

# Battlefield Harley-Davidson/Buell

## NEWSLETTER

Volume 3, Issue 2  
Fall 2003

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## Reflections of Summer

It seems as though summer ended before it really got started. Spring ran right up 'til June, we had way too much rain and the hurricane in September really put a damper on York Open House, not to mention all the folks that suffered damage to their homes or lack of power as a result of Isabel's visit.

We did have a few nice days in spite of all that! Thousands of folks came out to celebrate our Birthday Party in June with Edgar Winter. We were proud to welcome the Mid-Atlantic Women's Motorcycle Rally to Gettysburg in June and the Gold Wing Road Riders Association in September.

Gettysburg Bike Week brought thousands of folks to Gettysburg and from what we hear, filled every hotel, motel and campsite for a 30 mile radius of Gettysburg!

The Battlefield Chapter of HOG hosted numerous activities all summer long and have quite a few more planned through the end of the year!

One of my fondest memories of this summer was attending the 100th Anniversary celebration! We could all learn a lesson in hospitality from the residents of Milwaukee and its environs. I have never felt more welcome anywhere in my life. It seems that all of the citizens there, take a lot of pride in being an ambassador for their city. There were people on every overpass on every highway with welcome banners all weekend long. Perfect

strangers invited us to their homes for breakfast, approached us on the street to inquire if we were having a good time and ask where we were from. One lady even gave me a big hug after a brief conversation and said "God bless you dear, have a safe ride home."

Duke and I were honored to ride in the parade, one of 10,000 bikes. The streets were jam



packed with families, kids, grandmothers, bikers, and people from all over the world. They were on rooftops, in trees, hanging out of windows and 20 deep on the street for 8 MILES! The kids had hand made signs with messages like Welcome Home, Ride Loud Ride Proud, Thanks for Coming, etc. They applauded, screamed and yelled, high fived us and many ran out into the street to pose for a photo in passing. Needless to say, I had tears in my eyes the entire length of the parade.

There were so many activities throughout the weekend, it was impossible to do everything. It truly was the Party of the Century.

Most of all, the staff and Duke and I want to thank everyone who stopped by Battlefield H-D all summer long. Every day, we meet folks from around the corner and around the world. We appreciate your friendship and your business.

Thanks again,

*Jen*

# Thunder Into the Next Century Sweepstakes!

The 2004's are in the dealership now! Register to win an XL 1200C Sportster anytime from October 1 through 31. The winner will be selected at random on or about November 30th by DCI Marketing, an independent judging organization.



## Customer Appreciation Days October 9th thru 13th!

Opening the dealership in June of 2000 was a dream come true for Duke and Jen. The entire staff of Battlefield H-D wants you to know how much we appreciate your support and will be hosting a huge sale over these dates! They've stocked up on everything and it'll all be on sale!

**This is the BIG ONE so don't miss it!**

## Duke's Final Mystery Ride October 14th!

If you haven't gone on one of Duke's Monthly Mystery Rides, this is your last chance for 2003! On Tuesday, October 14th, Duke will leave BFH-D promptly at 10am for an unknown destination, perhaps even unknown to the Duke!

However, based on stories we've heard about previous mystery rides, you can be assured the following possibilities: A long day of riding through beauti-

ful countryside, one or two U turns, a delicious lunch, maybe a slight detour, disco music, a barking dog and maybe a coffee stop after the first 200 miles!

Just kidding! All of the mystery riders have enjoyed Duke's Mystery Ride throughout the season, many had perfect attendance! By popular demand, the 2004 Monthly Mystery Rides will resume on the second Tuesday of the month beginning in May.

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## Buell Rules Demo Day

You can bet it'll probably rain on Saturday, October 18th! Why, you ask? Well, it's a historical (or is that hysterical) fact that it has rained for every Buell Demo day we've scheduled since June of 2000! Could it be because Demo Dave aka the Duke loves to ride in the rain all day long?

Despite the rain, we always have fun, and the new Buell XB12R and the Buell XB12S are definitely worth a try! We love these bikes! Take a demo ride on any of the Buells and get a free Buell T shirt! Rain or Shine, we think Buells RULE!

## **DO SOME GOOD IN THE 'HOOD ON OCTOBER 19th!**

**THERE ARE ALWAYS TOO MANY THINGS TO DO ON ANY GIVEN WEEKEND, THAT'S FOR SURE. HERE ARE TWO RIDES THAT BENEFIT TWO GREAT CAUSES. DO ONE, DO BOTH, IT JUST FEELS GOOD TO DO SOMETHING FOR SOMEONE LESS FORTUNATE.**

### **Bikers Against Child Abuse Toy Run**

The proceeds from this annual event are used to buy new toys for local children in need this holiday season. Meet at Battlefield H-D, registration starts at 10am, have some coffee and donuts, then ride about 40 miles with Santa! This ride will end at the Gettysburg Moose on York Street for a mini cookout! A \$ 10.00 donation is required.

Bikers Against Child Abuse (BACA) exists with the intent to create a safe environment for abused children. BACA works in conjunction with local and

state individuals who are already in place to protect children. Members go to court with the children, enable children to get needed counseling and are on call 24/7. BACA also provides holiday meals for needy families in the Adams and York county area through their MEALS ON TWO WHEELS program.

For more information, contact Roadrash Leathers at 337-9474.



### **Ride for Babies**

Rev up your engines and help save babies! This one day, sanctioned AMA motorcycle event will bring motorcycle enthusiasts together from all over Central PA to raise money and awareness for the March of Dimes mission to save babies. The scenic ride is about 70 miles with a start/finish at Battlefield Harley-Davidson/Buell and proceed through Adams County and Caledonia State Park.

Registration starts at 11am and the ride departs at 1pm. A minimum donation of \$ 25.00 per person is requested and all registered participants will receive a T-shirt, lunch and raffle.

The March of Dimes has always been a leader in its mission, first to find the cure for polio, now to save babies from birth defects and infant mortality. They fund ground-breaking research in genetics, local programs that provide forums to health professionals, and information services for pregnant women.

For more information about this ride, please contact the Sherry Claytor at the York Division of the March of Dimes at 717.741.9818 or by email [sclaytor@modimes.org](mailto:sclaytor@modimes.org).

## National Open House Scheduled for Saturday, October 25th!

Stop by on Saturday, October 25th for our annual National Open House! Check out all the bikes, and of course we'll have food and fun all day!

## DATE CHANGE!

### GETTYSBURG HALLOWEEN PARADE IS NOW OCTOBER 28TH!

Oops! We gave you the wrong date for the Halloween parade! The actual date is Tuesday, October 28th. Please meet at Battlefield H-D by 6:00pm. We will depart at 6:30pm for the parade formation area at Gettysburg Middle School.

## Duke's Spooky Ride

Immediately following the Halloween parade, Duke will lead his annual SPOOKY RIDE through the park en route to the Pike Restaurant. If you are planning to go on the SPOOKY RIDE, please let us know by October 26th so we can give the Pike an accurate count for food and beverages. The M & M's (Meredith and Melissa) will have a sign up sheet at the October HOG Chapter Meeting and at the front desk at the dealership.

## **DON'T FORGET**

The Service Department will be closed on Sundays from November 1st through the end of February. The Service Department will reopen on Sundays, weather permitting, on March 2nd.



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## Wish List Mania Starts November 1st!

Can you believe the Holidays are just around the corner? Let us help you get in the Holiday spirit with Wish List Mania and you may just win a \$1000 Battlefield Shopping Spree! Here's how it works! Pick up a Wish List Mania form, fill in the items you would like to get, and we'll keep a copy on file through the holidays. Upon completion of your Wish List, you can register for the \$1000 Shopping Spree. The drawing will be held at 2pm on Sunday, November 9th!

# Just Jennifer Gallery Celebrates 4th Anniversary

It seems funny now, but Just Jennifer Gallery was an idea that Jen LeVan and Jennifer Terry had while Jen and the Duke were waiting for the final approval to become Harley Dealers. The funny part is the final approval came on the very day, and at the very moment, Jen was leaving home to sign the papers to acquire the gallery building!

In four years, the girls expanded their inven-

tory to include, not only original art, but jewelry, pottery, candles, gourmet food, garden accessories and gift items. In April of 2001, they developed First Friday, Gettysburg Style, a community event held the first Friday of every month, year round and in October of 2002, they added the Framery at Just Jennifer in the space next door.

All three Jennifers and Brenda say thanks for 4 great years!



## Fine Art Photographer William Gollnick at Just Jennifer Gallery

You may know him better as "Bill" from the HOG Chapter, but William Gollnick will be doing a one artist show at Just Jennifer on Friday, November 7th.

William has been creative in photography for the last two decades. During this time, he owned and operated several computer software businesses which offered him the opportunity to travel overseas and visit such places as Germany, France, England and Russia as well as throughout the Caribbean.

He has been torn between business and art for some time now. He felt compelled to integrate the computer technology that he learned with his artwork. Now, he has, at long last, the time to combine his love of photography with his passion for travel to create his own collection of black and white photos, color photos and digital artwork



and imagery, which he calls Digital Oil Works.

“My art is inspired from my travels and primarily

expresses the unique views of architecture, geometric lines and unusual subjects that I love to see and portray,” said William recently.

William Gollnick shares his passion for art with his wife Marisol who is also in computer science and design and an artist in her own right. Stop by Just Jennifer for First Friday on November 7th, from 5pm until 9pm, and take a look at this wonderful show.

# 2003 Events Calendar

**“Where There’s ALWAYS Something Going On!”**

October 1st – 31st	Thunder into the Next Century Sweepstakes begins	Just Jennifer Gallery
October 2nd – 6th	Riders Edge Class	November 8th 9am Rolling Saints Meeting
October 4, 2003	4th Annual Corn Roast 11am until it’s all gone!	November 9th 2pm Wish List Shopping Spree Drawing
October 9 – 13th	Customer Appreciation Days!	November 13th 5 – 8pm Girls Night Out
October 9 – 13th	Riders Edge Class	November 14th 5 – 8pm Guys Night Out
October 11th	9am Rolling Saints Meeting	November 15th All Day Remembrance Day Sale
October 14th	Duke's Final Mystery Ride Ride departs at 10am	November 16th 10am Bikers Against Child Abuse Meeting
October 15th	7pm Battlefield HOG Chapter Meeting Gettysburg Eagles	November 19th 7pm Battlefield HOG Chapter Meeting Gettysburg Eagles
October 18th	All Day Buell Rules demo day	November 27th Happy Thanksgiving
October 19th	Bikers Against Child Abuse Toy Run 10am Registration 11am Ride departs	November 28th Gettysburg Christmas Parade 6pm Meet at dealership 6:30pm Depart for parade formation area
October 19th	Ride for Babies 11am Registration 1pm Ride departs	December 1 – 6th Deer Widow Days
October 25th	All Day National Open House	December 5th First Friday in Gettysburg
October 28th	Gettysburg Halloween Parade 6:00pm Meet at dealership 6:30pm Depart for parade formation area	December 7th 3pm Drawing for Buell Blast with the “X”
October 28th	Duke’s Spooky Ride Immediately Following the Parade	December 10th 8am – 5pm MDA LOCK UP
November 1st – 9th	Wish List Mania	December 13th 9am Rolling Saints Meeting
November 7th	First Friday in Gettysburg William Gollnick at	December 13th 10 – 4pm Santa and Mrs Claus will visit
		December 23rd LAST CHANCE SALE! 8am – 8pm Special Holiday Hours!
		December 24th – 25th Closed for the Holidays

# Mark Your Calendar for 2004

## “Where There’s ALWAYS Something Going On!”

Saturday February 1, 2004 : 3rd Annual Pet Contest starts!

Saturday April 4, 2004 : Buell is Cool Extravaganza  
Buell Demo Day

Saturday April 10, 2004 : Annual Easter Egg Hunt –  
20,000 Eggs!!!!

April 16-18, 2004 : History Meets the Arts

Sunday April 18, 2004 : Blessing of the Bikes

Thursday April 22, 2004 : Girls Night Out

Saturday April 24, 2004 : MDA Packet Return Party

Sunday April 25, 2004 : 2nd Annual Ride for  
Rusty and Randy

Saturday May 1, 2004 : Harley-Davidson Demo Day

Saturday June 26, 2004 : We’re gonna party like it’s  
our Birthday! *Wait, it is our  
BIRTHDAY!!!!!!*

Sunday June 27, 2004 : Our Birthday Continues –  
with a Very Special Guest..  
Hmmmmmm!

July 8 through 11, 2004 : GETTYSBURG BIKE  
WEEK! Book your motel  
or campsite today!!!!

## Girls Night Out

Thursday, November 13th 5:00pm – 8:00pm

### GIRLS ROCK! CHICKS RULE!

Of course, everybody knows that! So much so, we need our own special night, twice a year at Battlefield H-D. We've said it before, but this is one of our favorite events of the year, not only because it gives women riders the opportunity to get out with other women riders, but it's also a good time, late in the riding season, to think about accessories, performance upgrades for your bike and plan to have the work done over the winter! The Parts staff will be on hand to answer any questions you have in regard to making your bike more comfortable for you! Sometimes it's the little things like, heated hand grips, shift range levers or forward controls that will enhance your riding experience!

Not sure about 2 wheels? Maybe there's a trike in your future! Pick up information about Lehman Trikes!

Best of all we'll have really good food, beverages and specials throughout the store! Free gift wrapping too!

## Guys Night Out

Friday, November 14th 5:00pm – 8:00pm

Last year we added Guys Night Out to our annual events! What's good for the goose is good for the gander—or something like that! Anyway... we'll have great food, beverages and specials all over the store.

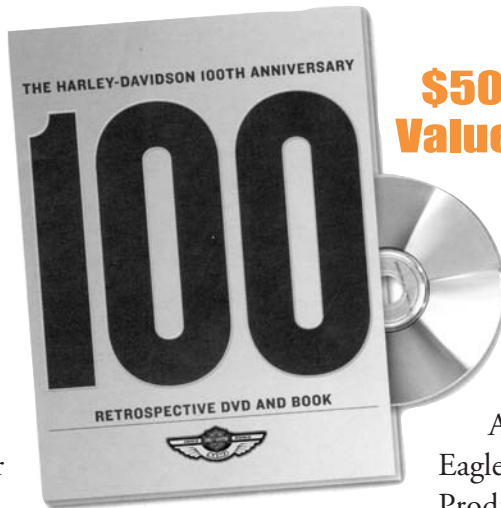
### **PLUS... CHECK THIS OUT!!**

**Save 20%** on any Harley-Davidson Parts and Accessories or Screamin' Eagle Performance Products when purchased during Girls or Guys Night Out and installed by our service department. We'll even hold your parts until you bring your bike in during November, December or January.

# Captured on Chrome Holiday Promo Starts November 22nd!

From the Open Road Tour that rocked the world to the Party that launched Harley-Davidson into the next Century – it's all captured on film! The legend comes to life in this exclusive Harley-davidson 100th Anniversary Retrospective DVD and Book commemorating the Harley-Davidson 100th Anniversary celebration with never-before-seen photographs, footage and interviews with participants, celebrities and Motor Company executives.

Relive this once in a lifetime



**\$50  
Value!**

event with the most comprehensive and entertaining look behind the scenes of the 100th Anniversary. It's the perfect opportunity for everyone to experience the "People and the Party of the 100th Anniversary Celebration."

The retrospective DVD and book make an excellent gift for any Harley enthusiast. It's a \$ 50.00 value FREE with \$250 in Harley-Davidson Motorclothes Merchandise, Genuine Motor Accessories and Motor Parts, Screamin' Eagle Performance Parts or Official Licensed Products between November 22 and

December 31st, 2003.

## **BRRRRRRRRRRRR!! WINTER IS ON THE WAY!**

Looks like we're in for another cold winter, according to the caterpillars and the Farmer's Almanac! If so, let us baby your baby this winter ! Now's a great time to think about making those changes you've been wanting to make on your bike, but didn't want to give up any riding time!

We can send out any of your parts to be chromed, do performance work, restore a vintage bike, whatever you need! Our team of techs, Dave, Travis, Judy, Chuck, Jason and Scott are here for you!

If you're not quite sure what you want to do, see Randy, Chad, Todd or Terry in Parts for ideas or Lisa or Gary in Service.

## **What's Cooking in Gettysburg?**

The Gettysburg Area Retail Merchants Association (GARMA) is planning to publish a cookbook in the Spring of 2004. The book will feature recipes from locals and visitors alike. The recipes will be divided into the categories hors d'oeuvres, appetizers and salads, entrees, desserts and beverages. Recipes should be original in origin and family heirloom recipes are preferred.

If you would like to submit a recipe, please include a short paragraph about yourself and your connection to Gettysburg. All recipes should be sent to Jen LeVan at Battlefield H-D and the deadline for submitting recipes is December 31st

## **Looking for Gloves in all the Wrong Places?**

Searching for a glove that is a little heavier, a little warmer, windproof with a breathable liner that doesn't feel like a boxing glove? Look no further! The WIND-STOPPER gloves have arrived! This may be the most comfortable glove ever made! Try 'em, you'll like 'em!

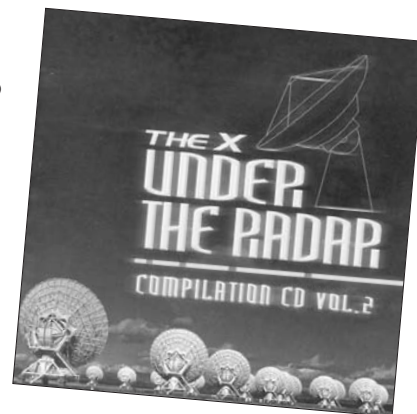
## Give the Gift of Music, it's a Blast

We love music here at Battlefield H-D, and we also try to support our local musicians as much as we can. Our Summer Concert Series is one way we can continue to support local bands like the Phipps Brothers, Steel and Toadstool.

We had an opportunity to partner with 105.7 the "X" on the Under the Radar, compilation CD volume 2 which features original music from 19 local bands! The CD is awesome, and several of the bands, played in the Pavilion in July.

Proceeds from the sale of this CD benefits the Gift of Music, an organization that provides musi-

cal instruments to kids! Inside the CD, you'll also find an entry to win a Buell Blast. Listen to the "X" for the exact date and time of the drawing!



*Plus, it makes a great stocking stuffer!*

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## What 'Cha in For?

*Well it ain't litterin'!*

December 10th, we will host the third annual MDA LOCK UP from 8am until 5pm. If you haven't been a part of this event, it's really pretty funny, and a great way to help MDA. First, a limo comes to your house and picks you up and drops you off at Battlefield H-D. After coffee and donuts, you'll have about 2 hours to "bail yourself out" of "jail" by contacting friends and co-workers and asking for "bail money" (pledges).

The funny part is listening to some of our "detainees" and the hilarious stories they concoct in regard to their brief "incarceration".

Last year our inmates "raised" in excess of \$43,000 for MDA in a single afternoon! If you would like to participate as an "inmate" or a deputy (going with the limo driver to make "arrests", see Meredith or Melissa for a MDA Lock Up packet.

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## Oh..... And Don't Forget to Tip the Bartenders!

You usually hear that around 2am when the band is wrapping up at your favorite watering hole and the doorman is trying to clear the place out! But this time it's for a really good cause.

On Saturday, December 13<sup>th</sup> starting at 11am, our friends at the Mason Dixon Chapter of ABATE will host their annual holiday fundraiser at the Dead Dog Saloon located on Route 16 in Bonneauville.

A group of "guest" bartenders will donate their tips to the "Christmas for Kids" Program for Adams County. There will be live music, food, prizes, and fun until the wee hours!

"Last year was so much fun, I did NOT want to leave," says Jen "I'll be there from 3pm until 4pm. this year, and hope to stay awhile after my *shift!*" Stop by and test her bartending skills! *PS: She makes great B-52's.*

## Our Holiday Schedule

We will be closed on Thursday, November 27th for Thanksgiving. We will also be closed on both Christmas Eve and Christmas Day so our staff can spend the holidays with their families. Please note that we will also be closed on January 1st for New Year's Day and January 5th, 6th, and 7th for inventory.

## Gettysburg Christmas Parade!

It's become a holiday tradition! This will be the fourth year that the Battlefield Chapter of HOG has led the Gettysburg Christmas parade! Join us for a chilly evening, Friday, November 28th at 6:00pm for the pre-ride meeting. We'll leave the dealership at 6:30pm for the parade formation area.

Immediately following the parade we'll make a mad dash for the Pike for a light buffet dinner and refreshments! Please let us know if you are planning to go to the Pike so we can give them an accurate number.

And remember, please do not dress like Santa, it confuses the kids!

## Santa Claus is Coming to Town!

Have you been naughty or nice? Either way, come see Santa and Mrs. Klaus on Saturday, December 13th from 10am until 4pm! Every December Santa and Mrs. Klaus visit the dealership and help People Who Care, Inc



raise money for local families in need by posing for photos and listening to all of your holiday wishes! It's fun for the whole family and benefits this worthy organization that does so much good in the community. Come out and join the fun!

## Last Chance Sale December 23rd!

Remember, we will be closed on Christmas Eve, but we'll be here until 8pm on December 23rd in case you forgot someone on your list! !

## WINTER BIKE STORAGE...

*Now that's a Good Idea!*

Is your garage filled to the rafters with stuff? Cars, lawn mower, a canoe, tools, snow blower, kids bicycles, boxes of stuff from the last time you moved and now you're going to try to squeeze your bike in there too?

Did you know that we will store your bike all winter long in our heated, secure warehouse? Your bike will be crated and placed on a battery tender. Your bike is completely insured while here and we'll pick it up for free within 25 miles.

And, while it's here, we'll do any performance work or customization you want, while the snow piles up outside! In fact, you'll save 10% off chrome accessories while it's here and 15% off performance packages when installed by our service department.

For less than a dollar a day, your bike will be ready to roar when the snow melts! Now through April 1st, Winter storage is a \$250.00 flat fee. *Prepay your winter storage by November 1st* and pay only \$199.00 and you'll receive an additional 5% off chrome accessories while it's here!

Now isn't that easier than moving all that stuff in your garage? Just see Gary or Lisa in the Service Department.

## 3rd Annual Pet Contest Starts February 1st!

Start taking pictures of your pet now for this years pet contest! Last year we had over 40 contestants including dogs, cats, a miniature donkey, fish, a frog, hamsters and a deer named Lucky! Look for more information in the Spring Newsletter or stop by for details!

# We Did It Again!



Congratulations to the General Merchandise Department! In July at the Summer Worldwide Dealer Show in Las Vegas, we received the General Merchandise Retailer of the Year Award!

This Special Performance Award was given to two dealers nationwide. The criteria of this award is really interesting! It's divided into two categories, the Art and Science of Retailing. The "Art" portion pertains to the creative aspect of retailing and the "Science" portion has more rigid guidelines.

Thanks go to Abbie, Andy, Judy, Melissa, Meredith, Katie and our entire staff for an outstanding job.

## Melissa Klein Wins BIG at South Mountain Fair!

Melissa Klein is a woman of many talents. At the dealership she's a General Merchandise Associate, our E-Commerce Coordinator and also part of the Rentals Team. She also updates our website and our CCA co-chair with Meredith! But did you know she also enjoys doing needlepoint and recently won the Best in Show for one of her pieces at the South Mountain Fair??

She began the piece in the Fall of 2002 and finished it in May of 2003, just in time for the Fair season. It features an outline of the United States complete with state borders, major cities, state capitals, rivers, lakes and trees.

This very patriotic piece has a border of stars and stripes and icons from almost every state that depict what each state is famous for; South Dakota features Mount Rushmore and New York has the Statue of



Liberty. She personalized the piece by adding the Twin Towers, dice of Las Vegas - her favorite vacation destination, and a cannon for Gettysburg - of course!

"I started stitching in high school and have been doing it ever since," says Melissa, "It's time consuming but very rewarding."

# **Battlefield Harley-Davidson/Buell**

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**[www.battlefieldharley-davidson.com](http://www.battlefieldharley-davidson.com)**

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PERMIT #258  
GETTYSBURG, PA

## **Ping's Café... Is Back!!!!**

YIPPEE!!!! September 24th marked the long awaited re-opening of Ping's Café. Ping's Café opened last year, and was Gettysburg's first downtown sushi bar and restaurant that also served outstanding Chinese food. Tragically, the restaurant was closed last spring after a fire damaged the building. In the short time that Ping's was open, they developed a very loyal group of customers. So many, in fact, that they have been packed for lunch and dinner since they reopened! We are so pleased they decided to reopen, and wish them success!