

# **FREE** *RIDER NOW* *DECEMBER 2010* **MAGAZINE**

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Rights of Injured Bikers"

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**Valerie Smith**  
Editor-In-Chief/Publisher

## FROM THE EDITOR

Valerie@RiderNowMag.com

Even in a stressed economy you guys still continue to attend Charity Benefits, Poker and Toy Runs. You still give to the less fortunate and we are so proud to be associated with you.

As you read through this issue you will see some of the events that we have attended. I really wish I could go to them all....but, these days I am spread pretty thin as we have grown so rapidly! Thank you to everyone who has come up to me and said "Hello". I appreciate that you take the time to share your space with me.

I want to Thank every business that has advertised with us this past year. We know the economy has been a real issue and some of you have had to cut back. When money is tight competition is tough and you have to step up and show what you can offer that other businesses can not! The worst thing a business can do is stop getting the word out about their services or products! Hey, McDonald's brought back the McRib! Denny's has \$2, \$4, \$6, and \$8 meals to get the thrifty customers coming in. They offer value for a very low price.....just like we at Rider Now Magazine do!

As you look thru the pages you will see some great offers. We will beat or match what you are paying for advertising. If you are not advertising.....how are customers going to know what you have to offer? You NEED to tell them where you are, what you can do for them, and why YOU will value their dollar. YOU are special and WE can help you get the word out! Make us an offer....we will trade, barter and work out payments!

We are on the street with your future customers and they need you! Call us! 352-598-6222.  
**God Bless, Ride Safe and Give!**

## 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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# **RIDER NOW MAGAZINE**

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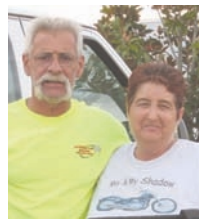
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## Why AREN'T YOU ADVERTISING WITH US?

**OFFERING YOU AFFORDABLE ADVERTISING!**  
**REACH THOUSANDS OF READERS A MONTH!**

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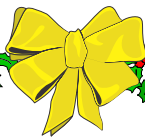
Month to month ad rates - no contracts.  
Must be paid in full at time of proofing.

Cover (Glossy) with 2 inside pages of text with photos .....	\$1500
Back cover (Glossy) .....	\$900
Inside front or inside back cover (Glossy) .....	\$850
Full page ad (7.5 w x 9.75 h).....	\$450
Full page w/bleed 7.5 w x 9.75 h LIVE image area - give .375 bleed.	
Finished size: 8.25w x 10.8625h (Bottom margin .325", Top .25",	
Left & Right margins: .32")	
Half page ad (7.5 w x 4.87 h).....	\$250
Quarter page ad (3.75w x 4.87h).....	\$150
Business card (copy) (2x3.5).....	\$85

Finished Ads/Graphics should be Press ready PDFs or 300dpi  
CMYK EPS files. *Web graphics will NOT be accepted.*

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





**YOU AIN'T GOT NUTHIN' TO DO BUT...BE KOOL!**

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**DECEMBER**

**Fri 3rd  
Sun 5th**

**JJ Hunter  
US Military Vets Bikers for Kids Run  
Start - Ocala Vet Park 10 AM  
End - USMV M/C Clubhouse**

**8 PM - 12 AM  
10 AM**

**Fri 10th  
Sat 11th  
Sun 12th  
Fri 17th  
Sun 19th**

**Buddy Shaw  
RJ Haven  
JJ Hunter  
Spitfire  
Jammer  
Jimmy's Birthday Bash**

**8 PM - 12 AM  
4 PM - 8 PM  
2 PM - 6 PM  
8 PM - 12 AM  
Noon - 4 PM**

**Sun 26th Jimmy Sparks**

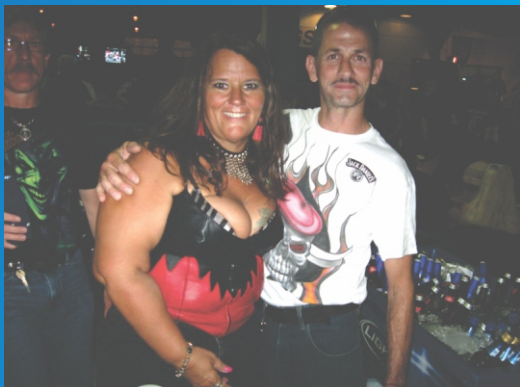
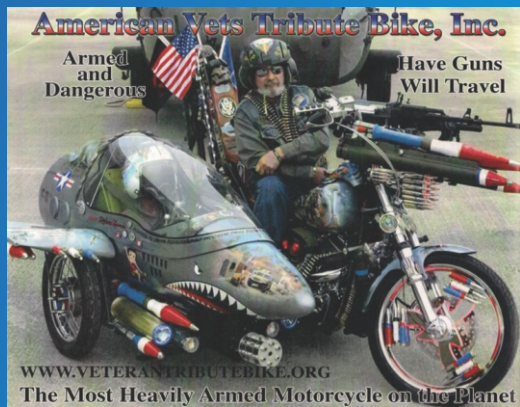
**3 PM - 7 PM**





# RIDER NOW MAGAZINE HOT SHOTZ!

Continued on  
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# Veteran's Corner

## YOU ARE NOT FORGOTTEN



### Vietnam Wall Escort

The Flagler College in St. Augustine had the film of The Vietnam Experience produced by Michael Rothfeld at the auditorium on 7Nov2010. With the help of the Veterans Council coordinator Heather Andrews (U.S. Army) and the Vietnam Vets M/C & Legacy Vets M/C along with other veteran motorcycle organizations, Escorted the Vietnam Wall from Destination Daytona in Ormond to the Flagler College Auditorium to accompany the film on The Vietnam Experience. Upon arrival three planes flew over head, 1 red, 1 white, and 1 blue for a period of time. There was also a ribbon signing for all to sign. Thank you to all involved and Welcome Home.....

**The Price of Freedom is Written on the Walls.**



If you would like to help our veterans, you can send all donations to  
Veterans Support Fund, 600 Mason Ave., Suite # 140, Daytona Beach, FL 32117



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(We Need Money for College...or Bail)**



# PARTY ON THE DECK!!!

with The Greg Billings Band  
by Sandy



What do you get when one of the best Biker Bars in Pinellas County brings in one of the best Biker Bands to play at their establishment??? You get a nite of great music, drinking, partying, singing and dancing in an electric atmosphere. That is what occurred recently at Grass Flats "Party on the Deck" where the Greg Billings Band performed.



The party started around 4PM with a free Pig Roast and trimmings, ice cold drinks, some of which were mixed up by Chris our two-fisted bartender pictured here, vendors and a bunch of hot bikes that were enjoyed by the people walking around. But as the sun set, and darkness came to Grass Flats, Greg and the Band took the stage and what ensued was an explosive musical experience. The place was jumping and the parking lot was jam packed with bikes.



This Band is a fantastic group of musicians, led by the vocals of Greg Billings. They are a group of guys that gives 150% when they perform, and they're a hard drivin' band that knows how to entertain, please and interact with the crowd.

A great big thank you to Kirk, Belinda and the Grass Flats staff for the Party and superb service to such a large crowd, and my personal thanks to Russ Walker for the super Bike Shots!







# STURGIS





**U.S. Military Vets M/C**

**Proudly Presents**

**BIKERS  
FOR KIDS AT  
CHRISTMAS**

**RIDER NOW  
MAGAZINE**  
MEDIA SPECIALIST FOR THE MOTORCYCLE LIFESTYLE



**December 5, 2010**

9th Annual ride to help the needy kids  
of Marion County  
Sign ups 10am at

**Ocala Veterans Park**

Donation of \$10 & a toy

Miss Lynns, Cabin Pub, Kool Kats & end USMV  
M/C Club House

Food-Fun-50/50-Raffles-Music

Information: Macaw 352-347-6185

(Who will win the Biggest Santa Trophy???)



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DECEMBER 11<sup>TH</sup> (Saturday)

Party From: 7PM until

## Bikes For Tykes Fund Raiser

by John Sullivan

### GOOSSES SPORTS BAR

11988 Indian Rocks Rd and Walsingham Rd.

Largo, FL 727-595-8763

THIS BENEFIT IS TO Purchase Gifts AND  
BICYCLES for Children FOR

Pinellas County Foster and Adoptive Parents  
Association

Great Raffle Items:

Huge Flat 42"Screen TV

BLUERAY WITH NETFLIX AND

A 1000 WATT HOME ENTERTAINMENT  
SYSTEM

**RIDER NOW**  
MAGAZINE

And Much, Much More

**JOE AND THE HERITAGE BAND**

**WILL BE PERFORMING LIVE**

**7...-11 PM.**

Drink and Food Specials

50/50 Drawings

**COME OUT AND HELP THE NEEDY KIDS FOR  
CHRISTMAS. EVERYONE DESERVES A CHRISTMAS.**

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**LAMA Tampa Presents**



## Hero's Benefit & Award

LAMA TAMPA will host its 2nd Annual Hero's Benefit Award Ceremony to honor Army Sergeant Joel Tavera of Havelock, NC. He was deployed to Iraq in the fall of 2007, at the young age of 19. In 2008, Joel's Humvee was hit by live rockets. The blasts killed three men, and severely injured Sgt. Tavera. He lost sight in both of his eyes, his right leg, as well as other injuries. For his service, Joel received The Purple Heart and Bronze Star. Every one that has met Sgt. Tavera feels that he is a veritable

Inspiration. His will, passion for life, along with his extraordinary spirit and perseverance, serve as an example for anyone who is facing difficult times.



Sergeant Joel Tavera  
www.buildinghomesforheroes.org

Join us to honor this true  
American Hero

November 27th, 2010

12:00pm-6pm

LAMA Tampa Clubhouse

5019 Denver St. Tampa, FL

For Vendor Info. Contact

**Johnny Urrutia 813-299-4482**

## SUNCOAST BROTHERHOOD PRESENTS

### THE 30<sup>TH</sup> ANNUAL TOY RUN

To Benefit Pinellas County Foster And Adoptive  
Parents Association

**SUNDAY, DEC. 19<sup>th</sup>, 2010**

LEAVING FROM

K-MART PARKING LOT US 19 AND RT. 580,  
DUNEDIN.

**RIDER NOW**  
MAGAZINE

Sign up starts at 10AM

POLICE ESCORTED AT 12:00 NOON

**PLEASE BRING A 5.00  
DONATION AND AN**

**UNWRAPPED TOY PER PERSON  
FOR OUR FOSTER CHILDREN.**

Children age range from 10-18 years...and 95%  
Boys

**CELEBRATE OUR GIFT GIVING  
TO FOLLOW AT THE AMERICAN  
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# RIDER NOW MAGAZINE HOT SHOTS!

Continued From  
Page 5



# The Storyteller

"I don't know where I am going to go ride today," my new friend announced, "I've been on every back road from here to Vermont."

The comment transported me back to the days I spent with the tented circus, making one day stands across most of the country and half of Canada. My mind recalled the variety of New England roads between the countless cities we showed, both winding through hardwood forest, farm country and little towns built around mill sites, and the long straight ribbon of asphalt that occasionally offer a spectacular view that I have become all too familiar with in my travels.

After a pause he continued, "Maybe I will ride to Centralia today."

Standing in front of Laugerman's Harley Davidson as I enjoyed looking at the sparkling brushed metal paint job on his brand new Harley, he continued with a story about nearby Centralia, PA where years ago, a famous disaster took place. The region was coal country and an immense amount of underground tunnels had been utilized to get at all the coal underneath the community. When the veins had been consumed, the town began using the labyrinth as a destination for their trash. Later, one of the founding fathers thought that igniting the trash would be a good idea. Thus began the famous underground inferno that effectively ignited the remaining veins of coal left over, that heated up the ground beneath the town, in some places enough to intermittently, catch a few homes on fire.

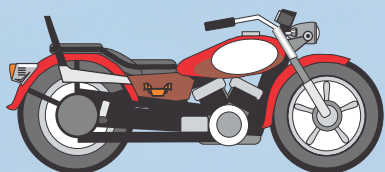
I enjoy hearing the endless stream of little vignettes that provide a glimpse into the lives of other people. The pause I enjoyed getting familiar with this biker, as I waited for my next project to begin is another bright spot in this life I live. When he made up his mind as to what road to take today and roared off on another ride, I began to think about getting back to Gettysburg the following week and I set my sights on the new dresser sitting in my booth.

A new design was percolating in my mind as I collaborated with yet another motorcycle enthusiast. I had appreciated the bear claw necklace around the neck of my rather large customer, aptly nicknamed "bear." He had just returned from a trip from Montana and enjoyed describing the sights on Beartooth Pass and the Highway to the Sky. His description of the narrow roads, under construction with fresh oil, no painted lines and in the rain, with the sheer drop-off on one edge, the spectacular vistas beyond and the dramatic change in temperature as the sometimes steep incline reached the epoch gave me a clear indication that this is another gifted story teller. As he talked and I looked over his bike, I was having an idea; I suggested painting some claws above and below the tank emblem to give the effect of a bear paw clutching the badge. As he thought about my idea for his bike, "Bear" told a questionable, but nevertheless entertaining tale about how he got the claws; he said he was camping out in the wilderness and was down to his last peanut butter and jelly sandwich when a bear showed up to challenge him for it. Out of pure desperation he quickly took out his pocket knife to fight and ended up killing the bear and then was able to enjoy his sandwich.

As my attention wandered back from the animated visual that had formed in my mind to the task at hand, I mixed, with the brush, just the right tone of color on the pallet and applied a particular stroke to get the shape I wanted. As the subtle color shapes began to form an image that began to resemble claws, I realized that, I too, am a story teller of sorts. When I create, from an idea, how a shape suggests an action or thing, I am communicating a concept. As the creation of this visual suggestion of a paw clutching the badge on his bike takes place, I overhear additional stories being passed among the crew that is hanging around; I also realize that this image will be telling my story every time someone looks at it for years to come.

Perhaps, enjoying these tales I overhear in the pin-striping booth was the starting point for becoming a story teller myself. This life I live, with the unending scenic vista that morphs along the road between Harley events, and the anecdotal episodes along the way, mixed with relentless creation as I make an impression on the endless stream of nice bikes that you bring me one at a time, makes me wonder about the stories of adventure that these bikes probably wish they could tell.

The colorful past I have; traveling, performing and creating, mixed with today's opportunities to be a delight in the lives of others provides plenty of material for rapport. Colorful stories are part of the experience shared wherever I go. Make a point to visit Letterfly this coming year, hang out, enjoy the purple benches and the camaraderie and make sure to stay all the way to the very end; that's when I tell the one about when the fat lady sings.



Show biz, ain't it great  
Be Good, Be Well and Live Lite,  
Sincerely, Dave "Letterfly" Knoderer



# MOTORCYCLE ACCIDENT?



*Erik G. Abrahamson*

**Erik G. Abrahamson**  
"20+ Years Protecting the  
Rights of Injured Bikers"

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