

From: Rivercity HOG Chapter Officers rivercityhog@gmail.com

Subject: Fwd: H.O.G. Officer Connection January Newsletter

Date: January 23, 2025 at 8:17 AM

To: Rivercity HOG Chapter Officers rivercityhog@gmail.com

Bcc: Allana Hodge aahodge53086@gmail.com, Angie Jensen frvesnt@gmail.com, Ben Weedon ben_weedon@hotmail.com, Bob Calvert racalvert59@yahoo.com, Brad Hilderbrandt bradhilder52@gmail.com, Bradley Gudorf goobergudorf@icloud.com, Brian Rapier brianrapier@hotmail.com, Brian Rapier brian.rapier@evansvillehd.com, Brian Thomas hagar1957@yahoo.com, Carol Whipkey cdwhip35@aol.com, Cha Todd cgreer1@eagles.USI.edu, Charlie Coughlin charles@indtool.net, Cindy Whittinghill whitc2011@yahoo.com, Clint Reuber clint.reuber@kimballinternational.com, Coleena Pursley coleenapursley@me.com, Danielle Frazer Martinchek rd813303@gmail.com, Darrell LeMond darrell.lemond@gmail.com, David Stigall ktm1127@yahoo.com, Debbie Alexander dalex11256@yahoo.com, Deborah Lopes lopes.deborah@live.com, Diana Calvert engeldi2@yahoo.com, Don Duvall donwduvall0@gmail.com, Don Skelton dwsskelton1@gmail.com, Don Todd todd.don@gmail.com, Donnie Wilson donniecc01@gmail.com, Doug Mullins jdmullins@twc.com, Doug Mullins jdougasm53@gmail.com, Exna Gooch exnasalon@gmail.com, Gary McCord driverman844@gmail.com, Gayle Ricketts gricketts50@icloud.com, Greg Miles gregmiles14@gmail.com, Greg Rudisill eyestat2@yahoo.com, Greta Jackson gjackson@twc.com, James Lambert jrlambert@twc.com, Jane Jones cowboywayne7767@yahoo.com, Jane Jones gigiskids06@yahoo.com, Janie Rhoades rhoads.janie@gmail.com, Jason Hile jafogump@aol.com, Jason Sumner jsumner1980@gmail.com, Jeffrey Townsend santajt@twc.com, Jeffrey Whittinghill j_whittinghill@yahoo.com, Jerry Healy harleyrider567.jh@gmail.com, Jim Ewers jimewers2@gmail.com, Jimmy Rhoades jarlj33090@gmail.com, John Lopes jelpac@msn.com, John Meeks jlmeeks58@att.net, John Pursley johnpursley@mac.com, John Riley rileyjr777@gmail.com, Karen Lemond karenalemond@gmail.com, Linda Freeman goldiechime@gmail.com, Lisa Clark lclarkwellness@gmail.com, Lisa Mullins tennviv@gmail.com, Marcetta McCarty mgmccarty63@outlook.com, Marcia Frey marcia.frey25@gmail.com, Mark Hodge hodgemp@gmail.com, Mark Kuester mark_kuester@yahoo.com, Matt Wells mattericwells@yahoo.com, Michael Lockhart mlock123@gmail.com, Mike Reuber mreuber62@gmail.com, Pat Reuber preuber@hotmail.com, Phyllis Simmons paswes46@aol.com, Randy Jobe jobewan01@aol.com, Randy McCarty rmccarty63@outlook.com, Ray Lombardi Rjlombardi@aol.com, Richard Martinchek rmartinchek@me.com, Richard Martinchek rmartinchek@icloud.com, Richard White rdickyw8@aol.com, Robert Alexander ralexander5665@yahoo.com, Robert Raley raley62@hotmail.com, Rodney Clark rgclark24@gmail.com, Roy J. Holder royh55@hotmail.com, Ruth Raney scottyleer@gmail.com, Sam Richey srichey8@aol.com, Scott Parsons scottlaurasa@gmail.com, Shannon Rapier s.rapier23@hotmail.com, Sheila Whipkey shes1960@aol.com, Sherri White sjwhite5262@yahoo.com, Sherry Swope sherry.swope@gmail.com, Stephanie Frey srfrey00@gmail.com, Steve Frey Stevefrey1954@icloud.com, Susan Stigall susan.stigall@yahoo.com, Taylor Sharp taylor.s@evansvillehd.com, Terrie Coughlin terrieminor@gmail.com, Tina Hile tinamhile@gmail.com, Tom Fisher p.fisher26@yahoo.com, Tom Richey trichey048@gmail.com, Tony Gieselman tonycherylg@frontier.com, Tony Hall thall3217@gmail.com, Travis Swope swope42@gmail.com, Tyler Daugherty tytylery@gmail.com, Vickijo Sumner vickijosumner@yahoo.com

Good Morning Everyone,

Please see the email from Paul Blotske, who is our Regional HOG manager. If you go to the section of the email titled "Helpful Tutorial Videos", there are some links

----- Forwarded message -----

From: **Paul Blotske** <harley-davidson@email2.harley-davidson.com>

Date: Fri, Jan 17, 2025 at 8:00 AM

Subject: H.O.G. Officer Connection January Newsletter

To: <rsfrey00@gmail.com>



H.O.G.® OFFICER CONNECTION

Connecting officers to Harley-Davidson

FEEL FREE TO FORWARD THIS ISSUE OF H.O.G.® OFFICER CONNECTION TO YOUR CHAPTER MEMBERS

A MESSAGE FROM YOUR H.O.G.® REGIONAL MANAGER

Welcome to 2025. As we turn the page to a new year, along with it comes the promise and anticipation of new memories to make new roads to explore and new

promise and anticipation of new memories to make, new roads to explore and new friendships to be forged. It's a fresh start to 12 exciting months of adventure, and I hope you are as enthusiastic about it as I am.

For me, 2025 is already off to a great start with the first few Regional Officer Connection training sessions already in the books. It's gratifying to spend these first few months of the year meeting face-to-face with so many of you and sharing your enthusiasm for the Harley Owners Group. If you've never attended a ROC session, you'll do yourself a great service by attending one this year. We cover a wide range of topics that will help ensure your experience as a H.O.G. officer is fun and rewarding. If you're already signed up, I look forward to sharing some time with you in an engaging and productive session. If you haven't yet, there are still spots open (see the link below to register).

I'm also eager for the start of the 2025 riding season, which for the H.O.G. team begins shortly ahead of Daytona Bike Week with the first H.O.G. Touring Rally of the season, the Run to Daytona H.O.G. Touring Rally. Bike Week is the first chance for H.O.G. members and the public to test ride the newest 2025 Harley-Davidson models, which will be revealed exclusively online on January 23. Sign up to watch it at h-d.com so you won't miss the big news!

Daytona is just the start of what promises to be another amazing year for Harley-Davidson and our riders. I encourage you to take full advantage of all the rallies and events, Ride 365 programs and other benefits that H.O.G. offers to help you get the most thrills and rewards for every mile you ride. As always, thanks for everything you do to help make the Harley Owners Group the world's biggest and best riding club. I hope to see many of you on the road over the coming year.



PAUL BLOTSKE

H.O.G. Regional Manager - Central
414-305-7132 | [Email](#)

TOP TIPS FOR H.O.G. OFFICERS

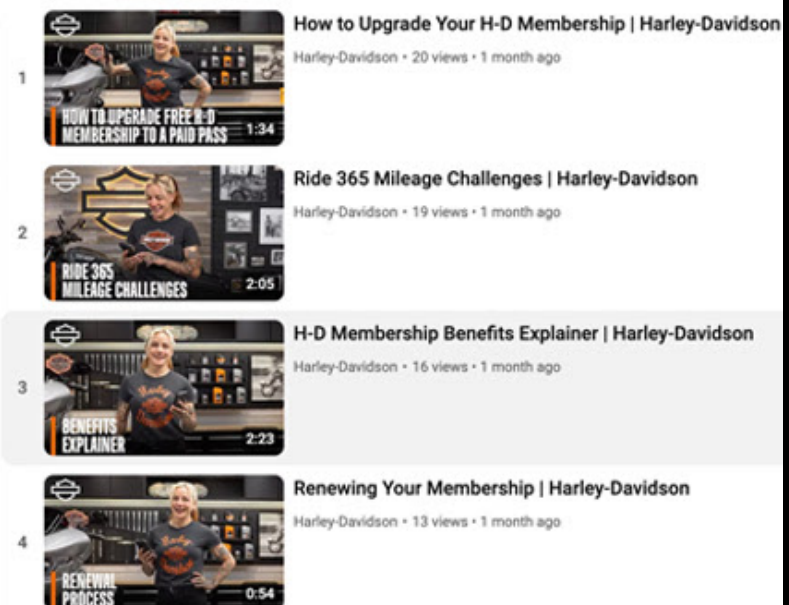
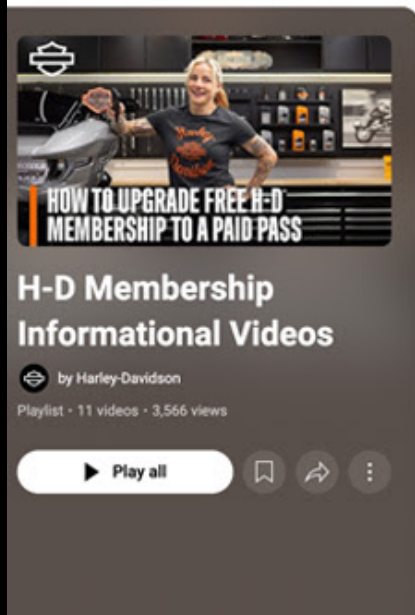


Six Things Every H.O.G. Officer Needs to Know

A new year brings with it a new and exciting riding season, with new members joining, old friends returning and new leadership in many chapters. Whether you are a first-time officer or a veteran, here are a few tips to help ensure your time as a

are first-time officer or a veteran, here are a few tips to help ensure your time as a H.O.G. Officer is fun and successful.

- Embrace **Ride 365**. Ride 365 programs include Annual, Chapter and Lifetime Mileage Challenges and the Dealership Photo Challenge, 15 Rides for '25 and 50 Rides, One Nation Destination Challenges. Use these programs to create opportunities for your Chapter members to ride more and earn rewards.
- Welcome **new riders**. Whether they're beginning motorcyclists, graduates of Harley-Davidson Riding Academy or first-time Harley owners, new riders are H.O.G.'s biggest source of growth. Make a great first impression by explaining the benefits of H.O.G. membership to new riders or inviting them to join a ride.
- Build a great **dealer-chapter relationship**. A strong partnership with your sponsoring **dealership** is critical to running a successful Chapter. Dealership staff, especially your H.O.G. Chapter Manager, are important points of contact who can help ensure your success and keep chapter operations running smoothly.
- Bookmark the **Chapter Resources page**. This online portal houses important information you need to manage your Chapter, including documents like the Chapter Handbook and the Chapter Charter, along with links to the Chapter membership system.
- Know how to run a **Member Report**. The Member Report function in the **Manage My Chapter tool** helps you easily track participation in the Ride 365 Mileage Challenges by showing you which members have entered the program, how many mileage readings they have received, and their mileage totals in the challenges.
- Finally, remember the **Most Important Rule**: Keep it simple and have fun!



Helpful Tutorial Videos

To help educate you and your members about H.O.G. benefits, Ride 365 programs, the [Harley-Davidson App](#), and more, the H-D Membership team has created a series of tutorial videos covering a range of topics, including:

- H.O.G. [membership benefits](#) explained
- What is [Ride 365](#)?
- H.O.G. Ride 365 [Destination Challenges](#)
- Learn more have H-D Membership [Reward points](#)
- How to [link your H.O.G. ID](#) to your H-D Membership account
- Dive deep into the [Groups feature](#) of the H-D App
- How to [create and share rides](#) with the H-D App
- How to [renew](#) your H.O.G. membership

The tutorials can be viewed or shared at the links above and are also available in a convenient Playlist on YouTube, which you can find [here](#). We encourage you to watch them to educate yourself and share them with your chapter members.



Get Ready to Ride 365 in 2025

The 2024 Ride 365 Annual and Chapter Challenges are complete and the H.O.G. team has begun auditing the results to determine the official winners, who will be

announced soon. Now it's time to start thinking about the 2025 challenges and planning chapter events and rides around them. Encourage your members to have mileage readings taken early and often throughout the year. At least two readings must be recorded every calendar year for the miles ridden in that year to count for annual challenges.

Participants in the Annual Mileage Recognition program can earn 1,000 H-D Membership points and a digital recognition badge on their online membership profile when they log 1,000 miles for the year, a \$10 value. Additional points and rewards, including certificates, patches and challenge coins can also be earned as miles accumulate, up to a maximum of 15,000 points (a \$150 value) every year. Members can now earn a unique challenge coin after logging 10,000 miles (lowered from 25,000).

For more details, visit the [Ride 365 page](#).



Give the Gift of Riding

As riders, we know our lives changed for the better the moment we learned to ride a motorcycle. An exclusive new offer from Harley-Davidson® Riding Academy puts the power to change someone else's life into the hands of every H.O.G. member and rewards them for it.

Here's how the offer works:

- H.O.G. members will receive an exclusive VIP Referral Card in the mail soon

- H.O.G. members will receive an exclusive VIP Referral Card in the mail soon
- Member gives the VIP Referral Card to someone who wants to learn to ride
- Recipient receives \$100 off the price of an HDRA license waiver riding course*
- Member gets a one-year free H.O.G. membership (\$59 value) once the student completes the course (note: Life members will receive an equivalent value of 5,900 loyalty points) **

Please share the VIP Referral Card soon as we expect training courses for the Riding Academy 25th Anniversary year to fill up quickly.

For more information about Harley-Davidson Riding Academy, click [here](#).



2025 H.O.G. Rallies & Events

Rally Spotlight: Daytona Beach Bike Week, March 1-8, 2025

Traditionally the “official” start of riding season, Bike Week in Daytona Beach is known for its sunny skies, expansive beaches and vibrant nightlife on Main Street. Visit the Harley-Davidson display at Daytona International Speedway to see and ride the new 2025 Harley-Davidson motorcycles and a H.O.G. Check-In. H.O.G. members who take a free demo ride will receive 1,000 bonus points.

H.O.G. members can also participate in a Bike Week Challenge. Visit at least six of nine locations, check in with the [H-D App](#), then return to the Daytona Speedway to pick up a special H.O.G. gift by 3pm Saturday March 8. Members who complete the challenge will also receive 500 H-D reward points.

H.O.G. is also hosting three member rides during the week:

- Wednesday, **March 5**: Orlando H.O.G. Ride to Kennedy Space Center. Departs from Daytona International Speedway.
 - Check-In: 8:30am
 - Departure: 9:30am
 - Distance: 65 miles (one way)
- Thursday, **March 6**: Ride to St. Augustine. Departs from Daytona International Speedway.
 - Check-In: 10:00am
 - Departure: 11:00am
 - Distance: 110 miles (one way)
- Friday, **March 7**: 10th Annual H.O.G. International Ride. Departs from The Chapel, 1805 U.S. Route 1, Ormond Beach (1 mile north of Destination Daytona on U.S. Route 1).
 - Check-In: 9:00am
 - Departure: 10:00am
 - Distance: 75 miles (round trip)

For more Bike Week details, visit [H-D.com/Daytona](https://www.h-d.com/Daytona).

2025 H.O.G. Touring Rallies

- Run to Daytona H.O.G. Touring Rally, February 23-27, Sunrise, FL to Leesburg, FL
- Spring Heat in Arizona H.O.G. Touring Rally, March 28-April 1, Albuquerque, NM to Apache, AZ
- Texas Hill Country H.O.G. Touring Rally, May 7-10, Round Rock, TX to San Antonio, TX
- Great River Lower H.O.G. Touring Rally, May 19-24, New Orleans, LA to St. Louis, MO
- Roaming the Black Hills H.O.G. Touring Rally, June 4-9, Cody, WY to Deadwood, SD
- Great River Upper H.O.G. Touring Rally, August 25-30, Fargo, ND to St. Louis, MO
- Tour of Valor H.O.G. Touring Rally, October 14-20, Hughesville, MD to Dayton, OH

2025 H.O.G. Regional Rallies

- Gulf Coast H.O.G. Rally, May 1-3, Beaumont, TX
- Mid-America H.O.G. Rally, June 5-7, Springfield, MO
- Appalachian Thunder H.O.G. Rally, June 25-28, Cumberland, MD
- Great Lakes H.O.G. Rally, June 26-28, Marquette, MI
- Pacific Northwest H.O.G. Rally, July 17-19, Spokane, WA
- Valley to the Mountains H.O.G. Rally, August 14-16, Monticello, NY
- Iron Adventure H.O.G. Rally, August 21-23, Bartlett, NH
- Rocky Mountain H.O.G. Rally, September 11-13, Pikes Peak, CO
- Golden State H.O.G. Rally, October 2-4, Fresno, CA

2025 H.O.G. Check-Ins

- Daytona Beach Bike Week, March 1-8, Daytona Beach, FL
- Laconia Motorcycle Week, June 14-21, Laconia, NH
- Sturgis Motorcycle Rally, August 1-8, Sturgis, SD

More information and registration links for 2025 H.O.G. rallies are available on the [H.O.G. Rally Map](#).

Regional Officer Connection

Registration is still open for some 2025 Regional Officer Connection (ROC) training sessions. Attending a ROC session is a great opportunity to work with the national H.O.G. team and fellow officers from around the country to learn best practices, exchange ideas about H.O.G. chapter activities, rides and events, and

discuss other ways to make your chapter the best it can be. Registration closes two weeks prior to the session date or when full.

To register for a ROC session, please visit the registration site [here](#).

CHAPTER TIP

The 2.5 Rules for Rides

There are only 2.5 simple “rules” you need to follow when conducting a H.O.G. chapter ride. Do you know them?

Rule #1: Have every participant sign a release/waiver form prior to the ride. Chapter members should sign the Chapter Membership Enrollment Form and Release. Guest riders should sign Chapter Event Release Form. Both are available on the [Chapter Resources](#) page.

Rule #2: Abide by the impaired substance guidelines in the [Chapter Handbook](#), which emphasize that no impairing substances, including prescribed medications, should be consumed before or during a sanctioned ride.

Rule #2.5: If an incident does occur during your ride, alert your H.O.G. regional manager with the details in a timely manner.

If you have any questions about conducting a chapter ride, reach out to your H.O.G. regional manager.

GET THE HARLEY-DAVIDSON® APP



*RIDING ACADEMY \$100 OFFER

Offer valid for \$100 off the published price of one Harley-Davidson® Riding Academy license-waiver course/class. Offer is valid on license-waiver courses/classes priced up to \$595. This promotional code is nonrefundable and must be used for a class that ends on or before 12/31/2025, except where a later date of redemption is required by law. Limit one offer per promo code per customer. Promo code may only be used once online or in dealership toward the purchase of a H-DTM license-waiver course/class. Promo code must be redeemed during the enrollment registration process. Age 18+, residents of continental United States including Alaska and D.C. Valid only in the United States (not valid in OR, HI, WY, NM, ND, PA, RI). May not be combined with any other offer, discount or promotion. Not redeemable for cash or cash equivalents. Participants who register for, but do not attend the course/class, may be charged the normal course fee. See www.h-d.com/learnforide for additional terms and conditions. Course/class availability subject to limitation and available on a first-

come first-serve basis. Void where prohibited or restricted by law. Subject to change without notice. Please go to h-d.com/ridingacademy to locate a participating dealership. Participant must have the ability to ride a two-wheeled bicycle. Participants must provide dealer promo card and promo code to confirm enrollment. Harley Owners Group® ("H.O.G.®") member recipient may use promo code themselves, and still receive reward, provided all other requirements are met.

****H.O.G.® MEMBER OFFER**

Provided the referring H.O.G.® member is active and in good standing at the time of code redemption and completion of the applicable course/class and provided all other requirements have been met, the referring H.O.G.® member will receive a 12-month extension to their membership effective as of the current membership expiration date. Referring H.O.G.® members who are H.O.G.® Lifetime members will receive 5,900 loyalty points (a \$59 value) in lieu of a one-year H.O.G.® membership extension. Points are redeemable toward eligible purchases at participating H-D® dealers and online (see bit.ly/HD_points for loyalty point details). Please allow up to 60 days from course/class completion by the referred party for your referral credit to apply to your account. Sponsor: Harley-Davidson Motor Company, Inc., 3700 W Juneau Ave, Milwaukee, WI 53208.



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