



Newsletter of the Memphis Harley Owners Group
Chapter 4928~Founded February 20, 1986

volume 48 Issue 13

December 2023





Welcome the new year 2023. This is such a exciting time, We begin to make the years plans and right now it's looking to be a very active and fun year. Cathy Coats has been putting in a little overtime planning this upcoming year 's activities for us. Along with the regulars such as Mardi Gras, pass directors ride, HOG Waller, chili cook off, Thanksgiving and Christmas. She's been planning other great events for us to enjoy including one that will take us to the 120th anniversary of Harley Davidson in Milwaukee this year, definitely looking forward to that ride. I think there's going to be a lot of interesting and new products coming out of Milwaukee this year. I can't wait to see the 2023 color schemes and new models that will be introduced to us in just a few weeks when Harley rolls out there 2023 lineup. along with the introduction of the 120th anniversary models. As we enter into the coldest two months of the year hopefully, we will find a day or two in the middle that will allow us to get out and put some miles on. If we do see some nice weather being forecasted, we will try to schedule a ride or if we don't have enough time, we will definitely do a friends call out ride. I'd like to thank everybody that volunteered last year and help this organization in all our efforts, I look forward to the new year and the opportunities we will have. Don't forget our Ski-Freeze ride and lunch, during the ride we passed the hat to raise money for Dream Factory. If you miss the opportunity to donate please see one of our officers you can give your donation to them they will make sure the Dream Factory team receives your donation

With the cold weather upon us this is a great opportunity to take advantage of the excellent service department at Bumpus Harley. Bring the bike in and have it prepared for the upcoming year of riding we have planned. And check out Motor clothes this is a great time to think about a new helmet. Or just pick up some new T-shirts for the upcoming riding season. Don't forget if you do it yourself, first stop at the parts department they are always there to make sure you're putting the right equipment on your bike.

**“Always remember, friends don't let friends ride alone. Now get out there and put some miles on
Tim Backus 2023 Memphis HOG Director**



RIDE RIDE RIDE RIDE RIDE RIDE RIDE RIDE RIDE



Dutch's Corner



Happy new year everyone! I hope this year is going to be a good one for all of us, we deserve it after these miserable last couple of years. On a personal level, we have a couple of nice family trips planned for this year. In February, we are going to Holland to celebrate my mom's 90th birthday and in July, Amy is celebrating a milestone birthday and for the previous one we were in Paris (France), so I need to come up with something better than that this time around. So far, I have not been successful (so, if you have any ideas.....)! July also brings the 120th anniversary party of Harley Davidson in Milwaukee. That's quite the event, I especially like the neighborhood parties that the Milwaukee citizens put together (they know who butters their bread). If you haven't already investigated going there, you may already be a little late.

When traveling home, I always try to meet up at the Harley Davidson dealership near my area of birth, Rotterdam. I am really torn on whether I should get an Amsterdam Harley Davidson trinket or not, because when you are from Rotterdam, you really dislike Amsterdam. Do y'all know that we have multiple chapter members from across the ocean? We have representation in England, Czech Republic, and our latest adds are from Spain. That's pretty cool! A few years back we were thinking of changing the name of the chapter, but we couldn't get away from Memphis, because people now know where we are from when they see our rocker. When you meet other chapter members, in a lot of cases you need to ask where they are from, because it isn't clear from their chapter name. Not with our chapter, so that's why we are still called the Memphis chapter. Keeping it simple!

When the weather doesn't really allow for much riding, we try to get some non-riding classes scheduled. Larry will be facilitating his annual safety class on January 21 and I will be facilitating a route guidance class on February 11. The route guidance class will mostly focus on how to use the Harley Davidson route guidance functionality. One thing that cleared a lot of things up for me in regard to creating route, is that when you transfer your route from the app or from your laptop to your bike, it really only takes the waypoints and loads those. Then your bike's device will create the route based on your settings, like "no interstates", "most curvy road", etc. So, if your app or your HD website settings are different, you may not get the route you had planned. This is a fundamental principle that you need to keep in mind.

With a new year also comes the need to have your mileage read for the Ride 365 program from Harley Davidson. Don't forget to do this. The program still comes with a \$50 gift card when you've reached 2,500 miles in a year and a \$100 gift card when you've reached 10,000 miles in a year. If you don't get your mileage read, you are leaving free money on the table. With all the rides we have planned for this year, you should be able to reach 10,000 miles and thus earn \$150 in gift cards. You're welcome!

Enough rambling from me, it is time to have our engines start rumbling. My weather threshold is 50 degrees (maybe 45) and no rain, so I think I may be lucky enough to be able to ride to work a few days this week. I appreciate my employer allowing me to wear jeans to work. 😊 Next weekend is the Regional Officer Connection meeting and we picked Little Rock this time, and the weather is good enough to ride the bikes, woohoo! Enough for now, don't forget life is good and don't worry, be happy.

Roelant Verbeek
2022 Assistant Director
Don't worry, be happy!





ACTIVITIES CHIT CHAT

January Newsletter 2023

Happy New Year everyone! I hope that you all had great holidays!

We are working on the 2023 Calendar and making plans for lots of fun ahead. Many thanks to those who took the time to complete the survey at our December chapter meeting. Your answers are very helpful in planning 2023.

We have our first chapter meeting on January 12 at Coletta's on Appling Rd. Each monthly chapter meeting will be at Coletta's. The officers meeting will be at Brendalay Grill in Arlington on the first Thursday each month.

Mark your calendar for the following:

Saturday, January 21 Safety Training

Sunday, January 29 is our 2nd Annual Bowl Off

Saturday, February 11 Road Captain/map planning meeting

Saturday, February 18 Mardi Gras Party

All Officers and Chapter meeting will be held at Coletta's 6:30pm

MEMPHIS HOG ACTIVITIES 2023

January 2023

START OF A BRAND NEW YEAR

Sunday, January 1, 2023

Ski Freeze Ride and Lunch

Thursday January 12, 2023

Chapter Meeting Coletta's

Thursday January 19, 2023

Dinner Social Kooky Kanuck

Saturday January 21, 2023

Safety Training with Larry Bumpus Harley Training Room 10am

Sunday January 29, 2023

2nd Annual Bow off dinner after at East End Grill

February 2023

VALENTINE MY HEART

Thursday February 9, 2023

Chapter Meeting Coletta's

Saturday February 11, 2023
9am

Road Captain/Map with Dave training Bumpus training room

Thursday February 16, 2023

Dinner Social at Joe's Crab Shack

Saturday February 18, 2023

Mardi Gras Party At Bumpus Harley

March 2023

TO A LUCKY TUNE

Saturday March 4, 2023

Lunch Ride Backermann's

Thursday March 9, 2023

Chapter Meeting Coletta's

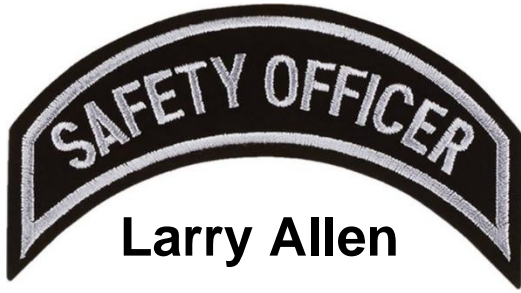
Thursday March 16, 2023

Dinner Social Pop's Comfort Kitchen

Saturday March 25,2023	Lunch Ride Livingston's Soda Fountain & Grill
<u>April 2023</u>	<u>FOOL ME YOU CAN'T</u>
Saturday April 1,2023	Past Directors Ride Blues Landing
Sunday April 2,2023	Wild Pigs Poker Run out of Bumpus
Wednesday April 12,2023	First Beals St Bike Night For 2023
Thursday April 13,2023	Chapter Meeting Coletta's
Saturday April 15,2023	Dream Factory Poker Run Out of Bumpus
Thursday April 20,2023	Dinner Social TBA
Wednesday April 26,2023	Beale St Bike Night
Saturday April 29,2023	Lunch Ride all day ride Natchez Trace Lunch at Council House
In Frenc Camp Ms.	
<u>May 2023</u>	<u>BRINGS FLOWERS</u>
May 3-7, 2023	25 th Thunder beach rally PCB
Saturday May 6,2023	Lunch Ride Longhorn Schooner
Thursday May 11,2023	Chapter Meeting Coletta's
Fri-Sun May 19-21,2023	Tennessee Motorcycl & Music Revival
Wednesday May 24,2023	Dinner Social at Beale St Bike Night
Saturday May 27,2023	Lunch Ride Taylor's Grocery Oxford Ms.
<u>June 2023</u>	<u>AND IT'S SUMMER</u>
Saturday June 3,2023	Lunch Ride Scenic ride Shelby Forest General Store
Thursday June 8,2023	Chapter Meeting Coletta's
Friday June 9-11,2023	Eurek Springs for Turpentine Creek Wildlife Refuge & Scenic
Riding	
Thursday June 15,2023	Dinner Social TBA
Saturday June 24,2023	Lunch Ride The Grind
Wednesday June 28,2023	Beale St Bike Night
<u>July 2023</u>	<u>DANG IT HOT</u>
Saturday July 1,2023	Lunch Ride Boyette's Reelfoot
Thursday July 13,2023	Chapter Meeting Coletta's
Thursday July 13-16,2023	Harley Davidson Homecoming in Milwaukee 120 th Anniversary
Rally	
Thursday July 20,2023	Dinner Social TBA
Wednesday July 26,2023	Beale St bikes night
Saturday July 29,2023	Lunch Ride TBA
<u>August 2023</u>	<u>WATCH OUT FOR THE SCHOOL BUSES</u>
Saturday August 5,2023	Lunch Ride TBA
Thursday August 10,2023	Chapter Meeting Coletta's
Thursday August 17,2023	Dinner Social TBA
Friday August 18-21,2023	Copperhead Lodge and Resort in Blairsville GA.for Scenic
Riding & Tubing	

Wednesday August 23,2023	Beale St Bike Night
Saturday August 26,2023	Lunch Ride TBA
September 2023	<u>OH FALL WILL BE HERE SOON</u>
Saturday Sep 2-4,2023	The Springfield Mile,Springfield IL
Saturday Sep.2,2023	Lunch Ride TBA
Saturday Sep.9,2023	Movie Night
Thursday Sep.14,2023	Chapter Meeting Coletta's
September 20-23,2023	Bikes Blues BBQ Rogers Ar Pig Trail HD
Wednesday Sep.27,2023	Dinner Social at Beale St Bike Night
Saturday Sep. 30,2023	Lunch Ride TBA
October 2023	<u>AND YES IT IS FALL AROUND THE CORNER</u>
Monday Oct 2-8,2023	Myrtle Beach Bike Week Fall Rally
Saturday Oct.7-9,2023	Secnic Riding Weekend Surprise Destination
Saturday Oct7,2023	Lunch Ride TBA
Saturday Oct.14,2023	36 th HOG Waller and Chapter Meeting
Thursday Oct.19,2023	Dinner Social TBA
Saturday Oct.21,2023	Chili Cook Off
Saturday Oct.21,2023	Lunch Ride TBA
Saturday Oct.28,2023	Chili & Dessert Cook Off
November 2023	<u>REMINDING US TO GIVE THANKS</u>
November 4-5,2023	Patti's Settement Ride and Dinner
Saturday November 4,2023	Lunch Ride TBA
Thursday November 16,2023	Thanksgiving Dinner and Chapter Meeting at Bumpus
December 2023	<u>DON'T RUN OVER SANTA CLAUS</u>
December ?,2023	Christmas Dinner and Chapter Meeting





MESSAGE FROM HOG SAFETY OFFICER **HOG Safety Article January 2023**

Happy New Year! It will not be long before active group riding with the MEMPHIS HOG CLUB will be taking place. As your safety officer it is my duty to remind you to ride safe and use common sense in 2023. It is not only your safety you have to worry about but the rest of the group as well. I will be conducting my annual Group Riding, Passenger Safety and other Safety Issues Class at Bumpus HD on Saturday January 21 starting at 10 am. Please try to be there for a refresher on how to ride safe. Below is an article on passenger responsibility. Many of you like me have the wives or significant other on the back of the bike. Hope this helps in showing them their responsibilities for a safe ride.

Pre-Ride Briefing for a Motorcycle Passenger

By James R. Davis

Before I let a passenger onto my bike I host a briefing with them. I explain that so long as they are on my bike THEY are the boss - that if they want to slow down, or to stop, for any reason, we will do so. I explain that it is not my intention to scare them, ever, while they are on the bike, but to help them enjoy the experience. In exchange for this there is a price: They have four jobs while riding as passenger, and they must agree to get on and off the bike only with the permission of the driver.

I explain the 'passenger twist' where they connect their helmet cord while facing the bike, then do a full turn clockwise so that the cord wraps behind them before they get on the bike. That they get on and off only while I am on the bike, which is in neutral, and have both feet down and the side stand up (this, because if the side stand is down and they plump themselves on the saddle they will compress the shocks and that will lever the bike to the right - possibly all the way over onto its side!) I nod and tell them it is OK to get on the bike when I'm ready for them. I do the same when I'm ready for them to leave the bike. Finally, I ask that when they mount and dismount the bike they try to keep their weight centered on the bike - that they not pull the bike towards them but, rather, push themselves towards the bike.

I explain that while we are moving they can talk to me if they want, and that they may use the PTT button near their left hand to talk on the CB, but as to moving around, I'd prefer that they pretended to be a sack of potatoes (actually, I tell them they can move about, just not suddenly) - that they NOT try to help me through the turns - that they not lean in anticipation or when we are in a turn.

I tell them that I have never had an accident, but that no matter what happens while we are moving, they are to keep their feet on the passenger floorboards and never, ever, try to touch the ground with their feet to try to hold up the motorcycle. I show them the saddlebag guardrails and point out that they are heavy steel, like 'roll bars', and will protect their legs only so long as their feet remain on those floorboards.

Oh, as to those 'jobs' they have:

1. They are to wave at all motorcyclists approaching us in the opposite direction
2. They are to wave at all children that show any interest whatever
3. They are to wave at all policemen who are on their feet
4. They are to demonstrate to the world that they are enjoying themselves, particularly at all rest stops

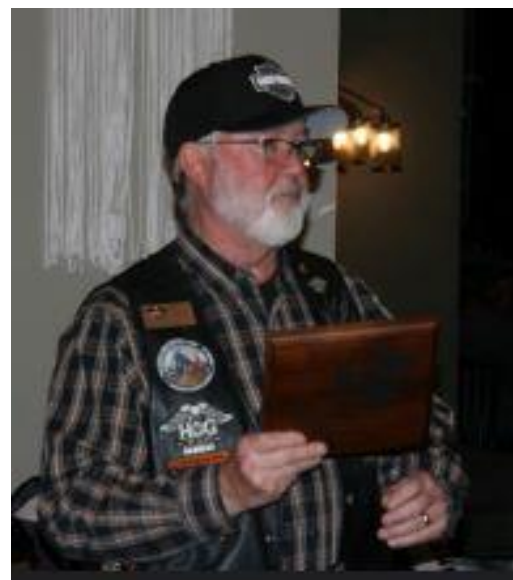
As to my own personal rules while riding with a passenger:

- ▶The only thing I want to 'show off' is that riding a motorcycle can be safe and enjoyable
- ▶I wish to challenge myself with the task of trying to shift gears without the passenger being aware of the activity (no head snaps in either direction.)
- ▶I want to start and stop with the passenger never quite sure that we have started to move or that we have come to a full stop - i.e., smoothness all around.

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KEEP THE SHINEY SIDE UP

LARRY- SAFETY OFFICER





Membership Alley 2023

Happy New Year everyone. We hope you had a fun-filled holiday season spent with friends and family. For those of you that joined us on the Ski Freeze ride...what a great day! The weather was gorgeous, and we got to see so many smiling faces the first day of the year. Just an awesome time and for such a good cause! I'm sure that renewing your chapter dues was included in your New Year's resolutions, right? If not, that's always a good goal to have.

Everyone is required to submit a new membership form. I'll say it again...**EVERYONE IS REQUIRED TO COMPLETE A NEW FORM FOR 2023.**

There are multiple ways to get it done.

- 1) Take your completed membership form and payment to the parts counter at Bumpus H-D on Whitten Road in Memphis.
- 2) Mail the form and dues to: Memphis HOG c/o Bumpus Harley Davidson, 2160 Whitten Road, Memphis, TN 38133-6004
- 3) Bring your membership form and dues with you to the chapter meeting January 12.

Acceptable forms of payment are cash, check or PayPal. Checks need to be made out to Harley Owners Group Chapter #4928.

There is a small fee if paying with PayPal. The account is memhog4928@gmail.com and the total paid must be \$25.75.

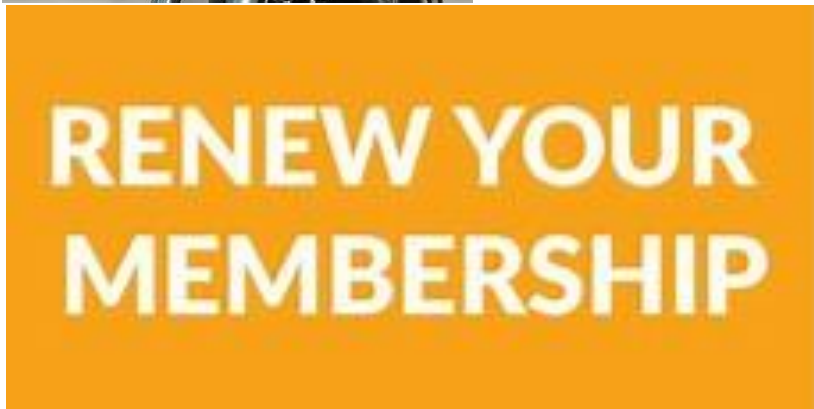
We love new members! Remember, word of mouth is one of the best ways to attract attention to our group. If you know someone who is interested, please contact us with their contact information and we'll handle it from there.

Now, let's go ride!

Chris and Tracy Taylor



You'll BE BACK!





The Treasurer's Corner

Susan Miller 2023

Update from the Treasurer's corner...

Our December account balance started at \$8,964.43, and we ended the month with \$7,563.94.

We had expenses in the amount of \$2,843.77, which was mostly for Christmas dinner expenses, followed by ROC training (Regional Officers Connection for HOG officers).

We had income in the amount of \$1,443.28, mostly due to 2023 membership renewals, 50/50 and tips from Christmas wrapping at Bumpus.

Reminder, please use PayPal or leave your payment in the drawer at the parts counter at Bumpus if you need to pay for anything.

Please reach out to me if you have any questions (email preferred - susan_miller@outlook.com).

Susan





The Webmaster
Photographer



Memphis Harley Owners Group

Chapter Mission Statement & Purpose
"To Ride and Have Fun."

It's not the destination, "it is the journey." Finding interesting places and riding our Harleys to get there with a bunch of great folks.

Tony Crook
Webmaster/Photographer





My favorite things

There are only a few musicals I really like. Most of the time when I see one, I'm enjoying a story, then kind of get annoyed when they burst into song. A few notable exceptions would be Fiddler on the Roof, the movie Grease (I have watched a million times), and The Sound of Music—which inspired the title of this article. Recently I've been looking back over some of my favorite things about joining this HOG group and thought why not "share with the class" so to speak.

Bradley owned a bike when we met (Yamaha Heritage Special). He used it to ride to work a lot at UPS in Dallas where he was a part time supervisor. I rode with him on the weekends several times. We only knew each other about four and half months before we got engaged and left Texas, when he sold it so he wouldn't have to bring it with us. We joined the group in 2020, after I had been lamenting the fact that we had few adult friends to hang out with and travel. Our daughter had graduated in 2019 and our son only had a few years of high school left and we had been occupied with their stuff for so long we didn't have social stuff that was just ours. Bradley knew that Harley groups did lots of activities together and came up with a plan to make me happy and himself too, with an excuse to buy a motorcycle again- so a win win for sure.

We've really enjoyed being part of this chapter. We've met lots of people we wouldn't have met and made some great friends. We've had lots of fun traveling and going on fun day trips. It's helped transition us from being all about raising kids to almost empty nesters. A few trips on our personal "greatest hits" are as follows.

1. **New Orleans-Spring Break time 2021**—This was probably my favorite trip. We had a big group so we all had different things we wanted to see and do, and we split off and did what we enjoyed. Some people went to Grand Isle, we did a ghost and cemetery tour, went to the War Museum, and Michael Becker was our personal guide taking us everywhere we wanted to go. He really enjoyed showing us his town. A million steps were taken, many Separator drinks were consumed (an amazing frozen drink that tasted like a Baileys milkshake from the "Good Friends" bar, ask Tommy about his arm wrestling there) and a personal nickname was earned for me at Lafitte's.
2. **Chattanooga**-I think this was August of 2021— A common theme for me is doing fun, active things on a trip, and this one was great because we went rafting. Our raft was a little too heavy which didn't help when we somehow got stuck on a rock and started taking on water. But we survived and had a blast. Chattanooga is beautiful and just being there with friends made it all the better. August was a little hot for the ride, and probably better not to go when the students are coming back for the semester but a great time anyway.
3. **Buffalo River**—Chris and Tracy came up with this idea and it was fantastic! We floated down the river on tubes, and some people kayaked. A great part was the accommodations, with some of us in cabins and some in the lodge. I'd love to do more of these types of things. Sitting outside at night around a fire with an enormous super moon was so nice. What an awesome good time.

I think our favorite lunch place this year was a drug store that was made into a restaurant, Livingston's Soda Fountain and Grill. It was beautifully done and had an amazing menu. If you didn't get to go I highly recommend it. There was also a trip, I think Eureka Springs, where the hotel let us use a banquet room to hang out. We sat around and played games, while doing the usual shots. Daniel and Jordan led the way with that and it was so much fun. I'd love to do a lot more of that as well.

Bowling with our chapter was a lot of fun, which I think I heard we will be doing again soon. I'd love to do that a few times this year, maybe once every few months.

As we all wait with bated breath to see the new ride schedule, just keep in mind we are only limited by our own imagination. If there aren't rides that fit your interests or schedule, start a friend's ride. We went back to Nola last year with a few couples and had a blast. Small groups are fun too. Some participants had so much fun they don't remember things we did (not to mention anyone in particular) and that just makes for good stories. I am personally motivated to get a Silver patch this year, but if not it won't be for lack of getting out and having fun. Which is why we're all here anyway.



Membership

To Join HOG National

In order to join the Memphis HOG Chapter, you must first be a national or associate HOG member in good standing. Click the link for the Harley Owners Group website to read about HOG Events, Membership Types and Membership Benefits. Once you join, you receive a membership number. Use this number to join Memphis HOG.

Join the local Memphis HOG Chapter

Download the Memphis HOG form and fill it out. There are three ways to submit the form;

1. Drop off the form along with \$25 cash or check at the Bumpus HD Memphis parts counter.
2. Bring it to the next Memphis H.O.G. activity. Check the Events Calendar for upcoming events.
3. Mail the form and a \$25 check made out to "**Memphis HOG Chapter**". Mail to:

Memphis HOG Chapter # 4928
 Bumpus Harley Davidson
 2160 Whitten Road
 Memphis, TN 38133-6004



2022 Officer Team

- Sponsor:** Tim Bumpus
Director: Tim Backus
Assistant Director: Roelant Verbeek
Treasurer: Susan Miller
Secretary: Jim Tactac
Activities: Cathy Coats
Head Road Captain: Dave Stockton
Membership: Tracy & Chris
Taylor Safety Officer: Larry Allen
Photographer: Tony Crook
Web Master: Tony Crook

2023

Top 20 Participation Points		
Place	Name	Points
1		
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Top 20 Club Mileage		
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Participation Points and Club Mileage through
 January 12, 2023
 Max Points = 2
 Max Mileage = 35

Memphis HDG Patches



*Memphis Chapter Top Rocker
Available in Gold and Silver
Small \$13.00
Large \$24.00*



*HDG Logo
Available in Full Color and Silver
Small \$5.00
Large \$14.00*



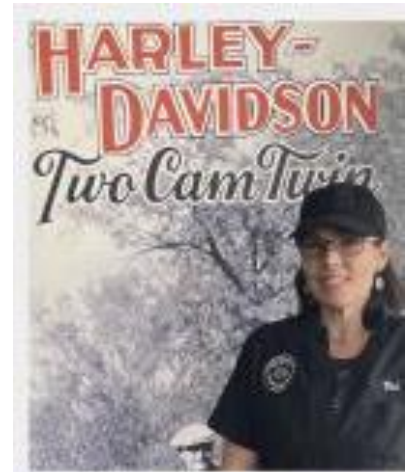
*HDG Heritage Logo
Small \$5.00
Large \$14.00*



MEMPHIS HOG'S
Employee of the Month

Kristi Smith

Finance & Insurance Manager



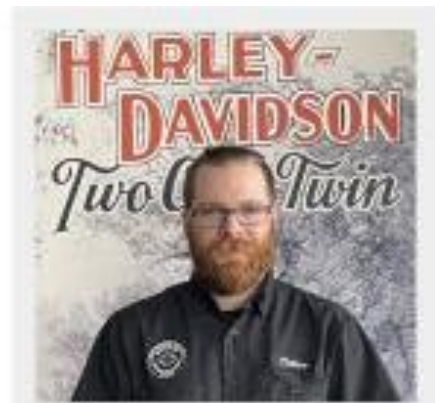
VAL BRADLEY
Motorclothes Manager



COLBY BENNARD
General Manager



Reggie Butler
Service Manager



DILLON CAIN
Parts Manager

FOR SALE
Motorcycle



Lakeland Leatherworks

10305 Monroe Road, Lakeland, TN
Shop: 901.290.5726 Cell: 901.484.5725
@LakeLandLeatherwork

We also make vest extenders, Indian Head, skull, and other designs for the snap top are available.



We can do any kind of design you want on a wallet.



Yes, we sew on patches!

- Top & Bottom Rockers - \$10
- Large Center Patches - \$15
- Pocket Size Patches - \$7.00 (\$14 to keep pocket open)

Drop off and pick up, or for small simple patches, call for an appointment and we'll sew them on while you wait.



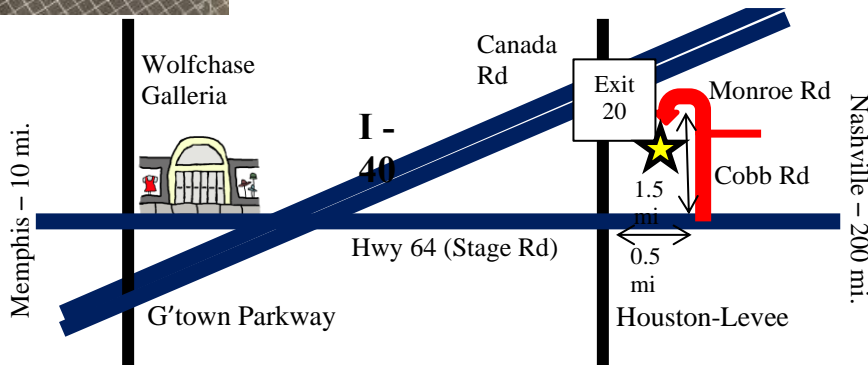
Custom Saddle Bags

Traditional styles and designs or ones to complement your bike

Call us for an e-copy of our 60-page color catalog to see more of the leather products we make in our shop.



Custom Chaps



BTW...The ride on Monroe Road from Canada Road to Chambers Chapel is amazing

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Harley Davidson Flip Face Motorcycle
Helmet Size Medium
Worn twice- like new
Cost new \$235
Asking \$125
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Center Stand
1999-2008
Cost \$300 New
Asking \$100
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Part # 91573-09A Harley Parts
Center Stand
Catalog Price \$335
Asking \$170
Call Larry Allen 378-7318



Harley Davidson Chrome Motorcycle Wheel for 2000 and up
touring bike Like new
Size 16X3 for rear wheel.
Part # 41886-07
Original price \$1,100
Asking \$400.00 Call Larry Allen 378-7318



DO YOU KNOW HOW TO STAY IN CONTACT? WITH THE MEMPHIS HOG CHAPTER?

*Join our members-only Facebook group Link:

<https://www.facebook.com/groups/282199048513345/>

To join: Go to the page and click "Join"

One of the officers will add you to the FB group.

Note: There is a public FB page

<https://www.facebook.com/MemphisHogChapter/>

* Check out our webpage and online calendar

<http://www.memphishog.com/>

<http://www.memphishog.com/#!calendar/c1nf7>

The chapter calendar is compatible with Google Calendar and iPhones.

Search for the calendar associated with the chapter activities email:

memphishogactivities@gmail.com



* Special Note to AOL mail users

Please add memphishogactivities@gmail.com to your email contacts. This will help ensure chapter emails don't end up in your trash\spam folder



DO YOU KNOW HOW TO STAY IN CONTACT WITH BUMPUS HARLEY DAVIDSON (MEMPHIS)?

Website: <http://www.bumpushdmemphis.com/>

Event calendar: <http://www.bumpushdmemphis.com/check-out-our-events--xcalendar>

Facebook: <https://www.facebook.com/BumpusHarleyMemphis/>

Twitter: [@BumpusHDMem](https://twitter.com/BumpusHDMem)

YouTube: <https://www.youtube.com/user/bumpusmphs/videos>

INTERESTED IN ADVERTISING IN OUR MONTHLY NEWSLETTER?

Ads are free to current members selling personal items, e.g., bikes, bike parts, garage sale items, etc.

Business ads run for \$50/yr. for a business card, \$75/yr. for a ½ page, and \$100/yr. for a full-page ad. Please contact Tim Backus to set up your ad.