



# FROM THE PRESIDENT AND CEO SPECIAL MOMENTS AND MOTORCYCLISTS

BY ROB DINGMAN

**S**omething I find myself saying frequently is that if the AMA did not exist, it would have to be invented. That appears to have been the sentiment 100 years ago when the AMA was first formed from the Motorcycle & Allied Trades Association's Competition Committee that was established in 1919 to make rules and regulations necessary for the proper control of motorcycle competition in the United States.

In the wake of the demise of the original motorcycle organization—the Federation of American Motorcyclists (FAM) — the M&ATA had already been registering clubs to share information about motorcycle events and activities, and rider registration became an integral component of the Committee's work. It was envisioned at the time that the system of rider registration would provide the basis for a strong riders' association. These efforts would eventually give way in 1924 to the creation of the American Motorcycle Association.

The American Motorcycle Association, by the way, is the official name of the organization. The American Motorcyclist Association was created as a DBA years later to reflect the fact that the organization is comprised of and run by motorcyclists!

When I joined the AMA as a member in 1994, the AMA was celebrating its 70th anniversary. I joined the AMA staff as the Association's Washington representative that same year. It is hard to believe that was 30 years ago.

I left the AMA staff in 1998 and returned in the fall of 2006 as AMA president, and became president and CEO in the spring of 2007. I have served on the staff for over 20 years and been a member for over 30 years.



**Honda's Jett Lawrence: 2023  
AMA Motorcyclist of the Year**

This means that I have been a part of the organization for nearly a third of its existence, and been a part of guiding the association for 20 percent of it.

I have spent a significant portion of my adult life as part of this great organization. As we celebrate this 100-year milestone in the coming months, I hope to elaborate more on my involvement with the organization and what it has meant to me over the years.

You can read more about the AMA's origins and its history on page 20 of this issue, and in upcoming issues throughout 2024.

It seems that over the last few years the most significant accomplishments in motorcycling have been achieved by racers, or at least those involved in some facet of motorcycle racing.

Being recognized as the AMA Motorcyclist of the Year is not necessarily intended to recognize racers per se, but the achievements of several racers over the last few years have been so significant that they could not be ignored.

For 2022, the honor went to the winning U.S. Motocross of Nations Team of Eli Tomac, Chase Sexton and Justin Cooper, managed by AMA Hall of Famer Roger DeCoster. The year before, it went to International Six Days Enduro Team USA member Brandy Richards for winning every single test in her class for the entire six-day event. Before that, it went to members of the Safe-To-Race Task Force, who helped us all get back to racing in the face of the global pandemic.

The AMA Motorcyclist of the Year is a recognition bestowed by the AMA Board of Directors for the profound impact an individual has had on motorcycling over the last year. All of the aforementioned MOTY honorees certainly had quite an impact on motorcycling because their accomplishments were so historically significant.

In 2023, one motorcyclist distinguished himself above all others through his incredible and historic success on the racetrack. This motorcycle racer won the 2023 Supercross 250 West Championship, became the first rookie-in-class to have a perfect moto-to-win season going 22-0 on his way to winning the 2023 AMA Pro Motocross 450 Championship, and won the first ever SuperMotocross Championship.

In recognition of these amazing and first-ever accomplishments, the AMA Board of Directors has chosen AMA Supercross and Pro Motocross racer Jett Lawrence as the 2023 Motorcyclist of the Year! You can read more about Jett Lawrence's many accomplishments on page 52.

Congratulations, Jett!

*Rob Dingman is the President and CEO of the AMA, and a Charter Life Member*