





SWAP MEET VENDOR SPACES



BIKE SHOW



PATE MAPS



CHEROKEE PRIDE

From Our President

I've been riding often in February and March and I'm not sure at times if its spring or summer here in Dallas TX. Meanwhile the Northeast is in full blizzard mode. Isn't it great living in the South! The Cherokee Board and I have been very busy since the December elections planning this year's schedule of events, annual budget and all around good times. I'm very excited to start this year as "Your President" and Christie & look forward to seeing and talking to all of you in person around Texas, Oklahoma and at National AMCA Meets. Another thing I'm excited about is seeing the Cherokee Chapter get even better than we are. Steve did a great job getting Cherokee better organized and identifying the many leaders and volunteers within the club. My goal in 2017 and beyond is to continue this proven organizational structure with even more broad based participation from even more enthusiastic Cherokee Members in all of our 14 different Chapter Regions throughout TX/OK. I want to personally challenge all Cherokee Regional Ambassadors to plan one event of any size during our summer month's to give our members in your local area even more chances to get together to ride, show, share and educate people about our wonderful old bikes. The quality and usefulness of the Club depends on all of you not just the Board Officers.

This issue is devoted exclusively to the The 45th Annual Pate Swap Meet, the 3rd Annual Cherokee Pate Classic Motorcycle Swap Meet and the Cherokee Concours d'Pate Bike Show. Yes...The entire issue! In this way you will be able to find out everything you need to know to attend the Largest Classic Motorcycle Swap Meet and Display of Classic Motorcycles in the Central South USA.



PROUD TO BE... CHEROKEE!



The Cherokee Pate Team

Cherokee has time and time again proven throughout the Antique Motorcycle World that we are the AMCA Chapter that performs! "Cherokee leads by example!"

The Cherokee Pate Team are all very dedicated Vintage Motorcycle Enthusiasts, are hard working, devoted and work on Pate 12 month's a year.

Shelby Withrow not only pioneered our Cherokee Membership Program and resultant growth the past 5 years, he also planned and serves as Chairman of the Cherokee Pate Event. With over 45+ years of vending experience throughout America, he knows exactly what it takes to plan & operate a well run event. He has hand picked a very talented Cherokee Pate Management Team to operate this show.

Ed Hazzard, Assistant Event Chair. assists Shelby and personally ensures all vendors find their spots and get setup plus oversees the huge parking dynamic.

James Joyce, Seth Cunningham, & David Kugle, Event Logistics ensure the efficiency and flow of many hundreds of trucks & trailers to their assigned vending spots and also handle hundreds of questions each daily. they make it look easy!

Jerry & Lecil Morgan, Concours d'Pate Bike Show Managers handle the bike show participants in getting their classic motorcycles on site safely, unloaded and positioned within the show properly. They also oversee our on-site security process for well over \$2M worth of classic machines 24 hours each day of the event as well as managing a separate Bike Show Parking Lot for bike show trucks & trailers and all Cherokee RV's

Greg McFarland, Cherokee President & Webmaster did the planning and startup of The Cherokee Store which designs and markets Cherokee merchandise year round as well as at Pate.

Jo Ann Kugle, Treasurer, single handedly accepts responsibility for all vendor registrations, monies, parking passes and general accounting for this huge event

Steve Klein, Director / Editor handles all Event Sponsors / VIP Program and Event Marketing.

There are literally dozens of additional Cherokee Members who volunteer to make this event what it is. We do not have room here to recognize each of you, but we could not handle this event without you. The Cherokee Members are who make Pate Great!

Greg - The Store



Jo Ann -Treasurer



Steve - Event Marketing



We are trying to get current color photos of all managers. Thank you. Editor



Shelby -Chairman



Ed - Asst. Chairman



James - Logistics



Seth - Logistics



David - Logistics



Lecil & Jerry - Bike Show Registration



ANNUAL CHAPTER MEMBERS MEETING & ELECTIONS

The first weekend of December Cherokee Chapter Members hold their Annual Christmas Party Meeting and Elections. The annual members meeting has rotated to several different locations over the years. It has been held in Austin at David and Jo Ann Kugle's and several years at Steve and Joan Klein's in Georgetown. The 2017 Annual Meeting will likely be moved to Dallas TX and will be announced later this year. A total of 76 members enjoyed catered BBQ, all the fixings and a large dessert table supplied by our members. Many members stayed till the early evening before departing.

Board seats are voted on directly from the Cherokee membership and positions are on staggered two year terms per our By Laws. This year three Director seats were up for nomination and election. Steve Klein announced he would not wish to continue as Chapter President but would serve on the Board if nominated. Greg McFarland and Shelby Withrow were the other two directors seats expiring. Both men stated they would be happy to continue. Nominations were opened from the floor and no new names were nominated. Cherokee National Ambassador Stanley Miller made a motion by acclimation to nominate Withrow, McFarland and Klein. the motion was seconded and unanimous vote of members reelected the three Directors.

Once Directors are elected the Board meets the next day and elects officers from amongst the directors. Greg McFarland was nominated and elected President. Lyle Henry, Oklahoma Director was nominated and elected to Vice President. Shelby Withrow will continue as Director and Pate Cherokee Event Chairman and Klein will serve as Immediate Past President and continue his role as Editor and Chapter Marketing Director.



Rosie Encina-Sterling announced to the Board that starting last October Cherokee is now celebrating its **35th Year as an AMCA Chapter**. This 35th anniversary Celebration will continue throughout 2017 at each Cherokee Chapter event. 35 years in the AMCA is no small feat and one to be very proud of. Rosie will handle this Celebration Plans all year. Thank you Rosie for your dedication to our Chapter.

The Board reviewed a preliminary **Calendar of Events** for 2017 as well as reviewed the **Preliminary Budget** to run the Chapter. Annual membership dues were voted on to be raised \$5 to \$20 per year after looking at administration, publishing, postage and other expenses. Dues have not increased for at least 20 years so it was a necessary decision that our members said was acceptable in a recent survey.



Membership Director Rosie Sterling updated the board with a new software program that she and Lyle Henry have been utilizing to better keep track of our growing membership. Discussion was held to look at which members joined and one year later did not renew. We also looked at a certain percentage of members who do not renew in January each year but do renew at Pate. Rosie also stated that Cherokee will strictly adhere to the rule that CherokeeMembers must also keep their AMCA annual dues current as well.

The Annual Board Meeting took a total of 6 hours to cover the lengthly agenda and was adjourned with everyone on the board having a list of items to finish and turn back into President Greg McFarland by end of January so the board can begin the New Year organized and ready.



Cherokee Pate Swap Meet . . .

The Cherokee Pate Swap Meet has grown to 400 spaces maximum in 2016. and will grow slightly more in 2017 as vendor spaces can be obtained. If you were a vendor in 2016 you were protected on your existing booth spaces if you paid for them within 30 days following the 2016 show. The Pate swap Meet sells out all spaces each year and we therefore cannot guarantee you where you will be placed in the Pate Swap Meet or if you will actually get an additional space or two. A nice situation to have.

A Vendor Registration Form is attached in this newsletter for you to obtain space for the 2017 Show. Please fill it out and follow instructions carefully to ensure spaces. Or call or email Shelby Withrow, Chairman at the information provided on the registration form. By this date the ability to get a space is difficult at best, but at times there are last minute cancellations.

Also attached are a Pate Swap Meet Maps and a Rule Sheet. Cherokee and Pate Management adhere strictly to all rules due to almost the almost 10,000 vendors spaces, and the over 120,000 general public whom attend this show. There is **FREE ADMISSION** to the general public so the opportunity for you to sell are terrific as compared to many other shows who charge entry fee to the public and has far smaller attendance at the gate.

Remember... 1) Get your 2017 vendor spots right now! 2) Reserve your existing 2017 spaces for 2018 during the 2017 show. 3) If you want to improve your 2017 spaces for 2018 by adding to them or to get on the top of the list for preferred location choices for 2018 you must pay for next years spaces during the 2017 show or within 30 days following the 2017 Show. NO EXCEPTIONS! The Cherokee Chapter has to pay for all next years spaces immediately after this years show so if you are serious about retaining or adding to your vendor spaces, you will have to operate the same as our Chapter does in advance.

Honorary Program Announced!

The Board of Directors are proud to announce a new program for the next 35 years of our Chapter. Distinguished Service Members will be nominated for inclusion into this program to recognize them throughout the past and ongoing history of Cherokee for the unselfish service they have provided to the Chapter and to the AMCA.

The first honorary inductees into the Distinguished Service Program are **Bob and Marian Guerin** from San Marcos TX. The Guerin's were always exemplary Cherokee Members for all of the 35 years of Cherokee's existence. They eventually moved the Charter & management of the Chapter from its



original location near Texarkana TX to San Marcos where Marian served as Secretary and Treasurer up until three years ago. Bob served in all capacities over the last 3 1/2 decades including spearheading the Annual Cherokee Bike Show in San Marcos at the Armory for many years. Bob was Chapter Vice President when he passed away recently. Untold numbers of members are in the AMCA & Cherokee Chapter as a direct result of this incredible couples passionate devotion to our sport. To show our Chapters gratitude Marian will receive Lifetime Membership privileges from this date forward.



concours dipate

The Cherokee Concours d'Pate is the largest public display of Vintage and Classic Motorcycles in The State of Texas.and Oklahoma Each year a three bock long row of Classic Machines from 1900-1982 of are displayed in a **Shine, Show and Share** format designed to allow Cherokee members to visit and share history of these great machines with the over 120,000 general public attendees to the Pate Swap Meet each year.

A Concours d'Pate Registration Form is included in this newsletter so take time to fill it out and send it in now. Pre-registration cost is less than onsite registration. Any further questions contact Lecil Morgan on the attached form.

Classes are By Decade to allow the general Public to view these wonderful machines just as they would have been seen together during any period of time. Classes include pre-1920, 20's, 30's, 40's, 50's, 60's, and 70's through 1982. All motorcycles must be 35 years or older. We also have a Competition Class for Vintage Drag Bikes, Motocross, Trials & Endure, Hill Climb, Road Racers,& Flat Trackers. The Period Modified Class represents all period correct cut downs, custom choppers, bobbers, cafe racers. and even Cannonball Coast to Coast Endurance Racers. And of

course the **Under 200cc Class** is full of all the small displacement machines and scooters that we all loved and still remember well.

You may display your motorcycle on any single day or continuously Thursday through Saturday. the most per machine is the same. more exposure means more chance of winning. Cherokee furnishes Professional Onsite Security Services from closing time each day until the show reopens the next day. There is no need to remove your machine from the show and have to handle it to get it out and back into the show the next day. The Awards Ceremony will be conducted on Saturday April 30th at 5:00 pm. Custom Designed and engraved Sterling Silver Belt Buckles will be awarded to each Best of Class winner. plus many of our sponsors have special awards that best represent their companies. Cycle Source Magazine awarded their special trophy selection a feature article in their magazines in 2015 and 2016. Each year The National Motorcycle Museum from Anamosa Iowa awards their "Distinguished Motorcycle Award"







Your Cherokee Chapter Board of Directors

If any of our members have specific ideas or input for our Chapter... Please contact us below! We want to hear from you!

President Greg McFarland Vice President Lyle Henry Treasurer JoAnn Kugle Secretary Membership Rosie Sterling **Director Pate** Shelby Withrow Director_ Mike Carson Director / Editor Steve Klein Director Victor Hugas

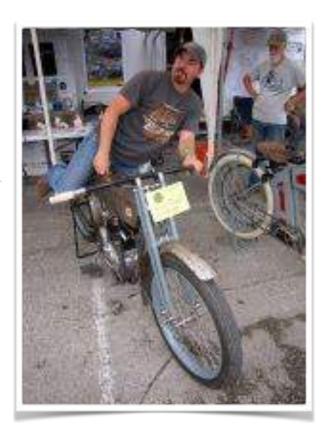
gmcfarland@chargerllc.com lxhenry@coxinet.net jakugle@austin.rr.com rsterling@satx.rr.com Shelbyinparadise@wccs.net mwcarson3@yahoo.com steve@steveklein.com yehugas@aol.com 214.912.9245 Website, Merchandise, 405.323.5231 Oklahoma Region 512.288.3537 Accounting / Nat. Reports 956.369.5775 Chapter History 940.748.2555 Pate Meet Chairman 281.705.5634 E. TX / Western Louisiana 361.652.8300 Austin TX Region 956.935.0371 The Valley Region

- Annual Dues are \$20 per year and are due each January 1st.
- Renew Dues online at www.CherokeeAMCA.org
- AMCA Dues are \$40 per year and due on the anniversary date of joining
- Renew AMCA Dues online at www.AntiqueMotorycle.org

New Cherokee Director added in 2017

Victor Hugas, San Benito TX has been appointed to the Cherokee Chapter Board of Directors at the December 2016 Annual Meeting. The Board in anticipation of the need to represent all areas of our AMCA territory voted in 2016 to add this Board seat. Hugas is a long time motorcycle enthusiast and recently competed in the 2016 Cannonball Coast to Coast Endurance Race on his 1913 Harley Davidson single cylinder chain drive motorcycle. Victor is a U.S.Marine Corp Veteran and has devoted 25+ years serving our country as an Investigative Special Agent with Homeland Security working with such agencies as US Border Patrol helping keep us all safe. Victor is married, has one daughter and will represent all of Southern Texas in promoting the Cherokee Chapter and the AMCA. Victor is very enthusiastic and frequently travels to most Cherokee events as well as many AMCA events. The Cherokee Chapter is extremely proud to add Victor to our Board and you can all look for good things from Victor Hugas in coming years. Semper Fi and Proud to Be Cherokee!

Victor never stands still long enough to get a good photo. Editor





This page may be copied, printed and distributed in order to promote the event further.



CHEROKEE CHAPTER AT PATE SWAP MEET - SPRING 2017

Pre- Registration Form for April 27th – 30th Event

Texas Motor Speedway I-35W at HWY114 North of Fort Worth

The Cherokee Chapter has reserved 325+ spaces for the spring, 2017 PATE SWAP MEET. These spaces are the largest contiguous open areas available, New V.I.P. Parking lot behind Bike Display for RV's and Chapter's Visitors.

- ✓ Spaces will be set aside for the *Cherokee Concourse* D' Pate. a large public display of historic motorcycles of all makes that ranges from 1900 1982 and ranging from factory original to period customized.
- ✓ Several Industry leaders will be displaying their Products and Custom Builders will be on hand

Cost to Display your vintage motorcycle(s) is a voluntary minimum one time donation of \$20 for first + \$10 each for the extra motorcycles for 1 to 4 days in the main Cherokee Concourse D' Pate display area to help defray the chapters cost of the display area. This is a terrific opportunity to get our Chapter & our machines in front of the tens of thousands who attend.

Vendor spaces for selling motorcycle related items are also available (see box below for details.) Because Pate sells out the entire 9 acres of spots every year, <u>anyone wanting to vend in the motorcycle section needs to contact us ASAP</u> so we can have adequate spaces for the demand. This will be the 3nd <u>annual</u> Cherokee Chapter event that will grow each year as more spots become available to us, <u>Do not hesitate...reserve your spaces NOW!</u>

ALL REGISTRATIONS WILL BE HANDLED BY THE CHEROKEE CHAPTER FOR PATE SPACES RESERVED BY OUR CHAPTER

- Fill out the attached form completely for the directory, the block number, street or avenue and space number will be assigned
 <u>Cherokee Pate Chairman</u> as they are reserved in Chapters name. <u>Window sticker &/or Entry Passes will be mailed before the event.</u> The Chapter reserves the rights to assign spaces as needed in section 3 to accommodate Club, Members and Sponsors
- Enclose completed form, release form, and check or money order (no cash) made payable to The Cherokee Chapter.
 Mail to: Cherokee Chapter, Jo Ann Kugle, Treasurer; 8601 South View Rd, Austin, Texas, 78737

ON JUNE 15, 2016, AND THEREAFTER, ALL SPACES WILL BE AVAILABLE ON A FIRST-COME FIRST-SERVED BASIS, NO EXCEPTIONS!

TOTAL SPACE RENTAL RATES FOR THIS 4 DAY EVENT

9' x 18' = \$45.00 each single vending space (on asphalt) 9' x 36' = \$90.00 each (these are pull through spaces)

Corner spaces \$15.00 extra (if available)

*After May 31, 2016 all spaces will be \$10.00 extra

Group Motorcycle Display – Concours d'Pate \$20 first motorcycle, \$10 each additional Private Portable Toilets - \$87.50 per toilet *After Dec.31, 2016 toilets are \$95.00

Sponsorships and Donations are welcome to defray club expenses. Each space includes a \$5 administration fee

For additional information, contact Shelby Withrow, Cherokee Chapter / Pate Chairman Call (940) 748-2555 or Email ShelbyInParadise@wccs.net or Website www.cherokeeamca.org

NOTE: The selling of wearing apparel, food, drink, sunglasses, cassette tapes, and any NASCAR Racing related Souvenir items are prohibited. For more detailed answers, contact **TMS Merchandising Department at (817)-215-8560**.

CHEROKEE AT PATE SWAP MEET PRE-REGISTRATION - SPRING 2017					
Name:	_ Phone	Cell			
Business Name (if applicable)					
Mailing Address:	Email Addre	ess			
City:	_ State: Zi	p:			
For the Swap Meet Directory, what do you primarily sell/display:					
FOR REGISTRATION PERSONNEL USE ONLY BELOW THIS LINE					
Block # Street / Avenue	Spaces Numbers				
CUSTOMER NOC	HECK NO.	AMOUNT:			



BIKE SHOW REGISTRATION

The Cherokee Chapter Concours d'Pate Bike Show is the largest Public display of Vintage and Classic Motorcycles in Texas. It is solely intended to be a **Shine, Show, Share and Smile Event** designed specifically to allow all Vintage and Classic Motorcycle Owners the distinct pleasure to share these wonderful machines and their individual history with the 120,000+ people whom attend Pate Swap Meet annually. The Cherokee Chapter also has over 380+ Vintage Motorcycle Vending Spaces with a huge inventory of parts to buy and sell.

- ★ Open to all Makes, Models and Types of motorcycles 35 years or older. (Call or email for exceptions
- ★ \$20.00 Pre-registration fee for the first motorcycle
- \bigstar \$10 Fee for each additional motorcycle Best of Class, Best of Show, & Many VIP & Sponsor Trophies
- ★ Dedicated Unloading and Loading Area adjacent to the Bike Show. (Look for signs at the event.)
- ★ Truck Trailer Parking adjacent to the Bike Show Unloading / Loading Area. (See Map)

Cherokee Chapter RV Community Area adjacent to all these areas. (No RV Hook ups. Rustic Camping)

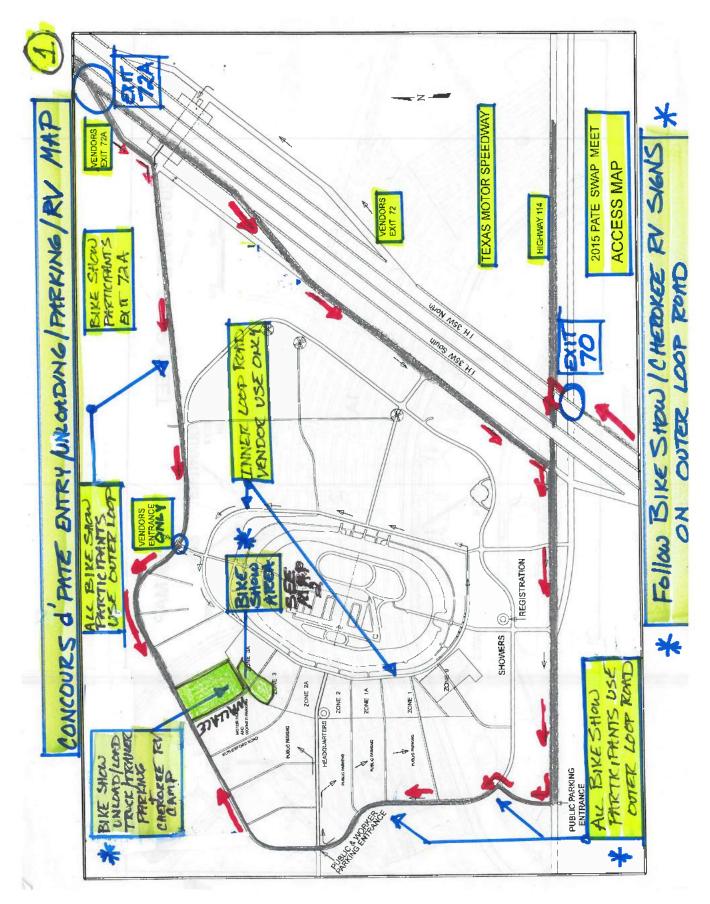
Cherokee Chapter Motorcycle Show Registration Form

Please Complete Information Below and Print It (there is no submit of this form)

Motorcycle Owners Name:

E-mail	Phone:				
Motorcycle #1	Year	Make:	Model	\$20	
Motorcycle #2	Year	Make:	Model	\$10	
Motorcycle #3	Year	Make:	Model	\$10	
Motorcycle #4	Year	Make:	Model	\$10	
As a Participant of this event I have/will signed a Release of Liability Form at the Event					
Signature	Date			Total	

Checks Payable to Cherokee Chapter. Mail to Jo Ann Kugle, Treasurer. Mail to: 8601 South View Road, Austin TX 78737. Deadline for postmark Wednesday April 19nd. If not mailed by then, just pay in cash at the event. For further information www.CherokeeAMCA.org or contact Lecil at lecilv@yahoo.com or 940.391.9570





<u>WWW.CHEROKEEAMCA.ORG</u> The Cherokee Chapter Website remains one of the best AMCA Chapter websites in the Classic Motorcycle World. Greg McFarland, President / Webmaster

spent untold hundreds of hours designing & developing the current website format initially He also spends a lot of time updating the content, changing the home page slide show photos to help keep the site relative and of interest to our members and all who visit our site Worldwide. We get a monthly internet report, and yes our site is viewed throughout Europe, Japan, Mexico, Cuba as well as throughout the entire United States. In the world of technology and the internet getting a viewer to stay on your site for a full 8 seconds is considered an eternity. Our monthly internet activity reports shows us that people visiting our Cherokee

website spend on average 3 1/2 minutes or more surfing our site. We also can track how many seconds they stay on the Home Page, how much time they spend looking at our Chapter Photo Albums and exactly which pages they visit and for how long each page. We are doing a lot of things very well indeed.

If you have yet to create the habit of looking at our website weekly, please start now by bookmarking the site on your computer or smart phone screen or by adding it to your Favorites to make it easy to look at the site quickly in daily life to get updated information on upcoming Cherokee Events or to view photo's of past events.

Applause to Greg McFarland for bringing the Cherokee Chapter into the 21st Century and showcasing our members and all their wonderful vintage and classic motorcycles for enthusiasts worldwide to view and enjoy.

CHEROKEE CHAPTER is all you have to type into the search bar on FaceBook to access the Cherokee Chapter. yes we understand that not all Cherokee Members use Facebook, but as of todays date 150+ Members do belong to the site.

What makes Cherokee Chapter FaceBook special? Well it allows our members to share photos and comments in real time from the side of the road or from an actual AMCA or

Cherokee event. It also allows other Cherokee Members to copy and paste any photo they like into their own phone to show their spouse or friends later. The other thing that sets Cherokee apart from most Facebook sites is that you have to be an actual Cherokee Chapter Member in good standing, with your dues paid in order to "post" any picture or comments on the site. This is not how most Facebook pages operate. They allow any interested parties to participate on the page and post comments or photo's. This is akin to allowing complete strangers to put photos in your family photo album. Not Cool at all!

By making sure only real Cherokee Chapter Members can publish comments, ask for technical help on a project, Sell a part or a motorcycle or share a fun riding photograph, your Board of Directors made sure that the site is strictly limited to members, that family inspired rules are published for use and that each "post" is actually checked to ensure it is family friendly. No topless photo's, no inappropriate language, no political opinions etc...

I wish to Applaud Cherokee Chapter Facebook Administrator Chip McClendon for the hundreds of hours he spends adding the new incoming members and also policing the site to ensure all rules are adhered to keep the site safe, secure, family friendly and enjoyable for all Cherokee Chapter members who choose to use this social media communication format. Please thank Chip when you see him next on the road.

Editors Note: The Cherokee Chapter Newsletter is planned for 4 issues annually with an additional issue prior to the Pate Swap Meet. This Editor wishes to apologize for the delay in publishing this first 2017 issue. The demands of my companies coupled with a close business associate whom is in final stages of cancer have created this delay. It is my sincere hope no further delays will occur. For recent photos of all Cherokee Chapter Events please go to our website.