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RALLY PUBLICATION

STURGIS BUFFALO CHIP®

# Gazette®



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**AUGUST 2023**

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# Welcome Home

**H**ello again and WELCOME HOME BIKERS to the site of the world's first motorcycle and music festival.

An article published in Pollstar (a music industry magazine) on August 7, 2020, referred to the Buffalo Chip as "a cultural phenomenon." The article was titled "How The Buffalo Chip Became A Beacon For Freedom."

Now it's 2023, and we're still coming together to celebrate our freedoms in this crazy world. The Chip's core team, the best ever, still works year-round preparing for your arrival. There's no place like the Chip. Being at home here is truly being part of The Best Party Anywhere.

Whether you stay on site all day taking in the many activities, games, races and bike shows or venture out to see the Black Hills, your day-to-day at the rally can be anything you choose.

Refuel in the morning at the Chip's gas station. Enjoy a free coffee and pancake breakfast or start your day at one of the Chip's onsite cafés. Check out Sturgis' Main Street and then revel in the Black Hills roads winding through the forest. See Mount Rushmore as you ride through a granite tunnel. See an entire mountain being carved into a statue of Chief Crazy Horse on horseback. Enjoy Spearfish Canyon's Roughlock Falls and Spearfish Falls, Custer State Park, and the Needles. Be sure to take a day trip to Devil's Tower, one of seven natural wonders of the world.

Return home to the Buffalo Chip after each day trip, park the bike, and enjoy a late afternoon or early evening dinner at the CrossRoads, Bikini Beach, or main amphitheater cafés in preparation for the best concert performances to be had anywhere. Share a beer with new and old friends and

head to your camp to rest up for another incomparably great day tomorrow.

This is all made possible for you by the 17 core team members and the approximate 500 temporary team members, most of whom traveled hundreds of miles to spend three weeks of their lives helping, as best they can, you have the best vacation possible. Thank you for the courtesies you show them during your stay.

The team here at the Chip takes great pride in hosting our 42nd annual homecoming and celebration of old-fashioned American freedom. We enjoy seeing you here and, after the rally, sharing your memories. We'll be here again in 2024, wish you happy trails and, until we meet again let's all remember to Ride Free, Take Risks and bring those smiling faces back home to the Buffalo Chip.

*Woody & Crew*





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## Freedom Field

(Oil on linen 36x36") was inspired by Governor Kristi Noem expressing a deep love for the natural beauty of South Dakota and an equal conviction to preserving our nation's freedoms. Growing up on a ranch, she was driving 18 wheelers and motorcycles at a very young age, so she was quite comfortable astride this 47 Indian. Compositionally, she is placed illuminated by a beautiful sunset emanating from her right while firmly looking at the threatening skies looming on her left.

*David Uhl*

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# Deathwire Daredevil Spectacular Brings Life Full Circle

BY DAYMON WOODRUFF

It takes a spectacle to want to spectate, a death survivor challenging death to make it spectacular, and the headline “Are These Guys Going to Die?” to remind you that consequences are serious.

But you don’t know the half of it.

Yet.

If you overheard a man’s voice say, “My girlfriend’s elephant is too old to breed,” your ears would perk up, your left eye would squint in disbelief, and, while turning your head to see who it was, you’d ask yourself, “Did I hear that right?”

When you did, you’d find a man in a red silk shirt smiling back at you, continuing with the words, “The U.S. elephant gene pools are in trouble because it’s illegal to

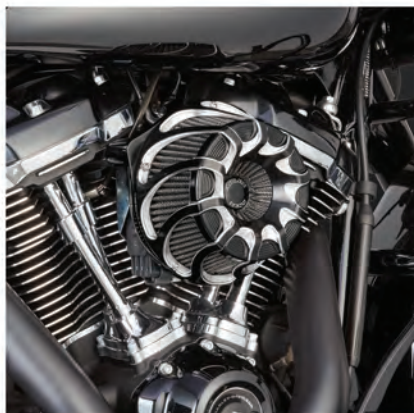
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**DEATHWIRE DAREDEVIL** from 10

import elephant semen.”

Knock, Knock.

Who’s there?

Reality Check.

Yes, this was a real conversation.

The man speaking was Blake Wallenda.

Chances are, you haven’t met anyone in the world like Blake. Hearing him talk only takes seconds to recognize that his conversation topics aren’t the only extraordinary thing about him.

You see, Blake grew up in a world straight out of children’s stories. In that world, he developed a rare skill.

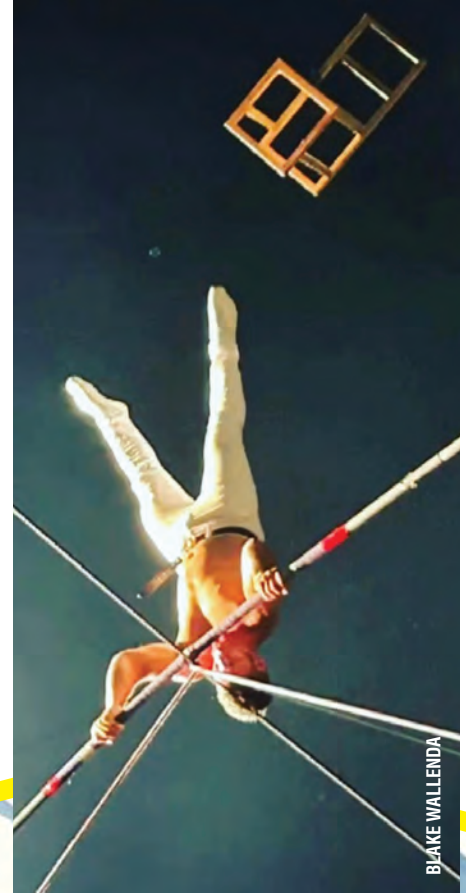
Blake’s a Highwire Walker.

Blake is the great-grandson of Karl Wallenda – a skywalker known for performing dangerous feats and breaking world records. The legacy of

the Wallendas goes back over 300 years. Blake carries on the bold tradition of his family despite Karl dying when he fell from a highwire, other Wallendas dying or becoming crippled for life, and himself nearly dying when he fell in 2017 from a human highwire pyramid but was able to stop himself by grabbing and holding onto the wire. On Aug. 10, Blake’s about to attempt something so uniquely dangerous with Wall of Death motorcycle daredevil Kyle Ives at the Sturgis Buffalo Chip that you’ll have to see it to grasp the magnitude of the feat taking place.

It’s a story, unlike any story in

Continued on PAGE 14



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#### DEATHWIRE DAREDEVIL from 12

the history of time. A real once-in-a-lifetime tongue wagger, “Whoahhhhhh” maker, and eye popper because what Blake and Kyle are about to do has never been done and never will be again. Only one thing is predictable. If you’re there, it’s a tale you’ll tell for the rest of your life.

The additional surprise is that Blake Wallenda and Kyle Ives aren’t where this story begins.

It starts with a man named Shawn Ives. A throat cancer survivor. And Kyle’s father. Shawn was mentored by Karl Wallenda and went on to walk highwire. He later became a motorcycle daredevil and now owns the rare Wall of Death daredevil exhibition, which he runs with Kyle and his other son, Cody.

Shawn’s life took a twist a few days before the 2020 Sturgis Motorcycle Rally when he felt a lump in his neck while setting up the Wall of Death

at the Sturgis Buffalo Chip. It was cancer.

He spent the following year battling the disease and won, but if you ask Shawn about his fight against cancer, he chokes up and forces out the words, “It’s like having the worst hangover you’ve ever had, every day, for a year.”

He will also tell you, “When you go through something like cancer, you need someone beside you, rooting for you. I’m grateful for my wife. And proud of my sons.”

In addition to working with the Wallendas, Shawn’s family had bonded with the Knievel family over the years. Kyle and Cody learned to ride and jump motorcycles at an early age. According to Shawn, one day, Evel Knievel was sitting on the back of their truck bed, watching the

two Ives kids jump their motorcycles, when Shawn leaned into Evel and said, “I hope that someday my kids will be as good as you.”

Evel responded, “From what I can see, they’re already better.”

In 2022, Evel’s son Robbie Knievel died of pancreatic cancer. Robbie had jumped at the Buffalo Chip many

times over the years, including over its main stage and in its amphitheater.

When Robbie passed away, Shawn had an idea that would bring all of the elements of his life together full circle: Knievel, a tribute to Robbie, his

time with the Wallendas, his family legacy, the Buffalo Chip, and cancer fundraising.

Shawn dreamt up the idea that he would face death again. This time by choice.

“When you go through something like cancer, you need someone beside you, rooting for you. I’m grateful for my wife. And proud of my sons.”

— Shawn Ives



**THURSDAY  
AUGUST 10**



# FREEDOM CELEBRATION



## Sturgis Buffalo Chip® Main Stage

### Schedule of Events

- Color Guard Posting of the Flags
- National Anthem by Army Veteran Rusty Ezzell
- Pledge of Allegiance
- Bob Hanson Distinguished Service Awards, Army Veteran Travis Floyd, Navy Veteran Michael Cooper, Marine Michael Rusk
- Bob Hanson Distinguished Patriot Awards, South Dakota Petroleum & Propane Marketers Association and Armatac Industries Inc
- Op1Vet Veteran Tracked Wheelchair Presentation
- Special Operations Wounded Warriors Veteran Service Dog Presentation
- Closing Comments, Guest Speaker Marine Rocky Sickman, Held Hostage in the Iran Embassy Takeover for 444 days

### Free Veterans Only Royal Enfield 650 GT Giveaway

Registration opens August 4 at the Freedom Celebration Charity Building at the CrossRoads 9 am-4pm and at the Op1Vet Building in the Amphitheater 5 pm-midnight. Drawing will take place August 9 at 4 pm.





Shawn approached Woody, the CEO of The Chip, "I want to do a jump at the Sturgis Buffalo Chip to raise funds for cancer and pay homage to Robbie."

Rod and Shawn concocted a plan and agreed that a run-of-the-mill ramp-to-ramp jump wouldn't suffice.

They would "need to do something truly spectacular."

A little research revealed that on October 20, 1973, Evel Knievel cleared 13 cars with a broken upper back while Karl Wallenda wire-walked overhead.

This inspired Shawn to invite Blake Wallenda to high-wire walk over the Chip's amphitheater before the Def Leppard concert.

Still, to be spectacular and push this death-defying legacy to a new level, "Someone should jump over Blake."

Like any good father would, Shawn volunteered his son, Kyle!

Both Kyle and Blake embraced the challenge. The stakes were high, but the jump was on. They aimed to accomplish a life-threatening performance even history's greatest daredevils hadn't dared before.

They would risk their lives attempting The Death Wire Daredevil Spectacular!

To spice up the show, Shawn announced he would also do a 10-car jump on an HD XG-750 street bike.

The Pediatric Brain Tumor Foundation agreed to create a Ride For Kids to the Chip fundraiser to allow riders to raise money on their journey to Sturgis to see the performance.

It's not hard to imagine what will happen if they fail. However, the glory of success is unparalleled if they make it.

No one, especially no true biker, should want to miss this incredible event.

"Thinking back on the moments in my life and knowing that they are



all wrapped up in this one event is unbelievable to me." reflects Shawn, "What we are doing makes me incredibly proud."

Kyle and Blake are not tempting death just for thrills and glory. Their act carries meaning. They're risking death while so many fight to avoid it to remind us all that life eventually comes full circle.

Cancer may have taken Robbie, and it once held Shawn by the throat, but their extraordinary performance symbolizes their love for a life worth fighting for. The circle will complete when Motorcycle Daredevil Kyle Ives Jumps over Blake Wallenda at The Death Wire Daredevil Spectacular on Aug. 10 at the Legendary Buffalo Chip.

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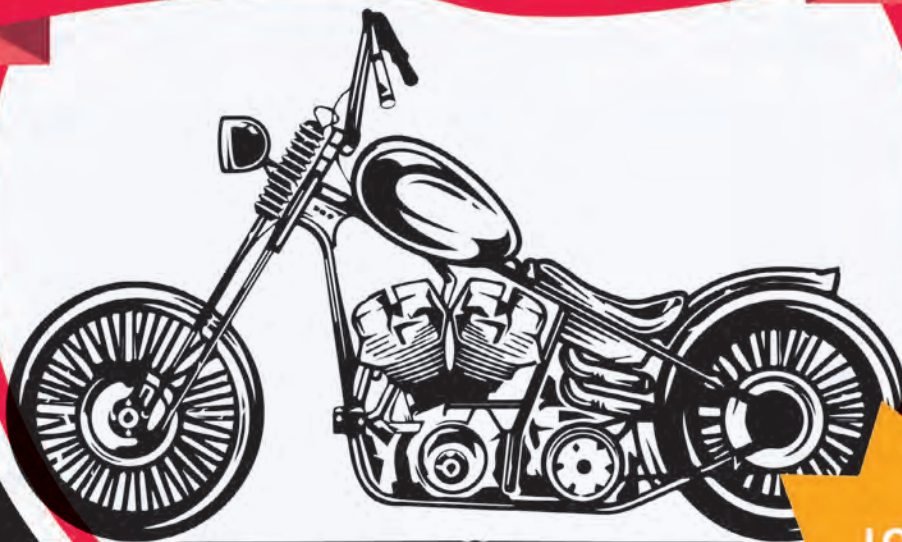


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#### DEATHWIRE DAREDEVIL from 16

They will attempt what the greatest daredevils never dared.

You can be there to witness the Death Wire Daredevil Spectacular and support the Pediatric Brain Tumor Foundation's Ride for Kids.

Find out how you can support the Pediatric Brain Tumor Foundation's Ride for Kids at <https://bit.ly/CureKidsCHIP>



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# Authentic & Unprecedented

## The Ness-Built Legends Ride Motorcycle and 2023 Poster Model Em Powered

BY CODY ERTMAN

Photos By Robert Pandya and Arlen Ness Motorcycles

Every once in a blue moon, an unprecedented duo of epic magnitude bursts onto the scene. Motorcycles and the open road, a cold drink and a great band, peanut butter and grape jelly; all epic duos. It's high time to add another to the list – The Ness Custom Street Glide and 2023 Buffalo Chip Poster Model Em Powered.

What makes this duo so unique is their authenticity.

Authenticity is rare. In a world full of fake people and fake artistry, real people and real craftsmanship are difficult to come by.

There are few things more genuine than a machine crafted

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through decades of custom culture by the founding family of custom motorcycles – the Ness family.

Starting life as a stock Harley-Davidson Street Glide, the Ness Street Glide is beyond clean, featuring Arlen Ness Motorcycles' upgrades back to front, including the first-ever set of Method chrome fork legs and covers ever used.

Cory and Zach Ness added chrome styling throughout from the Ness Y-Spoke forged wheels to the Jagged performance rotors and calipers, finned-style engine covers, Rough Crafts rocker boxes and derby cover, and Speedliner hand and foot controls.

Ness installed Legends Suspension front and back and added some extra

ponies in the form of Khrome Werks exhaust and Ness Finned air cleaner. The build was given the final aesthetic touch with a custom LePera seat and a standout Riff Raff Custom Paint job featuring a white pearl and candy blue graphic scheme.

This killer ride could be yours. The Ness Bike will be auctioned off at this year's Legends Ride at Outlaw

“The Chip has the ability to bring such a diverse group of people together and, despite our differences, form a community. Each year, it's as if we attend a family reunion, which is why the sign 'Welcome Home Bikers' as you enter the campground has such a strong meaning.”

– Em



Square in Deadwood on Monday, Aug. 7.

Just as unique as the one-of-a-kind Ness bike, 2023 Buffalo Chip Poster Model Em Powered is as authentic as they come. A registered nurse and an ambassador to women in motorsports, Em makes it her life's work to provide support, whether it's at the hospital or supporting and furthering

women in motorcycling. Sometimes she supports by setting an example. For example, last year she set a new world record along with 100 other women for the most ladies on Indian Motorcycles at one time.

A rider through and through, Em took her fantasy motorcycle ride last year with her dog, Tator. Together, they rode the lower 48 states and all

four corners of the US in 26 days, covering 13,528 miles.

She is an inspiration to so many people, including her Buffalo Chip family.

"There are hundreds of places you can stay in the Black Hills during the Sturgis Rally, what sets the Buffalo Chip apart from everywhere else is the magic in itself," says Em.

Continued on PAGE 25











#### **AUTHENTIC & UNPRECEDENTED** from 23

“The Chip has the ability to bring such a diverse group of people together and, despite our differences, form a community. Each year, it’s as if we attend a family reunion, which is why the sign ‘Welcome Home Bikers’ as you enter the campground has such a strong meaning.”

Join Em and Cory and Zach Ness at the Sturgis Buffalo Chip Legends Ride on Aug. 7 at Outlaw Square in historic Deadwood. Ride registration is still open at [LegendsRide.com](https://LegendsRide.com). All rider contributions go to benefit Legend’s Ride charities – South Dakota Special Olympics – Rapid City Flame and the Sturgis Motorcycle Museum and Hall of Fame.

Check out more custom projects and must-have aftermarket parts at [ArlenNess.com](https://ArlenNess.com). Follow along with Em’s adventures on Instagram @\_em.powered\_







# 2023 BUFFALO CHIP Official Sturgis Rally KICKOFF

A Kickoff Party That Speaks Only the Language of "Hell Yeah," Screams, "Give it to Me, Baby," and Inspires Your Legs to Move of Their Own Accord - Officially.

BY DARREL WOODARD, JR. XXVI

**E**ighty-three years ago, a man named Pappy knew that to throw a proper party you had to set the right mood.

If he were advising on first dates, that might include a flower on the seat, a bottle of wine on moonlit haystacks and her arms wrapped around you when you...ride home.

But Pappy wasn't there to stare deep into your eyes and make babies. Instead, he was about to launch the world's largest motorcycle rally - a party he knew would require high energy, entertainment, and, let's not forget, smiling faces.

Continued on PAGE 28







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There's more to the formula you don't know.

First, let's be honest. When someone invites you to an event, you ask yourself, "Is that worth submitting a vacation request, packing gear, and pushing myself up off this couch?"

"Does it make my spirit say, 'Hell yeahs,' my heart scream, 'Give it to me, baby,' and my legs move in that direction by themselves?"

The reality is to commit to spicing up your life, it needs to satisfy a deep curiosity, be part of something authentic, and make you feel more alive.

Getting out the door shouldn't be that hard, but sometimes it is.

That's why, on the very first kickoff of the Sturgis Motorcycle Rally, **WHAT DID PAPPY HOEL DO?**

He smashed through a wall of fire! (SURPRISE!)

He threw a picnic. (FREE FOOD, GUYS!)

He had friends lock handlebars while going fast around corners on

motorcycles. (WHO KNEW IT'D BE SO MUCH FUN?)

Saying it without saying it, Pappy said, **WE AREN'T HERE ONLY TO RACE. WE'RE HERE TO LET LOOSE, ENTERTAIN EACH OTHER, SLAP BACKS, AND SMILE.**

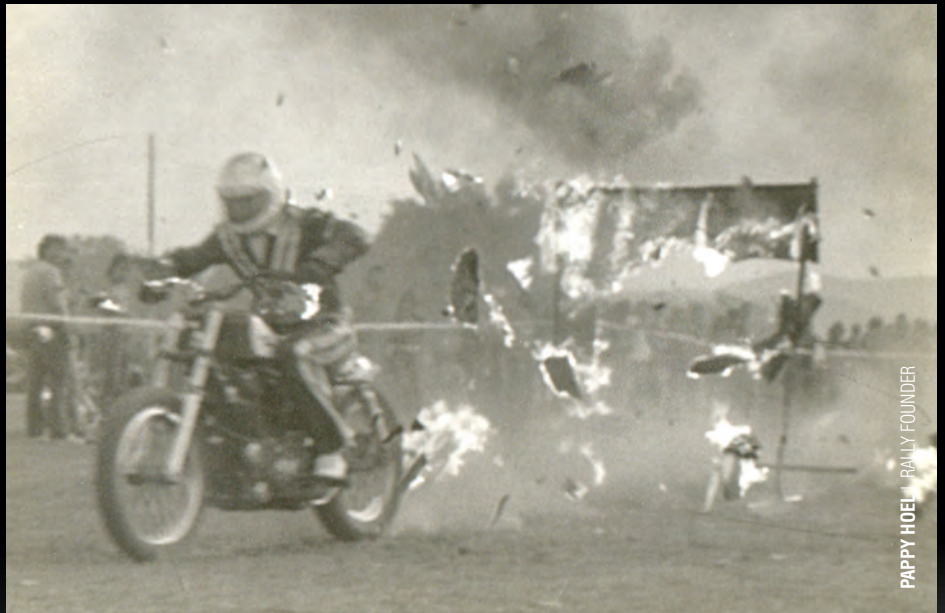
At that original festivity, you bet that more than one person experienced their first "Holy S\*\*\*!" moment and talked

about it with their friends after.

Although we find comfort in the known, predictable and commonplace, it's the unusual, random, and surprising that cements a place in our memories, flavors our stories and impacts our lives, sometimes even changing them.

The Legendary Buffalo Chip understands this when planning its

Continued on PAGE 30



PAPPY HOEL - RALLY FOUNDER







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KICKOFF from 28

Sturgis Rally Kickoff Party. They know you don't come to read "The Art of Motorcycle Maintenance" in your tent; you do that at home between monotonous, on-repeat workdays.

Repeat doesn't belong at a good party. Each smile should feel fresher than the last. Otherwise, you're not at the Best Party Anywhere.

Ironically, one thing people will repeat is the Sturgis Motorcycle Rally. Not because of an addiction to Jager Bombs, deepening connections with friends, and smiles that grow into laughs that hurt.

Well yeah, that.

“ Repeat doesn't belong at a good party. Each smile should feel fresher than the last. Otherwise, you're not at the Best Party Anywhere.

But also, because even the 10th time you visit, there is a new takeaway, friend, and smile to find.

You can fall in love, lust, and get married at the rally. You can come for decades, make more friends than you have back home, and request that your friends spread your ashes there.

I received an email the other day that read, "My husband recently passed away. He rode to Sturgis starting in 1961 and rode there for his last ride in 2022. He attended 61 years consecutively. Everyone thought he must have

been a badass. No, he was just a biker obsessed with Sturgis."

The rally touches you in unusual, random and unexpected ways.

Every year is different, exciting, and new, which is why we celebrate life at Sturgis.

You might not be surprised to find there's still a strong tradition of smashing through walls to kick off the party. This time, however, the smashing comes with a twist.

In the spirit of Pappy, the founder of the Sturgis Motorcycle Rally, Joe Mielke and I will smash through a wall of 1,440 cans of beer, not fire, with

Continued on PAGE 32







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Individual- \$10 + tax

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Children under 13 - FREE

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Seniors (62+) \$9 + tax

The Sturgis Motorcycle Museum & Hall of Fame's mission is to collect, preserve, and interpret the history of motorcycling, honor those who have made a significant impact on the industry, sport, lifestyle, and culture, and to pay tribute to the history of the Sturgis Motorcycle Rally.

We are a 501(c)(3) non-profit donor- and member-supported museum.







#### KICKOFF from 30

homemade battering rams mounted to the front of our bikes to welcome in the Buffalo Chip's Official Sturgis Rally Kickoff Party.

Why beer? Because a wall of fire seems so, you know, 1938.

And we'd like to open some refreshments for you.

To add spice to the excitement, Jason Lightner and his entourage will follow through the spurting wreckage in a motorized couch, two-wheeled Sea-Doo, boat, mini bikes, other mechanical creations, and a street roller to finish the job.

But the Beer Wall Smash is only a tiny part of the fun that will get you off the couch and kickstart the rally with a bash.

This year, join a parade of motorcyclists into The Largest Music Festival in Motorcycling's amphitheater for the "grandest first day in Sturgis Rally history."

The party begins at the Big Engine Bar with the Support Bikers Moto Meetup. Then, line up and parade into the amphitheater.

The Buffalo Chip Bikini Models will take the stage with their "Everything

But Clothes!" Homemade Bikini Contest.

Next, the Hot Hunks will face off against the gals, show off their homemade mankinis, and keep the smiles coming.

We'll also get serious and recognize that all this fun is a freedom we don't take for granted with the Star-Spangled Banner and, with the help of your throttle hand, a thunderous roar at the front of the stage to power up The Best Party Anywhere and welcome in ZZ TOP at the no. 1 Sturgis Rally destination—the Sturgis Buffalo Chip!!

Continued on PAGE 34







# BOTTLED AND BLENDED IN AMERICA



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KICKOFF from 32

If this all seems a bit unusual, the kickoff is meant to remind us why we left the confines of our boring jobs, help us escape the scrutiny and stresses of everyday life, and set the tone for the next nine days of music, motorcycles, freedom and friends.

It might even set the tone for your future.

If that rings true to you, here's what you should do.

Get out the door. Leave your work and routine behind. Add unusual, random, surprising excitement to your life, and join the Not So Unusual – Officially Part of a Long Tradition – Sturgis Rally Kickoff Party at the Legendary Buffalo Chip.

That's the rest of the formula for an unprecedented-level good time.

Now, stop reading and go have a blast! Your spirit, heart, and legs are already taking you there.

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# → RUNNING ← to Honor Our Fallen

Maybe she just felt like running, but going the extra mile for our fallen heroes is something you can count on former 2020 Sturgis Buffalo Chip Poster Model Mai Richards running for.

This past May, during the Memorial Day holiday while most people were asleep, Mai laced up her combat boots at 6:00 a.m. sharp and set out to run 22 miles from Spearfish, SD to the Sturgis Buffalo Chip's Freedom Field, all while carrying the American flag and honoring fallen service members, stopping and reading their names throughout the run.

"What kept me motivated while preparing for this event was reminding

myself that I want to live a life worthy of their sacrifices," said Richards. "I kept telling myself this during my training because running in combat boots this year was challenging. At some points during preparation and on the day of the event, I wanted to sit down and cry, but then my pain is nothing compared to what these heroes gave for all of us."

Richards used her social media platforms to promote the run, asking her community to submit names of their fallen heroes and to spread the word. Her call to action worked, and over 50 service members' names were submitted from people who wanted their fallen loved ones remembered.

The purpose of her run was to honor fallen military, who have died while serving in the United States Armed Forces, and to raise money for the annual Freedom Celebration held at the Buffalo Chip during the Sturgis Motorcycle Rally. The



Freedom Celebration dedicates a full day of patriotic events that honor our brave military. This year's Freedom Celebration is on Thursday, Aug. 10.

If you would like to contribute to Richards' cause, you can donate by connecting with her on Facebook (@mairichardsoffical) or Instagram (@mai.richards).

If you missed her on the run because she was too fast (don't worry - we can't keep up either), you can catch Mai on the Buffalo Chip Main Stage during the 33rd annual Freedom Celebration on Thursday, Aug. 10.





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# BIKER BELLES CELEBRATES

# 15th Anniversary

BY MACKENZIE GLOVER

Over the past 15 years, there has been a huge shift for women in motorcycling thanks in part to Biker Belles, which created a space to celebrate and support women in motorcycling where there previously was nothing. There were women riding, but they were largely left out of the narrative. Companies didn't focus on gear for women, there

Continued on PAGE 40







## THE 2500CC ROCKET 3 IS NOW AVAILABLE IN CHROME

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DEMO A TRIUMPH AT THE CROSSROADS.

Triumph Motorcycles will have a full fleet of MY23 motorcycles available for demo at the Crossroads at the Sturgis Buffalo Chip. Stop by with full gear to demo a new Triumph, including the 2500cc Rocket 3 R and Rocket 3 GT.



FOR THE RIDE





wasn't a good way for women riders to communicate with or meet each other, and women's riding groups were few and far between. Participating in motorcycling as a woman came with more challenges and it was hard to find other women who had had similar experiences to build friendships.

Then, fifteen years ago, Motorcycle Hall of Famers Gloria Struck, Cris Sommer Simmons, and Laura Klock, along with ride expert Meg McDonough came together with the vision of a charity ride and a desire to

elevate the interest and support of women in motorcycling. They saw an opportunity to bring women together with a similar interest and create a safe, supportive, and uplifting environment for all types of riders. The Sturgis Buffalo Chip shared this vision and became the home for Biker Belles Women's Day each year during the Sturgis Motorcycle Rally and, as of 2022, at Daytona

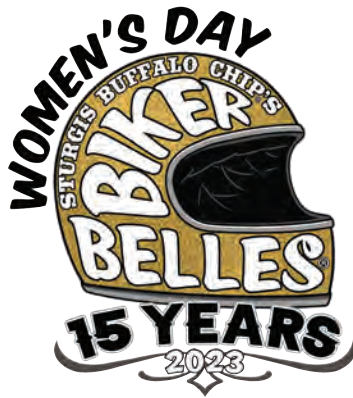
Bike Week for The Morning Ride with Harley-Davidson.

Since the inaugural charity ride in 2010, Biker Belles has implemented

many additions including a silent auction, a symposium, a Coffee Clutch, the Team Diva Comfort Zone, and a women's bike show presented by Maiden Moto. The expansion brought in many influential women and groups like Biker Belles Ambassador Diva Amy Skaling, Ride Safety Captain Vicki Roberts-Sanfilipo and Kelly Yazdi of Ride Wild who brought the Wild Gypsy Tour women into the circle. Today, over 100 guests participate in the annual event, and all of those who support females in motorcycling (both women and men) have been welcome to join.

In the past 15 years, dozens of the

Continued on PAGE 42







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#### BIKER BELLES from 40

biggest names in motorcycling have been special guests and symposium speakers including Jodi Perewitz, Maggie Hicks, Karen Davidson, Shelly Rossmeyer-Pepe, Jessi Combs, and many more, each providing their expertise, experience, mentorship, and support.

The event in 2023 is going to be huge! The special guests include the original Biker Belles founders, Ride Captain Athena Ransom, Ambassador Diva Amy Skaling, and several other influential women in the industry, both seasoned and just starting out. The day begins with check-in at the Lodge at Deadwood where guests can grab a cup of coffee and take the traditional group photo before lining up and getting ready for kickstands up. After a beautiful Morning Ride through the Black Hills, guests will enjoy a retail experience, the Team Diva Comfort Zone, a Coffee Clutch symposium where pairings of women in all experience levels will learn from each other and share valuable advice. Immediately following is a bike build with Gina Woods, the exciting Real Deal Revolution Workshoppes featuring pinstriping, leather stamping and other trades, and the ride-in Women's Bike Show presented by Maiden Moto.

Continued on PAGE 44



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## BIKER BELLES from 42

As a charity event, Biker Belles raises funds each year for worthy local and national charities, like Laura Klock's Helping with Horsepower and the Jessi Combs Foundation, and has donated over \$150,000 to date.

What began as a small morning ride from The Lodge at Deadwood to the Buffalo Chip has become a highly anticipated gathering of supportive, influential, and passionate women who uplift and encourage each other in all facets of life and lead the way for up-and-comers to find mentors and a home for women riders. According to the Motorcycle Industry Council, the fastest growing segment in motorcycling is women riders. Biker Belles is proud to have been the original event supporting women in Sturgis and continues to contribute greatly to the growing number of women riders.

Join the Biker Belles on Tuesday, Aug. 8. Visit [BikerBelles.com](http://BikerBelles.com) for more info.







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# PROGRESSIVE

## The Chip Elevated

HOW TO TAKE THE PARTY TO THE NEXT LEVEL

BY GIACOMO JONES

**T**hrowing The Best Party Anywhere® is no easy feat. While the owner of the Sturgis Buffalo Chip, Woody, might be able to throw a big party without any help, the truth is it takes a village to pull it off.

Part of that village effort at the Buffalo Chip comes as a great group of sponsors who really get the motorcycle

world. They help elevate the game by bringing in features and improvements to enhance your rally experience.

To understand for yourself, start by taking a peep at the Wolfman Jack stage and you will see the level of commitment **Progressive Insurance** has made at the Buffalo Chip. While covering your vehicle for damage and theft is not a sexy topic, their team knows that making a necessity fun and

valuable is the key for a great product. Progressive is America's oldest insurance company, so they can cover your newest, hottest motorcycle with no problem. But they don't stop there. They're also hosting some hot new activities at the Chip this year. Those activities include an awesome Skee Ball game new for 2023 that you have

Continued on PAGE 48







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to check out. It's within the concert amphitheater and will be operating late afternoons through the evenings.

All-new this year is the addition of electric motorcycle brand owned by Harley-Davidson - **LiveWire**. The brand is dedicated to electric thrust -

and if you have not tried one, you are missing out on an awesome experience. They will showcase their new Del Mar model, a whole new platform that is lighter and instantly sporty. LiveWire models will be featured at the free-access Buffalo Chip Crossroads as well

as displayed in the redesigned East Gardens. There, you'll get your sights on customized motorcycles and maybe an opportunity to register for VIP Demo rides.

Continued on PAGE 50





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Motorsports  
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ELEVATED from 48

In the vein of demo rides, **Triumph Motorcycle**, is back for a second year to add their display of unique adventure and street bike rides at the Chip. If you need an excuse to ride some British Iron, you can hop on a Triumph demo bike including the massively powerful Rocket 3.

**Monster Energy**, the official energy drink of the Chip, offers an interactive display overlooking the race track. It will be a killer spot to grab a refreshment all week. They know how to keep a party going, keeping things loud and sexy every day of the rally. That energy you feel may be more than a can of Monster.



Continued on PAGE 52





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ELEVATED from 50

Are you an adult beverage fan? Step on up and order a “Dew and a Brew” care of **Tullamore D.E.W.** – part of the team that includes Sailor Jerry and the fabulous new **Milagro Tequila**. The Milagro Bikini Beach Cantina is a new spot to chill and enjoy a margarita when the riding day is over and you are getting ready for the show.

Want to get your wine on? The amazing gearhead family at the Doffo Winery is bringing a special “Rally Red” to the Chip. You’ll find the wine at the Chip’s VIP and Speakeasy bars as well as hosting a premium bar with sampling inside the Motorcycles As Art display. **MotoDoffo** are key sponsors for the Biker Belles event on Tuesday and will have apparel available in the Crossroads at the Buffalo Chip. Join their wine club and beat the pack to award-winning wine.

How about a refreshing drink with an attitude? Join **BuzzBalls** up in Club Chip after the main stage concerts where they’ll be keeping the after-party going. Coming in cool with a load of flavors, BuzzBalls is a fun brand ready to rock the Chip.

**Yuasa Battery** and **Metzeler Tires** have some smoking’ deals through Fozzy’s Cycle Shop, too.



A full list of the brands that support you at the Chip is below - be sure to show them that you support them. Every one of the companies have representatives out and about, and even though they may be wearing company logos, they are here to enjoy the party too!

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Harley-Davidson

Budweiser

BuzzBallz

### Cutwater

High Seas Rally

J&P Cycles

LiveWire

Milagro

Monster

MotoDoffo

### Pepsi

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# A Daredevil

## R E M E M B E R E D

STORY BY MARILYN STEMPE  
Photos compliments of Warren Croyle and the Evel Knievel Museum

For well-known people like Robbie Knievel, so much of the story is known or assumed that a regurgitation of facts is seldom necessary. If you're reading this, you know that the daredevil son of a daredevil father followed in his

father's tire tracks to achieve his own notoriety. He experienced similar hazards of the job, including too many injuries and the consequences of pain management, ultimately leaving far too young.

But sketched outlines of someone's life give little insight into the real person, the human beyond the spotlight. So, in advance of the Death

Wire Daredevil Spectacular honoring Robbie, we reached out to friends and family, for a more complete and nuanced view of a man many recognized but few actually knew.

One who knew Robbie Knievel is Bill Rundle, Robbie's crew chief and a lifelong friend from their hometown of Butte, MT. Bill described Robbie as the little brother he never had

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and remembers 10-year-old Robbie throwing rocks at his shop windows to get attention. Soon Robbie was hanging out at Bill's shop and going racing with Bill and the older guys. "Robbie was just an all-around, natural talent," said Bill. "At a young age he stuck with us - and we rode hard."

Bill said Robbie watched his father and knew what he wanted to do from an early age, but he and Evel bumped heads a lot. "He listened to his dad but there came a time he wanted to do it on his own. He was kind of a loner. I'd see him start biting his nails, and I could tell he was thinking about something."

Many who worked with Robbie

or followed his career ultimately became his friends. Gary Spellman was instrumental in Robbie's career when Paul Mitchell Systems became an important sponsor in the early 2000s. Gary and JP DeJoria, owner of Paul Mitchell, had met Robbie at the Buffalo Chip through Chip owner Rod Woodruff and Marjoe Gortner. Talking about Robbie now, Gary recalls a personal story.

"When I think of Robbie, the biggest standout is how he kept in touch when my son was born. Dakota was a preemie and Robbie drove his RV from Albuquerque to Austin to be with us. He was the first person besides me and my wife to hold Dakota. I didn't think we'd ever get

the smell of cigarette smoke off him!"

But, Gary said, it wasn't always smooth sailing on the business side. "Sometimes you wanted to kill the guy when he was irresponsible. He'd say, 'I'm not afraid of Jack Daniels... I jump over canyons!' But some of the girls he dated were way more dangerous than his motorcycles!"

Added Gary: "He was like a bullfrog with a hand grenade: you knew it was gonna explode but you never knew how messy it was gonna be. But he was kindhearted. I think of all the times I watched him give so much of himself and how people took advantage of him."

Continued on PAGE 58

“He was like a bullfrog with a hand grenade: you knew it was gonna explode, but you never knew how messy it was gonna be. But he was kindhearted.”

— Gary Spellman





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## ROBBIE KNieVEL

# Career Highlights

Over his five-decade career, Robbie Knieval completed more than 350 jumps, setting 20 world records. Here are some of Kaptain Knieval's most famous efforts:

**1989** | Caesar's Palace, Las Vegas  
Cleared the fountains on live TV, in homage to his father.

**1996** | Las Vegas Strip  
10 limos, 230-foot record jump.

**1999** | Jockey Club, Las Vegas  
Building-to-building jump.

**1999** | Grand Canyon Jump  
Set a personal record and broke his leg in the crash.

**2000** | Buffalo Chip  
Through the main stage into the amphitheater.

**2000** | The Train Jumpover  
Over a moving locomotive that destroyed his ramp while he was in mid-air.

**2003** | Buffalo Chip  
To commemorate Harley-Davidson 100th Anniversary.

**2004** | The USS Intrepid Aircraft Carrier Jump  
Over 5 military airplanes on the ship's deck.

**2007** | Buffalo Chip Midnight Jump  
Over WWII tanks.

**2008** | King's Island, Cincinnati, OH  
Over 24 truck cabs, 33 years after his father jumped there.

**2008** | Texas Motor Speedway  
Over 21 Hummers and pyrotechnics.

**2008** | The Mirage, Las Vegas  
8th live TV special, 200-foot ramp-to-ramp jump.



### REMEMBERED from 56

Brian Hendricks might be described as a fan who became a friend of Robbie's. "I grew up watching Evel on TV and noticed Robbie, who was more my age," said Brian. "I saw him do the Caesar's jump (1989) and was at Atco in New Jersey (1991) when he crashed. That's when I first met him."

Brian would often wait by the RV after the show to say hello. One night, Robbie wrote down his phone number for Brian, adding, "Call me whenever you want to come see me jump."

"I was on cloud 9," said Brian, who ultimately attended over 30 of Robbie's jumps. "Robbie was always good to me."

As special as Robbie made Brian feel, that wasn't unusual. Warren

Croyle, Robbie's manager and close friend said, "You've never seen bigger smiles on the faces of the veterans or the many challenged or under privileged children Robbie spent time with. He loved giving back and always referred to our veterans as the 'true heroes'." And in spite of the near-constant pain, Warren said Robbie never let it get in the way of making a positive impact on anyone he came across who needed a boost or a kind word.

Lathan McKay, a producer, historian, entrepreneur and co-founder of the Evel Knieval Museum, came to know the Knieval family and Robbie well. Lathan remembers Robbie with empathy. "Every daredevil in modern times chased Evel. Imagine being the

Continued on PAGE 60





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ROBBIE AND EVEL KNieVEL

#### REMEMBERED from 58

number one fan and the son of Evel Knievel! Try putting yourself in those shoes," he said.

"Evel and Robbie were both the best. Period. Robbie's legacy is now cemented, and it's time for him to be celebrated."

Even – or especially – with celebrities, family knows them best. Said Robbie's daughter, Krysten Knievel, "He was the toughest, most badass guy when it came to jumping and hurting himself and going through the healing. But when it came to his emotional side, his family, telling me how he felt - he was so kindhearted. He had a rough, tough exterior but he was a softhearted person."

He had a contemplative side, too, and retreated to nature. "We bonded spending time in the outdoors, camping, hiking and fishing," said Krysten. "When I was little, he scared the crap out of me over bigfoot!" she laughed.

She also describes Robbie as a dog whisperer, resulting from the gentleness she says he got from his

mother, Linda. And though he was a showman, ("In that kind of career you have to have some ego.") she says he treated everyone equally. "He always told me growing up: Be humble. Treat the janitor the way you treat the CEO."

Krysten endured nasty comments from people when the news broke of Robbie's death. "Clearly his illness had its complications, but we're all flawed. Please don't give people any more fuel to judge him."

Unlike Evel, whose x-rays show pins and plates, Robbie had only one piece of metal in his body; a metal spine that became necessary after he chipped vertebrae over a decade ago. Fortunately, he landed his three jumps at the Buffalo Chip successfully. Recalled Chip owner Rod Woodruff, "I remember referring to Robbie as a daredevil and he said, 'Woody, I'm not a daredevil. I'm a professional daredevil!'"

As for the Death Wire Daredevil Spectacular happening at the Chip on Thursday, Aug. 10, said Woody, "The people doing this were fans of

Continued on PAGE 62



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**REMEMBERED** from 60

Robbie's, and the idea to produce a remarkable jump in his memory came about just after Robbie passed, when we were reminiscing about his jump through the stage in 2000. If Robbie were here, he'd probably have wanted to do this jump."

But his daredevil legacy lives on. Said Krysten, "When I look at him as a whole, deep down, he was a kind, emotional person who loved his family." Added Bill: I've never known anyone as kind. We know the other parts, and that's just how he was."

That word, kind, kept coming up when people talked about Robbie Knievel. All said, it's not a bad legacy, even as it blends with the wilder stories that made knowing Robbie such a distinct and complex experience. That's also what made him unforgettable.



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# The Story of the Unsung Zero

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## CAMP ZERO AT THE STURGIS BUFFALO CHIP

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BY ASHLEY ERIKSEN

Forget everything you think you know about the Sturgis Motorcycle Rally and start from ZERO.

Over the years there's been a lot of professing about what Sturgis is or isn't, and who it is or isn't for. "It's just a bunch of big wheel baggers." "It's not my scene." "There's nothing there for me." Insert any number of other zero fun or legit excuses.

A few years back, the Sturgis Buffalo Chip decided to call BS on that line of thinking.

The Buffalo Chip asked themselves, if you're with the largest gathering of moto enthusiasts and music festival fans in the world and you can't make a new scene or your own scene, whose fault

Continued on PAGE 66





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is that, really? If you want to do your thing just start by getting your friends together and doing your thing. Don't

“ZERO truly is the launch site for raising hell and rallying like the old days.

worry about who's soiling their pants from flexing too hard down the street. So, that's exactly what The Chip did... they soiled their pants with dirt instead.

Camp Zero was built in 2018 by a group of folks who wanted to ditch the preconceived notion of what the Sturgis Rally is and party like 1980s animals who love rad bikes and wild parties. #Zero OGs like @DaymonWoodruff the Unsung Zero, Brady McClean from @GoFastDontDie, Big Joe Mielke from @SnapFabrications, Jason Lightner from the @TheGambler500, @pgarvin from J&P Cycles, @KellyYazdi from Ride Wild, @MotoLady Alicia Elfving and others all contributed to creating a space to push back against the perception that the Sturgis Motorcycle Rally is filled with old men and big baggers who think that there is no room for riding anything else. ZERO

truly is the launch site for raising hell and rallying like the old days.

Head to the northeast part of the Sturgis Buffalo Chip and grab a beer from your favorite bartender at Zero bar, a punk rock bar that was built inside of an 80-year-old barn. Whether you're into minibike shenanigans, Sasha's Cycle's motorcycle rodeo, an incredible Sportster Showdown and Mini Bike show, wild parties, Harley wheelies, wicked burnouts or just hanging out with insanely cool people, you'll find yourself knee-deep in the madness that is Camp Zero.

Keep your name at the top of the time trial list as you run the fastest time around Camp Zero's notorious Hell Track. This is an opportunity to race on an open track every day between 11 a.m. and 1 p.m. Race with someone or race alone. Bring your own bike or borrow someone's, they don't care. Just. Go. Fast. Warning: Show up outside of these

Continued on PAGE 68



IN STURGIS, WE SAY  
“WELCOME RIDERS”  
WITH

Shiner







#### UNSUNG ZERO from 66

times and there won't be anyone but you and GAWD there to witness your time. In other words, it won't count there, good buddy.

Camp Zero's #UnsungZeros make sure the grass clibbins are out of the way as you test your minibike skills and speed. Race with the best as you battle to win the top spot in our Pull-Start Barrel Racing event.

Saddle up for some games like the weenie bite, slow races, cowboy barrel cross, rail ride, highway cones, barrel races and more during Sasha's Cycle's Rodeo Games. Celebrate choppers, talk chop and have a good time during an evening of old-school rodeo games at Camp Zero!

Show up to one of the weirdest and wildest events at Camp Zero, the Mini Bike Rodeo. Road barrel/keg drag, pool noodle jousting, and flip cup races are just a few things to expect. Make sure to bring your cowboy hat, you're going to need it.

The moment you mount the Magnificent Member, you will

understand why everyone ends up pregnant. This mechanical beast brings shrieks and smiles to all who witness its greatness. Join the best of the best as they all jockey to be the longest rider in the Camp Zero Lingerie Magnificent Member Riding Contest.

Ready for a mind-blowing collection of customized Sportster models and a large dose of memorable mayhem? Join Led Sled Customs for a communal event celebrating the history, culture, and diversity of one of the coolest bikes in existence, the Harley-Davidson Sportster, along with Biltwell, Metzeler, S&S Cycle, J&P Cycles, Cycle Source, Lowbrow Customs, and Chop Cult. The show is held at Camp Zero. Come hang out. It's free to enter and attend.

The grass race to top all grass races. Grab your mini bike

Continued on PAGE 70







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and a buddy and head to the Race Pit Area in the Powersports Complex. This is a head-to-head event where you can prove once and for all that you are the fastest grasser out there.

Stick around after the Sportster Showdown and Mini Bike Show for Anarchy Games. Show up on a bike/mini bike. Survive the Gauntlet, catch some airtime, and hold on tight. Sound like absolutely no fun? Then don't show.

Being punk rock isn't always just about jumping minibikes and beer wall smashes - though, those things ARE pretty rad. It's also about making sure that the space that surrounds you is cleaner than it was when you got there. Join the Gambler 500 mini bike and scooter crew as they clean the ditches next to the highway leading into Camp Zero.

Zero is the point from which a positive or a negative are reckoned. Zero is the Jump off point for all things that move forward. If you are going to start over, you must start at zero.

Jump in, jump off, or stand there staring while your friends egg you on. Everyone starts at zero.

Forget everything you think you know and start at Zero. Yeah, it's a good time. But it means something.

Cheers to all of you inspiring unsung Zeros in the world who own-it-don't-troll-it and prove the stereotypes and excuses just don't apply.



## CAMP ZERO Event Schedule

### Friday, Aug. 4

11am-1pm: Hell Track Time Trials  
2-3pm: Pull start barrel racing  
9-10:30pm: Two-Lane Blacktop  
- Movie Projection

### Saturday, Aug. 5

11am-1pm: Hell Track Time Trials  
6-8pm: Minibike Rodeo  
presented by the Gambler 500  
9-10:30pm: On Any Sunday  
- Movie Projection

### Sunday, Aug. 6

11am-1pm: Hell Track Time Trials  
2-3pm: Big Grass Race  
presented by the Gambler 500  
7:30-8:30pm: Lingerie Magnificent  
Member Riding Contest  
9-10:30pm: Two-Lane Blacktop  
- Movie Projection

### Monday, Aug. 7

11am-1pm: Hell Track Time Trials  
2-3pm: Pull start barrel racing  
5:30pm: Sasha Cycle's Rodeo Games

### Tuesday, Aug. 8

11am-1pm: Hell Track Time Trials  
11am-5pm: Sportster Showdown  
& Dirt Drags  
2-5pm: Mini Bike Show  
5-8:30pm: Anarchy Games

### Wednesday, Aug. 9

11am-1pm: Hell Track Time Trials  
2-3pm: Roustabout on Big Track  
presented by the Gambler 500  
6-8pm: Gambler 500 trash cleanup  
9-10:30pm: On Any Sunday  
- Movie Projection

### Thursday, Aug. 10

11am-1pm: Hell Track Time Trials  
2-3pm: Minibike Street Drags





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# It's All **Fun & Games**

(UNTIL YOUR PICTURE SHOWS UP ON THE INTERNET)

BY MARY PANERIO

**I**t's probably obvious that you'll find plenty of incredible bands and bikes at the Largest Music Festival in Motorcycling®. What you might not know is there's a ton of off-the-wall activities to do when you're not ogling beautiful bikes or singing your heart out with your favorite band.

Throughout each afternoon, you've got

the chance to watch or participate in some wild, freaky, seriously strange and utterly hilarious fun and games at locations throughout the Buffalo Chip property. These activities aren't kid tested or mother approved, but that doesn't mean you shouldn't join in anyway! In fact, that's an even better reason to participate.

Check out the different areas of the property now to plan which events you'd like to attend.

Depending what you do, you may also want to arrange an alibi.

Continued on PAGES 74 & 76







## YOUR RALLY HEADQUARTERS SINCE 1960!

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## BIG ENGINE BAR

You don't even have to enter through the main gate before getting a taste of all the silly shenanigans that happen at the Buffalo Chip. The free-access CrossRoads destination at the West Gate is home to oodles of daytime attractions including daily bike shows, the Wall of Death and the Bikini Bike Wash. But it's when you step inside the Big Engine Bar that things get a little bit wilder.

On the Big Engine Bar Stage, the bands bring the rock, and master of ceremonies Tumbleweed brings the roll. Between musical performances, he lets the fun move in whatever direction the wind takes him.

Go head-to-head, beard-to-beard, or belly-to-belly with your friends at the bar, and Tumbleweed will send you off with prizes like free day passes, VIP passes, Top Shelf passes and more.



### A few of the contests you'll find throughout the week at the Big Engine Bar:

- |                           |                        |
|---------------------------|------------------------|
| Arm Wrestling Contest     | Headbang Contest       |
| Beer Belly Contest        | Hot Hunks Contest      |
| Best Beard Contest        | Mullet Madness Contest |
| Buffalo Chip Trivia       | Plank Races            |
| Cherry Pie Eating Contest | Sassy & Classy         |
| Creator Hangout           | Over 35 Model Search   |
| Fake Orgasm Contest       | Strong Man Contest     |
| Hammerschlagen            | Wrecking Balls         |



Check out the Buffalo Chip's online schedule at [BuffaloChip.com/Schedule](https://BuffaloChip.com/Schedule) for a full listing of all event times and locations!

## CAMP ZERO

Get down and dirty during a full week of motorcycle and minibike adventures at Camp Zero! If you've got a need for smiles and don't mind getting a little dirt between your teeth, head to the east end of the campground and look for the big ZERO sign.

Here, you'll meet up with Master of Mayhem Jason Lightner and a crew of Gambler 500 folks who value fun over rules. Show up with or without a bike and be ready to cause a ruckus in races, rodeos and roustabouts.

In addition to battle wounds and bragging rights, your participation could earn you rad Camp Zero apparel or even cash money.

### Zero Fun:

- Anarchy Games
- Sasha's Cycles Rodeo Games
- Sportster Showdown
- Dirt Drags
- Big Grass Race
- Hell Track Time Trials

- Lingerie Magnificent
- Member Riding Contest
- Mini Bike Rodeo
- Mini Bike Scavenger Hunt
- Mini Bike Street Drags

- Pull Start Barrel Racing
- Roustabout on the Big Track

See "Start from ZERO" on pg. 64 for more info on the antics at Camp Zero.







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## BIKINI BEACH

The beer is cold, the water is warm and the games are hot at Bikini Beach! Take part in the silly and sexy spectacle as comedian Chris Trew hosts some of the Buffalo Chip's most legendary games throughout each afternoon in the heart of the campground.

Build your own bikini, draw dirty doodles, and slip and slide in sticky whipped cream. Burp, lick and thrust your way to the top of the leaderboard, and you could be taking home some fantastic prizes including cool Twisted Tea gear, Buffalo Chip passes and COLD HARD CASH.

If you'd rather watch than participate, you'll find plenty of room to post up in the sand, on a floaty or at the brand-new Milagro Cantina.



### Daily Contests at Bikini Beach:

- |                             |                          |                             |
|-----------------------------|--------------------------|-----------------------------|
| Air Sex World Championships | Homemade Bikini Contest  | Ultimate Rope Swing Contest |
| Beers & Burps Contest       | Homemade Mankini Contest | Whipped Cream Twister       |
| Dick Pictionary             | Pickle Lickin'           |                             |
| Frozen T-Shirt Contest      | Slip 'n' Slide Relay     |                             |



Check out the Buffalo Chip's online schedule at [BuffaloChip.com/Schedule](https://BuffaloChip.com/Schedule) for a full listing of all event times and locations!





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# GET TO KNOW 2023 Buffalo Chip Poster Model **Em Powered**

## **Age**

34 years young

## **Occupation**

Registered Nurse and Ambassador to Women and Motorsports

## **What are three words that describe your personality?**

IRON, BUTT, RIDER

## **What is your favorite hobby?**

Exploring our beautiful country on two wheels. Steve McQueen once said "Racing is life." For me, it's "Riding."

## **Where do you go when you want to have fun and cut loose?**

I leather up, hop on my Indian, and hit the hills. The most enjoyable roads are the ones that challenge you; the ears popping, stomach dropping, and dragging footboards. As you come out of the turn into a straightaway, you squeeze the clutch, upshift, and crack the throttle; wind in your face, heart pounding, and you can't seem to stop smiling. Being on my bike is an adrenaline I live for and love.

## **Describe your fantasy**

Continued on PAGE 80



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### motorcycle ride.

I took my fantasy motorcycle ride last year with my dog Tator. Together we rode the lower 48 states and all four corners of the US in 26 days covering 13,528 miles.

### If you could be a rockstar for a day, who would it be and why?

Janis Joplin. She was the ultimate symbol for sexual freedom and female empowerment. Unfortunately, gone way too soon in life.

### If you could hold any world record, what would you want it to be, and why?

Last year I helped set a new world record along with 100 other women for the most amount of ladies on Indian Motorcycles at one time. I'm hoping to help beat it this year in August.

### Who is the person who's been the biggest influence on your life? Why?

My parents. They worked extremely hard to help my brother and I through college and give us the opportunities in life that they did not have. I am forever grateful to them.

### Why did you want to be the 2023 Buffalo Chip Poster Model?

There are hundreds of places you can stay in the Black Hills during the Sturgis Rally. What sets the Buffalo Chip apart from everywhere else is the magic in itself.

The Chip has the ability to bring such a diverse group of people together and despite our differences, form a community.

Each year, it's as if we attend a family reunion. Which is why the sign "Welcome Home Bikers" as you enter the campground has such a strong meaning.

We all know the venue for being "The Best Party Anywhere." However, it is so much more than just that.

From their generous contribution to the veterans, to their ongoing effort to embrace women in motorcycling, the Buffalo Chip has earned my love and respect which is why It would be an honor to represent them.

I can honestly say that I am far more of a rider than I will ever be a swimsuit model. ... However, being the poster model isn't just posing for a picture.

You're the brand ambassador for the largest music and motorcycle festival in the world. It requires you to be know the industry, be outgoing, and also have strong marketing skills.

Because at the end of the day you want people to continue to return each year to the family reunion for generations to come.





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# The Chip

## More Than Just Two Weeks

You already KNOW that the Sturgis Buffalo Chip throws The Best Party Anywhere® in August. Heck, Woody has been doing that for 42 years now! But when you've got a venue as fun as the Chip in a place as beautiful as the Black Hills, you've gotta host out some new events. The Chip has been up to that that for a couple years now - and yeah, **YOU are invited!**

BY GIACOMO JONES

Motorcycle aftermarket online giant Revzilla has been hosting an adventure-bike based rally at the Chip called the GetOn! Adventure Fest for the past three years. For those uninitiated - imagine a two-wheel Jeep, or look up the awesome Harley-Davidson Pan America for an idea of the bikes that attend. These rugged touring motorcycles feature everything you want for 2-wheeled adventure in an off-highway environment. Power, comfort, sophisticated suspension and often times loads of technology to help you get through the rough stuff. The GetOn! ADV Fest hits at the

Continued on PAGE 85















## MORE THAN JUST TWO WEEKS from 83

end of July before the traditional rally starts, with attendees base-camping out of the Chip from July 20 – 23. Bikini Beach is the heart of the event with campers grabbing prime spots along the creek, a few RVs setup in Blue Sky and some enjoying the cabins. With loads of aftermarket brand reps and products, several manufacturers featuring demo rides and the insanely enthusiastic staff from Revzilla, Cycle Gear, Rever and parent company CoMoto on hand, the fun at the Chip is an ideal reset after riding the gravel roads and trails of the Black Hills.

Do you like dirt flying racing action? Of course you do, who wouldn't? The dirt will fly when the Baja-style, Yellowstone Off-Road Races return to the PowerSports Complex for the Buffalo Chip 100 presented by Pierre Sports Center on July 20 and 21. Race enthusiasts are in for some exciting live racing action in Truck, UTV, Ultra 4, and Youth Race categories. The race at the Chip is one of five in the Yellowstone's "Wild West Off-Road Series."

Yes, it's the location known for biker parties, but the Buffalo Chip vibe is way different when it's time to play off-road. The day trips you take fully embrace the rugged dusty hills, valleys and attractions throughout the Black Hills in a way the traditional rally does not. It might be the same location, but both GetOn! and Yellowstone Off-Road Racing are a whole new vibe for the Buffalo Chip and our guests.







# THE RISE OF Motorcycle Influencers

#BYCODYERTMAN

Influencers. Wow.  
Might as well open this article with the F word.

To some, “influencer” is a four-letter word with negative connotations. You say influencer and someone’s mind might jump to a self-obsessed, pseudo celebrity peddling a face cream they’ve never once tried and making a million bucks to post about it.

Must be nice.

But in certain scenes, the motorcycle industry especially, influencers look and act a little differently. Motorcycle “influencers” create entertaining, informational, and most importantly, authentic content, and because of that, the term we’ll use is “content creator”.

So, what the heck is a content creator anyway?

A content creator produces written, audio, or visual information for digital content marketing or entertainment platforms, like social media, YouTube, podcasts or blogs. Basically, content creators publish content digitally on social networks or video sharing sites.

If you’ve been on any social media platform, you’ve definitely seen content creators in action. And it’s not all children of famous families selling diet vitamin packs that might make your liver explode. In some cases, it’s fun, it’s engaging, it’s

cool motorcycle stuff.

The rise in popularity of motorcycle content creators has a murky history at best. If you were to try to research the rise of motorcycle influencers, say, to write an article in a rally publication, you’d have about as much luck finding solid information on the most popular name for cavemen.

The jury is still out on that one too.

There is some conflicting information on both the most popular name for cavemen and exactly how and when motorcycle influencers exploded onto the scene.

Regardless, the massive explosion of social media over the last decade is undeniable. Social media giants like Facebook, Instagram, Twitter and

“It’s pretty cool that from the comfort of our own home, we can experience the world, become empowered to try something new, discover new and fun places to visit, learn more about the activity that we love, and be part of something bigger than ourselves.”

TikTok alongside video goliath YouTube started a modern-day gold rush of information and entertaining content, available to almost the whole world at little to no cost. Motorcycling content grew alongside it, and what was previously considered counter-culture was now widely available to everyone’s eyes.

Content Creators not only provided an outlet for fans and expanded the industry, they also changed the landscape of media influence as we know it. It used to be you had to have an office full of cubicles and your name in a fancy masthead preceded by the title “Publisher” to get any respect around the motorcycle industry.

Continued on PAGE 89









Publishers, editors, and photographers held all the power. While these folks still do hold much of the power and influence, they aren't the only big dogs at the bike night anymore.

Now, any person who is interesting, authentic, committed, hard-working, good at marketing and able to make rad motorcycle content can build a following and become influential in this massive and ever-changing industry.

Almost every major motorcycle OEM utilizes influencer marketing or has some form of content creator or ambassador programs. Aftermarket parts companies also live and breathe influencer marketing. The tide of content creators has spread across the entire industry in the last decade or so.

The largest Sturgis Rally venue, the Sturgis Buffalo Chip, realized that content creators are something special. For years, the Chip has hosted some of the most influential content creators. It's really no surprise that the place that throws the best party on earth would attract those trying to capture the wildest and best parts of the motorcycle and music scene to share with the world. The creators that choose to call the Buffalo Chip home every August have become part of the Chip family.

In 2022, the Sturgis Buffalo Chip started a dedicated content creator program of their own, and for the 2023 festival, they'll be turning it up a notch.

The idea – let's get together a whole bunch of content creators, put them in one place, give them the chance to compete against each other and their fans in some fun games, then invite the world to witness it.

Saturday, Aug. 5 from 2 – 4 pm at the Big Engine Bar at the Buffalo Chip CrossRoads is the inaugural Creator Hangout.

The first event of its kind, Sturgis rally-goers can meet, rub elbows and take part in

some fun bar games alongside their favorite motorcycle content creators. In attendance will be

@AdamSandoval,  
@TheBadgers,  
@theBamBamShow,  
@BobandTamsExcellentAdventures,  
@HerTwoWheels,  
Jason Lightner of @Gambler500,  
@LifeOnTheBlacktop,  
@TheOrneryOne,  
@TheOrnerySquaw,  
Pat Patterson of @LedSledCustoms,  
@PrimeCutPro, @RidetoFood.,  
@SodakBigJoe,  
@TheMouseAndTheMoto

and many, many more.

In fact, this quite possibly could be the largest gathering of motorcycle content creators in one place...ever. We hope to see you there.

Until then, keep taking in the content that you love from the creators you appreciate, or go out and make your own content. It's pretty cool that from the comfort of our own home, we can experience the world, become empowered to try something new, discover new and fun places to visit, learn more about the activity that we love, and be part of something bigger than ourselves. It's rad. It's beautiful. It's Influential.

#TheEnd





# TECH TIPS

## Stock Sucks:

### 5 UPGRADES

YOUR INDIAN  
MOTORCYCLE NEEDS  
BEFORE LEAVING  
STURGIS

COURTESY OF LLOYD'Z GARAGE AT THE BUFFALO CHIP

Picture this – You ride to Sturgis on your new pride and joy. You get here and start thinking, “Wow, look at all these cool performance upgrades that people have on their bikes.” Pretty soon, you become absolutely petrified by the idea of returning home with a completely stock bike and being teased endlessly by your riding buddies for not getting any work done in Sturgis.

Man, it happens.

The good folks at Lloyd'z Garage at the Buffalo Chip CrossRoads free-access area have what you need to take your Indian or Victory from 0 to 100 with state-of-the-art performance upgrades. Here are five upgrades you need to make happen while visiting the Sturgis Rally:

#### 1 | GO WITH THE FLOW (BETTER AIR FLOW THAT IS):

Lloyd'z will hook you up with a brand-new performance intake for better airflow and power. They have intakes for Thunderstroke motors and filters for PowerPlus motors as well as Victory models.



#### 2 | UPGRADES DON'T HAVE TO BE EXHAUSTING...

What goes well with better airflow? An upgraded exhaust of course! Get yourself set up with Lloyd'z slip-ons or their 2:1 for Challenger performance.





### 3 | TUNE UP FOR WHAAAT

It doesn't matter if your bike is heavily modified or completely stock, every single bike should be tuned for optimal performance. A Lloyd's Garage specialty.



### 4 | CAM I HAVE SOME MORE HORSIES PLEASE?

CAMS CAMS CAMS. Lloyd's Cams are a must have if you want more horsies to rip around the Black Hills with. Many profiles available for what you need.



### 5 | YOU GOT THE POWER, NOW YOU NEED THE LOOKS...

Dust happens. Dirt happens. Grime happens. Lloyd's has a whole line of cleaning products to get all the Sturgis muck and grime off your baby and have you looking fresh for the journey back home.



Check out [lloydzgarage.com](http://lloydzgarage.com) to see all the upgrades and specific fitments available. Ride up or book your appointment in advance at [lloydzgarage.com](http://lloydzgarage.com).





# TECH TIPS

## 5 TIPS

# to Keep Your Wheels Rollin'

AT STURGIS

COURTESY OF FOZZY'S CYCLE SHOP

The Sturgis Rally is a time to let loose and have a good time. Just a few things can stop the good times in their tracks, and most of them have to do with your motorcycle breaking down. But, 99 percent of these issues are avoidable given the proper due diligence.

Thankfully, Fozzy, the friendly and knowledgeable guy behind Fozzy's Cycle Shop at the Buffalo Chip CrossRoads free-access area has some helpful tips to keep your two wheelers rolling down the road without issue. And if you do have issues, Fozzy's is the place to get it fixed. Fozzy and his team work on all models of motorcycles and are well-versed in all the common problems people see at the Rally.

Here are 5 easy tips to follow to keep the good times rolling this rally:

### 1 | CHECK YOUR TIRES

Nobody likes it when their rubber blows out... Check your tire pressure every morning or before a long ride. If you do go flat, whether it's by accident or doing a burnout until you put it on the rim, Fozzy's offers a heck of a deal on Metzeler tires to get you back on the road ASAP.

### 2 | GET YOURSELF A DECENT BATTERY

Don't let your battery get you down. Stay positive. Fozzy's Cycle Shop has Yuasa batteries on hand AND you can even get a FREE Yuasa battery with paid installation (while supplies last).

### 3 | DON'T GET CAUGHT SLIPPING. HAVE YOUR CLUTCH ADJUSTED.

A clutch that isn't adjusted properly can lead to BIG problems down the road. Have your clutch adjusted by a professional like Fozzy ASAP.







Fozzy's Cycle Shop at the Buffalo Chip is open all rally long 8 am – 6 pm daily.

#### 4 | PUT YOUR BIKE IN TRANSPORT MODE OR PULL YOUR MAXI FUSE BEFORE TRAILERING YOUR BIKE.

This is one of those things that can kill your battery if you don't do it. Fozzy's suggests that if you're trailering your ride, put it in transport mode or pull the maxi fuse to save yourself a lot of headache upon arrival at your destination.

#### 5 | CHECK YOUR OIL EVERY TIME YOU FUEL UP.

Life rule: Lack of lubrication always leads to frustration. Check your oil constantly. If it feels like you're checking it too often, you're wrong! But if you choose not to heed this advice, you can always take it to the friendly faces at Fozzy to fix whatever damage was done.





# IMAGINING THE FUTURE:

# Sturgis Buffalo Chip in 50 Y

(AS PREDICTED BY A MACHINE)

BY ARTIFICIAL INTELLIGENCE

The Sturgis Buffalo Chip, an iconic destination for motorcycle enthusiasts and music lovers, has been an integral part of the Sturgis Motorcycle Rally since 1981. Over the past few decades, the campground has seen major improvements, hosted countless unforgettable experiences and cemented its status as a mecca for motorcycle culture. As we peer into the crystal ball and attempt to envision the future, let's explore what the Sturgis Buffalo Chip might look like in 50 years.

## TECHNOLOGICAL ADVANCEMENTS:

In 50 years, the Sturgis Buffalo Chip is likely to embrace a plethora of technological advancements. We can anticipate the integration of cutting-edge technology to enhance the overall experience for visitors. Augmented reality (AR) and virtual reality (VR) may transport attendees to immersive virtual environments, allowing them to relive the rally's historic moments or explore fantasy worlds on the fringes of their imaginations.

Autonomous vehicles might become the norm, allowing attendees to travel effortlessly around the sprawling grounds. Smart infrastructure will likely be in place, providing a seamless and interconnected experience for all guests, from advanced ticketing

systems to smart wristbands for entry, payments, and personalized recommendations.

## EXPANDED ENTERTAINMENT AND EXPERIENCES:

As the Sturgis Buffalo Chip looks toward the future, the realm of entertainment is bound to undergo transformation. Music, which has always been a cornerstone of the rally, will likely evolve to include a diverse range of genres and performances by holographic and virtual artists. Imagine witnessing legendary musicians of the past resurrected on stage through holographic technology, captivating audiences with their timeless hits.

The campground could feature more state-of-the-art performance

venues, incorporating interactive elements and advanced audiovisual setups. Attendees may find themselves immersed in 360-degree audio experiences, transcending traditional concert settings. The inclusion of emerging technologies like haptic feedback suits could allow visitors to feel the music pulsating through their bodies.

## COMMUNITY AND GLOBAL REACH:

The Sturgis Buffalo Chip has fostered a close-knit community over the years, bringing together motorcycle enthusiasts from around the world. In the next 50 years, we can anticipate the rally expanding its global reach even further. With the advent of advanced communication





Years





technologies, attendees may be able to connect and interact with enthusiasts from different parts of the globe, creating a truly international community.

Virtual attendance could become a reality, enabling motorcycle lovers who are unable to physically be present at the rally to participate remotely. Livestreams and virtual reality experiences might provide a front-row seat to concerts and events, transcending geographical boundaries.

Envisioning the future of the Sturgis Buffalo Chip in 50 years is a thrilling exercise that combines imagination and technological trends. While we cannot predict the specifics with certainty, it is likely that the rally and campground will embrace emerging technologies

and expand its global community.

But ladies and gentlemen, the future is already here. This whole article up to this point was written in about 10 seconds by Chat GPT, an artificial intelligence chat bot.

We can take some comfort in seeing how unimaginative and dry Chat GPT made this article and predictions. The great and fearful A.I. doesn't seem all that worrisome when you realize it has no true imagination for what the Buffalo Chip could become.

Still, imagining the future is freakin' crazy. The Sturgis Buffalo Chip began as just three strands of barbed wire and some cows and transformed into the largest music and motorcycle venue and campground with all the bells and whistles. With how far the Buffalo Chip has come in 42 years, a lot of the things that this robot suggested for the next 50 years are not really that out of reach.

But the traditions built at the Chip are important, and some things will never change, like the four pillars of what we do – Music, Motorcycles,

Freedom, and Friendship. And we can guarantee what will never change is the Buffalo Chip's dedication to providing the Best Party Anywhere and to put smiling faces on otherwise plain boring heads.

Cheers friends.

Signed, a real human.











# IRON *Lilly*

**WE HAVE A FAVOR TO ASK OF YOU...** Help us tell the story of Lilly Farrow. A twenty-year old who fell in love, started a business, became a single mom and a motorcycle industry pioneer. Through a war, a pandemic, boom and bust, Lilly's life was not a sprint but a marathon. Her story has the power to lift lives; the power to lift an industry, and a world needing a reminder that we are all in this together. We humbly ask your help to tell the story of a lifetime--the story of Iron Lilly! To own part of this Movie, go to our **WEFUNDER** page [www.wefunder.com/ironlilly](http://www.wefunder.com/ironlilly) or scan the code to join the team!

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# I know I'm *alive*.

WHEN I RIDE,  
EVEN *the* FAMILIAR,  
SEEMS STRANGE *and* GLORIOUS.

*The air has weight.*  
AS I PUSH THROUGH IT,  
ITS TOUCH  
*is as* INTIMATE *as* WATER  
TO A SWIMMER.

from *Season of the Bike*  
by Dave Karlotski

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