

Name: Wesley Pierce

Profile Date: Feb. 2021

Born: February 1942 in Humberstone (Port Colborne)

Voted in to the WCMC in 1959 when it was known as the Skyhawks.

First Bike : 125 James

Current Bikes: 2015 900 Triumph America

Bikes owned: 125, James, 650 Triumph (Sprung Hub), 650 BSA Golden Flash, 500 Triumph TR5R (Road Racing Bike), R51/3 BMW Shoerge Meier Special, Jawa Scooter (Scooter Dan), (Three) 250 Jawa Scramblers, (Two) 500 Triumph Jack Pine, 650 Triumph Saint (Police Bike), 650 Triumph TR6, 500 Yamaha Twin cam, 450 Honda, 360 Yamaha Enduro, 82 Honda Goldwing, 750 Yamaha Triple, 2000 Honda Goldwing, 2012 Goldwing, 2014 Goldwing and 2015 900 Triumph America.



125 James

I became interested in Motorcycles at a young age when I was pedalling newspapers to Ed Given (John Clare's Brother in Law). He told me stories about the Club. I was invited to my first club meeting at Bob Tait's Garage in Sherkston, Ontario. The meetings were being held in the top floor of a small barn on the Tait farm. After I was in the Club for a while I purchased a Jawa scooter that earned me the nickname :Scooter Dan". I rode it to Laconia New Hampshire and then on to Cape Cod. I also rode my 250 Jawa to New York City.



Triumph TR5R

The reason I joined the club was for the camaraderie and friendships of other motorcycle enthusiasts. I am the first active 60 year member.

In 1964, I started and organized the Massassauga Enduro. I bought a 1956 Chevrolet Station Wagon complete with ladder for the purpose of marking the trails with directional arrows for the course. I had my new girlfriend on the back (Iris, now my wife) writing down the mileage on the back of the motorcycle.

In 1965 I bought a new 500 Triumph MC Jack Pine Enduro and a new VDO Speedometer, to reset the mileage. I put my girlfriend (Iris) on the back to write down the mileage. I entered the 250 mile Enduro National Championship in Columbus, Ohio getting 2nd place in the lightweight class on my 500.



500 Triumph Jack Pine

That summer, I had a horrible crash at slow speed and it ended my racing career. In December, while still recovering, I married Iris and we are still married to this day.

The WCMC built the race track in 1970. I had to borrow the grandstands for our first race from the City of Port Colborne. The club did not make any money and was undecided about next years races. I made a deal with the club to take over the races and do a mutual beneficial promotion. Again, the club lost money and wanted to back out of Flat Track racing.

I then made a deal that I would lease the race track. The WCMC would still be responsible for the clubhouse. I also gave the annual Molson promotion money (\$5000.00) each year to the WCMC.

I organized and helped put up the West Grand Stands, many of the track lights and the PA system. I borrowed the money with Chester as co signer. Over time I helped organize building the 1st washroom building, registration office and made a plan for the drainage.

Being a dreamer caused me personal financial woes, but it did accomplish putting the WCMC race track on the Map. I then introduced the Speedway Class with the help of WCMC member Stan Bradbury. We had a gate for 1,420 attendees for our combined National Event. If you ever get a chance to see a Speedway race, you will not be disappointed. These speedway bikes go very fast and are in a class by themselves.



“Do it in the Dirt”
Became
The Welland
County Speedway
Slogan and still
stands today.

Wes showing off his new sign.

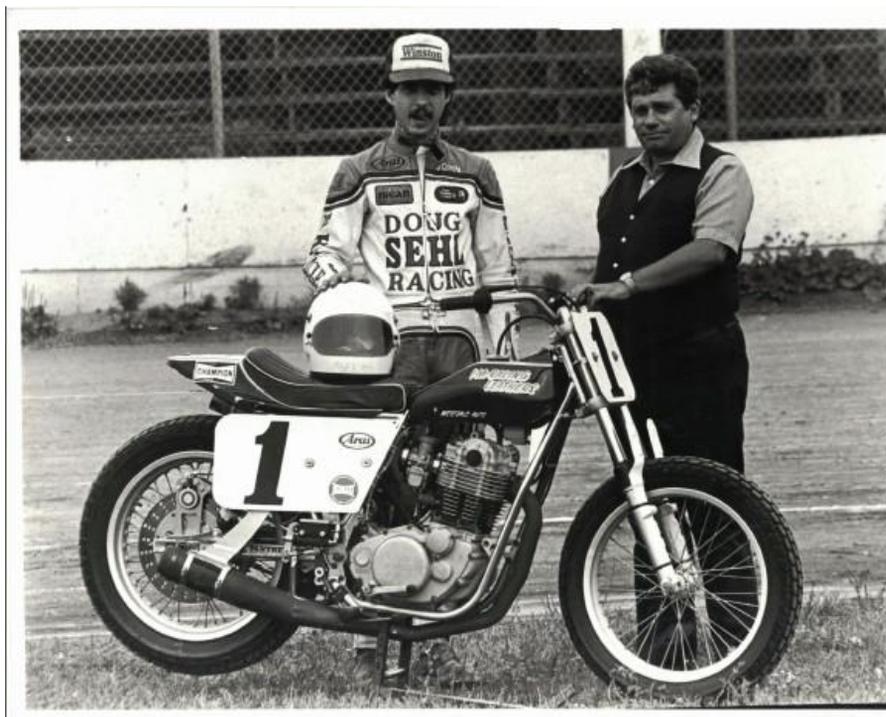
I started the Poki Barbi Dan with Randy White. It was and still is a hugely successful event. I also spearheaded the Toronto Bike Shows to promote our Club and the MC races.

I also put on the Port Colborne Winter Carnival which drew 8000 spectators. It was great show with a snowmobile track, dog team track and motorcycle ice races. We even had a booth in Buffalo, New York at the big mall. We even raced Snowmobiles on our Race Track during one winter.

The 300 mile Round Robin Rally was another big event with Three American MC clubs joining the WCMC. This was an all night ride with check points on both sides of the border. One of them was our clubhouse.

I laid out the route for our annual Fishing Trip to the Zigzag Bar, 69 Beaver Street in Lickingville, Pennsylvania. (I don't remember anybody actually go fishing) Started an old timers night. One big stag and party.

Members still remember when I would go to Buffalo and pick up the "Dancers" for our party often making two trips – great times. Without going into details, these stags were the talk of the town. Tickets sold out quickly.



Wes shown here with Johnny Parker. High Point Winner - 1982 Short Track National.

I also played Santa Claus for many years for the annual kids Christmas party the WCMC would put on.

As Public Relations Director for many years, I would go to events to promote our club and the MC races. Almost every Sunday (we raced on Saturdays) I would go to another Club's event. I did the announcing for many years and still do occasionally to this day. I often got invited or hired by other track promoters to announce at their races. I even announced in Quebec when they wanted an English announcer.



Wes shown here
with his 2000
Goldwing

Wes on a Trip to
Licklog Lookout
with his 2000
Goldwing

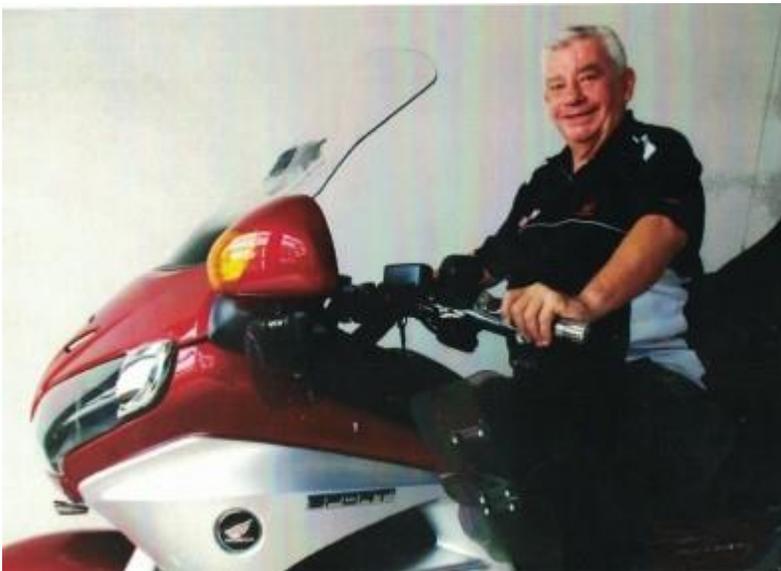


Wesley Pierce – Class of 2013 *(From The Canadian Motorcycle Hall of Fame)*

One of Canada's foremost ambassadors for motorcycling Hall of Fame Inductee.

Meeting Wes Pierce for the first time is an experience few are likely to forget. His social instincts, boisterous enthusiasm and often outrageous sense of humour make him an ambassador for motorcycling wherever he goes. Wes has been a stalwart member of the Welland County Motorcycle Club for more than half a century and the voice of racing at Welland County Speedway since it opened in 1970. Far and wide, anyone from the Niagara peninsula who travels will be asked whether they know Wes Pierce.

For a young Wesley James Pierce looking for his first motorcycle, one named a James seemed a natural choice. The little English-made two-cycle James served the same purpose for beginners as the Honda monkey bike did for a later generation. While tearing around an impromptu track in his mother's back yard, young Wes learned skills he was later able to put to use on the trails when he took up Enduro competition. The long-suffering James also served to carry newspapers around the neighbourhood to help him bring in some pocket money. He later graduated to a Java scooter and adopted the handle Scooter Dan, which he used as a pen name when writing newsletter reports for the Welland County Motorcycle Club after becoming a member in 1959. The club became a second home to Wes and over the years he has filled almost every role the club offered. He has served as president, vice-president, road captain, public relations manager, CMA rep and announcer for a great many club functions. Today he's a life member of the Welland County club.



Wes always has a big smile on his face. Pictured here with his 2014 Goldwing

Wes became an avid off-road rider and competed in scrambles, trials, hillclimbs and Enduros, becoming Canadian junior Enduro champion one year. His experience led him to create the Massassauga Enduro, a challenging event that gained national championship status and was a notorious test of rider and machine. A natural flair for promotion once inspired Wes to invite members of a local nudist camp to serve as checkpoint crew and made a major impression on competitors that year—anything to get the club talked about. The Massassauga became the largest one-day Enduro in Canada during its 20-year run.

Wes also promoted ice races at the Port Colborne winter carnival and half-mile dirt track at the Welland fairgrounds. Since the inception of the Welland County Speedway short track in 1970, Wes has been its public face while serving as announcer, promoter, organizer, public relations officer and marketing director. He has been at the heart and soul of motorcycle racing on both sides of the border in the Niagara region seemingly forever. The sport of speedway racing was defunct in eastern Canada until Wes and Stan Bradbury united to revive it at Welland and nurture it to health with a new generation of speedway stars. For 10 years, Wes and his wife, Iris, leased the Welland track and promoted speedway and other events with his trademark gimmicks to bring in fans.

Wes was named by the Government of Ontario as executive of the year in 1994 for his sports promotion in conjunction with the Welland County club. The City of Welland has also frequently recognized Wes for his volunteer contributions to community life.

Wes also originated the club's fund-raising Round Robin Cancer Ride and its popular Poki-Barbi-Dan, so the emphasis was not strictly on racing. He enjoys road riding and has toured widely on his bike, often to dirt track and motocross events throughout Ontario and the eastern states. He's a constant presence at motorcycle shows promoting the club and the CMA, and has played Santa Claus for community service organizations for decades. He makes a point of visiting ailing friends to cheer them up and is present at all sorts of motorcycle gatherings far and wide.

Wes brings dedication, good humour and a sense of fun to all his activities and is recognized as one of Canada's foremost ambassadors for motorcycling.



Wes with Race
officials and High
Points winner 1982.



From Peter J. Galea – WCMC member

Former President, Wes has been WCMC's public face while serving as announcer, promoter, organizer, public relations officer and marketing director. He has been at the heart and soul of motorcycle racing on both sides of the border in the Niagara region seemingly forever. He has served as president, vice-president, road captain, public relations manager, CMA rep and announcer for a great many club functions. Today he's a life member of the Welland County Motorcycle club.

From David Thomas – WCMC Lifetime Member

Wes was always out and about in the motorcycle world. What would usually happen, Wes would attend an event, get an idea then come back to a club meeting with his stories and present his idea to the members. This is how most of the events he listed got started. Wes would get the club on side, do the leg work, then ask for members to step forward. This usually wasn't hard, Wes, was known for the good times to be had at events he organized.



From Al Fair: Life Member

I have known Wesley, since before I joined the Club Probably 47 years at this point. I used to attend the Flat Track races a few times each summer and all you ever heard about the races was how entertaining the announcer was. In Closing all I can say about this man is:

Wesley J. Pierce: The Man The Motorcycle Legend

Thank you for all your hard work and Dedication to the WCMC