



BEAUTIFUL BIKERS

A Celebration Of Women Who Love The Ride

By Alisa Clickenger

A decade ago Porsche Taylor, a motorcycle-riding Southern California native, looked around the motorcycle industry and didn't see any faces like hers. It wasn't other college history majors she was looking for, nor was it sportbike riders, nor female motorcyclists. It was African-American faces that she wasn't seeing. People of color weren't being represented in any of the industry publications for motorcycle enthusiasts. So she decided to do something about it.

Taylor started *Black Girls Ride Magazine* January 1, 2011, and it's been an educational and inspirational resource for women for the last eight years. Her vision for the publication was to create an "Essence Magazine meets Supersport Bike magazine" that would bridge her passion of riding motorcycles and building brands, and replace the lucrative branding expert job at Adidas that she gave up in order to follow her dream.

What started as a magazine is now more like a movement. She started with rider travel stories, female motorcycle club features, product reviews, female rider fashion features, and riding events. The magazine/movement has evolved to provide rider education and riding events for all women all over the world. A nimble entrepreneur, Porsche and Black Girls Ride (BGR) also host an annual event called the Beautiful Bikers Conference, which just wrapped up its sixth successful year February 23rd in Las Vegas.

The Beautiful Bikers Conference started as an awards ceremony to recognize local female riders for the contribution to their culture. Since then the event has grown into a

Porsche Taylor with 2019 Beautiful Bikers Awards Honorees: Mikayla Moore, Dee Jones, Michelle Squeaky Roach, Tamica Wade, Women's Coalition of Motorcyclists (WCM), Dayna Grumbles and Sisters of Scotsa WMC.

conference including panels on rider education, a rider gear fashion show, and a meaningful awards presentation. Each year Porsche invites panelists to talk about their riding inspiration, and she works hard to develop panels to introduce topics women might not have access to elsewhere.

This year's Beautiful Bikers Conference theme was "Go Beyond Borders" — encouraging women to stretch their horizons. The design of this year's event promoted riding outside your comfort zone both in terms of training to uplevel skill and also to ride further than they have before—more miles, more states, more countries. The event was a safe space for new, as well as experienced riders to learn without fear of ridicule. The result was that women met new riding buddies and built lasting friendships.

Bonnie Carlson of Total Control was the keynote speaker this year, and she talked about the importance of women in rider education. Many women want to become instructors, but don't know the steps to take to become a trainer. Carlson's inspiring talk had many ladies eagerly committing to supporting other lady riders through becoming an instructor.

The Beautiful Bikers Lifetime Achievement Award was presented to DJ "Mama Dee" Jones, a.k.a. Momma D. and a woman who breaks all stereotypes. She's a six-foot 130 pound postmenopausal African-American motivator who trains MMA fighters. In 2006 Momma D. rode her motorcycle 'Big Bertha' 169-consecutive days, 25,000-miles through all 50 states solo, surviving everything from tornadoes to grizzlies. Her book *50 States of Consciousness* has just been published.



2019 Lifetime Achievement Award Honoree, Dee "Momma Dee" Jones and 2013 Lifetime Achievement Honoree Marian "Ms. Showtime" Petersen.

The Women's Coalition of Motorcyclists received the Sisters in Service Award for promoting dynamic role models and wider riding opportunities to serve as catalysts to draw more women into all aspects of motorcycling. Fifteen year old Mikayla Moore was the 2019 Sports Rider of the Year Award Honoree. Mikayla first learned how to ride a dirt bike when she was 6 years old, started racing mini-motards at 7, and is now developing her riding skills in Superbike, Superstock, and Supersport 250, finishing 2nd place overall in all classes.



Sarah "SeCCRet" Moreau takes a selfie with Tamica "Pied Piper" Wade, Mikayla Moore and Michelle "Squeaky" Roach



Marian "Ms. Showtime" Petersen and the elder statesmen of the west coast biker community.

The 2019 Award recipients represented every age, race, and background, reflecting all facets of the female riding community. Sisters of S.C.O.T.A. WMC was the Beautiful Bikers Club Award Honoree for exhibiting Excellence in Sisterhood, and Michelle "Squeaky" Roach was the Renaissance Rider Award Honoree who has inspired others through riding and service. Tamica "Pied Piper" Wade was the Ground Pounder Award Honoree who has achieved 15,000 or more miles in a year.

"We are so proud that Indian Motorcycle and Polaris Slingshot are our major sponsors and event partners for 2019," said Taylor. "Not only do they make great products, but also it's so nice to work with Indian's team of women in Motorsports. They don't have to be convinced about the importance of the women or multicultural markets. We are honored that they believe in our goal to educate women riders. The brands' dealers also have an authentic interest in building their relationship with our readers."

Russ Brown Motorcycle Attorneys was also an event sponsor. BGR and the Beautiful Bikers Conference support their sponsors by creating brand awareness in an underserved community. While the magazine/movement is unapologetically called "Black Girls Ride", the spirit of openness and inclusion was evident in the nearly 150 faces—male and female—at the awards ceremony. Through event marketing, social media partnership and advertising, Black Girls Ride is able to connect them with their 55,000+ network of female riders and multicultural market.

"BGR Magazine and the Beautiful Bikers Conference embody the fearless, take charge attitude we exhibit on these powerful machines," said Taylor. "Our attendees live the biker lifestyle. While we work in board rooms and classrooms across the nation, we find joy on the open road. We are affluent, culturally diverse, and ever evolving consumers. We're not afraid to enjoy the fruits of our labor and we've dedicated a part of our income to our biker lifestyle and enjoy motorsports. Additionally, we plan travel each year and enjoy our rides."

Porsche's ever-growing following owns cruisers, sportbikes, dirtbikes and trikes, and takes great pride in showing them off. Always interested in the hottest and newest bikes, her audience averages a new bike purchase every two years. "We encourage the motorsports community to take notice. We are a small part of the market, but we are passionate about this lifestyle, and look forward to connecting with riders all over the world," said Taylor.

BGR's next event is their International Female Ride Day ride to Baja, Mexico. Full details are available at www.BlackGirlsRide.com



A few Beautiful Bikers Conference attendees