



PATE SWAP MEET



MEMBERSHIP NEWS



AMBASSADORS



SURVEY RESULTS



# CHEROKEE PRIDE

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**Cherokee Pate Swap Meet Spaces - Renew Now!**

## Cherokee Chapters 35 Years Riding into Antiquity. . .

As i started to publish this edition i was overwhelmed with where to start. Partly because of a very hectic business schedule the first quarter of 2016 and partly because we had just lived on the same piece of asphalt for 5 days straight at the Cherokee Pate Swap Meet and Concours Show. But to be fair, I was overwhelmed since so much is always going on with our Cherokee Chapter Members in Texas, Oklahoma, across America and even overseas. Where does one begin to try to chronicle so much activity in one Club?

In this issue you will see what i am talking about with an article on **Pate** an update on **membership growth** and our **new Membership Director**. You will also read about our pioneering effort in the AMCA with the introduction of the **Cherokee Regional and National Ambassador Program** which has taken off full speed in most regions, particularly in Oklahoma. A separate article chronicles Oklahoma Director and **Oklahoma Region Ambassador, Lyle Henry's efforts** and great successes in opening up large areas of this state to allow close to 40 classic motorcycle enthusiasts to become members and the growing enthusiasm. Watch for new Oklahoma Regional Ambassadors being appointed ion several parts of OK soon. Lastly you will see the tabulation of our **Cherokee Chapter Members Survey**.

**35 Years as an AMCA Chapter** begins this November for Cherokee. This is not a milestone to be taken lightly. In fact Cherokee Secretary / Membership Director **Rosie Sterling is planning a very fitting celebration** for all members plus adjacent AMCA Chapters and even National Board of Director

Members. As of this date we cannot confirm the event location or date.

It has been discussed that we hold it at the Fall Road Run in Jefferson TX or hold another National Road Run in Kerrville in 2017? Either way it will be an epic event with plenty off incredible roads, a banquet hall, a Texas size spread of culinary showmanship, national and regional sponsors, a raffle bike, lots of awards and of course our well-known Texas Hospitality! So please stay tuned on [www.CherokeeAMCA.org](http://www.CherokeeAMCA.org) and **Cherokee Chapter** on **Facebook**.

**"This next year will be very exciting for Cherokee!"**



**Steve & Joan**

# APPLAUSE & RECOGNITION - PATE

**Cherokee Chapter AMCA** has time and time again proven throughout the Antique Motorcycle World that we are the AMCA Chapter that performs! Regardless of whether we hold a **Road Run, Bike Show, Swap Meet** or any smaller regional or local social Classic M/C gathering, our Cherokee Members show great pride, volunteerism and participation to ensure that anyone whom attends is **“Treated to a First Class Classic Motorcycle Event Experience.”** This is how **“Proud to Be Cherokee”** has become our Chapter Chant.

**The Cherokee Pate Management Team** are all remarkable people. they are dedicated, focused and hard working year round in order to ensure the Cherokee Pate Swap Meet is a success. Please take time to personally thank all those shown here plus the dozens and dozens of other volunteers that worked our 2016 Event.

**The Weather Man** was not our friend this year at the 45th Pate. Each day the weather forecast included sufficient warnings about rain, hail and even potential tornado conditions. Yet they did not arrive. The weather was “California like” daily with blue skies and temps in the low to mid 70’s. Only once on Friday afternoon at 5 pm did one small rain cell with short term winds hit our location. In less than 5 minutes all was clear again. Unfortunately people do listen to the weather man and decide that it is just too risky to bring extremely nice original or restored vintage motorcycles to put on display and chance a hail storm? In 2015 we had 182 motorcycles on display. This year we peaked at 54 in the Concours Show and another two dozen or more in Cherokee Vendor Booths such as **Carson Classic Motors, Revival Cycles, Sage Brush Cycles, Kiwi Indian, MC Creations** and **Central TX Powersports** to name just a few.

**The Cherokee Vintage Motorcycle Swap Meet** was a great second year success with all but a 2 or 3 of 325 booth spaces PRE-SOLD in advance of the show. Our goal in 2017 is to grow slowly and put forth additional effort to become more efficient and in control as a business before we push show growth and size larger.

**The Cherokee Store** did banner business this year through improved T-Shirt Designs, far better product displays, better Store Signage and some new products such as Cherokee Stickers and Cherokee Pennants. Watch for these on sale soon in the Cherokee Store online on our Cherokee Chapter Website at [www.CherokeeAMCA.org](http://www.CherokeeAMCA.org) **Make it a habit to visit our website weekly!**

**Special Thanks to All Cherokee Members** who tirelessly volunteered, donated food and cooked in the Cherokee Tent Kitchen as well as did whatever needed to be done for 5 days. Planning for 2017 has already started! **Well it never ended.**



Greg - VP + The Store



Jo Ann - Treasurer



Steve - Concours Show & Marketing



Shelby - Chairman



Ed - Asst. Chairman



James - Logistics



Seth - Logistics



David - Logistics



Lecil & Jerry - Bike Show Registration

## Cherokee Chapter Membership News

**New Members have been the life blood of the Cherokee Chapter** the last three years. We had approximately 36 members in the Chapter for many of our previous 30 years. Recent past 3 years growth of membership has been through much hard work primarily doing **Cherokee Reach-Outs** at non-AMCA events such as hot rod shows, motorcycle related swap meets and also motorcycle related events put on by other motorcycle clubs. The Reach-Out idea was and remains simple. If people do not know about the AMCA or our Cherokee Chapter, then we will set up a simple 10x10 booth space with a card table and chairs, our Chapter Banner and a couple of member's vintage motorcycles. The Reach Out Program has been a great success. In the past calendar year from Feb. 2015 - Feb. 2016 our membership increased 93 members to 301 total. Since Feb 2016 we have grown to approx. 350 members. Each week our membership grows more because the momentum of being successful continues on its own.

**How big will we get?** I am often asked this question. And my answer remains the same. Bigger is not Better...Better is Better! Our goal as aN AMCA Chapter is not to become a certain size. There is no magical membership number we look at as a correct balanced size. **“Our goal is to simply be visible and available to anyone in Texas, Oklahoma and throughout America that has an interest in these wonderful old machines.”** Unlike the recent past where our Chapter and certainly the AMCA were relatively unknown, we are now far more visible, reachable and available to these enthusiasts. **Why?**

**The Cherokee Chapter Website** is considered the best AMCA Chapter Website in the AMCA World. Our website offers information on our **Annual Calendar** of Chapter and AMCA Events & **Photo Albums** of our Members & Machines, with over 30 manufacturer brands represented in our Chapter at present. **Additional Photo Albums** show past event coverage as well. **The Blog** allows our members to read a new story line with photos every single week. **The Cherokee Store** allows our members to purchase new T-Shirts, Caps and now Stickers and Cherokee Vintage Pennants. Cherokee Chapter Secretary Rosie Sterling has designed some new Ladies Shirts and these will become available soon. **Facebook - Cherokee Chapter** now has 120 members. Although 2/3rds of our members do not apparently use Facebook, those members that do always share photos, updated information on local rides and gatherings etc... We encourage you to visit [www.CherokeeAMCA.org](http://www.CherokeeAMCA.org) and **Cherokee Chapter** on **Facebook**. We do not expect all members to utilize all Cherokee Services offered, but we wish to be **“available and inclusive to all whom are interested in Classic and Vintage MotorCycles.”**

**So as you can see...** Cherokee is now simply more visible and available to anyone that has an interest in Classic and Vintage Motorcycles. They can actually find us on the Internet and Facebook and let us know that they want information on becoming a member and enjoying the events and fellowship our Chapter offers to all enthusiasts of any age and any interest level in any M/C manufacturer.

## New Chapter Membership Director

**Rosie Sterling**, Chapter Secretary is now board appointed to take over as Membership Director. Our Chapter has grown to the point whereby Shelby Withrow could not be expected to continue handling Membership & Events, plus be the Chairman of the Pate Swap Meet. Our Chapter needs Shelby to focus on the Pate Swap Meet year round. Rosie is



extremely friendly, outgoing, positive and an organized individual. Her **Goal #1** is to update the membership roster and start calling members whom do not currently receive emails from our Chapter. The most apparent reason is many of our membership applications and renewals are still hand written and mailed to us. It is very hard to read someones handwritten (scrawled) mailing address or email address at times. **Goal #2** is to ensure that the membership information is updated monthly and available to all Board Members as well as our **15 Regional and National Cherokee Ambassadors**. This allows the Regional Ambassadors to send out invitations and/or updates on localized rides or socials in your city or region. In order to accomplish these first two goals Rosie has asked Oklahoma Director Lyle Henry to help find or develop a suitable software program that can interface with the Cherokee Chapter Website so that when new members join or existing members renew, the name, address, cell phone and email contact information is automatically updated and synced with the Master Membership Roster and updates the Board and the Regional Ambassadors as well. **Information is equally as important as our members.** If the information we receive (or perceive) as we try to read it, is inaccurate, then we simply cannot provide the proper level of communication and service to all our members. (REMEMBER - Rose with an "e" = Rosie and rhymes with "Energy.")

**Applause to Rosie Sterling for accepting this leadership challenge to serve our membership better**

## Cherokee Pride Newsletter

**By now you have noticed a fresh new format** that I believe is far more interesting to read and far more professional to represent our Chapter. I am the recipient of a new to me (hand me up) Apple Notebook Computer that allows far easier use of graphics, artwork and cut and paste functions for this "dyslexic, attention deficit disorder Editor," As always I am grateful for the photos and ideas that a few of our members email me from time to time. Keep those coming! Email me [Steve@SteveKlein.com](mailto:Steve@SteveKlein.com)

**I also wish to remind all** that if you truly wish to get an email notification of the publish and website posting date of each newsletter issue, please let us know your correct (and legible) email address. Our Chapter has grown and keeps growing by dozens of members each month. Unfortunately we still get a quantity of new membership applications and existing member renewals that are hand written and mailed to our Treasurer Jo Ann Kugle. Often we simply cannot decide exactly how to read some members handwriting resulting in a failed email address. Please take your time and PRINT NEATLY the way your second grade teacher Ms. Penmanship taught you. It will sure help us a lot. Or just email us direct with your correct email address so we may change it in our Cherokee Group Member Email List. Email Rosie Sterling [RSterling@satx.rr.com](mailto:RSterling@satx.rr.com)

[www.CherokeeAMCA.org](http://www.CherokeeAMCA.org) is still the best place for weekly updates on our **Chapter Events Calendar**, look at **Photos of recent events**, read the current and past **Newsletters** as well as see what storyline or photos Vice President/Webmaster / Cherokee Store Manager Greg McFarland has published each Sunday on **The Blog**. The **Cherokee Store** is also on our website so you may order the latest designs in Chapter T-shirts, Caps, Pennants and Stickers. Ladies T Designs coming soon! Look Sharp Riding!

**Due to the Cherokee Website** being so successful and looked at so often each month by our members we have found that by the time a newsletter gets published most of the news and photos have already been shared on the website. There will be 4 quarterly editions published annually with an extra during the Pate Swap Meet. Plus mini-updates will be sent out as needed. As usual, any Cherokee Members whom do not have computers do get a printed copy of our newsletter in their mailbox. **ENJOY!**

# Cherokee Regional Ambassadors

**Texas, Oklahoma and Arkansas are huge geographic territories.** The Cherokee Chapter was started almost 35 years ago in Texarkana TX. The Founders of the Cherokee Chapter envisioned serving the three State corners around them at that time. Later the Cherokee Chapter corporate mailing address was moved to San Marcos TX and managed by Bob and Marian Guerin where it has been up to 3 years ago. Our corporate address is now Austin TX. where our Chapter Treasurer Jo Ann Kugle lives.

**Times have changed** and we now have a world where fewer people wish to commit their already limited personal time to hold volunteer offices, do bookkeeping, a newsletter or other functions of a non-profit hobby based club. They simply lack the personal time that they would rather spend with their family or old motorcycles. Hence Cherokee Chapter pioneered the (CAC) Central Administration Concept of AMCA Chapters. It consists of one corporate entity, one Board of Directors, one set of accounting bookkeeping, and one central communication source utilizing a Newsletter, Website and Facebook page to all its members spread around these three states.

**To enhance this Central Administration Concept** further the Cherokee Chapter Board of Directors also pioneered the **Regional Ambassador Program**. Individual members from throughout Texas and Oklahoma were hand picked based on their passion for the sport of vintage motorcycling and their past exhibition of volunteerism and leadership attributes in the Chapter. Regional Ambassadors, much like Mayors of a City, are each responsible to promote local rides and socials for Cherokee Members within their immediate region. They in essence are the head of their own local chapter without the burden of maintaining a State Registered Corporate Entity, doing financial books, producing and maintaining a website or publishing a newsletter. Our Cherokee Regions as of this date are.

## Cherokee Chapter Regional Ambassador Program Roster

Region/City	Name	Phone #	Email
<b>Abilene TX. Region</b>	<b>Mike Bell</b>	325.893.5686	<a href="mailto:mkbell@windstream.net">mkbell@windstream.net</a>
<b>Austin TX Region</b>	<b>Steve Klein</b>	361.652.8300	<a href="mailto:Steve@SteveKlein.com">Steve@SteveKlein.com</a>
<b>Dallas TX Region</b>	<b>Kirk Sharp</b>	972.754.4495	<a href="mailto:JustKickers@yahoo.com">JustKickers@yahoo.com</a>
<b>East TX / Western Louisiana Region</b>	<b>Mike Carson</b>	281.705.5634	<a href="mailto:mwcarson3@yahoo.com">mwcarson3@yahoo.com</a>
<b>Fort Worth TX. Region</b>	<b>James Joyce</b>	817.237.2337	<a href="mailto:JamesPJoyce2@gmail.com">JamesPJoyce2@gmail.com</a>
<b>Houston TX. North</b>	<b>“Big Greg” Hale</b>	281.807.1099	<a href="mailto:Gregory.Hale@yahoo.com">Gregory.Hale@yahoo.com</a>
<b>Houston TX. - Central</b>	<b>John Pfeifer</b>	713.254.5327	<a href="mailto:JohnCP@pdq.net">JohnCP@pdq.net</a>
<b>Houston TX. – West</b>	<b>Graeme Ford</b>	281.734.6165	<a href="mailto:GoldieGraeme@hotmail.com">GoldieGraeme@hotmail.com</a>
<b>New Braunfels / San Antonio Region</b>	<b>Rodney Sterling</b>	956.330.7474	<a href="mailto:RodneySterling@yahoo.com">RodneySterling@yahoo.com</a>
<b>Oklahoma Region</b>	<b>Lyle Henry</b>	405.323.5231	<a href="mailto:lxhenry@coxinet.net">lxhenry@coxinet.net</a>
<b>Waco TX. Region</b>	<b>Jason Smith</b>	254.752.3302	<a href="mailto:LazyJFarm@hotmail.com">LazyJFarm@hotmail.com</a>
<b>West TX. Region Alpine TX</b>	<b>Bluejay Murphy</b>	432.364.2479	<a href="mailto:BlueJoyMurphy@hotmail.com">BlueJoyMurphy@hotmail.com</a>
<b>Wichita Falls Region/</b>	<b>Shelby Withrow</b>	940.748.2555	<a href="mailto:ShelbyInParadise@wccs.net">ShelbyInParadise@wccs.net</a>
<b>The Valley Region / Brownsville / McAllen</b>	<b>Wayne Ruhe</b>	956.293.3615	<a href="mailto:weruhe1951@gmail.com">weruhe1951@gmail.com</a>

## Cherokee Chapter National Ambassadors

These members travel to most AMCA events.

<b>Joe Burch</b>	<b>972.672.9432</b>	<a href="mailto:phjb65@yahoo.com">phjb65@yahoo.com</a>
<b>Stanley Miller</b>	<b>Dallas TX.</b>	<b>N/A</b>

## Cherokee Chapter Members Survey

In January all current Cherokee Chapter Members were sent Member Surveys with self addressed, prepaid return postage. I am very happy to announce that we received 33% of them back. When a company gets 2-5% reply results it is suggested successful. 5-10% replies is outstanding. 33% shows our members cared enough to participate and speak out. Almost all surveys received had some sort of positive personal suggestions handwritten on them. Thank you for specific feedback. It matters to **Your Board that You Elected!** Thank you for your participation. **Here are the actual survey results.**

Average Cherokee Member age - **59** (The average age of the AMCA is 62 and climbing each year)

Average number of years our members have been riding motorcycles - **41.5**

Age our Cherokee members first became interested in classic motorcycles - **58% in their Teens & 20's**

Average age our Cherokee Members bought their first classic motorcycle - **35.2**

Average number of classic motorcycles Cherokee members own right now - **7.5**

Where were your classic M/C's manufactured? - **41% USA 41% Euro 14% Japan**

Age of the member owned classic motorcycles - **22% 1940's 21% 1950's**

Average number of years our Members as an AMCA Member - **8.9**

Satisfied with the current direction of AMCA - **45% Yes**

Should National board be elected by Representatives of Chapters? - **67% Yes**

Should AMCA National Board Meetings be open to AMCA Members? **80% Yes**

Do Members place more value on the AMCA or Cherokee Chptr. - **51% Chapter**

Should Cherokee Members be allowed to join Chptr. and not AMCA? **35% Yes**

I want to be more informed on actual AMCA National business?- **33% Yes**

Mistrustful of AMCA National published meeting report in AMCA Mag.- **11%**

AMCA National can improve - **30% Yes**

AMCA Board is out of touch with National AMCA Members- **41% Yes**

Rate your enjoyment of the Cherokee Newsletter - **8.8** (out of 10)

Rate your enjoyment of the Cherokee Website - **9** (out of 10)

Rate your Cherokee Store **7.7** (out of 10)

Add pocket on T-shirts **39%** Put Cherokee logo on front of all t-shirts -**32%** Order shop shirts **21%**

Rate Cherokee Chapter Road Runs - **9.1** (out of 10)

Rate Cherokee Chapter Facebook page - **7.5** (out of 10)

Rate Cherokee Board of Directors - **9.2** (out of 10)

Rate how Cherokee Dues are managed - **9.4** (out of 10)

Future dues increase (if needed someday) **48% +\$5**

Seek out younger members - **80% Yes**

Assist at future events - **53% Yes**

Will renew 2016 dues - **84%**

**33% of members responded.**

**Members took time to offer positive input!**

**Your voice matters!  
TY All;  
Your Cherokee Board**



## 2017 Cherokee Pate Swap Meet Update

If you were a Vendor at the **2016 Cherokee Pate Vintage Motorcycle Swap Meet** and you wish to maintain your existing booth space or if you were unable to attend/vend in 2016 but wish to in 2017 please contact **Event Chairman Shelby Withrow** by **June 10 Deadline**. Existing vendors "always get first dibs" on their existing spaces. If you do not renew these spaces now they will become available to other vendors on a first come first serve basis. This is not a new rule. It is the way it is handled at any Classic Motorcycle Swap Meet in America. **DO NOT WAIT. TAKE CARE OF IT RIGHT NOW.**

As an attachment to the email of this newsletter is the **2017 Vendor Registration Form**. General information is as follows. 9'x18' space is \$40. 9'x36' pull through space is \$80. corner spaces are larger and are an additional \$15. After May 31, 2016 all spaces are \$10.00 extra. The Cherokee Chapter has included a \$5 per space administrative fee. It is a huge task to communicate with all individual vendors, nationwide and try to accommodate them on need for additional spaces, try to provide spaces for new vendors and provide parking passes to all... thus the additional \$5 simply helps defray administrative, office supply and postage expenses.

**Shelby Withrow, Chairman** 940.748.2555 cell or email [ShelbyInParadise@wccs.net](mailto:ShelbyInParadise@wccs.net)



## Another Storm Hits Oklahoma!

**Fortunately** I am not talking about tornados here. I am referring to the **“Membership Storm”** that developed in Oklahoma Director Lyle Henry’s home in OKC that has been criss-crossing all over Oklahoma since 2016 began. Last December Lyle sent the Cherokee Board of Directors his **Oklahoma Vision and Strategic Plan**. As is always the case with Lyle, the Oklahoma Plan was well thought out and well put together. As we all know, it is one thing to make plans, make promises and yet quite another to actually put your boot on the kick starter and head down the road to get it done. Lyle is getting it done! There is not a motorcycle shop or motorcyclist gathering place within riding distance of Lyle Henry’s that does not have a Classic HD or Indian oil stain in its parking lot and Cherokee Chapter information on its bulletin board or information table. Now that is commitment!

**Each and every month** Cherokee Members in Oklahoma have local rides to attend, local eateries, motorcycle museums and other interesting venues to visit as a Classic Motorcycle Riding Group. And each and every time the Oklahoma Cherokee Members get together, something incredible automatically happens. This gathering of like minded classic motorcycle enthusiasts and their machines always draws an even larger crowd of the general public. Within this general public are always people who have an old bike or wish to get another old bike and they are curious about who Cherokee and the AMCA is? Without exception at least 4 new members on average are signed up at each monthly Oklahoma gathering of Cherokee members. Total Oklahoma Cherokee Membership now stands above 40 members. A substantial increase from a couple years ago when we first signed up Lyle and Dwight Rinner. (Maybe they just got lonesome riding?)

**Applause to all Cherokee Oklahoma Members** for creating an exciting, enthusiastic and enviable example of how Classic Motorcycle Enthusiasts in the AMCA should be visible to the general public while riding and enjoying your old motorcycles on the road.





## Texas M/C Revival

Cherokee members Steve and Theresa Littlefield, owners of Central TX Powersports in



Georgetown not only sponsor our Chapter, they hold a Classic Bike Show every May. No less than 11 Cherokee members brought machines to this terrific one day show to share with the general public and to support the Littlefield's.

**Proud to be Cherokee!**



L-R S. Klein, S. Orrell, G.Nelson, Elton Morris & Steve Littlefield.

Numerous Cherokee Chapter Members were published in the current edition of Cycle Source Magazine. **Michael Barbato, Barbato's Cycles** is the full feature story. **Alan and Stefan, Revival Cycles** Co-Owners, Designers and Builders in AustinUSA also have a full story on their **Hand Built Show** which has become the most talked about Custom Bike Builders Event in America. And Steve Klein, The Klein Collection even got a shot with his original condition 1914 HD Single, hand built 102 yrs. ago.

**Proud to be...Cherokee!**



L - Steve Klein 1914 HD



Michael Barbato Servi-Car



Alan & Stefan, Revival Cycles



**PHOTOS**



**Just being Joe!**



**Jerry Morgan**



**Lecil**



**All the way from Sante Fe**



**humming a melody**

**Big Foot (?) Kiwi Mike and Big Greg**



**Rebecca Cunningham**

**No Class is A Class!**



**No one went hungry for 4 days  
No one lost any weight either!**





**Chick Magnet #1**



**Blue Jay and Joy Murphy  
West TX Ambassadors**



**How we do it TX!**



**The Baugh's**



**Tanks a lot...**



**Cherokee Camp setup under gloomy skies**



**Parts everywhere!**



**Biker Dilemma?**

**A Twin Cam Love Affair**



**Philosophers Central**



**The Laws in town!**



**It does not get much better than this!**



**Why Mike Carson gets distracted!.**



**GOT KIWI?**





**Nimbus means "High Cool"**

**Dr. J Neuman & Cannonball Bike "Blue Bell"**



**Indian Red Perfection**



**I've heard of Iron Chef... American Iron Chef?**

# OUR kind Of Tent Revival !



And on the eighth day God created the 36 Knuck



**Seth Cunningham presented Member of the Year by Rosie**







1912 HD Doctor in the house? No problem!



Just right



Chick Magnet #2



Have a seat!



Always Be Prepared!

### Two Cherokee Chapter Members from Finland



Not from Finland

TX BORN



“A Fine 29”



Cowboy Up!



God Bless America



Two incredible British Beauties from Carson Classic Motors





**Early Riders . . .**



**Rare and Correct 1915 Indian Twin**



**Clean and Quick**



**WOW... Original & Like New**