



H.O.G.® OFFICER CONNECTION

Connecting officers to Harley-Davidson

FEEL FREE TO FORWARD THIS ISSUE OF H.O.G.® OFFICER CONNECTION TO YOUR CHAPTER MEMBERS

A MESSAGE FROM YOUR H.O.G.® REGIONAL MANAGER

I'll keep it short again this month because we're out in Sturgis getting ready to kick off one of the biggest rallies of the year this week. If you're coming to the party, make sure to stop by one of the **H.O.G. Check-ins** on Lazelle Street or Full Throttle Saloon's Pappy Hoel Campground and say hello.

For those traveling here from the east, don't miss the chance to check off at least one of this year's **15 for '26 Challenge** destinations, the Jolly Green Giant statue in Blue Earth, Minnesota. It's one of those kitschy roadside attractions that pop out of nowhere and make road trips so much fun. Whichever direction you come from, there's plenty to see and do and many miles of great roads in the Black Hills to explore once you do get here.

If Sturgis isn't in your plans this year, I hope the **H.O.G. National Rally** in Branson is on your calendar. We're really excited to bring back this iconic gathering of H.O.G. members from every corner of America to celebrate our common love of riding Harley-Davidson motorcycles.

Whether your adventures take you around the corner from home or across the country, it's the feeling of the wind in your face and the spirit of freedom that counts. So, wherever your front tire points this summer, I hope you are having as much fun as I am.

As always, thanks for everything you do to help make the Harley Owners Group the world's biggest and best riding club. Let's ride!



CHRIS HARRISON

H.O.G. Regional Manager - Western



Chrome Chapter Tip: Stay on the Throttle

Achieving Chrome Chapter recognition is about more than checking off boxes on a list of requirements. It's a program designed to reward chapters that focus on the important things that make the difference when it comes to growing membership and providing compelling experiences for their members. It's all about the ride and getting more people to join in and do it more often.

Whether it's inviting new Harley owners to learn what H.O.G. is all about or motivating current members to join a mileage challenge or attend a H.O.G. event, the chapters awarded Chrome status will be the ones that go above and beyond in their efforts to spread the joy of riding far and wide.

In October, you'll receive an invitation to complete a survey and share details about what your chapter achieved this year in pursuit of those goals. Take good notes of your efforts and keep your hand on the throttle all the way to the end.

Learn more about the Chrome Chapter program by watching an **introduction video** from Bill Davidson and Tim Budzien [here](#). Download the **Chrome Chapter Recognition Program guide** from the [Chapter Resources page](#) to find out how your chapter can earn this coveted status.



Top Challenges Facing Chapter Officers

As part of your pre-work prior to attending a Regional Officer Connection training session earlier this year, your chapter probably completed a Chapter Action Plan. This plan helps chapters identify opportunities and challenges facing your chapter, such as communication, succession planning, and growing engaging and retaining members. A successful Chapter Action Plan includes objectives and tactics to address each focus area and creates a roadmap to help achieve those goals.

The H.O.G. team has been busy over the past several months reviewing the

plans submitted by hundreds of chapters and has identified several recurring themes. Beginning this month, we'll take a look at some of the most common challenges and provide some insights into the strategies and tactics you have developed to help address them.

Challenge #1: Recruiting New Members

By a wide margin, the most common challenge cited by officers revolves around converting new bike buyers into engaged chapter members. Recruiting and retaining new members is one of the most critical aspects of chapter growth but it's not always easy to turn initial enthusiasm into action.

What You Said

"New members sign up but never show up come to participate in rides or events."

What You Can Do

Make recruiting new owners a chapter priority by:

- Developing a welcome process to introduce H.O.G. to every new owner at your sponsoring dealership.
- Creating specific rides and events specifically geared toward new owners
- Following up and following through after the initial contact. One idea is to designate a member of your chapter leadership team who is the primary point of contact for new members.

Does this challenge sound familiar? If so, how has your chapter addressed it? Share your thoughts with your H.O.G. regional manager by replying to this email.



Register for the H.O.G. National Rally!

Back by popular demand, the National H.O.G. Rally rolls into Branson, Missouri, September 9-12, where the Ozark Mountains set the stage for an unforgettable experience. Ride winding roads with sweeping overlooks, cruise past Table Rock Lake and explore the region's rich musical heritage with Branson's famous live shows. Off the motorcycle, enjoy the lively downtown, unique attractions and plenty of H.O.G. camaraderie.

For more information and to register, click [here](#).

The Essentials

- Rally Check-in: Hilton Branson Convention Center
- Entertainment, vendors and food: [111 E. Atlantic St., Branson, MO 65616](#)
- Full Throttle Distillery Grill & SmokeHouse: [116 E. Main St., Branson, MO 65616](#)

Entertainment Schedule

- Thursday, Sept. 10: Big Gun (AC/DC tribute band)
- Friday, Sept. 11: Colt Ford
- Saturday, Sept 12: Jackyl
- And much more!
- All entertainment is included with a rally wristband

Exclusive Benefits for Registered H.O.G. Members

- VIP concert viewing with a dedicated viewing area, shorter lines, and additional space
- Guided rides featuring curated Ozark routes and local riding experiences
- Official H.O.G. Rally Parade participation
- Exclusive lunch and activities at Teddy Morse's Renegade Harley-Davidson
- Limited-edition event gear available only to registered participants (orange packages)
- Special rally discounts on merchandise, experiences and select activities
- Connection with fellow H.O.G. members from across the country through exclusive member events and activities

Additional Activities

- H.O.G. member Check-in at Convention Center, Sept. 9-10, 9am to 6pm
- Free new motorcycle demos at Renegade Harley-Davidson, [3980 W Sunshine St., Springfield, MO](#), Sept. 9-11 10am to 5pm, Sept. 12, 10am to 3pm
- Member lunch at Renegade Harley-Davidson, Sept. 10-12, 11am to 1pm

Rally Package Options

Orange Package: \$60

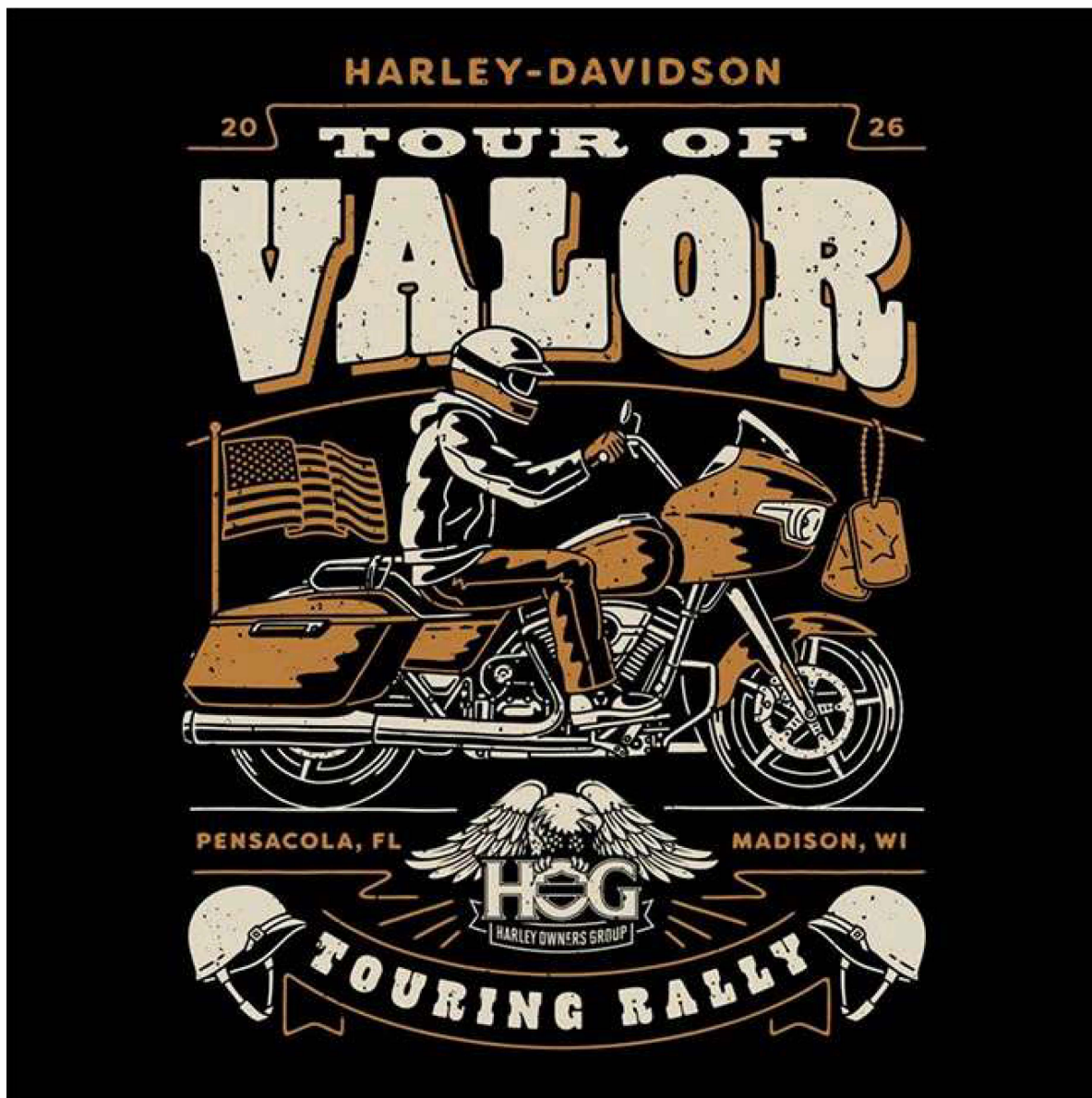
- Includes Rally Wristband, commemorative rally T-Shirt, pin and patch
- Orange Package registration closes 8/11/2026

Black Package: \$50

- Includes Rally Wristband, pin and patch
- Black Package registration closes 9/8/2026

Volunteering

Rallies don't run by themselves; they run with the help from members like you! If you would like to volunteer, please send an email at volunteerbransonrally@gmail.com. Your help is appreciated and you will be entered into a drawing for a H-D Gift Card!



2026 H.O.G. Rally Calendar

H.O.G. Rally Spotlight: Tour of Valor H.O.G. Touring Rally, Pensacola, FL to Madison, WI, September 1-9

The journey begins in the “Cradle of Naval Aviation” and winds through some of the nation’s most breathtaking roads, including the scenic Ozarks. Along the way, you’ll visit museums showcasing the courage, innovation and valor of the Soldiers, Sailors, Marines and Airmen who shaped our nation into the Beacon of Freedom we cherish today. The rally concludes in a city rich with World War II heritage, a perfect way to honor and celebrate the heroic deeds and remarkable lives of these American legends.

2026 H.O.G. Touring Rallies

- 10 State H.O.G. Touring Rally, Lakeville, MN to Bossier City, LA, August 17-22

- Tour of Valor H.O.G. Touring Rally, Pensacola, FL, to Madison, WI, September 1-9
- Route 66 West H.O.G. Touring Rally, Amarillo, TX to Marina Del Ray, CA, September 22-28
- Ride Home H.O.G. Touring Rally, Hickory, NC to H-D Museum, Milwaukee, WI, October 14-19

2026 H.O.G. Regional Rallies

- H.O.G. National Rally, Branson, MO, September 9-12

2026 H.O.G. Check-ins

- Sturgis Motorcycle Rally, Sturgis, SD, August 7-14
- Four Corners Motorcycle Rally, Durango, CO, September 3-6
- Bikefest Lake of the Ozarks, Lake of the Ozarks, MO, September 16-19
- The Fall Ride, Sara Park, WI, September 18-19
- Smoky Mountain Bike Week, Maryville, TN, September 26-October 3
- Bikes, Blues & BBQ, Railyard Bike Park, AR, September 30-October 3
- Biketoberfest, Ormond Beach, FL, October 15-17
- The Love Ride, Glendale, CA, November 8

More information and registration links for 2026 H.O.G. rallies are available on the [H.O.G. Rally site](#).

CHAPTER TIP

Share this Email

Here's an easy one: spread the word about what's happening at the Harley Owners Group by forwarding this email to your chapter members. Either forward it directly to your email list or use any of its content for inclusion into your own chapter communications.

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