



# CHAPTER OFFICER NEWS

HARLEY OWNERS GROUP® OFFICIAL CHAPTER NEWSLETTER

JUNE 2016

SUMMER 2017

## GO RIDE AND HAVE FUN!!!!

Check out all the great rides and events @ [HOG.com](http://HOG.com).

*See you on the Road!*



Tim Budzien  
Director, H.O.G.<sup>®</sup>  
and Membership Programs

## CALL CENTER EXPANDS HOURS



### We ride with you!

I often think about those words and what they mean. I can hear Willie G. saying them like he is standing right in front of me. Always brings a smile to my face. While the H.O.G.<sup>®</sup> Member Services team would LOVE being on the road with you, we need to be here in the Customer Support Center back in Milwaukee when you need us.

As of April 2016, our hours of business expanded to 8:00am-8:00pm Central Standard Time (CST),

Monday through Friday, and Saturdays 8:30am-5:00pm CST.

The H.O.G. Member Services Team is here to renew existing H.O.G. Members and join new members as well. They also are the member's best resource for information regarding National H.O.G.<sup>®</sup> Membership benefits and program information and to answer your questions. The number is 1-800-CLUBHOG (1-800-258-2464) – we look forward to talking with you!



Dan Huenink  
H.O.G.<sup>®</sup> Customer & Technical Services Lead

# RESOURCES

***“Wow, you have the greatest job in the world!”***

**T**hat phrase is often heard by H.O.G.® Regional Managers for the Harley Owners Group® at Harley-Davidson Motor Company. Yes, it is a great job, being able to support the many committed and dedicated H.O.G.® members who lead their Chapters. Supporting you, the sponsoring Dealer and Chapter leaders is one of our main roles and responsibilities.

You know your first stop for questions concerning Chapter operations should be:

- the H.O.G.® Chapter Charter
- your sponsoring Dealer
- your H.O.G.® Chapter Manager
- the H.O.G.® Chapter handbook

But what if you need further assistance? Your particular situation may not be specifically listed in the Chapter Charter or Handbook. It could be a concern or question your sponsoring Dealer or H.O.G. Chapter Manager does not have a solution for or cannot resolve.

In those instances, your Regional H.O.G.® Manager is another resource for the leaders and sponsoring Dealers of H.O.G. Chapters. We are here to assist with Chapter operational concerns or questions – those situations you are not quite sure how to handle. For example, maybe you have an idea about how to simplify Chapter operations. The Regional manager can clarify if it is okay for to move forward with the proposed change.

Dan Huenink has an article on page 1 about the expansion of hours for the H.O.G. Call Center. They can assist as well. And if they cannot, they let us know.



I am sure you understand that as a Chapter leader, you too are a resource. You're a resource to insure the Chapter is riding and having fun. Having a good selection of rides offering variety and appeal to all members in your Chapter keeps everyone engaged.

Understanding the Chapter Charter and reminding members of their H.O.G.® National Member Benefits is also an important part of the Chapter leader's responsibility. Often H.O.G. Chapter members may not be aware of their membership benefits or need to be updated on new or improved offerings. The charter is the operational guideline for all H.O.G. Chapters. Insuring all members understand the charter is important and will save you time answering questions.

Lastly, how should you inform non-Chapter members about your Chapter and the benefits of a H.O.G. National membership? Ah, we have another resource for that – the *H.O.G. National Membership Guide*. This free booklet is available to both you and your sponsoring Dealer and can be used to let Harley-Davidson® motorcycle owners who are not Chapter members know about the benefits of H.O.G. These guides come in packages of 25, and your sponsoring Dealer or H.O.G. Chapter Manager can order copies when ordering parts, etc., using part number 999006-HG.

Working together we'll keep H.O.G. growing and rolling!!

Thank you all for your commitment and dedication to the H.O.G. family.



**JT Hasley**  
H.O.G.® Regional Mgr

# CHANGE IS GOOD



Just over 33 years ago, the “Official Riding Club” of Harley-Davidson was born. At the inception of the Harley Owners Group® the focus was bringing together the passionate and brand loyal riders of Harley-Davidson® motorcycles. The concept was born to get people out riding and having fun. To bring together Dealers and their best customers, to bond with the Motor Company and, most importantly, to ride and have fun with each other.

So it's not shocking that when looking back we maybe could have done a couple things better. When we introduced the Harley Owners Group we took care to talk to the other MCs, rider groups, etc., to make sure we showed the proper respect to the riding community. We created a historic logo using an agreed upon two-patch look. We took great care in naming our Chapters, working with Dealers and the communities involved. We protected our logos to make sure that everyone would know who we are and what we stand for...with one exception...the CHEVRON.

The upper chevron was never protected. The thought was that the shape was not distinct enough to protect and the wording inside was different on each one, so there was no common thread to protect. For years this was not an issue; however over the past several years there have been



a number of H.O.G. wanna be clubs starting up. Many of these are former Chapter members who, for whatever reason, have left the Chapter and are representing themselves as chapters. Some are national members who portray themselves as chapters; some are just people out there to deceive the public.

In our efforts to stop this trend and to be customer-led (yes, we listen to you!), we finally found a simple solution to the issue. We have created a new chevron that can be and is protected by our trademark.

The addition of the Bar and Shield to the chevron means that we can now enforce the entire two-patch we proudly wear. This will help everyone – biker and non – to easily identify who is a legit H.O.G.® Chapter and who is

not. It will more easily allow us to go after those who are not legit chapters and those who misrepresent the Harley Owners Group.

This is a first step in many things we will be unveiling in the upcoming year that will help your Chapter grow and help your Chapter get back to what we were founded for – to ride the best damn motorcycles in the world and have fun doing it.



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

# HOT RECAP



**R**oughly 2,000 Chapter officers joined us this year for H.O.G.® Officer Training. Our theme was 'Freedom Unleashed' but it was more of a call to action.

The officers who attended sessions in Louisville, Las Vegas, Providence, and Shreveport were asked to take a hard look at everything they do as a Chapter and eliminate anything that's not required to make the Chapter run. Tim Budzien, Director of H.O.G. and Membership Services summed it up from stage by asking "If it doesn't have to do with riding or having fun, why are you doing it?"

To help provide more opportunities for their members to ride, we asked the Chapter officers to think differently about how and when they plan their rides. For example, those who work an off-shift won't be able to join the group for after-work ride during the week. So why not plan a ride for them at 9:00 AM?

Some members look forward to getting an early start on the weekend, while others may have commitments that don't allow them to ride until the afternoon. Why not two rides on the same day? Or even a four-hour ride at that leaves at 10:00 AM and a one-hour ride that leaves at 1:00 PM that joins at the same destination? Members now have the option of picking the one that best fits their schedule. There are just a few examples of new thinking that officers took home from HOT this year.

While meetings and administrative work are part of keeping any group functioning smoothly, it should only be a small part – and hopefully invisible to the members. People join their local chapter for the opportunity to share their passion for riding Harley-Davidson® motorcycles with other like-minded people. The key to that statement is riding.

***See you down the road.***



Bruce Motta  
H.O.G.® Regional Mgr



## BEST PRACTICE SHARING – RECRUITING NEW MEMBERS

It was great spending time with you all at the four HOT sessions.

Riding and having fun is H.O.G.® in a nutshell. As Chapter officers, you hold a very important role in growing Chapter membership. Because of this I would like to open up a forum. Please email me your Chapter's best practices for recruiting and growing membership. I will post these in the next issue of *Chapter Officer News*.

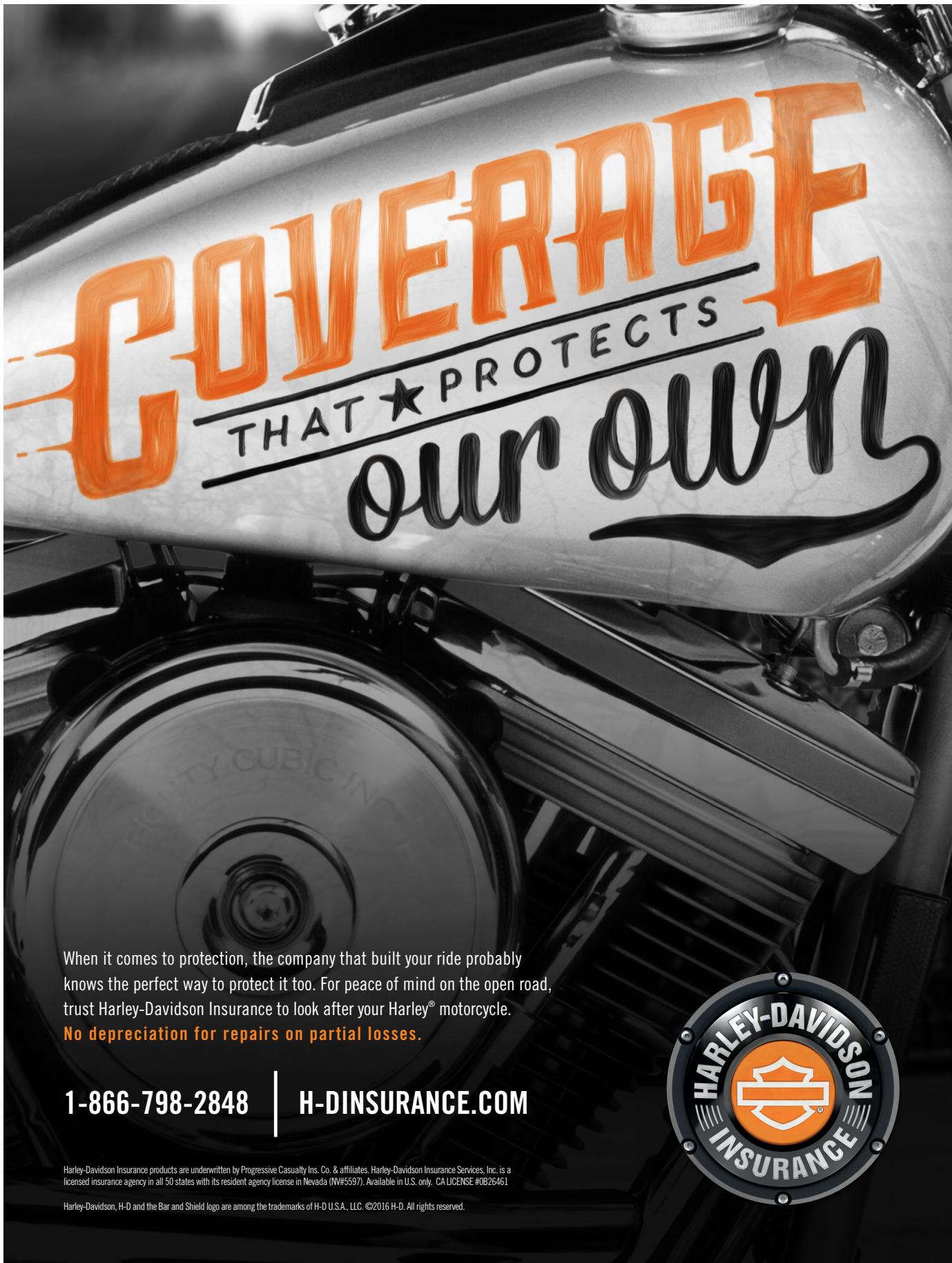
Let's keep the idea sharing and excitement from HOT growing. Looking forward to hearing from you.

Please email me at [samuel.klein@harley-davidson.com](mailto:samuel.klein@harley-davidson.com)

Ride on!



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



When it comes to protection, the company that built your ride probably knows the perfect way to protect it too. For peace of mind on the open road, trust Harley-Davidson Insurance to look after your Harley® motorcycle.

**No depreciation for repairs on partial losses.**

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# MUSEUM HAPPENINGS

[hog.com/museum](http://hog.com/museum)



## RACE DAY: PHOTOS FROM THE FLAT TRACK

Through September 5, 2016

### The Bridge Gallery

Flat track racing's preeminent photographer takes you down to pit row and into the grandstands to document the thrills and chills of life in the fast lane. Dave Hoenig has captured more than 1,000 races in his career, keeping his lens trained on the pageantry, emotion and camaraderie of a day at the track.

## RACING MACHINES FROM THE KR TO THE XR

Now open

### Design Lab

The Harley-Davidson Museum's Design Lab reopens with a focus on the role Harley-Davidson's hardscrabble engineering team played in the creating the legendary bikes that would dominate the race tracks of the 1950s, '60s and '70s. This exhibit shows how man and machine have combined to make Harley-Davidson Racing a king and the winner's circle its throne.

## DRAG RACING: AMERICA'S FAST TIME

June 17-September 5, 2016

### The Garage

Go under the hood with mind-blowing mad scientists of speed to see just how much blood, sweat and elbow grease hot rodders pour into their machines – two wheels or four – in their race against time.

## BBQ & BLUES MOTOR® BAR & RESTAURANT

Every Saturday, through September

**AYCE special: 5-9 p.m.**

**Blues music: 5:30-8:30 p.m.**

MOTOR® will roll out the orange carpet for the perfect pairing of good food and live music, bringing together two true American classics: Blues music and all-you-can-eat BBQ. For just \$19.95, diners can have their 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. Guests can enjoy the best in true American blues music from nationally known musicians – with no cover charge.

## BIKE NIGHT

**Every Thursday starting May 12 until September 29**

**5-9 p.m.**

All bikes unite at the Harley-Davidson Museum®. Grab your bike. Join other riders for music, fun and plenty of eye candy. Enjoy food and drink specials inside and outside MOTOR® Bar & Restaurant including \$2 MOTOR Bike Night Koozie specials all season long (Koozies available at The Shop on the Museum campus). Each week is a celebration!

## H.O.G.® PIN STOP AT THE H-D MUSEUM

H.O.G.® members, show your membership card in the Museum lobby to receive a limited-edition 2016 Museum pin – available 363 days a year. And just in case you haven't heard, that membership card also gets you into the Museum for free. For every member, H.O.G. = V.I.P.

# MARK YOUR CALENDARS!

## WILD ONES WEEKEND

July 7-9, 2016

### Motorcycle Plaza

Come enjoy a Wild Ones Weekend at the H-D Museum starting with Bike Night and ending with a real 1940's Motorcycle Rally. The 14th Annual Knucklehead Company Reunion hosts an Antique Motorcycle Ride In Show, the AMCA Badger Heritage Chapter hosts authentic Motorcycle Field Games (slow race, plank ride, etc.) and other entertainment like the MKE Police Department Motorcycle Unit Skills Demonstrations featured throughout the day. All this and more celebrating our motorcycle heritage with vintage style.