

A large photograph of Rob Dingman, president and CEO of the American Motorcyclist Association, sitting on a motorcycle. He is smiling and looking towards the camera. The motorcycle's headlight and handlebars are visible in the foreground.

It's All About You

The New *American Motorcyclist*

by Rob Dingman

"Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world."

—Joel A. Barker

Over the last year, you've likely heard me speak about the changes we are undertaking to fulfill your Association's vision to protect and promote the motorcycle lifestyle. This month, we are pleased to report another step in that direction: the redesign of *American Motorcyclist*.

While this redesign creates a bold new look and feel for *American Motorcyclist*, it is more than a cosmetic change. We have changed the editorial direction of our flagship publication as well, by shining the spotlight on the many faces and stories that make up our nearly 300,000-strong membership.

More than a magazine, *American Motorcyclist* is the journal of the American Motorcyclist Association. Only our Association's magazine can occupy that niche. Because the AMA is about the people of motorcycling, it is fitting that we use these pages to showcase the richness and diversity of motorcycling. This month's cover features Jay Leno—a rider and entertainer well-known to most of us—and future editions will highlight people from all walks of life. The one thing they will all have in common, with you and with each other, is that they will be motorcyclists. Whether they ride on the street, the trail or the track, each of them has contributed to the distinct culture and heritage of American motorcycling.

Rest assured that, along with compelling stories and a new look, the most popular content of *American Motorcyclist* remains. If it has anything to do with the people of motorcycling and the things we like to do, it will be in our pages.

There are plenty of excellent

publications that test and report on the latest machines and technology. Going forward, we are embracing these publications as partners, not competitors, and we will be highlighting their offerings in these pages. We want every company in the motorcycle community to help promote a stronger and more effective AMA, because everyone wins when the AMA is defending our right to ride and advocating on behalf of motorcyclists.

The changes you see in this month's *American Motorcyclist* would not have been possible several months ago. They are the result of significant improvements we have made in our communications capability and infrastructure. While our redesigned magazine is representative of these changes, it is a representation of the new direction of the AMA, as well. We have worked fervently to strengthen our effectiveness in the arena of government relations, and our successes are reported elsewhere in this issue. Member benefits are another area we are focusing on, and we will be announcing improvements as they happen.

Symbolic of our new focus is the redesigned AMA logo that appears on these pages. If it looks familiar, it should. It's the ever-popular AMA logo of the 1970s-2000s, re-energized by acclaimed designer Troy Lee (see page 24) to depict the best of our past, and establish a strong foundation for our future. We'll be phasing in the new logo over the coming months.

We hope you enjoy this edition of *American Motorcyclist*. Please let us know your thoughts by writing to me at OneAMA@ama-cycle.org.

Rob Dingman is president and CEO of the American Motorcyclist Association.

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