

From Dave to You...

May 19, 2010

Dear Fellow Wisconsin HOG Member

"Call to action with power & passion"

Our beloved Harley-Davidson Motor Company needs each of us, and especially all of us together to help them now. May you accept this challenge with courage & charisma.

Harley-Davidson has financial woes. They are considering moving all their operations, except the Museum, out of Wisconsin.

Unlike GM, Ford, & Chrysler- we are an extremely loyal & powerful customer base. Never did any of the companies go to their customers for support. We- Harley-Davidson are extra special. Consider:

1. No one can explain the mystique & heritage of Harley-Davidson - we just live it.
2. Harley-Davidson is the only product in the world tattooed on our bodies.
3. Harley-Davidson is the only product commanding such a strong allegiance from all walks of life, race, religion, & economic status.
4. Certain polls reflect 92% of Americans envy the Biker Lifestyle.
5. Harley-Davidson people are the most generous: MDA, UCP, Sugar Diabetes, etc...
6. A Harley-Davidson motorcycle is the most popular raffle prize.
7. Wisconsin is home to 157 stone monuments, flags & poles dedicated to Bikers at Major Patriotic Displays.

Here's what you can do:

- 1) Purchase Harley-Davidson stocks & use as gifts, presents, rewards & prizes.
- 2) Encourage others to buy Harley-Davidson merchandise & motorcycles.
- 3) Give Harley-Davidson rides to everyone you can. Share the mystique & heritage of Harley-Davidson.
- 4) Review WOLFONTHEMOON.COM to see samples of the music & movies showing the positive image and impact of bikers. Ride to Live/ Live to Ride should be released on DVD June 2010.

Legends will be filmed in Wisconsin as soon as July 21-25, 2010. Soundtracks: Yesterday 1903, Ride to Live & Road Dreams ought to be offered at every Harley-Davidson Dealership.

5) Salute with prayer all military, cops, firefighters, & EMS. The next life they save may be one of your loved ones or you.

6) Inform the public & other bikers that lots of us have been trained in Accident Scene Management (ASMI) & carry first aid kits. At traffic jams, natural disasters, & terrorist attacks, bikers can penetrate traffic in the ditches, medians, & between lanes to deliver needed medical care.

7) Say God Bless you to road-ragers, cell-phoners, & inattentive drivers. (Those seeming to deserve least need prayer most.)

8) Write congratulatory letters to Harley-Davidson dealers & others who help us to share out lifestyle. Get courtesy copies to their local newspapers, radio, & TV.

9) Question all State Senators & Representatives about the Combined Reporting passage which punished Harley-Davidson over \$22 million. Other companies moving or considering moving out of state are: Fiscars, Kohls, Briggs & Stratton, Mercury Marine, & Miller Coors. Insist & get written commitments that the candidates if elected, will consider repealing Combined Reporting Legislation.

10) Spread the word, more than ever before about the Pride and Prestige of Harley-Davidson. Share the vision everywhere you go, with everyone you meet.

After all, "Everything that happens- affects Harley-Davidson & Harley-Davidson affects everything that happens"

Thank you for being the grassroots effort to determine destiny. Surely you will have other ideas to implement as needed. Feel free to call me at home with concerns- (715)874-6450. Time permitting I'll be proud to attend HOG meetings.

May you have Hunger in the Heart

Fire in the Belly &

Souls absolutely on Fire

Ride to Live

Live to Ride

God Bless You

Former Senator Dave Zien

Million Mile Motorcycle Man

P.S. Thanks to Harley-Davidson of Wausau for helping me out on the road- Changing the oil & fluids on my bike and typing this letter.

Doug- Owner

Brad, LA, & Tina



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