



National Motorcycle Museum
 PO Box 405 ★ Anamosa, Iowa 52205
 Phone: 319-462-3925 ★ Fax: 319-462-3982
www.nationalmcmuseum.org

**VISIT US
 AT OUR NEW
 LOCATION!**
 102 Chamber Drive
 Anamosa, IA 52205

We Have Moved!

No longer on Main Street in downtown Anamosa, the Museum has more parking and is even easier to visit at its new location just off US 151 Exit 54 at Route 64. Go to www.nationalmcmuseum.org for hours and admission information. Need a place to stay? Book a room at AmericInn right next door to J&P Cycles®.

And The Winner Is...

Well, the winner could be you! It's not too late to get your chances to win the great 2010 Knucklehead Bobber with its great paint job and trick parts!

- To do so, go to the Museum website, www.nationalmcmuseum.org and download an entry form.
- Or, call the Museum between 9 am and 5 pm Central Time to donate for your chances.

Time is running out. The winner will be drawn on December 30, 2010!

Our helpful staff is ready to take your call at 319-462-3925. Or visit the Museum online at: www.nationalmcmuseum.org



THE NATIONAL MOTORCYCLE MUSEUM NEWSLETTER

PO Box 405 ★ Anamosa, IA 52205 ★ 319-462-3925 ★ Fax: 319-462-3982 ★ WWW.NATIONALMCMUSEUM.ORG
Museum & Gift Shop Hours: Mon.-Sun.: 9am-5pm

2010: An Exciting Year In Review

The National Motorcycle Museum opened in 2001 in Anamosa, Iowa, and many of you have told us how much you like the place. But we had really outgrown the space by 2005 and sights were set on a move to a much larger space. We owe our visitors good access to the bikes, photo opportunities and a pleasant experience. When Chairman of the Board John Parham bought the vacated Walmart in Anamosa, he certainly had a plan in mind, "We needed to step up our visitors' experience at the Museum, show more bikes and memorabilia, make it more professional yet still a friendly place to visit." Professionals were consulted to upgrade the structure, a couple of exhibit designers were involved which resulted in an amazing transformation of the building and a beautiful and flexible exhibition space for literally thousands of objects and over 300 motorcycles. The new Museum opened with Arlen Ness as our guest. Attendance has been strong since June 25, the day we swept up the last of the sawdust from installing the golden oak trim and folded up the painters' tarps.



Go to www.nationalmcmuseum.org and see how you can support and help us do more at the Museum that will help you relive your motorcycling experiences.

Focus: A Museum of Rare and Familiar Motorcycling Objects

Of course museums are to visit, so these photos only go so far. But as you may be able to tell, the new Museum is laid out thematically. Two showcases are filled with the unique and edgy work of the great VonDutch. The authenticated Captain America chopper from the 1969 cult classic, Easy Rider is centered in an array of motorcycle movie posters from around the globe. A display of hundreds of Harley-Davidson® prints, posters, ads

and photos is alongside over 40 Harleys® and is backdropped by a huge original 1920's dealer billboard. Each of the racing disciplines has a special area; board track racing, hill climb, land speed record, road race, dirt track and drag racing machines are grouped, some placed on simulated racing surfaces. They are surrounded by the art, photos, trophies and apparel that help tell the exciting stories of these fantastic machines and the men and women that rode them.

There are no ropes or barriers and many machines are elevated so you can take in the details; safety wire, special fasteners, castings and sheet metal drilled full of holes as a means of lightening them. Magnets, bronze bodied carbs, cloth tape wrapped bars, leather saddles plus the fantastic cups and trophies the riders earned, racing gear they wore. There's a lot to take in and most visitors spend a few hours or more as "students" of our great motorcycling history.



A Few Words from John Parham,

President of the Board of Directors

To say that 2010 was an important year to me is an understatement. While it was great to see the Museum take huge leaps ahead and see one of my dreams fulfilled, my health shook a certain reality into me. I spent 55 days in the hospital recovering from abdominal surgery that somehow resulted in pneumonia. The pneumonia waged war on my lungs, already fragile due to pulmonary fibrosis. Critical? Yes. But due to the wonders of our medical community and thanks to an organ donor, August 8, 2010 I received a lung transplant and am back on my feet. Luckily we had a good crew on the Museum job, people who knew the expectations for the Museum and got it done very well....as I "directed" the process from a hospital bed or from home! Looking back I also appreciate all the prayers, great cards and letters from friends and J&P Cycles® customers and Museum supporters. You gave me and my family hope and strength when times were tough. From the bottom of my heart, I thank you and God bless!



John Parham
Museum
Board President

Looking back over 2010 I'd have to say I was most grateful for help moving all the bikes and other collection items from the old Museum to the new. It's great to know we have such willing and capable friends that we can trust to be careful with the bikes, especially, and get the job done. When the new exhibition areas were cleaned and ready, everything was rolled into its planned location and lighting was adjusted to bring out the best in each bike. Many thanks to our volunteers; we couldn't have done it without you! A special thank you to the helpers from Riding for Christ.



Jeff Carstensen
Museum Director

Growth has been a key word over the past year. The new Museum is housed in 36,000 square feet, up from about 16,000 at the former downtown location. After making a visit in years past, many of you have returned to see the new National Motorcycle Museum, see your passion, our culture presented in a fresh new way. So our attendance numbers have ramped up. Likewise, the overall support of this non-profit, 501(c)(3) organization through donations of motorcycles and funds has increased. All of these are important to our success, but of course we hope you'll bring your friends along next time you visit or point them to the new website, www.nationalmcmuseum.org. If you like what you see spread the word. And let us know your ideas for even more improvement.



Mark Mederski
Special Projects Director

As you read this note, or walk through the spanking new Museum for the first time, we are sure you'll have ideas for what you want to see in the Museum and we invite you to share them. If you want to e-mail them the address is museum@nationalmcmuseum.org

Awesome-Ness; The 2010 Opening Day High Point & Changing Exhibitions

Looking back over the last several decades there is likely no one more deserving of a title like "King of the Customizers" than Arlen Ness. Long before you could watch it on TV or go to a catalog and select custom parts, Arlen Ness was crafting special frames, fenders and fuel tanks. Luckily, he decided to make a business out of it, and let others own some of his ideas through his Arlen Ness Enterprises company. The Awesome-Ness exhibition was created at the Motorcycle Hall of Fame Museum and was graciously loaned to the National Motorcycle Museum for a one year installation. Dedication of the exhibition back in June, with Arlen on hand was great, and you have until May 15, 2011 to see 12 of his finest machines, and learn more about this highly talented and driven man.



Watching Your Calendar?

We wish all of you Happy Holidays and hope you have some great times with family and friends. If you are still shopping for motorcycling enthusiasts, remember the Museum Gift Shop offers great choices and has even created some great new post cards and t-shirt designs, and still has plenty of "universal fit" Museum Gift Cards in stock. You can order these and other cool gifts at our website, www.nationalmcmuseum.org. Keep our store in mind if you are shopping for a motorcyclist this holiday season and throughout the year.



Changing Exhibitions; Motorcycles at Work

Sometimes we forget that motorcycles have played an important role in commerce and in keeping Americans free. Motorcycles At Work, is an exhibit opening in June 2011 in the Museum's main Changing Exhibitions Gallery. It will trace motorcycles through several military engagements, show you how they have helped EMTs save lives, as well as how bikes serve as courier transport, delivery and pickup vehicles and more. From the olive drab of the famed WLA Harley-Davidson 45 and the new Diesel-powered Kawasaki KLR, to the sanitary white of the ice cream man's Servi-Car, over a dozen working machines will tell their stories. Be on hand for a special dedication event Saturday, June 4, 2011.



Come join in the fun June 3 and 4, 2011

Museum Dedication; We Hope You Will Join Us

Help cut the ribbon on the Museum and enjoy a brand new exhibit we've created for the changing gallery. Though the Museum will constantly evolve we've picked these days to throw a bit of a party and let you take a look. Sign up for our electronic newsletter to stay up to date on the schedule of activities that weekend. Sign up at our website, www.nationalmcmuseum.org. If you want to plan ahead, you can reserve a room at a great motorcycle-themed local motel, the AmericInn by calling 319-462-4119.

Fuel, Juice, Gas, Spirits, Petrol

The electric motorcycle seems to be making great strides in development, but for over 100 years our sport has run on gasoline. And those roadside structures that have sold distilled petroleum, especially the old ones, tell some great stories about architecture, marketing and the culture of motorized transportation. So why not have a gas station in the Museum? A grant from the State Historical Society of Iowa is helping make that happen. We will try and keep you updated on the progress of the restoration and installation of the Museum's 1930 steel modular Shell Oil gas station. This exhibit is sure to stir your nostalgia bones as it is outfitted with antique signage, gravity gas pumps, old oil cans, calendars and other petroleana of days gone by. The era of glimpsing great old gas stations along our roadsides are numbered so this one is captured for you to experience any time.



Progressive International Motorcycle Shows

The Museum will attend all 12 shows over this winter and will be taking along a version of the Women on the Wall of Death exhibition, currently at the Museum. We hope you'll come by and see us. If you would like to "earn" free one day admission to a show, consider volunteering in the Museum display. Contact Jeff Carstensen, Museum Director at jlc@nationalmcmuseum.org. Check the website for location dates and hours: www.motorcycleshows.com.



The Progressive® International Motorcycle Shows will be a brand new powersports event experience from the ground, up. From a completely new visual design and show environment to more entertainment, product interaction and learning opportunities, and gifts and prizes custom-built for you as a motorcycle enthusiast, the Progressive International Motorcycle Shows will send you home happy and deliver more value than ever before. You will encounter a completely new and different experience from the time you see the first promotions for the shows, to arriving at your local expo hall and onto the show floor. You will be treated to a 21st century experience unparalleled by any other motorcycle event in the country.

WHAT NOT TO MISS:

- New models from major manufacturers
- The Marketplace – aftermarket gear and accessories
- National Motorcycle Museum Women of the Wall of Death Display
- Ultimate Builder Custom Bike Show & Competition
- DIY Garage Seminars – step-by-step motorcycle maintenance and repair instructions
- The HUB Seminars – rider educational seminars, plus celebrity interviews
- MotoFlix Theater – Daily screenings from the best motorcycle movies ever made
- Women Ride – all-inclusive community of the show floor for experienced and new women riders
- Jason Britton Team No Limit Stunt Show
- AND MORE!

Get your tickets online with promo code **MUSEUM** and save **\$3 off each 1-day adult ticket at www.motorcycleshows.com!**