



# 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

As I reflect on another wonderful year that has passed for the Harley Owners Group, I am humbled by and thankful for the passion and energy that so many of you put forth in service of our members and this great organization.

Your passion generates incredibly positive things for H.O.G., from the indelible experiences and strong community bonds you create for your members, to the inspiration we draw from our engagement with you. Your enthusiasm is also a powerful source of inspiration for new ideas that enhance our membership experience.

Many of the improvements we've made this year came about because of member feedback like this. Changes such as mailing out membership guides at the beginning of year and increasing the number of destinations in our popular 15 for '25 Challenge (see more on both below) came from suggestions we received from people like you.

Of course we can't adopt every suggestion we get, but we active listen to your feedback. We are constantly looking for ways to simplify our processes, increase member benefits and participation, and make it easier for you and your members to have more fun doing what you love: riding motorcycles. Please keep your energy and ideas flowing in 2025!

As we approach the end of one year and the start of another, I'd like to thank each of you for everything you do to make H.O.G. the world's biggest and best riding club. I hope you enjoy the upcoming holidays and I look forward to connecting with you in the new year.



### **CHRIS HARRISON**

H.O.G. Regional Manager - Western  
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## **New 2025 H.O.G. Benefits Guide**

H.O.G.'s Benefits Guide is our exclusive guide to adventure. It's packed with essential information about programs and benefits that encourage H.O.G. members to ride more miles and get the most rewarding experience from their membership. The guide contains details about our Ride 365 program, including destination and mileage challenges, H-D rewards points, exclusive partner benefits, annual H.O.G. events, and much more.

New this year, a printed copy of the 2025 guide will be mailed in December to all active members to ensure everyone has the maximum opportunity to take full advantage of these benefits starting on January 1.

Members who have already renewed their membership through the end of 2025, including Life members, will receive their 2025 membership materials (annual pin, patch, etc.) along with the benefits guide. All other members will receive their membership materials in a later mailing after they renew next year.



## Expanded: 15 for '25 Ride Challenge

Members asked and we listened: for 2025, the 15 for '25 Ride Challenge has been expanded to 15 destinations to give members more opportunities to be rewarded for riding, exploring and collecting unforgettable memories. Participants will receive an exclusive challenge coin for each destination visited.

To participate in the challenge, members simply visit the designated photo checkpoint for each destination, snap a photo showing the cover of the 2025 Membership Guide, and submit it digitally through their member profile on [members.hog.com](https://members.hog.com). Members who visit any 10 of the 15 destinations receive credit for completing the challenge.

### 15 for '25 Ride Destinations

- Manzanar National Historic Site, Independence, CA
- Smiling Peanut, Plains, GA
- Potato Capital of the World, Blackfoot, ID
- Hog Capital of the World, Kewanee, IL
- World's Largest Ball of Twine, Cawker City, KS
- Town of Hell, Hell, MI
- Lynnyrd Skynnyrd Monument, Magnolia, MS
- World's Largest Buffalo Statue, Jamestown, ND
- National Memorial Arch, King of Prussia, PA
- South of the Border, Hamer, SC
- Oark General Store, Oark, AR
- Narrow Bridge at Lake Chocorua, Tamworth, NH
- World's Largest Teapot, Chester, WV
- Bishop Castle, Rye, CO
- Mount Rushmore National Monument, Keystone, SD

**ROC**

## It's Not Too Late to Register for ROC

Regional Officer Connection (ROC) sessions at 21 locations around the country are filling up fast, but there's still time to reserve your spot. ROC training offers H.O.G. officers a chance to share best practices about running a chapter and get charged up and ready for the new riding season. Whether you're a new or returning officer, you'll leave your ROC session with more knowledge, skills, and enthusiasm.

Here are the dates and locations for 2025 Regional Officer Connection training sessions:

- January 11, Austin, TX
- January 11, Mt. Juliet, TN
- January 18, East Point, GA
- January 18, St. Louis, MO
- January 25, Charlotte, NC
- January 25, Covington, KY
- February 1, Orlando, FL
- February 1, Tempe, AZ
- February 1, Cedar Rapids, IA
- February 8, Sacramento, CA
- February 8, Lansing, MI
- February 15, Natick, MA
- February 15, Cathedral City, CA
- February 15, Schaumburg, IL
- February 22, Wilmington, DE
- February 22, Salt Lake City, UT
- March 15, Norman, OK
- March 15, Bloomington, MN
- March 22, Pittsburgh, PA
- April 5, Bellevue, WA
- April 19, Schenectady, NY

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



## **A VIP Offer from Harley-Davidson Riding Academy**

Do you remember who or what inspired you to become a rider? Maybe it was a relative, friend or neighbor who shared their passion for riding with you. A new exclusive 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
- 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

The H.O.G. rally season kicks off in February with the first of seven exciting touring rallies that will cover the country from coast-to-coast in search of great roads, memorable adventures, and camaraderie with fellow riders. Where will 2025 take you?

**Rally Spotlight:** Spring Heat in Arizona H.O.G. Touring Rally, March 28-April 1

Take the long way to Arizona Bike Week! Experience the stark beauty of the Southwest as you weave through majestic deserts and towering mountains, where vibrant sunsets paint the sky and rugged terrain challenge your riding skills. This rally promises breathtaking vistas, unique cultural experiences, and the chance to connect with fellow riders who share your passion for adventure.

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

## 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





## CHAPTER TIP

### **Does Your Chapter Have a H.O.G. Manager?**

The answer should be Yes! The **Chapter Charter** identifies the Chapter H.O.G. Manager as a mandatory primary officer role that must be filled by a designated employee of the sponsoring dealership. Despite this requirement, many H.O.G. chapters don't have a Manager identified in the H.O.G. system on HDnet. That doesn't necessarily mean no one is serving in the role, but it does mean you should ask your Manager to make sure they are correctly identified in our system. If you don't have a Chapter H.O.G. Manager, contact your H.O.G. regional manager.

#### \*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/learntoride](http://www.h-d.com/learntoride) 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](http://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](http://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.