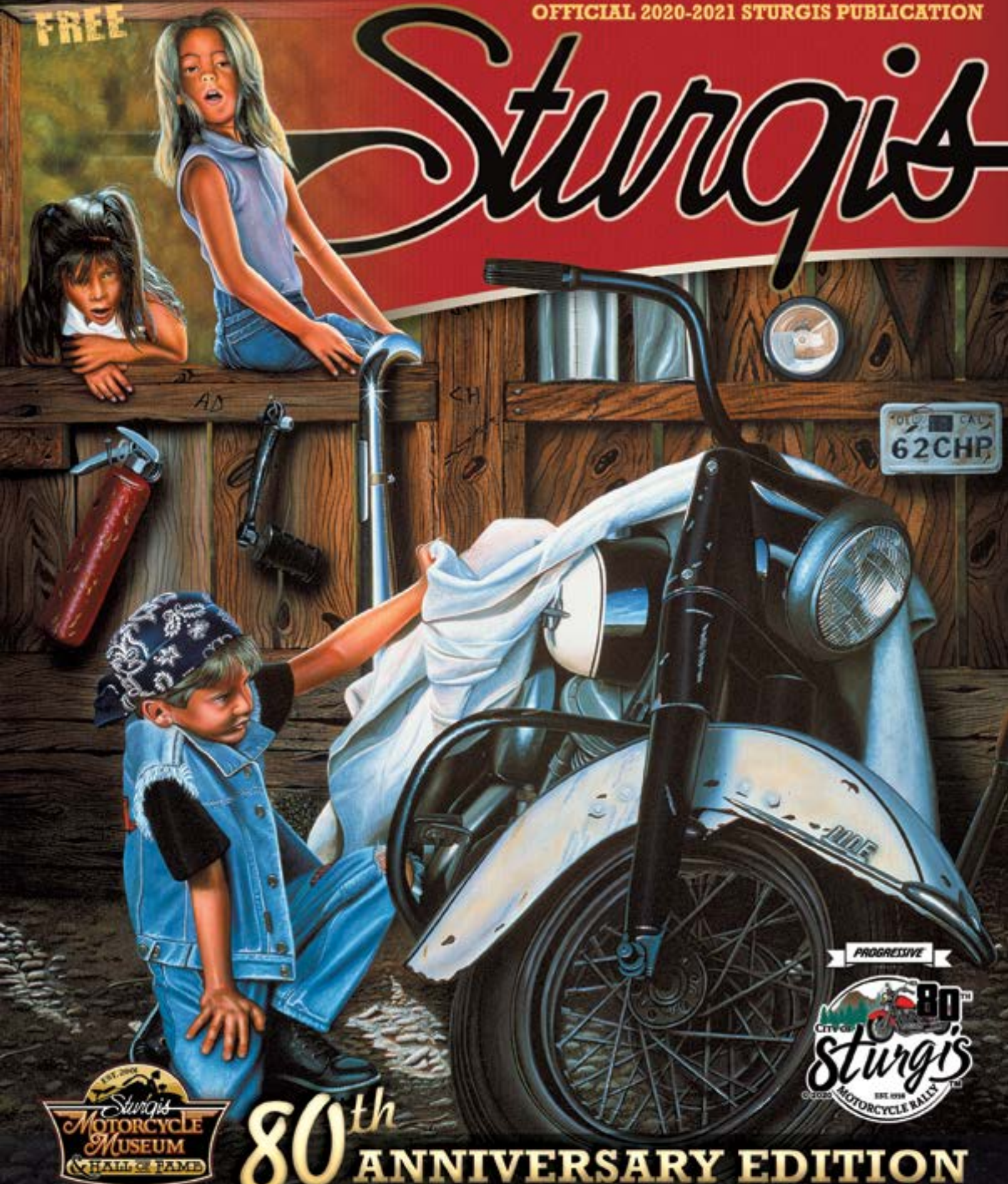


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Welcome to the 80th Annual Sturgis Motorcycle Rally!

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 (like myself!) 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 80 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 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.



MARK

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



STURGIS C-STORE



Welcome to Sturgis!

This year we celebrate the 80th Anniversary of the Sturgis Motorcycle Rally! Sturgis is home to the early days of racing and the best motorcycle riding in the country. There is no other place in the country where bikers gather for 10 days of races, comradery, and chaos.

Each year Sturgis community rallies together to provide a top notch experience for all motorcyclists,



EMMA

while promoting safety and fun and this year will be no different.

The location of Sturgis in the Black Hills makes it the ideal destination. There are premier campgrounds with all the amenities, concerts, and tons of vendors. The town of Sturgis is home to many 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 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 "Caught in a Daydream"

By Olivia Jacobs-Chrisman

Every year artist Scott Jacobs, Harley Davidson's official artist, supports the Sturgis Motorcycle Museum & Hall of Fame by allowing them to use one of his paintings for the cover of their yearly publication -- and 2020 is no different. In 1998, Scott painted "Caught in a Daydream" using his young daughter, Alexa, and two of her childhood friends and classmates, Courtney Hendrickson (the daughter of former football star, Steve Hendrickson) and Anthony Demich, as models. The motorcycle featured in this painting belongs to Jim Waggaman, a multimedia artist and a friend of the Jacobs family.

In this painting, Jacobs captures that spark of curiosity that is universal within every child and reflects it back to the viewer. The look of excitement and awe on the young boy's face as he pulls aside the drop cloth covering his dad's 1962 CHP (California Highway Patrol) Harley-Davidson Panhead and dreams of riding it one day; following in his dad's footsteps should remind anyone who sees

it of their own childhood and how they dreamed of the future. It is also perfect for this year's Rally – the theme of which is, "Past, Present, and Future."

As in most of Jacob's art, there are little clues in this painting that hint at the people, places, and year of this work's creation – the license plate tells the viewer the year and model of the motorcycle as well as the month when it was created, December. The initials carved into the wooden walls of the shop, "AD" (for Anthony Demich) and "CH" (for Courtney Hendrickson) are a nod to the kids who inspired this work and – if the rest of the painting were visible – you would also see "AJ" (Alexa Jacobs), "JW" (Jim

Waggaman), and Scott and his wife's initials, "SJ + SM." (The M stands for his wife's maiden name, Mapleback.) And, if you look very, very closely you can see the words, "Jacobs 1998" on the bike's air filter cover.

The original "Caught in a Daydream" painting was recently bought back from the collector, who had owned the painting for over 15 years, by the Jacobs family. Now it has finally come home again and is hanging in their home in Deadwood, South Dakota. This is a



"CAUGHT IN A DAYDREAM"

particularly important piece to Scott Jacobs, not only because it features a likeness of Alexa, but because it was the beginning of his children's series.



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WELCOME RIDERS



STURGIS, SOUTH DAKOTA

By Steven J. Luke

They call it “The Granddaddy of Them All.” The biggest motorcycle bash on the planet. There are no motorcycle events that begin to rival that of what takes over this sleepy, little town known as Sturgis. The conservative and friendly community, nestled on the edge of the Black Hills becomes the ‘mecca of motorcycles’ in early August. The rumble of 2-wheeled machines can be heard deep into the wilderness and far out onto the prairie. Hundreds of thousands of “Bikers” show up to party and celebrate the amazing invention we call the motorcycle. But why? Why Sturgis? Why motorcycles? What is it that really brings so many people to this island in the prairie?

There is no doubt that the beauty, history, and geographical placement of

the Black Hills creates an environment much different than you find in a typical metro-area. There is still that stigma of the “Old West.” Sturgis seems to be about as far as one can get from a metropolis of any kind. Perhaps the isolation of Sturgis is what drew the motorcycle enthusiast of yesteryear?

Beginning as a weekend racing event in 1938 with 9 racers, “The Black Hills Motor Classic” as it was first referred to, was far from the event that we all see today. There were no white tents filled with T-shirts and pleather chaps. There were no semi-trucks full of chrome

dudads and LED lighting. There were no chopper shows or celebrity charity rides. And there were certainly no large music festivals. It was one thing and one thing only: fun on motorcycles.

While the machines, the riders and motorcycle culture has evolved into the new millennium, Sturgis, as an event, has also evolved. Moments, pictures, fights, shootouts, and even deaths have

shaped Sturgis into what it is today. That’s why we all come here eventually. That’s why Sturgis has become a

Why Then? Why Now?

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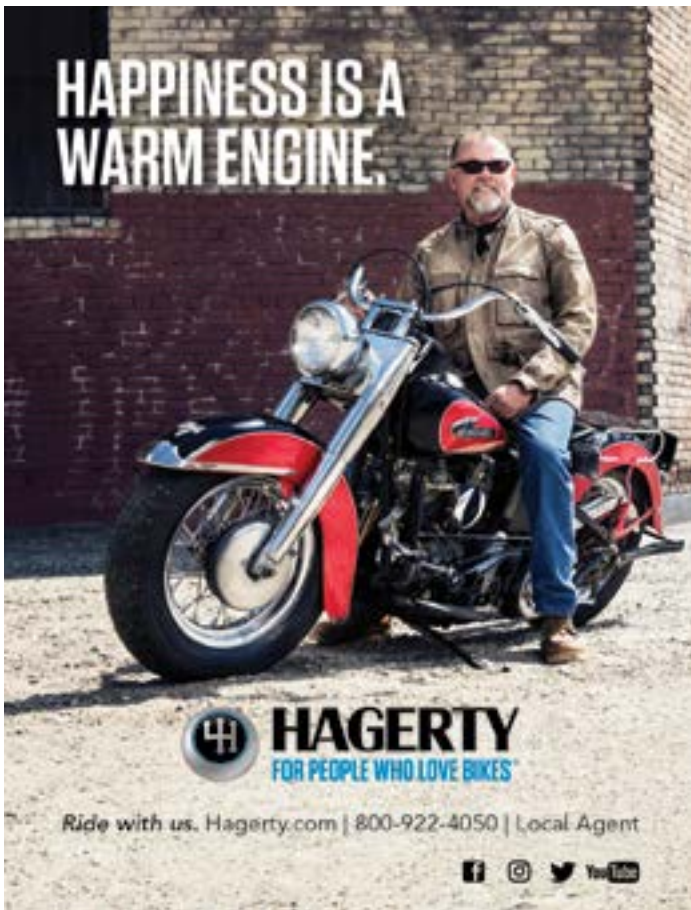
bucket list item for many and an annual pilgrimage for others. It's those unexpected moments that changed the way we all think about motorcycles and people. Moments lost in time and embedded into our memories by photos, shaky videos, and Super 8 film strips. Let us never forget moments such as the famous "Flaming Shit-House Jump of '84," or those rascals who used to hang non-American motorcycles in trees in City Park and light them on fire. Couples being married on Main Street by a guy wearing a vest covered in patches that say things like: DILLIGAF or I RODE MINE. Or even the 80-year old couple at the camp ground who prefer to party in the freedom and naturality of the nude. To each their own, which is what the Sturgis Rally is all about.

People came here because they heard legendary tales from

the road and this small town in South Dakota where bikers outnumber the townsfolk, the beds, and the law. They heard stories of debauchery and nights of nefarious motorcycle enthusiasts who enjoy burnouts for breakfast and drag racing down Main Street for lunch. They heard of this old west oasis where the riding is almost as good as the sunsets and the hail can be the size of a peanut gas tank. In other words, they heard it was fun -- unadulterated and uncensored fun. The kind of fun you'll only find at an old school pickle lickin' contest or a classic game of Midget Bowling. You might see the best concert of your life in the pouring rain or watch your favorite singer fall off the stage because of a drug and alcohol induced pre-show happy hour. These stories have become legends around the world and those who were around back then are still coming today.

As much as things change, in Sturgis, they also stay the same. People come for the same reasons they always have. They come here to have fun with motorcycles and enjoy the weirdos who ride them. They want a place with canyons to carve and mountains to climb; a place where all walks of life come on every type of motor-bike imaginable to celebrate with people they have never met. A place where folks can be themselves or be someone they wish they were -- shoe salesman by day, badass outlaw biker by night. Some folks dream about Sturgis in their sleep, they daydream about it at work. They book their trip a year ahead of time and start planning next year's rally before they even pack up their bike to go back to the reality of real life.

There is only one season of the year for many, Sturgis season. Viva "The Granddaddy of Them All."



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From Lockdown to the Open Road

The past year has been full of surprises to say the least. Thanks to COVID-19 we have spent 2020 living in a new world of social distancing, masks and the never-ending handwashing.

One thing is for sure, there is no better way to make our escape back into freedom than by firing up the bike or loading the car and hitting the open road. For some, road therapy was the only thing that got us through (or is continuing to get us through) the restrictions brought on by the pandemic.

Those of us who are lucky enough to live here in the Black Hills continue to rely on the scenic beauty of our surroundings when we need a break from everyday realities. A peaceful ride down Vanocker Canyon or through Custer State Park is always exceptional even in the winter. The beauty of the Black Hills never disappoints.

If you are one of our valued visitors, we encourage you to make the most of your stay here in Sturgis by hitting the road and experiencing all that our diverse Black Hills area has to offer. Sturgis is the perfect place to call

home during your visit because you are never far from wildlife, scenery, history, great food, and entertainment.

Keep it simple by starting your road trip at Ft. Meade Calvary Post. Just 2 miles east of Sturgis on Hwy 36. Ft. Meade is a working cavalry post where you can visit the museum or walk the parade grounds. Ft. Meade Trail runs along the south side of the campus and is a great place to let the kids burn off some energy or walk the dog.

Make a stop at Bear Butte State Park, just 15 minutes from Sturgis on Hwy. 79. Learn about local history at the Visitor Center, take a photo of the buffalo grazing at the base of the butte, and if you are feeling like some real exercise, climb the trail to the top for a spectacular view.

Mount Rushmore, Crazy Horse Memorial, and Custer State Park are all within a short drive in the southern Black Hills. Be prepared to stop at each location to visit the museums, educational centers, and viewing areas. The wildlife is most active at dawn and dusk. This means your chances are very good

to see bison, antelope, deer, turkey, mountain goats, and much more. This also means if you're riding or driving, be extra cautious during these times.

A trip to the Badlands National Park is a must and you need to plan an entire day to make this memorable trip. The park is located just off I90 approximately 2 hours east of Sturgis near Wall, South Dakota. The park is packed full of natural formations with trails and exhibits at several overlooks. The Visitor Center is located at Cedar Pass and offers food, exhibits, and a gift shop.

The northern Black Hills areas feature the open-cut mine in Lead, along with the historic town of Deadwood. If you want to try your luck, Deadwood has slots and table games, as well as a variety of entertainment, restaurants, and gift shops. Make sure you take a stroll through Boot Hill Cemetery, the final resting place of Wild Bill Hickock.

Downtown Sturgis is always a great place to dine, shop and enjoy a variety of free entertainment for all ages. Harley-Davidson Rally Point is the epicenter of downtown where locals and visitors enjoy live music, contests, car and bike shows, and community gatherings. Check the schedule of events to see what's taking place in downtown Sturgis during your stay.



By William G (Lad) Carrington

The year 2000 broke all attendance records at the Sturgis Motorcycle Rally. The August event, which has been called a heavy metal version of Brigadoon, more than doubled the population of the state of South Dakota.

One of the things that Bikers love most is the noise. After all, loud pipes save lives, right?

The sounds of motors, and their pipes, are deafening. Add crowd noise and you have an audiologist's worst nightmare. The crowd of attendees was so dense that a person could drop dead at the Road Kill Cafe and not hit the ground until the flow of people made the turn at the other end of Main Street at the Sturgis Motorcycle Museum and Hall of Fame to go back up the other side. The mass of people was so thick and the ambient noise level was so intense that it negatively impacted event vendor sales. No one could easily stop to shop at the booths, nor could they hear vendors hawking their goods.

This din was intense, around the clock, and virtually everywhere. That is everywhere but one, and that one place was a prominent part of the Hog Heaven Campground just outside of town. In the midst of it all there was

one oasis of quiet. One place where no rumble of horsepower was trumpeted to drown out conversation and expressions of camaraderie. Where brothers and sisters alike could communicate in a tranquil setting which was cemetery silent and stuck in the thick of it all.

The bikes were there all right, and the pipes were screaming the news that the 60th Sturgis Rally was going stronger, and bigger



than ever. But one small piece of Hog Heaven Campground was impervious to the racket and oblivious to the shrill pipes, which normally can set your teeth on edge. This was the campsite of the DBA. The Deaf Bikers of America.

About 200 members of this unique group made the pilgrimage to the Black Hills to ride, camp, and see the sights with fellow riders. They came from all over America and several from as far

away as Japan. Visiting this campsite, allowed you a glimpse of a harmonious, as well as homogenous, group of people enjoying life and the living of it. You left with a very different perspective of the word handicapped as opposed to how those lacking one of the five senses

are perceived by, for the sake of argument, those seemingly more fortunate.

There is a saying which goes, "In the land of the blind, the man with one eye is King." Well, if the land of the blind is in darkness, then the man with one eye is the most disadvantaged of all. Visiting them you quickly realize that in the quiet land of the deaf, you are the only one handicapped. The only one who can't communicate. They can

communicate over even the loudest of pipes.

This gathering among these pilgrims was not happenstance. It was the brainchild of Beverly Jean Charles who, after an unfortunately aborted trip in 1997, had finally ridden solo to Sturgis in 1998, only to find no other deaf bikers to gather with. Returning to her home in Southern California she met with a friend, the late Jack Levesque (AKA Jax) for lunch in September to discuss her disappointment and plant the idea of a Deaf Bikers gathering at Sturgis and other major rallies around the U.S. Jax liked the idea, agreed that they, "had to do it," and proceeded to run with the concept and presented it to his other riding comrades. Beverly, (AKA Bevy-Jean) who was uncomfortable being the only female meeting among a group of guys, left the meetings up to Jax who promised her co-equal credit for the concept. After two years of Bevy and Jax's lunch meetings a gathering of about 200 deaf bikers convened at Sturgis and the dream was complete. Or was it?

Once again Bevy-Jean rode solo to Sturgis from Southern California, only to discover that she and another woman, Heather Saunders from Arizona, were the only two deaf, female bikers to attend. There were other ladies there, and some with bikes, but not long-distance riders.

Bevy-Jean is a story herself. Born into a biker family, she is the

The Quiet Road TO STURGIS

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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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daughter of Melvyn A. Charles Sr. Melvyn is not only a deaf biker, but actually attended the 1947 Hollister Rally where he won first place at the bike show. After that he rode cross country to the Laconia Rally where he won in the bike show there also. At this writing Melvyn is 93. Bevy started riding with her dad when she was 3 years old and she learned on her own by riding a 1975 H-D Sprint. Her first personal ride was a 1990 883 Huger. She has had two-wheeled machines ever since and her present bike is a 2005 H-D Springer Classic.

Since the 2000 event Bevy-Jean has fulfilled a dream of riding Route 66 in 2003 and returned

to Sturgis with other deaf lady riders every five years for the 2005, 2010, and 2015 Rallies. Bevy serves as Road Captain for the Lady Riders. She has been asked by two different committees to host another event, so 2020 will make the fifth all-women pilgrimage to the rally in the Black Hills for these road warriors.

Each trip the numbers increase and this year they should be the largest excursion of all-lady deaf riders at Sturgis. The group will stay this year at Kickstands Campground.

They can be found easy enough if you look for them. They are prettier than the male riders, and there will be an obvious zone of quiet in their camping area.

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My Friend, Jack Hoel

By Coe Meyer
Gypsie Vintage Cycle

It was the early 90's and I was still working off the spell cast upon me at the 50th Sturgis Rally. Sturgis was heaven for bikers, and I needed to be part of it. I bought an old dilapidated building on Junction Ave in the Spring of 1992. One day during remodeling, a barrel-chested man who looked like Dick Cheney burst through the door and introduced himself. "Hi, I'm Jack Hoel and you just bought my Dads old shop!" It was the first I had heard about the old Indian Motorcycle shop, the Hoels, or the genesis of The Sturgis Rally. It was also the beginning of a wonderful friendship that spanned almost 30 years.

Jack was quite active in those days. We would bump into each other at the post office or Lynn's Dakotamart on my visits to Sturgis. He was a regular at the VFW and should you be lucky enough to get a seat at his table,

you would be treated to stories of racing days and Sturgis long gone by. Jack Hoel forgot more about The Sturgis Rally than half the residents of Sturgis combined. His stories were simply mesmerizing.

Upon my retirement in 2006, I proceeded to open Gypsie Vintage Cycle in the old Hoel building. The place was run like a barber shop of old with people stopping by all day to simply "Shoot the Bull." Foremost among them was my buddy Jack. I was now a full time resident and the bond with this legendary character became stronger.

Jack spoke often of growing up in Sturgis and his relationship with his Father, Pappy Hoel. His earliest memories were of rubbing shoulders with legendary motorcycle racers (The original Indian Wrecking Crew camped in his backyard) and the fun that came to town with the crowd each year. Born and bred to the motorcycle world, Jack developed quite a reputation as a racer

winning the Sportsman Class at Daytona Beach and several Sturgis half miles. As a publicity stunt, he once rode a Yamaha up the mule trail to the top of Bear Butte and then down the steep side! No one has since attempted that stunt.

The U.S. Army came calling in the early 50's. Jack was stationed in post war Germany and was fascinated with the local German sport of Grass Track Motorcycle Racing. He worked extra details to earn Sundays off, thanks in part to a smart and sympathetic Commanding Officer. The great soccer stadiums of Germany would fill up with race fans and the grass would fly! In 1954 Jack Hoel won the German National Grass Track Championship-he beat them at their own game.

When Indian Motorcycle went out of business, Pappy Hoel became a Yamaha dealer. Jacks relationship with Yamaha grew strong and upon his return from service, Jack was hired on as a Dealer Development Representative with Yamaha America. Trained as an Engineer, Jack not only helped with Dealer Development, but also Product Development. He quickly ascended up the Corporate ranks and held several important positions. He was the first coordinator of the Yamaha Racing program and held court over many great racers of the early 1960's. He helped Yamaha develop snowmobiles and was instrumental in the design and creation of many of their popular late 60's and early 70's bikes. Jack designed a big four stroke 650CC machine to help Yamaha compete against Triumphs, BSA's and Norton's in the American market. His Yamaha 650 is still highly competitive in racing today and set a standard for other to follow.

The years past and so did the Rally's. Jack would stop by the shop two or three days a week. He genuinely enjoyed being in the old shop, it seemed to work like an elixir upon him. The stories would flow, the history revealed. A few

Continued on 18

times I invited Jack to make one- and two-day trips with me into Wyoming, Montana and Idaho. To have Jack with me on motorcycle buying trips was truly a joy. The miles melted away as the stories of a lifetime in the motorcycle industry took charge. I never realized how precious those times would be.

In 2014, 2015 and 2016 a consortium of local business owners agreed to produce The "Pappy Hoel Classic," the Half Mile motorcycle race at the fairgrounds. Jack now 80 years old, wanted to drive a motorcycle through a flaming wall, a stunt his Dad had performed many times. It took a huge effort from a lot of people to talk Jack out of it. Thus, was the mind set and disposition of this aging daredevil.

Jack Hoel was no choir boy. Life had dealt him some heavy blows and his skill set as a Diplomat was non-existent. He was rough

around the edges, very direct and without a personal agenda. His entire focus seemed to be the City of Sturgis and The Rally that put it on the map. The Rally was his parent's legacy and now he made it his. Two of Jack's favorite sayings: "Ninety percent of all the Harleys ever created are still on the road- the rest made it home." Also...." "Don't stand too close to Junction Ave the day after Rally-you'll get sucked right out of town." Jack Hoel attended more City Council meetings over a 20-year span than any man alive. He was the conscience of Sturgis.

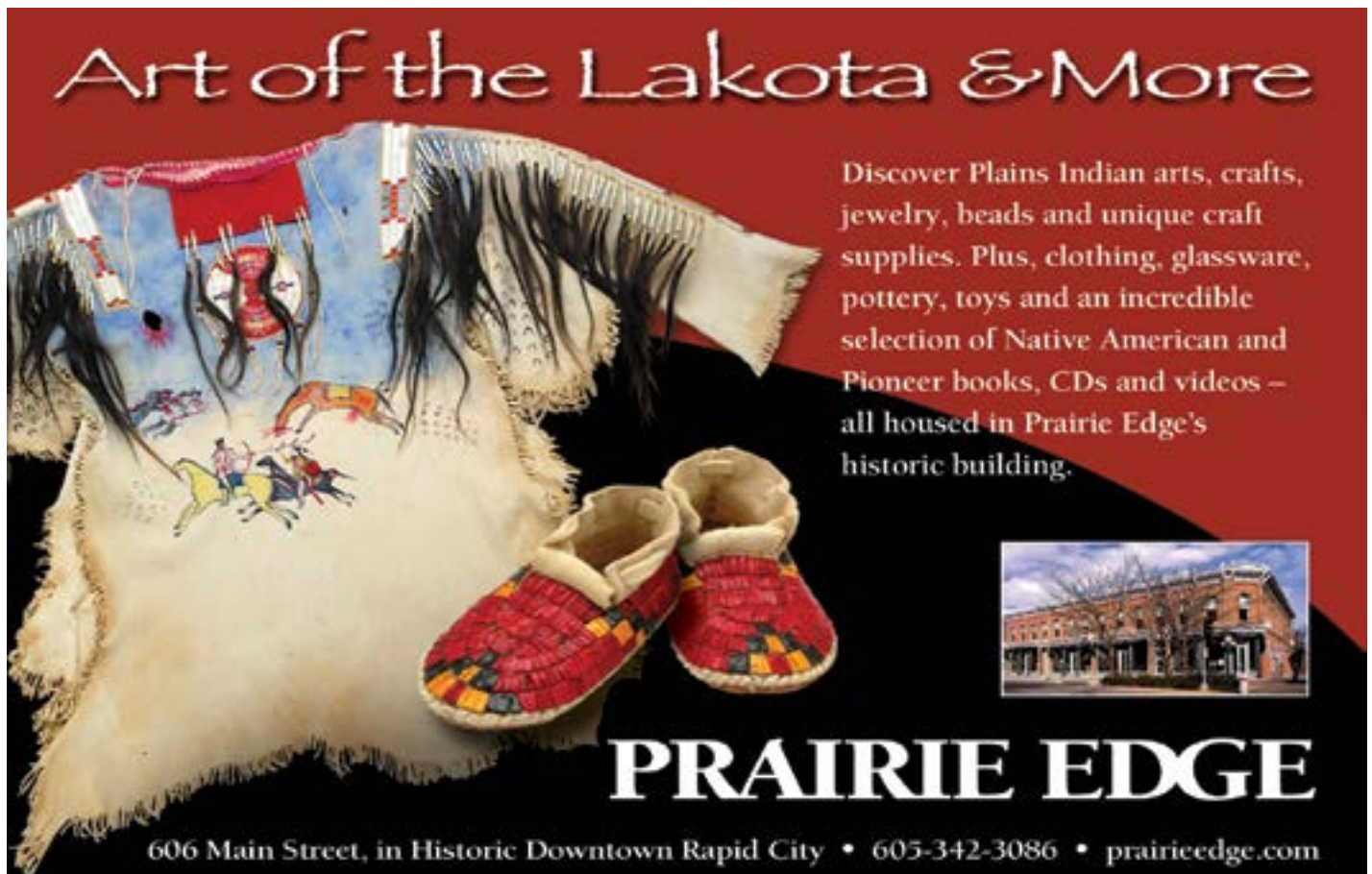
In 2018 Jack joined a class of men and women reserved for the elite in our industry. The Sturgis Motorcycle Museum inducted Jack into its Hall of Fame. To my way of thinking it was an honor long overdue.

The night before last, I got a call from Jack's friend Peg who informed me of Jack's passing. Jack died in the Ft. Meade VA Hospital from complications

stemming from a lifelong battle with Guillain-Barre' Syndrome (a condition in which the immune system attacks the nerves.) My mind was flooded with memories of Jack sitting at our Thanksgiving table and sharing stories of Holidays long past. The shop visits that lasted all afternoon and the road trips that thrust us together for days. The Old Guard is gone. The conscience of The Rally founders is no more. A genuinely great man has left us, but his mark is on everything we see. Sturgis will never be quite the same. Men like Jack Hoel are the anvil on which great things are forged-Goodbye my good friend-ride safe.


From Coe's wife, Vicki Meyer:

"It (this story) truly came from his heart as we both loved Jack. Before we left in August, Jack was holding my hand telling me he was afraid he would never see me again. It broke my heart as we didn't get to meet again."



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“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

Continued on 24

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."



PEARL & "PAPPY"

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"PAPPY" IN OLD JPG CLUB UNIFORM



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TRADITION TO ANOTHER



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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 of the Sturgis Motorcycle Museum & Hall of Fame.

FREEDOM FIGHTER AWARD

The Freedom Fighter Award recognizes the sacrifices individuals across the nation, and world, have made to protect the rights of motorcyclists through their efforts in the political arena and in grass roots motorcyclists rights organizations.

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 of the Sturgis Motorcycle Rally.

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.

Sturgis Motorcycle Museum Hall of Fame Induction **SPECIAL HONOREES**

Learn more about the 2020 Hall of Fame Inductees at the
Annual Hall of Fame Induction Ceremony
Wednesday, August 12, 2020 • 8:30am
The Lodge at Deadwood • Highway 85 between Spearfish & Deadwood
Buy tickets online at www.SturgisMuseum.com



WAYNE & SUSAN LETTAU

FREEDOM FIGHTER AWARD

You don't have to look far to find two deserving people to be elected into the Sturgis Motorcycle Museum Hall of Fame as Wayne and Susan Lettau. Just a few blocks from the museum you will find them, more than likely Susan is sending out her

newsletter to members of Black Hill ABATE chapter or as Editor of the "Freedom Flyer", working on the current issue, which covers the entire state of SD. While holding office in the Black Hills chapter she is constantly looking for supporters and supporting all in the motorcycle industry. All you need to do is talk to Wayne about motorcyclist rights and you can feel his devotion.



DON HOTOP

ARLEN NESS LIFETIME ACHIEVEMENT AWARD

Working maintenance at Chevron and tinkering with bikes on the side led Hotop to sell and hock all he could, then borrow as much as he could so he could go into business for himself in 1977. In 1979, he began to

advertise in custom bike magazines that he had been reading for years.

Don quickly outgrew the two-car garage he used as a shop. Today Don's Speed & Custom manufactures its own parts and has its own machine shop and fabrication facility. The company specializes in complete bike building, R&D work, service, and repair. Don enjoys working with people all over the world.

Don has continued to mentor, support and challenge the motorcycle industry. He is a leader and innovator. Don has lived every day of his life for motorcycles.





ALLEN ALVAREZ

Allen started his career in the motorcycle industry in 1970 officiating motorcycle road races, during which time he met some of the early pioneers of the motorcycle distribution business. In 1979 Allen helped Accel Ignition develop their motorcycle program and continued on to help pioneer the motorcycle distributor programs for some of the top brands in the business, including Russell, Cometic,

Standard Motor Products, Edelbrock, Crane Cams, Permatex, and Mothers Polish. In 2001, Allen decided that it was time to start his own company, Daytona Twin Tec, which has become a multimillion dollar business in a short period of time and is the technological leader in its field.



ARLIN FATLAND

Arlin owns and operates one of the few original, independent motorcycle shops that have held firm to their traditions over the decades -- 50 years in the same location. A custom and chopper builder since the 1970's, Arlin's bikes were featured regularly in magazines and his shop is still the undisputed go-to location for owners of classic models. He has been attending Daytona and Sturgis every year since the

early 1970's and ultimately opened stores in both locations, investing in both communities to fulfill the needs of riders. Arlin has provided material support for charitable efforts industry-wide.



DAVE MACKIE

As a drag racer Dave Mackie made DRAGBIKE history by delivering the only Stock Eliminator Championship to Harley-Davidson, and he was the first man to run 10 second passes with a stock displacement engine. Dave set over 60 national records between 1978 and 1984, including five championships in some very tough competitive classes. Dave Mackie Engineering is known for

manufacturing the cylinder heads utilized on Easyrider Magazine's Harley-Davidson powered Streamliner when it attained the title; "World's Fastest Motorcycle" by travelling at 322 MPH at the Bonneville Salt Flats in 1990. Dave Mackie Engineering head work helped win several Sturgis Rally "King of the Hill" dynamometer competitions.



MICAH MCCLOSKEY

Micah owned and operated a motorcycle shop in CA for 25 plus years. Micah was known for turning stock Harley's into something unique. Not only was Micah known as a custom bike builder but also as a revered motorcycle mechanic. Micah was nominated in 2019 for the Hall of Fame and was automatically rolled over to 2020 where he has earned his place with the Class of 2020.



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



Continued on 29

MCKEAG ART

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Photo: Madstork



JODY PEREWITZ

As a Land speed racer, Jody holds 18 national records and 1 world record. She is the first woman in history to go over 200 MPH on a motorcycle and still holds that record.

Jody received a Shemoto

Award at Bonneville for Outstanding Woman. Jody completed 2 cross-country races on vintage motorcycles, a 1926 JD & 1936 VLH. She won Billy Lane's Son of Speed Vintage Race riding a 1919 Harley-Davidson. Featured in many magazines. She was named Woman of The Year 2 times by Cycle Source Magazine. Jody was a Build-Off TV Show Custom Painter and works every day at a motorcycle shop along side dad, David Perewitz. Jody was accomplished at a young age.



VICKI SANFELIPO

In 1996 Vicki established a non-profit organization called Accident Scene Management in order to reduce injuries and fatalities to motorcyclists through First Response training. Vicki has been

riding her own motorcycle for 30 years and has completed the MSF's Experienced Rider Course. She is a life member of ABATE of Wisconsin, HOG, and Road Guardians. Vicki has dedicated her life to the safety of motorcyclists and shares her passion for riding with those around her.



SKEETER TODD

Skeeter has been in the motorcycle industry all his life. He is an innovator, and one of the world's best bike builders. He is liked and respected. He is involved with electric motorcycle drag racing. Skeeter

has devoted a lifetime to engineering. He is an extremely knowledgeable engineer and technician.

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HALL OF FAME INDUCTEES

PRE 2001

Ernie Beckman • Cliff Boswell • Al Burke • Mike Corbin • Wayne T. Curtin • Mary Shephard Cutright • Arthur Davidson
 • 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)

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 Kniewel • *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 Kirchengesler*
 • John Lehman • Dale Walksler

2010

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

2011

Don Emde • Del Hofer • Evel Kniewel • Michael Prugh
 • Gloria Struck • Mike & Margaret Wilson

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 Jurrens • 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)

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

EXIT 30

Sturgis



Official 2020 Sturgis Publication

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.

PRE-2001

WALTER & LUCILE TIMME



The Timme family opened their Indian Motorcycle Dealership in Pueblo in 1938 with \$200 and a loan for \$1,000. The shop closed while Walter served in WWII, but they reopened the shop upon his return and ran it, selling Indians and then Honda Motorcycles, for 65 years. Walter Timme did all kinds of riding: endurance racing, flat-track, hill-climbing, and countless highway trips. When he married Lucille (nee' Thomas) in July of 1935 and they went on their honeymoon on bikes - family lore has it that the pair camped out in a culvert on their way from Pueblo to Denver. The pair were also long-standing officers of the Pueblo Motorcycle Club.

PRE-2001

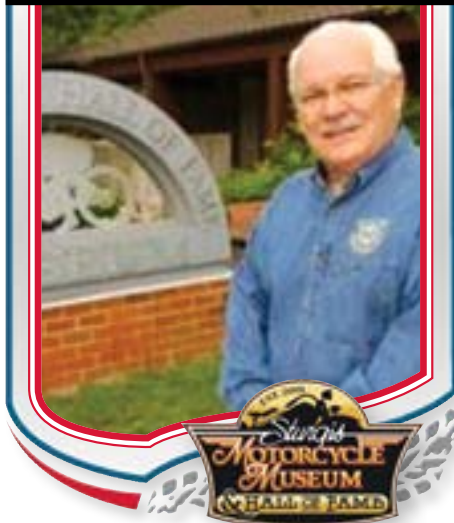
BILL TUMAN



Bill Tuman was a member of the famed "Indian Wrecking Crew" and won five AMA Grand Nationals during a career that spanned the years 1947 to 1955. Racing outside the Midwest was rare for Tuman, he had a family at home and racing in local meets seemed to be more profitable in the long run. He was known for winning unexpected victories and mastering new tracks quickly and he hit his peak in 1953, winning the Independence Day weekend event at Dodge City and the AMA Grand National on a borrowed motorcycle. After his retirement from racing at age 33, Tuman stayed in the industry as a road agent for BSA and later as a Honda Dealer.

PRE-2001

ED YOUNGBLOOD



Ed wrote for Cycle News and, upon receiving his masters from Ohio University, he was offered the job of editor at Cycle News East. It was also during this period that he helped launch the first state-level political organization for bikers' rights in Ohio. He joined the AMA in September of 1970 as managing editor of American Motorcyclist Magazine and interim general manager before being appointed Executive Director of the AMA in 1981. Under his leadership the institution enjoyed a period of steady growth and built strong, political relationships in the US and abroad with the Federation Internationale Motorcycliste (FIM). Early in 1999, Youngblood resigned from the AMA to focus specifically on his interests in history and writing.

PRE-2001

SENATOR DAVE ZIEN



Freedom Fighter

David Zien is an American politician who represented Wisconsin's 23rd Senate district and an avid motorcycle enthusiast who made history when he rode one million miles on his 1984 Harley-Davidson FXRT - a bike which is currently on display at the Sturgis Motorcycle Museum & Hall of Fame. Dave is also one of the only Hall of Fame inductees who has also been inducted into the ranks of the Freedom Fighter's Hall of Fame. Over his life, Zien has logged OVER 2 million miles on motorcycles - or more recently on his trike - earning him yet another spot in the Guinness Book of World Records. He's still riding with his tattered, full-size American and Wisconsin flags flowing behind him in the wind.

2003

ADELINE & AGUSTA VAN BUREN



In 1916 the Van Buren sisters were determined to prove that women could help the war effort by serving as dispatch riders, freeing men for combat and removing one of the primary arguments for denying women the right to vote -- that women didn't serve in the armed forces. To prove their mettle, Adeline, a schoolteacher, and Augusta, a librarian, rode 5,500 miles starting in Brooklyn, NY and arriving in San Francisco, CA 90 days later. They were the first women to ride Pikes Peak, endured the western desert crossing, and were arrested numerous times for wearing men's clothing. After this series of accomplishments, and after proving their competence, the Van Buren sister's applications to the military were rejected. It is only within recent years that Augusta and Adeline Van Buren have been recognized as the pioneers that they were.

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 sport and lifestyle, and pay tribute to the heritage of the Sturgis Motorcycle Rally. The Sturgis Motorcycle Museum & Hall of Fame is a 501(c)3 non-profit that relies on contributions of motorcycles and related memorabilia, as well as monetary donations, to help us fulfill our mission.

Due to the generous monetary gifts we received from our member donors in 2019 we remodeled our Women's Riding room, brought in new interactive displays, added a visitors lounge featuring famous motorcycle movies, and greatly improved our Hall of Fame Hallway. With your continued support, we will grow our collection, expand our exhibits and displays, and continue to recognize those who have made the industry what it is today.

3 Ways to Give!

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- 3** Call to donate by phone
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- Complimentary Museum patch

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- Access to our newsletter
- Complimentary Museum patch
- A special gift

All donations are tax deductible.

Show your support to the Sturgis Motorcycle Museum and please **Give Today!**

EXIT 32

Sturgis Motorcycle Museum and Hall of Fame 



Official 2020 Sturgis Publication

2003

DON VODDEN



Don Vodden was a Charter Member of the Jackpine Gypsies Motorcycle Club the last surviving competitor of the 1938 motorcycle race that would eventually become the Sturgis Motorcycle Rally. Born and raised in Sturgis, Don became interested in motorcycles while in high school in the 1930's. To support his hobby, Don held three jobs - one of which was cutting ice for J.C. "Pappy" Hoel. In 1937 Don became a member of the Jackpine Gypsies and worked hard planning the 1938 Rally. Vodden joined the US Army, a career choice that he enjoyed until his retirement in 1962 - reaching the rank of Master Sergeant. He fought on the Pacific front in WWII and served in Korea. During his lifetime, Don always tried to make it home to Sturgis for the Rally - only missing 3 or 4 over the course of 70 years.

2004

BILL WALTERMIRE



Bill Waltermire was passionate about two-wheeled vehicles and earned a reputation nationwide as a top motorcycle mechanic and a respected racer. He began his career in 1936 racing TT's and became an expert in the late 1930's racing against the greatest racers of his time. After WWII Bill mostly raced flat track and often said that racing was his form of therapy. His last race was in 1950 where he won the Inland Empire TT Championship in Spokane, WA. Bill was known as a generous friend and his greatest joy was teaching someone new how to ride, and then bringing them along to Sturgis with him.

2005

THE WALKER FAMILY



Harold Walker came to Sturgis in 1924 and he owned and operated the Meade County Bank until 1962. Shortly after the move, Harold Walker met Rally founder J.C. "Pappy" Hoel, who became a customer of the bank and a friend and associate of the Walker family. Since the races at the early Sturgis Rallies were free the cost of sponsoring and holding the races was underwritten by the Walkers. Harold's sons Bruce and Herman took up the Sturgis Rally's cause as they reached adulthood. Bruce, in addition to taking over banking responsibilities, served as treasurer on the Black Hills Motor Classic Board of Directors for 30 years. Herman is the owner of Hog Heaven Campgrounds and served for many years on the Board of the Black Hills Motor Classic.

2014

PAUL YAFFEE



Paul's early passion for motorcycles eventually led him to attend Motorcycle Mechanics Institute in Phoenix and to a successful career as a builder. Yaffee and two friends started the American Legend Motorcycle Company in 1991 and in 1992 they started a parts manufacturing and distribution arm called "Beyond Bolt-on." Afterwards, Paul decided to strike out on his own, bought out his partners and changed the name of the business to Paul Yaffee Originals. Paul Yaffee has been designing custom motorcycles for almost 30 years and is known as an industry leader and innovator. In 2006, he opened Paul Yaffee's Bagger Nation.

2010

"KIWI" MIKE THOMAS



Mike Tomas was born and raised in Wellsford, New Zealand and trained in automotive machining after finishing secondary school at age 16. Mike had a passion for motorcycles and in 1988 he settled down, got married, opened Kiwi Indian Motorcycle Company in Riverside, CA after touring both America and Canada. Kiwi Indian has grown from a parts business into manufacturing its own brand-new, retro-styled motorcycles, flathead engines, frames, forks, and tanks - many of which are replicas of the first ever created. All 2,500 parts that are sold by Mike are improved versions of classic components and are sold all over the world.

2015

EDDIE TROTTA



Eddie grew up surrounded by people who loved riding motorcycles. But his interests were so varied that it wasn't until 1991 that he opened his first motorcycle-related business - a biker bar called Thunder Road Saloon. After building custom bikes and owning the bar for a few years he decided to focus on building and opened Thunder Cycle Design in 1993. Since then Trotta has built numerous custom bikes for both customers and causes, receiving numerous honors along the way.



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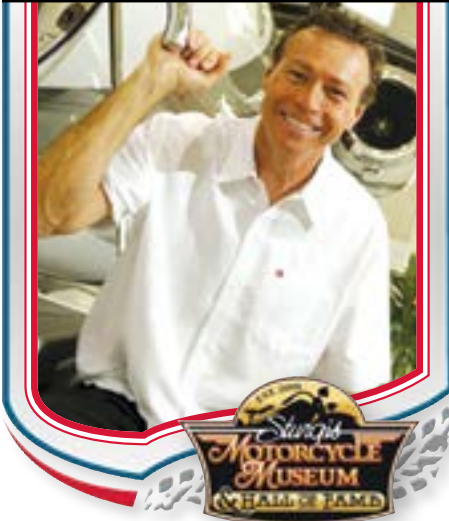


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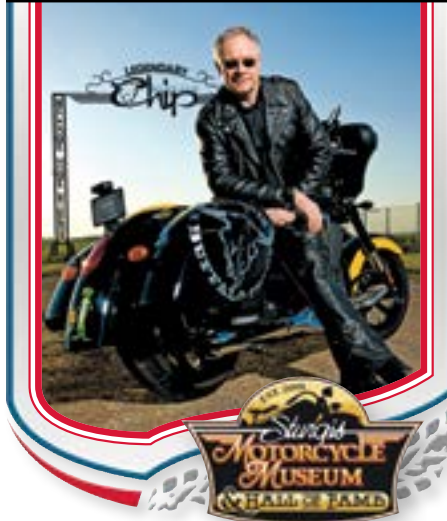
TERRY VANCE



Terry Vance is considered one of the greatest drag racers of all time but it was the life he led after his retirement in 1988 from racing that really put him on the map – his business sense and his insatiable need to give back to the motorcycle industry. Vance began his racing career in Southern California drag strips as soon as he got his license and caught the attention of Russ Collins who signed him to his first pro contract in 1972 and later gave him a job at R.C. Engineering. It was while working at R.C. that Terry met Byron Hines with whom he would win 14 national championships with and later open a business called Vance & Hines. Vance & Hines built/repaired camshafts, cylinder heads, and engine work for fellow racers and eventually developed an innovative, new exhaust pipe system that put them on the map – their business grew from 4 to 400 employees.

2017

ROD WOODRUFF



J.C. "Pappy" Hoel Outstanding Achievement Award
Since 1981 Woody, and the Sturgis Buffalo Chip, have treated millions of motorcyclists to rock concerts, camping, entertainment, and more – bringing rock and roll to the Black Hills. As president and CEO of "the Chip," Woody has devoted around 40 years to building the world's leading entertainment destination for motorcycle enthusiasts. Passionate about saving the Sturgis Rally after bikers were kicked out of City Park, he has welcomed bikers from every state and over 30 different countries to attend his annual events. Woody also started the Legends Ride, which has raised nearly \$500,000 for Black Hills charities over the years. He founded Biker Belles, the Buffalo Chip Challenge, the Buffalo Chip Freedom Celebration, and has helped re-introduce racing to the Sturgis Rally.

PRE-2001

SENATOR OLYMPIA SNOWE



Freedom Fighter (Washington D.C.)
Snowe was a United States Senator from Maine from 1995 to 2013 and the First Lady of Maine from 1989 to 1995. A moderate member of the Republican Party, she became widely known for her ability to influence the outcome of close votes, including whether to end filibusters. What made Snowe worthy of induction into the ranks of the freedom fighter hall of fame was for her work as a motorcycle rights activist who sponsored bills that would eliminate the federal penalties associated with helmet laws, help retain grant incentive provisions, and remove sanctions against states that did not pass helmet laws.

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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)

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)



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Motorcycles at the Museum



By Josh Buttrell
Facilities Manager
Sturgis Motorcycle Museum
& Hall of Fame

The museum's staff is constantly striving to refine our collection and since we are continuously updating our building and adding new motorcycles, art, and memorabilia there is always something different for our visitors to enjoy when they walk through our doors. One example is the newly remodeled Hall of Fame hallway which features an interactive touch screen display where visitors are able to learn a little bit about each one of our Inductees. Upstairs we've added a visitors lounge where guests can kick back and enjoy a movie or check out our "Chopper Row" which features choppers from some of the best bike builders in the world. All of these updates and additions would not be possible without our generous donors, members, and supporters. With their support, and further fundraising efforts, we hope to continue our expansion while still preserving the history of motorcycling.

1969 MOTO GUZZI V750 AMBASSADOR



The Ambassador story goes back to the early 1960s, when Moto Guzzi first started to work on a V-twin for the Italian police. The first model, the 704cc V7, went into production in early 1967. While the new V7 might not have drawn loyal Harley fans as buyers, it did provide other motorcycle enthusiasts with a more exotic option. Following closely on the heels of the V7, the larger capacity Ambassador V750 was introduced in 1969. It embodied several traits of its predecessor, and new features that added to the bike's U.S. appeal. Designed as a long-distance touring model, the Ambassador was the first-ever production motorcycle to feature electric starting only, it was never offered with a kick-starter. To satisfy the demands of long-range riders, the Ambassador carried nearly 6 gallons of fuel in its enormous tank, a significant increase from the V7's 4.5 gallons. Beneath the fuel tank, the 90-degree V-twin now displaced 757.5cc and produced a

claimed 60 horsepower, a considerable bump over the 50 horsepower V7. A pair of 29mm Dell'Orto carburetors fed the overhead valve engine, with shifting handled by a 4-speed gearbox. Equipped with a driveshaft instead

of the more normal chain drive, the Ambassador was a smooth riding machine. Like its contemporary BMW competition, the torque of the shaft drive could make itself felt, particularly when accelerating or slowing down in corners or turns. That didn't seem to turn off would-be owners, as the Ambassador wasn't perceived as an outright performance machine. Yet with a top speed just over 100mph, the Ambassador

was no slouch, either. More importantly, it could hold a sustained 80mph for hours on end, making it the perfect machine for the wide-open spaces of the U.S. In 1975 Moto Guzzi replaced the Ambassador/Eldorado platform with the new Tonti-framed 850-T.



Continued on 40



1912 SEARS DREADNAUGHT



Sears and Roebuck, the once giant Chicago-based chain of department stores and well-known catalog, first

added a motorcycle to their catalog in 1912. Given that the Sears catalog serviced remote and sparsely populated

areas, the motorcycle had to be simple, tough and easy to maintain. To power and assemble the motorcycle, Sears turned to Fred W. Spacke Machine Company of Indianapolis, IN. Spacke branded his motor design "DeLuxe", which can be seen cast into the bike's crank cases. The motor is a 70 cubic inch 9 horsepower inlet over exhaust V-twin, also used by other motorcycle manufacturers such as Dayton, Eagle, Minneapolis, and Crawford.

The engine's oil pump was a gravity fed drip system mounted above the motor in the left side of the fuel tank. A force-fed plunger was incorporated and had to be pumped before starting and occasionally while riding to ensure the engine was receiving oil. The DeLuxe also had a reputation for power, being that it

was air-cooled, it was used widely in cycle-cars during the late teens and early 1920's. Production of the Dreadnought lasted until 1916 when Sears stopped production for unknown reasons.

Post WWII Sears, under their alternate brand Allstate, began offering European made motorcycles and scooters in their catalog. Gilera motorcycles and Vespa scooters from Italy along with Puch motorcycles, scooters and mopeds from Austria until the



late 1960's when Sears stopped sales of motorcycles and scooters altogether. Massively marketed and technologically advanced motosport offerings from Japan were most likely the contributing factor in the decision to end sales.

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1952 VINCENT BLACK SHADOW



Bikes carrying the Vincent HRD logo were well known for their quality construction and high prices. It was the latter that would lead to the company's demise in 1955.

Doubling up the 499cc Vincent Comet single cylinder engine into a 50-degree V-twin, the Black Shadow was introduced in 1949 following closely behind the Vincent Rapide. With the Rapide being more of a touring bike and with the buying public asking for more

power, the big V-twin of the Black Shadow was given bigger ports in the cylinder heads, bigger carburetors and higher compression. The Black Shadow was born producing an impressive 55 horsepower and an all-black appearance. It was quite unusual for the times. Other unique attributes of the Black Shadow include the use of 2 valve guides per

valve. Said to increase engine life by countering massive sideways forces the valve-train exerted on the valve-stems. The frame did not use any downtubes or an engine cradle, instead it relied on the large motor as a stressed member to save weight. Another stand-out feature on the Shadow was the dual drum front brakes, ahead of its time for 1952.



There were fewer than 1700 Black Shadows built during this model's lifespan,

with 16 of those being the extremely rare, "White Lightnings"; essentially a Black Shadow with blonde motor castings and white paint scheme. The Vincent Black Shadow made an incredible impact on the motorcycle industry as the first production motorcycle to break 150 mph at the Bonneville Salt Flats.

After purchasing the HRD company (a British manufacturing company) in 1928, Phillip Vincent added the name to his own line

of motorcycles. As an inventor and engineer, Mr. Vincent produced some very innovative designs during his career.



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Time Travel

By Felicia Morgan

This year, as bikers from around the world travel to South Dakota to celebrate an unprecedented 80 years of the Sturgis Rally, citizens from around the globe are enthusiastically embracing the first year of the new generation of a roarin' 20s decade. In the world of antique motorcycling, however, there is a large contingency of devotees that are celebrating the 10th anniversary of the inception of the world-famous Motorcycle Cannonball Endurance Run. First held in 2010, the world had never before seen century old machines cross our great nation.

The biennial run across America that unfolds on the even years makes history and thrills enthusiasts as the epically entertaining transcontinental ride plays out regularly, now. Even as a spectator, the Motorcycle Cannonball is inspiring as the migrating herd of geriatric machines and their

jockeys make their way across a new, carefully charted route each time. The course is mapped out on obscure, 2-lane roads and avoids freeways but the formula of "man and machine against the miles" remains the same as riders sign up to test themselves as well as their antique bikes. Along the way, gatherings are hosted and the public is invited

to come out to meet the riders and see their incredible machines. Participants happily answer questions and share details as crews tend

to the ancient iron during the evening stops. All marques are invited to compete, though the vintage changes with each event.

Motorcycles from around the

world and manufactured as far back as 1903 can be seen wheezing into parking lots as the group makes their way across these great United States. The excitement of watching the rolling museum struggle along the route through social media is infectious and reaches a feverish pitch as scores and details are shared by fans of all ages. Individual riders gather support as they heroically struggle with great effort to keep their machines on the road, occasionally with disappointing results, but the trial and tribulations of the daily strain is played out along the road as the world tracks the competition through the worldwide media.

Each run has started and ended in a different state along a different route with both new and returning competitors and machines. Several riders return



History will be made this September as these amazing old machines are allowed to live out their bravado along America's forgotten roadways.





year after year, but only two daring competitors have raced in all five of the difficult endurance challenges. Both of these adventurers hail from California.

Doug Feinsod, rider #18 from Northern California and Shinya Kimura, rider #80 from Southern California, are the only two riders who have returned to every starting line to stare down the dotted lines of the grueling odyssey. Shinya, however, is the only entry who has returned each time with the same motorcycle; a 1915 Indian. These two men will return once more to see the green flag this fall as a new pack is waved off from the Canada border in Sault Ste. Marie, Michigan. A field of 100 riders will end their epic adventure in the South Padre Island on the coastal tip of Texas after urging their ancient machines through 12 states. The newest motorcycle on the course will be 91-years old, the oldest

could be as old as 117-years, and they'll all be expected to cover almost 4,000 miles of grueling blacktop. Wrap your head around that for a minute.

History will be made this September as these amazing old machines are allowed to live out their bravado along America's forgotten roadways. The Motorcycle Cannonball's rolling museum could be coming to a city near you and you don't want to miss the excitement so be sure to go to the website to see where the scheduled festivities are and where you can see these miracle machines in person. Meanwhile, while you're celebrating 80 years of the Black Hills in Sturgis, be sure to stop by the Sturgis Motorcycle Museum and check out some of the past Cannonball machines that are displayed there and keep in mind, these geriatric old motorcycles still run! motorcyclecannonball.com



History of the Sturgis Motorcycle Museum and Hall of Fame

By Jon Swan

Another trip around the sun and it's already Rally time in the Black Hills. Welcome to the 80th Anniversary of the Sturgis Rally and Races.

This past winter I was present at the annual mixer hosted by the Sturgis Motorcycle Museum and Hall of Fame. Present was a "who's who" of the community and supporters of the Museum. After a stroll through the facility, I had the opportunity to visit with the current Director, Ms. Emma Garvin, and a conversation arose about the humble beginnings of the Museum and how far it had come. I was surprised how little was known about the start of it all and I was easily convinced to write the story down so as to share this museum's modest beginnings and tell the story of how it all began.

Many may not remember that Sturgis was the original home of the National Motorcycle Museum and Hall of Fame. The museum was a grand idea; conceived and established in 1989 by Ed Netterberg, the first director of the museum, with little funding and virtually no motorcycles, displays, photography, or memorabilia. The concept was to recognize the heritage of the motorcycle, their riders, racers,

customizers, and supporters of the industry. Sturgis was the perfect location for the museum as it had been the location of "The Rally" for over fifty years.

The first location of the museum was in the building that is now "Grocerymart" on Junction Avenue. For a small fee, motorcycle enthusiasts could meander through memory lane year round and perhaps see something that would bring back wonderful memories from their childhood or from even earlier days.

As time went on, new board members and supporters would come and go. The 1990's were booming economically and many had done well. The community stepped up and fashioned new display stands, relocated the motorcycles and memorabilia, and a new era was born. Under Pepper Massey, the

new director, the museum would thrive. Her dog, Willoughby, would be ever present and greet all visitors upon arrival. But the good times would not last for long. The National Motorcycle Museum

would be relocated to Anamosa, IA, leaving the Sturgis community feeling empty.

It wasn't long before Bob Illingsworth, a recent transplant and motorcycle

enthusiast from Minnesota, would approach Pepper with an idea for a new museum in Sturgis, SD and the Sturgis Motorcycle Museum and Hall of Fame was born. There was only one problem; where would the new museum be located?

With a fraction of the motorcycles, displays, and memorabilia left behind, the museum would be starting from scratch. An available building was finally found; an old church on Main Street where the west end of One Eyed Jacks is now located and next to what was at one time the Pyramid Bar, an "Old School" favorite and Patio Bar.

The museum's doors officially opened in June of 2001 with extensive help from community groups including the museum's Board of Directors, the Jackpine Gypsies Motorcycle Club, local students, and other volunteers from the Sturgis community. They were humble beginnings for sure, but everyone had faith that things would get better -- and they did! After a year of successful operation, the City of Sturgis provided the museum with a new facility at Main Street and Junction Avenue. The historic building had served as the community's post office for over 60 years, but after the new post office was built it sat vacant on the corner of Main and Junction.

A lot of work was needed, but the ball was rolling. Once again, the community stepped up and the new Sturgis Motorcycle Museum and Hall of Fame finally had a permanent home. Vintage and rare motorcycles were loaned

The Sturgis Motorcycle Museum & Hall of Fame is a non-profit organization dedicated to preserving the history of motorcycling while honoring the heritage of the Sturgis Motorcycle Rally and Races

to the museum for the opening by national and local collectors.

The Sturgis Motorcycle Museum & Hall of Fame is a non-profit organization dedicated to preserving the history of motorcycling while honoring the heritage of the Sturgis Motorcycle Rally and Races. It offers informative and comprehensive exhibits showcasing over 100 unique and historic motorcycles that date back to 1905 including a wide variety of custom, historical and racing motorcycles and memorabilia with hundreds of photographs on display. The Museum's Hall of Fame recognizes individuals or groups who have made long-term, positive contributions to the motorcycle community, the sport, and the lifestyle. Inductees are honored and inducted at the annual breakfast--get your tickets early!

If you feel the need to escape the heat or crowds, or maybe you're just looking for something interesting, educational, and



historical, be sure to take time to visit the Sturgis Motorcycle Museum and Hall of Fame. It is well worth the modest fee. Photography is welcome and

encouraged. Have a safe and memorable Rally. Remember... keep the shiny side up.

See you next year!



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Birth of the **Sturgis Fire Department**

From the beginning of settlement in the Black Hills, fire helped determine the success, growth and political structure of each community. For proof of this, we need look no further than the massive fire in Deadwood in September of 1879.

Sturgis was no different. While it never had a fire as devastating as Deadwood, it came close, and had many significant blazes. The first mentioned was a large prairie fire in December of 1878, just months after the founding of the town. Many ranchers in the vicinity were burned out, and much of the hay that was piled for the use of the new military post of Fort Meade was also destroyed. Fort Meade itself just missed being burned, while it was reported that the new town of "Sturgis City" was saved by a sudden rain shower.

The first large structural fire occurred in 1879, when Iler's Dance Hall, called The Big Bonanza, on the corner of 1st and Main (where the Bank Building currently stands), went up in flames and took a couple of neighboring buildings with it. Many feared it would spread to the entire town, but, once again, the city was spared.

Fort Meade also had its share of early fires. They had the men and resources to organize two fire companies in late 1879. Sturgis may have leaned on the knowledge that, if needed, the Fort Meade Fire Teams were only a mile away.

Another memorable fire in area papers (Sturgis did not have its own paper until 1883) was in late November, 1881. A drunken bull-whacker was arrested and thrown into the Sturgis calaboose, a small jail building. He piled loose straw on his bedding, and lit it on fire, as a means of escape. What he managed to do was burn down the entire structure, and require his own rescue.

This action prompted several Sturgis businessmen to take action toward a fire plan. They raised \$300, and used it to form "hook and ladder" and "bucket" brigades. They also purchased several ladders, axes,

hooks, and buckets, and had strategically-located wells dug along Main Street. In the event of a structure fire, they felt they would be ready. A month later, in December of 1881, the barn of Mike Owens caught fire, and the Deadwood paper reported that it was only through "the strenuous exertions of the citizens and a favorable wind", that the whole town was not consumed.

Results in February of 1882 were not as good, when a fire was discovered in a two-story warehouse building (owned by Harmon & Co), across the street from their store (the location of today's Sturgis Photo and Gift). When discovered, smoke was already coming from the roof and spreading over the town. Moments later, fire issued from the windows and roof.

The Black Hills Daily Times reported: "Quicker than it takes to tell it, the dreaded demon had communicated to the adjoining building, and it at once became apparent that it would, too, fall a

Continued on 48



Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

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victim to the hungry flames, which lapped up everything before them like veritable fiends. This building was owned by Henry Wallace and was occupied by a woman as a laundry and restaurant. The firemen made desperate attempts to raze the building with hooks and ropes, but were unsuccessful. It was found now that another building, making three altogether, was also on fire and doomed to destruction. This, like the other two, was also a frame structure two-stories high and was owned and operating by H. Foster.

The paper added "It was only by superhuman effort and incessant work that the town was saved. Sparks and cinders flew in every direction but were prevented from doing any harm by the wet blankets and robes with which every building was covered. Harmon & Co.'s store caught once, but the blaze was extinguished before any damage was done.



STURGIS CITY HALL

Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

Fruin's building was saved by the most strenuous and heroic efforts, it having repeatedly caught. The fire was gotten under control and everyone drew a long breath of relief as it became apparent that the danger was over."

In 1883, Sturgis took additional steps toward the establishment of

a fire company. The publication of the town's first successful weekly newspaper, "The Record," allowed the editors to campaign for fire safety, the building of 'fire-proof' buildings of stone and brick, and plans for fire safety. They complained that most of the buckets and ladders, which had

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been the city's defense against fire, had over time, been scattered or "borrowed" and never returned. They stated "all that remains of the once great Sturgis fire department, or hook and ladder company, is a very strong hope that a fire will not break out."

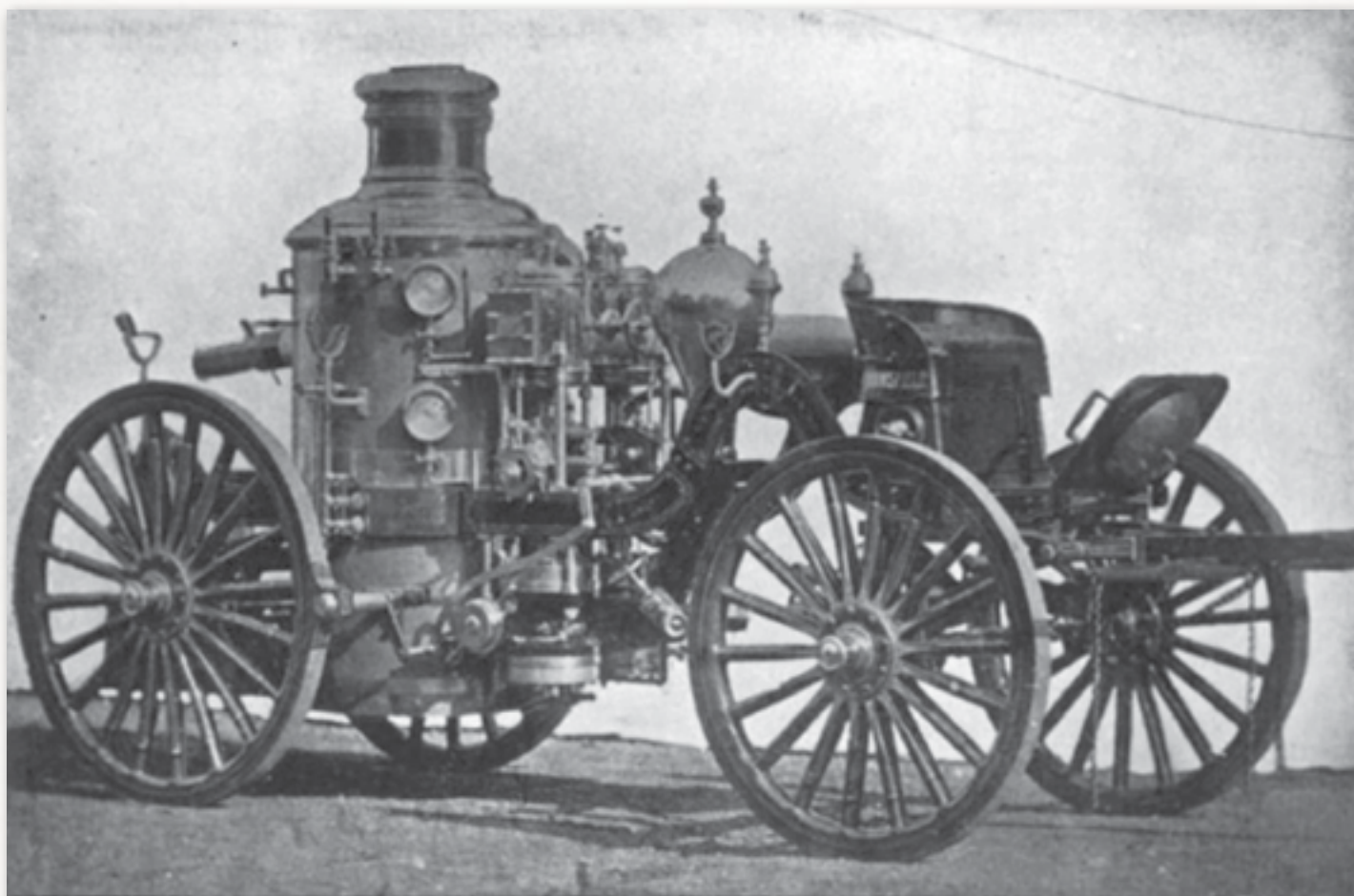
Under pressure, an election for a Fire Warden was held in December, 1883. The election gave the Fire Warden the power to abolish dangerous stove pipes, work with insurance agents to give cheaper rates, etc. Based on the approval for the position, W. F. L. Souter was appointed the first "fire warden" of Sturgis. Souter set about fining people for unsafe stovepipes, regulating the wood used in new buildings, and a variety of other measures

to reduce the fire hazard in a largely wooden town.

By 1887, work had already begun on securing funds for a first-class fire organization. This was pressed in February, 1888, after another huge fire occurred at a newly built building on the northwest corner of Second and Main. Again, a heroic effort was made to save the town. This fire led the town to finally determine that they needed a complete fire department. A meeting of citizens decided on the purchase of a steam fire engine, hose cart, a few thousand feet of hose, and fire cisterns built along Main Street. A new Hook & Ladder team, Hose Team, and Fire Engine Team were all formed and became the elements of the first Fire Department.

Sturgis took donations from business owners and held dances and other fundraisers to purchase the materials needed. A new hook and ladder cart was ordered from Gleason & Bailey in Seneca, N. Y. It was finally decided to order a Mansfield Steam Engine, From Mansfield, Ohio, along with hose and hose cart, arriving in May of 1888 to a parade through town. The Sturgis Advertiser reported that it was "A beaut!," decked out with brass mountings and trimming. "It is guaranteed to throw 350 gallons per minute as long as water and hose holds out. It will raise steam and throw water in six minutes after the fires are lighted. It weighs about 4500 pounds with its working dress

Continued on 50



DOUBLE PISTON ENGINE.
Built by the Mansfield Machine Works.

Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

on, and can rip the shingles off any house ever built.”

Early fire departments were all about flash. Caps and belts were received by the firemen, the caps being gray in color, and the belts of black Moroccan leather, with the word “Sturgis” in white raised letters. These matched the dark gray uniforms which were ordered. The Sturgis Fire Department also incorporated the community band into their ranks to lead them in all parades.

Even before the fire equipment arrived, Sturgis started talking confidently about dominating all of the fire competitions in the area. They even planned their own, on the Fourth of July, before ever learning to use the equipment. They started practicing at every chance. The Sturgis Advertiser of May 30, 1888, reporting: “The entire fire department was out on parade Thursday afternoon last. The parade headed by the band toggged out with their uniforms of gold and gray, followed respectively by the Hook and Ladder boys, the Engine company, steamer and Sturgis Hose No. 1, made quite a showing and proved conclusively that Sturgis has a department to be proud of and one that nobody can sneeze at. After the parade, the engine was placed over the First street cistern and, throwing two streams, soon emptied it. Owing to inexperience in handling the pipes, the hose men succeeded in wetting nearly everybody within reach, as well as giving themselves a good soaking. The engine showed up well, considering it as a new machine and somewhat stiff in the joints, and taking into consideration the fact that, although handled by competent engineers, they were not thoroughly acquainted with the workings of a steam fire engine.”

Following the 4th of July competition, Sturgis started traveling to other communities



STURGIS FIREMAN'S RACE

Photo courtesy Sturgis & Meade County Historical Society (sturgishistory.org)

to compete for the community's honor, always putting on a good show. At their first competition in Spearfish, the Sturgis department paraded proudly, leading with a man carrying a decorated scoop shovel on his shoulder.

At a tournament in Rapid City, the Rapid City Journal described the Sturgis team's arrival as follows: “After taking their hose cart from the train, the Sturgis men manned the drag rope and marched to the Sweeney hose house, where they will make their headquarters while in the city. Their foreman led the company, carrying on his shoulder a “scoop” shovel, handsomely ornamented with bright colored ribbons, and beautifully painted, having on the inner side a horse shoe garlanded with flowers, and the legend, “Return with the Laurels or Remain,” and on the other side the picture of a good sized porker, and the words, “Sturgis - We Want the Earth.” The boys presented a handsome appearance as they marched through the streets to the Sweeney's hose house on St. Joe Street.”

After another tourney, they were described as follows: “In the contest for the best appearing company the prize of \$50 was awarded to the Sturgis Hose Company. The team made a fine appearance indeed and had their hose cart tastily and appropriately decorated for the occasion. The banner carried by the company was a most beautiful piece of work and was presented to the fire team by the ladies of Sturgis. Some idea of its excellence and beauty can be obtained from the fact that the banner cost the neat sum of \$380. A scoop shovel was also carried baring upon it the words, “We Want the Earth.”

Its fine appearance aside, the Sturgis Fire Department proved to be effective in the field. While fires still occurred, as they do today, they were able to stop the threat of a single fire destroying all of Main Street, or spreading to other areas of town.

Well established, the fire department would continue to be a point of pride and community unity until the present day.



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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.

1972

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

1970

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.

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.

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

The Rally celebrates its 80th anniversary!



Sturgis Motorcycle Museum & Hall of Fame Youth Motorcycle Build Program

In 2019, the Sturgis Motorcycle Museum & Hall of Fame launched a youth motorcycle build scholarship program. High school students from the northern Black Hills were invited to participate in a co-ed youth motorcycle build program and a chance to earn a college scholarship. While only 4 students completed the program in 2019, the motorcycle they built sold at the Mecum Auction in January 2020 for \$35,000!

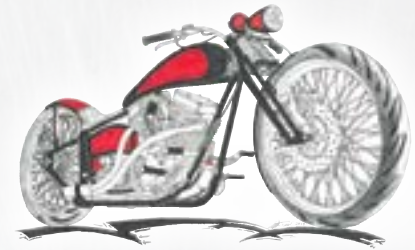
The youth motorcycle build is led by Hall of Fame Inductees, along with recognized local

experts in the field of motorcycle parts manufacturing and custom bike builds. The purpose of the program is to engage high school students in the mechanics, design, and art of building motorcycles, while earning money for post high school education. It is more important than ever to get young people involved in the motorcycle industry.

Due to the changes in school schedules and business hours, the 2020 build has been pushed back, however, there are even more students enrolled in the program this year and they are

eager to unveil the complete build during the 2020 Sturgis Motorcycle Rally.

This is the concept drawing of the 2019 motorcycle. The finished project is pictured below. It is amazing what our youth can do.



Thank you to all of the 2019 sponsors:

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