

The 9th International Journal of Motorcycle Studies Conference



PACIFIC UNIVERSITY  
FOREST GROVE, OREGON

July 25-28, 2019



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## Welcome & A Brief History of the Conference

Welcome to the 9th International Journal of Motorcycle Studies Conference! For over a decade, scholarly motorcycle enthusiasts have gathered at academic conferences to discuss their passion for motorized two- wheeling. Fifteen years ago, board member emeritus Wendy Moon suggested the possibility of a journal that would enable motorcyclists worldwide to connect with one another and share their research, creative projects, and reviews. From its original publication in 2005, the journal has grown remarkably in substance and readership, attracting over 4000 hits each month from all over the globe.

In 2009, board member Katherine Sutherland suggested we consider holding our own conference that would focus solely on motorcycle studies. We fulfilled that aspiration in 2010 and 2012 in Colorado Springs and, in 2013, we realized our goal of meeting at a glamorous international destination: London, England. In 2014, we were welcomed back to the University of Colorado, Colorado Springs (UCCS). In 2015, we ventured to Birmingham, Alabama holding the conference at the world-famous Barber Motor Sports Museum. In 2016, we returned to London, England, thanks to Caryn Simonson at Chelsea College of Arts, University of the Arts London. In 2017, we reconvened in Colorado Springs at UCCS. With an expansion farther west, last year we held our annual conference at Chaffey College on the Rancho Cucamonga, California campus, where we enjoyed the sunshine and mountain views. This year's conference moves to the Pacific North West. Welcome to Pacific University in Forest Grove, outside of Portland, Oregon, where sunshine meets rain and the air sings with the smell of fresh white oaks, douglas fir, and giant sequoia.

We would not be here without the support of a group of dedicated people and institutions. We are excited to reunite with old friends and make new ones. We think you'll find our group collegial and welcoming. We look forward to talking, listening, questioning, arguing, reading, writing, viewing, eating, drinking, and, most of all, motorcycle culture.

Our thanks go out to James Butler, for not knowing what he was getting into when he suggested at last year's conference that his institution, Pacific University, would be a great location for the conference, and thanks to Lisa Garber, who ably organized submissions and presenters. We are deeply grateful to Pacific University for hosting this year's conference.

You may have noticed the journal's contemporary design and digital publishing model thanks to web designer and digital media guru Tim Fransen. We would also like to mention that IJMS wouldn't happen without contributions and coordination by a multitude of folks: submissions coordinator John Sumser, our entire Editorial Board: Sheila Malone, Christian Pierce, Ted Bishop, Michael Chappell, Geoff Crowther, Tim Fransen, Tim Holmes, Randy McBee, Caryn Simonson, Katherine Sutherland, and Jim Ward, founding editors, Suzanne Ferriss and Steven Alford; along with selected members of the growing community of scholars dedicated to motorcycle studies. As always, our gratitude goes out to the founder of motorcycle studies in the United States, our board member, friend, and drinking companion Gary Kieffner.

Enjoy the conference.

~ Sheila A. Malone, IJMS Managing Editor

## **2019 Program Committee**

Lisa Garber  
Conference Submissions Chair

James Butler  
Conference Co-Chair and Local Coordinator

Sheila Malone  
Conference Co-Chair

James Butler  
IJMS 2019 Poster Design

### **Special Thanks to the following folks at Pacific University:**

Pacific University

Allie Losli, Controller & Associate Vice President, Finance & Administration

Alecia Neuman, Associate Controller

Rebecca Concepcion, Associate Dean & Director, School of Natural Sciences

Ben Bateman, Student Account Coordinator

Patty Larkins, Administrative Assistant, School of Natural Sciences

Vicki McGee, Administrative Assistant, School of Natural Sciences

Mike Francis, Assistant Director of Communications

Amber Smith, Undergraduate Student, Physics Department

Tim Fransen, IJMS Webmaster, Digital Artist

IJMS 2019 Program Schedule

	Thursday	Friday	Saturday	Sunday
8 am				
9 am		Coffee, Tea, Pastries Lobby 9:15-9:45 am	Coffee, Tea, Pastries CA-A Lobby 9:15-10:00 am	
10 am		Welcome: 9:45-10:00 am	Keynote: Loryn Cole 10:00-11:15 am	Brunch/ meet-up (TBA) 10:00 am- 1:00 pm
11 am		Keynote: Chris Page 10:00-11:15 am		
12 pm		Panel 1:  11:30 am- 12:45 pm	Panel 3:  11:30 am- 12:45 pm	
1 pm		Lunch (on your own) 12:45-2:15 pm	Lunch (on your own) 12:45-2:30 pm	
2 pm		Panel 2:  2:30-3:45 pm	Panel 4:  2:45-4:00 pm	
3 pm				
4 pm	registration/ check-in open 4:00-6:45pm	film screenings: shorts 4:00-5:15 pm	Panel 5: DIY: The Art and Mechanics of Making a Living 4:15-5:45 pm	
5 pm				
6 pm				
7 pm	dinner- 7:15 pm Ridgewalker Brewing	dinner- 7 pm Black Dog Bar & Grill	dinner- 7 pm McMenamins Ironwork Grill	
8 pm				

## Dinners/Outings

Thursday, July 25th 7:15-9:15 PM

### **Ridgewalker Brewing**

1921 21st Ave

Forest Grove, OR 97116

503.747.0271

<https://www.instagram.com/ridgewalkerbrewing/>

Craft Brew Pub

West Coast Style Grub

Family Friendly

#ridgewalkerbrewing

Friday, July 26th 7:00-9:00 PM

### **Black Dog Bar & Grill**

2835 19th Ave

Forest Grove, OR 97116

503.352.5976

<http://www.blackdogfg.com>

BBQ and American food in a fun Family environment.

Saturday, July 28th 7:00-9:00 PM

### **McMenamins Ironwork Grill**

3505 Pacific Ave

Forest Grove, OR 97116

503.992.3425

<https://www.mcmenamins.com/grand-lodge/ironwork-grill>

The Grand Lodge's first-floor restaurant serves casual meals in a comfortable setting. Their resident chef offers options ranging from hearty steaks and fresh salads to pasta dishes and breakfast favorites. Menu offerings are inspired by his harvest of greens and other edibles from their onsite gardens, interwoven in the menus.

Sunday, July 28th 10:00 AM-1:00 PM

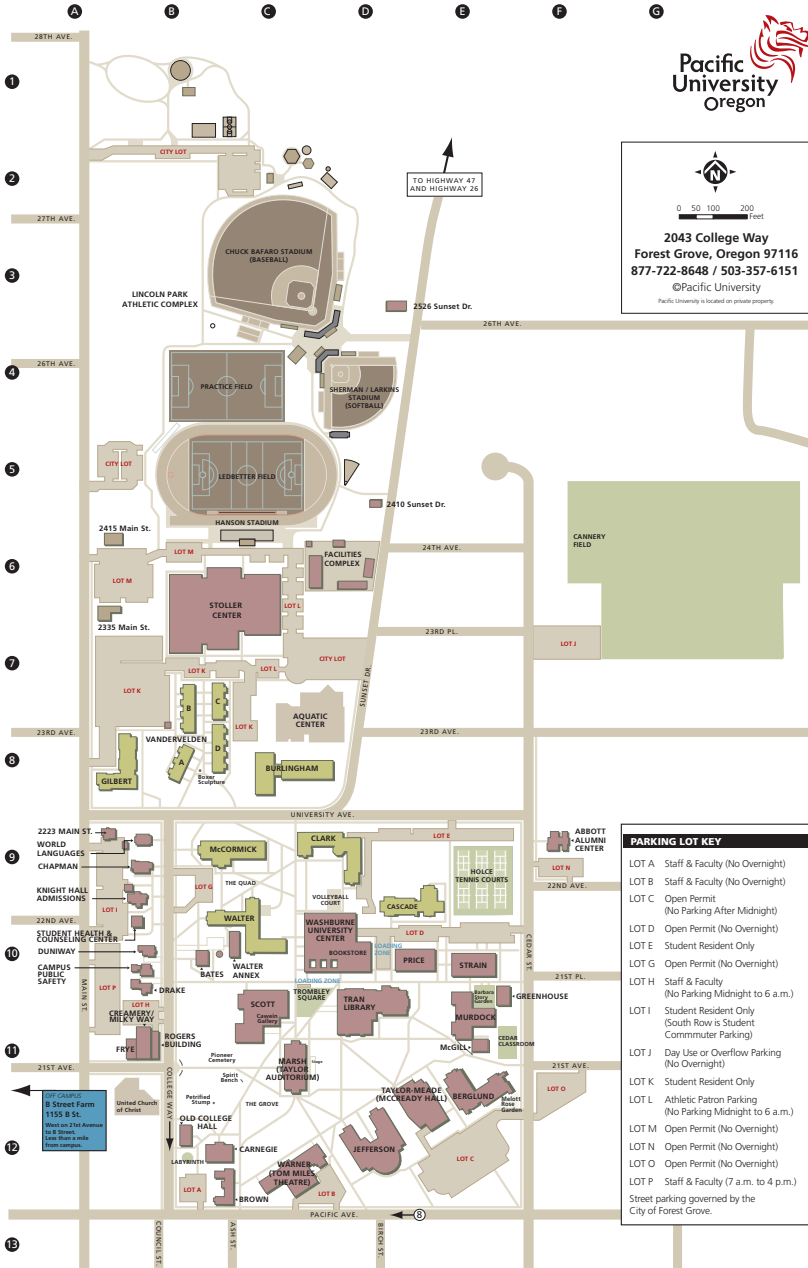
Brunch (TBA)



# Campus Map



  
**2043 College Way**  
**Forest Grove, Oregon 97116**  
**877-722-8648 / 503-357-6151**  
 ©Pacific University  
Pacific University is located on private property.



PARKING LOT KEY	
LOT A	Staff & Faculty (No Overnight)
LOT B	Staff & Faculty (No Overnight)
LOT C	Open Permit (No Parking After Midnight)
LOT D	Open Permit (No Overnight)
LOT E	Student Resident Only
LOT G	Open Permit (No Overnight)
LOT H	Staff & Faculty (No Parking Midnight to 6 a.m.)
LOT I	Student Resident Only (South Row is Student Commuter Parking)
LOT J	Day Use or Overflow Parking (No Overnight)
LOT K	Student Resident Only
LOT L	Athletic Patron Parking (No Parking Midnight to 6 a.m.)
LOT M	Open Permit (No Overnight)
LOT N	Open Permit (No Overnight)
LOT O	Open Permit (No Overnight)
LOT P	Staff & Faculty (7 a.m. to 4 p.m.)
Street parking governed by the City of Forest Grove.	

## **Thursday, July 25 | Lobby- Marsh Hall**

Registration/Check-in: 4 p.m.- 6:45 p.m. in March Hall Lobby of Taylor Auditorium (Room 216), (C-11 on campus map)  
Pacific University, Forest Grove Campus

## **Dinner | 7:15 p.m.-9:15 p.m.**

Ridgewalker Brewing

## **Friday, July 26 | Taylor Auditorium (Room 216)**

Lobby Open | 9:15 AM  
Continental Breakfast

## **Welcome | 9:45 AM- 10:00 AM**

James Butler, Faculty, Pacific University  
Sheila Malone, IJMS Editor

## **Keynote | 10:00-11:15 AM**

## **Chris Page**

Chris Page grew up on BMX bicycles and skateboards in Southern California, but only began riding motorcycles only upon moving to Portland and falling in with the right crowd of local artists and designers interested in two wheels. His girlfriend (now wife) rode, so he dove in. Within six months of gaining his endorsement in a parking lot, he lined up to race at the Oregon Motorcycle Road Racing Association. Twenty years later he's club president, owns 20 bikes, has raced in the US and Europe, and leads track day instruction for the local Ducati dealership, MotoCorsa.

In 2014, with several friends, he founded the Portland Motorcycle Film Festival as a fundraiser for purchase and deployment of Air Fence at Portland International Raceway.



*Chris Page with his recently acquired '80s BMW airhead*

They've sold out every show, and have been startled by the number of international submissions to an event begun as an excuse to get riders together in the winter in Oregon to hang out and watch films about riding the world. These films have expanded our horizons and made us all ache to get on a bike in Chile or Kazakhstan or Vietnam.

Favorite track: Spa, Belgium, though he desperately wants to race Phillip Island. Or Assen.



*Chris Page at Oregon Motorcycle Road Racing Association 2019*

**Break | Between Sessions| 11:15-11:30 AM**

**Misao Dean, "The Motorcycle in *Tom Swift and his Motorcycle*"**

The focus on materiality of the motorcycle and the casual references to its maintenance, repair and operation in *Tom Swift and his Motorcycle* represent the disenchantment of objects in modernity and their subjection to rational manipulation. But a full appreciation of the way that the novel represents the disenchantment of mechanical objects in the modern era requires a closer look at the way the motorcycle itself is represented, and the way that Tom interacts with it. The materiality of the motorcycle is represented through specialist language generally unknown to lay readers, and now so historically distant that it is challenging even for contemporary motorcycle enthusiasts. A historical study of the motorcycle as object can recover what contemporary readers would have known and re-open an author-reader dialogue we have lost.

Misao Dean is a full professor in the English Department at the University of Victoria, where she specializes in the fields of early Canadian prose, wilderness writing in Canada, and the Canadian Novel. She is the author of three monographs: *A Different Point of View: Sara Jeannette Duncan* (McGill-Queen's, 1991), *Practicing Femininity: Domestic Realism and the Performance of Gender in Early Canadian Fiction* (UTP, 1998), and *Inheriting a Canoe Paddle: the Canoe in Discourses of English-Canadian Nationalism* (UTP, 2013). She has also edited two books: *Early Canadian Short Stories* (Borealis 2000), and *The Imperialist* (Broadview 2005), and has published numerous articles on early Canadian writing, English-Canadian nationalism, animals in Canadian literature, and motorcycle culture in Canada. She currently rides a Suzuki SV650.

**Radosław Antonów, "Anarchism Café Racer: Freedom and the Machine"**

The subject of this presentation is Anarchism Café Racer, i.e. a discourse on freedom using the machine.

About Radosław Antonów: Doctor of Juridical Science, legal counsel; currently employed at the University of Wrocław, at the Department of Political and Legal Doctrines of the Faculty of Law, Administration and Economics (Wrocław, Poland). A motorcycle enthusiast. A proud owner of an SHL M11 motorcycle from 1962, the 1990 custom Fat Boy from the Harley-Davidson stable and custom Anarchism Café Racer. Radosław Antonów runs his own law firm under the name Radosław Antonów Legal Counsellor Office DILIGENTIA, based in Syców, Lower Silesia, Poland.

**Paul Nagy, "Authoritarianism and Motorcycling in Hollywood Films, 1950-2015"**

The motorcycle as object and image presents a unique and complex signifier of power in film. A quick review of the presence of the motorcycle in films reveals how the object occupies rarefied symbolic space, signifying both social authority and resistance over multiple decades. This complex nature to the motorcycle suggests that it serves as a master signifier that retains its cultural power, defying simple exploitation and comfortable clichés.

Paul Nagy is a lifelong motorcyclist, practitioner of public pedagogy, and an anarcho-syndicalist wannabe.

**Lunch | On Your Own | 12:45-2:15 PM**

**Panel 2 | The Future Is Now: Technology & Riding | 2:30-3:45 PM**

**James Butler, ""Techniques for Measuring the Mechanical Properties of Fibers for Self-Healing Motorcycle Protective Fabric Applications"**

Protective fabrics are used to prevent exposure to hazardous environments such as motorcyclists in accidents. In such situations, damage to the fabric can have harmful consequences. Fibers that can self-heal more quickly than the fabric damages during impact and abrasion would be transformative for such applications. We hypothesize that photopolymers housed in capillary waveguides can polymerize on the necessary timescales due to high intensities of light in the core of the capillary. In this talk, I will discuss the experimental optical techniques that we have developed for measuring the degree and rate of polymerization of photopolymers housed in capillary waveguides. Additionally, I will discuss experimental techniques we have developed for measuring the impact forces experienced by fabrics in a Cambridge Impact Abrasion Testing Apparatus. This type of apparatus has been the accepted standard for the characterization of motorcycle protective fabrics.

James Butler is Professor of Physics at Pacific University. He has over 20 years of experimental optics research experience, is author/coauthor of 39 publications and professional conference presentations, and has been PI or lead author on over \$900,000 in funded grants from agencies such as the National Science Foundation, Research Corporation for Science Advancement, M.J. Murdock Charitable Trust, and the Naval Research Laboratory (NRL).

(James Butler, cont.)

James received a B.S. in physics from Eastern Oregon University and both a M.S. and Ph.D. in physics from Lehigh University. He joined the faculty at the United States Naval Academy in 1999 where he began collaborating with colleagues at NRL on optical materials for high intensity laser protection. In 2004, James joined the faculty at Pacific University where he has developed and implemented innovative teaching methods and built a successful program of optical materials research. His current research focus is in the area of optically triggered self-healing materials.

**William Kuskin**, “Batman’s Motorcycle and the Age of Surveillance Capitalism”

In 2039, Batman rides Ducati.

Paul Pope’s *Batman Year 100* imagines the resurfacing of the Dark Knight as a figure of resistance in a world of state surveillance. Batman’s secret weapon turns out to be a folding motorcycle, the Batpod. There’s no mistaking the engine on the Bat-workbench: pure air-cooled, belt-driven, desmodromic v-twin.

What is the place for motorcycles on the roads of this not-to-distant future? In *Clean Disruption* Tony Seba describes the confluence of solar energy and driverless vehicles as radically reshaping our driving culture. In Seba’s world, private vehicle ownership dissipates in a neoliberal triumph of participatory energy generation and subscription-based ride sharing. Silent, orderly, and calculated, the highways of this world have little room for motorcycles.

William Kuskin is a professor of English and vice provost at the University of Colorado Boulder. His research spans medieval literature, comic books, and online learning. He’s been riding motorcycles for forty years, and has ridden in six different countries.

**Break | Between Sessions| 3:45-4:00 PM**

## **Film Screenings | Love of 2 Wheels | 4:00 -5:15 PM**

*Love of 2 Wheels*, curated from the internet, is an assortment of shorts (experimental, low-fi, slick, and even eccentric) that will make you fall in love with riding, all over again, or not (curated from YouTube and Vimeo by Sheila Malone).

### **1: The Motorcycle Symphony** (2018) by SuperHeroes

(TRT: 00:02:30)

<https://vimeo.com/290760969>

### **2: The Motorcycle Girl** (1993) by Stéphan Carpiaux

(TRT: 00:07:31)

<https://vimeo.com/107822387>

### **3: WatchParts Motorcycles** (2016) by Dan Tanenbaum

(TRT: 00:00:30 + 00:00:17)

<https://youtu.be/4pHSgag8jq8> & <https://youtu.be/v2C5t3J9vY0>

### **4: Scrapyrd-moped to Cafe-Racer in 5000 Photos** (2018)

by Mathis Ox

(TRT: 00:06:55)

<https://youtu.be/r3szaBqhqCk>

### **5: ETSY: Handmade Portraits: Liberty Vintage Motorcycles** (2011)

by Andrew David Watson

(TRT: 00:04:05)

<https://vimeo.com/26251563>

### **6. How to Make Techno with a Motorcycle** (2017)

by Steven Hoes

(TRT: 00:05:17)

<https://youtu.be/EVleakxiFPM>

### **& How to Make Experimental Techno with a Motorcycle // Part 1** (2017)

by Steven Hoes & AudioTent

(TRT: 00:04:06)

[https://youtu.be/omllQox\\_Pxg](https://youtu.be/omllQox_Pxg)

### **6: Clutch Motorcycle Paris** (2015) by Trente Huit Films

(TRT: 00:04:53)

<https://vimeo.com/118696248>

## **Break | Before Dinner| 5:15-6:45 PM**

## **Dinner | 7:00 p.m.-9:00 p.m.**

Black Dog Bar & Grill

## **Saturday, July 27 | Taylor Auditorium (Room 216)**

Lobby Open | 9:15 AM

Continental Breakfast

### **Keynote | 10:00-11:15 AM**

#### **Loryn Cole**

For most of her life, Loryn Cole saw motorcycles as an unnecessary risk. She never thought she would ride on the back of one, much less own one herself.

Loryn doesn't just ride, she writes about motorcycles on her blog *RIDEWELL*, teaches beginner motorcycle classes, and recently completed her first custom vintage project.

In 2013, her boyfriend (now husband) told her he wanted to learn, and she was so scared for him that she burst into tears. He encouraged her to take a beginner class with him, and when she did, she fell in love with riding.

Learning to ride, though, was a challenge for her. Instead of going straight to a motorcycle, she bought herself a scooter, which helped ease her in to the world of riding and proved to her that you don't have to be a "natural" to become a competent motorcyclist — you just have to stick with it.

Like so many people, Loryn found empowerment and confidence through learning to ride. In 2015, she started her blog *RIDEWELL* to share her story and what she learned about motorcycle safety.

That same year, Loryn decided she wanted to learn to work on vintage motorcycles, so she purchased a running 1980 KZ440 that she hoped would be her daily rider... But turned out to actually be a dangerous basket case.

Then, a friend introduced her to custom builder Sofi Tsingos of GT-Moto. Sofi took Loryn under her wing and transformed Loryn's Kawasaki into a show-stopping custom bike called The Little Rat. Sofi also helped Loryn troubleshoot issues and taught her how to take care of her new custom bike.

During the next two years, Loryn worked to rebuild the XL, while also becoming a Team Oregon instructor, keeping up with her blog, holding down her job as a marketing data analyst, and getting married to her favorite riding partner.



In February 2019, Loryn's XL project debuted at the *One Motorcycle Show*, and shortly after the show she and her new husband bought a house in Portland.

In 2017, Loryn and her boyfriend (and the Kawasaki) moved to Portland from their home state of Texas. There, she bought her own project bike, a 1982 Honda XL250.

Motorcycles have meant many things to Loryn. They showed her a new way to live and gave her a tool to conquer her fears and anxieties. She loves to talk with new and experienced riders alike to explore the richness of what motorcycles mean to the people who ride them.

One day, Loryn plans to combine her passions for writing, motorcycles, technology, and psychology into a book about her motorcycle rebuild project that explores the affect different kinds of technology have on our lives and wellbeing.

But, for now, she'll just settle for a good long ride on her XL project.



Loryn Cole

## **Break | Between Sessions| 11:15-11:30 AM**

### **Panel 3 | Imagining the Ride and the Rider | 11:30-12:45 PM**

**Lisa Garber**, "The Motorcycle Dream Scape: Shall I Ride Again?"

"The Voice Inside my Helmet" and I look at the sticky question of continuing to ride from a Jungian perspective, using the content of three dreams to analyze and interpret messages from the unconscious. The motorcycle is understood as a functional reality, a symbol and a myth for the purpose of this exploration.

Two years after a series of emotionally laden losses and several minor meetings with the pavement, I posed the question of continuing to ride before falling asleep. It is said that a dream is a map of the unconscious at the time you have it. Three dreams appeared in quick succession. I will describe those dreams, amplify them and the Voice and I will search for the meaning and answers.

Lisa Garber is a psychologist, social worker and author with a doctorate in clinical psychology. She has been treating eating disorders and other forms of psychic distress for 30 years. For the last 30 years she has been riding her Harley, while wondering and writing about her attraction to the two wheeled predator. Her musings led her to the crossroads where the union of Hermes and Bruhnhilde took place. It is from that perspective that she wrote her doctoral dissertation: *Women who ride: The psyche of the female motorcyclist, exploring the manifest myth of the female motorcyclist*. Dr. Garber has been published in both biker and women's magazines. *Riding Naked*, a booklet based on her dissertation is currently available on her web site: [www.ridingnaked.net](http://www.ridingnaked.net). A book based on her series of conversations with "the Voice Inside my Helmet" is soon to be released.

**Sheila Malone**, "Queer Motorcycles and Illustrated Lives: Disidentification and Excess in Erika Lopez's Work"

This presentation explores the disidentification and excess of queer motorcyclist, writer, and cartoonist, Erika Lopez. By tracing a history of experimental storytelling, postmodern narratives, and the underground movements of queer cartoonists from the 1990s, this presentation explores how Lopez's work uses the motorcycle as an object of radical transgression and a background for never belonging.

Sheila Malone researches the intersections of gender, technology, performance, and motorcycles. Dr. Malone oversees the Technical Theatre Program at Chaffey College where she is an Associate Professor of Theatre Arts. She received a PhD in Performance Studies and Theatre History from UCLA, and an MFA in Digital Media Arts from CADRE Laboratory for New Media at San Jose State University.

Her films *San Francisco Dykes on Bikes* and *Annie Sprinkle's Amazing World of Orgasm* have screened all over the world. Her writing has appeared in *The International Journal of Motorcycle Studies*, *Lateral: Journal of the Cultural Studies Association*, *Contention: The Multidisciplinary Journal of Social Protest*, *Rhizome*, *Artshift*, and *Switch*.

**Caryn Simonson**, "Bucking the Trend through 'Athleisure', Luxury Fashion and Motocross Style"

Keeping on track with Caryn's previous papers examining fashion's love affair with the motorcycle and 'biker' image, this presentation explores the influence of motocross styling, 'sportlux' and 'athleisure' as atypical representations of the biker image in fashion. This recent trend in fashion editorials opens up wider fashion 'stories' of the biker image that eschews the black leather jacket in favour of multi-coloured garb. In fashion's seasonal cycles of life and death, motocross and athleisure influences, go faster stripes and action-oriented fashion shows replace the 'gentleman's' ride with speed and mischief.

Caryn Simonson is Programme Director for Graphic Communications and Textile Design at Chelsea College of Arts, University of the Arts London (UAL). She completed an MA Textiles in 1995 at Goldsmiths, University of London. Prior to MA study, she worked as a designer/maker within theatre and TV (BBC North). Caryn's work attracted media coverage and was presented by Caryn Franklin on the BBC's *Clothes Show*. Her headwear sold to music industry clients and TV personalities. As an artist and curator, she has exhibited work internationally across photography, video, sculpture, installation and writing. She is an editorial board member of *Textile: cloth and culture* (Taylor and Francis) and *The International Journal of Motorcycle Studies* (IJMS). Caryn organised the 2013 and 2016 IJMS conferences in London. She curated accompanying exhibitions *Motorcycle Cultures: fashioning bikes, building identities* in collaboration with Space Station Sixty Five gallery (2013) and *Motorcycle Cultures II* in collaboration with BOLT motorcycles (2016).

(Caryn Simonson cont.)

Caryn's own work explores fabric and semiotics, textiles and gender and how material meanings affect the representation of textiles within digital, virtual and photographic environments. She is interested in "transformation" or the re-presentation of objects and images which render the functional dysfunctional.

Her semi-documentary photographic portraits depict "dressed-up", customised motorbikes and owners, staged in ways to open up questions around individuality or group allegiance, fact and fiction, the "amateur" and the professional.

Her studies into motorcycle cultures examines the cultural production of images in design, specifically how brand revival in fashion affects the way that consumers consume from a theoretical and cultural context. Her IJMS conference papers analyse and reflect on the impact of this on different communities and how appropriation of identities impacts on groups, individuals and trends. "Telling Stories: Brand Revival, from motorcycle clothing to luxury fashion" and "Fashionable 'Bikers' and 'Biker' Fashion" examine fashion's love affair with the "biker" image, this ongoing research explores the influence of 'fashion' on the brand revivals of luxury fashion and motorcycle marques.

### **Lunch | On Your Own | 12:45-2:30 PM**

### **Panel 4 | Social Beings: Riding Groups & Belonging | 2:45-4:00 PM**

**Liliana Falcon Zertuche**, "Who Are We and How Did We Get Here: The Long Road of Mexican Women Motorcyclists. The Finale."

After almost three years, my research about the identity of the women who rides their own motorcycles is finishing. Last year, I read in the 8th conference of IJMS about the work in progress, and finally today I had the answer to the main question: how do women motorcyclists from Tijuana and Monterrey, Mexico build their identity as a biker? This paper shows the conclusion chapter of my PhD thesis, and as we may foreseen, includes the framework between gender roles and the dispute between obedience and disobedience to heteropatriarchal mandates. And, of course, the reasons why these women - despite having everything against them - defend their love for motorcycles.

Liliana Falcón is a PhD candidate in Cultural Studies at El Colegio de la Frontera Norte/CONACYT, in Tijuana, Mexico. She is studying the identity of the women who ride. She has a Master's Degree in Political Analysis and Media at the EGAP of Tecnológico de Monterrey. As a journalist, she has been a reporter, photographer, editor, and editor in chief. As a motorcyclist, she is still in love with her Virago XV1100.

**Patrice Gagne and D. Mark Austin**, "The Culture Industry and Impression Management: A Sociological Perspective of Motorcycling"

Drawing on the theories of the Frankfurt School (Marcuse, Adorno, and Horkheimer), we argue that motorcycles are sold to consumers based on ideals of freedom, community, identity, and belonging. We draw on the theories of symbolic interactionists in the sociological tradition (Cooley, Mead, Thomas, and Goffman) to analyze the ways that people embrace the commodified messages sold to them by "the culture industry" conceptualized by the Frankfurt School. Riders use these commodified styles of dress and riding to convey identity and community membership through a process Goffman conceptualized as "impression management." In this way, the Thomas Theorem that "If men [sic] define a situation as real, it will be real in its consequences" is played out among motorcyclists and the public at large. Our aim is to start a discussion that conceptualizes and theorizes understandings of contemporary motorcycling.

Patrice Gagne and D. Mark Austin are professors in the Department of Sociology at the University of Louisville. They have published on a variety of topics related to motorcycling and motorcycles. They have examined issues such as gender, commodification, community, and other related topics. Their interest in motorcycling has played an important role in their lives and careers.

**Sarah Hoiland**, "Righteous Sisterhood: Constructing a Feminist Biker Identity in a Misogynist Subculture"

Righteous Sisterhood examines one independent, female motorcycle club (MC) and the construction of a group identity within the confines of the MC world over the course of its 35-year history. Adopting the military structure and discipline of the infamous outlaw motorcycle clubs (OMCs), this group has defied subcultural norms and carved out a space among righteous MCs, a space hitherto reserved for men. In theorizing the MC as a de facto religion and a nation-state, as well as the global challenge of being a female-headed MC in the masculine world of

(Sarah Hoiland cont.)

international biker clubs, "Righteous Sisterhood" draws upon Chicana feminist theories of borderlands and cosmopolitan conceptualizations of citizenship. Sisterhood transcends geopolitical boundaries and is a core value that binds club members to each other and to the nation (the club). This presentation will outline the core arguments of the forthcoming manuscript to solicit feedback from a group of motorcycle scholars.

Dr. Sarah L. Hoiland is an Assistant Professor at the City University of New York, Hostos Community College. She has been working on an ethnography of a female motorcycle club and is currently halfway through her first manuscript, *Righteous Sisterhood: Constructing a Feminist Biker Identity in a Misogynist Subculture*, which builds upon some archival research (that was published in IJMS in Fall 2018) and nearly a decade of interviews and participant observation research. Dr. Hoiland will advance her research and monograph as a Mellon/ ACLS Fellow in 2019-2020. Her current mode of transportation is a two-wheeled Cannondale that she rides around her home in the East Village.

## **Break | Between Sessions| 4:00-4:15 PM**

## **Panel 5 | DIY: The Art & Mechanics of Making a Living | 4:15-5:45 PM**

### **Panelists:**

#### **Courtney Eleazer, Torque Wenches**

Courtney started riding 5 years ago when she watched a motorcycle go by and it was love at first sight. She bought a bike that week and within a year, she founded an all-women motorcycle group, The Torque Wenches, which now has over 500 members. Leaving her career as a pharmacist to pursue opportunities in the motorcycle industry, she now works a contract Project Manager and has assisted in the event production, planning, and marketing of many major motorcycle events including *The Dream Roll*, *The One Show*, *The Distinguished Gentleman's Ride*, and *The Paradise Road Show*.

<https://torquewenches.com>

#### **Jenna Stellar, Stellar Moto Brand**

Jenna Stellar grew up around motorcycles having a father who raced sidecars and had his own custom sidecar fabrication side hustle. After graduating from fashion design school, Jenna spent time working as a

costume designer and stylist for film, television, commercials, and rock bands. After a minor motorcycle accident, she decided to dedicate herself to making protective motorcycle gear for women. While healing, she put all of her ideas about women's fashion and motorcycle protection into place and started Stellar Moto Brand. Having launched in June 2017, Stellar Moto Brand keeps on expanding by adding motoculture lifestyle and men's protective gear and will continue to evolve with the latest and highest technology out there.  
<https://www.stellarmotobrand.com>

### **David Mucci | Lead Designer / Builder | Moto-Mucci**

With a passion for wrenching and a degree in Industrial Design, David opened his own studio Moto-Mucci. There he splits his time between building ground-up custom motorcycles and design contracting for the motorcycle industry. His builds have been exhibited at invitational custom shows all over the country and featured in publications like *Bike-EXIF*, *Uncrate* and *Iron&Air* magazine. He's designed everything from shop-tech to bolt-on parts lines for companies like Snap-on tools, S&S Cycles and Kuryakyn. David often uses a wide range of manufacturing techniques on his builds, from hand forming sheet metal bodywork to 3D printing carbon composite parts.  
<https://www.motomucci.com>

**Break | Before Dinner| 5:45-6:45 PM**

**Dinner | 7:00 p.m.-9:00 p.m.**

McMenamins Ironwork Grill



## Origins

Pacific University began as a school for orphans from the Oregon Trail in 1848 and in 1849 was chartered as a college founded by Congregation-  
alists and modeled after the best schools of New England. Over time,  
the university has grown into a unique combination of undergraduate  
and graduate programs in liberal arts and sciences, education, business  
and health.

Today, Pacific's focus on teaching and learning in a close nurturing  
environment leads to genuine transformation in students' lives. Distin-  
guished by its inquiry- based curricula and interdisciplinary collabora-  
tion, Pacific offers students exceptional opportunities for experiential  
learning, leadership and civic engagement.

## Mission

A diverse and sustainable community dedicated to discovery and ex-  
cellence in teaching, scholarship and practice, Pacific University inspires  
students to think, care, create, and pursue justice in our world.

## Vision 2020

Pacific University will embrace discovery as an essential characteristic of  
teaching, learning, scholarship, practice and creative expression. We will  
achieve excellence and distinction by investing in exceptional people.  
We will embrace a rich diversity of ideas, peoples and cultures. We will  
incorporate sustainability into all of our endeavors.

The culture of Pacific fosters warm and supportive relationships that en-  
able the university to provide an extraordinary educational experience.  
Students, faculty and staff are drawn to Pacific by its welcoming environ-  
ment, emphasis on public service, and development of graduates who  
contribute as gifted leaders of the global community.



## NOTES

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[www.motorcyclestudies.org](http://www.motorcyclestudies.org)