



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

I'm going to jump right in this month and get on my soapbox to make a pitch about how important it is for all H.O.G. officers to attend an upcoming session Regional Officer Connection training. Starting in January, we'll be hosting a series of sessions in cities across the country with the goal of meeting face-to-face with as many H.O.G. officers as possible. Our mission during these day-long sessions is to talk about best practices for successfully running a H.O.G. chapter, as well as to discuss the challenges and opportunities facing officers and share strategies to address them.

Why should you attend ROC? First and foremost, because you will hopefully leave your session better set up for success and charged up about the season ahead. Attending ROC is also a great opportunity to share stories with fellow H.O.G. officers, learn from their experiences, and to be inspired helping your fellow H.O.G. members achieve a more rewarding riding experience.

If I'm being frank, another important reason to attend is because most of the issues and problems we deal with at the chapter level on a day-to-day basis stem from a lack of understanding of basic chapter operations and functions that that we cover extensively in each ROC session. This is not meant to be a criticism of our many hard-working and well-meaning officers, but it does represent an opportunity we can easily improve with more education.

Attending ROC is the best way to get educated about how the run a H.O.G. chapter, so I encourage you and your fellow chapter officers, especially those who are new in their roles, to sign up for a session this season if it fits into your schedule. I also urge you to invite a representative from your dealer, because they will benefit just as much as you. To help you start planning, we will publish the 2026 ROC schedule in next month's newsletter and registration will open in early December.

As always, thanks for everything you do to help make the Harley Owners Group the world's biggest and best riding club.



CHRIS HARRISON

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Show Up, Show Out and Reap the Rewards of Participating

"Membership has benefits. Participation has rewards." You've probably heard us say that before, but there's a deeper meaning to the saying. When you show up—at a ride, rally or chapter event, the experience of being there and participating brings a feeling of joy and satisfaction that resonates long after the event has ended. A great example of this is the experience of Kayla and Ryan Ellefson, two H.O.G. officers from the Twin Cities Chapter in Blaine, Minnesota, who recently attended the Sturgis Rally in the Black Hills of South Dakota. The couple joined in the biker games action at Pappy Hoel Campground, with Kayla winning a prize, and later Ryan won a new motorcycle in a giveaway at Black Hills H-D! As the old saying goes, you can't win if you don't participate!

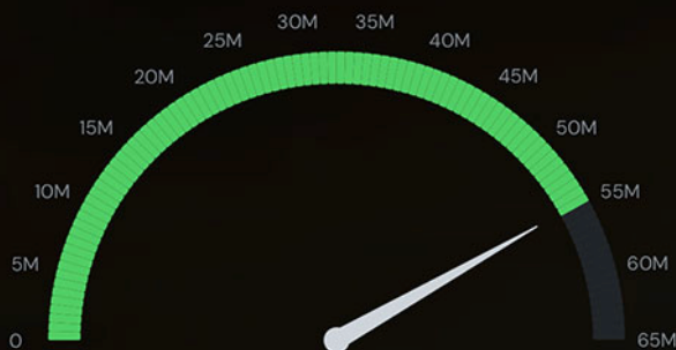
What's this mean for you and your fellow chapter members? It doesn't mean you have to travel to Sturgis or any other big rally, or that the goal is to win games or prizes. The rewards come from being present in the moment and recharging your soul with the spirit of the ride. That's what of participation really means.



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VISIT YOUR DEALER THROUGH OCTOBER 31 TO BOOST YOUR REV SCORE!



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Every mile logged honors our heroes

Let's Ride Challenge Hits 50 million Miles!

We're thrilled to announce that the 2025 **Let's Ride Challenge™ Ride for Heroes**, which celebrates our riding community while honoring our nation's Military, Veterans and First Responders, has officially reached its 50-million-mile goal and will make a \$1 million donation to charities serving our nation's heroes. A goal has been achieved, but it doesn't mean our mission to ride in support of those who serve to protect us is over. There's also still time to enter for a chance to win one of five new Harley-Davidson motorcycles before the challenge ends on October 31, plus everyone who gets a reading in October will earn a special patch to commemorate their participation.

If you haven't entered yet, ride over to your nearest Harley-Davidson dealership to get an odometer reading. The process is simple:

- **Scan** the in-store QR code
- **Enter** your member number, VIN and odometer mileage
- Get **validated** by a dealership employee by scanning the QR code they provide.
- Use this process to enter the challenge 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.

For more information about the Let's Ride Challenge™ visit h-dletsride.com.



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Get Your New Officers Off to a Great Start!

As fall and the end of riding season approaches, now is a good time for H.O.G. chapters to start thinking about recruiting and training new officers for next year if they haven't already started that process. Fall and winter months are also a great time for new officers joining your team to work with current and outgoing officers to begin transitioning into their new roles. Here are some tips:

- Invite incoming officers to shadow an experienced officer at remaining chapter meetings, rides, or other events this season prior to assuming their new roles in January
- Assign each new officer a mentor to answer questions, transfer knowledge and help prepare them for their new role
- Ensure all new and returning officers (and members!) have updated their online profile on members.hog.com, and ensure they are **opted in** to receive emails from H.O.G. and Harley-Davidson
- Invite your new officers to attend a Regional Officer Connection training session (2026 ROC dates, locations and registration information will be communicated soon)
- If your Chapter has open roles for next year, work with your H.O.G. Manager or dealership contacts to develop a recruiting plan to fill open roles.



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2026 H.O.G. Rally Calendar Coming Soon

We're putting the finishing touches on the rally calendar for 2026 and will publish the details next month. No matter where you love to ride, there will be an incredible variety of new roads and destinations to explore. Stay tuned for complete details in the October newsletter. Meanwhile, there are still some awesome events left the 2025 H.O.G. calendar.

2025 H.O.G. Touring Rallies

- Tour of Valor H.O.G. Touring Rally, October 14-20, Hughesville, MD to Dayton, OH

2025 H.O.G. Regional Rallies

- Golden State H.O.G. Rally, October 2-4, Fresno, CA

2025 H.O.G. Check-Ins

- Bikes, Blues & BBQ, October 1-4, Rogers, AR
- Smoky Mountain Bike Week, September 27-October 4, Maryville, TN
- Biketoberfest, October 16-19, Daytona Beach, FL

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



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CHAPTER TIP

Run a Member Report to Track Ride 365 Mileage

The Member Report function in the [Manage My Chapter tool](#) is an easy way to track participation in Ride 365 Mileage Challenges. This report shows which of your members have entered the challenge and their mileage totals. A member with a number greater than zero in the annual mileage field has received at least two odometer readings in the current calendar year. A zero means only one reading has been taken. A dash (-) indicates no readings have been taken and the member is not entered in the current Annual Mileage Challenge. Running this report is also a good way to make sure your chapter membership list is up to date and to check your members' national H.O.G. expiration dates.