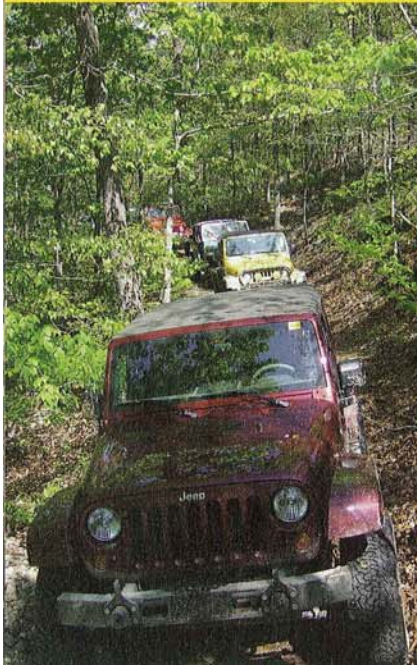




# MIDSOUTH JEEP CLUB

The Southeast's Fastest Growing Jeep Club Exposes its Roots



Off-Road Adventures

A concept hatched just six short months ago from a discussion among strangers on the Rubicon Owners Forum, the Midsouth Jeep Club has become one of the fastest growing clubs of its kind in the nation. With its seven original members still involved, it has now exploded into a full on off-roading organization with over 50 paid member-families and more coming aboard every day.

What started as a means for ORV-Park-starved Memphis Jeepers to find like-minded folks to wheel with has rapidly spread into a regional network. With members joining up from all over Tennessee, North Mississippi, and Eastern Arkansas, the original members were forced to take a step back and figure out what they wanted out of this organization.

"We were at a crossroads," Club President Matt Savard explains. "We had to get together and figure out if we wanted to hold onto the close-knit group we had, or if we wanted let everyone in on the fun." The discussion was short and the doors were opened. The club launched an online discussion forum, initiated a grassroots marketing campaign, and began looking for ways to take things to the next level.

Officers were elected, Trail Bosses were trained, and everyone began to look for ways to give back to the wheeling community that had already given them so much enjoyment. "Several of our members have been making trips out to Superlift's ORV Park in Hot Springs, AR for years," explained Devin Witter, the club's Director of Land Use. "We approached BJ Richardson, the park's manager, about cutting and adopting a trail." The details were hatched out and the plans were made.

The trip, held this past April, was a resounding success. With about 30 Jeeps in attendance the club took over a corner of the park's onsite camping facilities. As attendees rushed to set up camp Friday night, they refused to let a passing thunderstorm dampen their spirits.

Attending Jeeps ranged from bone-stock to heavily modified so a balance was struck between full-group runs, featuring a seemingly endless caravan of roll-cages and mud terrains, and smaller group runs, where trail bosses assembled packs of similarly equipped vehicles.

In addition to cutting the new trail (and breaking it in of course), the club held a fundraising raffle fueled by generous donations from area businesses including the ORV Park itself and 4 Wheel Parts. That evening, a massive batch of campfire chili followed by a guided night run capped a memorable weekend for everyone involved.

Upcoming events include a charity car and truck show to benefit Jill Pounds, a member who recently lost her leg in a horse riding accident, as well as group rides planned to various destinations including Windrock/Coal Creek Park in East Tennessee, Alpine trails in Breckenridge, CO, and, of course, across the river to Superlift ORV Park in Hot Springs, AR.

While officially dubbed the Midsouth Jeep Club, drivers of any off-road vehicle with low-range 4WD are welcome to join. Member vehicles span the gamut of Wranglers (CJ, YJ, TJ, LJ, and even JK) along with several Cherokees, a Liberty and even a few Toyotas and Hummers thrown in the mix.

Monthly meetings are held primarily at the Memphis, TN, 4 Wheel Parts location on the first Saturday of every month. Family memberships are only \$25 per year and include a slew of discounts with preferred vendors as well as the ability to join in on any club activities and outings. Check out [www.midsouthjeeps.com](http://www.midsouthjeeps.com) for more information, participate in the discussions, or to register online. ▲

