

“Turn It Down”

So much noise, it's all around. The volume is all the way up, the guitars are screaming the drums are banging and the vocals are piercing. I can't hear the words, the message is jumbled and the clarity is lost in all the noise. Our minds have become antennas, receptors, big receivers being inundated with millions of tiny messages that create misunderstandings in our minds where clarity and creativity once resided. We are full, processors are on overload and our storage files totally corrupted by all the things that don't matter. Our value has diminished greatly based on the fact that we can no longer function according to what we were designed to do. As humans we were made to be free thinkers, choice makers, life changers, freedom seekers not simply receivers and repeaters.

The beautiful part of being a member of the riding community is that we seek freedom, choices, changes and experiences that are personal to us. We create awareness and support by doing things differently than others. It's never about doing what has already been done, it's always about doing it different, bigger and better than others. We do what we do because we want something outside of the norm. We are driven to be free thinkers, choice makers, life changers and freedom seekers. How can we continue to do all of this in a world that overwhelms us with messages of what we are expected to do instead of inspiring us to dream of what someday we could do? It's important for us to realize we need to take all the noise in our lives that is meaningless and “Turn It Down.”

The political climate is crazy, we are in the middle of a pandemic, 2020 seems to be right out of a scary movie, we are all masked up, isolated and inundated with 24/7 conflict and concerns. The noise is deafening around us and we need to find a way to “Turn It Down.” We need to remember that our time is limited and we need to keep moving forward. So many dreams are changing, opportunities squandered and plans tossed along the roadside. This is not part of our DNA and we need to ensure that we do not allow the outside noise to mutate our DNA from who we truly are to what the world has appeared to become. We need to find ways to infuse normalcy into our day to day lives in an effort to protect our own traditions, needs, families, friends and personal sanity. As I search for a solution to find a way to take the negative noise and “Turn It Down” one of the most tried and true approaches of anyone trying to reclaim their own freedoms and dreams can be found among those living in the motorcycle community as a whole. Motorcyclists tend to live according to established norms or traits like loyalty and respect which are often cornerstones to the lifestyle itself and definitely the type of noise we want in our lives.

What better way to drown out all the negative noise or 24/7 conflict and concerns the world has flooded us with than simply immersing ourselves in the motorcycling community by twisting the throttle and leaving it all behind? If we make our own noise eventually we don't even have to worry about eradicating all the negative or make any effort to “Turn It Down.” We will become so drawn to the alternative noises that we are making the meaningless noise will simply fade away. Let's fill the air with sounds of free thinkers, choice makers, life changers and freedom seekers. We have been doing it for years so why should today be any different? We have taken the meaningless noise that says cancer is inevitable or unbeatable and through raising awareness and funding we have taken that negative noise and said “Turn it Down” providing hope for those in our community. We took the negative noise of those struggling with the effects of MS, ALS, CP and other challenges and said “Turn It Down” by providing rides for kids at camp, fundraisers, donations and other forms of support to raise awareness and help those in need. From food pantries, disabilities, homelessness, supporting Veterans, Police and Fire across our communities, giving kids school supplies and even tying blankets for those enduring trauma we have established our Packerland Chapter as being free thinkers, choice makers and life changers. We have always took the meaningless noise and focused our time and efforts to ensure that we always “Turn It Down” while carefully crafting our own positive noise through the love, support and lasting impact we make in our community and beyond...it's in our DNA and no one can change that unless we allow them to.

Join with me, the Chapter and the entire motorcycle community in taking all the negative, meaningless noise in our world and together let's do our part to “Turn It Down.” Time to change the message and “Turn It Up” by creating some positive noise. Let's twist the throttle, smoke a tire and let the thunder roll as we make our Chapter, community and the world we live in a better place for everyone to enjoy. Time to wipe the hard drives clean, reboot, reconfigure and reprogram the messages we are receiving and transmitting by focusing on positive messages in our lives such as hope, love and opportunity. It's in our DNA, let's keep it that way!

God Bless and remember to always be kind, the world is watching!

Enjoy The Ride!

Greg Roberts aka-(Whisper)