



**H.O.G.® OFFICER
CONNECTION**
Connecting officers to Harley-Davidson

A MESSAGE FROM YOUR ATLANTIC REGIONAL H.O.G.® DIRECTOR

Welcome to the latest edition of the Atlantic Regional Director's Newsletter for 2024. Here we are in November already. This has been a very busy summer and fall it seems to have flown by so quickly. Yes, it's been busy, but it's been one of the most enjoyable and rewarding summers I've had in a while. From the ROC training, to attending rides, rallies and events and what makes it all so outstanding is getting out there and meeting most of you out doing what we love, ***"Riding and Having Fun"*** and thank you all for that. But riding season isn't over yet. We are coming up on the late Fall season, with some of you still having the opportunity to get out, dressed a little warmer, and ride through the colorful countryside as we witness the changing colors of the leaves. It's one of my favorite times to get out and ride in our beautiful regions. I would like to take this opportunity to thank our Harley-Davidson® dealers and their staff for their continued dedication to reinforcing the H-D brand. A big thank you to all HOG® Chapter Officers for everything that you do



every day - your commitment and hard work continues to provide great experiences for your fellow HOG® members.



Keith Richard

Regional HOG® Director – Atlantic,
Prairies and Eastern Ontario
Mobile (902) 401-1766

Highlights

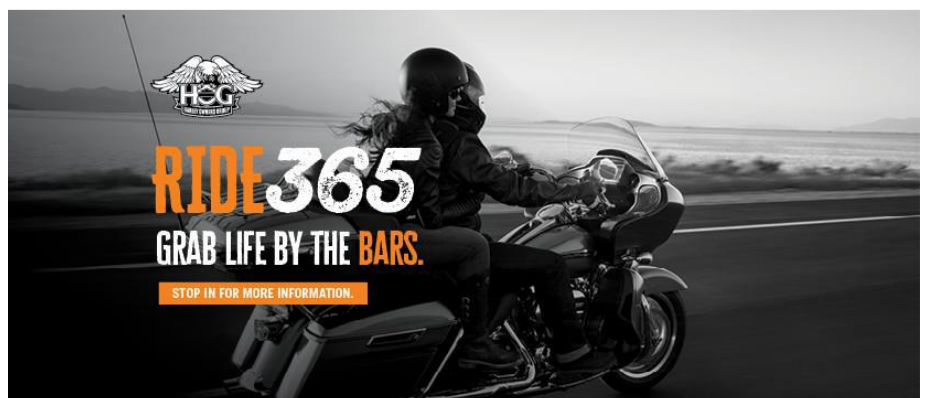
Monthly HOG® Chapter Director's Meeting

I plan to start having my Chapter Directors and some of their supporting Chapter Officers meetings in November. I really enjoy getting together with all of you, even though it is virtually. It's a great opportunity for everyone to meet and share their updates and ideas and plans over the winter to keep their members engaged and their plans for the next riding season. I will contact each of the Directors to verify and confirm any Officers they want to include in our meetings and the meeting day and time during the week.

HOG® Officer Training - Harley-Davidson® Canada and our Regional HOG® Directors were so pleased to provide the in-person 2024 Regional Officer Connection (ROC) sessions in 2024. The feedback we received from the surveys will be used to enhance the training for 2025. Yes, we are planning to continue to provide this important training in 2025 and again in 5 locations nationwide. We knew this training would be well received and you have confirmed it. Attending this inspirational and educational training experience is more convenient and accessible than ever. ROC is your opportunity to work with the National HOG® team and fellow Officers from around the country to learn best practices, exchange ideas about HOG® Chapter activities, rides, and events, and discuss other ways to make your Chapter the best it can be. These active-learning sessions provide a full day of group sessions with opportunities for attendees to split into smaller groups to discuss, share and brainstorm ideas which I feel is the most important part of the training. We appreciate the time and effort you and your Officers take to provide your members with rides and activities throughout the year. More details will be shared with the Chapter Directors including dates and locations and how to register when they become available. So, it's time to start planning.

Chapter Officer Elections – I realize Chapter elections are coming up before you know it. Be sure to send me your updates. It will allow me to update my Chapter contacts.

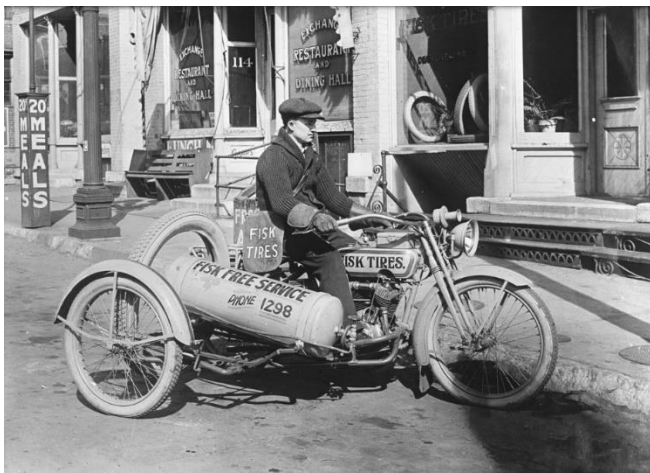
2023 RIDE365 Updates - The **RIDE365** Chapter Challenge – The 2023 winners have been notified and shared on the Harley Owners Group® – Canada Facebook Page, be sure to follow this page and encourage your members to as



well. Don't forget to stop into your dealership and have your 2024 closing mileage recorded at the end of the riding season. Think of **Ride365** as a contest and you must enter by having your starting mileage recorded at the beginning of your riding season and closed at the end of your riding season. **Please note** – you cannot have your starting mileage and closing mileage recorded on the same day. If you do, your entry will not be valid for the **Ride365** program. When the time comes to put away our motorcycles for the winter, don't forget to visit your dealership and have your closing mileage recorded before December 31, 2024 when the contest closes for 2024.

Anniversary or Milestone – If your Chapter will be celebrating an important anniversary or milestone in 2025, be sure to let me know so I can extend the recognition you deserve.

Roadside Assistance



Membership in the Harley Owners Group® carries many benefits, and one of the most popular is our Roadside Assistance program, which provides members with the security and peace of mind of knowing that help is only a phone call away if they run into trouble on the road. **Basic** towing coverage is included with every Full and Life HOG® membership. After some recent updates

there is now only one optional level of coverage available (Ultra PLUS) at additional cost that allow members to design coverage specifically to their needs. To view some of the changes to the program, please visit the [Roadside Assistance](#) website for the most up to date information and spread the word to your Chapter members. Members needing Roadside Assistance can call 1-888-443-5896, 24 hours a day, 365 days a year.

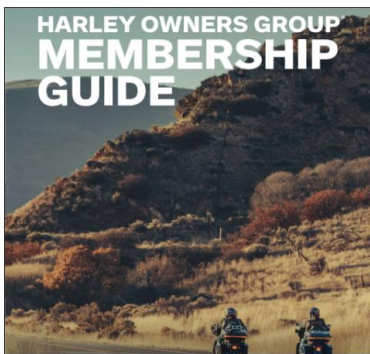
I encourage all members to create their own online profile on the HOG® members site and take advantage of the benefits and information on the newly revised site.

Membership Benefits – The team at Harley-Davidson Canada have been working on the members loyalty program and partnerships which is another reason to continue checking for updates when logging into your membership account. The team continues to work on adding partners and there have been four new partners added recently: **InSta360, Viator, Quad Lock and Freedom Biker Tours**. Rather than expanding on these offers, I encourage you to login in and check out the HOG® Members benefits. Another benefit provided for our members are event HOG® Member Check-in and Pin stops. The team continues to work on adding additional partners to our benefits list. I recently participated in a couple HOG® Check-in and Pin Stops. One on the Labor Day weekend in Digby Nova Scotia at the 20th Annual Wharf Rat Rally and the other PD13 Port Dover Friday the 13th Rally on September 13th.

These two rallies have been going on for years and are known as significant Canadian motorcycle rallies, bringing in thousands of motorcycles daily to their small towns. Harley-Davidson® Canada and their local dealers, including Privateers Harley-Davidson and Clares Harley-Davidson, have been long time supporters and sponsors of these rallies and the Harley Owners Group continue to make them a members Check in and Pin Stop. These are great events. Maybe you have a similar type of event that could be considered for a HOG® Member Check-in and Pin Stop. If you do, let me know and we'll have a discussion and perhaps consider it.

There have been some recent updates on the HOG member's site. When the members sign in, they will find a new members Dashboard, with links to the HOG® members guide, the Harley Owners Group Exclusive Stories and HOG Ride365, HOG® Rallies, Roadside Assistance and Manage your Profile. Be sure to check it out.

Member Dashboard



H.O.G. MEMBER GUIDE

[VIEW GUIDE](#)



HARLEY OWNERS GROUP EXCLUSIVE STORIES

[VIEW STORIES](#)



H.O.G. RIDE 365™

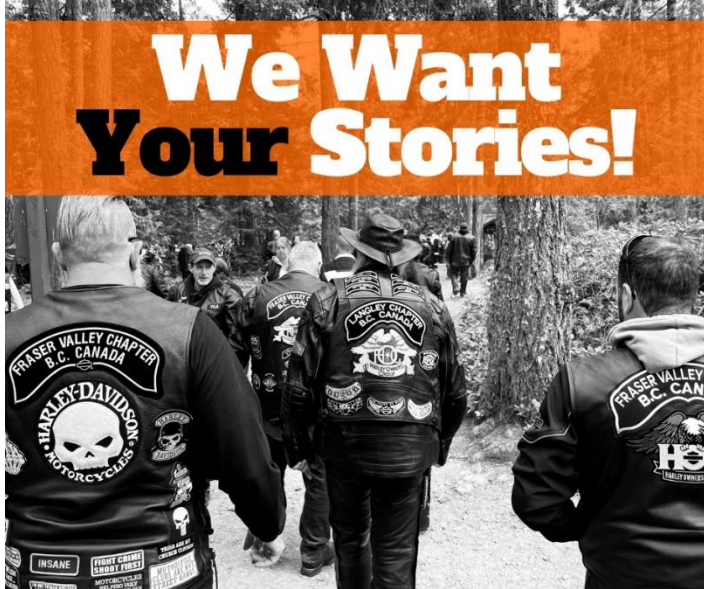
[VIEW CHALLENGES](#)

Membership Inquiries — Have you experienced any issues with your membership? Perhaps missing a patch or pin, or even having issues trying to register for a HOG® Rally (which happened a lot this year)? If you have, your Harley Owners Group Member Services is only a phone call away. If it's not something I can help you with, don't hesitate to call the members service at **1.800.CLUBHOG (1-800-258-2464)** and have your membership number ready.

Chapter Officer Tips - Are you looking to be new Chapter Officer or thinking about volunteering as a Chapter Officers? Do you worry if you are doing the right things for your members? To ensure a stress-free experience, just follow these three simple rules: 1. Keep it simple. 2. Have fun. 3. Don't stress out about how things "used to be" or get hung up over past history. Use resources like the *RIDE365* program to plan rides, encourage members to get out and ride on their own or in a group, and focus on a way to bring your members together for fun social gatherings rather than worrying about planning meetings or being overly formal. When in doubt, refer to Rules 1 and 2. Even if you are not a new Officer, these are pretty good rules to live by. Don't forget I am here to help and assist you.

Important Chapter Officer Update- When you login and check your Officer resource page, you will find the latest revised copies of the Chapter Charter and Chapter Officer forms, Canadian version. If you recall I mentioned they were being revised. You'll notice many of the sections are editable. We are listening to you.

NEW way to send your Adventure Story to HOG® - We have all enjoyed



reading the adventure stories in the HOG® Magazine and the Enthusiast Magazine. Maybe it is your turn to share your adventure. When you take that adventure be sure to capture the story with your camera lens and submit your pictures along with the story of your adventure to HOG® magazine. Your story might just get shared in the magazine or in the Canada focused Digital Canadian HOG® Newsletter or even now on our new Canada Harley Owners Group

Facebook page. **Reminder to the Chapters** - If your Chapter is out there doing something special in your community and I know you all are, or celebrating a milestone anniversary - capture it, write a story about what you are doing, get some pictures and send those stories in. I would ask that you include me in that email. Harley-Davidson® Canada is looking for stories like this that feature you and your Chapters in your communities. The newest HOG® Canada digital newsletter was recently sent to members by e-mail. If you know of any members who did not receive this newsletter, please advise me so that we can get this matter resolved so we can reach all our members and keep them up-to-date and informed. Do you have a great story to tell about your experience as a HOG® Member in Canada? We'd like to hear YOUR stories! We have a new way for members to submit the stories and photos.

After logging into the HOG members site select **"View Stories"** from the new members Dashboard

Member Dashboard



H.O.G. MEMBER GUIDE

[VIEW GUIDE](#)



HARLEY OWNERS GROUP EXCLUSIVE STORIES

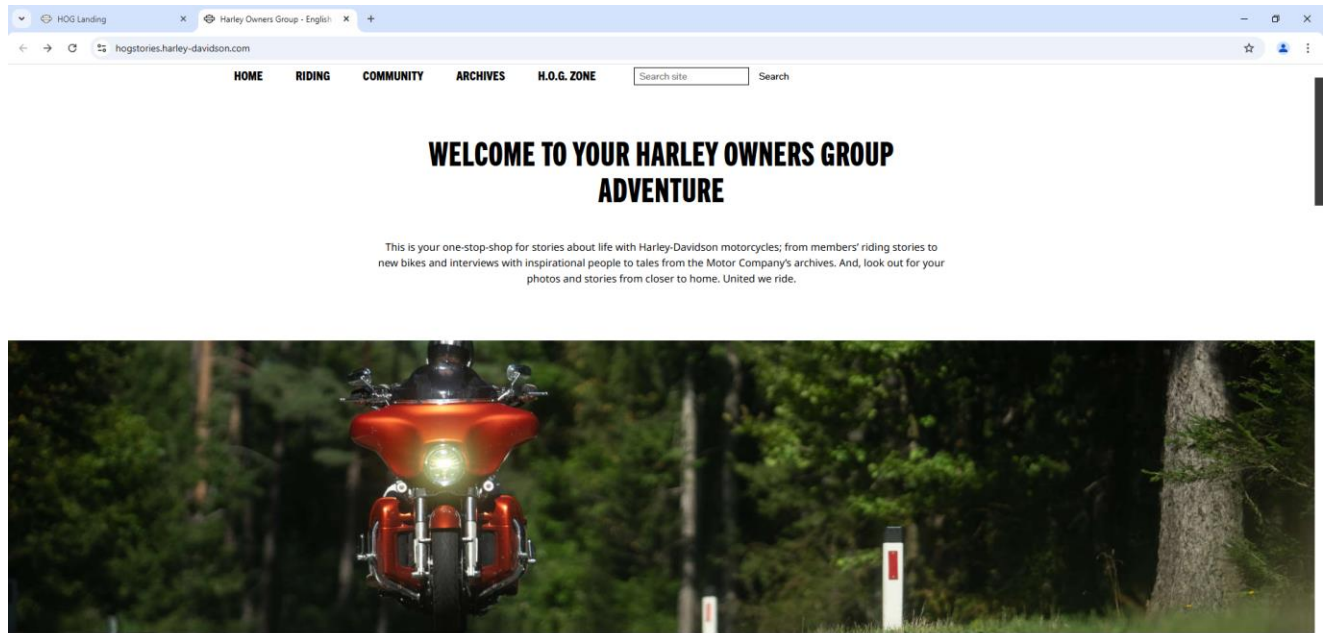
[VIEW STORIES](#)



H.O.G. RIDE 365™

[VIEW CHALLENGES](#)

See next screen shot “Welcome to Your Harley Owners Group Adventure”

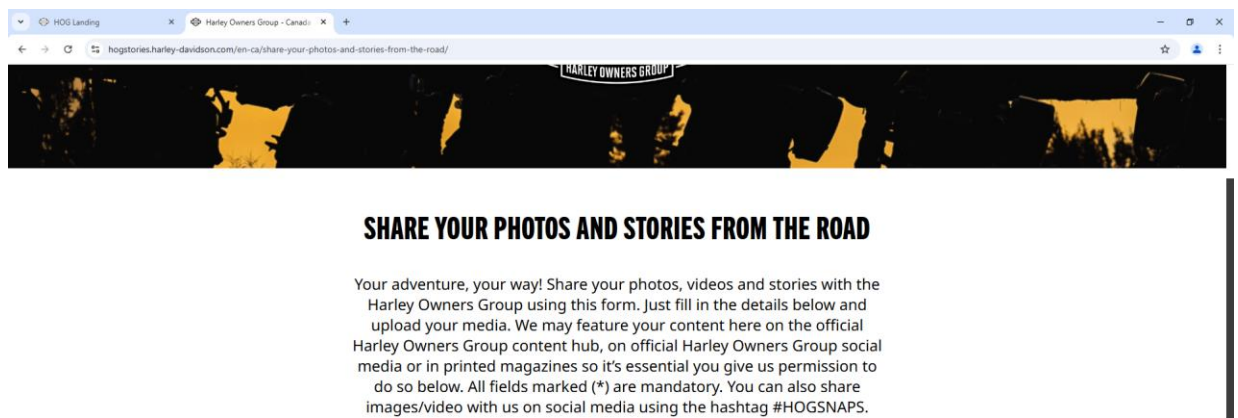


Latest news from the Harley Owners Group

ALL NEWS →

Scroll down to “Share your stories and Photos from the Road > Click Submit

- It will ask you for you Last Name and Membership number and then to the page to complete the details and submit



It's that time of year – Your copy of the 2024 printed version of “The Enthusiast” magazine is out and is filled with great stories and articles.

2025 Canadian Regional HOG® Rallies – Save the Dates- More details to come

Western Regional HOG® Rally – August 14th-17th,2025 Hosted by – Mountainview Harley-Davidson Chilliwack BC

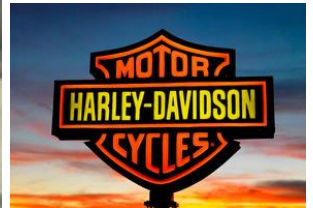
25th Quebec Regional HOG® Rally – August 15th-17th 2025 – Hosted by Prémont Harley-Davidson Laval Quebec

More on Canadian Regional HOG® Rallies

Perhaps your HOG® Chapter and your Harley-Davidson® Dealership have been thinking about hosting a rally in your region or wonder what it takes and want more details. It's a great chance to showcase your Chapter, your dealership, and the great region where you are from. We here at Harley-Davidson® Canada are always looking for Rally hosts and we try to plan two years ahead which gives you lots of time to gather details and start planning your rally, but it can certainly be done in less time. If that sounds like something you and your Chapter are interested in, speak to your dealership and contact your Regional HOG® Director for more details and to get the process started.

2024 YEAR-END EVENT - Saturday, November 9, 2024

Now's the best time to find your next new motorcycle. Visit your local dealer to celebrate another great riding season.



I hope you have enjoyed the Newsletter and updates. I want to thank you all again for your ongoing support. If Chapters or any of my dealers have something they wish to have posted in the quarterly newsletter, please feel free to email me with the information and details. If any of you have any questions, concerns about anything in the newsletter or just want to talk something over with me, feel free, I am just an email or phone call away. I am looking forward to working with all of you, both Chapters and dealerships, throughout the remainder 2024 and onward, sharing good times, rides and adventures. I hope to see you all soon.

Stay safe and healthy,
United we will Ride!

"Ride Safe and Have Fun"

Keith Richard

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