

**ATV Minnesota**  
*"Your Voice For ATV Recreation in Minnesota"*  
**June 3, 2021**  
**Newsletter**

---

*Over 550 new members this year!  
Welcome!*

**Thanks For Stepping Up  
To Help Out At ERX!**

6-hour time slots still available Monday to Sunday.  
Deadline to register: 6 pm, June 7th



Thinking about volunteering at the High Lifter OffRoad Rally next week? Grab a time slot or two that work for you, and register today at [atvam.org](http://atvam.org). Deadline for signing up is 6 pm, June 7th.

Thanks to the many members who have stepped up to help out at this fun fund-raiser for ATV Minnesota, by working a shift or two setting up, working during the event or cleaning up. Remember to sign up a friend so they can get a free ATVMN membership. Here are the details:

**Sign up for one or more 6-hour shifts and you get:**

FREE Entrance (\$70 Value) - And bring your ATV to get around!

FREE Camping - One night per shift worked (\$60+ Value)

FREE Meal during your shift

FREE T-shirt designating you as a volunteer

And enjoy all the fun High Lifter OffRoad events!

*(6 and 9-hour shifts available Monday June 7 to Sunday June 13)*

**Want to bring a friend to work with but they're not an ATV Minnesota member? No problem.**

Have them sign up for a 6-hour shift with you.

They also get all of the above plus:

**Free ATV Minnesota membership**

(\$20 first-year dues paid at the event)

Includes: Subscription to our new Minnesota Wheelin magazine,

the ATV Minnesota twice-monthly newsletter

And more!

*(Free membership good for new members only, not membership renewals)*

**SIGNUP DETAILS AND TIME SLOTS AVAILABLE AT [ATVAM.ORG!](http://ATVAM.ORG)**

See the ERX High Lifter OffRoad Rally list of events to participate in with your ATV or watch, at the High Lifter website. *(Graphic by Dean Schliek)*

---

**Watch For This Special Insert  
In The Next Issue Of  
Minnesota Wheelin Magazine**



Over 550 new members joined ATV Minnesota since we launched our new magazine, and the website and Facebook page attached to it.

**Save The Dates!**

Details for events below are on club websites or Facebook pages.

Send us your club rides and events to be listed here.

**June 9-13 - ERX High Lifter OffRoad Rally**

**July 7-10 - ERX Off-Road National**  
ATVMN members are invited to help at both events; a fun ATV Minnesota fundraiser. Details at [atvam.org](http://atvam.org).

**June 19 - Over The Hills Gang ATV Club - Annual Pork-N-Ride**, Log Cabin Bar, Emily. 8 guided rides, BBQ, raffles. Details on Facebook.

**June 26 - White Pine Riders - 12th Annual Fun Run & Raffle**, Denham Run Bar & Grill, Sturgeon Lake. See Facebook page for details.

**June 26-27 - Minnesota ATV Riders - "Ride The Shore"**, 10 am, Silver Bay. Details on Facebook page.

When the July/August issue arrives, you'll find something else new. It's this year's Explore Minnesota OffRoad Trail Riders Guide, 28 pages with details on all the State ATV Trails, including QR codes so riders can easily download trail maps on their phones and tablets.

Pro Print, our new publishing partner, is printing an additional 15,000 copies of the Trail Riders Guide that will be distributed far and wide by Explore Minnesota at its welcome centers, affiliates and many outdoor events. A special thank-you to all the companies and tourism bureaus that are advertising in the Riders Guide.



**September 17-19 - ATV Minnesota State Convention.** This year our "Ride & Rally" returns to the Ely area with a fun 3-day schedule, guided rides, our banquet, raffles and the ATV Big Air Tour. It's hosted again this year by the Prospector ATV Club. Details, sponsorship opportunities, and registration now open at [atvam.org](http://atvam.org).

A detailed poster for the September 17-19, 2021, ATV Minnesota State Convention in Ely, Babbitt, Embarrass, and Tower. The poster features a map of Minnesota with an ATV icon, a photograph of a historic mine structure, and a logo for the Prospector ATV Club. It includes a schedule of events for Friday, Saturday, and Sunday, as well as a call to action at the bottom.

**September 17-19, 2021 in Ely, Babbitt, Embarrass & Tower**  
**ATV Minnesota State Convention 2021**

**Pioneer Mine**  
Ely, Minnesota  
National Register of Historic Places

**Hosted by:**  
**PROSPECTOR ATV CLUB**

**ATVMN Ride and Rally**  
Sept 17-19, 2021  
Schedule of Events

**FRIDAY 9.17.21**

8am ..... Pancake Breakfast Timber Hall Embarrass  
10am ..... VIP Rides Begin  
Noon-2pm ..... VIP Lunch on Lake Vermilion  
Time TBA ..... ATV Big Air Tour in Babbitt  
5pm-? ..... Dinner Specials at Local Restaurants

**SATURDAY 9.18.21**

7:30-9:30am ..... Pancake Breakfast by the Volunteer Fire Dept at the Morse-Fall Lake Fire Hall  
8am-5pm ..... Registration open at Grand Ely Lodge  
10am ..... Guided ATV rides offered at various locations including mine sites and scenic areas.  
Different rides of various lengths/difficulty.

**Saturday Night @ Historic Pioneer Mine**

4-8pm ..... Silent Auction to benefit ATVMN  
5-7:30pm ..... ATVMN Ride and Rally Banquet  
7pm ..... General Membership Meeting & Election  
ATVMN Live Auction to follow

**SUNDAY 9.19.21**

9am ..... ATVMN board meeting at Grand Ely Lodge

**Come & Ride What We've Been Building!**

Register for Ride and Rally 2021 at [ATVAM.org](http://ATVAM.org). Price for Friday's guided ride and VIP lunch \$10. Guided ATV rides Saturday and Saturday night banquet \$35. Kids 12 and under FREE at all events.





Thanks to the ATV Minnesota Ride & Roast Committee for organizing this year's event and knocking it out of the park.

Just over 280 riders showed up at McQuoid's Inn on Saturday, May 22nd, to ride the local ATV trails. It was our biggest Ride & Roast ever.

Watch for more photos in the next issue of Minnesota Wheelin.

**Tips and Best Practices**  
**Dealing with**  
**the Media**

Andria Yu  
Director, media relations

Ty van Hooydonk  
Senior editor

## Experts say “tread lightly” during media interviews

Last week, the Star Tribune printed an article titled “ATV boom reshaping Minnesota’s forests and DNR’s priorities.” It was not balanced reporting in words or pictures. The reporter gathered many facts and quotes then put a negative spin on many of them to create an anti-ATV narrative. There was no mention of the positive side of trail riding as a healthy outdoor family activity, that Minnesota has one of the best ATV trail systems in the country, built and maintained by thousands of ATV-club volunteers from all walks of life, their ATV safety training of youth, the upside of the Trail Ambassador program, and so much more.

### What To Do If You Get A Call From The Media

ATV club leaders are often approached by local newspapers, radio stations and other media outlets. If you know the reporter contacting you has a positive attitude toward motorized recreation, you will likely be asked reasonable questions and be treated fairly. If you are not sure of the reporter’s motive or angle of the story being researched, to borrow an off-road phrase: tread lightly.

Last month, the National Off-Highway Vehicle Conservation Council (NOHVCC), hosted a webinar titled “Dealing With The Media – Tips And Best Practices.” The presenters were Andria Yu, director of media relations at the Motorcycle Industry Council, and Ty van Hooydonk, senior editor at the MIC. “The media is not necessarily the enemy, often trying to understand the whole picture,” said Yu. “But don’t get too comfortable. Their job is to get YOU to be comfortable and air out all your dirty laundry. Anything you say to them is public information. Even if the camera or recorder goes off, what you say can be on the record.”

During the 45 minute webinar, the MIC staffers offered up important guidelines and best practices to follow when dealing with the media. Here are their recommendations:

**Don’t feel like you have to jump right in and answer questions.**

If you get a call from a newspaper, website, blog, radio station or other media that you aren’t familiar with, you can ask what the interview is going to be about, what the reporter’s deadline is, and tell them that you or someone else with your ATV club will get back to them. That helps you prepare for the interview, talk it over with your club leaders and decide who is the best person to do the interview.

**Smile, even if you’re on the phone.**

Remember that off-road riding is fun. You don’t want to be seen as the angry or aggressive person. “You can actually hear a person smiling,” said Yu.

**All the Gear,  
All the Time**

Anytime your image is out there, you are a role model, so please model responsible safety behavior.



**Get to your key message  
as soon as you can.**

Whether in person or on the phone, the interview is not just about answering questions. It’s about telling how we educate the riding public. If you know you’re going to be interviewed, prepare for it, know your

messages and practice talking about them. Those messages include what your club does to keep trails safe and environmentally sustainable, and to promote safe, responsible trail riding: knowing the rules and regulations, getting training, wearing helmets and safety gear, and staying on the trail.

**You don’t have to answer everything.**

Don’t answer questions you’re not comfortable answering. Stick to your messages, be positive and be honest. Remember, a recorded phone interview can be edited to include just negative sound bites.

### **Practice a tip called “bridging.”**

The reporter may ask, “Are ATVs dangerous?” Yu’s reply: “No ATVs aren’t dangerous. I see people come in from the trails all the time who had a good time, and they had a good time because they’re doing it the right way.” Then go back to your messaging, she adds. “They are wearing the right gear, they’re getting training, we make sure everyone is riding ATVs that are the right size for them, and staying on the trail.” Adds Hooydonk, “We want to showcase the trails and the best way to do that is encourage all to stay on them.”

### **Beware of dead air.**

If the reporter stops, hoping you will feel uncomfortable and keep talking, either don’t say anything or talk about your fun personal experiences trail riding and repeat your messages about the right way to ride.

### **Be especially careful on social media.**

Show riders with helmets and safety gear. Show smiling faces, off the vehicle with a helmet in view. Don’t post images with alcohol in the picture. Don’t show off or do anything that brings you or your ATV club’s judgement into question.

*To view this webinar and others on club marketing, noise control, economic impact studies and many other topics, visit the NOHVCC website at:*

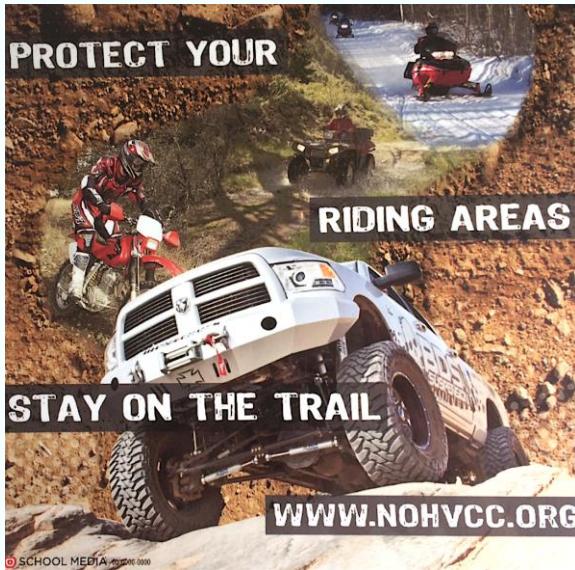
[<https://www.nohvcc.org/assistance/manager-assistance/online-resource-hub/webinars/>](https://www.nohvcc.org/assistance/manager-assistance/online-resource-hub/webinars/)

---

### **From the ATV MN Communications Team:**

- Send your comments, club news, photos and article ideas to: d.halsey@atvam.org
- Forward this email newsletter to club partners and business sponsors if they aren't ATVMN members already.
- All members should receive this newsletter and Minnesota Wheelin magazine. Let us know if you're not. Please note: ATVAM is also referred to as ATV Minnesota.
- Send member renewals to: ATVAM, PO Box 300, Stacy, MN 55079. E-newsletters are now archived on [atvam.org](http://atvam.org) to refer back to on topics.

---



## ATV MINNESOTA "Your Voice To Ride"

Dedicated Volunteers  
Building Fun & Sustainable  
ATV Trails  
For The Riding Public

**Invite friends and family to join  
today. Gift memberships  
available!**

See the mailing label on your  
Minnesota Wheelin magazine for the  
renewal date of your membership.  
Be sure to include your email address

on the renewal form to receive newsletters. And send renewals to ATVMN's  
mailing address: PO Box 300, Stacy, MN 55079.

---

Belonging to ATV Minnesota, you join thousands of riders throughout the state,  
have fun, and help create a positive future of ATV riding in Minnesota.

**As a family or individual member for just \$20 you receive:**

- A subscription to Minnesota Wheelin magazine (6 issues per year)
- Twice-monthly newsletter by email with the latest news and information
- Membership card and bumper sticker
- Invitation to events, including our Legislative Summit in winter, Vision Meeting and Ride & Roast in the spring, and State Convention "Ride & Rally" in the fall, as well as general membership meetings
- Discounts with many of our business members
- A full-time lobbyist at the State Capitol, helping create pro-ATV legislation, and moving forward important bills that help provide funding for new trail systems

**As a business member, for \$75 you receive:**

All of the above, plus:

- Your business name and contact information listed in Minnesota Wheelin magazine and on the ATV Minnesota website
- Discounts on advertising in Minnesota Wheelin
- Opportunities to reach more customers by sponsoring or donating to our events
- An official ATV Minnesota membership certificate for display in your business

To join, contact **ATVAM** or call (800) 442-8826.

**ATVAM**

## Follow us for all the latest news!



ATV Association of Minnesota  
PO Box 300, Stacy, MN 55079  
800-442-8826  
atvamoffice@atvam.org  
www.atvam.org

Connect with us



ATVAM | PO Box 300, Stacy, MN 55079

[Unsubscribe](#) [ervin@whitepineriders.com](mailto:ervin@whitepineriders.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [atvamoffice@atvam.org](mailto:atvamoffice@atvam.org) powered by

