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NEW ENGLAND POWER SPORTS™ POST

OFFICIAL NEWSLETTER/MAGAZINE OF NEPS

\$3.00

SPRING/SUMMER • 2015 • VOLUME 4



Livingston Taylor on his 1964 BMW R27



Now that we've come to the fourth volume of the NEPS POST, we're taking things in a new direction. As such, we are actively seeking to emphasize how much we value the company clientele. It's about them just as much as it is about us. That being the case, the POST demonstrates the bond we wish to form between staff and customers, taking samples from the outside visitors who keep the business running. Appropriately enough, I began as somewhat of an outsider when my dad Rob Cerundolo first brought me

aboard for this project. Having been a part of this team for the better part of the past year, I'm ready to take the next step. No longer relegated to an assistant, I've been promoted to main editor, diligently correcting and improving everything that comes my way for maximum accessibility to all readers, whether they be employees, customers, and beyond!

While I retain my writing position, consistently striving to hone my skills to their greatest efficiency, my role in the company has gained further prominence. I'm now taking on regular employment with the company, specifically at Cycles! 128 in Beverly, MA, where much of my time will be spent working in the office. My contributions will be especially prevalent in the upcoming blog with news on the business, including upcoming events, info on new bikes, possible employee articles, and more. It's a new step in my career path with a multitude of possibilities and opportunities in the foreseeable future.

The more time I spend experiencing the NEPS business firsthand, the more I feel a sense of belonging. While those who know me are very much aware that my dad and I have differing interests and tastes when it comes to the working world, we both know where our passions lie, and hold a mutual respect for each other and our ongoing goals and accomplishments. He was the man in charge when the POST began, but it since fallen much more under my control. More than just an employee newsletter highlighting our staff and services; It's a true testament to our passion for serving the thousands of customers and guests who come to our five convenient locations.

While I don't necessarily share my dad's enthusiasm for the world of motor sports, I plan to buckle down, and face this head on! I've been given a mission, which I intend to see through from beginning to end, starting bright and early, helping to push those bikes out onto the store lot. Where this new venture will take me, I can't fully determine, but I'll be there every step of the way!

NOTE: If you would like to comment on anything you read in the POST, please feel free to put your two cents in and email me at: jason.cerundolo6@gmail.com.

OUR COMPANY'S MISSION



People who made this publication possible

*Rob Cerundolo, Publisher/Dealer Principal
Jason Cerundolo, Editor*

*Barry Eisenberg, Operations Manager
Rebecca Cabral, School Administrator*

Jim Burns, I.T. Visionary

*Patty Patenaude, NEPS Asst. Office Manager
Frank Maihak, Senior Lead NEPS Parts Manager*

Jamie Champlain, JC Design, Layout and Design

Bob Luiso, Zwicker Press

K. Peddler Bridges, Roadpoet

**TODAY IS THE DAY.
LIVE YOUR LIFE
WITH ABANDON.
BE COURAGEOUS AND WILD AT HEART.
BE YOUR OWN HERO. FOLLOW YOUR DREAMS NO
MATTER HOW BIG THEY ARE. FALL IN LOVE.
TAKE TIME TO APPRECIATE THE MOMENTS, FOR
THEY WILL SOON BE MEMORIES. BE KIND TO YOURSELF.
BE GENEROUS AND TRUTHFUL.
DANCE, SING AND PLAY NO MATTER YOUR AGE.
BELIEVE IN YOUR OWN POWER, STRENGTH AND FORTITUDE.
EMBRACE NEW POSSIBILITIES.
MAKE FRIENDS EVERYWHERE YOU GO.
INSPIRE SOMEONE. BE BRAVE.
TAKE CHANCES AND BE SPONTANEOUS.
DISCOVER YOUR GIFTS AND USE THEM WISELY.
SURROUND YOURSELF WITH LOVE, LAUGHTER AND TRUTH.
DON'T TAKE IT ALL TOO SERIOUSLY.
FORGIVE QUICKLY AND DON'T HOLD GRUDGES.
SEEK PEACE AND CALM.
LEARN SOMETHING NEW EVERY DAY.
CREATE HAPPINESS. LAUGH OFTEN.
ENJOY THE LITTLE THINGS. BE GRACIOUS AND KIND.
SMILE AT STRANGERS,
WE'RE ON THIS JOURNEY TOGETHER.
THIS IS YOUR LIFE....
MAKE IT BEAUTIFUL.**



FAF

The Fellowship Assistance Fund Inc. 501(c)3

Rob and Laura Cerundolo • Co-founders

*Helping People & Families
in Need of Food, Clothing, Shelter*

*To learn more about our mission, go to
www.fellowshipassistancefund.org*



information

PARTS • ACCESSORIES • APPAREL • PRO-SHOP DEPARTMENT

Come visit us at the GBM Pro-Shop located on the 2nd Floor at 1098 Mass. Ave., Arlington. Home of **The Black Bike Café** of Boston and the ALL NEW "Parts & Accessory" information center.

In addition to our current "The Black Bike" clothing line at the GBM Pro-Shop, we are launching "The Cycles Classic Café" t-shirt line and our own NEPS jacket label in historic Beverly, Massachusetts, home of **The Cycles Classic Café** est. 1975.



Black Bike clothing and apparel at the GBM Pro-Shop



1ST EDITION CYCLES CLASSIC CAFÉ VINTAGE HIGH QUALITY T'S

while supplies lasts!

Available in Two Styles;
Classic Grey or Vintage Blue
Ask one of our team members,
Frank, Myooran, Josh or John
at *Cycles*!128 Pro Shop Today

1-800-464-2925

Our Promise to you is SIMPLE!

WE MAKE IT EASY!

NEPS™ family offers you great dealerships, staffed with knowledgeable caring people, serving New England Power Sports enthusiasts, delivering exceptional products, service and value.

100% SATISFACTION GUARANTEED! Call our NEPS™ consumer hotline at **1-800-464-CYCLE**

If you are not completely satisfied for any reason...ask for me, Rob C. *I'll get right back to you!*

COVER PHOTO:

BMW R60/2

Did-you-know?: The BMW R60/2 featured a narrow dual saddle and oval shaped safety bar, available for all 1955-1969 BMW motorcycles from American importer Butler and Smith.

COVER INSET

Livingston Taylor (brother of singer and song writer James Taylor) is a long time friend and customer of GBM/BMW of Cambridge. Pictured here sitting on his 1964 BMW R27, Livingston is a regular of GBM/BMW in Arlington. We are told that Livingston bought his other BMW Motorcycle (R60/2 w/side car) from Pat Cerundolo in the 1960's back when BMW of Cambridge was located at 1136 Mass Ave./2 Arrow St. in Harvard Square, Cambridge. We hope to acquire this 1964 BMW R27 as a trade in soon.

Good Luck Brain Kent putting the deal together. We love taking rare classic "Black Bikes" on Trade!

Thank You Livingston Taylor for your almost 50 years of patronage to our NEPS Company.





Dave Falzarano is all smiles!

Congratulations Dave Falzarano for winning the *Cycles!128* "E" Award last month. "E" stands for EXCELLENCE and going above and beyond. Nice job David. Well done. Well deserved. We know that a Vespa with a side car can bring smiles to everyone, especially you. Thank you for your over 10 years of dedication, service, and professional salesmanship you have given to our company. Have a great 2015 and beyond. Happy Selling.



Ed Cote, Sales Manager at *Cycles!128* is holding the "best tool" of his professional career. Can you see what it is? Yes, you can! It's our company C O W B E L L ! Welcome back to *Cycles!128* Ed. We wish you much success in 2015 & beyond! The future of *Cycles!128* is in good hands with your Commitment, Optimism, Willingness, Belief, Excellence, Loyalty & Leadership. Good selling, Olivier Humbert & Barry Eisenberg! Happy Sell-Sell Selling!



Come visit the "CCC" inside *Cycles!128* of Historic Beverly, MA est. "1969". Come see over 30 vintage classic motorcycles and scooters including, our Best of Show winning, all original, rare "1922" Douglas 350cc motorcycle, nick named *The Meat Slicer!*



FOR SALE \$10,000. Rare 1939, Francis Barnett 90cc AutoCycle made in Coventry England. One of only 12 known to exist in the world and the only one in The USA. **Appraised Value \$12,750.**



Left photo: Don Burnett with his newly acquired 1969 Triumph Trophy 650 from *Cycles!128* Beverly, MA. Don Burnett won Daytona in 1962! Yes, that's right. Don has been a long time customer at *Cycles!128* and we thank him and his son David for their many years of patronage. We know you will enjoy your "like new" 1969 Trophy. Thank you for allowing us to display your Daytona Trophy at the Cycles Classic Café Triumph showroom this year. Happy 80th Birthday Don. Ride on. Ride long.



Right photo: Don & Dave Burnett standing with the 1st Place "1962" Daytona 200 Trophy.



The Million-Dollar DUCATI?

January 30, 2015 By Mark Hoyer

Known as the California Hot Rod, this Cycle Magazine Ducati 750SS, a Daytona winner built by Phil Schilling and Cook Neilson, is now up for sale on eBay. Yours for \$1 million!

It's certainly the most important Ducati in America and, really, might be the most important Ducati of all (behind only perhaps Paul Smart's '72 Imola winner), since it was the V-twin, this very bike, that really put the Italian company on the map in the US and helped establish the worldwide performance reputation still enjoyed by the company.

And you can own it if you're willing to hit the Buy It Now button on eBay, provided you're approved to spend \$1 million. All the better if you don't need any approval. Bidding pushed past \$100,000 on the first day, and, as of this writing, it was knocking on \$130K.

Is the bike worth it? Well, there is no other Ducati, perhaps no other motorcycle, that was both so successfully campaigned and so thoroughly and expertly developed while also being nearly molecularly documented publicly in the immortal pages of Cycle magazine. How "original" does this bike remain, and what exactly does "original" mean on a racer like this?

I contacted Neilson via email and he shared his comments from ductalk.com: "Curiosity about what's in there is right on the mark—I'd like to know too, and I ain't even a bidder. The history—or provenance—of any creature that ever raced is such a frangible thing, and I can tell you that while Phil and I had it, it was never the same for two races in a row. Sometimes it wasn't the same from the beginning of a weekend to the end. For example: Old Blue's last race with us was the Riverside National in the fall of 1977. It blew the crankshaft bearings during qualifying on Saturday: an all-nighter for Phil and me, since there was a lot of damage. Phil wasn't completely confident that our Webster transmission had escaped unscathed, so we replaced it with a nice, fresh, stock transmission out of my (or Phil's) spare 750SS, and that's how it raced the next (and Old Blue's last) day."

Neilson sent a screen grab from his phone, a photo taken probably the last time the bike was publicly displayed, at Vintage Motorcycle Days at Mid-Ohio in 2005.

The last time the bike ever ran at the track was documented in the September 1997 issue of Cycle World. In "Hot Rod Reunion" by Phil Schilling and "Ode to Old Blue" by Cook Neilson, the gents recounted their trip back to Daytona to run the bike and hear its great booms echo off the banking 20 years after running in anger.





MISSELWOOD CONCOURS D'ELEGANCE



2015

Despite New England's fair share of snow this winter, we like to look ahead at the warm days of summer and hope that you equally look forward to another great year for the Misselwood Concours d'Elegance.

Spectators and enthusiasts can expect a wide range of participating vehicles, such as this award winning 1958 Austin Healey Sprite Race car, which took part at the AACA regional and national races in '63, and became Division Champion at the '64 SCCA. Fully restored to its original Lime Rock appearance, the car has been featured at the Greenwich Concours in 2005 and will make its first appearance at the Misselwood Concours.

Over the past five years, we featured many stunning automobiles and motorcycles. For 2015 a steady stream of strong applications makes us feel that this will be the best year to date, with various award winning vehicles that have been showed at other noteworthy shows such as the Hilton Head Concours, the Elegance at Hershey and the Amelia Island Concours d'Elegance.

Together with our returning sponsors such as Cabot Wealth Management, the Lyon-Waugh Auto Group and By-the-Sea Sotheby's International Realty, we look forward to a sunny and warm 2015.

The Misselwood Concours, which raises funds for student scholarships at Endicott College, takes place on Boston's Gold Coast and overlooks the Atlantic Ocean. Each year it brings together car enthusiasts from across the nation in a weekend long showcase of automotive excellence, and includes a Saturday Tour d'Elegance and the Sunday Concours d'Elegance, which also features a fashion show and a fancy hat competition.

Visit us at misselwoodconcours.com



CUSTOMER TESTIMONIALS

Theo, Beverly, MA: *They are very accommodating and very helpful! Great selection, and always pleasant. Especially the parts department.*

Lucky, Boston, MA: *Thanks for your support for all of these years. You help the dream keep going...and the chicks keep riding! Ride Safe. Ride Often. Ride Your Own!*

Bill, MA: *I completed the course, and I found that the people who I had as instructors were very competent, knowledgeable, professional, and enjoyable. They all did a fine job! Now all I have to do is find time to hone my skills.*

Cynthia, Dorchester, MA: *Thank you for all your hard work in helping me buy a beautiful motorcycle. You helped me when no one else would. It's the perfect bike to reintroduce myself to riding again, and will provide my family with an alternative form of transportation. I am looking forward to riding again! When it comes time to upgrade I will come right back to Cycles!128.*

Diane, Bedford, MA: *I will continue to do business with you, as everyone treated me so nicely, and I will recommend you to everyone I know. Thanks again.*

Anonymous: *Thanks, Cycles!128, for going above and beyond, and for making this business transaction a pleasant one from start to finish. I will definitely give a high recommendation to your business establishment, and confidently refer anyone I may know or meet your way.*

Bob, Lynn, MA: *I wanted to send you a short message to extend my sincere appreciation for such a great experience buying my moped and jet ski. It was truly a painless and satisfying transaction. Thanks again!*



OUR DREAM!

We hope to some day open a retro style diner at Cycles!128 called 'The Zero Mile Diner'! Stay tuned. Welcome Whole Foods Market to Brimbal Ave. in Beverly. Cycles!128 supports local farmers. Know your farmer. Know your food. The Zero Mile Diner will specialize in Farm to Table "seasonal" specialities located inside Cycles!128 at The Cycles Classic Café which houses a collection of Vintage Motorcycles & Scooters!



Cycles!128 Welcomes...



Nicole Mendez, our new Digital Marketing Manager.

NEPS is the first Power Sports Dealership Group in the country to be this advanced and proactive in creating a position like this in the Motorcycle/Power Sports Industry

Meet Nicole Mendez

By Jason Cerundolo

Nicole Mendez has joined the NEPS team as a fresh face holding the position of digital marketing manager for the company as a whole. A wiz when it comes to the web, Nicole came across this job through an online search. Having been previously familiar with the company, she attended an interview session in which she made a humorous impression, apparently having her attention drawn to the rocket like designs on her interviewer Rob Cerundolo's socks! The man does take pride in them. Otherwise, she found the job to be an excellent opportunity for expanding the media presence of this well established business whose online marketing had been relatively limited.

A hands on learner, Nicole initially began her marketing career by simply jumping straight into the position. It wasn't long before she fell in love with the field of marketing. In addition to lending itself to a creative lifestyle, she also considered it a great way to make companies' voices heard. For her, it mixed work with fun, and while she still had to take it seriously, she gained a natural sense of fulfillment from it.

Multiple responsibilities take precedent with such a job. Key among them are the handling of web locations, maintenance and web design, social networking (i.e. Facebook, Twitter, Yelp, etc.), and keeping up the company's web presence through advertisements. Bearing these tasks in mind, Nicole is ready to meet such challenges head-on, and she remains very excited over the ideas brewing in the pipeline. The company is set to acquire a new look and feel through its use of online marketing. With plans for a blog in the works, Nicole can assure us all that there's plenty more to come!



3 Generations of New England Power Sports™
POST. Check out our Friends of New England
Power Sports POST on Facebook and our new
BLOG coming soon.
Jason ~ Rob ~ Ralph

NEPS IT CORNER

Having Myooran in the IT Department has been a real blessing for all of us, myself especially. He has work ethic wrapped up and intelligence to spare, carrying a sense of humility and good nature that has been an example to me. I will watch and support his growth at Cycles with great enthusiasm.

Good fortune has smiled upon us again in the form of Nicole Mendes in the new role of Digital Marketing Manager. So far, she's been rather soft spoken. Softly speaking very important things. You can believe me when I say, she is being heard. She bears a fresh perspective, and a skill set that extends beyond marketing expertise. The tip of the arrow.

As we look to fill Myooran's role, I'm grateful for the job he's done and the years of heavy reinvestment in technology the company has made. We're in good shape and Myooran's continuing contributions to IT are most appreciated.

We have new help desk software. It's hilarious, exhilarating, and will wash your car if you're not home.

OK, it's easy to use, and is the best way to get support.

<http://help.newenglandpowersports.com>



Meet some of the **CYCLES128** Family

Rob Therriault

By Jason Cerundolo



Rob Therriault, business manager in charge of European lines (Ducati, KTM, Triumph, MV Agusta), became engrossed in the world of motor sports at an early age, as his father happened to be one of the first Harley Davidson Indian dealers on the East Coast. Bob's Cycle Shop in Burlin, New Hampshire, a store still open today, was his place of work where he maintained repairs. The shop has since fallen under the control of Rob's older brother. Rob himself officially became involved in the business after his father took on a role as chief of his fire department. A worker from the local Honda store called to ask if he had any other kids (as Rob was one of five children).

At the start, Rob's responsibilities included taking bikes out of boxes, assembly, changing tires and oil, sweeping floors, and cleaning up around the dealership. His work there became almost comical as his new coworkers joked that they had him there for free before, due to the regular visits he made out of interest in the company and subject matter, and now they would actually have to pay him to be there. Regardless, he continued indulging his passion, and was incredibly grateful to be a part of the business.

Upon graduating in 1985, Rob moved to Florida where he worked at Honda of West Palm Beach before eventually switching to Kawasaki. Having been into music since high school, he started a band with one of his customers. For him, it was a second passion, one which he brought to Boston, then considered a "hot spot" as a lot of bands had been signed in the area. Come 1988, Rob joined Arlington Motor Sports (then answering to the name Honda of Boston). As time passed, he managed to climb through the company ranks, going from parts manager to sales manager to business manager, a position which he still holds today. Rob proved to be a valuable asset as he filled voids previously left at the different dealerships, and found work at every one (sans the Lunenburg store which had not yet been acquired by the company at that point in time).

Today, Rob plans to get the current crop of brands established, and have the company be established as a leader in New England. While still performing tasks such as assisting young riders, he aspires to make the store exceed its potential as a powerhouse! After spending over 30 years in the power sports business, Rob continues remaining true to his roots, reciting the company slogan "We make it fun and easy here at Cycles128". He wholeheartedly agrees that the process should be fun when getting on a bike. This is further exemplified by the resources the company provides, including a riding school on the premises; exclusive lending sources such as recreational finance; a main warehouse for the company; the best staff he's ever had the pleasure of working with; and a win-win situation for customers both new and returning.

Josh Irwin

By Jason Cerundolo



Josh Irwin, the parts associate at Cycles128 in Beverly, MA, bears the job of helping to educate people on parts needed to fix and maintain vehicles. His participation in the company began on St. Patrick's Day of 2010, when he was hired as a detail delivery specialist. He eventually faced a somewhat brutal transition period, during which he desired to switch over to parts in spite of his associates, likely valuing his work at the time, not wishing to let him go.

While the majority of his work has kept him situated at the Beverly dealership, Josh has gone to shows, and visited seminars for the purpose of keeping up-to-date on different products as they become available. In addition, he made a habit of attending "Masters of Mini", an annual mini bike race previously held at the store every November.

Since his childhood, Josh has always had a passion for motorcycles, going so far as to consider his work with them to be a "second life". He claims that cars bore him, but if it's a ride with two wheels, he's gonna "Love it!". Riding nine months out of the year, he only takes winters off.

Having been medically retired from the military, his current line of work meshes well with his general lifestyle. He always looks forward to seeing new gear, accessories, and technology. Josh especially loves Triumphs and their history, as they feature such a wide assortment, mixing an old school style with modern technology. When offered a deal that would have him working with the brand full time, Josh decided to stay on with the company.

Check out our newly expanded Triumph Clothing & Apparel Department! Visit us @ Triumph@cycles128.com 1-800-464-CYCLE (2925)





Ed Cote

By Jason Cerundolo



Ed Cote, known as Eddie to his workplace buddies, first formed his connection with the company in 1996 through his then brother-in-law Tony Palumbo whose now ex-wife coincidentally happened to be the sister of Ed's ex. Originally working as a banker, Ed made a part time transition to Parkway Cycle where he worked in the business department three to four days per week. In November of that same year, he became fully integrated into the company when he took the managerial position previously held by Mr. Pierre Rumpf. Eddie maintained his business manager status until 2002, when the company purchased Plaistow Power Sports. His team spent the next two years in a transition period which ultimately culminated in him rising to the rank of sales manager in 2004.

In the years following, he went through a series of brief hiatuses. Finally, in September of 2014, after a two year hiatus in which he worked as sales manager for Boston Harley Davidson, Eddie returned. At this point he is in training for his transition to sales manager for the corporate headquarters.

At 52 years old, Eddie remains young at heart! He is currently living in Sandown, New Hampshire. His favorite ride includes any variety of cruiser bikes. As long as they have quality floorboards and a proper fairing with a good stereo he'll be happy. Overall, Eddie's relationship with the company has been terrific! Even his folks managed to make a tangential connection with the company as customers at the former car dealership Hillcrest Chevrolet, then owned and operated by Mr. Rob Cerundolo who was also the head of the New England Power Sports franchise. While the former company has since been shut down, Rob continues his work at *Cycles!128* in Beverly, Massachusetts where Eddie works today. For him, Rob is the man responsible for making it feel like Eddie always has a home with the company. Despite his hiatuses, Eddie always managed to find his way back, and he was welcomed with open arms!

Myooran Nakeswaran

By Jason Cerundolo

Rick Zwicker

By Jason Cerundolo



Rick Zwicker, warehouse manager for all five stores in the New England Power Sports franchise, first became acquainted with the company in 1996, when a friend asked him the favor of driving to New Hampshire to pick up a bike. The very next day he was given another request for a pickup in Maine. The favors continued which gradually led to Rick working his way through the ranks. Fulfilling requests had blossomed into a well earned full time job. Beginning at a lot position, he switched over to a service lot with the coming of winter. Eventually he moved on to detailing, and finally took on the managerial position he holds today.

As a longtime lover of motorcycles, Rick rode dirt bikes, ATVs, and go-carts while growing up. He always had a fondness for the industry. While the company only consisted of three stores back when he first began (*Cycles!128*, GBM, and Parkway), Rick has witnessed its tremendous growth through the acquisition of Plaistow Power Sports and later Central Mass Power Sports. As the company grew, so did demands, which led to the warehouse doubling in size! The brands (once limited to Honda, Yamaha, Suzuki, and Kawasaki) have also expanded to KTM, Triumph, Ducati, MV Agusta, Polaris, and Arctic. To this day Rick remains astounded at how far the company as a whole has come, and privileged to have had a hand in its development.

Ever the humble gentleman, Rick insists on lending credit to his small yet determined crew (Eric, Willmont, Valentine, and Jason), all of whom do their part in the job of product shipping and all that comes with it (i.e. sorting parts, stacking crates, constructing bikes, trucking to other stores, transferring bikes, and inter-company parts). Rick and his team eagerly look forward to further development of the company and the challenges which lie ahead.



Myooran began his work at *Cycles!128* as an IT Specialist, a title which he held for two years. During this time, he held a number of responsibilities which required consistent attention with no room for laziness. Prominent among these were fixing keyboards and mouses, light speed support, network management, user access control, implementing new software, the phone system, and maintenance and support with insulation and the like. Needless to say, he's been a busy beaver, but he proved himself to be the man for the job. It should really come as no surprise considering his long term experience with the craft, even making a hobby out of building computers at home at only 15. He was definitely the team's go-to guy.

More recently, Myooran has made a transition to the position of Parts Manager, a job bringing a whole new set of challenges. These include inventory maintenance, sales of parts and accessories, managing the parts department staff, as well as ordering, shipping, and receiving parts. A new set tasks requiring a similar level of skill. Something which Myooran is certainly up to the task of handling, though he maintains his duties as IT Specialist for the Cycles store. Initially, Myooran's interest in the job was sparked in 2008 while working in the parts department at the GBM store; the actual transition wasn't proposed until much later. Roughly a year ago, after a full year spent working at Cycles, he expressed interest in the position to Olivier Humbert and Rob Cerundolo, to which the former replied, "Good things come to those who wait". Cliché as the statement may have been, it became true for Myooran, as one year and two heartbreaks over losing the chance later, it became his!

The future seems bright, as Myooran plans for an expansion of Ducati and Triumph to become the number one lines in parts, accessories, and apparel in New England! He even holds hopes of one day making General Manager. Wish him luck!



People of Parkway



NICK INGLES

By Jason Cerundolo

As the new Parts Manager for Parkway Cycle, Nick Ingles faces a number of daily responsibilities. Key among them are scheduling and hiring of new workers, training employees, parts and retail, ordering accessories, keeping track of shipments, tags and displays, working the service department, and making returns after error as part the company's warranty. While these tasks are numerous, and much attention is required to keep things on track, Nick is ready and able to face the challenges ahead thanks to the years of experience he has gained by working in this field.

Eight years ago, Nick could be found working at a Harley-Davidson store as a part of the sales department. One day, the Parkway manager paid a visit to the store, after which Nick was recruited, joining the ranks of the NEPS dealership. From that November to the following April, Nick bore the title of Inventory Manager. His work for

the company continued over the next seven years. Everything just seemed to mesh with his nature. He himself had always been very detail oriented, showing a knack for filling in gaps, organization, and promotional skills.

Before his work with such businesses even began, Nick had already been riding for two whole years. He held a job in telecommunications until that company was eventually bought out, prompting him to take a summer off to do a bit soul searching, and figure out where his life would go. It was through a few friends that he found his calling in the motor sports business. Now, eight years later, Nick is humbled to be taking his new managerial position. Though his predecessor ran a rather tight ship, he considers himself lucky just to bear the title. Nick is ready for action, keeping wheels greased, making it on his own, and hoping everybody's happy. Wish him luck!



ZEV GINSBERG

By Jason Cerundolo

As Sales Manager at Parkway Cycle, Zev Ginsberg bears a number of important responsibilities, most prominent of which is the selling of lots of vehicles. Among these are street bikes, dirt bikes, ATVs, wave runners, as well as a full line of power equipment. However, the position requires more than mere salesmanship. Zev consistently lends his support and backup to his sales team, working with them on a regular basis right from the beginning. As such, he's in charge of recruiting, hiring, and training the new sales department staff members. Coupled with acquiring the right pieces for the product line, all of this goes toward the ultimate goal of meeting customer needs to ensure optimal satisfaction.

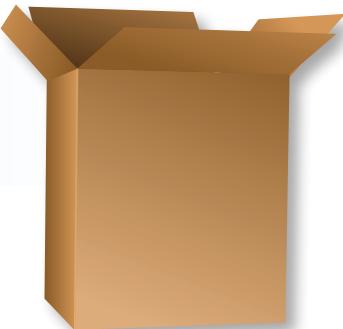
Zev's experience with the NEPS company began in July of 2003 at Greater Boston Motorsports. It was the following September in which he switched over to Parkway where he remained until return-

ing to GBM from 2006 to 2007. Come 2009, he went back to Parkway once again before acquiring a joint position shared with Cycles! 128 in 2011. Despite this jumping between stores, Zev's involvement never wavered. It should hardly be surprising considering his history as an avid rider, even riding cross country on a GSXR750. Not to mention plenty of street riding. Zev just loves being around bikes, and aspires to one day make General Manager.

A semi-professional road racer, Zev owns two Yamaha R6s, and holds an AMA road race license. In addition, he acts as an instructor at the Penguin Road Racing School, assisting aspiring riders to train, practice, and race. According to him, "You're only as good as the people you surround yourself with", and Zev's team is the best he could ask for.



WHAT'S IN THE BOX?



Our customers are in the box, or, more accurately, our showroom has quite literally gone electronic. We receive shoppers online, and not just a few. In season, we consistently have 15-25 potential clients looking at our motorcycle inventory. They come, they go, but they are *always* there.

How often do we have 15 shoppers on our floor at the same time? What we do with the eCommerce opportunity/challenge will define our success in the coming years.

I was probably the last one to read *Who Moved My Cheese?*. Give it a read. The story rings true. Quoting the Author, Spencer Johnson:

"Sometimes, Hem, things change and they are never the same again. This looks like one of those times."

"It is safer to search in the maze than to remain in a cheeseless situation."

Sharpen your computer skills. Rethink your daily tasks. Contribute to the effort when called upon, as well as on your own. We are going into the maze like never before, and I hope you come with us.

— Jim Burns

PARKWAY CYCLE

Boston, MA

Customer Testimonials

Daeson, Marlborough, MA: *My favorite toy store! Great sales team. Excellent trade in values...I have purchased many bikes here, bought my very first Hayabusa here, and keep coming back. Very honest salesmen. Keep up the good work.*

Brendan, Danvers, MA: *THESE GUYS ARE GREAT!!! Every time I walk in I feel welcomed. Myself and almost everyone of my friends have purchased a bike from them and it was an awesome experience.*

G. L., Mid-Cambridge, MA: *I take my bike to Parkway every year to get my sticker and some maintenance (I ride a lot). I have nothing but good things to say about the service and staff. I made an appointment one morning and showed up a few minutes early. Once I arrived I was attended to immediately. I browsed around the store while the service was being done, and was asked by sales staff if I needed any assistance. I respectfully declined and didn't feel bothered at all. When I did have a question about some of the merchandise, the staff was very helpful. My bike was done within an hour as expected, and felt like new. I will continue to bring my bike here, and recommend it to others.*

Louie, Revere, MA: *I've been dealing with Parkway for many years, purchased several bikes from them and have always been treated like family. Myself and my chapter members have always received great service, and they stand by their work. I've never had any problems with their workmanship, parts department, or attitude. Tony has a great crew under him, and it shows.*

Roman: *This was the most fantastic experience I've had while buying a motorcycle. The bike arrived in immaculate shape, even better than the original description. I'd recommend this establishment to anyone.*

Harold, Charlestown, MA: *Great parts department. Very responsive and helpful with everything I need via phone or E-mail.*

Fin, Norwood, MA: *Very happy with this store. Sales (parts) staff was very professional. I always get notified on time over the phone and by E-mail. These are great guys. I'm stuck here forever!*



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A DAY IN THE LIFE OF A MOTORCYCLE RIDING COACH

KURT PAULSON, RIDER-COACH

Kurt Paulson has been a certified Motorcycle Safety Foundation Rider-Coach since 1998. For the past 11 years, he has worked exclusively at the Motorcycle Riding School. His love for machines and motorcycles was always present since as far back as he can remember, but a neighbor with a Honda z50 cemented the motorcycle addiction at the mere age of seven. Several dirt machines followed, but it wasn't until high school graduation that he purchased his first street legal machine. From that day forward Kurt had never been without at least one street bike, a tradition which still holds true today.

Becoming a Riding Instructor allowed Kurt to combine his passion for motorcycles with work, something he is constantly grateful for. Being a Rider-Coach is obviously fun, but it offers other rewards as well. It's often very gratifying to be helping people overcome their fear and anxiety. It's also great to observe the joy of the first motorcycle ride, and even better when students return to show off their machines.

Of course working at the Motorcycle Riding School is still a job, and a full time one at that. Weekends off quickly become a thing of the past. Long hours on your feet and constant exposure to the weather are things you're forced to face every day. One quickly learns to hydrate and dress properly in this industry. Having a thoughtfully set up and well staffed riding site can help to mitigate some of these things.

The Motorcycle Riding School is a full service learning center with both classroom and riding range in the same facility. Additionally, it offers a heated break/ restroom and a covered shed, while other sites get by with far more primitive accommodations. The school itself is part of a full service dealership, meaning the motorcycles are maintained to a very high standard. All of these things contribute to a more positive experience for student and Rider-Coach alike.

Another area that sets the Motorcycle Riding School apart is our staff. Our team of Rider-Coachs represent some of the best trained and most experienced in the state. These cohesive staff members allow the school to provide a level of service to our customers that is unmatched by any other training site around. If you are an accomplished motorcyclist with strong customer service skills and a desire to help people then you may want to consider working at our school. Weekend work and long hours should be expected. Becoming certified can be a daunting and involved process but the rewards are many. Contact Kurt at Kpaulson19@hotmail.com if you are interested.



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- **P.C.M.P. Preferred Customer Maintenance Plan:** Pre-paid maintenance plan. *Benefits: Full Service Value at 20% Discounted Purchase Price. Plan never expires, no time limitations. Transferable to next owner or Trade-in Credit on Next PCMP. Free Pick-up and Delivery and Free wash with every scheduled service.*
- **G.A.P. Guaranteed Asset protection:** In the case of Total Loss it will cover the difference between your insurance pay off and the balance you owe to the bank. Great tool to protect your credit score and your financial future.
- **Total Loss Protection:** Protect your Investment! In the event your motorcycle is considered a total loss by your primary insurance carrier, this program will give you peace of mind and financial protection in such case. The maximum limit of Total Loss Guarantee is \$5,000
- **Key Insurance:** This Key replacement Policy will produce a duplicate key at no charge. It's simple, it's convenient.



Come Ride with us!



GBM General Manager David Walsdorf with Boston Red Sox Owner and GM Larry Lucino & Manager Ed Cane. Thank you for your patronage to BMW Motorcycles of Cambridge. Go Red Sox!



DENNY GREGORY

Greater Boston Motorsports

My history begins in the summer of 1977. I had already been mowing lawns since the age of 12, as well as working as a part time custodian at a childcare facility when I was 14 and 15. My brother-in-law worked at a towing company in charge of the "police" tows for a portion of Cleveland and a couple of surrounding suburbs. He had accumulated a number of crashed motorcycles, and was starting to disassemble them for the purpose of selling any salvageable parts. So, in the summer of 77, he admired my work ethic, and decided to give me a shot. This was in spite of my knowledge of motorcycles being limited to knowing they had two wheels, and you could see the engine. He brought me in, and demonstrated the proper use of the available tools. They put a crashed motorcycle in front of me, and instructed me to take it apart piece by piece. It was a 1972 Honda CB350, and took me about 4 hours to fully disassemble. When this task was completed, I took all of the good parts, and wire tagged them with the year, make, and model, before storing them in the appropriate spots on the shelves. A far cry from this initial, I went on to become the record holder for disassembling a 1975 CB750 in only 36 minutes!

I continued working there during the summer of 77, 78, and 79, before graduating in 1980, at which point I went to work in the commercial art field. One year later, the studio I was with went out of business. During that period, the used motorcycle parts business was gigantic, and my brother-in-law needed help again. I was brought back into the industry, and promoted to managing the used motorcycle shop. In 1983, they opened a Suzuki franchise, and closed down the used shop (for reasons other than lack of business). Transferring over, I spent a year at the Suzuki store, and was eventually brought on board with Yamaha as well. During this period I met my first mentor, Mr. Pig! He taught me not only how to work on motorcycles, but also how to organize and work with vendors, selling parts. Back then, when you needed to order parts, you filled out a parts request form in triplicate, pulled off the top and bottom copies, then stuffed it in an envelope and mailed it to Suzuki.

Two weeks later, your parts showed up. My time with this store continued up to the summer of 86, when they got so far behind in paying me that I had to make a change. Fortunately, one of the mechanics who had left for another store called to inform me that they were looking for more help. I went in for the interview where I was told they only needed a mechanic as they already had two parts managers, one for Kawasaki and their wholesale business, and one for Honda. On top of that, they were offering \$3.00 per hour less than I was making. In response, I simply asked if I could cash my check on Friday, to which the replied, yes, and I took the job on the spot. This is where I met my other two huge mentors Jerry and Julie Ferrell. After about a month, they decided to try me in the parts department. One month after later, they released their Honda parts manager, and gave me the title. At one point I remember the owners taking me to dinner and telling me, "If you can just hang with us at this low rate of pay, we will eventually make it worth your while". As the store grew, we added Yamaha in 1988, along with the plans to build a new facility which we moved into in January of 89. In 91, we added Suzuki, at which point the Ferrells started living up to that dinner discussion we had way back when. I was finally the owner of company vehicles to relieve me of car and insurance payments. In addition, I was getting married for the first time, and most of my wedding expenses were covered.

In November of 1997, everything changed. The Ferrells had taught me so much, mostly about the importance of customer service. I was like a son to them, but my drive to eventually buy the store from them came to an end when Jerry suffered a massive heart attack after calming down an irate situation at his desk in his office. I could do nothing but watch my most influential mentor slip and pass away in front of us while the rescue squad tried to revive him. This was a major turning point for me. His wife Julie, still remembering our dinner discussion, gave me 10% of the company. We made it four more years together

GBM CUSTOMER TESTIMONIALS

Carol, Arlington, MA:

Came in to buy a snowblower. Excellent service. It was a pleasure to work with everyone. A relaxed environment with no pressure, but very helpful.

Kamil, Dedham, MA:

It was quick and easy. Both Brian and Rick were a pleasure to work with. I would highly recommend purchasing a motorcycle from this team.

Jordan, Lexington, MA:

It's a fine place. Everyone's friendly and awesome. Can't wait to ride my new bike.

James, Barrington, RI:

Very patient sales staff who let me try on every jacket in the store...well, maybe not every one, but close to it. Great customer service. Your parts/accessories showroom is really a step up.

Anonymous, Melrose, MA:

The employees at Greater Boston Motorsports are knowledgeable and friendly. I appreciate their help with all of my purchases during the last two months.



The “Original” Black Bike inside The Black Bike Café/BMW Clothing Apparel Pro Shop at GBM Building, 1100 Mass Ave., Arlington MA.

until 2001, when we decided that without Jerry it just wasn't the same business. We put the company up for sale, sold it January of 2002, and moved on to the Beef Jerky business which lasted three more years.

During that time period, I welcomed my first and only child into this world, followed by a divorce in which I had lost everything that was going to keep me going until the Beef Jerky business took off. Once again, I found myself back to where my heart told me I should be ... the Motorcycle Business. Meanwhile, the folks we sold our store to three years prior had managed to take everything we did and worked for, and completely destroy it. (I could seriously go into detail on that) It was then purchased by yet another acquaintance of ours, who owned a Honda car dealership right in front of where we built our new facility in 89. Well, it just so happened that he was looking for some professional help to bring back the reputation of the store, and reached out to me for assistance. The timing couldn't have been better. So, in 2005, I started back after a three year absence, when this new owner was in the process of building a “mega” store. I stuck with him through the build of his amazing new place ... 40,000 square feet, a 20 foot waterfall in the middle of the showroom, four inch wooden tiles imported from Italy for the accessory area, granite countertops in both the Parts and Service Departments as well as the restrooms. This lasted three years before the opportunity of a life time for me and my experience came; to go to a single line Honda store that had been around since 1964. So I made the move, feeling happier than I had ever been before! It was a small, dirty, family owned store that needed some help, and the GM of the store was my long time parts manager. Between the two of us, we were on our way to making this an amazing Honda dealership. It was growing faster than we could've ever imagined! Both of us had such long time good names in the industry, customers were coming to us from 50+ miles away, despite living only two blocks away from other stores; however, it was really the Jerry & Julie Ferrell trained employees that the customers wanted.

We were breaking sales and parts records with this store, and then I started getting friendly with one of my inside phone reps from a distributor in Hanson, MA, whom I had been buying products from for 15+ years. We started talking outside of the business more and more, and the next thing we knew, we were traveling between Ohio and Massachusetts, switching back and forth. Then, in December of 2009, we went on vacation to Key West, and got married. I returned from my vacation only to find out that in three weeks time the owners were deciding to close the Honda store, and put all of their profits into their struggling Harley Davidson store (one of the few having trouble staying in business). So I took this as a sign to join my new wife in Massachusetts, leaving behind an 8-year-old son, the toughest thing I have EVER done! People can't even imagine even to this day (five years later) how much it tore me up inside.

I came out here to try to semi retire as my wife's income was sufficient to support both of us, and I was going to go back to school for computer graphics. In due time, however, this motorcycle industry kept calling my name, and I couldn't sit around and do nothing, and school was just too expensive for a non resident. I went to work at Brockton Cycle where, even though I had more experience than anyone else there, I just wanted to be a parts guy; no worries, no pressures, just clock in, do my time at what I love, and clock out. These plans proved to be short lived yet again as I was told just a few months later that they were shutting their doors. Oh boy, now what? So one day, two gentlemen came down to interview some of the employees to see if there was any interest in working for their company. This is where I first met Rob Cerundolo and Olivier Humbert. I was certainly interested, but wanted to act as if I wasn't ... a few months later, I was working at GBM, now going on my fifth year straight.



James, Natick, MA:

Overall, the sales person I dealt with was awesome. He took time to show me a couple of bikes and tell me about the features. I am happy that I stopped in.

Gil, Newton, MA:

Your parts department is extremely helpful and incredibly knowledgeable. The service department has gone above and beyond to make sure I am a happy customer. I appreciate Greater Boston Motorsports because you all appreciate my loyalty.

Douglas, Newtonville, MA:

Great bunch of caring individuals that work to do the right thing for the customer.

Victor, Somerville, MA:

I feel the customer service at GBM surpasses all. They treat you like family even if you are just browsing. I would never buy a bike anywhere else. If I moved out of state, I would come to Mass and buy here.

Michael, North Reading, MA:

The service staff and the parts department were all exceptional. My technician was awesome as ever. Again, if I could, I would go on TV and tell all of New England to service and/or purchase their bikes nowhere else but with GBM.

RICK LOPEZ



Rick Lopez, Business Manager
rick.lopez@greaterbostonmotorsports.com
781-648-1300

I was born in North Cambridge right down the street from GBM where I first learned to ride a friend's dirt bike, cruising around an empty field and down trails in an area that would eventually become Alwife T Station. To me, it's ironic that I've come to consider GBM a home when it's located right down the street from where my experiences with riding began.

Since that first ride, I have admired many different motorcycles, as well as their riders. My first bike was a Honda Rebel 250 that I purchased when I was 21 years old. Since then, I have owned a few Kawasaki Ninjas, a few Harley Davidson Wide Glides, and currently ride a Kawasaki Vulcan 900 Custom.

I came to work for the New England Power Sports family a few years ago at our location in Plaistow, followed by a short stop in Parkway, before finally coming to work at GBM. I must say I have loved every minute of my time with the New England Power Sports family.

It's been an honor meeting and working with so many great and creative people over the last few years. I look forward to continuing my work for the New England Power Sports family for many years to come.

A photograph of a motorcycle, specifically a Honda R1200R, parked on a bridge at night. The headlight is on, and the background shows a blurred city skyline.

Come see me: Rick Lopez at GBM in Arlington for all your Honda, Kawasaki, Suzuki, Kymco and BMW motorcycle financing needs. Ask me about our exclusive "PCMP" Preferred Customer Maintenance Programs including tires and service contracts!

Customer feedback

A close-up, high-contrast photograph of a motorcycle's front end, showing the headlight, handlebars, and front wheel.

I have been coming in to the Arlington, MA store to kick tires and drool over the R1200R's for a few years now. Brian has been nothing but patient with me in explaining the bike features, what he can do for trade-ins, etc. I have also, over the years purchased various accessories and clothing from upstairs. Again, the folks there are very knowledgeable and patient. I have never felt rushed into a sale or pushed into getting more than I wanted. However, I am grateful that folks have exposed me to other options (Rick was great at explaining the warranty options and extras without making me feel that I had to buy them. Roger was very cooperative in helping me with the sale and getting the correct seat for the bike. The gentleman (Phil?) who delivered the bike was friendly in the store and at my home and very respectful as well as helpful. My experience of your organization has been uniformly positive, down to the woman at the front kiosk letting me ride off into the sunset to get 15% when the credit card machine did not work and I had to pay for an inspection.

Roland de Filippi, Lexington, MA



The ROADPOET

Welcome to the Roadpoet's Page. I'm not sure if you know me or not, so please, allow me introduce myself. I'm K. Peddlar Bridges a.k.a. Peddlar, The Roadport, Bikerpoet, and die hard motorcyclist. Over the years, I've owned quite a number of rides. Everything from Honda step throughs to big Harley FLHs. At present, I own two Harley Davidson Sportsters that I incidentally purchased from New England Power Sports. One: At their Cycles! 128 store in Beverly, Two: From their GBM (Greater Boston Motorsports) store in Arlington, Home of The Black Bike since 1969.

"Yes, New England Power Sports has your Harley."

I remember several years ago when I first saw the Black Bike logo. I asked, "What is the Black Bike?". I then told myself, "This is an image I could get behind...I want to sell this product". The reply I received was, "It's just a thing? You know, a thing". Then I remembered what the famous Musician Louis Armstrong once said about jazz; "If I have to explain it ... you won't understand it!". And that's when I realized what the Black Bike IS. It is the image of my own life, my own culture, my own history.

They say good poetry is both personal and universal, but, in truth, there is enough common ground in my history to become somewhat universal. Therefore, my Black Bike images become your Black Bike images, because, in reality, they are our Black Bike images.

It is amazing that almost everybody who reads this poem likes it, and identifies with all these Black Bike images; however, many readers still go on to name one or two more Black Bike images that they would add to this poem. "The Black Bike is, an Ariel Square Four at a concurs bike show," or "The Black Bike is, the image of that lone rider on an old Harley Pan in the book The Motorcycle Riders".

Others will name their first bike; their best bike; their present bike; often not even black. They will say, "The Black Bike is, a Blue Gold Wing, on a long highway run," or "The Black Bike is, a street cruise on a Silver 650 Yamaha," or "The Black Bike is, a White Honda 305, on a summer day, heading for the beach," or "The Black Bike is, a Red CB 754 loaded with camping gear". Because, to them, that is what color their Black Bike is!

NOW!

THE BLACK BIKE IS...

(As THE QUESTION)

What color is your Black Bike?

Our answer is...In truth, it does not matter what color your Black Bike is, because whatever color your Black Bike is, it is an image of our history, our culture, our life!

THE BLACK BIKE IS...

By K. Peddlar Bridges, aka, *The Roadpoet*

THE BLACK BIKE IS...

The silhouette in your mind's memory
of the first bike you ever wanted!

THE BLACK BIKE IS...

The shadow of the bike and rider
who run, just ahead of you,
when the moon hits your back!

THE BLACK BIKE IS...

The image of Marlin Brando leaning back on his Triumph
in the Hollywood movie, "The Wild One!"

THE BLACK BIKE IS...

The bike...if Steve McQueen had been riding on
in his movie, "The Great Escape!"
He would have cleared that second fence!

THE BLACK BIKE IS...

Pleasant memories of watching old episodes of
"Then Came Bronson!"

THE BLACK BIKE IS...

Watching videos in black and white of old races
on the Isles' of Man!

THE BLACK BIKE IS...

A snap-shot photograph of the famous Vincent Black Shadow,
setting the world's speed record!

THE BLACK BIKE IS...

The image of the Last 305 Honda Dream,
to roll out of the factory!

THE BLACK BIKE IS...

The image of the first Harley-Davidson 883
to roll off the assembly line!

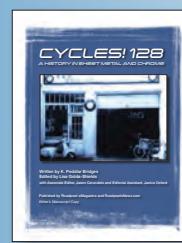
THE BLACK BIKE IS...

A Café Racer!
A Boulevard Cruiser!
A Flat Tracker!
A Dragster!
A Touring Bike!
Even a Trike!

THE BLACK BIKE IS...

A tattoo of our life!

NOW AVAILABLE



CYCLES! 128 "A HISTORY IN SHEET METAL & CHROME"

by K. Peddlar Bridges

If you would like information on Peddlar's
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**Central Mass
Powersports**
LUNENBURG, MA



Here I am, sitting in my office at Central Mass Powersports, trying to figure out how to write an article introducing myself to our customers and the NEPS family. Of course, I could easily say something like, "Hello, my name is Michael Gallagher, and I'm the Finance Manager at Central Mass Powersports," but that seems quite typical as a generic introduction which you readers might expect from a less creative mind. You see, the life I've lived is far from typical. I've always wanted to stand out, set the standard, and march to the beat of my own drum. A basic introduction is just not going to suffice here. I do, however, find it somewhat amusing that one of my loves in life is writing. Normally, the material just flows from my head and onto the paper, but when faced with the task of writing about one's self, I seem to have been hit with a bit of writers' block. They say (whoever that is, because, let's be honest, we never do find out) when writing about yourself, you need to reflect on your past and how that brought you to where you are today. So, maybe we shouldn't start with the fact that I have been with C.M.P.S. for the past year, building an honest and credible finance department which puts the customers needs first, but rather with how I got here in finance at New England's top power sports company.

Being in the power sports industry really would not surprise those who have known me my entire life. It's just in my blood. Between all the boats, muscle cars, dragsters, and motorcycles I've had over the years, it's become increasingly apparent that if it has a motor, I want it. See, I grew up on the north shore of Long Island, NY, and learned from an early age that if you want something, set your sights and earn it. Of course, I wanted all of the above. After all, my favorite movie as a kid was "Grease 2", just because of the bikes. My first job was picking up rocks in horse paddocks at the age of ten, and I did every odd job a young kid could do. I eventually had enough money saved, and bought a small 30 year old powerboat where I could enjoy my summers on the water. With the lesson of work and reward learned, there was no stopping me. By the age of 13 (and with the help of my parents), I had a go-cart, two Honda scooters, and, believe it or not, a 1988 Honda Hurricane 600. My parents decided to get it for me for Christmas in 1991 with the belief that I would not be able to ride it for a few years. HA! Thirty minutes and a switched plate from a scooter later, I was off riding my new bike. I can still remember my thoughts as I rode that bike for the first time that Christmas Day, "Damn, it's cold!".

If you remember, I did state that I haven't lived a typical life. Over the years, I have held different management positions in fields such as manufacturing, the automotive industry, and was with a law firm specializing in consumer lending for over five years. But I also professionally wrestled for eight plus years! Before I wrestled, I power lifted, and participated in Strongman and Highland games. I even held a state title for deadlifting with a 720 pound raw lift! Still, I wanted more. I wanted to see where my 6' 4", 295 pound frame could take me. In 2006, I saw WWE (WWF at the time) was holding open tryouts for wrestling in Andover, MA, at Killer Kowalski's pro wrestling school. I showed up not knowing anything, and the first person I met was the Killer himself! We talked for a few moments, and discovered we shared the same birth date of October 13th. He was very impressed with my build, and said to me, "I will tell them (the WWE) to pick you". After a short tryout, I won the WWE scouts over with an impromptu promo I cut. A week later, I left my job with Serta Mattress, and began my wrestling career under the Killer's guide. He passed two years later in August of 2008, but I am forever grateful for all he did for me. The prestige to be able to say you are trained by one of the legends in pro wrestling is such an honor.

During my time as a wrestler, I got to travel throughout the country, be in a movie, and literally know what it's like to live as a rockstar. I performed under two different ring names. The most popular one is Mike Nice, and the other one which I started later in my career is MPG. Both very different and unique personalities, but were more or less the extensions of my own personalities; however, with the good comes the bad. Many people commonly believe wrestling is fake, but the physicality of the sport is very real. That ring is not a mattress; Many of the ropes are literally steel cables; The chairs and table are 100% real. You feel every slam, suplex, and chair shot. Unlike professional sports like football, baseball, etc, there is no off season. There is no six months to a year between bouts. You're on stage three to five nights a week, 52 weeks a year. Over the span of my career, I broke my elbow which required surgery, had my shoulder rebuilt, suffered disc injuries to my neck, with lower spinal injuries as well. Regardless, I always finished the match. I have not wrestled since April of 2014, choosing to focus my attention towards power sports, but I do plan on doing some local events in 2015.

Meanwhile, back at Central Mass Powersports, I am truly enjoying the opportunity I have been given with the NEPS family. I look forward to a wonderful 2015 riding season, and will do whatever needs to be done to accommodate our customers to the fullest extent possible. Feel free to stop in, and say hello. Though I may not bite, I cannot promise you anything about jumping off the top rope!





WILL O'BRIEN



I still remember the first time I rode like it was yesterday. I was just 7 years old, and visiting a friend who had several snowmobiles. One of which was an Arctic Cat Kitty Cat. I'll never forget how much fun I had on that snowy day! From that moment on, I had the itch to ride; however, I then faced the challenge of convincing my parents to get me one, a process taking many years... Ha ha! Ever since that fateful day, I've acquired a perpetual obsession with "things that go", so to speak. Unbeknownst to me, this one experience would go toward making me the man I am today!

Fast forward several years to the fall of 2004. It was a cold Sunday afternoon. My family and I had just returned home from church when my dad said, "Get some warm clothes. We're going out. I have a surprise for you". Having no idea where he could possibly be taking me, I geared up and got in the car. We drove for what seemed like forever before finally arriving at our destination. It turned out to be a gravel pit that a very close family friend owned. I was confused, and asked, "Why are we here?". My dad replied, "Look over there". Around the corner I saw three four wheelers. I nearly passed out from excitement! I couldn't believe that, after all my begging and pleading, my dad had finally given in, and taken us to go ride. After that day, I became even more hooked. Riding never left my head. It was all I read about and looked at. I grabbed every magazine I could to research and learn about all of the different types of ATVs. Having come from a family who didn't ride, this was all new to me, and it was so exciting. It was something no one else did, and I couldn't get enough of it!

I was lucky to have grown up in a neighborhood filled with kids my own age. One common interest we all shared was our passion for ATVs and dirt bikes. When I was 15, I had finally convinced my dad to get our family two ATVs. One for him and one for myself. We got them from the old Sky Cycle, what is now Central Mass Powersports. Mine was a 2005 Yamaha Bruin 350 4x4. I rode the living day lights out of that thing for about a year or two until I decided that I wanted something bigger and better. The only way I knew I would be able to get something new was if I got a job and bought it myself. Since my early childhood, my dad always taught me to work hard, because you can get anything you want if you work hard. Having always had smaller jobs since I was about 12, I decided to go out, and look for a "real" job that wasn't picking weeds or mowing neighbors lawns. I landed my first job at a local driving range, picking up golf balls in a tractor, and then a second job, washing dishes at a local restaurant. This was enough for me to save up and buy my very first quad all on my own. Little did I know that this was where my buying and selling skills were just beginning.

After purchasing that first quad, I made the switch to dirt bikes, because all of my friends rode them. I think that was the best decision I ever made! Soon after, I picked up racing with the New England Motocross Organization. While I worked and attended my school classes during the week, my weekends were all about racing. That was my life, and I loved every minute of it! It was exciting, and the people I met at and on the track were awesome. I think one of the best things about riding and racing are the relationships you develop with those in the MX community. Everyone is there to share the same passion as you, and it is so much fun!!!

With such a passion for the sport, I knew it was something I wanted to pursue on a professional level. Having rode my bike to the old Sky Cycle for many years, I wanted nothing more than to work at the best toy store around. I was able to get into the industry at Central Mass Powersports through the parts department. It didn't matter what I did, as long as I could be around bikes all day. Since then, I have also had the opportunity to work in the professional AMA Outdoor race series that travels around the country. For an entire summer, I lived in a semi and traveled around the country to set up the national events. It was unbelievable!

After I graduated from Nichols College in May of 2013, I decided to pursue a career in the construction industry. The pay was great; however, one thing I learned was that if you don't absolutely LOVE what you do, sometimes it just isn't worth it! This is when I ran into the current General Manager Gary Pescatore at a local Arena Cross race where he asked me to jump back on board with the Central Mass Powersports team in the sales department. I couldn't have been more excited! I started that week, and the rest is history. I have been a part of the New England Powersports community for over a year now, and haven't worked a day since! There is no better place for me, as I get paid to talk about motorcycles and share my experiences with customers every day.

So, in a nutshell, that is where it all began for me, and where I am today. I am proud to say that I have been able to maintain healthy sales numbers, reach my goals, and strive to better myself every day. I work with some amazing people who all share the same passion as I do, and truly love my job, as will become obvious when you work with me. So stop on by and see me, Will O'Brien, at Central Mass Powersports, and I will hook you up with a sick ride!





DALTON BRISBOIS

Dalton Brisbois is a 16-year-old amateur flat track motorcycle racer from Ashburnham, MA. He began racing at the age of 10, and has progressed quite rapidly compared to the majority of his competition who started at a much younger age. Some as early as 5! Dalton began his racing career through the New England Dirt Track Series in 2010. In 2011, he earned the first place title for the 70-110 class. In 2012, Dalton's racing plans were altered with the sudden passing of racing mentor and family friend Peter Giammalvo, founder of Wachusett Valley Riders Club in Winchendon, MA. During the latter half of the 2012 season, Dalton began exploring District 3, racing in upstate New York. 2013 brought him the first place title for the 250 Amateur Class in New York! The 2014 season included more traveling for Dalton and his family, commencing in Georgia and Florida for AMA Flat Track Winter Nationals. The racing program continued with

District 3 Racing in NY, Wachusett Valley Riders, and various races in the Steve Nace Racing Amateur All Star Flat Track Series. Thus far, Dalton has raced in Ohio (twice), Maryland, and holds high hopes of making a future race in Pennsylvania! This season has shown a successful run for Dalton, finishing as one of the Top 5 in 15 main events, the top 3 in 14 main events, and has even won 8 main events! In addition to racing, Dalton also helps teach at a flat track riding school situated at the Wachusett Valley Riders Club. Dalton himself has been attending the "American Supercamp Motorcycle Technique School" in Delaware for the past four years. He currently attends Montachusett Regional Vocational Technical School at which he maintains a consistent place on the honor roll. Dalton would like to thank his current sponsors: Central Mass Powersports, Wachusett Valley Riders Club, O'Neal MX, Scott Goggles, Leatt Protectives, Light Shoe, Craig Starzynski Excavating and Trucking, Trick Racing, Skyline Engineers, Sprocket Specialists, and his many friends and family members. If you are interested in sponsoring this up and coming amateur, he and his family can be contacted at Borderlineracing96@gmail.com.



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KRISTEN PHILLIPS



I've always had an interest in power sports, most specifically bikes. I grew up on the back of a bike in the 70s with my father. He owned a BMW 1000 with a convenient side car. My sister and I would spend weekends riding with him to New Jersey and back. As I got older, my interests remained in riding, and many of my friends (both men and women) had bikes as well. It wasn't until my kids were grown, however, that it became feasible for me to look at the possibilities for myself. Not knowing where to start, I began researching options. The feedback I got was not entirely positive, and I felt I was not taken seriously, but I persisted, determined to learn.

I signed up for school through the state of New Hampshire, and was very nervous when the classes began. Unsure of what to expect, I was fortunate to find an instructor whom I felt comfortable with, and accepted. Despite being one of only two women enrolled, I enjoyed my class, and received my motorcycle endorsement. I now ride an HD 1200 Sportster.

My professional background has always been in sales and marketing via various industries. I worked many years for a manufacturer, selling at national trade shows, and then in hospitality for a country club as Guest Services and event planning. When I began working at PPS, I found it to be a blend of everything I know and love.



The idea formed that PPS would be the perfect place to offer women the much needed resources for everything power sports related that they wanted to know and learn about. Kind of like one-stop shopping without the issue of being judged. A membership/club in which women can learn about various styles of machines, how to choose the right machine, and also some basic tips to help guide them along. The fact that the dealership operates as a riding school makes it the ultimate package! This membership will encourage discussion to make the seminars/clinics an all-around education. Even for the experienced rider, this membership will provide the benefits of exclusive discounts, group learning experiences, invitations to special events, and most importantly, the chance to share and support other women enthusiasts, and form a genuine connection with a dealership that ladies can trust.

I'm very excited the idea was well received, and New England Powersports could see the need to offer this type of service to women. I very much appreciate the opportunity that I have been given in assisting bringing The Pink Garage to life.



RICK DOUCETTE

"I'm Still Trying To Hold Onto That No. 1 Plate..."

By Michael Gougis

For years, Rick Doucette has been an instructor with the Penguin Racing School. And hanging around with people from the Wood clan—which runs the school—pays off if you're willing to learn.

Doucette, 49, of Sandown, New Hampshire, is. And he's learned enough that he's racked up four straight overall CCS/Loudon Road Racing Series Championships at New Hampshire Motor Speedway. In addition, he's piled up literally dozens of class Championships over the decades. In 2013 alone, he took the Formula 40 Lights, GTL, Lightweight Grand Prix, Lightweight Superbike, Lightweight Super-sport and Thunderbike titles.

Doucette has spent his entire road racing career competing at the track, although he started riding much earlier. "I was five years old," Doucette says. "It was a Yamaha 80. My grandpa walked with me until I figured out how to do it on my own."

Doucette survived his Yamaha RD400 teen years, and was riding a Suzuki GSXR750 when he got introduced to the racetrack. "We had a friend who did the Penguin school, and ... he was not the best rider in our group. And we said, 'If he can do it ...'" Doucette says. "They had just redone the track at Loudon, and at the time, (co-founder) Jerry Wood was running the Penguin school. It was awesome. He took care of us."

In the fall of 1990, Doucette did his first race event at Loudon. The weekend started well, at least. "The track was brand new. It was right after the National," Doucette says. "I was riding a 1987 GSXR750. I remember learning what the ground felt like! I won the rookie race, and I was racing in the Novice race and I didn't know what trailbraking was. I got into Turn Three and I tucked the front."

That didn't deter Doucette. Other than a couple of weekends off due to injuries, Doucette says he's been at nearly every race at Loudon since that weekend. He's also run with other series, and even took a stab at qualifying for the Daytona 200 in the mid-1990s.

"I didn't qualify. We went to Daytona—there was a guy who had a ZX-7R for me, and at the time I was pretty much a Suzuki/Honda guy. I think I qualified 82nd when they were cutting it off at 80. I was at the beach the rest of the time," Doucette says. That sort of impetuous bid for Daytona glory really isn't Doucette's style. He's a thinking kind of racer, a guy who puts together a plan and sticks with it. Doucette credits his time around the Penguin school and specifically his friendship with Eric Wood for teaching him this approach to racing. It's an approach that has paid off. "All this really stems from Eric Wood. I would sit in on these classes. Eric is a very good teacher and a very good speaker," Doucette says. "I would be hanging out to do the track walks. He would talk about the plan, executing the plan throughout the whole year. I took a lot of that in and focused in on what I wanted to do. I'd start the season with that plan."

"A lot of people show up unprepared. There's so much going on that you need to be prepared before you get there. You can't win everything the first day, but you can lose everything the first day. Some of my best races—the most fun—have been races where I didn't win. Second or third is fun knowing you can race tomorrow. Just be predictable and consistent. That's what I've done, and I have 72 individual Expert Championships."

Nowadays, Doucette races his SV650s and a GSX-R1000. He keeps trying to cut back on his racing, but it never seems to work. "At the end of 2007, or 2008, I sold everything—the box truck, the bikes, tools, everything. Two months later, I got one of the bikes back. By the end of the year, I'd bought all my stuff back," he says. "I've tried to duplicate my Superbike SV four times now, and I always wind up buying that bike back. Even if I quit, I'm not selling that bike again." All those years of racing have taught Doucette how to do it in a way that makes a very difficult activity a little less difficult. Even though he lives only an hour from the New Hampshire track, he sleeps at the track during race weekend; "I get that extra hour of sleep," he says. He fits racing in with other parts of his life. His son, now 11, races Bandolero cars—small spec racers powered by a 570cc Briggs & Stratton Vanguard engine pumping out just shy of 30 horsepower. On a good weekend, the motorcycle racing and the Bandolero racing overlap at the Speedway.

"Some of the weekends that I'm racing, on Saturday nights, my wife pulls in with his rig and his trailer, and I'll get on the pit bike and go down and wrench for him," Doucette says. "And I'm still racing eight classes a weekend. I'm still trying to hold onto that No. 1 plate and pile on a few more Championships at the end of the year."

Pridmore won the final rounds at Laguna Seca and Riverside to take an historic first official AMA Superbike title ahead of Fisher and McLaughlin. Cue rapturous celebrations, followed by stunned silence. Adams was convinced that the R90S BMW's days as a Superbike force were numbered, so he shut down the race shop.



By 1978, Japanese machines should've ruled in AMA Superbike. But Udo Gietl's ingenuity ensured they didn't. His 1978 R90S featured a homemade mechanical front-brake anti-dive system. Photo courtesy Udo Gietl.



Gietl, however, refused to shut down. He continued alone, working during lunch breaks and evenings. In 1978 he established GS Performance (named after Gietl and partner Todd Schuster), funding the racing by selling tune-up parts. "We got a lot of interest from BMW Motorsports, I was shipping them pistons, 200 pieces at a time!"

Gietl's tilt at the 1978 title was very low-budget, the bike built around a damaged frame salvaged from the B&S dumpster, and yet rider John Long battled 1976-1977 Champion Pridmore (by then riding a Kawasaki) for the title. Gietl's brilliant mechanical anti-dive system helped Long keep the BMW's cylinders off the tarmac, and Long finished third on the racetrack at the season finale. If the finish had stood up, Long would have been the 1978 AMA Superbike Champion.

But the BMW had been reluctant to start and Long was seconds late reaching his position on the starting grid. When the referee (the equivalent of a modern-day race director) ordered Long to go to the back of the grid, Long refused—he and the referee had a long history of disputes. So Long was docked a lap, putting him 11th in the race results and tied with Pridmore in season points—and Pridmore won the tie-breaker with better finishes. For Gietl, it was a bitter end to a decade of wonderful work.

In 1980 Gietl joined American Honda and used the company's vast resources to win dozens and dozens of victories with Freddie Spencer, Baldwin, Fred Merkel, Wayne Rainey and others.

"Butler & Smith spent \$250,000 in 1976. When I got to Honda I wrote a budget and I thought it was never going to fly. It was for \$10.6 million and they said, 'Yeah, it's good, go ahead.' But for that they expected nothing but domination."

On retirement he got into sailing. "It was great relaxation, then one day I decided, you know what, these things are too slow...."

The 56-foot carbon-fiber boat that Gietl built dominated yacht racing off California's coast for several years. Luckily for everyone else, he's finally out of all kinds of racing and is happily retired in Virginia.



Clockwise from left: Rick Doucette on his GSX-R1000 this season; without his helmet; and on his Suzuki SV650 in 2005.

Action photos by John Owens, portrait by Kristen Phillips.



Rick Doucette, Champion Road Racer and Lead Technician, is preparing this rare Honda RC125cc 2 Stroke race bike for his son "Rick Jr." to start his motorcycle road racing career. Watch for him this year at the track!

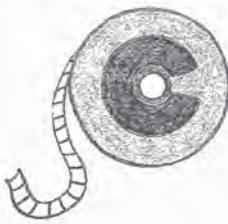


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—Ralph, Rob and Jason Cerundolo

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