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(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ...  
PUBLIC HEARING - COMMITTEE RECORDS

2009-10

(session year)

Senate

(Assembly, Senate or Joint)

Committee on ... Transportation, Tourism,  
Forestry, and Natural Resources (SC-TTFNR)

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)  
(**ab** = Assembly Bill)                      (**ar** = Assembly Resolution)                      (**afr** = Assembly Joint Resolution)  
(**sb** = Senate Bill)                      (**sr** = Senate Resolution)                      (**sfr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

## Senate

### Record of Committee Proceedings

#### **Committee on Transportation, Tourism, Forestry, and Natural Resources**

##### **Senate Bill 456**

Relating to: special distinguishing registration plates supporting motorcycle safety and making appropriations.

By Senators Sullivan, Lehman, Taylor, Olsen, Schultz, Hansen, Wirch and Plale; cosponsored by Representatives Vruwink, Honadel, Ziegelbauer, Sinicki, Turner, Fields, Schneider, Zepnick and A. Ott.

January 12, 2010      Referred to Committee on Transportation, Tourism, Forestry, and Natural Resources.

February 4, 2010      **PUBLIC HEARING HELD**

Present:    (6)      Senators Holperin, Sullivan, Hansen, Leibham, Kedzie and Grothman.

Absent:    (1)      Senator Plale.

##### Appearances For

- Jim Sullivan — 5th Senate District
- Michael Richards — Harley Davidson Motor Company

##### Appearances Against

- None.

##### Appearances for Information Only

- Carson Frazier — Wisconsin DOT

##### Registrations For

- Jeff Plale — 7th Senate District
- Amy Sue Vruwink — 70th Assembly District

##### Registrations Against

- None.

##### Registrations for Information Only

- None.

February 11, 2010      **EXECUTIVE SESSION HELD**

Present:    (7)      Senators Holperin, Sullivan, Plale, Hansen, Leibham, Kedzie and Grothman.

Absent: (0) None.

Moved by Senator Sullivan, seconded by Senator Hansen that **Senate Bill 456** be recommended for passage.

Ayes: (6) Senators Holperin, Sullivan, Plale, Hansen, Leibham and Kedzie.

Noes: (1) Senator Grothman.

PASSAGE RECOMMENDED, Ayes 6, Noes 1

Elizabeth Novak  
Committee Clerk

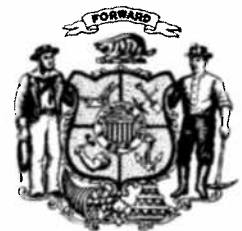
### **Record of Committee Proceedings**

#### **Joint committee on Finance**

**Senate Bill 456**



# WISCONSIN STATE LEGISLATURE





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Wisconsin State Senate

**Senate Committee on Transportation, Tourism, Forestry, and Natural Resources**  
**Testimony of Senator Jim Sullivan, February 4, 2010**

Good morning and thank you Chairman Holperin for allowing me to speak on behalf of SB 456, which would create a special Harley Davidson license plate to support motorcycle safety.

Harley-Davidson is a time-honored tradition of Wisconsin. Founded in Milwaukee in 1903, Harley-Davidson has emerged as one of the most iconic and recognizable brands in the World. With their iconic stature comes corporate responsibility, and Harley-Davidson has embraced that role.

In 2001, they introduced Rider's Edge, the Harley-Davidson Academy of Motorcycling. Through their independently owned and operated dealer network, Harley Davidson has offered high quality motorcycle safety training to novice and experienced riders. Today, Rider's Edge is in operation in 43 states, and has trained a combined total of over 200,000 students through both the novice and experienced courses—all without taking any state assistance for their training programs.

SB 456 would create an automobile license plate for registered Wisconsin cars and trucks that would not only include the company's trademark Bar and Shield as a logo, but it would also contain the message *Share the Road*. The revenue collected from the special plate would first go to DOT to pay for the cost of producing the plate, and then would be used for the following activities:

- Conducting public workshops on motorcycle safety
- Evaluation of basic rider education course
- Allow for transportation messages to be present at motorcycle rallies
- Provide funds for motorcycle related safety and training programs
- Would make moneys available for the state to provide grants to providers of motorcycle safety training courses

Thank you for the opportunity to speak today on SB 456. I hope I have earned your support. I will be happy to answer any questions you may have.







Harley-Davidson Motor Company, 3700 West Juneau Avenue, P.O. Box 653, Milwaukee, WI 53201 414/342-4680

Testimony Senate Bill 456  
Senate Committee on Transportation, Tourism, Forestry and Natural Resources  
February 4, 2010  
Michael Richards, Manager of Government Affairs

Chairman Holperin and members of the Senate Committee on Transportation, Tourism, Forestry and Natural Resources. Thank you for affording me the opportunity to testify today on behalf of Senate Bill 456, which creates a Harley-Davidson branded automobile and truck license plate to support motorcycle safety and the Share the Road program in Wisconsin. My name is Michael Richards, and I serve as the Manager of Government Affairs for Harley-Davidson Motor Company

From our entrepreneurial beginnings in a ten by fifteen wood shed Harley-Davidson has become one of the most recognizable and iconic brands in the World. Over the years we have seen low points and have celebrated our many high points, but through it all we have continued to make great motorcycles and attract new audiences who want to be a part of the mystique and feel the independence our brand is synonymous with.

Since those early days in 1903 when four ambitious men set about building a dream, Harley-Davidson continues to call Milwaukee and Wisconsin its home. The wood shed may now be gone, but we strive everyday to fulfill dreams.

Through the years Harley-Davidson has been committed to the sport of motorcycling from promoting leisurely scenic rides, motorcycle rallies and our long history of off-road racing. With our presence as a leading manufacturer in the motorcycling community and our iconic brand we have a fiduciary responsibility as a good corporate citizen to actively promote motorcycle safety.

With that said, Harley-Davidson is the only nationwide provider of motorcycle safety training, called Rider's Edge, through a good number of our independently owned dealerships in our network. Since 2000, we have been proud to train over 200,000 students nationwide through both our novice and our experienced training courses. All of these efforts have been done without taking any state subsidies for training.

Adding to the efforts of promoting motorcycle safety, we are excited about the opportunity to lend our brand to the state of Wisconsin through the creation of an automobile and truck license plate—similar to the Green Bay Packer license plate—which will provide much needed visibility and revenue to Wisconsin's Share the Road program.

Specifically, the revenue generate from the sale of the new Harley-Davidson branded plate would be transferred to a new account for motorcycle, moped, and motor bicycle safety within the Department of Transportation. There are four main eligible uses for the funds in this account. They include:

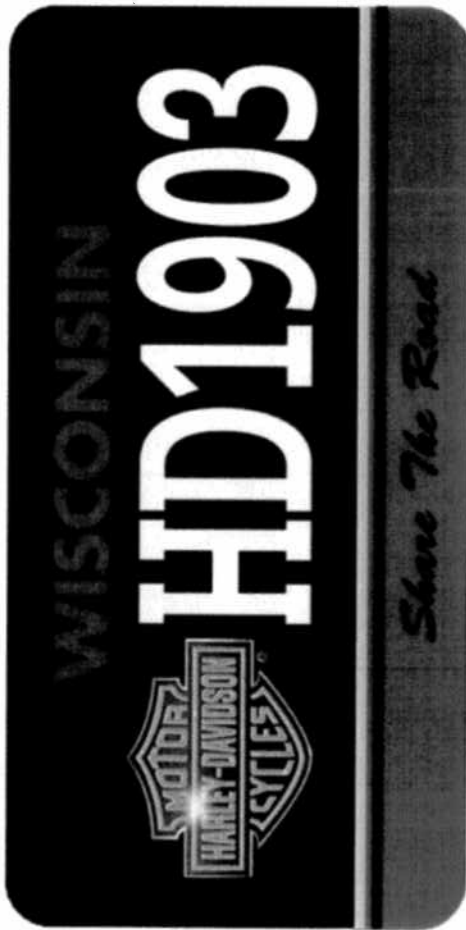
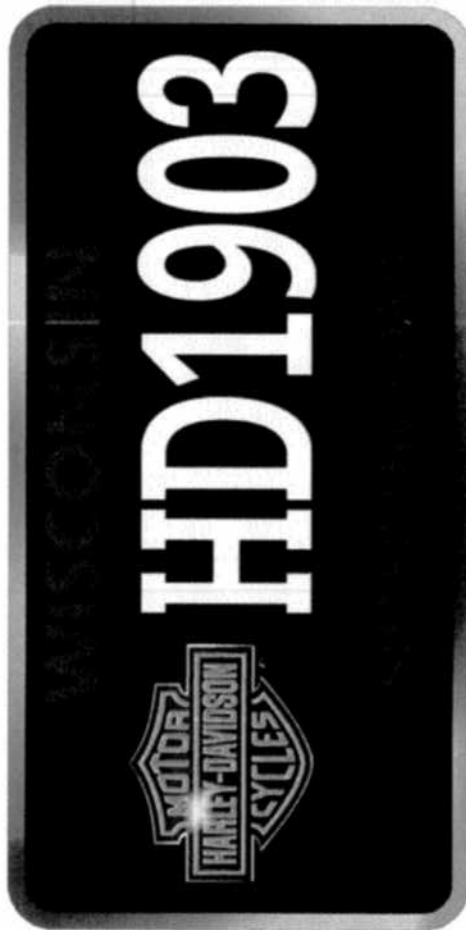
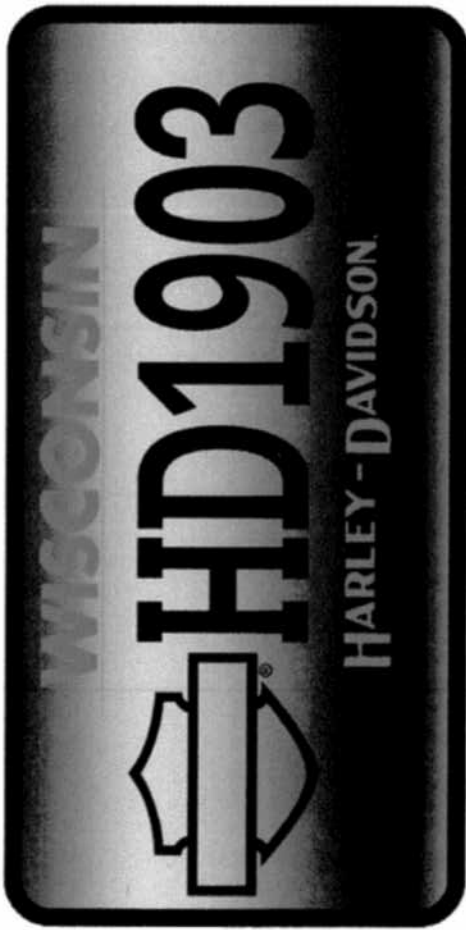
- Making grants for providing motorcycle safety training courses;
- Evaluation of safety training course, which includes quality assurance audits;
- Conducting public workshops, including attendance at rallies;
- For program related to motorcycle safety and training.

We appreciate Wisconsin's current emphasis on motorcycle safety, and road safety in general. With the passage of Senate Bill 456, the state will have more resources and shine a brighter light on the efforts of the Share the Road program. After all, motorcycling plays a major role in our state's economy.

Tourists flock to our great scenic roadways, they stop at places like our Museum and manufacturing sites in the Milwaukee area and in Tomahawk, and take in all that Wisconsin has to offer. To that end, it is important to ensure all users of our roadways are aware of their surrounding, that they seeing and being seen, and understand that there are other users on the road, like motorcycles. We want to everyone to have a positive experience when traveling on the roadways of Wisconsin.

On behalf of Harley-Davidson, I want to thank you for your consideration of Senate Bill 456.






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HARLEY-DAVIDSON



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*Harley-Davidson*

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Share The Road

**WISCONSIN**



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Share The Road