



## THE INDEPENDENT SHOP ASSOCIATION



WISCONSIN'S BEST INDEPENDENT MOTORCYCLE SHOPS! CHECK OUT THE SHOPS AT: [www.ISAinfo.com](http://www.ISAinfo.com)

**HAVE YOU EVER WONDERED WHAT THE ISA IS?**  
 The Independent Shop Association is a program designed and run by Stan Alt.

After selling out of the aftermarket motorcycle business in 1996, I thought I would like to do something for the other aftermarket shops to help their business improve. I didn't want another one of those programs designed by some attorney that gave away stickers with their name on it and nothing else. I also wanted the customers of those shops to have something tangible as well. The ISA has three major parts, the shop, the customer and the money partner.

The shop gets a lot of advertising for free. Ads in newsletters and magazines, the Internet and through ISA booths at most of the major Wisconsin swap meets and motorcycle events. They often get donations for door prizes when they have a special event for downed brothers or sisters or help with some of their special event costs. Many of the ISA shops have received free legal advice and help with issues that pertain to their livelihood.

The customer gets a free Preferred Customer discount card giving them a minimum 5% discount at ISA shops, a map of Wisconsin with the ISA shops located and contact information along with a few promotion trinkets like key fobs, pens, etc. Twice a year they get a special newsletter from the ISA with sales and specials from the ISA shops.

The ISA is currently partnered with Weigel, Carlson, Blau & Clemens, S.C. as the provider of the tens of thousands spent each year in advertising the shops. What they get for this is simply the hope of some accident referrals from the shops and the ISA customers. Unlike other lawyer driven programs, as the financial situation changes from accidents that are referred through the ISA program, up or down, the amount the ISA program has to spend for advertising the shops increases or decreases. Please keep this in mind if you or loved ones need legal assistance for an accident.

The ISA is truly an Independent program designed to be a positive influence for the Independent motorcycle industry and its consumers, the independent Biker.

Bike shops, Biker customers, Biker lawyers - Bikers Helping Bikers! A slogan that makes sense.



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From the desk of:  
**Joe Weigel of Weigel, Carlson, Blau & Clemens, S.C. of Milwaukee has been a biker for over 40 years.**  
 As usual, Penny and I went out to the Black Hills/Sturgis Rally end of July and early August. We go out a week early to avoid the big crowds and cruise the Black Hills.  
 Interesting trends this year. More women bikers; on larger bikes. Women generally on Ultra Classics and Softails. More trikes. Surprising number of the new trikes which had two wheels in front and one wheel in the rear. More Honda Gold Wings. About 30% fewer vendors in Sturgis.

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# Weigel, Carlson, Blau & Clemens

INJURY ATTORNEYS

3732 W. Wisconsin Ave., Milwaukee WI. 53208