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13 September 2012

Mr Mike Ferris  
Ferris Wheels Motorcycle Safaris  
P O Box 996 Narrabeen  
NSW 2101

Dear Mike

It would seem that [motorcyclemeanders.com](http://motorcyclemeanders.com) has been expunged from your [Links Page](#) on the Ferris Wheels website. It's been there for more than three years until very recently.

Does that mean I'm no longer considered "a worthy friend of Ferris Wheels?"

The entry on your site, in your own words, said – or used to say:

[Motorcycle Meanders](#) A non-commercial webpage by a guy who's done several tours with us; a good read if you want to get an independent feel for our tours from a bona fide "end user" point of view

I recall, as you would, that the inclusion of the link on your page was an initiative of yours:

And I shall put a reciprocal link up for Motorcycle Meanders shortly.

(Email from Ferris Wheels to me 2 June 2009 2:42pm)

Sounds a bit biblical!

I'm not sure what I should infer from this expurgation. Are you saying you no longer subscribe to any notion of reciprocity? Are you implicitly proposing that I should similarly expunge any links from Motorcycle Meanders to Ferris Wheels?

Or is it that my write-ups of the tours are no longer a "good read" or they don't provide "an independent feel" or is it that I have lost my *bona fides*?

Your abandoning reciprocity and expecting or, in effect, inviting me to take similar action would seem diametrically at odds with views strongly proclaimed and positions vigorously prosecuted by you in the past.

You will recall your reaction when I first published Motorcycle Meanders. You didn't exactly hold back in an email to me decrying the alleged inadequacy of due deference to you and your tours...even being critical of my not including a photo of you or Denise! In the first centimetre of the email you made a valid point, which I acknowledged and acted upon. The remainder of the 16cm of

text (measurement based on original email) was puerile and self-indulgent. (Email from Ferris Wheels to me 28 May 2009, copy attached at [Attachment 1](#)).

You will recall that I tried to discuss the issues with you in a constructive manner but was confronted by a stubborn intransigence; and that was despite your acknowledgement that you had overlooked references to Ferris Wheels:

Aha. Thank you, I hadn't realised there was actually an introductory page to Meanders Abroad; I had been selecting each of the individual sub-heads that come up when the mouse moves across the heading.

(Email from Ferris Wheels to me 2 June 2009 11:40am)

In response to my accepting the validity of your point, I added references (and links) throughout all the write-ups:

As a further sign of good faith and – hopefully to be seen as more indication of my unwavering goodwill, I have added references on the relevant pages so it won't be missed.

(Email from me to Ferris Wheels 2 June 2009 12:36pm)

You would seem to have benefited from my site:

.. I'd like to thank you for the fact that our webpage hit-counter shows we have received over 100 referrals to ferriswheels from motorcyclemeanders in the past few months. So, err . . . , thank you.

(Email from Ferris Wheels to me 9 Sept 2009)

My hit-counter continues to show interest in the pages under meanders abroad – as in other pages. Maybe we should have had a commercial arrangement!

Am I correctly inferring from all this that you would prefer to toss out any and all benefits to Ferris Wheels from our reciprocal arrangement, with obviously ensuing detriment to your interests, in preference to remedying the current situation, which itself continues to be detrimental to your brand and product?

It seems to me that my only “crime” that would warrant loss of status as “independent” or “worthy friend” or loss of *bona fides* is, in effect, to seek rectification of the damage being done to the Ferris brand and product by the inappropriate and unfair treatment of your clients, including me.

You might ask, why have I chosen to take a continuing stand on the issues initiated by your emails of 23 and 25 February 2012 to all the participants of your 2010-2011 Shangri La tour (copied to Denise, Amar and Robin); and your subsequent treatment of Graeme Earlam?

Perhaps it's a sense of fairness and justice on behalf of the Ferris clients affected. If so, then perhaps such a sense might have been honed by being on the receiving end of the exchanges alluded to above and subsequently, in addition, of your response, copied to all participants on the 2010 Dalmatia tour, to my well-meaning blog in expectation of the 2010 Dalmatia tour:

From: Mike & Denise Ferris [<mailto:safari@ferriswheels.com.au>]  
 Sent: Thursday, 13 May 2010 1:54 AM  
 To: [rgcrick@homemail.com.au](mailto:rgcrick@homemail.com.au); [borderair@people.net.au](mailto:borderair@people.net.au);  
[yvonnecumming@hotmail.com](mailto:yvonnecumming@hotmail.com); [mcdonaldsdn@xtra.co.nz](mailto:mcdonaldsdn@xtra.co.nz);  
[skerco@optusnet.com.au](mailto:skerco@optusnet.com.au); [tina.patsiaouras@adidas.com](mailto:tina.patsiaouras@adidas.com);  
[bellevue@grapevine.net.au](mailto:bellevue@grapevine.net.au); [Robert.Smith@services.nsw.gov.au](mailto:Robert.Smith@services.nsw.gov.au);  
[rick@bylaser.com.au](mailto:rick@bylaser.com.au); [paulcumming@hotmail.com](mailto:paulcumming@hotmail.com); [margparker@hotmail.com](mailto:margparker@hotmail.com);  
[kjbbowral@yahoo.com.au](mailto:kjbbowral@yahoo.com.au); [iancumming@internode.on.net](mailto:iancumming@internode.on.net);  
[gratton1hondo@hotmail.com](mailto:gratton1hondo@hotmail.com); [cfeutrill@adam.com.au](mailto:cfeutrill@adam.com.au);  
[chrisjfuruse@gmail.com](mailto:chrisjfuruse@gmail.com); [iga@siliconecho.com](mailto:iga@siliconecho.com)  
 Cc: [matej@smtours.com](mailto:matej@smtours.com)  
 Subject: RE: Dalmatian Delights 2

Hey Robert,

Faw Gawd's sake. They have an expression here which I cannot reproduce precisely because I do not have a cyrillic keyboard, but roughly translated it says, 'Tell me some good news or shut the f\*&k up' !

Please, spare us all from this negativity. We don't need to hear of motorbike accidents or winds that are gonna blow us off the planet. Bring some optimism with you to Ljubljana. The sun is shining here and it's a wonderful world.

See you soon. Mike F

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 Ferris Wheels Motorcycle Safaris  
 P O Box 996 Narrabeen NSW 2101  
 Australia Tel: +61 2 9970 6370  
 Web: [www.ferriswheels.com.au](http://www.ferriswheels.com.au)  
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A copy of my blog response, which provides insight into the blogs that elicited your reaction, is attached at [Attachment 2](#).

You were both humble and courageous in publicly apologising to me at the commencement of the tour. I was grateful for your apology and thanked you in private at the time.

I find it difficult to comprehend why, in this current case, instead of cutting your losses and setting about repairing the damage to your brand and product, you not only let it fester but take extra steps to aggravate the festering process.

I have undertaken two tours subsequent to what I have been subjected to as outlined above. It could well be that your apology in Ljubljana was instrumental in securing my commitment – during that tour – to the Shangri La tour. (I have acknowledged in correspondence to Denise, as you would appreciate, how good you were to Dylan on the Shangri La tour. I can't reiterate that and my gratitude for it enough.)

It both hurts and frustrates me that, as a five times satisfied and grateful participant in Ferris tours and a strong advocate through Motorcycle Meanders, I've been once again subjected to inappropriate treatment by you, as have been all your clients on the 2010-2011 Shangri La tour.

Having made a grievous enough error of judgement in sending the emails of 23 and 25 February 2012, you could have effectively regained ground lost by a retraction and apology.

But instead, you made the situation worse by engaging in a witch hunt to find out who was planning to undertake the Himalaya tour with a competitor (and not one who had hitherto been in the Australian market).

I'm still confused by your views on the email you sent to Graeme. He was obviously miffed by your enquiry as to whether he was planning to undertake the tour; and when he raised with you what, for him, were obviously deeply felt, genuine and legitimate grievances about the 2010-2011 Shangri La tour, instead of addressing the issues raised, your response was this:

```
> From: Mike & Denise Ferris
> Sent: Friday, March 30, 2012 8:27 AM
> To: earlam49@bigpond.net.au
> Subject: Re: [SPAM] RE: Himalaya
>
> You are one grumpy old cunt who can't fucking ride. Tell that to all your
> friends too.
>
> -----
> Ferris Wheels Motorcycle Safaris
> PO Box 996 Narrabeen 2101 Australia
> Telephone: (+61) 02 9970 6370
> Web: www.ferriswheels.com.au
> -----
> Are you living on the edge yet . . .
> or are you still taking up too much room?
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I was told by Denise that:

There is no question that the way in which Mike communicated to Graeme Earlam recently was completely inappropriate. No ifs or buts, his response was unprofessional and inappropriate. Mike has acknowledged this to me and apologised for his behaviour. There are other instances in the past when he has also behaved or communicated inappropriately with clients, yourself and others.

(Email from Denise to me 30 April 2012)

But you've never apologised to Graeme!

And you've never apologised to any of the other participants of the 2010-2011 Shangri La tour!

Mike, I'm not your enemy. I've been a long-standing client, supporter, advocate, proselytiser (that's my way-back background) and, if I might chance my hand, asset of the Ferris brand and product.

Do you really want to trash all that; and continue to trash your own brand and product?

While it would take some humility and courage on your part, both of which you have demonstrated in the past, it's never too late to rebuild. But your choice is whether it's worth digging deep for that humility and courage or whether you continue to stick to your guns and let the current damage cancerate.

I'm always ready to engage. And there might just be some validity in the adage that it's never too late.

Best regards

*Robert*

Robert Crick

[Erstwhile] Worthy Friend of Ferris Wheels

**ATTACHMENT 1**

**From:** Mike & Denise Ferris [mailto:safari@ferriswheels.com.au]  
**Sent:** Thursday, 28 May 2009 2:52 PM  
**To:** Robert Crick  
**Subject:** Re: New Web Site

Hi Robert,

Congratulations, well done, it looks very professional.

I/we must admit to being slightly miffed however. The contribution that Ferris Wheels has made in the variety of adventures you describe, hasn't received an appropriate level of recognition, in our humble opinion. We value our contribution and we feel rather unappreciated to have not rated more of a mention in your comprehensive write ups of 3 of **our** tours. Are you intentionally being unappreciative; have we done something to offend you, or is it just an unaware oversight? We realise of course, that it's **your** webpage and it's not all about **us**, but we feel your 'individualist' narrative would be somewhat more authentic if you had undertaken these overseas adventures on your own, rather than with the support and infrastructure we have professionally provided to you.

To help you understand our perspective, a few observations:

On your front page, beneath a photograph of you with a Ferris Wheels bike on a Ferris Wheels tour, is an acknowledgement to Eyewitness Travel because of a passing reference to something they wrote (but couldn't possibly hold copyright on). No mention of Ferris Wheels.

On your Morocco page, in the last paragraph 'A Final Comment' is another acknowledgement to Eyewitness Travel for another fairly inconsequential reference. No mention of Ferris Wheels in the entire page, despite virtually the whole itinerary being borrowed from our own documentation. A passing reference to 'meeting up with the rest of the group' without elaborating on who this group is or who organised it.

On your Rajasthan page you do actually mention Ferris Wheels but there's no description of who, where, what, or how we do things, no reference or link to our webpage. You mention We were accompanied by two mechanics from the company that hired out the bikes which is very inaccurate, rather than more factually perhaps, **Ferris Wheels** provided two mechanics as part of their support entourage for the tour

On the My Bikes page, you have something critical to say about all 3 of the bikes you were provided with 'on the tour of . . .' and you are downright disparaging of the KLE. It's a shame you didn't mention anything to us at the time, when we might have been able to do something about it. Even the BMW in Morocco was the discontinued model and Shame they weren't the twin version Are you really sure you want to join us again in Dalmatia . . .? We can't guarantee you a 2010 machine.

After three 3-week adventures with us, there's not a single photo of Denise or myself or any other group member, but there's a photo of the BMW saleswoman you spent 12 minutes with.

Am I just being a little over-sensitive ? under-appreciated and under-acknowledged?

By the way, on your Guest Book page, you've mis-spelt the word 'meanders'.

Cheers, sort of, Mike (and Denise)

PS. Okay I feel a little better now that I've had a major bitch. Perhaps if you're open to making a few alterations as a result of my comments, there might be some scope for putting a reciprocal link into each other's pages? If you're still talking to me.

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or are you still taking up too much room?

Thursday, May 13, 2010

### **Negativity or Anticipation?**

Wow!

And I thought I was providing a bit of charm and excitement to a tour that had grabbed my interest and imagination from the moment it was advertised.

I hadn't actually heard of the Bora until, as I reported, one of our cycle group mentioned it from his personal experience. It caught my imagination.

I had never dreamt that my take on it would be seen as a put-off or "negativity". It was another dimension to what's promising to be a thoroughly enticing tour.

Didn't I say that several of us were so enthused by our Rajasthan trip that we signed up for Turkey the following year; then to Morocco the next year; then to Dalmatia the year on from that?

Where's the negativity?

I've been chuffed at the compliments and gratitude I've received from so many for my personal enthusiasm for tours by preparing *cut and paste* guides, including for Dalmatia.

I would have thought my commitment to sharing preparations through maps highlighting our destinations and describing the key attractions was anything but negativity.

Least of all, warranting being told to "shut the f\*&k up".

But I'm not one for being deterred from the anticipation I have built up over the past year. I have every reason to expect a great trip. I always have.

As to [my regular blog](#), the latest contribution to which were some personal thoughts flowing from a local horrific tragedy last weekend, I feel I need say no more than every motorcycle death affects me very deeply. I find it all the more disturbing and depressing when there's evidence that the motorcyclist had abdicated power enough to have avoided the tragedy. An encouragement to motorcyclists not to abdicate that power, I would have thought, was a cogent positive message. One that's beneficial to us all and one that should be espoused by all.

However, I feel humbled that there are other views out there and I respect that others may feel they're justified.

**- Robert Crick. 9:05 PM**