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July 2007

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# Berkshire Rally delivers

by Amy E. Tucker



Discerning Northeast riders bypassed June's smorgasbord of rallies and opted instead for the best kept secret known as the Berkshire Rally in Lenox,

Mass. May 31 through June 3.

The eighth annual event at the Eastover Resort and Conference Center competed with Americade for bikers and vendors, but still boasted a record 200 overnight registrations. All those who challenged Mother Nature's dreary forecast for some relaxation and fun weren't disappointed with this year's stepped-up offerings including live bands, hayrides, a bonfire, buffalo safari rides and HCMX motocross stunt action throughout the day Friday and Saturday.



The Berkshire Rally's day offerings are family-friendly and many riders brought their children along for horseback riding, swimming, shuffle board and other activities on the resort's grounds. Evening entertainment for adults included dancing at Tally Ho with DJ Luny Tunes and the bands Rouckhounds and Shut Up & Dance while some opted to watch the Bo-Sox game, play billiards or explore the resort's expansive Civil War museum in the American Heritage room.



What sets the Berkshire Rally apart from other events is location. Experiencing Eastover is like stepping back into a time when things were simpler and life was meant to be enjoyed to the fullest. That meant fans instead of air-conditioning, TVs were limited to the main lounges for common viewing and alcohol was BYOB! [Eastover doesn't

have a liquor license so that their parties can continue until the wee morning hours without being restricted by town noise ordinances.]

But, rally regulars, who keep returning year-after-year, don't mind crossing the grounds with their coolers in tow and the numbers



"People don't come to Eastover for our state rooms," said Ticki Winsor, Eastover's President, CEO and 'chief cook and bottle washer.'

In fact, people come to Eastover for a variety of reasons. Some bikers rode in to participate in the guided rides and poker runs, the biker games and

to shop the vendors. Others opted to enjoy their ride to and from the resort, turning a 120 mile trip from Boston or CT into a 400-mile, scenic adventure. Then, they arrived at Eastover to spend the weekend swimming, drinking and hanging out with their gang resting up for the long ride home.

This year, more than 40 bikers rode in together from the Marlboro, Mass. area and there were women's chapters and a group from the Hyde Park Harley Riders Group in Dutchess County, N.Y. But, road captain Rick Grandbois stressed that the Berkshire Rally is not a HOG-sanctioned event.

"The rally committee is mostly made up of riders in the Berkshire area who happen to belong to the same HOG chapter," explained Grandbois. "But, our job is to set up the rides and poker runs and provide captains so the bikers are safe."

The committee puts in a lot of personal time with planning meetings beginning just a few weeks after the rally and continuing throughout the year. Karen Hillard, Eastover coordinator for the rally, works with the committee to help them become bigger and better and implement new ideas each year.



"We couldn't pull off the rally each year without the committee," admitted Betsy Kelly, co-owner and General Manager at Eastover, and Winsor's daughter. "They don't just staff the rally, they are the rally!"

Even for a newly-licensed rider like me, who came to Eastover with a helmet, but sans a bike; the rally provided an opportunity to relax, meet new people, have fun and enjoy the ambiance that is the Berkshires and the Eastover Resort. For more information about

the Berkshire Rally visit [www.berkshirerally.com](http://www.berkshirerally.com). For information regarding the Eastover Resort's theme weekends and other offerings visit [www.Eastover.com](http://www.Eastover.com) or call 1-800-VACA-FUN!



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