

New Jersey Shore BMW Riders

CLUB NEWS - March - 1998

Dream Machine

The latest issue of "On The Level" (BMW Riders Association) promised that our favorite motorcycle company was moving up the introduction of its newest model, the R1100S. Somebody in Berlin finally heard my plea.

Every visit to the NYC motorcycle show, for the last few years, I'd always visit the Beemer booth to see what was new. The R11RS was very tasty, for a BMW, but compared to other offerings from Italy and Japan, it didn't quite get the juices flowing. The show folks would ask me what I really wanted to see.

And I told them.

When being an RS kinda guy, I wanted a slightly refined racer for the road.

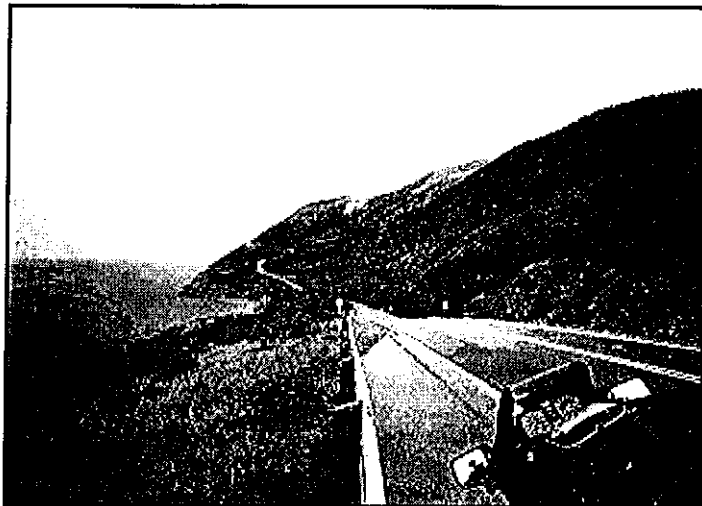
You know, 395 lbs with fluids, 130-150 hp at the rear wheel, killer looks, and 100,00 mile motor rebuild intervals. Just like the Ducati 916 (except the hp & rebuild stuff) or the new Yamaha R1. When they got done laughing they said "Wait". Maybe the next R11S will fulfill my dreams.

I bought my KRS with the intention of keeping it forever. But the factory could tempt me to put her on the block if they get even halfway to my Dream Bike specs.

[The F650 engined Bimota Super Mono was trick enough as a racer for the road, but I couldn't see squeezing my XXXL butt into such a tiny machine.]

PS File: Best Laid Plans - Commitments of my new job de-railed my planned Daytona trip. Several other club members did go, however, so I expect short contributions from them for next months news letter.

Glenn



Where is the club going?

The question isn't about trips we'll be taking this season, we know that lots of us will be taking lots of trips.

The question isn't about possible new meeting sites, we're happy where we are, and have never had any problems finding a new meeting site when we become unhappy.

The question IS about membership interests and participation. The officers of a club can only offer suggestions and try to make opportunities for member participation. Without the members doing their share - participating - our club is going nowhere.

Case in point - the officers of the club have attempted to raise interest in our club doing our own rally this spring. Without more membership interest and help, it isn't going to happen.

How can you help the club move onwards? Attend meetings and offer to help. At our next meeting we must make a decision on running our rally. Without membership input, participation and help - we're not going anywhere.

Meeting date and place below!

Editor's Note!

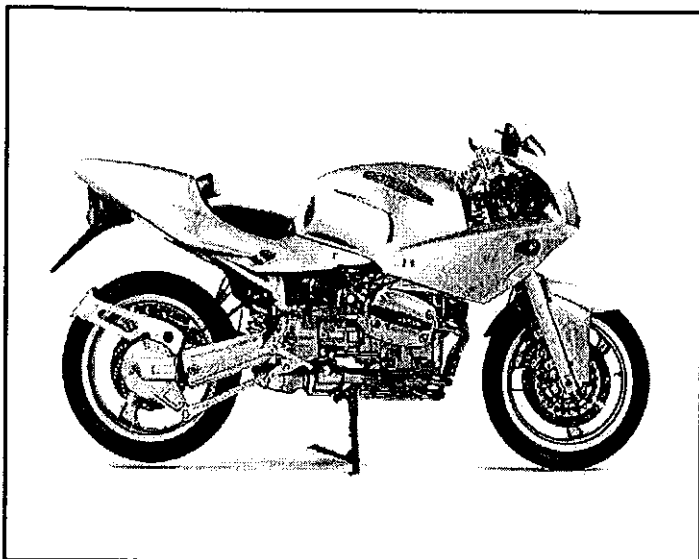
This is going to be a fairly short issue - I'm in the middle of some major computer renovations, but we now have the ability to include YOUR photos in the newsletter! You'll notice some of the photos in this issue!

We need member submitted articles and photos! The newsletter is for YOU, so help make it something all club members would like to read!

Thanx!

Don

MEETING - March 11th, 7PM, Bedrock Cafe!



Duck Killer?

Note - the text below was taken from an IBMWR message thread on what makes the Georgia Mountain Rally such a great success. It was written by Jim Shaw, current Vice President of the BMW-MOA

Rally Success

In response to Pat Roddy's inquiry (and because my driveway is blocked by township workers cultivating a length of drain tile in front of Shaw Towers), I thought I'd draft a few notes on what makes a BMW rally a success, in my mind. Perhaps your opinion will vary, and I encourage additions, expansions, and (am slightly tolerant of) refutations. Be gentle; I am sensitive.

- **People**

People, not things, features, or events make for a successful rally. I have been to a rally with over five thousand riders that I considered a marginal failure, and a micro rally with less than a dozen riders huddled in the rain, that I would consider a success. The difference lies in the people who come, and their attitude.

- **Targeting The Right Group**

Rally planners should first target the right group. If you invite entirely old fuddies, who complain endlessly about their lumbago, it will cast a pall over your event. If you target youthful enthusiasm (regardless of raider age), you will have fun. No amount of fussing over prizes, awards, vendors, or test rides will overcome the right choice of audience for your rally. Providing the venue attractive to Airheads, Internetters, veterans, etc. will help assure a good time. Riders are not homogeneous. Be tolerant of 3 AM campfires and a few loud pipes. If you select a venue which prohibits alcohol or other substances, you will set the stage for a prayer meeting, not a rally. It is very easy for most of us to find a prayer meeting in our home town. We will be reluctant to ride three states away for yours.

- **Welcoming Attitude**

Be upbeat and welcoming in your treatment of arriving riders. I remember well the surly treatment I had at the hands of one Ohio club (at what is now an extinct rally, I think) during the registration and setting up camp process. A glad hand and a happy smile to a tired rider dragging in after a hard day's ride, is a sure way to get things started right.

The attitude of the rally workers is infectious - both ways.

Make sure your host club tries to be helpful. Visiting riders will have problems - everything from broken bikes to accidents, to boisterous drunks. Try to have helpful, diplomatic host folks available to help.

Make sure you have enough volunteer workers to never be too busy to be helpful to the rider with a problem.

Have a supply of maps marked with suggested rides in the area - and good places to eat and shop. Don't just expect riders to find this out the hard way. Riders who have a good time at their favorite rally activities will return next year. Be prepared to show them the best features of your area.

- **Rally Date/Conflicts**

There are presently enough rallies to keep the dedicated rally-rat busy every weekend of the season. Your rally will be competing for these riders. If the scope of your plans is to be a regional bonanza, like Georgia Mountain or the 49er, dates and conflicts will be important.

Make sure you do enough research before you commit. Consider your targeted riders in choosing a date.

MOA's "experiment" with a mid week rally this year was chancy. Right from the start, MOA was parsing their prospective attendees into those that can get a week's vacation, and divorcing those who can't. I hope they knew what they were letting themselves in for.

- **Riding Location**

If you want a really successful rally - regardless of whether it is big or small - pick a good location to ride. If you can find hills, go there. If you can't, then look for twisties and sweepers. Lacking any of the above, the local attractions and food better be really attractive, or you're asking for a bust. There are exceptions, but there is a magnetic attraction between hills, twisties, scenery, and riders. It has been shown that a rally can succeed in Dismal Seepage, Kansas, but it better have something else going for it, or I won't go there.

- **Feed Me**

Food is a factor. It doesn't have to be four star, but riders appreciate the comfort of not necessarily having to leave the rally grounds to kill hunger pangs. A Friday night stew, soup, or chili will be a big success. Breakfast is a big seller. Saturday night dinner is also a feature

for tired, hungry riders. For those who choose not to join in, try to offer a discount at registration time.

• Costs

This brings up the issue of costs. When I was earning (mumble) figures, I never could understand why riders cared whether the fee was \$20 or \$30. When I was on sabbatical last year, I decided cost was important.

The important factor is the value you offer (or, more correctly, the riders' sense of the value). It doesn't bother me to pay \$40 for four nights camping, etc., at Finger Lakes, yet I have gone there for one night (due to other commitments) and railed at having no option but to pay \$40 for one day's benefit. Consider cheap day passes, if it feels right. I remember working "security" for the RA in Bonjour, last year. The official policy was: no day passes. A couple of locals rolled up on BMWs, wondering what a rally was about. No camping gear, no bulging saddle bags, they just wanted to see an international rally.

I told them to leave their bikes up at the gate, and they could walk in and knock themselves out. It was the right thing to do. I would have hated to (effectively) turn them away by requiring the full fee for a couple of hour's visit. And they would have been turned off.

So make sure that the riders' perception of cost versus value is there, and build some flexibility into your fees, if possible. Inflexibility shrieks inhospitality.

• Rally Ground

A huge factor, especially in repeat attendance, is the camping environment. If your rally is intended to attract only a handful of hardened, wizened, torture-lovers, even the baked dust of Rocky Flats Moon Crater National Monument campground will do. But rally aficionados will prefer hilly, shaded, sheltered, well-drained camping grounds that are not overcrowded. For the big rally, one or more large pavilions are probably necessary. Flat ground is untrustworthy in the rain, as RA in Bonjour campers found 2 years ago. Even though my fancy Kelty will float in the resulting four inch deep lake, it will sink when I step into it. Only the incredible high spirits of the RA campers and rally masters overcame the adversity of unprecedented rainfall upon flat ground.

• Awards

Every rally seems compelled to have some sort of awards assembly, usually where the sponsoring club's most long winded loudmouth talks endlessly about nothing.

Shorten it up, guys.

In presenting door prizes, be sure to mention the donor!. Have THEM write a one sentence description of themselves - and a one sentence description of the prize - which you promise to read properly. Read it with enthusiasm, and they will be glad to donate again next year.

Draw the numbers in advance, if it speeds things up. I will trust you! Then, can the crap, and get on with it. There seems to be an indefatigable mentality that awards emcees should be able to stretch a fifteen minute affair into an evening. Nonsense. They should be chosen for their ability to pull it off in ten minutes.

There has been a lot of discussion of mileage and attendance awards recently. I have a suggestion. Post the awards and rules thereof publically at the registration booth. Consider providing separate awards for local-type clubs versus non-local clubs (ie: IBMWR or Airheads vs. The Beemer Riders of Greater Metropolitan Podunk). In most cases, the non-local clubs will be delighted at the mere mention of their attendance - they never know what to do with a plaque, anyway. Make sure the right data is on the registration form - like the starting point for travel directly to this rally - as opposed to just home town. Why not give a separate award for "furthest from home," in addition to miles traveled direct.

A corollary to this is - (within limits) there is a direct relation between how many awards were announced and the smiles on the faces of attendees leaving the ceremony.

Remember, the purpose of mileage and attendance awards is to encourage these clubs to band together and attend your rally. Use the awards for that purpose, and don't start a bunch of squabbles.

Recognition of club attendance costs nothing, and makes their members feel proud.

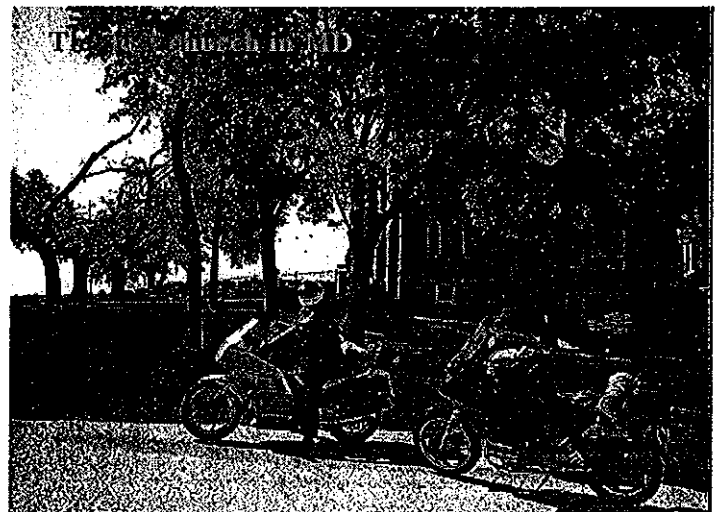
• A Most Important Point

Unless your rally is a one time event, your success will be very dependent upon repeat attendance. Remind every member of your sponsoring club that the most important factor in everything they do is getting the rider to return next year. Consider this factor in everything they do, and decide, and say.

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Jim Shaw

Hinckley, Ohio USA



Meeting, Weds, March 11th, 7PM, Eat and Meet!
Bedrock Cafe, Rt 71 (Main Street), Bradley Beach, NJ

Hot Stuff!

We hope to have the general manager of the **new dealership** opening in NJ address us at a meeting soon. More info as it develops!

Rally Site - Come to the next meeting. We now have two potential rally sites - and we need MEMBER input on choosing the most desirable one! We need to know what YOU think!

Upcoming events:

IBMWR Brunch - all our club members are invited. April 19th. Millstone Pub - Rt 537 near Great Adventure. \$9.95 all you can eat (sounds like US!). Contact Don for more info! **ALL CLUB MEMBERS ARE WELCOME!** I'm leading a laid-back ride in the area after the brunch!

New Sweden Flea-Market at RK-BMW on April 26th. (I'll be out of the country for this one, so someone else can lead the annual trip!

Speed Cycle Flea-Market, Elkridge, MD on May 2nd. I'll be around for this one, and will probably try to attend!

NJSBMWWR Rally? May 15-17th if you help make it happen!

Charter Oak Rally, Marlborough CT, May 22-25th. Never been to this one. 4 days, 2 dinners. Anyone interested?

Square Root Rally, great rally, great riding! Way west MD. May 29-31. See Don or Glenn for more details. It's a don't miss!

Got hot stuff? Send news, rumors, spy photos, stories and tall tales to Secty Don!



NJ-Shore BMW Riders

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Dues OK until 11/01/1998

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