
Regional Officer Connection 2026



JANUARY 24TH

NWFL HOG CHAPTER #3863

Authored by: Raymas N. Cahee

Assistant Director



My Takeaways

Introduction

ROC (Regional Officer Connection) empowers H.O.G. (Harley-Davidson Owners Group) Chapter Officers through practical, actionable training designed to strengthen chapter management. By fostering a collaborative environment to share best practices, this annual event enables officers to elevate the H.O.G. experience and build a lasting, fun, and engaged community.



“A motorcycle is the answer looking for a question!!!!!!”

- Bruce Motto, Regional Manager

Two critical topics dominated our discussion: robust chapter leadership and nurturing the next generation. As leaders, particularly primary officers, we must set the tone by modeling the behaviors we want to see. This means meeting members where they are, ensuring equity across the board, and avoiding the trap of boxing people into demographic stereotypes. Our legacy depends on fostering future leaders—we must leave our offices better than we found them and ensure a seamless, supportive transition.

While chapter administration is essential, it should not dominate your chapter meetings. To optimize your meetings for member engagement, maximize the use of officers' meetings for administrative tasks. Reserve chapter meetings for connecting with members, providing necessary reports, highlighting upcoming events, and soliciting volunteers.



Additional topics included fostering riding opportunities, dealership alignment/engagement, and chapter resources. All inquiries submitted by members were answered directly to those members. Six training slots are available annually for officers, and I highly encourage others to attend to benefit both themselves and the chapter.

My personal takeaways and ideas:

- Offer Tech Days once a quarter.
- Every time we have an opportunity to show the dealership what's in it for them, it's our job as a chapter to **SHOW THEM!!!!!!!**
- Create opportunities to ride
 - Dealership led ride(s)



Jimmy was a pronominal facilitator