

THE MAGAZINE WITH A MAP

Florida

# Go <sup>or</sup> FAR <sup>side</sup>

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**FREE**

***Wingnuts Travel The  
Smokies  
Holiday Word Puzzle  
A Ride Where It's  
Christmas All Year  
What's Biker Grub?***

*Jim Dolans*

***Check Out The Curves On Our Centerfold!***

## HARLEY-DAVIDSON LAUNCHES NEXT GENERATION OF CONSUMER-LED MARKETING INNOVATIVE CROWDSOURCING APPROACH, FAN MACHINE, ENGAGES COMPANY FAITHFUL ON FACEBOOK

MILWAUKEE (Nov. 7, 2011) - Today Harley-Davidson Motor Company shifts its commitment to crowdsourcing into a higher gear by launching a new Facebook application that sources advertising ideas directly from Harley-Davidson's millions of Facebook fans.

Fan Machine allows Harley-Davidson's Facebook community to review an advertising brief, submit ideas and vote on ideas from other community members. After selecting and rewarding the winners, Harley-Davidson will work with existing marketing partners to bring the best creative ideas to life. Harley-Davidson has crowdsourced ideas like this for a year, but not with the massive scale of Facebook.

Harley-Davidson is in the midst of transforming its business to be customer-led throughout the company, which includes marketing approaches such as the pioneering use of crowdsourcing.

"This is not a publicity stunt, or a limited time engagement. We're committed to crowdsourcing, because these ideas naturally flow from our passionate fans," said Mark-Hans Richer, Harley-Davidson's Chief Marketing Officer. "As the true stewards of our brand, our fans now have a huge new platform to share their ideas.

"It works for us because their passion for our brand is second-to-none. They're going to light this thing up, and it will be fun to watch. Facebook also proves this passion is passing along to the next generation, where 40 percent of our fans are between the ages of 18 and 34."

Harley-Davidson's first foray into crowdsourced marketing resulted in 'No Cages,' the Motor Company's ad campaign that debuted in February.

"Getting a brand's fans and followers involved in co-creating advertising ideas is the future of marketing," said John Winsor, CEO of Victors & Spoils, the agency that produced 'No Cages.' "We're excited to work with Harley-Davidson as our first brand partner using the Fan Machine technology, a logical choice because of our deep partnership and their passionate fans."

The first Fan Machine brief, which will focus on building on the 'No Cages' campaign, is available on the Harley-Davidson Facebook page now. [www.facebook.com/harley-davidson](http://www.facebook.com/harley-davidson)

## JESSE JAMES AND TEUTULS WILL BATTLE FOR TITLE

Jesse James is returning to the Discovery Channel for one very epic showdown. James, who was last seen on Discovery in 2006, will go head-to-head with Paul Teutul Senior and Paul Teutul Junior in 'American Chopper Live.'

The two-night event airs Dec. 5 and 6 at 9PM ET on Discovery.

The Teutuls and James will be competing for the title of master bike builder. On Mon., Dec. 5 at 9PM, Discovery will show viewers the three men and their bikes. Then the audience will be able to vote for their favorite. The winner will be revealed live on Tues., Dec. 6 at 9PM in a broadcast from Las Vegas.



James rose to prominence after a 2000 Discovery documentary titled 'Motorcycle Mania.' The Discovery special is widely credited as being the start of TV's motorcycle craze. Following the success of the documentary, Discovery tapped James to host 'Monster Garage.' He then went on to appear on various shows including 'Celebrity Apprentice' and 'Jesse James is a Dead Man.' He was last seen with Kat Von D on the last season of 'LA Ink.'

'American Chopper' debuted in 2003 and aired for four years on Discovery. The show moved to TLC and became 'American Chopper: Junior vs. Senior,' but then returned to sister network Discovery.

(Information courtesy of AOL.TV)

## SONS OF ANARCHY RENEWED BY FX FOR 5TH SEASON

FX has ordered a 13 episode fifth season of its critically acclaimed hit drama Sons of Anarchy, from Fox 21 and FX Productions, announced John Landgraf, President and General Manager, FX Networks.



Starring Charlie Hunnam, Ron Perlman and Golden Globe® Award winner Katey Sagal, Sons of Anarchy is having its best season yet from a ratings standpoint. It's currently the #1 scripted drama series in all of basic cable, and is the highest-rated series ever on FX. "Everyone at FX is very grateful to Kurt Sutter, his many writing, directing and

producing collaborators and his masterful cast for making such a compelling and beautifully crafted show," said Landgraf. "It is no small challenge to bring the themes of a great, ancient play like Hamlet into a wholly original television setting and to tell this complex story in a way that is both riveting and accessible to a broad audience. The fans know how beautifully SOA meets this challenge, and we thank them for their loyal and passionate viewership."

Seven all-new episodes remain in SOA's current fourth season airing Tuesdays at 10pm ET/PT. Sons of Anarchy was created by Kurt Sutter who also serves as Executive Producer along with John Linson, Art Linson and Paris Barclay. The series is produced by FX Productions and Fox 21. Fox 21, led by President Bert Salke, is a production company housed within Twentieth Century Fox Television devoted to making creatively ambitious scripted series for the cable television market, as well as unscripted shows for both cable and broadcast networks.

## LIQUID HEAT SHIELD COATING ANNOUNCED

NAPLES, Fla., November 7, 2011 (BUSINESS WIRE) -- Industrial Nanotech, Inc. (Pink Sheets:INTK), an emerging global leader in nanoscience energy saving solutions, announced today that the Company has launched a new safety coating product to reduce surface temperatures of hot exhausts on motorcycles, motorbikes, ATV's, and sport bikes. Nansulate® Cool Ride is the newest product addition to the Company's patented Nansulate® line of high tech insulation, energy saving, and protective coatings. Nansulate® Cool Ride is an easy-to-apply clear liquid insulation that reduces heat conduction, provides a thermal insulation barrier, and lowers the surface temperature of hot exhaust pipes on motorcycles and other riding equipment. Details on the product can be found at [www.coolridetech.com](http://www.coolridetech.com).

According to studies published on the U.S. National Library of Medicine National Institutes of Health website, motorcycle exhaust burn injuries are a global issue. A European study over a 5-year period found that the incidence of burn injuries related to motorcycle exhaust pipes was two times higher for children than for older persons and, among the latter, it was 60% higher among females than among males. Most of the burn injuries (70.5%) concerned motorcycle passengers, mainly when getting on or off the motorcycle. Among the victims, 65.3% experienced second degree burns. Conclusions included that motorcycle exhaust burns could be substantially reduced by systematically wearing long pants and by incorporating external thermo resistant shields in the design of motorcycles. A study on

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# WORD PUZZLE

## Christmas Clues

By McGregor

Sorry, I didn't have time to put a bow on my gift to you this month. Still, I hope you enjoy the holiday challenge. Merry Christmas to all and to all a good puzzle.

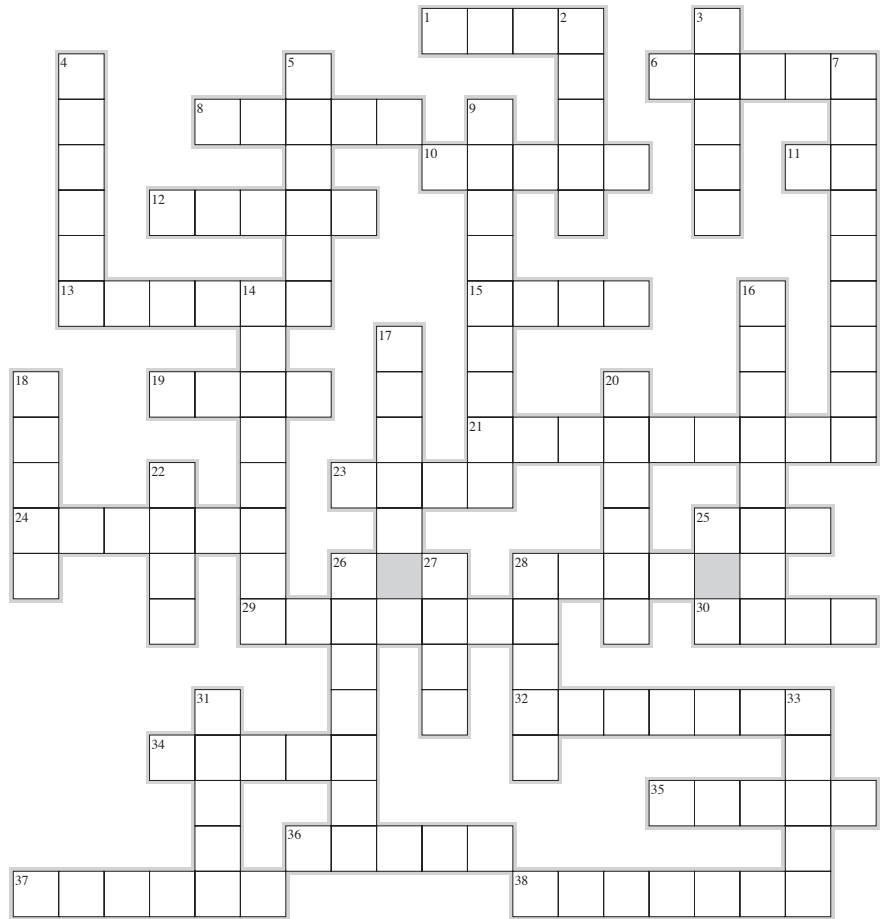
(Answer Grid on Page 35)

### Across

1. Frozen water vapor falling from the sky
6. North Pole workforce
8. Holly \_\_\_\_\_ Christmas
10. What we give to each other
11. Ho, Ho, \_\_
12. Gotta' love this reindeer
13. He almost stole Christmas
15. Auld \_\_\_\_\_ Syne
19. Hallmark product
21. Tree decorations
23. Elvis Christmas color
24. This many days of Christmas
25. Color of Santa's suit
28. Leave Santa some \_\_\_\_\_ and cookies
29. The stingiest of bosses
30. Decorate the \_\_\_\_\_
32. Most famous reindeer of all
34. Joy To The \_\_\_\_\_
35. Deck the \_\_\_\_\_
36. \_\_\_\_\_ Canes
37. Circular floral arrangement
38. Santa is likely to enter the house through here

### Down

2. Dreaming of a \_\_\_\_\_ Christmas
3. Color of Santa's belt
4. Traditional Christmas dairy drink
5. Santa's transport vehicle
7. Hung by the chimney with care
9. Plant that causes kissing
14. Group of strolling singers
16. Santa's sleigh is \_\_\_\_\_ powered
17. Jingle \_\_\_\_\_
18. \_\_\_\_\_ Claus
20. Window light
22. Self powered snow vehicle
26. Relative that got run over by a reindeer
27. French for Christmas
28. Greeting - \_\_\_\_\_ Christmas
31. Celestial reindeer
33. Prickly evergreen plant



EclipseCrossword.com

### Continued from Page 10

exhaust burns in children by the Children's Hospital Burns Research Institute and Burns Unit in Sydney, Australia identified patients with an age range from 5 months to 15 years, and noted that surgical intervention was required in 33% of the cases. The average time taken for complete healing was 20 days, with an average of 3.5 medical visits made for each injury.

"The statistics for motorcycle exhaust burn injuries among both adults and children show the severity of this avoidable issue," stated Francesca Crolley, V.P. Business Development for Industrial Nanotech, Inc. "Our technology has been used extensively in industrial and commercial sectors to reduce the temperature of hot pipes and heat process equipment for employee safety, and to reduce hot handrail surface temperatures that heat up in direct sunlight, so it made perfect sense to extend our solutions to the motorcycle, motorbike, and ATV markets for burn prevention. The holiday season is when many of these vehicles are purchased for children as well as adults, so the timing was right to include a companion safety coating as a vital accessory to these bikes as a burn preventative."

The company is aggressively launching Nansulate® Cool Ride through their website at [www.coolridetech.com](http://www.coolridetech.com), through the Company's global network of distributors, on dedicated Facebook and Twitter sites, and at [Ebay.com](http://Ebay.com).

About Nansulate®: Nansulate® is the Company's patented product line of award winning, specialty coatings containing a nanotechnology based material and which are well-documented to provide the combined performance qualities of thermal insulation, corrosion prevention, resistance to mold growth, fire resistance, chemical resistance and lead encapsulation in an environmentally safe, water-based, coating formulation. The Nansulate® Product Line includes industrial, residential, agricultural and solar thermal insulation coatings. Additional information about the Company and its products can be found at their websites, ([www.industrial-nanotech.com](http://www.industrial-nanotech.com)) and ([www.nansulate.com](http://www.nansulate.com)). Blog: [www.nansulate.com/nanoblog](http://www.nansulate.com/nanoblog), Twitter: [www.twitter.com/NanoPioneer](http://www.twitter.com/NanoPioneer), Facebook: [www.facebook.com/Nansulate](http://www.facebook.com/Nansulate).