

From the barn to the big stage

"Chasing a Dream" with the stars—past, present & future

by Bill Hayes

STURGIS, S.D., AUG. 6-14—
"It's a long way to the top if you
wanna rock 'n' roll!"

AC/DC was right.

Tunes about how tough the music
business can be are a common theme.
Skeyndr's *Workin' for MCA*, Pink
Floyd's *Have a Cigar* and the biting
sarcasm of Nickelback's *Rockstar* are
also part of that harsh gospel.

And there have been just as many
musical laments that chronicle the
always "interesting" lives of per-
formers on the
road—the
bad times and
the good.
Listen to Bob
Seger's *Turn
the Page* or
Willie's classic,
*On the Road
Again*.

Both of
these dues-pay-
ing realities
were seen on so
many levels as
the music—
and musi-
cians—of
Sturgis 2010
entertained the
record
crowds.
From the
barns and bars to the
big
stages, the "heart and soul of rock
and roll" was a centerpiece of the
event.

"If you're going to have a party,
you need music," says Rod "Woody"
Woodruff, owner of the world-famous
Buffalo Chip Campground, a true
"party central" for the Sturgis Rally.
"Music drives people. You can like
blues, you can appreciate jazz, you
can pretend to enjoy classical but the
bottom line is that we have a little
heartbeat called rock 'n' roll and it
just keeps cooking.

"There's something in music for
everybody. Everybody responds to
music. Everybody has music in their

soul from the time they're little. To
be doing something without music;
you just can't do that!"

And he doesn't.

Woody has spent many years
pumping some serious adrenaline into
that "little heartbeat," as he has filled
the stages at the Chip with the
Marshall-amped all-stars of musical
talent. He fueled the 2010 party with
the best. Bob Dylan, Kid Rock,
Orianthi, Buckcherry, Disturbed,
Tesla and Jason Aldean all bridged

some time periods
and genres on that
"big stage." The
Scorpions made
the Chip a major
part of their
farewell tour.
Motley Crue,
ZZ Top, The
Doobie
Brothers and
Dave Mason
proved once again that
their leg-
endary
status is
wholly
deserved.
Ozzy
Osbourne
barked loudly
at that South
Dakota moon.

Other ven-
ues around the
Badlands like
the Rock 'N

Rev Amphitheatre at Monkey Rock
and the Broken Spoke Campground
featured even more high-volume
heavyweights like Guns N' Roses,
Creed, Godsmack, Stone Temple
Pilots, 3 Doors Down, Daughtry and
Alice in Chains.

Tried and true regulars like the
venerable Fryd Brothers fiddled
around at the Knuckle Saloon and the
face-that's-now-everywhere, Bret
Michaels, was serving up some musical
poison at the Full Throttle Saloon.

See "Sturgis Music," page 34, column 1



Charlie Brechtel



Missy, the Iron Cowgirl from Jackson, Michigan

CONTROL YOUR RIDE

PREMIUM QUALITY
METALLIC & ORGANIC
COMPOUNDS

V-TWIN

At Hawk Performance, we understand that brake pads are not just about safety, they're about speed control, confidence and optimization of rider comfort. Our products offer superior stopping power without the noise and dust of traditional aftermarket brake pads. As both an original equipment and aftermarket motorcycle brake pad supplier, we know what it takes to control your ride. Contact your dealer today and demand the best, Hawk Performance Disc Brake Pads.



Sturgis music

Continued from page 31

And it's always kind of like a cross between a neighborhood band-blasting block party and a warm night at your favorite local live-music bar when you go to see the latest incarnations of bands and artists you grew up with, listened to when you first got drunk, and played the night you lost your virginity. Some of the faces may have changed—all of the faces have aged a bit—and maybe only one or two original members remain, but it's still fun to hear the familiar tunes of The Marshall Tucker Band, Dokken, Great White, Kentucky Headhunters, Black Oak Arkansas, Eddie Money, .38 Special, Confederate Railroad, Warrant and the rest of the boys on the "we're still alive and rockin'" circuit at the various juke joints from Sundance to Rapid City. We even did the "achy breaky" with Miley Cyrus's dad (but few mullets were seen that night at the Full Throttle).

But there were a lot of other musicians woven throughout—and hovering just below—the well-known, or at least long-lived, name-brand acts. Those "other musicians" were the ones who didn't come into Sturgis in half-million dollar Prevost tour buses as a part of their latest "Bite the Burning Bullet" or "Vodka, Vixens and V-Twins" tours.

And every one of them was there because the audiences and the ambience at Sturgis are unlike anywhere else. It's magic. It is the ultimate party everywhere you go. And like Woody said about a party without music, "You just can't do that!"

One of those artists "chasing a dream" in the midst of that magic was Missy, the Iron Cowgirl. From Jackson, Michigan, Missy didn't roll her four-

piece band into Sturgis in one of those high-dollar Hilton-on-wheels tour buses. No. Instead, she made her grand entrance in a time machine—a "slightly weathered" painted-with-slogans school bus. It brought me back to scenes of the Deadheads following Jerry and his flock. It was the late '60s all over again and Medicine Ball Caravan (starring the ultimate hippie school bus) was playing on the drive-in screen. And Missy's music—like a lot of the stuff from that golden era—was right from the heart.

Now, that heart might not have been the recipient of the same accolades (and paycheck) as Guns N' Roses down the street, but it was obviously a heart—a very sincere heart—that inspired the playing of honest music for one magical week in Sturgis. "Can't come home right now," say the lyrics from Missy's tune "Believe," "I'm out on the road chasing my dreams, and you're missing me; well, baby sit right back, hear the words that come from my heart..."

And then there's the artists who have tasted it all—the big stages and the barns and everything in between.

California's own Charlie Brechtel has played at the Buffalo Chip every year for the past decade. He may not have the Prevost yet, but he has become universally recognized as that guy for pure biker music from Daytona to Durango, from deep in the heart of Texas to downtown Vegas.

"When Charlie first sent me some of his music to listen to I found myself actually listening to it again and again," says Woody. "We go through a fair amount of bands and music here. Frankly, we don't have the time to listen to very much of it. But with Charlie, I found myself playing it over and over."

Charlie's annual pilgrimages to Sturgis are the pure stuff of life on the road for the working musi-

cian. Driving for 20 hours at a time, picking up gigs on the way to the main event, loading and unloading equipment. But damned if it isn't satisfying to be able to express your art in the context of that crazed Sturgis magic. Damned if it isn't just another perfect part of "chasing that dream."

And waking up at the Chip isn't a bad way at all for a musician's dream to come true—whether you're Missy, the Iron Cowgirl or our favorite Prince of Darkness, Ozzy.

Or even a long-time veteran of "Woody's Wonderland" like Charlie Brechtel.

There's such a seduction in that magic and the music and this place.

"I was being interviewed and filmed by one of the Buffalo Chip people for their website," said Charlie, "and she asked me, 'How can you explain why people keep coming back here year after year?' I told her that Woody built a 'campfire' like back in the old days. The Buffalo Chip is a campfire. People come here from everywhere. Where they live and where they work, many of them don't even know their neighbors. They get to know them real fast here! That's what I think separates the Buffalo Chip from every other place—it's a campfire that everybody likes to come and get warm at."

One of the fieriest parts of that warmth is generated by those who make the music—from the big stars in their big buses to the iron cowgirls in their "Sturgis or Bust" hippie rigs to the Black Hills veterans like Charlie.

And they will all tell you—each and every one—that very few experiences compare with the opportunity to be a part of the music of Sturgis. ▶

RideTek™ Original Ideas
Quality Craftsmanship


Made In The U.S.A.

COLLISION REPAIR IN ROCKLIN
U.P. DEALERSHIP IN FOLSOM