

H.O.G.[®] CHAPTER OFFICER NEWS

HARLEY OWNERS GROUP[®]
OFFICIAL CHAPTER NEWSLETTER

FALL 2011



2012 H.O.G.[®] OFFICER TRAINING

You won't find a better place to connect with fellow officers from around the country than H.O.G.[®] Officer Training (HOT)! Not only will you find H.O.G.[®] members that share your great passion for riding, you will also find all the tools you need to pass on that passion to future chapter leaders. Chapter officers will have the opportunity to interact with H.O.G.[®] experts, Harley-Davidson representatives, instructors and of course, other officers. If you've been to HOT before, you'll find a mix of surprises and old favorites – the classes are different, the experiences are different, but the camaraderie is the same.

We're excited to announce that "Powerpacks" are back in the schedule for 2012! These mini-courses were extremely popular in 2011 for getting a focused look at specific topics. As always, classes

will be available that will assist you in all aspects of leading your chapter, from risk management to dealing with different personalities, to safely managing your group rides. Each chapter can register seven attendees, including potential future officers, so consider this a chance to build up your chapter's next generation of leaders. Primary officers should still be the priority, along with others who directly assist with primary duties. Dealers and dealer representatives are highly encouraged to attend. Registration and course information will be mailed in late January, with registration opening in early February. Remember that space is limited and locations fill quickly. Chapters must have sent in their renewal of the Annual Charter for H.O.G.[®] Chapters before registration will be allowed. So don't delay! We look forward to seeing you!



MARCH 16-17

Mobile, AL
Mobile Convention Center

MARCH 30-31

Minneapolis, MN
Minneapolis Convention Center

APRIL 13-14

San Diego, CA
Manchester Grand Hyatt Center

APRIL 20-21

Pittsburgh, PA
David Lawrence
Convention Center

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BACK TO BUSINESS

RENEW YOUR CHAPTER

Can you believe it's November already? What happened to summer? Apparently time does fly when you're having fun! But November means charter renewal time for all U.S. chapters. Application packets will be sent to the sponsoring dealer and chapter address soon, so keep an eye out for it! The package will contain your chapter's renewal form, along with detailed directions on how to complete it and where to send it back to. It's up to you to completely fill out the application and return it to the H.O.G.® office by January 31st, 2012.

“Completely” means:

- Providing your meeting information
- Providing the number of chapter members
- Providing by-law and incorporation information and, of course,
- Your current officer information (one officer per position)

Once the form is completed, it needs to be signed by the sponsoring dealer and the chapter director. We'll supply you with a return envelope, but you're also welcome to fax it in to 414-343-7506, or you can even scan and email it to: *cindy.johnson@harley-davidson.com*. We want to make this annual renewal as easy as possible for you to meet the deadline of January 31.

Renewing your chapter's charter grants the chapter permission to use the H.O.G.® logos, allows your officers to register for H.O.G.® Officer Training (see article on page 1) and most importantly – keeps the chapter's general liability insurance in effect! Also, renewing by the deadline will insure your chapter receives their 2011 officer medallions and pins and a set of officer patches.

HARLEY-DAVIDSON CHALLENGES CHAPTERS TO SUPPORT THE TROOPS



November is Military Appreciation Month at Harley-Davidson, and this year the Motor Company is issuing a challenge to each H.O.G.® chapter in the United States to raise \$500 for the USO.

Harley-Davidson dealerships will also be doing a USO promotion, but this challenge is separate and just for H.O.G. chapters. Raise \$500 for the USO and your chapter will receive a special recognition for your support of the U.S. military. Here is the way it works.

- Participation is voluntary.
- During the month of November and December, the chapter has a goal to raise \$500.
- At the end of December, convert the funds raised into a bank draft made out to USO. Make sure your chapter name and number are noted on the bank draft so you get credit for the funds raised.

- Mail your chapter's bank draft to:
Harley-Davidson Motor Company
Attn: Marketing – Military Appreciation Month
3700 W Juneau Avenue
Milwaukee, WI 53208
- Bank drafts are due to the Motor Company no later than January 9, 2012.
- Chapters who submit at least \$500 in their bank draft will receive a special recognition award. This will ship out to chapters at the end of January.
- The top fund raising chapter will receive a special honor, in addition to their award.

Funds will be presented to USO during a ceremony and dollars raised will be used to purchase USO “care packages” for soldiers.

So...put on your helping hats and bandannas for our military men and women! If you have any questions, your regional manager will be glad to answer them. Carry on.

FROM THE ROAD



RIDE AND GET RECOGNIZED! THE H.O.G.[®] MILEAGE PROGRAM

For all that you experience as a Harley-Davidson owner and rider, it really is about the miles of fun you are having, the sights you see in those miles and of course, the H.O.G. camaraderie you get to experience around every curve.

Being someone that enjoys the experience, I also enjoy getting some recognition for riding and having fun. Hold the applause please; I am talking about the H.O.G.[®] Mileage Program.

Years ago before H.O.G. existed, there was a program that Harley-Davidson Motor Company had to recognize rider miles. You could get your mileage verified at an H-D[®] dealer and boom, you would get a pin. Those early pins looked like an FL speedometer with the level you had reached. What a great thing is

was to get a pin from Harley-Davidson Motor Company!

That was in 1990. H.O.G. was almost seven years old and yes, I was a member receiving the H.O.G.[®] magazine. So I made it to 50,000 miles and was ready to get my 75,000. Yee haaa! Off to the dealership to have them verify my odometer reading and watch for my pin to come from HDMC.

Little did I know and probably should have (as I said, I was receiving the H.O.G. magazine) they replaced the H-D program with the H.O.G.[®] Mileage Merit Program. Oh, and you had to enroll your H-D.

Well, I was somewhat angry, but then went back through my H.O.G. magazines and there it was in a 1989 issue that the Mileage Merit Program had started. It explained the process, offered the guidelines and so on Hmmm, well I could get all mad about it, but didn't.

I went the next day to my local dealer and enrolled. They handled the enrollment and faxed my form in so I could start fresh into this new program, not with just one bike, but both of my H-D's. The next few years I was able to roll approximately 175,000 fun filled miles and experiences.

Rolling into 1995 and guess what? They changed the program a bit. No worries, I read about it before hand and knew they moved the bikes I had enrolled into the new program for me. And let the riding continue as I racked up more fun filled miles going to rallies, chapter rides and other road trips.

The Mileage Program changed a bit by setting the first level of mileage recognition at 1,000, then 5,000 and on up. So far I have had 20 bikes over the years and all enrolled into the mileage program. To date I am approaching the next mileage level of 600,000. By no means do I have the most miles in the program. There is one individual who has racked up over 2.1 million miles. Another at 1.35 million and 4 at the million mile level in the program.

Getting pins and patches for the different mileage levels is another way H.O.G. has to say thanks for riding and having fun. It is also a visual reminder of all the rides, the fun, the experiences of being a H.O.G.[®] member and Harley[®] motorcycle owner.

Are ya in? Is your chapter membership in? Share the information about the mileage program and the other great H.O.G. benefits with them. This program is offered exclusively to active full and associate H.O.G. members.

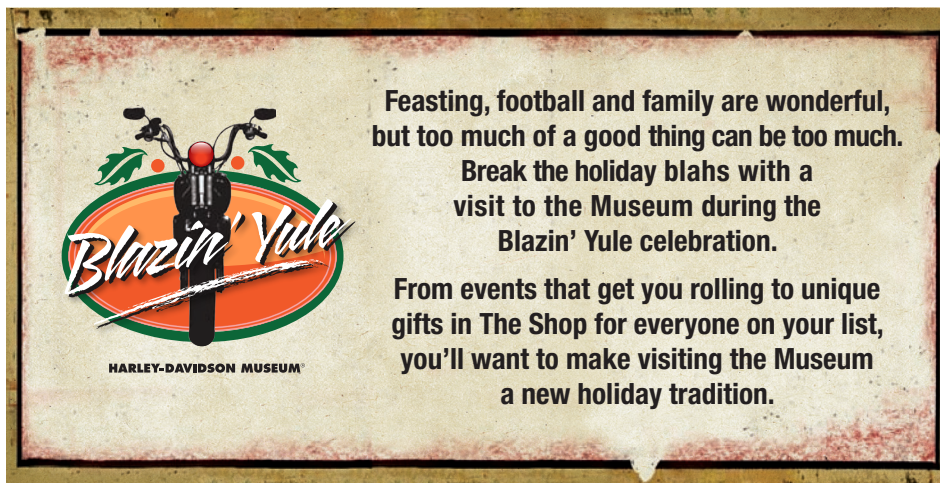
Go to members.hog.com for the entire Mileage program guidelines and you can download the enrollment form as well!

Time to ride!

JT Hasley
Regional Manager



ATTENTION HOLIDAY CHOPPERS



Feasting, football and family are wonderful, but too much of a good thing can be too much. Break the holiday blahs with a visit to the Museum during the Blazin' Yule celebration.

From events that get you rolling to unique gifts in The Shop for everyone on your list, you'll want to make visiting the Museum a new holiday tradition.

HOLIDAY EVENTS AT THE H-D MUSEUM®

BLACK FRIDAY JAM SESSION AT MOTOR® BAR & RESTAURANT

November 25, 11 a.m.– 3 p.m.

Escape the mall on Black Friday and join us in Motor® for live music, along with food and drink specials.

YULETIDE RIDE

November 25th

3:00 p.m. Staging Starts

4:00 p.m. Parade Departs

All motorcycle makes and models welcome. Pre-registration includes museum admission and special gift. Register at www.h-dmuseum.com

BLAZIN' YULE

**November 25, 2011 –
January 6, 2012**

Donate new art supplies for Arts@Large and receive \$4 off adult or children Museum admission.

TREE AND WREATH SALES

November 25 – December 23

Purchase a tree or wreath from our onsite lot and a portion of the sales will be donated to Milwaukee's Arts@Large.

HOLIDAY SCULPTURE WALK

**November 25, 2011 –
January 6, 2012**

The Museum campus is transformed by a grove of holiday trees created by Wisconsin artists. Vote for your favorite or make a bid to support Arts@Large.

BUILD A GINGERBREAD HOUSE & BREAKFAST WITH SANTA

**December 11
10:00 a.m. - 2:00 p.m.**

Let your kids show their artistic taste and have them customize their own gingerbread house at Motor® Bar & Restaurant. The Motor® staff will provide everything your young artist needs to create a spectacular house for the family to enjoy. This drop-in class is offered from 10:00 a.m. – 2:00 p.m. and is \$15.95 per child. No registration required. Motor® will be hosting a Breakfast with Santa from 10:00 a.m. - 2:00 p.m. For additional details call (414) 287-2778.

THE SHOP HOLIDAY HOURS

**Daily: 10 A.M. – 6:30 P.M.
Thursday: 10 A.M. – 8:30 P.M.**

Stop in or have one of our Personal Shopper assist you by calling (414) 287-2770.

BLAZIN' SADDLES

Attention Holiday Choppers: bypass the mall on Black Friday and spend the day at the Museum. Enjoy food and drink specials at Motor® Bar & Restaurant, get a jump on your gift list at The Shop and browse the Museum's tree and wreath lot for the perfect holiday tree. In the afternoon, deck the halls with bulbs on Harleys! Ride your motorcycle "sleigh" in the Yuletide Ride, our inaugural motorcycle holiday light parade. Help escort Santa to the Museum and light up the Museum campus during the Blazin' Yule celebration. Pre-registration for the ride includes museum admission and special gift. Register at www.h-dmuseum.com.

SMOKIN' TREES

Speaking of trees, the Museum campus will be decked out like you've never seen before – with unique tree-like sculptures designed by Wisconsin artists especially for the Museum. These trees will be sculpted with inspiration and imagination from a diverse and striking range of traditional and modern media. Vote for your favorite or bid on the "tree" you'd like to take home come early January.

SIZZLIN' GOOD TIMES

Between November 25, 2011 and January 6, 2012, donate art supplies at the Museum and receive \$4 off adult or child Museum admission. Everyone will have a great time checking out amazing old and new bikes, getting hands-on in the Engine Room, "riding" in the Experience Gallery and hanging out together. Round out the day with a delicious meal at Motor® Bar & Restaurant – and you've got a new holiday tradition that's good for years to come.

Yuletide Ride, tree sculpture, art supply drive and proceeds from tree sales will benefit Milwaukee's Arts@Large, an exciting program that provides multidisciplinary art experiences for Milwaukee K-12 students.

For more information about these events, activities and programs, visit h-dmuseum.com or call 1-877-HD MUSEUM.

WIN WILLIE'S RIDE!



2011 CVO™ Screamin' Eagle®
Street Glide® motorcycle

As a Harley® motorcycle rider and H.O.G.® member, you're already the envy of all your non-riding friends. Now here's your chance to be the envy of your fellow H.O.G. members, too – by owning the motorcycle that Willie G. Davidson rode to Daytona Bike Week in 2011. When you join or renew your membership to the Harley-Davidson Museum® between November 1, 2011 and June 30, 2012, you'll be automatically entered in a sweepstakes to win his 2011 CVO™ (Custom Vehicle Operations™) Screamin' Eagle® Street Glide®!

It's the "Freedom For Keeps" Harley-Davidson Museum Member Sweepstakes. And this is not just any

CVO™ motorcycle (as if there even were such a thing). This is a one-of-a-kind ride that Willie G. personally outfitted for his ride from Milwaukee to Daytona. It's loaded with features and accessories designed to make your next big journey (or local chapter ride) a one-of-a-kind experience. It's Willie's way of saying "Thank You" for your continued loyalty to the Harley-Davidson® brand and for supporting the Museum.

To learn more about the Harley-Davidson Museum in Milwaukee – or to join or renew your membership – visit www.h-dmuseum.com. To learn more about what makes Harley-Davidson CVO motorcycles so special, talk to your local dealer or visit www.h-d.com/cvo.

NO MORE PAPER!

Continuous improvement efforts are taking place throughout Harley-Davidson Motor Company. The manufacturing facilities are becoming more flexible and efficient in production, and those of us in the office environment are also tasked with finding more efficient ways to work. In the spirit of continuous improvement, future issues of *Chapter Officer News* will be made available in electronic format only. Historically, the newsletter has been printed and mailed to the sponsoring dealer and 4 primary officers. This practice will cease after this current issue.

Future issues of *Chapter Officer News* will be found in the chapter officer section of members.hog.com. All officers listed on your annual charter application will have access to see CON. If you haven't been to members.hog.com yet, be sure to check it out! Because electronic publishing is less costly than printing, you will now see issues on-line quarterly instead of 3 times per year. And since the on-line edition will be in PDF format, you will always have the option to print it yourself!

We welcome your feedback and input on *Chapter Officer News*! And we especially appreciate hearing what your chapter is doing to attract and retain members, keeping meetings or gatherings fun and interesting, or ideas for new and exciting rides! Send your ideas to Just Chapping, P.O. Box 653, Milwaukee, WI 53201 or email to cindy.johnson@harley-davidson.com. We look forward to hearing from you!

No purchase necessary. Open to residents of the (50) United States age eighteen (18) and older. Begins November 1, 2011 and ends June 30, 2012. For Official Rules visit www.h-dmuseum.com/freedomforkeeps. Void where prohibited.

JUST CHAPPING

LICENSE TO RIDE

The Tallahassee, Florida, H.O.G.® Chapter started a contest in 2009 and named it “License to Ride” (LTR). The contest is based on a point system where each member receives a point for signing the roster at the monthly chapter meeting and they receive a LTR card from their Road Captain when they participate in an official chapter ride. A LTR point may also be earned for special events such as attending the annual Christmas party, Homecoming event, or volunteering to work the HOG tent at other rallies and special events.

The Activities Director tracks the members’ points throughout the year. When a member has earned 10 points, they receive a LTR pin and when they

earn 20 points, they receive a LTR patch. We decided on this point system so that a member would be able to earn a pin even if they just attended 10 meetings out of the year.

At the end of the contest, the member with the most points is named “Member of the Year” and they receive a special designated parking space at each monthly chapter meeting and one full year of extreme bragging rights! In addition, the top three winners receive prizes such as chapter patches, dealership gift cards, and even gift certificates for free hotel stays (donated by one of our members).

The LTR contest has been a huge success in our chapter! Participation on rides and attendance at the meetings have doubled or tripled since we began the contest. Chapter members look forward to receiving their LTR pins and

patches at the chapter meetings and possibly winning 1st, 2nd, or 3rd place in the contest at the end of the year. The prizes are awarded at our annual Christmas party. We are currently looking into expanding the contest to include more prizes for higher levels of participation. The LTR contest has been a fun experience and as a bonus ... it’s proved to be motivation for participation within our chapter!

Through “Just Chapping,” we would like to share our success and encourage other chapters to steal the idea! You don’t have to call it “License to Ride” ... give it your own name. It’s the concept of the game that’s important. And then watch your chapter participation grow!

Tallahassee FL Chapter

WHY NO BOTTOM ROCKERS?

The Harley Owners Group® logos you wear on your vests and jackets are intended to be worn with only one rocker – a top rocker proudly displaying your local chapter name. Article X “Trademark License” (#4) of the Annual Charter for H.O.G.® Chapters states: “The current H.O.G.® eagle logo shall be displayed only with the official chapter name, which official chapter name shall be displayed above the H.O.G. eagle logo and within the official H.O.G. chapter chevron as depicted at right.”



Wearing a lower rocker conflicts with the trademark license granted with the Charter

In the U.S., the abbreviation “MC” or the wearing of a bottom rocker can have a special social meaning. It is often used to designate territory. It is reserved for the “MC” community and its members to designate affiliation to those mutually recognized in the “MC” world.

The vests and jackets of people wearing lower rockers may become objects needed by “prospects” of other (three-patch) motorcycle clubs as a requirement for membership. Since the very early days there has been an

agreement between H.O.G. and many other motorcycle clubs that as long as we do not authorize use of lower rockers, our vests and jackets will not be removed from our members. Norscot, our chapter patch supplier, does not, and will not, supply lower rockers. And, Harley Owners Group won’t authorize a chevron to go below the large H.O.G.® patch.

This is true even if the “3rd” rocker is not designating a territory and merely a nickname or club name. The use of a lower rocker violates the long lasting agreement that H.O.G. has had with the motorcycle club community.

Remember it’s not only you that you affect by wearing a lower rocker but all of your brother and sisters in H.O.G. Please follow the Charter and respect the above agreement to avoid putting yourself in conflict with those clubs that wear lower rockers. Wear the H.O.G.® logo and your chapter chevron proudly ... don’t wear a lower rocker!

YEAR COMPLETE BUT NOT THE RIDE!

By the time you are reading this you are probably wondering where the hell the year went. As the saying goes “time flies when your having fun”. Well it goes even faster when you are riding and having fun.

So let’s recap 2011 in the H.O.G.® Nation, shall we...

You started the year wondering if being a chapter leader or a state rally committee member was such a good idea. Then maybe you attended one of the four US H.O.G.® Officer Training sessions. Things looked a bit better as you gained some new leadership skills, maybe even shared a thing or two with other HOT attendees. Now you are back at the chapter ready to apply the knowledge. Riding and having fun became expected by your membership and you as chapter leaders filled their expectations.

Chapter rides and events that kept everyone enjoying their Harley-Davidson® Motorcycles. You may have not only served your membership as a chapter leader, but also as a member of a rally committee. Again working to provide more fun experiences and of course, memorable H.O.G.® functions.

Did you enjoy the time as a chapter leader? Some of you maybe breathing a sigh of relief that your term is up. Please remember the great things you accomplished as a chapter leader.

Remember the ride experiences you help provide. Remember where you were when you helped reach the 4 million plus mile mark on Million Mile Monday? Dinner rides, overnights, poker runs, mystery rides, new owner rides, dealer sponsored rides just to mention a few. Yeah... that’s right – rides of all kinds because you as a chapter leader made it happen.

It was your dedication and passion, your enthusiasm and energy that kept the chapter ride calendar full with plenty of rides, plenty of fun. Be proud brothers and sisters! Also be proud that you have provided a good road bed for your successor to build upon in leading the chapter or planning state rallies in 2012. Of course, their might be few of you that are continuing as chapter leaders or rally volunteers in 2012. For that, congratulations to you and we know you’ll do great in 2012.

The future of H.O.G.®, your chapter and other H.O.G.® events will be in place because of your dedication to riding and having fun.

From the Harley Owners Group and the Motor Company we would like to say thank you to all the sponsoring dealers and chapter officers for your dedication to the Harley Owners Group® and to your H.O.G.® Chapter. Thank you to all the chapter members who volunteer to help at events and rides. You are the ones that make Harley-Davidson and the Harley Owners Group what it is today and what it will be for years to come. The future of our riding organization is in your hands and we know it is in good hands.

*Thanks again and
see ya on
the road!*





HARLEY OWNERS GROUP

P O BOX 453

Milwaukee, Wisconsin

This newsletter is intended to improve communication to Chapter Officers on H.O.G.® programs, policies, and other information of value to chapters. From time to time, H.O.G. will reprint information on programs and policies to help bring new officers up to date.

Edited by Cindy Johnson / Published by Harley Owners Group®

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Recycled/Recyclable

YOUR H.O.G.® REGIONAL TEAM

REGIONAL MANAGERS

J.T. HASLEY
Region 1
Cell: 414-688-8485

TODD ROBINSON
Region 2
Cell: 414-526-2972

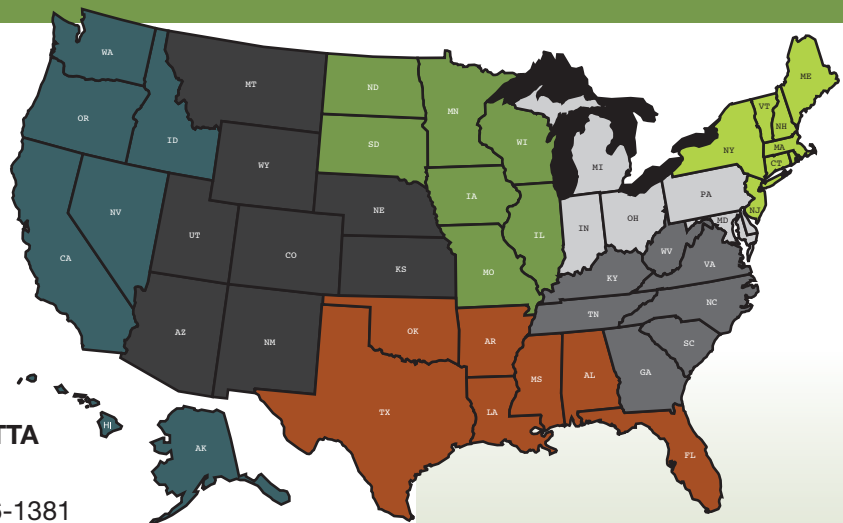
LEAH WHALEY
Region 3
Cell: 414-688-8032

DAN MATTIAS
Region 4
Cell: 414-397-8585

BRUCE MOTTA
Region 5
Cell: 414-526-1381

VALERIE LEDTERMAN
Region 6
Cell: 414-688-4791

BEN WEEK
Region 7
Cell: 414-688-7386



CINDY JOHNSON
Senior Regional Coordinator
Office: 414-343-4656

PAUL RAAP
H.O.G.® Management Team
Office: 414-343-4532
Cell: 414-688-5372