

Lifestyle Cycles Riding Group Newsletter

FEBRUARY 2018

VOLUME 1, ISSUE 1



Welcome to the Newsletter!



**MARK "JUNIOR"
SKOLNICK**

I recently read somewhere that the average age of a Harley Davidson owner is now 47 years old compared to 35 years old in 1987! Having just purchased my first Harley

Davidson back in 1992, I felt like a little kid on Christmas morning. I was riding a Harley and it was amazing! Little did I know that one single day would be the basis for the rest of my life!

At the time I owned a little tool company called Junior's Tools but I couldn't wait go riding everyday. Yes, I was having a great time but now my wheels were really spinning.... I haven't felt like this for a long time, "I need to bottle this feeling"! Over the next several years I came to call it "The Harley Feeling". You know the feeling you get when you smile and think to yourself "Right On". The Harley Feeling was all about making people feel good.

Lifestyle Cycles opened in

March of 2000. The building was only about 5,400 square feet and seemed HUGE! Every few months the store filled up with more motorcycles and accessories. Lifestyle Cycles would truly be a "work in progress" for the next several years!

Today Lifestyle Cycles is my dream come true! The store is now just over 16,000 square feet and packed to the walls with over 200 previously owned motorcycles to choose from, 11 service bays, and well stocked parts and apparel departments it is truly everything I had ever dreamed of. I can honestly say, look forward to going to work and get to do something I love to do!

I'm often asked my story and what is the secret of our suc-

cess. Treat people the way THEY want to be treated. Help others realize THEIR dreams and in turn, your dreams will come true. No matter what your reasons are for visiting us, stopping by to grab a cup of coffee, purchasing your dream bike, a new leather jacket, picking up some parts or having us service your bike, Lifestyle Cycles will treat you the way you want to be treated. We want you to leave with that "Harley Feeling" the same way I did that special day in 1992.

LIFESTYLE CYCLES

GET THE

"HARLEY FEELING"

Dozer's Corner



**DENIS "DOZER"
KENNEDY**

Who is **DOZER**? Why Dozer? It was given to me by some awesome brothers because, "I don't let anything get in my way"!

My safety background led me to look closer at riding groups, and how so many just aren't safe in the way they do things. After rolling with various riding formats, I had a vision of heading up a dream riding group. When Mark "Junior" Skolnick, owner of Lifestyle Cycles in Anaheim, asked me to take a ride with his group and see how I liked it, I was more than happy to check it out. At this time the Riding Group had 120 members with approximately 6-10 riders showing up per ride. At that time, there were no thoughts about leadership, a patch, structure or organization. After having the opportunity to run

a couple rides for the members, Junior and I sat down and shared the visions we each had for the Riding Group. Junior is the ULTIMATE support! He let me run with a new format as I saw fit, recruit members into leadership and train them, ultimately establishing a group that will "roll with safety" as the number one priority at ALL times.

All leaders are trained in CPR/ First Aid/AED/Biker Down and they carry full first aid kits at all times. A couple of the leaders, including myself, carry full trauma kits on every ride.

Two years later, Lifestyle Cycles Riding Group currently has 2,492 members and our

rides average 30-70 bikes per weekend day. We roll like no other riding group in California. We also have some of the most generous people! The amount of money, toys, food and clothing that this riding family has raised in the last two years is simply ASTOUNDING!!! Lives have been changed because of this AMAZING FAMILY, and it IS a family, ask any member!

NO RIDER IS EVER

LEFT BEHIND !

SAFETY IS ALWAYS

FIRST !

RIDE SAFE, DOZER!

Meet Your Ride Directors!



DENIS KENNEDY (DOZER)
RIDE: 2014 HD STREET GLIDE
SPECIAL



ALAN BRODY
RIDE: 2017 HD ULTRA LIMITED



VINCE LIPIZ (CHEESE)
RIDE: 2003 HD ROAD KING



JAY FUNSCH (DADDY)
RIDE: 2015 HD ROAD GLIDE



KENNY (WRONG WAY)
RIDE: 2017 HD FATBOY S



KERRY SNYDER
(HIGHLIGHTER) RIDE: 2015
INDIAN ROADMASTER



GARY RINGER (WHISPER)
RIDE: 2015 SUZUKI C50T



BILL WARNER (BAD BOY)
RIDE: 2014 HD ULTRA GLIDE

Meet Your Other Leaders!



TREASURER: KAT BLOOM
(FROGGER)
RIDE: 2013 HD STREET GLIDE



EVENT ORGANIZER:
TONI KENNEDY (MRS. DOZER)



EDITOR: GORDON BLOOM
(KICKSTAND)
RIDE: 2014 HD STREET GLIDE

Meet Your Ride Managers!



GARRETT BANKS (GOOD TIMES)
RIDE: 2015 HD ROAD GLIDE SPECIAL



BETH (MAMA BEAR)
RIDE: 2011 HD SOFTTAIL CVO



RICK SALAZAR (BEAST)
RIDE: 2015 HD STREET GLIDE



JIM LACE (PAPPY)
RIDE: 2013 HD ULTRA CLASSIC



JASON BILLINGS
RIDE: 2007 HONDA SHADOW SABRE 1100



SCOTT RICKETSON
RIDE: 2014 HD ULTRA LIMITED



LEE TIMMONS (GRANDPA)
RIDE: 2002 HD ULTRA CLASSIC



JOHN SPENCER (NUMBNUTS)
RIDE: 2007 HD ULTRA CLASSIC



DON VARGO (DOUBLE D)
RIDE: HD 2015 ROAD GLIDE



MARTIN LAVELL
RIDE: 2013 HD ULTRA CLASSIC



RICK ROGERS (TSUNAMI)
RIDE: 2016 HD ULTRA LIMITED



RICK KEMP (BEAR)
RIDE: 2016 VICTORY VEGAS

UPCOMING RIDES & EVENTS	WHERE TO MEET	DATE	
Taco Tuesday @ "Bigs Fullerton" Family Night!	@ Bigs Fullerton 6:00 pm	Tuesday March 6	
First Lifestyle Cycles Bike Night of 2018	@ Lifestyle Cycles 5:30 - 8:30 pm	Friday March 16	
Patriot & Paws Charity Ride To Orange	Meetup at Lifestyle Cycles at 10am KSU is at 11am BBQ at Patriots and Paws starts around noon	Saturday March 17	
B.L.T. Ride	Meet @Lifestyle Cycles @ 08:00 am Pre-ride Meeting (Mandatory) @ 08:15 am KSU @ 08:30 am SHARP!	Sunday March 25	
Taco Tuesday Family Night!!	More Info to Follow!	Tuesday April 3	
Annual "Amazing Ride & Scavenger Hunt" To ???	Meet @Lifestyle Cycles @ 08:00 am Pre-ride Meeting (Mandatory) @ 08:15 am KSU @ 08:30 am SHARP!	Sunday April 15	
Lifestyle Cycles Bike Night	@ Lifestyle Cycles 5:30 - 8:30 pm	Friday April 20	
Mothers Day Eve LADIES ONLY Ride To Oak Glen	Ladies Only Meet @Lifestyle Cycles @ 08:00 am Pre-ride Meeting (Mandatory) @ 08:15 am KSU @ 08:30 am SHARP!	Saturday May 12	
Run For The Wall, Gas Donation Fundraiser Run!! To Coachella	Meet @Lifestyle Cycles @ 05:30 am Pre-ride Meeting (Mandatory) @ 05:45 am KSU @ 06:00 am SHARP!	Wednesday May 16	
Lifestyle Cycles Bike Night	@ Lifestyle Cycles 5:30 - 8:30 pm	Friday May 18	
Bike & Car Show Ride & Fund Raiser in Lake Elsinore	Meet @Lifestyle Cycles More Info to Come!	Saturday May 19	
Sunset Ride	Meet @Lifestyle Cycles More Info to Come!	Saturday May 26	

Details are subject to change, check the Event Calendar on Lifestyle Cycles website or Meetup for the latest info!

FEATURED UPCOMING RIDES

Amazing Ride

What a fun day, this is our Version of "The Amazing Race" that shows on TV! This day starts with the Meetup @ Lifestyle Cycles. At a set time ALL Riders will receive and be able to open their clue envelopes and the event starts.

HINT: Smart Riders will take the time to figure the clues out, before rolling out. This could save you a ton of time. Clues will take you to different stops, different challenges, different task, or maybe just find something you need

to take a selfie at. The final destination will a nice location for lunch, and just because you made it to the destination, doesn't mean the tasks are done, you may have to do one more before being allowed to enter the Lunch Area!



Run For The Wall Fundraiser & Ride

We are Proud Sponsors of the 2018 Countdown to the 30th Annual Run. Jim "Pappy" Lace, a Viet Nam U.S. Army Veteran and Ride Manager for the Lifestyle Cycles Riding Group, is leading our campaign to PAY FOR THE GAS TO FILL ALL MOTORCYCLES at the first fuel stop at Spotlight

Casino in Coachella. We anticipate having 400 bikes that will need fuel. The Run to the Wall leaves May 16th from Ontario and arrives at the Viet Nam Memorial in Washington, DC on May 25th. RFTW riders will visit VA Medical Centers, Veterans' Memorials, Outreach Facilities and more

along the routes in an effort to help our Veterans heal. We will be Riding out to Coachella on May16th, to Pay for these Veterans Fuel, and hang out while they conduct their stop. SUPPORT OUR VET's DONATE to ALL Riding Group Events, and Join us on the Ride May 16th.



Patriots and Paws

Fundraiser Ride to Help our Veterans

This ride will start at Lifestyle Cycles and end at the Patriots & Paws facility in Orange, where Shark Squad attorneys will be cooking up a killer lunch! Cost for the ride (which includes lunch) is \$20 per person and ALL of your

money goes to the non-profit organization, Patriots & Paws.

Check out their link for info on who they are and what they do for our Veterans:

<https://www.patriotsandpaws.org/>



Sponsored by Shark Squad
Motorcycle Attorneys



Riding Group Safety Tool Box

Proper Riding Gear:

This is so very important in case of the worst-case scenario. Wearing **FULL FACE DOT** approved helmets is the BEST possible gear you can wear. Gloves, keeping in mind that during a fall or accident we instinctively use our hands to brace ourselves, can make the difference. For footwear, boots are always the best choice. Taller boots will help protect your calves and legs if you go down. Armor, or sleeves is highly suggested. It's always smarter to have your arms covered. Road rash

will tear up your exposed skin, even at slow speeds. I will always recommend armor, but it's not for everyone. Having at minimum, your arms covered, WILL make a difference.

Cold Temps:

This time of year, we may be dealing with colder temperatures on our rides. Take a look at getting **HEATED RIDING GEAR**. There are many options on the market and the use of heated gear is highly advisable, especially if you are traveling far, or even on those

short rides during the cold season. Heated vests, jackets, gloves and footwear inserts are all available, with many of these items having the capability of being plugged directly into your bike. This can make a huge difference on reducing fatigue, shivers, muscle cramps as well as other aches and pains from being too cold. Additionally, take more rest stop breaks if the cold is getting to you. Remember if your hands become too cold, you may not be able to safely activate your brakes or clutch.

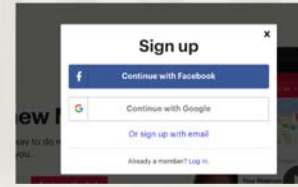
How to Join the Riding Group



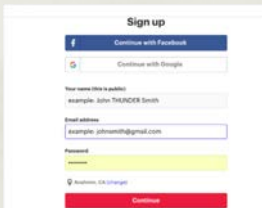
Step 1: Go to LifestylesCycles.com, Under Dealer Info, select Riding Group—Meetup.



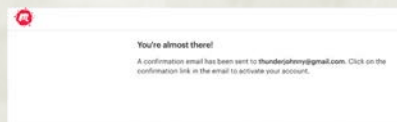
Step 2: This takes you to the Meetup.com webpage.



Step 3: Sign up for Meetup.com using your Facebook or Google account, or through email.



Step 4: Example sign up using your email account.



Step 5: Meetup will send you a confirmation email. Make sure to click on the confirmation link.



Step 6: Join the Lifestyle Cycles Riding Group within Meetup.

Step 7: At the Lifestyle Cycles shop, sign up for the Loyalty Program to get discount points for every group ride you attend!

Come Out and Join our Riding Family!



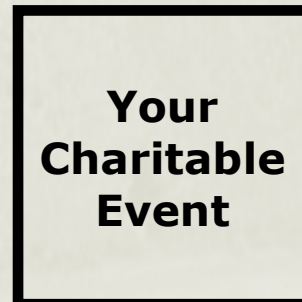
BIKER FUNNIES



Recent group ride through beautiful Joshua Tree National Park

Lifestyle Cycles Community Support

Lifestyle Cycles Riding Group supports many community organizations with functions and fundraisers throughout the entire year. Below are some of the community organizations that receive our support.



EXPERIENCE the "LIFESTYLE"



WHAT'S NEW?

NEW STAFF ADDITION AT LIFESTYLE CYCLES

Justin Juencke, Riding Gear & Apparel Mgr



Justin comes to us with years of experience - you may have seen him riding next to you on the street, doing freestyle in the dirt or even flying by the competition on the race track! One thing for sure, with his decades of riding and racing experience, he can assist you with all your apparel and riding gear needs. Justin has had a long standing relationship as a vendor of services with Lifestyle Cycles and we are excited to bring him on board as your Gear & Apparel EXPERT!



WHAT'S HAPPENING?

Bike Nights are Back!!

Come join us for one of the LARGEST BIKE NIGHTS in So Cal here at Lifestyle Cycles.

TROPHIES for Bike of the Night!

AWESOME RAFFLE PRIZES!

SURPRISE contests throughout the night!

VENDORS - a wide variety of items for yourself, your home and YOUR BIKE!

FOOD - available for purchase.

SALES through out the STORE!! EVERY DEPARTMENT is OPEN on Bike Night!

PERSONALIZED SERVICE -come talk to our friendly apparel gals, our awesome bike sales staff and our professional parts/service techs!

Bike Night Dates

March 16

April 20

May 18

June 15

July 20

August 17

September 21

October 19

IN THE SPOTLIGHT

YOU ASKED - WE LISTENED - YOU GOT IT!

WE NOW SEW PATCHES!

Every Saturday from Noon - 4pm

and

Every Lifestyle Cycles Bike Night

We Sew Your Patches!

Got a cut with too much empty space? Get your patches sewn on your gear every Saturday from noon to 4 pm at the Lifestyles shop or at every Bike Night.

Check Out Our New Heated Gear Supplier, Venture Heat!

Venture Heat will be showcasing their entire line of heated gear at our March 16 Bike Night, including heated gloves, vests, jacket liners, pant liners, and boot insoles.



FOLLOW US ON SOCIAL MEDIA!

