

**Classic Cycle Shop News**

By: Christine Schad

Hey, it's officially spring, although right now it sure doesn't feel like it! Like everyone else, we can't wait to see snow gone, salt washed off the roads, green grass, warm weather and riding season! I know our biker friends feel the same way we do, and it's been so awesome to see our friends and customers already come riding into our driveway everyday again. The shop has been getting a steady stream of bikes coming in daily for weeks now, and you can tell folks are looking forward to a good riding season, we've been seeing lots of wheels being brought in and new tires being put on daily! I'll tell you, there's something about the sound of a Harley engine in March that makes my heart smile extra big. It's the promise of new adventures yet to come, is how I guess I like to look at it!

By the way, we're proud to announce that the 2010 Classic Cycle Mileage Contest Winner and Official Top Road Dog was Ron "Sober" Martzahl from Larsen/Winneconne area. This past riding season Sober logged an impressive 27,823 miles in the 200 days we run the contest each year. His lovely bride Kathy rode with him for the vast majority of those miles too. Last year he actually registered his brand new 2010 Ultra Limited with a 5,320 odometer initial reading, then he traded in the bike once he hit 22,950 miles for another brand new 2010 Ultra on September 1st and finished the riding season on the 2nd new bike! While most of the miles they logged kept he and Kathy in Wisconsin, they did take two trips out west during the season last year, and even crossed into Canada at one point, although they told us a great story about being so irritated about having to pay \$6 to cross into Canada that they almost decided to blow off Canada and turn back! Sober and Kathy also told us they had a couple of close calls during the season, once a tail gate actually fell off an old Ford truck and landed spinning in the road right in front of them. Thankfully, they were able to go around and avoid hitting it. That's a story that sends shivers up any biker's back. But another time a heron flying overhead perfectly timed it and took an enormous crap dead center on their windshield, a gigantic explosion that completely obliterated their entire view thru the windshield. Apparently this heron must have been holding back for a loooooong time because they couldn't believe how much they got hit with. While that one was a great story that was easy to laugh at when we heard it, I felt bad about laughing later once I thought about it, because you know darn well that at the moment it happened, it wasn't too humorous and actually could have ended in a bad wreck also. Sorry, guys. Sober's certainly no stranger to keeping his face in the wind; he averages 20,000 miles a year, and actually has hit 33,000 miles in a riding season more than once! (Makes me smile, because just recently I visited with a guy at the shop that was arrogantly bragging about the 4,000 miles he put on last year. He was copping a major snotty attitude about it, too! If only that guy knew about people we know like Sober, or our friend and 2009 Mileage Champion Dave Zien.) Sober's been riding for over 40 years, and has made many friends and good memories over the years. I guarantee you, if you don't already know Sober, it's a very safe bet you've seen him at many motorcycle events and functions throughout the years, and just so you know, Sober and Kathy is one of the nicest couples you'll ever meet, make sure you congratulate him on taking top honors in the mileage contest when you see him next!



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**From the ABATE of Wisconsin PR Guy**

ABATE of Wisconsin has come a long way since it was originally organized to fight the helmet law in 1974. Although fighting for our personal freedoms and chosen lifestyle remain our number one priority, we have diversified over the years to tackle a myriad of problems that confront us and have worked very hard to become Wisconsin's motorcycle issue experts. ABATE of Wisconsin; Legislation-Education-Safety. What is the importance of those words? Most everything accomplished by ABATE of WI falls into one of those three categories. They are what give credibility to our organization. This month, as we gear up for Motorcycle Awareness Month next month, we have the opportunity to promote all three.

We regret that we had to reschedule our lobby day until the fall session this year due to ongoing union protests at the Capitol. Our membership is very divided over this issue and although we encourage our members to be politically active, our organization does not have a position on this issue as it is not motorcycle specific and that is our only business. We will have a legislative team at the Capitol in April to discuss some budget issues with our legislators and to push for a fix on the right of way violation law that we supported and helped to pass in 2006. That bill is now AB55 and you should encourage your legislators to support it. For more info on that bill and other legislative issues concerning motorcyclists please visit our website at [www.abatewis.org](http://www.abatewis.org).

Years ago, May was declared Motorcycle Awareness Month in Wisconsin. Each spring we mount a campaign to let the driving- public know some 400,000 plus motorcycles will soon be joining them on the road and to BE AWARE, MOTORCYCLES ARE EVERYWHERE. Our personal safety and the safety of our brothers and sisters who ride should be considered top priority as the riding season begins. ABATE of Wisconsin Inc has become a reliable expert on motorcycle issues and safety concerns and I feel it is our responsibility to help inform the public. This year we have a lot to offer to promote awareness. Some things are new; some have been around a while. But, all will help educate the public and keep us safe during the riding season.

Our newest addition to our awareness campaign is motorcycle awareness yard signs. For the third year in a row fifteen yard signs were given to each region during officer training with the opportunity for each region to purchase more as the need arises. Many regions purchased more already. The signs are less than ten dollars a piece when available at ABATE events throughout the state. These, along with many of the other things we offer for awareness, do not necessarily have to be taken down after May. But you should be aware that many communities have sign ordinances and you may be asked to take them down after a while. Please put these and all signs up on private property with the owner's permission so they don't disappear and we can use them for years to come.

Thousands of awareness bumper stickers were handed out at ABATE officers training again this year. They give members the perfect opportunity to not only promote awareness, but also give ABATE a boost all year long. If you need one for your chosen mode of transportation contact the region rep in your area or visit an ABATE booth at an event near you.

May is motorcycle awareness month but that doesn't mean we don't have a need to show we're out there long before that. With that in mind, many regions are scheduling motorcycle awareness rallies in April to get a head start on safety. These events are open to everyone and like many things we do, have a dual purpose. They promote awareness effectively and promote brotherhood. I've stood with my wife and children at several rallies different regions have hosted the last few years and this year I'll try to pull my in-laws off the couch to attend with me also. The question shouldn't be if you'll attend one, it will be who you'll choose to bring along. Check the region reports at [www.abatewis.org](http://www.abatewis.org) to find an awareness rally near you.

Don't forget the other tools ABATE of WI uses to help our chances for a safer riding season. Our Share the Road program continues to grow with over 12,000 students taught last year and we have instructors available statewide. ABATE Safe Rider program along with area technical schools are offering beginner riding instruction and ABATE once again will be offering Experienced Rider classes to ABATE members free of charge, be sure to sign up for the one that applies to you. Finally, please take the time to become trained in motorcycle accident first aid and motorcycle accident scene management through Accident Scene Management Inc: they will once again be holding classes throughout the State this year. For class schedules call (877) 411-8551 or go to their website at [www.accidentscene.org](http://www.accidentscene.org).

You'll often hear me say that ABATE of Wisconsin is in the freedom business. While there are many freedoms that I personally choose to fight for, the freedoms I am referring to with regards to ABATE are motorcycling freedoms. Freedoms to wear what we choose, ride on roads that are safe for all unencumbered by rules that don't apply to all citizens. We fight for freedom to travel without government interference and some Wisconsin congressmen are leading the way with a bill to do just that. ABATE of WI is definitely in the freedom business. But as the spring rains fall and the summer sun begins to warm our bones, riding season begins. And for that period of time, I'd like to say ABATE is in the awareness business. See you on the road. Until next month... Ride Free

It doesn't matter what you ride... what matters is that you have the right to ride.  
Join and Support ABATE of Wisconsin: Protecting your Right to Ride since 1974.

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 [\*Two people at same address—only one copy of our newsletter.]  
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