

Remembrances

Dave Bucher looks back at some little gems of experience from his 45 years of riding and writing.

Dan and Marilyn

By Dave Bucher

I wonder, when you get your copy of the *KMP* and see that notation on the cover "Since 1988," if you realize what an accomplishment that represents. Hold this current issue at arms length and do the math in your head: "Let's see, 2016 minus 1988 is 28 years, times 12 issues each year, that's...crap, I'll have to use my toes,...hmmm, about 331 issues."

Back in the late '80s, Dan and Marilyn both had successful corporate careers. But the associated travel and pressure were wearing thin. As Marilyn reports, "Dan had invested in a regional motorcycle publication in Ohio, and from that experience we got our feet wet. When that venture ended, we left our corporate lives behind and created the *Western Pennsylvania Motorcycle News* which, a couple of years later, expanded and became the *Keystone Motorcycle Press*. I'd say we were young, brash, newly in love and feeling like we could take on anything as long as we were together."

In today's electronic world, with so many notable publications disappeared or shrunken to shadows of their former selves, Marilyn and Dan have managed to keep both the content value of the *KMP* and their readership count consistently high. The reason for that continuing success has to do with them. In all my years being involved with publishing, I've never met any two people so self-effacing. You may meet Dan covering biker events, and advertisers certainly deal with Marilyn on a regular basis, but you never see or read a peep about them in the paper. Blowing their own horns is anathema. Their first and only concern is always with their readers.



I can tell you, from my personal interaction as a contributor to this paper since 1995, that while they are both extremely smart and talented, the similarities end there. Marilyn is one of the sweetest people I've ever known. Dan, not so much. He tends toward the acerbic and highly principled, a man who will fight relentlessly for what he believes in. It would seem that this is a perfect combination for running this operation. And, "running" is an appropriate word. With

just the two of them working to do all the things required to meet those constant deadlines, they live their lives jumping from one rapidly accelerating treadmill to the next.

As I close out my two years of "Remembrances" as a regular column, I thought it a fitting point to speak about my admiration for these folks and my pride in having a small part in their efforts. Earlier on in the relationship, my own artistic temperament would occasionally come into conflict with Dan's editorial fervor. Finally, he put that friction to rest by simply telling me, "Everyone needs an editor." It was a hammer-to-the-head epiphany that turned me from someone who routinely ignored criticism to someone who listened. And it illustrates how much we all have gained, and have yet to gain, from the hard work and dedication of these two great people.

Editor's Note: While this is the last regular Remembrances column for Dave, he's promised to send us additional recollections from time to time, as he comes across more old photos and memories of his many adventures.

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