



STEVE'S SERVICE CENTER
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The Amsterdam is always trying to make the guest get the best value from the club in adult entertainment. The ladies have the best attitudes and are some of the most beautiful in the state.
Alan Thomson-Moline, IL

The Amsterdam is always looking to hire the best and most beautiful adult entertainers. The goal of the Amsterdam is to satisfy customers with the best in the adult entertainment in the Quad Cities.
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The Good, The Bad and the Celebrities

(February 2006 Archive)

Mitch Bergeron, Roger Bourget, Mike Brown, Chica, Jerry Covington, Scotty Cox, Detroit Brothers, Rick Fairless, Ron Finch, Cole Foster, Eric Gorges, Matt Hotch, Kendall Johnson, Shinya Kimura, Indian Larry, Billy Lane, Joe Martin, Russ Mitchell, Mondo, Arlen Ness, Cory Ness, Dave Perewitz, Mike Pugliese, Jesse Rooke, Roland Sands, the Teutuls, Eddie Trotta, Warren Vesely, Paul Yaffe, Hank Young.

There was a time when you threw out any of these names to an acquaintance you were likely to receive a blank stare in response. Now I bet you could throw these names out to any given person on the street and they would recognize at least some of them as being bike builders.

I wasn't around when the first motorcycle mechanics started "chopping" stock bikes so I can't pretend to know what that sub-culture was all about, but I was around when the Discovery channel broadcast only nature and occasionally travel shows. There were no custom choppers in my brother's HotWheels collection, there were no OCC tee-shirts available at Wal Mart and there certainly weren't "Celebrity Bike Builders".

Now there are a slew of them. Orange County Choppers led the way with their American Chopper series and created a show that was so wildly popular that it not only changed their lives, but also completely altered the format of an entire cable network. It is estimated an average of 3-4 million tune in to each new episode. The Discovery channel followed up with another hit show that pitted builders against one another and documented the build and the competition, Biker Build Off. A short step sideways brought us Monster Garage, Monster House and American Hot Rod. There is American Biker and just a quick Internet search enlightened me to hundreds of cable access and local broadcast motorcycle shows.

The irony to this vivid popularity of motorcycle themed broadcasts is the division in the industry that it has created. While Kendall Johnson can often be seen on stage with Billy Lane and Keno and Paul Cox have easily followed in Indian Larry's footsteps; I don't know a single builder, small time or in the media who have much good to say about Paul Sr. and Jr. Teutul's success. I am sure that you can chalk some of this attitude up to "sour grapes" as the Teutuls have clearly transcended the motorcycle's world and moved into the "mega star" category; but the consensus does exist that what they build is pure Hollywood crap and none of these builders would be caught dead rubbing elbows with the Teutuls.

My opinion falls somewhere in the middle of the "Love 'em or hate 'em" scale. What I will state is that the Teutuls' fame on "American Choppers" was one hell of a lucky break. Get this; the Teutuls weren't even supposed to be on "American Chopper." They were not The Discovery Channel's first choice. But in the spring of 2002, two days before a network camera crew was set to start filming a one-hour pilot with some choppers-building bunch in New Hampshire, the two guys in charge of the project changed their minds and went with their guts.

"It was 11th-hour," says Discovery's Sean Gallagher, who was the show's original executive producer. Craig Piligan, who'd been a producer on "Survivor" before being commissioned by Gallagher to help locate the right characters for "American Chopper," called the Teutuls from Los Angeles on a Wednesday. A camera crew was up here that Friday. When the first rough, unedited tapes got back to L.A., Piligan and Gallagher watched the footage and just kind of looked at each other, they say now.

Those boys were in the right place at the right time and happened upon a far-sighted producer who thought he just may have a hit on his hands. In their defense, the Teutuls' are phenomenal marketers. Right from the beginning they abandoned the idea that the bikes that they were building were the centerpiece of the show and moved right into throwing tools, having blow out fights that would have had me quitting on a daily basis, teasing the retarded little brother, going to wild events and doing wild things. This was a brilliant move because the average American viewer who consumes this stuff only wants motorcycles to be a peripheral subject to what is a ground breaking reality show.

Their marketing continued with licensing agreements that cover everything from die-cast toys, lunch boxes, clothing and even their own fragrance! (Lord help the man who wants to smell like and East-Coast bike builder.) The Choppers now have an Activision video game and a coffee-table book. You may not think they build a good bike, but damn, they know how to market themselves. Figures from 2004 indicate that the Choppers have grossed approximately \$40 million, and total revenue, since all this started, is approaching \$100 million.

The Teutuls have built custom bikes for Jay Leno, Will Smith and Lance Armstrong and they have lead the way in what is a new marketing wave of "Commercial Choppers" for companies such as Gillette and even NASA.

Two-and-a-half years ago, OCC Inc., had three employees. Now? Almost 60. The company has a 2,000-square-foot seasonal store at Woodbury Common, and the 8,000-square-foot theme-park-ish store in the Town of Montgomery, too, but they're really moving merchandise through the recently opened distribution center down at the headquarters, where 16 workers send out an average of 450 Web orders a day: T-shirts, sweatshirts, trucker hats, baseball caps, knife sets, beer glasses, bobblehead dolls and baby-girl T's, diecast matchbox bikes and tins of popcorn with puzzles on top.

This shows you what the consumption of the average American viewer can do for a bike builder. Will it ever happen to anyone else? I highly doubt it. The Teutuls are recognized by the main stream American citizen. I recall when Indian Larry died, I emailed nearly everyone on my email list mourning the untimely death of my friend. Most of you knew exactly who I was talking about, but I was surprised by the number of my friends and acquaintances who were not from my "motorcycle world"



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