



Swine Song

MARCH 2016



A Message from your Director

Hey Rockers!

Spring is in the air!!

In just a few short weeks, we are going to have the best chapter ride of the season—our FIRST!!! Our annual Good Friday Pizza Ride is March 25th. The ride leaves WHD at 1:00pm. 2 wheels or 4, you will not want to miss this one!



It sounds like it is going to be another great year of events. Your officers and Road Captains (RCs) are working hard to make this the best year yet!

We are still looking for an Activities officer, so if you are interested and want to help make this year ROCK, let either Dana or myself know.

Ride Safe,

Monte Whiteaker, Director

Rock River HOG Chapter #3276

Special points of interest:

- Harleys
- Good Weather
- Friends
- Food
- Fun
- Breast Cancer Research

Inside this issue:

Rock River Cancer Foundation	2-3
LOH	4
Evolution of Rallies	5
Practice Builds Confidence	6
Calendar of Events	7
Chapter Birthdays	7

Rock River Cancer Research Foundation News!

Ed Stein



We're working hard on your behalf to plan our funds distribution for 2016. Last year we awarded two \$50,000 grants. We have already started to see some favorable results. As you know, *Dr. Carol Williams* has been internationally recognized for her *SmgGDS* research. Her findings have attracted the attention of many researchers providing for additional grants and greater opportunities. We have continued our funding of *Dr. Carol* and her *SmgGDS* research.

Additionally, we awarded one new research project to our grant recipients *Dr. Amit Joshi*. I asked *Dr. Joshi* to explain to us some his research *"Image Guided NIR Light Based Interventions for Metastatic Breast Cancer"* and *Nanoparticle Therapy as a Breast Cancer Treatment*.

In 2016, an estimated 246,660 women will be diagnosed with breast cancer in the U.S., and 40,290 people will die from the disease. When breast cancer remains in the breast, doctors can remove it, and survival rates are high. Death usually occurs when the breast cancer metastasizes or spreads to other parts of the body. Breast cancer most commonly spreads to the bones, lungs, brain and liver, with nearly 20 percent of breast cancer deaths resulting from liver failure. In a study funded in part by the *Rock River Cancer Research Foundation*, Amit Joshi, PhD, Associate Professor of Radiology at the Medical College of Wisconsin is studying a new way to treat breast cancer that has spread to the liver with a goal to increase survival from the disease.

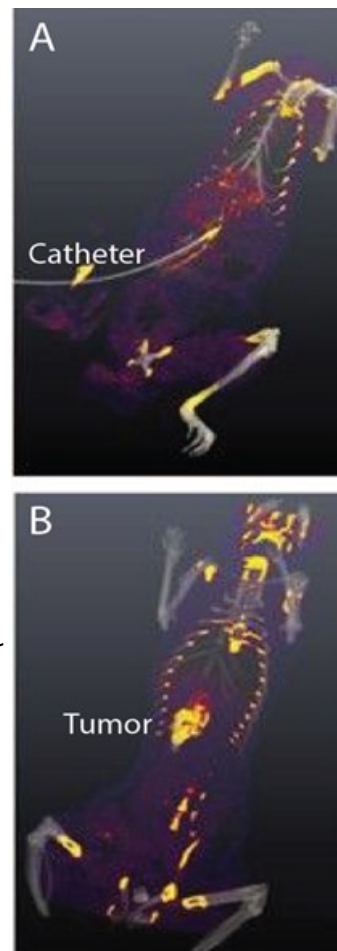
In a study titled, *"Image Guided NIR Light Based Interventions for Metastatic Breast Cancer,"* Dr. Joshi and his colleagues are researching ways to use nanoparticle therapy to kill cancer cells that have spread from the breast to the liver. Nanoparticle therapy is a new type of therapy with much promise as a cancer treatment. It uses gold-based nanoparticles which are visible with X-ray CT and MRI imaging, and that are injected directly into the arteries feeding the metastases. Near-infrared light then is used to heat the nanoparticles, and this heat kills the cancer cells. Dr. Joshi and his colleagues are researching how to adapt this therapy for use in breast cancer that has metastasized to the liver.



Nanoparticle therapy has many advantages over current breast cancer treatment.

Surgery, chemotherapy and radiation are most often used to treat breast cancer today. Each one of these treatments has severe disadvantages, especially for breast cancer that has spread to the liver. Chemotherapy is delivered throughout the entire body – not just the tumor site – and it results in general debilitation. It also is not guaranteed to work as many common estrogen sensitive tumors develop resistance to drugs like Tamoxifen. Additionally, liver impairment often requires decreased or modified chemotherapeutic doses, limiting the treatment’s overall efficacy. Surgery can result in physical disfigurement, and many advanced disease patients with liver metastasis are not surgical candidates. Surgical resection for isolated liver metastases even if possible, results in recurrence rates of 25 to 35 percent. Furthermore, surgical resection is not feasible in many women because of impaired liver function due to chemotherapy. Radiation can create swelling that sometimes leads to severe, sometimes debilitating, pain.

All these factors have prompted Dr. Joshi and his colleague interventional radiologist Dr. Sarah White to study nanoparticle therapy as a treatment for breast cancer that has metastasized to the liver. Rock River Cancer Research Foundation’s investment in this research may lead to a new, more effective treatment for breast cancer and a way to reduce death from this disease.



We are very excited about this year. Your board is working hard to bring more focus and attention to your hard efforts and commitment to continue to find the cure! We can't do this without you and your support!

Your excitement, support and commitment does not go unnoticed. Thank you!

You're RRCRF Board of Directors

Ladies of Harley (L.O.H.)

Shelli McIntosh



Welcome to another great season of riding!

LOH has some great activities planned that take place in the next couple of months.

Blingdana is March 22nd from 6pm to 8pm upstairs at WisHD. It is \$15 per person and you get a choice of bandana, a glue tube and your pick of Swarovski Crystals to bling it out! This will be a great opportunity to discuss ideas for the year while creating an awesome bandana for this riding season. RSVP with Shelli or reply to the Facebook event.

LOH at Sky Zone Trampoline Park for Sky Aerobics on Thursday April 14th at 6pm If you want to join some LOH members for a full body workout to get ready for riding season...come to Sky Zone in Waukesha for Sky Aerobics. You can sign a waiver online ahead of time or you can do it at Sky Zone. Cost is **\$10.60** for the class and if you don't have Sky Zone jump socks, you will need to purchase those in order to use the trampolines.

Round Robin is May 21st (rain date is May 22nd)—tickets are \$15 each and are available for the first 100 people! We will be leaving WisHD at 10am and traveling to some great homes for food! Thank you to our wonderful hosts for volunteering to feed us during our ride, and thank you in advance to our Road Captains for leading us...to FOOD!

Appetizer

Barb Lichtig/Don Frear

Main Course

Ted Mannes

Dessert

Terry and Caroline

Tindall

**GOOD FOOD
GOOD FRIENDS
GOOD TIMES**





Evolution of H.O.G. Rallies

Dana Olsen

As many of you know, H.O.G. State Rallies began in the late 80's. In the beginning, rally teams were a core group of six passionate H.O.G. members.

As we've moved forward, new activities were introduced that required the core team to grow. So with that growth, the need to add a couple positions became necessary. Today, the H.O.G. rally teams are made up of the following positions:

- ◆ Rally Coordinator
- ◆ Rally Treasurer
- ◆ Rally Registration Coordinator
- ◆ Rally Secretary
- ◆ Rally Site Coordinator
- ◆ Rally Event Coordinator
- ◆ Rally Volunteer Coordinator
- ◆ Rally Marketing Coordinator



“What is the next evolution of these organized events?”

These individuals work together as a team along with the H.O.G. Regional Manager to evolve their plan into an active event that ultimately brings H.O.G. members together to ride and have fun.

Last year, we removed the word “state” from the name “H.O.G. Rally.” This opened the door for more creativity and eliminated some perceived barriers about these events, such as having to reside in the state where the rally is held.

From changing the planning team's structure to changing the event's name, evolution of these rallies is always taking place. Additional examples of change include some areas throughout the U.S. merging individual rallies into one regional event as well as some rallies moving from stationary events to riding rallies. Along those same lines, rally length now varies from a day and a half to as many as six or seven days. Something new for 2016, and still in the planning stages, is a ten-day H.O.G. rally. Talk about evolution! Here are a few more examples of how rallies are different now than just ten years ago:

- ◆ Websites
- ◆ Facebook pages
- ◆ On-line registration
- ◆ Reminders to H.O.G. members from H.O.G national about pre-registration deadlines via targeted e-mail blasts

What is the next evolution of these volunteer organized H.O.G. events? Only time will tell, but be assured the evolution will always have a focus on improvement and quality and of course, input from H.O.G. members!

Thanks for what you do and see you on the road!



Practice, Practice, Practice

'Skill' is often no more than CONFIDENCE

Dave Bastin

Some time ago I was riding with a group down a back-country road when our group leader decided that we needed to back track, and in order to do this, we needed to do a 'U-turn'. The road had two lanes (one in each direction), and there was no oncoming traffic.

With one exception everybody made a 'three-point' maneuver. That is, we turned across the road and stopped when we could not keep going without running off the pavement, then backed up after turning the front wheel, stopped and turned the front wheel again and proceeded to complete the maneuver.

There was, as I said, one exception. This rider was on a relatively new bagger, and he was carrying a passenger.

This man simply aggressively leaned his bike over and drove his bike through the entire 180 degree turn without stopping and remained on pavement.

The chatter was filled with compliments relative to his profound skill with his bike. Those compliments started again at our next rest stop. They were well deserved compliments. But they were misdirected.

That is, what also should have been complimented, in my opinion, was the rider's CONFIDENCE in addition to his skill. Don't get me wrong - the man demonstrated lots of skill. He had demonstrated a mastery of his clutch, his brake, his throttle, and his HEAD!

With even modest skill almost anyone can lean a bike far enough in a slow-speed turn to drag a peg - but very few of us want to or would even try to get close to that big a lean because we do not KNOW that we can do it successfully. Why? Because we lack confidence in either our machine or ourselves. So, we compromise and do what we KNOW we can do - we make a three-point U-turn on a narrow road.

And how is it that this individual developed the confidence to make that smooth, slow-speed, U-turn? He had lots of experience. Experience gained from lots of practice.

Whether you call it skill or confidence, this individual handles his bike very well indeed. He deserves recognition and high regards, and he certainly gets both from me. Further, his U-turn maneuver took substantially less time than others did. In other words, he was at risk for far less time than I was. THAT aspect of the value of experience and confidence can reduce time at risk.

So, schedule some time on a regular basis and go out and practice, practice, practice. Earn the respect and regards of your friends by increasing your confidence/skills and potentially reduce your **at-risk** time while on the road.

Additionally, Practice increases confidence. Confidence shows as 'skill.' Over-confidence, however, can cause serious injury. The difference between the two is that being confident means you know you can do something, being over-confident means you *think* you can.

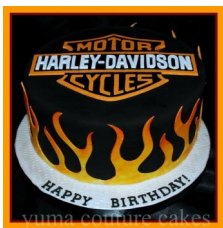
Making a U-turn may not be the most important thing you'll ever have to do, but failing to negotiate a curve at high speed because you lack confidence enough to lean the bike just a bit more is simply unacceptable motorcycling.

Lastly, if you haven't taken A.S.M., CPR or a first aide course you should. If you have, it would be advantageous to review and pretend you're maybe an EMT or doctor and play practice with your significant other.

Thank You

Upcoming Events!

- ◆ **Blingdana:** 3/22 @ WisHD
6pm \$15 each
- ◆ **Good Friday Pizza Ride:** 3/25
leaving WisHD @ 1pm
- ◆ **LOH at Sky Zone:** 4/14 @
6pm \$10.60 each unless you
need socks
- ◆ **Round Robin:** 5/21 (5/22
rain date) leaving WisHD at
10am \$15 each
- ◆ **CPR:** 3/26 @ WisHD 9am
\$35
- ◆ **First Aid:** 3/26 @ WisHD
12:30pm
- ◆ **ASM Safety Course:** 4/2
@ WisHD 9am
 - ◆ \$75
 - ◆ \$65 H.O.G.
member
 - ◆ \$5 discount Road
Captain
- ◆ **April Chapter Meeting:**
4/19 @ Olympia 7pm
- ◆ **May Chapter Meeting:**
5/17 @ Olympia 7pm
- ◆ **Round Robin:** 5/21
leaving WisHD @ 10am

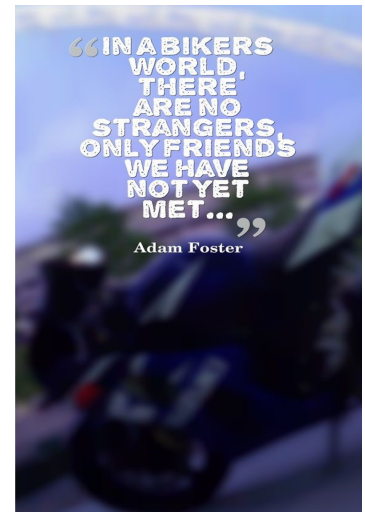


Rock River H.O. G Chapter #3276

1280 Blue Ribbon Drive

Phone: 262-569-8500

Fax: 262-569-8581



Chapter Birthdays!

March Birthdays

Pete Puetz 4th
Tom Smarella 6th
Stacy Carawan 8th
Tom Osen 12th
Jim Troemel 13th
Brian Zimmerman 15th
James Clark 16th
Keith Konen 17th
Ron Flug 19th
Michael Draeger 19th
Barbara Lee Ormosen 27th
Mark Simon 30th

April Birthdays

Debra Gast 1st
William Mueller 4th
Cynthia Evinrude 5th
Judy Smith 5th
Allen Greenwald 10th
Philip Ormosen 15th
Keith Farber 22nd
Brian Volp 23rd
Tracy Schmidt 26th
Lynn Rodgers 30th

May Birthdays

Michael Gunn 1st
Robert Mindemann 2nd
Robert Sciortino 8th
Mark McIntosh 9th
Shelli McIntosh 9th
Charles Desportes 10th
Kathy Mueller 10th
Susan Kotur 11th
Wendy Urbaniak 13th
Dana Olsen 18th
Leonard Smith 20th
Chad Garcia 21st
Bob Roscoe 26th
David Urbaniak 27th
Scott Drath 29th
Ted Mannes 31st