

# Born To Ride's Women's Club



## Tribute To Mom & Women Who Ride

In the motorcycle industry May is a month to celebrate Women Riders. It's also a month to introduce women new to the motorcycle market. To teach them how to ride, teach them safety and help them with the purchase of their new machine. It's also a time to show them the open road and make new friends along the way.

But for Born To Ride, May is also a month to recognize some of the prominent women in this industry that help make a significant contribution to motorcycling. These are women that help our industry thrive, grow and prosper. It is amazing some of the things they do in a world that was once dominated by men. We would like to share some of their stories with you here today and recognize their contribution.

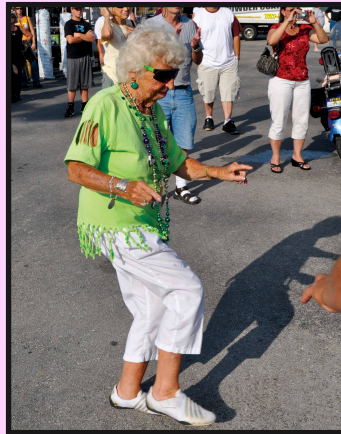
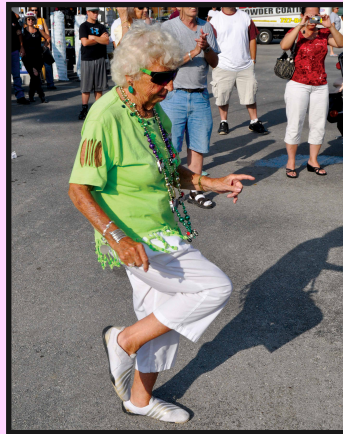
**Susan Hurst** - Senior Editor BTR - We first have to recognize this lady for a special reason ... she makes such a huge contribution to BTR every single month. She takes people's stories and words and gracefully puts them down on paper, giving the readers some value and knowledge free. She tells our customers' stories so well, sometimes better than they can elaborate about their business themselves. She seeks out women who need to be heard and tells their story monthly in her column. Her bubbly personality, positive outlook on life, and enthusiasm is inspiring. Her contributions have made BTR the success



it is today, thank you Susan.

**Lucy Nicandri** - Lucy V. Nicandri is the vice president of marketing, communications and special events for The Florida Center. Every year Florida has this great rally in Sarasota, called Thunder by the Bay. I think you are familiar with this weekend rally in January that kicks off the year with some cooler weather and an overall great downtown venue for everyone. This event is headed by one special biker lady and it's all put together to raise money for The Florida Center. Despite tough economic times this lady went into planning the event with guns blazing and pulled off this event again this year with absolutely no budget and was still able to raise just over \$75,000. Born To Ride would like to recognize Lucy Nicandri for spearheading one of the largest charity fund-raisers for motorcyclist.

**Gail DeWitt** - Founder Kliktronic - This lady has an amazing story to tell. She is a retired schoolteacher who took care of her disabled husband for many years. After the loss of her husband she took to the road, but found it difficult to operate her motorcycle safely because of some of the tolls her body took lifting and moving her husband. She knew riding was not over for her and thought there must be others in her same shoes. She has researched and developed products that accommodate riders with either particular health issues



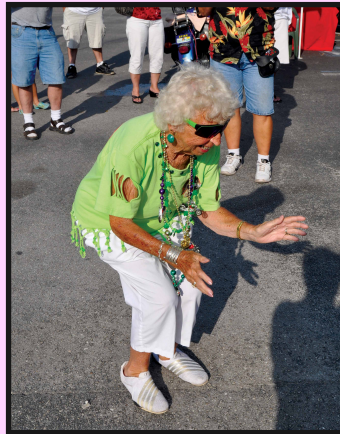
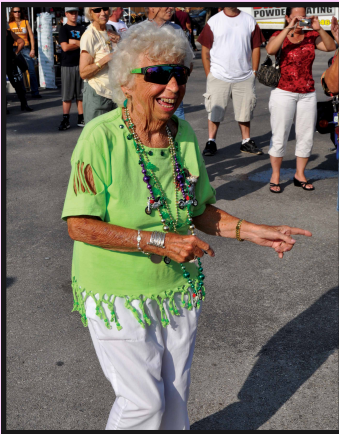
or that are disabled in some way. Her movement in the industry has allowed her to develop a nonprofit organization that provides funding to help bikers equip their motorcycles or trikes so they may return to the road. She has been recognized for helping soldiers coming back from Iraq who can no longer use some of their limbs, by equipping their bikes so they can get back on the road. These are guys that thought riding was over for them. Recently she helped a teenage boy, who is a double amputee race motorcycles again. Let her tell you her story so you can spread the word and help others. She helps bikers that have little aches and pains, or full disabilities.

**Diane Pearson** - Mother on a Mission -

This next lady is driven. Driven to bring awareness that motorcyclists share the same common road as other motorist and that they please need to be aware and always look twice for motorcyclist. Her spirit and education comes from her inner heart and the voice of her child: Gene Adam Pearson, son, uncle, friend and sheriff was killed on his motorcycle. Mother on a Mission for Motorcycle Awareness, dedicated in helping to save other motorcycle riders. All proceeds from her organization go towards purchasing and keeping her purple bumper stickers, billboards, cab tops, bus benches, etc out there. These are messages that you as riders need for other motorist to see and remember every day. Please pick up some

of her purple stickers today and help her mission.

**Kathleen Tolleson** - Owner of Roar Motorcycles - We had the honor of having this next lady on the cover of BTR for our Bike Week issue in March. It was our privilege capturing the unveiling of her creation the Wild Kat during Bike Week and watching her sell every single one. There are no other women that have a motorcycle shop that specifies just in women's motorcycles and line of accessories. She is known as the Martha Stewart of the motorcycle world. Surrounded by a team of creative and dynamic individuals she is able to design and offer women motorcycles that are comfortable, fit their size and fit their personality. She has an Ugly Betty



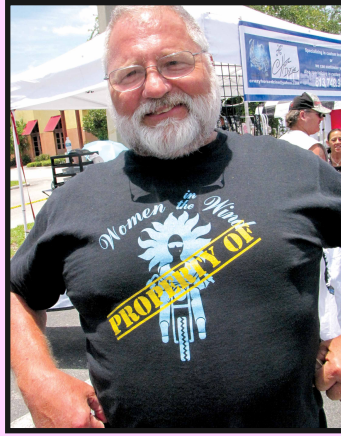
contest that allows women to bring in their motorcycle to custom fit their personality. She did not mess around when she opened her shop in Daytona Beach, the heart of the motorcycle industry. Congratulations Kathy Tolleson.

**Doctor Donna Paladino** - Ride Like a Pro - Most people think of riding as a leisurely sport with a social aspect and flair of fashion. However, this lady can maneuver and manipulate a machine and knows that lifesaving techniques should be taught to everyone who rides a motorcycle. Words can't explain her abilities and skills. We would like to recognize for Dr. Donna using these great skills to teach other riders the techniques they need to know to embark on any road.

**Gixxie Hamilton** - Riding a machine is one thing but actually taking control of the motorcycle and performing stunts with grace similar to two people on a dance floor is Gixxie. Gixxie is an inspiration to younger female riders. Not only with her performances, but with the confidence the younger generation can get on a bike and ride and have many new experiences along the way. Gixxie is a smart young girl that works hard at her own business. Also, watch for more news to come but Gixxie is hosting Gear Fest this fall at the Florida State Fairgrounds.

**Attorney Fran M. Haasch** - There is so much one can say about this next lady. Her beauty both inside and out is remarkable. She is a dedicated individual, to her

profession and to the biker community. Her monthly column in BTR educates the readers about the dangers of the road, and reducing financial risk from exposure to an uninsured motorist if you are in a motorcycle accident. Her message is loud and clear and often. We can only hope everyone is listening. Motorcyclist need to look out for number one and get the proper coverage to provide for your medical care and financial obligations. Uninsured motorist are out there. She is very approachable and likes to attend as many events as she can. But not only does she educate, she gives back immensely to the motorcycle community. She contributes to numerous charities, sponsors events so we can have a good time and is giving



away a trip to Sturgis, SD which should be on everyone's bucket list if you ride. We can only say, Thank you Fran Haasch.

Wow, what a beautiful day to honor mom and women who ride at Wild Wing Cafe' in Tampa. I was very proud to be a part of this event and proud of what Deb put down on paper to recognize these important women in our riding community. One thing about this day that stands out beyond anything is the spunk, the funk and the incredible pure happiness and fun time had by Thelma Austin better known as Critter, who was the life of the party and it was her birthday celebration of 91 magnificent years. Her daughter Ginny was there and their love for each other is so

strong that it beams with joy! Folks, this is real and when you look at the photos in this layout of Critter having fun and laughing, dancing and partying you just have to put on a big smile and laugh along with her! This exemplifies what life is about—a happy life with friends and family who care about each other. I think that's what our biker community is about and I'm proud to do stories like this about people like you who care about others and give back. We can all learn a lot from Critter! Wow!

**Ron Galletti**

**Here is some feedback we have recieved.**

Dearest Debbie!

I'm still in awe at yesterday's event! I am totally honored and thrilled to have been given such a prestigious award from Born To Ride. Again, I thank you from the bottom of my heart and soul! Again, thank you for everything! You are truly family and I will and would do anything for you and BTR. All you have to do is ask. ...

**Much love to you all!**

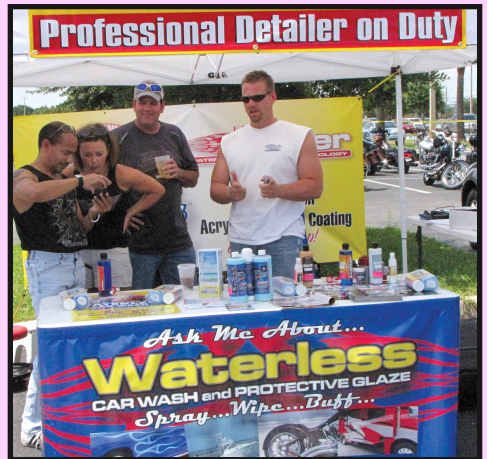
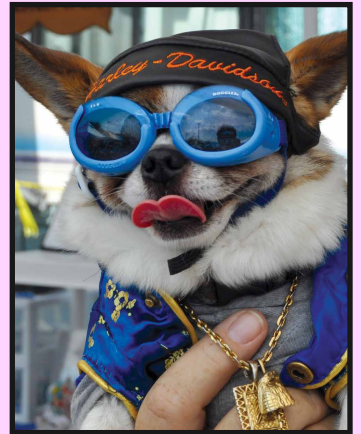
**Susan**

**[www.ladybikergifts.com](http://www.ladybikergifts.com)**

Dear Ron, Debbie and family;

I want to thank you all so very much for such a warm and loving welcome to your Sunday's event. I was blown away by the royal treatment I received, and my heart is still racing from all the excitement.

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The Tribute that I received was an honor that I will cherish forever. Thank you for an overwhelming and unforgettable day. Thank you all from the bottom of my heart.

God Bless and Ride Safe  
Diane/Mother on a Mission

Ron & Debbie,

What a fabulous day it was. Thank you all so much for the hard work you do for the community.

Thank you,  
Sandy Burnham  
Bay Area Chapter

If you have any feedback please send it to [content@borntoride.com](mailto:content@borntoride.com) and let us know how you feel about this story.

