



**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 September already. This has been a very busy summer and 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 Fall season, with countless 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 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 H.O.G. Chapter Officers for everything that you do every day - your commitment

and hard work continues to provide great experiences for your fellow H.O.G. members.



Keith Richard

Regional HOG® Director - Atlantic

Mobile (902) 401-1766

Highlights

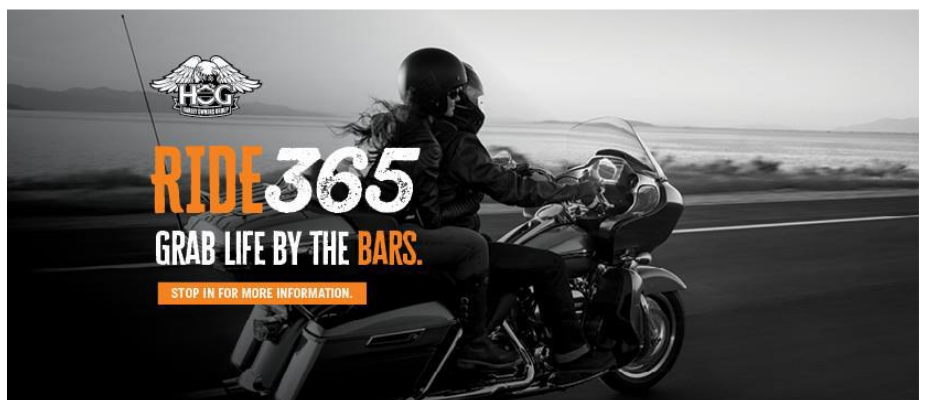
Monthly HOG® Chapter Director's Meeting

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.

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 H.O.G. team and fellow Officers from around the country to learn best practices, exchange ideas about H.O.G. 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 when they become available.

Chapter Officer Elections – I realize Chapter elections will be coming up before you know it. Be sure to send me your updates.

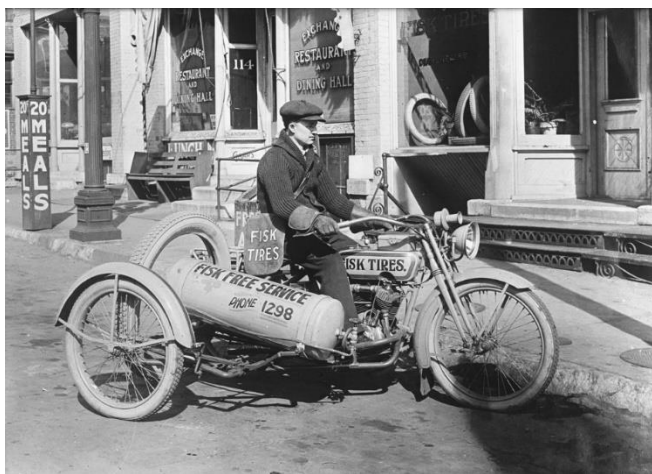
2023 RIDE365 Updates - The **RIDE365** Chapter Challenge – The 2023 winners have been notified and shared on the Harley Owners Group® – Canada Facebook Page, be sure to follow this page and encourage your members to as well. Don't forget to stop into your dealership and have your 2024 closing mileage 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 ride 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 2024 or coming up 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 H.O.G. 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. Just to add to that for the Chapter Officers out there, you will find we are always updating the site and adding training modules for many of our day-to-day tasks in running and maintaining our Chapters. Check for updates often.

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. They continue to work on adding partners. There will be more official announcements on this in the coming months. There have been two new partners added recently: InSta360 and Viator. Rather than expanding on their 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. Recently I just finished a HOG Check-in and Pin Stop on the Labor Day weekend in Digby Nova Scotia at the 20th Annual Wharf Rat Rally. This rally has been going on for 20 years and is known at Canada's largest multiday motorcycle Rally, bringing in thousands of motorcycles daily to the

small fishing town of Digby. Harley-Davidson® Canada and Privateers Harley-Davidson have been long time supporters and sponsors of the rally and the Harley Owners Group continue to make it a members Check in and Pin Stop. We also have a similar support and sponsorship and Check-in and Pin Stop in the small town of Port Dover, Ontario and the event is known as Friday the 13th. 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.

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 a 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.

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® Magazine 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 next HOG® Canada digital newsletter is coming soon ... so we'd like to hear YOUR stories! Do you have a great story to tell about your experience as a HOG® Member in Canada? Email us and don't forget to include your photos!

You can email your stories to [HOG Magazine](#) and copy me [Regional HOG Director-Atlantic](#)

Its that time of year – Your copy of the 2024 printed version of *“The Enthusiast”* magazine will be coming out soon and will be filled with great stories and articles.

2024 Canadian Regional HOG® Rallies

In 2024 we had 2 Regional HOG® Rallies in Canada but we want more, it would be great to have a Regional HOG Rally in each region. But that's up to the Chapters and their Dealership. If your Chapter is thinking about hosting a rally, speak with your Dealership and if you want to have discussions with me on the process, steps and support you receive from Harley-Davidson Canada, I am more than available to have those discussions and work with you.

27th Atlantic Regional HOG® Rally – “The Chocolate River HOG® Rally” August 08th - 10th 2024 – was hosted by Harley-Davidson of Moncton in Moncton, New Brunswick along with the Moncton HOG® Chapter and was a great success. I couldn't have been prouder to have so many of the Chapters that I support and work with be there and represent all of the Atlantic Region Chapters, Ontario Chapters from Freedom, Eastern Ontario Ottawa, Renfrew County, Kingston and of course my friends from the Winnipeg Chapter. It was outstanding! I know it made for a very busy time for me trying to find time to spend with each of you and I hope I did and I apologize if I couldn't and I thank you all for supporting the Rally and I hope you all had a fun time and great experience.



24th Quebec Regional HOG® Rally – August 15th-17th 2024 – Hosted by RPM Harley-Davidson Saguenay, Quebec and the Saguenay HOG® Chapter. Again, it was a great success and was attended by my friends, Dave Burnside and Karla Cullen and other Winnipeg HOG Chapter members on their cross Eastern Canada tour.



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. 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.

I hope you have enjoyed the Newsletter and updates. I want to thank you all again for your ongoing support. If Chapters have something they wish to have posted in the quarterly newsletter, please feel free to email me with the information and details. If 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 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

Atlantic Regional H.O.G.® Director,
Harley-Davidson® Canada