



# ROLLING THUNDER

February 2015  
WWW.SCHRA.ORG  
VOLUME XXIV NUMBER 2

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**Next Meeting:**  
**February 12, 2015**  
**Publishing Deadline for**  
**March Rolling Thunder is**  
**February 27, 6:00 pm.**



## President's Message

*Lou Piano*

The latest info from NBC is that it will cost 4.5 million dollars for the last 5% of available commercial space during the super bowl.

There will be over a dozen new advertisers during the big game this year according to an NBC source. Coke will only air one commercial instead of the 2 it did last year. Same for GoDaddy.

Speaking of Go Daddy, they are the first to pull an upcoming ad due to complaints from dog lovers. Seems some folks thought the ad promoted puppy mills. Can't wait to see what they do instead.

New advertisers will include Wix.com. Carnival, and Loctite which will be spending almost all of it's annual budget for the single ad.

McDonald's has not run an ad for over 6 years but will run one before the game this year. Pepsi, on the other hand, will run an ad during halftime!

Mars will run 2, one for Skittles and one for Snickers. That's a lot of candy bars!

Why am I writing about commercials for the Super Bowl? Well, beside pimping the event I find it interesting who's going to advertise at such high ad rates and what type of commercials they will run. They are frequently interesting and spectacular. The commercials will be talked about more after the game than the game itself. Once the game is over and the stats tallied it all becomes fodder for next year's games. The commercials, on the other hand, will continue to be shown. How will these commercials affect your buying habits?

I hope you don't think I'm full of hot *air* or that my ego is *under inflated*. I wouldn't want any of this to *blow up* at the Super Bowl party. Well, I don't want to *leak* any more info about the big game so.....

'Til next month, ride a lot and ride safe.

Ed

RT



**Excellent Adventure - 2015**  
*Jerry Bruce - Road Captain*

# JB's Excellent Adventure - 2015

Gentlemen & Ladies of SCHRA:

You are cordially invited to participate in an extraordinary exploration of some of the most scenic places in the great Southwest. Our adventure encompasses a total of 10-days and 9-nights and covers a distance of about 2500 miles.

Below, is a brief day-by-day outline of where we plan to go and what we plan to see. If you would like to join us, it will be up to each person(s) to make your own reservations as there are no rooms being held. The accommodations details are provided. As of the time of this writing, each of the listed properties has rooms available; however because this is "high season" they won't last very long.

**Thursday, April 30: Williams, AZ (Approx. 435 Mi.)**

Today we begin our drive east along I-40, crossing the Mojave Desert and the Colorado River as we head for our first night's accommodations in the western town of Williams. **Best Western Plus: 928.635.4400 - Approx. \$134 + TX. B 'fast included.**

**Friday, May 1 & Saturday May 2: Santa Fe, NM (Approx. 420 Mi.)**

Leaving Williams, AZ, we continue eastward crossing into New Mexico near Gallup. We continue east to Albuquerque, NM, then north to Santa Fe where we will spend the next 2-nights. Our accommodations are just a short walk to the Plaza and the old downtown area. This old city reeks of history as we walk along the Santa Fe Trail.

**Old Santa Fe Inn: 505.995.0800 - Approx. \$170 + TX. B 'fast included.**

**Sunday, May 3: Taos, NM (Approx. 120 Mi.)**

Today we head north through the hills on our way to the Village of Chimayo and a visit to the famous El Santuario De Chimayo, followed by traditional New Mexico lunch at Rancho De Chimayo. We then continue northeast to Taos for a visit to the incredible Taos Pueblo.

**The Historic Taos Inn: 575.758.2233 - Approx. \$85 to \$136.**

**Monday, May 4 and Tuesday, May 5: Durango, CO (Approx. 210 Mi.)**

Today we cross the Rio Grande and make our way to the railroading town of Chama for lunch. Now we are in the Northern New Mexico high country as we cross the mountains into Colorado. In addition to all of the many attractions of Durango, we will take a ride over "The Million Dollar Highway" for lunch and an exploration of the mining town of Silverton.

**Best Western Plus Rio Grande Inn: 970.385.4980 or 800.245.4466 - Approx. \$99 + TX. B 'fast included.**

**Wednesday, May 6: Chinle, AZ (Approx. 180 Mi.)**

Heading west we cross into Arizona and Navajo Country. Chinle is the closest town to Canyon De Chelly, but a world apart from anything you have likely seen before. We plan to make our exploration of this magnificent site from the various turn-outs along the rim.

**Holiday Inn Canyon De Chelly: 928.674.5000 - Approx. \$108 + TX.**

**Thursday, May 7: Torrey, UT (Approx. 300 Mi.)**

Today will be a feast for the eyes as we head north into Utah, riding through Monument Valley. After lunch in Blanding, UT we continue northwest for a drive through the fantastic landscape of Capitol Reef National Park.

**Capitol Reef Resort: 435.425.3761 - Approximately \$117 + TX.**

**Friday, May 8: Mesquite, NV (Approx. 250 Mi.)**

Today follows in the same tradition as yesterday, as we now head south and through The Grand Escalante Staircase; you'll understand it when you see it. After lunch in Escalante, we continue to a ride-by of Bryce Canyon, and later, a drive-through of the Zion Park back-country. After a slice of Bumbleberry Pie in Springdale, we head toward I-15 and the fascinating ride through the Virgin River Gorge to Mesquite, NV.

**Casa Blanca Resort: 702.346.7529 - Approx. \$89 + TX.**

**Saturday, May 9: Return Home (Approx. 375 Mi.)**

Today we continue along I-15 through Las Vegas and return to Southern California.

If anybody would like to join us for this pre-summer trip, simply notify the establishments listed above and make your own accommodations reservations. Also, please let JB know if you intention.





## Upcoming Events

*JB - Activities Chairman*

# Upcoming Events February & March

\* (Disclaimer) Just a short note to inform everyone that the events which appear below are those which have been proposed, but not yet officially club-sanctioned. A Road Captains Meeting is scheduled for February 3, 2015, at which time the proposed Events Calendar will be reviewed and individual Road Captains appointed.

It is possible that some of the events listed may be modified, eliminated, or rescheduled for a different date. Any such changes will be announced by way of an Event Alert.

### **FEBRUARY**

#### **Sunday, 2/1 - Super Bowl Party: Hosts Linda & Randy Rahm, 2:30 PM (Kickoff 3:30)**

Come join us for some munching, schmoozing, and some great football action at the Rahm abode in beautiful downtown Burbank. The Chef is planning on serving "pea Soup" and "BBQ'd Brats" plus whatever else you folks decide to bring in the way of some hors d'ouvres or desserts. Let Randy know if you plan to attend and if you plan to bring something.

#### **Tuesday, 2/3 - Road Captains Meeting: Stern Residence, 6:30 PM**

This is a meeting only for all current Road Captains and all "would-be" Road Captains. Let Senior Road Captain - Jerry know if you plan to attend.

#### **Thursday, 2/12 - Club Meeting @ Four N 20: 6:30 PM Dinner, 7:30 PM Meeting**

Please be careful when ordering the Corn Chowder; it is habit forming!

#### **Sunday, 2/15 - Lunch in Santa Paula @ Rabalais Bistro (Time & Meet. TBA)**

This wonderful little restaurant first showed up on our 2014 calendar and it was so well received that we thought we'd come back again in 2015. Do not miss!

#### **Saturday, 2/28 & Sunday 3/1 - Julian Overnighter: (Time & Meet. TBA)**

If I were a betting man, I'd pick this event as a possible reschedule. Julian is a wonderful little town in North San Diego County but it's elevation at 3,000 Ft.+ could be problematic if it rains (SNOW??? Yikes #@^%\$@!!!). Glad I'm on 3-wheels. Remember, the Event Alert tells all.

### **MARCH**

#### **Thursday, 3/12 - Club Meeting @ Four N 20: 6:30 PM Dinner, 7:30 PM Meeting**

Have you seen the generous amount of wine they pour at this place? BTW, the red is not Burgundy (as it says in the menu) but Caber-Net-Saw-Vignon!

#### **Saturday, 3/14 - Watts Towers: (Time & Meet TBA)**

Now I know what you're thinking; Watts?!! Surely not the greatest spot in South-Central but still a visual treasure up close. We'll drive in, take a look-see, and drive out. Let's eat!

#### **Sunday, 3/22 to Saturday, 3/28 - Arizona Bike Week: (Time & Meet TBA)**

This seven (7) day event is new to our calendar in 2015 and encompasses three days of sightseeing before arriving in Scottsdale, AZ and the West-World venue.

Our itinerary includes a night in Laughlin and a day of driving Old Route 66. Following a visit to Jerome and a night in Cottonwood, AZ we drive the scenic highway through Payson, before arriving in Scottsdale. (See previously-sent Event Alert for additional details)



## The "Saturday" Report

*JB -- Activities Chairperson*

*Saturday, 1/3/2015:*

Ride cancelled in memory of Johnny Morino. Separate memorial held at a nearby church; filled to overflowing with friends, relatives and well-wishers. Many SCHRA current and former members in attendance.

*Saturday, 1/10/15:*

Ride cancelled due to funny wet stuff falling from the sky. Chicken Little??!!

*Saturday, 1/17/15*

Finally, we ride. Lunch al-fresco in Ojai at Boccali's. Eggplant Parmesan was a hit. Those attending were Lou P., Mike L., JB, Mitch P., Jerry S., Randy R., Steve C., and Steve T.

*Saturday, 1/24/15*

Windy but gorgeous. George W. led group over Box Canyon and through Simi Valley. Lunch at La Paz Mexican Seafood Restaurant on Las Virgenes Rd., Calabasas. Participants also included Terry G., Lou P., JB, Ralph B. Mitch P., and guest Dean S.

*Saturday, 1/31/15*

(Details in next month's newsletter)



## Safety Report

*Jerry Stern - Sr. R/C*

**W**hile being a road captain is a difficult responsibility, requiring watching not only road conditions ahead but also keeping tabs on the following pack of riders, one of the major difficulties occurs when the pack straggles. It's not uncommon for a pack of ten bikes to straggle loosely to the extent that the last bike might be 1/4 mile or more separated from the leader. That is, in a word, unacceptable. While it might require some effort and attention for the pack to keep a tight formation, straggling back the length of approximately 40 eighteen-wheelers makes it not only impossible for the leader, but also quite dangerous when the leader has to remove his or her concentration from leading to keeping tabs of stragglers in the rear view mirrors. It is frustrating and dangerous for the leader and I would dare say inconsiderate for

the followers to allow themselves to become so lazy. It also makes lane changes very tedious and tenuous. The road captain may see a lane opening long enough to move the pack over, but the stragglers may see it as the road captain just weaving in and out of lanes. It's a lose-lose proposition.

When we say "concentrate on your ride", that means among other things that all pack riders should avoid straggling. A gap of 7 or 8 bike lengths is sufficient between you and the bike directly in front of you in the same line, even at freeway speeds. More than that is unnecessary. If you lose touch or sight of the bike in front of you, you've created a bad situation for everyone.

Please make a better effort to find a comfortable position for yourself in the pack formation, and when you see the gap between you and the bike in front of you increases to more than the length of an eighteen-wheeler, screw on the throttle of your mighty V-Twin, and close the gap. It's better for all concerned, and much safer also.



# SCHRA Boutique

Randy Rahm VP

- Dark blue short sleeve t-shirts - S, L, XL
- Baby blue short sleeve t-shirts - XXL
- Most t-shirts have a pocket.

Also in stock are large and small club logo patches suitable for sewing on your jacket, vest, or shirt.

Club hats in black and orange with embroidered SCHRA patch.

Club logo pins with two-post mountings that can be easily switched among garments, hats, etc.

Also available at no charge are commemorative patches honoring members who have passed. Foss, Whitey, Julie. These patches are suitable for sewing on your jacket or vest or....? Miscellaneous items are in stock as well. Don't hesitate to inquire. When you call us (Jack, anyway) we haul ass! Operators are standing by.

The SCHRA members boutique is now open for online and telephone orders! The summer riding season is quickly upon us and you'll want to refresh your supply of miscellaneous SCHRA logo items. We have in stock a wide variety of shirts, patches, pins, hats, etc. Simply decide what you need and place your order via email at [VP@schra.org](mailto:VP@schra.org). We'll either bring your order to the next meeting or arrange delivery in some other fashion.

We have:

- Black short sleeve logo t-shirts in sizes - S to 2XL
- Black long sleeve logo t-shirts - S to 3XL
- White long sleeve logo t-shirts - S, 2XL & 3XL

All Shirts are \$15.00

Last Update: 1/12/13

Black Short Sleeve

Small	3
Medium	3
Large	1
Ex. Large	5
2XL	2
3XL	0

Black Long Sleeve

Small	4
Medium	4
Large	1
Ex. Large	2
2XL	4
3XL	1

White Short Sleeve

Small	0
Medium	0
Large	2
Ex. Large	0
2XL	0
3XL	0

White Long Sleeve

Small	1
Medium	0
Large	0
Ex. Large	2
2XL	0
3XL	0

Dark Blue Short Sleeve

Small	5
Medium	0
Large	0
Ex. Large	2
2XL	0
3XL	0



<u>Hats</u>		
Black w/Logo	14	\$10.00
Orange w/Logo	4	\$10.00
Black w/SCHRA	7	\$10.00
<u>Patches</u>		
Extra Small Patch	9	\$ 7.00
Small Patch	46	\$ 7.00
Large Patch	25	\$25.00
Pins	95	\$5.00



## 2015 Officers and Board Members

President	Lou Piano	Pres@schra.org
Vice-President	Randy Rahm	VP@schra.org
Secretary	Sandy Lynn	Sec@schra.org
Treasurer	Ron Lynn	Treas@schra.org
Officer-at-Large	Glenn Jace	OAL@schra.org
Senior Road Captain	Jerry Stern	SrCpt@schra.org
Editor	Lou Piano	Edit@schra.org
Webmaster	Mike Levison	Web@schra.org
Historian	Judy Bruce	Hist@schra.org
Activities Chairman	Jerry Bruce	Activ@schra.org

### SCHRA Road Captains

### SCHRA Departure Sites

Jerry Stern ~ JS  
Senior Road Captain

Lee Blackman ~ LB  
Jerry Bruce ~ JB  
Joe Gubbrud ~ JG  
Ron Lynn ~ RL

Lou Piano ~ LP~AL  
Randy Rahm ~ RR  
Cindy Stern ~ CS  
Jerry Stern ~ JS

Starbucks  
Ventura & Topanga Canyon  
  
Solley's  
4578 Van Nuys Blvd., Sherman Oaks  
  
Millie's  
10318 Sepulveda Blvd., Mission Hills  
  
Denny's Sand Canyon  
15401 Delone St., Santa Clarita  
  
McDonald's  
Kanan Rd., NE corner behind Shell Station

### SCHRA 2015 Events - February

Sunday	2/1/15	Super Bowl Party	Still begging people	To host this event	1:00 pm - 4:00 pm
Thursday	2/12/15	Club Meeting ( I hope I don't forget)	Four 'n 20 Pies	You're on your own	7:30 pm
Sunday	2/15/15	Santa Paula lunch at Rabalais Bistro	TBA		
Sat - Sun	2/28-3/1	Julian Overnighter	TBA		

### SCHRA 2015 Events - March

Thurs	3/12	Club Meeting	Four 'n 20 Pies		7:30 pm
Sun - Sat	3/22-28	Arizona Bike Week		JB	

## Classifieds

### Gerbing Electric Jacket Liner.

Used. Size: Large

Has older wiring but heats like original. On-Off Controller included.

Wiring for electric gloves in the sleeves. Excellent Condition: New Liner Costs: \$250

Ron Lynn:

**Purchase for \$50.**

Tele: 818-772-7288

### Shindler & Lynn, CPAs

AN ACCOUNTANCY CORPORATION

*Ronald H. Lynn, C.P.A.*

16055 VENTURA BLVD., SUITE 924  
ENCINO CA 91436  
ron@shindlerlynncpa.com

(818) 905-1858  
(818) 380-0230  
FAX (818) 905-1995

For sale, a new, large size, Bilt Techno Bluetooth Modular Helmet. Features include: Sync with Bluetooth devices, Mobile phone communication, Intercom from rider to rider or rider to passenger, GPS navigation instructions, MP3 connectivity, quick release visor and flip down sun shield, fully removable lining, silver metallic paint and many other features. Full retail price was \$399.99. Asking \$165. If interested [call Mitch at 805 418-7881](tel:8054187881)

### Ad Rates

- To place an advertisement here, contact [edit@schra.org](mailto:edit@schra.org)
- Free for SCHRA members for personal items.
- Ads will automatically be removed unless renewed after 90 days

Full page \$15.00 per Quarter  
Quarter page, \$10.00 per Quarter  
Business Card \$25.00 per year  
Non-members add \$5.00 per item.  
All items must be MS Publisher compatible and ready to insert. Electronic submissions only.  
\$25.00/hr for any modifications.



Jack & Nanette Launius are offering \$50.00 off your initial pest control service and \$50.00 off any termite treatment to all of our SCHRA friends and families.



## BORITE

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Crickets \* Rats \* Mice \*  
Gophers \*  
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> Sanitation and Deodorizing  
> Pest & Termite Proofing  
> Landscape Pest & Weeds  
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Visit us at [www.borite.com](http://www.borite.com) for further information on pests and treatments.

We are proud to be members of .....



**ANGIE'S LIST    YELP    GREENOPIA    NEIGHBOR TO NEIGHBOR**



WE HAVE BEEN FORTUNATE TO HAVE RECEIVED TO ANGIE'S LIST SUPER SERVICE AWARD AND THE GREENOPIA DISTINGUISHED BUSINESS AWARD EVERY YEAR SINCE 2003.  
WE ARE ALSO MEMBERS OF THE NATIONAL QUALITY PRO AND GREEN PRO PROGRAM THROUGH THE NATIONAL PEST MANAGEMENT ASSOCIATION. THE STANDARDS OF ACCEPTANCE ARE BUSINESS ETHICS, APPLICATION TECHNIQUES AND CHEMICAL SELECTION THAT FAR EXCEED MOST COMPANIES NOT IN THE PROGRAM.