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**4-Wheel Awareness Chair**

Phil Strittmatter is the current temporary chair

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**ASA4WDC 2007 FOUR WHEELER OF THE YEAR**

This May, Ken was honored by the Arizona State Association of Four Wheel Drive Clubs, as their 2006 Four Wheeler of the Year. Since 1967, once a year, the ASA4WDC has given this award and Ken is the 40th recipient to be recognized for his outstanding dedication to the sport of four-wheeling.

The following photo shows Ken receiving this



distinguished award from ASA4WDC Vice-President, Phil Strittmatter. Looking on is a thrilled Dorothy Peterson.

Marty Helton, who nominated Ken for the well-deserved award, submitted a glowing letter describing Ken's contributions to the sport of four-wheeling over the past several years. Ken, your fellow four wheelers congratulate you—we're so proud of you and of the recognition you've received for your efforts on behalf of the sport of motorized recreation on our public lands! Bravos and kudos to you from your fellow.

The following is Marty's letter of nomination:

The Bullhead 4 Wheelers nominate Ken Peterson as their candidate for 4 Wheeler of the Year.

Ken Peterson is 81 years old, but that is only his age as his enthusiasm is that of a much younger man. He has always been involved in motor sports, from desert racing (motorcycles), motocross, off-road Pro Rallies and now 4 wheeling in his tricked

out scrambler with his co-pilot Dorothy.

Membership: Bullhead 4 Wheelers (1997), ASA4WDC, Havasu 4 Wheelers (2002) and the American Motorcycle Association.

Ken has served on the B4W Board of Directors and is currently serving as Run Coordinator. In his motorcycle days he served as the AMA District 37 steward.

Ken is what solid clubs are made of. He is always planning runs, finding new routes and always trying to keep the club runs interesting. Ken is willing to take the potential members and guests out and show them the trails to get the skills and confidence needed to enjoy the outdoors in an OHV.

Ken is always ready to do anything that has to do with 4 wheeling. He volunteers for cleanups, trail clearing and rebuilding or any other activity whether sponsored by one of the clubs of which he is a member or a neighboring club needing help. He has often donated time or material to events even though he would not be able to attend himself.

(Continued on Page 2)

**WHEELDUST ONLINE EDITION**

ASA4WDC Meeting minutes.

ASA4WDC Calendar

ASA4WDC Adopt-A-Road Update

Trail Dust Days Application

Articles from: Del Albright Column and Cindy Coping Rancher Column

**ASA4WDC 2006 DIRECTORS****Region 1 Director**

Sandee McCullen—480 832-8132  
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**Region 2 Director**

Phil Strittmatter—928-565-2811

**Region 3 Director**

Steve Moorehouse - 928-634-8927  
Email: [stevsharmor@msn.com](mailto:stevsharmor@msn.com)

**Region 4 Director**

Rheal Tetreault—520 682-0273  
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Ken was pivotal in starting the Feed the Kitty program (Ken shares credit for this with Phil Strittmatter, Joan Beck and Dorothy Peterson), which accepts donations on runs and at meetings and this money, goes to the ASA4WDC Land Action Fund.

In the recent government planning processes (BLM RMP) he helped the Havasu club map many miles of old and new trails not shown on maps, thus keeping open 100's of miles of routes which were included in the Havasu RMP. Ken is very aggressive in the ongoing planning and field truthing for the Kingman BLM Resource area RMP.

Ken just plain loves 4-wheeling. He enjoys the camaraderie of being out with friends testing his Jeep. He still does all the work on his Jeep himself. At home you can find him trying to adjust a bump stop to get a ¼ inch more out of his suspension or

changing the gear ratio on the front end because he thinks it will perform better with 35" tires on the front and 37's on the rear, or, change springs because the different rate may make him a little better. If you are thinking of a change ask Ken—he has probably tried it.

Ken cares about the sport, actually he loves it, but the thing that you can count on is that Ken cares about the people here. He and his wife, Dorothy, are always keeping in touch with the members in need and giving them comfort and drive to get past what is ailing them and back in their Jeep. He organizes short runs when it's hot, or a breakfast run just to keep things going. He is ready to search for a lost vehicle and lend a hand to recover a stuck or disabled vehicle. He has escorted 4 wheelers, book authors, and clubs from other areas to our favorite trails. This is important, as it protects them from inadvertently taking a wrong turn or closed line and endangering our continued use of these areas.

The Bullhead 4 Wheelers are proud to have Ken Peterson as our friend and our nominee for 4 Wheeler of the Year.

Marty Helton.

**ASA4WDC****JEEP TRACKS**

ASA4WDC President  
Rheal Tetreault

First of all I would like to personally thank all of you who made this years ASA4WDC Convention a success. Thanks to Chari who set up the food, the room, table coverings, coffee and drinks. Phil and Joan for the speakers and great programs. Phil for the hand made great centerpieces and also the auction, that was an interesting addition. Don for arranging for the plaques and helping with the programs. Becky for the awards and the past four wheeler awards.

And a big thanks to all who attended to help make it a success. Thanks also to Kerry Hancock who set up a great run on Sunday. We had a wonderful time with some great scenery.

The Convention location has changed to the Community Center in Wickenburg instead of the Tucson area. This makes it more central for all clubs to be able to participate.

The November Quarterly and the budget meetings will also be held in the Wickenburg area. The February Quarterly meeting will be in the Kingman/Bullhead area and the August Quarterly will be in the Payson area where it is cooler.

Please plan on attending all meetings are open to the general membership.

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## ASA DELEGATES MEETING MINUTES

May 5th, 2007 - Wickenburg Recreation Center, Wickenburg, Az, meeting called to order at 1:16 P.M.

Welcome to Delegates - Club Roll Call. 12 of 22 clubs represented, Pledge of Allegiance

Minutes from Feb. meeting accepted as printed in the Wheeldust.

Correspondence was disbursed. The Blue Ribbon Coalition sent us a letter thanking us for our support.

**Treasurer's report** - The ASA has \$18,687.00 which includes the land action fund in the amount of \$7,069.00

**Wheeldust-Becky Antle** - Please get your articles in to Becky Antle by June 5th for inclusion in the summer Wheeldust.

**Membership-Don Hicks** - We are running short on dash plaques. Don will order more.

**Historian-position open** - If anyone would like to volunteer for this position, please contact Becky Antle.

**4WD Awareness - Phil Strittmatter for Tray Romine** - We still want to get the Chief Instructor program going. No response from membership as of yet.

**United 4 Wheel Drive - Jack McCullen and Don Hicks** - Convention is the last week of July in Grand Junction Colorado. There have been lots of changes in United this year.

There is a new set of bylaws up for approval this year which was put up by the Board and not wanted by the general membership. Membership structure is changing. There will now be 3 categories of membership; Private, Organizations, and Business. Motion made and carried that ASA will stay at the 1000 dollar level. We will encourage United to have Convention at a better location and notify the body of the club of such location in a reasonable amount of time.

**Adopt-A-Trail** - Vern Baker volunteered

to take the position.

**Environmental Affairs** - Sandee McCullen - The Table Mesa area is set to lose a lot of trails to closure.

State Parks is the administrator for the gas tax money, it includes grants that ASA can apply for to fund such things as training sessions for new 4 wheel drive owners, law enforcement and to help enforce OHV issues.

Peer Patrol - Hand outs were given to the delegates. It's a 3 day training, free of charge for interested persons to do Peer Patrol in the field. Training includes C.P.R, First Aid and Defensive Driving. We will have a trailer for use in the field as a classroom.

New Transportation rule implemented. No more cross country travel on forest lands.

Dispersed recreation and camping. We must now camp and recreate within 100 feet of the road. The old rule was 300 feet.

HB2443 is now in the senate. New dust rules say we cannot use Table Mesa or Florence Junction on high pollution days. New proposal says that dust cannot rise above our bumpers. It failed but will have a 3rd read.

No State Trust Land permits yet. The STL department says they will no longer issue permits to groups without a yearly calendar. This is very difficult for the ASA or even a club to do. Sandee is still working this issue with the agency.

**Legislative update-Becky Antle** - OHV's portion of the gas tax, \$692,000.00, was given to state parks. We were going to use the money for OHV projects law enforcement. We are working towards getting our money back. There are between 300 to 400 thousand licensed ATVS in Arizona.

**Website-Jim Gibson** - Jim Gibson was absent. Becky can do the yellow sticker on the front page of website.

**Regional directors**

**Region 1** - The Parker 4 Wheelers are renewing their membership in the ASA. The Sidewinders are supposed to be re-joining.

Mohave County Park has a new trail system with separate campsites.

**Region 2** - No report

**Region 3** - Position open, No report.

**Region 4** - No new news concerning Charouleau Gap.

**Old Business** - 501C-7-We are awaiting the OK from the IRS. We should have it by August quarterly.

AZOHVCA Just had new elections. Jack Hickman and Chris Raddocia are the reps for the four wheel drive community.

There are 15,000 members. The ASA is a charter member.

Land Action Status - No action. Director position was vacant, Sandee McCullen agreed to take this over and redo the paperwork.

**Winch Raffle** - We continue to sell tickets for the raffle. The drawing will be at November quarterly.

**Calendar** -

**8/11/07** - August quarterly will be in Star Valley at the Lamplighter RV park

**10/05-07/07** - Trail Dust Days in Tucson

**10/26-28/07** - Spook Rally Phx Area

**11/09-11/07** - Parker Splash Parker, AZ Please get your events in to Becky Antle for publication in the Wheeldust.

**11/17/07** - November quarterly will be in Wickenburg at the Recreation Center.

**2/09/08** - February 2008 quarterly will be in the Colorado River area-location to be announced.

Nominations for Secretary and President due at August quarterly.

Meeting adjourned at 4:40 P.M.

Respectfully submitted, Chari Ainsworth  
ASA4WDC Secretary

## ASA4WDC ADOPT-A-TRAIL

My name is Vern Baker, I'm from Tucson and am a new member of ASA4WDC with our club AZLOST.

I am very excited about the opportunity to serve as the adopt-a-trail coordinator and look forward to speaking with and meeting everyone. I know the association and member clubs do a tremendous amount of work for our sport and I'm happy to be able to contribute.

As a new member I have a lot to learn and I appreciate everyone's help and guidance as we develop a strong adopt-a-trail program. I would like to hear from you what is working, what is not working, and how we can better publicize and promote the good work we do for our sport. I can be reached via email at oldhockeyvb@comcast.net.

I have set a few goals and objectives for the program and I would appreciate any feedback and information you can provide me:

### 1) Goal

- Establish communication with all member clubs and land agencies.
- Objective- Identify a contact person with each member club and each land agency. Here is a list I have started of land agencies:

### Forest Service-

Apache-Sitgreaves- <http://www.fs.fed.us/r3/asnf/>

Coconino- <http://www.fs.fed.us/r3/coconino/>

Coronado- <http://www.fs.fed.us/r3/coronado/>

Kaibab- <http://www.fs.fed.us/r3/kai/>  
 Prescott- <http://www.fs.fed.us/r3/prescott/>  
 Tonto- <http://www.fs.fed.us/r3/tonto/home.shtml>

### BLM-

Grand Canyon-Parashant National Monument- [http://www.blm.gov/az/st/en/fo/grand\\_canyon-parashant.html](http://www.blm.gov/az/st/en/fo/grand_canyon-parashant.html)

Arizona Strip- [http://www.blm.gov/az/st/en/fo/arizona\\_strip\\_field.html](http://www.blm.gov/az/st/en/fo/arizona_strip_field.html)

Hassayampa- [http://www.blm.gov/az/st/en/fo/hassayampa\\_field\\_office.html](http://www.blm.gov/az/st/en/fo/hassayampa_field_office.html)

Kingman- [http://www.blm.gov/az/st/en/fo/kingman\\_field\\_office.html](http://www.blm.gov/az/st/en/fo/kingman_field_office.html)

Lake Havasu- [http://www.blm.gov/az/st/en/fo/lake\\_havasu\\_field.html](http://www.blm.gov/az/st/en/fo/lake_havasu_field.html)

Safford- [http://www.blm.gov/az/st/en/fo/safford\\_field\\_office.html](http://www.blm.gov/az/st/en/fo/safford_field_office.html)

Yuma- [http://www.blm.gov/az/st/en/fo/yuma\\_field\\_office.html](http://www.blm.gov/az/st/en/fo/yuma_field_office.html)

Lower Sonoran- [http://www.blm.gov/az/st/en/fo/lower\\_sonoran\\_field.html](http://www.blm.gov/az/st/en/fo/lower_sonoran_field.html)

Tucson- [http://www.blm.gov/az/st/en/fo/tucson\\_field\\_office.html](http://www.blm.gov/az/st/en/fo/tucson_field_office.html)

### AZ state parks

### County parks

### City parks

**Question- What agencies am I missing? Who are the appropriate contact persons for each member club? I need a list of all the member clubs.**

### 2) Goal

- Develop standards and procedures for adopt-a-trail programs.
- Objective- Implement a standardized

form for each club and agency to use. Create a standard operating procedure for use with adopt-a-trail outlining roles and responsibilities, timelines, and expectations

**Question- What forms and procedures are already in place in member clubs or agencies?**

### 3) Goal

- Publicize the good work being done by the ASA and member clubs.
- Objective- Document what trails are adopted by which clubs and what work is being performed. Get the word out to agencies and stakeholders what a difference the ASA is making.

**Question- Please update me on all the trails adopted by member clubs.**

4) Lastly and most importantly

GET MORE TRAILS ADOPTED AND DO MORE WORK!

**Question- What are the highest priority "orphans" currently out there?**

Thanks in advance for everyone's patience and help as I get myself up to speed and thank you for giving me the opportunity to serve as your adopt-a-trail coordinator.

## AZLOST & TTORA NEWEST ASA4WDC MEMBERS

A little background on our club- We are the AZ section of the L.O.S.T. community. L.O.S.T. began as an on-line group of Jeep Liberty enthusiasts in Texas and California and has grown to an international community of nearly 4400 registered users in the US, Canada, Europe, Mexico, and Australia.

As word of L.O.S.T. has spread our membership has grown to include all types of vehicles, not just Liberty's. People like our organization because we are a positive, non-competitive group focused on enjoying our sport and supporting each other. AZ L.O.S.T. has 17 members all over the state of AZ. We have a section on the L.O.S.T. site dedicated to AZ club discussions and our own website for club business. For more information contact , President Vern Baker (oldhockeyvb@comcast.net) for more information.

Our other new club is the TTORA, President Derek Feit, (azgrumpy@earthlink) for more information.

## ASA4WDC ALENDAR

### AUGUST

12 - August Quarterly, Payson

### OCTOBER

5-7 Tucson Rough Riders Trail Dust Days

26-28 Spook Rally - Arizona Rough Riders

### NOVEMBER

9-11 Parker Splash - Parker Four Wheelers

17 - November Quarterly, Wickenburg

## LOCAL CONTIBUTORS - by Cindy Coping

### ARE WE LIVING IN THE INFORMATION AGE; OR THE MISINFORMATION AGE?

Take the Ironwood Forest National Monument, for example. You can enjoy a free virtual tour via Google Earth. With a broadband connection, you type the monument's name in the search window and "fly" there in 3D. You click the golf ball icon near the crosshair labeled "Ironwood Forest National Monument." Your screen displays relevant information from Wikipedia, an online encyclopedia, edited by anyone and everyone. Dazzled?

Among half a dozen myths =, you will learn the endangered Sonoran Pronghorn Antelope is "highly dependent on the Ironwood forest ecosystem," even though the critters never get within 50 miles of it. No wonder they are endangered.

You will be amazed to learn the endangered Lesser Long-nose bats, seeking shade, build nests in Ironwood trees. Perhaps that explains why cave biologists missed counting literally hundreds of thousands of them at the time they were errantly listed. (I was able to edit the full article linked to this fascinating information, but found myself too "geek-challenged" to correct Google Earth summary.)

Fair enough, Wikipedia makes no pretence of accountability or accuracy. Let's turn to the monuments June 9, 2000 establishing Proclamation. At that time the pygmy owl was an errantly listed "endangered" species.

The Proclamation claimed the monument is, "associated with more than 674 species, including 64 mammalian and 57 bird species," and "contains historic and potential habitat for the cactus-ferruginous pygmy owl." Did it?

As of the Proclamation, no pygmy owl had ever been documented within the monument's perimeter. Who inventoried the 57 bird species, and specifically, which species were they? The Bureau of Land Management (BLM), the managing agency, cannot tell you because no bird inventory had yet been performed. The Arizona Sonora Desert Museum did,

however, document 560 species of plants, 270 of which they consider uncommon.

The BLM spent seven years producing the monument's Draft Resource Management Plan. The document never mentions that wildlife depend on 94 water sources, about 80 of which cattle ranchers built and maintain, or that cattle are currently stocked, on average, at a whopping one cow per 400 acres. Instead we read that cattle graze the entire 128,000 acres and "denude" sufficient areas to significantly contribute to the deadly dust cloud that threatens suburban Tucson.

How did the BLM determine cows pollute the air, considering they've never counted particulates? Suddenly cattle, at the lightest stocking of the past 125 years, "denude" the habitat of 674 species.

Just where are these "denuded" areas?

They are not documented, although all 11 allotments meet prescribed range health standards. Who suddenly measured 100 percent utilization?

Are the corrals not continuously "treated" with urine and feces, which inhibit fine dust?

The Desert Museum documented 24 native species found only where cattle concentrate in the monument. Are those 24 species somehow unworthy of protection as "objects" mentioned in the Proclamation?

Rest assured the BLM employees, minimizing the taxpayers' cost of gas and vehicle maintenance but more importantly, out of terrified concern for air quality, normally observe posted speed limits in the monument --NOT!

When the government created the monument to prohibit development and copper production, their press releases sounded like travel agency brochures. But now when it comes to managing the monument, suddenly the government propagandists warn that cattle have "denuded" the land, and the resulting dust could kill any of us.

Perhaps, "The Disinformation Age" better describes our times.

The *Draft Resource*

*Management Plan And Environmental Impact Statement For Ironwood Forest National Monument* is in the public comment period until May 30. More information can be found at: <http://www.blm.gov/az/st/en.html> '

*I reprinted the previous article from People for the West. I know the comment period is over but the information doesn't change. I have been involved in the planning process for years.*

Becky Antle, *Wheeldust* Editor

### ASA4WDC MEMBERSHIP

To all Delegates:

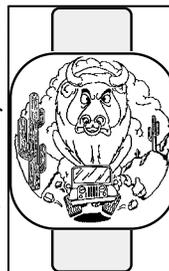
I have just received another 200 of the dash plaques. If the following clubs will email me an address to ship their dash plaques to, I will get them in the mail:

- 1) Az Toyota Truck Off-Road Assn
- 2) Parker 4 Wheelers
- 3) Range Riders
- 4) Sahuaro 4 Wheelers
- 5) Verde Valley

Some clubs need additional plaques for new members, please let me know the club name and quantity needed along with a shipping address and I will get them to those clubs.

If anyone know of a contact person for the SAHUARO 4 WHEELERS, please let me know. I have no listing of a contact at all for this club.

Regards,  
Don Hicks  
ASA Membership



### BULLHEAD 4 WHEELERS, INC.

Monthly runs ranging from easy to not so easy on established trails  
Guests Welcome!

Meetings on the third Tuesday of each month  
6:30 p.m. at the Elk's Lodge 1745 Hancock.

## NATIONAL CONTIBUTORS - Del Albright

### *Motorized Outlaws: The Challenge for All of Us*

*Motorized outlaw and idiot behavior that endangers our sport must come to an end. Recreationists must start volunteer trail patrols and exert peer pressure to curtail the idiot factor that will get our trails shut down. We must support law enforcement and encourage it on our trails and back country.*

In the mid-1990's while at the Moab Easter Jeep Safari, I had the chance to speak with some zealots from the Southern Utah Wilderness Alliance (SUWA), as well as some respected Recreational Planners from the BLM. I must say that something they said struck home with me big time. It has to do with the image of motorized recreationists. ([Read a complete article on the image of recreationists here](#)).

We have some work to do in the area of image. It seems that the old adage can be true that a few bad apples can spoil the barrel. The folks who don't play by the road rules are causing us (organized recreationists) a lot of harm. Allow me to call them "motorized outlaws."

Note: I do make a distinction between outlaw/idiots who are oblivious to their impact on our trails vs. those informed rebels who are trying to make a positive difference in our sport by challenging unnecessary, capricious and arbitrary rules, laws and regulations in a constructive manner.

The outlaws in this case are getting off the road where they don't belong, doing damage to recognized important resources, and ignoring the future of our sport. In Utah there are places where off road/trail travel is significant enough to cause the SUWA folks to rise up in arms. Even BLM folks see too much of it. It is ruining the reputation of us law-abiding riders to have outlaws getting off the road/trail. Unfortunately, our image as a whole is being judged by the actions of a few. It's happening on the Rubicon and other trails as well.

I say that our challenge for the future is to strategize on ways to curtail illegal motorized outlaw activities, thereby improving our image (or at least the perception non motorized folks have of

us). Obviously if we can have the "right" image to bureaucrats and politicians, our goal of continuing to have access will be easier to obtain. Our credibility will go up as will our results.

So how do we go about that? The first steps are the same as they've always been as far as I see it:

**JOIN, ADVOCATE, INCLUDE Others, and LETTERS (write 'em).**

**JOIN:** We must get folks to [join organized recreation](#). Membership means dues; dues mean having the budgets to fight for access while educating the members on responsible recreation principles and the rules of the trail. Many times, outlaws are mostly independents who are not part of organized recreation. We should reach out to get them to join us so they can realize the importance of NOT being an outlaw.

**ADVOCATE:** We all need to be an advocate for our sport. No more sitting on the sidelines and cheering others on. If you're not advocating your sport you're missing the boat. There is little more powerful than a pitch from the heart from **someone who really enjoys what they're doing. You are the one that can make a believer out of your neighbor.**

**INCLUDE:** This year is the year to take politicians, elected officials, and federal bureaucrats on your trail rides/events. Include them in your sport. Show them why we love what we love to do. Get on board with the "Adopt-a-Ranger" program -- make them part of your outings so they better understand our perspective. Reach out to your family and friends. [Take them for a trail ride](#).

**LETTERS:** We always need more letters. That's how the Sierra Club does it; some times it feels like a numbers game and we need more of our side writing in. [Do your share of letter writing](#). If nothing else, at least express your opinions and desires to ALL your elected officials (local, state and federal), so they know how you feel about land use and access.

Then, after we do the above (I should say \*continue\* to do the above, because many of us are already doing that), we MUST police ourselves. I see no better alternative.

There aren't enough federal bureaucrats and cops around in the back country to catch the idiot-outlaws. In fact, it's kind of obvious that some federal law enforcement officials pay more attention to highway violations (National Park Service in particular) and organized (Special Use Permit) trail rides, than they do back country outlaws.

It would be easy to draw the conclusion that Park Service gun-toters are a big part of our image problem. They are not out there educating the independent users, nor are they enforcing the rules in the back country (unless it's an organized and permitted event). So the outlaws run free and the Marshall stays in town like the old west. I'm not saying all law enforcement types are like that; but the Park Service sure has more than their share.

So yes, we need to police ourselves. If you drive/ride by a violation of responsible recreation principles, or worse yet, see a blatant Wilderness violation, stop and do something about it. Tell the person involved what they're doing and how it impacts the rest of us. Ask them to stop. If they refuse or tell you to pound sand, then take their license number (and maybe a picture) and report them to the nearest law enforcement official. Report them to the folks who have adopted your trail (such as the Friends of the Rubicon for that trail).

If you witness such an extreme event as to cause you to take this course of action and want your "case" to hold up in court, your evidence should include witness statements, license numbers, and photos.

Talk to your local Sheriff if you're confused about this step. But at least gather the data and give it to someone who can follow up. Federal law enforcement officers do not have to actually see a crime to pursue justice, most County Sheriffs and Highway Patrol officers do have to witness the event first hand.

In all cases, you can serve as an

educational force on your trail. Carry brochures and give them out. Carry [BlueRibbon](#) and other group memberships and hand them out. Talk to people about responsible recreation and saving our trails. It's a duty we can all have with pride. The MOST important thing we can

do is continue to strategize on ways to improve our image and get rid of the impact of idiot-outlaws. Your conventions, meetings, annual big events should have a session wherein you help us all come up with ways to enhance our image to the voting public. It boils down

to votes and the political system that comes from those votes.

I look forward to hearing about your ideas for improving the image of motorized recreation. Feel free to write me. Home Page: [www.delalbright.com](http://www.delalbright.com)

## ASA4WDC NEWEST ADVERTIZER - WHO IS GEORGE?

George Adler has not left the industry quietly. A four-wheeling industry icon, his story is an inspiration to all industry retailers. For those who don't know, a quick history: He was born in Brooklyn, NY and started out working for a small Los Angeles based off-road equipment company, a little company called 4 Wheel Parts. Through determination and hard work, he quickly worked his way to ownership. He then drastically expanded the company by adding retail outlets and a mail order auto parts business.

His firm eventually encompassed retail operations, mail order and internet operations, wholesale operations, a tire company, and myriad manufacturing entities. With a reputation for impeccable customer service, George's empire rocketed into the largest off-road retailer in the United States. Eventually, the success of this 4-wheel industry mogul attracted the attention of a leading Wall Street firm, which bought the major stockholding. The new investor has allowed George to "retire" and turn over the reigns to his son, Greg Adler, to command the helm of the thriving national business George built from the ground up.

Most recently in his "retirement," George has been busy infusing his passion, charisma, and business savvy, not to mention his broad knowledge of the requirements of 4-wheeling into a publishing company. He has picked up where the original authors and publishers left off, continuing their ambition to publish the best 4 wheel-drive and outdoor guides in existence.

The business dynamo who built the four-wheeling-industry giant 4 Wheel Parts from the ground up, has been transforming Swagman Publishing into Adler Publishing Company, Inc. Under Adler's direction, the company's first full year in existence (February 2006 to February 2007) was busy and exciting.

The company hit the ground running and established new headquarters and

warehouse operations in Hermosa Beach, California. After filling the warehouse with inventory, the Adler production team began expanding the company's title base by publishing 16 new off road trail books, including the 6 California Trails guides, 4 Arizona Trails guides, and 4 Utah Trails books, and 2 Colorado Trails guides.

The new Trails series concept that George introduced to the marketplace has been enthusiastically received. The series has already won several awards, including best travel book of the year award from USA Book News.

Due to the enormous success of the new series, George already needs to go to reprint on the books. As inventory of the first printing of the books is depleted, the reprinted books will be introduced with enhancements to the cover and a new price.

During the year Adler not only put out new off-road guidebooks, but he instituted exciting revisions to the company web site. His web team launched an upgraded new web site, adding a new line of products (4WD Toys). This year he will continue expanding and refining the site making it a more useful tool for customers and resellers, as well as continue to add more products, including the entire series of the outstanding Benchmark Road and Recreation Atlases.

In order to better serve retailers and supply them a direct line of contact for immediate information and orders, George is also taking on new Adler Publishing personnel. Bruce Roberts has joined the company as the National Sales Director. Bruce has over 20 years experience in the publishing industry and many existing Adler retail customers will have worked with him previously. New resellers can contact Bruce with

questions about terms and placing orders. A new Sales and Marketing Coordinator, Emilie McDonough, also recently joined the Adler team. Both Bruce and Emilie join Jeanne Massey who will continue to work with customers but focuses on publicizing Adler titles.

This summer Adler continues to expand the successful Trails series with a new edition of one of the company's most popular titles, Colorado Trails Southwest Region. The new edition will include 17 additional trails, larger photos that will be 4-color, additional historic photos, and more of the interesting sidebars that are a trademark of the successful 4WD Trail guidebooks. The new trail guide will have three times as many trails covering the region as its closest competitor. George also has plans to branch out into a new state with the Trails guides with the introduction of two Nevada Trails books.

Currently, the company is offering resellers fantastic deals on the 4WD guidebooks and a great new racking system. The system includes a substantial wire, spinning rack on wheels and a colorful header. Special discounts on specified quantities of trails guides are available to resellers interested in the rack. Please contact the Adler Publishing sales team at 800-660-5107 with any questions or to place an order.

The company continues to grow and evolve thanks to the vision of George Adler. Who knows what the future will hold for the Adler Publishing Company. Stay tuned....



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# Tucson Rough Riders 14th Annual Trail Dust Days

## Runs \* Raffle \* Poker Run \* Camping \* Brain-buster Trivia \* Games

### October 4 through 7, 2007

### Registration Deadline - September 15, 2007

Late registration will be accepted, but T-shirt and dinner orders cannot be guaranteed  
Main Sponsors: Christy Jeep and Crossed Up Off Road



Join us for a weekend of 4-WD fun and games at Catalina State Park, in Tucson, AZ. There will be day and night runs on Friday, a barbeque sponsored by Crossed-Up on Friday night also. Several day runs on Saturday, a catered dinner Saturday evening, a poker rally Saturday night and a raffle Sunday morning. Vehicles must be prepared with safety as well as the off-pavement equipment required for each run.

**Daily Fees:** \$6.00 for Day Use. Camping is \$15.00 for the Group Area or \$20.00 for the campground with hookups. There are several motels located within 5 miles.

Registration includes one dash plaque, one raffle ticket and three days of fun. Registration fees and sales are refundable up to September 15. Pre-registration is \$45.00 per vehicle. On-site registration is \$55.00 per vehicle. A second vehicle (registered at the same address) is \$10.00. (You will be required to show proof.)

**PLEASE PRINT**

**Name:** \_\_\_\_\_ **Club:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**I will arrive with a:** \_\_\_ **RV** \_\_\_ **Car Trailer** \_\_\_ **Tent Trailer** \_\_\_ **Tent** \_\_\_ **N/A**

**Notice:** Due to insurance and land use considerations, ALL participants are required to be Members of the ASA4WDC. If you are not a member, we will provide you with a three (3) month Temporary membership – AT NO ADDITIONAL EXPENSE. This will enable you to participate in ASA4WDC sanctioned events for the remainder of 2007. **ASA4WDC member (y) (n)**

**Vehicle Registration Fees:**

**ASA4WDC Members \$45 per vehicle** **Total = \$** \_\_\_\_\_

**Second vehicle \$10.00 per vehicle (see above)** **Total = \$** \_\_\_\_\_

**Men's T-Shirts** S \_\_\_ M \_\_\_ L \_\_\_ XL \_\_\_ @ \$15.00 ea. **Total = \$** \_\_\_\_\_

XXL \_\_\_ XXXL \_\_\_ @ \$17.00 ea. **Total = \$** \_\_\_\_\_

**Women's T-shirts** S \_\_\_ M \_\_\_ L \_\_\_ XL \_\_\_ @ \$15.00 ea. **Total = \$** \_\_\_\_\_

XXL \_\_\_ XXXL \_\_\_ @ \$17.00 ea. **Total = \$** \_\_\_\_\_

**Saturday Dinners** \_\_\_\_\_ @\$10.00 ea. **Total = \$** \_\_\_\_\_

**Total Amount Enclosed = \$** \_\_\_\_\_

Make checks payable to Tucson Rough Riders, Inc. and mail with registration form to:

**Tucson Rough Riders, Inc.**  
**Attn: Jim Bedwell**  
**8735 E. 27th St.**  
**Tucson, AZ 85710**

**Email: jwb@altrasw.com**  
**Phone: 520-886-2731**

## TUCSON ROUGH RIDERS TRAIL DUST DAYS

The Tucson Rough Riders sponsors their annual Trail Dust Days each year the first weekend of October.

The event offers trail rides, poker rally, brain buster questions, kids games, awards, food (barbeque sponsored by Crossed Up on Friday night and a catered dinner on Saturday), RTI ramp and lots more.

Come and spend the weekend with old and new friends and enjoy southern Arizona.

The event is staged out of Catalina State Park. The park offers primitive camping (no hook-ups in the group area and a full hook-up campground). The park is accessible for all types of vehicles, tents and RV's. There are showers, restrooms, water and a covered ramada at the group site. This is also where registration and the all events begin.

Fill out the registration form in this edition of the WheelDust or look for it on line at [tucsonroughriders.com](http://tucsonroughriders.com).

## CURRENT ARIZONA LAND ISSUES by Sandee McCullen



**HB 2443** - Waiting for the Senate President Tim Bee to schedule for a floor vote, this does not look like it will be heard next week

either. It maybe held up until the House has it's budget done for the year. Lobbyist is circling back with Senate Leaders to gain support to help President Bee make a decision.

**SB 1552** - Air Quality Bill, will be heard most likely this week. We have done as much as we can to get good concessions for OHV put in. ALL the amendments we have suggested have been included in this bill. OHV did much better than any other stake holder at getting changes made ( we had much better data on why things needed to be changed).

Over all, we should be fine with this bill and its impacts. We have to show we are willing to make sacrifices to clean up our environment too!

We are currently working with the Counties PM 10 rule 310 to make changes to the rule to reflect real world OHV use and make changes in number of vehicles per day and where we can ride.

There are 4 more of these meetings are scheduled for this summer. I am also working on this issue directly with Pinal County Supervisor and the Air Quality folks there. There are meetings scheduled for this summer there too.

### Forest Service Management Planning

First, lets get something straight, there are two different planning meetings going on in the FS, one is the management planning. HOW we want to see our Forest managed in the future, i.e. parks with facilities, more trails , etc . the other is Travel management, YOUR

trails and what stays and what goes.

Tonto has had two MANAGEMENT planning meetings to date. They are going to have Travel management meetings this summer. Stay tuned for dates and what we can do.

**DEADLINE JUNE 30 !!** Get your information in to Jeff Gursh or Sandee regarding YOUR TRAIL.

BLM has had Travel Management meetings ( your trails ) for the hieroglyphics Mile marker 11.5 area (4 to date). This is Spook Rally; Roundup area north of Carefree Hwy. WE have until June 30th to turn in a what we want and how to manage it document on those trails. Some of us have gone to those meetings and made comments 4x4's have noted missing GPS tracks 4 or 5 times in the past 5 years. We need to obviously DO IT AGAIN. Now is the time for the final comments on those draft plans.

Prescott Trail work - Williamson Valley / Alto Pit Travel management. Prescott FS is the only designated trail Forest in our State. What does that mean to you and me?

Well, the trails that are on their maps and the trails on the ground that are signed (most are) are the only trails you are supposed to be on and using. They are designated trails. This is what all the FS in Arizona are going to go to if they ever can agree on what trails are there now.

The Arizona Off Highway Coalition has written grants for doing all these old trail improvement projects and actually building them for the Prescott Forest. Jeff Gursh (Arizona Trial Riders - ATR) is down to the last 8 miles of connecting trail for the Williamson Valley area and continue to work on the interconnecting trails to make long distance trails from Sheridan Mountain OHV area (Campwood) all the way to Skull Valley.

Jeff has another 4 months with a SWECO tractor for trail work so will be working most of the summer in Prescott on this project, unless he is shut down for fire season.

If anyone has time during the week for trail support, give Sandee or Jeff Gursh a call or email. Jeff Gursh:

[gursh1spud@aol.com](mailto:gursh1spud@aol.com); Sandee McCullen: [sandee@mccullens.com](mailto:sandee@mccullens.com)

There are 3 pilot projects funded thru State Parks OHV funds.

1) Ambassador program( peer patrols), this one will need 3 days of training to participate, weekend classes only.

It will put us riders out with law enforcement to help educate the public on where to ride , and trail etiquette.

Contact Troy Waskey at State Parks: 602.542-1665 or

email: [twaskey@azstateparks.gov](mailto:twaskey@azstateparks.gov)

2) Dealer info packets this too is going thru but will take some time to organize.

3) Small grant projects for trail work and NEPA cost reimbursement. This will help Agencies fix small problems such as access to land for staging and trails signs and guides.

All were approved by Parks Board.

## ASA4WDC AUGUST QUARTERLY

The August Quarterly will be in the cool pines of Payson. The Quarterly Delegates meeting will be held in Payson, at the Lamp Lighter RV Park Rec. The Rec Hall has been reserved for our meeting on August 11.

The meeting will begin at 1:00 pm with a board meeting prior, starting at 10:00 am. Both will be held at the Rec Hall.

### ASA4WDC WHEELDUST

Visit our website at: [www.asa4ewdc.org](http://www.asa4ewdc.org) ASA4WDC for a longer version of this issues of the Wheeldust.

The Wheeldust is the official publication of the Arizona State Association of 4 Wheel Drive Clubs (ASA4WDC). The ASA4WDC, Inc. is an association of rough terrain vehicle clubs with the following goals:

To promote a more responsible attitude towards vehicle use on public lands; To prevent legislation which would impose undo restriction on recreational 4-wheeling; To institute programs of conservation, education and safety and to provide social and recreational activities for its members; The ASA4WDC also assists the state and national resource management agencies.

### ASA4WDC WINCH RAFFLE

ASA4WDC has started its 2nd annual Winch Raffle. Except this year we have more prizes than before. First prize is a winch from Four Wheeler Supply, thanks for your continued support!



Second prize is \$250 from Classic Broncos; \$200 from Paul Shupp Precision Automotive, Kingman (last raffles winner); third prize \$100 Bullhead Four Wheelers and \$100 from Walapai Four Wheelers.

So buy your tickets now and support the ASA4WDC. The monies will help support organized four wheeling and keep our trails open! You can purchase tickets from your delegate, contacting a board member or on our website.

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