

FEEDBACK

Wondering About Wyckoff

We love your magazine and look forward to it every month. Keep up the great work! We are a small vintage/restoration shop in central Virginia. We are close to picking up a modern line of bikes and would really like to get off to a good start. Can you put us in touch with John Wyckoff, author of *Mind Your Own Business*, or direct us to where we can get this book?

Don Schinsing, President
Mid-Atlantic Motorsports, LLC
Charlottesville, Virginia

Inside Numbers

Would you be able to provide the actual amounts of the following motorcycle models manufactured and sold in 2003 and 2004? I would like to know how many each there are of the Honda CRF450R, Honda CRF250R, Honda CR250R, Yamaha YZ450F, Yamaha YZ250F, Yamaha YZ250, Kawasaki KX250 and Kawasaki KX500.

Joseph Kobos
United Technologies Corporation
Hartford, Connecticut

It is very doubtful that the OEMs will release exact make and model retail sales numbers to anyone, and that unfortunately includes all the trade magazines. Membership in the Motorcycle Industry Council will get you access to some sales figures or you might be able to purchase them from R.L. Polk.

Wyckoff Is Wrong

Before John Wyckoff talks about how great ADP is, he should have some experience with them. I am sure they have some great services to offer, but I hope their payroll service has improved. I had the worst experience I've ever had in business using their service. If they make a mistake on an employee's check, it will never be corrected, you will never talk to the same person again, you will pay extra payroll taxes you will never get back. They will never return your call, and it appears they could care less. Bigger is not better. I recommend a local CPA firm. Please understand that I'm not criticizing John or being confrontational, but I had to share my experience with ADP. I appreciate the info, and I hope that my input is helpful as well.

Jim Foster, Owner
Killeen Power Sports
Killeen, Texas

Wyckoff Is Right On

Please keep *MPN* coming. We think you do a great job! I look forward every month to John Wyckoff's informative column and the many other features in *MPN*. I was surprised at Mr. Yarbrough's criticism of John's articles (March "Feedback" column). I have been in the motorcycle business here in Sarasota for more than 56 years. We are a family business and are planning to start construction on a new store. It's too bad that we didn't have John's articles to help us 30 to 40 years ago ... we would be further ahead today. As far as we are concerned, John Wyckoff is right.

A.C. "Hap" Poneleit, Owner
Hap's Cycle Sales Inc.
Sarasota, Florida

*Right or wrong, "Wyckoff On Wheels" appears on page 58. For Wyckoff's legion of fans, copies of his new book *Mind Your Own Business-2* are available at his website: www.myob-2.com. For his detractors, Mr. Wyckoff notes personally signed copies of the book are also available.*

Its Not Working

About 20% of my customers are wives who don't appreciate the pictorial content of your magazine. Another 10% are teens and pre-teens. For this reason, I cannot display your magazine in my showroom. I also can't leave it lying around my office, since my wife objects to the underlying idea that "sex sells". Personally, I don't need it, either. But thanks for what editorial content you're able to fit around the T&A.

John Poynter, Owner
SCP Motorcycles
Lodi, California

*Duly noted. Check out this month's Best Operators Club comments concerning marketing to women in this industry. However, I have a concern to share with you as well. Leaving *MPN* — or any trade magazine — lying around where your customers can see it concerns me. It is not so much because the prurient nature of our pictures (because I can see worse on prime time TV every night), as it is the dealer pricing that can appear in some of the ads and even some of the stories. If a customer knows you have a 100% mark-up on something, I would be more worried about them trying to quibble over the price or worse, shopping it and sizing it in your store and then buying it from a discount Internet outfit. We have stopped running dealer margins and dealer prices with our new products sections in favor of MSRP, but that doesn't mean the advertisers who pay the freight and enable us to ship you the magazine free of charge have completely eliminated running dealer prices. Although you believe the industry has tried to move away from the "sex sells" concept, price is still king in plenty of industries, and the discounters and big boxes would appear to be a bigger threat than a teenage boy seeing something like our January cover. Then again, see this month's "Soapbox" column regarding the workman's comp concerns of that pictorial content. — Robin Hartfiel*

MPN wants to hear from you. Tell us what you like, what you don't and what you'd like us to do in the future.

Send your feedback to robin@mpnmag.com, or if you prefer snail mail write to:

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