

MRCA Keynote Speaker Bill Davidson

DAVIDSON DONATES \$5000 TO VETERANS AT MRCA EXPO

The MRCA's Conference attendees got revved up for the Expo by their featured Keynote Speaker, Bill Davidson. Bill is a member of the Davidson family that helped create the American legacy that is Harley-Davidson. He is the great grandson of founder William A. Davidson, and the son of William G. "Willie G." Davidson, who currently serves the companies' Senior Vice President & Chief Styling Officer.

Davidson, who joined the company in 1984, has ridden motorcycles since the age of seven and has been in various leadership positions within the company for more than 26 years, spending his career deeply focused on strengthening Harley-Davidson's relationships with riders around the world.

Prior to his keynote address, and given that it was Veteran's Day week, Bill took the time to recognize his brothers and sisters in arms. He also gave back to those who served by graciously donating his speaker fee and presenting a \$5000 check to the American Legion Post 196 of Delafield, Wisconsin. The American Legion's mission is to enhance the well-being of America's veterans, their families, our military, and our communities.

After entertaining a ballroom packed with veterans and attendees, Bill took time out of his busy schedule to also participate in the expo ribbon cutting ceremony. He then spent the rest of the afternoon on the Expo floor taking photos and talking to attendees. MRCA was also pleased to have him as the announcer of the lucky winner of the 2021 Harley Davidson Street Glide FLHX that was given away at the Expo. Derek Steere of Alpha Roofing in Mason City, IA was overjoyed to be the recipient of a beautiful new motorcycle. While Derek was still in shock from his major win, he and Bill chose the perfect place on the bike for Bill to autograph it! As if that wasn't enough, Harley-Davidson of Wisconsin donated a Harley gas tank to be auctioned off during the MRCA's Reception and Foundation Auction and Bill autographed that as well. This one item brought in an additional \$8000 to the MRCA Foundation!

Thank you Bill Davidson and the entire Harley-Davidson of Wisconsin Family and Congratulations again to Derek Steere of Alpha Roofing on winning the 2021 MRCA Harley Davidson Motorcycle!

