

# Ride with the Biggest Names in Motorcycling during the 13th Annual Sturgis Buffalo Chip® Legends Ride

The Sturgis Buffalo Chip Legends Ride will roar through the hills Monday, Aug. 10, 2020, bringing motorcyclists together for the common goal of raising money for worthwhile causes and having a great time while doing it.

Now in its 13th year, the Legends Ride is the Buffalo Chip's premier charity event, meant to be a fun way for riders like you to rub elbows with industry greats and celebrities. Commonly known as "The Ride That Rocks™," the Legends Ride features more celebrities, industry icons and rock 'n' roll legends than any other ride. Celebrity guests are a staple of the ride, and past celebrity attendees have included Steven Tyler of Aerosmith, Neal Schon of Journey, Paul Teutul, Sr., John Paul DeJoria, R. Lee Ermy, the Ness family, and many more. Over the years, the ride has become a Sturgis Rally tradition on the must-do checklist for many rally visitors.

This year, your ride will be captained by Academy Award-nominated actor Tom Berenger! Berenger has graced the silver screen in dozens of movies including "Platoon," "Major League I and II" and the "Sniper" series, just to name a few. In his long and storied career, he has been guest star on a plethora of TV shows and has received coveted awards for his work, including a Golden Globe and two Primetime Emmys. In addition, Berenger is longtime motorcycle enthusiast and friend of the Buffalo Chip.

In addition to Tom Berenger, you'll have the opportunity ride alongside a whole host of motorcycle industry icons. The full lineup of legendary custom builders displaying bikes in this year's Motorcycles As Art™ Exhibit have been invited to be featured VIP

guests on this year's ride. Builders in the exhibition include Billy Lane, Brian Klock, Cory Ness, Dave Perewitz, Donnie Smith, Eddie Trotta, Fred Kodlin, Jerry Covington, Jim Nazi, Mondo Poras, Pat Patterson, Paul Yaffe, Rick Fairless, Roland Sands, Ron Finch, and many more!

Your Legends Ride fun begins in Historic Deadwood's Outlaw Square. A section of Main Street will be closed to traffic in front of the Silverado Franklin and reserved for Legends Riders. Over the years, this gathering of bikes prior to the ride start has become an impromptu-style bike show, letting you get an up-close look at some of the Sturgis Rally's hottest customs. Roll up and park your bike as early as 11 a.m. and stick around to enjoy a custom bike auction at 2 p.m. During this time, riders have the opportunity to walk in the footsteps of Wild West legends and take advantage of the Silverado Franklin's world-class gaming as well as multiple restaurants and bar offerings.

Following the auction, all riders will pose for a quick group shot to memorialize the occasion. Then at 3 p.m. sharp the kickstands go up and the riders are off. You'll leave Deadwood on a self-guided ride through the scenic Black Hills with hundreds of your closest friends. The route will take you out of Deadwood on the picturesque Highway 385 and to the charming small town of Nemo. From there, you're off to the winding curves of Vanocker Canyon, widely known as one of the best rides in the hills.

After taking an incredible route through the hills, the Legends Ride roars into the Buffalo Chip CrossRoads, but that is by no means the end of the event. You're invited to attend a special riders-only reception



## Legends Ride® Schedule Monday, Aug. 10, 2020

### Main Street Deadwood to the Buffalo Chip

- 11 a.m. Bike parking begins, credential & souvenir gift pack pickup, meet and greet
- 2 p.m. Custom Motorcycle Auction
- 2:50 p.m. Group photo
- 3 p.m. Ride departs Deadwood
- 5 p.m. Ride arrives at the Buffalo Chip Crossroads
- 5:30 p.m. Live Sponsor Auction
- 8 p.m. - 12 a.m. Evening entertainment

with complimentary catered food, drinks and live entertainment. In addition, the first 200 who register by making a donation to the Legends Ride are welcomed to camp out and enjoy the nightly entertainment on the main stage at no cost.

The Buffalo Chip donates one hundred percent of rider fees to local charities including the Sturgis Motorcycle Museum & Hall of Fame and the Black Hills Special Olympics. Through the generosity of bikers like you, the Legends Ride has raised over half a million dollars for charity since its inception.

The Ride that Rocks is truly iconic. It has been featured on CMT, National Geographic channel, the Tonight Show, FX Network and the Travel Channel, as well as countless print, online and newspaper articles.

To add your name to the list of legends and be a part of this iconic ride, purchase passes today at [www.LegendsRide.com](http://www.LegendsRide.com) or by calling 605-347-9000.

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# Making *Motorcycle* & *Music* History

By Felicia Morgan

Dennis Hopper and Peter Fonda did not write a full script for their famous biker cult movie, *Easy Riders*. Instead, they made most of it up as they went along. And they didn't hire a crew. They picked up hippies, used friends and passers-by to hold the cameras and there were countless battles over creative differences, yet the results of their dogged determination just celebrated 50 years of Wyatt and Billy riding their choppers across silver screens around the world. So when seeking advice on how to make an indie film, you really couldn't find a better mentor than actor/filmmaker, Peter Fonda. And when the guy behind the cult classic biker film tells you not to let anyone talk you out of your ideas, you tend to listen to the man.

For Charlie Brechtel, a New Orleans born bluesman who migrated to California's Calaveras County foothills, Fonda was generous when sharing sage advice as he and Charlie chatted backstage after Brechtel performed at a California bike run years ago. Brechtel was working on putting together a biker flick at the time and wanted to bounce ideas off Peter. Fonda listened, then advised Brechtel to stay committed to his vision. Those wise words served Brechtel well and he stuck to his guns against all odds.

The first hurdle though, was that Charlie wasn't a filmmaker. He didn't know the first thing about making a movie. But he knew people who did. As a matter of fact, Charlie knew people from all walks of life and he started making calls to his friends in both the biker and music worlds to share his ideas. His vision was to

make a biker flick with great original tunes that families could watch together. Instead of hiring actors, roles were cast by inviting real-life personalities to play themselves. Word got out what he was up to and the next thing Brechtel knew, folks stepped up and he made a flick made up of recognizable folks and everyone had fun. That film, *Rebel on the Highway*, is now available for purchase on Amazon Prime and is listed as a four star view. And now, there's a second flick.

The *Rough Boys* was built utilizing the same framework with no actors, includes some of the same personalities as the first flick, and was filmed at various locations in California and parts of the South. This feature, however, has an interesting twist built into the storyline. Viewers are encouraged to pay close attention for subtle clues woven into the plot. With those gathered clues, movie fans can enter the contest to be the first one with all the correct clues to find a real bike built by Paughco, Inc. and Mondo from Denver's Choppers. In addition to the bike, there's also a

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cool \$10,000.00 up for grabs. And as exciting as all that is, the fact is that the film is genuinely entertaining.

Famous harps player and award-winning bluesman, Charlie Musslewhite, who plays a lead character as well as blowing the blues, and Benny Turner, a world-renown Texas picker who is also acting in the flick, both joined Brechtel on the porch at Accurate Engineering for a little jam session last September. It was there that both Musslewhite and Turner, though they had met in the past, reveled in the chance to perform together for the first time. Both men were all smiles. Additionally, neither of the renowned musicians had ever spent time with bikers yet they made friends for life with much of the crew. The biking bug bit Benny particularly hard after sitting on a couple of the old bikes, proving once again that motorcycles are a common language across all genres and generations.

Later, when asked what his favorite part of filming the Rough Boys was, Brechtel recounted the wrap party at

Accurate Engineering with awe.

"I just enjoyed the whole experience. Here I was, just playing my guitar, hanging out with some really great people. I mean, these guys are music legends and here I am, getting to sit out on the porch and play my guitar with Benny Turner and Charlie Musslewhite! I looked out at the crowd of all motorcycle legends that were there and it all just hit me hard at what a really special thing it all was. We're making history while



we're preserving history. It don't get no better than that!"

As the film's final edits were wrapping up and summer premieres were being scheduled out across the country, all plans came to a screeching halt when Charlie lost his life in a freak bike accident on April 25. Just like something out of a movie script, Charlie was out having a great ride with friends when he inexplicably crossed the double yellows and hit an oncoming car head on.

When the history of Charlie's movies is written, there will undoubtedly be comparisons between

the various biker cult flicks. And there are some similarities. Just like the Easy Riders film, there was a working script for the Rough Boys, though director Dave Nichols and Charlie had characters mostly ad lib their lines, and the scenes were often collaborated on during filming. Friends held cameras, riding friends made appearances and there was even a scene requiring extras so random guys were picked up at a local restaurant.

Unlike the Easy Rider movie where specially constructed bikes were used, however, is the fact that the riding scenes in Rough Boys involved characters on their own bikes. The exception was Charlie, who was provided a beautiful new Indian by Metro Milwaukee Indian, and Dana Peters in Dothan, Alabama provided extra bikes.

But the most important thing about Brechtel's films is that the motorcycle history Charlie was so adamant about preserving, definitely has been. From the machines, the original music and the personalities themselves, these films are a forever piece of motorcycling history. And so is the illustrious Charlie Brechtel... and it don't get no better than that. Godspeed Charlie.

*For updates and premiere information regarding the Rebel on the Highway movie, go to the website <https://rebelonthehighway.com> or to Facebook.*



REAL RIDERS. REAL STORIES. REAL PASSION.

# Join Leading Motorcycle Women at the 12th Annual Biker Belles Celebration

Leading motorcycle industry women will gather with friends old and new to increase awareness of the passion, diversity and spirit of women in motorcycling at the Sturgis Buffalo Chip's 12th annual Biker Belles Celebration on Tuesday, August 11, 2020. All are invited to attend, women and men, riders and non-riders, and you!

The Biker Belles celebration is the longest running women's event at the Sturgis Rally. Originally, the idea was to create a women's charity ride, but it soon blossomed into a much broader event to elevate the support of women in motorcycling and encourage new riders into the sport and lifestyle.

"Over the past 11 years Biker Belles has become known organically as the Home for Women at Sturgis," said Toni Woodruff, Biker Belles Program Manager. "This strong and spirited community empowers, encourages and mentors each other with a focus on giving back. In these unprecedented times, it feels even more important to surround ourselves with goodness and friends and celebrate life."

At the Biker Belles celebration, you will join a lineup of notable special guests who have all had a positive impact on women in motorcycling. Ride alongside not one, but two inspiring women in the motorcycle world – Diva Amy Skaling and Savannah Rose at The Morning Ride™. Hear from distinguished Biker Belles Symposium panelists Jodi Perewitz, Lena Fairless, and Marilyn Stemp. You will be able to meet and swap stories with 2020 Biker Belles honorary special guests Gloria Struck, Jill Parham and Cris Sommer Simmons, as well as featured special guests Ann Hovdenes, Laura Moore Berenger and Kelly Yazdi.

The celebration begins bright and early Tuesday, Aug. 11 with the Morning Ride. The guided ride will begin at the Lodge at Deadwood after you enjoy provided coffee and pastries and complete a short rider sign-in. Kickstands go up at 9 a.m. sharp and you will set out to discover some of the Black Hills most beautiful roads. After nearly 2 hours of riding through the hills, you will arrive to a warm reception with the rest of the Biker Belles Celebration attendees at the Buffalo Chip CrossRoads.

Once at the Buffalo Chip CrossRoads, your options for activities are just beginning. Roar in and park your bikes for the Women and Wheels Bike Show presented by the Wild Gypsy Tour. This unique show and shine allows you to see some of the coolest female owned bikes that have ever touched the pavement. Though the show is for female owned bikes, it is open to all to spectate at no cost.

Amidst the excitement of the Women and Wheels Bike Show, you will have the option to unwind with your fellow wind sisters and pamper yourself at the Comfort Zone by Team Diva. Relax in this fantastic retreat area and discover new beauty care, fashion wear and riding gear made specifically for women.

At 11:30 a.m. the symposium begins, allowing you to feed your mind with knowledgeable speakers from the motorcycle industry and feed your stomachs with a catered lunch from Bonafide Food Love. At this always inspiring and stimulating symposium, you'll hear stories of experiences from featured panelists and industry icons Jodi Perewitz of Perewitz Cycle Fab and Lena Fairless of Stokers Dallas.

Directly following these events is a gathering for the history books – the Women Riders Turnout. This turnout is a completely organic gathering of



**Biker Belles Schedule  
Tuesday,  
Aug. 11, 2020  
The Lodge at Deadwood**

- 7:30 a.m. Rider sign-in with coffee & snacks
- 8:30 a.m. Group photo
- 9 a.m. Kickstands up for The Morning Ride™
- 8 a.m. Non-rider sign-in with coffee and snacks
- 10:30 a.m. Ride arrives at the Buffalo Chip Crossroads, The Comfort Zone by Team Diva, Silent Auction & Retail Experience open
- 5:30 p.m. Women & Wheels™ Bike Show Begins
- 11:30 p.m. Symposium & featured peakers with catered lunch
- 1:15 p.m. Bike Show awards
- 1:30 p.m. Group photo
- 2 p.m. Women Riders Turnout

women riders, both passenger and pilot, on the centennial of the 19th amendment, which gave women the right to vote. There's no registration, no corporate sponsors and no drama involved in the turnout, just a group of women who love to ride gathered together in one place. A drone will be sent up to capture the gathering, and then everyone will disperse to do what they love – ride motorcycles!

To join in the Biker Belles festivities, you will be asked to make a \$65 contribution. One hundred percent of these contributions will directly go to three South Dakota based charities that benefit women-related causes – Helping with Horsepower, the Strider Foundation and the Sturgis Motorcycle Museum & Hall of Fame.

Take part this year and help support the fastest growing segment in motorcycling – women! For 2020, there will be no on-site registration on the day of the event. To register, go to [www.BikerBelles.com](http://www.BikerBelles.com).





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# The Girl Behind the Bike

*The extraordinary and untold story of Michelle Disalvo, professional racer turned factory Indian mechanic for Grand National Championship frontrunner Briar Bauman*

Written by Joy Burgess  
Photos by Scott Hunter/AFT and Dave Hoenig

There is no doubt: Professional flat track racing – which forms the roots of all American motorcycle racing – is a dangerous and unforgiving sport. Dubbed ‘America’s original extreme sport’ by American Flat Track, the sport is so physically demanding it’s been male-dominated for decades, with only a tiny handful of women able to compete successfully at the highest levels.

Walk through the pits at an American Flat Track race and, with the exception of girlfriends, wives and AFT Singles rider Shayna Texter, you won’t see women tending seriously to the motorcycles. That is, until you reach the factory Indian pit. There, you’ll see three riders, twice-reigning Grand National Champion Jared Mees, Bronson Bauman and his older brother – and current AFT Twins points leader – Briar Bauman. Nearby will be Briar’s

#14 Indian FTR750 racer, and you can be sure that his lead mechanic, Michelle Disalvo, isn’t far away.

While Disalvo spends most of her time behind the bike these days, her success as a mechanic for the factory Indian team is at least partially due to her own experience as a racer. Her racing career got its start in flat track, she was one of the first women to carry a National Number in the Grand National Championship Series, and in over 30 years of racing she’s competed in everything from Supermoto to the Pike’s Peak International Hill Climb.

She’d never tell you any of this herself, but Michelle Disalvo has quietly been making history for women in motorcycle racing for decades. Although she’s often seen alongside Briar on the track at AFT races, and her skills as a lead tech have been instrumental in Bauman’s dominance this season, few know her story.

## **The Early Years**

Michelle was born in Montana but spent her growing-up years in Salinas, California. When you see her in the pits working on the Indian FTR750, she looks completely at home and comfortable, and that’s likely because she’s been around motorcycles nearly all her life.

“It was my 9th birthday when I got my first bike,” Michelle told us. “It was a Suzuki TM125 in a Champion frame and, looking back, it was a little big for a 9-year-old. But I didn’t care. I rode that thing every day, and it broke about every three days. My dad told me that if I wanted to ride, I had to work on it, too. So from then on I fixed my own bikes.”

Her dad wasn’t in a hurry to let her go racing, but she kept asking until he gave in. In 1985, at the age of 11, she rode her first flat

*Continued on 66*

track race in Monterey, California. And from that point on she rarely missed a race. She continued to work her way through the ranks in flat track, turning expert in 1991. Her first pro race was that same year, and she was riding hard to great results.

### **Blazing a Trail for Women**

Long before Shayna Texter became the first woman to win a Grand National race, Michelle was blazing a trail for women in motorcycle racing, making history of her own in flat track. After earning her national number in 1998, Michelle headed to Daytona International Speedway to race, and from the moment she was on the gas and banging bars at the Speedway she knew this was what she wanted to do. "That first time I went to Daytona, I knew I wanted to race the circuit. I intended to race the entire circuit, or get as far as I could."

She went on to be the first woman to take a podium in the Grand National Dirt Track Series. In 2000, she became the first woman to win an AMA national

title, taking the 883 Sportster Performance title in the AMA Hotshoe series at Zanesville, Ohio. Later, in 2006, she raced AMA Pro Supermoto, becoming the first woman to qualify for a 450 Main event.

But American racing wasn't enough. "I was watching World Supermoto with a friend and kept thinking I wanted to do that someday," Michelle says. "By chance, someone in England had a bike to ride, so I participated in my first race overseas in October 2006 in Mettet, Belgium. There I met my future sponsor. He watched me race, gave me his phone number and said, 'You're riding for me next year.' So, I came home, quit my job, packed up, and moved to Europe."

During her six years in Europe she raced the Belgian Supermoto Prestige, FIM World Championship Supermoto and the Belgian Monobike Open, to name just a few, with excellent results.

Once back in the States, in 2013, Michelle set her sights on one of the most prestigious races in the country – the Pikes Peak International Hill Climb. Some call it America's Isle of Man, a

race where even the smallest mistake can be fatal. "Pikes Peak is a special race," she says. "You race against the clock and the mountain. It's really hard to go all-out because the consequences can be fatal. It's truly the most challenging event I've ever done."

The idea of racing inches from sheer cliffs on slick roads with non-stop twists and turns might seem daunting to some, but Michelle seemingly has no fear. "I've knowingly ridden on circuits with no room for error, and I loved it!" Her love for racing is obvious in her willingness to take risks in a sport where injury and death are always a possibility. And it's that love and that rush that comes with racing that keeps her coming back.

"It's similar to a drug addiction," she says. "You go fast or rip a corner just right, and your brain releases endorphins. To get that feeling back, you try the same move again; only it's not good enough because you've already done it. So, to achieve that feeling, you push a little harder. As you feel good about your skills, you compete. Then you get an even higher feeling when you cut the perfect lap and edge out another competitor. Over time, it builds up. You just don't acknowledge the risk until after."

### **Professional Motorcycle Builder and Mechanic**

Michelle didn't just start riding at nine years old; she started working on bikes then, too. "I have built everything I've ridden over the years. I wasn't that good in the early years, which means I broke a lot of stuff before I learned how to keep it together. I love understanding why it works and seeing it."

In 2014, the love of working on bikes turned into her next career move when legendary GNC tuner and team owner Dave Zanotti needed a mechanic. "I wasn't exactly looking for it," she says. "Things just find me. Dave's very particular about how the bike



should be, and no one puts in an effort like he does. Everything he makes is a work of functional art. For me, trying to grasp that vision was the hardest part. There's a lot of extra work involved, but the end result is beautiful!"

It was while working for Zanotti Racing that Michelle met American Flat Track racer Briar Bauman. "I'd been working for Zanotti since 2014, and Briar came to our team in 2017. He was a good fit, and from that first race you could see he had something special."

And he did have something special. He won the Lima Half-



Mile in 2017, and then had some early struggles in 2018. But once he got aboard an Indian FTR750, he was fast. Not only was Briar consistently running up front, but he blazed to what would be a career-changing victory at the Williams Grove Half-Mile with younger brother Bronson right behind him.

Briar's success didn't go unnoticed, and near the end of 2018 Indian added both Briar and Bronson to their Wrecking Crew factory team. Indian also welcomed Zanotti as crew chief and Michelle as Briar's mechanic. It was a package deal,

and it's one they're all happy with. "Dave, Briar and I all came into it together, and I don't think any one of us would have done it if the other two weren't going."

The Indian Factory Team obviously knows how much Michelle brings to the team. When asked about her contribution to Briar's success this year, Indian head honcho Gary Gray told us, "Michelle is meticulous and detail-oriented. She triple checks everything to make sure the bike is perfect. She races herself, so she really gets the sport and the bike. She understands what Briar is saying when he gives feedback and gets the bike to work the way he needs it to work. All of this gives Briar an amazing level of confidence when he heads to the starting line. He knows the bike is perfect, so he can focus on his job, winning!"

*Continued on 68*

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*The Girl continued from 67*

And winning is what Briar's been doing. He started the season with a runaway win at the Daytona TT, letting everyone know he was ready for a championship run in 2019. So far this season he has three wins, ten podiums, and leads the championship in points. Bronson isn't far behind. Currently third in the points, Bronson raced to his first victory in the Twins class at the Laconia Short Track.

Did that first victory for Bronson change the dynamic between the brothers? Not according to Michelle. "I was so happy to see Bronson get his first win," she says. "I think it gave him validation. I saw him racing when he was growing up, and he is very talented. There's no animosity, and I see them giving each other advice all the time. They take care of each other."

With the Indian Wrecking Crew currently holding the top

three spots in the championship points, there's a better than even chance that one of the Indian boys is taking home that championship ring this year. Could it be Briar? Michelle seems cautiously optimistic. "It would be amazing to see Briar win the championship. But anything can happen; that's racing. We bring our best, and hopefully, at the end of the season we'll be on top."

There's no doubt that the decades Michelle spent racing and working on bikes fuels her success as Briar's mechanic. She spends a lot of her time working on Briar's bikes and watching him race from the sidelines, yet she doesn't feel like she's missing out at all. "Just because I'm not riding doesn't mean I'm missing anything. Being able to watch a rider live out his dream and legitimately chase the championship is huge. I do a lot of work during the week to ensure he has the

best on race day, and watching it all come together is very rewarding."

Dirt track, motocross, road racing, Supermoto and Pikes Peak – at some point Michelle Disalvo has raced just about every type of motorcycle race there is. She's made history for women in motorcycle racing multiple times, spent years tearing it up in Europe, and today she's a critical part of the Indian team.

It doesn't matter whether she's on the bike or behind it; Michelle Disalvo is a force to be reckoned with – an original, one-of-a-kind badass woman who's raced on tracks with the guys and beaten them, stared death in the face for the love of racing, and who uses her vast racing knowledge and epic mechanical skills to help a rider live out his dream.

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# Getting to know Tattoo Artist *Darren McKeag*

As long as I can remember, I have been creating art. I can recall as early as second grade, I was getting in trouble for drawing flames, cars and motorbikes on my papers that I would turn in. This continued on through higher grades, to the point where the teachers told me I couldn't do that. My response was, "why, all I want to do is create art."

Growing up, I would ride on my Dad's 65 Panhead, just in front of him, on the back edge of the tanks. He and my Mom would be on the buddy seat. This was a lot of fun, until he added the sidecar and that was a whole new level of motorbike fun for me.

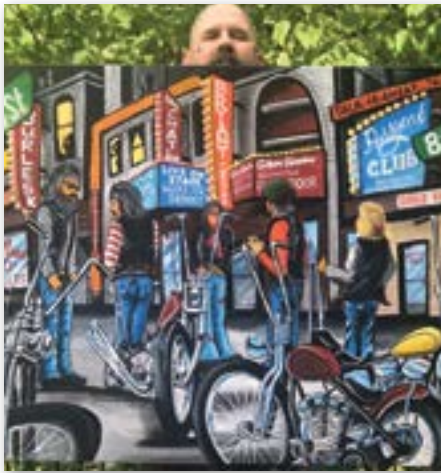
One day, my Dad and I went in to visit one of his motorbike buddies, named Lucky. Lucky was more into the chopper scene, where my Dad was into the stock Harleys. Now, though my Dad and I had visited Lucky's garage before, it wasn't until this day that David Mann's centerfold art hit me hard and has affected me my entire life.

When I was 9 years of age, my parents separated and a few years later, my mother remarried a man that was also into Harleys and had tattoos. As I was growing up, I found that I was creating more and more art, drawing, illustrating and painting. In my early teens, though I didn't really

know it at the time, I was creating tattoo flash art and black and white, pen and ink art. Later in my life, I would discover this style of mine to have come full circle. It was around the age of 15, that I was approached by the Art Instruction School of Minnesota to pursue my art and sign up for classes through correspondence. That was a great program and it really helped sharpen my skills.

Though I was still heavily into my art, at the age of 17, I begged my Mother to cosign for me to join the Army. I was so set on serving my country, it was almost all I could think about. She kindly agreed and I shipped off for basic training, that was the summer between my Junior and Senior year of High-School, 1984. They called this split-training. After graduating High-School, I went to AIT training for the Army, trained as a Huey mechanic and Crew Chief. This was an amazing experience that I will never forget. I spent the rest of my time in the Army Reserve, working on Hueys and flying, and spent some time all over the world, including Central America.

About halfway through my contract with Uncle Sam, I decided to go back to college for art, again, that's all I wanted to do. After graduating from graphics arts, I ended up in




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Ankeny, Iowa, a suburb of Des Moines, where I bought my first Harley and opened an aftermarket motorbike shop with two good buddies. This was around 1989 and I was airbrushing bikes while my buddies did mechanical work. At the time, I was also working for a corporate company, doing art and after 3 years of that, I realized I didn't like the corporate world at all. I was riding Harleys, painting them and getting tattooed and realized that's what I wanted to do, every day.

Spending every evening at the bike shop and creating art, many of the bikers would ask me to tattoo them. My response was always, I don't know anything about tattooing. That became such a daily question, that I completely emerged myself into the tattooed world. Which at that time was literally tattoo magazines and books. With my 1984 FLH parked in the corporate parking lot, I walked into my boss's office and told him I was quitting. He asked me, "what are you going to do" and my reply was, "I'm going to open my own tattoo shop and start my own company". His reply, "you'll never make it"... I said, "kool, get me my paycheck" and I never saw the man again.

Not having a lot of money to my name, I asked my Dad if I could borrow \$1500 to get my tattoo business going. His response was "yes, but you have to repay me, if it

doesn't last more than 5 years". I agreed to the terms, made my way to Sturgis, where I met up with Brian Everett, who hooked me up with National Supply for my shop and I was set. I've been tattooing ever since, Brian and I are good friends and it was around 2011, the year my Dad turned 67, that I decided to repay him for that loan, even though I had long surpassed my obligation. I was born in 1967 and I thought, man, I think I will surprise Dad with a 67 FLH. Having the title in an envelope, we were all piled in Slingin' Ink, my tattoo shop in Grinnell, Iowa and I handed my Dad an envelope. He opened it, revealing the title of the FLH and said, "is this a project, what's going on" I replied, "let's go to my garage and see". I opened the door and revealed his new motorbike and said, "this is a thank you for the tattoo loan".

Fast forward to today, I have been tattooing for 30 plus years and creating art my entire life. I spent a good portion of my life living faster than I should have, running from the

reaper, thinking it was the path to be on. In 2014, a Facebook friend named Missy Webb had messaged me, asking if I would like to get a drink and some dinner. I had been on the road for literally 3 weeks, doing art shows and partying. I accepted her offer, fell in love with her in a matter of weeks, got sober after 3 months and my life, my art and my understanding of who I am, what I am and why I am here, is more clear to me than ever before.

Today my art is busier and better than ever. Social media has allowed me to share my art with the world, painting motorbike tins, helmets, painting on canvases and creating t-shirt art within the hot rod and motorbike industry. I spend everyday with my best friend, creating art and traveling the world, whenever we want, going wherever we want. I am truly blessed and thankful to everyone that believes in my art.







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# “Chasing the Miles”

By Cristine Sommer-Simmons

Riding vintage motorcycles is addicting! The Motorcycle Cannonball's Jason and Lee Ann Sims decided to try something entirely new in 2019. The Cross Country Chase would be different from other Cannonball rides (which happen every other year, the next being in 2020). Starting north in Sault Sainte Marie, Michigan and finishing south in Key West Florida 10 days and 2,368 miles later, The Chase is an even tougher challenge. Unlike the Cannonball, there are no chase trucks, crews, or mechanics waiting to help at the hotel each night. Riders would have to carry everything they needed – clothes, tools, parts, oil, etc. They could help each other but were basically on their own. Any broken-down bikes would be scooped up by the sweep truck and taken to the next town. If the bike could be fixed, they could keep riding the next day, if not they would have to find their own way home. A bit daunting? You bet.

While new to many of the 70 riders who signed up, this was

not really an entirely original idea for some of us. Back in the late 70's when I started riding long distances cross country, we never thought of bringing a chase truck or mechanic along. Also new to this ride and differing from the Cannonball, is a daily 10 question quiz: 5 questions on places and things seen the day before and 5 on motorcycle history. That, and a handicap for the age of the bike would be averaged into each rider score for the competition standings.

I wanted to do this ride the day I heard about it. While I certainly don't mind my mechanic waiting to help me at the end of the day, this undertaking would really force me out of my comfort zone. I pictured my younger self, stuff strapped on the bike, saddlebags overflowing with tools and dirty laundry, riding down the road without a care in the world. But this was not the 70's and I wasn't riding a “newer” shovelhead. I would be riding an 85-year-old motorcycle, my 1934 Harley-Davidson VD, the same bike I rode in the 2014 Cannonball. Though, to be honest, it had been sitting

in the garage pretty much since the day we arrived in Tacoma, WA, from Daytona Beach, Florida after that previous ride. It needed some mechanical work, and I knew just the guy I wanted to do it. Rob Nussbaum from RetroCycle in Boonton, New Jersey was the mechanic we brought along with us on the 2018 Cannonball. Every motor he rebuilt made all the miles. Not only are Rob and Ryan from his shop, great mechanics – they're also a lot of fun.

I've been known to turn a few wrenches in my day, but I'm far from being a mechanic. I needed to learn more about this bike in case I had problems. I was good with normal maintenance, but Rob and I both felt I should know as much as possible.

The bike was shipped to New Jersey. I flew out and we went over what was needed to be ready for the Cross Country Chase. Thinking we would only need to rebuild the top end... after taking the motor apart we found some other issues that were pretty extreme. My bike needed new cams, brakes, and then we found out the frame was bent! This



meant everything had to come off the bike and a better, straight old frame was found. I made a few more trips over to help work on the bike and then later to ride it to break in the motor. Rob was such a slave driver!

By the time I got to the start in Sault St. Marie, Michigan I felt much more confident in my mechanical abilities and knew this bike very well. In each of the four Motorcycle Cannonball's I've ridden, I'd never had a perfect score. Even though I always made it to the finish, and finishing IS winning to me, it would be nice to get all the miles this time.

One of the best parts of any of these rides has always been the people! Strangers become family that you would never have met if you hadn't taken on this crazy adventure. I ended up riding with new friend Matt Miller, from New Jersey and Cannonball alumni friends Bill Page, from Kansas and John Bartman from Illinois. We made a great team, managed to not get lost, helped each other, and made it to the finish together!

Some of the memories I will carry with me forever from this ride are: Leaving Sault Sainte Marie and riding in the rain over the famously scary 5-mile Mackinac Bridge. Taking the steam powered S.S. Badger Ferry across Lake Michigan into Wisconsin and riding to the Harley-Davidson Museum. Making it over the historic wooden Cannonball Wabash Bridge from Illinois into Indiana for the second time. Riding up beautiful Lookout Mountain leaving Chattanooga, Tennessee. Meeting new riders from all over and so many people who came out to greet us along the way. Seeing an alligator when we were riding through the everglades. Riding through the Florida Keys and arriving in Key West with a perfect score in 7th place overall with no major mechanical issues!

If you ever get the chance to ride the Cross Country Chase or the Cannonball, do whatever you have to do to make it happen. It's a life-changing challenge and ever so addicting. Just ask me!



*Soldiers, Sailors,  
and Airmen of the  
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upon the Great Crusade,  
toward which we have  
striven these many months.  
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upon you. The hopes and  
prayers of liberty-loving  
people everywhere march  
with you. In company  
with our brave Allies and  
brothers-in-arms on other  
Fronts you will bring about  
the destruction of the  
German war machine, the  
elimination of Nazi tyranny  
over oppressed peoples of  
Europe, and security for  
ourselves in a free world.  
Your task will not be an  
easy one. Your enemy is  
well trained, well equipped,  
and battle-hardened.  
He will fight savagely.”*

— Gen. Dwight D. Eisenhower  
delivered to U.S. forces on  
June 5, 1944, the eve of D-Day,  
as over 2.8 million Allied troops lay in  
wait on England’s southern shore.

# Normandy Taken by Storm

*After 75 Years of Peace, France Hosts its First-Ever Vintage  
Beach Races on Hallowed Ground*

Written by Kali Kotoski  
Photos by Stefan Sell, Virginie Petorin and  
Jack Hoier

Two years after German forces had swept through Paris, Adolf Hitler ordered the construction of the Atlantic Wall—a coastal defense and fortification system that stretched along the coast from the Spanish border up into the northernmost latitudes of Scandinavia, according to Nazi propaganda. Concerned over a spate of small-scale incursions by light commando units, Germany aimed to permanently wall off vast areas of continental Europe with cement, steel and soldiers manning colossal coastal guns, batteries, mortars and artillery.

By 1944, France’s 800-mile northern coastline had seen the greatest

development of the wall. Built primarily by forced labor, some 8,000 defensive bunkers and German pillboxes lined the shore with Panzer divisions inland. German troops are estimated to have laid as many as six million mines and 5,000 beach obstacles.

At three in the morning on June 6, 1944, an Allied aerial and naval bombardment commenced along a 50-mile stretch of Normandy, dropping imprecise bombs in overcast conditions and launching massive artillery shells from destroyers as close as 1,000 yards offshore. Soon after, paratroopers were dropped – again, imprecisely due to cloud cover – inland to help secure beach exits and to secure bridges, and at first light the first of some 156,000 troops began

landing along the  
50-mile stretch,  
from Utah and  
Omaha beaches  
to the west  
and Gold,



Juno and Sword beaches to the east. The effort constituted the largest invasion force the world has ever known.

At a little after 7am the first wave of British troops waded onto Sword Beach – the easternmost landing site of the invasion – along with Canadian, Polish and Norwegian soldiers. Led by Lieutenant General John Crocker, who previously had mixed success in North Africa and took a piece of shrapnel to the chest during a training accident in Tunisia, the troops were tasked with taking Sword in hopes of allowing the 3rd Infantry Division to capture the historic Norman city of Caen.

German snipers had taken up posts in abandoned holiday homes and pillboxes along the relatively flat and exposed beach. The entire stretch of coastline was filled with hedgehogs, barbed wire, mines, wooden stakes, iron crosses and dragon's teeth. Above the beach a network of twenty strongpoints put down steady small-arms fire against the lightly armored troops, many caught defenseless in the traps. Further back, howitzers barked grey smoke, and from a ridge three miles away the 21st Panzer Division showered artillery on the men.

Even as allied casualties mounted (especially at Omaha), most amphibious DD tanks landed unscathed at Sword, and the area was eventually secured. Engineers cleared the exits to the beach. Six-hundred-and-eighty-three Allied troops were dead. The Germans lost 50 tanks and six bombers with untold casualties.



Fortunately, Erwin 'The Desert Fox' Rommel was in Germany visiting his wife, while the commander of the Panzer division was conspicuously in Paris.

Allied forces had breached the Atlantic Wall in a matter of hours. The city of Ouistreham was partially leveled and Caen was not captured until three days later. Between Utah, Omaha,

Gold, Juno and Sword beach, over 20,000 soldiers from both sides were dead and the biggest armada in the history of the world launched the push that liberated Europe in 11 short months.

John Crocker was "assigned the most ambitious, the most difficult, and the most important task of any Allied corps commander during Operation Overlord," wrote

historian Douglas E. Delaney.

Now, 75 years later, Ouisterham is a charming resort town with a casino, rebuilt to retain a quiet historical pre-war feel. A five-story German bunker from the Atlantic

Wall remains and has been turned into a museum. A wide boardwalk leads down to Sword Beach where visitors picnic and tan.

It was 7am on September 21. The beach was white and clean and the racetrack was lined with square hay bales. The weather was a pleasant 75 degrees and the sky was clear.

Oklahoma's Chris McGregor walked the dark beach the night before, shortly after landing. He had raced his 1942 Harley-Davidson WLA weeks prior on the Danish island of Rømø with mixed results, returned to America to attend his daughter's wedding, and was back to race. His bike, entrusted to Steffen Gödecke of Harley-Davidson Hamburg in Germany, had yet to arrive as Gödecke drove through the night, crossing the Seine before daybreak.

The duo was together again to participate in France's first-ever vintage beach race on the sacred beaches of Normandy where only pre-1947 motorcycles and cars are allowed to compete.

"Maybe my bike landed here before, or at least its brothers did," said McGregor. "That was something that was constantly in my head."

Harley-Davidson produced roughly 70,000 WLAs and its heavier cousin the WLC during the war effort. Nicknamed the

*Continued on 78*



*Normandy continued from 77*

“Liberator,” it was used extensively in Europe, carrying time-sensitive messages or letters from home, as well as performing Military Police duties.

During Rømø, the bike performed just okay. It was hard to start and frequently misfired, making it sluggish and heavy on the soft Danish sand. And during the weeks between the races, Gödecke had plenty of time to play around.

When the flag girl dropped, McGregor’s front tire lifted off the sand with the back tire catching traction; first gear and full throttle. Reaching approximately 82 mph at the end of the 1/8-mile track, the competition was an easy seven or eight bike lengths behind as McGregor stood on the brake, going a considerable distance before he could turn. The nearly 14,000 strong crowd went wild, cheering him on in the return lane.

“I didn’t lose a single race the entire day, although there was a rough spot in the track where I almost lost everything,” McGregor said. “But the bike performed well.”

Little did McGregor know that Gödecke had made some considerable changes to the bike. “The bike was a pain in the ass to start and I had no idea it was misfiring at all speeds. When we first had the bike delivered, I did not know the bike yet,” Gödecke said.

So in between Rømø and Normandy, he realized that the bike was not burning European fuel properly and he put in new spark plugs, adjusted the ignition points, carburetor, point gaps and learned about the properties of a magneto. With the help of his mechanic Hiroshi, they set it up on a dyno.

“It was funny to have a German and Japanese man working on an American bike to be raced at Normandy,” Gödecke said. “But the dyno didn’t work because it



couldn't handle the starter. We measured 46hp at 3500 rpms but then the dyno said 'nope.' The bike is still a mystery to me."

Back at the track, racers and spectators from Rømø took notice of the changes.

"One guy was like 'I don't know if it is the bike or the balls winning these races,'" McGregor said.

At one point during a very French bag lunch that included bread, foie gras, some meats, cheese, fish, a glass bottle of Coca-Cola and red wine, some race officials were concerned that McGregor was going too fast. Sword Beach is not made up of sand, but finely ground seashells and limestone that creates a soft, thin, dusty layer of chalk. Beneath that, the ground is as hard as cement. In substance, the beach is related to the White Cliffs of Dover across the English Channel.

With the track all beat up, McGregor started to hesitate on his next race and he felt a bit of fear.

"I thought get that out of your head and run your race. I almost slipped up because of someone telling me how to race. The hesitation, you can mentally crash. If I hadn't pulled my head out of my butt I would have physically crashed," McGregor said.

Gödecke saw it differently. "Many of the guys have never ridden on the sand. All you need is long legs, arms fully extended and with a full throttle you can ride through the soft spots," he said.

"It was no slaughterhouse, but Chris slaughtered the competition. His little bike was the fastest bike on the beach," he added.

Professional German photographer Stefan Sell went to capture the event. He has been shooting vintage beach races for the last decade and has seen the sport proliferate. It used to be just eastern Germans wrenching on old bikes and racing. Now, it is spreading to Scandinavian



countries and throughout Europe.

"I get the same adrenaline as the racers when battling to get shots. Of course, it can get a bit dangerous but you have to stay calm," he said. The Normandy race for Sell was very important, as the location resonates still in day to day life. "I am a believer in the European Union and it all started right here," he said.

By the end of the day, the significance of racing on this blood-soaked beach where 638 Allied soldiers died on the sand or in the waves, was on the forefront of everybody's minds. Despite the revelry, the solemnity of Normandy could not be ignored. McGregor and Gödecke had thought about it long and hard before the race, but after it was a bit different.

"When you go to a place where so many good people died especially with old bikes and cars, you can imagine them. If all those good people hadn't died, we wouldn't be able to do this," Gödecke said.

For McGregor, his feelings manifested as a celebration of life, history, honor and that collective, yet individualistic, sense of gratitude built off a humbling and shared experience that spans generations.

"I have really lived. That is kind of how I felt after Normandy. I can tell my granddaughter I really lived," McGregor said. "I met some older gentleman there and they said that their dads, waking up the next day after D-day, said you will never feel so alive as the day after you survived a battle."





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# Small is Beautiful

## Recruiting New Riders the Strider Way

Story by Marilyn Stemp  
Photos by Marilyn Stemp and  
compliments of Sturgis Buffalo Chip  
& Strider Sports Int'l.

When you talk to motorcycle riders like I do you find that every one of them has an origin story, a memory of a particular incident or uncanny happenstance that kicked off their riding life. The more common instances tell of a family member who rode, getting a first ride from a neighbor, or the mind-blowing blast of a thunderous exhaust that imprinted a young mind. One consistency is the glee of the teller as they reflect on that moment, the precise point when spark ignited flame and riding a motorcycle became an essential objective.

Another common element in many riding-life narratives is a bicycle. In the past, kids rode bikes a lot, and they rode them all over the place. To the C-store, a friend's house, the neighborhood park. For many of us, it was our first vehicle. It hinted at personal freedom and beckoned adventure.



But whether from parental concerns or digital distractions, bike riding has lost the prevalence it once had in children's lives. Sadly, by association, motorcycle riding has suffered.

As people who savor the joy of riding, we naturally want to share it with others. So if our collective goal is to encourage more people to pursue the life-enriching experiences of motorcycling that we value, how can we be the spark that lights a new rider's flame? I'll tell you about one way.

AllKidsBike, a program of the Strider Education Foundation, intends to make bicycle riding a component of kindergarten physical education classes nationwide. The initiative is

already well underway, having placed classes in more than 200 schools in 31 states over the last 18 months. Another 85 schools have applied so there's plenty more work to do and many opportunities for further progress.

Some examples? Individual donors have stepped up to sponsor their local schools. Groups are crowd-funding and companies in the motorcycle industry have opted in. But appealing to motorcyclists is low hanging fruit; riders are already convinced of the fun to be had on two wheels. Getting attention in other realms takes a bigger hook and serious eye candy that turns heads. That's where the Tiny Strider Customs program comes in.



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**Admit it, you've already looked at the pictures of them here.**



**These little custom bicycles are showstoppers, right?**

The little gems, based on stock 12" Strider bikes, resulted from a joint enterprise by Strider and the Flying Piston Benefit, a non-profit that raises funds to bring fresh energy to motorcycling – such as promoting bike riding among kids. At its celebrity meet

& greet breakfast during the Sturgis rally in 2018, the Flying Piston unveiled 6 unique tiny custom bicycles and they were an unqualified hit. The celebrity builders included Rick Fairless, Jody Perewitz, Kirk Taylor, Pat Patterson, Bryan Fuller, Paul Yaffe and the veterans of Motorcycle Missions, another beneficiary of the Flying Piston breakfast.

After the little bikes stole the show crossing the auction block at the prestigious Mecum Auction in Las Vegas, resulting proceeds funded two school programs through AllKidsBike - and custom motorcycle builders were lining up for the chance to participate.

The 2019 class swelled to 11 builders including: Steve Reed, Xavier Muriel, Devin Henriques, Brian Klock, Jessi Combs, Roy & Nikki Martin, Eric Herrmann, Todd Gilby Gilbertson, Count's Kustoms, James Washnok and the Motorcycle Missions crew. Three of these sold at Mecum and the other 8 were auctioned online, providing funds for three more kindergarten bike-riding programs.

At this year's 2020 Flying Piston Breakfast, held Sunday, August 9, at the Sturgis Buffalo Chip CrossRoads, Tiny Customs from another 11 builders—all but one of which are women—will be unveiled. The builders are: Savannah Rose, Lena Fairless, Alexis Dejouria, Joann Bortles, J. Shia, Brittney Olsen, Ashmore Ellis, Cris Summer Simmons,

the editors of WomenRidersNow and the all-female team from Motorcycle Missions. Artist Ron Finch joins the ladies – because he asked to participate and you'd be crazy to say no to Ron Finch.

As in prior years, the Tiny Strider Customs will also be displayed at significant venues during rally week, such as the Biker Belles Signature Ride and The Sturgis Motorcycle Museum's Hall of Fame Induction Breakfast.

These tiny bikes get attention for one simple reason: they're fun! Fun to build, fun to look at and fun to own. Each one is a unique expression of the builder's style and skill, a tangible reflection of the joy they take from their own riding life. Better still, the customs can open a conversation - about bicycles, motorcycles and the sport we all love, and love to share. And if those conversations help to introduce the two-wheeled way to a new group of riders, well, we all win.

*About the author:*

In my years spent writing feature bike articles for IronWorks Magazine and Iron Trader News, I've heard dozens of riders' origin stories. Though I grew up sheltered - not only from real bikers but even from the nicest people on Hondas - I did have a bicycle, my first vehicle to autonomy. Once woke, making the leap to motorcycling as an adult was not only a logical progression but the blessing that has enhanced my life since.

An advertisement for Iron Horse Inn &amp; Casino. At the top, a green banner with a horse logo contains the text "IRON HORSE INN &amp; CASINO". Below this, the text "with STAN &amp; OLLIE'S" is written in large, colorful letters. To the left is a glass of beer, and to the right is a cartoon dog wearing a hat and sunglasses. Below the dog is the text "Peanut Bar In The Tradition Of Cousin's Pizza And Pub". At the bottom left, it says "27 Deadwood St., Deadwood". At the bottom right, it provides the phone number "605-717-2581" and the website "www.threecousinspizza.com".

# Progressive Laconia Motorcycle Week® counts down to the 100th Anniversary!



Progressive Laconia Motorcycle Week® celebrates its 97th Anniversary this year from August 22-30, 2020 in the beautiful, motorcycle-friendly state of New Hampshire. Over 250,000 riders are expected to visit for a full rally week of fun, music, racing, and riding - continuing a time-honored and thoroughly New Hampshire tradition. In just three years, New Hampshire will celebrate the 100th anniversary of Laconia Motorcycle Week, the oldest national gypsy tour in the country! After all - it's Laconia - where rallies were invented!

Why New Hampshire, you might ask? Well, to truly understand the answer you have to go back to the early years... 1916, to be exact! (7 years were missed due to national and world events.) In 1916, the first group of gypsy tour riders made the trek up US Route 3, a mostly dirt road that wound its way through the mountains, valleys, and straightaways of rural New Hampshire. At the turn of the century a trip to Laconia, a popular tourist destination even then, was a day-long adventure and an even bigger commitment on two-wheels. What made the trip worthwhile was the camaraderie, fresh air, accessibility, and scenery. New Hampshire had it all! Thus began the story of Laconia Motorcycle



Week - the World's Oldest Motorcycle Rally and the legacy continues to this very day!

Ask any rider the same question, "Why New Hampshire?" and the answers are remarkably similar. Scenery, fresh air and accessibility. Where else can you ride up and down mountains, through quaint New England towns, through covered bridges, around magnificent lakes, and along miles of oceanfront all within a 100-mile radius? On top of that, New Hampshire has one of the highest motorcycle registrations per capita in the United States. New Hampshire residents and businesses alike embrace the 2-wheeled visitors that come here every June.

Once here, riders enjoy the sights and sounds of this national motorcycle rally and can experience all of the thrills you would expect: AMA sanctioned events such as Hill Climbs, Flat Track, vintage and super motor races, and stunt shows. Laconia Motorcycle Week also has demo rides from some of the biggest major motorcycle manufacturers in the world -- including Harley-Davidson, Indian, Yamaha and more! The area bustles with live music of all kinds, bike shows, vendors featuring the latest and greatest in the motorcycle industry, and even

lots of off-bike activities like boat and train tours along the shores of the famous Lake Winnepesaukee.

There's a lot to like about the deep and storied relationship between New Hampshire and riding - no wonder many have dubbed the state's motto "Live Free and Ride®!"

For more information on visiting New Hampshire for Laconia Motorcycle Week, check us out at [LaconiaMCWeek.com](http://LaconiaMCWeek.com).

Happy Trails!

Charlie St. Clair  
& Jennifer Anderson

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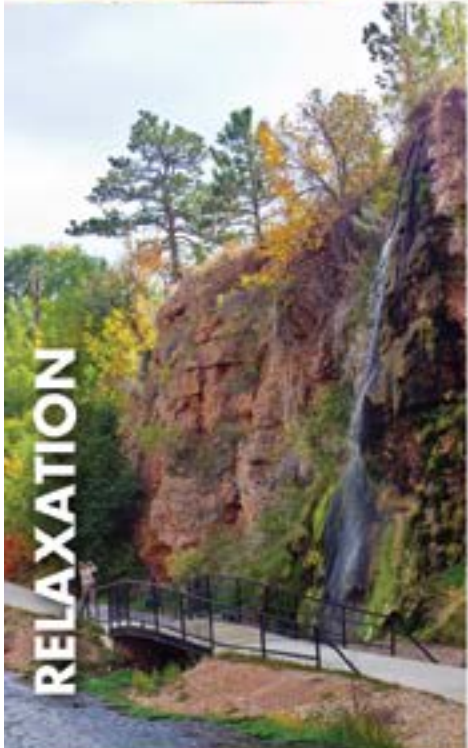
**NATURAL SPRINGS**



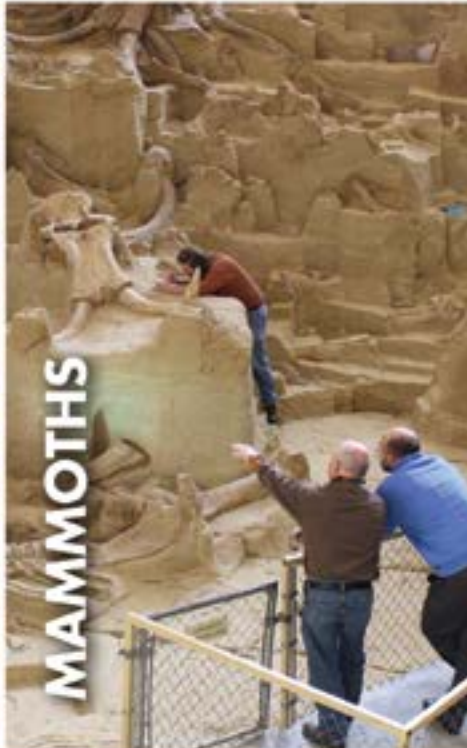
**WILDLIFE**



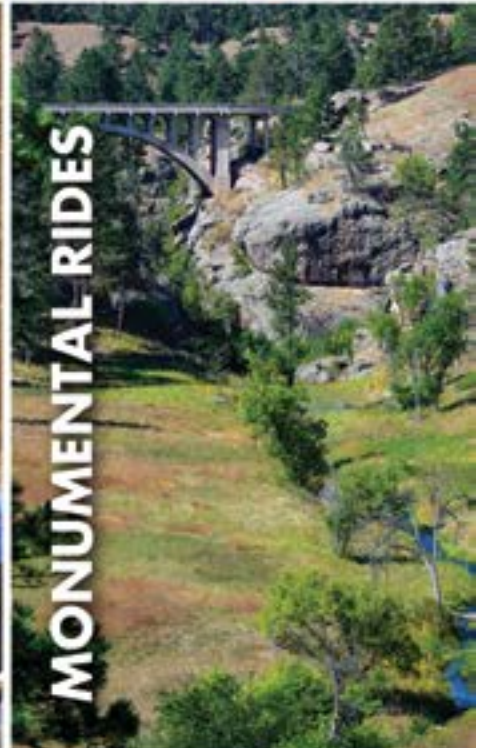
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# REMEMBERING OUR FALLEN

## Tribute Towers of Post-9/11 Fallen from The War on Terror

A very emotional exhibit, Remembering Our Fallen will be displayed during the 2020 City of Sturgis Motorcycle Rally to remind Americans of the ultimate sacrifice made by those who died from wounds suffered in Iraq and Afghanistan while wearing our country's uniform.

The memorial includes 32 Tribute Towers with military and personal photos of over 5,000 of our nation's military Fallen since 9/11/2001. This memorial was unveiled nationally at the steps of the Lincoln Memorial in Washington, D.C. in late 2017.

Organizers are still asking for help in contacting Gold Star families to include every single American who has died since 9-11-2001 in The War on Terror. There is no fee to families. They are asked to visit the web site: [www.RememberingOurFallen.org](http://www.RememberingOurFallen.org) and provide basic information and two photos for their Fallen loved one.

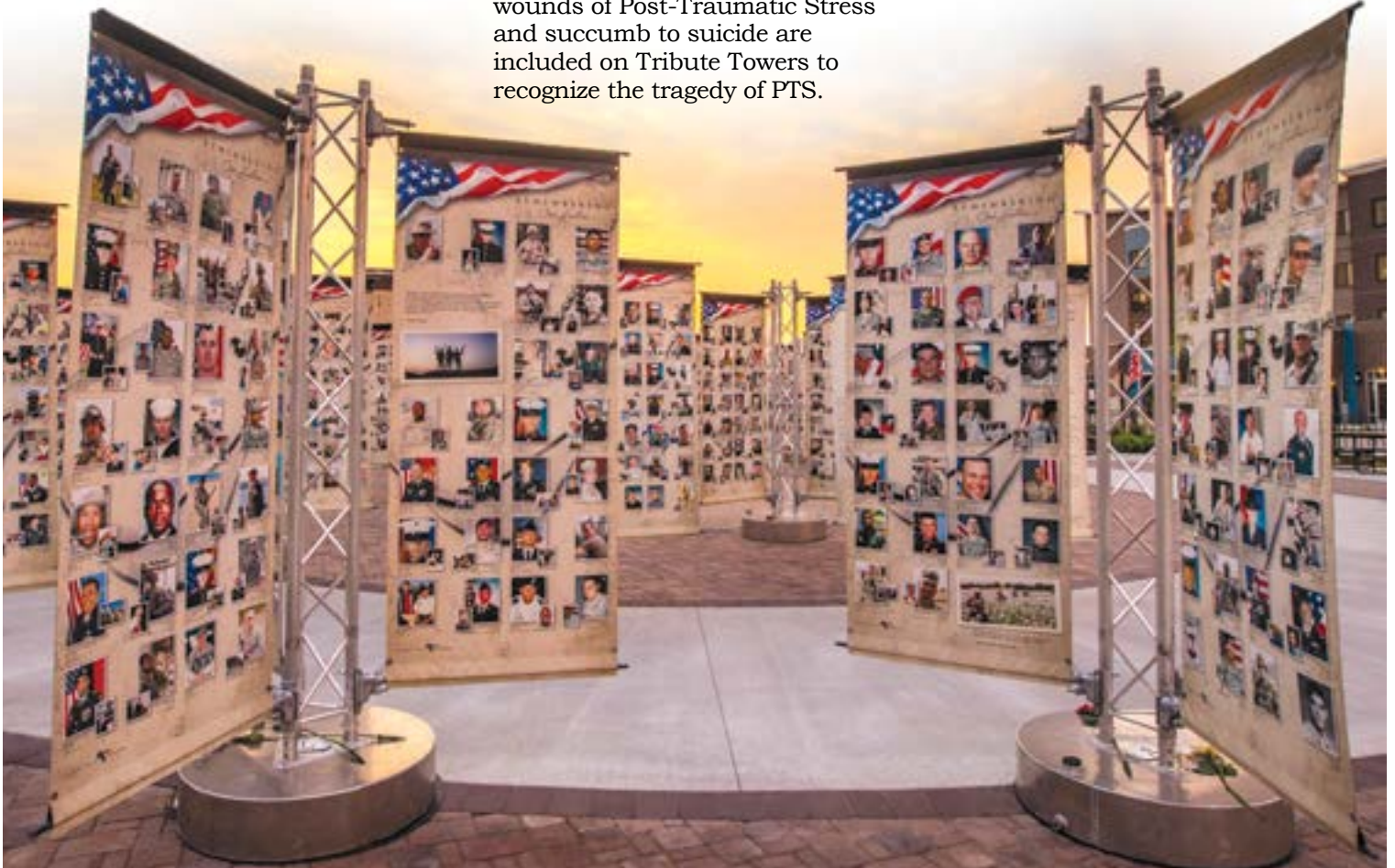
This national memorial also includes Tribute Towers to recognize our service men and women who died from training accidents or attacks while stationed stateside or on our overseas bases. And those who return from war with the invisible wounds of Post-Traumatic Stress and succumb to suicide are included on Tribute Towers to recognize the tragedy of PTS.

**This national tour will be on display during the City of Sturgis Motorcycle Rally**

**August 7-16, 2020 at the Harley-Davidson Rally Point**

*The tour schedule and additional information are available at: [www.RememberingOurFallen.org](http://www.RememberingOurFallen.org)*

"We can never forget those who sacrificed everything for our freedom. We must remember these American Heroes and speak their names when we see their family members," said Bill Williams, Vice President and co-founder of Patriotic Productions, the non-profit responsible for this memorial. "This memorial is created to travel, stopping in cities and communities all across the nation so more people will have the opportunity to honor and remember our Fallen from one of the longest wars in our nation's history. We are thankful to the City of Sturgis for hosting this beautiful and somber memorial."

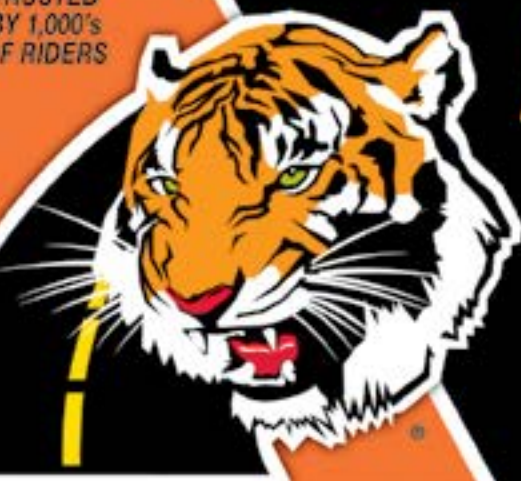




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## We're Making More than Memories

For years, the Black Hills has been known as the playground of the Midwest – host to gatherings of families and friends enjoying such international draws as Mt. Rushmore, the Sturgis Motorcycle Rally, and more.

But here in the Rushmore Region, we're making more than memories. We've created a diversified business economy that embraces manufacturing, professional services, finance and industry, healthcare, and innovations in a growing energy sector. We've combined the nation's best business climate

with a million-acre playground, unmatched beauty, and unparalleled outdoor recreation opportunities.

South Dakota consistently receives top rankings as one of the best states for business, has the 7th lowest cost of living index, and we're the 7th safest state in the nation. The Rushmore Region has an average commute of less than 14 minutes, giving you more time for arts and culture, phenomenal hiking, skiing, snowmobiling, fishing, boating, motorcycling, and other popular leisure activities.

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# Welcome to Sturgis!

If you are reading this article, it means that you are loyal to the Sturgis community. You may have visited once and fell in love, or it may be that you live here year-round. Regardless of your affiliation, what we all have in common is a passion for seeing this community grow and embrace its culture – one of the most unique cultures in the world.

The Sturgis area is home to many things, including the world-famous City of Sturgis



**VERONICA**

Motorcycle Rally; historic Fort Meade with its iconic Veterans hospital, Cavalry Museum, and panoramic views from the Fort Meade Post Cemetery; Bear Butte State Park; and last but not least, a vibrant and growing business district that boasts ma-and-pop boutiques and shops jostled alongside Rally-famous tattoo parlors, restaurants, and one-of-a-kind saloons. Our proximity to the Black Hills National Forest only furthers our reputation as

one of the most acclaimed and beautiful destinations in the U.S. and beyond.

We hope that you will make Sturgis your home, or your home-away-from-home that you come back to visit throughout the year. No season is the same here, and we invite you to experience each and every one of them with us.

See you in Sturgis!

Veronica Grosek  
*Executive Director*  
Sturgis Area Chamber  
of Commerce

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## Sturgis Area Chamber of Commerce & Visitors Bureau

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# Sturgis

# **ECONOMIC**

# DEVELOPMENT

The Sturgis Economic Development Corp (SEDC) is the area's business relocation expert. As the economic development organization serving the City of Sturgis, Meade County and the State of South Dakota, SEDC is the regional "go to" source for assistance with business relocation, expansion and start-up needs.

SEDC administers three revolving loan funds and partners with local, state and national lenders to design competitive financing and incentive packages to assist businesses. Creative options for sale, lease and build-to-suit can be tailored to meet specific needs of businesses and are based on job creation and economic impact. Relocation assistance, workforce grants and property tax forgiveness are samples of the attractive incentives that

could be available to qualifying businesses.

As the Meade County seat, Sturgis enjoys a healthy business mix. Prospective employers are drawn to the region's stable workforce in this "right-to-work" state. Since 2014, 57 businesses employing nearly 400 have expanded or opened in Sturgis - many with the assistance of SEDC, Meade County's property tax abatement, and incentives designed to meet specific needs of qualifying businesses.

SEDC developed the 45-acre Sturgis Industrial Park. Located off I-90 at Exit 30, it offers certified site-ready parcels for development. It has a UPS distribution facility on site, and is home to metal-related manufacturing for the firearms, agricultural and motorcycle industries. Businesses in the Sturgis Industrial Park benefit

from efficient regional and global distribution, as well as cost-effective operations.

The Park also houses the Meade School District's machine tool technology program, pairing on-site classwork with internship opportunities. This hands-on training provides manufacturers a direct talent source for qualified employees.

Since 2013, SEDC has been involved in six residential housing developments offering 278 units which accommodate a variety of ages, lifestyles and incomes. Two new state-licensed child care facilities recently opened, with the capacity to serve over 270 children and families in the expanding Sturgis community.

To keep up with the growing population base, Regional Healthcare completed a \$10+ million expansion to the Sturgis Regional Hospital and Clinic in 2018. The Meade School District constructed a new \$16.5 million middle school that opened in August of 2018.

For more information on starting, expanding or relocating your business in Sturgis and Meade County, visit [www.sturgisdevelopment.com](http://www.sturgisdevelopment.com) or call Amanda Anglin, SEDC Executive Director at 605-347-4906.



Photo by Bob Davis, Sturgis Photo & Gifts

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## 45-acre Fully Developed Industrial Park

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- City sewer, city water, and electrical utilities to the lot line
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- Natural gas
- Fiber communications
- Largest firearms manufacturing cluster in SD

## Sites & Buildings Available

### Distribution

- I-90, Exit 30 - 1.5 miles
- UPS distribution facility - On-site
- Sturgis Municipal Airport - 7 miles
- Rapid City Regional Airport - 40 miles

## Rent, Lease & Purchase Options



**Amanda Anglin** Executive Director  
P.O. Box 218 • 2885 Dickson Drive  
Sturgis, SD 57785  
Phone 605-347-4906 • Cell: 605-206-0395  
Email: amanda@sturgisdevelopment.com



# Visit a Historic Post

Fort Meade was established during the winter of 1878-79 by units of the 1st and 11th Infantry and the reorganized 7th Cavalry. The mission of the 10th Company Post was to provide military protection for the gold seekers and settlers of

the Northern Black Hills. General Phil Sheridan, famed Civil War Cavalry, reportedly selected the picturesque site for the new post. The site is located about two miles southwest of nearby Bear Butte. It was on the parade grounds that the “Star Spangled Banner” was first played in an official capacity for evening retreat. Long before it became the National Anthem, those present at its playing snapped to attention. On a lonely journey, the wounded Cavalry horse, Comanche, walked back home to Sturgis from Custer’s Last Stand in Montana. It was at Fort Meade that Comanche – the

Many remnants of the historic peace-keeping old post have been faithfully preserved.

only military survivor of the Battle of Little Big Horn – was officially retired with military honors. It was also at Fort Meade that the controversial Major Marcus A. Reno was cashiered from service

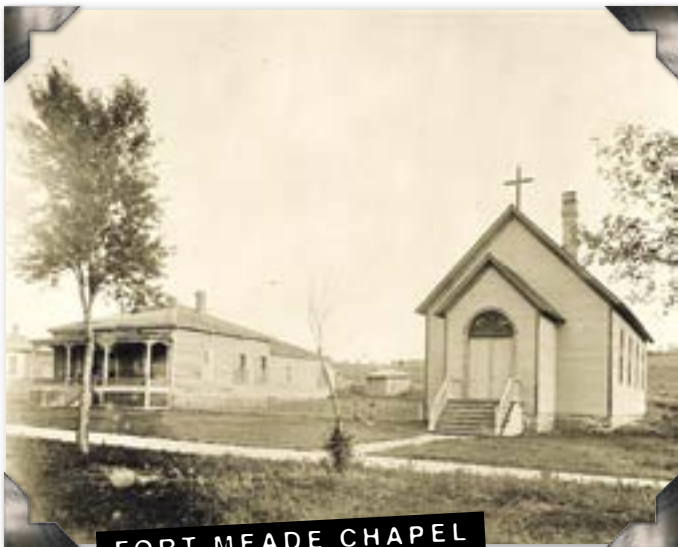
by court martial for scandalous behavior. Many celebrated frontier Army units saw service at Fort Meade, including the 4th Cavalry which was headquartered there for over 20 years. It outlived

all other frontier posts of the Upper Missouri West surviving as a military installation until 1944 when it became a Veterans Administration Hospital. It still operates today, providing mental and physical health care for those who served America. The campus also encompasses the scenic Fort Meade Recreation Area. Covering 6,693 acres, it is a mix of prairie and forest with miles of picturesque trails for hikers, mountain bikers, and horses. Scenic Back Country Byway runs

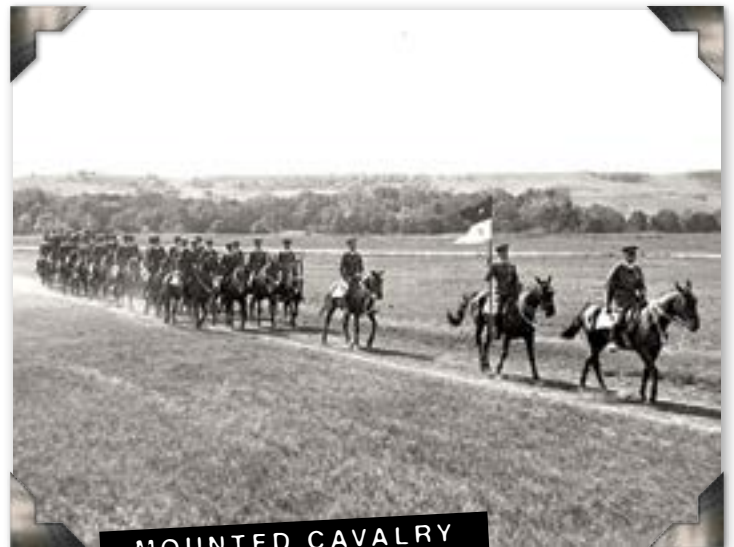
through it. The area is also full of historic markers commemorating the area’s significance including the Fort Meade Post Cemetery. Many remnants of the historic peace-keeping old post have been faithfully preserved. Numerous mementos of the colorful units and troopers who served there are on display at the Fort Meade Museum. The military buildings and residences have been retained under a Historical Preservation Designation and are maintained by the Veterans Administration that now occupies the post.

You’ll also want to check out the Fort Meade Museum. It’s a non-profit association dedicated to preserving the history of the Fort Meade military post and units that served there from 1877 to 1944. The Museum is open daily from mid-May through September from 9 a.m. - 5 p.m.

*For more information on the Fort Meade Museum and the history it helps to preserve, visit [FortMeadeMuseum.org](http://FortMeadeMuseum.org)*



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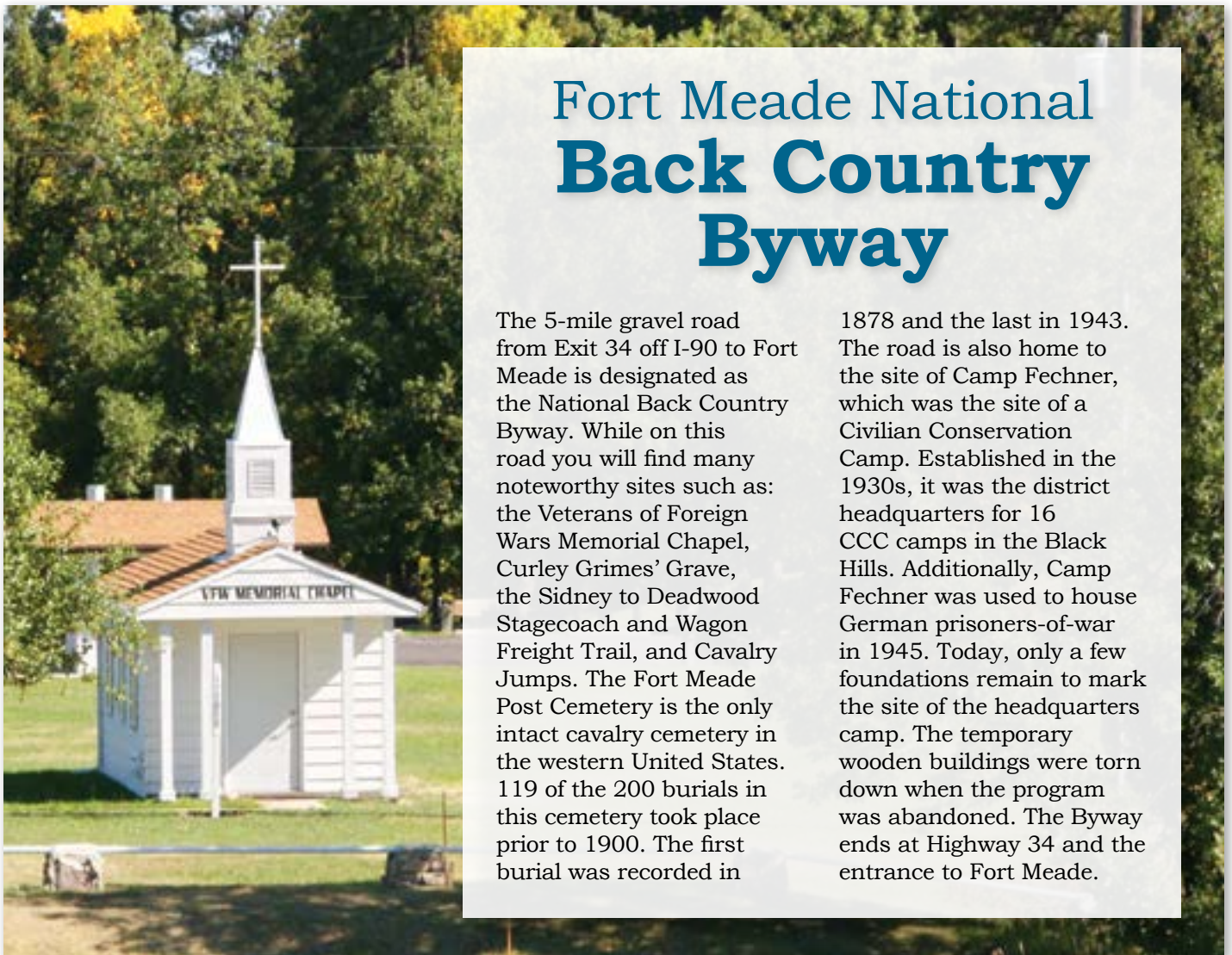
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## Fort Meade Recreation Area

The Fort Meade Recreation Area is approximately 6,700 acres of forest and grasslands. The area is managed to protect, preserve, and enhance its cultural, historic, recreational, and wildlife values. Many trails offer both scenic views of Bear Butte and the prairie, as well as the Black Hills to the south.



## Fort Meade National Back Country Byway

The 5-mile gravel road from Exit 34 off I-90 to Fort Meade is designated as the National Back Country Byway. While on this road you will find many noteworthy sites such as: the Veterans of Foreign Wars Memorial Chapel, Curley Grimes' Grave, the Sidney to Deadwood Stagecoach and Wagon Freight Trail, and Cavalry Jumps. The Fort Meade Post Cemetery is the only intact cavalry cemetery in the western United States. 119 of the 200 burials in this cemetery took place prior to 1900. The first burial was recorded in

1878 and the last in 1943. The road is also home to the site of Camp Fechner, which was the site of a Civilian Conservation Camp. Established in the 1930s, it was the district headquarters for 16 CCC camps in the Black Hills. Additionally, Camp Fechner was used to house German prisoners-of-war in 1945. Today, only a few foundations remain to mark the site of the headquarters camp. The temporary wooden buildings were torn down when the program was abandoned. The Byway ends at Highway 34 and the entrance to Fort Meade.

  
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RAPID CITY, SD

# Sturgis: The Key City

From Sturgis' earliest days the community has been known as the "Key City" due to it being a hub providing travel routes to various places in the northern Black Hills. The Key City nickname applies today due to the great trail access the community has. Since 2012 over 50 miles of new stacked loop recreational trails have been developed in, around, and connected directly through the City of Sturgis. This trail system developed by the not for profit group Black Hills Trails through partnerships with federal, state, city, commercial, and private interests is funded primarily through donations.

## 7TH CAVALRY TRAIL SYSTEM

**Highlights:** Easy access from east Sturgis with one trailhead right off Main Street, connects three historic cemeteries, integrated with the Centennial Trail a designated National Recreation Trail. The northern most trail sections extend to Bear Butte State Park.

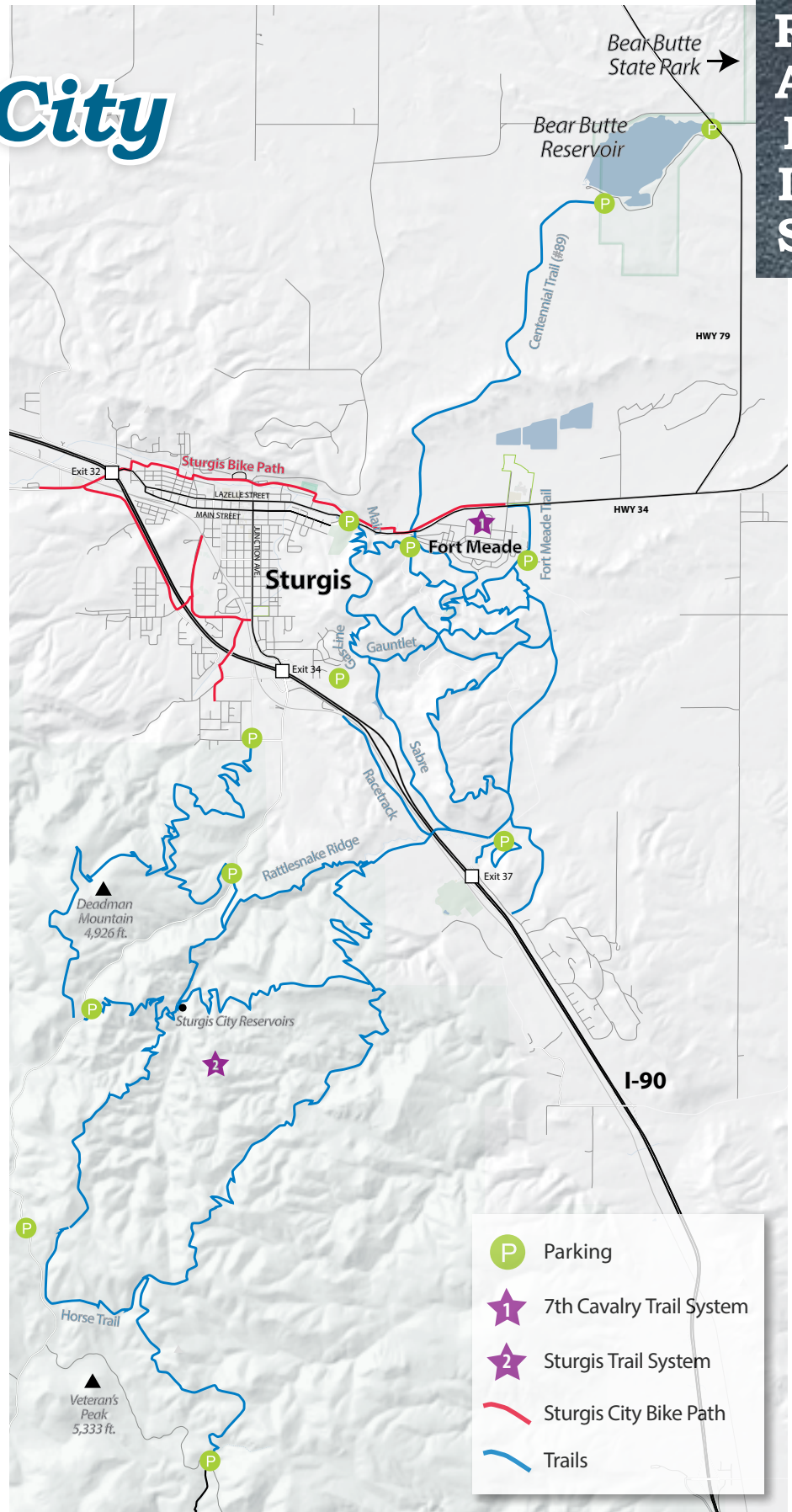
## STURGIS TRAIL SYSTEM

**Highlights:** Easy access from south Sturgis and up Vanocker Canyon. Points of interest include Veteran Peak, Deadman Mountain, and the City Reservoirs. These trails integrate with the Centennial Trail and 7th Cavalry Trail System

## FORT MEADE TRAIL

**Highlights:** This accessible 3-mile loop circles the Fort Meade VA Hospital complex and provides excellent views and historical interpretation of Fort Meade. This trail is connected to the 7th Cavalry Trail System.

For more information,  
[www.trailforks.com/region/sturgis-12508/](http://www.trailforks.com/region/sturgis-12508/)



# Hiking & Biking

The Black Hills National Forest and the area surrounding Sturgis is riddled with scenic trails for a variety of skill levels. The terrains vary from heavily wooded forest to groves of Oak and Aspen. There are grassy meadows ideal for a family picnic and scenic outlooks perfect for pictures.



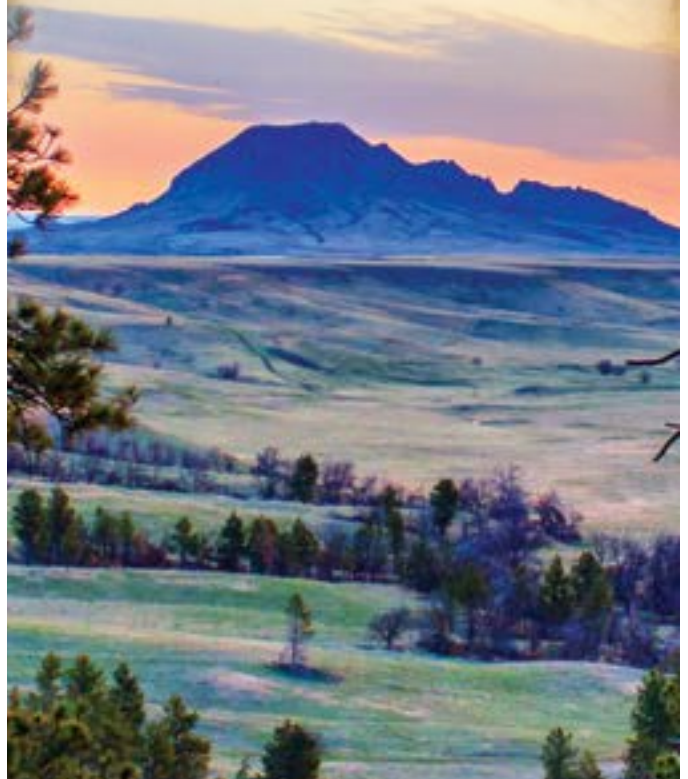
# Off-Roading

With access points to many of the Black Hills National Forest motor-vehicle use trails just minutes from Sturgis, you can take your ATV/UTV and explore the Hills. The Black Hills National Forest regional offices have official forest service maps and motor vehicle use maps available. The maps provide information for all Black Hills National Forest area trails which can be used for various off-road vehicles. You can pick up the map while you're purchasing your use permit, which is required for all off-road vehicles.



## — Explore — **Bear Butte STATE PARK**

Formed millions of years ago when molten lava pushed upward into the overlying sedimentary rock, this igneous rock formation is a sacred site to several tribes throughout North America and portions of Canada. It is known as "Mata Paha" or "Bear Mountain" to the Lakota people. The Cheyenne call it "Noahvose." Known for its holiness and mystery, Bear Butte has acted as a place of prayer and reflection for more than 4,000 years. Even today, traditional native ceremonies are held there throughout the year. If you choose to hike the site, please be respectful of its significance. You'll see prayer cloths and ties. They vary by tribe and band, but all are sacred and should not be photographed or touched. With its small herd of bison and incredible vistas, Bear Butte is an incredible place to experience nature and show respect for the native tribes who have worshiped there for centuries.



## Golf

If you're a fan of golf, take time to play 18 holes at the Boulder Canyon Country Club. Open to the public, this course sits just a few miles southwest of downtown Sturgis on Hwy 14A. Situated at the edge of the Black Hills National Forest, this course offers challenges and world-class views. Elkhorn Ridge Golf Club, located in Spearfish off I-90 at Exit 17, offers an 18-hole course with hidden canyons, elevated tees, and broad sloping greens.



## Fishing

Fishing is a year-round sport in South Dakota and the Black Hills. Bear Butte Lake, Fort Meade Reservoir, Lion's Club Pond, and Dalton Lake are all located within minutes of Sturgis. If you prefer fly fishing, there are beautiful streams not far from Sturgis where elusive trout thrive.

Ice fishing is a fantastic winter sport. Popular ice fishing locations near Sturgis include Pactola Reservoir, French Creek, Spearfish Creek, Spring Creek, and Bear Butte Lake. The amazing scenery, abundant wildlife, and fantastic fishing have fishermen flocking to Sturgis and western South Dakota year-round.

## Camping

From traditional camping in the forest to cozy cabins at local campgrounds, we offer it all. Many areas of the Black Hills National Forest can be used for overnight camping. (Check with the Forest Service for specific areas.) At Bear Butte Lake and Dalton Lake, visitors can camp for a minimal fee. Both have specified camp sites and limited facilities. The Fort Meade Recreation Area also offers campsites with easy access to trails and space for horses. There are also many State and National campgrounds available throughout the Black Hills. For those with a more plush idea of "roughing it," Sturgis has many private campgrounds offering a variety of amenities. See the Accommodations: Camping/Cabins/RV list in the directory of this magazine to find the one that's right for you.





# Cross-Country Skiing & Snowshoeing

If cross-country skiing or snowshoeing is your passion, you'll find no better place than the Black Hills National Forest and the many trails surrounding Sturgis. With an average snow accumulation in the Black Hills of around 150 inches annually, conditions are generally favorable between late November and early March. Prime destinations include the Centennial Trail and the Fort Meade Recreation Area. Both offer incredible scenery and storied Western pasts. Additionally, there are nearly 60 miles of marked and mapped trails in the Black Hills National Forest. They are easy enough for beginners and beautiful enough for the more experienced to enjoy. If you don't have your own snowshoes, you can borrow them from South Dakota State Parks. Visit [GFP.SD.org](http://GFP.SD.org) for details.



# Snowmobiling

The Black Hills Area is a snowmobiler's dream destination. With over 350 miles of marked trails that are available to you December 1 through March 31, you are bound to find sights you will not encounter anywhere else. These marked trails wind through pine forests and open meadows and climb up to 6,000 feet in elevation, providing spectacular summit lookouts. This trail system has been ranked in the top 10 places to ride in the nation. With 1.3 million acres of National Forest lands to explore, it is unlikely you will encounter much traffic. There are several spots on the trail system to stop and enjoy nature or grab a bite to eat and relax. Snowmobile rentals are available in the Sturgis area and average about \$150 per day. Many retailers offer half-day, single-day, weekend, and full-week packages. Visit [GFP.SD.org](http://GFP.SD.org) for details.

For more information on recreational opportunities, attractions, and events in and around Sturgis, visit these websites:

- Sturgis Area Chamber of Commerce & Visitors Bureau: [SturgisAreaChamber.com](http://SturgisAreaChamber.com)
- Black Hills Trails: [BlackHillsTrails.org](http://BlackHillsTrails.org) • Black Hills & Badlands: [BlackHillsBadlands.com](http://BlackHillsBadlands.com)
- South Dakota Game, Fish, & Parks: [GFP.SD.gov](http://GFP.SD.gov) • South Dakota Tourism: [TravelSD.com](http://TravelSD.com)



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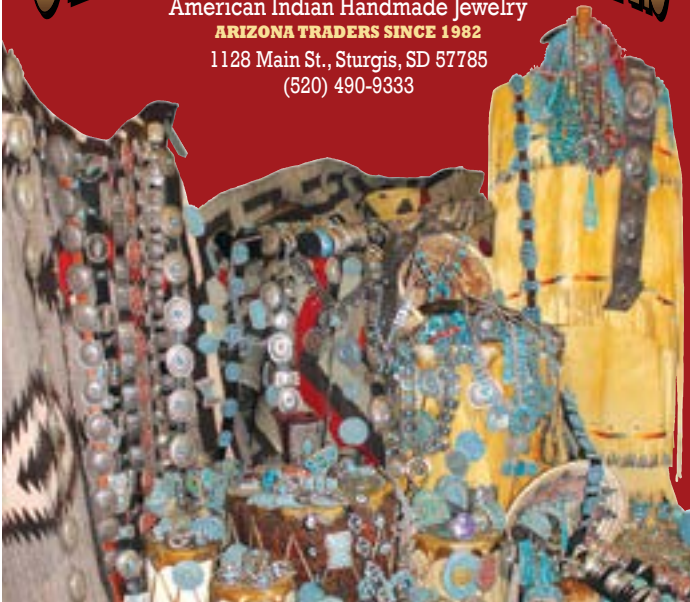
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Domino's Pizza of Sturgis			■	■		■			■	
First Gold Hotel & Gaming		■	■	■			■	■	■	■
Kickstands		■	■	■			■	■	■	
Knuckle Saloon & Brewing Company	■		■	■	■		■	■	■	■
Loud American Roadhouse			■	■	■		■	■	■	
McDonald's of Sturgis		■	■	■	■				■	
Oasis Bar & Fireside Lounge							■	■		■
Pizza Hut of Sturgis			■	■		■	■		■	
Red's Grill & Pub		■	■	■	■	■	■	■		
Sidehack Saloon/Grill & Gunner's Lounge		■	■	■	■		■	■	■	■
Stinger Saloon							■			
Taco John's of Sturgis		■	■	■	■	■			■	
The Hotel Sturgis		■								
The Lodge at Deadwood		■	■	■	■	■	■	■	■	■
Veterans Club				■			■	■		■
Weimer's Diner & Donuts		■	■							

IN THE HEART OF STURGIS



Newly Remodeled - Friendly Atmosphere - Daily Drink Specials

Corner of Harley-Davidson Way & Main | 605-347-4609





[www.Facebook.com/OasisFireside](http://www.Facebook.com/OasisFireside)

**BAR & FIRESIDE LOUNGE**



## ACCOMMODATIONS

	# of Rooms	Suites	Handicap Access	Fitness Room	Pool/Hot Tub	Allows Pets	# of Tent Spots	RV Parking	Cabins	Full Hookup	Dump Stations	Wi-Fi	Cable	Laundry	Playground
<b>Bear Butte Creek Campground</b>							100+	45	10	50	■			■	
<b>Best Western Sturgis Inn</b>	55	8	■	■	■	■	unlimited					■	■	■	
<b>Big Rig RV Park</b>						■		175		175	■	■		■	
<b>Buffalo Chip Campground</b>							unlimited	1700	67	1700	■			■	
<b>Cadillac Jacks Gaming Resort</b>	293	11	■	■	■							■	■		
<b>Creekside Campground</b>						■	100	90	28		■			■	
<b>Days Inn Sturgis</b>	53	4	■	■		■						■	■		
<b>Elkhorn Ridge RV Resort</b>					■	■	20	186	36	186	■	■	■	■	■
<b>Executive Lodging of the Black Hills</b>									54			■	■	■	■
<b>First Gold Gaming Resort</b>	158	4	■	■		■						■	■		
<b>Iron Horse Campground</b>							150	225	32	100	■	■	■	■	
<b>Iron Horse Inn</b>	100		■			■	50	8		8		■		■	
<b>Kickstands Campground &amp; Venue</b>						■	250	250	12	80	■	■		■	
<b>Lamphere Ranch Campground</b>						■		138	28	138	■	■			
<b>Nemo Guest Ranch</b>						■	80	40	15		■	■	■		
<b>No Name City Luxury Cabins &amp; RV</b>					■		150	50	24	25	■	■		■	■
<b>Ramada Hotel &amp; Convention Center</b>	55	14	■	■	■	■						■	■	■	
<b>Ride N Rest Campground</b>						■	unlimited	75	80	75	■			■	
<b>Rush-No-More RV Resort &amp; Campground</b>					■	■	50	89	19	85	■	■		■	■
<b>Shade Valley Camp Resort</b>						■	unlimited	unlimited	100+	400	■	■		■	
<b>Spur Creek Saloon &amp; Ranch</b>						■	unlimited	unlimited	3					■	■
<b>Sturgis RV Park</b>						■	unlimited	■	23	■		■		■	
<b>Sturgis View Campground</b>						■	unlimited	65	33	9	■				
<b>Super 8 Motel</b>	58	3	■	■								■	■		
<b>The Hotel Sturgis</b>	19	2	■			■						■	■		
<b>The Lodge at Deadwood Gaming Resort</b>	140	13	■	■	■	■						■	■	■	
<b>The Sturgis Motel</b>	30	1										■	■	■	
<b>Tilford Gulch Campground</b>						■	300	50		36		■			■
<b>Wheeler Farms Rentals</b> (urbo.com - Property 1227525, 647269, and 313834)													■	■	■



# STURGIS AREA CHAMBER DIRECTORY

Photo by  
Jonathan Karol

## ACCOMMODATIONS:

### Best Western Sturgis Inn

2431 Junction Ave., Sturgis, SD 57785  
605-347-3604

### Cadillac Jack's Gaming Resort

360 Main St., Deadwood, SD 57732  
605-578-1500

### Days Inn Sturgis

2630 Lazelle St., Sturgis, SD 57785  
605-347-3027

### First Gold Gaming Resort

270 Main St., Deadwood, SD 57732  
605-578-9777

### Iron Horse Inn

600 Whitewood Service Rd., Whitewood, SD 57793  
605-722-7574

### Ramada Hotel & Convention Center

7900 Stagestop Rd., Summerset, SD 57718  
605-787-4844

### Super 8 Motel

2600 Whitewood Service Rd., Sturgis, SD 57785  
605-347-4447

### The Hotel Sturgis

1144 Main St., Sturgis, SD 57785  
605-561-0116

### The Lodge at Deadwood

100 Pine Crest Dr., Deadwood, SD 57732  
605-584-4800

### The Sturgis Motel

1802 Junction Ave., Sturgis, SD 57785  
605-347-2506

### Wheeler Farms Vacation Homes

14950 W. Hills View Dr., Piedmont, SD 57769  
605-381-8778

## ACCOMMODATIONS - CAMPING/CABINS/RV:

### Bear Butte Creek Campground

13174 SD Hwy 34, Sturgis, SD 57785  
605-347-1504

### Big Rig RV Park

3333 Dolan Creek Rd., Sturgis, SD 57785  
605-646-4910

### Buffalo Chip Campground

20622 Fort Meade Way, Sturgis, SD 57785  
605-347-9000

### Creekside Campground

20538 SD Hwy 79, Sturgis, SD 57785  
605-347-2137

### Dakota Frontier Camp Adventure for Kids

12913 Bear Butte Lake Rd., Whitewood, SD 57793  
605-490-1252

### Elkhorn Ridge RV Resort

20189 US Hwy 85, Spearfish, SD 57783  
605-722-1800

### Executive Lodging of the Black Hills

11842 US Hwy 14 ALT, Sturgis, SD 57785  
605-578-3555

### Goose Landing

2741 WY-116, Upton, WY 82730  
307-468-2506

### Iron Horse Campground

20446 SD Hwy 79, Sturgis, SD 57785  
605-450-0321

### Kickstands Campground & Venue

13014 Pleasant Valley Rd., Sturgis, SD 57785  
605-499-9058

### Lamphere Ranch Campground

13010 Lamphere Ranch Rd., Sturgis, SD 57785  
605-347-5858

### Nemo Guest Ranch

12737 Guest Ranch Lp., Nemo, SD 57759  
605-578-2708

### No Name City Luxury Cabins & RV

20899 Pleasant Valley Dr., Sturgis, SD 57785  
605-347-8891

### Ride N Rest Campground

20494 SD Hwy 79, Sturgis, SD 57785  
605-490-8292

### Rush No More RV Resort & Campground

21137 Brimstone Pl., Sturgis, SD 57785  
605-347-2916

### Shade Valley Camp Resort

20158 137th Pl., Hwy 34, Sturgis, SD 57785  
605-347-5556

### Spur Creek Saloon

17712 SD Hwy 79, Newell, SD 57760  
605-391-8282

### Sturgis RV Park

1175 West Woodland Dr., Sturgis, SD 57785  
605-720-1501

### Sturgis View Campground

20497 Avalanche Rd., Sturgis, SD 57785  
715-222-9285

### Tilford Gulch Campground

13157 Deer Meadow Rd., Piedmont, SD 57769  
605-209-1200

## ADVERTISING/MEDIA/PRINTING:

### Badlands Broadcasting

1711 West Main St., Rapid City, SD 57702  
605-721-9005

### Black Hills Pioneer/ Seaton Publishing

PO Box 7, Spearfish, SD 57783  
605-642-2761

### Borns Group

20167 Sleigh Rd., Pierre, SD 57501  
605-222-1275

### Evergreen Media

329 Main St. #1, Rapid City, SD 57701  
605-343-7684

### GP Local

1222 Oregon St., Rapid City, SD 57701  
605-342-6200

### Haugo Broadcasting Radio

3601 Canyon Lake Dr., Rapid City, SD 57702  
605-343-0888

### KBHB/KKLS Radio

1612 Junction Ave. Ste. 1, Sturgis, SD 57785  
605-347-4455

### KEVN Black Hills Fox TV

2001 Skyline Dr., Rapid City, SD 57701  
605-394-7777

### KYDT/KBFS Radio

PO Box 787, Belle Fourche, SD 57717  
605-892-2571

## Sturgis Area Chamber Directory *continued*

### **Quik Signs**

2925 E Colorado Blvd., Spearfish, SD 57783  
605-717-7446

### **Rapid City Journal**

507 Main St., Rapid City, SD 57701  
605-394-8300

### **Rushmore Media (KOTA)**

2001 Skyline Dr., Rapid City, SD 57701  
605-394-7777

### **Simpsons Printing**

2410 S Plaza Dr., Rapid City, SD 57702  
605-342-0979

### **The HomeSlice Corporation**

1612 Junction Ave. Ste. 4, Sturgis, SD 57785  
605-347-5336

### **ART & CULTURE:**

#### **Sturgis Area Arts Council**

PO Box 901, Sturgis, SD 57785  
605-347-5467

#### **Sturgis Center for the Arts**

1238 Main St. Ste. 2, Sturgis, SD 57785  
605-347-0242

#### **White Canvas Art Co**

1060 Main St., Sturgis, SD 57785  
605-389-6019

### **ASSOCIATE MEMBER:**

#### **Dr. Barry Furze**

Sturgis, SD 57785  
605-720-5496

#### **Mr. Ernie Miller**

Sturgis, SD 57785  
605-347-3354

### **ATTRACTIONS/RECREATION:**

#### **Bear Butte State Park**

20250 SD Hwy 79, Sturgis, SD 57785  
605-347-5240

#### **Bear Country USA**

13820 S Hwy 16, Rapid City, SD 57702  
605-343-2290

#### **Beautiful Wonderland Cave**

12634 Alpine Rd., Nemo, SD 57759  
605-578-1728

#### **Black Hills Bluegrass Association**

3405 Wisconsin Ave., Rapid City, SD 57701  
605-348-6737

#### **Black Hills Playhouse**

24834 S Playhouse Rd., Custer, SD 57730  
605-255-4141

### **Boulder Canyon**

#### **Country Club**

12312 US Hwy 14A, Sturgis, SD 57785  
605-347-5108

### **Crazy Horse Memorial**

12151 Avenue of the Chiefs, Crazy Horse, SD  
57730-8900  
605-673-4681

### **Elkhorn Ridge Golf Club**

6845 St. Onge Rd., Spearfish, SD 57783  
605-722-4653

### **Fort Meade Museum**

50 Sheridan St., Fort Meade, SD 57741  
605-347-9822

### **Historic Homestake**

#### **Opera House**

313 W Main St., Lead, SD 57754  
605-584-2067

### **Sturgis Car Museum**

940 Dickson Dr., Sturgis, SD 57785  
605-720-6398

### **Sturgis Community Center**

1401 Lazelle St., Sturgis, SD 57785  
605-347-6513

### **Sturgis Motorcycle Museum**

999 Main St., Sturgis, SD 57785  
605-347-2001

### **Sturgis Mustang Rally**

PO Box 745, Sturgis, SD 57785  
605-393-7865

### **Sturgis Public Library**

1040 Harley-Davidson Way Ste. 101, Sturgis, SD 57785  
605-347-2624

### **Sturgis Strikers**

910 1st St., Sturgis, SD 57785  
605-720-2695

### **Western Dakota**

#### **Antique Club**

PO Box 141, Sturgis, SD 57785  
605-490-2024

### **AUTO & MOTORCYCLE SALES/SERVICE:**

#### **Indian Motorcycle**

2130 Main St., Sturgis, SD 57785  
605-206-7830

#### **Iverson Automotive LLC**

2800 Raccoon Rd., Sturgis, SD 57785  
605-561-0109

#### **J&P Cycles**

1650 Lazelle St., Sturgis, SD 57785  
469-283-7730

### **Jake's Collision Repair of Sturgis**

2416 Junction Ave., Sturgis, SD 57785  
605-347-5253

### **Liberty Chevrolet**

2651 Whitewood Service Rd., Sturgis, SD 57785  
605-347-2566

### **Owens Interstate Sales**

2200 W Lazelle St., Sturgis, SD 57785  
605-347-3621

### **Park Avenue Car Wash**

2311 Park Ave., Sturgis, SD 57785  
605-642-7423

### **Plains Towing & Recovery**

2379 Vanocker Canyon Rd., Sturgis, SD 57785  
605-720-5000

### **Scott Peterson Motors**

1 Ford Place, Sturgis, SD 57785  
605-347-3662

### **Speedy Lube**

2205 Park Ave., Sturgis, SD 57785  
605-347-6939

### **Sturgis Harley-Davidson**

1040 Junction Ave., Sturgis, SD 57785  
605-347-2056

### **Sturgis Motor Company**

1721 Lazelle St., Sturgis, SD 57785  
605-347-2277

### **Sturgis NAPA**

2324 Junction Ave., Sturgis, SD 57785  
605-347-2663

### **Sturgis Tire Pros**

2324 Junction Ave., Sturgis, SD 57785  
605-720-8315

### **BUILDING SUPPLIES/CONTRACTORS/ MAINTENANCE SERVICES:**

#### **Ainsworth-Benning Construction**

345 Industrial Dr., Spearfish, SD 57783  
605-642-4716

#### **Black Hills Asphalt**

PO Box 43, Spearfish, SD 57783  
605-645-3437

#### **Brosz Engineering Inc**

PO Box 636, Sturgis, SD 57785  
605-347-2722

#### **Five Star Insulating Inc**

PO Box 450, Burke, SD 57523  
605-830-1715

#### **Freeman's Electric Service**

901 Dickson Ln, Sturgis, SD 57785  
605-347-0110



## Sturgis Area Chamber Directory *continued*

### **Greenscape**

1280 Moose Dr., Sturgis, SD 57785  
605-347-7814

### **Iverson Construction**

1210 Industry Rd., Sturgis, SD 57785  
605-347-3282

### **Legendary Electric LLC**

PO Box 471, Sturgis, SD 57785  
605-490-2254

### **MB Tree & Landscape**

PO Box 86, Sturgis, SD 57785  
605-690-2613

### **Northern Hills Sod Farm LLC**

20138 126th Place, Whitewood, SD 57793  
605-347-9606

### **One Way Service Pros**

169 Charles St., Deadwood, SD 57732  
605-722-8101

### **Pete Lien & Sons Inc**

3401 Universal Dr., Rapid City, SD 57702  
605-347-5939

### **Rushmore Parking Lot Striping**

221 Evans Lane, Spearfish, SD 57783  
605-641-7423

### **Sacrison Paving**

PO Box 100, Whitewood, SD 57793  
605-269-2005

### **Scull Construction Service Inc**

803 Industrial Ave., Rapid City, SD 57702  
605-342-2379

### **Short Construction Inc**

1305 Ball Park Rd., Sturgis, SD 57785  
605-490-0014

### **Simon**

3975 Sturgis Rd., Rapid City, SD 57702  
605-394-3300

### **Town-N-Country Plumbing**

1026 Main St., Sturgis, SD 57785  
605-347-5194

### **Wolff's Plumbing & Heating**

614 S. 32nd st., Spearfish, SD 57783  
605-642-5755

### **CIVIC ORGANIZATIONS:**

#### **Action for the Betterment of Community**

PO Box 188, Sturgis, SD 57785  
605-347-2991

#### **Black Hills & Badlands Tourism Association**

1851 Discovery Circle, Rapid City, SD 57701  
605-355-3600

### **Black Hills Area**

#### **Community Foundation**

803 St. Joseph St., Rapid City, SD 57709  
605-718-0112

### **Black Hills Special Services**

PO Box 218, Sturgis, SD 57785  
605-347-4467

### **Black Hills Trails**

PO Box 661, Sturgis, SD 57785

### **Crisis Intervention Shelter Service**

PO Box 842, Sturgis, SD 57785  
605-347-0050

### **Downtown Sturgis Foundation**

2040 Junction Ave., Sturgis, SD 57785

### **Love INC Sturgis**

140 North St., Rapid City, SD 57701  
605-718-5683 Ext 4

### **Meade County 4-H**

1425 Sherman St. Ste. 103, Sturgis, SD 57785  
605-347-2436

### **Meade County Relay for Life**

Sioux Falls, SD 57106  
605-323-3545

### **Meade County Republican Women**

Sturgis, SD 57785  
605-720-3881

### **Meade County**

#### **Senior Citizens Center**

919 Harley-Davidson Way, Sturgis, SD 57785  
605-347-5877

### **Meals On Wheels**

#### **Western South Dakota**

1621 Sheridan Lake Rd. Ste. C, Rapid City, SD 57702  
605-347-1740

### **NeighborWorks Dakota**

#### **Home Resources**

795 East Main St., Deadwood, SD 57732  
605-578-1401

### **Northern Hills Area CASA Program**

741 N 5th St., Spearfish, SD 57783  
605-722-4558

### **Olive Branch Lodge #47**

PO Box 476, Sturgis, SD 57785  
605-347-2363

### **Optimist Club of Sturgis**

PO Box 934, Sturgis, SD 57785  
605-490-9410

### **Salvation Army of the**

#### **Black Hills**

405 N Cherry Ave., Rapid City, SD 57701  
605-791-4045

### **Sergeant Colton Levi Derr Foundation**

518 6th St. Ste. 2, Rapid City, SD 57701  
605-545-2505

### **South Dakota Retailers**

#### **Association**

3301 Flint Dr., Rapid City, SD 57701  
605-224-5050

### **Sturgis & Meade County**

#### **Historical Society**

PO Box 221, Sturgis, SD 57785  
605-347-3233

### **Sturgis Economic Development Corp**

PO Box 218, Sturgis, SD 57785  
605-347-4906

### **Sturgis Golden K Kiwanis Club**

PO Box 4136, Sturgis, SD 57785  
605-490-1830

### **Sturgis High School Rodeo**

#### **Booster Club**

PO Box 66, Sturgis, SD 57785  
605-347-1068

### **Sturgis Motorcycle Rally Inc**

1612 Junction Ave., #4, Sturgis, SD 57785  
605-347-5336

### **Sturgis Scooper Booster Club**

Sturgis, SD 57785  
605-720-3575

### **Sturgis Soccer Association**

PO Box 833, Sturgis, SD 57785  
605-490-2676

### **United Way of the Black Hills**

621 6th St. Ste. 100, Rapid City, SD 57701  
605-343-5872

### **West River Foundation**

PO Box 218, Sturgis, SD 57785  
605-347-4467

### **Western Resources for**

#### **Independent Living**

529 Kansas City St. Ste. 203, Rapid City, SD 57701  
605-718-1930

### **Weston County Travel Commission**

PO Box 655, Newcastle, WY 82701  
307-746-2896

### **Workforce Diversity Network**

505 Kansas City St., Rapid City, SD 57701  
605-787-2590

### **DINING/DRINKS:**

#### **Belle Joli' Winery**

3951 Vanocker Canyon Rd., Sturgis, SD 57785  
605-347-9463





## Sturgis Area Chamber Directory *continued*

### **Loud American Roadhouse**

1305 Main St., Sturgis, SD 57785  
605-720-1500

### **McDonald's of Sturgis**

2351 W Lazelle St., Sturgis, SD 57785  
605-347-2798

### **Oasis Bar & Fireside Lounge**

1145 Main St., Sturgis, SD 57785  
605-347-3848

### **Pizza Hut**

2249 W Lazelle St., Sturgis, SD 57785  
605-347-4573

### **Red's Grill & Pub**

2214 Junction Ave., Sturgis, SD 57785  
605-561-1100

### **Stinger Saloon**

1102 Main St., Sturgis, SD 57785  
605-381-3068

### **Taco John's of Sturgis**

2314 S Junction Ave., Sturgis, SD 57785  
605-347-3556

### **The Good Witch Cake Shop**

2709 Lazelle St. Ste. A, Sturgis, SD 57785  
605-720-8332

### **The Knuckle Saloon & Brewing Company**

931 1st St., Sturgis, SD 57785  
605-347-0106

### **Uncle Louie's Diner**

1039 Main St., Sturgis, SD 57785  
605-720-6475

### **Veteran's Club**

868 Main St., Sturgis, SD 57785  
605-347-4682

### **Weimer's Diner & Donuts**

1120 Main St., Sturgis, SD 57785  
605-347-3892

### **EDUCATION:**

#### **Black Hills State University**

1200 University St. Unit 9512, Spearfish, SD 57799  
605-642-6877

#### **Community Education of the Black Hills**

730 E Watertown St., Rapid City, SD 57701  
605-394-5120

#### **Meade School District 46-1**

1230 Douglas St., Sturgis, SD 57785  
605-347-2523

#### **Nsight Partners**

Sturgis, SD 57785  
605-490-1246

### **Western Dakota Technical Institute**

800 Mickelson Dr., Rapid City, SD 57703  
605-718-2400

### **FARM/RANCH:**

#### **Bear Butte Gardens**

20445 Hwy 79, Sturgis, SD 57785  
605-490-2919

#### **DesJarlais Farms**

1335 Ballpark Rd., Sturgis, SD 57785  
605-347-0793

#### **Grubl Ranch**

1714 Baldwin St., Sturgis, SD 57785  
605-720-8822

#### **Laung Mill Iron L Ranch**

13917 Alkali Rd., Sturgis, SD 57785  
605-347-6193

#### **Snyder Ranch**

21399 Snyder Ranch Rd., Piedmont, SD 57769  
605-347-5485

### **FINANCIAL/LEGAL/INSURANCE:**

#### **360 Accounting**

Sturgis, SD 57785  
702-443-5036

#### **Aflac - Sharon Aberle**

3001 Lazelle St. Lot 16, Sturgis, SD 57785  
605-545-3839

#### **Black Hills Community Loan Fund**

607 1/2 Mt Rushmore Rd. Ste. 105, Rapid City, SD 57701  
605-519-5124

#### **Black Hills Federal Credit Union**

1020 Lazelle St., Sturgis, SD 57785  
605-718-1818

#### **Dakota Financial Services Inc**

PO Box 634, Sturgis, SD 57785  
605-720-6747

#### **Edward Jones - Bruce Gordon**

2045 Lazelle St., Sturgis, SD 57785  
605-720-5670

#### **Edward Jones - Melissa Hampton**

1247 Sherman St., Sturgis, SD 57785  
605-499-7464

#### **Farm Credit Services of America**

2510 N Plaza Dr., Rapid City, SD 57702  
605-342-0678

#### **Farmers Insurance**

1241 Sherman St., Sturgis, SD 57785  
605-347-4562

#### **First Interstate Bank**

1200 Main St., Sturgis, SD 57785  
605-347-2562

### **First National Bank**

955 Main St., Sturgis, SD 57785  
605-347-4416

### **Glover Investments LLC**

Sturgis, SD 57785  
605-347-0995

### **H&R Block Sturgis**

1881 Lazelle St., Sturgis, SD 57785  
605-347-5955

### **Highmark Credit Union**

725 5th St, Rapid City, SD 57701  
605-716-4444

### **HUB International**

1238 Main St., Sturgis, SD 57785  
605-347-4644

### **Karen Paige Hunt Prof LLC**

2202 Main St., Sturgis, SD 57785  
605-720-6274

### **Law Tigers**

2111 E Highland Ave. #420, Phoenix, AZ 85003  
801-870-2100

### **Leavitt Heartland Insurance Services**

942 14th St., Sturgis, SD 57785  
605-347-4583

### **Nelson Law**

1209 Junction Ave., Sturgis, SD 57785  
605-561-6283

### **Northern Hills Business & Tax Service**

1109 5th St., Sturgis, SD 57785  
605-720-2130

### **Northern Hills Collections Inc**

PO Box 1053, Spearfish, SD 57783  
605-642-9441

### **Northern Hills Federal Credit Union**

1080 Main St., Sturgis, SD 57785  
605-347-4527

### **Pioneer Bank & Trust**

2611 Lazelle St., Sturgis, SD 57785  
605-720-2265

### **Sabers Agency Inc**

2327 South Junction Ave., Sturgis, SD 57785  
605-347-4507

### **Simmons & Silver CPA PC**

1612 Junction Ave., Ste. 3, Sturgis, SD 57785  
605-347-3912

### **State Farm Insurance - Fowler Agency**

2118 Lazelle St., Sturgis, SD 57785  
605-347-3931

### **State Farm Insurance - Moberly Agency**

1612 Junction Ave., Ste. 2, Sturgis, SD 57785  
605-702-3042

## Sturgis Area Chamber Directory *continued*

### **Strain Morman Law Firm**

1134 Main St., Sturgis, SD 57785  
605-347-3624

### **Thomson Law PC**

1010 Ball Park Rd. Ste. 6, Sturgis, SD 57785  
605-347-2551

### **Thrivent Financial**

2210 Jackson Blvd., Rapid City, SD 57702  
605-399-9373

### **Wells Fargo Bank**

1040 Main St., Sturgis, SD 57785  
605-347-2581

### **GENERAL SERVICES:**

#### **All-Net Connections**

PO Box 27, Whitewood, SD 57793  
605-269-4141

#### **Black Hills Funeral Home & Cremation**

1440 Junction Ave., Sturgis, SD 57785  
605-347-2522

#### **Black Hills Rally Weddings**

PO Box 707, Lead, SD 57754  
605-777-0436

#### **Bradley Storage**

3470 Whitewood Service Rd., Sturgis, SD 57785  
605 347-3848

#### **Castaic Travel**

Sturgis, SD 57785  
605-561-0122

#### **CBH Cooperative**

2030 Main St., Sturgis, SD 57785  
605-720-2946

#### **Competition Distributing**

3570 Mayer Ave., Ste. A, Sturgis, SD 57785  
605-720-1903

#### **Dakota Endurance LLC**

Sturgis, SD 57785  
605-430-7007

#### **Dogwood Lodge Pet Resort & Grooming Salon**

PO Box 4156, Sturgis, SD 57785  
605-720-1364

#### **Eagle Uniform & Supply Co**

494 Main St., Lander, WY 82520  
307-332-5456

#### **Pepsi Cola of the Black Hills**

2720 Creek Dr., Rapid City, SD 57703  
605-342-0362

#### **Rent-A-Chef Catering**

PO Box 634, Spearfish, SD 57783  
605-645-5124

### **Scooptown Car Wash**

710 Anna St., Sturgis, SD 57785  
605-720-7800

### **Servall Uniform & Linen Supply**

312 Main St., Rapid City, SD 57701  
605-343-0680

### **Sturgis Shipping & FedEx**

1861 Lazelle St., Sturgis, SD 57785  
605-720-4053

### **Support Office Solutions LLC**

PO Box 9744, Rapid City, SD 57709  
605-646-0111

### **The Farmhouse Barn**

21305 Harp Rd., Sturgis, SD 57785  
605-209-5161

### **The Local**

1064 Main St., Sturgis, SD 57785  
605-549-5737

### **The Moving Guys**

1110 Industry Rd., Sturgis, SD 57785  
605-877-2258

### **The Tattoo Cellar**

1049 Main St., Sturgis, SD 57785  
605-347-7524

### **Vanway Trophy & Award**

3120 W Main St., Rapid City, SD 57702  
605-341-2929

### **GOVERNMENT ENTITIES:**

#### **City of Sturgis**

1040 Harley-Davidson Way, Sturgis, SD 57785  
605-347-4422

#### **Meade County Commission**

1300 Sherman St. Ste. 212, Sturgis, SD 57785  
605-720-1625

#### **Sanford Underground Research Facility**

630 E Summit St., Lead, SD 57754  
605-722-8650

#### **South Dakota Department of Labor**

1300 North Ave., Spearfish, SD 57783  
605-642-6900

#### **Sturgis Police Department**

1400 Main St., Sturgis, SD 57785  
605-347-2573

### **GROCERY:**

#### **Grocery Mart**

2216 Junction Ave., Sturgis, SD 57785  
605-423-4606

#### **Lynn's Dakotamart**

1111 Lazelle St., Sturgis, SD 57785  
605-347-4483

### **HEALTH & WELLNESS:**

#### **Akela Spa of Deadwood**

11842 US Hwy 14A, Sturgis, SD 57785  
605-578-1180

#### **Aspen Grove Assisted Living**

2065 Moose Dr., Sturgis, SD 57785  
605-720-4738

#### **Black Hills Family Practice**

1010 Ballpark Rd. Ste. 3, Sturgis, SD 57785  
605-720-4520

#### **Compass Point**

1807 Williams St., Sturgis, SD 57785  
605-347-3003

#### **Flex Fitness**

948 Pine View Dr., Sturgis, SD 57785  
605-720-3539

#### **Home Instead Senior Care of Black Hills**

710 Mount Rushmore Rd., Rapid City, SD 57701  
605-716-9300

#### **Loftus Dental**

866 Lazelle St., Sturgis, SD 57785  
605-347-8880

#### **Monument Health Sturgis Hospital**

2140 Junction Ave., Sturgis, SD 57785  
605-720-2400

#### **Northern Hills Eye Care**

910 Harmon St., Sturgis, SD 57785  
605-347-2666

#### **Northern Hills Gymnastics LLC**

3240 Vanocker Canyon Rd., Sturgis, SD 57785  
605-641-2665

#### **Sturgis Chiropractic**

824 1st St., Sturgis, SD 57785  
605-347-4003

#### **Sturgis Physical Therapy**

1530 Junction Ave., Sturgis, SD 57785  
605-720-2555

#### **Sturgis Smiles Family Dental**

1245 Sherman St., Sturgis, SD 57785  
605-347-2509

#### **Twisted Canyon CrossFit**

1150 Moose Dr., Sturgis, SD 57785  
605-347-1515

#### **VA Black Hills Health Care System**

113 Comanche Rd., Fort Meade, SD 57741  
605-720-7170



## Sturgis Area Chamber Directory *continued*

### OFFICE EQUIPMENT & SUPPLIES:

#### **A & B Business Solutions**

1822 W Kansas City St., Rapid City, SD 57702  
605-722-7426

#### **Certified Folder Display Service Inc**

7601 Black Hawk Rd., Unit #4, Black Hawk, SD 57718  
605-786-0215

#### **Rushmore Office Supply & Printing Services**

815 Junction Ave., Sturgis, SD 57785  
605-347-3326

### REAL ESTATE/ PROPERTY MANAGEMENT/RENTALS:

#### **Bertolotto Real Estate & Auction Inc**

1102 Junction Ave., Sturgis, SD 57785  
605-720-2021

#### **Black Hills Title Company**

PO Box 909, Sturgis, SD 57785  
605-347-4402

#### **Casteel Auction & Real Estate**

1951 Junction Ave., Sturgis, SD 57785  
605-347-5110

#### **Christians Team Real Estate - Keller Williams**

1001 Lazelle St., Sturgis, SD 57785  
605-920-0425

#### **Dakota Hills Assisted Living Center**

1124 Second St., Sturgis, SD 57785  
605-423-8084

#### **Dan Jacobsen - eXp Realty**

1940 Junction Ave., Sturgis, SD 57785  
605-490-1663

#### **Heritage Acres Inc**

2340 East Ave., Ste. 1, Sturgis, SD 57785  
605-347-9017

#### **Kate Baum - The BAUM Group**

Sturgis, SD 57785  
605-490-1688

#### **Meade County Housing**

1220 Cedar St. #113, Sturgis, SD 57785  
605-347-3384

#### **Mount Rushmore Area Association of REALTORS**

1230 North Ave., Ste. #1, Spearfish, SD 57783  
605-722-0181

#### **Properties Unlimited Realty**

2320 Junction Ave., Sturgis, SD 57785  
605-347-7644

#### **The Real Estate Center of Sturgis**

1921 Lazelle St., Sturgis, SD 57785  
605-347-9300

#### **Richelle Bruch LLC - Keller Williams of the Black Hills**

Sturgis, SD 57785  
605-206-1046

#### **Wildflowers Townhome Apartments**

751 Boulevard St., Sturgis, SD 57785  
361-563-2522

### RELIGIOUS ORGANIZATIONS:

#### **Bethel Church - Sturgis**

1401 Lazelle St., Sturgis, SD 57785  
605-515-2828

#### **Connection Church**

1942 Davenport, Sturgis, SD 57785  
605-206-1414

#### **First Presbyterian Church**

1319 Junction Ave., Sturgis, SD 57785  
605-347-2395

#### **Grace Lutheran Church**

1061 Sherman St., Sturgis, SD 57785  
605-347-2713

#### **Hellfighters Christian Ministries**

717 Anna St., Sturgis, SD 57785  
605-580-0596

#### **High Plains Spiritual Life Center**

1506 Jackson St., Sturgis, SD 57785  
605-347-1131

#### **LifeSpring Wesleyan Church**

1638 Junction Ave., Sturgis, SD 57785  
605-720-5448

#### **St. Francis of Assisi Catholic Church**

1049 Howard St., Sturgis, SD 57785  
605-720-3579

#### **Sturgis Alliance of Churches**

PO Box 713, Sturgis, SD 57785  
605-347-3384

#### **Sturgis United Methodist Church**

1755 Ballpark Rd., Sturgis, SD 57785  
605-720-5578

#### **Trinity Lutheran Church**

2109 Baldwin St., Sturgis, SD 57785  
605-347-5376

### SHOPPING/RETAIL:

#### **ACE Hardware**

2222 Junction Ave., Sturgis, SD 57785  
605-347-4031

#### **Affordable Flowers & More**

748 Lazelle St., Sturgis, SD 57785  
605-580-6844

#### **Black Hills Rally & Gold**

1101 Main St., Sturgis, SD 57785  
605-347-3564

#### **Cammack Ranch Supply**

16948 SD Hwy 34, Union Center, SD 57787  
605-985-5591

#### **Common Cents**

2421 Junction Ave., Sturgis, SD 57785  
605-347-3666

#### **Eagle Rider**

2106 Lazelle St., Sturgis, SD 57785  
605-206-7832

#### **Heartland Homestore**

925 Junction Ave., Sturgis, SD 57785  
605-720-1668

#### **Hot Leathers**

1000 Main St., Sturgis, SD 57785  
605-347-6020

#### **Jack's Campers**

13203 High Plains Place, Piedmont, SD 57769  
605-787-9010

#### **Just For Looks Boutique**

1006 Main St., Sturgis, SD 57785  
605-720-4247

#### **Kwik Mart / Sturgis Subs**

2217 Junction Ave., Sturgis, SD 57785  
605-347-7533

#### **Lasting Impressions Unlimited**

13830 SD Hwy 40, Hermosa, SD 57744  
605-201-1021

#### **Lucy's Nearly New**

2320 S Junction Ave., Sturgis, SD 57785  
605-347-5623

#### **Paula Rae Studio**

Sturgis, SD 57785  
605-415-6761

#### **Prairie Emporium**

1020 Junction Ave., Sturgis, SD 57785  
605-415-5335

#### **Rockingtree Floral & Garden**

1340 Lazelle St., Sturgis, SD 57785  
605-347-5119

#### **Runnings (Campbell's Supply)**

2425 Lazelle St., Sturgis, SD 57785  
605-347-6352

#### **Sturgis Guns/Range**

1861 Lazelle St., Sturgis, SD 57785  
605-561-4867

#### **Sturgis Motorsports**

2695 Lazelle St., Sturgis, SD 57785  
605-347-2636



## Sturgis Area Chamber Directory *continued*

### Sturgis Photo & Gifts

1081 Main St., Sturgis, SD 57785  
605-347-6570

### Sturgis Powersports

1861 Lazelle St., Sturgis, SD 57785  
605-720-4038

### The Giving Goat

#### Crystal Shop

950 Main Street, Sturgis, SD 57785  
605-939-0296

### Tom's T's Inc

601 Lazelle St. Ste. B, Sturgis, SD 57785  
605-347-6169

### Trax Wear

16330 Walnut Creek Dr., San Antonio, TX 78247  
210-842-0284

### Xtreme Dakota Bicycles

1051 Main St., Sturgis, SD 57785  
605-720-4046

#### TRANSPORTATION:

### Giddy-Up Shuttles

Hill City, SD 57745  
605-430-6366

### Harlow's School

#### Bus Service

2237 W Sherman St., Sturgis, SD 57785  
605-347-5066

### Prairie Hills Transit

2015 Tumble Weed Trl., Spearfish, SD 57783  
605-642-6668

### Sturgis Trailers

1861 Lazelle St., Sturgis, SD 57785  
605-720-4038

### Sturgis Transit - Da Bus

Sturgis, SD 57785  
605-347-3287

### Sturgis U-Haul

1861 Lazelle St., Sturgis, SD 57785  
605-720-4036

#### UTILITIES:

### Black Hills Energy

1251 Otter Rd., Sturgis, SD 57785  
605-716-3951

### G & G Garbage LLC

PO Box 1178, Baker, MT 59313  
866-644-7168

### Kieffer Sanitation

2426 E Saint Patrick St., Rapid City, SD 57703  
605-342-5575

### McGas

#### Propane Inc

2219 Junction Ave., Sturgis, SD 57785  
605-347-3811

### Midco

PO Box 5040, Sioux Falls, SD 57117  
605-791-7114

### Montana - Dakota Utilities

505 Heritage Dr., Spearfish, SD 57783  
605-642-2654

### Vast Broadband

809 Deadwood Ave., Rapid City, SD 57702  
605-721-2000



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