



## Changing Times – ECMC had significant drop in membership in 2018

No group nor organisation is immune from change, and that includes Empire City MC. In 2018, we went through some serious churn and the ranks of our full brotherhood have suffered as a result; however, this is part of the normal life-cycle of any club. Empire City MC was down to five full members and one associate member in the not-to-distant past. It's easy to put the blame on various elements from the aggressive anti-GLBT government, health of our members and their immediate families or just that we're all being over-worked. One of our members moved 1,200 miles away, making it difficult to remain an active full member.

It's rough out there, which underscores the necessity to be an active member in an organisation such as ours. As brothers, we support one another, we do things together, and we honestly enjoy our own company. Personally, I'd rather have a club of five full members who hang out, ride and care for each other than someone who rides just enough to get their annual participation requirements and is distant at all other times. Sure, having a real MC backpatch on your vest and jacket are impressive and command respect; however, it's a sham if you don't walk the walk as well as talk the talk.

Being a full member of any club such as Empire City MC goes far beyond the hanger-on and pledge periods – the requirements and demands of each member never “drop off” following your pledge and probationary periods. A member is expected to attend every meeting, be present and aware at each meeting, committee, event and ride. Yeah, it sounds like work – but if you enjoy this life, you'll actually enjoy it! As Trident MC says: “Give a damn!”



## Millennials – a light-hearted joke, followed by “the rest of the story” ...

Apparently, all the Baby-Boomers now have their motorcycles. Generation X is only buying a few, and the next generation isn't buying any at all. Here are a few reasons why Millennials don't ride motorcycles:

1. Pants won't pull up far enough for them to straddle the seat.
2. Can't get their phone to their ear with a helmet on.
3. Can't use two hands to eat while driving.
4. They don't get a trophy and a recognition plaque just for buying one.
5. Don't have enough muscle to hold the bike up when stopped.
6. Might have a bug hit them in the face and then they would need emergency care.
7. Motorcycles don't have air conditioning.
8. They can't afford one because they spent 4-6 years in college trying to get a degree in Humanities, Social Studies, Art History or Gender Studies for which no jobs are available.
9. They are allergic to fresh air.
10. Their pyjamas get caught on the exhaust pipes.
11. They might get their hands dirty checking the evil oil.
12. The handle bars have buttons and levers and cannot be controlled by touch-screen.
13. You have to shift manually and use something called a clutch.
14. It's too hard to take selfies while riding.
15. They don't come with training wheels like their bicycles did.
16. Motorcycles don't have power steering or power brakes.



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17. Their nose ring interferes with the face shield.
18. They would have to use leg muscles to back up.
19. When they stop, a light breeze might blow exhaust in their face.
20. It could rain on them and expose them to non-soft water.
21. It might scare their therapy dog, and then the dog would need therapy.
22. Can't get the motorcycle down the stairs to their parents' basement.

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## I'm A Millennial and I Ride Motorcycles

By Seth Richards, 28<sup>th</sup> Dec 2017

It's about time we kill the fallacy that we'd rather take selfies and ride the bus.

No matter where they look, millennials are reminded of the economic concerns of the time. Still, someone get that woman a helmet. (Photo by Joshua Humphrey.)

Next time you visit your local motorcycle dealer, say the word "millennial" and see what response you get from the salesperson. Very likely, you'll get a shake of the head, a confounded shrug, and a glazed-over, defeated look similar to a Cleveland Browns fan rooting for a winless team in week 14 (I say this as a proud, though downtrodden, Cleveland native).

I ride with a group of guys who refer to themselves as "The Elderly Brothers," of which I'm the youngest member by about three decades. It's telling that I'm not friends with a single motorcyclist under the age of 60. In motorcycling terms, maybe I'm more representative of the Elderly Brothers' generation than my own, having grown up riding motorcycles and reading Peter Egan (so naturally I expect to blow an inordinately large percentage of my income on Ducatis, S100 polish, and Isle of Man DVDs). In a sense, I've been grandfathered in.

As an inveterate motorcyclist and a man of a certain age (candidly, I shudder to own the millennial title foisted upon me), the industry's persistent misunderstanding of younger generations—and its struggle to sell them new motorcycles—is frustrating. According to David Beckel of the investment management firm AllianceBernstein, the US motorcycle industry is in "the throes of secular erosion... [and] the younger Gen Y population is adopting motorcycling at a far lower rate than prior generations."

"Secular erosion" sounds like some Dante-esque descent into hell, but no matter. The industry must stop thinking that 2006 levels of bike buying were anything other than the crest of the wave. The biggest problem is that the motorcycle industry looks at millennials as "the other," a massive group whose perceived indifference to motorcycling is based largely on the notion that technology has replaced typical modes of recreation, institutions of community belonging, and methods of identity formation, once provided by things like, well, motorcycling.

millennia's, motorcycle



Regardless of age or generational stereotype, goofing around bikes is a universal pleasure (photo by Joshua Humphrey).

However, the idea that millennials' preoccupation with the internet and social media is killing the motorcycle industry is erroneous—or at least incomplete. The industry has indeed recognized that economic factors, perhaps more than any other, are responsible for the younger generations' lack of engagement, though it's struggled to find ways to adapt. The problem is most glaring when attempts to reach a younger crowd come across as doubling down on the status quo. Building less expensive, smaller-displacement machines is a definite beginning.

I graduated from college in 2007, got a low-paying writing gig straight away, and the economy promptly tanked. The financial rug pulled out from under me, I responded by finding a job that my parents' generation viewed as "alternative" or as motivated by "self-discovery" ("Hogwash," I say!). Really, it was the only work I could find: I got a job picking apples. My friends, likewise, worked as bakers, potters, baristas, and bartenders, jobs that paid poorly and did not offer career trajectories amenable to, say, buying a car, starting a family, or moving out of parental basements.

A Goldman Sachs statistic indicates that the average student debt today has doubled since 2003. Plus, dollars don't go as far as they did when our parents were young. At our age, they were buying hi-fi equipment, Honda hatchbacks, and "beginner homes." We can only afford headphones, Uber, and less-than-ideal co-living arrangements. It's no wonder we aren't buying new motorcycles; we can barely afford to pay our share of the monthly rent. This is not meant to sound whiny; this is our lot, and it could be a lot worse.

One of the reasons the café-racer phenomenon has been so huge is that it inspires riders to buy a motorcycle they can afford, even if it's "uncool" (see Honda CX500, "the plastic maggot"). A little know-how can turn it into something desirable (or make it unrideable, but that's another story). The movement, while not wholly sprung from frugality, certainly reflects the financial realities faced by younger riders. millennials, motorcycle

Smart phone. Coffee. Vintage motorcycle. This must be Brooklyn. (Photo by Rohit Tandon.)



The singular experience that motorcycling provides transcends generational boundaries. Motorcycling can appeal to millennials. The communal nature of it (in spite of the individualistic "Ride Free" angle that lingers as a dominant message) is one that millennials can get behind. Motorcycles also represent the pursuit of "adventure," a major theme in brand marketing and social media aimed at the younger crowd as a succor to ennui and city-dwelling malaise. I sincerely believe that OEMs will figure out how to not just market to millennials but to build bikes that fit our budgets and lifestyles.

The AMA also needs to help the industry by lobbying for the interests of younger riders. I don't value abolishing helmet laws, but it sure would be nice to find easy motorcycle parking in my city. And I don't understand why my well-to-do neighbor gets a huge tax credit on his hybrid car when I can't get a break for buying a motorcycle that's more fuel efficient. Help us out, AMA! Make it easier to be a motorcyclist.

The solution, I believe, will have to come from millennials. Peer-to-peer bike sharing and cooperative bike garages, for instance, are reason for optimism.

So, the next time you're grabbing a drink with friends, instead of fearing that millennials will never understand the draw of two wheels, give the overeducated girl behind the bar a good tip. You never know, she might be saving up to buy a motorcycle—once she pays off her grad school loans.

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## Empire City MC Celebrates its 55<sup>th</sup> Year All Year Long

By Michael Matles

Empire City MC was founded in October, 1964. Did you ever wonder what else was happening in 1964?

The New York World's Fair opened (this writer attended!) My most significant memory was Bell Laboratory's introduction of the touch tone telephone. The phone did not have the \* or # buttons.

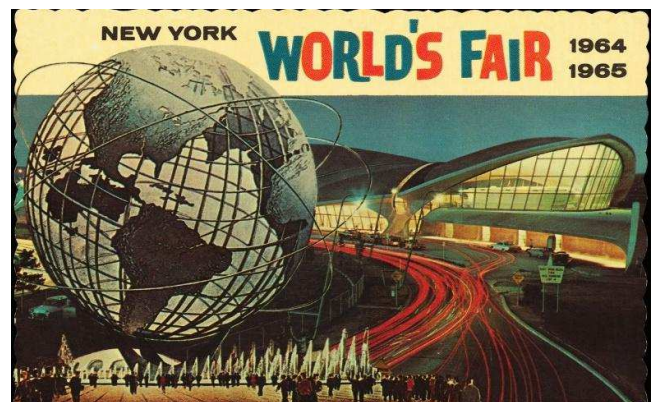
BASIC programming language was introduced. The first Ford Mustang is manufactured. Sony introduced the first VCR. China exploded its first nuclear bomb.

Mary Poppins and My Fair Lady were among the popular films. Hello Dolly, Funny Girl and Fiddler on the Roof premier on Broadway. Hasbro launched G.I. Joe.

Elizabeth Taylor marries Richard Burton for the first Time.

The Beatles make their first appearance on the Ed Sullivan Show and hold the top five positions in the Billboard Top 40 singles in America.

There were race riots in Harlem, NY; Elizabeth, NJ; Paterson, NJ; Jersey City, NJ, Rochester, NY, Chicago, IL; and Philadelphia, PA.



The Verrazano Narrows Bridge is opened. The British and French Governments announce commitment to build a tunnel under the English Channel. It opened in May, 1994, thirty years after the commitment to build it.

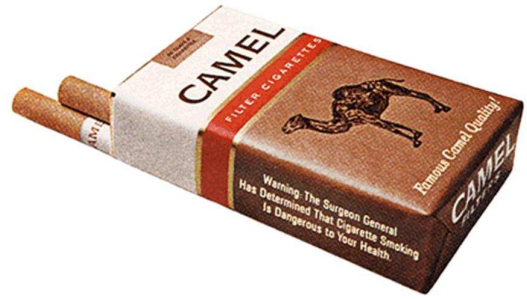
The Civil Rights Act of 1964 was passed. Martin Luther King, Jr. was awarded the Nobel Peace Prize.

The average price of items was gas at 30 cents per gallon, bread was 21 cents per loaf; and movie tickets were \$1.25.

The Dow Jones Industrial Average was 874.

The Surgeon General reports that smoking may lead to lung cancer and the average price per a 20-cigarette packet was \$0.28. The minimum wage in 1964 was \$1.15 per hour and the average annual income about \$6,000.

Nineteen hundred sixty-four was a watershed year. Imagine the change that will happen by the time Empire City MC reaches its 100th anniversary in 2064!



20 mg. "tar" 1.3 mg. nicotine av. per cigarette. FTC Report AUG '71.

## UPCOMING EVENTS & RIDES

**Thu 17<sup>th</sup> – Sun 20<sup>th</sup> January:** EVENT: Centaur MC's Mid-Atlantic Leather Contest in Washington, DC

**Sun 27<sup>th</sup> Jan:** EVENT: Empire City MC's Installation Dinner (ask a full member for details and an invite – limited space!)

**Wed 6<sup>th</sup> February 20:00 – 21:00:** Empire City MC's Open General Meeting, held 8pm-9pm on the first Wednesday of each month at "The Centre" 208 W 13th St, New York, NY 10011. All interested men and prospective members are welcome to attend. Always check with the front desk/schedule to see which room we're booked into.

**Fri 24<sup>th</sup> – Mon 27<sup>th</sup> May:** RIDE: Empire City's 8<sup>th</sup> Annual Motorcycle Weekend in the fingerlakes!

**Fri 21<sup>st</sup> June 18:00-21:00:** EVENT: ECOMC's 55<sup>th</sup> Annual Bike Blessing at Ty's Bar

**Sat 22<sup>nd</sup> June 09:00-17:00:** RIDE: ECOMC's 55<sup>th</sup> Annual \*FREE\* Biker Picnic (Admission by motorcycle only!)

**Sun 23<sup>rd</sup> June 18:00-21:00:** EVENT: Folsom Street East, 22nd Anniversary

**Fri 16<sup>th</sup> – Mon 19<sup>th</sup> August:** RIDE: Montréal Gay Pride Weekend!

**Sat 7<sup>th</sup> – Sun 15<sup>th</sup> September:** RIDE: Empire City's Week-Long Anniversary Ride! (Tentative dates!)

**Fri 11<sup>th</sup> – Mon 14<sup>th</sup> October:** EVENT: Empire City MC's 55<sup>th</sup> Anniversary In-Town Run and Dinner Cruise!

**REMEMBER:** There are plenty of other events and rides added to our official calendar on a regular basis, especially day rides! Bookmark our official calendar at [calendar.EmpireCityMC.com](http://calendar.EmpireCityMC.com) and come along with us on some great rides!

Our physical mailing address is:

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New York, NY 10011-6821



Empire City MC is a proud member of the Atlantic Motorcycle Coordinating Council. For more information about membership with Empire City MC, [click here](#) to view/download our constitution, bylaws and membership application.



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