



HMDA NEWS

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The Newsletter of the HMDA

• May 2005 •

OUR TREASURER

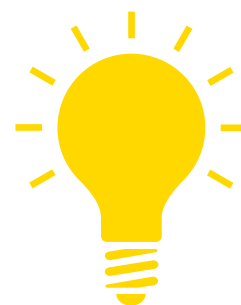


TELLS US...

There is \$10,287 in the HMDA account. By and large, most people are current on their dues and assessments. **Several dealers have not yet paid their annual dues, and, after repeated warnings and "last chances" ...they were removed from the HMDA website.** Big deal, you

say? BIG DEAL! I say. The HMDA website had over **31,390** hits in March, with almost **1,500** unique visitors logging onto the website. At that rate, over the course of a year, dealerships can expect to get 120 visitors to the HMDA website for every dollar they pay in dues. What other form of advertising offers you the chance to reach 18,000 people for only \$150? Or...\$30 for you Associate members. That doesn't even cover the value of the legislative watch and providing testimony on behalf of the dealers. How much would it cost you to hire a person to identify, track and respond to every threat to motorcycling that comes out of the Legislature? Having been part of the legislative watch for 3 years, I can attest to the time it requires. **\$150 is a bargain!**

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



JOIN US!

Share Your
Ideas!

CONVENTION NEWS

It feels good to have vendors come to you and express an interest in coming to the HMDA convention. **Mark Morrison** reports that he has been talking to **AVON TIRES**, and I received a call from **ONGUARD LOCKS**. No firm commitments yet, but folks are talking. We should have vendor exhibits from



- **DUNLOP TIRES** • **DIAMOND POWER SPORTS**
- **PRO GRIP** • **NOLAN HELMETS**,
- **PROGRESSIVE SUSPENSION** • **ITP**,
- **BAJA DESIGNS** and • **ARMED GUARD**.

This convention is going to be a humdinger.

Put a big X on October 15, 2005.

STOLEN VEHICLE WEBSITE

Thanks to the backing of GEICO insurance, Kryptonite locks and Dowco covers, not to mention the patience and efforts of **Scott Rogers**, our website guru, the Hawaii stolen vehicle website is up and running. Check it out, encourage your customers to check it out. www.stolenbikeshawaii.com.

For those dealers that use Lightspeed as their dealer management system, it's extremely easy to create a variable report and list the VIN numbers for the bikes you have in service. Scott has set up the database so that users can search it by full or partial VIN. I just enter the last 6 of the VIN and it works just fine. Tell you customers that they can also enter to win a free DOWCO cover. A cover is being given away every month. Customers can add a stolen bike to the website. Right now, we're just set up to list street bikes, but that may change at some future date.





MOTORCYCLE AWARENESS MONTH

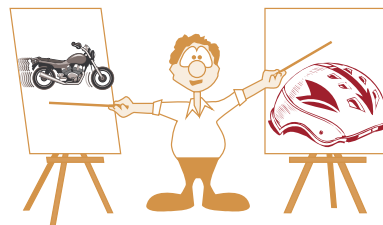
It's May (or almost) and by proclamation of both the Governor and Mayor, it is Motorcycle/Moped Awareness Month. What is your dealership doing to promote motorcycling? What is your dealership doing to raise the awareness of automobile drivers? Personally, I like a bumper sticker that I saw recently: "Hang up and drive!" Thanks to the continued efforts of **Mark Morrison**, May has historically been proclaimed Motorcycle/Moped Awareness Month. It behooves all of us to do something to promote the sport. GEICO Insurance is helping promote the sport (Thanks Renee!). With GEICO's help, the HMDA will be running 1/4 page ads that will appear in the Star Bulletin, MidWeek and military newspapers.



MOTORCYCLE SAFETY

Morgan Keene reports that instructor training will be completed by the end of this month. This eases, but does not resolve, the critical instructor shortage in Hawaii. This meeting was held April 11th, and they were already filling bookings for June classes.

If you know someone that would like to become an instructor, please give Morgan a call at 455-0688.





CHECK OUT THE HMDA
WEBSITE AT hawaiimotorcycle.org

Is your dealership listed?

If it's not, call Gail at HMDA

• 262-7329 •



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