

Rider Resource

Fall 2017

Illegal Police Profiling of Riders Continues to be a Problem

Are motorcyclists the victims of discriminatory profiling practices? Most motorcycle club members say yes, yet other motorcyclists seem to think profiling is an isolated condition based on suspicion of criminal activity. The motorcyclists' rights community thinks differently. In fact, at the urging of most states' rights organizations, the Motorcycle Riders Foundation (MRF) has requested assistance on the federal level, and that relief is in the form of a bill presented in May 2017 that defines the practice and expresses the sentiments of the U.S. Senate and House of Representatives on the issue of motorcycle profiling. Additionally, the bill promotes increased public awareness and encourages collaboration, education and training for the motorcycle and law enforcement communities to end instances of profiling.

Even with that, as late as July, the Motorcycle Profiling Project (MPP) responded to actions by the police department in San Marcos, Texas, where authorities coerced bars and restaurants to employ a "no colors" directive aimed at motorcycle clubs.

The San Marcos Police Department's attempt to ban all motorcycle colors is overly broad and not based on a reasonable threat. This is supported by arguments offered in *Healy v. James*, whereby the court said there is "no evidence that by merely wearing [motorcycle club] colors, an individual is involved in or associated with the alleged violent or criminal activity of other [motorcycle club] members." It is a fundamental principle that the government may not impose restrictions on an individual merely because an individual belongs to a group, some members of which might have committed acts of violence.

The MPP complaint attracted the attention of local San Marcos TV station KXAN. After the station aired a report about the police recommendations to private business owners, the city of San Marcos issued the following statement:

"A San Marcos police officer gave well-intentioned advice to some local business owners in response to incidents that took place at their establishments. While well meaning, some of

that advice is not in line with the policies of the San Marcos Police Department. In fact, the San Marcos Police Department has a policy against profiling and discrimination.

Our department is here to serve and assist the entire community, which includes both business owners and their patrons. We are sometimes called upon to assist in situations that may arise at a business and in some cases to assist when a person is criminally trespassing. We also support the rights of people to peaceably assemble regardless of their appearance, clothing or affiliation with any group. Our downtown and our entire community welcome all law-abiding



Motorcycle Profiling Project

citizens and visitors."

The work of the MPP has put decision-making back in the hands of private enterprise, compelling the city and the San Marcos Police Department to clarify the rights of everyone.

A federal appeals court rejected the government's gang argument and concluded generalizations were insufficient, explaining that a total ban on expressive activity is an unreasonable means of preserving a safe environment.

For the complete story and outcome, visit the Current News for Bikers section on www.hupy.com, "Illegal Police Profiling of Riders Continues to be a Problem." <https://www.hupy.com/news/illegal-police-profiling-of-riders-continues-to-be-a-problem.cfm>

Another \$2 Million Collected for Rider

Our motorcycle client was in the process of making a right turn when he was rear-ended. His feet were pinned against his exhaust pipe and he suffered a broken ankle, fractures to two toes and a puncture wound.

Without even filing a lawsuit, Hupy and Abraham, S.C. was able to secure a \$2,000,000 settlement for the client, who fortunately has no permanent limitations or restrictions.

Attorney Korb Turns \$5,000 Offer from Insurance Company into \$422,000 Verdict

Our client and his brother were riding their motorcycles on a clear summer evening in Ozaukee County, Wisconsin. They were cruising down the highway when a lawnmower pulled out in front of them. Our client's brother swerved out of the way, while our client braked to avoid the collision but was unable to avoid hitting the lawnmower.

The insurance company's initial offer was \$5,000. They hired a reconstructionist who alleged our client was speeding.

Attorney Todd Korb took the case to trial, and the jury awarded a \$422,000 verdict.

Retrospective Milwaukee Rally 2017

If you joined the tens of thousands of riders who descended on Milwaukee from Aug. 30 to Sept. 4, you had a preview of what's to come in 2018 for the Harley-Davidson 115th Anniversary. If you had the misfortune of not attending this year's Milwaukee Rally sponsored by Hupy and Abraham, S.C., here's what you missed.

Hupy and Abraham, S.C. sponsored the "Run for Cash" contest. Riders collected stamps from each of the participating Harley-Davidson dealers on the official "Run for Cash" ticket. They had from Thursday to Sunday to collect the stamps, which they turned into one of the dealerships to be entered into a random drawing. First place won \$1,000. Second, third and fourth won \$500, \$250 and \$150. Six fifth-place winners won \$50 each.

If you registered for the Women's Ride on Sept. 1, you were one of the lucky 114 to participate in this annual sold-out event that toured the Lake Michigan shoreline to the Holy Hill area, where a delicious meal and short program concluded the tour.

If you like the rally because of the music, you weren't disappointed this year. It had everything from local favorites such as The Sociables, Bobby Friss, and Katie Mack and the Moan to headliners at the Harley-Davidson Museum like Kenny Wayne Shepherd and Jackyl.

Vendors at Hal's Harley-Davidson, Wisconsin Harley-Davidson, Milwaukee Harley-Davidson and Suburban Motors offered accessories, parts and products to make your motorcycle more comfortable, shinier and perform better.

Joining the dealers, the Harley-Davidson Museum held its usual Thursday Bike Night on a much grander scale, and the Harley-Davidson Pilgrim Road Plant was open for tours to rally goers.

If you enjoyed all the festivities of this year's Milwaukee Rally, you should be primed for 2018 and the Harley-Davidson 115th Anniversary. Don't miss it!



Highlights of Great Local Events

Wisconsin has long been an epicenter of motorcycle history and innovation. A cultural hotbed of everything from Harley-Davidson rallies to Honda Grom races, this diverse state is one of many in the Midwest that has a lot to offer the motorcycle crowd.

For more than 30 years, Hupy and Abraham, S.C. has supported the motorcycle communities in Illinois, Wisconsin and Iowa. Check out some of the cool events we're looking forward to this winter and fall!

Iron Horse Hotel Bike Night:

Held every Thursday in Milwaukee, the Iron Horse Hotel Bike Night is a sure sign summer is truly here. Check out the September 14 "Rebel on the Highway" bike night, sponsored by Hupy and Abraham, S.C. It's a special pre-party for the world premiere of the movie on Sept. 16 at the Majestic Cinema in Brookfield, WI.

Tomahawk Fall Ride:

Held every September in Tomahawk, Wisconsin, this event combines all the best aspects of a rally, ride, parade and campout. Encompassing all things biker, the town of Tomahawk offers everything from premium shopping at numerous vendor booths to Harley-Davidson factory tours and "Bubba's Big Party."

ABATE of Iowa & ABATE of Illinois Toy Runs:

Raising money every year to benefit multiple charities and provide toys and food to children, the ABATE of Iowa District 4 and ABATE of Illinois DuKane Chapter events feature music, food and, of course, a themed parade. Hupy and Abraham, S.C. is one of the top sponsors of the DuKane Chapter toy run.

Mama Tried Motorcycle Show:

One of the hottest grassroots events of the year, the Mama Tried Motorcycle Show and Flat Out Friday race is held in the heart of Milwaukee and has gained national recognition. Featured in HOG Magazine, the indoor flat track race, Flat Out Friday, kicks off a weekend of vintage and custom motorcycle shows.

Milwaukee MotoPhotoShow:

If you're more into hanging art than rolling art, Lulu Cafe & Bar hosts some of the motorcycle city's most popular professional motorcycle artwork (available for purchase) during their February gallery night. Opening night typically features food specials and voting on artist pieces for themed prizes and crowd favorites.

Chicago Progressive® International Motorcycle Show:

One of the biggest events in the motorcycle world, the International Motorcycle Show (IMS) in Rosemont, Illinois, truly does have something for everyone. Featuring hundreds of vendors from all types of riding, IMS is a great opportunity to do some Christmas shopping for yourself!

If you're a rider in Illinois, Wisconsin or Iowa, check out Hupy and Abraham, S.C.'s online event calendar at www.hupy.com for hundreds of other biker events throughout the year! And don't forget to swing by Hupy and Abraham, S.C.'s "Watch For Motorcycles" booth at any event to get a free vintage motorcycle T-shirt and "Watch for Motorcycles" stickers!

Mark Your Calendars for the Harley-Davidson 115th Anniversary/Milwaukee Rally - Aug. 29 - Sept. 3, 2018

Upcoming Fall & Winter Bike Events

This season, join Hupy and Abraham, S.C. at some of the hottest motorcycle events in Wisconsin, Illinois and Iowa!

2017

- Sept. 14 Iron Horse Hotel Bike Night featuring "Rebel on the Highway" (Milwaukee)
- Sept. 14-17 Tomahawk Rally (Tomahawk, Wis.)
- Sept. 16 "Rebel on the Highway" Movie Premiere, Marcus Majestic Cinema (Waukesha, Wis.)
- Oct. 7 Iron Invasion, McHenry County Fairgrounds (Woodstock, Ill.)
- Oct. 7-8 ABATE of Iowa District 4 Toy Run (Des Moines, Iowa)
- Nov. 4 Milwaukee Cruisers Anniversary Party (Milwaukee)

2018

- Jan. 16 Annual MotoPhotoShow (Milwaukee)
- Feb. 9-11 Chicago Progressive® International Motorcycle Show (Rosemont, Ill.)
- Feb. 16-18 Flat Out Friday/Mama Tried Motorcycle Show (Milwaukee)
- Feb. 23-25 World of Wheels Milwaukee (Milwaukee)
- March 9-11 World of Wheels Chicago (Chicago)

Buy the Bike – Why More Women Should Ride

“But I don’t know the first thing about riding!” you might be thinking. Don’t worry, that’s the perfect place to start.

This year marked the 11th International Female Ride Day. According to the Motorcycle Industry Council, the entire month of July is now Women’s Motorcycle Month, which is great news for the 1.2 million women on two wheels all over the United States.

But why ride? What’s in it for us other than endless opportunities to look cool? Harley-Davidson researched that same question in 2013, and the answers might surprise you!

According to a study of over 1,000 female riders, when compared to their nonrider counterparts, women motorcyclists:

- Feel confident more than twice as often.
- Feel sexy and confident almost four times more often.
- “Always feel happy” more than twice as often.
- Report almost twice as much satisfaction with the communication in their relationships.
- Report a high amount of “extreme” satisfaction overall in their relationships.

When it comes down to it, riding is, of course, a personal choice. What type of bike, what to wear or perhaps even to ride at all are all valid questions that require self-reflection. One thing is for certain, though — studies seem to show it’s good for you!



Sarah Vaun, Photographer, rider and Photo Manager at Harley-Davidson. Creator of the Women and Wheels Project, www.sarahvaun.com

Tony Sanfelipo founded ABATE of Wisconsin and has been riding for more than 50 years.

“For over 25 years, I have proudly worked for Hupy and Abraham, S.C. – a firm that has been dedicated to riders for decades.”

Flat Track is Back!

Not since the release of “On Any Sunday” in the 1970s has flat track racing and styling enjoyed such notoriety. Even the scrambler style is becoming more popular, thanks to releases like Ducati’s platform, BMW’s R nineT and Triumph’s Bonneville and Street Twin.

Starting in the early 1900s, board track races became too fast to safely manage. Banked dirt ovals were then created in place of wooden planks, and flat track was born. For years, Harley-Davidson enjoyed being reigning champions until the Great Depression and World War II caused a shift in production efforts and a lull in racing.

In the mid-1950s, the American Motorcycle Association (AMA) matured flat track into a professional circuit by creating the sport’s first championship. Over the next 30 years, flat track boomed, becoming arguably the most popular form of racing in North America until road racing and motocross gained recognition.

Today, flat track is again enjoying a surge in popularity. The support of big names like Marc Marquez and Valentino Rossi has also helped the leftward sport get on the right track, while grassroots events and acceptance into the X Games has broadened viewership of this historic racing style.

Hupy and Abraham, S.C. named “Best Personal Injury Law Firm” by the Wisconsin Law Journal.

The Wisconsin Law Journal is Wisconsin’s leading legal publication and an essential source for attorneys, judges and other members of the community.

Cast and Crew Assemble in Milwaukee for World Premiere of Rebel on the Highway Movie

The much-anticipated release of “Rebel on the Highway” is set for Sept. 16, when the movie will have its world premiere. Lucky ticket holders will be able to enjoy this film, destined to be a cult classic, on a 74-foot screen, three stories high, at the Marcus Majestic Cinema in Waukesha, Wisconsin (770 N. Springdale Rd.).

The motorcyclists in the movie come from all four corners of the country and are well known in the motorcycle community. Joining co-writer Charlie Brechtel, who also stars in the movie, is Gloria Struck, the nonagenarian Motor Maid, Berry Wardlaw (from Accurate Engineering), well-known photojournalists Rogue and Felicia Morgan, mechanic/builder Nicky Bootz, Rod “Woody” Woodruff (owner of the Buffalo Chip Campground), motorcycle gypsy and Mayor of Fun Bean’re, and nitro-fuel drag racer Rockstone.

Complementing the biker cast are some famous blues musicians, including Melvyn “Deacon” Jones, who passed away on July 6, the legendary Charlie Musselwhite and Guitar Mac, among others.



Just prior to the premiere, on Sept. 14, various cast and crew members will gather at the Iron Horse Hotel in Milwaukee for a special “Rebel Bike Night” on the outdoor patio, known as “The Yard.” The public is invited to meet and visit with the cast and enjoy a relaxing evening of food, drink and entertainment by classic southern rock band, ‘Southbound’.

After the Wisconsin debut of the movie, it will be shown on Sept. 23 at the Colonial Theatre in Sacramento, California, and on Sept. 30 at the historic Rice Theatre in Crowley, Louisiana. More information about the movie and merchandise can be found at <https://rebelonthehighway.com>.

page 3



VIEW THE HOTTEST EVENTS AND MAYBE EVEN SEE YOURSELF IN ACTION!

Check out BEHIND THE HANDLEBARS, Hupy and Abraham, S.C.’s unique video series capturing the latest in the motorcycle scene.

www.youtube.com/hupyandabrahamsc

LIMITED TIME – Biker Buff Giveaway

A bandana? A scarf? A hat? The Buff does it all.

Get yours this season by stopping at a Hupy and Abraham, S.C. booth at a motorcycle event! We will be giving them away free all year.



Can’t make it to our offices?
WE’LL COME TO YOU!

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- Illegal Police Profiling of Riders Continues to be a Problem
- Another \$2 Million Collected for Rider
- Buy the Bike - Why More Women Should Ride
- Cast and Crew Assemble in Milwaukee for World Premiere of Rebel on the Highway Movie

Get Email Updates: info@hupy.com

Fall 2017



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Advertising Material

We represent riders of all makes and models of motorcycles.

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WATCH FOR MOTORCYCLES

This is the law firm that has represented more than 4,000 injured riders. Some have received multi-million dollar settlements. Prior results in an earlier case do not guarantee or suggest a similar outcome in future matters the law firm may undertake.

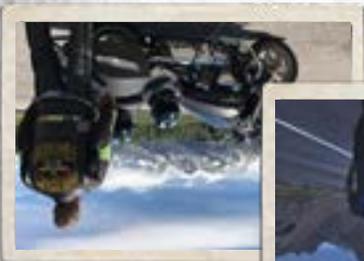
Visit the Hupy and Abraham, S.C. Facebook page and click on the photo contest tab to upload and submit your photo. Or post your photo with the hashtag #HupyBikeContest on Instagram or Twitter. You can also email your photo to pickme@hupy.com.

The photo that receives the most Facebook "likes" for the month of September will receive a first-place prize of a \$100 cash card. The first and second runners-up with the most "likes" will receive Hupy and Abraham, S.C. T-shirts.

Additionally, the photos receiving the most "likes" from each month (May, June, July, August and September) will go on to a final poll in October to be eligible for the grand prize of a \$500 cash card.

This is your last chance to enter the "Best Road Memory" contest. Show us your favorite ride at your favorite place — from a long road trip, weekend getaway or just where you've made some great memories — and submit your photo for a chance to win. The contest will run through Sept. 30, 2017. Final voting takes place in October.

Best Road Memory Photo Contest



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