

**Editor's Corner**

The odometer keeps turning and 2017 is getting close to become the past. Usually we all take some time, some more some less, to reflect on a year gone by. While memories are vivid for a short while, only major events remain to mark a year or make it significant in our own personal history book. Events that affected us or those close to us.

Unless it was a major catastrophic event with longer term implications, we tend to remember positive and pleasant times over negative and unpleasant ones. It is supposed to be human nature and protects our feeble brains from suffering certain damages. Depression being one of them.

You took a motorcycle trip with friends to Colorado or Maine,



you travelled abroad and visited that secluded jewel on the Italian Riviera - Cinqueterre,



or you had a beer at the Guinness brewery in Ireland.



I am sure you don't have to think long to put a Year next to these

There are some events, though that leave a bitter taste and make you not want to remember a year gone by too much. It's when time takes a friend or a family member. Especially just before Christmas.

# EUREKA!

The best news for this issue are, we have new club management for 2018! Mike York stepped up to take the helm as president and Allyn Orlando committed to second him as vice president! Now, all we need is the rest of the club supporting these two by renewing their memberships and getting this club rolling and riding again! Get your dues to John Bebout as soon as possible

As already announced, the monthly club meeting will move back to the Moose Lodge and because of conflicts with other commitments it is being considered to be held on a different day instead of Tuesday. The January meeting will be on Thursday, January 11, 7:00 p.m.

We are still in need of a Board of Directors who will take an **active roll** in club management. Please volunteer for a position or nominate someone you think would be ideally suited for one We should be voting on the appointments during the January meeting.

As there was no interest in a Christmas Party at the Moose Lodge, Allyn had proposed a get-together for dinner and quite a few people have "signed up". This event will be on December 20 at the Olive Garden in Montrose at 6:00p.m.! Again, details were sent separately.

We are not the only ones in the motorcycle community who struggle a little with our future or suffer from a lack of enthusiasm. A panel of concerned motorcycle industry professionals addressed the current situation of a lackluster customer response in the business. Many of their findings can be directly transferred to any motorcycle club and shows the effects we see too:  
 -Sales are flat or falling in almost every area. - Baby boomer buyers, the most consistent motorcycle consumers, are aging out of the industry fast. -The industry has failed to increase sales by making new riders out of women, minorities and millennials. -The old dealership model is broken and needs a makeover. -The arrival of autonomous vehicles may push motorcycles off the road entirely.-The motorcycle industry does not need better product, but its marketing and advertising methods are failing to attract new riders in part because they are too focused on selling bigger, faster, more expensive machines to veteran riders.

"There has never been a more compelling and interesting time in motorcycling," the report said. "It's clear ... that the bigger issue is lack of general interest in riding."

The panel faulted motorcycle dealerships for being outmoded and unimaginative, and for employing sales personnel primarily interested in selling top-of-the-line products to well-heeled buyers while ignoring the entry-level beginner.

Next big event in Northeast Ohio will be the Progressive Motorcycle Show at the I-X Center, January 26-28 2018! Let's see who is going to be there and what we will be able to see! If you buy your ticket early, you can land a small discount!

