



HMDA NEWS

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The Newsletter of the HMDA

• January 2006 •

LEGISLATIVE COMMITTEE

Chuck Rose has volunteered to monitor all of the legislative notice e-mails. The process runs from mid-January through May. It involves scanning e-mails of legislative notices to see if a proposed piece of legislation will have a negative (or positive) impact on the motorcycle industry in Hawaii. If things go according to plan, then the HMDA usually has 72 hours to respond. If this year is like years past, then we may have as little as 24 hours to respond. Personally, I would like to see a couple more people sign up for legislative monitoring. The more people that look at this stuff, the more chance we have of identifying problems early. I predict several MAJOR issues to surface this year and we could really use your help.

MOTORCYCLE SAFETY

Morgan Keene reported that they have greatly expanded the availability of rider training on Oahu. The course is now being offered year round with both week-end and weekday courses. This will allow the program to train more students, which will bring more motorcycle enthusiasts into the market, which will be good for motorcycling in Hawaii. It really is in everyone's best interest to support the program. As further proof of a job well done, it has been reported that Hawaii is ranked 8th in the nation in terms of rider education and rider safety.

The
next meeting of
the HMDA will be
on Monday,
January 9th
at 8:30 a.m.
at the
Airport Plaza Hotel
Coffee Shop.

**Get
Involved
with the
HMDA**

ELECTION OF OFFICERS



The proposed slate of HMDA officers for 2006 is as follows: **Red Proctor** (Thor Motors), President; **Ross Montgomery** (Montgomery Motors, Ltd), Vice President; **Morgan Keene** (UH Motorcycle Safety Program), Secretary; **Mark Morrison** (Omega Pacific), Treasurer.

If you would like to run for office this year, or otherwise participate in the HMDA, please let us know.



ROBERT'S SOAPBOX

This is my last chance to communicate with the HMDA membership as President. Please keep in mind that the views expressed in the Soapbox section are my personal views and do not necessarily reflect those of the HMDA, the other officers of the HMDA or any of its members.

I am amazed that Montgomery Motors Ltd. is the only dealership regularly represented at the meetings. There are many threats to the health of our industry and you folks are essentially playing "You Bet Your Business" based on the actions of the five people that made up the heart of the HMDA for the past several years. **Renee Kudlich** from **GEICO Insurance** is a strong supporter of the HMDA and you have to admire the dedication and enthusiasm she brings to the job, but she won't lose any sleep at night (and GEICO will still sell the same number of insurance policies) if aftermarket mufflers are banned in Hawaii. I consider **Morgan Keene**, a professional motorcyclist (and not just an enthusiast) and she makes a significant contribution to the HMDA with her knowledge and contacts, but UH will still teach the same number of riders if motorcycles are banned in the Waikiki area. **Mark Morrison** has been the backbone of the HMDA for practically forever. The time that he has spent on making the conventions a success and in the formation of the HOA is astounding. Mark probably won't notice a reduction in his paycheck if mopeds are required to have safety checks and carry liability insurance. **Red Proctor** has been with the HMDA since its inception and there is no one I would rather have serve as president next year. I have relied on his knowledge and wise counsel many, many times over the past years, but I don't think **Thor Motors** will suffer a quarter of a million dollars in lost aftermarket exhaust sales if a very restrictive noise standard effectively prohibits anything but stock exhausts.

The most common excuse I get is "I'm too busy." Folks, we all start out with the same 24 hours in a day, 168

hours in a week. If you subtract out time for your "real" job, eating, sleeping, and time stuck in traffic on the H1, then you still have a block of time (albeit small) that you can call your own. I'm asking that you give up part of that personal block of time for the betterment of motorcycling in Hawaii. I have my regular job with **Montgomery Motors**. I work part time at West Marine, and spend the odd Sunday acting as the starter for the HRRR races. If I can make time for the HMDA, then you should be able to as well.

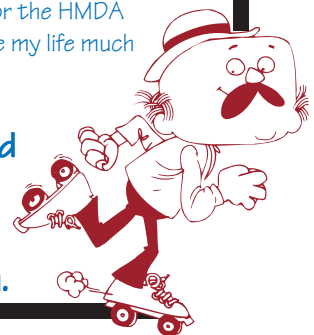
"I pay my dues, what more do you want?" I want you. Paying your dues in the HMDA is like buying a Farm Aid T-shirt. It's a small, but essentially worthless gesture and does nothing to solve the larger problem. Your assessment pays for the salary of our executive secretary, covers the cost of the newsletter, and subsidizes the cost of the convention. Your dues don't protect you from the real threats to your business. If we were a large organization, like the automobile dealers, then we could afford to hire a full time lawyer and staff to look after our interests. We're not, and we need warm bodies. If you are unwilling to participate in the process, than you deserve what you get. Enough said on that subject.

My other main concern is the continued health of the motorcycle rider education program in Hawaii. This one is complicated, because I am against the new rider training program offered by the Motorcycle Safety Foundation. How can I be against something offered by the MSF? That's like being against peace. After I got out of the military I spent several years as a certified MSF instructor, teaching classes at Southwest Texas State University. My certification has lapsed, and I no longer teach, but I am an ardent supporter of a strong, effective rider education program. The new Basic Rider Course is a radical departure from the program MSF has offered in the past. In my

personal opinion, it is not a good program. There are many states in addition to Hawaii that have not adapted the new curriculum and I have heard of a couple of states that are currently using the BRC that want to change to something else. The top-ranked states in the nation based on safety and rider education (including Hawaii) are not using the BRC. There will be a strong push from many people in Hawaii (and MSF) to shove the BRC down our throats. **I urge you to stand strong and support our program.**

Finally, on a lighter note, I would like to take the time to offer a heartfelt thanks to those individuals that have made my job easier, and made me appear much better than I really am. The biggest thanks is to **Mark Morrison**, without whom the HMDA would be a mere shadow of what it is today. Thanks again to **Red Proctor** for taking the time to explain complicated legislation in simple terms that I can understand and always answering the phone even when he knew it was me calling. Many thanks to **Morgan**, who really believes in what she does and has the courage to fight for it. Without her efforts there would be far fewer safely trained motorcycle enthusiasts in Hawaii. Thanks for **Renee** from **Geico** for bringing her boundless enthusiasm into the sport. Renee and "Team Gecko" are helping keep the fun in motorcycling. And lastly, to Gail. Her willingness to transform my incoherent ramblings and poor English into a polished newsletter month after month and put in extra long hours for the HMDA Convention has made my life much easier.

Thanks one and all. I couldn't have done it without you.





2006 HMDA Membership Application

New

Renewal

Company Name: _____

Address: _____

Phone/Fax: _____

Email Address: _____

Web Site (Is this a Public Access Site?) _____

Membership Type: Active (\$150): _____ Associate: (\$30): _____

Date: _____

Please mail to: HMDA • P.O. Box 1813 • Kailua, Hawaii 96734



Membership Renewal Time!

Invoices have all gone
out in the mail...but
you can use the
above renewal form if
you wish and pop it in
the mail!

RENEW NOW! !

2006 CONVENTION

Y up, we're already thinking about the 2006 convention. It is tentatively scheduled for October 14th, and the ballroom is available at the Waikiki Beach Marriott. If you have any suggestions for vendors you would like to see attend, or if you would rather have it held at another location, please let us know. Also, if you have any ideas for entertainment this year, please let us know.



CHANGE IN THE MONTHLY MEETINGS

Starting in February, the HMDA meetings will change to the **FIRST Monday of each month**. In this case, it would be Monday, **February 6th**. It will be the first meeting for the new officers, Gail will probably bake cookies since Valentines is just around the corner, **it would be an excellent time for someone from your dealership to show up.**

Make a
Note of It!



Hawaii Motorcycle Dealers Assoc.

P.O. Box 1813 • Kailua, HI 96734
(808) 262-7329; Fax: 263-4982



**Get Your Dues in the Mail
before the end
of the year!**

TREASURER'S REPORT

The HMDA coffers have \$4,439.97 in them. Assessments, as usual, are behind for a couple of dealerships.

Maybe for Christmas the HMDA membership could give the gift of caring:

to get active in the HMDA, attend the meetings and pay their assessments on time.

Yes, Virginia, there is a Santa Claus.