



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

It's almost a wrap! The final Regional Officer Connection training session concludes this weekend, and once again through the first 20 sessions, it's been a huge success.

At each of these sessions, it's exciting and humbling to experience firsthand the incredible passion, enthusiasm and energy so many officers like you have for the Harley Owners Group and our members. Every session is unique, but I came away from each one I attended with a deep appreciation for the great work being done by chapters all over the country to create incredible riding experiences for our members.

With ROC and the early rallies passing into our rearview mirror, we're now ready to shift into top gear and turn our full attention to the heart of the 2026 riding season.

Especially exciting is the return of the H.O.G. National Rally for the first time in several years. This event, which will be based in Branson, MO, offers members an opportunity to explore the outstanding riding and recreational features of the Ozarks in fellowship with riders from around the United States and the world, and it's sure to be an experience to remember.

There's a renewed spirit of enthusiasm here at Juneau Avenue and we're excited to be "on the road again." Let's ride!

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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Help Celebrate 250 Years of the Land We Love

There's nothing more American than the thunder of a Harley-Davidson motorcycle rolling down the open road, and for more than 120 years, riders like you have defined the spirit of freedom. That's why Harley-Davidson is deeply honored to be part of the **Freedom 250** initiative, a non-partisan organization leading the celebration of America's 250th birthday.

To help tell that story in a bold new way, we're inviting H.O.G. members to help create a showcase that demonstrates everything that's great about riding Harley-Davidson motorcycles in our wonderful nation.

We're looking for videos and photos of you and your passengers, and of course your

Harley-Davidson motorcycles, at iconic landmarks across the United States. Your content will contribute to a reel that will be played as part of the Freedom 250 contribution to the Independence Day celebrations at our nation's capital.

How to Participate

- Click on the link below to visit our Harley-Davidson Freedom 250 page for all the details you'll need.
- You'll also find locations and landmarks here along with what's needed in the video, useful tips, and how to submit your video.
- Visit hogstories.harley-davidson.com/help-us-celebrate-the-land-we-love



Colt Ford and Jackyl Set to Rock H.O.G. National Rally

Branson, Missouri, is gearing up for the biggest event in the Harley Owners Group calendar in 2026—the celebrated return of the National H.O.G. Rally, which will take place between September 9 and 12.

Back by popular demand, the National H.O.G. Rally offers members from all over the country the chance to meet, check out the best local hospitality, take part in events like the Harley-Davidson Motorcycle Parade, and enjoy the jaw-dropping riding highlights of the Ozark Mountains.

Colt Ford and Sturgis favorites Jackyl will bring a taste of Country and Rock as headliners at this year's National H.O.G. National Rally in partnership with the Full Throttle Saloon. Colt Ford plays Friday, September 11, followed by Jackyl Saturday, both in Branson.

For more information and to register, visit hogstories.harley-davidson.com/hog-national-rally-2026/#entertainment.



Chrome Chapter Tip of the Month: The Survey Says!

The key elements of the Chrome Chapter recognition program are all designed to encourage and celebrate high-value actions and best practices that help chapters successfully grow and provide compelling experiences for their members.

Part of the recognition process includes reflecting on what your chapter achieved and learned through the year. So, at the end of the season, we'll ask one representative from your chapter to complete a post-season event survey and provide details about events and activities your chapter conducted.

The survey will help us learn more about your successes, learnings and anything else you're proud of accomplishing. It will be simple to complete, but even easier if you make a habit of documenting your activities with notes and photographs throughout the year.

We also want to hear about your hard work throughout the year, so you are encouraged to share with your H.O.G. regional manager and on your chapter and sponsoring dealer's social media account.

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.



Let's Ride Challenge

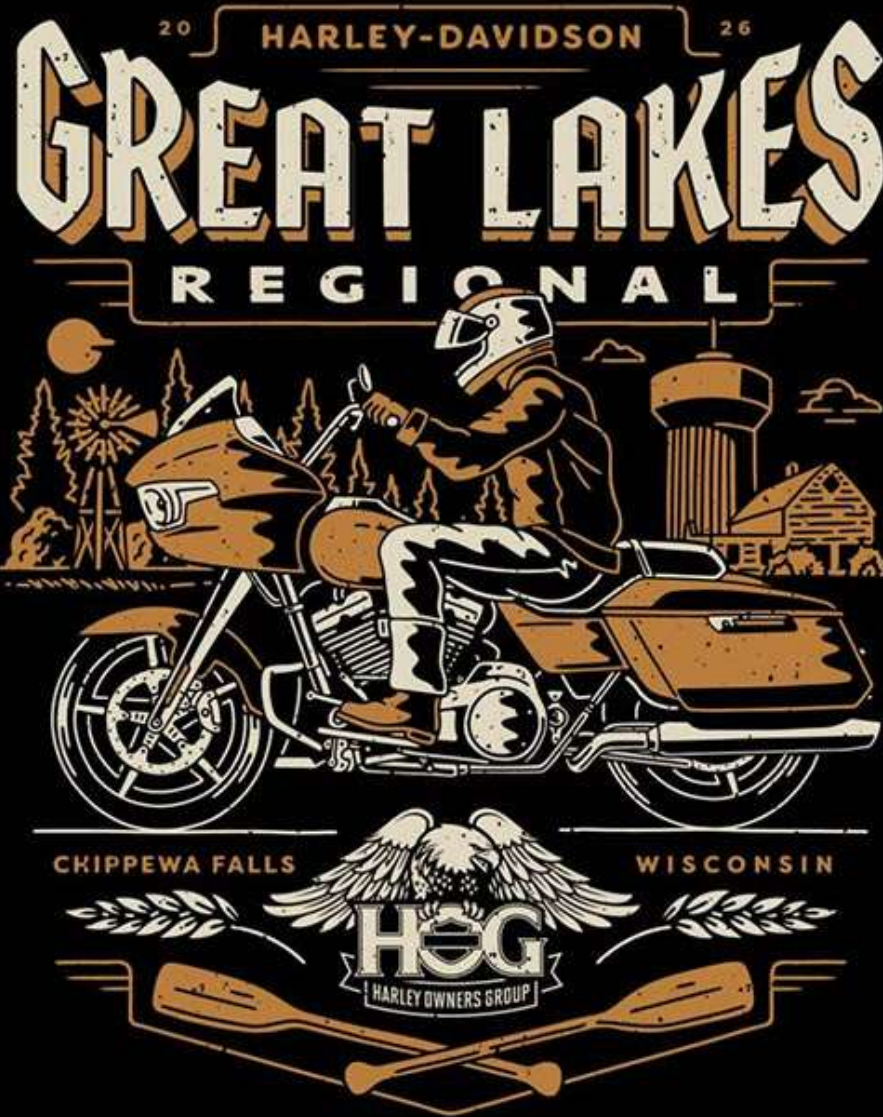
The [Let's Ride Challenge® Ride for Heroes](#) brings riders across the country together to log miles in support of a \$1 million donation to organizations supporting active

military, veterans and first responders. From now until October 31, 2026, we're calling all riders to join the 2026 Let's Ride Challenge and make every mile count. Join us in our mission to log 100 million miles in honor of our nation's heroes.

As a H.O.G. member, your miles also count toward the H.O.G. Ride 365 Mileage Challenges, adding to your Annual, Lifetime and Chapter totals. Members are also eligible for a member-exclusive Let's Ride Challenge hat and 2,500 bonus points after reaching 5,000 miles. Entrants will also have a chance to win one of five new Harley-Davidson motorcycles and collect additional rewards as they reach milestones along the way. 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. Once registered, your miles recorded as part of the Let's Ride Challenge also count toward your H.O.G. Ride 365 balance. The process is simple:
 - **Scan** the in-store QR code
 - **Enter** your odometer mileage
 - Get **validated** by a dealership employee
 - **Important** reminder: mileage totals tabulated manually on spreadsheets or with photos or recorded only on the H-D App's record ride feature are not entered into the Let's Ride or Ride 365 mileage challenges.
- **Ride:** Hit the road and rack up miles. From chapter rides to quick weekday trips – every mile matters.



2026 H.O.G. Rally Calendar

H.O.G. Rally Spotlight: Great Lakes Regional H.O.G. Rally, Chippewa Falls, WI, June 11-13

Set against the stunning backdrop of the Driftless Area, this rally is a true celebration of Harley-Davidson pride and passion. Riders will cruise some of the region's most scenic roads, winding through rolling hills, lush valleys, and breathtaking countryside. Whether chasing adventure on the open road or enjoying the lively atmosphere, every moment offers the perfect mix of riding, connection, and memories that will last a lifetime.

2026 H.O.G. Touring Rallies

- 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

- 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

Succession Planning Tips

Identifying, recruiting and preparing the next generation of leaders for is critical to your chapter's long-term success. Here are some tips:

- **Prioritize.** Start your planning with the four primary officer roles: Director, Assistant Director, Secretary and Treasurer. Once you have those covered, tackle the discretionary positions.

- **Define.** The Chapter Charter outlines the basic requirements of each officer role. It's great when officers go above and beyond but sticking to the basics is okay too.
- **Recruit.** Potential officer candidates can come from many sources. Use dealership events and other chapter activities to put the word out and identify potential leaders.
- **Act.** Once you have candidates identified for select roles, put a plan together to educate, train and nurture them to ensure a smooth transition.
- **Start early.** The sooner you begin the better. Don't wait until a role opens to begin thinking about a successor!