

Directors Message.....Ride More in '24

Dear Rose City Chapter Members,

Happy New Year from your Rose City Primary and Discretionary Officer's, your dedicated volunteers, and your proud sponsor, Volcano Harley Davidson!

Speaking on behalf of your HOG Chapter Officer's, many volunteers and Volcano Harley-Davidson, we couldn't be more excited for 2024 to begin. We have an exciting year ahead, complete with a robust plan for great rides and entertaining activities.

It all begins with our monthly Chapter Breakfast on Saturday, January 13th at 9am at Bob's Red Mill in Milwaukie and then carries into Sunday, January 14th for your Road Captain's Planning Meeting at 10:30am at Volcano Harley Davidson. Both events are weather permitting, however, we hope to see you there! Then we jump right into our first HOG Chapter Meeting at Volcano Harley Davidson on Wednesday, January 17th, with the member social starting at 6:00pm and the meeting starting at 6:30pm. We culminate the month of January with our 30th Anniversary Celebration of Rose City HOG, and our First Annual Chili Cookoff. This event takes place Saturday, January 20th at 12pm and concludes with the "crowning of our chili cook-off champions" at 3:00pm. If you have a favorite chili recipe, contact Michelle at fuscomr@gmail.com to enter the contest. We have 5 contestants so far! Please mark your calendar and don't miss any of these events!

As noted in my year-end letter to the chapter members, your Chapter Officers have been hard at work planning an exciting fun filled year complete with awesome rides and exciting activities. This plan was largely shaped by feedback from you, our chapter members, and we are looking forward to covering this plan in our January Chapter Meeting. Of course, this is also the time of year to renew your Chapter Membership and your Ride 365 enrollment. Don't be left out or left behind! Bring your signed 2024 HOG membership enrollment form and cash/check for \$25 to renew your HOG membership. And please don't forget to bring a photo of your starting mileage, motorcycle VIN-number and HOG ID so we can get you enrolled in Ride 365. We will provide more detail on Ride 365 in our Chapter Meeting so don't miss out. Also, renewing your membership and enrolling in Ride 365 during the month of January puts you in a position to win valuable gift cards, so please don't miss out.

The comprehensive plan for 2024 will be discussed during our chapter meeting on January 17th. To provide some perspective on our plan, I have attached a document which we affectionately refer to as the 2024 Chapter Plan. We've developed an array of riding events, fun activities, and important life/skills events, all of which are intended to promote our mission. We've listed the names of the chapter officers and volunteers who will support this plan, we've listed various administrative initiatives that we've embarked upon to enhance your experience with our chapter and, we've set some basic goals to measure our success. Our primary objective is to provide all our chapter members the very best experience possible; both on and off your Harley Davidson Motorcycle.

So, get ready for a fantastic array of activities in 2024, including overnight and day rides, twisty and leisurely rides, lunch rides, safety and first-aid courses, rallies, and unique social events like a chapter bowling challenge, Winterhawks hockey night, putt-putt golf tournament, a chapter movie night and the list goes on. Our world-famous webmaster Randy Jacoy has done an excellent job updating and refreshing the Rose City HOG website and is laying out all these activities on the chapter calendar.

All of this is possible through the support of your chapter officers and volunteers, and the tremendous sponsorship of Volcano Harley Davidson, who has made available to all chapter members a dealership-wide 10% discount; price matching option for service department work; and a specialized sales process for chapter members interested in purchasing a new or used Harley Davidson motorcycle. This is unparalleled so please join us and let's have some fun!

We look forward to seeing you at the events listed above and please don't forget to bring your 2024 HOG membership renewals and Ride 365 mileage information to either event for a chance to win additional prizes! The Chapter Meeting gift card program is getting a facelift as well, so ride when you can, wear your chapter/dealer merchandise and simply show-up. All of which will further increase your chances of winning!

Happy New Year!

Lee McCarty Director, Rose City HOG

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2024 Chapter Plan									
Chapter Mission		Lets Ride		Have Fun		And, Further Enhance Chapter Membership and Dealer Relationships			
Primary Officers									
Lee McCarty		Doug Park		Kelly Webb		Greg Laird			
Committee Name	Road Captain Team			Social & Activities Team		Membership and Dealer Relations Team			
Committee Chair	Mitch Rice		Target Date	Michelle Fusco		Target Date	Steve Rhodes	Target Date	
Actions and Initiatives	1.	Monthly Rides - twice monthly	2nd Sat, 4th Sun.	1.	Monthly Social Gathering	Once Monthly	1.	Monthly Chapter News and Events Letter	1st of Month
	2.	First Aid Training and CPR Courses	February / March	2.	Monthly Chapter Breakfast	1st Saturday of month	2.	Chili Cook-off	January
	2.	Mechanical Reviews - Intermittently	March & October	3.	Chapter Challenge Bowling Night	February	3.	Chapter Anniversary Dealer Event	January
	3.	Wednesday Lunch Rides	April - October	4.	Winterhawks Hockey Night	March	4.	2026 North Meets South Rally	February
	4.	Group Riding Orientation	April	5.	Putt - Putt Golf Tournament	April	5.	2025 North Meets South Rally	July
	5.	Accident Scene Management Courses	May	6.	Beaches Restaurant	May	6.	Dealer Grow HOG Membership Event	Sept
	6.	Ride Like A Pro Training & Rodeo	June / July	7.	Ride-In-Meeting (15 min. meeting then ride)	June, July & August	7.	Year End Chapter Party	October
	7.	Dessert Rides - Intermittently	June - August	8.	Movie Night	July	8.	Volunteer Thank You Party	November
	8.	Weekend Overnight Rides	June & August	9.	Swap Meet @ Year End Party	October	9.	Dealer Appreciation hosted year-end potluck	December
	10.	Safety Reviews	Monthly	10.	VHD Weekend Hot Dog Event	As scheduled	10.	Dealer Departmental showcase at meetings	Monthly
Committee Volunteers	1.	TBD		1.	Valerie McCarty		1.	TBD	
	2.			2.	Rita Caloggero		2.		
	3.			3.			3.		
	4.			4.			4.		
	5.			5.			5.		
Chapter Goals	YE 2023		YE 2024 Target		YE 2024 Stretch Target				
Membership	119		140		150				
Ride 365 Participants	20		30		40				
YE Member Satisfaction	Not Measured		80%		90%				
Administrative Plans	Initiative		Owner		Target Date				
	1. Email Communication Plan For Membership		Randy Jacoy		Q1 2024				
	2. Web Site Platform HOG Scan vs. Others		Randy Jacoy		Q1 2024				
	3. Ride 365		Valerie McCarty		Jan-24				
	4. Web Site Updates		Randy Jacoy		On-going				
	5. Chapter Newsletter		David Doble		Monthly				
	6. Photo of the Month Contest		Michelle Fusco and Mike Webb		Monthly				
Discretionary Officers	Position		Owner		Team				
	Activities Officer		Michelle Fusco		Social Activities Team				
	Membership		Steven Rhodes		Membership and Dealer Relations Team				
	Photographer		Mike Webb		All Committees				
	Editor		David Doble		All Committees				
	Merchandise Officer		Valerie McCarty		All Committees				
	Web Master		Randy Jacoy		All Committees				
	Social Media		David Doble		All Committees				

Volunteers Welcome!

(If interested, please see any of your Primary or Secondary Officers)