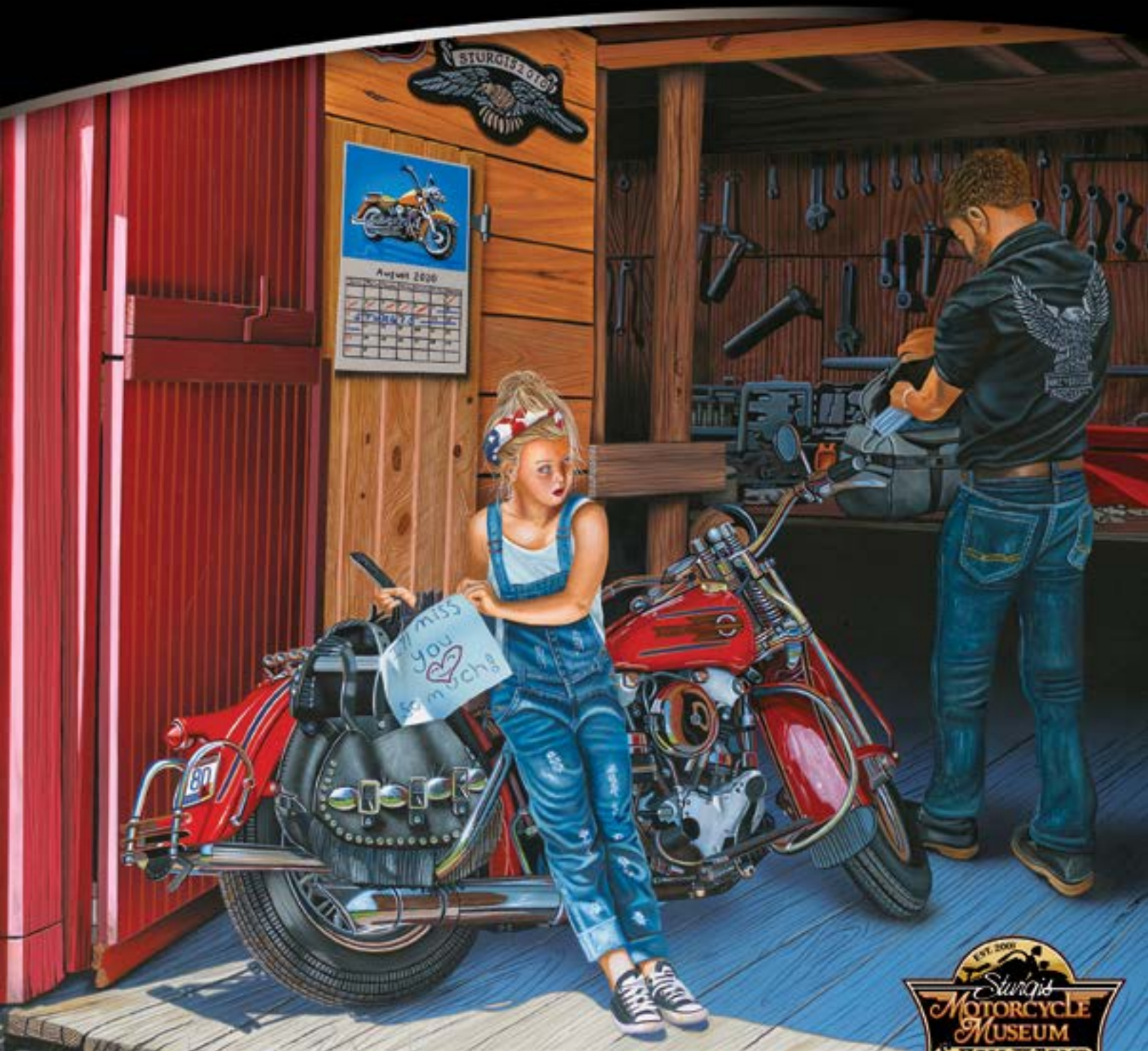


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Welcome to the City of Sturgis Motorcycle Rally!

For those of you visiting South Dakota for the very first time, let me personally welcome you to our beautiful state. The Sturgis Rally combines years of tradition with the unmatched scenery of the Black Hills – a motorcyclist’s paradise. I trust you will leave impressed with South Dakota’s second-to-none beauty and hospitality.

This week is guaranteed to provide you and your family with the experience of a lifetime. Whether it’s the motorcycle culture that brings you into town or simply an adventure to experience The Mount Rushmore State, there is

no shortage of things to do and see during this event. While you are here, be sure to take some time to walk down the famous Sturgis Main Street where you’ll meet thousands of bikers from across the globe.

After you have explored the sights and sounds of Sturgis, I encourage you to venture out. Nestled among the pines of South Dakota’s beautiful Black Hills, Rapid City brims with an active outdoors culture, vibrant city scene, and endless opportunities for exploration.

South Dakota is home to many great faces and great places

that motorcycle enthusiasts enjoy every year. While you are exploring our state, be sure to visit SouthDakotaRides.com. It provides numerous resources like an interactive map, bike cam videos, information on fellow riders around you, and most importantly, information on motorcycle safety that will allow you to maximize your visit.

See you on the road. Ride safe!

Sincerely,

Kristi Noem
Governor



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Welcome to the City of Riders!

Welcome from the City of Riders! We're thrilled you have made the journey to Sturgis to help us celebrate 81 years of motorcycle culture and history. The City of Sturgis Motorcycle Rally has experienced many changes over the years but one thing remains constant, our reputation for hosting the best Rally in the world. From the early days of flat track racing to today's high-end



MARK

custom bike shows, new product reveals and state of the art entertainment, we have something for everyone.

The staff of the City of Sturgis Motorcycle Rally works hard all year to provide our Rally attendees the best experience possible. We

provide our visitors with a clean, safe and friendly atmosphere. We also feature the most popular exhibits, first class entertainment and a

wide selection of retailers who provide you with the cutting edge technologies and expert product support that you have come to expect. It's no wonder over 70% of our attendees come back year after year.

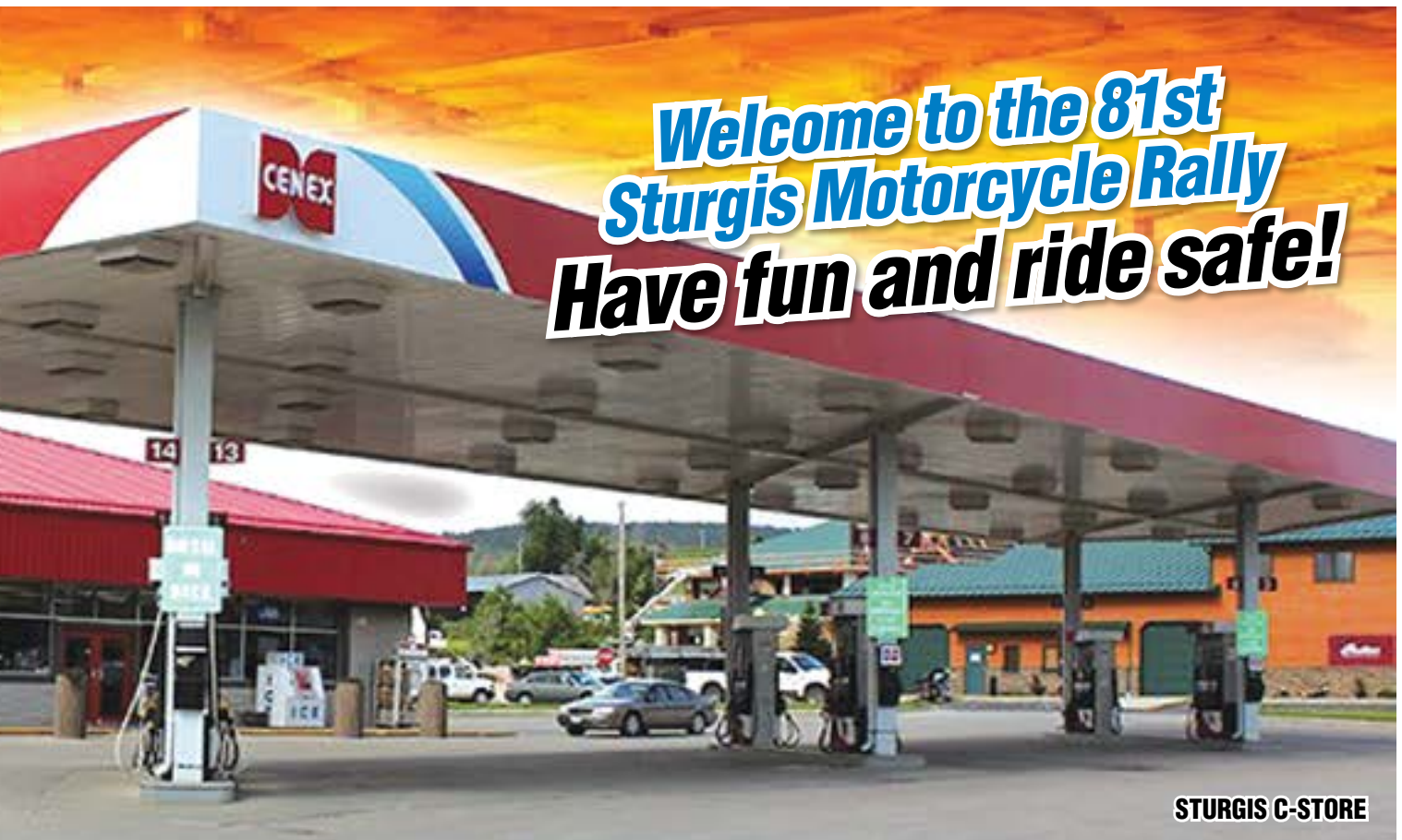
One thing we promise will never change is the opportunity to ride some of the most beautiful, scenic roads in America. From Custer State Park's Wildlife Loop and Needles Highway to the stark beauty of the Badlands, western South Dakota has a lot to offer. We are located within a few miles of many state and



national parks, including Badlands National Park, Mount Rushmore, Devil's Tower, Bear Butte and much more. We hope you enjoy your time in Sturgis and are able to create a memorable adventure that you will treasure for years to come.

Ride often, live well and stay safe during your visit to Sturgis!

Mark C. Carstensen
Mayor, City of Sturgis



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Welcome to Sturgis!

The Sturgis Motorcycle Museum & Hall of Fame could not be more excited to welcome visitors back to the beautiful Black Hills! Sturgis is home to the early days of racing and the best motorcycle riding in the country and as we celebrate the 81st Anniversary of the City of Sturgis Motorcycle Rally, the local community will again rally together to provide a top notch experience for all



EMMA

motorcyclists, while promoting safety and fun.

The location of Sturgis in the Black Hills makes it the ideal destination to visit on two wheels. There are premier campgrounds with all the amenities, concerts, and tons of vendors. The town of Sturgis is home to many year round businesses like antique shops, a coffee shop and roastery, museums, and great parks. In just an hour

from Sturgis, you can be checking out Mount Rushmore and Crazy Horse, Devils Tower, and the Badlands, all things that should be on your bucket list.

Whether you are coming to the Black Hills for the Rally or just a little R&R, Sturgis is the place to be. Check out the full schedule of events in this publication.

Welcome to Sturgis!

Emma K Garvin
Executive Director
Sturgis Motorcycle Museum
& Hall of Fame

Cover Photo by Scott Jacobs

The Story Behind "Daddy's Girl"

By Olivia Jacobs-Chrisman

Scott has had this painting concept for YEARS and chose to complete it for a big 80th Sturgis Rally. When he started the project in February 2020, the world was still operating normally. He was forced to hit pause on the project until we heard whether or not there would be a Rally at all... It wasn't until June that the Sturgis City Council voted for the 2020 Rally to continue as planned.

The inspiration for the picture came from when Scott's daughters, Olivia and Alexa, were little. They didn't see their dad a ton because he was traveling around the world promoting his new art career.

"When my daughters, Olivia and Alexa were young, all they knew was their father leaving every couple of weeks to travel somewhere in the world for work. I don't know whose idea it was, but one of them came up with the idea to leave notes in my suitcase, toiletry bag or in the pockets of my coat.

When I would arrive at my destination, it was a pretty

amazing experience to open up my toiletry bag and see a Snickers bar with a note from my daughter saying, 'I miss you, love you!'"

When Scott told Olivia about his idea and his desire to find a cute little girl to use in place of his now grown daughters, Olivia instantly thought of her friend and her 8 year old daughter.

Mother and daughter were enthusiastic about meeting Scott. The meeting went really well; Scott couldn't stop talking about how charismatic and adorable the little girl was. He was even more excited about the painting now that he had the perfect model.

Last winter, Scott, Alexa

and Olivia started scouting for locations in search of an old shed to use as the backdrop – similar to a 1998 painting, "Caught in a Daydream".



"DADDY'S GIRL"

They instantly fell in love with a historic stone ranch house and a few barns tucked away in a beautiful meadow. The horse barn sits near a spring house which the homesteaders used to keep milk cool before hauling it up to Deadwood to sell during The Gold Rush.

On the day of the shoot, temperatures were in the mid 90s with no rain in the forecast! They got the old barn doors open and started

Continued on 11

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Official 2021 Sturgis Publication

Sturgis Motorcycle Museum Executive Director & Editor: Emma Garvin
Thanks to Pete Torino for his many years of publishing, marketing and fundraising assistance.
Graphic design and print produced locally by: Seaton Publishing Co., Inc., Spearfish, SD
Lead Designer: Melissa Barnett

For more information, go to www.sturgismuseum.com

Published 6-2021 in partnership between the Sturgis Motorcycle Museum and Hall of Fame, City of Sturgis, and the Sturgis Area Chamber of Commerce. All rights reserved. © 2021 Sturgis Motorcycle Museum

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setting up the motorcycle while Scott explained what he was hoping to get from the photoshoot. After a couple hours snapping pictures, Scott felt confident he got what he needed. Somewhere during the shoot, Scott managed to buy the '37 Knucklehead and it now parks proudly in Jacobs Gallery for people to admire.

Daniel James photoshopped the dad model and a workbench with tools into the background so Scott had an accurate photo to work from. When he finished blocking in, the painting started coming to life! It also started to make Scott emotional as he was reminded of the hidden letters he'd find while traveling when his daughters were little.

There were plenty of difficulties throughout the painting – one of them being the intricate parts of the

engine. Luckily, because Scott impulsively purchased the bike, he was able to go downstairs to examine the motorcycle any time he wanted!

Almost Finished!

The final piece of the painting was the girl's face, and it's known in the art world that faces are among the most difficult. To achieve the desired accuracy, Scott blew up a photo of her face to have next to him while he worked. He also traced her features in Sharpie on a clear

plastic sheet to make sure he wasn't losing her features once he covered the pencil lines in paint.

Now that a personal memory like this has been painted, it



confirms how impactful those hidden notes were to Scott while he was on the road. Even though they were probably a quick thing to write out, the importance

of receiving unconditional love without asking meant more than anything.





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Our Mission

To collect, preserve, and interpret the history of motorcycling, honor those who have made a positive and significant impact on the sport and lifestyle, and pay tribute to the heritage of the Sturgis Rally.

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STURGIS™



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Simply known as STURGIS, Motorcycles, the American Spirit, and the Freedom ringing through the winding roads in the Black Hills are inherent parts of what the City of Sturgis Motorcycle Rally stands for.

The City of Sturgis has, and the community of motorcyclists in America and around the world should have, monumental pride in what has been built over the years.

The motorcycle industry and cultures are evolving and dynamic entities, with deep roots and generational adoption. The Rally is a continued reminder of the strength and passion that riders share.

The City of Sturgis' heritage runs equally deep. It was founded as an old Cavalry outpost in 1878, and as of last year, the Rally celebrated 80 years of helping riders (of 'steel horses' in modern times) uncover, revisit and participate in the thrills of Sturgis and the Rally experience. Each year has marked a special moment in history for riders, archiving countless memories shared by millions, and signifying that the Rally continues to have a roaring future and a cherished past, year after year, mile after mile.

With future growth and an ever-changing audience in mind, on May 13th, 2021, the City deployed a major rebrand of its visual identity for the Rally – aimed at honoring and immortalizing their heritage while embracing the growth and evolution of the future. It's an audacious journey, but what is Sturgis if not bold? Their new badge is an instant classic, using nostalgic flat-design inspiration from modern-classic creative, but unlike other modern-classic marks, its character conveys strength, a welcoming of inclusiveness and a shared passion that their (very) vast audience can likely

personally and collectively connect with - probably an intention of the design. It also feels familiar and relevant but has a distinguished uniqueness.

Historically, the Rally has not adorned a universal brand mark, at least with this significance or purpose, so the intention was to create something durable, that can represent the history and last through the future. The City of Sturgis states that the new brand icon is made up of subtle-yet bold elements that nod to the inherent qualities of Sturgis and the Rally: Freedom and the American Spirit, the Black Hills, and Motorcycles. It celebrates their core DNA, in a nostalgically retro yet

modernly simple icon, with these attributes and inspirations:

The American Spirit >> Embracing and celebrating freedom and expression.

The open wings of the icon are symbolic of Freedom, the Black Hills and the welcoming of all visitors.

The Black Hills >>

Home to the best riding in the country

The "S" in the icon represents the winding roads in the Black Hills, in addition to the community - STURGIS

Motorcycles >>

Passionate about motorcycles, powersports and riding.

Paying homage to the motorcycle, the wings double as exhaust pipes and the center lines cooling fins.

Generational Riding >>

Inclusive and evolving with the growing audience and culture

The icon design is vintage-modern. The open wings welcome/connect the generations, past and future.

The new identity includes an

icon, typeface and badge, which, along with a custom color palette, evokes an entirely new energy for the City of Sturgis Motorcycle Rally brand. The brand icon is now known to the City of Sturgis, appropriately, as the "Winged S". The typeface, referred to as, "Freedom", is inspired by the subtle curves and angles found in motorcycle designs – "rounded, bold, and clean" and, according to Public Label Agency, is a font that "makes people hear the roar". We wholeheartedly agree.

The rebrand, co-created with Public Label Agency, was a major overhaul that consisted of almost a year of planning - industry and rider interviews, dozens of creative samples, and audience testing - leaving no stone unturned. The new identity will continue to be integrated in coming months and years, along with a growing set of creative assets, taking root as the foundation and future of The Rally.

If you haven't been to the City of Sturgis Motorcycle Rally, you simply must go experience it.

The ROAR. The RIDE. The RALLY!

The Ride. The Roar. The Rally.

The City of Sturgis embarks on an audacious journey, forging a new path for the face of the Rally brand.

A Note from the City of Sturgis Motorcycle Rally

Rest assured, we're not changing what we are. The Rally was born from freedom, rebellion and adventure. Those attributes are etched into our core and will stand the test of time. We are strengthening our roots, invigorating our character, and expanding our potential by honoring our heritage, attendees, and future.

We will continue to invest in The Rally to deliver dynamic experiences, top-tier entertainment and event resources, and ensure our support for all riding cultures and generations, past, present and future.

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2021 Sturgis Grand Marshal

Jody Perewitz

The 2021 Sturgis Grand Marshal took her first real motorcycle trip to Sturgis as a 16-year-old girl, making her the perfect candidate for the job.



Land speed record breaker, vintage racer, Motorcycle Cannonball rider, painter, builder, women's motorcycling ambassador, there's little our 2021 Sturgis Grand Marshal can't do.

By Bryan Harley

At 200 mph, a motorcycle travels the length of a football field in less than a second and covers a mile in 17 seconds. Breaking the 200 mph barrier on two-wheels is a prestigious accomplishment in the world of land speed racing, something 2021 Sturgis Grand Marshal Jody Perewitz knows a thing or two about. Perewitz has set 17 land speed records and was the first woman to ride a motorcycle powered by an American V-Twin engine at over 200 mph with a record-setting run of 208 mph on the Bonneville Salt Flats.

"You are holding on with everything you've got and keeping your knees and elbows tucked. My fingernails are digging into my gloves, I'm holding on so tight and twisting the throttle at the same time," said Perewitz.

Before setting all those land speed records, though, Jody was already a seasoned Sturgis veteran. Her father, custom bike building legend Dave Perewitz, has been coming to Sturgis as long as she can remember. Jody made her first trip out with her family and brother at the age of 16, a trip that still rates as one of her fondest Sturgis memories.

"We went everywhere. We would leave at sunrise and be back at dark. It was awesome," she said.

Not only was it her first time at Sturgis, it was her first real motorcycle trip.

"My brother and I literally did about 1,200 miles in seven days, soaking up as much beautiful scenery as possible," she said.

In addition to the incredible riding the Black Hills provide, Perewitz says her other favorite thing about the Sturgis Rally is

the people and the opportunity to reconnect with friends and fans.

“I love that I get to see friends I haven’t seen in a long time. Sturgis is like middle ground between East and West so I get to see a lot of people I don’t normally get to see.”

Little did Perewitz know that the same 16-year-old girl who rode wide-eyed around Sturgis for her first motorcycle trip would be inducted into the Sturgis Motorcycle Museum and Hall of Fame last year thanks to a long list of accolades that belies her age. This includes riding a 1926 Harley-Davidson JD model 3,875 miles across the country as part of the 2018 Motorcycle Cannonball. The vintage motorcycle endurance run between Portland, Oregon, and Portland, Maine, travels on back roads at slow speeds on cantankerous old motorcycles. Between battling fatigue, the elements, navigation maps, and the never-ending attention old motorcycles demand to keep in running order, simply finishing the cross-country run is an astounding feat. Perewitz powered her JD Harley all the way to the finish line, becoming one of only three women to complete all the miles in the Motorcycle Cannonball. The following year Perewitz competed in the 2019 Cross Country Chase, another antique motorcycle touring challenge, this time riding from

Michigan’s Upper Peninsula to Key West, Florida. Just like the Motorcycle Cannonball, Perewitz crushed it again, completing all miles on a 1936 Harley-Davidson VLH.

Her Sturgis Hall of Fame resume also includes powering a 1920 Indian Powerplus to victory at the Sons of Speed races, earning Indian its first victory in the old-fashioned board track races. While cruising across the country on a vintage motorcycle has its own demands, racing an old school board tracker is a different animal altogether. With no brakes, no suspension, no clutch, and direct drive, the old bikes can be tempestuous to say the least. Perewitz found this out firsthand at Biketoberfest 2018 after two of the motorcycles she was racing had mechanical issues, leaving her one last shot at Sons of Speed glory on the 1920 Indian Powerplus.

The victory didn’t come easy. Her Indian was already down a little power to most of the motorcycles in the race. Right

after her push start, the valve cap popped off and hit her in the leg at the end of Turn 1. Her crew was able to get the cap back on and bump start her again just in time to make the race. Perewitz systematically picked off four riders, but the leader, two-time Sons of Speed winner Ken Curtis, was setting a torrid pace. She barreled into the last corner full

throttle and was able to slingshot around Curtis to win the race by a tire’s width, the closest race in Sons of Speed history.

Jody’s fearlessness has endeared herself to women riders, and her rise in popularity has evolved into Perewitz becoming one of the leading ambassadors for women motorcyclists.

She’s been a guest speaker at the Sturgis Buffalo Chip’s Biker Belles event, an annual celebration of women motorcyclist. It’s an all-day affair that starts with a group ride to the Lodge at Deadwood for an inspiring celebration of women riders highlighted by speeches by special guests. A women’s custom bike show rounds out the Biker Belles’ festivities. Heading into its 13th year, the event has raised thousands for local organizations that champion women’s causes and has grown into one of the must-do Sturgis events for women riders. Perewitz was also named to Polaris’ Empowersports Women’s Riding Council last year, a board comprised of 12 leading women from various

“I love that I get to see friends I haven’t seen in a long time. Sturgis is like middle ground between East and West so I get to see a lot of people I don’t normally get to see.”

– Jody Perewitz



Photo by Michael Lichter/www.lichterphoto.com

Continued on 20



Jody Perewitz continued from 19

motorsports backgrounds. Polaris looks to the council's advice and tutelage to empower women riders through increased representation, inclusion, and participation in powersports.

"I think it's a great thing they're doing for the industry as a whole to make it more welcoming for women. Polaris is definitely making big moves," said Perewitz.

She's even seen big moves in Sturgis in regards to women motorcyclists.

"I definitely think there's a lot more events for women and it's become more accepting. That first year there were several guys who didn't want me riding with them because they thought, oh, I'm not going to be able to keep up, I'm going to have to stop, whatever reason. After a few days of them seeing me and my brother out every day on long rides I think I got a little more respect. Now it's much more accepting. Females ride!" she said.

Even though the ranks of women motorcyclists has grown by leaps and bounds, Perewitz's work is far from over. She and Polaris' Director of Apparel discussed the advancement of women's riding gear during an Empowersports council meeting. In her efforts to get more women involved in the motorcycle industry and boost the number of women on two wheels, Perewitz offered a couple of tips for potential new riders. She said some places, like her home state of Massachusetts, offer women's only rider's training courses, which might make the experience a little less intimidating. She stressed the importance of learning how to ride the right way and for the right reasons, adding one last parting pearl.

"Don't start out with a bike you can't handle."



When Jody's not out breaking land speed records or being an ambassador for women motorcyclists, she helps manage marketing and daily operations at Perewitz Cycle Fab. In addition to the daily grind of servicing, building, and painting motorcycles, she and her bike building dad Dave, a walking encyclopedia of motorcycle knowledge, do a popular Chopper History show weekly on Facebook. They also make the rounds at major motorcycle rallies where they hold the Perewitz Paint Show, a custom bike building showcase that features bikes with bold paint and boomin' audio systems. At the shop she also continues to hone her skills as an artist and painter.

"I've always been artistic, whether it's drawing or building things or having ideas. But I'd never picked up an airbrush really until about five years ago. My dad was doing it, and I said, hey, let me do it, and it's evolved from there."

She said she loves the creativity painting affords her, from seeing what colors and designs work together to trying new techniques. Working with different shaped fenders, tanks and fairings and getting the design to flow is

one of the biggest challenges of using a motorcycle as a medium, according to the accomplished painter. Her hand-painted trophies for the Perewitz Paint Shows, from gas tanks to bowling pins, have become a highly coveted prize in the motorcycle world.

Speaking of those shows, you can catch Jody at the 2021 Sturgis Rally at the Perewitz Paint Show held at the Buffalo Chip's CrossRoads. Her second race bike will be on display at the Sturgis Motorcycle Museum and Hall of Fame during the rally, too, so be sure to check it out. Envision yourself holding on as tight as you can while blasting down the salt at 200 mph on it when you do. Jody said she's going to do a social media challenge asking people to find Bonneville salt on it and post up a pic. As the 2021 Sturgis Grand Marshal, she'll help kick off the rally's opening ceremonies as well as participating in the Sturgis Mayor's Ride Saturday, August 7. We'll be sure to ask the Sturgis Hall of Famer and land speed record holder to exercise a gentle throttle hand that day as she helps lead the ride to scenic Mount Rushmore and the wilds of Custer State Park.



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The Sturgis Buffalo Chip Turns 40

A journey from vilification to the “Beacon for Freedom”

Story by Marilyn Stemp

Photos compliments of the Sturgis Buffalo Chip

Here’s an idea: let’s start a biker campground in a place where bikers are loathed. Let’s do it on borrowed property with no water or power. Then, let’s throw a party without having a liquor license and invite big-name rock bands. And just to make it even harder, let’s do it without money or resources. That, friends, is the short list of obstacles encountered on the Sturgis Buffalo Chip’s journey from cow pasture to the 600-acre Largest Music Festival in Motorcycling® it is today.

It’s the rare survival story that involves only smooth sailing - rare, unlikely and boring. That’s decidedly not this story of survival, as the Buffalo Chip marks its 40-year milestone. No, this tale is one of drama; a story of contention and triumph laced with challenges, peril and determination - elements no less evident now, in 2021, than at the Chip’s inception in 1982.

“Right from the start, there were people who opposed the Chip,” said Rod “Woody” Woodruff, owner of the Buffalo Chip. “We were out in ranch country with the nearest neighbor a mile away, but local politics and popular opinion were against business growth here.”

The Chip’s first event was in 1982, held in a pasture borrowed from a relative of a friend. There were no facilities of any kind. Everything was a struggle, from getting a liquor license (which was denied,) to booking entertainment. Remember, these were not the riders of the early post-war years; the first “Welcome Bikers” sign was still a few decades off. A fair portion of riders then were Viet Nam vets,

Continued on 21



too, people who were looked down upon in some circles as much as bikers were – but they were welcome at the Chip. (The 30th annual Freedom Celebration happens in 2021.)

In subsequent years, barriers to the Chip’s progress came in many forms, from the American Indian Movement, local prohibitionists, government boards and councils, and terror-style threats that reached frightening proportions. Why didn’t Woody give up? “It’s not my nature,” he said, with a shrug.

In the early days, there was little money for improvements. “That’s probably the most remarkable thing,” Woody explained. “We worked with companies from out of

town that would build us needed infrastructure and wait until after the Rally to be paid. They believed in the project and believed I’d take care of them. It was important that everyone got paid.”

Booking bands was especially tough because few people knew much about Sturgis, Rapid City or South Dakota then. But riders came each year and by continuing to have events that were trouble

free, the Buffalo Chip began changing the

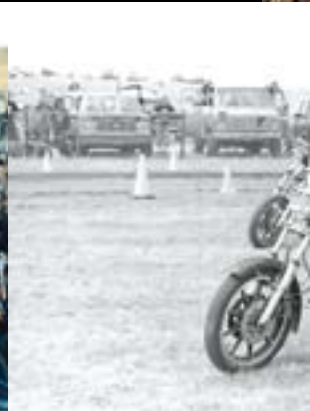
image of motorcycle riders into tourists worth encouraging. To counter the negativity and related local push back, Woody brought on full time marketing staff in 1990 to promote the Rally year-round. “Business owners from other towns have thanked me for promoting the Rally because it’s where they make most of their money each year,” he said.

The Chip also grew a reputation in the music industry for being a unique place to perform, a venue the bands wanted to play.

But political obstruction seemed to linger; bikers were not wanted and competition fanned the flames. People expected if there were bikers there’d be hell raising and burning outhouses.

License renewals were far from routine. “At first we didn’t have a liquor license, then we got it, then in 1990 the county refused to renew it. It took until 1994 to get it back.” Meanwhile, the Chip persisted in holding the event, giving free admission to campers. “We weren’t quitting,” said Woody. “People could bring in whatever they wanted because we didn’t have a license. That probably created even more of the wild west atmosphere we’d been accused of having, more than had ever actually existed.”

Later in 1994, local leaders met to discuss whether or not to accept a Habitat For Humanity



house in Sturgis city limits that would be built by riffraff bikers at the Buffalo Chip. (They eventually did.) And years ago, when Woody had suggested connecting two dead end roads to alleviate backups downtown that kept Rally riders stuck in traffic, government agencies instead built a pricey ramp at I-90 Exit 32 – all but ensuring those continued traffic jams. Remember that guy who doesn't give up? Ft. Meade Way, the dead-end connector, was completed in 2016. VA Medical Center employees and residents now wonder how they lived without it.

Weather has certainly been a factor. "The first time I borrowed money from a bank, we were rained out seven days straight," said Woody. "One year we decided to build a real stage and it rained 23 consecutive days. We had eight cement trucks stuck in the amphitheater at the same time."

Bad weather also contributed to what Woody calls the single most difficult day for the business. In 1994, Tim McGraw was at the top of the charts. It was supposed to be a perfect day but at 6:02 p.m. there were 100 mile per hour winds and two inches of rain. "At 6:05 the spotlights had blown off their towers and the sound equipment was soaked. When the storm later got near Wall, it took out our electrical grid. Tim

wouldn't play. It was a bad night."

So what's kept Woody going? "We'd do the best we could every year, and do it better the next year, always adding something new," he said. "The real magic of this thing is that we just kept going, even if we met resistance. The people who have come year after year are simply the best people on the planet."

And challenging days aside, the Buffalo Chip has notably raised over \$1 Million for charity, including funding for the Rapid City Special Olympics, Sturgis Motorcycle Museum, NASCAR Foundation, All Kids Bike, and many more.

If you stick around long enough, history repeats itself. Back in 1982, when the Rally was so unpopular with Sturgis residents, then-City Attorney Dale Hanson advised that any vote to stop it would be non-binding because the Rally was sponsored by private groups. This premise has been tested through the decades, as recently as 2020. When officials considered suspending the Rally due to Covid-19, The Buffalo Chip stood firm as the testament to freedom amidst opposing populist opinion. No single entity owned the Rally; not in 1982 and not in

2020.

"We never considered cancelling," said Woody. "We kept every employee on and put proper protocols in place." The bands who played withstood shaming in the music media then ultimate redemption. Reports

claiming the rally was a Covid super spreader were debunked and Pollstar magazine called the Chip the "Beacon for Freedom."

For their part, in 2020 bikers remained steadfast, they wouldn't be stopped. As for the

Chip, having withstood financial and cultural fluctuations, the whims of mother nature and the capriciousness of politics for decades, it remained both the historical and emotional heart of the Sturgis Motorcycle Rally that year, too.

The Chip's arrival at this anniversary crossroads follows a 40-year journey fraught with uncertainty. Having consistently applied relentless persistence, brilliant promotional strategies and a steely work ethic, its owner, Rod Woodruff has earned the grace to take stock and enjoy the moment. So while you're at the Rally, stop in and raise a toast to Woody and revel in the Best Party Anywhere®.



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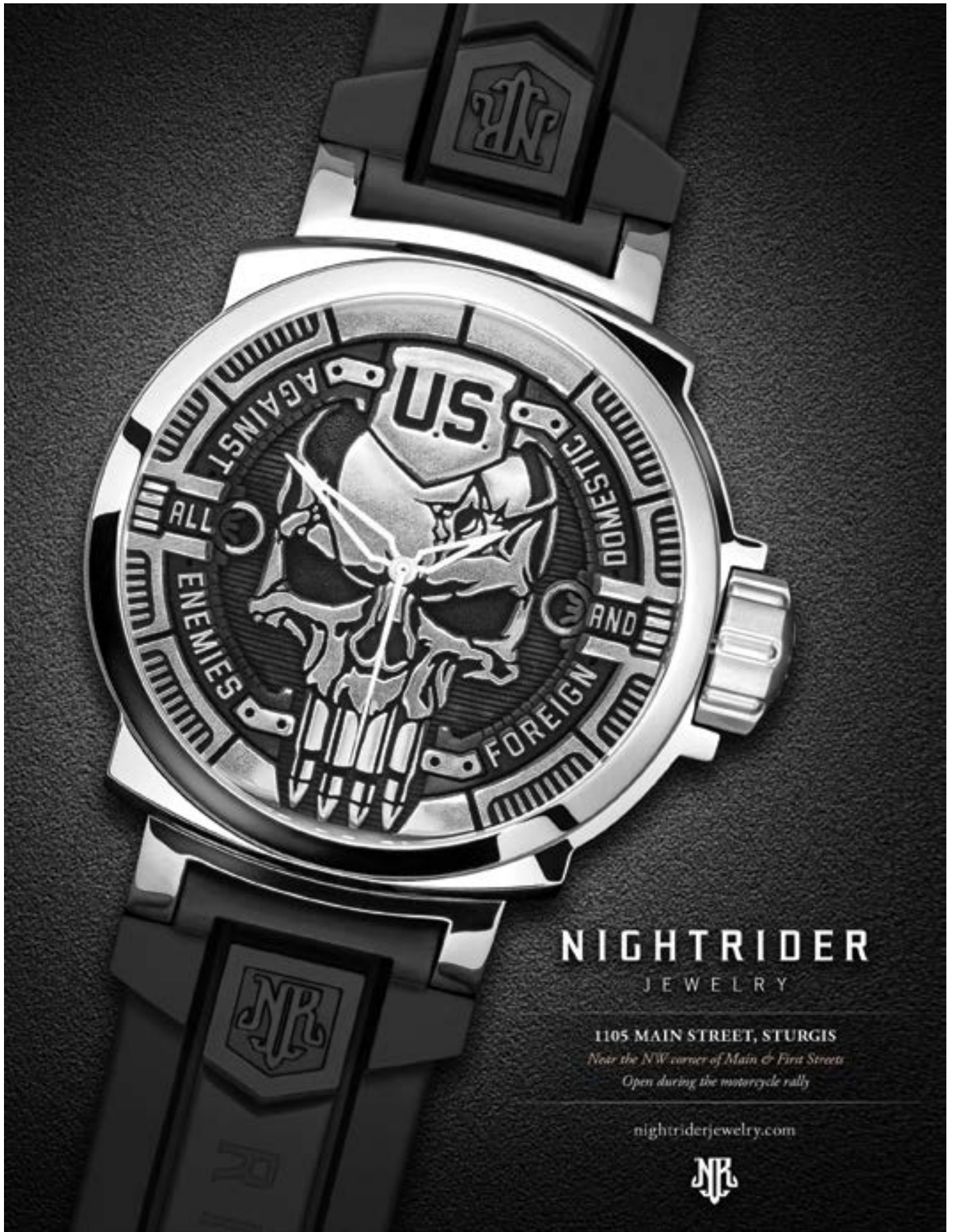
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HALL OF FAME INDUCTEES

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• Walter Davidson • William A. Davidson • Willie G. Davidson • Jim Davis • Dave Despain • Chet Dykgraaf • Peter Fonda
• J "Slider" Gilmore • Linda "Jo" Giovannoni • William S. Harley • Bobby Hill • Pete Hill • J.C. "Pappy" Hoel • Pearl Hoel
• Jackpine Gypsies Motorcycle Club • Harry Kelley, Jr. • Dick Klamfoth • Ed "Iron Man" Kretz, Sr. • Joe Leonard
• Dick Mann • Arlen Ness • Edward "Ed" Netterberg • Gary Nixon • Joe Parkhurst • Dudley Perkins, Sr. • Ray Price
• Kenny Roberts • Dot Robinson • Rip Rose • John "Tom" Sifton • Donnie Smith • E.C. Smith • Erwin "Smitty" Smith
• George J. Smith, Sr. • Walter & Lucille Timme • Bill Tuman • Ed Youngblood • State Senator Dave Zien (WI)
Don Emde • Del Hofer • Evel Knievel • Michael Prugh
• Gloria Struck • Mike & Margaret Wilson

2001

Jim Betlach • U.S. Senator Ben Nighthorse Campbell (CO)
• Woody Carson • Frank Ernst • Neil Hultman
• Governor William Janklow (SD) • "Indian Jeff" McGeary
• Eddie Miller Family • Dave Perewitz
• State Senator Jim Putnam (SD) • Tom Rudd
• Genevieve Schmitt • *Rey Sotelo* • Penny Walker

2002

David Campos • Christian Motorcycle Association
• *Malcolm Forbes* • Fred Fox • Don Hotop • Jay Leno
• Bob Moore • Branscombe Richmond
• Health and Human Services Secretary Tommy Thompson

2003

American Motorcyclist Association • Gary Bang
• Max Bubeck • Gottlieb Daimler • Reg Kittrelle
• Jon Kosmoski • Dick O'Leary
• State Representative Sherman Packard (NH)
• Adeline and Augusta Van Buren • Don Vodden

2004

Annie Brokaw • John Paul DeJoria • The Earley Family
• Harry's Motors • Jerry Hatfield • David Mann
• Bruce Rossmeyer • Perry Sands • Dal Smilie • Bill Waltermire

2005

Keith "Bandit" Ball • Soichiro Honda • Michael Lichter
• Jim and Phyllis McClure • *Motor Maids, Inc.* • Scott Parker
• The Walker Family

2006

Marge Hummel • John Parham • John Reed
• *Jay Springsteen* • Sam "Morgan" Storm & Sonny Pelaquin

2007

Chris Carr • Bob Illingworth (Founder Award)
• Kaptain Robbie Knievel • *Al Nelson* • Linda Peavy
• Oliver Shokouh

2008

Becky Brown • Kenny Price (Founder Award)
• *Charlie St. Clair* • Malcolm Smith
• Cristine Sommer-Simmons • Johnny Spiegelhoff

2009

James Clark • Cookie Crum • Lou Kimzey • *Jack Kirchgessler*
• John Lehman • Dale Walksler

2010

Nancy Davidson • Betsy Lister • Ron McKinley
• Roger Schieman (Founder Award) • Stan Simpson
• "Kiwi" Mike Tomas

2011

Italics indicate J.C. "Pappy" Hoel Outstanding Achievement Award Recipients

2012

Dave Barr • Buzz Kanter • Brian & Laura Klock
• Ed Kretz Jr. • *Steve Piehl* • Ron Stratman

2013

Russ Brown • Rick Fairless • *Bill Gikling* • Marjoe Gortner
• Lonnie Isam, Sr.

2014

Clyde Fessler • Jesse Jurens • Jay Lightnin' • Keith Terry
• Bonnie Truett • Paul Yaffee

2015

Everett Brashear • *Chief Jim Bush* • Chris McIntyre
• John Shope • Sugar Bear • Don Tilley • Eddie Trotta

2016

Bert Baker • Jerry Covington • John Penton
• Gary Spellman • Buddy Stubbs
• Arlen Ness (Lifetime Achievement Award)

2017

Colleen Barnett-Taylor and Mike Taylor
• Cory Ness • Mark Shadley • Jim Thiessen
• Terry Vance • *Rod Woodruff*
• Willie G. Davidson (Lifetime Achievement Award)

2018

Jeff Decker • Hamsters USA • Jack Hoel
• Armondo "Mondo" Porras • Marilyn Stemp
• Valerie Thompson
• Fred Fox (Lifetime Achievement Award)

2019

Danny Fitzmaurice • Frank Fritz
• Gloria Struck (Lifetime Achievement Award Recipient)
• Jill Parham • *Lonnie Isam, Jr.*
• Ron Finch • Ron Paugh • Terry Rymer
• Vince Consiglio (Freedom Fighter Award)

2020

Allen Alvarez • Arlin Fatland • Dave Mackie
• Jody Perewitz • Micah McCloskey • Skeeter Todd
• Vicki Sanfelipo • Wayne & Susan Lettau (Freedom Fighters)
• Don Hotop (Arlen Ness Lifetime Achievement Award)

2021

Rick Ball • Deb Buttita (Freedom Fighters)
• Mike Corbin (Arlen Ness Lifetime Achievement Award)
• Ray Drea • Fred Kodlin • Jared Mees
• Wayne & Donna Pingel • Nick Trask

EXIT 30

Sturgis



Hall of Fame Collector Cards

The Sturgis Motorcycle Museum and Hall of Fame is rich in history. While people may know some of those who have been inducted over the years, many remain a mystery.

We decided that we should create a way to share these great accomplishments in motorcycling. So, we've created the Hall of Fame Collector Card Series.

Special Honors EXPLAINED

The Sturgis Motorcycle Museum & Hall of Fame Board has **four special honors** that can be awarded during the Hall of Fame Induction Ceremony.

These honorees, their stories and contributions are acknowledged and celebrated within the Hall of Fame.

FOUNDERS AWARD

This special designation is reserved for individuals who have played a special role in the founding, maintaining, and/or promoting the

Sturgis Motorcycle Museum & Hall of Fame.

J C "PAPPY" HOEL OUTSTANDING ACHIEVEMENT AWARD

This award is reserved for individuals who have played a special role in the founding, maintaining, and/or promoting the Sturgis Motorcycle Rally.

FREEDOM FIGHTER AWARD

The Freedom Fighter Award recognizes the sacrifices individuals across the nation,

have made to protect the rights of motorcyclists through their efforts in the political arena and in grass roots motorcyclists rights organizations.

ARLEN NESS LIFETIME ACHIEVEMENT AWARD

The Lifetime Achievement Award honors those who have greatly contributed to the world of motorcycling and have been recognized by many of the leading motorcycle related organizations, their peers, and the general riding community.



Rick Ball was born and raised in Sylmar, California, a suburb of Los Angeles. Even before he was a teenager, Rick found himself tinkering on his minibike to make it go faster. As an adult, Rick's passion for drag racing and motorcycles is why RC Components grew in the drag racing world. Over the next few years RC Components became the 1st ever to build their own brake rotors to match their wheels, and then did the same for their pulleys. During the Chopper days Rick designed a brake rotor to be a part of the pulley to leave the other side of the wheel nice & clean. Starting RC Comp in his home with a 3-car garage and back bedroom as his office to the 56,000 sq ft it is today has been a dream come true for Rick, "making a living doing what I love". *Photo courtesy BG Daily News*



Freedom Fighter
Deborah Buttita was born and raised in Rockford, IL. to a modest family. As a young girl Deborah was around motorcycles and by high school could be seen riding on the back of her boyfriend's motorcycle. In the early 90's Deborah was introduced to ABATE of AZ and in 1994 Deborah joined the Motorcycle Riders Foundation. During her tenure with the Motorcycle Riders Foundation Deborah held 3 different positions, including Corporate Secretary for 8 years. Currently Deborah is on the Motorcycle Riders Foundation Board of Directors, and she is the Chairman for the Motorcycle Riders Foundation Awareness and Education Board of Directors.



Lifetime Achievement Award Recipient
As a first-generation American born of Irish immigrants, Mike Corbin's journey tells a classic American tale. In his early 20's Mike was attending a motorcycle rally on his customized Norton when he was asked to sell the homemade seat right off the bike. After prolonged pestering he sold the seat and rode home on a balled up leather jacket. In the year 2000, Mike was inducted into the National Motorcycle H.O.F, the American Motorcyclist Association H.O.F. and was also among the very first inductees into the Sturgis Motorcycle H.O.F. When asked what it meant to receive the Lifetime Achievement Award, Mike said it was especially significant because it bears the Arlen Ness name, someone who was such a pillar of the industry for so long.

The Sturgis Motorcycle Museum & Hall of Fame's mission is to collect, preserve, and interpret the history of motorcycling, honor those who have made a significant impact on the industry and pay tribute to the heritage of the Sturgis Motorcycle Rally.

Like thousands of museums across the country, 2020 posed many challenges for the Sturgis Motorcycle Museum & Hall of Fame. The Museum closed its doors on March 18, 2020 in response to the pandemic and after weeks of deep cleaning, staff training and careful

preparation the Museum reopened on May 1, 2020. Visitors were happy to enjoy wide open spaces that allowed for social distancing, and the Museum was happy to see much needed revenue.

The 2020 Sturgis Motorcycle Rally brought young, generous, respectful motorcyclists to the Museum and while visitor numbers trailed 2019 the reprieve was nice for our limited staff and reduced capacity.

The Sturgis Motorcycle Museum & Hall of Fame is a 501(c)3 non-profit organization that operates primarily from admission and gift shop

revenue. As the Museum celebrates its 20th anniversary in 2021, it is vital that endowment funds and structured savings become our norm. Contributions of motorcycles and related memorabilia, as well as monetary donations, help us fulfill our mission.

Significant donations can earn name recognition, Board placement, and other benefits.



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- A special gift



EXIT 32

**Sturgis Motorcycle
Museum and
Hall of Fame**

2021

RAY DREA



Celebrating 20 Years!

At the ripe old age of 6, Ray received his first ride around the block on the back of his oldest brother Don's 1958 Panhead dresser, serving as Ray's first injection of fuel in his veins, combusting into a lifelong love for the Harley-Davidson brand. In 1993 Willie G Davidson asked Ray to officially join Motorcycles. It was here that Ray learned the value, and developed expertise, in designing for the masses. From the inside of the Motor Company, Ray is most proud of the creative Styling team he helped build. In 2020 Ray retired from Harley-Davidson. Leaving the corporate world behind, Ray continues to follow his passion for creating art and freeing souls one customer at a time.

2021

FRED KODLIN



Celebrating 20 Years!

Pushing the boundaries of what a motorcycle can be, Fred Kodlin has built a reputation for radical custom bike building, cutting-edge product design and high-quality manufacturing. Paving the way to owning his own business, Fred completed a Master's degree, in Vehicle Construction and Blacksmithing. He opened the doors to Kodlin Motorcycles. Kodlin Motorcycles, under Fred's leadership and vision for over 36 years, has built a reputation for unique hybrid designs.

2021

JARED MEES



Celebrating 20 Years!

With each additional Main Event victory, Jared Mees continues to rewrite the Progressive American Flat Track record books. With six Grand National Championships to his name, Mees has elevated his game to new heights. Perhaps most notable of all is Mees' enhanced ability at the Mile venues, culminating in a perfect six-for-six sweep in 2019. Mees is both admired and feared for his tenacity, fitness, and determination. He's also a family man and aspiring businessman, serving as the event promoter of the Lima Half-Mile with his wife Nichole.

2021

WAYNE & DONNA PINGEL



Celebrating 20 Years!

Wayne opened a motorcycle parts and service shop called Motorsport Sales and Construction in 1967. His focus was building choppers, rebuilding H-D engines, custom fabrication and sandblasting. In 1973 Wayne and Donna married. They were a good fit, because Donna had interest in motorcycling too. In 1980, Wayne & Donna decided to ride to Sturgis - that was to be their first time. In the early 80's business started getting better and the H-D Factory was using a few of their products on the XR750 and so were custom bike builders. They expanded their product line with drag racing components. For the company to be more easily identified, the name was changed to Pingel Enterprise, Inc. in 1986. Since they married, Wayne & Donna have worked side by side and they are very thankful for their journey together in the motorcycle industry.

2021

NICK TRASK



Celebrating 20 Years!

Nick Trask was born and raised in New Zealand and was introduced to motorcycles and racecars at a young age. Following high school Nick worked his way through an automotive apprenticeship program and went on to build a lot of custom cars. One day Nick came across an ad for a motorcycle tech school in the United States, he applied and a few months later sold everything he had and came to America. Shortly after graduating from motorcycle tech school, Nick hopped on his Harley and headed to Sturgis. Nick's passion for performance machines and crazy aesthetics lead him to be at the forefront of "Assault" style motorcycles.

2003

DAVID MANN



Celebrating 20 Years!

David Mann created his first painting portraying motorcycle culture in 1963. That painting, "Hollywood Run" and his customized 1948 Harley-Davidson panhead accompanied him to the Kansas City Car Show. For nearly 40 years the creative mind and talented hands of David have transformed the mystique of each era in motorcycling onto canvas. His art runs from pinpoint technical draftsmanship to the ultra-surreal, all depending on his frame of mind. David Mann's art continued to appear in Easyriders and other biker magazines until his death on September 11, 2004 -- shortly after his induction to the Sturgis Motorcycle Hall of Fame. He captured the essence of the biker lifestyle for generations of riders and his intuitive gift of seeing what can't be seen and then putting it on poster board with airbrush strokes was an ability to be celebrated by all who ride.



2016

ARLEN NESS



Lifetime Achievement Award

Arlen Ness, Lifetime Achievement Award recipient in 2016, created his first customs in the garage of his home in San Leandro, California, but by the early 1970s he had moved to a storefront on East 14th Street. Ness was recognized for his unique painting style and for developing a line of custom motorcycle parts. His popularity grew as he built new custom bikes and then had those displayed in the bike show circuit and featured in many motorcycle magazines. After more than three decades of custom bike building, his business, Arlen Ness Motorcycles, moved to a Dublin, California facility that includes a museum featuring more than 40 of his custom motorcycles.

2006

JOHN PARHAM



At age 16 John Parham ran away from home for two days to make his parents understand how important it was for him to buy a BSA. His parents finally agreed, and John immediately turned his new bike into a chopper. As a young adult John began promoting events throughout Iowa and Wisconsin, creating J&P Promotions, which quickly expanded nationwide with over 50 annual events. He promoted motorcycle swap meets, bike shows, hill climbs, motorcycle rodeos, dirt track races, and the All Harley Drag Races. In 2019, J&P Cycles celebrated its 40th Anniversary, and continues to be the leader in after-market V-twin parts and accessories.

2019

RON FINCH



Ron Finch has been building custom motorcycles since 1965, when he opened Finch's Custom Styles Cycles in a small building in Pontiac, Michigan. For over 45 years Ron has been devoted to designing, building, and painting custom motorcycles in his own unique style. His first nationally known custom was a 1966 BSA named "Kaleidocycle", deemed Ron "Michigan's Motorcycle Madman". Ron celebrated his 80th birthday in March 2019 and continues to work from the studio painting and building custom motorcycles and art. Labeled as "too extreme" by some, the work of Ron Finch appropriately proclaims the freedom and individualism that is so often associated with the motorcycle lifestyle.

2002

TONY "PAN" SANFELIPO



Sturgis Motorcycle Museum director, Bob Illingworth, chose Tony as the first to be inducted into the newly formed Freedom Fighters section of the Sturgis Motorcycle Museum and Hall of Fame, on June 21, 2002. In 1974 Tony co-founded ABATE of Wisconsin, helped repeal the state's mandatory helmet law, and worked on equipment regulations, motorcycle confiscations, insurance matters and more. In 1992, he founded BOLT (Bikers of Lesser Tolerance), to fight helmet laws and other injustices in the courts. He was a contributing writer/photographer for EasyRiders Magazine, Biker, Midwest Biker, FTW and Choppers Magazine.

2017

MARK SHADLEY



Since the early 1970s Mark Shadley and Shadley Bros. Motorcycles have been shaping the perception of what a custom motorcycle is. The quality, detail and innovation of Mark's custom-built bikes have made him well recognized by both the motorcycle industry and by his peers. His enthusiasm and involvement in the custom motorcycle industry has been a lifelong passion...as has been his annual pilgrimages to Sturgis. Mark has also built a bike for the cover of the Drag Specialties FatBook, won 10 ISCA best in show awards and 50 some odd magazine feature bikes.

2011

MICHAEL PRUGH



Michael Prugh was born and raised in Casper, Wyoming, the son of a librarian and an aircraft mechanic. Much of Michael's appreciation for clean lines and for attention to detail may have come from both of his parents. As a young boy, Michael developed a real interest in art and the mechanics of building dioramas and scale models. Despite his family's advice to the contrary, Michael moved to Rapid City, South Dakota to work for Independent Cycle, Inc. The softail chassis that he designed started a craze for the long and low style and became known world-wide as the Lowlife Chassis.



The Sturgis Motorcycle Museum & Hall of Fame has recognized individuals and groups who have made a long-term, positive impact on the motorcycle community since 2001. The Hall of Fame Induction Ceremony has grown into our largest fundraiser of the year. When you purchase a ticket to attend the Induction Ceremony you are building the legacy of the Museum and helping us meet our mission of preserving the history of motorcycling.

We honor our Hall of Fame members by sharing the stories that showcase their contributions and accomplishments. In doing this, we hope to inspire our visitors and the riding community. Please visit our Hall of Fame Hallway in the lower level of the Museum to learn more about all of our Hall of Fame Inductees or visit our website at www.sturgismuseum.com/hof

Induction Ceremony

**Wednesday,
August 11, 2021
8:30 a.m. – 12:00 p.m.
The Lodge at Deadwood
100 Pine Crest Dr.,
Deadwood, SD**

We look forward to seeing you at the 2021 Hall of Fame Induction Ceremony!

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Arlen Ness Lifetime Achievement Award Trophy



Making the **Arlen Ness Lifetime Achievement Award** personal trophy was a labor of love. Using the same hand-sculpted and hand-poured lost wax casting process I use for all my art, I used the image of a great early American winged racing motor.

My wife and I attended the Sturgis Rally for a decade

without missing a single Rally. It is the place where many of the titans of this industry became lifelong friends.

The days before the Rally and the days after are the rare quiet moments when those of us married to the motorcycle world see each other every year.

Jeff Decker





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2021 Rally Trivia

Answers
on page
80.

How much do you know about motorcycles and the Sturgis Rally?

- The motorcycle that Arnold Schwarzenegger rode in the movie "Terminator 2: Judgment Day" was a:**
 - Triumph
 - Harley-Davidson
 - Indian
 - BMW
- Yamaha started out as a manufacturer of:**
 - Carnival Rides
 - Trucks
 - Bicycles
 - Musical Instruments
- What was the name of Peter Fonda's character in the cult classic "Easy Rider"?**
 - Billy
 - Wyatt
 - Joe
 - Matt
- Harley-Davidson Motorcycle Company was incorporated in:**
 - 1901
 - 1912
 - 1899
 - 1903
- Steve McQueen's famous 65 foot motorcycle jump in the movie "The Great Escape" was done by a stand-in rider who completed the jump in only one take. His name was:**
 - Evel Knieval
 - Bud Ekins
 - Fearless Frank
 - Putt Mossman
- The motorcycle was invented in:**
 - United States
 - Japan
 - England
 - Germany
- The longest-ever backwards motorcycle ride was set by Dipayan Choudhury in Jabalpur, India on October 7, 2014. It lasted:**
 - 125.52 miles
 - 67.3 miles
 - 98.58 miles
 - 122.65 miles
- Indian won a Gold Medal for Mechanical Excellence in 1904 at the:**
 - St. Louis Exposition
 - New York World's Fair
 - Chicago Expedition
 - International Design Competition
- Triumph manufactures motorcycles and:**
 - Toasters
 - Signs
 - Skateboards
 - Golf balls
- This famous Native American chief's likeness is carved into a mountain side near Custer, SD:**
 - Sitting Bull
 - Crazy Horse
 - Tecumsah
 - Red Cloud
- What group would award a patch for a 1,000 mile ride in a 24 hour period?**
 - Iron Butt Association
 - HOG
 - Long Distance Riders Club
 - Hamsters U.S.A.
- Which is true of Mt. Rushmore?**
 - The mountain was named by a New York lawyer
 - During the carving of the mountain, it had its own amateur baseball team
 - 90% of the mountain was carved by dynamite
 - All the above
- The two largest motorcycle markets in the world are:**
 - Canada and the United States
 - Indonesia and Thailand
 - India and China
 - France and England
- What are the only two years the Sturgis Motorcycle Rally has been cancelled?**
 - 1941 & 1942
 - 1942 & 1943
 - 1943 & 1944
 - 2002 & 2020



Celebrating 20 Years!

Freedom Fighters Hall of Fame Inductees

The Freedom Fighters Hall of Fame recognizes the sacrifices individuals across the nation, and world, have made to protect the rights of those who ride.

To honor these Freedom Fighters, the Sturgis Motorcycle Museum & Hall of Fame established the nation's first and only FREEDOM FIGHTER HALL OF FAME.

Arizona

Ralph "Sonny" Barger (2002)
"Still" Ray Fitzgerald (2013)
Deb Butitta (2021)

Arkansas

Rodney Roberts (2012)

California

Richard Lester (2015)
NY Myke (2002)
John Paliwoda (2003)
"Deacon" David Phillips (2006)
Ron Roloff (2002)

Colorado

Mark Buckner (2004)
Deb "Tiger" Chandler (2014)

Connecticut

Donald "Pappy" Pittsley (2004)
John "Rogue" Herlihy (2005)

District of Columbia

Sen. Olympia Snow (2002)
Beverly Waters (2002)
Tom Wyld (2002)

Florida

"Doc" James Reichenbach (2002)
Elizabeth "Boots" Buchholz (2006)

Illinois

Todd Vandermyde (2003)
Rich "Neb" Nebelsick (2006)

Indiana

Michael Farabaugh (2004)
Jay Jackson (2009)
Rodney Taylor (2011)

Iowa

Dick "Slider" Gilmore (2002)

Kentucky

Jay Huber (2002)

Maine

Paul K. Vestal (2008)
Gordon "Sonny" Bridges (2010)

Michigan

Angel Richardson (2002)
Rep. James Barcia (2002)
Vince Consiglio (2019)

Minnesota

Former Gov. Arnie Carlson (2002)
Bob Illingworth (2002)
John Sullivan (2002)
Bob Summer (2002)
Rep. Tom Workman (2002)

Montana

Glen Fengstad (2002)

Nevada

Fredric Harrell (2008)

New Mexico

Dennis "Big D" Watson (2002)

North Carolina

Rick Nail (2002)

Ohio

Bill Bish (2002)
Gary N. Sellers (2007)

Oregon

Butch Harbaugh (2002)

Pennsylvania

Joe "Cowboy" Dickey (2002)
Rick Gray (2003)
Charlie Umbenhauer (2002)

South Carolina

Jesse McDugald (2002)

South Dakota

Sen. Jim Putnam (2001)
Ed Netterberg (2002)
Wayne & Susan Lettau (2020)

Texas

William "Sputnik" Strain (2002)

Washington

Swede Matzek (2002)

Wisconsin

Wayne Curtin (2002)
Sen. Dave Zien (2002)
Tony "Pan" Sanfelipo (2002)
Sue Menard (2002)
Sec. Tommy Thompson (2002)
Buck Kittredge (2003)
Gary Wetzell (2016)
Kirk "Hardtail" Willard (2018)

United Kingdom

Fred Hill (2003)
Ian Mutch (2004)
Simon Milward (2005)

“PAPPY” HOEL:

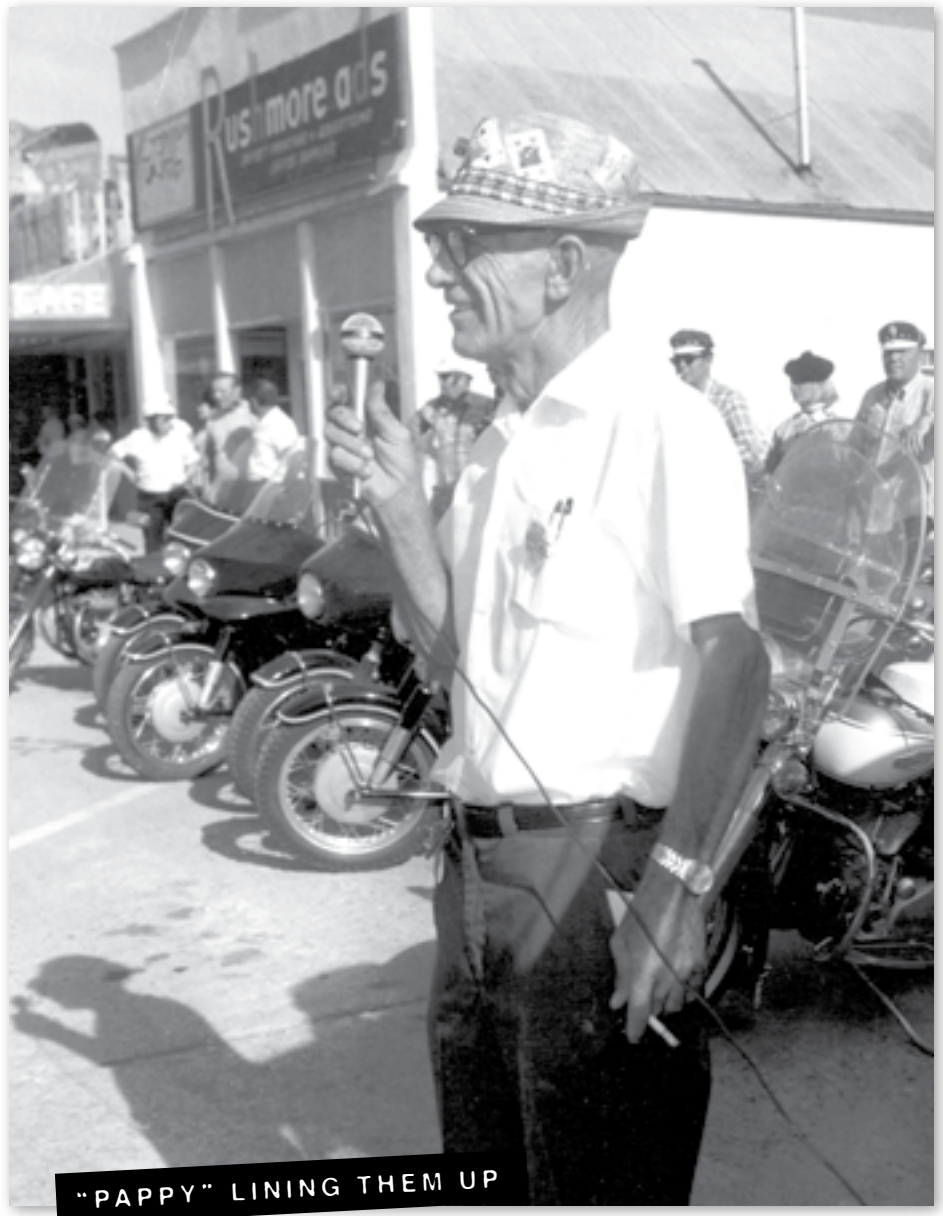
From Ice Man to Rally Founder

By Christine Paige Diers
*The Sturgis Motorcycle Museum and Hall of Fame
Photos from the Pearl Hoel Collection*

While Sturgis and the motorcycle rally held here every year are well-known in pretty much all motorcycling circles, the same may not be true of the man who is credited with starting the whole thing. J.C. “Pappy” Hoel was born and raised in Sturgis, South Dakota. He didn’t set out to start what is arguably the most famous motorcycle rally in the world, but it certainly ended up being a happy coincidence for the town where he lived and for thousands of motorcycle enthusiasts.

J.C. – or Clarence as he was first known to friends and family – originally took over his father’s business and became the local ice man. It was before the advent of refrigerators, and the Hoel family owned dams in Vanocker Canyon south of Sturgis. It was there that they would painstakingly cut and harvest blocks of ice throughout the winter. Those blocks were then stored in the ice house and insulated with hay and sawdust until summer came and local households and businesses needed the ice to keep their food fresh. Pappy would spend his summers delivering ice to Sturgis and nearby Fort Meade.

While electronic refrigeration devices were available in the early 1900s, they were dangerous, expensive, and not



at all common. Improvements in technology were coming though and Clarence could see that the refrigerator would soon become commonplace, and the iceman would become obsolete. He was right. At the beginning of the 1930s, only 8% of American households had a refrigerator. By the end of the decade, that number had risen to 44%.

Hoel had always liked motorcycles and had owned a number of “basket case” two-wheelers in the past. He wrote to the Indian Motorcycle

Company and requested to be the local dealer. The company required their dealers to have one motorcycle that people could test ride, so Hoel convinced a friend to purchase one and have it available to him. That was the start of his business.

It was the 1930s, when not a lot of folks were making major purchases, Pappy’s shop was open and people would stop in – mostly to visit. He and some of his customers and other riders around the area decided they should start a riding club. While this group had been meeting and

even hosting local races, the first official meeting of the club was held on January 21, 1938. The minutes from that first meeting indicate that Hoel was the temporary President, and other officers were elected then. The club was also named at the first meeting – the name Jackpine Gypsies beat out “Bearcats” and “Coyotes” (Hoel’s suggestions).

It wasn’t long after that first meeting when the group started planning an AMA sanctioned race for August of that same year.

While Hoel was only President of the group for that first meeting (one has to assume this was because he didn’t want the office), he continued to be involved in the planning of that first race.

Later he worked with local business leaders to plan events around the races. Those businessmen were excited to have the visitors the races brought to town frequent their locales.

Pappy continued to be a driving force behind the annual races

and Rally for many years to come. He rode through flaming walls of wood to entertain the crowds that came to see the races. He spent countless hours announcing happenings on Main Street, and he was always available to any motorcyclist who needed help when they came to town.

While Pappy preferred hill climbs, trials and even trick riding to dirt track racing for himself, it didn’t keep him from sponsoring other racers throughout the years and spending lots of time at various tracks around the country.

After the Indian Motorcycle Company folded in 1953, Pappy was franchised to sell the Royal Enfield Indians that were built in England, but problems with distribution meant that endeavor didn’t last too long.

He then became a Yamaha

dealer and developed an exceptional relationship with that company. He continued to sell Yamaha motorcycles until his retirement in 1970.

Pappy continued to be a part of the Sturgis Motorcycle Rally and promoted the event right up until his death in 1989.

Pappy himself, in his book “Life’s Bits & Pieces,” admits that his recognition for promoting the Rally meant a lot to him. He says, “Among my many trophies I am

most proud of the plaques presented to me by the Black Hills and Badlands Association, the City of Sturgis, the Sturgis Chamber of Commerce, and the Black Hills Motor Classic for various activities they felt promoted better motorcycling and benefits to the Black Hills and my hometown of Sturgis.”

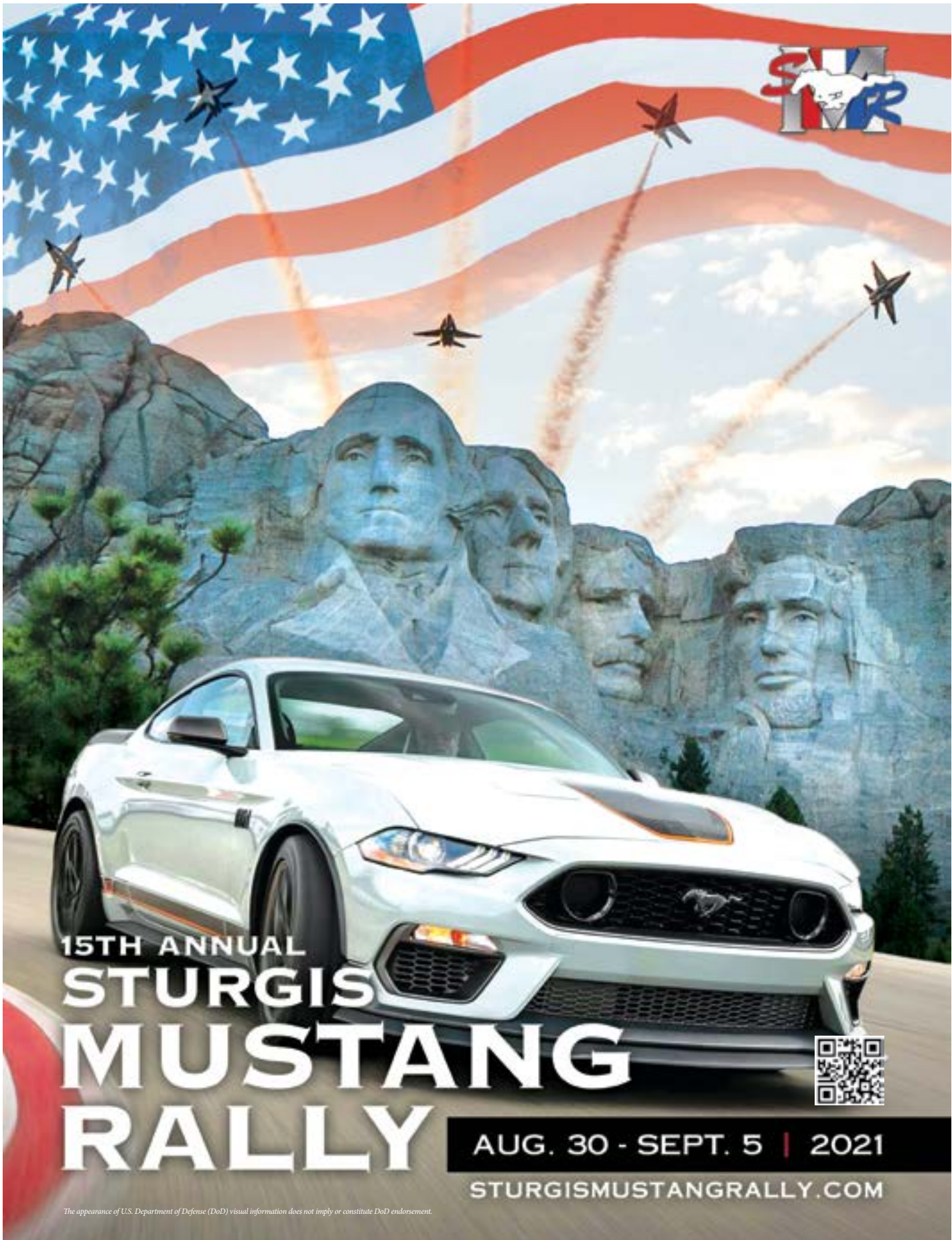


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POKER ALICE

Playing for Keeps

By Kaija Swisher
Black Hills Pioneer

I've enjoyed card games for as long as I can remember. From Go Fish and Old Maid to cribbage and rummy, card games are both a pleasant way to pass the time and engage in fellowship, I've found, and I'm lucky to have a group of family and friends who concur. It doesn't take too long at gatherings to get the games going, and with certain friends, we choose the card game before we choose the destination where we'll be playing. I'm far more concerned with the level of enjoyment than the payout, as pretzel sticks and peppermints are a not a well-received currency at most places of business. There have been some famous professional card players, and one of the most fascinating lived in Deadwood.

"Poker Alice," or Alice Ivers,

one of the most famous female card players in the west, claimed she was born Feb. 17, 1851, in England. Other sources report she was born in 1853 in Virginia. Her father was said to be a strict schoolteacher, and Alice attended a boarding school for young women until she moved to Colorado with her parents in her late teens, during the Silver Rush. There, 20-year-old Alice met and married Frank Duffield, a mining engineer who enjoyed playing cards. Supposedly, Alice would stand behind her husband and watch him play, not wanting to stay home alone when he went out. She began sitting in on games and showed a natural ability in poker and faro.

Sadly, Frank was killed during a dynamite charge in a mine at greybuville, and Alice was left

with no way to support herself. Many women at the time might have been able to teach school, but at the time, Leadville had no school. With no other appealing options, Alice turned to cards.

She started playing poker and faro and was soon popular as a player and dealer. She earned the nickname "Poker Alice" from the other gamblers who were impressed with her prowess at cards. She is thought to have had an uncanny talent with math, able to count cards and figure odds very quickly, which gave her advantages over other players. She is also said to have used her English accent, petite 5-foot 4-inch stature, brown hair, blue eyes and fine clothing to distract

Continued on 44

male opponents at the card tables.

She continued to travel to different mining towns in Colorado in search of fresh poker tables and opponents, ending up in Silver City, N.M. There, she is said to have “broke the bank” at the Gold Dust Gambling House, winning around \$6,000.

With the money, she traveled to New York City for the latest fashions and fun, but she soon returned west, getting a job as a dealer in Colorado at a saloon owned by Bob Ford, the man who shot Jesse James.

“I would rather play poker with five or six experts than eat,” is said to be one of Alice’s favorite phrases. She enjoyed a good cigar and also carried a .38 revolver, threatening to shoot in the face anyone she caught cheating. She is said to have her .38 when she traveled to Deadwood around 1890, taking a job at a saloon. A drunken miner pulled a knife on

a dealer named Warren G. Tubbs, and Alice pulled her .38, shooting the miner in the arm. Shortly after the incident, Alice married Warren. Together, the couple had seven children. Since Alice was the better card player, she continued to go to town, while Warren painted houses. It is believed that on a good night, she would take home close to \$6,000.

Alice had been brought up learning strict religious rules, so she never worked or gambled on Sundays. To keep their children away from the gambling halls and nurse Warren back to health after he contracted tuberculosis, Alice and Warren moved the family from Deadwood to a homestead northeast of Sturgis on the Moreau River, where they raised sheep and chickens.

During a blizzard in 1910, Warren died from pneumonia. He died in her arms, and Alice drove his body in a horse-drawn sled 48 miles to Sturgis. She is said to have pawned her wedding ring to

pay for his funeral. However, the story is that she went straight to a saloon to win enough money to buy it back afterwards.

That’s not the only investment she would make. She had already made a name for herself at the card tables throughout Colorado and in the Black Hills, but she wasn’t finished with creating notoriety.

After losing her second husband, Warren, to pneumonia, Alice bought an old house on Bear Butte Creek near Fort Meade. She hired George Huckert to care for the homestead and sheep on the Moreau River, where she and Warren had lived after deciding to raise their children away from the gambling halls of Deadwood. Huckert continually proposed to Alice, and she finally gave in when his back wages totaled close to \$1,000. She is said to have decided that “it would be cheaper to marry him than pay him off,” and she did. She was widowed once again

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when he died in 1913.

Alice had plans for the house on Bear Butte Creek in which she had invested. She saw the potential in it, as it had both an upstairs and downstairs, and with its proximity to Fort Meade, Alice knew that there would always be soldiers nearby. She thought that she could use the building as a gaming house, saloon and brothel, but the house needed some major repairs before anything would be possible.

Alice needed a loan from the bank and borrowed \$2,000 to make improvements on the house. Though the loan was to be repaid in two years, Alice returned with the repayment before a full year had passed. One of the most famous stories associated with Poker Alice is the re-telling of how it was possible to repay the loan as quickly as she did. Supposedly, this is the story in her own words: "He (the banker) asked how I was able to come up with the money so fast. I took a couple chaws on the end of my cigar and told him, 'Well, it's this way. I knew the Grand Army of the Republic was having an encampment here in Sturgis. And I knew that the state Elks convention would be here, too. But I plumb forgot about all those Methodist preachers coming to town for a conference.'"

"Praise the lord and place your bets. I'll take your money with no regrets."

- Poker Alice

I'm sure the banker was not expecting that response!

"Poker's Palace" provided gambling, liquor and women to customers, but it was never open on Sundays - Alice rigorously observed the Sabbath and made sure her customers did, too, refusing any business on Sundays.

At some point, there was a shooting incident involving Poker Alice. There are a few different versions of what happened, but they all involve a group of men getting unruly outside of the house, either because they had been thrown out or because they wanted in on a Sunday. In any case, to stop the ruckus, Alice is said to have fired a shot.

The bullet supposedly passed through two men, killing one. Alice, along with six of the women working for her, was arrested by the police, which closed her house down. She sat in jail awaiting trial, reportedly smoking cigars and reading the Bible.

Though the shooting was ruled accidental and Alice was acquitted, she was never again had any peace from the local authorities. She was repeatedly arrested for drunkenness and keeping a "bawdy house" in her 60s, but Alice would pay her fines and return to running the house. Though she could drink with the

best of the frontier crowd, Poker Alice reportedly stayed away from alcohol while playing cards. She was a bootlegger during Prohibition, as well, and after enough convictions for running a brothel, she received a sentence in the state penitentiary when she was 75 years old.

The governor himself, Governor Bulow, pardoned Alice in 1928, and she spent the remainder of her life running the house in Sturgis and playing cards in Deadwood. She dressed in men's clothing and was sometimes invited and featured at frontier events like the Diamond Jubilee in Omaha, Nebr. Her opponents at the card table were generally familiar faces, as strangers tended to not react well to a woman in her 70s cleaning out their purses. She continued to hold to one of her favorite sayings until the end of her life: "Praise the Lord and place your bets. I'll take your money with no regrets."

Though she claimed to have won more than \$250,000 gambling during her life, she struggled with health in her later years.

Poker Alice died on Feb. 27, 1930, after a gall bladder operation in Rapid City. She is buried at the St. Aloysius Cemetery in Sturgis, but her reputation lives on.

She played her cards right to become a part of the colorful cast of legendary characters who spent time in the Black Hills.



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City of Sturgis *ever evolving*

The City of Sturgis, located in the Northern Black Hills, is known worldwide for the famous Sturgis Motorcycle Rally in August. However, it is the small town charm, expansive culture and quality of life that continues to bring more and more families to this quaint little town and to call it home. City leaders and staff strive year round to provide an attractive, growing community that is being served by a professional team that offers reliable, quality and safe municipal services. The quality of life that the residents of Sturgis have come to know is achieved by ensuring that we provide safe and reliable infrastructure. Infrastructure makes up our roads and transit systems, water, storm and sanitary sewer lines, as well as our parks and open spaces to name just a few. Most people don't typically think about safe infrastructure unless of course,

it is not working.

This includes making sure that infrastructure systems are resilient, able to withstand, respond to and adapt readily to shocks and stresses, and to ensure the continuity of infrastructure and services. We strive to have inviting, ADA compliant, attractive open spaces such as parks, bike paths and sidewalks that are able to handle day to day activities as well as accommodate special events such as the Annual Sturgis Motorcycle Rally and Music On Main Events. This was very evident in 2018 when we re-constructed our Main Street to add items such as upgraded LED street lighting, mid-block crossings, landscape areas, wide sidewalks and parking that would allow for safe reverse turning maneuvers. We upsized and replaced worn out water mains and storm sewer main

lines to not only handle today's needs but help ensure that as our community grows we can still meet the demands of tomorrow. It is infrastructure upgrades like these that support daily life, health, safety of our community and help add to the local economy.

Over the past several years the improvements are evident by the many projects the city has completed, such as our various railroad crossings located in town. We have added safety features such as active warning systems, automated gates, flashing lights and warning bells, to ensure that both vehicles and pedestrians have a safe means for crossing railroad tracks. Another area that the city has seen dramatic evolution is in our stormwater management system that includes collection, detention and metering water, all the while keeping the water

as safe as possible for the residents and environment of the community. Using Best Management Practices (BMP's) during new construction, weather events and when performing general cleaning and maintenance as attributed to better systems. We have made numerous upgrades to our parks and open spaces that make them both user friendly and safe for people of all ages to enjoy. We are currently building a new wastewater treatment facility that will be able to handle the growing needs of the community while providing safer, cleaner, treated water that is able to meet the more stringent testing requirements from the SDDENR and EPA.

The City of Sturgis Staff wishes you a safe and enjoyable visit in Sturgis and we look forward to you enjoying the many upgrades our town has to offer.



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Ride of a Lifetime

1930

1940

1950

1938

The newly-formed Jackpine Gypsies Motorcycle Club holds its first weekend races sanctioned by the AMA. Nine racers competed for \$750 in prize money while about 200 spectators cheered them on. The weekend also included a number of challenge meets to entertain the crowd between the official races.

1939

A group of local businessmen added events to the weekend include a banquet, parade, and free shows each evening, while the Gypsy Tour saw 55 riders taking a day-ride in the Black Hills.

1946

After taking a hiatus because riders and motorcycles alike were needed for the nation's war effort, the "Motorcycle Classic" returns. Despite the fact that advertising was limited to the local area, the Jackpine Gypsies managed to draw about 4,000 spectators to the two-day event.

1951-1955

The Rally gained national exposure when it was chosen as the site of the AMA Five-Mile National Championship Race in 1952, 1953, and 1954 and the Six-Mile National Championship in 1955. During this same period, local support also grew. Local organizations, service clubs, and churches started to set up vendor spaces on Main Street with food, souvenirs, and raffles. The event expanded to a four-day event during this time with two days of touring and two days of racing.



1949

Rally organizers used Main Street for the first time – a tradition that has grown in the ensuing years. In 1949, Main Street was used for two hours worth of events on Friday evening – with prizes for oldest, youngest, and best dressed riders sponsored by local merchants.



1980

1990

2000

1980

Racing, which had been such an important part of the initial Rally, begins to lose some of its importance as the Rally continues to grow in numbers.

1988

The Jackpine Gypsies again host a national race – this time, a 600cc National Short Track – part of a new lineup of national races put together by the AMA.

1990

The 50th Anniversary year of the Sturgis Motorcycle Rally proves to be more than anyone anticipated. Estimated attendance grew to 300,000 – taking planners and participants by surprise.

1998

Attendance estimated at 350,000 despite cool temperatures and rain.

2000

Another banner year in attendance as the Rally celebrates 60 years. Estimated attendance: 633,000.

2001

The Sturgis Motorcycle Museum & Hall of Fame opens its doors in the old Pyramid Bar building on Main Street.

1982

Continued issues at City Park prompt local officials to close the park to camping, providing an opportunity for new private owners to open campgrounds outside the city limits. At the same time, local residents defeated a referendum that would have prohibited the city from offering financial support to the Rally.

1989

J.C. "Pappy" Hoel, who had been an integral part of the Rally since its inception, died in February of 1989.

2002

The City of Sturgis creates a city department to take over management of the Rally. Up until this time, management was volunteer or contract labor. The City of Sturgis also gives the old Post Office Building to the Sturgis Motorcycle Museum & Hall of Fame, and the museum opens its doors in this location for the first time.



A history of the Sturgis Motorcycle Rally

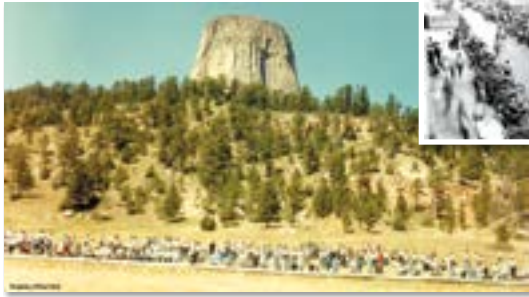
1960

1957

A new event was added to the schedule on Friday afternoon – the Sportsman’s Hill Climb – an event for amateur riders.

1961

For the first time, the Gypsy Tour was divided into Northern Hills and Southern Hills, with one group riding the traditional route and another riding to Devils Tower in northeast Wyoming.



1964

The City Council voted to designate a section of Main Street exclusively for free parking for motorcyclists as “a gesture of welcome to the visiting cyclists.”

1965

The Rally was officially expanded to a five-day event.

1970

Branded the 30th annual event, the 1970 Rally had an estimated 3,000 motorcycles in attendance.



1975

The Rally grew to a seven-day event.

1977

City Park, which had continued to be a main camping area for Rally-goers, was leased to a private businessman in hopes of improving supervision and security. Estimated attendance had grown to 20,000.

1979

The City of Sturgis begins to license temporary vendors. Nine licenses are issued.

1972

The Rally is officially expanded to a six-day event.

2010

2003

More events are added to the schedule – the first Mayor’s Ride benefits the Sturgis Volunteer Fire Department, while American Motorcycle Dealer (AMD) kicks off the first “World Championship of Custom Bike Building” in Sturgis. Judging of the event is primarily from the competitors themselves.



2008

The Jackpine Gypsies Motorcycle Club resurrects the Half Mile Race. A downturn in the economy, combined with \$4 a gallon gasoline, reduces attendance numbers. Still, an estimated 414,000 people attended the Rally.

2010

The Sturgis Motorcycle Rally celebrates its 70th anniversary.

2014

The White Plate Flat Trackers sign a multi-year agreement with the City of Sturgis to hold half-mile races at the fairgrounds track. In addition to the regular races, promoters host vintage races.

2015

The 75th Anniversary of the Sturgis Motorcycle Rally sees record attendance of approximately 740,000 people.

2020

2016

The Sturgis Motorcycle Museum & Hall of Fame celebrates its 15th Anniversary.

2017

The Rally was officially expanded to a ten-day event starting the first Friday of August.

2018

The Sturgis Motorcycle Museum & Hall of Fame adds a 3,000 sq. ft. addition.

2020

Covid-19 doesn’t stop the Rally, with more than 400,000 in attendance!

2021

The Sturgis Motorcycle Rally celebrates its 81st anniversary

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TUESDAY, AUG. 10

BIKER BELLES
SPORTSTER SHOWDOWN
WOMEN, WIND & WHEELS BIKE SHOW
MINI BIKE SHOW

WEDNESDAY, AUG. 11

RUSTY WALLACE RIDE
EVO ENTANGLEMENT
HARDCORE CYCLES PERFORMANCE SHOW

THURSDAY, AUG. 12

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FRIDAY, AUG. 13

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HEART-DRIVEN HORSEPOWER:

The Legendary Power Behind Motorcycling

When considering what kind of people have the biggest heart, caregivers, first responders and even folks who still return their shopping carts in sub-zero weather come to mind. One group of people generally not thought of, but equally deserving of the “biggest heart” title, is motorcyclists.

Riders have proven time and time again that helping each other and helping those in need is part of the unspoken biker code. Charity rides and benefits are part of a biker’s DNA. One such example, the Sturgis Buffalo Chip’s Legends Ride, proved that notion without a doubt by reaching a milestone of legendary magnitude.

Through the generosity of the motorcycle community, the 13th Annual Legends Ride pushed the Sturgis Buffalo Chip over the \$1 million charitable giving mark. Riders in attendance celebrated making a huge impact and putting hard-earned dollars toward causes that matter, like renovating the Special Olympics

gym and purchasing a new bus to transport Special Olympians to meets. Not only do riders support good causes, they also have a good bit of fun while doing it.

Over the 14-years of the Legends Ride, countless fun and memorable moments have been shared between riders, celebrities and the charities they came together to ride for. At one such ride, world-famous front man of Aerosmith, Steven Tyler, hopped

on two wheels and led possibly the largest and most excited group of riders to date.

Each annual Legends Ride brings a similar experience as thousands of enthusiasts from all walks of life come together alongside Hollywood celebrities, rock stars and motorcycle industry legends for one awesome day a year to raise money for deserving causes. Special guests have included big names such as



Dee Snider, Tom Berenger, R. Lee Erme, Arlen Ness and even Pee-Wee Herman. The 2021 Legends Ride will do the same, again raising money for Black Hills Special Olympics and the Sturgis Motorcycle Museum and Hall of Fame.

“Breaking the million-dollar mark during the 2020 Legends Ride was a magical moment,” said Rod Woodruff, President of the Sturgis Buffalo Chip. “To see the smiles on the Special Olympians faces when they compete in the gym that was made possible by funds raised at the Legends Ride is absolutely priceless. With the generosity of motorcyclists, the sky’s the limit on what we can do next.”

And that is what motorcyclists are all about – wholehearted giving. The true power of a motorcyclist isn’t defined by the cubic inches of their bike’s engine, but by the horsepower of their heart. The heart is what propels us forward, and it’s a big part of what keeps us on two wheels ride after ride, charity

event after charity event.

All those who wish to continue to make a difference are welcome to take part in the Sturgis Buffalo Chip’s 14th Annual Legends Ride Monday, Aug. 9, 2021. The ride kicks off from the new Outlaw Square in Historic Deadwood, where riders will meet and rub elbows with celebs and can take part in the custom bike auction. Then it’s kickstands up for a ride through the scenic Black Hills, ending with a catered party at the Sturgis Buffalo Chip. As a thank you for the riders’ generosity, the first 200 reservations on the ride will be given free admittance into the Chip to enjoy the evening’s headline entertainment – Stone Temple Pilots and Bush.

The 2021 Legends Ride is on August 9, 2021. Be a part of the ride, have a great day rubbing elbows with legends and become one yourself by contributing to the legacy of giving that is the Legends Ride by signing up at **LegendsRide.com** or calling **605-347-9000**.



Legends Ride® Schedule Mon., Aug. 9, 2021 Outlaw Square, Deadwood to the Sturgis Buffalo Chip

- 11 a.m. Bike parking begins, credential & souvenir gift pack pickup, meet and greet
- 2 p.m. Custom Motorcycle Auction
- 3 p.m. Ride departs Deadwood
- 5 p.m. Reception at the Buffalo Chip CrossRoads
- 5:30 p.m. Live Sponsor Auction
- 8 p.m. - 12 a.m. Evening entertainment

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Fossil Fuels *Extinct?*

By Josh Buttrell

In mid-2020 California Governor Gavin Newsom passed a mandate that all cars and trucks sold in California must be “zero emissions” or electric by the year 2035. Additionally it would give manufacturers until 2045 to make medium and heavy duty vehicles “zero emissions.” The announcement doesn’t prevent California residents from owning gas-powered vehicles, selling used cars with gas-powered engines or buying vehicles from out of state. California’s decision could have wide-spread effects across the country and propel the automotive industry to rapidly increase production of electric vehicles. There are currently thirteen other states and the District of Columbia already following California’s current fuel efficiency standards, known commonly as SMOG laws and auto-makers worldwide have long built cars to meet California’s strict standards. California has been followed

by other states that tend to use them as a guide and often follow suit and imitate their decisions. Could we see this with California’s “zero emissions” policy? And what does this mean for the motorcycle industry?

You may have already noticed when shopping for parts at JPCYCLES.com or REVZILLA.com that certain parts are not able to be shipped to California, and if you live in California you’ve definitely noticed. This is due to California’s smog laws. This really narrows a consumer’s choices when it comes to aftermarket and performance parts. Oftentimes if it makes good power it won’t pass smog. Choices for intake, exhaust and fuel tuners are severely limited. Some companies such as S&S Cycle have spent large amounts of money designing products that will comply with emissions testing. Other companies avoid the emissions game altogether. What if this was adopted nationwide, making most of our bikes “illegal” overnight. This could cost the average

motorcycle rider quite a bit of money, not only in buying parts to ensure their motorcycle passes emissions tests, but also the costs of the testing alone. Not to mention the impact on retailers and manufacturers who would be sitting on products that have now been deemed illegal. Companies would go out of business, jobs would be lost and our ability to express ourselves through the bikes we ride and parts we use would be severely diminished.

It seems Harley-Davidson is already looking towards the future with their recent release of an electric motorcycle, the “LiveWire.” Will other major manufacturers begin to follow suit? Will we see an Indian or Honda electric bike soon? Obviously most of us will never see fossil fuels disappear in our lifetime, thankfully. Let’s be real, the chances of our country outlawing fossil fuels is ridiculous. The economic impact alone would be staggering. The wave of cause and effect that would trickle down through the automotive and motorcycling industries would be immense and catastrophic. Although the mere thought of someone, someday never being able to experience the sound of a V-twin roaring up the street is quite unsettling.



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The Most Recent Women's Boom in Motorcycling is **All About Inclusion**

Velvet ropes and exclusive parties might make you feel like a big shot, but that's only if you're welcome behind the rope. It doesn't feel so great to be left out in the cold on the other side of that velvet rope.

One Sturgis Rally event that has been casting aside the velvet rope and empowering a celebration of an up-and-coming generation of moto enthusiasts through inclusion for thirteen years now is the Sturgis Buffalo Chip's Biker Belles® Celebration.

The Biker Belles Celebration is an annual event with two major goals: to raise awareness of the passion, diversity and spirit of women in motorcycling, and to raise funds for local charities. The event has grown organically throughout its 13-year life and is open to anyone supporting women in motorcycling – riders and non-riders, women and men, all are welcome to take part, even 13-year-old girls who build motorcycles with their dad! That

was the case in 2020 when Lilah Eberly entered her ground-up custom, 80 cc build into the Biker Belles Women, Wind and Wheels™ Bike Show and took first place.



The spirit of inclusion is a foundation on which Biker Belles is planted, and inclusion is a model that most motorcycle events now follow. The math is simple. If you want more people to be inspired, have deeper connections and resources at their fingertips, then open it up and include everyone. Inclusionary events like Biker Belles thrive and contribute to

growing the female rider segment and motorcycling in general by welcoming all walks of life, types of rider, the young, the old, women, men and all who support furthering women in motorcycling.

According to a 2018 report by the Motorcycle Industry Council, nearly 20 percent of motorcycle riders are women, which is almost double what it was a decade before. OEMs and aftermarket brands took notice of this growth and started catering to the female rider. The number of women-centric motorcycle events increased, publications boosted their features of women-built motorcycles and women's riding organizations and charities rose in popularity. Throughout the years Biker Belles has partnered with many of these events/organizations to propel women in motorcycling, including Polaris, Harley-Davidson, Russ Brown Motorcycle Attorneys, Ride Wild, The Real Deal Revolution, The Jessi Combs Foundation and many more. The event has

also contributed to many regional charities throughout the years, and 100 percent of contributions always go directly to the charities.

The Biker Belles Celebration is the perfect example of how an inclusionary event can lead to a boom. Thirteen years ago, Biker Belles began as a gathering of women for mentorship and riding. In the years that followed, this legacy event grew organically and opened the door for more women-centric events at the Chip. Now, it's even referred to as the Home For Women in Sturgis. The event has had such an impact on participants that they maintain their connection and look forward to meeting up again the next year.

Believe it. You are welcome to check it out for yourself!

The 2021 Biker Belles Celebration is on Aug. 10. The celebration starts with The Morning Ride™ from the Lodge at Deadwood to the Sturgis Buffalo Chip. The scenic ride, led by legendary motorcycle women Ellie Rains and Diva Amy Skaling, will wind through the twisties of

the Black Hills and land at the Buffalo Chip CrossRoads. Here, a catered brunch by Bonafide Food Love and symposium await to feed the participants hunger and their hunger for knowledge. This year's symposium, "Coffee Clutch," includes panelists Dana Wilke of the Jessi Combs Foundation and Theresa Contreras of The Real Deal Revolution, as well as moderator Jacqui Van Ham. Attendees will also have the option of being pampered at the Comfort Zone by Team Diva, taking part in the Women, Wind & Wheels Bike Show™, joining the 100-percent organic Women Riders Turnout, and more. Then, all are welcome to take part in the Sturgis Buffalo Chip events.

Whether you take part in the event, make a donation or pay it forward by sponsoring a rider, 100 percent of contributions go to help regional charities Helping with Horsepower, the Strider Foundation/All Kids Bike and the Sturgis Motorcycle Museum & Hall of Fame. Go to BikerBelles.com to get involved!

Biker Belles Schedule Tues., Aug. 10, 2021 The Lodge at Deadwood to the Sturgis Buffalo Chip

- 7:30 a.m. Rider sign-in with coffee & snacks
- 8:30 a.m. Group photo
- 9 a.m. Kickstands up for The Morning Ride™
- 10 a.m. Non-rider sign-in with coffee and snacks
- 10:15 a.m. Ride arrives at the Buffalo Chip
- 10:30 a.m. Silent Auction, Retail Experience, and The Comfort Zone by Team Diva
- 10:45 a.m. "Coffee Clutch" Symposium & Featured Speakers with Catered Brunch by Bonafide Food Love
- 11:45 a.m. Silent Auction Ends
- 12 p.m. Group Photo

Answers
 on page
 80.

Do you like puzzles?

Then you'll love sudoku. This mind-bending game will have you hooked from the moment you square off, so sharpen your pencil and put your brain to the test!

Here's how it works:

Sudoku puzzles are formatted as a 9X9 grid that is broken down into nine 3X3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column, and 3X3 box and can only appear once in each of these sections.

You can figure out the order in which the numbers will appear by using the numeric clues already provided in the boxes. The more numbers you name the easier it gets to solve the puzzle!

Good luck!

		9	5					6
	8	6		4		5		
5		1			6	3		
			9				7	
4			8					
9		8			3	2	4	
	3							1
					1		2	
1		5				4	3	9

Level: Easy

9						8		
	7			3	8			
5		1						7
		3				2		1
			9	7	2			
						6		
	9			5			1	
	6	4	7					3
				4				

Level: Hard



remembering **Jessi Combs**

Jessi Combs was born in the Black Hills of South Dakota, and made the state proud everywhere she went in the world. Having a passion for speed and machines at a young age she propelled that into a career in motorsports that began at Wyotech as she gained

a degree in Custom Automotive Fabrication. Jessi then went on to be featured in various TV shows like Overhaulin', Extreme 4x4, and Mythbusters. She was atop the podium of the legendary Baja 1000 race in her class. Jessi went on to compete in the King

of Hammers becoming the first woman to ever place at an Ultra 4 event and went on to win the national championship in her class.

Jessi's passion for women in motorsports and the trades led to creating her own line of protective clothing with Lincoln Electric, specifically designed for females. She also served as the spokesperson for the American Welding Society for five years.

Continued on 64

Jessi Combs continued from 63

Jessi's drive to educate others held true to her spirit of raising others up, she gained from it every time. Jessi continued to inspire as she was the first woman to compete in "The Race of Gentlemen" in a 1913 Model T. Speed remained a driving force as Jessi went on to race the American Eagle land speed car for the next six years. She became the Fastest Woman in the World at a speed of 522.73 miles per hour breaking a 40 year old record held by Kitty O'Neil. Unfortunately Jessi died in an accident on her final run. The Jessi Combs Foundation is based on a vision she had on the lake bed where tragedy struck for her mission to be carried forward.

We pay tribute today to the woman who became the first female Grand Marshall of Sturgis in 2017 as she hosted the 77th annual event. Jessi wrote a children's book "Joey and the Chopper Boys" published in 2015 about a little girl who rode motorcycles. She stayed active in leatherwork, photography and her own custom shop to build vehicles of all types. Her image is known around the world as the "go for it girl", born in South Dakota.

One of her quotes was:

"I ask that all of you celebrate my life and everything I stand for. I ask that you do everything in your power to share my mission, what I put my entire life on the line for. To reveal to this world what you are capable of, by showing the confidence and abilities you already possess."

– Jessi Combs





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The Mammoth Site

In 1974, construction was just beginning to develop an empty hill in Hot Springs for a new housing development. A heavy equipment operator was leveling ground when he struck something that looked like a tusk, about seven feet long, along with other bones.

Four universities were contacted before operator George Hanson and his son Dan got into contact with Dr. Larry Agenbroad, who would become the chief scientist of

The Mammoth Site until 2014. He and his crew came to Hot Springs to see what had been found, with Dr. Agenbroad seeing four to six mammoths with the bones that were unearthed. What the crew found upon digging proved to be much more. After the first few mammoths were discovered, Phil Anderson, the original landowner, decided to sell the land to the newly formed non-profit.

Now, The Mammoth Site is a world-class research facility

and one of the largest in-situ, active mammoth dig sites. With over 60 mammoths and other late Ice Age animals discovered, there is still over 40 feet of digging left for paleontologists and volunteers to do. In addition to our dig site (the Bonebed), we also host the region's largest 3-D printing center, the Turner Geospatial Lab, as well as a full prep lab and a museum. Classes are held regularly during the summer, from junior and advanced paleontology classes that teach children proper digging techniques and allow them to dig in a simulated Bonebed to new atlatl classes, where



participants will learn the ancient paleo method of hunting.

Education is a large part of The Mammoth Site's mission, and the leaps and bounds that technology has progressed over the past twenty years have allowed us to reach students from all around the world. The Education Department hosts schools, churches, Scout troops and many more for in-person and virtual field trips, as well as classes on a variety of topics relating to fossils and the late Ice Age. We also offer Mammoth-In-A-Trunk kits that teachers can rent from the Mammoth Site for free, allowing them to teach their students no matter the location. That drive to educate visitors extends to the physical location of The Mammoth Site, which is constantly updating and changing to meet these needs. Opening this summer will be new Botany and Geology Walkways, which will give visitors an up-close and personal look at Ice Age flora and geology.

Even if you have visited The



Mammoth Site before, no two visits are the same! We are only an hour and a half south of Sturgis and 45 minutes away from Mt. Rushmore,

making it the perfect stop on your Southern Black Hills adventure. Learn more at mammothsite.org or by calling (605) 745-6017.

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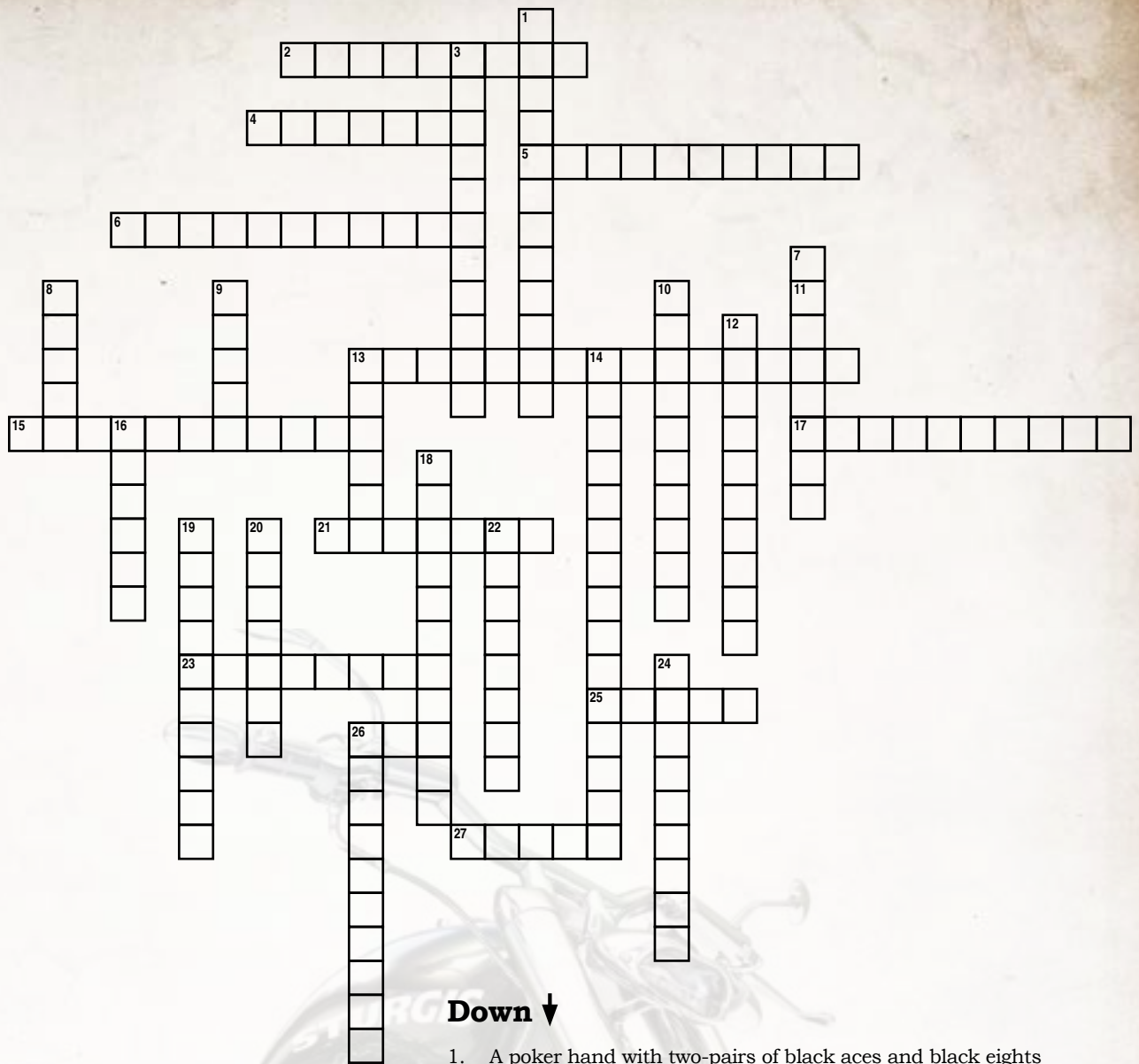
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2021 Rally Crossword



Answers on page 80.

Across →

2. Longest running Harley model
4. Another name for a custom motorcycle
5. The oldest all female motorcycle club in the world
6. Popular camping spot at the Rally to catch a concert or bike show
11. You meet the nicest people on a ____
13. Legendary crossroads of Sturgis
15. National Monument near Sundance, WY
17. Historic saloon located at 1st Street and Lazelle that brews its own beer
21. A term of endearment for a biker's girlfriend or wife.
23. The town where Wild Bill Hickok was shot on August 2, 1876
25. J.C. Hoel's nickname
26. British motorcycles made by the Birmingham Small Arms Company Limited
27. Leather pants without a seat worn by cowboys and bikers - might be worn with, or without, pants underneath

Down ↓

1. A poker hand with two-pairs of black aces and black eights
3. Early Indian flat track racer named after a type of seafood
7. Used to control the speed of a motorcycle. Also, part of the name of a campground in the Black Hills.
8. A three-wheeled motorcycle, for short
9. The type of fish raised at the D.C. Booth Historic National Fish Hatchery in Spearfish, SD
10. Coast to Coast "The Race of the Century"
12. A National Memorial featuring the likenesses of Theodore Roosevelt, Abraham Lincoln, George Washington and Thomas Jefferson.
13. "All roads are smooth to The Flying ____"
14. The Motorcycle Club that started the Sturgis Rally in 1938
16. The Hoel Family opened a dealership selling ____ Motorcycles in 1936.
18. The ____, or motodrome, is a carnival sideshow featuring a barrel-shaped wooden cylinder made of wooden planks, inside which motorcyclists travel along the vertical wall and perform stunts, held in place by friction and centrifugal force
19. Type of racing popular in the early 1900's
20. Replaced Harley's Dyna 2017
22. Former WI senator who road one million miles on his 1989 Harley FXRT
24. Canyon in the Black Hills famous for its waterfalls and beauty
26. ____ Salt Flats in Utah is an area specifically for motor sports where numerous land speed records have been recorded

FROM ONE SUMMER TRADITION TO ANOTHER



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Tiny Customs with a Purpose



Engaging eye candy sparks future ridership

Story by Marilyn Stemp
Photos compliments Strider Sports, Int'l

For many – if not most – motorcyclists, our very first vehicle was a bicycle. It represented freedom, autonomy and beckoned us to a bigger world “out there.” If you’d never ridden a bicycle, would you be a motorcyclist today? The answer to that question, and a recognition of the significant reduction in

bicycle riding among children, are worthy points to consider. There’s a connection here to inspiring future motorcycle riders.

All Kids Bike, a program of the Strider Education Foundation, is on a mission to make bicycle riding a component of kindergarten physical education classes nationwide. The initiative is already well underway, having placed programs in more than 296 schools in 39 states as of March 31, 2021. Dozens more are in the pipeline. And, as riders, this matters to us because kids who ride bicycles are far more likely to be adults who ride motorcycles.

As an advocate for this mission, the Flying Piston Builders Breakfast, happening for its 7th consecutive year at the Sturgis Buffalo Chip during the Rally, makes All Kids Bike a beneficiary of its fundraising efforts. For several years, it’s been a worthwhile alliance

with super potential. In 2018, the partnership expanded with the advent of the Tiny Custom Striders displayed here. See, instead of auctioning off little 12” stock bikes, the Breakfast organizers figured why not send them to custom motorcycle builders to create one-off eye candy that would draw even more attention to AKB?

After that first class of builders knocked it out of the park, other builders asked to participate for 2019 and the waiting list grew. With 2020 being hailed as the 100th anniversary of the passage of the 19th amendment, it seemed proper that women should figure prominently in that class of builders – and a host of talented women riders and wrenches stepped up. They are: Ashmore Ellis, Cris Sommer Simmons, JoAnne Bortles, Savannah Rose, Lena Fairless and the build team from Women Riders Now, spearheaded by Erin Hunter Sills.

But wait, you say, there are 7 little customs in the 2020 group shot! That’s true. Master builder and artist Ron Finch joined that



class. Why? Because he asked, and because he's Ron Finch! Thanks to Mecum Auctions, all 7 bikes rolled across the auction block with the "big" motorcycles at the Mecum Las Vegas event – a high-profile venue that expanded both reach and impact of the AKB program. At this time, Tiny Strider Customs live in a number of personal collections and they're displayed in such stellar locations as the National Motorcycle

Museum in Anamosa, IA.

And the creativity continues. The 2021 class of builders will have finished their design and fabrication work by the time you read this. They are: John Shope, Nick Trask, Diva Amy Skaling, Kiwi Mike Tomas, Zach Ness, Carl Pusser, Alexis Dejoria and Steve Massicotte & Team Paughco. Come see their creations unveiled at the 2021 Flying Piston Benefit Builders Breakfast held on

Sunday morning, August 8th at the Big Engine Bar at the Sturgis Buffalo Chip Crossroads – the free access area of the Chip. It's an opportunity to start the rally with creative people and inspiring conversation - and the confidence that you're supporting the future of motorcycling.

Info and tickets at: <https://www.buffalochip.com/EVENTS/Special-Receptions/Flying-Piston-Breakfast>

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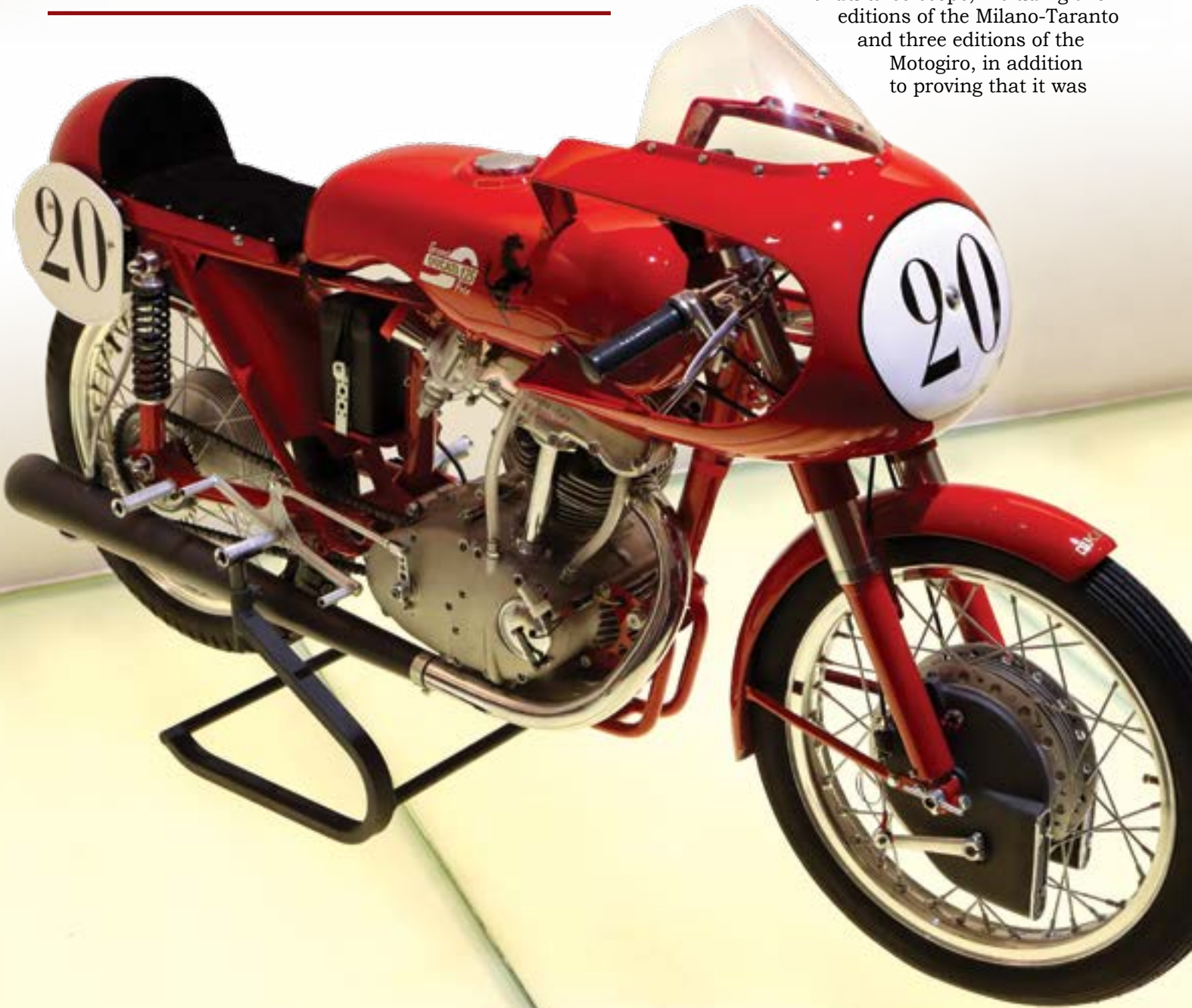
By José Manuel Serrano Esparza

DUCATI 125 GRAND PRIX:

*A wonderful design
by Fabio Taglioni*

After his arrival at the Italian motorcycling firm, Ducati in 1954, the genius engineer Fabio Taglioni had established the company as a true world-class manufacturer with the creation of the air-cooled Ducati Gran Sport Marianna 100 cc and 125 cc. The first motorcycles manufactured at the Borgo Panigale (Bologna) factory, boasting a single-cylinder bevel gear driven engine.

Both bikes pioneered the racing history of Ducati, winning a lot of competitions, particularly in the endurance scope, including two editions of the Milano-Taranto and three editions of the Motogiro, in addition to proving that it was



possible to make motorcycles with displacements up to 350 cc on an industrial scale.

Taglioni had an exceedingly brilliant aesthetic sense that along with his boundless mechanical talent resulted in a significant entrepreneurial and technological upsurge of Ducati. However, Fabio Taglioni did not rest on his laurels.

He was strongly imbued with a speed races winning philosophy as the best way to assert Ducati in the motorcycle industry.

And in 1956 Taglioni decided to design and build a new bike featuring a double overhead cam 125 cc single-cylinder engine with vertical shaft and bevel gears scheme inherited from the Ducati Gran Sport Marianna 125 cc, created with the goal of winning the 125 cc World Championship.

But simultaneously, a further major aim for the eminent Italian designer was to beget a brand new more streamlined chassis with vastly improved aerodynamics and impressive overall beauty of contours which would be the base for future Ducati racing bikes in which a breakthrough device was to be introduced: the springless desmodromic distribution valve system, avoiding the risk of valve float and the heavy power drawing springs used to close the valves, getting significantly better efficiency at the much higher rpm it could reach and far superior overall performance, on opening and closing the valves by means of a camshaft rather than relying on springs for the closing portion.

That's how the air-cooled single-cylinder Ducati 125 Grand Prix was born in 1956, oozing Italian elegance to spare, an unutterable beauty of contours all over its surfaces and being fitted

with two camshafts (reason for which this model is also known as "bialbero") and conventional hairpin valve springs, delivering 16 bhp at 11,500 rpm, a weight of 90 kg and a top speed of 109 mph (175 km/h).

It is a landmark design exuding appeal and sculptural qualities,

together with a remarkable metallurgic and handcraft.

A highly genuine single-cylinder racer bike dating back to a golden age of motorcycling in which designers enjoyed great technological and artistic leeway

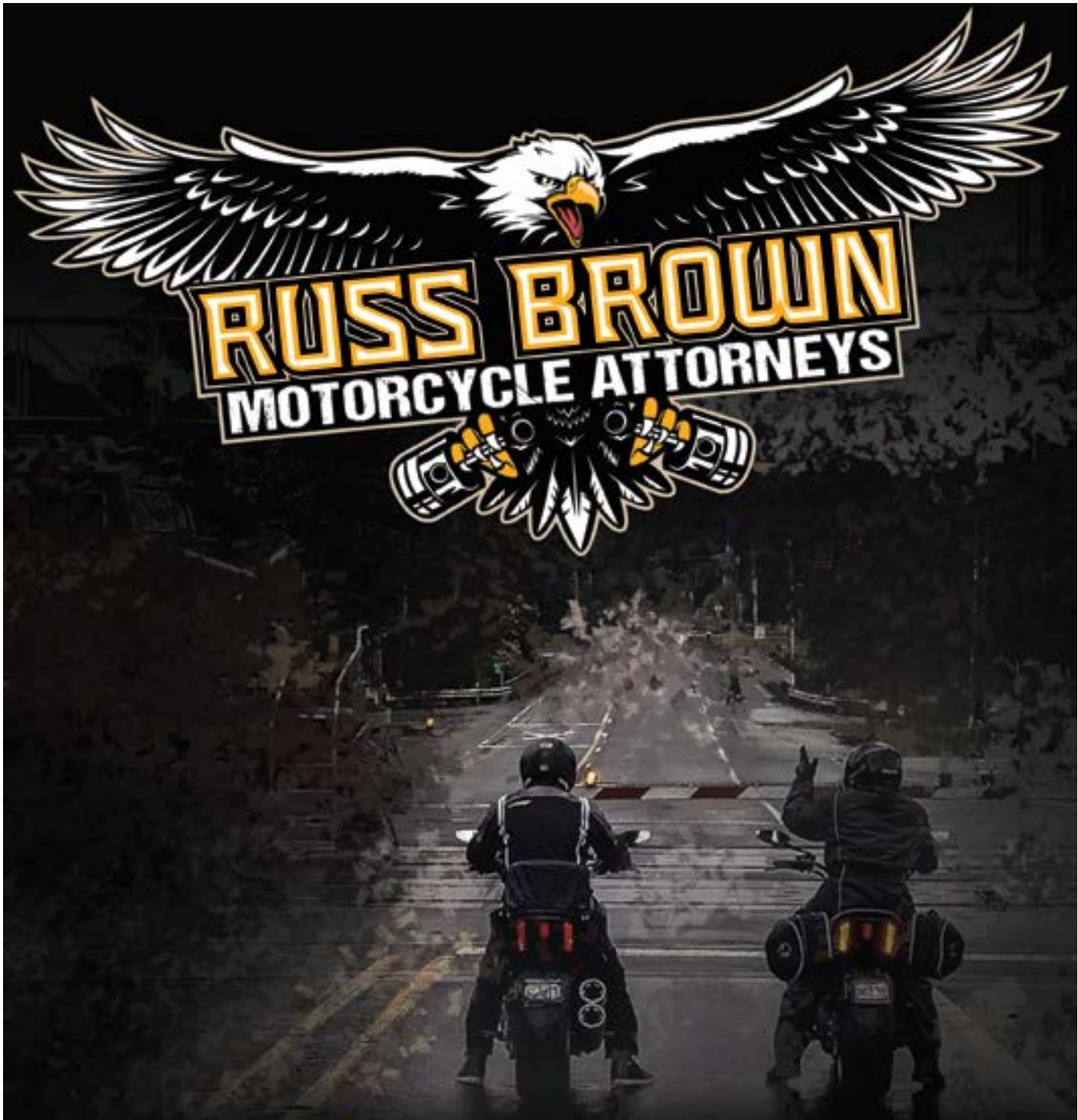
to unleash their imagination and create their two wheel machines, trying every conceivable approach.

Though Ducati didn't manage to win the 125 cc World Championship with it (it was beaten by the MV Agustas in top speed), the Ducati 125 Grand Prix was a landmark bike in terms of paving the way for the contours of the single-cylinder Ducati 125 cc GP Trialbero Desmo. Also released in 1956 and able to reach 19 bhp at 12,500 rpm and the first desmodromic bike from Borgo Panigale, whose birth was a turning point in the history of engineering applied to motorcycling. The Ducati 125 cc GP Trialbero Desmo upped the ante with a *raison d'être* based on small, very efficient, highly reliable and utterly mechanical engines hugely enhancing the performance, reliability and operating safety, by making the valve follow the timing diagram as accurately as possible. The bikes ability to leverage a triple camshaft desmodromic design with virtually negligible energy losses and a superior uniformity in performance curves, as a clear departure from all the previous Ducatis that used conventional springs to close the valves.



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Jennifer Anderson
Deputy Director

Progressive Laconia Motorcycle Week® celebrates its 99th Anniversary in 2022 from June 11th-19th in the beautiful, motorcycle friendly state of New Hampshire. Over 250,000 riders are expected to visit for a full rally week of fun, music, racing, and, of course, riding - continuing this time-honored and thoroughly New Hampshire tradition. In only ONE year, NH celebrates the 100th anniversary of Laconia Motorcycle Week, the oldest national gypsy tour in the country! After all - its Laconia -where rallies were invented!

Why New Hampshire, you may ask? Well, to truly understand the answer, you have to go back to the early years . . . 1916, to be exact (7 years were missed due to national and world events), when the first group of gypsy tour riders made the trek up US Route 3, a mostly dirt road that wound its way through the mountains, valleys and straightaways of rural New Hampshire. Back then, a trip to Laconia, a popular tourist destination even then, was a day-long trip and an even bigger commitment on two-



wheels. What made the trip worth it was the camaraderie, fresh air, accessibility and, most importantly, scenery. And New Hampshire has it all! 1916 began the story of Laconia Motorcycle Week - the World's Oldest Motorcycle Rally and the legacy continues!

Today, ask any rider the same question, "why New Hampshire?" and the answers are remarkably similar. Scenery, fresh air and accessibility. Where else can you ride up and down mountains, through quaint, New England towns, around magnificent lakes and along miles of oceanfront? All within 100 miles, too. On top of that, New Hampshire has one of the highest motorcycle registrations, per capita (like South Dakota!) and residents and businesses alike embrace the 2-wheeled visitors that embark here every June.

Once here, riders enjoy the sights and sounds of this national motorcycle rally and can experience all of the thrills you would expect at AMA sanctioned events such as Hill Climbs, flat track, vintage and super motor races, and stunt shows. Laconia Motorcycle Week also has demo rides from some of the biggest major motorcycle manufacturers including Harley-Davidson,

Indian, Yamaha and more! The area bustles with live music of all kinds, bike shows, and vendors featuring the latest and greatest in the motorcycle industry.

There's a lot to like about the deep and storied relationship between New Hampshire and riding - Regardless of your reason for attending, get to Laconia and be part of history and pave the way for its future. For more information on visiting New Hampshire for Laconia Motorcycle Week, check us out at LaconiaMCWeek.com.



Laconia Motorcycle Week® gives great appreciation to all of our sponsors, especially our Presenting Sponsors:

Progressive, AMSOIL and TEAM Motorcycle Apparel as well as the State of New Hampshire for their large financial support of our rally each year.

Additional corporate sponsors include:

Bank of NH, Budweiser, the Naswa Resort, Coca-Cola & Dr. Pepper, Russ Brown Motorcycle Attorneys™, Twisted Tea, Iron Horse Lending, LLC, SYSCO, Truly Hard Seltzer, 104.9 the Hawk, and the Weirs Beach Drive-In.

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2021 Sturgis Motorcycle Museum Gun Raffle



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Engraved by
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2021 Edition - #1 of 1**



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at the Sturgis Motorcycle
Museum & Hall of Fame.**

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or via phone at 605-347-2001, or online at sturgismuseum.com

Need not be present to win

All costs, including but not limited to applicable taxes, freight and handling charges, and transfer charges are the responsibility of the winner. All local, State, and Federal regulations will be observed.



2021 Rally Word Find

Answers
 on page
 80.

M O P E D M E S V B W Z E S M C O O B P
 M N Q W R E H P A D N O H F U D H T I O
 O O B A L R V N W E V P L S M D R S L R
 D W L E A D S I R S I O T R W A J I K E
 C L Z B D F U O L Q N O I L N E R N G P
 Y W I M X V P Y E S M A S R Q H V D F P
 Z E Z O R T E T A R T D G K C E C I V O
 D R Z T I U R R D W K O J L B L S A M H
 W T U O M P M E Z Q T L W E W K A N G C
 T Y G R O I O Q X D H I Q E M C W R F E
 E I O C G D T B N F G S I G R U T S L W
 Y U T Y S C O O T E R K B N P N D S K K
 O P O C D F H O K L Q E U Y S K O O M Y
 O L M L A S A T E H C B F P R O I P R I
 L J T E R A R S W C S D B K A U E M E B
 H A S W H F L A T T R A C K L T D C K C
 E F Q D I D E E M U E J K X C O C B I O
 N O T R O N Y M A L W Z Z X Y O N H B I
 C H S B J O D A G C X R E H T A E L T M
 E Y W D E A D W O O D Q D G H F E O O U

Find these words ↓ in the puzzle above ↑

MOTORCYCLE
 CHOPPER
 HARLEY
 KNUCKLEHEAD
 CUSTOM
 LEATHER
 PATCH
 INDIAN
 WIND

SCOOTER
 OIL
 CLUTCH
 BOOTS
 NORTON
 RALLY
 MOTO GUZZI
 FLAT TRACK
 STURGIS

HONDA
 MOPED
 DEVIL'S TOWER
 LEAD
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SOLUTIONS TO RALLY PUZZLES

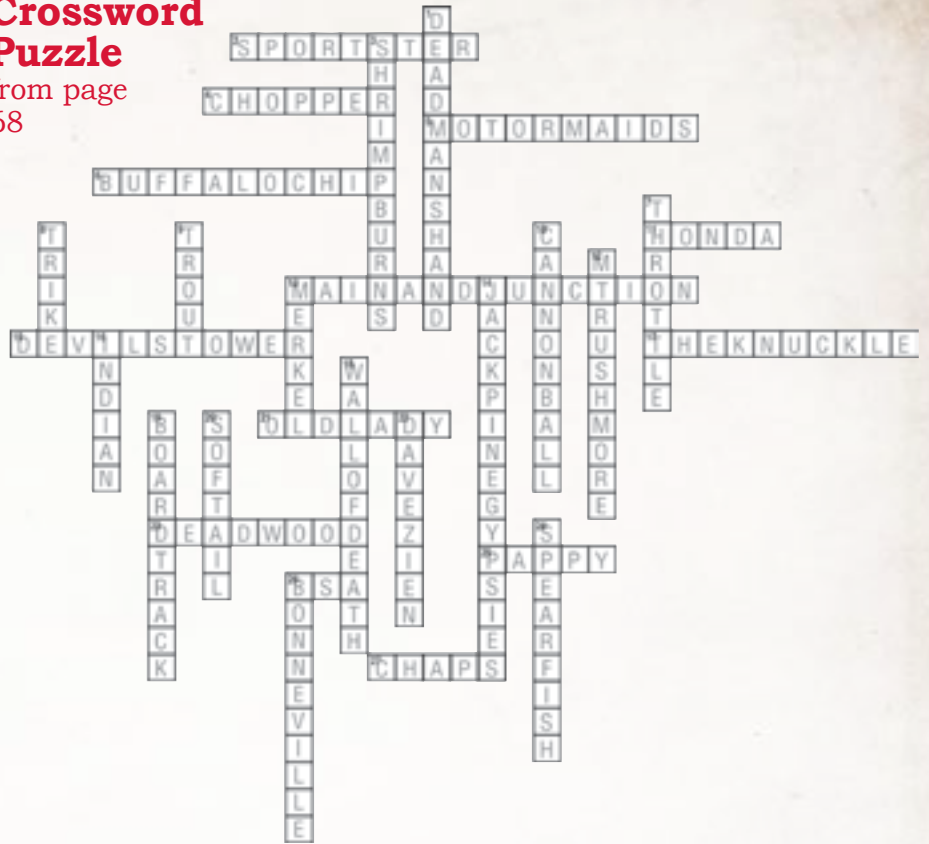
Trivia from page 38

1. B
2. D
3. B
4. D
5. B
6. C
7. A
8. A
9. D
10. B
11. A
12. D
13. B
14. C
15. B



Crossword Puzzle

from page 68



Sudoku from page 62

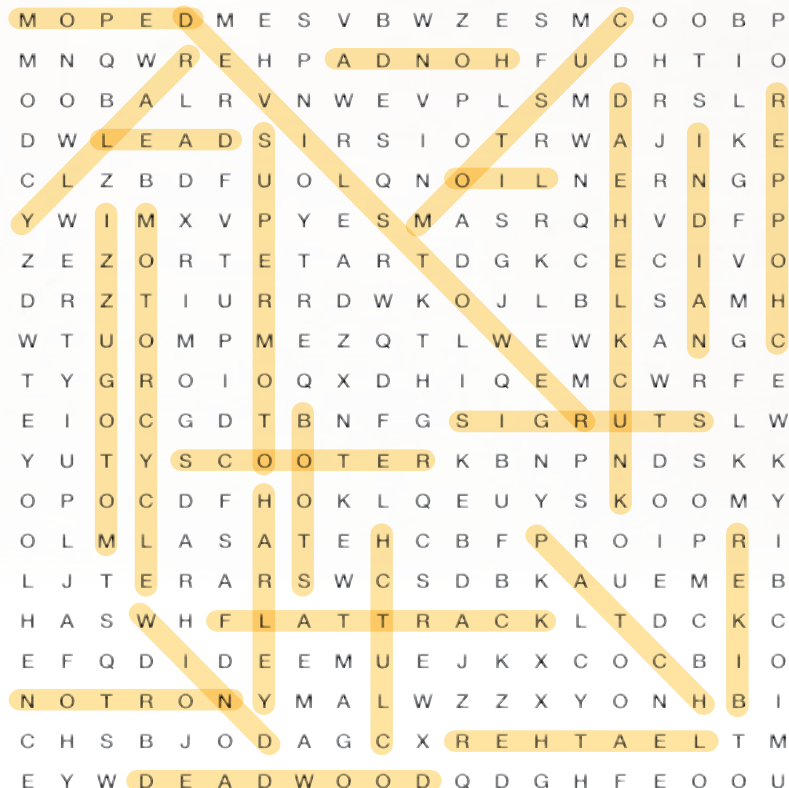
Easy

2	4	9	5	3	8	7	1	6
3	8	6	1	4	7	5	9	2
5	7	1	2	9	6	3	8	4
6	5	3	9	2	4	1	7	8
4	2	7	8	1	5	9	6	3
9	1	8	6	7	3	2	4	5
7	3	2	4	6	9	8	5	1
8	9	4	3	5	1	6	2	7
1	6	5	7	8	2	4	3	9

Hard

9	3	2	1	6	7	8	4	5
4	7	6	5	3	8	1	2	9
5	8	1	2	9	4	3	6	7
7	4	3	6	8	5	2	9	1
6	1	8	9	7	2	5	3	4
2	5	9	4	1	3	6	7	8
3	9	7	8	5	6	4	1	2
8	6	4	7	2	1	9	5	3
1	2	5	3	4	9	7	8	6

Word Find from page 78



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Check out www.brokenbow-nee.com or www.custertourism.com



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HOURS

MONDAY – SATURDAY 7:30 A.M. – 7 P.M.
SUNDAY 9 A.M. – 5 P.M.

Welcome to Sturgis!

If you are reading this article, it means that you are loyal to the Sturgis community. You may have visited once and fell in love, or it may be that you live here year-round. Regardless of your affiliation, what we all have in common is a passion for seeing this community grow and embrace its culture – one of the most unique cultures in the world.

The Sturgis area is home to many things, including the world-famous City of Sturgis



Motorcycle Rally; historic Fort Meade with its iconic Veterans hospital, Cavalry Museum, and panoramic views from the Fort Meade Post Cemetery; Bear Butte State Park; and last but not least, a vibrant and growing business district that boasts ma-and-pop boutiques and shops jostled alongside Rally-famous tattoo parlors, restaurants, and one-of-a-kind saloons. Our proximity to the Black Hills National Forest only furthers our reputation as

one of the most acclaimed and beautiful destinations in the U.S. and beyond.

We hope that you will make Sturgis your home, or your home-away-from-home that you come back to visit throughout the year. No season is the same here, and we invite you to experience each and every one of them with us.

See you in Sturgis!

Veronica Grosek
Executive Director
Sturgis Area Chamber
of Commerce

Sturgis Area Chamber of Commerce & Visitors Bureau

2040 Junction Avenue • Sturgis, SD 57785

SturgisAreaChamber.com • Office: (605) 347-2556

Veronica Grosek, Executive Director • Kat Mayberry, Office & Membership Coordinator

Sturgis

ECONOMIC

DEVELOPMENT

The Sturgis Economic Development Corp (SEDC) is the area's business relocation expert. As the economic development organization serving the City of Sturgis, Meade County and the State of South Dakota, SEDC is the regional "go to" source for assistance with business relocation, expansion and start-up needs.

SEDC administers three revolving loan funds and partners with local, state and national lenders to design competitive financing and incentive packages to assist businesses. Creative options for sale, lease and build-to-suit can be tailored to meet specific needs of businesses and are based on job creation and economic impact. Relocation assistance, workforce grants and property tax forgiveness are samples of the attractive incentives that

could be available to qualifying businesses.

As the Meade County seat, Sturgis enjoys a healthy business mix. Prospective employers are drawn to the region's stable workforce in this "right-to-work" state. Since 2014, 70 businesses employing nearly 400 have expanded or opened in Sturgis - many with the assistance of SEDC, Meade County's property tax abatement, and incentives designed to meet specific needs of qualifying businesses.

SEDC developed the 45-acre Sturgis Industrial Park. Located off I-90 at Exit 30, it offers certified site-ready parcels for development. It has a UPS distribution facility on site, and is home to metal-related manufacturing for the firearms, agricultural and motorcycle industries. Businesses in the Sturgis Industrial Park benefit

from efficient regional and global distribution, as well as cost-effective operations.

The Park also houses the Meade School District's machine tool technology program, pairing on-site classwork with internship opportunities. This hands-on training provides manufacturers a direct talent source for qualified employees.

Since 2013, SEDC has been involved in six residential housing developments offering 278 units which accommodate a variety of ages, lifestyles and incomes. Two new state-licensed child care facilities recently opened, with the capacity to serve over 270 children and families in the expanding Sturgis community.

To keep up with the growing population base, Regional Healthcare Monument Health Sturgis Hospital completed a \$10+ million expansion to the Sturgis Regional Hospital and Clinic in 2018. The Meade School District constructed a new \$16.5 million middle school that opened in August of 2018.

For more information on starting, expanding or relocating your business in Sturgis and Meade County, visit www.sturgisdevelopment.com or call Amanda Anglin, SEDC Executive Director, at 605-347-4906.



Photo by Bob Davis, Sturgis Photo & Gifts

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Sites & Buildings Available

Distribution

- I-90, Exit 30 - 1.5 miles
- UPS distribution facility - On-site
- Sturgis Municipal Airport - 7 miles
- Rapid City Regional Airport - 40 miles

Rent, Lease & Purchase Options



Amanda Anglin *Executive Director*
 P.O. Box 218 • 2885 Dickson Drive
 Sturgis, SD 57785
 Phone 605-347-4906 • Cell: 605-206-0395
 Email: amanda@sturgisdevelopment.com



Visit a Historic Post

Fort Meade was established during the winter of 1878-79 by units of the 1st and 11th Infantry and the reorganized 7th Cavalry. The mission of the 10th Company Post was to provide military protection for the gold seekers and settlers of

the Northern Black Hills. General Phil Sheridan, famed Civil War Cavalry, reportedly selected the picturesque site for the new post. The site is located about two miles southwest of nearby Bear Butte. It was on the parade grounds that the “Star Spangled Banner” was first played in an official capacity for evening retreat. Long before it became the National Anthem, those present at its playing snapped to attention. On a lonely journey, the wounded Cavalry horse, Comanche, walked back home to Sturgis from Custer’s Last Stand in Montana. It was at Fort Meade that Comanche – the

Many remnants of the historic peace-keeping old post have been faithfully preserved.

only military survivor of the Battle of Little Big Horn – was officially retired with military honors. It was also at Fort Meade that the controversial Major Marcus A. Reno was cashiered from service

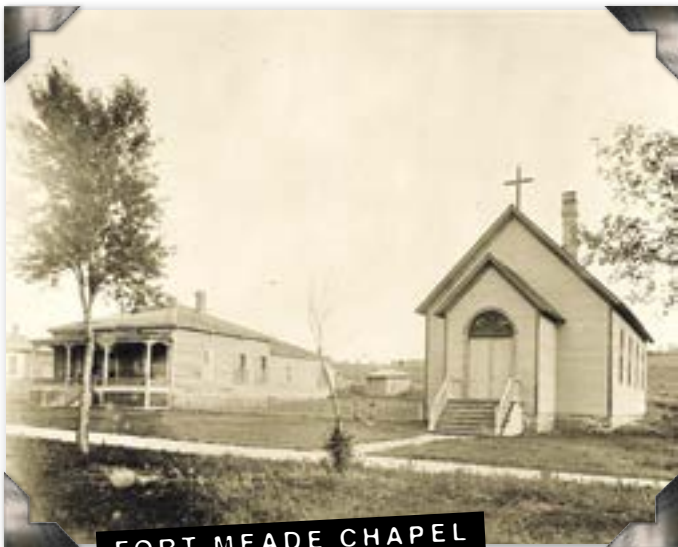
by court martial for scandalous behavior. Many celebrated frontier Army units saw service at Fort Meade, including the 4th Cavalry which was headquartered there for over 20 years. It outlived

all other frontier posts of the Upper Missouri West surviving as a military installation until 1944 when it became a Veterans Administration Hospital. It still operates today, providing mental and physical health care for those who served America. The campus also encompasses the scenic Fort Meade Recreation Area. Covering 6,693 acres, it is a mix of prairie and forest with miles of picturesque trails for hikers, mountain bikers, and horses. Scenic Back Country Byway runs

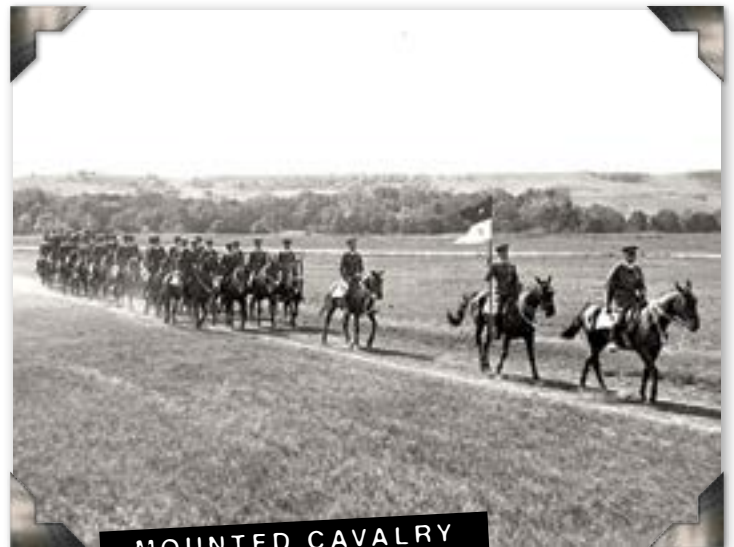
through it. The area is also full of historic markers commemorating the area’s significance including the Fort Meade Post Cemetery. Many remnants of the historic peace-keeping old post have been faithfully preserved. Numerous mementos of the colorful units and troopers who served there are on display at the Fort Meade Museum. The military buildings and residences have been retained under a Historical Preservation Designation and are maintained by the Veterans Administration that now occupies the post.

You’ll also want to check out the Fort Meade Museum. It’s a non-profit association dedicated to preserving the history of the Fort Meade military post and units that served there from 1877 to 1944. The Museum is open daily from mid-May through September from 9 a.m. - 5 p.m.

For more information on the Fort Meade Museum and the history it helps to preserve, visit FortMeadeMuseum.org



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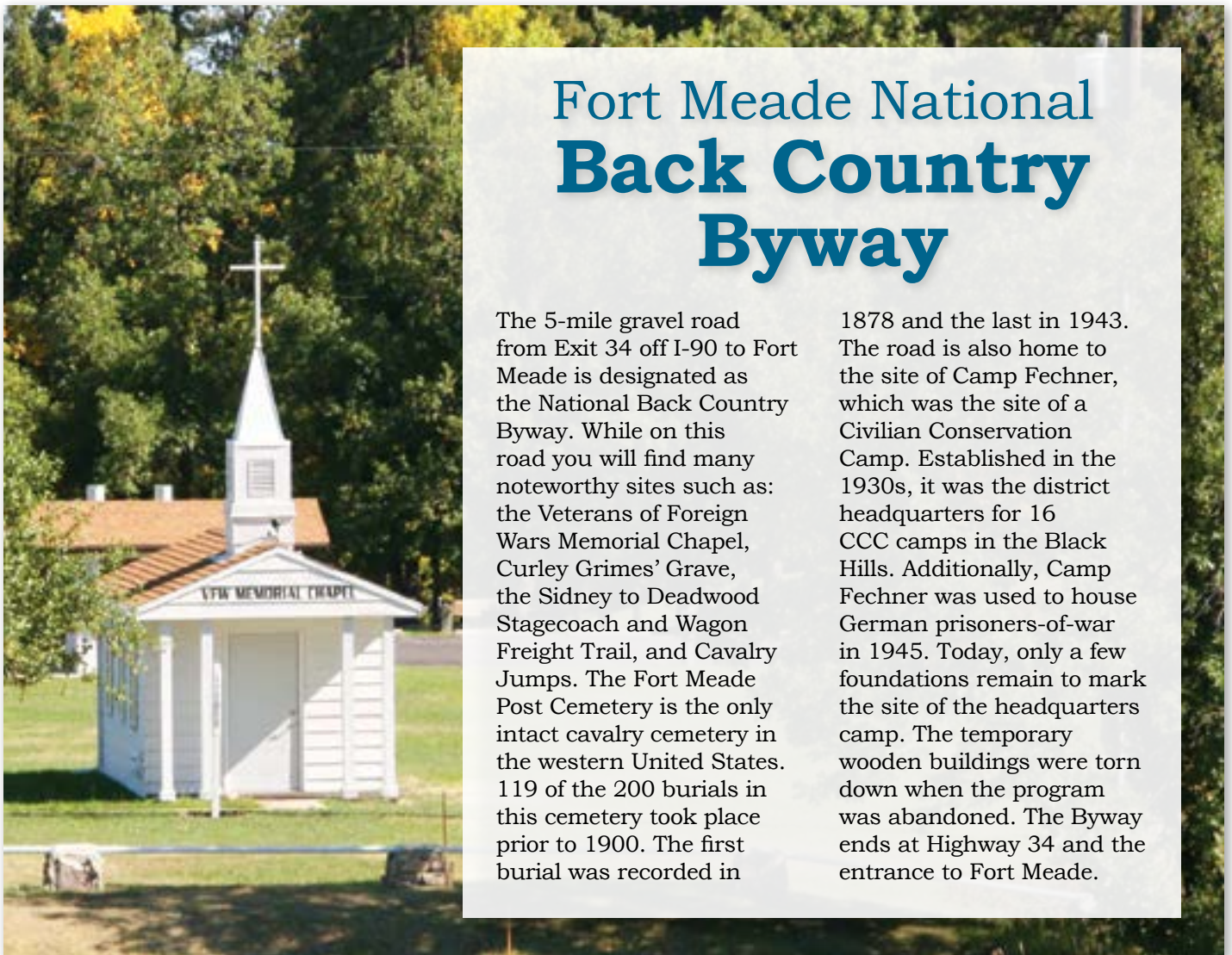
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Fort Meade Recreation Area

The Fort Meade Recreation Area is approximately 6,700 acres of forest and grasslands. The area is managed to protect, preserve, and enhance its cultural, historic, recreational, and wildlife values. Many trails offer both scenic views of Bear Butte and the prairie, as well as the Black Hills to the south.



Fort Meade National Back Country Byway

The 5-mile gravel road from Exit 34 off I-90 to Fort Meade is designated as the National Back Country Byway. While on this road you will find many noteworthy sites such as: the Veterans of Foreign Wars Memorial Chapel, Curley Grimes' Grave, the Sidney to Deadwood Stagecoach and Wagon Freight Trail, and Cavalry Jumps. The Fort Meade Post Cemetery is the only intact cavalry cemetery in the western United States. 119 of the 200 burials in this cemetery took place prior to 1900. The first burial was recorded in

1878 and the last in 1943. The road is also home to the site of Camp Fechner, which was the site of a Civilian Conservation Camp. Established in the 1930s, it was the district headquarters for 16 CCC camps in the Black Hills. Additionally, Camp Fechner was used to house German prisoners-of-war in 1945. Today, only a few foundations remain to mark the site of the headquarters camp. The temporary wooden buildings were torn down when the program was abandoned. The Byway ends at Highway 34 and the entrance to Fort Meade.

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Sturgis: The Key City

From Sturgis' earliest days the community has been known as the "Key City" due to it being a hub providing travel routes to various places in the northern Black Hills. The Key City nickname applies today due to the great trail access the community has. Since 2012 over 50 miles of new stacked loop recreational trails have been developed in, around, and connected directly through the City of Sturgis. This trail system developed by the not for profit group Black Hills Trails through partnerships with federal, state, city, commercial, and private interests is funded primarily through donations.

7TH CAVALRY TRAIL SYSTEM

Highlights: Easy access from east Sturgis with one trailhead right off Main Street, connects three historic cemeteries, integrated with the Centennial Trail a designated National Recreation Trail. The northern most trail sections extend to Bear Butte State Park.

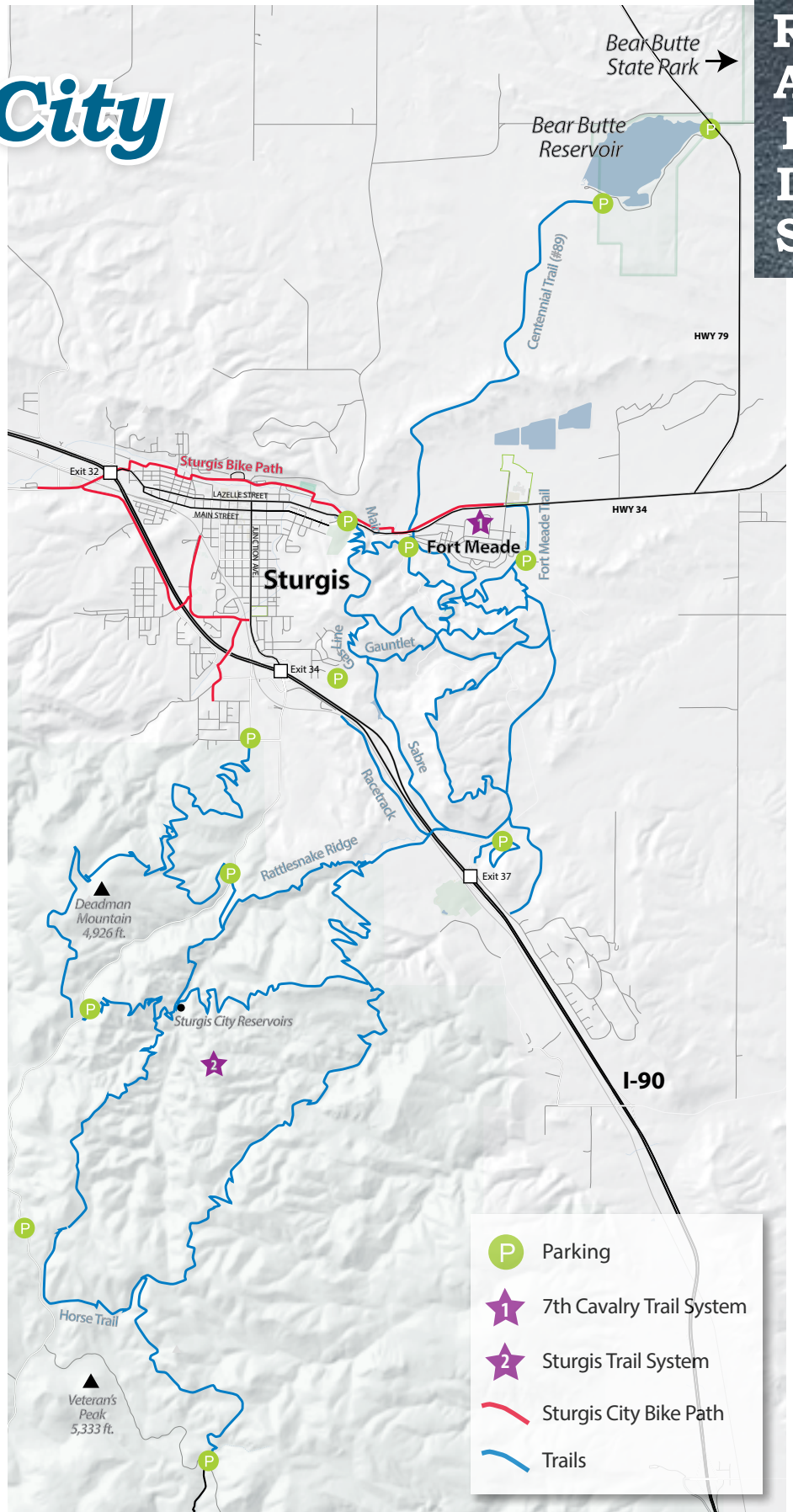
STURGIS TRAIL SYSTEM

Highlights: Easy access from south Sturgis and up Vanocker Canyon. Points of interest include Veteran Peak, Deadman Mountain, and the City Reservoirs. These trails integrate with the Centennial Trail and 7th Cavalry Trail System

FORT MEADE TRAIL

Highlights: This accessible 3-mile loop circles the Fort Meade VA Hospital complex and provides excellent views and historical interpretation of Fort Meade. This trail is connected to the 7th Cavalry Trail System.

For more information,
www.trailforks.com/region/sturgis-12508/



Hiking & Biking

The Black Hills National Forest and the area surrounding Sturgis is riddled with scenic trails for a variety of skill levels. The terrains vary from heavily wooded forest to groves of Oak and Aspen. There are grassy meadows ideal for a family picnic and scenic outlooks perfect for pictures.



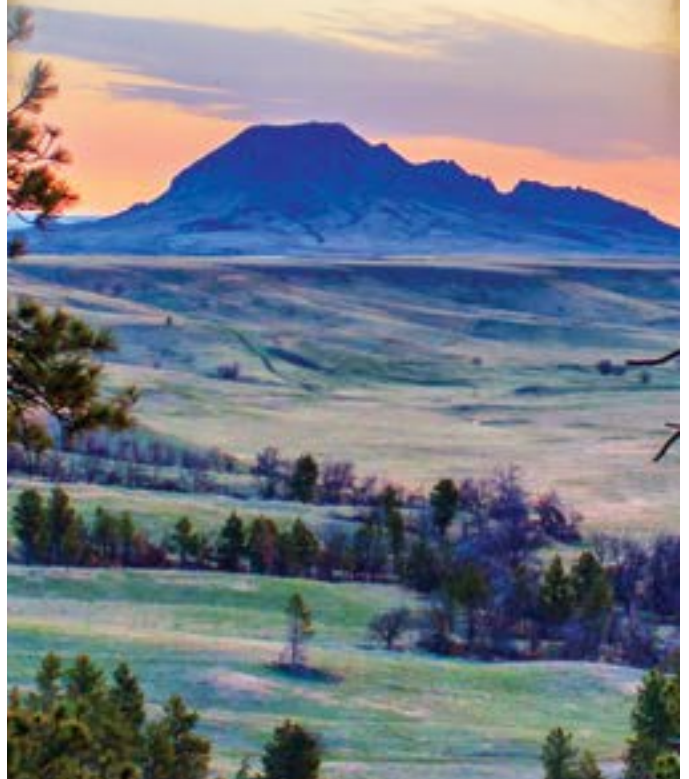
Off-Roading

With access points to many of the Black Hills National Forest motor-vehicle use trails just minutes from Sturgis, you can take your ATV/UTV and explore the Hills. The Black Hills National Forest regional offices have official forest service maps and motor vehicle use maps available. The maps provide information for all Black Hills National Forest area trails which can be used for various off-road vehicles. You can pick up the map while you're purchasing your use permit, which is required for all off-road vehicles.



— Explore — **Bear Butte STATE PARK**

Formed millions of years ago when molten lava pushed upward into the overlying sedimentary rock, this igneous rock formation is a sacred site to several tribes throughout North America and portions of Canada. It is known as "Mata Paha" or "Bear Mountain" to the Lakota people. The Cheyenne call it "Noahvose." Known for its holiness and mystery, Bear Butte has acted as a place of prayer and reflection for more than 4,000 years. Even today, traditional native ceremonies are held there throughout the year. If you choose to hike the site, please be respectful of its significance. You'll see prayer cloths and ties. They vary by tribe and band, but all are sacred and should not be photographed or touched. With its small herd of bison and incredible vistas, Bear Butte is an incredible place to experience nature and show respect for the native tribes who have worshiped there for centuries.



Golf

If you're a fan of golf, take time to play 18 holes at the Boulder Canyon Country Club. Open to the public, this course sits just a few miles southwest of downtown Sturgis on Hwy 14A. Situated at the edge of the Black Hills National Forest, this course offers challenges and world-class views. Elkhorn Ridge Golf Club, located in Spearfish off I-90 at Exit 17, offers an 18-hole course with hidden canyons, elevated tees, and broad sloping greens.



Fishing

Fishing is a year-round sport in South Dakota and the Black Hills. Bear Butte Lake, Fort Meade Reservoir, Lion's Club Pond, and Dalton Lake are all located within minutes of Sturgis. If you prefer fly fishing, there are beautiful streams not far from Sturgis where elusive trout thrive. Ice fishing is a fantastic winter sport. Popular ice fishing locations near Sturgis include Pactola Reservoir, French Creek, Spearfish Creek, Spring Creek, and Bear Butte Lake. The amazing scenery, abundant wildlife, and fantastic fishing have fishermen flocking to Sturgis and western South Dakota year-round.

Camping

From traditional camping in the forest to cozy cabins at local campgrounds, we offer it all. Many areas of the Black Hills National Forest can be used for overnight camping. (Check with the Forest Service for specific areas.) At Bear Butte Lake and Dalton Lake, visitors can camp for a minimal fee. Both have specified camp sites and limited facilities. The Fort Meade Recreation Area also offers campsites with easy access to trails and space for horses. There are also many State and National campgrounds available throughout the Black Hills. For those with a more plush idea of "roughing it," Sturgis has many private campgrounds offering a variety of amenities. See the Accommodations: Camping/Cabins/RV list in the directory of this magazine to find the one that's right for you.



Cross-Country Skiing & Snowshoeing

If cross-country skiing or snowshoeing is your passion, you'll find no better place than the Black Hills National Forest and the many trails surrounding Sturgis. With an average snow accumulation in the Black Hills of around 150 inches annually, conditions are generally favorable between late November and early March. Prime destinations include the Centennial Trail and the Fort Meade Recreation Area. Both offer incredible scenery and storied Western pasts. Additionally, there are nearly 60 miles of marked and mapped trails in the Black Hills National Forest. They are easy enough for beginners and beautiful enough for the more experienced to enjoy. If you don't have your own snowshoes, you can borrow them from South Dakota State Parks. Visit GFP.SD.org for details.



Snowmobiling

The Black Hills Area is a snowmobiler's dream destination. With over 350 miles of marked trails that are available to you December 1 through March 31, you are bound to find sights you will not encounter anywhere else. These marked trails wind through pine forests and open meadows and climb up to 6,000 feet in elevation, providing spectacular summit lookouts. This trail system has been ranked in the top 10 places to ride in the nation. With 1.3 million acres of National Forest lands to explore, it is unlikely you will encounter much traffic. There are several spots on the trail system to stop and enjoy nature or grab a bite to eat and relax. Snowmobile rentals are available in the Sturgis area and average about \$150 per day. Many retailers offer half-day, single-day, weekend, and full-week packages. Visit GFP.SD.org for details.

For more information on recreational opportunities, attractions, and events in and around Sturgis, visit these websites:

- Sturgis Area Chamber of Commerce & Visitors Bureau: SturgisAreaChamber.com
- Black Hills Trails: BlackHillsTrails.org • Black Hills & Badlands: BlackHillsBadlands.com
- South Dakota Game, Fish, & Parks: GFP.SD.gov • South Dakota Tourism: TravelSD.com



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DINING/DRINKS

	Allow Pets	Limited Menu	Breakfast	Lunch	Dinner	Kids Menu	Gluten Free/Vegan	Adult Beverages	Full Bar	Late Night Food	Gaming
Baymont Inn/44 North Whiskey Bar		■						■	■		■
Bear Butte Gardens Farmstand		■						■			
Beaver Bar			■	■	■			■	■	■	
Belle Joli Winery	■		■	■	■			■			
Boulder Canyon Sports Bar and Grill			■	■	■	■	■	■	■		
Cadillac Jack's Gaming Resort			■	■	■	■	■	■	■	■	■
DsJarlais Farms & Winery		■						■			
Elkhorn Ridge Golf Club/Miller Creek Pub				■	■			■	■		
First Gold Hotel & Gaming			■	■	■			■	■	■	■
Knuckle Saloon & Brewing Company	■			■	■	■		■	■	■	■
Loud American Roadhouse				■	■	■		■	■	■	
McDonald's of Sturgis			■	■	■	■				■	
Oasis Bar & Fireside Lounge	■	■						■	■	■	■
Pizza Hut of Sturgis				■	■		■	■		■	
Sidehack Saloon/Grill & Gunner's Lounge			■	■	■	■		■	■	■	■
Stinger Saloon								■			
Taco John's of Sturgis			■	■	■	■	■			■	
The Coffee Shop at The Hotel Sturgis		■									
The Lodge at Deadwood			■	■	■	■	■	■	■	■	■
Uncle Louie's Diner			■	■	■	■		■			
Veterans Club					■			■	■		■

Clothing Shoes Gifts Accessories

OPEN YEAR ROUND

Just For Looks Boutique

1006 Main Street | Sturgis, SD

SMOKES N' THINGS

2715 Lazelle St.
Boulder Canyon Station #2 Suite A
1(605)720-8658

ACCOMMODATIONS

	Open Year Round	Playground	Allows Pets	Fitness Rooms	Pool/Hot Tub	Tent Spots	RV Parking	Cabins/Rental Campers	Full/Electric/Dry Hookup	Dump Station	Wi-Fi	Cable	Laundry
Baymont Inn & Suites	■			■							■	■	■
Bear Butte Creek Campground						■	■	■	■	■			
Bear Butte Gardens Airbnb/Vrbo	■										■		■
Best Western Sturgis Inn	■		■		■						■	■	■
Big Rig RV Park			■				■		■	■	■		■
Buffalo Chip Campground						■	■		■	■			■
Cadillac Jacks Gaming Resort	■		■	■	■						■	■	
Creekside Campground			■			■	■	■		■			■
Days Inn Sturgis	■		■	■							■	■	
Elkhorn Ridge RV Resort	■	■	■		■	■	■	■	■	■	■	■	■
Executive Lodging of the Black Hills	■				■			■			■	■	■
First Gold Gaming Resort	■		■	■							■	■	
Iron Horse Campground						■	■	■	■	■	■	■	■
Iron Horse Inn			■			■	■		■		■		■
Lamphere Ranch Campground			■			■	■	■	■	■	■		
Nemo Guest Ranch			■			■	■	■		■	■	■	
No Name City Luxury Cabins & RV	■	■	■		■	■	■	■	■	■	■		■
Ride N Rest Campground			■			■	■	■	■	■			■
RNR Ranch Campground						■	■		■				
Rush-No-More RV Resort & Campground		■	■		■	■	■	■	■	■	■		■
Shade Valley Camp Resort			■			■	■	■	■	■	■		■
Spur Creek Saloon & Ranch		■	■			■	■	■					■
Sturgis Hideaway Campground/DesJarlais						■		■			■		■
Sturgis RV Park			■			■	■	■	■	■	■		■
Sturgis View Campground			■			■	■	■	■	■			
Summerset Hotel & Suites	■		■	■	■						■	■	■
Super 8 Motel	■			■							■	■	
The Hotel Sturgis	■		■								■	■	
The Lodge at Deadwood Gaming Resort	■		■	■	■						■	■	■
The Sturgis Motel											■	■	■
Tilford Gulch Campground			■			■	■		■		■		
Wheeler Farms Rentals <i>(vrbo.com - Property 1227525, 647269, and 313834)</i>	■										■	■	■

STURGIS AREA CHAMBER DIRECTORY

Photo by
Jonathan Karol

ACCOMMODATIONS: CAMPING/CABINS/RENTALS

Bear Butte Creek Campground

13174 SD Hwy 34, Sturgis, SD 57785
605-347-1504

Big Rig RV Park

3333 Dolan Creek Rd., Sturgis, SD 57785
605-646-4910

Buffalo Chip Campground

20622 Fort Meade Way, Sturgis, SD 57785
605-347-9000

Creekside Campground

PO Box 366, Sturgis, SD 57785
605-347-2137

Elkhorn Ridge RV Resort

20189 US Hwy 85, Spearfish, SD 57783
605-722-1800

Executive Lodging of the Black Hills

11842 US Hwy 14, Sturgis, SD 57785
605-578-3555

Iron Horse Campground

PO Box 132, Tulare, SD 57476
605-450-0321

Lamphere Ranch Campground

PO Box 445, Sturgis, SD 57785
605-347-5858

Nemo Guest Ranch

PO Box 77, Nemo, SD 57759
605-578-2708

No Name City Luxury Cabins & RV

20899 Pleasant Valley Dr., Sturgis, SD 57785
605-347-8891

Ride N Rest Campground

20494 SD Hwy 79, Sturgis, SD 57785
605-490-8292

RNR Ranch Campground

518 S Dartmouth Ave., Newell, SD 57760
605-892-5800

Rush No More RV Park & Campground

21137 Brimstone Pl, Sturgis, SD 57785
605-347-2916

Shade Valley Camp Resort

20158 137th Pl, Sturgis, SD 57785
605-347-5556

Spur Creek Saloon

17712 SD Hwy 79, Newell, SD 57760
605-391-8282

Sturgis RV Park

1175 West Woodland Dr., Sturgis, SD 57785
605-720-1501

Sturgis View Campground

PO Box 564, River Falls, WI 54022
715-222-9285

Tilford Gulch Campground

13157 Deer Meadow Rd., Piedmont, SD 57769
605-209-1200

Wheeler Farms Vacation Homes

Piedmont, SD 57769
605-381-8778

ACCOMMODATIONS: HOTEL/MOTEL

Baymont Inn & Suites / 44North Bar

2721 Lazelle St., Sturgis, SD 57785
605-347-4140

Best Western - Sturgis Inn

2431 Junction Ave., Sturgis, SD 57785
605-347-3604

Cadillac Jack's Gaming Resort

360 Main St., Deadwood, SD 57732
605-578-1500

Days Inn Sturgis

2630 Lazelle St., Sturgis, SD 57785
605-347-3027

First Gold Gaming Resort

270 Main St., Deadwood, SD 57732
605-578-9777

Iron Horse Inn

600 Whitewood Service Rd., Whitewood, SD
57793
605-722-7574

Summerset Hotel & Suites

7900 Stagestop Rd., Summerset, SD 57718
605-787-4844

Super 8 Motel

2600 Whitewood Service Rd., Sturgis, SD 57785
605-347-4447

The Hotel Sturgis

1144 Main St., Sturgis, SD 57785
605-484-7911

The Lodge at Deadwood

100 Pine Crest Dr., Deadwood, SD 57732
605-584-4800

The Sturgis Motel

1802 Junction Ave., Sturgis, SD 57785
605-347-2506

ASSOCIATE MEMBERS

Dr. Barry Furze

Sturgis, SD 57785
605 720-5496

Ernie Miller

Sturgis, SD 57785
605-347-3354

ATTRACTIONS

Bear Butte State Park

PO Box 688, Sturgis, SD 57785
605-347-5240

Bear Country U.S.A.

13820 S Hwy 16, Rapid City, SD 57702
605-343-2290

Black Hills Playhouse

PO Box 2513, Rapid City, SD 57709
605-255-4141

Crazy Horse Memorial

12151 Ave. of the Chiefs, Crazy Horse, SD 57730
605-673-4681

Fort Meade Museum

PO Box 164, Fort Meade, SD 57741
605-347-9822

Historic Homestake

Opera House
PO Box 412, Lead, SD 57754
605-584-2067

Sturgis Car Museum

940 Dickson Dr., Sturgis, SD 57785
605-720-6398

Sturgis Area Chamber Directory *continued*

Sturgis Motorcycle Museum
999 Main St., Sturgis, SD 57785
605-347-2001

Sturgis Strikers Bowling
910 1st St., Sturgis, SD 57785
605-720-2695

Wonderland Cave
12634 Alpine Rd., Nemo, SD 57759
605- 578-1728

AUTO/MOTORCYCLE/SMALL ENGINE

Indian Motorcycle
2130 Main St., Sturgis, SD 57785
605-206-7830

Iverson Automotive LLC
2800 Raccoon Rd., Sturgis, SD 57785
605-561-0322

J & P Cycles
PO Box 1928, Coppell, TX 75019
469-283-7730

Jake's Collision Repair of Sturgis
2416 Junction Ave., Sturgis, SD 57785
605-347-5253

Liberty Chevrolet
2651 Whitewood Service Rd., Sturgis, SD 57785
605-347-2566

Owens Interstate Sales
2200 W Lazelle St., Sturgis, SD 57785
605-347-3621

Park Ave. Car Wash
336 N 14th St., Spearfish, SD 57783
605-642-7423

Plains Towing and Recovery
2879 Vanocker Canyon Rd., Sturgis, SD 57785
605-720-5000

Scooptown Car Wash
710 Anna St., Sturgis, SD 57785
605-720-7800

Scott Peterson Motors
1 Ford Pl, Sturgis, SD 57785
605-347-3662

Speedy Lube
2205 Park Ave., Sturgis, SD 57785
605-347-6939

Sturgis ATV & Small Engines LLC
2043 Lazelle St., Sturgis, SD 57785
605-561-2887

Sturgis Harley-Davidson
1040 Junction Ave., Sturgis, SD 57785
605-347-2056

Sturgis Motor Company
1721 Lazelle St., Sturgis, SD 57785
605-347-2277

Sturgis Motorsports
PO Box 158, Sturgis, SD 57785
605-347-2636

Sturgis NAPA
2324 Junction Ave., Sturgis, SD 57785
605-347-2663

Sturgis Powersports
1861 Lazelle St., Sturgis, SD 57785
605-720-4038

Sturgis Tire Pros
2324 Junction Ave., Sturgis, SD 57785
605-720-8315

Werlinger Auto Body Repair
3441 Whitewood Service Rd., Sturgis, SD 57785
605-347-5550

BUSINESS SERVICES

A & B Business Solutions
1822 W Kansas City St., Rapid City, SD 57702
605-722-7426

All-Net Connections
PO Box 27, Whitewood, SD 57793
605-269-4141

Century Business Products
1011 E 15th St., Sioux Falls, SD 57104
605-343-1260

Certified Folder Display Service, Inc
7601 Black Hawk Rd., Unit #4,
Black Hawk, SD 57718
605-786-0215

Eagle Uniform & Supply Co.
494 Main St., Lander, WY 82520
307-332-5456

**LIU - Lasting Impressions
Unlimited**
13830 SD Hwy 40, Hermosa, SD 57744
605-201-1021

Quik Signs
2925 E Colorado Blvd., Spearfish, SD 57783
605-717-7446

Servall Uniform & Linen Supply
312 Main St., Rapid City, SD 57701
605-343-0680

CIVIC & GOVERNMENT

**Black Hills & Badlands
Tourism Association**
1851 Discovery Circle, Rapid City, SD 57701
605-355-3600

Black Hills Area Community Foundation
803 St Joseph St., Rapid City, SD 57709
605-718-0112

Black Hills Bluegrass Association
3405 Wisconsin Ave., Rapid City, SD 57701
605-348-6737

Black Hills Trails
PO Box 661, Sturgis, SD 57785
No Phone

City of Sturgis
1040 Harley-Davidson Way, Sturgis, SD 57785
605 347-4422

Crisis Intervention Shelter (CISS)
PO Box 842, Sturgis, SD 57785
605-347-0050

Dakota Endurance, LLC
Sturgis, SD 57785
605-430-7007

**Dakota Frontier Camp Adventure
for Kids**
1490 Lazelle St., Sturgis, SD 57785
605-490-1252

Downtown Sturgis Foundation
2040 Junction Ave., Sturgis, SD 57785
No Phone

Hellfighters Outreach Ministries
717 Anna St., Sturgis, SD 57785
605-645-8047

High Plains Spiritual Life Center
1506 Jackson St., Sturgis, SD 57785
605-347-1131

Home Instead Senior Care of Black Hills
710 Mount Rushmore Rd., Rapid City, SD 57701
605-716-9300

Meade County 4-H
1425 Sherman St Ste 103, Sturgis, SD 57785
605-347-2436

Meade County Commission
1300 Sherman St Ste 212, Sturgis, SD 57785
605-720-1625

Meade County Housing
1220 Cedar St #113, Sturgis, SD 57785
605-347-3384

Meade County Republican Party
PO Box 896, Sturgis, SD 57785
605-347-2975

Meade County Republican Women
Sturgis, SD 57785
605-720-3881

Sturgis Area Chamber Directory *continued*

Meade County Senior Citizens Center

919 Harley-Davidson Way, Sturgis, SD 57785
605-347-5877

Meals On Wheels Western SD

1621 Sheridan Lake Rd Ste C, Rapid City, SD 57702
605-347-1740

NeighborWorks Dakota Home Resources

795 East Main St., Deadwood, SD 57732
605-578-1401

Northern Hills Area CASA Program

741 N 5th St., Spearfish, SD 57783
605-722-4558

Northwest Area Right to Life

PO Box 315, Piedmont, SD 57769
605-209-2076

Olive Branch Lodge #47

PO Box 476, Sturgis, SD 57785
605-347-2363

Optimist Club of Sturgis

PO Box 934, Sturgis, SD 57785
605-490-9410

Salvation Army of the Black Hills

405 N Cherry Ave., Rapid City, SD 57701
605-791-4045

Sanford Underground Research Facility

630 E Summit St., Lead, SD 57754
605-722-8650

South Dakota Department of Labor

1300 North Ave., Spearfish, SD 57783
605-642-6900

Sturgis & Meade Co. Historical Society

PO Box 221, Sturgis, SD 57785
605-347-3233

Sturgis Area Arts Council

PO Box 901, Sturgis, SD 57785
605 347-5467

Sturgis Area Chamber of Commerce & Visitors Bureau

2040 Junction Ave., Sturgis, SD 57785
605-347-2556

Sturgis Center for the Arts

PO Box 721, Sturgis, SD 57785
605-347-0242

Sturgis Economic Development Corp

PO Box 218, Sturgis, SD 57785
605-347-4906

Sturgis Golden K Kiwanis Club

PO Box 4136, Sturgis, SD 57785
605-490-1830

Sturgis HS Rodeo Booster Club

PO Box 66, Sturgis, SD 57785
605-347-1068

Sturgis Motorcycle Rally Inc (SMRI)

1612 Junction Ave #4, Sturgis, SD 57785
605-347-5336

Sturgis Mustang Rally

PO Box 745, Sturgis, SD 57785
605-393-7865

Sturgis Police Department

1400 Main St., Sturgis, SD 57785
605-347-2573

Sturgis Public Library

1040 2nd St Ste 101, Sturgis, SD 57785
605-347-2624

Sturgis Scooper Booster Club

Sturgis, SD 57785
605-490-2155

Sturgis Soccer Assoc.

PO Box 833, Sturgis, SD 57785
605-490-2676

United Way of the Black Hills

621 6th St., Ste 100, Rapid City, SD 57701
605-343-5872

West River Foundation

PO Box 218, Sturgis, SD 57785
605-347-4467

Western Dakota Antique Club

PO Box 141, Sturgis, SD 57785
605-490-2024

Western Resources for

Independent Living
529 Kansas City St., Ste 203,
Rapid City, SD 57701
605-718-1930

Weston County Travel

Commission
PO Box 655, Newcastle, WY 82701
307-746-2896

Workforce Diversity Network

505 Kansas City St., Rapid City, SD 57701
605-787-2590

CONSTRUCTION/MAINTENANCE/ LANDSCAPING

Ainsworth-Benning Construction

345 Industrial Dr., Spearfish, SD 57783
605-642-4716

Black Hills Asphalt

PO Box 43, Spearfish, SD 57783
605-645-3437

Brosz Engineering Inc.

PO Box 636, Sturgis, SD 57785
605-347-2722

Dream Design International, INC

520 Kansas St., Ste 101, Rapid City, SD 57701
605-348-0538

Five Star Insulating Inc.

PO Box 450, Burke, SD 57523
605-830-1715

Freeman's Electric Service

401 Maple Ave., Rapid City, SD 57701
605-347-0110

Garage Door Pros

Sturgis, SD 57785
605-877-0525

Greenscape

1280 Moose Dr., Sturgis, SD 57785
605-347-7814

Iverson Construction

1210 Industry Rd., Sturgis, SD 57785
605-347-3282

Keating Resources

2121 North Pearl St., Dallas, TX 75201
630-648-9967

Legendary Electric LLC

PO Box 471, Sturgis, SD 57785
605-490-2254

Northern Hills Heating & Cooling

Sturgis, SD 57785
605-347-1923

Northern Hills Sod Farm, LLC

20138 126th Pl, Whitewood, SD 57793
605-347-9606

One Way Service Pros

169 Charles St., Deadwood, SD 57732
605-722-8101

Pete Lien & Sons Inc

3401 Universal Dr., Rapid City, SD 57702
605-347-5939

Pointer Roofing & Construction LLC

Sturgis, SD 57785
605-553-8756

Sacrison Paving

PO Box 100, Whitewood, SD 57793
605-269-2005

Scul Construction Service, Inc

PO Box 7636, Rapid City, SD 57709
605-342-2379

Sturgis Area Chamber Directory *continued*

Short Construction Inc

1305 Ball Park Rd., Sturgis, SD 57785
605-490-0014

Simon

3975 Sturgis Rd., Rapid City, SD 57702
605-394-3300

The Goat Lawn Service

892 Dudley St., Sturgis, SD 57785
605-858-0080

Town-N-Country Plumbing

1026 Main St., Sturgis, SD 57785
605-347-5194

Wolff's Plumbing and Heating, Inc.

PO Box 97, Spearfish, SD 57783
605-642-5755

DINING/DRINKS/CATERING

Beaver Bar Sturgis

PO Box 2085, Murrells Inlet, SC 29576
843-318-0844

Belle Joli' Winery

3951 Vanocker Canyon Rd., Sturgis, SD 57785
605-347-9463

DesJarlais Farms

1335 Ballpark Rd., Sturgis, SD 57785
605-347-0793

Loud American Roadhouse

1305 Main St., Sturgis, SD 57785
605-720-1500

McDonald's of Sturgis

2351 Lazelle St., Spearfish, SD 57783
605-347-2798

Nonna's Cottage

544 N Main St., Spearfish, SD 57783
605-307-1345

Oasis Bar & Fireside Lounge

PO Box 1000, Sturgis, SD 57785
605-347-3848

Old West Dutch Oven Catering

7211 Black Hawk Rd., Black Hawk, SD 57718
605-390-6843

Pizza Hut

2249 W Lazelle St., Sturgis, SD 57785
605-347-4573

Rent-A-Chef Catering

PO Box 634, Spearfish, SD 57783
605-645-5124

Sidehack Saloon & Gunner's Lounge

1300 Junction Ave., Sturgis, SD 57785
605-347-2828

Stinger Saloon

1108 Main St., Sturgis, SD 57785
605-381-3068

Taco John's of Sturgis

2314 S Junction Ave., Sturgis, SD 57785
605-347-3556

The Good Witch Cake Shop

2709 Lazelle St., Sturgis, SD 57785
605-720-8332

The Knuckle Saloon & Brewing

931 1st St., Sturgis, SD 57785
605-347-0106

Uncle Louie's Diner

PO Box 591, Sturgis, SD 57785
605-720-6475

Veteran's Club

868 Main St., Sturgis, SD 57785
605-347-4682

EDUCATION

Black Hills Special Services

PO Box 218, Sturgis, SD 57785
605-347-4467

Black Hills State University

1200 University St Unit 9512, Spearfish, SD 57799
605-642-6877

Community Education of the Black Hills

730 E Watertown St., Rapid City, SD 57701
605-394-5120

Meade School District 46-1

1230 Douglas St., Sturgis, SD 57785
605-347-2523

Western Dakota Technical Inst

800 Mickelson Dr., Rapid City, SD 57703
605-718-2400

FINANCIAL SERVICES

360 Accounting - Sherroll Scow

Sturgis, SD 57785
702-443-5036

Aflac - Sharon Aberle

3001 Lazelle St Lot 16, Sturgis, SD 57785
605-545-3839

Black Hills Community Loan Fund

607 1/2 Mt. Rushmore Rd., Ste 105, Rapid City, SD 57701
605-519-5124

Black Hills Federal Credit Union

1020 Lazelle St., Sturgis, SD 57785
605-718-1818

Black Hills Title Company

PO Box 909, Sturgis, SD 57785
605-347-4402

Dakota Financial Services Inc

PO Box 634, Sturgis, SD 57785
605-720-6747

Edward Jones - Bruce Gordon

PO Box 790, Sturgis, SD 57785
605-720-5670

Edward Jones - Melissa Hampton

1247 Sherman St., Sturgis, SD 57785
605-720-5670

Farm Credit Services of America

2510 N Plaza Dr., Rapid City, SD 57702
605-342-0678

Farmers Insurance

1241 Sherman St., Sturgis, SD 57785
605-347-4562

First Interstate Bank

1200 Main St., Sturgis, SD 57785
605-347-2562

First National Bank

955 Main St., Sturgis, SD 57785
605 347-4416

Gateway Mortgage Group

722 14th St., Sturgis, SD 57785
605-646-2273

Glover Investments LLC

Sturgis, SD 57785
605-347-0995

H & R Block Sturgis

1881 Lazelle St., Sturgis, SD 57785
605-347-5955

Highmark Credit Union

725 5th St., Rapid City, SD 57701
605-716-4444

HUB International Limited

PO Box 519, Sturgis, SD 57785
605-347-4644

Leavitt Heartland

Insurance Services
942 14th St., Sturgis, SD 57785
605-347-4583

Northern Hills Business & Tax Service

1109 5th St., Sturgis, SD 57785
605-720-2130

Northern Hills Federal Credit Union

1080 Main St., Sturgis, SD 57785
605-347-4527

Sturgis Area Chamber Directory *continued*

Pioneer Bank & Trust

2611 Lazelle St., Sturgis, SD 57785
605-720-2265

Sabers Agency Inc

2327 Junction Ave., Sturgis, SD 57785
605-347-4507

Simmons & Silver CPA, PC

1612 Junction Ave., Ste 3, Sturgis, SD 57785
605-347-3912

State Farm Insurance, Fowler Agency

2118 Lazelle St., Sturgis, SD 57785
605-347-3931

State Farm Insurance, Moberly Agency

1612 Junction Ave Ste 2, Sturgis, SD 57785
605-702-3042

Wells Fargo Bank

1040 Main St., Sturgis, SD 57785
605-206-2782

GENERAL SERVICES

Black Hills Funeral Home & Cremation

1440 Junction Ave., Sturgis, SD 57785
605-347-2522

Black Hills Rally Weddings

20741 Bauer Rd., Sturgis, SD 57785
605-490-0900

Boulder Canyon Convention Center

2715 Lazelle St., Ste D, Sturgis, SD 57785
605-490-4512

Bradley Storage

PO Box 1000, Sturgis, SD 57785
605 347-3848

CBH Cooperative

2030 Main St., Sturgis, SD 57785
605-720-2946

Competition Distributing

3570 Mayer Ave., Ste A, Sturgis, SD 57785
605-720-1903

Grubl Ranch

Sturgis, SD 57785
605-720-8822

Pepsi Cola of the Black Hills

2720 Creek Dr., Rapid City, SD 57703
605-342-0362

Snyder Ranch

21399 Snyder Ranch Rd., Piedmont, SD 57769
605-347-5485

Sturgis Shipping & FedEx

1861 Lazelle St., Sturgis, SD 57785
605-720-4053

Sturgis U-Haul

1861 Lazelle St., Sturgis, SD 57785
605-720-4036

The Moving Guys

1110 Industry Rd Ste A, Sturgis, SD 57785
605-877-2258

The Tattoo Cellar

1049 Main St., Sturgis, SD 57785
605-347-7524

HEALTH & WELLNESS

Akela Spa of Deadwood

11842 US Hwy 14A, Sturgis, SD 57785
605-578-1180

Boulder Canyon Country Club

PO Box 305, Sturgis, SD 57785
605 347-5108

Compass Point

PO Box 277, Sturgis, SD 57785
605-347-3003

Elkhorn Ridge Golf Club

6845 St Onge Rd., Spearfish, SD 57783
605-722-4653

Flex Fitness Club

948 Pine View Dr., Sturgis, SD 57785
605-720-3539

Hello Holly Beauty

722 14th St., Sturgis, SD 57785
916-412-8363

Loftus Dental

866 Lazelle St., Sturgis, SD 57785
605-347-8880

Monument Health

Sturgis Hospital
2140 Junction Ave., Sturgis, SD 57785
605-720-2400

Northern Hills Eye Care

910 Harmon St., Sturgis, SD 57785
605-347-2666

Sturgis Chiropractic Clinic

824 1st St., Sturgis, SD 57785
605-347-4003

Sturgis Community Center

1401 Lazelle St., Sturgis, SD 57785
605-347-6513

Sturgis Physical Therapy

1530 Junction Ave., Sturgis, SD 57785
605-720-2555

Sturgis Smiles Family Dental

1245 Sherman St., Sturgis, SD 57785
605-347-2509

Total E'clips Salon

920 1st St., Sturgis, SD 57785
605-347-2400

Twisted Canyon CrossFit

1280 Moose Dr., Sturgis, SD 57785
605-347-1515

VA Black Hills Health Care System

113 Comanche Rd., Fort Meade, SD 57741
605-720-7170

LEGAL SERVICES

Karen Paige Hunt, Prof LLC

2202 Main St., Sturgis, SD 57785
605-720-6274

Law Tigers

2111 E Highland Ave #420, Phoenix, AZ 85003
801-870-2100

Nelson Law

1209 Junction Ave., Sturgis, SD 57785
605-561-6283

Thomson Law, PC

1010 Ball Park Rd Ste 6, Sturgis, SD 57785
605-347-2551

MEDIA/MARKETING/ADVERTISING

Black Hills Pioneer/Seaton Publishing

PO Box 7, Spearfish, SD 57783
605-642-2761

Borns Group

Pierre, SD 57501
605-222-1275

Evergreen Media

329 Main St Ste #1, Rapid City, SD 57701
605-343-7684

GPLocal by Gold Pages Publishing

1222 Oregon St., Rapid City, SD 57701
605-342-6200

KBHB/Homeslice Media

1612 Junction Ave., Ste 1, Sturgis, SD 57785
605-347-4455

KEVN Black Hills Fox TV

2001 Skyline Dr., Rapid City, SD 57701
605-394-7777

KYDT/KBFS Radio

PO Box 787, Belle Fourche, SD 57717
605-892-2571

Rapid City Journal

507 Main St., Rapid City, SD 57701
605-394-8300

Rushmore Media (KOTA)

2001 Skyline Dr., Rapid City, SD 57701
605-394-7777

Sturgis Area Chamber Directory *continued*

Simpsons Printing

2410 S Plaza Dr., Rapid City, SD 57702
605-342-0979

The HomeSlice Group

1612 Junction Ave., Ste 4, Sturgis, SD 57785
605-347-5336

REAL ESTATE/PROPERTY MANAGEMENT

Alexandra Calderwood Realty

1201 Mt. Rushmore Rd., Rapid City, SD 57701
605 858-4385

Aspen Grove Assisted Living

2065 Moose Dr., Sturgis, SD 57785
605-720-4738

Bertolotto Real Estate & Auction Inc

1102 Junction Ave., Sturgis, SD 57785
605-720-2021

Bruch Real Estate

1921 Lazelle St., Sturgis, SD 57785
605-206-1046

Casteel Auction & Real Estate

1951 Junction Ave., Sturgis, SD 57785
605-347-5110

Dakota Hills Assisted Living Center

1124 Second St., Sturgis, SD 57785
605-423-8084

Dan Jacobsen - eXp Realty

1940 Junction Ave., Sturgis, SD 57785
605-490-1663

Heritage Acres, Inc.

2340 East Ave Ste 1, Sturgis, SD 57785
605-347-9017

Kate Baum - BAUM Real Estate

Sturgis, SD 57785
605-490-1688

Mount Rushmore Area Association of REALTORS

1230 North Ave Ste #1, Spearfish, SD 57783
605-722-0181

Properties Unlimited Realty

2320 Junction Ave., Sturgis, SD 57785
605-347-7644

South Dakota Retailers Association

3301 Flint Dr., Rapid City, SD 57701
605-224-5050

The Real Estate Center of Sturgis

1921 Lazelle St., Sturgis, SD 57785
605-347-9300

Wildflower Townhome Apartments

Sturgis, SD 57785
361-563-2522

RELIGIOUS ORGANIZATIONS

Bethel Church - Sturgis

1056 Main St., Sturgis, SD 57785
605-515-2828

First Presbyterian Church

1319 Junction Ave., Sturgis, SD 57785
605-347-2395

First United Methodist Church

PO Box 757, Sturgis, SD 57785
605-720-5578

Foothills Community Church

3501 Avalanche Rd., Sturgis, SD 57785
605-347-8356

Grace Lutheran Church

PO Box 577, Sturgis, SD 57785
605-347-2713

LifeSpring Wesleyan Church Sturgis

2105 W Lazelle St., Sturgis, SD 57785
605-720-5448

Love INC Sturgis

PO Box 872, Sturgis, SD 57785
605-260-3515

St. Francis of Assisi Catholic Church

1049 Howard St., Sturgis, SD 57785
605-720-3579

Sturgis Alliance of Churches

PO Box 713, Sturgis, SD 57785
605-347-3384

Trinity Lutheran Church

2109 Baldwin St., Sturgis, SD 57785
605-347-5376

SHOPPING & RETAIL

Ace Hardware

2222 Junction Ave., Sturgis, SD 57785
605-347-4031

Action for the Betterment of Community

PO Box 188, Sturgis, SD 57785
605-347-2991

Affordable Flowers & More

748 Lazelle St., Sturgis, SD 57785
605-580-6844

Barbed-Wire and Lace Boutique

2715 Lazelle St., Ste B, Sturgis, SD 57785
605-490-4512

Bear Butte Gardens & Farm Stand

20445 Hwy 79, Sturgis, SD 57785
605-490-2919

Black Hills Rally & Gold

1101 Main St., Sturgis, SD 57785
605-347-3564

Cammack Ranch Supply

PO Box 100, Union Center, SD 57787
605-985-5591

Common Cents

2421 S Junction Ave., Sturgis, SD 57785
605-347-3666

Grocery Mart

2216 Junction Ave., Sturgis, SD 57785
605-423-4606

Heartland Homestore

925 Junction Ave., Sturgis, SD 57785
605-720-1668

Hot Leathers

1000 Main St., Sturgis, SD 57785
605-347-6020

Jack's Campers

13203 High Plains Pl, Piedmont, SD 57769
605-787-9010

Just For Looks Boutique

1006 Main St., Sturgis, SD 57785
605-720-4247

Kwik Mart / Sturgis Subs

2217 Junction Ave., Sturgis, SD 57785
605-347-7533

Lucy's Nearly New Shoppe

2320 South Junction Ave., Sturgis, SD 57785
605-347-5623

Lynn's Dakotamart Sturgis

1111 Lazelle St., Sturgis, SD 57785
605-347-4483

Paula Rae Studio

Sturgis, SD 57785
605-415-6761

Prairie Emporium

PO Box 604, Sturgis, SD 57785
605-415-5335

Rockingtree Floral and Garden

1340 Lazelle St., Sturgis, SD 57785
605-347-5119

Runnings

2425 Lazelle St., Sturgis, SD 57785
605-347-6352

Rushmore Office Supply

815 Junction Ave., Sturgis, SD 57785
605-347-3326

Smokes N Things

2715 Lazelle St., Ste A, Sturgis, SD 57785
605-720-8658

Sturgis Area Chamber Directory *continued*

Sturgis Guns/Range

1861 Lazelle St., Sturgis, SD 57785
605-561-4867

Sturgis Photo & Gifts

1081 Main St., Sturgis, SD 57785
605-347-6570

Sturgis Storage Sheds

1861 Lazelle St., Sturgis, SD 57785
605-720-4038

Tom's T's Inc

601 Lazelle St Ste B, Sturgis, SD 57785
605-347-6169

Vanway Trophy & Award

3120 W Main St., Rapid City, SD 57702
605-341-2929

White Canvas Art Co.

1060 Main St., Sturgis, SD 57785
605-389-6019

Workhorse Nutrition

1064 Main St., Sturgis, SD 57785
605-720-8657

Xtreme Dakota Bicycles

1051 Main St., Sturgis, SD 57785
605-720-4046

TRANSPORTATION

Giddy-Up Shuttles

Sturgis, SD 57785
605-430-6366

Harlow's School Bus Service

2237 W Sherman St., Sturgis, SD 57785
605-347-5066

Prairie Hills Transit

2015 Tumble Weed Trail, Spearfish, SD 57783
605-642-6668

Sturgis Transit - Da Bus

13326 Barry Ln, Sturgis, SD 57785
605-347-3287

UTILITIES

Black Hills Energy

PO Box 1400, Rapid City, SD 57709
605-716-3951

Kieffer Sanitation

2426 E Saint Patrick St., Rapid City, SD 57703
605-342-5575

McGas Propane Inc

2219 Junction Ave., Sturgis, SD 57785
605-347-3811

Midco

PO Box 5040, Sioux Falls, SD 57117
605-791-7114

Montana - Dakota

Utilities

505 Heritage Dr., Spearfish, SD 57783
605-642-2654

Vast Broadband

809 Deadwood Ave., Rapid City, SD 57702
605-721-2000



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