



# ROLLING THUNDER

February 2018

VOLUME XXVII NUMBER 2

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**Next Meeting:  
February 8, 2018**

**Publishing Deadline:  
For March RT  
February 27, 2017**



## **President's Message** *Jack Lanius*

Article purloined from the February 2015 issue of R/T By then president Lou Piano

**T**he 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.

LP

BTW - 5 Mil for 30 seconds for 2018!!!



## Upcoming Events

### *JB- Activities Chair'n & SRC*

**B**y the time this reaches you, the first version of the "2018 Calendar of Events and Activities" will have been sent for your perusal. Notice the use of the word "version," a mere hint of the fact that our calendar is like a "living organism" constantly changing. Each new iteration of the Calendar will have a "version number" so you can determine which copy to purge and which to keep until further notice. Within less than an hour after hitting cyberspace we have already begun to hear from you and some changes are already being made.

It is our opinion, now that our club is smaller and more flexible, that we should make every effort to provide something for everyone. If you find yourself in a predicament where you thought you'd be available for a particular event but now a conflict arises, let us know and we'll try to adjust if we can.

You will find fewer items on the first version of the calendar as it is much easier to add new items as the year progresses than to bite off more than we can chew early in the year. If there are some rides or events you'd still like to see this year, or if you think of something new, we'll consider adding more items if they are of broad interest.

Read on for the details of what's happening.

#### JANUARY:

**1/11 (Thu) – Club Meeting at Four N' 20 Pies: 6:30 Eat – 7:30 Meet**

**1/25 (Thu) – Road Captain Planning Meeting @ Launius**

**1/27 (Sat) – Murphy Auto Museum (Oxnard): Sternz**  
The first event of the year took place on Saturday, Jan 27, 2018 with a visit to the Murphy Auto Museum in Oxnard, followed by a nice lunch at Cabo at Five-Points and attended by 10 people. A great start for the new year.

#### FEBRUARY:

**2/4 (Sun) – Super Bowl Party @ Launius**  
Since being added to the calendar a few years ago, this social event need not be attended by motorcycle. After three years of rehabilitation and construction the beautiful Northridge home of Jack and Nanette is finally ready for its unveiling. It is truly a party house if there ever was one.

As in past years, our hosts and SCHRA will provide beverages and lunch, but we're counting on the guests to also bring along a favorite dip or hors d'oeuvre or dessert. Please be sure to let Jack or Nanette know what you plan to bring so we can avoid duplicates. This event does require an RSVP so we know how many people need to be fed.

**2/8 (Thu) – Club Meeting at Four N' 20 Pies: 6:30 Eat – 7:30 Meet**

Yes, folks, we're going to stay put right here in downtown Sherman Oaks....at least for the first part of the year. There was a move to find a more centrally located restaurant but none we saw could provide the amenities we sought, so for now, we stay. As usual, come at 6:30 for dinner and schmooze time, followed by the meeting at 7:30.

**2/24 (Sat) – The Saturday Ride Group visits The Valley Relic Museum: 10:00 AM departure from Topanga/Ventura – Sternz**

Now here's a really fun place to visit located right here in our own San Fernando Valley north off of Topanga. A little difficult to find so be on time and follow the leader. This is a lovingly accumulated assortment of all sorts of memorabilia and will be of special interest to those of you who lived in the San Fernando Valley during "the 40's 50's and 60's." Lots of old menus, photos and all sorts of paraphernalia to see. Then we eat!!

#### MARCH

**3/8 (Thu) – Club Meeting at Four N' 20 Pies: 6:30 Eat – 7:30 Meet**

**3/25 (Sun) – Solvang: Piano – 9:00 AM – McD's @ Kanan**

Well it's Ableskeeper time again and what better place than a Danish Village which happens to be located just a few hours north of LA. Lots of things to see and do in this little replica of Denmark Village including wine tasting and people watching.

#### APRIL

**4/12 (Thu) – Club Meeting at Four N' 20 Pies: 6:30 Eat – 7:30 Meet**

**4/21 (Sat) thru 4/23 (Mon) – Julian & Borrego (3-Days, 2-Nights): Lynn**

Here's a great combo consisting of two of our favorite places...and they're only about 30 minutes apart. Julian is a quaint mountain town famous for its apple pie and funky shops; Borrego is high desert with a decidedly western flair. And who knows what else RC Ron has in store. Come to the March meeting and hear the details firsthand.

# **SCHRA**

## **Southern CA Harley Riders Assn. 2018 Ride & Events Schedule**

### ***JANUARY:***

1/11 (Thu) - Club Meeting  
1/25 (Thu) - Road Captain Meeting @ Launius  
1/27 (Sat) - Day Ride to Murphy Automotive  
Museum - Sternz

### ***FEBRUARY:***

2/4 (Sun) - Super Bowl Party @ Launius  
2/8 (Thu) - Club Meeting  
2/24 (Sat) - Valley Relics Museum - Sternz

### ***MARCH***

3/8 (Thu) - Club Meeting  
3/25 (Sun) - Solvang Danish Village: Piano

### ***APRIL***

4/12 (Thu) - Club Meeting  
4/21 (Sat) thru 4/23 (Mon) - Julian & Borrego  
Springs (3-Days, 2-Nights) - Lynn

### ***MAY***

5/5 (Sat) & 5/6 (Sun) - Pismo Beach: Sternz  
5/10 (Thu) - Club Meeting

### ***JUNE***

6/1 (Fri) thru 6/3 (Sun) - Temecula Balloon  
Fest. (3-Days, 2-Nights) - Blackman  
6/10 (Sun) - Wrightwood - Piano

6/14 (Thu) - Club Meeting  
6/22 (Fri) thru 6/25 (Mon) - Mammoth (RCHR  
& SCHRA) (4-Days, 3-Nights) - JB

### ***JULY***

7/12 (Thu) - Club Meeting  
7/13 (Fri) thru 7/15 (Sun) - Carlsbad & San  
Diego - Sternz  
7/28 (Sat) - Summer Party @ Launius

### ***AUGUST***

8/9 (Thu) - Club Meeting  
8/19 (Sun) - San Juan Capistrano by Train -  
Bruce

### ***SEPTEMBER***

9/13 (Thu) - Club Meeting  
9/20 (Thu) thru 9/24 (Mon) - Winchester  
House & Northern CA Highlights (5-Days, 4-  
Nights) - Piano or Bruce (you just never know  
for sure)

### ***OCTOBER***

10/11 (Thu) - No Club Meeting!  
10/11 (Thu) thru 10/15 (Mon) - Arizona Ad-  
venture (5-Days, 4-Nights) - Launius

### ***NOVEMBER***

11/4 (Sun) - Randsburg - Blackman  
11/8 (Thu) - Club Meeting

### ***DECEMBER***

12/15 (Sat) - Winter Holidays Party @ Bruce

(Version #2 - 1/29/18)(Rev #1 updated  
1/31/18)

# Event Alert – Sun., Feb. 4, 2018

## “Super Bowl Party @ Launius

By JB - Activities Guy

Following three years or so of renovation and all around major “fixin-up” we finally get to test the *party-worthiness* of the Northridge home of Jack and Nanette Launius.

Come join us as we gather to schmooze, eat, drink, and watch some fantastic Super Bowl advertisements....and, oh yeah, there’s also the game itself.

With game time being around 3:30 PM, plan on arriving a couple hours beforehand and enjoy a lite lunch and other stuff, courtesy of SCHRA.

Usually some folks like to bring something to share such as an hors d’oeuvre or dip or dessert, so if you feel so inclined, just let Jack or Nanette what you plan to bring so they’ll know what to expect and can fill in any food/beverage gaps.

The location will be 17943 Malden St., Northridge. If you don’t already know how to get there, use your GPS or give Jack or Nanette a call or email: jack@borite.com.

Anyway, if you plan to attend please be sure to RSVP to Nanette or Jack and let them know how many people to expect.

###



### Touring Travel Tips

Ron Lynn

### Touring Travel Tips-Outline

Getting out on a Road Trip is mind expanding and just plain fun. When we activate our explorer gene we experience new & sometimes unexpected situations; testing our comfort zone. We see sights we have only imagined from pictures and articles.

But there are some valuable suggestions related to motorcycle travel which can enhance the adventure:

Bike Condition: Make sure your motorcycle is

in good riding condition. Normal general maintenance, tires; brakes, etc. Break-downs on the road are time consuming and stressful. Carry a basic tool kit to handle simple repairs.

Pack Lite: Gather items & put on the bed. Remove those not needed, avoiding duplication. Take enough for 3 days; you can always wash underwear & socks. Think layers: t-shirt, long sleeve shirt, sweater like slipover, rain jacket.

Pack Bike: Place items in bags or on back paying attention to weight and balance to the bike. Pack heavy items towards the front and low in saddlebags. Check tied down items just before leaving and again after the first stop.

Departure: Saddle up early: Before breakfast around 5 or 6am. Avoids traffic, daytime heat and even riding directly into the sun.

Breakfast on the Road: After riding a minimum of 100 miles stop at a small independent diner. Gives you time to feel that the day is underway.

Avoid Interstate highways: Spend the extra hour traveling the local side roads with unique connections to the people living there. The more remote & convoluted the better.

Meander: Watch for roadside signs indicating something that sounds interesting; not necessarily National Parks but more like the worlds largest chicken, largest Ball of Twine or an interesting Museum.

Rest Stops: Try to plan rest stops to stretch or hydrate every 100-150 miles or 1-1/2 hrs. of riding. Riding while tired increases the possibility of those close calls or accidents.

Monitor Fuel Level: Know approximate mileage you get from a tank of gas. Monitor the fuel level indicator or flashing warning light. Become aware of gas stations in the area you are driving from & to. Use the rest stops to fill-up or to top off before you need gas.

No Chain Restaurants: Get on your smartphone and using POI files on a GPS or conversations with locals, identify a one-of-a-kind eatery or a local unfamiliar cuisine. Eating is a large part of the experience; don't waste it on the commercial ones we see all the time!

Stop Early: Stopping by 5pm gives you more time to find lodging, to shower & relax and time to locate that interesting eatery or explore any local points of interest.

Lodging: Try various options: Hotels, Motels, B&B's, Camping or Friends. Preplan and book ahead or be adventurous & see what you can find.

Monitor Weather: Monitor the weather report and put on required clothing PRIOR to the wind or rain. Layering allows you to adjust clothing at short stops. NOTE: T-shirt; long sleeve shirt; sweater or equivalent (heated clothing). MC Jacket, Rain Gear, Gloves & Boot covers.

Riding Partners: Options: Riding solo, with a few friends or with a group. Each option provides its own unique experiences.

Enjoy the Ride! Take your time and smell the flowers! The most interesting things happen when you lower your expectations and relax your comfort zone and just allow fate to lead you into adventure.

*Ride Safe and Have Fun*

Ron Lynn

\*\*Adapted & modified from an article by Fred Rau in the November 2017 edition of Motorcycle Consumer News.





**Murphy's Auto Museum**  
*Jerry Stern - Road Captain*

1/27/2018

Dear Friends,

I recall the first Club ride I led as a new Road Captain way back when we had a much larger membership. There were *44 riders* on that trip to Santa Paula Airport Sunday Open House, which at that time was held on the last Sunday of each month.

I was thinking of that when leading this past Saturday's ride to Murphy's Auto Museum, the last weekend of January and the first SCHRA Club ride of 2018. On that first-ever ride the weather conditions were cool and clear, much like they were on this ride to Oxnard. There were 8 motorcycles that left from McDonald's at Kanan/101 as we rode up through Oak Park, Thousand Oaks, down Norwegian Grade through Moorpark, Santa Rosa Valley, through Camarillo across the newly-planted farm fields, arriving at the Murphy Auto Museum at 11:15 am.

I'd never been into the Murphy, although I'd ridden by it dozens of times. The building seems somewhat forlorn, sitting at the back edge of a large vacant lot just off S. Oxnard Blvd. Inside we were greeted by several gentlemen who explained the layout while we paid our \$9 admission. The car collection is pretty eclectic, featuring a gamut of older and newer cars, camper trailers, toy cars, bric-a-brac, a few motorcycles, and an expansive HO-gauge model railway setup. It's not nearly as sophisticated or polished as the Petersen, Mullin, or Nethercutt, but it had its own type of charm. Cindy and I thoroughly enjoyed our visit, while others indicated they weren't so crazy about it and were anxious to leave for lunch, which I had planned at CABO Mexican Seafood.

The restaurant was only a mile or so from the museum and was quite busy when we arrived at 1:15. Soon after, we were joined at the restaurant by Nanette L., who had driven up from Northridge. Lunch was fabulous as usual, and the day was still gorgeous, so after we finished, most of us rode out to the coast and down beautiful

PCH instead of jumping onto the freeway, before turning inland at Malibu Cyn. and points home. It was one of those days where I easily found myself riding in "the zone."

Many thanks to all who came out: President Jack L. & Nanette, Lee & Anita B., JB, Fred R., Lou P., Dave Z., and Cindy S.

Jerry Stern













## 2016 - 17 Officers and Board Members

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Editor	Lou Piano	Edit@schra.org
Webmaster	Jack Lanius	Web@schra.org
Social Activities Director	Jerry Bruce	Activ@schra.org

SCHRA Road Captains		SCHRA Departure Sites
Jerry Stern - JS Lee Blackman ~ LB Jerry Bruce ~ JB Joe Gubbrud ~ JG	Ron Lynn - RL Lou Piano ~ LP Cindy Stern ~ CS	Starbucks Ventura & Topanga Canyon  McDonald's 11015 Sepulveda Blvd., Mission Hills  Denny's Sand Canyon 15401 Delone St., Santa Clarita  McDonald's Kanan Rd., NE corner behind Shell Station

### SCHRA Boutique

*Ask a board member for more info, prices or to purchase Some of this highly gifted stuff.*

All Shirts are \$15.00

SMALL

SS	White	0
	Blue	5
	Black	3
LS	White	1
	Blue	0
	Black	5

MEDIUM

SS	White	0
	Blue	0
	Black	0
LS	White	0
	Blue	0
	Black	2

LARGE 0

cont)

<u>X-LARGE</u>	
White	0
Blue	2
Black	5
<u>LS</u>	
White	0
Blue	0
Black	2
<u>XX-LARGE</u>	
SS	0
White	0
Blue	1
Black	0
<u>3XL</u>	
LS	0
White	3



<u>Hats</u>	
Black w/Logo	14 \$10.00
Orange w/Logo	4 \$10.00
Black w/SCHRA Logo	7 \$10.00
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