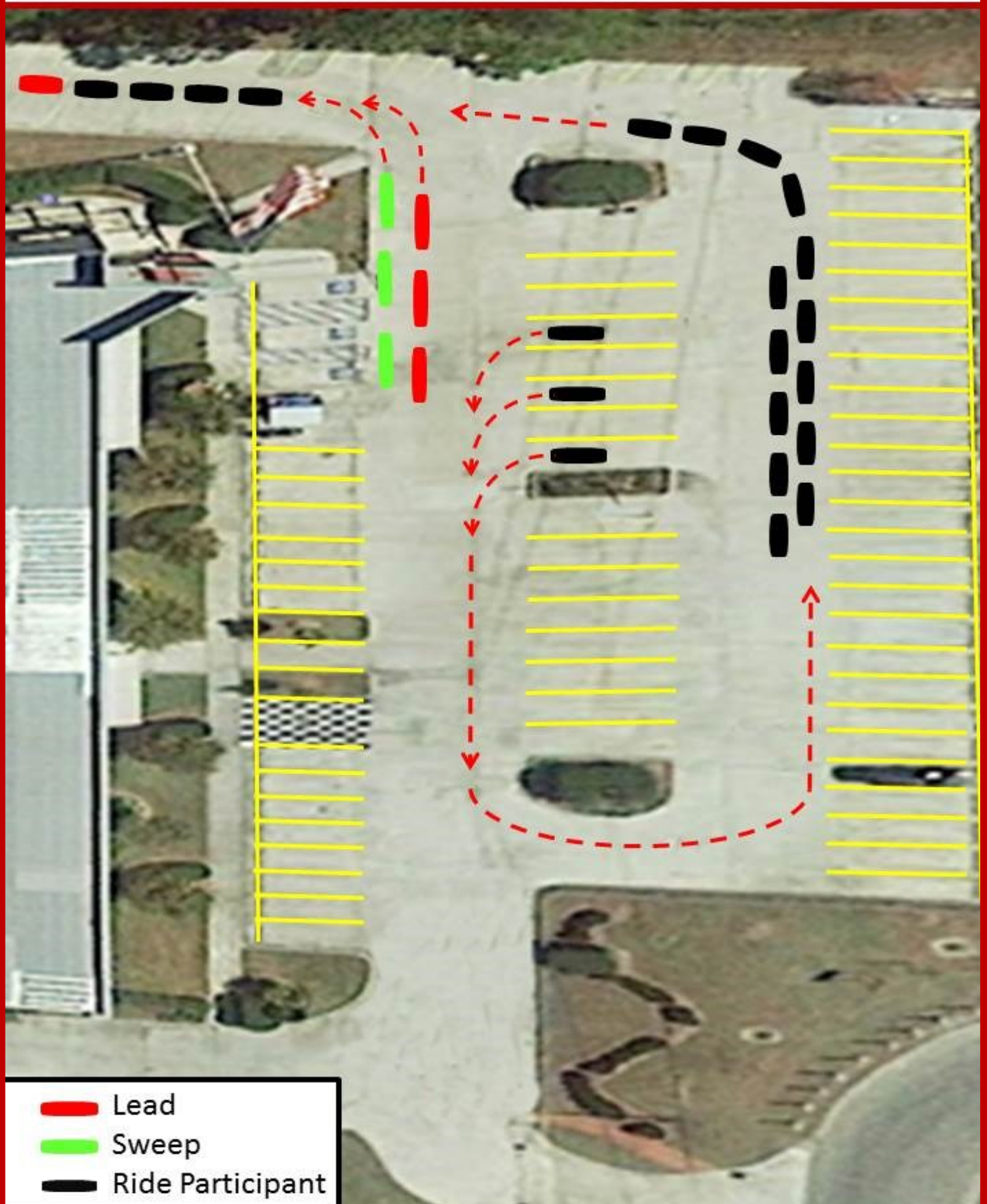
Until we are able to purchase vests of our own for the Chapter, "Mike Bruno" has garishly agreed to let us borrow vests from the dealership.

2. To enable us to depart the dealership with minimal delay and disruption to dealership patrons, prior to departing the parking lot:

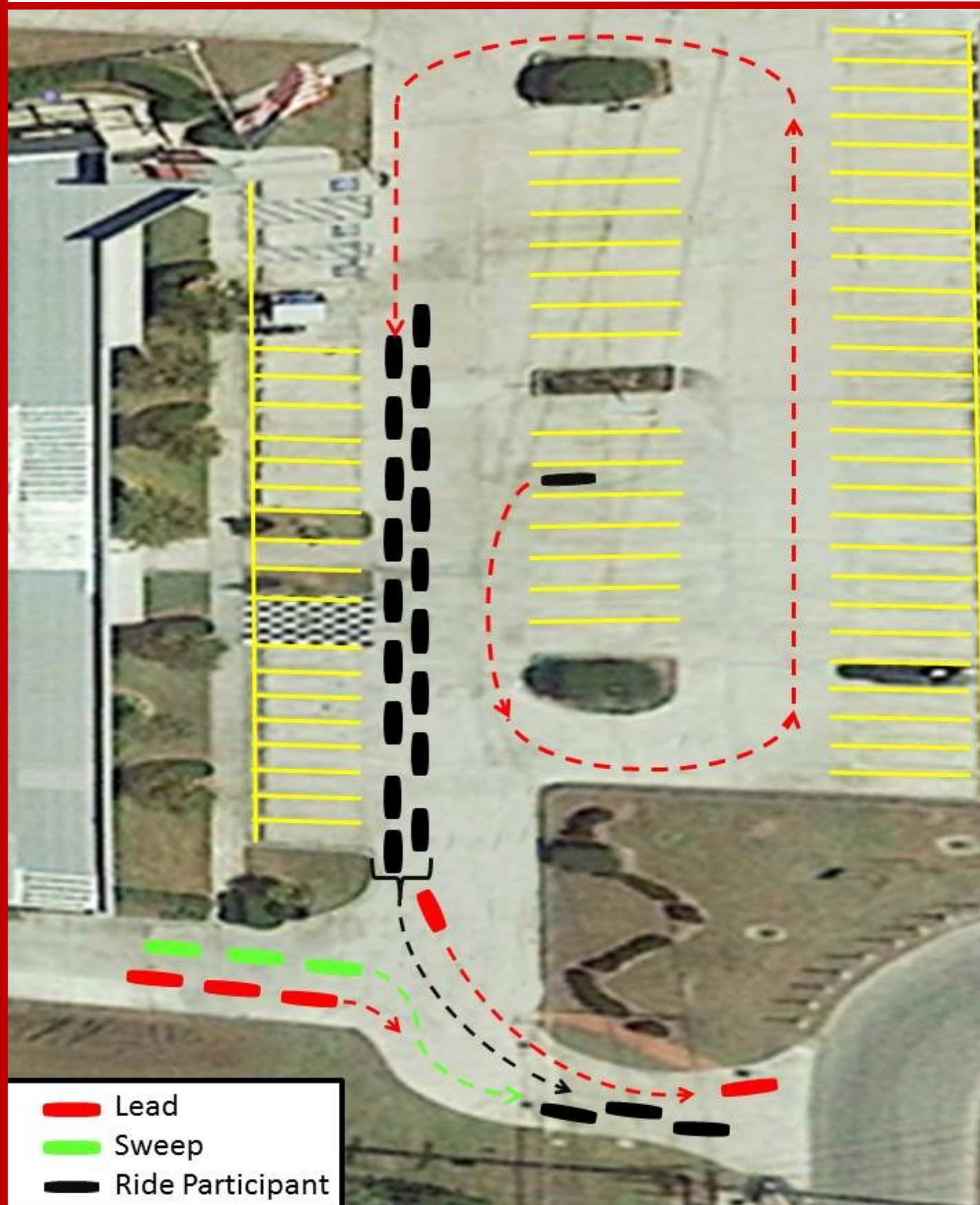
- ⇒ **EVERY BIKE MUST BE LINED UP**
- ⇒ A **DEMONSTRATION** will be presented after the meeting - just prior to the ride - to ensure everyone understands how to safely line up for the ride.



HOW TO LINE UP FOR A RIDE



REAR GATE LINE UP & DEPARTURE



NEW MEMBERS



Steve Autherment

NEW MEMBERS (CONT)



Robert Arnold



Cliff Hughes



Bruce Isbell



Kyle Farley



Vickie Freeman

FEBRUARY LUNCH RIDE TO TRAPANI'S



TALIMENA RALLY APPLICATION

COMPLETE FOLLOWING REGISTRATION FORM
AND MAIL TO

Neil and Janice Jones
PO Box 739 Hooks, TX 75561

Name: _____

Address: _____

Phone #: _____

Email: _____

Circle T-Shirt Size: S M L XL 2XL 3XL

Name: _____

Circle T-Shirt Size: S M L XL 2XL 3XL

To order EXTRA T-SHIRTS indicate quantity you wish to purchase below. Small thru XL \$15, and 2XL thru 3XL \$18.

SM	MD	LG	XL	2XL	3XL

Total # T-Shirts _____ x \$15 = _____

Total # T-Shirts _____ x \$18 = _____

Total # Participants: _____ x \$60 Early registration

After May 1st _____ x \$70 does not include T-Shirt

Friday Night Only \$20 each: _____ x \$20

Saturday Night Only \$20 each: _____ x \$20

Total Amount Enclosed \$ _____

Make check made payable to Neil Jones.

After May 1st registration is \$70 per person and does not include Rally T-Shirt.

Sponsors reserve the right, at their sole discretion, to accept any application or to refuse to allow participation in any activity due to safety concerns. **NO REFUNDS**

Agreed: _____



Neil and Janice Jones

Event Coordinators / Founders
PO Box 739
Hooks, TX 75561

Sponsored by:



Tyson Foods, Inc.



Serenity
HOSPICE CARE

Join our group on Facebook:
Talimena Rally "Cruisin for St Jude"

Or our website:

<http://yanmerhammer09.wix.com/cruisin-for-st-jude>



**CRUISIN FOR
ST. JUDE**

MAY 21st - 24th 2015

Benefitting St Jude
Children's Research
Hospital



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BAYOU THUNDER MUSIC LINEUP

FRIDAY, 3/27

FULL CIRCLE 4PM-7PM

SATURDAY, 3/28

**THE TRICKS BAND 12PM-3PM
BAND CAMP 4PM-7PM**

SUNDAY, 3/29

**CYPRESS ROCKS 12PM-3PM
CHEE WEEZ 4PM-7PM**

BLESSING OF THE BIKES



Saturday, 18 April, 2015
Magnolia Truck Plaza,
DENHAM SPRINGS, LA
(More to Follow)