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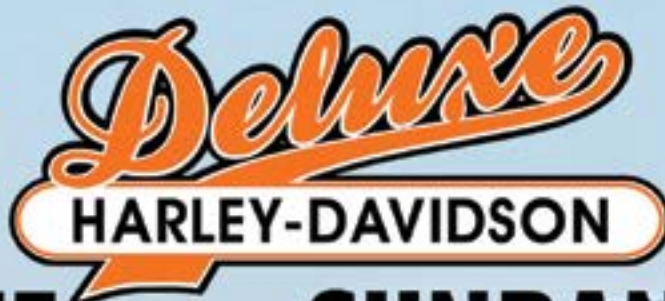
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Welcome to the City of Sturgis Motorcycle Rally!

If it's your first time in South Dakota, welcome to the land of Freedom. Breathe the fresh air of the Black Hills - this is a motorcyclist's paradise.

The Sturgis Rally has always been a chance to get away from the cares and concerns of everyday life. Last year when I was riding in the Rally, I realized that it has morphed into something else - something bigger. This Rally has become a global symbol of Freedom - freedom from lockdowns, freedom from tyranny, freedom from fear.

While you're here, I hope you get to see another global symbol of Freedom: Mount Rushmore. Travel the beautiful Black Hills. See the exciting growth that is happening in Rapid City. And if you get down to Custer State Park, just know that it is my favorite place in the world.

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. And take some time to walk down Legendary Sturgis Main Street, where you'll meet thousands of bikers from across the globe.

Who knows, maybe we'll see each other when we're out riding. Ride safe!

Sincerely,

Kristi Noem
Governor



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Welcome to the City of Riders!

Hello and welcome to the 82nd annual City of Sturgis Motorcycle Rally.

The City of Sturgis and our partners work very hard to make the Rally safe, memorable, and eventful for all our visitors. Whether it's your first time or you have been coming for decades, when in Sturgis, you definitely feel the spirit of the American motorcyclist.

This is the 12th letter I have penned; how the world has changed during this

time! The Rally has changed as well, but the core of the Rally spirit hasn't. The reason for all the years of success can be summarized by the God-given beauty of the Black Hills and the family and brotherhood bonds that have formed over the years. Motorcycling is indeed ingrained into our community's DNA.

We look forward to August each year and everything the tourism season brings to Sturgis. Please enjoy all we have to offer. Thank God for



MARK



everything, stay safe, and make memories that will bring you back again.

Mark C. Carstensen
Sturgis Mayor



Welcome to Sturgis!

On behalf of the Sturgis Motorcycle Museum & Hall of Fame WELCOME TO STURGIS! The year 2022 marks the 82nd Anniversary of the City of Sturgis Motorcycle Rally. A legacy of riding, racing, and a grand celebration of motorcycle culture. It's the biggest, baddest, party on the planet. And we are glad you came. Rest assured that our community will do everything we can to make it a top notch motorcycling experience. And to make it as safe as possible.

There is something unique about

the Black Hills that make it an ideal motorcycling destination. Our roads are pretty fantastic. But it's the diversity of terrain that make it a truly special destination. You can ride Mountains, Canyons, Badlands, and Prairie all in the same day. Western South Dakota has it all. Mount Rushmore National Memorial, Devil's Tower National Monument, and Badlands National Park should be on every bucket list. And don't forget the Crazy Horse Memorial which honors the culture, tradition,

and living heritage of the North American Indians. When it comes to amenities to make your vacation more comfortable and fun there are premier campgrounds, concerts, bike shows, coffee shops, restaurants, antiques, and of course vendors.

While you are enjoying the Rally, we hope you will take the time to visit the Sturgis Motorcycle Museum and Hall of Fame. Have a GREAT vacation!

Sincerely,

Paul E. Johnson
President

**Sturgis Motorcycle Museum
& Hall of Fame**



Cover Photo by Scott Jacobs

The Story Behind "Moments Like These"

By Olivia Jacobs-Chrisman

My dad saw a cute kid standing at checkout with his mom at Walmart.

"I didn't want to seem creepy, but I went up to his mom, explained I was an artist looking for a cute kid to use in my 2021 Sturgis painting. I gave her my number and told her she could google me and get back to me if she was interested."

Luckily after 2-3 weeks, Jade called Scott and set something up! When they got to talking, they realized they knew each other through years of doing business together.

"It was all just too coincidental" said Scott.

On the morning of the photoshoot, Jade and Haze arrived at Jacobs Brewhouse & Grocer with a bag of clothes and excitement in their eyes. We started by picking out their outfits and giving them an idea of what we were hoping to capture during our time together.

Before they arrived, Scott and Ryan rolled Sharon's 1936 VLH and a green Schwinn Stingray over from the Gallery and set up behind the Brewhouse with a bucket of soapy water and hose.

Scott wanted an open area for us to be able to maneuver the bikes as I shot and a simple enough backdrop for Dan to photoshop a more interesting background in the final image Scott planned to work from.

Being seven months pregnant at the time of the shoot made it more challenging for me to



Continued on 9

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crouch down in positions that would normally be easy for me to do! The temperature quickly rose to the mid 90s as we moved the bikes and models into different positions.

Like every painting of Scott's, they start out with a pencil drawing to keep the angles and proportions accurate.

From there, he blocked the blank canvas in with color to create a solid base before adding any detail.

Once the base coat has been completed, he started blending parts like the motorcycle headlight; adding the highlights and lowlights to give it dimension.

"It's difficult painting an old motorcycle because everything is exposed; the wires, nuts and bolts, compared to a newer bike which has everything enclosed making it look cleaner and taking less time to paint."

The thing about new bikes, is they don't have nearly as much character as the vintage ones though! The bent coils and rusty bolts make the painting more interesting and show Scott's true talent as a photorealist.

Fun Fact: This is the first time a motorcycle from the family's collection has been in one of Scott's paintings. Though the 1937 Knucklehead in "Daddy's Girl" is ours now, it wasn't until AFTER the photoshoot when Scott impulsively purchased it from Black Hills Harley.

Once the motorcycle started to really look like one, he began the tedious process of adding bubbles and moisture to the ground, bicycle, and motorcycle.

Watching him add hundreds of little white circles with a highlight and lowlight was reminiscent of me watching him work on "Gimme Shelter" in 2016.

A woman is getting herself ready for the long ride to the

Sturgis Rally. Her son wants to be a part of her preparation, so he rides his bicycle over to help clean her VLH.

We chose this photo as the winner because we thought it captured a raw interaction between a mother and son. We believe it doesn't need an explanation as you see a little boy making his mom proud as she watches admirably in silence. It's a special moment the mother will reflect on in the coming weeks as she's away from her family and memories like these.

It's hard to bring emotion into a painting when it's just a motorcycle but when people are included, it helps portray a mood and feeling. That's the best part about including models in the works.

"In this case, it wouldn't be the same if Jade were alone without her son. The interaction between her and Haze and their expressions are hopefully what says it all.

FUN FACT: This is the first painting that has ever included a mother and her child.

The only paintings that have included children over Scott's career are "Caught in a Daydream", "Courtesy Wave", the three newer Shadow Series, and "Daddy's Girl".

"I wanted to bring a smile to the viewers' faces when they see it" he stated.

Jade is grateful Scott stopped her and Haze at the Walmart. They are honored to be a part in such an eventful and emotional painting.

"Moments Like These"

A special thanks to Tate Hanson for lending us his Schwinn bicycle, Jade and Haze for modeling, Ryan for helping move the motorcycle in the heat and capturing behind the scenes footage, Olivia for photographing the shoot and writing this blog and Dan for helping create the background.





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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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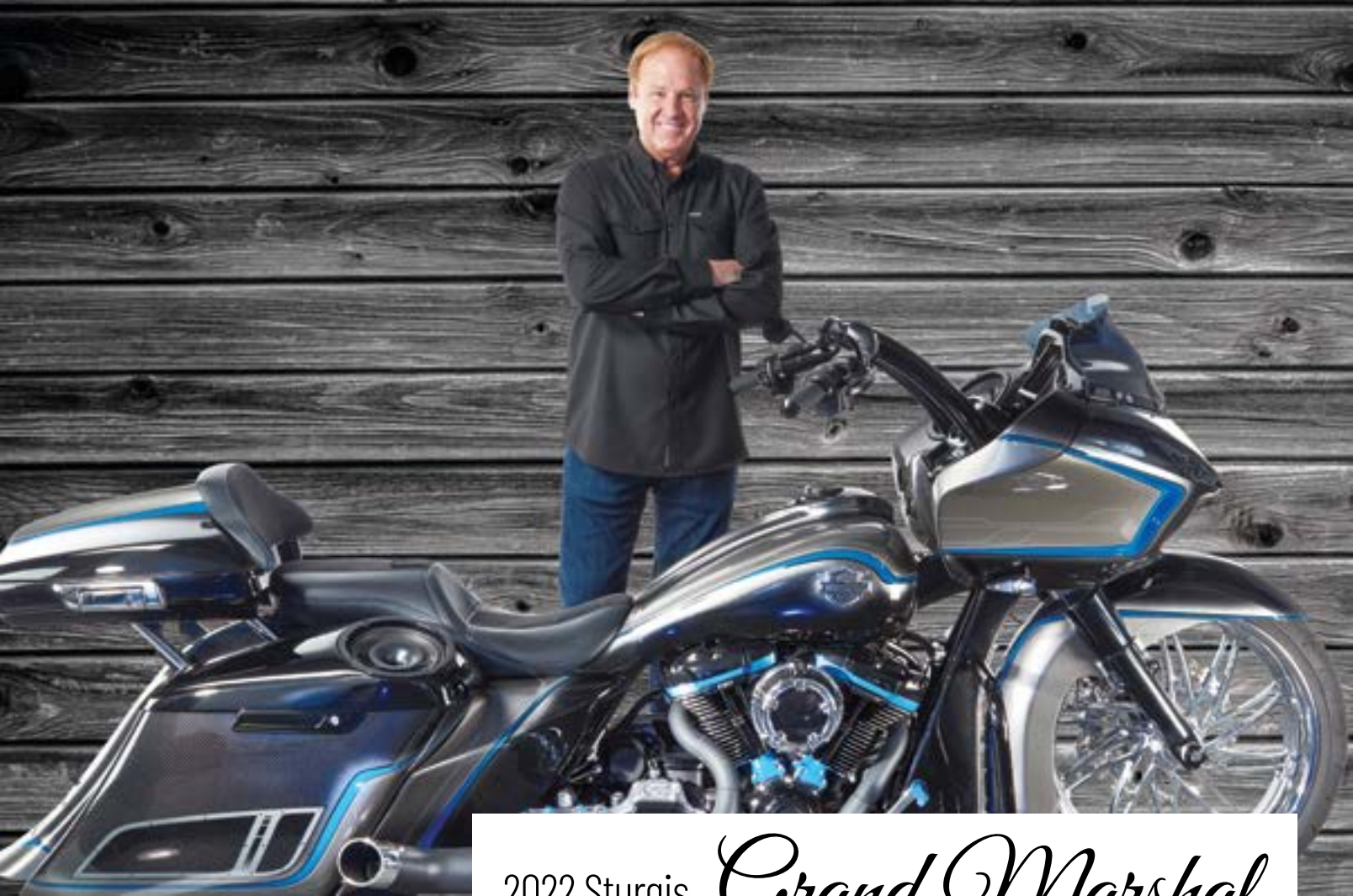


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2022 Sturgis *Grand Marshal* **Rusty Wallace**

BACKGROUND:

Full Name:

Russell William Wallace, Jr.

Birth Date: August 14, 1956

Birthplace: St. Louis, MO

Residence: Charlotte, NC

Family: Married to Patti /
3 Children: Greg, Katie, Stephen

Hobbies: Aviation, Golf
and Motorcycles

For over 40 years, racing legend Rusty Wallace has delighted racing fans, not only with his hard-nosed and aggressive approach to racing, but also with a personality and charisma that are unmatched in the sport.

Wallace—the 1989 NASCAR Cup Series Champion, 1984 Rookie of the Year, and 55-time Cup Series race winner—will go into history as one of NASCAR's finest drivers.

For 16 straight seasons, Wallace won at least one race in NASCAR's Cup Series, marking the third-longest such streak in history. At the time of his retirement in 2005, Wallace's 55 victories marked the eighth-best all-time total, and his nearly 20,000 laps-led ranked seventh all-time. Wallace's on-track success was not limited

just to NASCAR, however; he is also a former winner of the International Race of Champions (IROC). In 1991, he bested many of the world's greatest drivers for the series title, becoming the only driver in history to win three of the series' four events in a single season. Rusty's accomplishments, both on and off the track, have been widely recognized. He is a member of the NASCAR Hall of Fame, the International Motorsports Hall of Fame, the National Motorsports Press Association (NMPA) Hall of Fame,

the Motorsports Hall of Fame of America, and the Missouri Sports Hall of Fame. As one of the main protagonists during NASCAR's meteoric commercial rise of the 1990s and 2000s, Wallace is often credited as being one of the catalysts behind the mainstream appeal the sport enjoys today. At the NASCAR awards ceremony in 2005, he was presented the NMPA Myers Brothers Award, given for outstanding lifetime contributions to the sport of stock car racing. Wallace's more recent undertakings have allowed him to continue putting his vast knowledge and charismatic personality to work.

In 2006, he was named Lead Auto Racing

Analyst for ABC and ESPN, providing analysis for the networks' 2006 and 2007 broadcasts of the Indianapolis 500. He went on to headline the networks' return to NASCAR in 2007 and maintained that role through their exit from the sport at the end of the 2014 season. Currently, Wallace serves

as Lead Analyst for MRN Radio—the Voice of NASCAR—where he is heard on more than 700 affiliates nationwide, as well as on Sirius XM Radio. Rusty is also active in other business pursuits.

In 2005, he became the first NASCAR driver in recent history to design a professional racing facility, when he inked the plans for the 7/8-mile Iowa Speedway. The facility opened to rave

reviews and has hosted rounds of the NASCAR Xfinity Series, the NASCAR Camping World Truck Series, and the Indycar Series. Wallace is a sought-after public speaker and the principal stakeholder in the Rusty Wallace Automotive Group, a collection of eight automotive dealerships located in eastern Tennessee.

In 2019 Rusty and his youngest son, Stephen, started their own motorcycle company. Southern Country Customs operates with only one goal in mind: to build the world's baddest custom Harley-Davidsons. If it's Harley-based and you can dream it, they can make it happen. To date, Southern Country Customs has customized

39 Harley-Davidson bikes thanks to Stephen's master building.

Aside from his business interests, Wallace is also a board member of The NASCAR Foundation—the sport's foremost charity initiative. In that role, he serves on the foundation's development committee, charged with

fundraising for the foundation's mission of helping children live, learn and play. Recently, the NASCAR Foundation partnered with the Strider Education Foundation to place 50 All Kids Bike kindergarten PE learn-to-ride programs into the Los Angeles Unified School District. This partnership includes a raffle of a customized 2021 Harley-Davidson Road Glide FLTRXS built by Rusty

and his son Steve at Southern Country Customs.

All proceeds of this raffle will go towards implementing the All Kids Bike program. Launched in March 2018, All Kids Bike programs are currently running in 550 schools in all 50 states, teaching students how to ride a bike. To learn more or to help with their mission to teach every child in America how to ride a bike in kindergarten PE class, please visit www.AllKidsBike.org.

To purchase a raffle ticket for the Southern Country Custom Harley-Davidson, visit their website at <https://bit.ly/akbraffle> or stop by the booth in front of Rally Headquarters on Sturgis Main Street. The winner will be drawn and announced on March 11, 2023, during Daytona Bike Week.

The City of Sturgis Motorcycle Rally is not new to Rusty. This will be his 19th year attending Sturgis. It all started when Mike Helton, president of NASCAR, invited some NASCAR buddies to join him. Rusty was hooked! "I love the motorcycles and the camaraderie at the Rally and the Sturgis Motorcycle Rally is on my bucket list every single year," says Wallace. It can be said that Wallace loved it so much he joined efforts with the Legendary Sturgis Buffalo Chip to host the Rusty Wallace Ride. 2022 will be the 4th annual ride raising almost \$250,000 to support worthy charities including Special Olympics South Dakota-Rapid City Flame and The NASCAR Foundation. More information can be found at www.rustywallaceride.com.

"I will be bringing some of our Southern Country Custom bikes to Sturgis and look forward to meeting new friends. I'm really excited to be this year's City of Sturgis Motorcycle Rally Grand Marshal. I consider it an honor," says Wallace.



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HISTORY OF THE *Jackpine Gypsies* Motorcycle Club



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The Jackpine Gypsies Motorcycle Club is one of the oldest AMA-chartered off-road clubs that started with seven original members. The most famous founder of the club is J.C. "Pappy" Hoel, who owned an Indian Dealership in Sturgis. His wife Pearl Hoel is and was the true spirit of the Rally. She always will be the First Lady. The founding members started putting on Gypsy Tours in the Black Hills in 1938. The Club was founded in 1936 and chartered in 1937. The following year, the Club joined with the City of Sturgis to hold a local

rally over a three-day period in August, featuring a half-mile dirt track race. The weekend celebration had a lineup of only nine racers and a small audience watching the races. However, the very first recorded race was a Hare Scramble out by Bear Butte.

In 1997, the Jackpine Gypsies Motorcycle Club was inducted into the AMA Motorcycle Hall of Fame and is still currently the only motorcycle club inducted into the Hall of Fame. The Jackpine Gypsies still carry on the tradition of racing done by families who are club members who love racing and motorcycles.

The history on the current location of the club grounds. Before the early 1960's, the Jackpine Gypsies did not have a permanent facility. The current track at the Jackpine Gypsies club grounds is named



STURGIS 1938/1939

the J.C. "Pappy" Hoel Short Track and was first used in the early 1960's. In 2003, the Jackpine Gypsies donated land to create Moose Drive. At the same time a new Short Track

was also created. In the 1980's, a motocross track was added and in 2017, a new and much larger motocross track was built when additional property was purchased. Racing happens all year around at the club ground and all events are run by the club members. The different types of racing held are; Flat Track, Motocross, Hill Climbs, Hare Scrambles, TT's, Drag Races, and Supermotors.

Pappy and Pearl Hoel are both very important in the Jackpine Gypsies and Sturgis Rally history. In August 1983, Pearl proudly took Pappy's side as he was presented with a proclamation by the Governor honoring him with J.C. "Pappy" Hoel Day. Later, the AMA presented him with the Dud Perkins Award for "outstanding contribution to the sport of motorcycling". Every year in August, their memory lives on in each racer, biker, supporter of the rally, Sturgis citizen, and Jackpine Gypsies club members.



HILL CLIMB



Jackpine Gypsies 2022 Rally Schedule

FRIDAY, AUGUST 5TH

- AHRMA Trials 9:00 A.M.
- AHRMA Cross Country 12:00 P.M.

SATURDAY, AUGUST 6TH

- AHRMA Cross Country 8:00 A.M.
- AHRMA Vintage Motocross 10:00 A.M.
- Prepped Practice Motocross (Following Vintage MX)

SUNDAY, AUGUST 7TH

- AMA/AHRMA Motocross 8:00 A.M.

MONDAY, AUGUST 8TH

- Pro Hill Climb 10:00 A.M.
- Flat Out Friday Flat Track 7:00 P.M.

TUESDAY, AUGUST 9TH

- AMA Supermoto Practice 9:00 A.M.
- Flat Out Friday Flat Track 7:00 P.M.

WEDNESDAY, AUGUST 10TH

- AMA Supermoto National Championship 9:00 A.M.
- Verta-X (Head to Head Night Time Hill Climb Races) 7:00 P.M.

THURSDAY, AUGUST 11TH

- Gypsy Tour
- *Sign up at 9:00 A.M.
- **Ride at 10:00 A.M.
- AHRMA/ Pro- AM Flat Track & TT Races 7:00 P.M.

FRIDAY, AUGUST 12TH

- Pro-AM Hill Climb 10:00 A.M.
- AHRMA/ Pro- AM Flat Track & TT Races 7:00 P.M.

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The Tomb of the Unknown Soldier

The Tomb of the Unknown Soldier will visit South Dakota - Center of the Nation during Rally week.

The replica is part of a traveling exhibition called A Call to Honor: Tomb of The Unknown Soldier. The Americanism Committee of the Exchange Club in Rome, Georgia, is responsible for the exhibition and brings the replica to all parts of the United States. It was constructed by Phillip Burkhalter Builders of Rome, in 2015.

It is the hope of the Exchange Club of Rome and the National Exchange Club that the sacrifices of our men and women in uniform are never forgotten, for without their supreme sacrifice of their lives, and in the case of the unknowns, their identity, our way of life would not be possible.

The tomb is an exact half size of the actual Tomb at Arlington. It has a flat-faced form and is relieved at the corners and along the sides by neo-classical pilasters set into the surface with objects and inscriptions carved into the sides.

All of the artwork was carved with a hand Dremel and it was painted to resemble the marble of the real one at Arlington National Cemetery by Mr. Chuck Schmult, a well-known and extremely talented Rome, Georgia artist.

The history of the Tomb of the Unknown Soldier was also an important part of the event. The representatives from the Call to Honor tell people about what the tomb symbolizes. The tomb also represents a place for those who lost loved ones who could not be returned, to pay tribute and mourn. While those who guard the tomb make sure the soldiers' spirits live on.

"The importance is we need to never forget the sacrifice by what this replica and what the real tomb in Arlington, Virginia represents and that's the sacrifices of not only their lives but their identity for us so we can enjoy the freedoms we enjoy in America," said

Bill King, A CALL TO HONOR: The Tomb of the Unknown Soldier Replica Project Manager.

"The tomb guards have the best phrase that we've heard," said King. "A soldier never really dies until he is forgotten, tomb guards are never going to forget, and we added to that with our own little saying, neither will we, because they did it for us." The Guard is changed every thirty minutes during the summer (April 1 to September 30) and every hour during the winter (Oct 1 to Mar 31). During the hours the cemetery

is closed, the guard is changed every 2 hours. The Tomb in Virginia is guarded, and has been guarded, every minute of every day since 1937.

The Tomb was placed at the head of the grave of the World War I Unknown. West of this grave are the crypts of Unknowns from World War II (south) and Korea (north).

Between the two lies a crypt that once contained an Unknown from Vietnam (middle).

However his remains were positively identified in 1998 through DNA testing as First Lieutenant Michael Blassie, United States Air Force, and were removed to his hometown. Those three graves are marked with white marble slabs flush with the plaza.

The replica includes these symbolic crypts just in front of the tomb.



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Wait 5 minutes AND IT WILL *change!*

By Eric Gardner

When it comes to the weather in the Black Hills, extreme is normal! The weather can change in a matter of a few hours, or even minutes! Summer can bring 100-degree heat while winter can bring -40 degree cold. One could say there is something for everybody when it comes to Black Hills weather.

July is the hottest month

of the year when daily highs regularly reach the 70s and 80s. January is the coldest month when morning lows often dip below zero. May is the wettest month, when about a third of the yearly moisture falls, while January is the driest month.

You may be surprised to learn that March and April are by far the snowiest months of the year in the Black Hills. During these months, large spring storms move out of the Rockies, drawing Gulf of Mexico moisture into the northern states. We are often on the “cold” side of these

storms; hence we get heavy snow while the plains get severe thunderstorms.

Although we do see extreme weather events in the Black Hills, from epic 4-foot snows to even tornadoes and large hail, the Hills and western South Dakota are considered the “banana belt” of the northern plains. A week of bone-chilling cold in January is often followed by a week or so of mild temperatures and dry conditions. In contrast, the eastern part of South Dakota can stay cold

Continued on 24

much of the winter. It is those famous Chinook winds blowing from west to east that bring these milder days in winter. And the temperature swings can be dramatic! In 1943, the temperatures soared from -4 to 45 in just 2 minutes – a national record as a Chinook wind blew into Spearfish!

The Black Hills are in an arid climate zone, with anywhere from 15 to 35 inches of moisture expected each year, on average. The northern Black Hills, including Lead/Deadwood and Spearfish receive one and half times more moisture than the southern hills. This is because the prevailing wind is from the northwest, which blows upslope in the northern hills, resulting in more precipitation.

One bonus to visiting the Black Hills in summer is the lower humidity. In the eastern part of the state, summers are

characterized by hot, humid days while the western part of South Dakota enjoys more comfortable conditions. Sure, the hills can get mighty hot during a July afternoon, but the low humidity allows temperatures to fall to comfortable levels each evening.

Probably the biggest weather threat in the hills is hail. Western South Dakota lies on the northern end of the “hail belt,” that extends from the hills, south along the front range of the Rockies in Colorado. It is not uncommon for bikers at the Sturgis Rally to have to seek shelter from hailstones falling from thunderstorms in August.

July 15th – August 15th is “prime time” for hail, but large hail can fall from any severe thunderstorm at other times, too.

The quality of our snow makes for great skiing and snowmobiling in the hills. Instead of soupy and slushy, much of our snowpack is packed powder. Snowfall can be variable, however, with drier than normal years spaced in between normal or wet years.

Yes, the Black Hills can see big storms, frigid temperatures, and heat waves, but there are far more fine weather days each year for you to enjoy.

In 1943, the temperatures soared from – 4 to 45 in just 2 minutes – a national record as a Chinook wind blew into Spearfish!

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July 13-16, 2023

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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 Knievel • *Al Nelson* • Linda Peavy • Oliver Shokouh

2008

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

2009

James Clark • Cookie Crum • Lou Kimzey • *Jack Kirchgesler* • 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 Knievel • 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 Jurens • Jay Lightnin' • Keith Terry • Bonnie Truett • Paul Yaffee

2015

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

2016

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

2017

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

2018

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

2019

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

2020

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

2021

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

2022

Motorcycle Riders Foundation (Freedom Fighters) • Ben Hardy (Kickstand's Down) • Don Emde (Lifetime Achievement Award) • Tom Seymour • Carlo & Emma Lujan • Bill Davidson • Karen Davidson • Bob Kay • Robin Bradley

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

Hall of Fame Collector Cards

Special Honors EXPLAINED

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

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

FOUNDERS AWARD

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

Sturgis Motorcycle Museum & Hall of Fame.

J C "PAPPY" HOEL OUTSTANDING ACHIEVEMENT AWARD

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

FREEDOM FIGHTER AWARD

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

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.

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

ARLEN NESS LIFETIME ACHIEVEMENT AWARD

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

2005

KEITH "BANDIT" BALL



Biker, freedom fighter, author, publisher, editor, promoter, builder, patriot - Keith Ball has done it all. He's also done it well and, when presented with a new challenge, will astound everyone with the ease in which he tackles it. In 1971 he was hired to run the first national motorcyclists' rights organization, ABATE. Keith became associate editor and the first full-time employee of a new motorcycle magazine called Easyriders. He also owns and operates a biker-oriented website: BikerNet.com.

2002

RALPH "SONNY" BARGER



Freedom Fighter

American outlaw biker, author, actor and one of the founding members of the Oakland, California, 'Hells Angels Motorcycle Club' (HAMC). In the last few years, the veteran biker has worked to promote motorcycle safety. He co-authored the book 'Let's Ride: Sonny Barger's Guide to Motorcycling'. Sonny has written and published four other books namely 'Hell's Angel: The Life and Times of Sonny Barger and the Hell's Angels Motorcycle Club' in 2000, 'Dead in 5 Heartbeats' in 2004, 'Freedom: Credo from the Road' in 2005, and '6 Chambers, 1 Bullet' in 2006.

2007

CHRIS CARR



Lifetime Achievement Award Recipient

Chris turned pro in 1985 and earned rookie of the year honors. Carr ran the Grand National Series full-time until 1995 when he started his first full season of road racing. He knew he'd arrived in pro racing with his first Grand National victory at the age of 19. In 1996 he earned Harley-Davidson its first, and only AMA Superbike pole at Pomona. In 2005, Chris Carr captured his seventh Grand National dirt track title. Chris has set a FIM World Speed Record at the Bonneville Salt Flats, clocking an amazing 354 mph, making him the fastest man in the world on two-wheels.

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

Thankfully, 2021 was one of the largest rally's in recent years, and that was reflected in the number of guests that visited the Sturgis Motorcycle Museum & Hall of Fame.

With Spring in the air for 2022, the Sturgis Motorcycle Museum

& Hall of Fame has started to see more international travelers coming through the doors as well as visitors from all over the United States.

The Sturgis Motorcycle Museum & Hall of Fame is a 501 (C) 3 non-profit organization that operates primarily from admission and gift shop revenue. Contributions of motorcycles and related memorabilia, as well as monetary donations, help us fulfill our mission.

A significant donation can earn name recognition, Board placement and other benefits.



3 Ways to Give!

1 Donate online:
sturgismuseum.com/donate

2 Visit us in person:
999 Main St. in Sturgis

3 Call us:
(605) 347-2001

**Support the Sturgis
Motorcycle Museum
and DONATE
TODAY!**

*Most donations are
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- Free daily admission to the Museum
- Access to our newsletter
- Complimentary Museum patch

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- Access to our newsletter
- Complimentary Museum patch

The Museum will continue to honor donations of \$500 or more as Lifetime Members of the Museum.

\$1,000.00+

- Free daily admission to the Museum for up to 5 people
- Access to our newsletter
- Complimentary Museum patch
- A special gift



2010

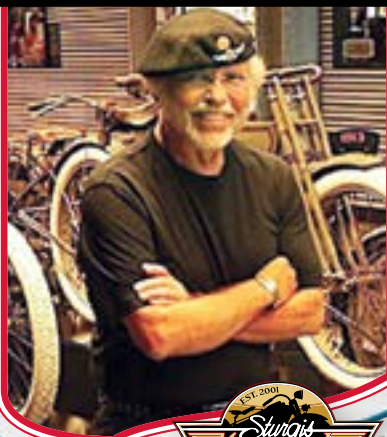
NANCY DAVIDSON



Nancy Davidson serves as a great role model, representing millions of non-riding motorcycling partners, who make a positive difference in the riding experience of their riding partner. Nancy has taken every opportunity to share her passion for motorcycling, she has had a real impact on the riding community with her own important individual contributions. Nancy combines her love of motorcycling with her eagerness to help others. Whenever Nancy's not on a motorcycle, she spends her time doing as much charity work as possible. Nancy would be very proud of her son and daughter, Bill and Nancy, as they are inducted into the Sturgis Motorcycle Museum Hall of Fame.

PRE-2001

WILLIE G. DAVIDSON



Over the course of nearly five decades leading design and styling at the Harley-Davidson Motor Company, Willie G. Davidson changed how people around the world think about, look at and experience motorcycles. He definitely inherited the family love of motorcycling, but early on he also developed a passion for art. Willie says he was "born with crayons in his hand and gasoline in his veins." Willie's artistic vision and passion for riding have not only shaped Harley-Davidson's identity for more than 50 years, they continue to transform the entire motorcycle world.

2013

BILL GIKLING



J.C. "Pappy" Hoel Award Recipient

Bill grew up in Rapid City, SD and always had a love for motorcycles. In the early years, Bill rode in all the local races, hill climbs and other events in the Black Hills. Bill also worked with Pappy Hoel setting up the White Plate Flat Trackers. He started working for Don Rice of Rice Cycle, then in 1977 Bill purchased North West Sports Dealership, later he changed the name to Black Hill Harley Davidson. In 2000, Bill sold the Harley Davidson stores and purchased the Big Sky Harley Davidson in Great Falls, MT. Bill still loves to ride and participate in rides worldwide.

2011

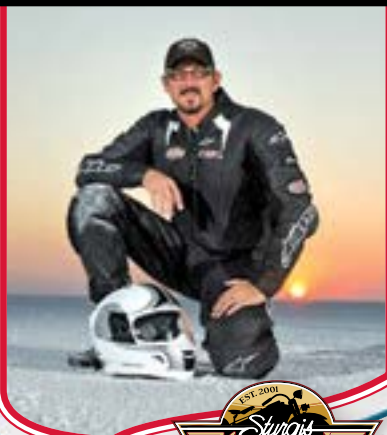
DEL HOFER



At a young age, Del started riding his brother's Harley. At the age of 16, Del managed to save enough money to buy his very own 1947 Knucklehead. In 1961, Del purchased the Harley Davidson Dealership in Huron, SD. Ten years later, he relocated to Fargo, ND expanding his inventory to motorcycles, snowmobiles and golf carts. Del has been very active in American Motorcyclist Assn. His love of motorcycling is obvious through many activities from racing, to serving on the Harley-Davidson Dealer Advisory Board to leading motorcycle tours.

2012

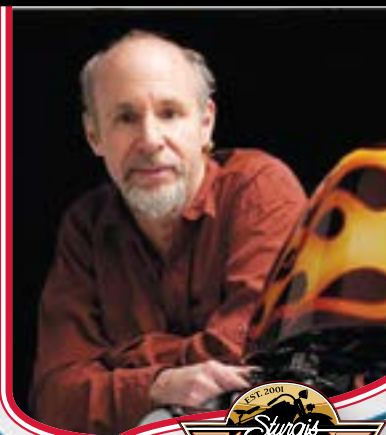
BRIAN KLOCK



Brian spent his early years around his parents' gas station learning from his father's love for cars and motorcycles in Emery, SD. His first bike, Honda 50 was his first business venture, charging neighborhood kids to take laps in a vacant lot. His first true custom build was FXR, this bike has won countless awards. In 1997 is when Klock Werks officially started. The custom built motorcycles have been featured in 2001 Hot Bike magazine. In 2003, they built a Bagger bike for the Biker Build Off on the Discovery Channel and won.

2005

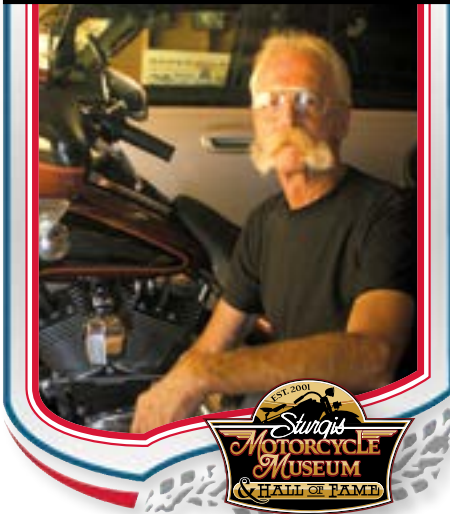
MICHAEL LICHTER



People who know Michael might describe both the person and the artist with one word, Passion. Michael began taking pictures in 1968 and began his love affair. In the late 1970s he managed to combine his love of photography and his love of motorcycling when he began taking pictures of fellow bikers, submitting his first photos to Easyriders Magazine in 1979. To date, Michael's photographs have been published in over 800 magazine articles and he has shot around 60 magazine covers. Michael has been photographing the Sturgis Rally, his personal favorite, since 1979.

2007

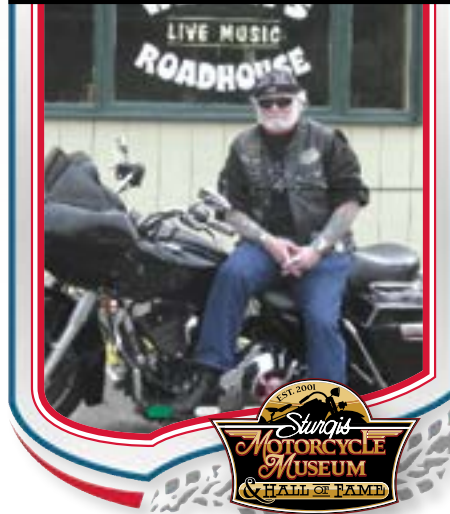
GARY N. SELLERS

**Freedom Fighter Award**

Gary has been and continues to be, a shining example of what a freedom fighter should be, working for motorcyclist rights long before organized motorcyclist rights existed. Gary held several positions at the county, region, and state levels for ABATE of Ohio, Inc. Gary was a Charter Member for the MRF, served on the board of directors, and was retained as an Ex-Officio Board Member for six years. Some of the victories that he was involved with during his tenure were: the repeal of Ohio's helmet law and the "Applegate Amendment"

2008

PAUL K. VESTAL

**Freedom Fighter Award**

Paul's free time was always spent around motorcycles. He was also a long-time member of the Low-Riders Motorcycle Club, joined the United Bikers of Maine in 1978. He learned to mingle with the political elite and was respected amongst the ranks of the political hierarchy. Paul was contacted by the MRF to help forge a lasting relationship with state organizations and the AMA. In 1994, Paul retired from biker rights after seven consecutive terms as president of UBM and three terms as president of the MRF.

2008

DALE WALKSLER



In 1967, at the age of 15, Dale built his first motorcycle, sparking a life-long love affair with American Motorcycles and their history. At 22, he established a Harley Davidson franchise in Mt. Vernon, Illinois, Dale's Harley-Davidson. His success as a dealer grew to include the decades-long work that would define his life — the creation of the museum everyone now knows as Wheels Through Time, in Maggie Valley, NC. Walksler's vision was not just one of preserving the past but was also focused on the future. In that regard, he made great strides to ensure that the museum and his legacy would carry on for generations to come.

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

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

Induction Ceremony

**Wednesday,
August 10, 2022
8:30 a.m. – 12:00 p.m.
The Lodge at Deadwood
100 Pine Crest Dr.,
Deadwood, SD**

*We look forward
to seeing you at the
2022 Hall of Fame
Induction Ceremony!*

Sponsored by:



Arlen Ness Lifetime Achievement Award Trophy



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

My wife and I attended the Sturgis Rally for a decade

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

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

Jeff Decker





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2022 Rally Trivia

Answers
on page
74.

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

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



Freedom Fighters Hall of Fame Inductees

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

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

Arizona

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

Arkansas

Rodney Roberts (2012)

California

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

Colorado

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

Connecticut

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

District of Columbia

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

Florida

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

Illinois

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

Indiana

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

Iowa

Dick "Slider" Gilmore (2002)

Kentucky

Jay Huber (2002)

Maine

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

Michigan

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

Minnesota

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

Montana

Glen Fengstad (2002)

Nevada

Fredric Harrell (2008)

New Mexico

Dennis "Big D" Watson (2002)

North Carolina

Rick Nail (2002)

Ohio

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

Oregon

Butch Harbaugh (2002)

Pennsylvania

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

South Carolina

Jesse McDugald (2002)

South Dakota

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

Texas

William "Sputnik" Strain (2002)

Washington

Swede Matzek (2002)

Wisconsin

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

National Organization

Motorcycle Riders
Foundation (2022)

United Kingdom

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

"PAPPY" HOEL:

From Ice Man to Rally Founder

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

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

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

While electronic refrigeration devices were available in the early 1900s, they were dangerous, expensive, and not at all common. Improvements in



"PAPPY" LINING THEM UP

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

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

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

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

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

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

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

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

Pappy continued to be a driving force behind the annual races and Rally for many years to come. He rode through flaming walls of

wood to entertain the crowds that came to see the races. He spent countless hours announcing happenings on Main Street, and he was always available to any motorcyclist who needed help when they came to town.

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

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

He then became a Yamaha

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

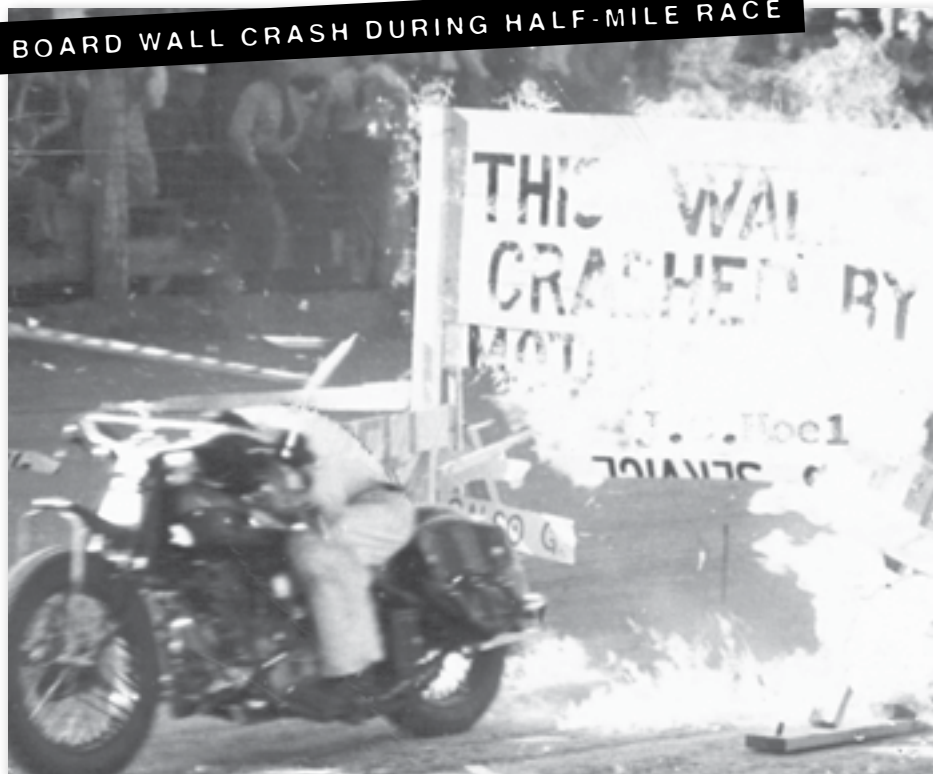
Pappy continued to be a part of the Sturgis Motorcycle Rally and promoted the event right up until his death in 1989. Pappy himself, in his book “Life’s Bits & Pieces,” admits that his recognition for promoting the Rally meant a lot to him. He says, “Among my many trophies I

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

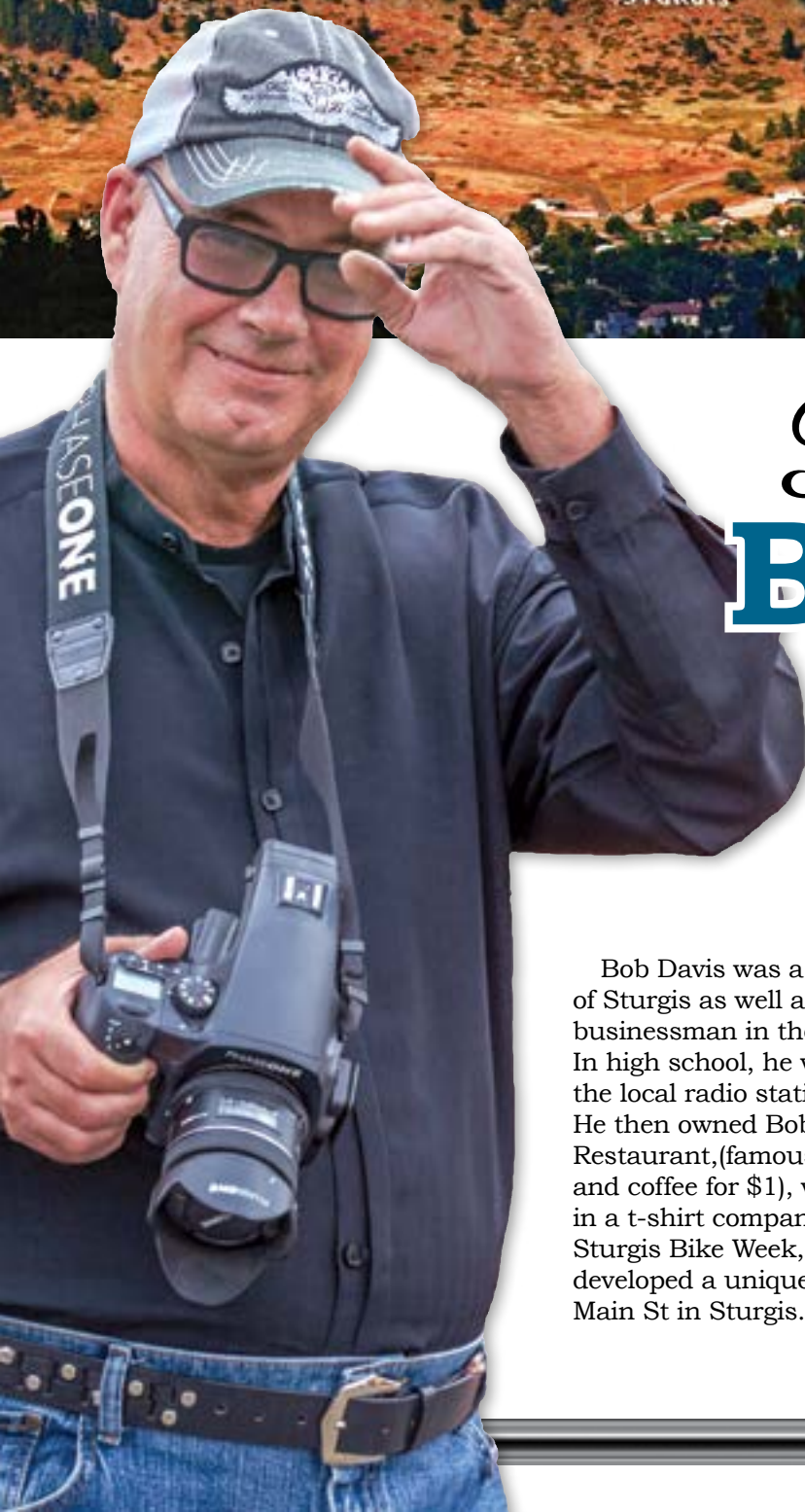


PEARL & “PAPPY”

BOARD WALL CRASH DURING HALF-MILE RACE



“PAPPY” IN OLD JPG CLUB UNIFORM



Remembering **Bob Davis**

Main St Sturgis, South Dakota is a very famous street. Worldwide, it is featured in many motorcycle magazines. It showcases a street full of outrageous bikes and fun people full of attitude. One of the best pictures of Main St is pictures taken daily by Bob Davis. This is his story....

Bob Davis was a lifelong resident of Sturgis as well as a long-time businessman in the community. In high school, he worked at the local radio station, KBHB. He then owned Bob's Family Restaurant, (famous for Apple Pie and coffee for \$1), was a partner in a t-shirt company known as Sturgis Bike Week, and eventually developed a unique gift store on Main St in Sturgis.

During all those jobs, Bob always had an interest in the annual Sturgis Motorcycle Rally. When he owned the restaurant, he provided one of, if not the best buffet during the rally. Bob's Family Restaurant offered excellent food at a reasonable price. He was also a partner with several other Sturgis residents who owned lots in town. With a town of 7,000 now, having locations for



the numerous vendors who came to town to sell wares is an active business endeavor. Bob rented to many people and became friends with many of them including Virginia Rhodes, the T-shirt lady to locals. Virginia was one of the first non local vendors at the Sturgis Rally.

Bob became involved with Sturgis Bike Week located at Glencoe Campground. His many creative ideas included the # 1 Design for T-shirts. Frequently created by a graphic design artist out of the Philippines, the designs were colorful, full of skulls, skeletons, animals and fun. During that time, Sturgis Bike Week also purchased the rights for Magic Crayons - color a design, iron it and bingo you have a piece of art to wear.

Most definitely, Bob is best known for taking the daily "Official Group Photo of the Sturgis Motorcycle Rally". Starting in 2010, he would have many rally goers gather in front of the photo tower at noon, Saturday through



Saturday and take a stupendous group photo that was shared nationally. In the beginning Bob would work the crowds up to a frenzy with an oversized megaphone, but in the past years, he installed a microphone system that allowed him more coverage and freedom. He would start making announcements a half hour prior to the shoot. Each day

at noon he would stand at the top of the photo tower, "The lightning today will make everyone look 10 years younger" or another favorite "I have to say you are the best-looking crowd we have ever had!"

Those photos were printed and sold at Sturgis Photo and Gifts located on the corner of 1st and Main. Customers could purchase

Continued on 42

a very personalized memory of their day at the Rally... What a great souvenir!

People visit Sturgis year around wanting to see the famous Main St featured in most motorcycle magazines. Of course, that occurred for about 1 week out of the year, the rest of the time we are a Midwest town that has ranching and tourism as our most prominent income sources. In 2015 Bob Davis added a noon picture to the west side of Sturgis Photo and Gifts at a size of approximately 40'18'. People visiting Sturgis during the off-rally time could stand in front of the wall and take their photo with the crowd and experience a little bit of Sturgis Motorcycle Rally. Other people would stop and find themselves or friends and enjoy the fun all over again.

The Group Main Street Photo became so popular that Bob

would take group photos at other wheeled events. The City of Sturgis welcomed other groups who wished to have wheeled events using the services of the city. Those groups included the Mustang Rally, the Cushman Rally, Cannonball Runs, Camaro Rally and other car groups that wished to show off their cherished beauties.

Bob passed away this year after a brief bout with cancer. He will be missed by many and leaves a great big hole in our community. Bob's wishes were for the family to keep the store open and operating. The family and staff are honoring those wishes and are keeping the store open so

visitors and community members can take advantage of all the custom framing, laser engraving,

UV Printing as well as a wide variety of unique gifts and clothing. It is the most Unique Gift shop in the Black Hills!

I encourage you to stop in our town any time of the year. The Sturgis Motorcycle Museum, located at the corner of Main St and Junction is open year around and has great bikes and

memorabilia to view. Walk down a block and stop into Sturgis Photo and Gifts and purchase a memory of our town. There are many gift shops, restaurants and museums to see while in Sturgis. Do come and visit us!



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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.

1952 VINCENT BLACK SHADOW



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. 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.



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.



Dahl's *Chainsaw Art*

Meet the "Carvers of the Hills" Jarrett and Jordan Dahl. They have locations in Keystone, Hill City, Deadwood and Wall, SD.

Jarrett and Jordan Dahl grew up in Dawson, MN, and enjoyed all the pleasures of living in the country. As children, they climbed trees, played ball, fished lakes, and annoyed their three beautiful sisters. When summer came, dad, mom, and the five kids headed cross country for family vacation filled with serious adventure and learning. History, geography,

and culture took on real meaning as they journeyed through almost every state.

Jarrett, at the age of 18, and his younger brother Jordan, discovered their chainsaw talent in the summer of 2004, while visiting Alaska. Scott Hanson, a successful chainsaw artist, gave Jarrett a carving lesson on his 2nd day in Alaska, and by the end of the day, he had carved seven

little cute stump bears and they sold quickly. He continued to carve mostly bears and eagles, under the apprenticeship of Hanson. The same summer, 16 year old Jordan, visited Alaska, picked up a chainsaw and carved a cute stump bear. Ever since, Jarrett and Jordan have passionately pursued chainsaw carving and have honed their skills beyond their wildest expectations. They have grown a family business out of doing something they truly enjoy doing. Bringing smiles, admiration of art to all who visit.

In May of 2021 at the Keystone location, "Billy" Bigfoot was completed. It took about 4 weeks to complete. He





is 22'6" sitting and would be 50' tall if he was standing. It's an amazing work of art. The finishing touches and life like features are something to see.

In the spring of 2021 in Hill City, the Dahl brothers along with a team of artists from all over the United States created the World's Largest Smokey Bear in just 10 days. Smokey is sitting at 30' tall and 25' long. Hill City is the only school in the US given permission to use Smokey Bear as their mascot as the history reports students from the school bravely helped battle a wildfire in 1939. Hill City is proud and honored to have a large Smokey bear welcome visitors to their town.

Add visiting their locations in



Keystone (home of Billy Bigfoot), Hill City (Home of Smokey Bear), Deadwood and Wall to your summer travels this year.

You must see to believe the talent these outstanding artists bring to the beautiful black hills of South Dakota.

Ride of a Lifetime

1935

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.

1957

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



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

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.

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.

1989

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



1998

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



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.

2000

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

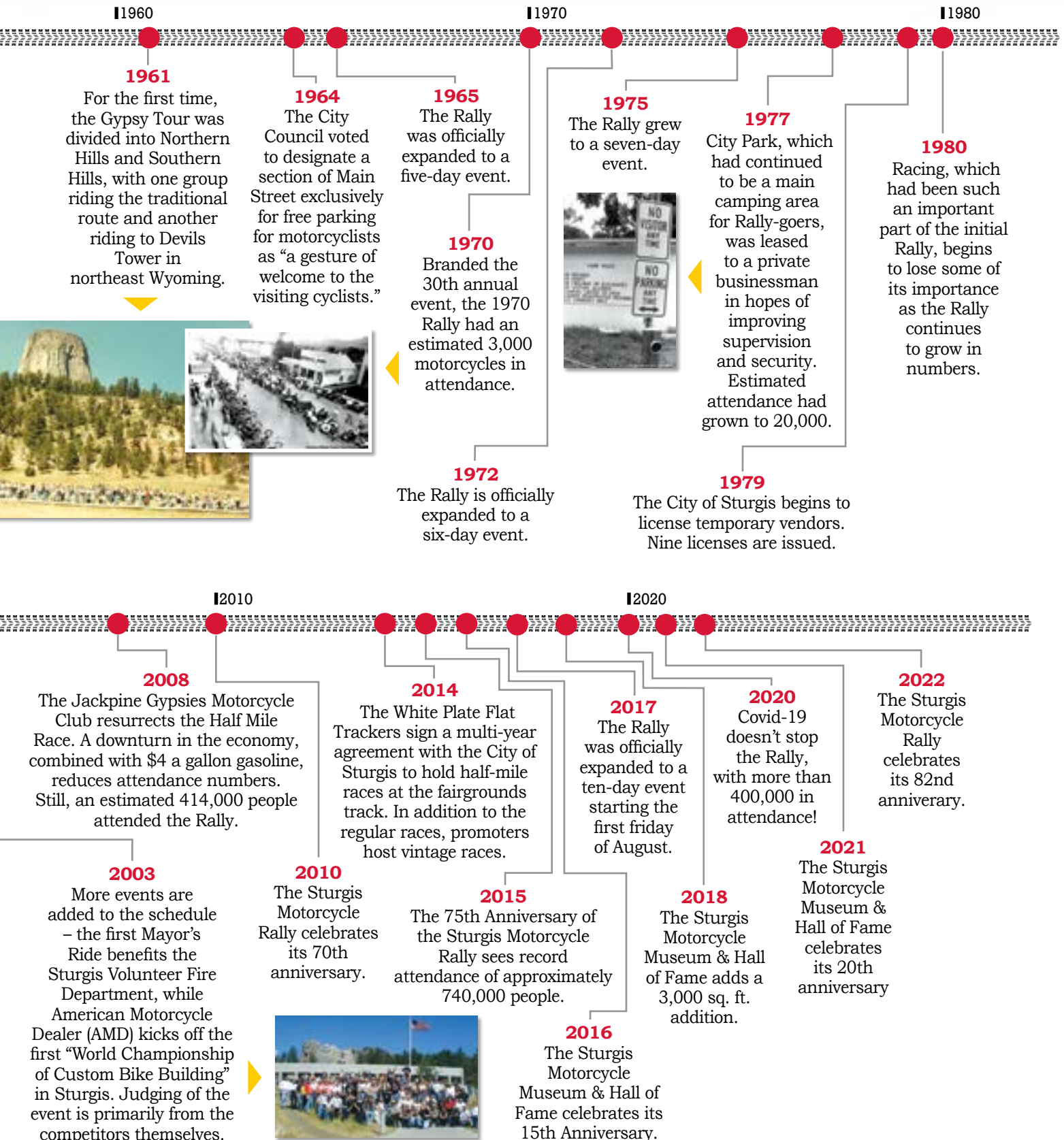
2001

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

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 City of Sturgis Motorcycle Rally



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Become a *Legend* at the **Buffalo Chip Legends Ride**

What is a legend? They're someone who's larger-than-life, driven by their passion to help others and universally cool...right?

Well, yes. A legend is all those colorful characteristics, but what's great about legends is that anyone can be one. When you surround yourself with legends, you can become one. Anyone who's taken the emotional journey offered by the Sturgis Buffalo Chip's Legends Ride can attest to that.

South Dakota Governor Kristi Noem was a legend at the 2021 Legends Ride when she rode her

horse Ice Man onto stage while waving the American flag and auctioned off a David Uhl print raising \$55,000 for charity. But you don't need to be a public figure be legendary. Everyone involved with that awesome event was a legend, too. The passion of each individual on the Legends Ride drove everyone to come together, experience something important and leave the event feeling bigger than themselves.

The Legends Ride brims with known legends and opportunities for everyone to feel legendary.

This year's 15th annual event will be no different, featuring two motorcycle industry celebrities who are truly masters of their craft – Cory and Zach Ness of Arlen Ness Motorcycles. Everyone in the motorcycle community knows the Ness name and respects what they can do, and the custom 2020 Road Glide they built for this year's Legends Ride auction is about as universally cool as it gets.

The Ness Road Glide is the first bike showcasing the new line of Performance Bagger products

from Arlen Ness Motorcycles. Ness added extra horsepower to the Milwaukee-Eight powerplant in the form of a gold Ness Method air cleaner and a Vance & Hines 2-into-1 racing exhaust. The build features the new Pro Short fender, Legend Suspension, LePera seat, Ness Method fork legs and the wild gold anodized Ness Y Spoke wheels. Eye-catching Ness gold anodized floorboards, pegs, shift lever and derby cover, along with a stunning paint job from Riff Raff Customs complete the distinctive look of the bagger.

Placing the winning bid on the Ness custom Road Glide will no doubt make you a legend, and not only that, you'll be inheriting a piece of the Ness family legacy. Very few people have the opportunity to own a Ness-built custom motorcycle, and by doing so you'll be helping to support the Legends Ride charities.

But you don't have to place the winning bid on the Ness Road Glide to be a legend. Each rider contribution goes directly to the

Legends Ride charities – South Dakota Special Olympics Rapid City Flame and The Sturgis Motorcycle Museum & Hall of Fame. If that doesn't make you feel something big, then rolling out of Deadwood surrounded by celebrities, motorcycle legends and the charities you're benefiting certainly will.

All are welcome to take part in the Sturgis Buffalo Chip's 15th annual Legends Ride. The ride kicks off from the new Outlaw Square in Historic Deadwood, where you'll meet and rub elbows with celebs and can take part in the custom bike auction. Then it's kickstands up for a ride through the scenic Black Hills, ending with a catered party at the Sturgis Buffalo Chip. Stick around and enjoy the evening's headlining entertainment – Rob Zombie and Lita Ford.

The Legends Ride is on August 8, 2022. Be a part of the ride and have a great day being legendary by signing up at LegendsRide.com or calling 605-347-9000.



Legends Ride® Schedule Mon., Aug. 8, 2022

Outlaw Square, Deadwood to the Sturgis Buffalo Chip

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

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A Celebration of Life's *Meaningful Moments* at Biker Belles® Women's Day

The best celebrations can make us smile a mile wide, laugh till we can't breathe and sometimes even cry our eyes out. Any celebration that causes these reactions always has a formula with two basic elements – moments that make us experience something powerful and people who make us feel good. Anyone who's been a part of Biker Belles Women's Day at the Sturgis Buffalo Chip knows what the formula can look and feel like.

The 2021 Biker Belles Celebration saw many emotional moments, but the most poignant was Karen Davidson paying tribute to her late mother while

receiving the inaugural award that bears her name. The Nancy Davidson Ambassador Award goes to an individual guiding, building and leading women in motorcycling and the industry as a whole.

"This is about all women and riding in this great community," said Davidson after accepting the award. "Honestly, we are each other's support system. We move

it forward."

The focus on women in motorcycling working together and supporting one another is something Karen Davidson learned from her mother, and she echoed that sentiment in her tribute to her.

"We gained an angel, all of us, because my mom was about kindness,

community and inclusivity. And that's what we stand for, and



that's what I'm going to carry forward."

This presentation was a true celebration of life and of a woman who meant so much to those in attendance during the Biker Belles Celebration at the Buffalo Chip.

Each year the event grows and so do the bonds between the riders who attend. The message of kindness, community and inclusivity resonate with women all over, which is why in March 2022 Biker Belles partnered with the Harley-Davidson Motor Company and expanded with the Morning Ride in Daytona. For the upcoming 14th annual Biker Belles at the Sturgis Buffalo Chip, the celebration will be better than ever with a full day of activities you can experience.

You're invited to take part in the 2022 Biker Belles Women's Day on Tuesday, Aug. 9, 2022! The celebration starts with The Morning Ride™ from the Lodge at Deadwood to the Sturgis Buffalo Chip. The scenic ride will wind through the many turns of

the Black Hills and land at the Buffalo Chip CrossRoads. Here, a catered brunch and Coffee Clutch with featured speakers await to feed the participants hunger and their hunger for knowledge. Riders and friends will also have the opportunity to get pampered at the Comfort Zone by Team Diva, take part in the ride in Biker Belles Bike Show™, and participate in free showcase events related to women in motorcycling. Then, all are welcome to take part in the Sturgis Buffalo Chip events of the day.

Whether you take part in the whole event, part of the event, make a donation or pay it forward by sponsoring a rider, 100 percent of your contribution benefits regional charities Helping with Horsepower, and the Sturgis Motorcycle Museum & Hall of Fame. Everyone wanting to support good causes and bring the community together is welcome to attend. Men and women, young and old. Go to BikerBelles.com to get involved!

Biker Belles Schedule Tues., Aug. 9, 2022

The Lodge at Deadwood to the Sturgis Buffalo Chip

- 7:30 a.m. Pre-registered rider sign-in with coffee & snacks
- 8:30 a.m. Group photo
- 9 a.m. Kickstands up for The Morning Ride™
- 10 a.m. Non-rider sign-in with coffee and snacks
- 10:15 a.m. Ride arrives at the Buffalo Chip
- 10:30 a.m. Silent Auction, Retail Experience, and The Comfort Zone by Team Diva
- 10:45 a.m. "Coffee Clutch" & Featured Speakers with Catered Brunch by Bonafide Food Love
- 11:45 a.m. Silent Auction Ends
- 12 p.m. Group Photo
- 1-4 p.m. Biker Belle's Bike Show
- All Day Maiden Moto Art Show



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2022 Rally Sudoku

Answers
on page
74.

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Here's how it works:

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

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

Good luck!

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

Level: Easy

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

Level: Hard



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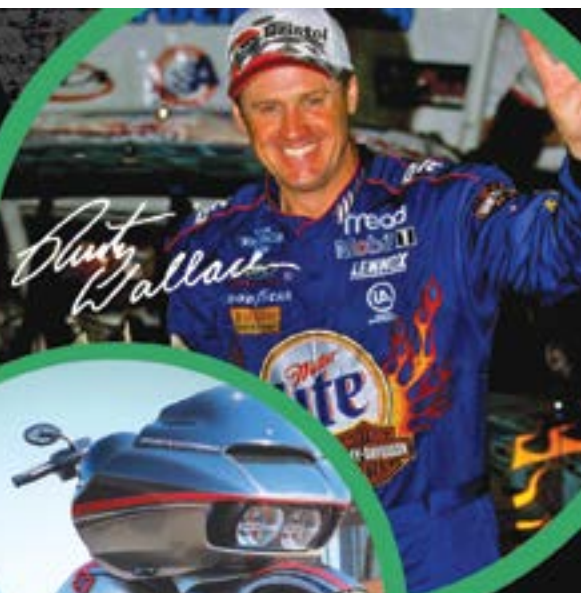
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Laconia Motorcycle Week® Celebrates 100th Anniversary - the 1st in the World!

By Jennifer Anderson
Deputy Director

Live the Legacy with Laconia... Laconia Motorcycle Week®, proudly presented by Progressive Insurance, is the 1st riding rally in the world to celebrate its 100th Anniversary. We invite YOU to live this legacy with us in the beautiful, motorcycle-friendly state of New Hampshire. Record-breaking numbers of riders are expected for the first year in this new riding century. Join fellow riders for a full nine-days of fun, music, racing, and, of course, RIDING - continuing this time-honored and thoroughly New Hampshire tradition.

Be a part of history in the "Live Free or Die" state of New Hampshire and you'll understand why we have a legacy others aspire to achieve. The history of the rally is as fascinating and winding as our beautiful scenic roads. The rally you now know began first in 1916 as a Gypsy Tour. It was officially sanctioned a year later, and motorcycle racing spiced up the scene in the 1930's. Although the Rally

missed 7 years due to national and world events, we still hold the title of the World's Oldest Motorcycle Rally® and are proud to share this legacy for future generations.

Today, ask any rider the same question, "Why New Hampshire?" and the answers are remarkably similar. Scenery, fresh air and accessibility. Where else



can you ride up and down mountains, through quaint, New England towns, around magnificent lakes and along miles of oceanfront? All within 100 miles, too. On top of that, New Hampshire has one of the highest motorcycle registrations, per capita (like South Dakota!) and residents and businesses alike

embrace the 2-wheeled visitors that embark here every June.

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

Laconia Bike Week June 10-18, 2023 Laconia, New Hampshire

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

There's a lot to like about the deep and storied relationship between New Hampshire and riding – Regardless of your reason for attending, get to Laconia and be part of history and pave the way for

its future. For more information on visiting New Hampshire for Laconia Motorcycle Week, check us out at LaconiaMCWeek.com.

Whether 2023 is your first year attending or your annual pilgrimage to NH, we know the ride and memories made will be everlasting. We look forward to seeing you June 10th- 18th, 2023 for the 100th anniversary of Laconia Motorcycle Week, the oldest national gypsy tour in the country! After all – its Laconia -where rallies were invented!

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

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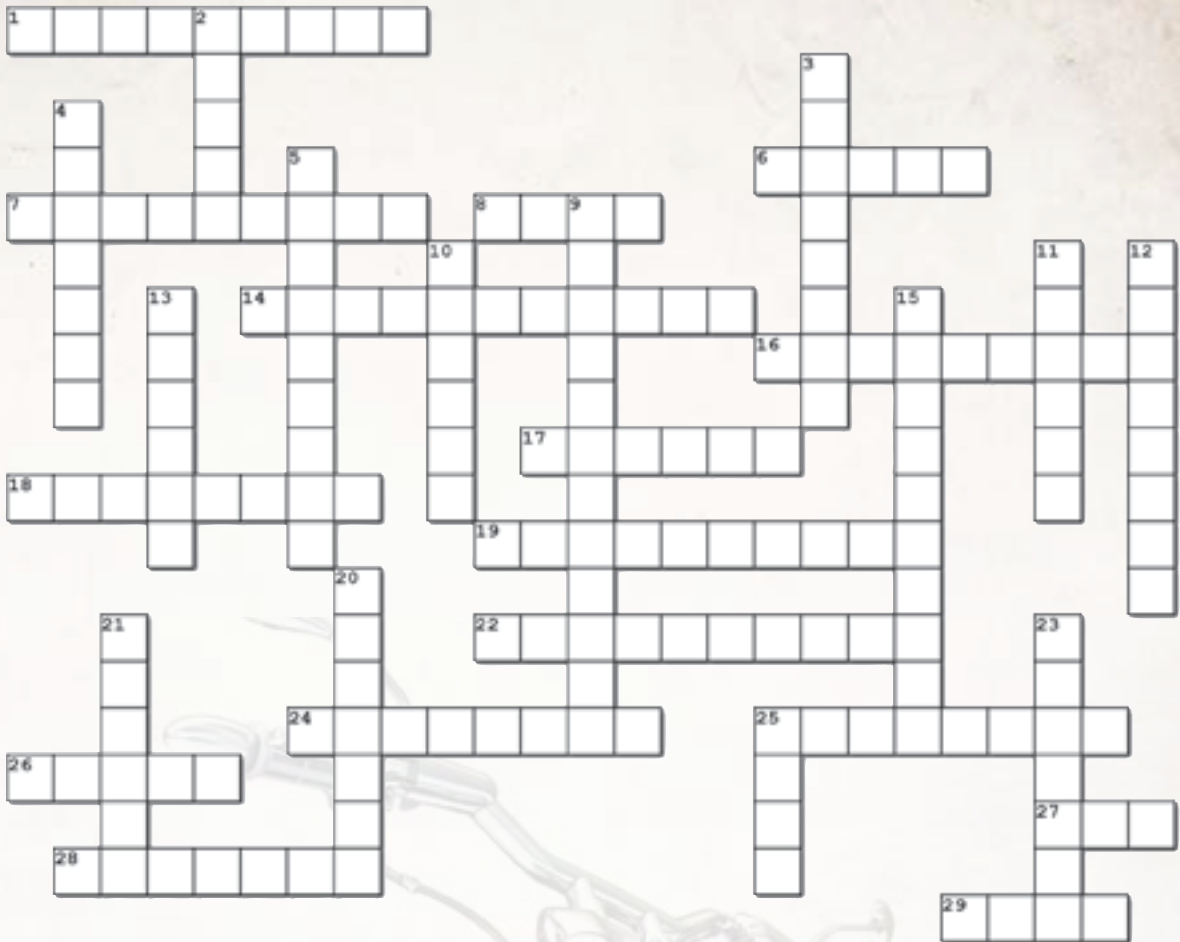
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2022 Rally Crossword



Across →

1. Canyon in the Black Hills famous for its waterfalls and beauty
6. J.C. Hoel's nickname
7. Enables a motorcycle to balance in an upright position when not being ridden
8. Legendary street in Sturgis
14. Famous monument near Sundance, WY
16. Cross between a cargo or open-box trailer, and a travel trailer
17. A motorcycle customized by shortening the fenders
18. A type of front end
19. Coast to coast motorcycle run that is called the Race of the Century
22. Native American Chief being immortalized in stone
24. The town that is the home of Mt. Rushmore
25. Motorcycle with no rear suspension
26. Sew this on your leathers
27. Slang for tattoo
28. Frame and suspension
29. Slang for a car, truck or van

Down ↓

2. The event that started the rally in 1938
3. Old West town South of Sturgis
4. Famous bakery on Sturgis Main Street
5. Motorcycle customized in the style of British street racing motorcycles of the 1960's and 70's
9. Scenic road in the Black Hills that has 314 curves, 14 switchbacks, 3 tunnels and 3 pigtails in 17 miles
10. These protect your hands while riding
11. Brain bucket
12. Used to control the speed of a motorcycle
13. Evel Knievel's son who followed in his father's footsteps
15. Harley-Davidson engine produced from 1966 to 1984
20. Ride with the famous out of Deadwood, SD during the rally
21. Use to shift your motorcycle
23. At the front of a motorcycle designed to deflect wind, rain and road debris
25. Another name for a sidecar

Answers
on page
74.

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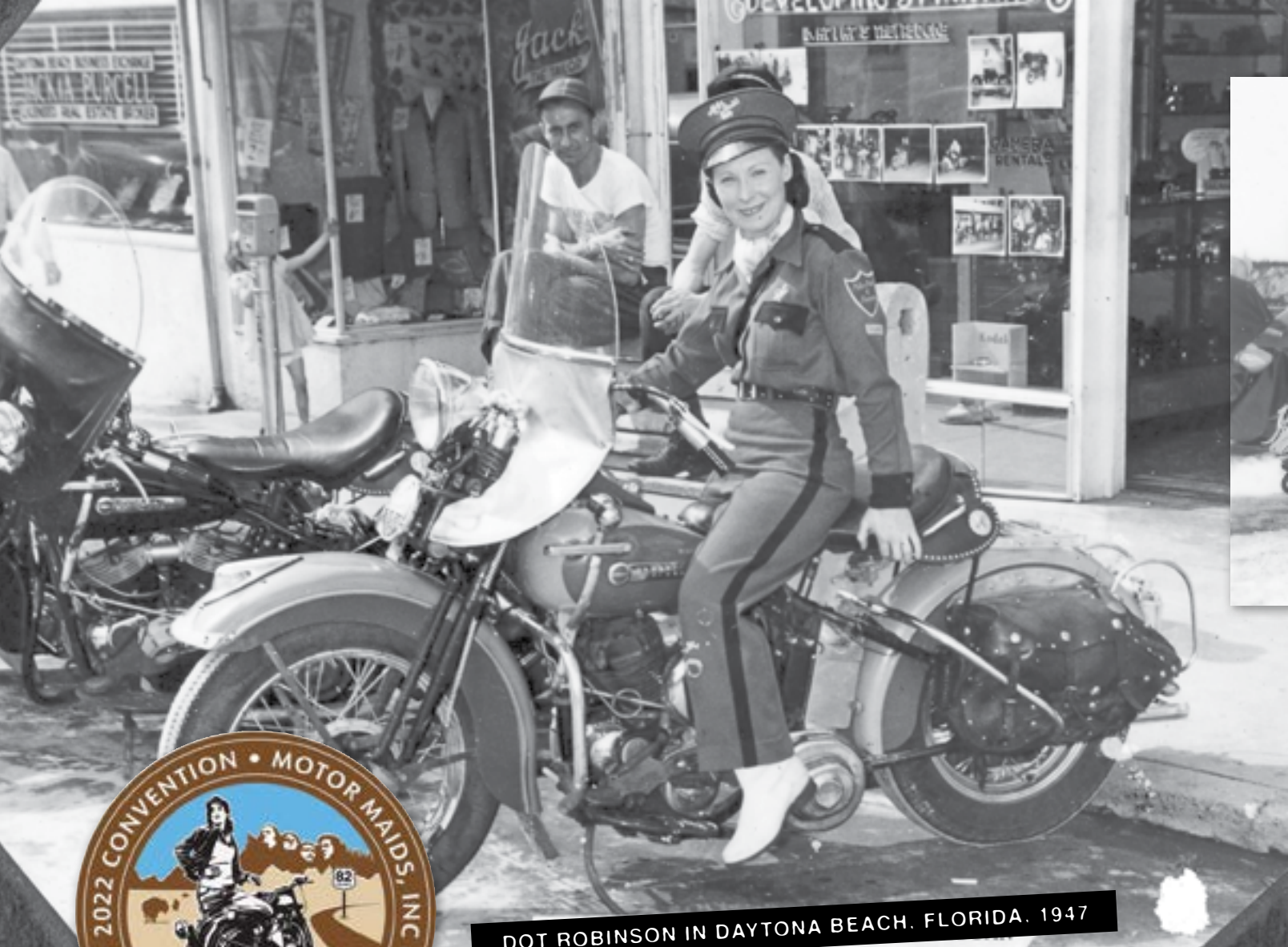
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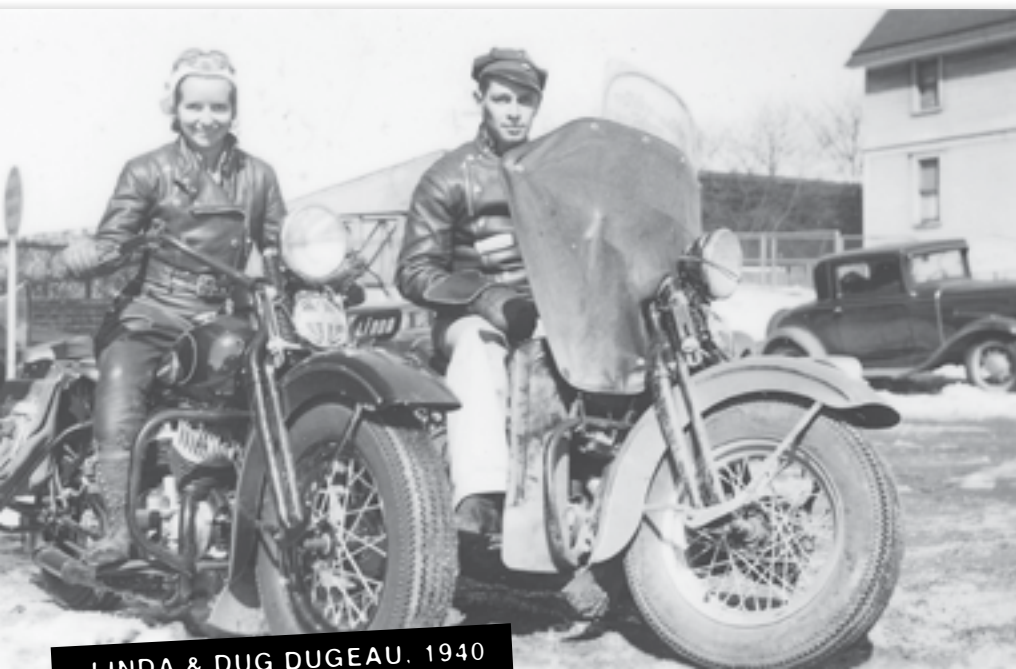


DOT ROBINSON IN DAYTONA BEACH, FLORIDA, 1947

Meet the Motor Maids

The Motor Maids were founded in 1940. When you stop to consider the type of motorcycles these women started on, travel required more than a bit of strength, confidence and mechanical ability. Then consider the roads that they had to travel - no interstates or smoothly paved roads - it was a lot of gravel and slow going. The motorcycles of the 40's had a top speed of 65 MPH,

which would have been sufficient speed to be frightening in those conditions. These early riders also had to deal with a mix of social mindsets: most women didn't work outside of the home and even the women who had been "Rosie the Riveter" or "Ronnie the Bren Gun Girl" were expected to return to domestic duties after the war. Many of the early women riders were faced with harassment



LINDA & DUG DUGEAU. 1940

and discrimination, such as being refused fuel and lodging, if they were traveling without a male chaperon or spouse.

The idea for Motor Maids was inspired by Amelia Earhart's "99's", a club for female pilots. Linda Dugeau, a young motorcycle enthusiast from Providence, Rhode Island had the idea that there might be women like her that owned their own motorcycles and that they might be interested in becoming acquainted with one another. In the late 1930s, Linda met Dorothy "Dot" Robinson, a well-known competition rider from Michigan. These two dynamic women combined efforts and after a three-year search, the Motor Maid organization was founded with 51 Charter members. The vision was to unite women riders, and to show society that a woman could ride a motorcycle and still be a lady. The American Motorcycle Association sanctioned the club in 1941. The club Charter is #509 making the Motor Maids the oldest continuously operating women's motorcycle organization in North America. The membership has included

some of the most influential riders in American and Canadian motorcycling.

Dot grew up around motorcycles and started riding at a young age. She married Earl Robinson in 1931. She loved competing in endurance runs. In the '30s, attempts were made to prevent her from participating in the sport she loved.

But she persevered and was allowed to compete, making it possible for other women to race in later years. Dot earned her title as "The First Lady of Motorcycling". She served as the first president of the Motor Maids, a position she held for 25 years. It is estimated that Dot logged over 1.5 million miles on 35 different motorcycles.

Linda Dugeau learned to ride at 19 from her future husband, Bud. Stories about Linda's early tours appeared in the pages of Motorcyclist magazine. One summer she took a trip that covered 3,500 miles in two weeks. Remember Harleys of the 50's

The vision was to unite women riders, and to show society that a woman could ride a motorcycle and still be a lady.

were not built for comfort like the touring bikes of today. During that trip she visited the Harley-Davidson factory in Milwaukee, was a guest of Bill Davidson, and rode to the World's Fair in New York City.

The Motor Maids hold a National Convention each year, always in July, in a different part of North America. Members who choose to attend convention are required to ride their motorcycles from home to convention for it to count towards their membership milestones. After 50 years in the club a "Golden Life" member has earned the right to choose to ride or not. Many still ride into their 70s, 80s and 90s. Just to clarify, trailering your motorcycle to convention isn't allowed.

Motor Maids are a devoted riding organization.

The 2022 convention will be in Rapid City at the Ramkota Hotel and Convention Center. 350+ members will be riding in from all over the US and Canada, racking up about a half a million miles on this one event. The afternoon of July 5th, 200+ uniformed

riders will parade through downtown.

Conventions were also held here in South Dakota in 1966 and 1989.

Thanks to pioneering women like Linda and Dot, the ranks of women riders

continue to grow. Today, women comprise 20-25% of all riders.

The Motor Maids have over 1300 members and continue to thrive and ride. To be a member a woman must legally own and operate her own motorcycle or one that belongs to a close family member. If you would like to know more about Motor Maids please visit their website at www.motormaidsinc.org



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Pearl Hoel:

First Lady of the Rally

Pearl Kinney Hoel was born Nov. 10, 1905 at Crestline Ohio, to Roy and Inga (Anderson) Kinney. Her family moved to Rapid City, S. D. when she was five years old. She attended grade school in a one room school house with the same teacher for eight years.

Pearl graduated from high school in 1923 and was hired that year to teach in the small town of Mystic in the Southern Black Hills. She was able to ride the train home on the weekends but stayed at the school house during the week filling many roles as nurse, barber, music teacher, and janitor. The winter months meant getting the wood or coal stove going early enough to have the school house warm before the children (many of whom walked or rode horseback several miles) arrived for class. The salary she received for this position was \$75.00 per month. At recess she and the children often panned for gold in the near by creek. Occasionally forest rangers would ride by on horseback, stop to visit and enjoy lunch with the group.

Pearl attended Spearfish Normal, a teachers college the next year and following graduation taught in the Piedmont district for several years. She earned \$125.00 per month there, lived with another teacher and came to Sturgis for the Saturday night dances to meet her boyfriend Avis Bovee. Avis' best

friend was Clarence Hoel, son of a homesteader couple, who had become the ice and fuel merchants, doing much of their business with the Cavalry at Fort Meade. It seems like the song - "While they were dancing my friend stole my sweetheart from me", applied here. Pearl and Clarence were married May 19, 1928. Their only child, Jack (John Edward) was born in 1935.

Keeping busy was Pearl's way of life then and continued to be for all of her years. She continued to teach school until Jack was born. Her next undertaking was as an Investigator for the WPA (Works Project Administrator) for the government. It was during the depression and many farmers were destitute. Cattle were being slaughtered and Pearl often delivered a quarter of beef to families in need as part of her job. When that ended Pearl sought a position in the Meade County courthouse.

She was elected and served the next twenty plus years in several different positions; County Clerk, Register of Deeds and County Auditor. She often said the only office she hadn't served in was the Sheriff position. Pearl retired from public service for Meade County in 1964.

With the introduction of

refrigeration in the 1930's, the local ice man was forced to find a new business. Clarence had always been interested in motorcycles. In 1936 he opened an Indian Motorcycle shop, Hoel's Motors, on Junction Avenue in Sturgis. He and six close friends and fellow motorcycle riders formed the Jackpine Gypsy Motorcycle Club of Sturgis. This club is still a big part of the motorcycle activity in Sturgis.

In 1938, the Jackpine Gypsy Motorcycle Club hosted the first motorcycle rally - under a tent in the back yard of the Hoel's Motors and Hoel's home next door. Pearl furnished sandwiches, doughnuts

and coffee or lemonade to the 200 people who attended.

As the rally grew, Pearl, with the help of other wives of the Jackpine Gypsies prepared food and refreshments, and sometimes provided jackets and extra blankets. They arranged to meet at the Gypsy Tours, which were



now a regular part of the annual rally, at Custer or Devils Tower providing a lunch of beef, beans, potato salad and watermelon for about \$.65 per person.

For more than six decades, Pearl Hoel's ready smile greeted hundreds of thousands of bikers who gathered each year for the motorcycle rally.

Pearl with her wide historical knowledge of the Black Hills, Meade County and Sturgis contributed to the area in many ways. She was a wonderful story teller. Pearl was one of the first to present a program for the “Art for Lunch Brunch”, a Home Town Folks series sponsored by the Sturgis Area Arts Council. She had a wonderful sense of humor and would often recall many interesting tales. Her friendly and generous nature, her ability to tell the story of the Rally with pride and dignity kept the “old days” alive and interesting to the many new comers. Pearl, a person comfortable in the background for many years was able, following the death of Clarence in 1989, to step forward and represent all that was and is positive about the Rally and the City of Sturgis.

At 99 years of age, Pearl was still the best source of information about the Rally, her gift for recall and her ability to share oral history was in constant demand and she enjoyed each opportunity she had to share this.

Pearl had many hobbies, playing Bridge was a favorite past time. Several of the oldest and dearest friends were in the Bridgette Club for over 60 years meeting twice a month in their homes. Lillian Lushbough, one of the long-time members, had this to say about Pearl. “Pearl is indeed a genuine pearl. A real pearl will stand weather and stress and that is Pearl Hoel.”

Pearl was also an artist. She did many scenes in oil on canvas and in her later years painted many pictures of deer, raccoons and chipmunks on tanned leather deer hide.

Being a practical person from the “old school” she painted her house on Baldwin street in Sturgis at the age of 95.

In 2004, Pearl donned a motorcycle helmet and rode around the racetrack with an “old biker” as part of the pre-race program at the Half-Mile race. Pearl really preferred a side-car when it came to motorcycle traveling and this was the way she usually made a public appearance on the track in front of the Grand Stand. The Jackpine Gypsies, from the beginning of their “Short Track Races”

reserved a parking place for the Hoel vehicles.

Pearl held many interviews from that spot where she seldom missed a race. She always had a ready smile and a big wave for her friends in the crowd. She held a special gathering of her over-40 riders, a club of riders known as the Retreads.

She baked muffins and banana breads by the dozen and loved sharing her beautiful backyard of trees, roses, grapevines and various perennials and annuals which she tended herself.

In the early years of the Rally a big free feed was held for everyone in the Sturgis park followed by a program involving the riders. Several contests were held as a part of this with Pearl doing much of the planning. As funds were limited in those days one of

Pearl’s contributions was creating a crown for the Queen. This she did by stringing pearls and pretty beads on a wire (to hold the shape) following a design which she drew out on cardboard first. Several lucky ladies were the recipients of these crowns. The

best dressed male rider, female rider, best dressed club, longest distance rider and so on were also selected and honored.

For many years Pearl was interviewed by major news media and motorcycle magazines.

She was able to speak with first-hand knowledge about the history of this event, which like Topsy, grew and grew. From the 200 bikers in their back yard to the hundreds of thousands in her later years, Pearl remained a role model who was admired and respected for her sincerity and friendliness.

This “First Lady of the Rally”, died February 27, 2005 at the age of 99, leaving behind a lasting legacy of kindness, generosity and an endless array of friends. With her husband J.C. (Pappy) Hoel, Pearl was there at the beginning of what would become America’s Largest Motorcycle Rally and her support for South Dakota’s special event never wavered. Even as the event grew, she took it all in stride, exhibiting a graciousness and kindness that time alone will not erase. She is truly missed!

Pearl’s friendly and generous nature, her ability to tell the story of the Rally with price and dignity kept the “old days” alive and interesting to the many new comers.





2022 Rally Word Find

Answers
on page
74.

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

Find these words ↓ in the puzzle above ↑

APEHANGERS
BAGGER
BARNFIND
BOBBER
CROTCHROCKET
CAGE
HARDTAIL
ROADRASH
SOFTTAIL
TAR SNAKE
GAUGE
OIL

HILLCLIMB
RACES
CHOPPER
DRESSER
TRIKE
BRAKES
GEAR
GLOVES
HELMET
LEATHERS
BOOTS
BANDANA

BURNOUT
SPARKPLUG
RAINGEAR
IGNITION
MOTOCROSS
CHAPS
EXHAUST
FUEL
STRAPTANK
THROTTLE
CLUTCH
BASKETCASE

WIND
KICKSTAND
PINSTRIPE
TANK
MUFFLER
MIRROR
TOYHAULER
CYLINDER
HEADLIGHT
FAIRING
TIRES
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A comic book style illustration of a man and a woman. The woman on the left has blonde hair and is looking surprised with her hand to her mouth. The man on the right has dark hair and is giving a thumbs up. They are positioned on either side of the central text.

SOLUTIONS TO RALLY PUZZLES

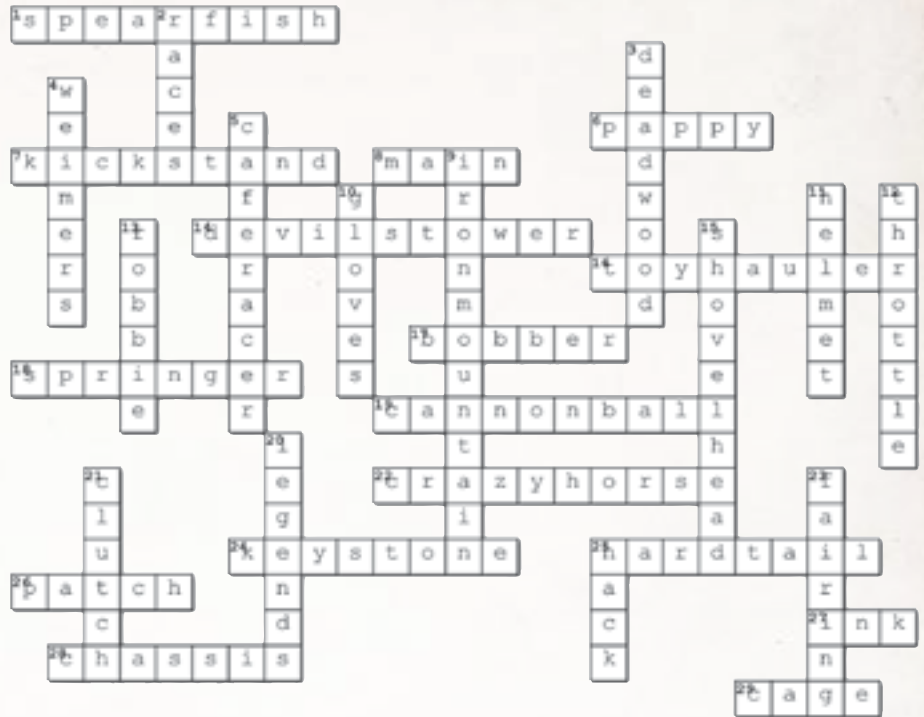


Trivia from page 36

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



Crossword Puzzle from page 84



Sudoku from page 58

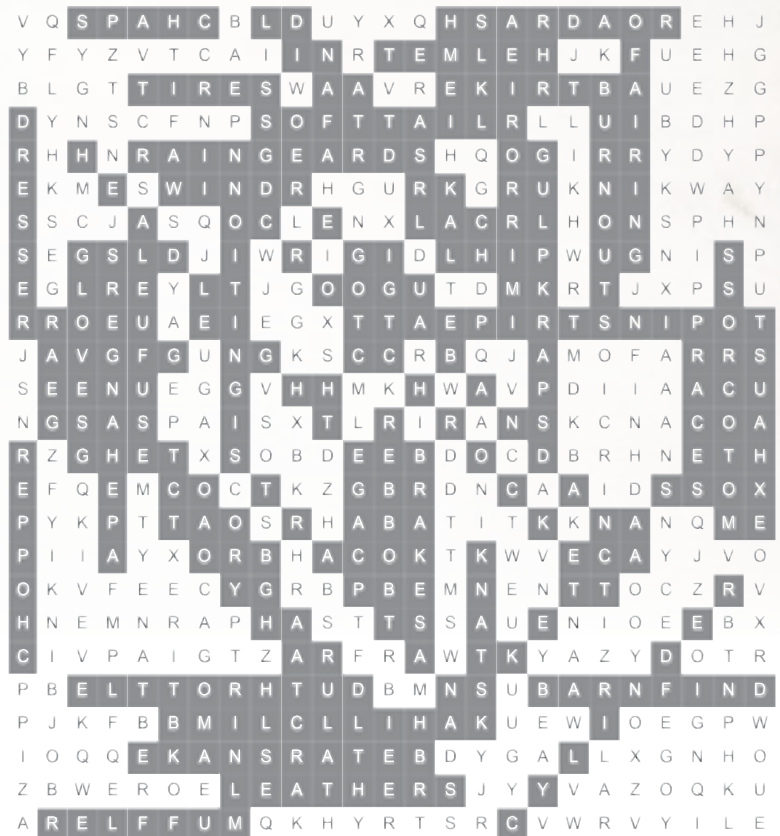
Easy

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

Hard

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

Word Find from page 72



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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 bullwhacker 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 victim to the hungry flames, which lapped up everything before them like veritable fiends. This building

Continued on 48



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

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. 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 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,



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

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 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 togged 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 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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Welcome to Sturgis!

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

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



VERONICA

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

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

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

See you in Sturgis!

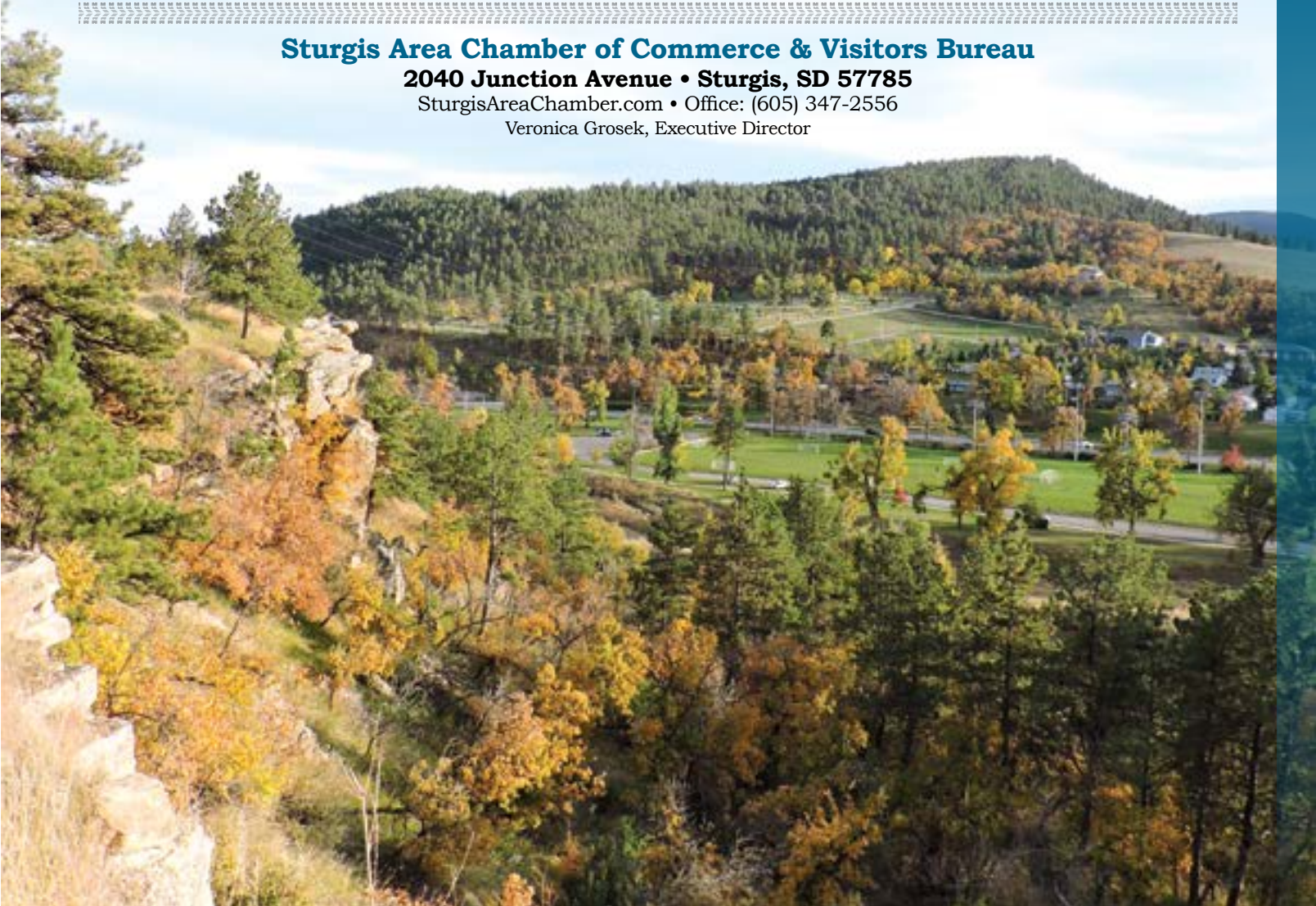
Veronica Grosek
Executive Director
Sturgis Area Chamber
of Commerce

Sturgis Area Chamber of Commerce & Visitors Bureau

2040 Junction Avenue • Sturgis, SD 57785

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

Veronica Grosek, Executive Director



Sturgis Economic Development

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

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

As the Meade County seat, Sturgis enjoys a healthy business mix. Prospective employers are drawn to the region's stable workforce in this "right-to-work" state.

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

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Sites & Buildings Available

Distribution

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

Rent, Lease & Purchase Options

Sturgis ECONOMIC DEVELOPMENT CORP.

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

distribution, as well as cost-effective operations.

For more information on starting, expanding or relocating your

business in Sturgis and Meade County, visit www.sturgisdevelopment.com or call Amanda Anglin, SEDC Executive Director, at 605-347-4906.



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Visit a Historic Post

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

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

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

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

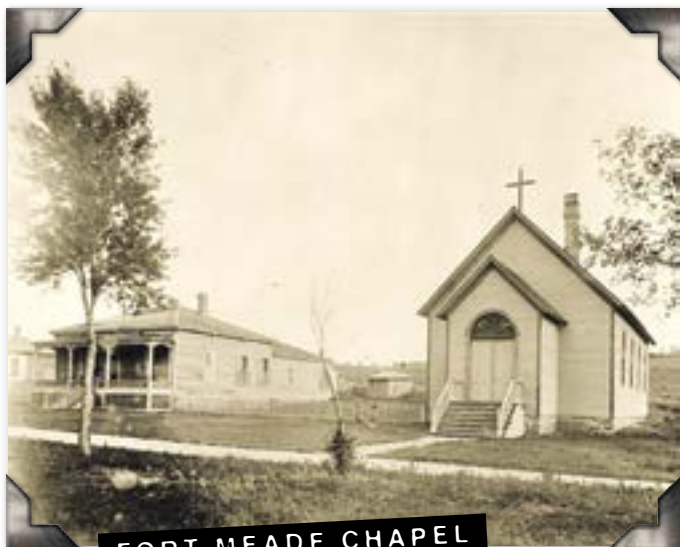
all other frontier posts of the Upper Missouri West surviving as a military installation until 1944 when it became a Veterans Administration Hospital. It still operates today, providing mental and physical health care for those who served America. The campus also encompasses the scenic Fort Meade Recreation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

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

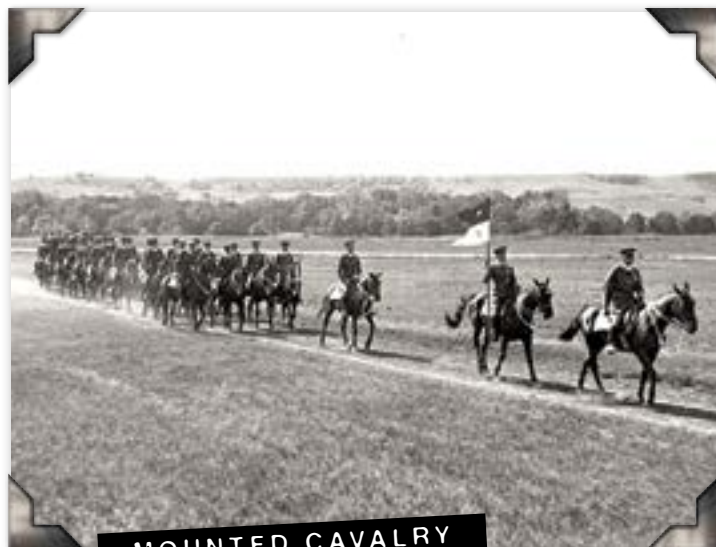
through it. The area is also full of historic markers commemorating the area's significance including the Fort Meade Post Cemetery. Many remnants of the historic peace-keeping old post have been faithfully preserved. Numerous mementos of the colorful units and troopers who served there are on display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

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

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



FORT MEADE CHAPEL



MOUNTED CAVALRY



Fort Meade *Recreation* *Area*

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



Fort Meade National *Back Country Byway*

The 5-mile gravel road from Exit 34 off I-90 to Fort Meade is designated as the National Back Country Byway. While on this road you will find many noteworthy sites such as: the Veterans of Foreign Wars Memorial Chapel, Curley Grimes' Grave, the Sidney to Deadwood Stagecoach and Wagon Freight Trail, and Cavalry Jumps. The Fort Meade Post Cemetery is the only intact cavalry cemetery in the western United States. 119 of the 200 burials in this cemetery took place prior to 1900. The first burial was recorded in 1878 and the last in

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

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Sturgis: *The Key City*

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

7TH CAVALRY TRAIL SYSTEM

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

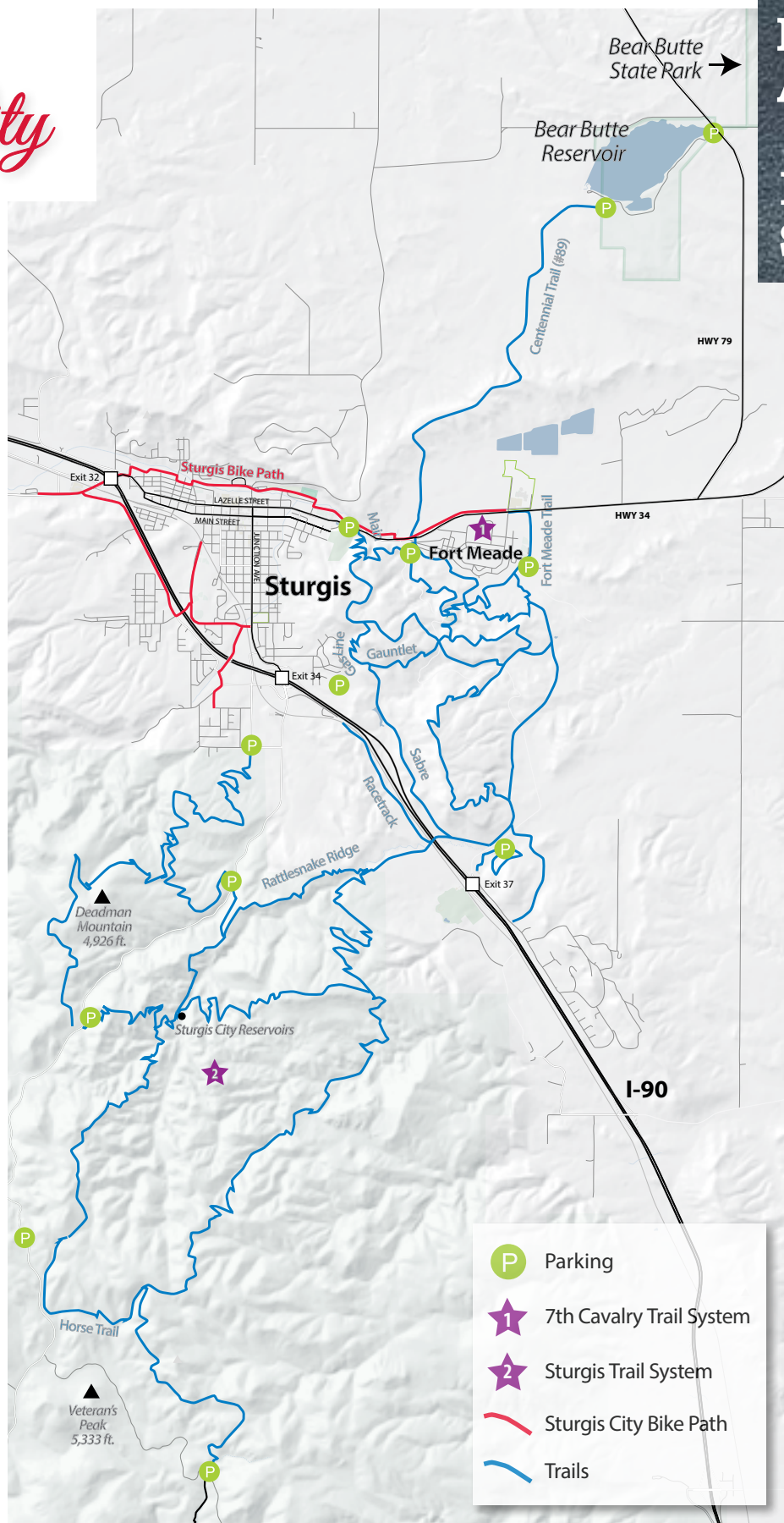
STURGIS TRAIL SYSTEM

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

FORT MEADE TRAIL

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

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



Hiking & Biking

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



Off-Roading

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



Explore Bear Butte STATE PARK

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



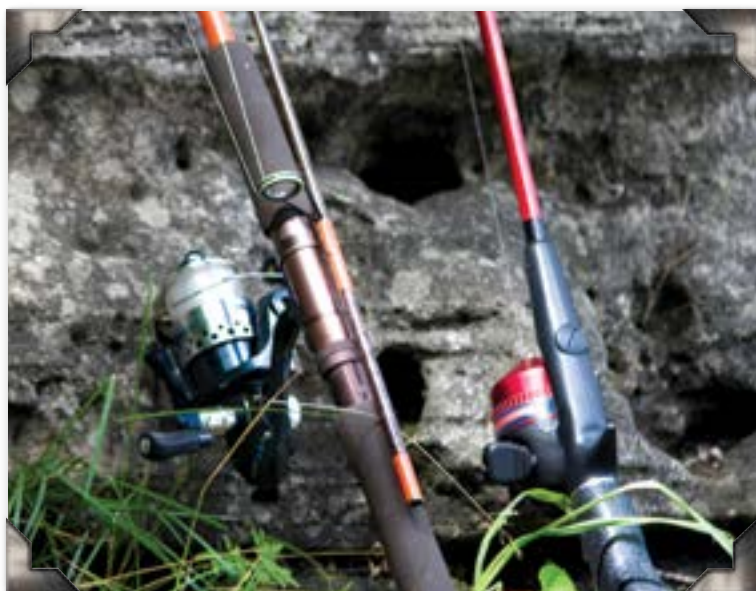
Golf

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



Fishing

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



Camping

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



Cross-Country Skiing & Snowshoeing

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

Visit GFP.SD.org for details.



Snowmobiling

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

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

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

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Sturgis Area CHAMBER DIRECTORY

Photo by
Jonathan Karol

ACCOMMODATIONS: CAMPING/CABINS/RENTALS

Bear Butte Creek Campground

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

Big Rig RV Park

3333 Dolan Creek Rd, Sturgis, SD, 57785
605-347-1510

Buffalo Chip Campground

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

Creekside Campground

20538 SD Hwy 79, Sturgis, SD, 57785
605-347-2137

Elkhorn Ridge RV Resort

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

Executive Lodging of the Black Hills

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

Iron Horse Campground

20446 SD Hwy 79, Sturgis, SD, 57785
605-450-0321

Lamphere Ranch Campground

13010 Lamphere Ranch Rd, Sturgis, SD, 57785
605-347-5858

Nemo Guest Ranch

12737 Guest Ranch Lp, Nemo, SD, 57759
605-578-2708

No Name City Luxury Cabins & RV

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

Ride N Rest Campground

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

RNR Ranch Campground

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

Rush No More RV Park & Campground

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

Shade Valley Camp Resort

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

Spur Creek Saloon

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

Sturgis Hideaway

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

Sturgis RV Park

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

Tilford Gulch Campground

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

Wheeler Farms Vacation Homes

Piedmont, SD, 57769
605-381-8778

ACCOMMODATIONS: HOTEL/MOTEL

Baymont Inn & Suites / 44North Bar

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

Cadillac Jack's Gaming Resort

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

Days Inn Sturgis

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

First Gold Gaming Resort

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

Iron Horse Inn

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

Sturgis Lodge and Suites

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

Summerset Hotel & Suites

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

Super 8 Motel

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

The Hotel Sturgis

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

The Lodge at Deadwood

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

The Sturgis Motel

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

ASSOCIATE MEMBERS

Dr. Barry Furze

Sturgis, SD, 57785
605-720-5496

Ernie Miller

Sturgis, SD, 57785
605-347-3354

ATTRACTIONS

Bear Butte State Park

SD Hwy 79, Sturgis, SD, 57785
605-347-5240

Bear Country U.S.A.

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

Black Hills Playhouse

24834 South Playhouse Rd, Custer, SD, 57730
605-255-4141

Crazy Horse Memorial

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

Fort Meade Museum

50 Sheridan St, Fort Meade, SD, 57741
605-347-9822

Historic Homestake Opera House

313 W. Main St, Lead, SD, 57754
605-584-2067

Sturgis Car Museum

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

Sturgis Area Chamber Directory *continued*

Sturgis Motorcycle Museum

999 Main St, Sturgis, SD, 57785
605-347-2001

Sturgis Strikers Bowling

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

Wonderland Cave

12634 Alpine Rd, Nemo, SD, 57759
605- 578-1728

AUTO/MOTORCYCLE/SMALL ENGINE

Indian Motorcycle

2130 Main St, Sturgis, SD, 57785
605-206-7830

Iverson Automotive LLC

2800 Raccoon Rd, Sturgis, SD, 57785
605-561-0322

J & P Cycles

1650 Lazelle St, Sturgis, SD, 57785
469-283-7730

Jake's Collision Repair of Sturgis

2416 Junction Ave, Sturgis, SD, 57785
605-347-5253

Liberty Chevrolet

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

Owens Interstate Sales

2200 W Lazelle St, Sturgis, SD, 57785
605-347-3621

Park Avenue Car Wash

336 N 14th St, Spearfish, SD, 57783
605-642-7423

Plains Towing and Recovery

2879 Vanocker Canyon Rd, Sturgis, SD, 57785
605-720-5000

Sasha's Cycles of Sturgis

808 Lazelle St, Sturgis, SD, 57785
605-690-2419

Scooptown Car Wash

710 Anna St, Sturgis, SD, 57785
605-720-7800

Scott Peterson Motors

1 Ford Pl, Sturgis, SD, 57785
605-347-3662

Speedy Lube

2205 Park Ave, Sturgis, SD, 57785
605-347-6939

Sturgis Harley-Davidson

1040 Junction Ave, Sturgis, SD, 57785
605-347-2056

Sturgis Motor Company

1721 Lazelle St, Sturgis, SD, 57785
605-347-2277

Sturgis Motorsports

2695 Lazelle St, Sturgis, SD, 57785
605-347-2636

Sturgis NAPA

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

Sturgis Tire Pros

2324 Junction Ave, Sturgis, SD, 57785
605-720-8315

Werlinger Auto Body Repair

3441 Whitewood Service Rd, Sturgis, SD, 57785
605-347-5550

BUSINESS SERVICES

A & B Business Solutions

1822 W Kansas City St, Rapid City, SD, 57702
605-722-7426

All-Net Connections

Whitewood, SD, 57793
605-269-4141

Century Business Products

1011 E 15th St, Sioux Falls, SD, 57104
605-343-1260

Eagle Uniform & Supply Co.

494 Main St, Lander, WY, 82520
307-332-5456

LIU - Lasting Impressions Unlimited

13830 SD Hwy 40, Hermosa, SD, 57744
605-201-1021

NSight Partners

Sturgis, SD, 57785
605-490-1246

Quik Signs

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

Servall Uniform & Linen Supply

312 Main St, Rapid City, SD, 57701
605-343-0680

CIVIC & GOVERNMENT

Action for the Betterment of Community

Sturgis, SD, 57785
605-347-2991

Agnico Eagle USA Limited

912 Main St, Sturgis, SD, 57785
605-209-3599

Black Hills & Badlands Tourism Association

1851 Discovery Cir, Rapid City, SD, 57701
605-355-3600

Black Hills Area Community Foundation

803 St Joseph St, Rapid City, SD, 57709
605-718-0112

Black Hills Bluegrass Association

3405 Wisconsin Ave, Rapid City, SD, 57701
605-348-6737

Black Hills Trails

Sturgis, SD, 57785, No Phone

City of Sturgis

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

Crisis Intervention Shelter (CISS)

Sturgis, SD, 57785
605-347-0050

Dakota Endurance LLC

Sturgis, SD, 57785
605-430-7007

Dakota Frontier Camp Adventure for Kids

1490 Lazelle St, Sturgis, SD, 57785
605-490-1252

Downtown Sturgis Foundation

2040 Junction Ave, Sturgis, SD, 57785

High Plains Spiritual Life Center

1506 Jackson St, Sturgis, SD, 57785
605-347-1131

Home Instead Senior Care of Black Hills

710 Mount Rushmore Rd, Rapid City, SD, 57701
605-716-9300

Meade County 4-H

1425 Sherman St, Ste 103, Sturgis, SD, 57785
605-347-2436

Meade County Commission

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

Meade County Housing

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

Meade County Republican Party

Sturgis, SD, 57785
605-347-2975

Meade County Republican Women

Sturgis, SD, 57785
605-720-3881

Meade County Senior Citizens Center

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

Meals On Wheels Western SD

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

Sturgis Area Chamber Directory *continued*

NeighborWorks Dakota Home Resources

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

Northern Hills Area CASA Program

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

Olive Branch Lodge #47

3747 Old Whitewood Rd, Sturgis, SD, 57785
605-347-2363

Optimist Club of Sturgis

Sturgis, SD, 57785
605-490-9410

Salvation Army of the Black Hills

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

Sanford Underground Research Facility

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

Sergeant Colton Levi Derr Foundation

518-6th St, Ste #2, Rapid City, SD, 57701
605-545-2505

South Dakota Department of Labor

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

Sturgis & Meade Co. Historical Society

Sturgis, SD, 57785
605-347-3233

Sturgis Area Arts Council

Sturgis, SD, 57785
605-347-5467

Sturgis Area Chamber of Commerce & Visitors Bureau

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

Sturgis Economic Development Corp

Sturgis, SD, 57785
605-347-4906

Sturgis Golden K Kiwanis Club

810-6th St, Sturgis, SD, 57785
605-490-1830

Sturgis HS Rodeo Booster Club

Sturgis, SD, 57785
605-347-1068

Sturgis Mustang Rally

Sturgis, SD, 57785
605-393-7865

Sturgis Police Department

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

Sturgis Public Library

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

Sturgis Scooper Booster Club

Sturgis, SD, 57785
605-490-2155

Sturgis Soccer Assoc.

Sturgis, SD, 57785
605-490-2676

United Way of the Black Hills

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

West River Foundation

Sturgis, SD, 57785
605-347-4467

Western Dakota Antique Club

Sturgis, SD, 57785
605-490-2024

Western Resources for Independent Living

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

Weston County Travel Commission

1 South Seneca Ave.,
Apt. 2, Newcastle, WY, 82701,
307-746-2896

Workforce Diversity Network

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

CONSTRUCTION/MAINTENANCE/ LANDSCAPING

Ainsworth-Benning Construction

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

Black Hills Asphalt

387 Old US Hwy 14, Spearfish, SD, 57783
605-645-3437

Boatwright Heating & Cooling

1110 Industry Rd, Unit D, Sturgis, SD, 57785
605-389-7353

Brosz Engineering Inc.

3561 Whitewood Service Rd, #A,
Sturgis, SD, 57785
605-347-2722

Dream Design International INC

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

Five Star Insulating Inc.

425 Jefferson St, Burke, SD, 57523
605-830-1715

Freeman's Electric Service

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

Garage Door Pros

Sturgis, SD, 57785
605-877-0525

Greenscape

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

Iverson Construction

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

Keating Resources

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

Legendary Electric LLC

101 David Dr, Sturgis, SD, 57785
605-490-2254

Northern Hills Sod Farm LLC

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

One Way Service Pros

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

Pete Lien & Sons Inc

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

Pointer Roofing & Construction LLC

Sturgis, SD, 57785
605-553-8756

Sacrison Paving

20169 Victor Lp, Whitewood, SD, 57793
605-269-2005

Scul Construction Service Inc

803 Industrial Ave, Rapid City, SD, 57709
605-342-2379

Short Construction Inc

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

Simon

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

The Goat Lawn Service

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

Triton Plumbing

1110 Industry Rd, Unit A, Sturgis, SD, 57785
605-499-9744

Sturgis Area Chamber Directory *continued*

Wolff's Plumbing and Heating Inc.

614 S 32nd St, Spearfish, SD, 57783
605-642-5755

DINING/DRINKS/CATERING

American Legion and VFW Club

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

Beaver Bar Sturgis

12998 SD Hwy 34, Sturgis, SD, 57785
843-318-0844

Belle Joli' Winery

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

DesJarlais Farms

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

Emma's Ice Cream Emporium

1063 Main St, Sturgis, SD, 57785
605-561-0165

Loud American Roadhouse

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

McDonald's of Sturgis

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

Oasis Bar & Fireside Lounge

1145 Main St, Sturgis, SD, 57785
605-347-3848

Stinger Saloon

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

Sturgis Brewing Company

600 Anna St, Sturgis, SD, 57785
605-720-2337

Taco John's of Sturgis

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

The Good Witch Cake Shop

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

The Knuckle Saloon & Brewing

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

Uncle Louie's Diner

1039 Main St, Sturgis, SD, 57785
605-720-6475

EDUCATION

Black Hills Special Services

Sturgis, SD, 57785
605-347-4467

Black Hills State University

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

Community Education of the Black Hills

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

Meade School District 46-1

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

Western Dakota Technical Inst

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

FINANCIAL SERVICES

360 Accounting - Sherroll Scow

Sturgis, SD, 57785, 702-443-5036

Aflac - Sharon Aberle

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

Black Hills Community Loan Fund

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

Black Hills Federal Credit Union

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

Black Hills Financial Planning

Vale, SD, 57788
605-641-3776

Dakota Financial Services Inc

1080 Main St, #100, Sturgis, SD, 57785
605-720-6747

Edward Jones - Bruce Gordon

2045 Lazelle St, Sturgis, SD, 57785
605-720-5670

Edward Jones - Melissa Hampton

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

Farm Credit Services of America

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

Farmers Insurance

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

First Interstate Bank

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

First National Bank

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

Glover Investments LLC

Sturgis, SD, 57785
605-347-0995

H & R Block Sturgis

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

Highmark Credit Union

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

HUB International Limited

1238 Main St., Ste. 1, Sturgis, SD, 57785
605-347-4644

Leavitt Heartland Insurance Services

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

Northern Hills Business & Tax Service

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

Northern Hills Federal Credit Union

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

Pioneer Bank & Trust

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

Sabers Agency Inc

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

Simmons Accurant

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

State Farm Insurance Fowler Agency

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

State Farm Insurance Moberly Agency

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

Wells Fargo Bank

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

GENERAL SERVICES

Black Hills Funeral Home & Cremation

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

Black Hills Rally Weddings

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

Bradley Storage

3470 Whitewood Service Rd, Sturgis, SD, 57785
605 347-3848

Sturgis Area Chamber Directory *continued*

CBH Cooperative

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

Competition Distributing

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

Grubl Ranch

Sturgis, SD, 57785
605-720-8822

Pepsi Cola of the Black Hills

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

Snyder Ranch

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

The Tattoo Cellar

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

HEALTH & WELLNESS

Akela Spa of Deadwood

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

Boulder Canyon Country Club

12312 US Hwy 14A, Sturgis, SD, 57785,
605-347-5108

Compass Point

Sturgis, SD, 57785
605-347-3003

County Drug

1111 Lazelle St, # 1/2, Sturgis, SD, 57785
605-347-2466

Elkhorn Ridge Golf Club

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

Hello Holly Beauty

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

Loftus Dental

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

Massage By Gwen

1010 Ballpark Rd, Sturgis, SD, 57785
605-645-3684

Monument Health Sturgis Hospital

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

Northern Hills Eye Care

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

Snow Creek Meadows LLC

Sturgis, SD, 57785, 541-223-1131

Sturgis Chiropractic Clinic

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

Sturgis Community Center

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

Sturgis Mobile Response Team

1901 Ballpark Rd, Sturgis, SD, 57785
605-347-5801

Sturgis Physical Therapy

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

Sturgis Smiles Family Dental

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

Total E'clips Salon

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

Twisted Canyon CrossFit

1150 Moose Dr, Sturgis, SD, 57785
605-347-1515

VA Black Hills Health Care System

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

LEGAL SERVICES

Karen Paige Hunt Prof LLC

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

Law Tigers

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

Nelson Law

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

Thomson Law PC

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

MEDIA/MARKETING/ADVERTISING

Black Hills Pioneer/Seaton Publishing

315 Seaton Cir, Spearfish, SD, 57783
605-642-2761

Black Hills TV

1041 N. Main St, Spearfish, SD, 57783
605-786-4792

Bob & Tam's Excellent Adventure

Sturgis, SD, 57785
605-499-8227

Borns Group

Pierre, SD, 57501
605-222-1275

Evergreen Media

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

GPLocal by Gold Pages Publishing

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

KBHB/Homeslice Media

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

KEVN Black Hills Fox TV

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

KYDT/KBFS Radio

707 Harding St, Belle Fourche, SD, 57717
605-892-2571

Rapid City Journal

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

Simpsons Printing

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

The HomeSlice Group

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

REAL ESTATE/PROPERTY MANAGEMENT

Aspen Grove Assisted Living

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

Bertolotto Real Estate & Auction Inc

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

Bruch Real Estate

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

Casteel Auction & Real Estate

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

Dakota Hills Assisted Living Center

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

Dan Jacobsen - eXp Realty

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

Heritage Acres Inc.

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

Sturgis Area Chamber Directory *continued*

Mount Rushmore Area Association of REALTORS

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

Properties Unlimited Realty

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

The Real Estate Center of Sturgis

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

Wildflower Townhome Apartments

Sturgis, SD, 57785
361-563-2522

RELIGIOUS ORGANIZATIONS

Bethel Church - Sturgis

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

First Presbyterian Church

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

First United Methodist Church

1755 Ballpark Rd, Sturgis, SD, 57785
605-720-5578

Foothills Community Church

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

Grace Lutheran Church

1061 Sherman St, Sturgis, SD, 57785
605-347-2713

LifeSpring Wesleyan Church Sturgis

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

Love INC Sturgis

Sturgis, SD, 57785
605-260-3515

Open Bible Church

2121 Colorado Dr, Sturgis, SD, 57785
605-347-4381

St. Francis of Assisi Catholic Church

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

Sturgis Alliance of Churches

Sturgis, SD, 57785
605-347-3384

The Filling Station Church

717 Anna St, Sturgis, SD, 57785
605-645-8047

Trinity Lutheran Church

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

SHOPPING & RETAIL

Ace Hardware

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

Bear Butte Gardens & Farm Stand

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

Black Hills Rally & Gold

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

Cammack Ranch Supply

16948 SD Hwy 34, Union Center, SD, 57787
605-985-5591

Common Cents

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

Froelich Farms LLC

13390-194th St, Vale, SD, 57788
605-641-3776

Grocery Mart

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

Heartland Homestore

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

Hot Leathers

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

Jack's Campers

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

Just For Looks Boutique

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

Kwik Mart / Sturgis Subs

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

Lucious Nails

Sturgis, SD, 57785, 303-589-3529

Lucy's Nearly New Shoppe

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

Lynn's Dakotamart Sturgis

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

Mary Kay Cosmetics

Saint Onge, SD, 57779
605-642-5286

Paula Rae Studio

Sturgis, SD, 57785
605-415-6761

Prairie Emporium

1020 Junction Ave, Sturgis, SD, 57785
605-415-5335

Rockingtree Floral and Garden

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

Runnings

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

Rushmore Office Supply

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

Smokes N Things

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

Sports Adventure Fun

920 Harley-Davidson Way, Sturgis, SD, 57785
605-206-1046

Sturgis Photo & Gifts

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

Tom's T's Inc

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

Vanway Trophy & Award

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

White Canvas Art Co.

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

Workhorse Nutrition

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

Xtreme Dakota Bicycles

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

TRANSPORTATION

Giddy-Up Shuttles

Sturgis, SD, 57785
605-430-6366

Harlow's School Bus Service

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

Prairie Hills Transit

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

Sturgis Area Chamber Directory *continued*

Sturgis Transit - Da Bus

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

UTILITIES

Black Hills Energy

PO Box 1400, Rapid City, SD, 57709
888-242-3969

Kieffer Sanitation

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

McGas Propane Inc

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

Midco

PO Box 5040, Sioux Falls, SD, 57117
800-888-1300

Montana - Dakota Utilities

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

Vast Broadband

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



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