



CHAPTER OFFICER NEWS

HARLEY OWNERS GROUP® OFFICIAL CHAPTER NEWSLETTER



SEPTEMBER 2015



2016 H.O.G.® OFFICER TRAINING

Even though the riding season is in full-swing, it's still a good time to start looking ahead to next year.

And that means it's time to make plans to attend H.O.G.® Officer Training, or as we like to call it, HOT.

For those who have not attended before, HOT classes run all day on Friday and Saturday and provide an opportunity for officers to attend classes, share best practices, and network with other Chapter officers.

COURSES WILL INCLUDE:

- Group Riding
- Working with Social Media
- The Dealer – Chapter Relationship
- Working with Dynamic Personalities
- Motivating Volunteers

- Welcoming New Members
- And more...

The training begins at 8:00am on Friday and ends by 5:00pm on Saturday. We open check-in on Thursday afternoon at 4:00pm and close at 7:00pm, so if you arrive by then you can get your credentials, materials and start the networking early. But as long as you're there by ~7:00am on Friday, you're good to go.

The training is free and includes breakfast, lunch, and dinner on Friday as well as breakfast and lunch on Saturday. You can also bring a guest to dinner with you on Friday night for some added festivities. There will be more information in upcoming Chapter Officer News.

2016 DATES AND LOCATIONS:

March 18-19	Louisville, KY
April 15-16	Las Vegas, NV
April 29-30	Providence, RI
May 6-7	Shreveport, LA

Registration will open in December. Keep an eye on hog.com for additional information, including hotels and room blocks. See you there!



*Bruce Motta
H.O.G.® Regional Mgr*

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EACH YEAR, ONE OR MORE OF H.O.G.'S 1-800-CLUB-HOG MEMBER RELATIONS REPS ARE CHOSEN TO WORK AT THE H.O.G.® AREA AT STURGIS. THIS YEAR, DAVID "MO" MATTSON GOT TO SEIZE THE OPPORTUNITY. THIS IS HIS STORY.

FIRST RIDE TO STURGIS



“RIDE AND HAVE FUN!”

That’s the H.O.G.® motto right? Well I had just that opportunity as I took my first long trip on a motorcycle by riding out to Sturgis to work the rally. Despite the fact that I only had about 400 miles of experience on a bike, and had never taken a trip longer than 50 miles, I made the decision at the urging of a couple of coworkers to ride a bike out to Sturgis.

With the decision made, planning began in full force. Disregarding my wife’s and daughter’s pleas to take a flight out to the rally, plans were instead made for fellow colleague, Bob “Rusty” Dwyer, to be my guide. We worked out a schedule that would have us leaving Milwaukee at 5:00am the morning of July 29th. Our goal was to make it as far as Mitchell, South Dakota that day.

As the saying goes, “the best laid plans often go awry”. When my alarm went off at 4:00am on July 29th, I woke to the threat of severe storms moving through our area. Rusty and I kept in contact and finally were able to hit the road at 8:30am that morning.

I have to admit that even though I had been looking forward to the experience, I was a little nervous as we made our way west towards Madison that morning. Rusty had made the trip numerous times before, but here I was on the start of a 900 mile trip with not a lot of riding experience.

By the time we made our first gas stop north of Madison, I was starting to feel more relaxed and able to enjoy the ride a little more. The ride across the Mississippi and along the bluffs

in Minnesota was awesome, and an incredible viewing experience.

After a stop in Albert Lea, Minnesota for lunch and gas, we continued on our way. But not before another unexpected turn of events. Rusty and I got separated a bit and before I knew it, my fuel light was coming on. Unable to make my way up to Rusty, and with the fuel range saying 6 miles, I knew it was time to get gas at the next exit. I got off the highway and made it to a gas station. Rusty, who had pulled over when he didn’t see me, was able to reach me and let me know he was waiting down the road for me.

After filling up, we again joined up and were able to continue on our way. The rest of the trip to Mitchell went off without a hitch, and I was able to see the world famous Corn Palace that afternoon. We had ridden over 500 miles that day, and I’m glad to say it was a very enjoyable experience!

After breakfast the next morning we started out riding again. This time, I have to admit I was much more relaxed after the first day. I sure wish I had pulled over to take a picture when we rounded the bend and there at the bottom of the hill was Lake Chamberlain. What a beautiful sight, and it was only the beginning!

Our second day we spent riding through the Badlands, Wall Drug, Custer State Park, past the Crazy Horse Memorial and Mt. Rushmore. What a beautiful country to ride through. Of course I had to stop

FIRST RIDE TO STURGIS CONT.

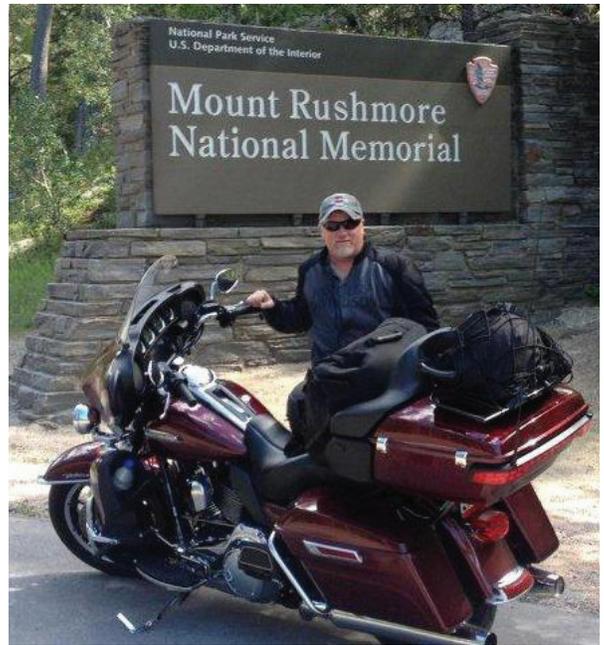
and get my picture taken at a few of the stops (good thing I had my 2015 Touring Handbook along so I can send some pictures in for the H.O.G.® ABC's of touring contest!) By days end, we had put on another 400 miles and I couldn't stop thinking about how fortunate I was to have this opportunity.

We traded stories about where we had been, what we had seen and what we still hoped to see.

Tuesday morning it was time to pack up the bikes, check out of the hotel and head to Sturgis to work our last day at the rally. The plan was to leave Sturgis

there. Lonnie, the owner, and his team were great, and after a couple of hours we were on the way back home.

At our last stop for gas I gave Rusty a huge hug and thanked him for being a great road captain for me. When I pulled in my driveway that evening,



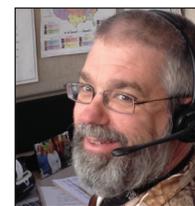
On Friday morning we rode into Sturgis to do our set-up for the rally. After we had finished for the afternoon, we headed to Spearfish Canyon. I cannot begin to describe the feeling that I got as we rode through it. Words would not do justice to describing the scenery. After Spearfish, we headed to Deadwood and then decided to take a ride through Vanocker Canyon on the way back to the hotel. I have to admit to choking up a little bit as I tried to describe the whole experience to my wife that night over the phone.

Saturday, Sunday and Monday were spent in Sturgis at the H.O.G.® pin stop greeting members and handing out pins to those who stopped by.

and head back to Mitchell for that night before continuing on our way home. Rusty was keeping a close eye on the weather that day as storms were popping up all over the place with some of them being severe. We were able to get out of town shortly after 5:00pm and made it into Mitchell around 11:30pm that evening without hitting any rain.

Wednesday morning after a quick breakfast it was back on the road to complete the journey. After a few miles down the highway, the check engine light and coolant light on the trike come on. Another unplanned event, but we stopped at J & L Harley-Davidson in Sioux Falls. I cannot say enough about the great service experience we had

the odometer read over 2,400 miles for the trip. More than 6 times the total previous experience I had on a bike! As I look back and reflect on the trip, my smile seems to get bigger and bigger every day. What a truly incredible feeling to be riding through some beautiful country and getting an up close and personal view. I sure do plan to keep on "Riding and Having Fun!"



*David Mattson
H.O.G.® Member
Relations Representative*

RENEW THE RIDE!

While H.O.G.® has always been about riding and having fun, some Chapters have found that supporting charitable programs important to their members often serves to bring them closer together. We've found the same to be true here at Harley-Davidson. That's why we support several important and diverse causes at a national level, all with the goal of fulfilling dreams of personal freedom.

Since Renew the Ride™ is one of our newer programs, you may not yet be familiar with it. The purpose of the program is to rally the H-D® community to protect the great outdoors to ensure that we can continue to enjoy

motorcycling long into the future. To do this, we are supporting The Nature Conservancy and their Plant a Billion Trees initiative. Our goal is to support the planting of 50 million trees by 2025. The Harley-Davidson Foundation has committed to a series of annual grants to support this program and we are asking our dealers and riders who might be interested in joining with us, to consider supporting this program through fundraising rides and events. If this fits with your interests please talk with your dealer and visit www.renewtheride.com. Thanks for all that you do to make our communities stronger.

OUR FOCUS AREAS INCLUDE:

- **Muscle disease - in support of MDA**
- **Breast cancer - through Harley-Davidson's Pink Label Collection, in support of: National Breast Cancer Foundation, ABCD: After Breast Cancer Diagnosis, and Young Survival Coalition**
- **Members of the military - Harley-Davidson's Operation Personal Freedom, in support of Wounded Warrior Program**
- **The Environment - Harley-Davidson's Renew the Ride™ program, in support of The Nature Conservancy**



Anne Marie Arroyo
H.O.G.® Communications Lead



EVOLUTION

As many of you know, H.O.G.® State Rallies began in the late 80's. In the beginning, rally teams were a core group of six passionate H.O.G.® members willing to dedicate their time and energy in creating a good time for H.O.G.® members.

As we've moved forward, new activities were introduced that required the core team to grow. So with that growth, the need to add a couple positions became necessary. .

Today the H.O.G.® rally teams are made up of the following positions:

- **Rally Coordinator**
- **Rally Treasurer**
- **Rally Registration Coordinator**
- **Rally Secretary**
- **Rally Site Coordinator**
- **Rally event Coordinator**
- **Rally Volunteer Coordinator**
- **Rally Marketing Coordinator**

These individuals work together as a team along with the H.O.G.® Regional Manager to evolve their plan into an active event that ultimately brings

H.O.G.® members together to ride and have fun.

Earlier this year, we removed the word "state" from the name "H.O.G.® Rally". This opened the door for more creativity and eliminated some perceived barriers about these events, such as having to reside in the state where the rally is held.

From changing the planning team's structure to changing the event's name, evolution of these rallies is always taking place. Additional examples of change include some areas throughout the U.S. merging individual rallies into one regional event as well as some rallies moving from stationary events to riding rallies. Along those same lines, rally length now varies from a day and half to as many as six or seven days. Something new for 2016, and still in the planning stages, is a ten-day H.O.G.® rally. Talk about evolution! Here are a few more examples of how rallies are different now than just ten years ago: websites, Facebook pages, on-line rally

registration and reminders to H.O.G.® members from H.O.G.® national about pre-registration deadlines via targeted e-mail blasts!

What is the next evolution of these volunteer organized H.O.G.® events? Only time will tell, but be assured the evolution will always have a focus on improvement and quality and of course, input from H.O.G.® members!

Now don't forget to share this with your membership.

Thanks for what you do and see you on the road!



*JT Hasley
H.O.G.® Regional Mgr*



INSURE YOUR OPEN EVENTS MAKE SURE YOU'RE COVERED!

When developing your Chapter event schedule, there are 2 types of events to choose from: open or closed. A general liability insurance policy is automatically provided to chartered Chapters for closed where only pre-approved activities are being conducted. However, the H.O.G.® Chapter insurance policy does not automatically cover non pre-approved activities or open events.

OPEN EVENTS

are those promoted / advertised as "open to the public" or "all bikes welcome" and/or events that include more non-Chapter members than the host Chapter members.

By not obtaining the proper coverage for all non pre-approved activities and/or open events, the H.O.G.® Chapter could be putting the Chapter, Chapter officers and your sponsoring dealership at risk. To ensure that your H.O.G.® Chapter is fully covered and your dealership has the worry-free flexibility to sponsor open H.O.G.® events, Harley-Davidson® Insurance offers affordable coverage options for all open events.

OPEN EVENT COVERAGE

(Partial list of pre-approved activities)

- Auctions
- Bike Shows
- Bike Blessings
- Bike Wash
- Bingo
- Chapter Meetings
- Chapter Rides
- Children's Activates
- Craft Shows
- Drill Teams
- Flea Markets
- Food Fund Raisers
- New Chapter Member Rides
- Observation & Scavenger Hunts
- Picnics
- Seminar
- Social Gathering and non-motorized, non contact sports in conjunction with Chapter events

APPLYING FOR H.O.G.® OPEN EVENT COVERAGE

Once your sponsoring dealer approves an open H.O.G.® event, the H.O.G.® Chapter must complete the Chapter Application for Non-Approved or Open Activities. The application is accessible online at www.hog.com (click on "Chapters", scroll down to Chapter officer tools - downloadable forms).

MEMBERSHIP TOOLS

Keep your budgets balanced and your members fired up.

CHAPTER OFFICER TOOLS

[Membership Verification](#) ▶

[Membership Report](#) ▶

[Downloadable Forms](#) ▶

[Chapter Profile](#) ▶

RALLY TOOLS

[Membership Verification](#) ▶

[Budget Form](#) ▶

[Rally Road Report](#) ▶



The form is now in an editable format, so you can type in the information and then print it out. Once completed, the application and a copy of the open event flyer should be faxed or emailed to H-D® Financial Services, Inc. (HDFS).

1. Fax: 800-699-2142
2. Email: dealershipinsurance@hdfs.com

Be sure to use the correct format when creating the flyer for your event. Instructions and an example are available in the event section of the H.O.G.® Chapter Handbook (page 12) on hog.com.

Upon receipt, the application will be processed and an invoice and Certificate of Insurance will be sent for the H.O.G.® open event policy coverage.

Knowing that your H.O.G.® Chapter has proper insurance coverage for both closed and open events will provide you peace of mind and keep members riding and having fun.

If you have questions or concerns about H.O.G.® Chapter insurance, please call 888-690-5600 and one of our knowledgeable insurance specialists will be happy to assist you.

We look forward to being of service to you.

Carolyn Doughty and Lisa Squires
Harley-Davidson



September and October provide H.O.G.® members multiple opportunities to ride and pick up a H.O.G.® commemorative pin. Come see us at the following events!

Bikes, Blues & BBQ (includes free demos on 2016 H-D® motorcycles)

University of Arkansas Baum Stadium
1255 S. Razorback Road
Fayetteville, AR
September 23 – 26, 2015
9:00am – 5:00pm

H-D York Manufacturing Plant Open House (includes free demos on 2016 H-D® motorcycles)
September 24 – 26, 2015
9:00am – 5:00pm

Reno Street Vibrations
Chester's Reno Harley-Davidson, 2315
Market St., Reno, NV
September 24 – 26, 2015
9:00am – 5:00pm

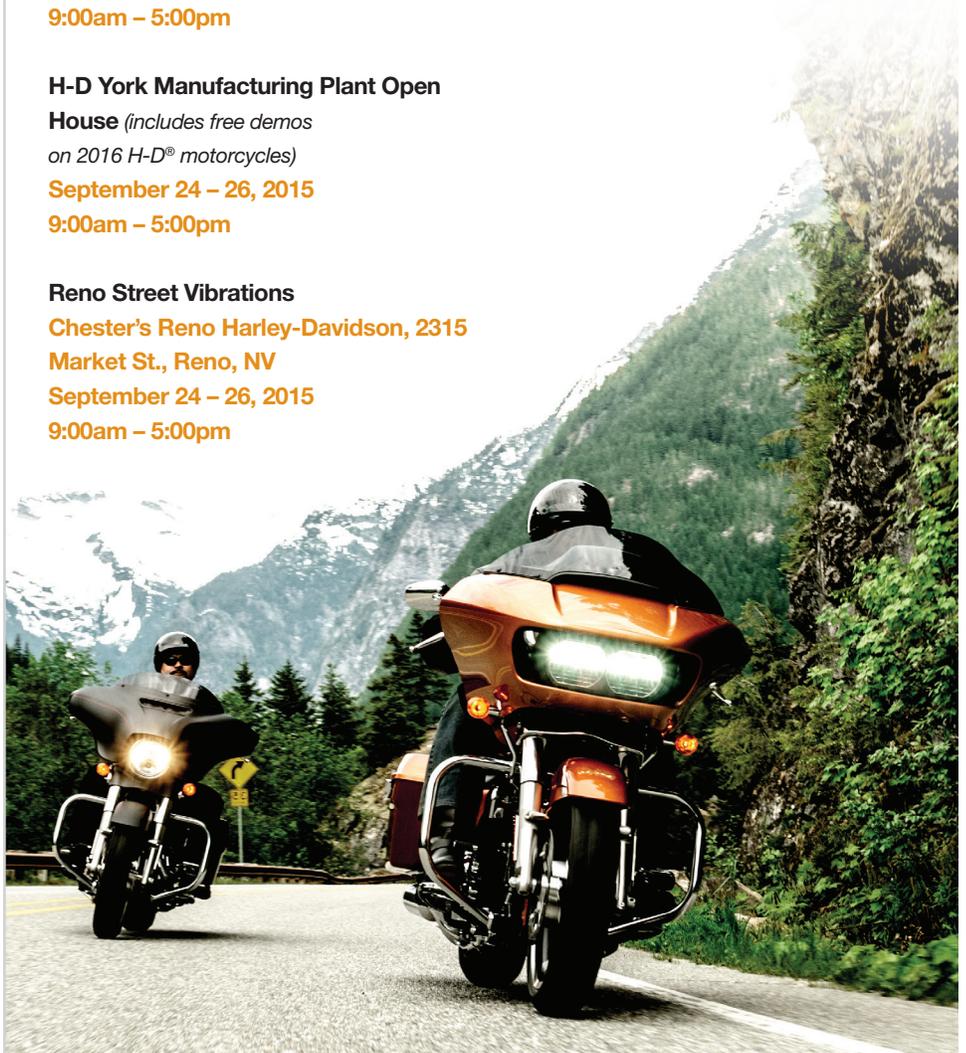
Biketoberfest (Includes free demos on 2016 H-D® motorcycles)

Bruce Rossmeyer's Destination Daytona Harley-Davidson
1637 N. Highway 1, Ormond Beach, FL
October 15 – 17, 2015
9:00am – 5:00pm

Thunder Beach Autumn Rally (Includes free demos on 2016 H-D® motorcycles)

Pier Park North, 15700 Panama City Beach Parkway, Panama City Beach, FL
October 21 – 24, 2015
9:00am – 5:00pm

As a reminder, H.O.G.® pin stop and H.O.G.® Rally locations can always be found at hog.com/events.



CHAPTER LIFE MEMBERS?

We ran an article regarding life membership in Chapters back in 2012. This topic seems to be popping up again, so we thought we would offer a refresher. Since national H.O.G.® offers life memberships, why shouldn't a Chapter? Actually, there are a number of reasons.

Chapter Charter – The H.O.G.® Chapter Charter states in Article 6, #4: "Chapter membership is a single level membership. There are no life or associate Chapter memberships. All Chapter members are entitled to all Chapter membership benefits." On a national level, benefits are different for each type

of membership available.

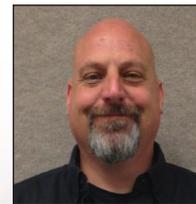
Dealer Vision – Chapter operations are based on the sponsoring dealer's vision. If for some reason a Chapter member's vision doesn't align with the dealer's the member is free to join another Chapter. The sponsoring dealer has the authority to remove any member from the Chapter.

Revenue Stream – Remember that dues are what funds Chapter operations. Once a life member's (one time) dues have been exhausted, that life member is no longer financially supporting the Chapter. Is that fair to the rest of the members?

Dealer Closing or Buyout – Finally, what happens if the dealership closes

altogether or is sold? Closings are rare these days, but buyouts happen regularly. Of course the member is free to join another Chapter, but the new dealer is under no obligation to honor the previous Chapter life membership.

As you can see, a Chapter life membership brings with it a number of insurmountable issues. Because of that H.O.G.® will not support a Chapter life membership. If you have any questions, please feel free to contact us.



Todd "THOR" Robinson
H.O.G.® Regional Mgr



NO MORE ANNUAL CHAPTER RENEWAL PROCESS!

This is the issue that we would normally remind you that your renewal packets will be in the mail soon. If you were an officer last year, you may remember a communication from H.O.G.® stating we were discontinuing the annual renewal and replacing it with a contract with your sponsoring dealer. That contract has no expiration date and it's good for as long as the dealer and H.O.G.® say it is.

With that said, however, we still need to keep our system up-to-date with your current officers! The Officer Change form available in the downloadable forms

section of hog.com is now editable. You can open the document, save it, type in your changes, print it out and email or fax to us. You only need to list the officers that have changed (unlike the old Chapter Charter Application where all officers were listed).

The officer change form should be submitted each time you have an officer change. This will allow the new officer(s) to gain access to the officer resource section on hog.com shortly after the form is received and processed. There is no need to wait until the end of the year to submit.

Officer change forms can be scanned and emailed to officers@harley-davidson.com or faxed to 414-343-8917.



H.O.G.® OFFICER CHANGE FORM

OFFICIAL CHAPTER INFORMATION

Chapter Name (write): _____

Chapter # _____ Number of Chapter Members: _____

NOTE: Submit this form only when officers are actively in place.
 Our H.O.G.® System only allows for one officer per position at a time. When changes are processed, former officers immediately lose access to resources on hog.com.

OFFICER LISTING – please PRINT CLEARLY. National H.O.G.® numbers MUST be provided. (*Indicates required officer)
 List **ONLY** officers that are being added or changed.

*Sponsoring Dealer	H.O.G.® # _____	email _____
*H.O.G.® Manager	H.O.G.® # _____	email _____
(must be a Dealership employee)		
*Director	H.O.G.® # _____	email _____
*Assistant Director	H.O.G.® # _____	email _____
*Treasurer	H.O.G.® # _____	email _____
*Secretary	H.O.G.® # _____	email _____
Activities Officer	H.O.G.® # _____	email _____
L.O.H. Officer	H.O.G.® # _____	email _____
Road Captain	H.O.G.® # _____	email _____
Editor	H.O.G.® # _____	email _____
Safety Officer	H.O.G.® # _____	email _____
Photographer	H.O.G.® # _____	email _____
Historian	H.O.G.® # _____	email _____
Membership Officer	H.O.G.® # _____	email _____
Welder	H.O.G.® # _____	email _____

I have read the H.O.G.® Chapter Charter and agree to operate in accordance with it and the above information is correct.

Dealer Signature: _____ Date: _____
(Sponsoring Dealer, H.O.G.® Manager, General Manager)

Director Signature: _____ Date: _____

Email to: officers@harley-davidson.com or Fax to: 414-343-8917
Dealers, H.O.G.® Managers and GMs can email changes from a dealership email address in lieu of using the form.

Rev. 10/14



Cindy Johnson
 H.O.G.® Sr.
 Regional Coordinator

MUSEUM HAPPENINGS



RECENT WATERCOLORS BY WILLIE G. DAVIDSON

Through January 3, 2016

After a successful summer run with Willie G. Davidson: Artist, Designer, Leader, Legend, the Museum is thrilled to announce that the featured collection of Willie G's recent watercolors will be extended! Even in retirement, the man who became synonymous with the artistry and design of Harley-Davidson is a full-time artist. See the works that result as Willie G. spends his days "wrecking paper" in his studio at the Museum.

SKULLOWEEN BIKE NIGHT

Thursday, October 29, 5pm-9pm

Nobody does orange and black better than Harley-Davidson. And for our Halloween celebration, the Harley-Davidson Museum® is inviting all bikers to come down to one of Milwaukee's most popular haunts, MOTOR® Bar & Restaurant. Rock out to live music on the spooktacular Museum campus as MOTOR® Bar & Restaurant pairs food and drink specials that celebrate the season.

VETERANS DAY APPRECIATION

November 7, 8 and 11, 10am-6pm

We salute you! On November 7-8 & 11, Harley-Davidson Museum® will offer free Museum entry for all active Military, Veterans and their families*. Harley-Davidson has always been on the front line – right next to the troops. The first American to enter Germany after World War I did so on a Harley-Davidson® motorcycle. Learn more about H-D's military involvement during the Military Gallery Talks at 11am and 2:30pm. MOTOR® Bar & Restaurant offers a 10% discount for service members every day.

**Free entry with valid Military or Veterans ID for 1 additional adult and up to 4 children 18 years old or younger.*

ROCK THE RUMBLE V

November 14, 6pm-11pm

The Harley-Davidson Museum® and Guitars for Vets will host Rock the Rumble V, a benefit rock concert to raise funds and awareness for Guitars for Vets. G4V is a non-profit organization that enhances the lives of ailing and injured military Veterans by providing them with free guitars and music instruction. The benefit will include an on-site auction featuring a variety of guitars and other items. Tickets will be available closer to the event.

4TH ANNUAL BLACK FRIDAY BEERFEST

November 27, 4pm-7pm (VIP entry at 3pm)

Forget the Mall. The best way to spend Black Friday is with great friends and your favorite craft brews at the Harley-Davidson Museum®. Sample a variety of beers from IPAs to lagers from many of the Midwest region's best craft breweries. Tickets will be available closer to the event.

NEW PILGRIM ROAD POWERTRAIN OPERATIONS FACILITY TOUR CENTER AND GIFT SHOP

The new Tour Center in Menomonee Falls will host the legions of Harley-Davidson enthusiasts who make the pilgrimage to see "legends in the making." Additionally, the Gift Shop will be stocked with new products and items found exclusively at the Pilgrim Road Facility. The Facility is also announcing an expanded schedule of tours. Steel Toe Tours, originating from the Harley-Davidson Museum® (400 W. Canal St., Milwaukee), are available year-round on Wednesdays and Fridays at 9:15am and 12:30pm. Additional Thursday tours are available from June through September, beginning at 9:15am and 12:30pm. Free factory tours begin at regular intervals between 9am – 1:30pm, Monday through Friday. Call 877-883-1450 in advance for availability.