



# *The Shadow Writer*

*August 2011*

**Official Newsletter of the  
Shadow Riders Club of St. Louis**

## **A Letter from the President**

Shadow Riders;

Well August is here and the riding season is on! There is a group heading for Colorado, Arizona and Utah for two weeks of riding and some great sightseeing! The Sunday ride crowd has been a little low due to a brutal stretch of HOT weather. But as the temps ease the crowds should grow. We have some great Sunday rides coming up so get the steed out and let'er run.

I want to take this opportunity to thank Rob Schulte and his crew for a great picnic. If you missed it, you really missed it. If you made it, the food and company were excellent. The crowd was down on a hundred degree day, but those who made it really seemed to enjoy themselves.

Well, last but not least the July meeting was very entertaining. Many old faces showed up to "defend" the name change idea. Actually they made the case for not changing the name and the membership doing more to promote membership and grow the ranks. I actually agree with much of what was said. The common thread was the membership needs to do more to promote the club, and there was one that says I need to do more. I agree with both of these points. I therefore pledge to promote new membership more heavily, always carrying cards and brochures, but most important handing them out. I hope you do the same.

I still believe in the name change, we are branded as a shadow riders club. Early in the history we added 'all brand' to dissuade the notion. Now I knew long ago some of the old timers would fight this hard, and I was right; they came out guns firing. The many that I heard from in favor of name change sat in the meeting and listened. Change is hard, but is sometimes very good. As the President I get the pulpit of the newsletter to share my views and visions. For those who think it is unfair, I look forward to you running for an office this winter. See this is not a dictatorship; you the members get to decide. Having said that, I will not put out a ballot on a name change. The reason is simple, to leave the details of doing this to anyone else would be an unfair burden, and I do not intend to run for an office. If the new Board wants to take it up, I will help, but I will not leave it on their plate. Do I think it needs to happen? DAMN RIGHT I DO. And others in the past have also, hence the tag line. The costs are minimal, and the payoff unknown, but we know what the status quo brings.

This is a great motorcycle club; it has been an honor to serve it. We do more, ride more and socialize more than any club in the STL. I am proud of that. Those this debate energized enough to come out and argue I hope you re-engage. To the many that thought the name change was needed, sorry but 3 years is enough for me, time to move on to new blood. If you pick up the fight, I will be there by your side.

Ride Long, Hard and Upright!

Bob

***Bob Mueller***  
***President***



## Meetings

### Club (General Membership) Meeting

7:00 PM, 4th Tuesday each month



**NEWEST  
PLACE**

### Growler's Pub

3811 S. Lindbergh  
(a little bit south of I-44)

**NEXT MEETING: August 23, 2011**

Board Meeting at 6:30 pm before club meeting.

## Sunday Rides

**The scheduled ride season is in full swing! Meet at Old Orchard Center, 14128 Manchester, behind Arby's.**

**Plan to arrive around 9:30, line up your bike, then visit with friends. Rides leave at 10 a.m.**

## Web Site

[www.shadowriders-stl.com](http://www.shadowriders-stl.com)

## Membership

	Aug '09	Aug '11
Main Members	107	97
Significant Others	25	28
Juniors	0	5
Total	132	130

### New e-mail address? Let us know!

**Membership questions? Ask them!**

Call Jim Gianella at 314-644-2970 or e-mail him at [membership@shadowriders-stl.com](mailto:membership@shadowriders-stl.com).

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## Board of Directors

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**Ron Eckert, Hartbauer McBride Liaison**  
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Did you know.....

*By Diana Johnson, Vice-President*

Big St. Charles Motorsports is hosting their "Second Annual Grillin' Fools Backyard BBQ Bash" grilling competition on Saturday, October 8, 2011. Do you have the winning recipe?

I want to know if you are interested in competing in this contest. I will be serving up some chili at the end of October at their chili cook off so I thought I would sit this one out. Maybe they will let me judge.

Call or e-mail me if you would like to put a team together and compete in this BBQ event — [Diana@pvtlist.com](mailto:Diana@pvtlist.com) or 636-916-4790. Prizes were still to be determined at the time of this newsletter printing.

Summary of the Rules for the contest:

- All cooking must be done on mass market grills costing under \$700
- There will be three (3) categories: appetizers, chicken, ribs
- Check-in starts at 8 am. Meat must be inspected by event staff before grilling and may not be pre-cooked. May be marinated, injected and/or rubbed prior to arrival.
- Samples may be given away but not sold.
- Judging will be by event-named judges.

Rule details and more information can be found on their website.

Go to [www.bigstcharlesmotorsports.com](http://www.bigstcharlesmotorsports.com). Click on Customer Corner and scroll down to Backyard BBQ Contest.

Hey Everybody,

*From Lou Soucy, Safety Officer*

With the ride season in full swing and the ride schedule filled for the rest of the official SRC ride season, I was looking forward to sitting back and riding out the rest of the year on long trips and great Sunday rides. But instead of thinking about what fun rides we're going to take to get something good to eat so we can ride some more, we're worried about what we should call ourselves while we're riding. (At least I hope that's what you're doing — getting out and riding with regularity.)

I figured as long as there seems to be all of this renewed enthusiasm in the club we may as well get some good out of it by recruiting more members, longtime and new alike, to organize and lead road captain rides. I'm not sure why it's so hard to get members to organize a ride. Maybe they're worried about other members not liking the restaurant or the roads, or thinking it's too short or long, whatever? That's a good possibility, but really, isn't life a little too short for that crap? We're just going for a ride together. Come expecting little and you'll gain a lot. At the last SRC meeting I had about 25 members write their names on a list saying they will organize or lead a ride next year. Hopefully at the next meeting that list will double.

*(Continued on page 4)*

(Continued from page 3)

It's a little work to put a ride together, make out a route sheet, pre-ride it, contact the restaurant and lead a group. But doing it once every year or two can be very rewarding. As a ride organizer you have the option of blending the ride in with another club, doing some sort of charity event or Poker / Marble run. You would just need to run it by everyone at a SRC meeting to see if there is enough interest. Although I seem to remember an SRC meeting a few years ago that no one wanted the responsibility of taking care of the Marbles, so I think we lost them.

It's slowly sinking in after a couple years as safety officer — I really appreciate those members that go to the trouble of organizing a ride for the rest of us and any chance I get I'll join them on that ride. If the ride is shorter than I like I'll just go for a long ride after lunch. If it's too long or hot I might thank the organizer and road captain and head home from a rest stop. If the ride heads north or east but you like south or west, don't worry, you'll be headed that direction on the way home. If the lunch spot is not exactly what I like, big deal, let's ride, there's always dinner.

Judging from how many times you can find the word ride in this mess of an article it would be safe to say this is a club that rides, often! That is what motivated me to join and continues to keep my attention. Actually a friend of mine by the name of Stuart Markoff who was a Shadow-rider member suggested to me a few times to go for a ride with the club. Stuart was getting set to move out to Las Vegas when he told me he was really going to miss his motorcycle club and once again said I ought to give it a try some Sunday, Old Orchard, 10am. So in turn I think I'll work at recruiting a new member as a way to pay it forward. And when we figure out what the name of this club is I'll proudly display it so people know who we are and what we're about.

Let's Ride,  
Lou



# Aug-Sept 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Aug 7 Brussels	Aug 8	Aug 9	Aug 10	Aug 11	Aug 12	Aug 13 Saturday Day and/or Night Out
Aug 14 Hillsboro	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	Aug 20
Aug 21 Grafton	Aug 22	Aug 23 Club Meeting 7 pm Board 6:30	Aug 24	Aug 25	Aug 26	Aug 27
Aug 28 DeSoto	Aug 29	Aug 30	Aug 31	Sept 1	Sept 2	Sept 3
Sept 4 Steelville	Sept 5	Sept 6	Sept 7	Sept 8	Sept 9	Sept 10
Sept 11 Bowling Green	Sept 12	Sept 13	Sept 14	Sept 15	Sept 16	Sept 17
Sept 18 Murphysboro	Sept 19	Sept 20	Sept 21	Sept 22	Sept 23	Sept 24
Sept 25 Augusta BBQ	Sept 26	Sept 27 Club Meeting 7 pm Board 6:30	Sept 28	Sept 29	Sept 30	

**Rides:**

**Aug 14 — Hillsboro (Sue Braun):** About 95 miles wandering the back country takes us to Los Portales Mexican Restaurant for — you guessed it! — Mexican lunch.

**Aug 21 — Grafton (Ira Steuer):** The Grafton Winery is the lunch destination for this 60 mile ride.

**Aug 28 — DeSoto (Russ Davis):** A short, 68 mile ride on the twisted and scenic roads you crave leads to lunch at the Bistro in De Soto's Jefferson Square Shopping Center with buffet (\$11.95) and menu options (including breakfast).

**Sept 4 — Steelville (Chris Schweitzer):** The route and lunch spot have not yet been determined. Show up and be surprised!

**Sept 11 — Bowling Green (Eric Johnston):** The planned 100 mile ride can be shortened to 80 miles if needed due to heat. Lunch will be at J.R. Diamond restaurant, whose Sunday specialty is great breakfast foods at a reasonable price.

**Sept 18 — Murphysboro (Lou Soucy & Frank Mehrrens):** We'll head across the river for an easy-going 115 mile ride down the Bluff Road and Route 3 through Chester to our final destination of the Midland Inn in Murphysboro.

**Sept 25 — Augusta BBQ (Ron Eckert):** A 98 mile two-lane (mostly) odyssey will deliver us to our old friend the American Legion Hall for all-you-can-eat BBQ pork, fried chicken and fixing's.

Other Events: August 13, Saturday Day & Night Out (see page 8 for details)  
August 21. Bikers Helping Bikers Poker Run (see page 8)

October Rides  
Oct 2 Weingarten (Erin O'Donnell)  
Oct 9 Bikers for Babies

Oct 16 Marthasville (Lou Soucy)  
Oct 23 St John's Gildehaus (Bob Mueller)  
Oct 30 Surprise (Dave & Rhonda Simorka)

Members' classified ads are free! Send to Nita Fisher at editor@shadowriders-stl.com or (314) 808-7762.

**Gateway BMW Motorcycles**  
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 General Manager



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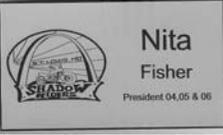
**FOR SALE: 2002 Kendon Stand-Up Motorcycle Trailer**

Open design; lightly used. Folds up for storing in garage. Single bike model; will accommodate an HD Ultra Glide. **\$1000**

**Call Don at 314-477-3562**

**New name badges you can pin on your vest!**

They are 2" x 3½" good quality silver-gray plastic with black border and your name in black letters. \$10 each. Contact Bob Mueller to order yours.



**FOR SALE: Motorcycle Lift**

Well built, tall lift; very stable. Fits bikes as big as a Gold Wing. Cost over \$500.

**Asking \$150**

**Call Bob Rau at 314-544-8330**



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General Membership Meeting  
July 26, 2011

Treasurer, Russ Davis reported we have an extra \$210.33 this month in retained funds. Deficit in membership has been offset by over performance in other areas. Safety Officer Lou Soucy reported on the Kentucky trip. Upcoming Utah trip leaves Aug. 17. Bikes, Blues & BBQ 4 day trip end of September. Discussed needing more ride organizers next year. Membership Coordinator, Jim Gianella, reported 96 main members, 28 significant others, and 1 junior member. He received 3 calls this past month from prospective new members. Webmaster guru, Ted Koski, reported on repairs to the website. Web server became outdated. Hopefully fully running in next 3 months. Currently working with web systems to correct pictures and calendar page. Facebook page set up to draw a different audience. Eric Levy and Kevin Polio assisted and have posts on the Facebook page. Look them up and become a 'friend'.

Bikers-for-Babies Liaison, Rich Bayers, reported collection day for March of Dimes on Saturday, Aug 6, from 10am-2:00pm. At 2 locations. Contact him to volunteer – PLEASE. We voted to put our name on the B4B 'pre-ride' T-Shirt (not the free one some of us get for raising money). Motion was made by Rich and seconded by Dennis Meade to pay \$200 for our name on the T-shirt. Motion passed. Hartbauer McBride Liaison, Ron Eckert, reported on their upcoming ride (see events)

- **Old Business:** Club Picnic. Approx 40 members attended vs. 65 in 2010. Excessive heat may have been a factor. Thanks to Rob, Pete, Cliff, and all those who helped.
- **New Business:** MS150 still looking for road captains. Info in newsletter and website calendar. We need a newsletter editor! Newsletter done on Microsoft Publisher and Adobe. Bob Mueller has software. Please volunteer.
- **Announcements:** We now have a Face Book page. Saturday Night Out Aug 13 — during the day, Zip line at Meramec Caverns, evening dinner at Mile 277 bar & grill. Crestwood Center is hosting Route 66 cruise. Sha-Boom plays at 7:00 pm
- **Discussion on Club Name Change:** Bob gave information on why he wants to change the name (see July President's article). Cost approx \$250 (not including cost of current merchandise in inventory). Bob Gebel, Charter Member, explained why we broke off from national group in the beginning in order to promote club as all brand. Club has changed over the years. We have become closed off from participating in other club events. We are not making our presence known anymore. We are a riding and social club. Discussed how we were all over St. Louis in the early years and now not so much so. A name change will still require people getting our and promoting our club. "I prefer the name stay the same." Diana voiced her opinion (see Vice-President's article in July newsletter). Nita Fisher spoke in favor of keeping the Shadow Rider name. Eric Levy discussed the importance of our heritage and importance of recruiting new members. Brand equity is our members. Not in favor of name change. Paul Hann discussed how he became a member by meeting 2 members who told him about the club. He agrees with both sides of the argument. Dave Walters feels indifferent about the name change. Says he does run into many who assume we are "Shadow" Honda club and not all brand. Doesn't feel a name change would make a difference. Jeff Arensmeier doesn't feel a name change will change anything. We need to get more exposure in the biking community. Several others made brief comments but no one came out in complete favor of changing our name.
- Meeting adjourned at 8:20p.m.

See what you miss when you miss a meeting.

**Shadow Riders Club Welcomes New Members:**

**Connie Greer** (rides a burgundy & cream 1997 Kawasaki Vulcan Classic 800) and her children Tyler, Allison, Trenton and Audrey

**August Birthdays**

06 - Karen Hegger  
10 - Susan Braun  
16 - Pete Hoyer

20 - Marklyn Cobb  
29 - Glenn Roland  
30 - Stephanie Kaelin



**August Membership Anniversaries**

15 Years — Rich Bayers  
5 Years — Russ Davis  
1 Year — Sam Akers  
Glenn Roland

**Special Request:** Motorcyclists are needed to help with safety issues and traffic control at the MS150 fund-raising bicycle event on September 10-11 in Columbia, MO. Contact Gary Deabler at [gdeabl@charter.net](mailto:gdeabl@charter.net) to volunteer.

**Utah Trip —August 17-30** (Contact: Lou Soucy)

Lou and crew will leave from the Eureka QT at I-44 and Hwy 109 at 7am, August 17. The trip will ride through Kansas, Colorado Springs, the Grand Canyon area in Arizona, and multiple Utah locations and return on August 30. The complete itinerary and motel listing can be found in the January and February issues of the newsletter.

**Utah High-speed Express —August 20-28** (Contact: Bob Mueller )

Bob will leave on August 20 and connect with Lou's group at Williams, Arizona. He'll be back here on August 28. If you want to zip with him, let him know.

**Bikes, Blues and BBQ, Fayetteville AR — September 28-October 1** (Lou Soucy)

The trip will leave from the QT at Hwy 44 and 109 at 8am, Thursday the 29th, taking about 350 miles of back roads to get to Eureka Springs.

We'll stay at the Comfort Inn at 196 E. Van Buren in Eureka Springs Sept. 29 thru 31. A double room for three nights will run about \$325. Call 479-253-5241 or go online. Motels fill up fast, so reserve a room now (cancel later if you must).

The plan is to do a 300 mile ride on Friday, head to Fayetteville for the day on Saturday and return home on different back roads on Sunday. [But plans are always flexible!]

### Remaining 2011 Motorcycle Rallies

**Sturgis Motorcycle Rally**, August 8-14 ([www.sturgismotorcyclerrally.com](http://www.sturgismotorcyclerrally.com))

**Bikes, Blues & BBQ**, Fayetteville, AR, September 28-Oct 1 ([www.bikesbluesandbbq.org](http://www.bikesbluesandbbq.org))

**Biketoberfest**, Daytona Beach, FL, October 13-16 ([www.daytonachamber.com](http://www.daytonachamber.com))

### AUGUST 13, SATURDAY OUT — DAY, NIGHT, OR BOTH

#### Day Ride and Adventure – Meramec Caverns Zip Line ([www.cavemanzipline.com](http://www.cavemanzipline.com))

The twelve people who signed up for the zip line will leave from Old Orchard at 10:00 am. A half hour orientation starting at 11:30 will be followed by a 12:00 or 12:30 "launch."

**Night Out – Dinner** at *Mile 277 Tap and Grill*, 10701 Watson Rd., at 5:30 pm. Everyone is welcome to participate. Please RSVP to Ira Steuer at [isteuer36@yahoo.com](mailto:isteuer36@yahoo.com) or 314-520-3504.

### Alternative option for Sunday August 21 24th Annual Bikers Helping Bikers Poker Run

\$10.00 per person includes one poker hand and one arm band. Additional poker hands are \$ 5.00 each

Sign up from 11:30 a.m. to 1:30 p.m. at Big St. Charles Motorsports or Ted's Motorcycle World

Last Bike In by 4:30 p.m. at Shady Jack Saloon (1432 N. Broadway, St. Louis) for food, drinks & live music.

*All proceeds go to the Hartbauer / McBride Memorial Fund (Bikers Helping Bikers)*