

ORLANDO IS CALLING

Something For Everyone

Last month in this space, I wrote about AMA Vintage Motorcycle Days, how great the event was this summer, and how it is the most significant fundraiser each year for the AMA Motorcycle Hall of Fame and museum. There is an equally significant event on the calendar each year: the AMA Motorcycle Hall of Fame Induction Ceremony.

The annual Hall of Fame induction ceremony is a very special occasion. I have experienced nothing like it in motorcycling. The event stirs rare and deep emotions for the hundreds of attendees and there is rarely a dry eye in the house at the conclusion of the ceremony.

The individuals who are honored with the distinction of being inducted into the Hall of Fame are truly the best of the best. They are motorcycling's icons who are revered for their skill and admired for their exploits. They are heroes of competition, visionaries who have turned their dreams into realities, advocates for our lifestyle, and captains of the motorcycle industry.

The AMA Motorcycle Hall of Fame Induction Ceremony is accessible to everyone and provides a great opportunity to see the heroes of your youth—not just on stage but also at autograph sessions. Not only can you see and meet members of the current class of inductees, but there are many other Hall of Famers who attend the event as well.

For a number of years, the Hall of Fame induction ceremony was held at a Las Vegas casino. It was a wonderful affair, complete with an elaborate sit-down dinner and an impressive ceremony, emceed by actor and AMA and American Motorcycle Heritage Foundation board member Perry King.

It was also costly, both in terms of ticket price and overall cost to the AMA. Because so much of the motorcycle industry is located in Southern California, the proximity of Las Vegas to Southern California made the annual event a major draw for those who work in motorcycling. These factors created a perception that the induction ceremony was an exclusive gathering that was only open to those who worked in the motorcycle industry and not open to the general public. This was an unfortunate perception because the induction ceremony has always been open to the public.

In an effort to make the induction ceremony more accessible to the public and, in particular, to AMA members, last year the event was moved to Orlando, Fla., to be held in conjunction with the American International Motorcycle Expo. AIMExpo is a motorcycle trade show for motorcycle dealers and consumers that got its start in October 2013. There is no longer a dinner as part of the induction ceremony, but the show's high production values remain—now staged in a true theater—and Perry King continues to do a terrific job as the event emcee.

The 2015 AMA Motorcycle Hall of Fame Induction Ceremony,



By Rob Dingman



Digital Imaging Direct

once again part of the AIMExpo, will be held on Saturday, Oct. 17, at the Chapin Theater at the Orange County Convention Center. The ceremony itself will be at 8:30 p.m. Reserved seating tickets are available for just \$25. In addition, there will be a VIP reception before the ceremony from 6-8 p.m. Tickets to the reception are \$90 and include reserved seating in the induction ceremony as well as one-day admission to Saturday or Sunday at AIMExpo. To purchase tickets, visit www.MotorcycleMuseum.org/HOF2015 or call (614) 856-1900.

Those who will be inducted as part of this year's class include road racing champion John Kocinski, former Harley-Davidson CEO Richard Teerlink, off-road racing champion Rodney Smith, entrepreneur and industry patron John Parham, dirt tracker Alex Jorgensen and longtime Yamaha Motor Corp. U.S.A. race team manager Keith McCarty.

In addition to the 2015 induction class, three-time world champion road racer Wayne Rainey will be honored as an AMA Motorcycle Hall of Fame Legend. Hall of Fame Legends are selected from existing Hall of Famers to have their lifetime accomplishments showcased as part of the annual induction ceremony of a new class.

Throughout the year, the motorcycling community has a number of amazing events. They are as diverse as the riders they attract—from the camaraderie of Americade to the passion of AMA amateur national championships to the good times at Sturgis to the thrills of the MotoAmerica road racing championship to the nostalgia of AMA Vintage Motorcycle Days. While all of these events have something for everyone, few are as universally appealing as the AMA Motorcycle Hall of Fame Induction Ceremony and AIMExpo.

So, whatever and however you ride, make plans to come to Florida this October. Between the 2015 AMA Motorcycle Hall of Fame Induction Ceremony and AIMExpo, Oct. 15-18 is shaping up to be a fantastic week in Orlando. I hope to see you there!

Rob Dingman is the president and CEO of the AMA.

Courtesy of AIMExpo

