



# Motor City Beemers

## Newsletter



BMW MOA Club #231

BMW RA Club #209

March 2017

Volume 26, Number 3

All meetings are held the **SECOND** Saturday of the month at 10:30AM at BMW of Detroit

Immediately following the meeting is a Lunch Ride

*We welcome owners and fans of all bikes*

Our *next* meeting is March 11, 2017

Following Meeting: April 8, 2017

Web site: [www.bizblvd.net/mcbeemers](http://www.bizblvd.net/mcbeemers)

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1st Vice President  
2nd Vice Presidents  
Treasurer  
Newsletter Editor  
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Greetings Beemers! Well we can only hope that the old adage is true; March comes in like a lion and goes out like a lamb! If that is the case this year, we should be able to start riding regularly in just two weeks, because the weather looks like it may be a really tame lion. I know a lot of our members have been riding several times over the last few months, and I don't mean those of you in the South either. We have had some really good riding days up here on the 42nd parallel. If these winters keep this up, Keith and Tim and a few of the others won't have to head South to stay warm. By the way, time to do the first set of T-CLOCS, you should know what it means, but just in case, search Motorcycle Safety Foundation T-CLOCS.

MARCH, what's up in March? Well the meeting is on the 11th at 10:30 am located at the dealership, BMW Motorcycles of Detroit on Vandyke between 14 and 15 mile roads. After the meeting, Betty Ward has scheduled a camping demo again this year at the REI store on Big Beaver and Rochester road at 1:00 pm. We are looking to go to El Patio on 16 mile for lunch between the meeting and the demo. Todd at REI puts on a good demo. Just remember that even though it is a camping demo, there is a lot of really good gear for motorcyclists to use that has nothing to do with camping.

I have filled in the calendar from last month's planning meeting and it should be at the dealership as you are reading this. So, if you are going to ride somewhere, or want to see where others are going, or just want to know what is happening with meeting lunch rides or Wednesday night dinners, swing by the dealership and take a look at the calendar over in the club corner by the coffee pot, and annotate where you are headed. A suggestion has been made that if you are going somewhere put down where on the date, then perhaps put down your first name and a phone number if you want company. I don't really recommend putting down your whole name.

We had a great Mid-Winter Banquet at Louis' Chop House on Feb 18th. I want to especially thank Betty Ward for scheduling this event and making sure we had a very cozy room. We were a little loud at first but once the pictures went up on the big TV, we got louder until the food came then, silence. Thanks to everyone that provided pictures and a big thanks to Nick for putting them into a slide show. We had 26 in attendance and some incredible door prizes, such as the Sena Helmet communicator and a tank bag along with a few other items, graciously donated by the dealership; as well as some wine and a few restaurant cards, and some good stuff for the bike road kit, donated by a few members. Everyone went home with something, even if it was a bag of 100 zip-ties.

Jim Mick has informed me that we are a bit light on membership renewals this year. So far this year we have only 47 paid members. So, if you haven't paid up your membership or don't remember if you did or not, please contact Jim Mick at the email on this newsletter. Remember, there are several perks that go with being a member of the Motor City Beemers, most importantly, are the three main events subsidized by the club. They are the Mid-Winter Banquet in February, the Summer Picnic (steaks, chicken, porkchop) in June, and the Frankenmuth chicken dinner in September. The Banquet this year was just \$15 dollars for

members, the picnic and chicken dinners will be just \$5 dollars each for members. These are fun events to attend and enjoy the company of our club members and guests. Also, even though our name is the Motor City Beemers, we have opened up our membership to include all brands of motorcycles, as we all just love to ride and don't get too hung up on the brand. That said, I want to thank Cliff and Pam for their generosity in letting us use the dealership facilities. If you are thinking about a new bike this year, the BMW lineup has a lot to offer, I really like the RnineT Scrambler, and if you buy from the dealership, you get a free year membership to the MC Beemers.

So, I will wrap it up with this; if you have any questions or would like the club to consider an activity, please feel free to contact me or any of the officers listed above on this newsletter.

Patrick Kelley  
President, MC Beemers

### **Recruit a new member! Cut-out and carry these cards!**

Hi, I couldn't help but notice you also ride a  
BMW Motorcycle!  
I'd like to invite you to join us, the Motor City Beemers,  
on the second Saturday, monthly, 10:30am  
BMW Motorcycles of Detroit  
34080 Van Dyke Ave  
Sterling Heights, MI 48312  
  
**[www.bizblvd.net/mcbeemers](http://www.bizblvd.net/mcbeemers)**

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I ran my own business for about 13 years. I did good work, my clients were fiercely loyal. But one thing I discovered a little too late about running a business (and thus, why I'm working for others now) is that one ALWAYS has to be working to get new clients. I spent a lot of time believing that if I took good care of my clients, THEY would sell my services to others and keep me in work. Sounds good in theory, but in reality, my clients were busy running their OWN businesses, building my business was not their job. No matter how well you took care of people, things will change, and some will go away for many reasons...so one must always have things in motion to bring in new customers.

What does this have to do with motorcycles or MCBeemers? Well...like my business, every year, a few people are going to drop out of MCBeemers. Be it personal issues, change in interests/priorities, whatever, if nothing is done to add new people to the club, we will end up with declining membership. So what do we do about this? In short – we need to be actively working to grow the club with new people. And the key word is WE. All of us. Not only are we the club membership, we are the club's recruiting operations, as well.

How many motorcyclists do you know in the Detroit area? How many did you talk to about the MCBeemers? How many times have you seen someone at the dealership you don't know and struck up a conversation with them? Maybe you can help sell them on both a new (or used) BMW bike AND the MCBeemers!

Sustaining MCBeemers is not the dealership's responsibility, not the officers responsibility, but rather, everyone's responsibility. So let's work on bringing in some more fun people into the club!

I've put a PDF file of the invite cards at the bottom of the previous page out on the Facebook page. I encourage everyone to download and print them out and cut them up, they come out to business-card size, and will fit in wallets very nicely.

You may notice I've quit putting the membership application on the last page of the newsletter. Rather, we are going to make available a small stack of apps at the dealership and on-line, rather than wasting a page of printing for every printed copy, and an extra page to thumb through for electronic viewers.

Biking season is ON! Got two days in a row of riding to work in February! Granted, the weather has been less suggestive of riding since, but I consider the riding season has started.

Mid-winter banquet was, as usual, a lot of fun and great food. Thanks to those that organized it and contributed in any way – including showing up!

Nick.

## **Club events**

Lunch rides take place right after the Saturday meeting on the second Saturday of the month. Other events as we can make them happen!

<b>Date</b>	<b>Event</b>	<b>Alternate local lunch</b>
March 11	Lunch at El Patio, REI Camping Demo	
March 25	BMW Corporate sponsored Open House (at dealership)	

Yeah, lots more to add, but will get this filled out by next newsletter!

## **Wednesday Dinner Gatherings**

The Wednesday dinners are a long-time, though less formal, tradition with the MCBeezers... we get together and eat! Food is usually ordered around 6:30pm, but some of us don't straggle in until closer to 7:00pm.

Absolutely no agenda other than Good Food and Great People!

March 1	<b>CK Diggs</b>	2010 W Auburn rd Rochester Hills, MI 48309 248.853-6600
March 8	<b>O'Connor's Public House</b>	324 Main Street Rochester, MI 48307 248.608.2537
March 15	<b>Penne Lane</b>	44905 Morley Dr Clinton Township, MI 48036 586.741.5583
March 22	<b>Thai Orchid</b>	60 Cherry St Mt Clemens, MI 48043 586.783.1727
March 29	<b>Copper Penny</b>	24975 Harper Ave St Clair Shores, Mi 48080 586.777.1112
April 5	<b>Juan Miguel's</b>	21342 Hall Rd Clinton Township, MI 48038 586.783.9751

# Treasurer's Report

Jim Mick



Check book balance for the end of Jan:	\$3032.77
Check book balance for the end of Feb:	\$2298.07
Balance end of Aug:	\$2360.63
Balance end of Nov:	\$2524.77
PayPal balance for the end of Jan:	\$573.78
PayPal balance for the end of Feb:	\$573.78

The deposit of \$312.00 on 2/21/17 was:

- \$30.00 on 1/27 received from Brian & Sheila B by BILL PAY for MWB.
- \$35.00 on 2/10 received from Jerry P by EFT for non member MWB reservation.
- \$22.00 on 2/11 received from the 50/50 when Nick H. won.
- \$15.00 on 2/11 was received for George D for 2017 membership.
- \$15.00 on 2/18 was received from Betty W for MWB.
- \$1046.70 on 2/18 was paid to Louis Chop House for MWB.
- \$50.00 on 2/18 received refund (of deposit) from Louis Chop House.
- \$145.00 on 2/18 received 50/50 at MWB.

## NEW INFORMATION about verification of your payments.

When you give me cash at a club meeting or Wednesday dinner, please watch me make a note on the master membership list that you paid and what for. I keep all those master lists indefinitely, but I reprint a new one every few months.

When you pay using PayPal (please indicate sending money to 'family/friend' so the club has no fee to pay), I will almost immediately receive a notice from PayPal and will send you an E-mail to confirm. When you write me a check, you'll have verification when it gets deposited.

When your bank/CU sends me a check (through their "Bill Pay"), you will receive an E-mail from me when it arrives in my mail and a little later when it gets deposited.

For all payments I receive between the 27th of each month, you can also verify your payments in the next Treasurer's Report which I send to Nick on the 27th.

## MEMBERSHIP RENEWALS for 2017

I always fear that I have failed to record someone's payment for something....

Membership stands at 47 for 2017 and the password for access to "Members" at the Yahoo Group has been changed. If you did not renew your membership, you will not receive the new password for accessing the 'Members Only' information on the Yahoo Group.

All renewal dues for 2017 should be paid by the end of January 2017, but we have no penalty for late renewals. We just want you back. The BEST (and cheapest) way to pay any dues, reservations, etc. to the club is to use your Bank/CU "Bill Pay" service – at no cost to you or the club.

## **ON LINE BANKING (You'll never regret the 10-15 min it takes!!)**

SAVE YOURSELF (and the club) some money and frustration – send payments to the club for Membership renewal, Picnic reservation, Frankenmuth, Mid Winter Banquet reservations by using ON LINE BANKING. Almost all Banks and Credit Unions provide this FREE service. You don't even have to sign up online and they don't charge you for the postage. You can ask your local branch to set it up for you. Just tell your bank or credit union when and how much to pay whom (including address)... write it in your checkbook - without writing a check, or paying your mail carrier... It's very easy to do on line - if you use a computer for anything. I know of no one who has converted to online banking and then gone back to the old (check writing) way. Have your bank or Credit Union send all MCBeemers payments to Jim Mick, 56750 Fairchild Rd, Macomb, MI 48042 any you'll see verification of your payment in the Treasurer's report in the next Newsletter.

If you decide to sign up to pay MCBeemers with 'Bill Pay', please keep track of how long it took you and let me know ([Jim@Ridingiswonderful.com](mailto:Jim@Ridingiswonderful.com)). I would like to share your experience with others.

## MOTOR CITY BEEMERS NAME TAGS

Motor City Beemer name tags are available for purchase at Highest Honor, Inc. Highest Honor, Inc is located at **34711 Dequindre Road, Troy, Michigan 48083**. Their shop is just south of 15 Mile Road, on the west side of Dequindre. Herb and Jeff have a die set up with the club logo and can add your name and/or nickname for a cost of only \$9.00.

The easiest way to get your ID tag is to send Jeff an e-mail at: [www.jeff@highesthonor.biz](mailto:www.jeff@highesthonor.biz). Spell out exactly what you want on your tag and when you want to pick it up. You can also call Jeff at **248-588-7845**. Tell him what you want on your tag and when you want to pick it up. You can have two lines of text, the first your name, and you can add a nick name as the second.

Join the growing number of members who proudly wear their ID tags with their one of a kind moniker. It will help us to get to know each other and sure works a lot better than "Hey you!"

*"A tip of the MCBEEMER helmet . . .*

*. . . goes to Viles & Associates, Inc., who have volunteered print the free copies of the newsletter available at the dealership. They are also BMW riders.*



to



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*Expanding comfort  
for more models*

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