

MONTANA BMW RIDERS NEWSLETTER

BMW Motorcycle Club
Montana BMW Riders



CLUB CHARTER MEMBERSHIPS :

BMW MOA #155

AMA #6830



Editor



This is not the photo that I had hoped to include for this month's newsletter, a broken upper left arm, the Humerus, for those who are medically astute. If there is good news in this, it was done skiing and not motorcycling. A simple break and recovery will be about 6 to 8 weeks, which will be in time for motorcycle riding season. In comparison to the personal medical issues and replacements that I have heard many of you describe, this hardly qualifies for more than a speed bump. I would like to thank **Dave McCormack** for stepping in to publish the March newsletter and I hope to be to be your full-time editor again for the April issue.

I had this mishap at the Discovery ski area just South of Philipsburg while skiing with fellow skier and motorcycle buddy **Kim Smolt**. Kim arranged a ride off the mountain on the ski patrol sled, which is an experience everyone should have, and then to the emergency room in Saint Pats Hospital at Missoula. From there fellow club member, **Sandy Knutsen**, took over and now has me well on my way to recovery.

Dick French

President's Corner



Thanks for the support in the recent officer election. I am looking forward to taking the reins of the Club along with Bill Clark and Al Murray. The Club is in very good shape thanks to work of the past officers and dedicated volunteers like Dick French, (newsletter) and Lance Lerum, (website) among others. We have many talented and dedicated riders in our ranks that make the Montana BMW riders a great group to be a part of. I am excited about the upcoming riding season, we have lots going on this summer. Phil Haglund is back leading the Neihart ride on July 14-16 and will end with the lunch meeting in White Sulphur Springs on the 16th. There will be riding for all levels with both asphalt and dirt riding available. Plus there is the dinner meeting on August 5 in Lewistown which is being put together by Tom Moe. Should be some great riding to and from with many different routes to choose from. And we have the lunch meeting schedule with many of the old standby locations and a few new ones as well. There is no excuse to not put some miles on your ride and enjoy this great state we call home! I would like to personally thank our past Sec/Treasurer Dave McCormick for his work on behalf of the Club and for pushing me to get more involved. I know where you live Dave and I will be getting your advice from time to time! Thanks again, hope to see many of you at meetings and on the road. **Ride safe and keep the shiny side up.**

Larry Manchester

MONTANA BMW RIDERS NEWSLETTER

MONTANA BMW RIDERS NEWSLETTER MASTHEAD

The Montana BMW Riders NEWSLETTER is Published Monthly.

Club Dues: \$15 per calendar year - Membership includes monthly electronic newsletter. Monthly Meetings: Third Sunday of each month, 1 PM, unless specified otherwise. Location announced in Newsletter and on Web Page.

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CLASSIFIED ADS FOR THE WEBSITE: LANCE LERUM

Email: JLLERUM@GMAIL.COM

Items for the newsletter are welcome and may be emailed to either:

(R_G_French@msn.com) or

RGFRENCH1937@gmail.com, or

TEXT to 406-274-0783



ELECTION NEWS, DUES AND OTHER STUFF

by D. McCormack

49 Members voted for the new officer slate, a 36% turnout of eligible members. That's about the same as in any local or national election so I guess we should call it a good turnout. There will be no formal 'swearing in ceremony', but rest assured, the new offices will all have to learn and practice the secret handshake.

As we transition the officers into their new roles, there may be some delays with depositing your dues checks or writing checks for club expenses. Banks are very careful about taking signatories off an account and putting new folks on. There may also be some hiccups with raffles at meetings as officers sort out who does what.

Dues...as of this month, we only have 60 members who are current for 2023. The grace period for getting dues in this year ends on March 31st. After that if you still haven't written a check, you'll not receive your very own personal PDF copy of the newsletter and will be excluded from participating in any raffles or club funded events. You may send your dues to the new club Sec/Treasurer, Big Al Murray, at **36 S. Last Chance Gulch L-8, Helena, MT 59601**.

Let's all light a candle for good weather, dry roads and good fellowship during the upcoming riding season.

NOTE:

Because of Dick's temporary disability, we agreed that our advertisers and key markings for the club would be all we would put in this month's newsletter.

ADVERTISING RATES 2022-2023

FULL YEAR—January through December

Full Page	\$100.00
Half Page	\$ 75.00
Quarter Page	\$ 50.00
Business Card	\$ 25.00

All ads will be on a calendar year basis. Ads will be billed to the advertiser in October of each year.

Rates are subject to change with advanced notice

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2023 Ride Schedule

Month	Date	Location	Divide	Venue	Day	Time
January	15 th	Seely Lake	West	Double Arrow	Sunday	1:00 PM
February	18 th	Helena	East	Grubstake	Saturday	1:00 PM
March	19 th	Lincoln	West	Lambkins	Sunday	1:00 PM
April	23 rd	Wilsall	East	The Vault	Sunday	1:00 PM
May	20 th	Huddy Outpost	East	Huddy Outpost	Saturday	All Day
	21 st	Houser Lake	East	Lakeside on Hauser Lake	Sunday	1:00 PM
June	17 th	Big Fork	West	Echo Lake Café	Saturday	1:00 PM
July	13 th -16 th	Neihart	East	Little Belt Mountains	Thursday - Sunday	All Day
	16 th	White Sulphur Springs	East	Jesse Pepper's Smoke Shack	Sunday	1:00 PM
August	5 th	Lewistown	East	Saturday	TBD	6:00 PM
	20 th	Phillipsburg	West	Picnic Lunch TBD	Sunday	1:00 PM
September	17 th	Ennis	East	TBD	Sunday	1:00 PM
October	15 th	Ovando	West	Trixi's	Sunday	1:00 PM
November	18 th	Basin	East	Silver Saddle	Saturday	1:00 PM
December	TBD					

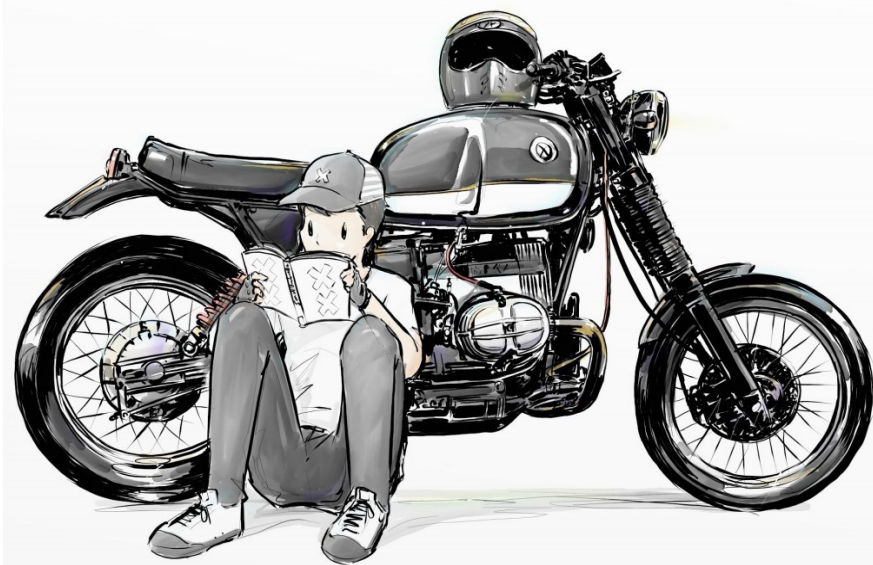
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A photograph of a large, dark-colored hot tub on a wooden deck. The hot tub has the text "MOUNTAIN HOT TUB" at the top and "FEEL GOOD. LIVE BETTER." on the side. The background shows a snowy mountain landscape with evergreen trees. A blue banner at the bottom contains contact information.

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Mileage Contest 2023

Ladies and Gentlemen. In my review of last year's opening, I had said "it would appear that spring is drawing closer". As I write this opening this year, I'd have to say, "not so much"! With the temps forecast to be below 0 this week and snow in the forecast as well, I would suspect that riding is a thing in the distant future. That being said, the mileage contest will be commencing on April 1, 2023. Between now and then, if you're receiving the BMWMOA news, you'll have two forms in it, one for their annual mileage contest which ends March 31, 2023, the second for the summer contest - which would be the one we're copying for our Montana BMW riders contest. The rules for our contest mirror theirs in so far as the beginning and ending dates - Starting Date

April 1, 2023, ending date October 31, 2023. From that point of departure, we have a few different rules:

1. To participate in our contest, you must be a paid up member of the Montana BMW Riders.
2. To participate, you need to submit your name, address and the motorcycle(s) you intend to campaign this year. You may campaign any and all motorcycles you own, but you must provide the make, model and year of the motorcycle and it's beginning mileage as of April 1st. This information must be submitted in writing (via snail mail, email, text) to be received BEFORE APRIL 30TH in order to officially participate in this year's contest. (If you're participating in the national BMWMOA mileage event, you can send me a copy of the form that you sent to them.)
3. Unlike the BMWMOA's contest, we will accept any brand of motorcycle (see #2 above).
4. If you buy a new motorcycle during the contest period (or a bike that's new to you) and you want to use it in this year's contest, you can send me the make, model, year and beginning mileage of that bike and I will add that to your stable of qualified motorcycles. Again, this information must be submitted in writing as per #2 above.
5. I will remind all of our participants as we near the end of this year's contest (10/31/23) to send in their ending mileage which will need to be received before November 15, 2023.
6. Those who enter as per 1-4 above, and submit their ending mileage within the deadline, will be eligible for CASH at the end of the year. I'll tally up the final results in the presence of two other semi-honest and reliable Montana BMW club members and we'll publish them in the January 2024 newsletter with the checks to be mailed to the winners.
7. It is a great year to participate. As you have observed over the winter months in our club newsletter, there are several organized club activities in which to participate. Doing any of them will not only get you out and about on your ride, but it will also add to you seasonal mileage for the mileage contest.

Now I ask you, where else can you: 1) get somebody to keep track of your mileage; and 2) reward your riding with the potential of CASH??!! Not only do we award cash to the individual who accumulated the most miles, we similarly honor the "average rider" (that individual who's total miles most closely matches the average miles ridden by all), and finally we draw a name from the hat of all others who participated for an additional cash award. All you have to do is submit your beginning and ending mileage as per the contest rules and time frame!!

Thanks for allowing me to monitor the contest again this year, I look forward to a great bunch of enthusiastic riders participating. My mailing address is: 102 Ironwood Place Missoula, MT 59803. My email address is beemermt@msn.com. (If you need to give me a call.... lot's of luck, but the number is 406-274- 3887 which is also the number that you'd text your mileage info to.

PS: I'm suffering away the winter in AZ and will be here until the end of April. So...if you email your mileage entries to me, please keep a copy of your email as I will not be entering the mileage until I get home in May. It is possible that your email may disappear into the black hole of the internet and when I look for it from home it won't be there. As I develop the roster for this year's contest, I'll send out a notice in the newsletter of all whom I have received an entry from. If you're not on that list, but can confirm you emailed me your info, you won't miss the entry deadline.

Larry Banister

Montana BMW Riders Mileage contest coordinator



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Bob Pauley and Lynden Clark are both active members of the Montana BMW Riders club.



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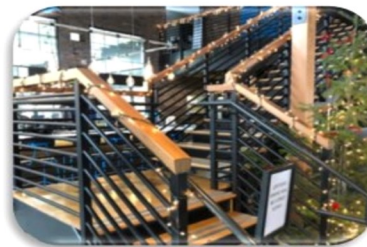
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February Club Meeting in Helena at the Grubstake

D.McCormack



On Saturday, February 18th under clear sky skies and clear roads and temperatures in the low 40's , 13 intrepid members grabbed either lunch or breakfast at the Grubstake Restaurant and Bar in kinda north Helena. Nobody rode anything but a 4 wheeled vehicle but there were sighs about how close it could have been to a riding meeting. Some of us, yours truly, rode over MacDonald Pass and was glad the heater was on in the car and the windshield wipers were doing their job. Al Murray, (Helena) the Secretary/Treasurer for the club made his first meeting in his new official capacity. Other notables were Annie Huddy, Ken Conrad (both from Helena) Lance Lerum (Townsend), Greg Thornton (Boseman), Dan Mainwaring (Townsend) Don and Nancy Davis (Townsend), Jay Mullennax and Gloria from Fort Shaw, Paul Smiethanka (Clancy) and Mark Ellzey (Helena).



Food was affordable, well served and in a private area. Surely we'll put the Grubstake on our list of great places to hold a meeting or grab breakfast.



Food was affordable, well served and in a private area. Surely we'll put the Grubstake on our list of great places to hold a meeting or grab breakfast.

From Lance Lerum...Webmaster

At our most recent planning call (and first with our new officers...thanks for stepping up guys), Larry enquired about how much traffic our website was receiving. I'd been meaning to dig into that and report and he just gave me that bit of a boot that I needed to get it done. It is kind of, I guess, interesting is the word to use, to look at how people are finding the site and where they are coming from. The website lets me run some analytics reports to pull some of this data out of the software. The attached document lists some of those specifics but to summarize:

In the period from 1/1/2021-12/31/.2022 (last two years), we have had:

Visits from 38 countries, 46 states, and 69 Montana towns

Most users find us with a desktop, then phones, followed by tablets

Most visits come during the riding season, Apr-Aug...least in Nov

Visits in 2022 increased by 9%..12% were new or unique visitors.

Visits to date in 2023 have increased by 12%. 23% being new visitors.

We have had a bit over 3200 visits since moving our website to Squarespace

About 65% of visits are direct (likely members going right to our web address); followed by 30% Google searches and then a few alternative search engines

As I said, this is interesting and I'm not sure what might be done with it, but it does appear the site is moving in the right direction; if you are of the belief that growth is good. Maybe it can be used to pitch to advertisers that their ad is getting out there across Montana. I am able to drill down to see exactly which town in the world these folks are from which is fun, although I'm not so sure we would be able to convince those visitors from Lome, Togo or Kotzebue, Alaska to carry our banner forward to our lunch meetings.

Let me know if there are any specifics you might like to see pulled out of our site analytics and I'll see if it can be done. LLerum