



ROLLING THUNDER

January 2010

WWW.SCHRA.ORG

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**Next Meeting
January 14
Thursday 7:00pm**



President's Message

Mike Levison

It was cause for considerable concern, that the day of our 2009 Holiday Party was a badly needed rainy one. It was drizzling or raining from sunrise until late evening, with raindrops showing on the shoulders of our arriving guests. Though rocks were falling onto the roadway through Placerita Cyn, requiring necessary vigilance to avoid hitting one, I didn't hear a single complaint. Instead, surprisingly and happily, we had one of the largest turnouts of any previous club event I can recall, with 56 people showing up, bringing with them platters of delicious foods of many varieties. I have been enjoying the many leftovers for 3 days now, but still have a surplus of spinach dip (even after omelets, sandwiches, etc.) and some pumpkin pie, which should disappear by tonight.

The commentary we have received from many of you has been it was a terrific party, which is the same conclusion Ruthann and I reached. We marvel at the congeniality and sociability of our club, and enjoy seeing the comfortable interaction that takes place. Ours is a unique organization in this regard, with everyone really seeming to enjoy each other's company. And all this is achieved with a minimum of alcohol consumption, which for a "biker club" is sort of an embarrassment!

In case you're curious, red wine was the most popular, followed by bottled water. Vodka was close, being mixed with cranberry juice a popular combination. It was tough to gauge the beer and soft drinks, as we had the self-help tubs and I wasn't trying to keep an accurate inventory anyway. Bob T. helped dispose of some really old Jack Daniels from a bottle I've had over 25 years but don't drink myself. Charlie gave similar help on an old bottle of Canadian Club. Someone took one shot of tequila, which being the bartender I mention only to verify what a light drinking crowd we are. It's easy and not very expensive to host a bar for SCHRA! At least no one asked for a "Shirley Temple", but the cranberry drinks were close!

(Cont. on page 4b)



From the Editor

Lou Piano

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**2009** has completed it's all too swift journey and left behind memories both tragic and wonderful. On one hand, taking a small piece of our hearts never to be returned to normal, on the other hand, memories of rides, events and friends to cherish forever. Like a newborn, 2010 begins with the promise of new adventures and more wonderful memories.

## Tiger Favorites

The police asked Tiger's wife how many times she hit him. "I don't know exactly...put me down for a 5."

Phil Mickelson contacted Tiger's wife to pick up tips on how to beat Tiger.

What's the difference between a car and a golf ball? Tiger can drive a ball 375 yards.

Tiger Woods wasn't seriously injured in the crash, but he's still below par.

What were Tiger Woods and his wife doing out at 2:30 in the morning? They went clubbing.

Tiger Woods crashed into a fire hydrant and a tree. He couldn't decide between a wood and an iron.

Ping just offered Elin an endorsement contract for her own set of drivers; to be named "Elin Woods...the clubs you can beat Tiger with."

Tiger just changed his nickname, but still kept it in the cat family. His new name? Cheetah!

Tiger was driving an Escalade. Can he blame the accident on his caddy?

Hello. Mister Woods, this is the On Star operator. We have detected that an angry person has put a golf club through your window. We are contacting Nike for a new club.

Who among us doesn't hear a car crash and immediately grab the closest golf club they can find??!!

Tiger's new movie: Crouching Tiger, Hidden Hydrant.

Tiger Woods owns lots of expensive cars. Now he has a hole in one.

Poor choice; he should have gone with the driver.



## Excellent Adventure—2010

J.B.

### “TO HELL YOU RIDE”

The Year 2010 marks the 3<sup>rd</sup> Edition of this “extra-long ride offering” and has already attracted a number of club members who plan to attend.

The 2008 Edition of E/A was a 4-night (5-day) exploration of Southern Arizona, including visits to Tombstone, Bisbee, and San Javier Del Bac Mission.

In 2009 (E/A 2<sup>nd</sup> Edition), also a 4-night (5-day) event, and included visits to Monument Valley, followed by a spectacular drive around the Escalante Staircase of Southern Utah, plus visits to Cedar Breaks, UT and Mesquite, NV.

For 2010, E/A provides a longer venue (7-nights, 8-days) for those who are able to make the time and who have the endurance for a longer adventure. If successful, we will consider the “longer route” for future editions.

Because of our location in Southern California, it takes virtually 2-days of ride before you get to the really great locations to the north or southwest; hence, the longer trip becomes a necessity. Again, we realize that such a venture may exclude a substantial percentage of SCHRA membership (who continue to support our economy by having a job), but it does provide a venue for those who have the ability and desire to enjoy a longer trip.

E/A 2010 will encompass about 2500 miles, or an average of 313 miles per day. During the course of the event, there will be two opportunities to take time off and explore the towns where we stay for 2-nights; these will be Telluride, CO (“To Hell You Ride”), and also a 2-night stay in Aspen, CO.



Excellent Adventure 2008

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### ITINERARY

Our route will take us from Los Angeles to Williams, AZ (464 miles) where we will spend our first night.

From Williams we continue west to Gallup, NM and then head north, to Telluride, CO (351 miles).

Day #3 is planned as a “free” day for those who wish to explore this old mining town, more recently morphed into a world-class ski venue. For those who want to ride, there will be a loop itinerary (146 miles) to Silverton, and Ouray, aka “Little Switzerland.”

Day #4 will take us through the mountains, stopping briefly at the town of Crested Butte, and then continuing to Aspen (252 miles), where we will stay for two nights.

Day #5 provides another opportunity to explore a world-class ski town or take a circle tour (205 miles) going through Leadville, CO (highest incorporated city in the U.S.), Vail, Beaver Creek, Glenwood Springs and return to Aspen.

Day #6 we begin our trip westward to Moab, UT (229 miles) and a scenic drive through Arches National Monument. Overnight in Moab.

Day #7 will take us through some highly scenic portions of Utah and Arizona until we reach our accommodations in Prescott, AZ (395 miles).

Day #8 completes our journey as we take a different route from Prescott, back across the Mojave Desert, and home again (393 miles).

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As of mid-December 2009, the following individuals have indicated their desire to participate in E/A 2010:

(continued on next page)

(cont. from page 3)

JB & Judy Bruce  
Mike & RuthAnn Levison  
Ron & Sandy Lynn  
Lee & Anita Blackman  
Jerry & Cindy Stern  
Lou Piano  
Richard Slobin



At this point, the above itinerary has been reviewed and re-reviewed and shared with most of the participants. With some minor adjustments and advice, the itinerary has been fine-tuned and probably not subject to any further significant modifications or changes.

The only remaining item yet to be done is the selection of our accommodations and individual reservations made. Before this final item is undertaken, we want to extend an invitation to any other SCHRA members who might like to participate, to notify JB, so as to be included for hotel/motel reservations. Any questions regarding this event should be directed to JB, either in person, by phone, or email (details in roster).

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Editors Note: E/A is scheduled for Sat. 5/22 to Sat. 5/29

President's Message (from page 1)

An important bit of information I'd like to put forth for any future volunteers: In the many events we have held at our home over the years, both indoors as well as outdoors, we can announce not one iota of damage, spilled drink, or broken anything has been experienced. We are all so damn well behaved, it is again almost embarrassing!

Our sincere thanks go to Anita Blackman and "JB" Bruce for coordinating this affair. Also, our appreciation for 2 years of work and effort from the other Blackman, our good friend and pro-bono counselor and monthly retail proprietor, Lee. Upon being reminded at the party, I expressed for our club, gratitude to Sandy Lynn for her work at selling raffle tickets at every meeting, and now assuming the duties of Secretary. She deserves the club's recognition, but I was remiss in not mentioning our permanent Treasurer, her husband Ron. He does a one man show of purchasing raffle items and dispersing them every month, it being our number one fund raiser and entertainment. Then of course he records it all for our examination and tax reports. They



both do it all with enthusiasm, competence and good humor! They are indeed "treasures" and a fun couple!

This is long overdue in coming: I have been very fortunate to have a beautiful partner to help watch over and share the business details of our life, as well as prepare the house and decorate for parties, move light furniture, cook occasionally, raise the kids, wash the dishes, do the laundry, pay the bills, plus a bunch of other stuff, and also be a fun riding companion and best friend. Ruthann has been doing this for 52 years without much public accolades or recognition. I haven't wanted to spoil her! Now that 2010 is here, it's a good time to start: With everlasting love, thanks Babe! You have been a "super treasure". Ours has been one terrific journey, and you have made it all possible! (ML)

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## You Meet the Nicest People... J. B.

You can work with people for years and years, but still not know everything about them.

I was reminded of this fact recently while conducting a “quarterly review” with clients Richard and Patty Howell and Paul and Kerry Howell (Rich and Paul are brothers). They’ve been financial advisory clients of ours for many years and, as such, we thought we knew a lot about them, their families, business, etc.

One day, not too long ago, I was at their Long Beach office and was walking through the warehouse with Richard when I noticed that there were lots of interesting things which the Brothers Howell had accumulated over the years, not the least of which were motorcycles; Harley Davidson Motorcycles. “You mean you guys ride Harleys too?”

Prior to starting my motorcycle riding career, I hardly gave any motorcycle a second look. Fortunately for me, this warehouse visit took place only a couple years ago, and I was quite surprised that my long-time clients were both riders, and had wives who enjoyed sitting in the “B” seat. They too were surprised (shocked is more like it) that I (at age 70) had taken to riding, when most sane people were switching to square dancing or needle-point. It took but a very few minutes before we agreed to take a ride together.

Not being too shy about following up on such matters, I phoned Rich and Patty and booked our first day-ride. Just getting to

their house in Yorba Linda was a ride in itself, but after some coffee and juice and a few other goodies which they served, we were on our way; two bikes, four people.

Rich led the way through Orange County Back-roads I had never ever seen. Our ultimate destination was Cook’s Corner, a combination greasy-spoon and biker hangout. It was a kick.

Our next ride had them coming to the Simi Valley where we met for the same “coffee and” at our house. Then it was off to Cold Spring Tavern by way of the Ventura County Back roads. On the return trip we drove through Ojai and then Balcom Canyon, now that I know how to find it.



Our most recent ride also included Paul and Kerry and once again the rendezvous point was Yorba Linda. From there we rode the 91 Freeway to the 215 and then south to Temecula. After lunch we continued our ride through the San Diego County Back-Country until we arrived at our destination for the night, Julian. The town was really crowded and then we suddenly realized that the reason that so many people were in the streets wearing stupid costumes; it was October 31st; H-Day.

Next morning after an awesome visit to a locals-only bakery, we headed north again, discovering some by-ways we had never driven before. Lunch at Tom’s Farm (near Corona) and then home again. The six of us had a great time. Years ago I did a stint as Advertising Manager with American Honda Motor Company. In those days our advertising message was “You Meet the Nicest People on a Honda.” That was more than 40 years ago. Today I have come to think that you meet the nicest people on a Harley, or a Honda, or a Yamaha, or a Suzuki, or a BMW, or.....well, you know what I mean.

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Meet Your Member

Sumbudy

After interviewing this month's candidate for SCHRA infamy, our conclusion was this guy must have the cleanest windows and best-behaved dog in the country west of Brooklyn, his birthplace on April 27, 1947. With the nickname 'ol grumpy' already



being used when referring to a handful of us, and 'Elvis' not seeming to fit, Ira Greenberg made it to now just being called Ira or 'Hey You'. At least this is his claim! (For the sake of honesty, Sumbudy added the 'Hey You')

Ira was the third generation of his family to be in

the commercial window cleaning business. Prior to 1946 when they moved to California, his grandfather and father earned their living that way. They re-established the business out here, and it must not have looked too bad, for Ira followed along upon graduating from Grant H.S. in Van Nuys. He was able to avoid the Vietnam military draft that was in effect in the sixties due to a combination of family illness business necessity, and accrued injuries that he incurred riding bulls, horses and racing motorcycles.

While hanging out at his favorite spot, Studio Stables in the Riverside Rancho area, roping practice caught him a wife. He says he literally lassoed a young lady named Loretta, married her 41 years ago, produced 2 girls now 34 and 40, and proudly reports 3 grandsons and 1 granddaughter. Having spent 47 years in the window cleaning business, Ira and Loretta also turned the hobby of

dog training into a secondary occupation lasting 37 years.

Motorcycles have been a part of Hey You's life continuously since childhood. Not counting the various scooters owned, his first m/c was a '56 Zundapp, which Sumbudy never heard of, followed by a slew of English bikes like BSA, Norton, Ariel, etc. Soon to be included was a '45 Harley-Davidson. There are at present 5 bikes in his garage, including an old Honda Scrambler bought new umpteen years ago, plus a very nice Custom enabling Ira to have membership in the Hamsters M/C Club. His favorite is the '09 Road Glide Screaming Eagle.

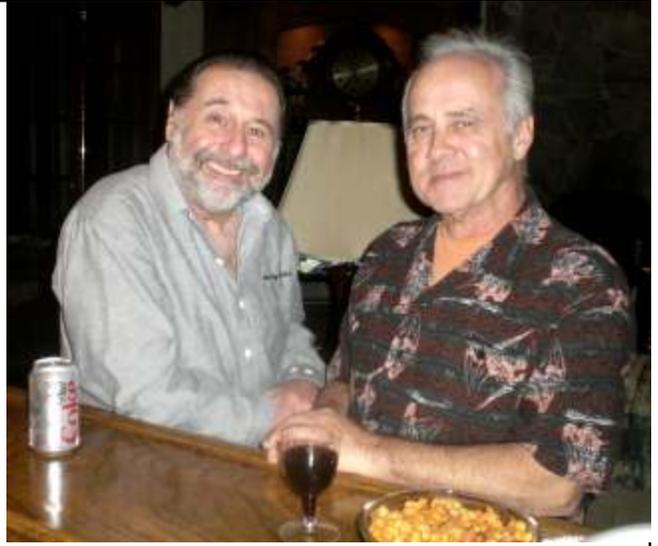
Ira was a member of our predecessor club, the original Van Nuys Hog Chapter, but didn't come into SCHRA until several years after it was formed, brought in by old friend Steve Cowan. Previous injuries have taken their toll on our pal, with him having numerous back surgeries more frequently than Sumbudy has dental fillings, but he is now back in the saddle again. With words of sympathy being inadequate, we must tell of the passing of a son-in-law due to cancer last autumn, leaving 2 grandkids fatherless. Our heartfelt concern and condolences are sincerely expressed.

Asked about favorite rides experienced, one taken with a couple of friends to British Columbia and Banff was recalled, and the annual SCHRA rides to Kotler's and Tahoe immediately came to mind. However, he was careful to point out that all the SCHRA rides are great, with each being somewhat different depending on the changing dynamics of who is participating. Sumbudy couldn't agree more!



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# Biker Pics



### *Eye and Face Protection*

A plastic shatter-resistant face shield can help protect your whole face in a crash. It also protects you from wind, dust, dirt, rain, insects, and pebbles thrown up from the vehicles ahead. If you don't have to deal with these types of problems, you can devote your full attention to the road.

Goggles protect your eyes, but they don't protect the rest of your face as a face shield does. A windshield is not a substitute for a face shield or goggles. Most windshields will not protect your eyes from the wind. Neither will eyeglasses or sunglasses. Glasses won't keep your eyes from watering, and they might blow off when you turn your head. To be effective, eye or face shield protection must:

- Be free of scratches.
- Be resistant to punctures.
- Give a clear view to either side.

Fasten securely, so it does not blow off. Permit air to pass through, to reduce fogging. Permit enough room for eyeglasses or sunglasses, if needed. Tinted eye protection should not be worn at night or any other time when little light is available.

### *Clothing*

The right clothing protects you in a collision. It also provides comfort, as well as protection from heat, cold, debris, and the hot and moving parts of the motorcycle.

Jacket and pants should cover arms and legs completely. They should fit snugly enough to keep from flapping in the wind, but still allow you to move freely. Leather or a sturdy synthetic material offers the most protection.

Wear a jacket even in warm weather to prevent dehydration. Many are designed to protect without getting you overheated, even on summer days.

Boots or shoes should be high and sturdy enough to cover your ankles and support them. Soles should be made of hard, durable, slip-resistant material. The heels should be short so they do not catch on rough surfaces. Tuck in laces so they won't catch on your motorcycle.

Gloves allow a better grip and help protect your hands. Your gloves should be made of leather or similar durable material.

In cold or wet weather, your clothes should keep you warm and dry, as well as protect you from injury. You cannot control a motorcycle well if you are numb. Riding for long periods in cold weather can cause severe chill and fatigue. A winter jacket should resist wind and fit snugly at the neck, wrists, and waist. Good-quality rain suits designed for motorcycle riding resist tearing apart or ballooning up at high speeds.

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Product Corner

Ron Lynn

Stay Alert: Caffeine Chewing Gum

Picture this situation: Beautiful Day; riding along at 60+ mph; a straight road or in a column of riders for an extended period of time; just had lunch; experiencing that feeling of being so tired that you are not seeing the road and feel like closing our eyes for just a minute. Familiar, concerning and just downright frightening!

You start talking to yourself, maybe sing a few bars of a lively ditty or just rant gibberish. Maybe shake your head back and forth a few times. But this doesn't quite work so a good smack on the helmet or in the face comes next. But that sleepy feeling soon returns.



We could stop and consume coffee (acid) , or maybe a Red Bull (sugar) but we continue on, thinking this will pass. There is another method of consuming **CAFFEINE** immediately without stopping. Have a little caffeine chewing gum in your pocket and pop it into your mouth and within 5-15 minutes you are wide awake actually seeing the road ahead of you.

You will experience a very bitter taste until all the caffeine is absorbed.

Stay Alert Caffeine gum contains 100mg of caffeine which is equal to a six-ounce cup of coffee or a small NoDoz tablet. It is convenient, lightweight, compact and even climate proof. It delivers caffeine five times faster than a liquid or a pill because it is absorbed through the blood vessels under the tongue, not the gut.

So wake up! Enjoy the ride! Be safe!

Sale Prices:

- \$7.65 for 6-packs (5 pieces per pack)
- \$28.80 for 24 packs.
- Flavors: Cinnamon; Arctic Mint; Spearmint.

Contact: Stayalertgum.com

Remember: If you see something you like, buy it!

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## Biker Funnies

The cost of medical exams is on the rise and this is the reason.

A man holding a parrot came running and screaming into a veterinarian's office. The vet immediately brought him into an exam room.

The vet carefully examined the parrot, and then said to the man, "I'm sorry, but this bird is dead." The man began to cry, "No! No! That can't be true! I want another opinion."

The vet thought for a second, then said, "okay," and left for the back office. He returned with a black Labrador Retriever. The Lab sniffed and sniffed the bird, finally letting out a low "woof" sound and looked up at the vet. The vet said to the man, "the dog thinks that the bird is dead too."

The man said, "I don't believe it! I want another opinion!" The vet then left with the Lab and came back with a cat. He placed the cat on the exam table. The cat walked over to the bird and sniffed and nudged it again and again. Finally, the cat shrugged its little shoulders and walked away from the bird. The vet said, "the cat thinks it's dead too." The man sighed and said, "I guess you're right. How much do I owe you?"

The vet replied, "That will be \$600.00." The horrified man said, "Six hundred bucks! Just to tell me my bird is dead? That's outrageous!"

The vet answered, "Well, I was going to charge you \$50.00, but then I had to include the Lab fees and CAT scan."!!!

A middle school in Oregon was faced with a unique problem. A number of girls were beginning to use lipstick and would put it on in the bathroom. That was fine, but after they put on their lipstick they would press their lips to the mirror leaving dozens of little lip prints.

Finally the principal decided that something had to be done/ So she called all the girls to the bathroom and met them there with the maintenance man.

She explained that all these lip prints were causing a major problem for the custo-

dian who had to clean the mirrors every night.

To demonstrate how difficult it was to clean the mirrors, she asked the maintenance guy to clean one of the mirrors.

He took out a long-handled squeegee, dipped it into the toilet and then cleaned the mirror.

Since then there have been no lip prints on the mirror. There are teachers and then there are Teachers.....

A Texan buys a round of drinks for all in the bar as he announces his wife has just produced "a typical Texas baby boy weighing 20 pounds."

Congratulations shower him from all around and many exclamations of "Wow!" are heard. A woman faints due to sympathy pains.

Two weeks later he returns to the bar. The bartender says, "Say, you're the father of the typical Texas baby that weighed 20 pounds at birth. How much does he weigh now?"

The proud father answers, "Ten pounds."

The bartender is puzzled and concerned. "Why? What happened? He weighed 20 pounds at birth."

The Texas father takes a slow swig from his long-neck Lone Star, wipes his lips on his shirtsleeve, leans into the bartender and proudly says, "Had him circumcised."

A middle aged woman had a heart attack and was taken to the hospital. While on the operating table she had a near-death experience.

Seeing God, she asked if this was it. God said, "No, you have another 43 years, 2 months, and 8 days to live."

Upon recovery, the woman decided to stay in the hospital and have a facelift, liposuction, breast augmentation, & tummy tuck. Since she had so much more time to live, she figured she might as well make the most of it.

She got out of the hospital after the last operation and while closing the street was killed by an ambulance speeding to the hospital.

Arriving in front of God, she demanded, "I thought you said I had another 40 years?" God replied, "Sorry, I didn't recognize you!"

## 2010 Ride Schedule

| Destination               | Date(s)/Day(s)          | Meeting Place       | Time    | Ride Captain |
|---------------------------|-------------------------|---------------------|---------|--------------|
| Santa Barbara—Lunch Ride  | Jan. 9, Sat.            | Woodlake Bowl       | 9:30 am | Marv F.      |
| Monthly Meeting           | Jan. 14,                | Four 'n Twenty Pies | 7:00 pm |              |
| Temecula Inn & Tom's Farm | Jan. 23-24, Sat. & Sun. | Millie's            | 9:30 am | Jerry B.     |
| Laguna Beach              | Feb. 6, Sat             | Solley's            | 9:30 am | Jerry S.     |
| Monthly Meeting           | Feb. 11                 | Four 'n Twenty Pies | 7:00 pm |              |
| Pismo Beach—overnighter   | Feb. 20-21 , Sat. & Sun | Woodlake Bowl       | 9:00 am | Cindy S.     |
| Monthly Meeting           | Mar. 11                 | Four 'n Twenty Pies | 7:00 pm |              |
| Laughlin                  | Mar. 13-14, Sat. & Sun. | Millie's            | 8:00 am | Mike L.      |
| Cold Springs Tavern       | Mar. 21, Sun.           | Woodlake Bowl       | 9:00 am | Mitch P.     |
| Pasta Michi—Dinner Ride   | Mar. 27, Sat.           | Millie's            | 5:30 pm | Lou P.       |
|                           |                         |                     |         |              |

2010 Ride Schedule is here!!!

Go to [SCHRA.ORG](http://SCHRA.ORG) for complete list.

### SCHRA Departure Sites

Woodlake Bowl  
23130 Ventura Blvd., Woodland Hills

Solley's  
4578 Van Nuys Blvd., Sherman Oaks

Millie's  
10318 Sepulveda Blvd., Mission Hills

Denny's Roxford  
12861 Encinitas Ave., Sylmar

Denny's Sand Canyon  
15401 Delone St., Santa Clarita

### Extra Wind

Submit any ride suggestions or requests for companions to join you on your ride or trip in this space.

Saturdays @ 9:30am—Starbucks at the corner of Ventura Blvd., & Topanga Canyon Blvd. Meet with members and non-members for an impromptu ride. Usually includes lunch and sex.

### SCHRA Road Captains

|                 |                            |
|-----------------|----------------------------|
| Jerry Bruce     | Lou Piano                  |
| Marvin Feuerman | Mitch Pullman              |
| Mike Levison    | Richard Slobin (Sr.<br>RC) |
| Ron Lynn        | Cindy Stern                |
| Dave Malin      | Jerry Stern                |

### 2010 Officers and Board members

|                     |                |                      |
|---------------------|----------------|----------------------|
| President           | Mike Levison   | Pres@schra.org       |
| Vice-President      | Jerry Stern    | VicePres@schra.org   |
| Secretary           | Sandy Lynn     | Secy@schra.org       |
| Treasurer           | Ron Lynn       | Treas@schra.org      |
| Officer-at-Large    | Steve Cowan    | OAL@schra.org        |
| Senior Road Captain | Richard Slobin | SrRoad@schra.org     |
| Editor              | Lou Piano      | Editor@schra.org     |
| Webmaster           | Mike Levison   | Webmaster@schra.org  |
| Historian           | Judy Bruce     | Hist@schra.org       |
| Activities Chair    | Jerry Bruce    | Activities@schra.org |

## Classifieds

To place an advertisement here,  
contact [editor@schra.org](mailto:editor@schra.org)

To place an advertisement on our website,  
contact [webmaster@schra.org](mailto:webmaster@schra.org)

- Free for SCHRA members
- Ads will automatically be removed unless renewed after 90 days. This includes free ads.

2006 Lexus GS 300, dark grey, leather interior, 100,000 mile Lexus Factory extended warranty Must sell, new car arrives 11-10-09 Fully loaded (except Navigation) new tires, front brakes, serviced every 3500 miles, one owner, purchased new. Registration paid until August 2010.

Asking \$24,500 OBO

Lenny

818-884-7011 or 805-857-8811

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## Membership Updates

Don't forget to recruit new members!

### ATTENTION:

Member details (address/telephone info, e.g.) are not disclosed in Rolling Thunder because of its online availability to the world at large. Instead, update notices are designed simply to reflect the member's name and the category of updated info to be noted, followed by an instruction to contact SCHRA's roster-master ([treas@schra.org](mailto:treas@schra.org)) with any request for update details. This service is available only to SCHRA members current on their dues although SCHRA reserves the right to refuse this service at will without cause.

### IMPORTANT NOTICE:

Contact [editor@schra.org](mailto:editor@schra.org) if any of your contact information changes.

### DISPLAY AD RATE SCHEDULE

**COLOR ADS ARE NOW AVAILABLE!**  
**Exposure to High-End Clientele at Reasonable Prices Starts Here**

|                           |                             |
|---------------------------|-----------------------------|
| Full page \$40/mo members | \$50/mo non-members         |
| Half page, \$25/\$35      | Quarter page, \$15/\$20     |
| Eighth page, \$7.50/\$10  | (business card is 1/8 page) |

Prepay one year business card for discount to \$50/yr.; other prepaid discounts available as well. Substantial discounts for advertising both in Rolling Thunder and on the SCHRA website – contact [webmaster@schra.org](mailto:webmaster@schra.org) for details and rates. All art must be camera ready.