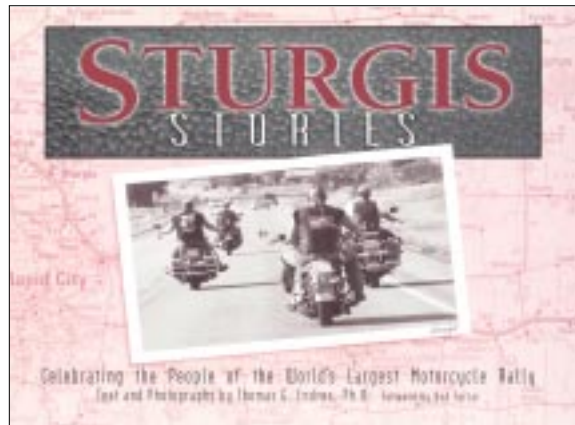


KIRK HOUSE PUBLISHERS ANNOUNCES

STURGIS STORIES

Celebrating the People of the World's Largest Motorcycle Rally
Text and Photographs by Thomas G. Endres

"Sturgis" – a single word filled with meaning for those who have been to the world's largest motorcycle rally. People come from all corners of the country and all stripes of life to the rally – hardcore bikers, white-collar professionals, biker beauties, motorcycle grandmas, Christian bikers, the curious, and many more. What is the magic? Why do they go? Tom Endres gets the answers – from the rallygoers themselves.



You may not know the people in *Sturgis Stories*, but you will be drawn into their world, to their quirky bike subculture, and into their straight-from-the-heart stories. If a picture is worth a thousand words, then each photo in this book is a life story waiting to be discovered.

Sturgis Stories will delight motorcyclists and intrigue observers of human nature. It captures the many aspects of Sturgis – from the wild to the warm-hearted, the rascals and the redeemed – in a family-friendly format which you can leave on your coffee table for everyone to see.

Sturgis Stories
136 Pages, perfectbound
\$24.00
ISBN 1-886513-66-X

Foreword by Ann Ferrar
Author of
Hear Me Roar

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Leonard Flachman, Publisher

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What the Reviewers Say

Sturgis, arguably the most passionate motorcycle rally of them all, attracts people from all corners of the world and all stripes of life. Many ask, "What is the magic? Why do they go? What is it about motorcycling in general and the Sturgis Rally in particular that exert such magnetism?" Here at last Tom Endres gets the answers – from the rallygoers themselves. The bikers interviewed for this book express their passion more eloquently than any writer could capture alone. Highly entertaining, *Sturgis Stories* will delight motorcyclists and intrigue observers of human nature alike.

Dan Kennedy, Publisher, Whitehorse Press

For many people, being at Sturgis during the Black Hills Motor Classic is a life-changing experience, one of those stunning encounters that gets imprinted in your brain and will never fade from memory: "Someday I'll tell my grandchildren about this."

In stories and photographs of eloquent simplicity, Tom Endres' book celebrates the people—the bikers—who make it all happen. You may not have heard of the people in *Sturgis Stories*, but you will be equally drawn into their world, to the quirky biker subculture, and to their open, honest, straight-from-the-heart stories that Tom has captured in this book. And someday, you will show them to your grandchildren.

Ann Ferrar, Author, *Hear Me Roar*

Sturgis Stories is a fun, quick read. It's an intimate look into the lives of real people who enjoy and contribute to the Sturgis experience. It's real people telling their own story.

Mary Beth Drowe, Editor, *Motorcycle Events Magazine*

Sturgis is a fascinating glimpse into genuine Americana, revealing the rich, cultural tapestry of what it means to be American – namely, we are free to be whatever we want to be, and for some, pretend to be. If a picture is worth a thousand words, then each photo in this book is a life story waiting to be discovered.

Dale Waters, President, Elan Design Group, Inc.

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The Author

Like many of the bikers whose stories appear in *Sturgis Stories*, author Tom Endres has another identity. He is Professor of Communication and Chair of the Communication Department at the University of St. Thomas, St. Paul, Minnesota.

A native of Deadwood, South Dakota, Tom earned his Ph.D from the University of Minnesota. He is the author of numerous articles in publications such as the *Journal of Applied Communication Research*, *Journal of the Association for Communication Administration*, *Communication Studies*, and *Popular Music and Society*. He has a chapter in Perry and Geist's, *Courage of Conviction: Women's Words, Women's Wisdom*.

As a professional speaker he is in demand across the United States – both for a keynote address and as a seminar leader. He has worked with a variety of companies such as 3M, Honeywell, and Medtronic.

In 2000 Tom was named an Outstanding Individual in Communication and Theater by the Communication and Theater Association of Minnesota. He also was named the Jeanne Robertson Outstanding Professor in 2001 by the National Speakers Association.

Tom is an ardent motorcycle enthusiast and conducted his interviews for *Sturgis Stories* from his classic 1980 Harley-Davidson Sportster XLH 1000. He is member of H.O.G. (Harley Owners Group) and the Christian Motorcyclists Association.

The Endres family, Tom, his wife and three daughters live in a Twin Cities suburb.

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