

**5th INTERNATIONAL JOURNAL of
MOTORCYCLE STUDIES
CONFERENCE**

IJMS



JULY 16-19, 2015

**BARBER VINTAGE MOTORSPORTS MUSEUM
BIRMINGHAM, ALABAMA**

IJMS 2015 Schedule Overview

Thursday, July 16th Baja Gourmet Burgers

Welcome and Packet Pick-up

Dinner: Baja Gourmet Burgers, 5:00 - 8:00 PM

Chace Landing, 4745 Chace Cir #125, Hoover, AL 35244

PH: 205-682-6980

<http://www.bahaburger.com/>

BMW Motorcycle Owners Association Weekly Bike Night

Friday, July 17th Barber Vintage Motorsports Museum

Welcome: The 5th Conference, 9:00 - 10:00 AM

Christian Pierce, IJMS Editor: Intro and Overview

Special Guest Speaker

Matt Chambers, CEO and Founder of Confederate Motors, Inc.: "The Art of Rebellion"

Session 1: Gender, 10:15 - 11:30 AM

Sheila A. Malone: "Winged Women: Flying Females of the Wall of Death Defy Gravity"

Performing daredevil feats and amazing acrobatics, women stunt riders of the Wall of Death in the U.S. have entertained audiences at carnivals, amusement parks and traveling shows since the early twentieth century. As a popular attraction in U.S. carnivals in the mid-twentieth century, traveling shows helped usher women into equal roles within motorcycle entertainment culture. However, the story does not appear to follow the same trajectory as this same sport (as entertainment) took hold across the Atlantic in the U.K. in the 1950s. This presentation will trace the genealogy of women in the U.S. and the U.K. in motorcycle racing as entertainment, and examine how gender and risk intersect and translate into culturally specific ways that the body, risk and machines are read across spectacles like the Wall of Death. Through film analysis – both documentary (historical archival) film and fiction features (i.e. *Eat The Peach*, 1986)—I argue that how audiences receive and embrace alternative subjectivity where women are allowed and encouraged to take risks is not only reflected in the way representations of gender and risk manifest in film and other media narratives, but is instrumental in performing feminist politics that can cross cultural divides and disturb the status quo in motorcycle culture.

IJMS 2015 Schedule Overview

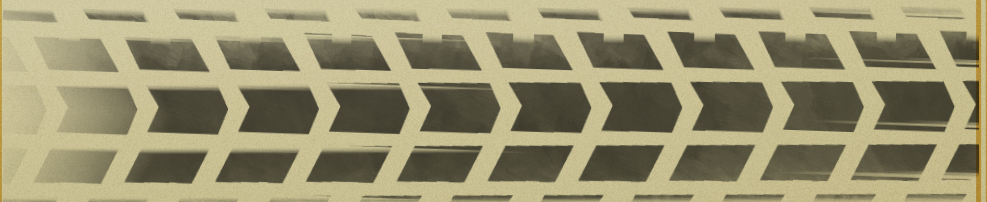
Sarah L. Hoiland and Debora “Boots” Lewis: “From the Military to Motorcycles: Female Veterans and Outlaw Motorcycle Clubs”

Several books and articles have traced the origins of outlaw motorcycle clubs (OMCs) to the disgruntled WW2 veterans who returned to the United States from gruesome battlefields in Europe and Japan and wanted the camaraderie, brotherhood, and hierarchical structure they experienced in the military. Seventy years later, hundreds of thousands of women have served in combat zones in Iraq and Afghanistan and some of these women are returning to the United States looking for camaraderie, sisterhood, and the hierarchical structure they became accustomed to in the military. Some of these women join female OMCs and just as they fought for space, equality, and respect in the military, they are also fighting for the same things in the male-dominated world of OMCs. This presentation will incorporate in-depth interviews with female veterans who are members of a female OMC.

Bernadette M. Murphy: “The Neuroscience of Novelty and the Psychology of Sensation Seeking”

Using a hybrid form of narrative nonfiction, reportage, and personal ethnography I will explore what neuroscience and psychology have to say about the why and how of risk-taking and novelty seeking, particularly among women in midlife. I will consider personality traits, how different people have different Optimal Levels of Arousal (OLA) and Optimal Levels of Stimulation (OLS), the neurological changes that can be responsible for personality shifts over the course of a lifetime, as well as the role played by hormones such as oxytocin, vasopressin, and testosterone in risk-taking behavior. I embarked on this journey of exploration to try to explain to myself the neurochemical and life shifts responsible for my sudden infatuation with motorcycles at 48 years of age.

Lunch 11:30 AM - 1:00 PM



IJMS 2015 Schedule Overview

Session 2: The Machine, 1:00 - 2:00 PM

Special Presentation

Jeff Ray, Executive Director, Barber Vintage Motorsports Museum

Session 3: The Economics of Motorcycling, 2:30 - 3:30 PM

Randy D. McBee: "Class, Race, and the Debate over Economic Nationalism in Motorcycle Culture, United States, 1960s - 1970s"

The middle-class motorcycle enthusiast attracted the most attention from the media in the 1960s and 1970s because he made motorcycling respectable and family friendly and stood in sharp contrast to the traditional working-class rider. The middle-class rider was simply better at consuming motorcycles than producing them and affected a style that highlighted those differences. The growing popularity of choppers (customized motorcycles) illustrates the importance of class to motorcycling's increasing popularity, but it also reflected the technological sophistication of Japanese Hondas and the assumption that a (middle-class) rider did not have to have any mechanical competence to ride one. The middle-class rider's potential to change motorcycling culture was clear, and it translated into an increasingly bitter debate over brand-name loyalty that translated into an economic nationalism that gave rise to terms like "Jap bike" and "rice burner." The terms highlight the ways in which race shaped motorcycle culture but also reflected a deep-seated class divide that became more conspicuous as the clamor over helmets grew louder and as consumption became one of the defining issues dividing motorcyclists. This paper explores the class divide shaping motorcycle culture in the 1960s and 1970s to understand the nature of the economic nationalism that was growing more acrimonious by this time and to understand the limits of race to understanding it.

Cheryl North: "The Rise and Fall of the Motorcycle Journalist"

In the late 1960s and early 1970s motorcyclists were customizing their bikes and living a lifestyle that mainstream motorcycle magazines did not endorse or feature. Choppers, Easyriders, and others created an outlet for custom motorcycle culture that was profitable, but also cultivated writers who were enthusiasts. That has since changed. With the advent of the internet profit margins decreased, but also, prior counter culture magazines became corporate. Today, motorcycle publications have seen drastic reductions in their circulation numbers. The quest for increasing, or even maintaining, the bottom line has cut pay for freelance work drastically and full-time staff members have been replaced by those who will do more for less money. This presentation surveys motorcycle journalists to see how the industry has changed, their perceptions of the quality of the new journalists, and whether or not the internet is an accurate and dependable replacement for information for the motorcycle public.

IJMS 2015 Schedule Overview

Session 4: 5:30 PM

Special Event

Lee Con, President and Brian Case, VP, Design Director: “Motus: How and Why”

Open House and Tour

Motus Motorcycles LLC

500 28th St. S

Birmingham, AL 35233

Dinner to Follow Immediately After

Slice

725 29th St S, Birmingham, AL 35233

205-713-9100

<http://www.slicebirmingham.com/>

Or

Moe's Original BBQ

731 29th St S, Birmingham, AL 35233

205-252-5888

<http://www.moesoriginalbbq.com/>

Saturday, July 18th Barber Vintage Motorsports Museum

Session 5: The OMG...OMC's, 9:00 - 10:15 AM

William Dulaney: “The 2015 Waco Shootout: An Incomplete Narrative”

The events of May 17th, 2015 in Waco, TX that resulted in 9 bikers dead and many more wounded shocked a nation. Much has been reported and many have commented on what did or did not happen, but a central voice is missing in the discourse: that of Outlaw Motorcycle Clubs. This presentation centers on treating the events in Waco from an emic, or insider, perspective by sharing preliminary field research from members of the motorcycle clubs involved. Ethnographic research, including participant observation and personal interviews, frame this critical discussion of what happened then and now. The author's experience working more than a dozen state and federal so-called Outlaw Motorcycle Gang (OMG) trials is also included in the analysis.

John Sumser: “Life Imitates Art: The Waco Shootings and The News Media”

Walter Fisher's idea of narrative theory contrasts an explanatory culture based on logical arguments and evidence with one grounded in sense-making narratives; we are not so much empirically rational people as we are storytellers. For stories to be accepted, Fisher argued, they need to be consistent with all the other

IJMS 2015 Schedule Overview

relevant stories believed by the audience. Thus, new information will be folded into existing outlines. The shooting involving motorcyclists in Waco, Texas provides a good illustration of how events must be packaged in familiar ways in order to “make sense.” This is particularly the case when the event involves subcultures and activities alien to most members of the news audience. I will explore how the use of standardized images and ideas, whether fictional or fact-based, are used by the media to create a Waco narrative. I will also look at the ways this narrative is resisted and the impact, if any, this resistance has on the dominate news narrative.

Michael Grogan: “The Wrecking Crew: The Outlaws Motorcycle Club in Wisconsin, 1964 - 1980”

This presentation will explore the history of Outlaw Motorcycle Gangs (OMGs) and the impact that this subculture has had on the general public, law enforcement, and other motorcycle enthusiasts. In Wisconsin, a state where one-percent bikers have participated in numerous critical incidents, there is a dearth of academic study of this subgroup. As such, this presentation will address a historical gap concerning Wisconsin's only major OMG, the Outlaws Motorcycle Club (OMC), from 1964-1980. Using a multi-media format, this production incorporates information gleaned from newspaper articles, government documents, publications, and law enforcement sources to examine the conduct of the OMC in Wisconsin and the government's response to renegade bikers. While some may assume that OMGs simply target rival clubs, this research shows how members of this dangerous subculture have adversely affected the lives of business owners, racial minorities, women, and children, many of whom were not associated with OMGs.

Session 6: Sportbikes, 10:30 - 11:30 AM

David Walton: “The Isle of Man TT as Popular Culture: Danger, Risk and the Heterotopia of an Off-shore Island”

In this presentation I shall explore some possibilities for the construction of identities within the multiple communities that coalesce on the Isle of Man during the TT races. I shall do this by drawing on theories of popular culture, particularly with relation to a series of ideas developed by John Fiske. This theoretical basis will enable a number of arguments to be developed around the dynamics of how official and unofficial cultures interact in terms of the way fans identify with road racing and how meanings of self and social relations are constructed and mobilized.

IJMS 2015 Schedule Overview

Kermit L. Harrison II: “Motorcycle Drug Lords and Traveling Priests: A Lesson in Connectivity”

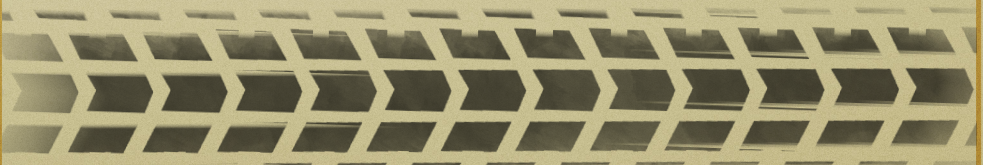
Last summer, I went with a friend on a 4000-mile road trip on “crotch rockets.” In our “day jobs” we are college professors. While we may be easy to pin down in our general context of academia, people had a much more difficult time making sense of us beside our motorcycles at gas stations and roadside cafes. We encountered moments of open acceptance as well as great prejudice. I would like to contrast three experiences we encountered on the road. The first is when we were accused of carrying drugs across stateliness on 180mph escape-vehicles. The second is when we were suspected of being traveling preachers, ministering to people across the country. The last story is about when a group’s speculation about us came to an end by one of its members simply walking over and asking. Together, these stories in micro teach a macro lesson on human connectivity.

Lunch/Museum Exploration 11:30 AM - 1:00 PM

Session 7: Motorcycling: Mind and Body, 1:00 - 2:15 PM

Heidi Franklin Reible: “Man-sized Machines and a Lipstick Holder: Musings of a Woman Motorcyclist”

This project begins with musing...about a woman as “motorcyclist.” I wonder how she would choose to manipulate a powerful machine as a leisure activity symbolically representative of societal understandings of all that is considered “male.” Motorcycling potentiates an embodied leisure practice for women by privileging sensorial, corporeal, and affective domains. What is it about some women that enables them to choose motorcycling as their leisure seeming oblivious to the constraints of society born of being female? I problematize leisure studies literature that looks at a woman’s leisure experience through the eyes of constraint. This project explores the experience of motorcycling through my personal travel as reflected in travel diary notes. Content analysis of *She Lives to Ride* (Stone, 1994) offers a secondary source for study. Lived experience offers consideration to expand the notion of resistance and constraint. A paradigm of agency fueled by desire moves our understanding of constraint and resistance forward.



IJMS 2015 Schedule Overview

Lisa Garber: “Tire Pressure: Another Installment of the Voice Inside My Helmet”

A relaxed Saturday ride turns into a frustrating and challenging endeavor when a series of battery problems and tire pressure gauge malfunctions postpone leaving. Unable to ascertain the actual tire pressure, we ride, but concerns about tire pressure catapult the day into a reverie of uncertainty and reminiscing. During the cruise to the beach a phobic preoccupation with tire pressure is traced back to its source and the mythic figure who instilled the fear. Tire pressure becomes a metaphor for internal or psychic pressures we address within the Self while riding and waiting to ride. The Voice provides the Other while the author wonders with what is the best pressure for motorcycle tires and life.

Yaphet L. Hill, D.C.: “Maximal Riding Posture for the Motorcyclist”

Throughout my years of riding, combined with my expertise, I have found that proper posture is paramount to injury free riding. Improper riding posture is a greater concern for riding longer distances. Improper posture is concomitant with muscle fatigue, which can lead to comprising positioning. Once the riding position is compromised, the chances of repetitive types of injury increase. In my presentation, I will discuss and demonstrate different methods and techniques to assist each rider in rider specific injury prevention.

Session 8: History, 2:30 - 3:45 PM

Caryn Simonson: “Telling Stories: Brand Revival, from motorcycle clothing to luxury fashion”

Building on my previous paper “‘Fashionable’ Bikers and ‘Biker’ Fashion,” which examined fashion’s love affair with the “biker” image, this research will explore the influence of “fashion” on the brand revivals of Belstaff and Matchless. Tracing Belstaff’s transition from functional motorcycle clothing into high end fashion and the more recent revival of Matchless, with its clothing line and subsequent motorcycle re-launch, it will continue to examine the juxtaposition of luxury/heritage with fashion/biker. The presentation will discuss recent advertising campaigns that make use of the tools of fashion marketing to package powerful images, including celebrity endorsement, the Made in Britain tag and storytelling. What might have seemed like an unlikely alliance in the past, the coupling of luxury fashion and motorcycling is part of the ongoing “gentrification” of motorcycling, telling stories that share common ground.

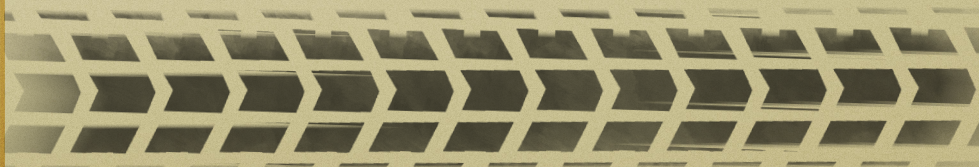
IJMS 2015 Schedule Overview

Melissa Lambert: “Scooters on the Subcontinent: Scooters and Scooter Manufacturing in Postcolonial India”

After the enormous success of the Vespa motor scooter in the West, Piaggio sought markets outside Europe and the United States. Piaggio entertained manufacturing offers from places as far afield as Chile and China, but one state seemed the most promising both for expanding Piaggio's manufacturing sites and its market: India. Newly independent India was ripe for the introduction of the motor scooter, for its economy was recovering from British rule, and its infrastructure was not yet developed enough for large-scale automobile travel, much like postwar Europe where Piaggio's Vespa triumphed. This paper tells the story of the development of scooters and scooter manufacturing in postcolonial India, the complicated relationships between Western brands and Indian manufacturers, the emergence of independent Indian makers, and the state of Indian scooter manufacturing today. Motor scooters are widely recognized as a major means of transportation in places like Southeast Asia, with Vietnam being one of the foremost consumers of two-wheeled transportation and this story is widely known. India on the other hand, is an important but under-studied element in the scooter's story, and this narrative history hopes to shed light on scooters in markets outside the West.

Christian Pierce: “Weathering the Storm: Hurricane Katrina and Confederate Motorcycles”

With their corporate headquarters based in New Orleans, LA at the time of Hurricane Katrina Confederate Motorcycles saw their factory, inventory, and equipment fall to ruin as a result of the storm. Consequently, the manufacturer needed to completely rebuild and did so by moving their efforts to Birmingham, Alabama. This presentation explores the history of Confederate Motorcycles with a focus on the time period surrounding Hurricane Katrina. Via interviews with founder Matt Chambers and designer JT Nesbitt, along with archival, trade, and government document research, I plan to trace this history and draw attention to the compelling behind the scenes story of Confederate. By doing so, I hope to show the impact of the storm (both personal and professional), but also the enduring spirit of a Southern manufacturer taking on a natural disaster and the considerable economic challenges therein.



IJMS 2015 Schedule Overview

Session 9: Multi-Media, 4:00 - 5:00 PM

Jeff Stein and Lynne Haeseler: "Connect: Chautauqua Beethoven, Buildings and BMW motorcycles"

In this multi-media event, we confront and connect through images, music, discussion, our experience of composer Ludwig von Beethoven's 9th Symphony; Architect Paolo Soleri's East Crescent at Arcosanti; Designer David Robb's BMW R1200GS motorcycle. Intensity of experience serves to CONNECT people, to each other, to their surroundings, to the cosmos itself. This was Beethoven's purpose writing symphonies, Soleri's purpose designing buildings at Arcosanti, Arizona; it is the result, too, of BMW making motorcycles. In truth everything is connected. Understanding how these three entities connect, we all might grow more comfortable with the idea. Plus, there is the notion, in each, of being at the center of a world. Each composition: Symphony, Architecture, Motorcycle, transports you to such a place. "Chautauqua" was the New York birthplace of this kind of enlightening lecture/ performance. Former US President Theodore Roosevelt called Chautauqua "the most American thing in America." This is one of those...

Dinner: Urban Cookhouse, Crestline, 6:30 - 9:00 PM

212 Country Club Park, Mountain Brook, AL 35213

PH: 205-803-3535

<http://www.urbancookhouse.com/>

Sunday, July 19th Alabama Biscuit Company

Brunch: Alabama Biscuit Company, 9:00 - 11:00 AM

4133 White Oak Drive, Birmingham, AL 35243

PH: 205-578-2553

<http://www.alabamabiscuit.com/>

Special thanks to the IJMS Board, the Barber Vintage Motorsports Museum, Lisa Garber, Tim Fransen, Sheila Malone, John Sumser, and Samuel Morris (designer of the poster and program).

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