



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'd like to start off this month's newsletter by first thanking everyone who has attended one of the Regional Officer Connection training sessions we've so far held this year. It's been an inspiration to spend time with so many members who have arrived well-prepared, motivated and eager to go the extra mile in service of our members. You are truly the best of the best.

Some of the most engaging conversations and questions we've had during our early ROC sessions have been on the topic of our new Chrome Chapter program, which we're rolling out this year for the first time. Many of your questions have been about the "nuts and bolts" of the program, the requirements needed to meet to earn Chrome status. The details are all explained in the [Chrome Chapter guide](#) and discussed in detail during ROC training, but I'd like to take a moment here to talk about the why, rather than the what.

Our purpose for creating the Chrome Chapter program is all about helping chapters focus more on what we all love to do, riding Harley-Davidson motorcycles. The program has been intentionally developed to reward the high-value actions that are proven to produce the best results, as demonstrated over the years by chapters that are most successful at growing and engaging their membership. Think of the Chrome Chapter program as a blueprint for your success, rather than as a checklist of boxes to tick off.

If you have any questions about the Chrome Chapter program after attending a ROC session, please feel free to reach out to me. My door is always wide open.

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



CHRIS HARRISON

H.O.G. Regional Manager - Western

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Action Plan

Chrome Chapter Tip of the Month: Your Chapter Action Plan

One of the key elements of the Chrome Chapter program is the Chapter Action Plan. This plan helps your chapter identify opportunities and challenges, including efforts to grow membership and engage and retain existing members. It helps you set objectives and goals for each focus area, build a timeline and assign responsibilities and action steps to achieve your goals.

You'll begin thinking about your Chapter Action Plan in pre-work ahead of attending Regional Officer Connection training, then further refine it during and after your session. After completing ROC training, you'll use the Chapter Action Plan as a roadmap to support your chapter's goals and future success throughout the coming year, making updates as needed as you reassess your goals adjust and strategy to achieve them.

Learn more about the Chrome Chapter program by watching an **introduction video** from Bill Davidson and Tim Budzien [here](#). Download the **Chrome Chapter Recognition Program guide** from the [Chapter Resources page](#) to find out how your chapter can earn this coveted status.



Riding Season Planning Tips

As a H.O.G. chapter, your primary goal is bringing people together to ride more often and have fun doing it. Here are four ways you can create more fun riding opportunities this season that will also help you achieve Chrome Chapter status next year.

- **Promote odometer readings.** Organize group odometer reading events in coordination with the staff of your sponsoring dealership throughout the season. It's an easy way for members to enter the Let's Ride Challenge and Ride 365 Annual and Chapter Mileage Challenges and will help your chapter achieve the objective of having at least half its membership obtain two mileage readings within the calendar year.
- **Host new rider events.** Work with your dealership sales staff to invite new owners to a chapter event or group ride. It's a great way to recruit new members that can also help you achieve the goal of hosting four or more rides or events specifically for new Harley-Davidson owners.
- **Ride to a H.O.G. Rally.** With more than 20 [H.O.G. events](#) around the country, there is sure to be one near you. Plan a ride to it and you'll be well on your way toward the goal of having at least 10 chapter members attend a Regional Rally, Touring Rally, National Rally or official H.O.G. check-in this year.
- **Share chapter rides and events** by posting them on your social media channels, chapter emails and newsletters, and by submitting content through [HOGStories.com](#) or via the [H-D App](#).



Let's Ride Challenge Revs Up for Year Two

Last year, the **Let's Ride Challenge® Ride for Heroes** brought riders across the country together, logging more than 84 million miles and fueling a \$1 million donation to organizations supporting active military, veterans and first responders. Five H.O.G. members won new Harley-Davidson motorcycles (and scored \$5,000 bonuses), and thousands of riders collected rewards as they reached milestones.

From February 27 through October 31, 2026, we're once again calling all riders to join the Challenge and make every mile count. Join us in our mission to log 100 million miles in honor of our nation's heroes and support another \$1 million donation.

As H.O.G. members, your miles also count toward the H.O.G. Ride 365 Mileage Challenges, adding to your Annual, Lifetime and Chapter totals. You're also eligible for a member-exclusive Let's Ride Challenge® hat and 2,500 bonus points after reaching 5,000 miles. Plus, any H.O.G. member who wins a motorcycle will also receive a \$5,000 cash bonus!

How to Participate:

- **Register:** Visit any participating Harley-Davidson® dealership, h-dletsride.com, or register through the **H-D App**.
- **Get your first reading:** Complete your first Let's Ride Challenge® odometer reading at a participating dealership. Miles won't start adding up until you've captured your first reading in this challenge – so don't wait!
- **Ride:** Hit the road and rack up miles. From chapter rides to quick weekday trips – every mile matters.

- **Compete to win:** Build your Rev Score and compete to win one of five new motorcycles by visiting dealerships frequently. Remember to collect your milestone rewards along the way!



2026 CHAPTER MEMBERSHIP ENROLLMENT FORM AND RELEASE

Chapter Name: _____
Member Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
E-mail Address: _____
Phone: _____ Member Nat'l H.O.G. Number: _____
Expiration Date of National H.O.G.® Membership: _____

All About Waivers

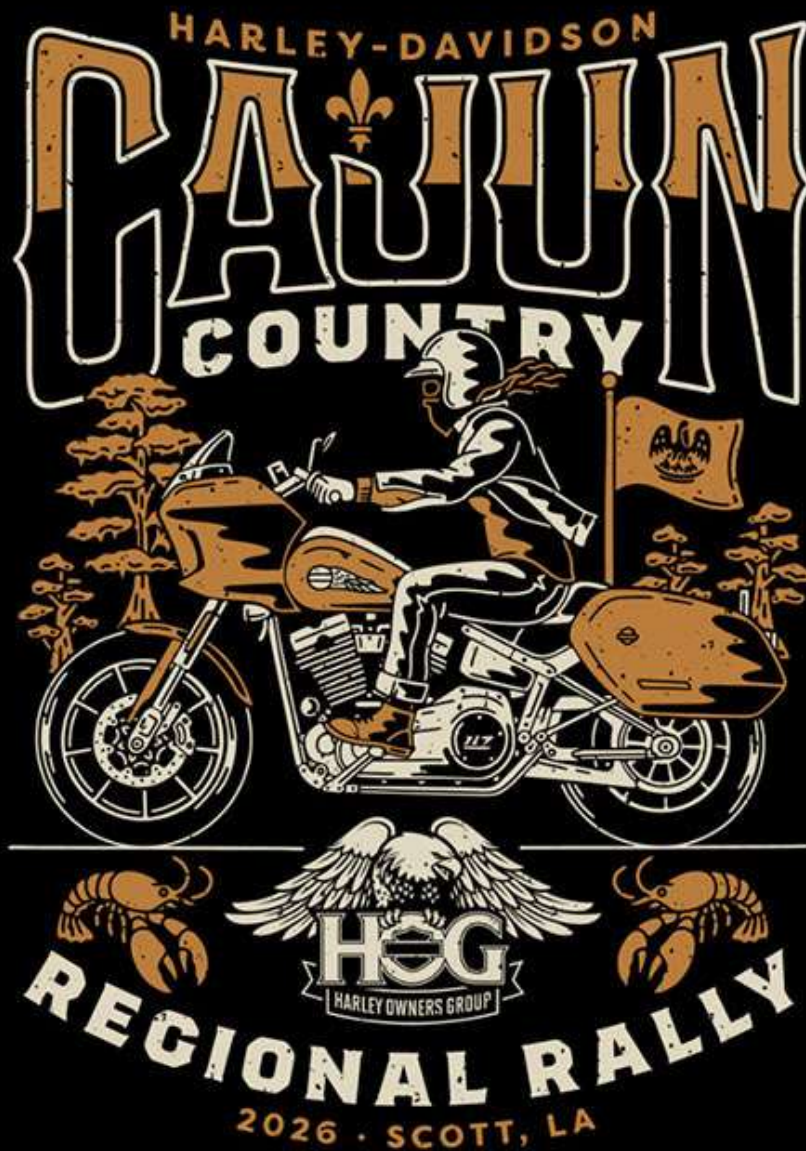
The Chapter Membership Enrollment Form and Release, aka “waiver,” protects your chapter and you as an officer in the case of an accident during a chapter event. It’s a simple, easy-to-understand contract between members and chapters that documents that the member acknowledges the reason for the release, the risks of operating a motorcycle and that they will hold the chapter harmless should an incident arise during a chapter function.

Every year a new annual waiver is provided, typically in November or December of the prior year. Note: it is not necessary to wait until January 1 of the calendar year printed on the form to have it signed. Once signed, the waiver remains in force **through December 31** of the year printed on the form.

Waiver Dos and Don'ts

- **Do: Download the 2026 form and either email it or print it out for distribution to your members.**
- **Do: Have every chapter member sign the waiver prior to attending a chapter event.**
- **Don't: Make any changes or edits to the form as received.**

Waiver forms may be downloaded from the [Chapter Officer Resources page](#). More information about the waiver is available in the **Chapter Handbook**, also at the link.



2026 H.O.G. Rally Calendar

H.O.G. Rally Spotlight: Cajun Country Regional H.O.G. Rally, April 16-18

Spice up your riding season in Cajun Country! From the rally base in Scott, Louisiana, you'll cruise shaded bayou roads, roll past sugarcane fields and crawfish farms, and spot gators basking in the sun. Hit the Creole Nature Trail to earn your 50 Rides, One Nation H.O.G. coin for Louisiana, then cap off the day with legendary Cajun food, live music, and great company. Down south, the rides are hot, the flavors are bold and the friendships last a lifetime. Laissez les bons temps rouler!

2026 H.O.G. Touring Rallies

- Run to Daytona H.O.G. Touring Rally, Virginia Beach, VA to St Augustine, FL, February 23-27

- Spring Heat H.O.G. Touring Rally, Santa Clarita, CA to Chandler, AZ, April 3-7
- Route 66 East H.O.G. Touring Rally, Milwaukee to Amarillo, TX, May 16-22
- Open Road Posse Ride, Durango, CO to Mandan, ND, June 10-22
- 10 State H.O.G. Touring Rally, Lakeville, MN to Bossier City, LA, August 17-22
- Tour of Valor H.O.G. Touring Rally – Mobile, AL to Madison, WI, September 1-9
- Route 66 West H.O.G. Touring Rally, Amarillo, TX to Marina Del Ray, CA, September 22-28
- Ride Home H.O.G. Touring Rally, Hickory, NC to H-D Museum, Milwaukee, WI, October 14-19

2026 H.O.G. Regional Rallies

- Cajun Country Regional H.O.G. Rally, Scott, LA, April 16-18
- Smoky Mountain Regional H.O.G. Rally, Maryville, TN, May 27-30
- Great Lakes Regional H.O.G. Rally, Chippewa Falls, WI, June 11-13
- Rocky Mountain Regional H.O.G. Rally, Durango, CO, June 11-13
- Blue Ridge Rumble Regional H.O.G. Rally, Winchester, VA, June 17-20
- Iron Adventure Regional H.O.G. Rally, New England, July 16-18
- Cruisin the Catskills Regional H.O.G. Rally, Hunter Mountain, NY, July 23-25
- H.O.G. National Rally, Branson, MO, September 9-12

More information and registration links for 2026 H.O.G. rallies are available on the [H.O.G. Rally site](#).

CHAPTER TIP

Event Guest Waivers

Occasionally your chapter may host events that are open to non-H.O.G. members. For those events to qualify for H.O.G.-sponsored insurance coverage, all guests in attendance, including minors over 12 years old, must complete an **Assumption of Risk waiver**. This form is separate from the Chapter Membership Enrollment Form and Release discussed above, which only applies to H.O.G. members. For more details about insurance requirements and chapter events, see the H.O.G. Chapter Handbook. Both documents are available in [H.O.G. Chapter Resources](#).