

Bill Cameron Ride Was Chilly But "Cool"

By John Gunnell

Each fall Keith Cameron, of Waupaca, Wis., organizes a ride to memorialize his brother Bill Cameron. The 2011 ride took place on, Oct. 1. Bill was a well-known and liked rider who would have enjoyed traveling the well-organized route alongside his younger sibling.

Oct. 1 was a chilly Saturday, but the ride was cool in a good way, too. Keith led the pack with his custom Triumph chopper and the other bikes ranged from a restored 1946 Indian Chief to a practically new three-cylinder Triumph Rocket III. The route took all day and covered a variety of towns and roads.

"It's always fun for us!" said Keith's friend Mardana Lawrence.

"We don't care if the weather is good or bad because we go for Bill and we miss him so much!! A lot of the people come every year and were his friends. Some have sold their bikes, but we don't care. They can come in a car if they want to."

The ride made its first stop at Phil's Still in Royalton, before heading out to Willie Beamons in Neenah, where the participants were treated like royalty with good food and their own back room area. "Next year will be the 10th anniversary of Bill's death and we are taking the ride back to Willie Beamons again," said Mardana.

"We'll ride there and buy a pig and the owner will have some bands to play music and we'll have a big party and just ride back home."

According to Mardana, Keith and Bill Cameron were leaving Kastle Kampground when Bill died. At that time, the man who owns Willie Beamons owned Kastle Kampground. He's backed the annual ride since it started.

After leaving Neenah, the 50 or so bikes headed towards Fremont, then turned off to the west, following the river road for awhile. After gassing up in the Tustin area, they headed to Thirsty Waters on Lake Poygan. On the return leg towards Waupaca there was some spirited riding to The Place, in King, which had been planned as the final destination. A few riders dropped out and headed home or went to dinner elsewhere. Keith and Mardana were last to leave, For information about the 2012 ride contact Cameron's Service and Repair, 334 North St., Waupaca WI, 54981 or visit www.cameronscycle.com



Keith Cameron (on right) wore Bill's colors..



The restored '46 Indian chief did the complete ride..



The first stop was Phil's Still in Tustin.



Thirsty Waters in Lake Poygan was an inbound stop.

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2012 an Epic Year for Events and Sponsorships

This year has been phenomenal as far as biker events go. Our firm has been attending as many events as possible, here in Wisconsin and Illinois. We sponsor bike nights at Quaker Steak and Lube in Middleton and New Berlin, Wisconsin. In conjunction with that, we sponsor cab service courtesy of Union Cab in Madison, for anyone needing a little help getting home after partying too much. That service was also provided for the big Thunder Run at Capitol City Harley-Davidson. We sponsor Charlie Brechtel at the Buffalo Chip during Sturgis Bike Week and we support the Sturgis Motorcycle Museum as well. Coming up at the end of the month is the Milwaukee Rally, and we're a sponsor of that great event as well. We hope to see some of you at Sturgis and the Milwaukee Rally this year. We'll be up at the ABATE State Meeting in October, once again the sponsor of the breakfast for this event. This is just a small sampling of some of the things we're involved with in the biker community. You'll see us at many upcoming events promoting our Watch for Motorcycles awareness campaign because our mission is to reduce accidents and fatalities. It may seem strange to hear that from a personal injury law firm, but we are committed to reducing automobile and motorcycle crashes. We've spent tens of thousands of dollars toward that end on awareness campaigns alone. Please join us in this mission by requesting Watch for Motorcycles stickers for your four wheel vehicles and urge your family and friends to help save lives too.

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