

**February 2012**

# NEW JERSEY SHORE BMW RIDERS Inc

**Kent Seydell, President,** [president@njsbmwr.org](mailto:president@njsbmwr.org)

**Mike Lamberti, Vice President**

**Jim McFadden, Treasurer**

**Dennis Swanson, Trustee and Instructor General**

**Don Eilenberger, Trustee and Newsletter Editor**

**Joe Karol, Trustee**

**Roger Trendowski, Trustee**

**John Welch, Skip Palmer - Trustees Emeritus**

**John Malaska, Secretary, Newsletter Publisher**

Character is like a tree and reputation like its shadow. The shadow is what we think of it; the tree is the real thing. *Abraham Lincoln (1809 - 1865), Lincoln's Own Stories*

The whole problem with the world is that fools and fanatics are always so certain of themselves, but wiser people so full of doubts. *Bertrand Russell (1872 - 1970)*

Management is nothing more than motivating other people. *Lee Iacocca (1924 - )*

There is no pleasure in having nothing to do; the fun is in having lots to do and not doing it. *Mary Wilson Little*

## **Editor's Notes**

You'll see at the right the new "approved by BMW" club logo. IMHO – it sucks. BMW has managed to alienate many clubs in the US by forcing conformance with a logo standard that at best is unattractive, and at worse – destroys a lot of the identity of the club.

Our club is the "New Jersey Shore BMW Riders Inc." It is not "BMW Club New Jersey Shore Riders". Some of the MOA Chartered clubs have refused to renew their charters due to the MOA requiring this logo change in order to renew the 2012 charters. It came rather close in at least two of the NJ clubs. The option brought up was to simply drop BMW entirely from the club names. Some clubs have done this.

So what has BMW accomplished with their tutonic



dicates? They've diluted their best form of advertising – enthusiastic customer based affinity groups – ie – clubs. Along with this they've apparently fired David Robb, and Laurence Kuykendall. Both men, one a US citizen who worked with BMW in Germany, the other a European who worked for BMW-Motorrad-US bled the white and blue of BMW. Apparently – they disagreed with the direction the new management of BMW-Motorrad-AG was taking the company and the result was – they're now looking for work.

What is the new direction of Motorrad-AG? Well – aside from scooters (again) don't be surprised to see a new try at jumping into the "cruiser" market. It seems a less than ideal time for BMW to do this since at least in the US (and I can't imagine it is much different in Europe) the people who bought cruisers (fringe and leather people) no longer have the disposable credit they used to (equity loans aren't easy to get now..) and toys such as shiny chromed out motorcycles really aren't going to move from the showroom floor and into their garages.

Laurence gave a very interesting talk last spring at the first Morton's Spring Fling – it was basically the same talk the US Motorrad people had given the BMW board, explaining the only path that could keep the motorcycle division of BMW vital and growing. The result of their talk can be seen in the new bikes that came out under David Robb's direction. Bikes like the parallel twins (priced to attract more people and most importantly younger people to the marque.) Bikes like the S1000RR – putting BMW firmly in the lead in the sports bike market.

So these two people – who helped BMW-Motorrad to not only survive the economic downturn but instead to actually grow when every other major motorcycle company is bleeding – have been let go.

**Dumb BMW. You're just plain dumb.**  
*Don Eilenberger, Editor and Trustee.*

## Notes on the NYC Motorcycle Show - January 20

*RD Swanson*

Took the slow-moving, reminiscent of the 19th century train from Long Branch to Penn Station and although it arrived in approximately 90 minutes, it seemed longer. It is sort of interesting to watch the transition from suburban settings to industrial wasteland and thence to decaying cities to scenic bays and wetlands. Some areas are relatively clean and others strewn with litter and refuse. There is new construction and there are abandoned, graffiti-covered and crumbling factories. It is New Jersey at its finest and worst.

Miles, Harold, Joe and I met at Capt. Don's and drove to Long Branch and then took the train to Penn Station. Roger boarded at Middletown. From there it was a short walk to an Irish bar for lunch. Dave Rosen, John Malaska, George Roberts, Alex Edly, and Jim McFadden were there and we broke bread and shared some spirits.

Another short walk and we entered the Javits Center and the show. The crowd was sparse and it was pleasant to walk around at leisure to see what was new in the motorcycle world. Dan Notte, Doc Stickle, Michael Kim and Matt Fretag were all at the BMW pavilion showing the BMW line, but there wasn't really much new there. Glen Martin was also there and promised to come to a meeting and show us a video of a ride down the Rockies from Canada to Mexico.

It took me about an hour and a half to see most everything and get measured for new riding pants at the Vanson booth. I seem to remember much larger shows in the past, but it might just be my imagination.

We left at about 3:30 took the same route home. We stopped at Pete and Elda's in Neptune for pizza and both Harold and Miles agreed it was far superior than any pizza they had ever had in South Jersey.

**And another view on the club trip to the show:**

## New York City Motorcycle Show

*Harold Gantz*

On Friday, January 21, I attended the International Motorcycle Show at the Javits Center in New York City. Miles Cannon and I met Don Eilenberger, Joe

Karol, and Denis Swanson at Don's house and then were treated to a spirited ride to the Long Branch NJ Transit station in Don's Porsche where we met John Malaska. Roger Trendowski caught the same train in Middletown but couldn't find us at first. We joked that he got lost in an environment where you can only go forward or aft. He eventually found us. When we arrived in NYC we hiked the three blocks to The Twins Irish Pub on 9th Avenue. We were met by Charles Grass, Alex Edly, Dave Rosen, and Jimmy McFadden.



The ten of us hoisted a beer or two and had lunch. Denis ate his lunch while balancing a beer on his head. I don't know why but we have photographic proof. From there we walked over to the Javits Center and within seconds we had scattered in different directions and lost track of each other for the next two hours.



Since I'm an American Chopper (Discovery Channel TV series) enthusiast, I found the table where Paul Teutul Jr was signing autographs. I had taken one of my Orange County Chopper books and presented it to Paul Jr for him to sign. I asked if the TV show was back in production yet and Paul said to look behind me and there was the TV crew shouldering their High Def cameras shooting atmosphere footage for the new season of American Choppers that

airs in April. By the way, if you're wondering if his cute blond wife is as good looking in person as she is on the TV show, the answer is she looks even better in person. With my autographed book safely returned to my book bag, I roamed the show for the next two hours like a happy little boy who just snagged Davy Crockett's autograph.

The show seemed a little scaled back this year or maybe the new hall it was in made everything look smaller. BMW had a great display and showcased the new 600 and 650cc scooters. No prices were attached to the scooters. I eavesdropped on part of a discussion between Nate Kern and Don about putting on a track day event at NJ Motorsports Park for the BMW clubs of New Jersey. This was only one of two shows that BMW was scheduled to participate in this year. Triumph had the largest display I've ever seen for them. All the usual Japanese brands had lavish displays, as expected. A nice touch was a display of custom bikes that thread its way around and through the main floor of the show. I spent considerable time looking at the vintage bikes.



At the appointed time, those of us who were returning by train gathered at the BMW stand, left the show, hiked (not raced) back to Penn Station and walked onto a waiting express Shore Line train as if we planned it that way. Miles, Don, Denis, Joe, and I had a GREAT thin-crust pizza dinner at Pete and Elda's near Avon. Then it was homeward bound for all of us. I left the house at 7:30 in the morning and got back home about 8:15 at night. I look forward to attending the show on Fridays every year and I'm sure I'll do it again next year but it was an exhausting day for me. However, I had a super time and it was made even more enjoyable by the excellent company I was with.

## Club T-Shirt Ordering

Thanks to the hard work of Rev. Mike – you now have the opportunity to order a brand new, never worn, official club-T. Complete with the original club logo!



See the next page for ordering details. The shirts are 100% cotton, pre-shrunk, and available in white or blue, short-sleeve and long-sleeve.

# BMW Shore BMW Riders - club shirt order form

Name \_\_\_\_\_ Phone \_\_\_\_\_

**Instructions:** Select the size and quantity of the shirt(s) you want. Put that number in the table below. Total up the quantity. Multiply by the price for that size/quantity. Total up the Total Price – and put that in Total Due.

Please bring this form (with a check or cash) to the next meeting, **or** mail it with a check made out to NJ Shore BMW Riders Inc. to:

**Mike Lamberti  
61 Falson Lane  
Morganville, NJ 07751**

Size/Style-Price	\$18.50 Short Blue	\$21.50 Long Blue	\$18.50 Short White	\$21.50 Long White
Small				
Medium				
Large				
X-Large				
XX-Large				
XXX-Large				
<b>Total Quantity:</b>				
<b>Total Price:</b>				

**Total Due: \$ \_\_\_\_\_**

**Note: All shirts are premium quality, 100% cotton, pre-shrunk. Blue shirts are Navy in color (club approved). Delivery will be in 2-3 weeks.**

## Hidden Risk

Roger Wiles [www.moto-safe.com](http://www.moto-safe.com)

*All Rights Reserved, Printed with Permission.*

Black ice? A stalled truck just over that blind hill? An oncoming drunk driver? All of these, and many more, are motorcycling risks which a rider may not recognize until it's too late. Wouldn't it be great if we could be alerted to these hidden risks and dangers before suffering a crash? Sure! Well, perhaps here's another hidden peril that can affect all of us:

Let's call it "***Subconscious Risk-Adjustment RISK.***" What are we talking about here? Two recent studies, one dealing with the effect of anti-lock brakes, along with other built-in safety systems, on human driving behavior; the second one dealing with the self-professed risk-management behavior of motorcyclists, make this hypothesis of worth your consideration.

The first, '*Systems Safety, Risk-Taking and Motorcyclists,*' (Bob & Mary Jane Maddocks)\* applies the principle of Wilde's 'Risk Homeostasis'\*\*\* to motorcyclists. Risk Homeo-

stasis theory states that if a given risk is reduced in an operational system like the vehicle itself (i.e. ABS brakes, etc), humans are then likely to make a subconscious 'adjustment' in their behavior to 'consume' the additional safety such system-improvements provide. The Maddocks cite a German study of taxi-cab drivers; some cabbies drove cabs with ABS brakes, and a control group's hacks were not so equipped. The study found that the cabbies driving ABS-equipped autos were more inclined to speed, swerve recklessly, tail-gate and create more 'traffic conflicts' than the control group. We can hypothesize that the ABS-cabbies subconsciously believed that their vehicles were inherently safer with such brakes, and therefore, they could drive at faster speed and take additional traffic-risks, since the advanced braking system would be there to improve their braking performance and ability, and therefore, riskier driving behavior could be supported.

Supported? Well, one could suppose that the drivers in the study (representative of all drivers, to the extent of the accuracy and validity of the study) SUBCONSCIOUSLY adjusted their behavior so as to achieve the subconsciously-desired level of personally-desired risk. Wilde speculates that each person has an individual, inherent 'target-level' of risk that is constant for each individual. Further, when one part of the system changes to decrease risk (i.e. adding ABS), the person will make a subconscious behavior-change, risk-upwards, to achieve their level of risk-comfort. Now, are we aware we're changing our behavior and engaging in riskier behavior? Consciously aware? Like, "*I'd better pick up my speed a bit, 'cause I can stop on a dime if anything happens!*" Of course not! But does that change the reality that we really may be, in fact, engaging in riskier behavior? Not at all! Risk-levels are likely to go up without the rider's conscious awareness this is occurring.

Let's consider the second piece of this puzzle. Quoted in "*Stayin' Safe*" by the late Larry Grodsky's, in his final column\*\*\*\* is an interesting study – '*Contemporary Attitudes Toward Motorcycle Riding Safety and Riding Risk Factors*' (Robert Rowe, Irwin Broh & Associates)\*\*\* which draws a link between increased age, greater career and financial success, higher levels of education, and substantial riding experience... and links these factors with riskier

behavior. Being, in this case, the self-professed estimate of the respondents' likelihood of riding a motorcycle while impaired by alcohol; "*I can handle it! Look at all that I've accomplished in life!*" Rowe suggests, "**My interpretation is that (self) confidence itself is a risk factor.**"

Again, it appears that a subconscious risk adjustment-mechanism might be in play. One could suppose that, as we achieve longevity, greater career and financial success, and higher education, and as we survive and enjoy tens and hundreds of thousands of miles... we subconsciously may take on greater risks in our motorcycling behavior. Again, you are invited to consider and decide for yourself.

Now, what can we do with this theory? How can we perhaps improve our personal risk-management awareness, behavior and actual performance as we moto up and down the highways? Perhaps by doing no more than **simply being AWARE** of what appears to be our collective, natural, inherent and SUBconscious proclivities to adjust our risk-management behaviors in response to changing conditions, and thus camouflage these tendencies from our day-to-day conscious and cognitive awareness. **In other words, if we KNEW we were quite likely to do something stupid and dangerous, as a response to some seemingly-insignificant change in our environment, we would likely be on our guard against doing that dangerous, stupid thing!**

The Maddocks further validate this theory, as they discuss the effects on behavior when drivers encounter and recognize riskier conditions, such as weather; such drivers generally adjust their driving behavior towards less risk. for example, while riding my vintage motorcycle, equipped with 'vintage' brakes, I note that I subconsciously, and consciously, allow for much greater stopping distances. The key issue is that these drivers have become consciously aware of a change in their environment, and respond to achieve their desired 'risk-comfort' level, often without conscious thought of the actual behavior-change itself (i.e. slowing down).

Motorcycling is both a physical and mental activity. Certainly, as responsible riders, we strive to hone our physical riding skills and techniques. Of greater value, however, is the development of our mental strategies and awareness of the hazards we can expect to encounter from

our perch behind the handlebars. Those aforementioned skills take years and miles to fully develop; happily, each of us can easily and quickly improve our ability to create and use good judgments – a faculty of far, far greater value than our well-honed skills – by learning from the experiences and research of others who have gone before.

So, what's the conclusion? Perhaps a subconscious over-confidence in our motorcycle's equipment, added to the potential for, again, a subconscious, overly-generous confidence-level in the rider's personal motorcycling capabilities, generated by successes and accomplishments in life's other areas, can combine to lead each of us to take increased, subconscious and unnecessary risks while riding. And what's the cure?...

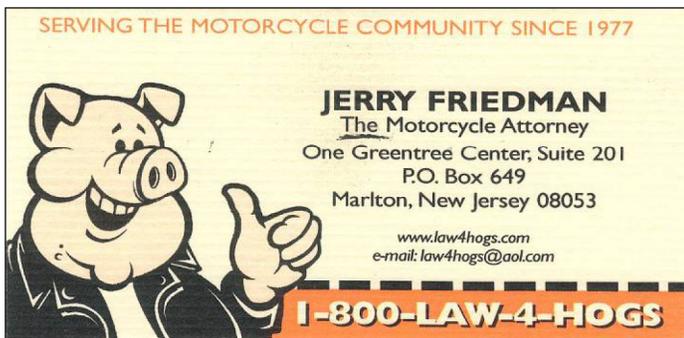
"*Know thyself...*" said the Bard. If this pail holds water for you, if it makes sense, try to keep a regular and conscious awareness of how you go about achieving your desired and comfortable risk/reward level of driving-performance behavior. When you catch yourself, for the first time, riding a bit over what is reasonable – all things considered – and recognize that it may be due to YOUR personal proclivity to risk-adjust upwards, while being completely oblivious to the matter – remember Subconscious Risk Adjustment RISK, and apply your precious judgment to bring your moto-world back into balance. Now, you have a much better chance to deal with the black ice, the truck or the drunk driver, because you've recognized and dealt with another Hidden Risk – ahead of time!

\*([http://bmwmoga.info/centerline/newsletter/06\\_01\\_1.pdf](http://bmwmoga.info/centerline/newsletter/06_01_1.pdf) see page 7)

\*\*([http://en.wikipedia.org/wiki/Risk\\_homeostasis](http://en.wikipedia.org/wiki/Risk_homeostasis)) , "Target Risk" Gerald J.S. Wilde, PDE Publications

\*\*\* 'Contemporary Attitudes Toward Motorcycle Riding Safety and Riding Risk Factors' (search Google to view)

\*\*\*\*(Rider Magazine, July 2006, p 24-28)



SERVING THE MOTORCYCLE COMMUNITY SINCE 1977

**JERRY FRIEDMAN**  
The Motorcycle Attorney  
One Greentree Center, Suite 201  
P.O. Box 649  
Marlton, New Jersey 08053

www.law4hogs.com  
e-mail: law4hogs@aol.com

**1-800-LAW-4-HOGS**

## Club Planning Session January 18th

*Don Eilenberger*

We had a great turnout for the planning session on January 18th with about 15 members present. Wonder if the free ice-cream had anything to do with that?

We sat with a calendar and planned out tentative events for the next year. Dates and items are as follows:

- ◆ **Regular Club Meetings** - 2nd Weds of the month at Schneiders. Meeting starts at 7PM, come earlier to eat.
- ◆ **Moribundi Lunchs** - for the old, infirm, retired, unemployed. It's a chance to get out of the house. 1st Weds of the month, 12:30PM at a restaurant to be decided by the chief Moribund Rd Swanson. Input for locations is gratefully accepted. Usual turnout is 10-12 old pharts.
- ◆ **NY Moto Show** - January 20th. Train trip to NYC, lunch at Twins Irish Pub, then off to the show.
- ◆ **February 1st** - Moribundi at Mr. Shrimp, Belmar
- ◆ **February 8th** - Regular Club Meeting
- ◆ **February 15th** - Movie night - probably at Crown Engineering (if anyone gets around to asking Mike Palmer.) Bring your moto movies (DVD format) and we'll pick a few to watch. One for-sure will be Twice Upon a Caravan - the movie of Robert Fulton's round-the-world-trip by motorcycle in the 1930's. This is probably the first documented RTW trip, and it's a great watch.
- ◆ **March 7th** - Moribundi lunch at to-be-announced (TBA).
- ◆ **March 14th** - Regular Club Meeting.
- ◆ **March 21st** - BMW Foundation Safety Class - subject still to be determined, location to be determined (probably Crown Engineering.)
- ◆ **April 4th** - Moribundi at TBA.
- ◆ **April 11th** - Regular Club Meeting.
- ◆ **April 13th-15th** - BMW-MOA mini-national

at Gettysburg PA - more details to follow.

➤ **April 15th** - Gathering of the Nortons (rite of spring!) - Washington Crossing State Park, Washington Crossing PA.

➤ **April 18th** - Tech night at EPM - Klaus Hueneke's shop in Tenant NJ. 6PM to ??

➤ **May 2nd** - Moribundi at TBA.

➤ **May 6th** - Three Club Rumble, hosted by New Sweden. Parvin State Park in lovely(!) Pittsgrove NJ. Ride there will be organized (you can hardly get there from here.)

➤ **May 9th** - Regular Club Meeting.

➤ **May 17th - 21st** - Morton's Spring Fling Rally, Natural Bridge VA. 2 days there, 2 days back, via great back roads.

➤ **May 19th - 20th** - Downeast Rally in Maine. Pre-registration strongly suggested (there are only so many lobsters..).

➤ **May 26th** - European Motorcycle Day - Maryland.

➤ **June 1st - 3rd** - Square Route Rally, Thurmont MD. Great rally. See Don for details. It will rain on this weekend.

➤ **Tuesday nights in June, July, August** - Ice Cream Runs. Locations to be announced. We need someone to take hold of this and make it theirs.

➤ **June 6th** - Moribundi Lunch at TBA.

➤ **June 13th** - Regular Meeting.

➤ **June 14th - 17th** - BMW-RA Rally at Copper Canyon, Colorado. Some thought is being given to a slow ride out, followed by a wander to California and back via interesting roads. See Don if interested. The ride would start on Sunday June 10th or Monday June 11th (depending on planning.)

➤ **June 23rd** - Club Picnic. Location to be determined.

➤ **July** - Tuesday night - Ice Cream Runs - continue. Locations TBA.

➤ **July 4th** - Moribundi lunch - location TBA.

➤ **July 11th** - Regular Club Meeting.

➤ **July 19th - 22nd** - BMW-MOA National Rally in Missouri. Roger T is organizing registration and expects club members to attend and help out. This will be the hottest weekend on record in Missouri.

➤ **August** - Tuesday nights - Ice Cream Runs continue. Locations TBA.

➤ **August 1st** - Moribundi Lunch - location TBA.

➤ **August 8th** - Regular Club Meeting.

➤ **Late August** - Club weekend ride to somewhere nice - perhaps Bennington NY or that general area.

➤ **August 31** - September 3rd - Finger Lakes Rally, Finger Lakes NY.

➤ **September 5th** - Moribundi lunch - location TBA.

➤ **September 12th** - Regular Club Meeting.

➤ **September 21st - 23rd** - Last Chance Rally, Elmer NJ. See Harold or Don for details. Support our brother club - New Sweden BMW Riders!

➤ **October 3rd** - Moribundi Lunch - Location TBA.

➤ **October 10th** - Regular Club Meeting - and nominations for officers for 2013.

➤ **Late October** - Colors in the Catskills - Hunter Mountain NY, date to be announced.

➤ **November 7th** - Moribundi Lunch - Location TBA.

➤ **November 14th** - Regular Club Meeting - and annual officer election.

➤ **December 5th** - Moribundi Lunch - Location TBA.

➤ **December 12th** - Regular Club Meeting.

➤ **December sometime** - Annual Toy Run to Children's Specialized Hospital, Toms River, NJ.

➤ **December sometime** - Annual holiday party. Location and date TBA. RD Swanson is party captain.

# Personal service— it's the cornerstone for all our relationships

More than just buying insurance.

- face-to-face personal attention
- quick, fair claims processing
- you know who you're dealing with—we're not some anonymous 800 number
- we're there when you need us



When it comes to insurance, our philosophy is simple—the broadest coverage at the best price, fast claims response and the advantage of a local agent. See us today. You'll be amazed at the difference personal service makes.

Contact us for your motorcycle insurance needs.  
We can provide competitive quotes from 3 or more carriers.

John B. Wright Insurance

Greg Wright  
greg@johnbwright.com  
www.johnbwright.com  
800-224-6693



**MEETING – Weds – February 8<sup>th</sup>  
Schneider's, Main St. Avon-by-the-Sea  
T-Shirts can be ordered at the meeting!**

**NJS-BMW-Riders Inc.**  
John Malaska, Secretary  
18 William Lane  
Wayside, NJ 07712-3728