



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

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

Welcome to the May edition of the Atlantic Regional HOG® Director's Newsletter for 2026. We are now in May and our Chapter members have been out riding and have planned their summer rides and adventures and hopefully attending some HOG® Rallies. There's lots of excitement with the new programs for our Canadian HOG® members in 2026. More ways to take part and get rewarded. I know winter has been tough and the winter weather seemed to stretch into late April. I want to thank all my Chapters and members and my dealers and their staff for all their help and support - you are all a real pleasure to work with and I wish you all the best throughout 2026. I know I'm looking forward to great times, in 2026 and working with you all again and ***"Riding and Having Fun"*** and let's not forget we have two Regional HOG® Rallies in Canada in 2026. I would like to take this opportunity to thank our Harley-Davidson® dealerships 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 they do - your commitment and hard work continue 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 have just finished up our monthly winter Chapter Directors meetings with Chapter Directors and some of their supporting Chapter Officers. I really enjoy our monthly video conferences and talks, updates and exchanging ideas, plans and events together with all of you, even though they are virtual, they are beneficial for everyone and it's nice to keep a regular connection going over the winter. It's a great opportunity for me and everyone to meet and share our updates and ideas, plans over the winter to keep members engaged and their plans for the next riding season. In the meantime, you are all aware that I am available, as always, if needed and I will continue to keep you updated.

HOG® Officer Training - Harley-Davidson® Canada and our Regional HOG® Directors were so pleased to provide the in-person 2025 Regional Officer Connection (ROC) sessions. There are no plans for the training in 2026, but you are aware I am always available to help, guide and assist any of you, I'm just a text, email or phone call away. We have put the data together from your surveys and will use your suggestions to enhance the program for 2027. In the meantime, should you ever have questions, concerns, issues or just want or need to talk about something, you know how to contact me.



Chapter Officer Elections – Thank you all for sending me your officer updates and more importantly to your dealer's HOG® Manager so that changes can be made to update their access to the HOG® resources and so I can update my Chapter contacts and my monthly meeting invitations. If there are any changes in positions during the year, be sure to send me the updated information as this allows me to keep my Chapter contacts up to date.

2025 RIDE365 Updates - The **RIDE365** Chapter Challenge – The 2025 mileage data has been collected and winners have been announced and the Winners posted on the Harley Davidson website. Be sure to follow the Harley Owners Group – Canada Facebook page. Encourage your members to follow it as well for all updates as it relates to the



Harley Owners Group. I hope all your members remembered to check in to their dealership and have their 2026 starting mileage recorded. 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, 2026, when the contest closes for 2026.



Anniversary or Milestone – If your Chapter will be celebrating an important anniversary or milestone in 2026, be sure to let me know so I can extend the recognition you deserve. In 2026 I have two Chapters that will be celebrating Anniversaries.

The #9129 Edmundston HOG® Chapter NB celebrates 35 Years

The #9345 Southern Manitoba HOG® Chapter celebrates 30 Years

Congratulations to both Chapters and all their current and past members throughout the years.

DID YOU KNOW?
LE SAVIEZ-VOUS?



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 knowing that help is only a phone call away if they run into trouble on the road. In 2025 it was updated, and towing coverage is included with every Full and Life HOG® membership.

Here's what's included:

- Coverage for 2 Harley-Davidson® motorcycles
- Up to 52 service events per year
- Towing and roadside costs fully covered

Members needing Roadside Assistance can call 1-888-443-5896, 24 hours a day, 365 days a year.

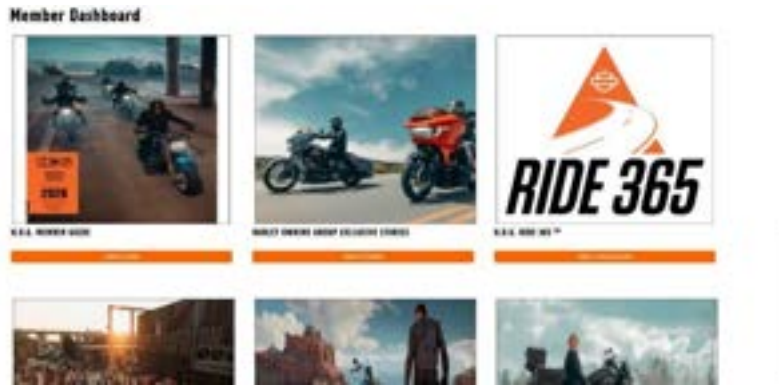
I encourage all members to create their own online profile on the HOG® members website and take advantage of the benefits and information on the newly revised site.

Membership Benefits – As stated earlier the team at Harley-Davidson® Canada continue to investigate new partnerships for our loyalty program. Rather than expanding on all the current offers, I encourage you to login and check out the HOG® Members benefits. I would also encourage all our HOG® members to like and follow the **Harley Owners Group– Canada** Facebook page for stories, spotlights stories and more. Other benefits provided for our members are events like HOG® Member Check-in and Pin Stops. Harley-Davidson® Canada had two HOG® Check-in and Pin Stops in 2025. Stayed connected to see what's coming in 2026, you just might be pleased and surprised.



There have been some 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.



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 – I will continue to keep this list of tips in my newsletter as a reminder to all officers, especially our new officers - Are you looking to be a new Chapter Officer or thinking about volunteering as a Chapter Officer? 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". 4. Meet often and work with you sponsoring Dealer as they are your partner and this relationship is a partnership that works both ways. Please support them and their events as they support you and your events to ensure success. 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.

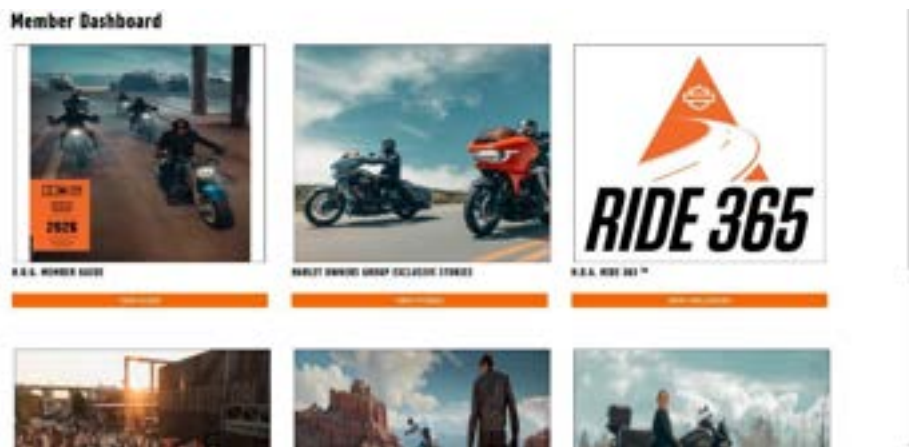
NEW way to send your Adventure Story to HOG® - We have all enjoyed reading the adventure stories in the HOG® Magazine and the Enthusiast Magazine.



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 and your story may get selected for a prize of a \$100.00 gift card. **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. 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.



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



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

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



Is it time to renew your membership? Did you know we are now offering an auto renew option for your membership and if you choose that option, you will receive a free T-shirt. We thank you for your patience and understanding for the past delays getting these shirts out. As I continue to state, if you have an issue with HOG® or any of the programs, let me know and I'm on it.

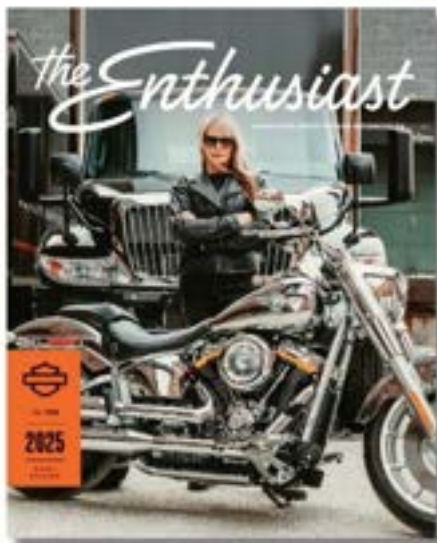
DID YOU KNOW?

That you will receive a **FREE** T-shirt when you enroll in auto-renew?

Login at HOG.com and **CLICK HERE**



I hope you are enjoying your printed **Enthusiast Magazine**, filled with stories, spotlights and a whole lot more including familiar faces 😊



2026 Canadian Regional HOG® Rallies

16th Prairie Regional HOG® Rally – July 30th – August 2nd – Hosted by Harley-Davidson Winnipeg and the Winnipeg HOG® Chapter. Come “**Meet Us in the Middle**”, The members have responded. This rally has also recently **SOLD OUT**.



27th Atlantic Regional HOG® Rally (SOLD OUT) – August 6th- 8th 2026 – Hosted by Rugged Rock Harley-Davidson St. John's NFLD and the Newfoundland HOG® Chapter



Link to - [HOG Rallies](#)

More on Canadian Regional HOG® Rallies

With the recent sellouts of our two Canadian HOG® Rallies, it's obvious our members want more rallies to attend so perhaps your HOG® Chapter and your Harley-Davidson® Dealership have been thinking about hosting a rally in your region or wonder what it takes to host this event 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.

HOG® Merchandise – I just thought I would remind you that we have a Canadian HOG® merchandise supplier. It is set up for Chapter Orders of the products, and all items have minimum quantities when ordering.

Canadian HOG® Supplier - Genumark is the company – Hyla Hauer is our contact - hhauer@genumark.com

They do NOT do the HOG® Rockers and patches

Here is the HOG® Chapter store link: [Genumark HOG Store](#)

Hyla is our contact and can be contacted for questions regarding their products. If there is something you don't see on their site, she can be contacted to perhaps customize something with your Chapter logo.

We also have our usual HOG® merchandise supplier in the USA, Norscot. Please be advised that the HOG® Patches and Rockers are only available through Norscot.

USA HOG Supplier - Norscot - <https://www.norscothogstore.com/>



New for 2026 – The HOG® Chapter Recognition Program (I have been meeting and working with my chapters who are interested in participating in the program to hopefully achieve Chrome status on the measures and checkpoints, together we can do this)

HOG Chapters are all about bringing Harley-Davidson riders together to explore great roads, build community, and share the passion for riding. Strong chapters thrive when they're active, inclusive, and well-organized, and we want to celebrate those efforts!

That's where the **Chrome Chapter Recognition Program** comes in. This program highlights and rewards chapters that consistently demonstrate the key behaviors of a successful and healthy HOG Chapter.

How It Works

To earn the Chrome Chapter designation in 2027, chapters must meet all the following criteria in the 2026 calendar year. If one requirement isn't met, there's still a chance to qualify by completing the Bonus Opportunity.

Requirements to Qualify:

- **Minimum of 30 active members** in the Chapter as reflected in HOG System
- Submit an **Annual Action Plan** to your HOG Regional Director
- At least **50% of members must log 2 (two) or more mileage readings** during the year
- Have a defined process to welcome new Harley-Davidson motorcycle buyers at the dealership to introduce them to the HOG Chapter
- Offer free Chapter membership for the first year to new members
- Host at least 2 (two) rides or 2 (two) events specifically for new Harley-Davidson motorcycle buyers
- Maintain an active social media page (Instagram or Facebook)
- Ensure 100% of members complete the HOG Canada survey (to be sent in Q4 2026) **Bonus Opportunity:** At least 5 active members check in at a HOG Rally or Event.

Recognition & Rewards:

- Official designation as a Chrome Chapter for 2027
- A Chrome Chapter Flag to proudly display
- Chrome Chapter Patches for all members
- Recognition across HOG Canada communication channels

New for 2026 - 10 Rides for 26 – Check out this new offering for our members to Ride any or all these 10 Provincial rides and follow the instructions and submit your entry and you'll get rewarded in the early months of 2027 with your souvenir Coin. See your Membership guide for details and if you haven't received your copy yet, login to the website and download your copy here [Members Dashboard](#)

DESTINATION CHALLENGES

We know the ride itself is the journey, not the destination—but sometimes we love having a place in mind. Ride 365™'s three destination challenges provide a full range of exciting rides to some destinations.



DEALER CHECK-IN

Hit the road and make it count! Stop at at least five (5) D-I-R dealerships within a year and earn exclusive rewards. It's the perfect excuse for a few extra pit stops along your journey.

[View My Submissions](#) →



10 RIDES FOR '26

We're giving you even more reasons to ride in 2026! Explore 10 incredible destinations, including the historic, 100-year-old Powerhouse at Slave Falls and North America's second-oldest French-speaking city. Adventure awaits, and you'll earn rewards for completing the rides.

[View My Submissions](#) →



50 RIDES, ONE NATION

The ultimate challenge is here! Canadian HOG members can now take on the 50 Rides, One Nation challenge. Ride through all 50 US states, submit your photos at each stop, and unlock amazing rewards.

[Enroll Today](#) →

New for 2026 Dealer Check-in (and more) - Hit the road and make it count! Stop at, at least five H-D® dealerships within a year and earn exclusive rewards. It's the perfect excuse for a few extra pit stops along your journey



10 RIDES for 26 – This could be something for you and your members

Lifetime HOG® rider sets out to complete all 10 challenges as the program launches nationwide. Mark Keating Canadian long-distance rider as part of his commitment, will be sharing his planned ride schedule with HOG® leadership and inviting Regional Directors (and local HOG® Chapters) to join him on the rides they helped design. Wherever possible, these rides will also be promoted locally so members can participate together.

Throughout the summer, he'll be sharing updates and stories through follow-up HOG® newsletter articles, highlighting standout moments from each destination challenge. Along the way, he expects to log plenty of miles — and make a few new friends.

If you're interested in joining the fun, connect with your HOG® Chapter leadership. More details will be shared with chapters in the coming weeks. Or simply choose a destination, throw a leg over your bike, and ride.

Either way, you'll earn a coin — and enjoy a great day on the road. Below you'll find his schedule and how to sign up to ride a ride with him.

Ontario - May 9 (Sat) & 10 (Sun) - includes an overnight in Ottawa / Ontario

Quebec - May 15 (Fri)

New Brunswick - May 16 (Sat)

Nova Scotia - May 17 (Sun)

Newfoundland - May 18 (Mon)

Prince Edward Island - May 22 (Fri)

Manitoba - May 31 (Sun)

Saskatchewan - June 1 (Mon)

Alberta - June 3 (Wed)


British Columbia - June 6 (Sat)

Follow this link to sign up for any of the rides to ride with Mark Keating:

[Sign-up 10 for 26](#)


For more information on the 10 for 26 Rides follow the link to the website and read more:

Latest news from the Harley Owners Group ALL NEWS →




DESTINATION CHALLENGES: A NEW BENEFIT FOR HOG CANADA MEMBERS
Lifetime HOG rider sets out to complete all 10 challenges as the program launches nationwide

[READ MORE →](#)



YOUR EXCLUSIVE ACCESS TO THE 2026 MOTORCYCLE SHOW TOUR
As a thank you to our community, HOG members receive an exclusive 30% discount on show tickets

[READ MORE →](#)



HOG CHAPTERS
A community of riders, in your backyard! Chapter members share a passion for riding and bring together local communities to enjoy the open road.

[READ MORE →](#)

I hope you have enjoyed the Newsletter and updates. I want to thank you all again for your ongoing support. 2026 is shaping up to be an exciting year for HOG® and our members. 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 in 2026, sharing good times, rides and adventures. During this upcoming 2026 riding season, I hope to cross paths with many of our HOG® Canada members, especially during our Rally events.

Stay safe and healthy,
“Ride Safe and Have Fun”

Keith Richard

Regional H.O.G.® Director, Atlantic, Prairies and Eastern Ontario

Harley-Davidson® Canada

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