

March 2010

NEW JERSEY SHORE BMW RIDERS Inc

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and Colorado Chapters of NJSBMWR.



Time is an illusion. Lunchtime doubly so."
"Very deep," said Arthur, "you should send that
in to the *Reader's Digest*. They've got a page for
people like you." *Douglas Adams – Hitchhikers
Guide to the Galaxy.*

"Every year, back comes Spring, with nasty little
birds yapping their fool heads off and the ground
all mucked up with plants." *Dorothy Parker*

"He had read somewhere that the Eskimos had
over two hundred words for snow, without which
their conversation would probably have got very
monotonous. So they would distinguish between
thin snow and thick snow, light snow and heavy
snow, sludgy snow, brittle snow, snow that came
in flurries, snow that came in drifts, snow that
came in on the bottom of your neighbour's boots
all over your nice clean igloo floor, the snows of
winter, the snows of spring, the snows you
remember from your childhood that were so much
better than any of your modern snow, fine snow,
feathery snow, hill snow, valley snow, snow that
falls in the morning, snow that falls at night, snow
that falls all of a sudden just when you were going
out fishing, and snow that despite all your efforts
to train them, the huskies have pissed on."
*Douglas Adams - So Long and Thanks for All the
Fish*

President's Message

Well... February has been a quiet month for
motorcycles, but has been very busy for snow
blowers. For the first time in club history, we had our
monthly meeting canceled due to weather. At my
house I had measured 18" of the white stuff. Just
when it seemed like the roads were going to clear
up, we got hit with more... but all was not lost.

We had a great turnout for the MSF Seasoned Rider
Course which turned out to be very informative, led
by our esteemed instructor, Dennis Swanson. I think
we all walked away knowing just how poor our
eyesight, how slow our reaction time, and how
reduced our cognitive thinking has gotten over the
years. Armed with that knowledge, I will no longer
be riding with any of you, and shopping for a
Hummer. Just kidding. I think what the class was
really about, and what was reinforced by Dennis'
experience, was that we really need to have a better
understanding of our abilities while riding, and ride
within them.

With that said, enjoy the road and pray for sunny
days.

George Roberts
President NJSBMWR

Seasoned Rider Course – Feb 17th

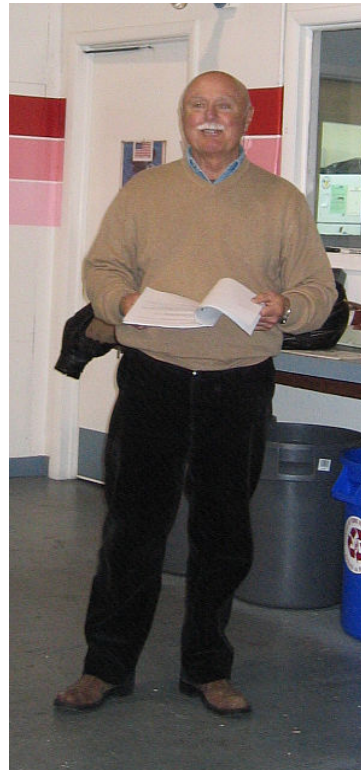
Luigi Bosconi

When I think of a 'seasoned' rider I somehow think of a big fat turkey with all the 'seasoning' coming out of the oven. I don't know why I do this but I do. So a 'seasoned' rider course must have something to do with turkeys and of course there were a gathering of old turkeys at Crown for this course. There were some young guys too.



The oldest turkey of all, well almost all anyway, conducted the session. And the idea was to recognize how age and the decline that goes with it may have something to do with how we ride. Recognizing that immortality is something that we lose after our teens and twenties the seasoned rider needs to adjust. Hence the course.

After a brief introduction of the benefits of riding experience and the advantages of youth, the exercises were underway.



First we had people divide into pairs and use a ruler to test reflexes. The person being tested puts arm and elbow on the table and the tester places the ruler between the thumb and finger and drops it. The inch at which the catch is made is recorded. Ten times this is done and each time's catch is recorded and then averaged. This gives a relative measure of reflex time. Miles Cannon had the best times.

Next an eye chart was placed on the wall, a line of 20 feet was

marked and participants were asked to read the lines. This was done with both eyes open and then with one eye closed. This told the reader where they tested, i.e. 20-20, 20-30, 20-40 and so on. Surprisingly, quite a few showed significant differences of vision between each eye.

Essentially it told the testee how well he sees (Erica was not there). I'm not sure who proved to be the most blind, but there were plenty of contenders.



The third test was for cognitive function and involved a timed exercise of drawing lines between letters and numbers. This would presume to tell us how fast we think and can transfer the thought to action. Dave Rosen had the best time.

There was also mention of prescription and non-prescription medications and their possible effects on riding responses or lack of same. The seasoned rider knows this. Also the need to get plenty of rest when we ride, frequent stops recommended.

The last part of the show was a 15 minute DVD that summed-up the message. I think the message was that age may place limitations on our riding ability but that the seasoned rider recognizes this and compensates. And keeps riding.

Fifteen Shore Riders were at this 'show' and all seemed to have a good time. Pizza and soft drinks were provided. Many thanks to Mike Palmer for his generous provision of Crown.

The Kid in All of Us, February 21st

Greg Wright

For over 39 years, I have owned 15 different motorcycles. From my 11th Christmas when my Dad (Santa Claus) surprised me with a shiny new 1970 Honda QA50, to my 50th when my bride gave me a shiny new 2009 R1200R. Every time I sit in the saddle and look down at the tank,. I get the same exciting feelings and emotions as I did when I was a little kid.

I couldn't stand it any longer. The snow and winter had taken its toll. I just had to get out and ride. Being a fair weather rider till now, I never thought of "plugging my jacket in" and going for a ride especially when it's 32 degrees outside. On this Sunday that notion would be changed forever. I met up with Joe Karol at Don Eilenberger's home in Spring Lake. I guess the winter was getting them down and they also needed to put some miles under them.

The three of us headed east straight for the beach. We turned north towards the hook. I wasn't sure what our destination was so I asked our fearless ride leader Don. Between us he really didn't need to say anything. After all did it really matter? Heading north on Ocean Ave with the warm sun beating down on the right side of our faces; the pace was leisurely and relaxing. People were walking, running and biking enjoying the clear brisk sunshine of this Sunday morning.



Eventually, we arrived at the New Sandy Hook Bridge. As we were passing over, I looked down at Bahrs and noticed that the parking lot was overflowing with motorcycles. These are the same kind of motorcycle crazy grown up kids that I started the day with at Don's Home. We pulled over and stopped. We got and off our bikes. I thought to myself "boy that was too short of a ride" and it didn't quite scratch that winter itch. Then out of the crowd, walking towards us was the president of our club George Rodgers, his young son Jake along with Jen,

George's wife. Our journey will continue.



We chatted for a while and decided that maybe Bahrs wasn't the best place to have brunch. We then continued down the highway heading towards Atlantic Highlands. Everybody fell in a hierarchal

position. Jen, on a baby blue green, turn signal less, nineteen sixty something scooter led the pack. Her hand signals guiding us along the way. She reminded me of a bygone era when turn signals didn't exist on motorcycles. George was on an Aprilia 150 scooter and Jake hung on to his pop for dear life. They were both truly stoked.



Our trip ended up at Sissy's, a nice little café at the Atlantic Highlands Municipal Marina. There we all got to talk about motorcycles, scooters and whatever topic found its way into our conversation. While sitting there, I couldn't help but notice that Joe and Don probably in their 60's, George and his wife in their 30's. Me in my fifties and Jake at age nine that it doesn't really matter how old you are, we all have the same thing in common, Motorcycles.



I know that one day when Jake sits upon his 2020 atomic 421z electric motorcycle he will have those same exciting feelings that we did when we were a kid.

Those wonderful motorcycles, they have a funny way of making you feel young. The BMW, well, it's just a big QA50. It makes me feel like a kid again.

Want to feel like a kid again? Come out and join us for a ride.

New Dealer in NJ – Meet and Greet March 25th – 6 to 9PM

March 25th - Good things are happening here at Bergen County Harley-Davidson/BMW!

We would like to take the time to meet and greet the BMW riders in the Tri-State area! We are looking forward to making your acquaintance, answering any questions you may have and showing you around the newest BMW dealer in NJ!

Please RSVP if you can make it!
Thank you!

Carolyn Marosy

*Motorcycle Sales
Bergen County Harley-Davidson
Bergen BMW Motorcycles
124 Essex Street
Rochelle Park, NJ 07662
201-843-6930 extension 127*

Anyone up for a visit? We'll discuss at our March meeting!

For Sale



8,000 miles, \$13,500. Dr. Jerry – drjerry@aol.com

Event Schedule

Please send submissions to John Malaska

March 5 VP Alex's birthday

March 7 (PB) LONG VALLEY PUB & BREWERY,
Long Valley NJ

March 10 Club Meeting - Schneider's

March 14 (PB) THE CHATTERBOX, Augusta NJ

March 19 Montgomeryville PA BMW Open House

March 21 (PB) BRIAN'S HARLEY-DAVIDSON,
Langhorne PA

March 24 Possible tech session, stay tuned for
details.

March 25 Bergen County BMW (Rochelle Park NJ)
Meet & Greet, 6-9PM

March 27 Possible weekend trip – Atlantic City

March 28 (PB) FLYING CLOUD CAFE, Atlantic City
NJ

April 7 Moribundi Lunch – TBA - RDS

April 11 (PB) CAPE MAY VFW, Cape May NJ

April 14 Club Meeting - Schneider's

April 17 Bergen County BMW Open House

April 18 Gathering of Nortons, Washington Crossing
State Park PA

April 28 Farklemania – Dave R

May 5 Moribundi Lunch – TBA – RDS

May 12 Club Meeting - Schneider's

May 15 Hot Dog Run – John Malaska

May 22-23 Catskill Overnight?

May 23 British & European Classic Motorcycle Day,
Germantown MD

June 2 Moribundi – TBA - RDS

June 4-6 BMWBMW Square Route Rally, Thurmont
MD (see Don for details)

June 9 Club Meeting - Schneider's

June 7-12 Americade, Lake George NY

June 19 Carts at NJ Motorsports Park

June 23-24 Possible track day at NJ Motorsports
Park, more info to come.

June 24 Don's birthday

July 7 Moribundi Lunch – TBA – RDS

July 14 Club Meeting – Schneider's

July 14-18 BMWMOA National Rally, Redmond OR

July 19-28 Nova Scotia Trip – Don & Mike, ending
up at:

July 29-August 1 BMW-RA Rally, Pownal VT
(Club motel is the Knotty Pine Motel.
<http://www.knottypinemotel.com>)

August 4 Moribundi – TBA – RDS

August 11 August Club Meeting - Schneider's

August 14 Annual Club Picnic – rain date August 15.

September 3-5 AMA Roadraces @ NJ Motorsports
Park, Millville NJ

September 3-6 Finger Lake Rally, Watkins Glen NY

September 8 Moribundi Lunch – TBA – RDS

September 15 Sept. Club Meeting - Schneider's

September 25 Club fishing trip – Dave R

October 1-3 Color in the Catskills, Hunter Mt. (lets
make this happen this year!)

October 6 Moribundi Lunch TBA – RDS

October 13 October Club Mtg. Schneider's

October 24 Annual 3 Club Rumble – RD Swanson

October 31 Polar Bear Starts – Cape May

November 3 Moribundi Lunch – RDS

November 10 Club Meeting - Schneider's

December 1 Moribundi Lunch – RDS

December 8 December Club Mtg - Schneider's

December 11 Annual Holiday Party

December 12 Toy Run to Children's Hospital

Possible Saturday Social Club Meeting Spot?

Don E

Found in the BMW-MOA Forum:

Great news SJ BMW, Ducati and Triumph
owners!

Our good friend Rob Kiviat "RK" has joined
forces with Norman Garrett and the Eckenhoff
family to open up and run Eckenhoff
Motorcycles of Cherry Hill.

This new shop will be located at 919 Church
Road, Cherry Hill, NJ (on the site of the old
Eckenhoff Buick dealership) near the Cherry
Hill Mall.

Rob will be running the shop of course,
masterfully operating on whatever comes
through the doors especially those 1972 -
current BMW's. Word has it that Rob is even
going to have a dyno in the shop!Cool!

Norman (also a BMW Master Mechanic) specializes in the Ducatis. Triumphs owners will be welcome too as both these master mechanics can handle the British bikes too. Plans call for a V-Twin specialist, Gary Delfico, to join up in the near future to keep our HD/Victory friends happy.

Although the shop will primarily be focusing on maintenance and repair - Alan, (from the old DeSimone store) will be handling parts and accessories so that will be available and in good hands. Labor rates are going to be REASONABLE which we all appreciate.

This new venture is scheduled to open the week of March 8th - just in time for the spring riding season.

You can call Eckenhoff Motorcycles at 856-482-5300 or check out their website (which should be up soon...)

So – now the question is – will there be free coffee for Saturday AM meetings of the New Sweden/NJ Shore Lunch Club? Inquiring minds want to know..

We've assigned George Hickman to find out if the coffee pot will be perking and if the clubs will be welcome. More info to come!

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Myth of the BMW Roundel Shattered!

Bill Mara #21799

I bought my first BMW motorcycle from a long gone dealer in Bound Brook, NJ in 1978; it was a red R100S and I loved it. Since then, I've had many and today four sit in my cold dark garage, their batteries being kept warm courtesy of Deltran. In fact, it is an evening in January as I start this article, and today I went for a ride of over 100 miles in 20 degree weather. I don't use electrics. I'm just as crazy as they come. But let's get back to the point of this story.

In last Sunday's *New York Times*, dated January 3, a writer named Stephen Williams wrote about his trip to Germany to visit four automobile museums, including the BMW museum in Munich (I've been there, it's truly awesome). There his guide told him that BMW's Roundel logo was inspired not by spinning propeller blades--the popular explanation--but "represents the colors of the Royal Bavarian shield".

This information blew me away. I needed to know more and all week I thought about it off and on. I've accepted and believed the "spinning propeller" explanation for years and was happy and maybe even proud to pass along this interesting bit to anyone who expressed interest, or would just stand still. I needed to know more.

And so, Mr. Stephen Williams, our above named author, graciously wrote a follow up article, printed in today's *New York Times*, dated January 10, to clear everything up, or add to our confusion. You decide. The second article is titled, "Nope, Not Born From Planes". In the interest of accuracy I have decided to print the second article in its entirety, just as it appeared in today's *Times*. Here it is:

Nope, Not Born From Planes
By Stephen Williams

For decades, the spin on BMW's signature roundel, the automaker's logo, was that it represented a propeller blade set against a blue sky. The design was supposedly a tribute to the roots of Bayerische Motoren Werke (or Bavarian Motor Works in English) in the early 20th century, when the company built aircraft engines. Well, think again.

In last week's Automobile section, I wrote about visiting four German car museums. At the BMW museum in Munich, my affable tour guide, Anne Schmidt-Possiwal, explained that the blue-and-white company logo did not represent a spinning propeller, but was meant to show the colors of the Free State of Bavaria.

I was surprised. My editor was skeptical. (Editors are paid to be skeptical.) He reached out to BMW North America for clarification. We received a note from Dave Buchko, a company spokesman, who said "the shape and configuration of the roundel was meant to replicate a spinning propeller against a blue sky background."

But last week, Mr. Buchko generously allowed that Ms. Schmidt-Possiwal had been right. Tom Plucinsky, a BMW spokesman, said in a telephone interview that the company once thought the logo was based on a propeller.

"In fact, I have an old history book here that says it is," he said. "But this all changed in the past year, with the clarification that the Roundel was used in an advertisement next to an airplane. We felt that we had to go back and correct this. Brand studies have shown that the Roundel over the years has become one of the most recognizable logos, right up there with the coke bottle."

According to a history published on the BMW enthusiast site 318ti.org the trademark was registered in 1917 and it featured the letters BMW "at the top of the outer ring. The inner featured quadrants in the Bavarian Free State colors of blue and white--but in the opposed order--because it was illegal to use national symbols in a commercial trademark."

"The design was not in any way connected with aircraft engines or propellers. The idea that the blue and white had anything to do with spinning propellers comes from a 1929 advertisement, which featured aircraft with the image of the roundel in the rotating propellers."

So, apparently, that's that. If you care to make a friendly wager about the topic, feel free to quote Ms. Schmidt-Possiwal and Mr. Plucinsky. Except, really, doesn't that roundel look like a propeller blade set against a blue sky?

Well my friends that was Stephen Williams' article. I enjoyed learning about it and I hope you did too. But now that we have some background on the logo, explaining it just won't be the same.

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For professional insurance advice, contact:

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Greg Wright
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March 10th Meeting Schneider's

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