

# ROAD RASH

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**March '07**

**Chattanooga Area  
Motorcycle Events**

**FREE**

**Check Out  
Who's In The  
Hot Seat:**

**pg. 42**

**Biker Chick  
Brandice**

**pg. 24**

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## Tom the Bomb... RAMBLINGS From the Top Dawg

**Those** of you who know me wouldn't be surprised to find out that just about the time the weather turns colder in the Fall, I start looking forward to Spring. With that said... has anyone noticed that warmer weather is just around the corner? Although we've had a pretty mild winter, I'm really looking forward to riding my bike without going over a five-minute thermal protection checklist first. In cold weather, the difference in a painful expedition and an enjoyable journey can often be defined by your choice of underwear. In warm weather, all you have to do is remember to bring raingear and you can pretty much wing the rest of it.

Good news – we've found a great new venue for the annual Road Rash Biker Bash! Although we regret having to give in to the restrictions laid out by the Catoosa County Georgia "powers that be," the local government in New Hope Tennessee has welcomed us (and the added revenue) with open arms. The new property (just across the big blue bridge from South Pittsburgh) will offer us plenty of room to spread out. It's convenient to electricity, water, major roadways, stores, and motels. From one direction, it's one of my favorite twisty bike rides, and (in no time with no problems) you can drive a camper or even a transfer truck off of the freeway and right onto the property from the other direction without as much as spilling a drop of coffee. We are planning this bigger and better rally for

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August 17-19, and you have to be there. Repeat after me: "I will not miss the Road Rash Biker Bash. I will not miss the Road Rash Biker Bash." Quit your job if you have to! We'll also be looking for vendors and sponsors, so if you think you might know someone who would be interested – send them in our direction. We are also going to be offering advance tickets on our Web site, ([www.roadrashmag.com](http://www.roadrashmag.com)).

Speaking of parties, I hope you are gearing up for our Saint Patrick's Day party at Bourbon Street Music Bar. We'd like to thank our friends at Ultimate Cycle and Scooter, the Town and Country East restaurant and Villager Lodge in advance for what is sure to be the area's best bike-friendly St. Patty's day ever. Come on out and support those who support you... and remember – you can always park your bike, get a room and ride home safe the next day. What other party can say that?

As always, we're looking for advertisers, writers, bikes, photographers, models, bands, organizations, events and story ideas to improve the magazine and better expose our local talent and flavor. If you think you would like to help, or if you know someone who is unfairly missing their 15 minutes of fame,

contact one of the friendly Road Rash staff members pictured below. Although we've made tremendous strides in the last five-and-a-half years Road Rash has been in existence, we will always need people to help us continue to grow and become a better source of information, entertainment, and publicity. People often ask me where we get such great local content. My answer is that it comes from people just like you. The next time you are going on a ride or attending a bike-related activity like a poker run, swap meet, or charity ride – throw your camera in your saddlebag and/or jot down a few paragraphs where you can share the experience with 20,000 of your biker buddies.

Chattanooga is a great place to be a biker – thanks to people like you. Take care of yourselves and remember to support those who support you – it's a matter of survival.

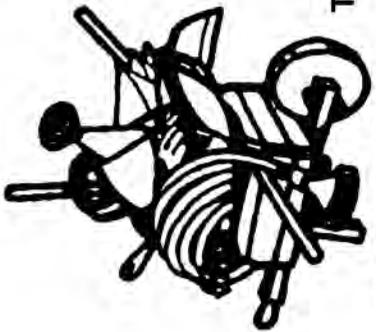
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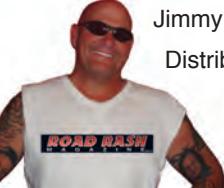
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# ONE OF OUR OWN

## Legend Series by Rock Jam-Up Gooden



**Jam-Up** Gooden has been a constant in the Chattanooga motorcycle community for over three decades. Like others in the Legend Series, Jam-Up was doing it before it was popular and has been doing it “his way” ever since. Jam-Up retired in January of this year, but that certainly hasn’t slowed him down. Four wheeling, snowmobiling, riding water craft, and long distance motorcycle riding will still be a big part of his life.

Darwin Gooden was born in 1939 in Soddy-Daisy, Tennessee. He acquired his infamous nickname “Jam-Up” when he was only four or five years old. For those of you that are old enough to remember a time before television, people listened to shows on the radio. There was a radio show called Jam-Up and Honey which featured a couple of black comedians. Darwin and a childhood friend used to play these characters in skits. Even as a little boy, Darwin adopted the name and even told his Momma to call him Jam-Up. It has been his moniker ever since.

In 1952 Jam-Up bought a Cushman Eagle while working as a bag boy at the old M&J Supermarket. It

seems that Jam-Up was always mechanically inclined and he tore apart and tinkered with anything with a motor, especially motorcycles. His dad once told him “boy you better have that back together by the time I get home.” In his junior and senior years of high school he rode a Triumph 650 Thunderbird to and from home, work, and school. He was drafted by the Army in 1959 where he worked, where else, in the motor pool. He wrenched Harley-Davidsons, Jeeps, and small trucks. After his stint in the Army Jam started working for Barnes and Rhodes as a delivery man. He crisscrossed Chattanooga and surrounding areas on a Harley-Davidson Serva Car three wheeler for 8 years delivering parts. Jam-Up never bothered to buy a car until 1963, after all he had his motorcycles and that was enough.



In 1969 he purchased a Honda CB750 Four with a cast iron engine. There were only four of these in Chattanooga. Honda quickly changed from cast iron to aluminum engines for their later models. In the early ‘70s Jam-Up started his motorcycle business in a shed in his back yard on Paula Lane in Red Bank. He did custom painting, customizing, laced wheels, and most anything else that people wanted done. Being a man of high integrity and talent, his following and business grew quickly. The little backyard shop was starting to cause quite a ruckus in the neighborhood. The motorcycle traffic was endless. Over the next few years the Gooden’s must have met every patrol officer in the City of Red Bank. In November of 1974 he was ASKED by the City of Red Bank to close his backyard motorcycle shop. A month later he obtained a business license and opened Jam-Up’s Cycle Service at the intersection of Dayton Blvd. and Morrison Springs Rd. Everyone told Jam-Up that he couldn’t open up a motorcycle shop in the middle of winter and expect to make it. After paying all of his utility deposits, he had a whopping \$67 in the bank. He was off and running and he never looked back.

Jam-Up’s Cycle service specialized in Honda, Kawasaki, and Suzuki service and repairs. The dealerships didn’t care much for Jam-Up and his new cycle



Travis Tritt? No, a young Jam-Up Gooden



shop because of his strong following of loyal customers. They would much rather have had those customers for themselves. There was a David and Goliath thing going on and we all know who won that battle. The small businessman with a dream, trying to stake a claim to part of the market. I think this is called, the good ole American free enterprise system at work. Jam-Up knew that if you're honest and do quality work, then the customers will follow and remain loyal. And they have. Nuff said!



In 1980 Jam-Up decided to enter the racing business. A kid that hung around the shop, Kevin Rentzell, had just what it took to be a great racer, Jam-Up just knew it. Jam and Kevin headed off to Road Atlanta to see if they could get Kevin qualified and get his racing license. Although he had never ridden a road course before, Jam-Up had complete confidence in this kid. He even told the instructor that he thought Kevin was better than he was. The instructor couldn't help but be amused. His amusement soon changed to disbelief as Kevin lapped him twice in 25 laps. Let's just say they issued Kevin his license and sent the Chattanooga boys packing as quickly as they could get them out of there. Jam-Up was in the racing business. Jam-Up built the motors and Kevin did the riding. The races the team won are too numerous to list, but Kevin raced Jam-Up's 650 Yamaha to become WERA Champion in 1982. and 1983. Although Kevin never had a wreck riding for Jam-Up Racing, he was injured badly in 1985 while racing for another owner. Jam-Up's racing career was now behind him.

During the Eighties, Jam-Up Cycle specialized in dressing out Honda Gold Wings. Jam-Up gave the Wingers just what they wanted. A shop that would dress up their Gold Wings fit for a coast to coast ride in style and comfort. They flocked to him. His motto was "Dressed by the Best" Jam-Up's Cycle Service.

In January of 1988 he moved to his final location on north Dayton Blvd. near Highway 153. This was also the year that Jam-Up Cycles introduced the Polaris brand to Chattanooga which was virtually unknown in the south. While reading a trade magazine Jam-Up became interested in Polaris vehicles. He called the main office, but they were not really interested in starting dealerships below the Mason Dixon line. Jam-Up ordered a few Polaris four wheelers and put them in his showroom. He really believed in the brand and preached them to anyone that would listen. Polaris built rugged, quality equipment. A few weeks later he ordered more. Polaris was now starting to take notice of Jam-Up Cycles. The rest is history. Jam-Up Cycles was to become the first Polaris dealership south of the Mason Dixon line. They won the Polaris retailer of the year for 5 years straight. Now, thanks to Jam-Up Gooden, Polaris is not just for yankees anymore, they're a southern thang.

In 1998 Polaris added Victory Motorcycles to their line of products. Jam-Up would promote the Victory motorcycles just as he had the other Polaris products. He even ended his long career riding Hondas and mounted a Victory.

His story would not be complete without mentioning Charlotte, his wife of 36 years. She has been by his side through

**Continued on Page 21**



Jam-Up with rider Kevin Rentzell



Jam-Up and Arlon Ness





# Rock's Two Cents

I can't believe it's March already. Warmer days are just around the corner. All in all we've had a mild winter and the Road Rash Crew has taken advantage of it. We've nailed down the new location for our 2007 Biker Bash (see the ad on page 11)

and advance tickets are now on sale on our Web site: [www.roadrashmag.com](http://www.roadrashmag.com).

One of my New Year's resolutions was to get all my tax returns done by the end of January. Then, I wouldn't have to worry about them in April when the weather is really getting nice. Well, THEY'RE DONE. I must admit, I kinda cheated this year. Instead of slaving over them myself, I got a hired gun to help me out. I called up Sandy Hodges at ADH Financial (a long time advertiser) and hired him as the Official Road Rash Magazine Tax Guy. (See Sandy's ad on page 9). I took to Sandy right away. It was real cold the day he met me at the Road Rash secret penthouse office. Guess what folks . . . he actually rode his motorcycle. He's my kind of guy. Not only did Sandy help me with my taxes, but he suggested that I set our company books up in Quick Books. I ordered the software, learned it, and transferred all of our 2007 data. Thanks to ADH Financial our taxes are done and our new bookkeeping system is stroking like a well-tuned Harley-Davidson. If you feel comfortable doing business with a guy in blue jeans and

a leather jacket, then Sandy can be your tax guy too! Thanks Sandy.

I've got to say one more thing about one of our advertisers. You may have noticed the GEICO gecko peering at you from page 29. This is their second issue as advertisers. Being one who practices what he preaches, I gave them a call for a quote. They beat my current insurer on both my motorcycle and auto insurance. I saved money and supported an advertiser at the same time. Rock is now insured by GEICO. Give them a call for a free quote and tell them you saw their ad in Road Rash.

I will now take a short paragraph to correct RUB about a misstatement in his article on page 15. You see, being the Managing Editor, I have the opportunity to read RUB's article before I write my own. This allows me to respond in the same issue in "real time." RUB states that I'm an advocate of the "toughing it out" approach to riding. Twenty years ago this may have been true, but, thankfully, with age comes wisdom, and the foolish notion of "toughing it" falls by the wayside. Toughing it should really have nothing to do with riding at any age. Preparedness, and proper equipment should always be the rule of the day for any intelligent rider. Maximum mileage, in all weather, IN COMFORT. That's what I'm all about. I have ridden a Geezer Glide for the past eight years, which ain't exactly roughing it. In addition, I've also been wearing a heated jacket liner and gloves for over a decade. RUB is correct when he says, there's a big difference between just not being cold and being toasty warm. Having clothing that actually generates heat is the greatest thing since sliced bread. When your heart is warm, it pumps warm blood which helps warm the extremities and raises the entire body's temperature.

Guys, I'll give you one more great piece of advice. When you get ready to go heated make sure you buy one for

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wife or girlfriend. I can guarantee you that she will ride with you more often with much less complaining. Assuming of course that you want her riding with you more. Have you ever experienced your spouse's displeasure when you come home after dropping a chunk of change on some new riding gear? If you'll always come home with two of whatever you buy, you will hear nothing. Serenity comes at a price.

I've been thinking a lot lately about age, especially as it pertains to riding motorcycles. When you are young, life seems endless. There is always another year to make that ride to Sturgis, the west coast, or other far away places. For us older riders, the years become ever more precious. Procrastination can be fatal. Don't let those opportunities pass you by when they offer themselves to you. Tell those buddies, h@%# yeah I'll go, as long as we're riding them!

One last thought before I close. I hope you all have been enjoying the Legend Series as much as I have enjoyed doing the interviews and writing the articles. The big problem I face is that it's almost impossible to tell these people's stories and do them justice in just two pages. The only thing I can do is hit the high points. Honestly, I could write an entire book on any one of these legends if I included all the stories that they have in their memory banks. Maybe someday I'll do an entire book with a long chapter on each of them. I would love to hear any comments you might have on the Legend Series or anything else that we could improve or add to our magazine. I've had dozens of requests for my "No Stress Express" backroads route from Chattanooga to Savannah. Thanks for reading and I'll talk to you again next month.

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# TEARS ON BLACK LEATHER

## Brothers and Sisters Down or Gone

**Sundi Dawn Noles**, our March 2003 Road Rash Biker Chick passed away February 5 at age 31 from unknown causes. Leaving behind a grieving family and many friends both in and out of the local motorcycle community that will miss her greatly. Sundi was a pleasure to be around and a wonderful friend. If you notice an empty space at the next motorcycle rally you attend, it is probably because our dear friend Ron Barker passed away January 31 due to an apparent heart attack. Ron was a 60 year-old business owner living in Dayton, TN who retired from the U.S. Navy. He leaves behind his wife Pricilla, three children and eight grandchildren, as well as a whole bushel of good friends and biker buddies who will struggle to go on without him. Ron always seemed to have a broad smile on his face and a good joke to tell. I'm sure he's riding his 125 Harley-Davidson Teleglide somewhere on a golden paved parade route. We would like to extend belated get-well wishes to Corporal Bob Burkhart, the East Ridge motorcycle officer who suffered a heart attack while riding in the East Ridge Christmas Parade. We also want to extend some positive energy to Michael McConathy, the 17-year-old that was severely injured in a wreck in a motorcycle wreck February 7 in Fort Oglethorpe, Georgia. The good folks at RT Cycles are accepting donations for Michael and helping to organize a benefit ride. Chris Beavers was riding his V-rod on Rossville Boulevard in Chattanooga when he was "t-boned" by a vehicle. He suffered back injuries and ended

up with pins in his leg. We wish him a speedy recovery at home.

Please keep these people and those close to them in your thoughts and prayers as you go about your business this month. Also, be as careful as possible and pay special attention to your health and well being. Every one of us has a responsibility (not only to ourselves, but to those who care about us) to hang around as long as possible and help out whenever we can. Live every day like it could be your last. - TTB

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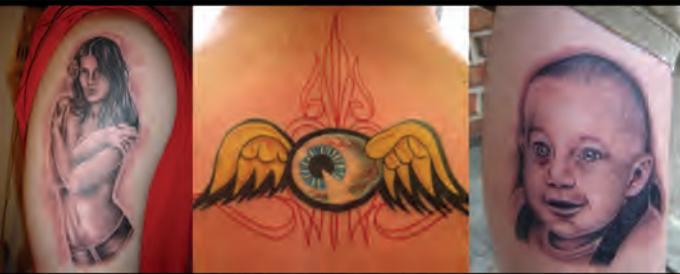
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# HERE'S THE RUB



Like a lot of others, I didn't let the wintry weather stop me from riding on News Year's day. It was actually sunny, but whenever the sun went behind a cloud, the temperature dropped a good ten degrees. It was either refreshingly comfortable or downright arctic! I broke out the precautionary full-faced helmet, FXRG's, Thinsulated neck guard and had gloves on, but the gloves were leather and lightweight. They were perfect for the ride out but did not cut it for the return leg of the trip. My windshield was living up to its namesake, shielding me from the wind, but my hands were outside the jet-stream and my fingers were fast becoming numb. I mistakenly thought I had brought a set of gauntlet gloves in my saddle-bags and as I rode home, I tried to take my mind off of the cold by reminiscing what my mother used to say to me... a lot... "If you thought that was the case, than you have another think coming!" I definitely had frozen fingers and another "think" owed me!

Fortunately, a fellow rider, who had more foresight and sense than me brought "heat packets" with him and offered me some to try. Have you seen these? Lightweight, soft, paper-like packets that when exposed to air, generate their own heat. I stuck them in my glove wedged against my backhand. As blood is carried to the fingers it picks up the heat and the effect is incredibly invigorating! I kid you not, heated hands were a "buzz" and I happily flew down the interstate at 90, completely oblivious to the nasty weather or wind-chill factor. I was so charged by the experience that soon afterwards I had "heated hand grips" installed on my bike. "The Factory" makes them in the various styles. The difference being regular decorative nostalgic grips are \$46, the heated version of the same will set you back 226 smackaroo's! That's a lot of dead presidents just to have warm digits. The dealership said that mine was one of the only sets they had ever installed. Obviously everyone else weighed the financial "return on investment" against creature comfort and cold, hard cash must trump cold frozen hands. I thought about just buying a boatload of those little heat packets to carry in my saddlebags but I pictured myself on the road with yet

another "think" coming to me and bit the bullet instead opting to have the adjustable climate control always conveniently on hand. Are they worth it? I think so! I rode to Glasgow, Kentucky several weeks later despite travel advisory cold weather completely unencumbered by the freeze snap! I was meeting up with friends who were making the trek from Wisconsin. Several of my fellow Georgia brothers chose the comfort of a vehicle. I suspect I envied their wisdom all the way up and certainly all the way back as it was not only cold but was also raining. "Bragging rights" may have been the only thing that kept me as warm on the return ride down Monteagle. Goldwing Riders (for who such innovations are standard equipment) have probably known about this heated handgrip thing for some time but are keeping it a secret to maintain their sense of superiority. I had one guy argue with me that all I needed was just a good set of gloves. What you need to understand is there is a HUGE difference between

not being cold and being toasty! Bear with me, as I attempt to explain cold temperatures principle effect on the human torso. Blood circulates the warmth throughout the body, much like a radiator distributes heat from the radiator to inside the automobile. Now when exposed to extreme cold, the body's gift for survival constricts the arteries and maintains ALL the warmth at your central core. (Men probably understand this better than women as they have that "shrinkage" thing to remind them when the "boys" seek refuge looking for a warm place to call home). When this happens, the fingers and toes are on their own and potential candidates for frost-bite.

Don't take my word for it, buy some of those heat packs (they are only a few dollars) and try it out for yourself. A word of caution however, there is no consistency to these packets. Drop one in your left boot and it will keep it mildly warm, drop another in your right boot and it could be on fire. I like this "Electric Horseman" thing and I will eventually succumb and "get wired" adding vests, pants, socks, etc. to my cold-weather riding arsenal.

Okay, I can hear Rock screaming at me from seven pages back that riding is about toughing it out. Hey, I am not advocating trailering here, I am just trying to pass along an idea that those of us without a Batwing-like Fairing to protect our hands might use to enjoy a winter's ride or midnight jaunt instead of sitting at home roasting the chestnuts by an open fire!

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It has been ten months since my good buddy and SCV Mechanized Cavalry member Lewis Leach collided head on with an out of control van on Missionary Ridge. He is still in a coma, but opens his eyes in response to friends and family Here are a couple of pictures in happier times. In the above photos Lewis is seen checking his maps when he led his SCV brothers on a ride to Sgt. Alvin York's grave. Please continue to keep Lewis in your prayers. - Rock

Accident photos courtesy of [www.carsonphotos.net](http://www.carsonphotos.net)

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# REVEREND BOOGER'S TWO-WHEELED PULPIT

**Well**, hello people.

Ok, it's officially winter. I woke up this morning with snow on the ground and no bread in the grocery store. Hopefully it won't last long and the temp will get back up around my age and I can fire up the bike and go. Before I get into my March topic of discussion, I have one thing to get to first. For those of you that actually read this column every month, I am proud to announce the sportster is back on the road. Hopefully there is a picture in this issue of it. Now I will be honest, it's not finished, its one of those "works in progress" sort of things. But I did get to take it out last weekend and put 100 miles on it, and (to use my favorite phrase) "it was a blast."

Several months ago I was told about the new "Hot Seat" feature in the magazine. On the surface I acted interested, but deep in my brain the committee that resides there went wild with all sorts of ideas. The main one being that surely there would be a big email campaign asking for yours truly to be featured one month. Now after two months I am beginning to think that isn't going to happen. So to shut up the impatience and ego members of my brain committee I will just do one on myself. But since Bomb has already used "Hot Seat" I will use the title "Fast Lane."

So here goes.

**1) Welcome to the Fast Lane. So how did you get your nickname**

It is a long and complicated story and if you see me out I will tell it but for this column let's just settle with the fact it has nothing to do with my nose.

**2) So are you a real Reverend?**

As real as you can be from going online and clicking on the right button.

**3) Why did you name your column "Reverend Booger's Two Wheeled Pulpit?"**

I named it that because I wanted to express my feelings that riding was above and beyond just getting from "point A" to "point B." That and making people chuckle are my main two reasons for writing this column every month. Sometimes I accomplish that, sometimes I don't.

**4) What was your first motorcycle?**

An early '70s Honda Trail 50 when I was around 12 or 13. On this bike I think I set world records for riding around a house. But in my mind it wasn't a yard in suburbia, it was many other things. Sometimes it was a trail in the outback of Alaska, others it was the dirt track championship with me in the lead.

**5) You talk a lot about the spirituality of riding, do you care to explain?**

Well in case you missed it, Rub did a fine job of explaining it as best as it could be explained in his column last month. So I am going to tell a story that doesn't really explain the spiritual side, but it gives a fine example of some people understanding and some not.

Several years ago I was on my way back from Cookeville, when I decided to pull off at a scenic view rest stop and have a smoke.

I pulled up beside a couple on a motorcycle and started chatting with them. The dude yammered on and on about having this kind of bike and wanting this for his bike. While listening to him I noticed a hang glider catching the last breezes of the warm summer day. I made a comment about how I thought that what that glider pilot was feeling was akin to the way I felt to be out on my bike in the mountains with the wind in my hair. When I finished I looked at the couple and



they both just stared at me. I knew immediately that they did not get it. He had some response about hang gliding was way more dangerous. I finished my smoke and headed on home. On my way home it hit me that this was what the statement "If I have to explain you wouldn't understand" meant. Now I know that hang gliding is more dangerous than the way most of us ride, but its not about danger. It's about freedom and state of mind. I also know that at that moment on that mountain, I was more in tune with the feelings of that pilot than the motorcyclist beside me.

Well folks, that's all the room I have for this month I will continue this interview next month.

Ya'll ride safe, ride smart, and ride often.

## Reverend Booger

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## Tammy Tells It

Greetings fellow motorcycle enthusiasts,

I hope this finds you all doing well. First of all I'd like to start out this months "Tells It" on a sad note. Former Road Rash Biker Chick Sundi Dawn Noles was found dead. I wanted to send my deepest, heartfelt sympathies to her family and friends. I had the pleasure of meeting her a few years ago and found her to be very sweet. So sad to lose her

at such a young age, hopefully the mystery of her death will be solved by police.

On a much lighter note, I wanted to take this opportunity to say goodbye to a couple of living legends, Jam-Up and Charlotte Gooden have retired after more than 30 years in the motorcycle business. I was fortunate enough to have worked with these two for nearly two years and getting to know them made coming to work very enjoyable. Both of them have a great work ethic, are fun to be around and have proved to be great friends. The motorcycle community will surely miss these two great people. One of the things that I truly admire about Jam-Up is his ability to do custom work, making something fit that isn't supposed to, and he always made the bike he was working on look it's best. I hope that both of you guys enjoy retirement, Lord knows you deserve to rest after all these years!

Starting in January, we had our first meeting of the Gold Wing Road Riders Association here at the dealership. These meetings will be held the second Saturday of every month at 9 a.m. for any of you who are interested in joining. We had a ball meeting all of the new people that came from as far away as Murfreesboro and farther to join in on the meeting. One of the bikes that showed up was a really cool looking bright yellow Gold Wing that had a side car attached to it. I couldn't help but take a picture, it looked so futuristic and neat. I have enjoyed getting to know the Assistant Chapter Director, David McGill. He is a real rider, having put more than 17,000 miles on his bike since the purchase of it in April. After the meeting these guys and gals we took a nice ride to Gunter'sville for lunch. Next time come and join in on the fun. These folks, really were some nice people. Chapter president Bill Smith was very nice and accommodating to all the visitors that day as well. I'll look forward to seeing you here. If interested in this riding group visit their Web site at [www.choochoowings.com](http://www.choochoowings.com).

A lot of folks, myself included, like a stripped down, clean lines, no saddlebags, no windshield, custom chopper look on their motorcycle. Without a stretched front end and frame, it's kind of hard to achieve this look on a stock motorcycle, but a lot of us try with aftermarket accessories, so that our bike doesn't look like everyone else's. With this in mind, I have seen a lot of people putting marker lights on their struts in the place of turn signals. They look really cool and I thought that they were much nicer than the big turn signals that came stock on my bike. I did some trading around and finally after about three years I had them! Junior installed them and I was so pleased at how they look, but what I didn't realize was that people in cages (cars) did not notice them when I was making a turn. My daughter, Kayla and I were riding north on Hixson Pike heading to lunch. We were about to make a right turn into the restaurant and I had on my right turn signal. My pulsating, rotating and FLASHING brake light is on and I am using hand signals. The lady in the big white SUV did not see any of these signals and all we heard was the terrifying sound of brakes and tires trying

to stop. Luckily she did not hit us. Now that this has almost happened, especially with the precious cargo on the back of my bike, I have had to do some thinking about the safety of the turn signals I chose. Sometimes looking cool isn't all that functional, so I had to rethink what I was going to do. I had already sold the turn signals that came off of my bike, so I started looking around at aftermarket accessories and came up with a good looking and safer solution. I bought the Emgo chrome bullet marker lights to mount on my rear fender, they were also very affordable at only \$26.99 for the pair. They have a bright LED bulb in them and really do shine a lot brighter than even the stock signals did. If any of you would like some extra light on your bike, or you have those nice looking, can't see them, flush mounted turn signals and have almost been hit like me, come on by and let me show them to you. It may even save your life.

It's getting close to time for all the new accessories and clothing from the major manufacturers to come out. It's always an exciting time to check out all the new stuff, and we will be getting new items in the store as well. If there is anything I can help with, come on by and I will try my best. I guess that about wraps up this months "Tells It," so until next time, see ya with your knees in the breeze.

**Tammy Pierre,**  
Southern Powersports, Parts Dept.

P.S. I'd like to welcome our new General Manager, Mr. John Gore to the shop, he is no stranger to the motorcycle business and has made some positive changes to the store, welcome aboard John!! And also to welcome my daughter Kayla who has transferred from Polaris over to Southern Honda, she has been a big help to us too!

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**Jam-Up Gooden - continued from page 7**

thick and thin. She helped him in his business and rode behind him, traveling more miles than most people could even imagine. Charlotte jokes that Jam-Up never just "wanted" another motorcycle for his stable, he "HAD TO HAVE" it, he "NEEDED" it. Charlotte, better than anyone else, realized that he did. When he told her that he was going to Nova Scotia, she understood that he NEEDED that too. Behind every great man, is a great woman.

There is not enough space to list all of the motorcycles that Jam-Up has owned. He was Honda to the bone, starting with his 1969 CB750. When Honda introduced the 1976 Bicentennial Gold Wing Jam-Up just had to have one. This would be the bike that he owned the longest. Charlotte jokes that the only thing he kept longer than that Gold Wing was her. The Gold Wing is gone, but Charlotte is still there. From 1976 to 1988 he rode Gold Wings, with one exception. In 1984, he jumped brands, going to a Yamaha Venture Royale which he bought from Drue Pate. He and his buddies immediately set off to Nova Scotia, a 7800 mile trip. Nothing like a test under fire for the Yamaha. From 1988 to today, Jam-Up has been on the seat of a Victory motorcycle. In 2002, at the age of 63, he tackled the Iron Butt on his Victory just for grins.

I've just got to tell a couple of his hundreds of funny stories. Jam was traveling alone pulling a small trailer behind his motorcycle. Having miscalculated his fuel because of the trailer, he ran out of gas. A State Trooper stopped and offered to take Jam to a gas station. Not having a gas can, he bought a gallon of milk, poured it out, dried the container, and filled it with gasoline. He was in the front seat of the patrol car with a gallon of gas between

his knees when a pursuit call came in. The trooper told him to hold on and the pursuit began. Ten miles later the fleeing car was pulled over with officers all around. Jam's trooper left the car and was helping attend to the suspect. Suddenly another trooper pulled up and thought for some reason that Jam-Up was the fleeing driver. He cuffed him, put him in his car, and took him to jail. All the while Jam-Up was protesting his innocence. Just as he was ready to be booked, the samaritan trooper arrived with the "real" suspect. When seeing Jam-Up in cuffs, he yelled to his fellow officer, "that's not the suspect, that's the guy that ran out of gas on the motorcycle that I was helping" He apologized and took Jam back to his motorcycle. One last story: [Hey Joe, you didn't tell me this story when I interviewed you.]

It seems that John Parks had Jam-Up soup up his 1973 Kawasaki Z1 and he challenged Joe Pate's 1200 Sportster for bragging rights. Some spectators had money was on the line. The race took place on I-75 right north of the Ooltewah exit. There was only a small fraction of the traffic that you see today on I-75. Anyway, even though Jam had built the engine in Park's bike, he bet his money on Joe's Sportster. Joe was leading the race when suddenly Parks' pulled away and won the race. Parks collected the money then gave it back to the people that had bet against him. After all it was never about the money, it was about the bragging rights to the fastest bike in town, and he had it.

So, another Legend's story has been told. My thanks to Charlotte and Jam-Up Gooden for their hospitality and help with this article. May you both have another 30 years to enjoy your family and the fruits of your labor. - Rock

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New Year's Eve Party pics by Tom the Bomb

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# The Low Down:

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**Owner:** Forrest Cartwright

**Photos:** Jimmy Coppinger

**Ladies** and Gentlemen... Presented before you for your examination is this great example of what a lot of hard work and money can do to snazz up a 2006 Harley-Davidson Streetglide. Forrest Cartwright says he started this transformation almost immediately after he first pulled into his Whitwell, Tennessee garage by enlisting the help of his girlfriend Debbie and boxes of factory goodies. Since purchasing this bike new one year ago, Forrest has not only found time to install the Vance and Hines pipes and all of the chrome goodies pictured here, but also logged close to 14,000 miles on the odometer in the process.

## March '07 Road Rash Biker Chick Brandice

This month's featured model Brandice lives in the Monteagle, TN area, and she's gearing up to be a "Thunderette" at the upcoming Thunder On The Rock Motorcycle Rally June 1-3 (info and tickets available at [thunderontherockonline.com](http://thunderontherockonline.com)). She says she will be doing what she can to help the event run smoothly as well as taking time out when she can for a few quick snap shots on a bike or two. Be sure to attend the rally and let Brandice know you appreciate her sharing her bright smile. Heck, ask her if she'll sign your copy of Road Rash Magazine. At least then you'll have a good excuse to check out her beautiful brown eyes up close and in person.





Special thanks goes out to **Jimmy Coppinger** with **Casual Shots Photography** (931-592-7468) for bringing these images to light, our model **Brandice** for enduring the 30 mph. winds and 34-degree temperatures without complaint, and **Glenn Matthews** and the rest of the guys at **Thunder On The Rock** for hooking us up. Photos were made at **Ketner's Mill** in Whitwell.



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## **B & A Leathers - pg 29**

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## **Dr. Dave's Service - pg 9**

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## **Elations - pg 16**

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## **Ela's Tattoos - pg 36**

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## **Electric Cowboy - pg 41**

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## **Evermore Galleries - pg 14**

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## **GEICO - pg 45**

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## **Heartland Grill - pg 31**

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## Mountain City Landscape - pg 31

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## North River Pub - pg 19

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## Pale Rider Creations - pg 44

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## Rusty Duck - pg 29

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## Scooter City - pg 45

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## Wanda's Restaurant- pg 43

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## Wheels Sports Bar - pg 47

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## White Cotton Leather - pg 19

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## White Oak Barbershop - pg 20

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## Woody's BBQ - pg 32

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## Xcite Lingerie - pg 19

5036 Highway 58 North  
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423-899-4401



# From Behind The Handlebars



**wa-ter-bed** - Noun: (1) A bed with a mattress made of a tough plastic that is filled with water. (2) A well known member of the motorcycle community in Chattanooga

I last saw the man known as Waterbed at a toy run late last year. It reminded me of the first time I met him way back in a time when Jimmy Carter was president and I had a full head of hair.

I was going to college and I worked for a security company as a supervisor. One Friday afternoon I got a call from my boss who told me I had to go work the door at a bar and it was a biker bar and no one would go work it so I had to go. I thought, "Oh boy this ought to be fun." I wasn't thrilled with the idea, nor was I impressed when my boss told me to ask for a man named "Waterbed" when I got there.

I arrived at the little bar on Hixson Pike and went in. I asked for "Waterbed" and a tall thin bearded man who was wearing dirty jeans and a ragged t-shirt turned and said "Yup, that's me." I was sure this was going to be a night of sheer torture and that I would end up either beaten up or dead by the time closing time rolled around.

My job was to "work the door," which meant I checked IDs and helped collect the cover charge. Waterbed made it very clear to everyone that I was there to help, not to give them a hard time. The stream of bikers continued throughout the

night and into the early morning hours until we closed up at 3 a.m. I had met a number of people with interesting names and had been told if I needed help, all I had to do was yell out their name.

As the weeks rolled on, I made friends with a number of people who came in. Waterbed and a crew of people always went to Sambos on Dayton Blvd to eat after the bar closed. I always went along since I was usually starved to death and I had begun to really enjoy the company. It was in that Sambos that we began to talk of motorcycles and Waterbed told me, "Well go get yourself one and learn

to ride. It doesn't matter what it is, just have the wind in your face" and I did. A few weeks later, I bought my first ride on two wheels and the rest is history.

Although I didn't know what CMA was in those days, and at that point in my life I wasn't a Christian, God used Waterbed to point me towards a motorcycle. I love to ride and although I've only gotten to ride alongside Waterbed a time or two in the last few years, I always have a place in my heart for the man with a funny name and the big heart. If you want to know why he is called Waterbed, you'll have to ask him. Waterbed, call me and let's go ride!

Do you need someone to ride with? For the last eight years, I've been riding with Jesus. If you want to learn how to ride along with Jesus, just ask any CMA member or give me a call.

See you on the street!

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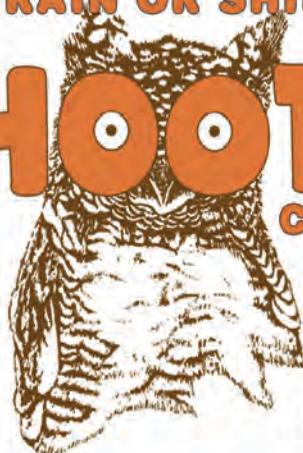


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**Many** bikers or enthusiasts are drawn to a motorcycle or motorcycle accessory because of its nostalgic value. This nostalgic value or nostalgia causes deep emotional ties to the product. Nostalgia... the word sounds like some sort of virus or gastrointestinal

disorder and it packs as powerful a punch as either of those maladies. However, it is not usually an unpleasant sensation. Nostalgia moves us to desire something, someone, someplace, or some feeling we had or wanted to have from our past. Manufacturers have figured out this emotional tie to many products and services and use it to ply their wares. Motorcycles in particular have a very strong nostalgic influence on customers and enthusiasts. Harley-Davidson, Triumph, Kawasaki, Ducati, BMW, and Moto-Guzzi all use and have used this marketing tool. There have even been attempts to revive brands of motorcycles based on their perceived nostalgic value (and a whole bunch of money)! Some of these efforts may become successful, and some... Well...?

One of my personal favorites was Norton. The new Norton company was not based in England, but rather in Colorado. Operated by a businessman and enthusiast Kenny Dreer. Mr. Dreer had been successful renovating old Nortons and improving on established Norton engines and transmissions.

He was so successful in fact, that he decided to try to resurrect the Norton name and place it on a much stronger in-house designed engine, frame and transmission. These 952cc, 270-degree parallel

twins looked, handled, and sounded like the best of the British margue. Although they were poised for mass production, there was not enough confidence in the product from its financial backers and The New Norton was no more. Maybe they were afraid the 16k to 20k estimated price range was too much? Me thinks it's a shame none the less.

Benelli is another storied margue out of the past. Reintroduced to the motorcycle world in 2002, Benelli was ready to open up dealerships once again in North America. A few examples of the 900 tre or Tornado made it to our shores, but only a few. Too bad, because this was one cool looking sport bike that had plenty of grunt, and had to sound great (being a three-cylinder machine). Once again financial troubles have been noted for the delay. Seems like Italian bike manufacturers all have that problem at one time or another! This time a Chinese company known as the QianJiang Group stepped in and came to Benelli's aid. With more revenue and new models already in the offering, perhaps Benelli will be on our streets again. The more, the merrier! Another win for Nostalgia? Perhaps.

One of the more interesting stories of nostalgic emotion is the Indian Motorcycle. Once a great competitor to Harley-Davidson with just as many if not more devoted followers. This margue has attempted revival at least four times since the demise of the original Springfield Massachusetts factory back in the '50s. The last iteration of this fabled brand looked like it had a good start but failed to deliver on parts and warranty issues and had engineering problems. Too many "Chiefs," and not enough "Indians," so to speak.

Harken, Harken, there is a bright spot on the horizon for Indian fans. A top notch financial group from London, England named Stellican Limited has become the latest share holder in the revival of the Indian brand. This is the same financier the famous Chris Craft Boat company has used to come back from near economic oblivion. The factory will be based in Kings Head, North Carolina. They already have 30 million invested and plan to invest more. They appear to be serious players and are committed to win. Look for a new Chief in 2008! I don't know about you, but I hope they are successful this time around. Ahh... nostalgia, ya gotta love it!

Cheers,  
**Dave Disbrow**

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# Blowing Smoke

It's a beautiful sunny day in June and Mark and Jennifer along with some friends are out for what is expected to be a relaxing day of riding motorcycles. They enjoy the fresh air and take in the beautiful scenery. Suddenly, Angela, one of the friends riding with them, hears the screeching of tires, looking in her rearview she sees that her friend Mark has lost control of his bike. He's swerving across the road then suddenly he's thrown over the handlebars and is sent somersaulting down the highway, the asphalt tearing at his flesh. Jennifer is nowhere to be seen. Angela and the others pull over to the side of the road and take off running to help their friends. Mark is lying in the middle of the highway with two visibly broken legs and a deep laceration to his side. Jennifer was thrown into the ditch, upon impact her helmet was cracked and she suffered some sort of pelvic injury that prevented her from moving.



Now, imagine you are Angela, or another friend, out for the ride, or that Matt is your brother, or Jennifer your best friend. What would you do FIRST? How do you get help? Where is the nearest phone? Nearest hospital? What about traffic? Do you know First Aid or CPR? Do you know how to respond to a motorcycle accident? Any one of us could be Mark, Jennifer, Angela, or a common bystander. Knowing the answers to the questions above could one day mean life or death?

We all take off on our bikes weekend after weekend always thinking that the best is going to happen. We map off stops and activities, but we never stop to think what do we do if "x" happens. "X" being any number of things that could go wrong from forgetting a necessity to the dreaded accident. During my research I found his story interesting.

Vicki Roberts-Sanfelipo's story is about her drive to learn and make others aware of what to do in a motorcycle accident. Vicki started out as an RN who was looking at the lack of motorcycle training for medical personnel. She learned of a local class called "Two Wheel Trauma." Her goal was to attend the class and pass some information on to her friends and colleagues. When Vicki Roberts-Sanfelipo attended the safety class taught by well-known Iowa motorcyclist Dick "Slider" Gilmore, she had no idea it would lead to her founding the non-profit organization Accident Scene Management, Inc. (ASMI). ASMI offers what's called "Bystander Assistance" training for emergency motorcycle accident response. She began by teaching her friends and family, soon the word spread and suddenly the Wisconsin DOT asked her if she would like to teach more people. Now in their 10th year, ASMI has trained more than 9000 people, has instructors in 22 states, and has helped save countless lives.

You may be thinking that this sounds cool and all, but what does it entail and could I do it with no medical training? Well, the goal of the ASMI is to reduce injuries and fatalities to motorcyclists at the scene of the crash, to reduce rescuer injury, and to enhance the effectiveness of the EMS by having trained bystanders tend to the injured until professional help arrives. Any rider with some basic training can complete the Bystander Assistance Program (BAP) and maybe one day help save a life.

So, what is actually taught? Let's start first with **PACT**.

**P** = Prevent Further Injury - Watch for moving traffic and make sure the victim and surroundings are visible to passers by, if there are others with you get someone to direct traffic. **STAY CALM!**

**A** = Assess the Situation - Call for help. If you don't have a cell phone, do a quick assessment of the situation before leaving to do so. In CPR and First Aid it is generally taught to seek help first, but this is not the case in a motorcycle incident. The victim should be safely out of harm's way before leaving to get help.

**C** = Contact the EMS - Contact 911 immediately and inform them of the situation and injuries sustained.

**T** = Treat the injured with life sustaining care using the **ABCSS** of Trauma in order of priority.

**A**= Airway - Jaw Thrust is a technique that is used to open the airway without moving the head. In CPR it is taught to tilt one's head back in order to open the airway. However, in a motorcycle accident the victim's head should not be moved because there may be internal injuries.

**B** = Rescue Breathing - Make sure the injured is breathing

**C** = Control Bleeding you can see - If there are deep lacerations, use something to put pressure on the wound to minimize blood loss until paramedics arrive.

**S** = Treat for shock - Shock is part of trauma and internal bleeding.

**S** = Spinal Immobilization - Also a part of trauma, the victim should be kept as still as possible until help arrives.

Other things that are taught are when and how a helmet can be removed, how to treat severe bleeding, how to treat shock, and how the Good Samaritan Law protects the Bystander.

When Vicki Roberts Sanfelipo started her work 10 years ago, I'm sure she never would have imagined things would grow so quickly. She went from an RN to someone living their life in order to try and save others through her teachings.

I spoke with Vicki recently. She is an avid motorcyclist riding for 20 years. I asked her what someone who has not taken the class could do to learn more until they can enroll. The first thing she said was "to read [this] article, then visit the Web site ([www.accidentscene.org](http://www.accidentscene.org)) where there is more about PACT and testimonials of others who have taken the class. I also asked what her advice would be to those of us who have not had the training. She answered, "None of us want to think about an accident because we ride for enjoyment. We are better off if something happens, if are we trained for the safety of all. Most likely the first person at a motorcycle accident will be another motorcyclist."

So guys and girls out there, here's your challenge. Let me know what you think of the class, and if you'd be interest in taking one. You can reach me through email or at 706-861-3000. It would probably be a weekend later on in the spring in Chattanooga. I need at least 30-50 participants, with the cost being around \$50. So, don't hesitate to let me know today!

In closing, I think this class is a wonderful thing and knowing how to care for a fellow rider or anyone that has been involved in an accident, motorcycle or not, is something we should all know. So, I hope you will consider this course, both for your safety and mine. Bikers are tied together by their love of two wheels and the freedom it brings. We all need to watch out for each other and what better way to do that than to know how to help a fellow biker if they are ever injured on their motorcycle. Who knows you may even give them the greatest gift of all by saving their life!

**Teri Welborn**

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**One** of the most successful and profitable Hollywood movies in recent years was a low budget film set place in the early 60's that featured a group of high school graduates and their cruisin' lifestyles. The movie, "American Graffiti," was a huge box office hit created by the ever-imaginative mind of George Lucas. "American Graffiti" was so realistic in it's portrayal of the leading characters, it would leave viewers with the impression it was based on actual real life characters, which it wasn't. At the movies end the posting of the eventual status of the lead characters on the screen further added to the deception of an actual life based film. Listed below are a few of the interesting behind the scenes facts regarding the making of the movie:

Harrison Ford, who played Bob Falfa the out-of-town '55 Chevy drag racer, actually took a cut in pay from his normal job to play his role. He was a master carpenter by trade but was attempting to break into acting when



opportunities arose.

Mel's Drive-in was an actual establishment but had been closed for some time prior to the making of the movie but was re-furbished for the filming of "American Graffiti". Upon the completion of "American Graffiti" it was demolished.

The two cars used in probably the most famous movie drag race (yellow '32 deuce coupe and the black '55 Chevy) were actually a huge mismatch speed wise. A somewhat modified 327 Chevy engine powered the deuce coupe while a highly modified 454 Chevy engine capable of 11-second quarter mile times powered the '55. In real life the '55 would have probably been able to beat the Deuce Coupe by almost a football field in the quarter mile.

The '55 Chevy was the same vehicle used in the movie "Two Lane Blacktop," but with a different paint job. It was also the vehicle used for the engine sound effects in the movie "Smokey and the Bandit." The Trans Am was a pseudo hot rod; the '55 was for real!

When the water balloon thrown by the girls cruising in another car hit Mackenzie Phillips in the face as she was cruising in the Deuce Coupe with Milner, it actually

was supposed to just hit her window, but missed. When Mackenzie reacted by just laughing they kept the cameras rolling and incorporated the change in the film.

When the '55 Chevy crashes and rolls as a result of leaving the road in the drag race the car used for the burn scene was purchased from a local junkyard and painted to look like the one in the other scenes. Look closely and you will see it didn't even have a motor in it.

Harrison Ford's character (Bob Falfa) was supposed to have short hair but Ford said he didn't make enough money on the part to justify cutting his hair. So he and Lucas compromised by Ford wearing a cowboy hat. Ford and Lucas went on to make numerous "Star Wars" and "Indiana Jones" movies generating Ford more than enough revenue to justify anything Lucas requested.



Just as in the movie, a lot of things in life are not as they appear. In relation to cycles, we find modern water-cooled metric bikes made to appear as air-cooled v-twins, with fake fins, fake carb breathers, etc. We have new riders who wear the weathered gear and other appearance changes to make them appear to be experienced, hardened riders, to the irritation of many of the actual long time riders. The irritation not being the fact that the person is a new rider, but that he is trying to appear as something he is not (experienced). Things many times are not as they appear.

In the Bible we find familiar verses that are not what they are represented to be to many of those who quote them. One of the most misquoted Bible verses by both Christians and non-Christians is Romans 8:28. A non-Christian will quote "All things work for good," implying everything is going to work out okay in the end no matter what the circumstances. Some Christians will add a little more and quote "All things work for good for them that love the Lord," implying that everything will work out okay as long as you love the Lord, even if they are doing their own thing apart from God. In reality the verse must be read in it's entirety to understand it's meaning. Romans 8:28 actually says "All things work for the good for them that love the Lord and are called according to his purpose." In other words, things will work out for the best if we are seeking the Lord's will, but if we are doing our own thing we will reap what we sew. When reading the scriptures always take care to use them in their context. We all deceive each other at times in our lives but none can deceive the Lord. Give Him your life. He's the real thing!

"Under His Wings"

**Eddie Rahm**

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March Safety Tip: Be careful when riding in the vicinity of Buicks. The majority of Buicks are driven by our aging parents and grand parents, which can be scary. Give them plenty of room and patience. We'll be there some day.



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**What** would you think if you saw a nitrous-boosted bright metallic yellow '06 Kawasaki ZX10R (nicknamed "Naner") zooming by and noticed the rider had a yellow mohawk attached to the top of his helmet? Would you assume that it was a 46-year-old member of the National Guard? How about the newest Vice President of a local motorcycle club? Probably not – but more than likely, you'd be looking at James Arnold, and you'd be wrong.

James grew up in Dothan Alabama but somehow ended up living on Missionary Ridge in Chattanooga after spending four years in the U.S. Army and the next 10 in the National Guard. He loves motorcycles and says when he sees a good stretch of curves ahead, he can almost hear his bike say "Let's do it!" He joined up with the Scenic City Motorcycle Club around a year and a half ago, and was recently voted into the position of Vice President. Of course, he rides with his club, but he also joins Women On Wheels and other friends for rides as often as his schedule will allow.

When I asked James about his riding style he said he usually tries to make the first run slow through the twisties because he can never tell where the road kill might be. He says it must be "old age" kickin' in, but I think it might be a glimmer of responsibility... Nah.



Anyway, let's see how he endures his time In The Hot Seat...

**1) Do you have any nicknames, and if so, how did you get them?**

Some people call me "Teddy Bear." One of my many female friends called me that once, and got a whole thing started.

**2) When did you first start riding motorcycles, and what was your first bike?**

I started riding when I was about 10. My parents bought me a mini trail 50, then an XR75, an XL250, and finally a Kawasaki 900 – the first "rocket."

**3) What was your longest road trip on a bike, and did anything interesting happen?**

I went to Dallas Fort Worth once and got to hang out with the Martin brothers ([martinbrosbikes.com](http://martinbrosbikes.com)).

**4) Do any other members of your family participate in motorcycling?**

I've to say "No." My Dad says that I'm too crazy on a motorcycle.

**5) Have you ever had any serious wrecks?**

I've had a few bad ones as a kid – showing off and getting dumped.

**6) Have you ever been discriminated against because you ride a motorcycle?**

Not really, but I get a lot of second looks - probably because of the yellow Mohawk on my helmet or the fact I wear short pants sometimes.

**7) Have you enjoyed special benefits because you ride a motorcycle?**

Yes. I've met some good friends and met a lot of good people, all from riding with the Scenic City Motorcycle Club (I was voted vice-president) and Women On Wheels.

**8) What is your favorite type of riding and what is your favorite local route (within 100 miles)?**

I like riding pretty much anywhere with a lot of curves, especially on a hot day - like Deals Gap or Suck Creek Mountain... or even downtown.



9) On average, how many miles do you ride each year?  
I'd say somewhere around 15,000 - 18,000. I ride whenever the temperature is above 40 degrees.

10) If you could change one thing about the motorcycling community, what would it be?  
I wish even more people would come out and support charity rides and benefits. Being in the National Guard, I love to see the support people give worthy causes. I like little local benefit rides because they all need our help.

It was a pleasure to meet James Arnold and check out his bike. If you see him out and about, ask him to sign your issue of Road Rash Magazine... Just don't call his bike a school bus.

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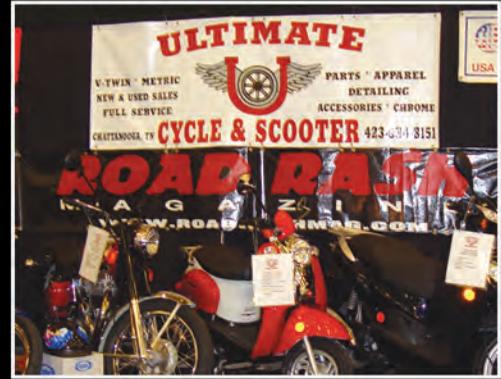
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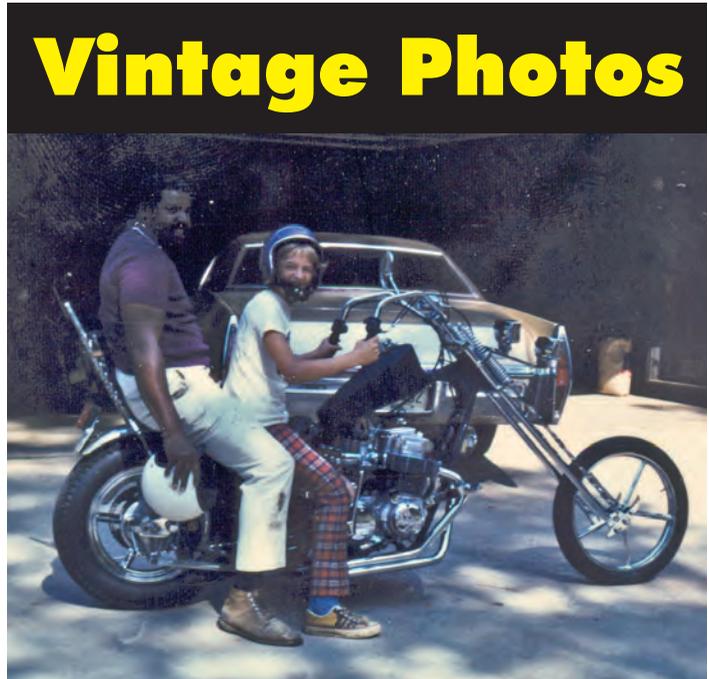
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This is me in 1974, on a Kawasaki 900 chopper. I was 13yrs old. The guy on the back, John Glover, the owner of the bike, worked for my Dad in construction. He was alleged as a BAD DUDE at that time.

Dr William Thompson - River Park Chiropractic



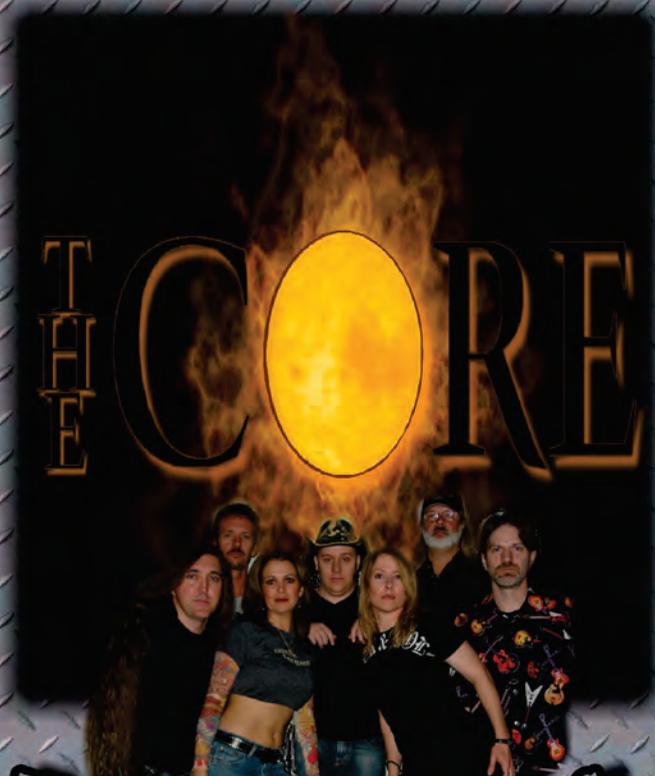
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THE HAND THAT LIFTS "THE CUP THAT CHEERS" SHOULD NOT BE USED TO SHIFT THE GEARS.