



HMDA NEWS

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The Newsletter of the HMDA

• October 2003 •

CONVENTION NEWS

This promises to be a whiz-bang, standing ovation, kind of convention. Faithful readers will know that the vendor list includes: **DUNLOP** tires, **ARAI** helmets **SILKOLENE** oil, **KRYPTONITE** locks, **THOR** offroad gear, **ICON** street apparel, **GAERNE** boots. What you may not know is that **K & K Insurance + Carr's Motorcycle Insurance** and **ASTERISK** riding braces have also signed up. **TEN VENDORS!** An impressive lineup to be sure. The menu has also been set. There will be 4 different kinds of salad including mixed green, Pasta & Bay Shrimp, Spinach w/ warm Bacon dressing, and Lomi Lomi Salmon. For the entree, you will have your choice of Medallions of Beef / mushroom ragout or Lemongrass crusted fish w/ Thai curry sauce & tropical relish. Of course, there's the usual fresh fruit, freshly baked rolls, a choice of soups and a table full of deserts to round out the meal. The entertainment will be different this year. Instead of a local stand up comedian, we imported a husband/wife team from California. He does spectacular magic of all kinds and she hypnotizes people. The convention is an excellent opportunity to talk story, meet with your competition, and see what is new and exciting in the accessory market. I have it on good authority that there will be some very impressive door prizes this year...



Be sure to get your money in early. You can save \$5 a person by getting your registration in before October 1st !

I would also like to encourage you to think about sending at least some of your shop down early. The **vendor show starts at 4:30**. The vendors pay their own way here. Kryptonite, for example, is paying for round trip tickets from Massachusetts to here in addition to paying \$165 a night for the hotel. Our ability to get vendors in the future and put on a first class show for the local dealers is directly dependent on how we support the vendors at the convention. **Please show up as early as you can and make a point to spend some time at each of the vendors.** I'll see you there.

HMDA WEBSITE

One of the problems with a volunteer organization such as the HMDA is that it suffers from the occasional lapse in enthusiasm. The HMDA website doesn't require a lot of attention, but it's important that the information, especially the dealer information, is kept fresh and current. Towards that end, the HMDA is looking for someone to host and maintain the HMDA website. If you have any suggestions, please call me at 536-7023 ext 208.

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 The next meeting of HMDA will be on **Monday, October 13 at 8:30 a.m.** at the **Airport Plaza Hotel Coffee Shop.**

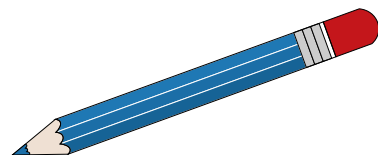
ROBERT'S SOAPBOX

There was a tragic incident last month in which a motorcyclist gunned his engine next to a horse trailer, spooking the horse and ultimately causing its death. This type of incident does irreparable harm to the motorcycling community. The public will remember the "horse killed by the crazy, noisy biker," longer than they will remember the thousands that participated in the Toys for Tots ride or the more recent March of Dimes Ride. Unfortunately, every segment of the motorcycling community has its share of jerks. No doubt you have heard of the sport bike riders and their "H3 Run" with speeds approaching three times the legal limit, or the dirt bike riders parking in the Mililani Costco parking lot and then riding their dirt bikes down the street in search of an area to ride -until someone kicks them off. We, as dealers have an obligation to discourage this kind of irresponsible behavior. It's bad for our image, and will eventually have a negative impact on our business. I'm not suggesting that everyone act like Dan Quayle and ride stock Honda 50s. Motorcycles are meant to be fun, but not without limits. If we don't regulate our own behavior, then someone will step in and do it for us.

There is very little in this world that is clearly defined in absolute black and white, and our industry is no exception. By strict definition of the law, only stock turn signals are legal. I'm not aware of any of the aftermarket brands that carry the DOT approval, and yet virtually every shop on the island sells aftermarket turn signals. Some are close to stock size and shape; others are barely larger than a grain of rice. At some point, things that may be a "little" wrong cross over a line and become too wrong. Aftermarket exhausts are an excellent example. All are louder than stock, which is not necessarily bad, but some are clearly too loud. Without a clearly defined test, what determines too loud? What about behavior? Does your dealership sponsor poker runs that are little more than bar crawls? Are you, as a dealer, comfortable selling a motorcycle with 160 horsepower to a first-time rider? Do your Sunday rides turn into Sunday races? Ultimately, the decision rests with the rider. However, we as dealers have an obligation to inform the public and to encourage responsible behavior. Properly done, you can do both without sounding preachy. Employees at your shop are perceived as the local experts (in most cases) and their opinion carries some weight with the riders. "These turn signals will look great on your bike, but you may have trouble passing your next state inspection and their size makes it more difficult for the little old lady in the Buick to see you. What do you think of this pair? Or "Going for the straight pipes, I see. You know, I've been hearing more stories lately about Officer Dave giving out tickets left and right down in Waikiki. Now these pipes still sound great, but they're not quite as loud as the straight pipes. If you're like me, you just want to ride and not get hassled."

To maintain an active, healthy customer base, there needs to be legal, legitimate venues to enjoy them. As a dealer you should encourage and support those activities that are beneficial to the sport. Hawaii Raceway Park has road racing, drag racing and a dirt bike track; additionally, there's Kahuku, our only legal offroad riding area on Oahu. If these venues are healthy, then our sport - and business- stays healthy. I strongly urge you to become proactive and join the HMDA and HOA to help protect your business on the local level. On the national level, there's the AMA, and the Blue Ribbon Coalition, just to name two.

**Do what you need to do
to protect the sport.**



HMDA Convention

Saturday, October 18th

Hawaii Prince Hotel ← **New location!**

Scheduled Vendors:

Arai Helmets

Dunlop Tires

Gaerne boots

Kryptonite locks

Icon apparel

Silkolene oil

Thor offroad gear



He does spectacular magic.

She *hypnotizes* people,
and they're both very funny!

Brian and Norann

will amaze,

amuse,

and astound you!



Vendor show, buffet dinner, plus
Brian & Norann all for only \$30
per person IF you register
BEFORE October 1st.
(\$35 after 1st)

4:30 - 7:30 Vendor show/cocktails/pupus

7:45 - 8:45 All you can eat buffet dinner

8:15 - 9:45 Brian & Norann

9:45 President's remarks, awards, etc.

Vendors stay until 11pm!

Sign Up NOW!



