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Subject: H.O.G. Officer Connection March Newsletter
Date: March 13, 2025 at 9:22 AM
To: johnpursley@mac.com

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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

Daytona Bike Week is in the books and as always, it was a great kickoff to a new riding season. With plenty of sun, sand, and bikes, Bike Week always gets my batteries fully charged up in anticipation of a packed year of adventure on the road ahead.

Racing fans enjoyed the kick-off of another exciting season of the MotoAmerica King of the Baggers series, which was dominated by Harley-Davidson Factory team ride Kyle Wyman who won both races at Daytona International Speedway for the second year in a row. For non-racing fans there was even more to see and do, including demo rides of the newest H-D models, three different H.O.G. member rides, and of course the H.O.G. Check-In Challenge.

For me, the best part of Bike Week, and other events like it, is spending time with our members who love H.O.G. and the Harley-Davidson lifestyle. It's a reminder that while there are many great tangible rewards and benefits to membership, the emotional benefits of connection and belonging and the relationships we build with each other are what really set the Harley Owners Group apart.

We're wrapping up the remaining Regional Officer Connection training seminars in the next few weeks, and by the time those are done we'll be in the thick of rally season. I hope your riding season is also off to a great start, and I look forward to seeing you at an event soon. 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.

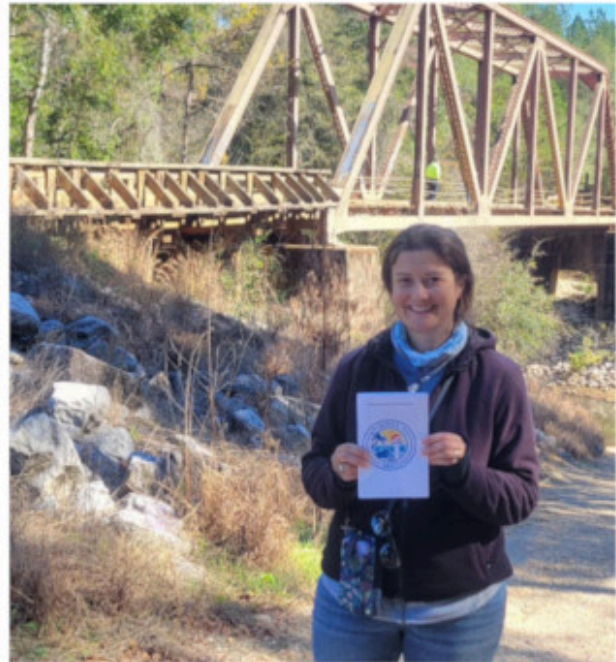
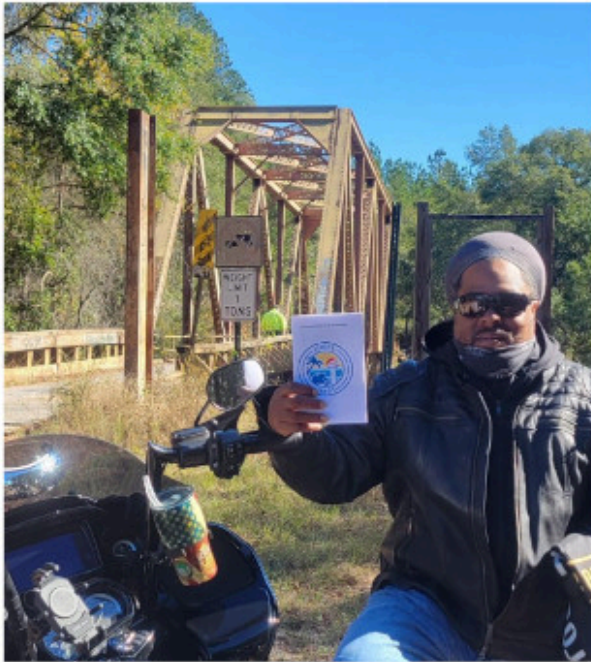
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PAUL BLOTSKE

H.O.G. Regional Manager - Central
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Ride 365: Think National, Act Local!

H.O.G.'s Ride 365 program offers members many ways to experience some of America's best riding and be rewarded for their miles by participating in challenges like 15 Rides for '25 and 50 Rides, One Nation. These programs allow members to share experiences with riders nationwide, but they can also be used as models to create your own local challenges. That's exactly what Northwest Florida H.O.G. Chapter #3863 did when it created its own 10 for '25 Challenge.

With 10 area rides ranging from 8 to 165 miles from their sponsoring dealership, Pensacola Harley-Davidson, the challenge gives members an easy way to experience some of the best local roads and attractions. Participants are also entered into an end-of-season drawing with a chance to win a \$250 grand prize. Is your chapter doing something similar? We'd love to hear about it!





New Let's Ride Challenge Celebrates Heroes and Rewards Riders

The 2025 Let's Ride Challenge™ Ride for Heroes takes the Harley-Davidson spirit one step further with a seven-month event celebrating our riding community while honoring our nation's Military, Veterans and First Responders. Riders across the country will log miles, earn rewards, and climb the leaderboard, all while supporting a \$1 million donation to charities serving those who protect us here at home. Open to all Harley-Davidson riders, the challenge runs from March 28 to October 31, 2025, and offers collectible rewards at various milestone check-ins. The challenge culminates with five riders winning new 2025 Harley-Davidson motorcycles. Let's ride and make every mile count!

Let's Ride Challenge Rewards:

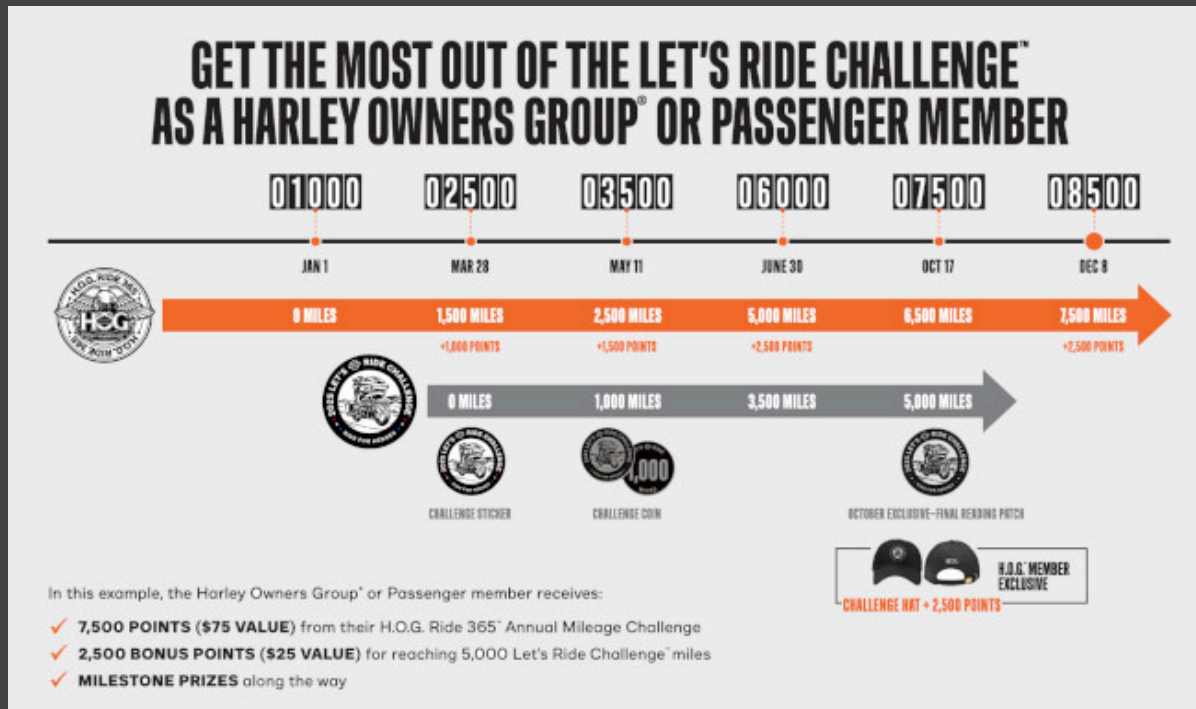
- Enter the Challenge to compete to win one of five new Harley-Davidson motorcycles
 - **H.O.G. membership exclusive:** Any H.O.G. member who wins a motorcycle will receive an additional \$5,000 cash bonus!
- Let's Ride Challenge™ Sticker after first mileage reading
- Let's Ride Challenge™ Coin after accumulating 1,000 miles
- **H.O.G. membership exclusive:** H.O.G. collectible hat plus 2,500 bonus points after accumulating 5,000 miles

How to Enter:

- **Register:** Stop at Harley-Davidson® dealerships to register and get your first odometer reading. You'll need to get this first reading on or after March 28 even if you have already entered the 2025 H.O.G. Ride 365 challenge.

Once you've registered, miles recorded as part of the Let's Ride Challenge™ will start counting toward your H.O.G. Ride 365 balance.

- **Ride:** Hit the road and rack up miles
- **Engage:** Interact with dealers and build your Rev Score
- **Win:** The highest Rev Scores will ride away on a new Harley



For more details on the Let's Ride Challenge™, visit the [website](#).



How to Recruit and Train New Officers

Dedicated officers like you are the lifeblood of the Harley Owner Group, and as anyone who has managed a chapter knows, you can't have too much help. It takes time, dedication and an occasional infusion of new people and personalities to keep the energy and enthusiasm fresh and flowing. Here are some tips to help develop the next generation of H.O.G. leaders.

- **Start early and often.** Rather than wait until the near end of the year before beginning the recruitment process, the earlier you begin identifying potential officer candidates, the better. It's also a good idea to work with your H.O.G. Manager or other dealership contacts to develop a recruiting plan to fill open roles.
- **Assign a mentor.** Every new or potential officer should have an assigned mentor to answer questions, transfer knowledge and help prepare them for their new role.
- **Watch your shadow.** Invite incoming officers to shadow your leadership team throughout the current season by attending meetings, rides, and other events this season prior to assuming their new roles in January. The more experience they get before stepping into a new role for the first time, the better.

If you have suggestions about recruiting and training new officers, we'd love to share them in a future newsletter. Drop us a line with your tips!



2025 H.O.G. Rallies & Events

Rally Spotlight: June is Jumping

With a touring rally in the Black Hills, regional rallies in Maryland, Michigan and Missouri, and Laconia bike week in New Hampshire, the month of June is packed with action nearly from coast-to-coast. There's something for everyone, and with some good planning and an iron butt, you can easily combine a few of them into an epic road trip. Start packing!

2025 H.O.G. Touring Rallies

- 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

- 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](#).

CHAPTER TIP

Chapter Officer Kits Coming Soon

Chapter officer kits began shipping to dealerships this month. These kits contain officer rocker patches and medallions designed by legendary Harley-Davidson stylist Willie G. Davidson. The kits are mailed to the attention either of your sponsoring dealer principal or H.O.G. Chapter Manager, so be sure to watch out for them and make sure all your new and returning officers receive their materials.

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