



CHAPTER OFFICER NEWS

HARLEY OWNERS GROUP® OFFICIAL CHAPTER NEWSLETTER

FALL 2016

WELCOME TO H.O.G.®

This has been a fantastic summer! There have been some great rallies and I absolutely love reading in your newsletters about all the great rides and experiences you are creating! I personally had the opportunity to attend the History in the Hills H.O.G.® Ride, the Ontario Canada rally and, as I write this, the Brew City Experience is in full swing in Milwaukee! There so many great rides and experiences to enjoy with H.O.G.!

To participate in these great experiences it begins with an introduction to H.O.G. This introduction might come from someone at national H.O.G. but more than likely it will come from one of you. Oftentimes a new member will get introduced to the Chapter after a Harley-Davidson® motorcycle purchase. This introduction to H.O.G. is extremely important, as it can lead to life changing experiences (life changing in a good way). Think about all of the great rides

and adventures you have had because of your connection to H.O.G. I know some of the best memories I have are because of H.O.G.

“How does your Chapter welcome new members to H.O.G.?” I have asked this question many times and I almost always get the same response. First, we invite the new buyer to our meeting; then we get them up on stage and give them a microphone to introduce themselves. Whoa! A meeting with strangers combined with public speaking—that is most people’s greatest fear.

I certainly understand that there are many Chapter members that enjoy the monthly get-together, but that is largely to hang out with the great Chapter brothers and sisters they have been friends with for a long time. For new members this format can be a bit overwhelming; not to mention they

bought their bike to ride. And riding Harley-Davidson motorcycles is what H.O.G. is all about! Your Chapter knows where the best rides in the area are! Please take those new members for a ride. Keep the groups small, the ride relatively short, and choose a Ride Leader that is good with new people and an ambassador for the Chapter. That initial interaction is absolutely critical to obtaining and retaining new members. Let’s keep it all about the RIDE!

See you on the road!



*Tim Budzien
Director, H.O.G.®
and Membership Programs*

INSIDE:

2 EVOLUTION IN THE H.O.G.® WORLD
YOUR THOUGHTS PLEASE

3 2017 RALLY SCHEDULE

4 THINKING BEYOND RIDING SEASON

5 OFFICER TRAINING

6 MUSEUM HAPPENINGS

EVOLUTION IN THE H.O.G.® WORLD

I hope you are enjoying your rides wherever they take you. Have you tried any new rides or activities this year? Trying a new road or new adventure on your Harley-Davidson enhances your Chapter members' motorcycling experience. And after all, isn't that why we bought them – to ride?

Evolution in the H.O.G.® world is a constant. For 33 years H.O.G., H.O.G.® Chapters and H.O.G. events have evolved. H.O.G.® logos, member benefits, H.O.G.® Training Programs and more continue to evolve to make the Official Riding Club of the Harley-Davidson Motor Company the best. Sometimes it is something that just needs to be freshened up a bit. You have probably seen that with your Chapter rides and activities.

H.O.G.® Rallies will continue to evolve to provide H.O.G.® members a most excellent member event experience in 2017 and will take on new titles, as well. H.O.G. members are very passionate about the H-D® brand and H.O.G. We listen to what the members are looking for and we try hard to meet their wishes. You will soon see the work that has been going on that will make finding your next adventure a lot easier.

H.O.G.® Rallies are not going away. However, as I mentioned above, the 2017 the rallies will be titled differently. Designation of these rallies will no longer include boundaries or the name of the state they are held in. Instead, they will simply be known as "H.O.G. Rallies" with no specific regional distinctions. So you can now go to any rally (or any number or rallies) that you choose.

The schedule that follows shows some of what is being planned for you by your fellow H.O.G. members. Dates are still subject to change, so watch for updates on *hog.com* and in H.O.G.® Magazine later this year. More rallies maybe added, not to mention HOG Pin Stops and other exclusive Riding Club events.

Thank you for your commitment, your dedication and loyalty to the H.O.G. family!

See ya on the road.



*JT Hasley
H.O.G.® Regional Mgr*

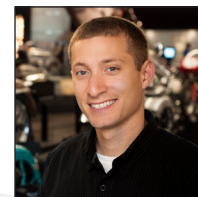
YOUR THOUGHTS PLEASE

JT just laid out a snapshot of where rallies are going and now we want to hear from you! What elements of rallies do you currently like? What could be improved? Are there new elements you would like to see? Here are some thought starters for you:

- Rides at rally
- What's makes a great location
- Activities
- Entertainment
- Length of event,
- Riding vs. stationary rally

Please share your thoughts on these questions, or any others that come to mind. Your feedback is key to how rallies will continue to evolve. Please send them directly to me at samuel.klein@harley-davidson.com or 414-343-4002. Looking forward to hearing from you.

See you on the road!



*Sam Klein
Sr. Regional H.O.G.® Coordinator –
The Americas*

2017 H.O.G.® U.S. RALLY SCHEDULE

hog.com/rallies



DATE	RALLY	LOCATION
APRIL		
April 6 – 8	Deep South HOG Rally	Alexandria, LA
MAY		
May 18 – 20	Southwest HOG Rally	Temple, TX
JUNE		
June 5 – 10	Merging Mountains HOG Rally	Roanoke, VA
June 8 – 10	Rocky Mountain HOG Rally	Steam Boat Springs, CO
June 16 – 21	Riding Rally	North Carolina to Florida
June 22 – 24	Last Frontier HOG Rally	Fairbanks, AK
JULY		
July 11 – 15	Southern Backroad's HOG Rally	Cookeville, TN
July 13 – 17	HOG Revolution Rally	Utica, NY
July 20 – 22	Pacific Northwest HOG Rally	Meridian, ID
July 27 – 30	HOG Iron Adventure of New England	Lincoln, NH
AUGUST		
August 15 – 19	Home Sweet Chrome HOG Rally	Grantville, PA
August 17 – 19	Great Lakes HOG Rally	Sault Ste. Marie, MI
SEPTEMBER		
Sept. 14 – 16	Western HOG Rally	Chandler, AZ
OCTOBER		
October 5 – 7	Central HOG Rally	Ardmore, OK
NOVEMBER		
Nov. 1 – 4	Southeast HOG Rally	Pensacola, FL

THINKING BEYOND THE RIDING SEASON

As the leaves start to turn and we find ourselves coming to the end of the summer, a great many H.O.G.® Chapters and officers find themselves asking what to do after the riding season. For most of the country the fall season is some of the best riding, but it leads to winter, where many of us have to put the bikes away for a while or at the very least slow down the frequency of the wind in our faces.

How to keep our members engaged when not riding seems to be a challenge for most Chapters. The default is, of course, let's have a meeting. Unfortunately for the great majority of our members, what should be a social time to hang with our brothers and sisters in H.O.G.® turns

out to be a dragged out business meeting. Talking about money, charities, more meetings, etc., when all our peeps really want to do is hang out.

Let's look to break this vicious cycle. Let's look to provide our members with time to hang out together, time to bond even when not riding. Let's look to bowling leagues, dart leagues, shooting ranges, archery ranges, blacksmith classes, tattoo nights (fav of this author) tech talks at the dealership and beyond. Let's challenge ourselves to come up with new and cool ways for our members to interact and hang out without suffering through anymore mindless business meetings.

Never forget what the purpose of H.O.G. is... TO RIDE AND HAVE FUN. This means simply that when we are not riding, we should be having fun – and almost no one has fun sitting in a room and talking about business. Change things up. Refresh the opportunities you provide your members, riding season or not, to have new and different ways to share the Harley-Davidson and Harley Owners Group® experience.



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



2017 H.O.G.® OFFICER TRAINING

As the riding season starts to wind down, it's a good time to start thinking about next year. And the best start to the 2017 season is to make plans to attend H.O.G.® Officer Training, or 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. Registration opens on Thursday at 4:00pm and closes 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 approximately 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.

Each H.O.G.® Chapter is allowed up to six slots for officers and one slot for your sponsoring dealer or dealer staff. Keep in mind that registration is first come first served, so these six slots are not guaranteed. Since Chapter officers often change at the beginning of the year, don't forget to update any

changes with H.O.G. You can get the Officer Change Form on hog.com in the Chapter Resource section. There will be more information in upcoming Chapter Officer News.

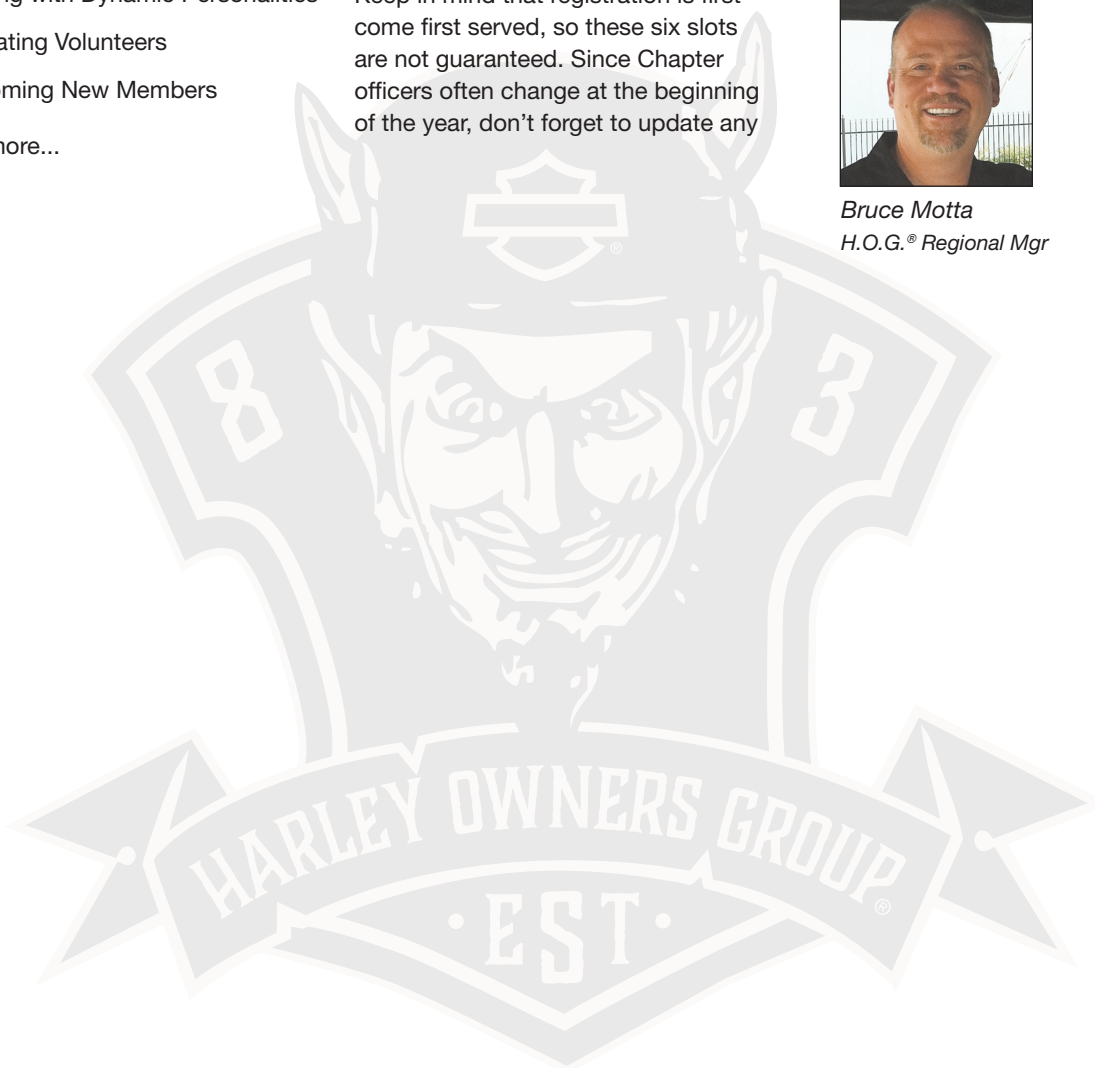
2017 DATES AND LOCATIONS:

Feb 10-11	Schaumburg, IL
Feb 17-18	Myrtle Beach, SC
March 24-25	Albuquerque, NM
April 7-8	Buffalo, NY

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





MUSEUM HAPPENINGS

hog.com/museum



BBQ & BLUES

MOTOR® Bar & Restaurant

AYCE Special: 5 - 9 p.m.

Blues Music: 5:30 - 8:30 p.m.

On Saturdays from Oct. – Nov. MOTOR brings together two true American classics: Blues music and all-you-can-eat BBQ. For just \$19.95, have your fill of MOTOR’s famous hickory-smoked BBQ chicken, pulled pork, smoked brisket and grilled sausage links – all four is a great start – or add on AYCE Memphis-style dry-rubbed ribs for only \$5 more. All BBQ platters include AYCE French fries, jicama coleslaw, BBQ baked beans and made-from-scratch cornbread.

In addition to all the smoking BBQ, MOTOR will sizzle with the best in true American blues music from nationally known musicians – with no cover charge! Don’t delay in making a reservation for your next great Saturday night as MOTOR rolls out the orange carpet for this perfect pairing of good food and live music.

WINTER BLUES

BIKE NIGHT SERIES

Oct. 6 & 27, Nov. 17 and Dec. 15

Bike Night never goes into hibernation. The party just moves indoors to the cozy confines of MOTOR where good times are still the order of the day. Reconnect with friends, make new ones and plan for the day when your bike comes out of storage.

VETERANS DAY APPRECIATION

Nov. 11-13

10 a.m. - 6 p.m.

We salute you! On Nov. 11-13 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 11:00 a.m. and 2:30 p.m. MOTOR® Bar & Restaurant and The Shop offer a military discount every day.

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