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Valerie Smith
Editor-In-Chief/Publisher

FROM THE EDITOR

Valerie@RiderNowMag.com

15th Anniversary Leesburg Bikefest..... Rider Now Magazine at The Rats Hole Bar

Our cover this month pretty much says it all! We are going to be inside the Rats Hole Bar during the 15th Leesburg Bikefest. Thanks to Ted Smith of The Rats Hole Bike Show and Joe Shipes of The Leesburg Partnership. The Rats Hole Museum will be open for all to view the collection. We will have the beautiful Pin Up Girls for a Poster signing and loads of give-aways and prizes.

John "Bear" Miller has joined the Rider Now Crew as our Event Emcee. Help us Kick Off the Bikefest on Thursday April 7th at 3pm with a drawing every hour! Drink Cards from various bars and restaurants will be given away free. You will not believe what we have as a Grand Raffle Prize! Help us to continue to provide to the Bread of Life Food Pantry and Back Program.

Holiday Inn Resort in Daytona Beach Biketoberfest Booking

Get ready to book your room for Biketoberfest thru Rider Now Magazine. The newly renovated Holiday Inn Resort (formerly Inn on the Beach) has confirmed our participation for Biketoberfest 2011 by allowing us more control of room booking and A Special Discounted Room Rate for our readers. The new computer booking program and hotel staff had a few glitches for Bike Week 2011 and many of you were not confirmed at the special rate. We sincerely apologize for this and will make up for it in October!

Rider Now Magazine and Web TV

Stay tuned as our Media Crew will once again be on the street doing Video TV Taping. We will be doing both live and delayed broadcasting via www.RiderNowMagazine.com Web TV.

Look for us at the Leesburg Bikefest and Smile, You're on Rider Now Camera!

Mission Statement

Our goal at Rider Now Magazine is to always deliver more than is expected, and to never intentionally break a promise to our advertisers or reading audience. To give of ourselves for the betterment of others and to help the less fortunate while leading by example.

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Back cover (Glossy)	\$900
Inside front or inside back cover (Glossy)	\$850
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Half page ad (7.25 w x 4.85 h)	\$250
Quarter page ad (3.6w x 4.85h)	\$150
Business card (copy) (2x3.5)	\$85

Finished Ads/Graphics should be Press ready 300dpi JPGs. CMYK
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Web graphics will NOT be accepted.

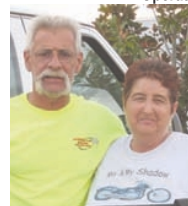
**IMPORTANT! Rider Now Magazine Ad/Story submission
deadline is the absolute 15th of each month, any submission
after that date will be placed in the following issue.**

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Sun Apr 3rd	Evil Monkey	2 PM - 6 PM
Thurs Apr 7th Fri	Kick Butt Karaoke	7 PM - 11PM
Apr 8th	RC Moonpie	8 PM - 12 AM
Sat Apr 9th	Off the Chain (2 shows)	12 PM - 4 PM & 6 PM 12 AM
Give aways - Drink Specials - Jello Shots - Vendors		
Sun Apr 10th	Jimmy Sparks Jam	2 PM - ???
Thurs Apr 14th	Kick Butt Karaoke	7 PM - 11 PM
Fri Apr 15th	No Warning	7 PM - ???
Sat Apr 16th	Electrik Fence Blues Band	8 PM - 12 AM
Sun Apr 17th	Jimmy Sparks Jam	2 PM - ???
Thurs Apr 21st	Kick Butt Karaoke	7 PM - 11 PM
Fri Apr 22nd	Buddy Shaw	8 PM - 12 AM
Sat Apr 23rd	Snake Eyez Blues Band	7 PM - 11 PM
Sun Apr 24th	Jimmy Sparks Jam	2 PM - ???
Thurs Apr 29th	Kick Butt Karaoke	7 PM - 11 PM
Fri Apr 30th	No Warning	7 PM - ???
Sat Apr 31st	Electrik Fence Blues Band	8 PM - 12 AM

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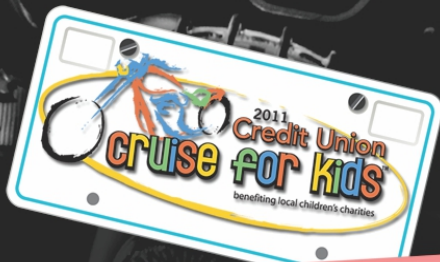
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MOTORCYCLES AS ART

Contributing Photographer Jim Dohms

Bike Week in Daytona - the place to be to see a wide variety of motorcycles. For some, bike competition is a way of life. And there were plenty of events to compete in. The owners of most of the bikes competing spend a lot of time detailing their bikes (which makes my job easier since I don't have to worry about water spots, fingerprints and anything else that distracts from the beauty of the bike). The bikes in this month's edition were all in competition at the Boardwalk, International Bike Show or the Rat's Hole Custom Bike and Chopper Show.

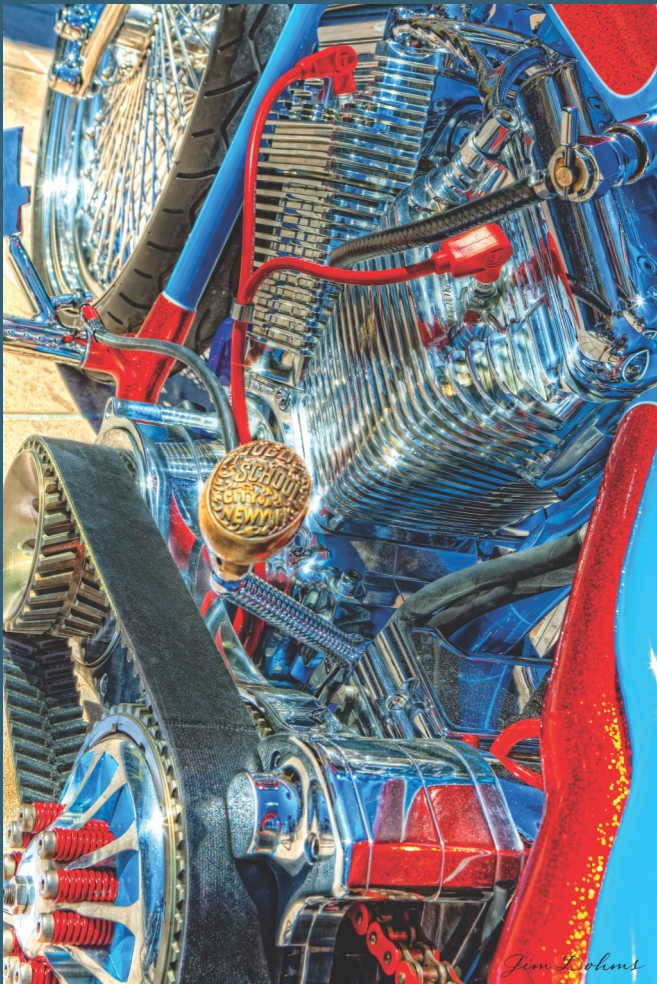
To see more Daytona Bike Week images, visit
www.DohmsCreativePhotography.com

Cheers, Jim

BIKE WEEK 2011 DAYTONA



Strip Club Choppers - Johnny & Jay



Red, Blue & Chrome on the Boardwalk



The Money Bike

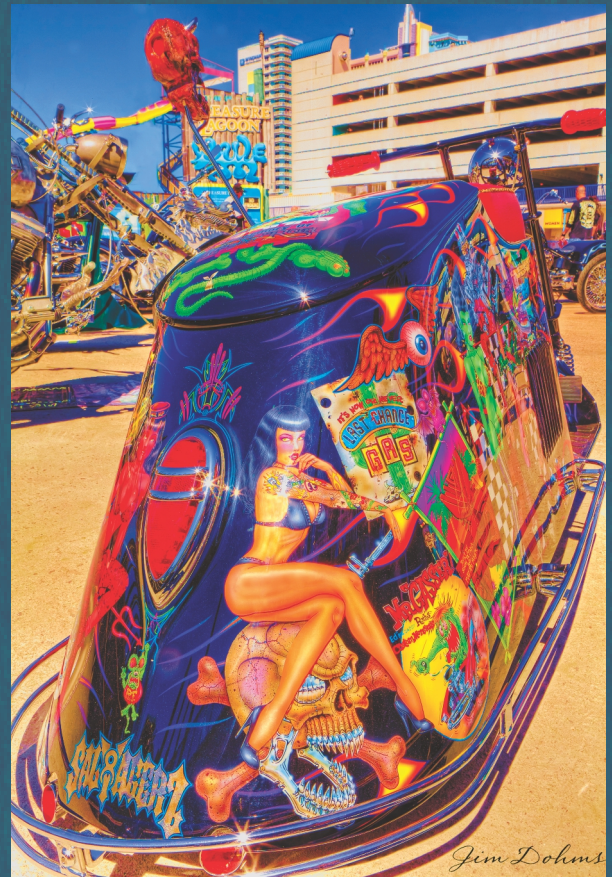


Jim Dohms is an award winning photographer specializing in motorcycle photography and portraiture. His motorcycle images show the smallest details , from the stitches in the seat to the grooves in the brake disks. To Jim, with the right light, location and camera angle motorcycle images can be created that are works of art.

Jim understands the rider's love for their bike and strives to create images that reflect that.

To see more of Jim's work go to:
www.DohmsCreativePhotography.com

You can also stop by his booth Wednesday nights at Quaker Steak and Lube. Phone- 941-580-9012. Email: Jim@JimDohms.com



Big Daddy Roth Tribute Bike



Strip Club Choppers "Pole Bike"



V-8 Chopper Trike at The Rat's Hole



Blue Harley at The Rat's Hole



GSX at The International Bike Show

Woody's Wanderings!!

Bike Week in Daytona was tons of fun, great weather, safe rides, super bands, interesting events, parties, excitement, bikes roaring, and new and old friends creating wonderful memories!

Thought I would share some "best" experiences from my travels, with a gentle reminder that beauty is in the eye of the beholder. So here goes!!!!

Best Location: Main Street---Always high energy and such a variety of attractions between the ocean and the intracoastal waterway.

Best Bar: Boot Hill Saloon---Great bands, Super low drink prices, and fun people. What more could you ask for?

Best Entertainment: The Bobby Friss Band---Bobby Friss always delivers a fun, powerful performance, and the crowds totally enjoy his interactions with them.

Best Draft Beer: Lyndhurst Hotel---\$1 drafts and hot dogs, and a gigantic porch to people watch.

Best Sales Pitch: When a mobile home directly behind the Lyndhurst Hotel went up in flames, and a TV crew arrived, the vendor shouted, "Come get your \$1 drafts, and you might even be on TV!!!!!!!!!!!!!!"

Best Breakfast: Order "The Mess" at the Main Street Cafe.

Best Lunch: 16 ounce "Maximum Effort" Hamburger at Main Street Cafe

Best Dinner: 16 ounce T-Bone Steak at Guess where?!!!

Best Band: SUPERNATURAL at the Boot Hill Saloon. This band from Jacksonville are perfectionists about delivering an excellent variety of rock and pop songs!

Best Saxophone: OUT OF HAND BAND

Best Curveball: The lightning and thunderstorm on Wednesday evening.

I got drenched cuz my rain gear was back at my campsite, of course!!!

Best Campground: Cackleberry Campground at the Cabbage Patch

Best Biker Magazine: Do you even have to ask??????????????? (Hint: RIDER NOW MAGAZINE!!!!!!!!!!!!!!)

Praise God, Love Your Neighbor, and Live Life.



Easter at the Saloon

Easter Service, in a saloon? Sounds a little strange. But the bible says, that wherever people gather together, in His name...Jesus said He'd be among them.

Well, Easter has become a special day for the Salvation Saloon. A day to remember, what our faith is all about. And it's about a God...who so loved the world, that He gave His only Son...and whoever believes on Him, will have everlasting life.

Well, to those of us who believe, the experience has been life-changing. To those of you who aren't sure...well, you owe it to yourself, to ck. it out. I mean, as hard as life is, why go it alone.

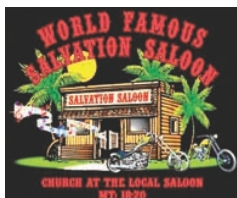
So plan on taking a putt this Easter Sunday (April 24th), to the Church at the Local Saloon, 10am @ Stix Billiards in Palm Harbor.

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Pastor Pauly

The Brush

"I can tell that, for the brush, you have passion" beamed Dale.

He had been silently observing me as I gave an impromptu lesson about the pinstriping brushes that Fred was showing me. From our shady location in the parking lot, it was business as usual for Letterfly at Peterson's Harley-Davidson for the weekend. Motorcycles roared in and out of the dealership as I carefully crafted delicate pinline designs, lettered sentiments and created a dreamcatcher with a wet blended Indian pictorial on several bikes.

The day before this, a bearded man who introduced himself as Fred, stopped by and told me he had purchased a few pinstripe brushes and found them to be ungainly. He asked me if I would teach him a few things about them.

"Bring them with you" I suggested, "and I will look at them and show you some stuff."

Returning the next day, he displayed three large pinstriping brushes (that I wouldn't have purchased) and admitted while attempting to use them, he was having difficulty. The first thing I did was dip them in oil, while he watched in amazement, and as I studied the sword like shape of the loaded brush, I began to explain the procedure for what to do when a brush is new.

"First, with water, you dissolve the size that is in the brush and prior to ever loading the brush with paint, you want to soak the brush with oil," I began, "the reason is to fill the heel inside the Ferrell where the limber hair meets the securely anchored hair inside." "The oil permeates this area and later, when the oil is cleaned out and the brush is loaded with paint, the lingering oil in the heel helps to keep paint from accumulating and even assists when you clean the paint out, helping to avoid the brush accumulating a hard mass in the heel. A hair that is anchored in hard compacted paint will bend in the same location and eventually will break off at that point." I continued, "Keeping the hair oiled lengthens the life span of the brush."

I started painting as a child. It wasn't until I became fascinated with hand lettering that I sought out guidance. In those days seeing a sign painter carefully adding a name on the front of a business, lettering a truck or working on a sign along the road, busy with his craft was a common sight. When opportunity occurred, I would stop and watch these tradesmen doing their best. Seeing them in action, observing the plethora of curiosities in their tool kit and asking a few questions opened up a whole new world to a teenager. I learned about what kind of brushes and paint to buy and most important, as the result of these observations, I saw what to do.

There was never a shortage of projects to work on in the area where I grew up. Although I was quite content to stay busy in isolation, the curious neighborhood kids came by to see what I was doing. Often they would ask me to paint a particular image for them. While secretly reluctant, I was responding with "sure, I could do that" but in my mind I was thinking "why don't they just do it themselves?"

As I grew, the projects also matured. Delicate designs on automobiles began during high school. Later, when I hit the road with my drums, creating signwork was an excellent way to augment the income of a traveling musician. In many towns, I again had the opportunity to stick my head into the workspace of a sign painter.

The sign shop of yesteryear was low tech with a curious collection of paint cans of every color with extreme drippage on the sides, the lids lost, often times with a butter knife frozen in the dried skin that lay just short of the bottom of the can. Rolls of paper patterns were strewn throughout the shop along with yardsticks, pencils, tape, trays of oiled lettering brushes, cans of long handled fitch brushes, rollers and cutters, special brushes for lettering heavily corrugated surfaces, the pictorial man's brushes and assortment of oil colors, even feathers and sponges, string, charcoal, ladders, buckets, bottles and partially filled cans of various liquids, all contributing to the wonderful scent of paint.

At the end of my teens I began to desire formal training. During my time as an apprentice to the sign trade, I entered into the learning while I worked process used by these masters. When I first showed up at the shop as a beginner, one man looked into my kit and said; "I've been to shops that wouldn't have hired you due to how your brushes look"

He went on to teach me the timeless technique of brush handling that all painters use to promote long life for the fitch or cutter, where only three sides of the brush receive wear and one corner remains sharp, for the sake of being able to cut a sharp point.

As the result of this pattern of living, working and discovery that continues to this day, I have become familiar with many nuances of an endless variety of brushes that, when combined with a special technique and an exact viscosity of paint, yield a plethora of new findings in the visual realm in my life as an artist. Is it any wonder that a curious wanna-be striper can pique my interest with his questions?

The sign trade has changed over the past few decades with technology taking over. I miss seeing lettering men handling the tasks of signmaking on office doors, storefronts, truck identity, vehicle décor and roadside signs.

The next portion of the lesson at hand was to teach Fred how to look at a brush. I explained the way that this special brush is made, with a small amount of squirrel hair collated on a bench between spatulas, picked up and carefully manipulated to get the hair arranged with a point at one end and with graduating lengths of hairs on one side to form the belly of the brush. The shape is fashioned with the twist of two fingers and every brush has a slightly different personality. Becoming familiar with the brush and visually sizing up the characteristics of each one will facilitate the occasional need to trim the brush. As I inspected the brushes he had, I showed him the spade tip at the end of one of them and explained that a trim would be necessary to make that shape usable. The next brush came with a good shape. Upon inspection of the third brush I discovered hair ends arranged on one side in a stair-step shape, probably rendering it unusable. I also demonstrated how the brush is capable of consistent stripe width starting with the beginning of the stroke but only after a proper trim.

Dale enjoyed being part of this exchange but didn't interact. He just soaked it all in. Dale is a Harley-Davidson parts man and as the result of annual visits to the store and keeping in touch the rest of the year, we have become close friends. Seeing him is yet another bright spot along the route of motorcycle stores that Letterfly visits. I later received an email where he announced his enjoyment while watching me give this lesson, and affirmed his observation of the knowledge and dedication that is obvious that I have for this trade.

Continued on Page 11.....

The Brush

Continued from Page 11.....

Next, after showing Fred how to inspect the brush came technique lessons including the demonstration of the “rudder action” of manipulating the pinstripping brush gracefully through curves. I then mentioned a couple of ways that loaded paint is coaxed to the working edge of the brush, making it available to continue a long stripe, using either the palette or the fingers. I love a brush. The variety of specialized brushes available to an artist seems to be endless and remains a source of fascination. When you combine special techniques to augment the variety of brush strokes available, the possibilities become endless. I get favorites too. As I find a brush that works really great, I find myself reaching for this new friend over and over. With his help, a multitude of designs flow forth from this faithful soldier. I get sad when the brush finally gets worn out and unusable. It just doesn’t seem right to simply throw this faithful advocate of art away, so a simple eulogy and a pause of reverence accompanies the brush as he is guided to a safe place to reside in the back of my brush box.

Often times people ask me about which brush should they select to use.

My reply is “it depends on what you want the stroke (of paint) to look like”

Soft edges blend, hard edges define, fine decorative lines, a spontaneously created dab, a graceful curve and even a minute dot all have their champions in my brush box. The feel of the touch, the resistance of the tension in each hair and the viscosity of the paint are also variables that influence the results you get from various brushes.

Painting is a time of discovery. Even in the midst of a chaotic gathering of bikes, when I get a brush in my hand and get “dialed in” and enter into the realm of play with the project at hand, I usually find that I am whistling. I discover the realm of peace which takes place in the present moment as I move paint around using behavior that has been shared by craftsmen for centuries, creating yet another unique design for my patron. In this moment, as all the cares of this troubled world fall away, I find wonder on the level of minutia, make a discovery as the design comes together, add the results of inspiration, and in my peripheral I see a smile grow on the face of my customer, and these things all coalesce with the help of the curious contraption that I hold in my hand and in high regard; the brush.

Be Good, Be Well & Ride Safe,

Your Friend,

Dave "Letterfly" Knoderer

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“Dude It Up Weekend and Seminar” Harley-Davidson of Dothan Dothan, Alabama April 8-9 (pending)

“9th Annual Outer Banks Bike Week” Outer Banks Harley-Davidson Harbinger, North Carolina April 16-24, 2011

“13th Annual Thunder Beach Spring Rally” Club La Vela Panama City, Florida April 27-May 1, 2011(Pending)
May 6-8

“Dude It Up Week” Pat Roger’s Speedway Harley-Davidson Concord, North Carolina May 13-15, 2011 (Pending)

“Spring Open House” Mike’s Famous Harley-Davidson New Castle, Delaware May 20-22, 2011(Pending)

“Rolling Thunder” Patriot Harley-Davidson, Fairfax, Virginia, Memorial Day Weekend May 27-28, 2011

“Warrensburg Bike Week” Warrensburg, New York June 3-11, 2011(Pending)

“18th Annual Mid-Atlantic Women’s Motorcycle Rally” Gettysburg, Pennsylvania June 16-18, 2011(Pending)

“Connecticut HOG Rally” Danbury, Connecticut June 23-25, 2011(Pending)

“Dude It Up Weekend” Colonial Harley-Davidson Prince George, Virginia June 30-July 3, 2011

“Wing Ding 33,” Knoxville Convention Center, Knoxville, Tennessee July 6-9, 2011

“Boogie Weekend” Harley-Davidson of Bloomington Bloomington, Indiana July 15-18, 2011

“Projects” Odon, Indiana July 21-24, 2011 (pending)

“2011 Maryland/Delaware State HOG Rally” at Seaford Harley-Davidson Seaford, Delaware July 28-30, 2011 (pending)

“Ms Shenandoah Harley-Davidson/Last Band Standing” (Aug. 13th) Shenandoah Harley-Davidson Staunton, Virginia August 11-13, 2011

“Roar to the Shore” Wildwood, New Jersey September 8-11, 2011(Pending)

“Delmarva Bike Week” Seaford Harley-Davidson Seaford, Delaware September 15-18, 2011

“Biker Blues & BBQ Rally” Tilley Harley-Davidson Salisbury, North Carolina September 23-24, 2011

“11th Annual Thunder Beach Autumn Rally” Club La Vela Panama City Beach, Florida September 29-October 2, 2011(Pending)