



## *The Exhibit* Monthly News from the Sturgis Motorcycle Museum & Hall of Fame

### **Nominations Sought for 2012 Hall of Fame Induction**

The Sturgis Motorcycle Museum & Hall of Fame is accepting nominations for the 2012 Hall of Fame and the 2012 Freedom Fighters Hall of Fame. Individuals, organizations and businesses considered for induction into the Hall of Fame will have made a positive and significant impact on motorcycling. Individuals considered for the Freedom Fighters Hall of Fame will have made a significant impact through their work in grassroots rights efforts.

Anyone interested in submitting a nomination form can download the Hall of Fame Nomination form online at [www.sturgismuseum.com/assets/file-manager/12-Nomination-Form.doc](http://www.sturgismuseum.com/assets/file-manager/12-Nomination-Form.doc). The Freedom Fighters nomination form is available at [www.sturgismuseum.com/assets/file-manager/FFHoF-Nomination-Form.doc](http://www.sturgismuseum.com/assets/file-manager/FFHoF-Nomination-Form.doc) or you can request a nomination form by phoning the Museum 605.347.2001 or emailing [info@sturgismuseum.com](mailto:info@sturgismuseum.com).

Nominations must be received by the Museum no later than **January 13, 2012**. Individuals chosen for induction into the Sturgis Motorcycle Hall of Fame and the Freedom Fighters Hall of Fame will be honored at the annual induction breakfast ceremony on Wednesday, August 8, 2012.



### **Sturgis Museum, Antique of the Month**

#### **1948 Indian Chief from the Kenny Price Collection**

By Christine Paige Diers, with photos from the Sturgis Museum  
10/12/2011

[http://www.bikernet.com/pages/story\\_detail.aspx?id=10183](http://www.bikernet.com/pages/story_detail.aspx?id=10183)

### **Museum Sponsorship.....Partnerships for the Future**

On many occasions, you have seen information from our Sturgis Museum Marketing Director, Joe Distefano as he tells you why a sponsorship makes sense. Here are a couple more examples of the worldwide coverage the museum is getting from our media partners. This of course brings the museum much more traffic and exposure and therefore, our sponsors reap the benefits.

On pages 3-5 of this newsletter, you will see a great article by Duncan Moore that appeared in the November 2011 issue of **American Motorcycle Dealer Magazine**. Most industry professionals agree that AMD is one of the top publications in the world for the motorcycle business. Pages 6-8 are a great article by 2011 Hall of Fame Inductee Mr. Don Emde as it appears in the latest issue of **Drag Specialties Magazine**. Again, a publication that is by all accounts the cream of the crop in the motorcycle industry.

In addition, the museum has monthly features on BikerNet.com and several other on-line and print magazines. We sincerely thank everyone for the support and coverage.

If you'd be interested in partnering with the Sturgis Motorcycle Museum through our sponsorship program, please contact Joe D. at [joed@sturgismuseum.com](mailto:joed@sturgismuseum.com) or call 319-389-0798.



### Museum Bike Raffle

As previously reported, thanks to “Goodtime” Charlie from [www.bikersinnercircle.com](http://www.bikersinnercircle.com) and Danny Ray from Precision Cycles of Modesto, Ca. as well as a host of great sponsors, we have a killer custom chopper to raffle. The bike can be seen and tickets can be purchased on-line at:

<http://www.sturgismuseum.com/cart/>

Tickets are \$10 each or 3 for \$20 and all proceeds go directly to the museum’s building fund. Thanks for the support!



The tank is signed by many famous people making this raffle bike truly a one of a kind collectors item.



Check out our pal Maverick as he speaks out on the Cycle Matters October 2011 Monthly Ride-Up Follow the link below for all the latest from our great sponsor:

<http://forums.cyclematters.com/CampaignProcess.aspx?A=View&VID=10586526&KID=151592>

*Pages 3-5 of this publication are reprinted from American Motorcycle Dealer Magazine. Pages 6-8 are from Drag Specialties Magazine. Special thanks to Robin Bradley of AMD and to Don Emde of Drag Specialties Magazine.*

## Love Ride 2011

The 2011 Love Ride was held last weekend and our old pal and great supporter “Goodtime” Charlie Brechtel was there with his acoustic guitar to sing his hit song, “One Last Ride” and of course put a great push in for the Sturgis Motorcycle Museum Raffle Bike built by Danny Ray’s Precision Cycles of Modesto, California.

It was a great event and a good time for everyone as they helped Sturgis Museum Hall of Famer Oliver Shokouh of Glendale H-D raise funds for a great cause. Good job Oliver!!

For those of you who are not familiar with the Love Ride, follow the link below as our great sponsor Motorcycle USA tells you about this great event.

<http://www.motorcycle-usa.com/4/6316/Motorcycle-Article/Love-Ride-to-Return-in-2011.aspx>

To see the Love Ride 2011 first hand, just got to [www.sturgismuseum.com](http://www.sturgismuseum.com) and click on the home page video. ....it’s GREAT!

**Thank You AGAIN “Goodtime” Charlie Brechtel**

### Freedom Fighter Information Needed

As the museum works toward new exhibits and hopefully a new building in the future, we expect to continue to make the Hall of Fame a major part of that. In the mean time, we are working on an electronic Hall of Fame Exhibit. While we have good information on our Hall of Famers, we are in need of information on our Freedom Fighters and we need your help.

If you know any of our Freedom Fighters and have information to share, including contact information, please contact [Christine@sturgismuseum.com](mailto:Christine@sturgismuseum.com). **We would greatly appreciate it.**

You can see the full list of Freedom Fighters on our website at <http://www.sturgismuseum.com/freedom-fighters/>



Among the plans being made for the future of the Museum are a move to a larger site and purpose built premises as shown in this image

# Preserving Sturgis' history

Written by Duncan Moore - [duncan@dealer-world.com](mailto:duncan@dealer-world.com)

The City of Sturgis may be mostly associated with motorcycling for one week a year in August when the annual Rally and Races take place. However, there is one place in the city that celebrates motorcycling every day – the Sturgis Motorcycle Museum & Hall of Fame

**S**TURGIS is famous for its annual Rally, and the event's history is celebrated at the Sturgis Motorcycle Museum & Hall of Fame, which not only houses a collection of historic motorcycles, but also Rally memorabilia and general motorcycling collectibles.

Christine Paige Diers, Executive Director of the Sturgis Museum, takes up the story of the early years of the Museum. "The Museum's Board of Directors, the Jackpine Gypsies Motorcycle Club, local students and members of the Sturgis community gathered on March 10th, 2001 to clean and paint the old church building next to the Pyramid Bar on Main Street. The building's owners, Gene and Nancy Flagler, generously set the rent at \$1.00 a month, which helped to make the first year of the Museum easier."

The museum that opened on that location came into being after an earlier motorcycle museum based in Sturgis, the National Motorcycle Museum, moved to Anamosa, Iowa. A selection of locals gathered together and created the first Board of Directors, and it was they who established the museum on Main Street, which first opened its doors in June 2001.

One year later and the City recognized how important the Museum was to the city, attracting visitors outside of the Rally week and bringing more business to the community, and so donated the former post office building to the Museum as its new larger home in 2002. The Sturgis Motorcycle Museum & Hall of Fame has been on the same site at the corner of Main Street and Junction Avenue ever since.

In that time the collection had grown, and by 2003 the lower level had been opened up to house more exhibits. The basement level had been divided up into various areas to allow different displays to be put in place, as Christine explains: "Part of our mission is to preserve the history of the Sturgis Motorcycle Rally, so



we have a room dedicated to the rally. We work to preserve the history of the Rally in particular and the history of motorcycling in general, and as such we have around 90 bikes on display at any one time."

The vast majority of the bikes currently on display do not belong to the Museum, the prohibitive cost of collectible motorcycles being an issue for the collection, which is a 501 (c)3 non-profit organization. They are mostly on long-term loan from various collectors and owners with one or two exceptions. One bike that has been gifted to the Museum is the very first police motorcycle used in Sturgis. However, by a strange quirk of fate that machine is not currently in the Museum. "We did a trade with the National Motorcycle Museum," says Christine, "the fiftieth Anniversary Rally motorcycle (built for Nace Panzica by John Reed) which is one display that came from there, and we loaned them the Sturgis police motorcycle as the National was doing an exhibit on working bikes, and they asked if they could borrow it, and so we did a temporary trade."

Making such trades with other collections is one of the ways in which Christine works to keep the displays looking fresh as visitors return each year during Rally week to visit the Museum. Christine says: "We do try and get new exhibits whenever possible, such as when an owner asks for a bike back, we will try and get another bike to replace it."

"We would like to rotate the displays more often and we do have offers of bikes, but it takes far longer to build a new exhibit up than I ever think it will. We

re-arrange everything every year to keep things looking fresh. When I first started here, even after four months or so, I was looking around and saying 'Hey, I didn't know we had one of those.' There is so much here, that even when people come visit for a second or third time they still see something new."

As the Museum's name suggests, it is not only bikes that are housed there, there is also the Hall of Fame. The list of names included in the Hall of Fame now extends to 112, and it includes all the entries from the original museum who were inducted when this version opened in 2001. New members are inducted each year at a celebration breakfast during the Rally, as Christine explains: "Usually, it is around six or seven people we induct into the Hall of Fame each year. We take nominations so people only get in if they are nominated. I often get people saying to me so and so should be in your Hall of Fame, so I tell them why don't you nominate them? Each year the Board of the Museum makes the decision as to which of the nominees is going to be inducted."

"The people we have in the Hall of Fame range from racers to industry folk, to builders, to people who are good liaisons for the sport. It's a lot of different people that are inducted. We also have a Founders Award, but we don't give that every year, it is for people who have been instrumental in helping the museum."

While the Hall of Fame is a central part of the Museum, Christine feels that it deserves more recognition, saying: "The Hall of Fame isn't as good as I'd like it to be simply because we don't have the space to display it how we'd like to. However, to help with that particular issue we are planning on developing an electronic Hall of Fame. That will be on the website, and we will also have touch screens in the museum so that visitors can easily find out more about our Hall of Famers."

With regard to the Board of Directors, which

## INDUSTRY EXTRA

On loan from the National Motorcycle Museum, the 50th Anniversary Sturgis motorcycle was commissioned by Nace Panzica while at Custom Chrome and built by John Reed



Tin toys are included in the motorcycling memorabilia on display at the Museum

chooses the nominees each year from those submitted, this is made up of 11 volunteers. While some of the Board have Rally related businesses, others are involved in related activities like H.O.G. or are simply interested in the history of motorcycling. In fact, a couple of the members are previous city councilors, who joined as the city's reps and then stayed on afterwards, such was the impact of being actively involved with the Museum.

Christine explains how new Board members are selected when an opening becomes available: "We discuss what it is we need from a new member. Our most recent addition to the board was a

construction engineer as we are looking to the future and how we can grow physically, and so it made sense to involve someone with construction experience."

Expanding on the plans to expand the Museum, Christine says: "We are looking to expand in some way in the future. We have a building fund and we are looking at ways in which we can get bigger. We're out of space as it is at the moment. Due to that lack of space we don't always do justice to some of our exhibits. The Hall of Fame isn't as good as I'd like it to be, simply because we don't have the space to display it how we'd like to.

"The expansion will probably mean a move to a new location. This lot we're on is very small and there's no land around for us to expand on to, and we can't go up on this building."

At the 2011 Hall of Fame induction ceremony Christine was able to reveal an artist's impression of what the Museum could look like when it moves to a new, larger location. Indeed, she already has plans of what she would like to put in place when it is built and ready to open, saying: "When we get into a bigger space a couple of things I would like are to feature more recent examples of custom motorcycle builds, the type of thing showcased by the AMD World Championship. I'd really like to have more of that, but we just don't have the space right now.

"On my personal wish list, I'd love to have a WLA from the war, things like that that would round out the collection. I know they are around, I just don't have one yet. People are very interested in old military motorcycles, so it would be great to have. One that had seen actual military service would be



An unrestored Indian shows that a bike does not have to be in pristine condition to deserve its place in the Museum

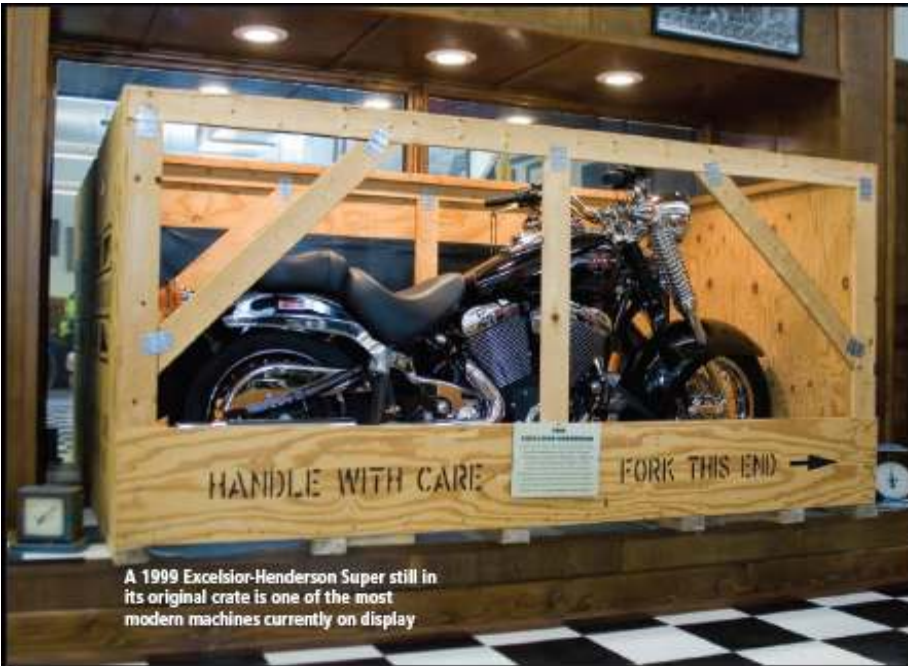


Having traveled over a million miles, Senator Dave Zien's Harley has now found a resting place at the Sturgis Motorcycle Museum & Hall of Fame great to have in the collection and on display."

While there are currently very few custom motorcycles on display in the Sturgis Motorcycle Museum & Hall of Fame, it does house a display dedicated to the World Championship of Custom Bike Building, about which Christine says: "It's fabulous to have a display recognizing the World Championship because we don't currently have the space to display many contemporary custom bikes. It gives people a taste of what is out there, showing what is being done and having the photos of every year's winners is a great feature enabling people to realize what is happening around the world. Each of the winners offers something different."

It is that type of diversity among the machinery and memorabilia on display that makes the Museum such a popular destination for bikes, and not only during the time that the Rally is taking place in Sturgis. While around a third of the Museum's 35,000 visitors do attend during the Rally, the rest make their way to the Museum throughout the year as they realize the Black Hills are a holiday destination and that the Museum is one of the many highlights in the area, and as such it is open seven days a week all year round.

**STURGIS MOTORCYCLE MUSEUM & HALL OF FAME**  
 Sturgis, South Dakota, USA  
 Tel: 605 347 2001  
[www.sturgismuseum.com](http://www.sturgismuseum.com)



A 1999 Excelsior-Henderson Super still in its original crate is one of the most modern machines currently on display



Films recounting the history of the Sturgis Rally are shown in the lower level of the Museum



The World Championship of Custom Bike Building is recognized by a permanent display in the Museum that commemorates each year's winner



The Dave Perewitz-built 'Pandemonium' is one of the custom bikes on display

# STURGIS MOTORCYCLE HALL OF FAME CLASS OF 2011 HONORED

Photos courtesy of Sturgis Motorcycle Hall of Fame

**O**ne of the highlights each year at the Sturgis Rally for the Sturgis Motorcycle Hall of Fame is its annual Induction Breakfast to honor a new class of Hall of Fame inductees. This year's event, held August 10 at the Rushmore Plaza Civic Center in Rapid City, SD., saw seven new names added to an already illustrious list of leaders from the motorcycle sport and industry.

The mission of the Sturgis Motorcycle Museum & Hall of Fame is 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. In the 11 years since the first Sturgis Hall of Fame Induction Breakfast, a total of 136 individuals and organizations have been inducted into the Sturgis Hall of Fame.



2011 Sturgis Motorcycle Hall of Fame Breakfast emcee Lorenzo Lamas (left) took the stage at this year's induction ceremony along with inductees and their guests who were on hand, including Lori DeSilva (daughter of Gloria Tramontin Struck), 2011 Freedom Fighter award recipient Rod Taylor and his wife Ann,

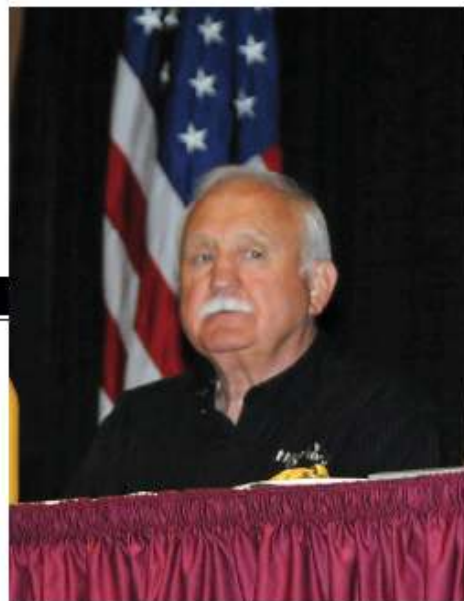
Inductee Del Hofer and his wife Renee, Inductee Gloria Tramontin Struck, Inductees Mike & Margaret Wilson, and Inductee Michael Prugh with his guest Shawna Jurrens. Missing is Evel Knievel, who passed away in 2007 and Don Emde, who was in Maryland attending Gary Nixon's funeral.

*The following pages contain brief histories of the 2011 Sturgis Motorcycle Hall of Fame Inductees.*



## DON EMDE

**D**on Emde comes by his passion for motorcycling naturally. He was born to a motorcycling family in 1951, and spent much of his youth either working in the family's dealership or tearing up the tracks of Southern California as an amateur scrambler, dirt tracker and road racer. He turned pro in 1969, and set numerous records with his Daytona 200 win in 1972. Emde and his father became the first (and so far only) father-son pair to win the Daytona 200. After his racing career, Don went on to become a successful publisher and author. He currently publishes *Drag Specialties Magazine*, *Parts Magazine* and *Parts Europe Magazine*. ■



## DEL HOFER

**D**el Hofer has been a Harley-Davidson dealer for 50 years, first in Huron, South Dakota, then in Fargo, North Dakota. His love of motorcycling is obvious through many of his activities. Del is active in the American Motorcyclists Association and is the longest serving member of the Harley-Davidson Dealer Advisory Board. A long-time AMA amateur racer in all styles of racing, Del also served as an AMA referee and District Congressman for quite some time. Del's passion for motorcycling is evident to anyone who meets him. He encourages men and women alike to take safety courses, get active in riding and enjoy it in a safe and fun way. ■



## EVEL KNieVEL

**P**robably one of the best-known motorcycle riders in history, Robert Craig "Evel" Knievel liked to live on the edge. From riding his bicycle at an early age to pole-vaulting when he was in the army to playing semi-pro hockey, Evel tried it all. In the early 1960s, Evel joined the motocross circuit with moderate success until a broken collarbone forced him to take a job as an insurance salesman. The insurance business didn't hold him for long, though, and soon he moved his family to Washington where he started his first daredevil show. During his career, he attempted 75 ramp-to-ramp motorcycle jumps, many successfully. In 1974, Knievel unsuccessfully attempted a jump across the Snake River on a steam-powered rocket - the Skycycle X-2. Knievel died of pulmonary disease in 2007 at the age of 69. ■



## MICHAEL PRUGH

**W**hile Michael Prugh is certainly well recognized as a motorcycle designer and manufacturer, it's his work educating others that has taken him beyond the title of "builder." Michael has been involved in many builds for charity and as a competitor. He took second place two years in a row in the AMD's World Championship of Custom Bike Building and has been featured in numerous publications featuring various builds. In 2010, Prugh led a team of students from Western Dakota Tech to build "Method" a true "one-off" bike that was auctioned at the annual Legends Ride. This year, Prugh again teamed up with Western Dakota Tech, Black Hills Harley-Davidson and the Buffalo Chip to build a bike for the Legends Ride. ■

## GLORIA TRAMONTIN STRUCK

**Y**ou'd never believe this outspoken 85-year-old woman is the same girl who in 1941 at age 16 tearfully told her brother "I do not want to know how to ride!" Well, her brother won that argument and she's been riding from that day until today. She's owned 14 motorcycles in her lifetime, has traveled every state in the continental U.S. as well as Canada. At the age of 76, she took two trips to Europe, traveling a total of over 6,500 miles in 8 countries. Gloria has been a Motor Maid for 65 years, having joined in 1946 and is the longest member still riding. She continually encourages women to ride and to be involved. Gloria is an inspiration to riders and non-riders alike. ■



## MIKE & MARGARET WILSON

**W**hile both Mike & Margaret Wilson have contributed individually to the sport and lifestyle of motorcycling, those who know this couple consider them to be a pair. Mike was an expert dirt-track and TT racer both before and after his stint in World War II. Right after his return, Mike bought a 45 cubic inch Harley-Davidson motorcycle as a birthday surprise for Margaret. Mike and Margaret were business partners in a Harley-Davidson then Honda dealership in Cedar Rapids, Iowa for over 25 years. Both Mike and Margaret have been avid riders and have spent countless hours encouraging others to ride, too. Known to an entire generation of women riders, Margaret is a golden life member of the Motor Maids celebrating 60 years this year. Mike and Margaret both serve on the Board of Directors of the AMA Motorcycle Hall of Fame Museum and continue to work to preserve the heritage of motorcycling through their involvement. ■



For more information about the Sturgis Hall of Fame log on at:  
[www.sturgismuseum.com](http://www.sturgismuseum.com).