



HARLEY OWNERS GROUP®

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# H.O.G.® CHAPTER HANDBOOK

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# BEST PRACTICES

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Welcome to H.O.G.® Please use this handbook as a resource for your chapter. It contains recommended 'best practices' for chapter operations and not 'rules' for running your club. If you have any questions not covered by this material, please talk to your sponsoring dealer or your H.O.G.® manager.

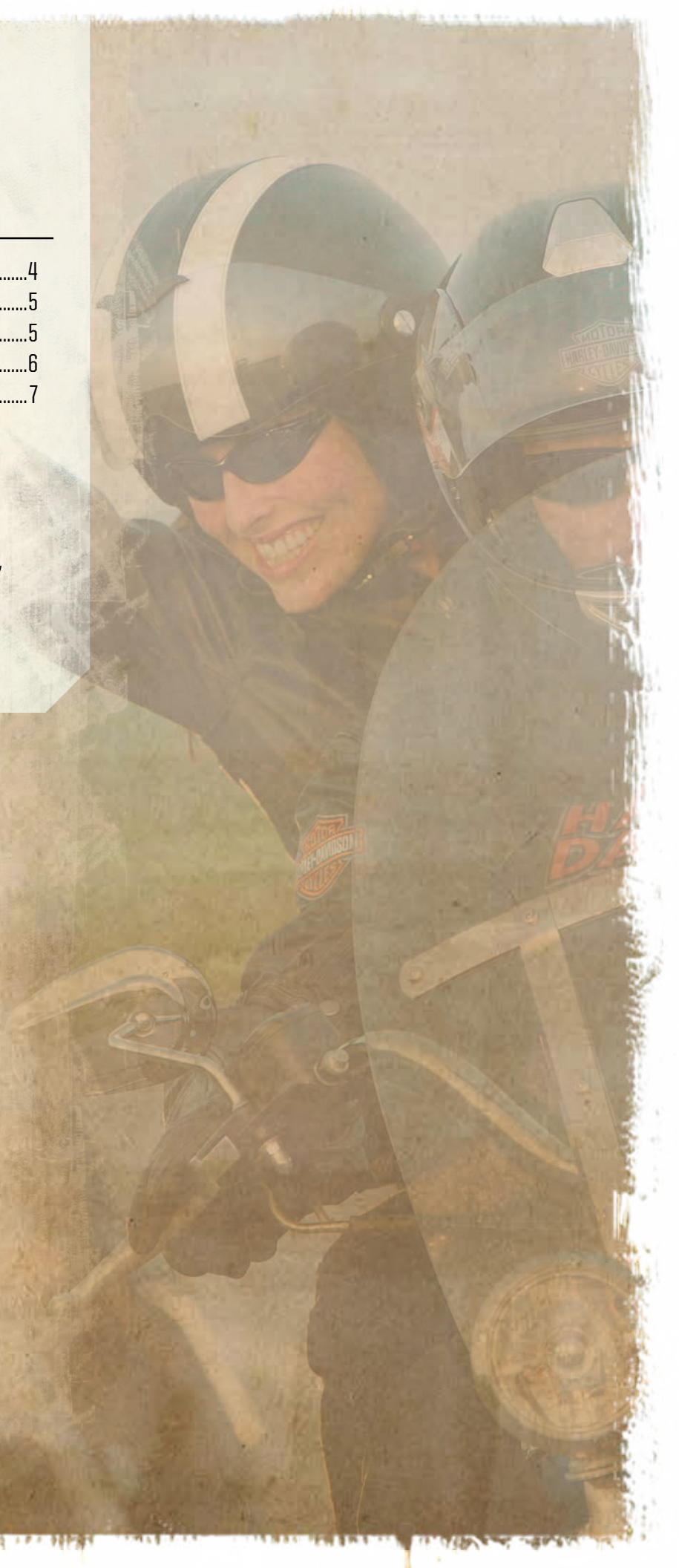




# H.O.G.<sup>®</sup> MEMBERSHIP

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# H.O.G.<sup>®</sup> MEMBERSHIP

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Come along for the ride or make H.O.G.<sup>®</sup> membership a way of life. There's a membership option to match your passion.

## TYPES OF H.O.G. MEMBERSHIP

### FULL MEMBERSHIP

A full membership is good for one year. It entitles the member to all of the benefits and services of the Harley Owners Group<sup>®</sup>. A one-year full membership is automatically issued to the purchaser of a new unregistered Harley-Davidson<sup>®</sup> motorcycle. Chapter membership fees aren't included.

### FULL LIFE MEMBERSHIP

Full life members are entitled to all the benefits of a full member, as well as a special life member patch and pin (not available at chapter level).

### ASSOCIATE MEMBERSHIP

Associate members are entitled to a number of benefits. Every associate member must have a sponsoring full member (not available at chapter level).

### ASSOCIATE LIFE MEMBERSHIP

Associate life members are entitled to all the benefits of an associate member, as well as a special life member patch and pin. Every associate life member must have a sponsoring full life member (not available at chapter level).



# H.O.G.<sup>®</sup> MEMBERSHIP

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## MEMBERSHIP RENEWAL

Each year, members are invited to renew their membership before it expires. Upon renewal, members receive a specially designed renewal patch and pin, an updated *Touring Handbook* (full members only), and *H.O.G.<sup>®</sup> Adventure Guide*. Memberships are non-refundable and non-transferable. Please allow three to five weeks for delivery of all membership materials.

## CHAPTER MEMBERSHIP

H.O.G.<sup>®</sup> members are eligible to join a chapter. Applicants are responsible for providing proof of their H.O.G. membership. An expired H.O.G. membership automatically terminates chapter membership and any associated memberships.

Life and Associate memberships cannot be offered at the chapter level - these are H.O.G. designations only. All chapter members must renew their chapter membership on an annual basis. The sponsoring dealership has the right to terminate a chapter membership should his/her conduct not meet the dealership's standards or vision. The sponsoring dealership has the right to refuse local chapter membership applications.

# H.O.G.<sup>®</sup> MEMBERSHIP

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## CHAPTER ENROLMENT

The following membership guidelines apply to all local chapters:

- A chapter membership must be renewed each calendar year.
- Maximum chapter fees should not exceed the amount of the annual H.O.G. membership fee.
- A separate chapter membership application form is needed for each member, whether rider or passenger.
- Only current H.O.G.<sup>®</sup> members may join a chapter.

There are several ways to verify H.O.G.<sup>®</sup> membership:

- Examine member's current H.O.G.<sup>®</sup> card.
- Have the person join H.O.G.
- Look up on the 'chapter officer' section on [hog.com](http://hog.com).



# H.O.G.<sup>®</sup> MEMBERSHIP

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## H.O.G.<sup>®</sup> MEMBER BENEFITS\*

Details on the H.O.G.<sup>®</sup> member benefits listed below can be found in the *H.O.G.<sup>®</sup> Adventure Guide* at [hog.com](http://hog.com).

- ABCs of Touring
- Safe Rider Skills
- Safe Rider Skills Chapter Plaque
- Mileage Programme
- Local Chapter Membership
- HOG<sup>®</sup> Magazine
- HOG<sup>®</sup> eMagazine
- [www.hogeuropегallery.com](http://www.hogeuropегallery.com)
- H-D<sup>®</sup> Insurance
- LOH
- Motorcycle Shipping
- Roadside Assistance
- H.O.G.<sup>®</sup> Rallies
- Touring Handbook
- H.O.G. Customer Care Centre

\* Additional charges may apply to some benefits - please see the H.O.G. Adventure Guide for full details.



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# ACTIVITIES & EVENTS

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## EVENT PRODUCTION POLICY

### NO CO-PRODUCED EVENTS

*Rule of thumb: one event = one producer.*

For clear lines of responsibility, control and insurability, don't hold co-produced events.

### EVENT FLYER CONTENT

Let the world (and the insurance company) know who is running the show, by designing your flyers properly. The sample event flyer below shows the correct way to put together a promotional piece for your event.

*Top:*

Producing chapter takes the top line and doesn't share it.

- Single producer only!
- Include H.O.G.<sup>®</sup> logo along with chapter chevron (not H-D), if desired.

*Middle:*

List event facts in a straightforward manner:

- Who?
- What?
- When?
- Why?

#### ABC CHAPTER



#### **Poker Run & Bike Raffle Sunday – June 12, 2014**

**Registration from 9:00 a.m. – 11:00 a.m.  
Jefferson Way Recreation Center – 1234 Jefferson Way,  
Anytown, Country  
Entry Fee is €12.00  
Door Prizes!!!**

**Lunch will be provided  
No alcohol, Please**

**For more information: Dealer Name 123-456-1234  
[www.abcchapter.com](http://www.abcchapter.com)**

**All Chapter activities conclude at 8:00 p.m.**

**Thanks to our sponsors:  
ABC Harley-Davidson, Coca-Cola, Jefferson Way Rec Center**

*Bottom:*

List sponsors  
(with logos if desired)

- H.O.G. is not a sponsor



# ACTIVITIES & EVENTS

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## EVENT PRODUCTION POLICY *(cont'd)*

### LOGO USE

*Rule of thumb = do it right or not at all.*

Use of H.O.G.<sup>®</sup> logos is a benefit provided by H.O.G. to local chapters. The logo is a valuable and positive symbol of our organisation and all H.O.G.<sup>®</sup> chapters need to do their part to protect this legacy.

Here's how you can do your part:

- The *Annual Charter* gives you the right to use the logo on chapter publications, if the sponsoring dealership approves.
- Use only the official H.O.G. logos.
- Use the logo as is; do not alter it in any way (such as adding text or combining with other graphics).
- Always accompany the logo with the official chapter name. Your chapter name should be inserted into the chevron shape of the logo version shown below.



- Get approval from H.O.G. if you want to use the logo on anything other than publications (like T-shirts and pins), and use authorised agents to produce those items.

# ACTIVITIES & EVENTS

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## RUNNING AN EVENT

### INSURANCE COVERAGE

Before you undertake a chapter event or activity, be sure you have the necessary insurance to cover all aspects of the event.

### SAFETY

Participant and spectator safety must always be the top priority at any event.

- The event area should be cordoned off to prevent access to anyone but event personnel and participants.
- Events may NOT restrict riders' ability to safely operate their motorcycles in any way.
- Conduct events on surfaces conducive to safe riding (avoid slippery surfaces, gravel and mud).

### GENERAL

- Have release forms on hand to sign.
- Equipment and supplies will vary depending on which events are chosen.
- A designated area may be set up where the participants can fill out the form. If you don't want to have formal registration, simply ask everyone who wants to participate to line up. After each event/game is completed, have an assigned volunteer write down the name and address of the winners to ensure that they receive the appropriate award.
- Make sure all rules are explained in detail before any event gets started. It is a good idea to have the rules printed and available so the participants may read them when signing up,
- A public address system should be available.
- To ensure safe events, spectators must not have access to the activity area.





# ACTIVITIES & EVENTS

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## TIPS FOR VOLUNTEER MANAGEMENT

Volunteers are the backbone of H.O.G.<sup>®</sup> chapters. As a chapter officer, H.O.G. looks to you to manage the business of running a chapter. You, in turn, look to chapter member volunteers to help you create the atmosphere and conduct the activities that make chapter membership a worthwhile experience.

The following common-sense ideas are meant to help you recruit, manage and cultivate dedicated chapter volunteers.

### ORGANISE

Before you ask others to help, know what help you need. Create a list of volunteer positions required to staff a certain activity. Include any special skills or talents the positions might require, and the amount of time you're asking a person to commit. Communicate this information to prospective volunteers.

- Ask chapter members if they would consider volunteering to help with chapter events. Find out members' special talents, interests, areas of expertise and hobbies. Then, don't ignore the information you gather - use it!
- Respond in a timely manner to offers of assistance. Nothing kills the urge to volunteer more than ignoring an offer of help.
- Set up a network of communication for volunteers.
- Put the right person in charge of volunteer recruitment - a motivator, an organiser, a 'people person'.
- Use volunteer sign-up sheets at chapter meetings and at other chapter activities.

### COMMUNICATE

Develop a 'team' attitude - let volunteers know they're a vital part of the team and essential to the activity's success.

- Make volunteers a part of the evaluation process at the completion of the activity.
- Make volunteers a part of the planning process.
- Communicate activities as far in advance as possible.
- Help volunteers understand why they're being asked to do something in a certain way and be ready to change your mind if they have a better way! The major difference between a 'dictator' and a 'delegator' is communication.

# ACTIVITIES & EVENTS

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## TIPS FOR VOLUNTEER MANAGEMENT *(cont'd)*

### EDUCATE

Let volunteers know exactly what's expected of them, including how much of their time you're requesting, specific responsibilities and any qualifications needed to do the job.

- Put volunteer responsibilities and instructions in writing for a quick 'on the job' reference. This also helps to ensure that everyone involved understands what's expected of them.
- Give volunteers a specific person to whom they can go with questions.
- Develop volunteer 'mentors' - be sure to match experienced volunteers with rookies when possible. One of the fastest ways to learn something is by working alongside someone with experience. This approach is great for new members who may want to help out but haven't yet developed friendships within the chapter and are reluctant to volunteer. It's also more fun!

### ENJOY

Put the right people in the right jobs and try to match people's talents and interests with the tasks you're asking them to do - but don't assume that someone who does bookkeeping eight hours a day also wants to do bookkeeping in his or her free time!

- Give people the opportunity to try new things and broaden their horizons. Just because someone 'always' judges a bike show doesn't mean they wouldn't like to try something else.
- Accentuate the positive aspects of being a volunteer - new friendships, a sense of accomplishment, personal development, being a part of a team. Don't badger people into volunteering!
- Don't take things too seriously - a sense of humour is a must!
- Have a special 'after the event get-together' for all those who volunteered.
- Make work 'shifts' reasonable - about two to three hours. Plan for more volunteers to work shorter hours. People will be more willing to help out if they know they'll also have time to participate in the activity.

### REWARD

Remember to say 'thank you' for every offer of assistance you receive. Most people want to feel needed and appreciated.

- Concentrate on praising those who do volunteer, not on degrading those who are unwilling or unable to help out. There will always be those who want to attend an activity, not work it. That's okay.
- Recognise volunteers in a manner that fits for your chapter - in newsletters or meetings, with small gifts of appreciation, certificates of accomplishment, thank-you cards or a volunteer party where volunteers get to sit back and be served!
- Let volunteers accumulate points for each activity they work, and at year-end give various gifts according to points earned.
- Sometimes the best reward is a well-earned rest! Don't expect one person to volunteer for every single chapter activity.



# CHAPTER BUSINESS

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# CHAPTER BUSINESS

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Purchasing, protecting trademarks, chapter mailing lists, etc., are not the first things that come to mind when thinking about riding a Harley® motorcycle. The Harley Owners Group has provided programmes in order to help you conduct safe, fun, motorcycling activities and to make running the business of the chapter a little easier.

## TRADEMARKS

The use of H.O.G.® logos is one of the benefits H.O.G.® provides local chapters. Harley-Davidson, H.O.G., local chapters and sponsoring dealerships have all worked hard to maintain a positive image of Harley-Davidson, H.O.G.® and H.O.G.® members. The proper use of Harley-Davidson's logos and trademarks is one way of maintaining that positive image.

The trademarks H.O.G., HOG, Harley Owners Group, Ladies of Harley, LOH and the following H.O.G. logos (the 'H.O.G. trademarks') are among the many trademarks of H-D U.S.A., LLC. Trademarks may not be altered in any way and cannot be used in combination with any other words or graphics.





# CHAPTER BUSINESS

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## TRADEMARKS *(cont'd)*

- Trademarked H.O.G.<sup>®</sup> logos must be used in conjunction with the official chapter name and only on publications relating to chapter activities.
- Alternative graphics are for individual use and are not to be used by chapters.
- Chapters must receive approval from H.O.G. prior to use of the trademarks for anything except publications.
- T-shirts, pins and all other items are only to be produced by authorised licensees of Harley-Davidson Motor Company and shall likewise be subject to prior approval by H.O.G. [www.mid-hogeuropa.com](http://www.mid-hogeuropa.com)
- Use of the H.O.G. trademarks may continue only as long as the *Annual Charter for H.O.G. Chapters* is in effect between H.O.G. and the chartered chapter, and the chapter acts in accordance with the *Annual Charter* and H.O.G. operating policies.
- H.O.G. logos and other assets are available for download from [www.hdecomms-tools.com](http://www.hdecomms-tools.com)

**NOTE:** *H.O.G. may, at its sole discretion, terminate the right to use the H.O.G. trademarks at any time upon thirty (30) days' notice in writing, and the chapter will immediately terminate all use of the marks when the notice becomes effective.*

# CHAPTER BUSINESS

## CHAPTER MAILING LISTS

Harley-Davidson Motor Company and the Harley Owners Group® go to great lengths to protect the names and addresses of H.O.G.® members. They do not sell or distribute member lists to third parties. The lists are also confidential. They should not be used for any purpose not connected with chapter business without the express written consent of Harley-Davidson Motor Company. If you are ever approached or solicited to provide the chapter mailing list for any reason other than chapter business the answer should always be no. This applies to everyone: local businesses, companies, charities, chapter members, non-chapter members and other organisations.

Once you provide a chapter membership list to anyone, you lose control of it. As a chapter officer, you are trusted to protect and maintain the ownership and confidentiality of the chapter membership and mailing lists.

## CHAPTER CHANGE FORM

During the course of the year, your chapter may experience some officer turnover. When an officer changes or an address changes, H.O.G.® needs to have current mailing information on hand. The *Chapter Change* form was designed to help you keep H.O.G.® current.

### FORM - Officer/Secondary Chapter Change



The form is titled "INTERNATIONAL HARLEY OWNERS GROUP® CHAPTER OFFICER/ADDRESS CHANGE FORM". It features the H.O.G. logo on both sides of the title. The form includes fields for Chapter Name, Chapter Number, Chapter Address (with checkboxes for "Address in Director's" and "Address in Other"), Telephone, Fax, Email, and Website. Below these are sections for officer information, including Director, Assistant Director, Treasurer, Secretary, Activities Officer, L.O.G. Officer, Senior Road Captain, Road Captain, Editor, Safety Officer, Photographer, Historian, Membership Officer, Newsletter, and Chapter Manager. Each officer name is followed by lines for H.O.G. Number, Home Phone, and Email. At the bottom, there is a section for "H.O.G. MEMBER INFORMATION" with checkboxes for "H.O.G. MEMBER" and "DIRECTOR MEMBER", and a signature line for the "CHAPTER MANAGER".

[\(click here for sample full-size form\)](#)



# CHAPTER BUSINESS

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## CHAPTER OFFICER SECTION ON [hog.com](http://hog.com)

The chapter officer section allows you to verify H.O.G.<sup>®</sup> members, update your *H.O.G.<sup>®</sup> Chapter Membership Report*, learn about effective meetings, and download logos, forms and articles for your chapter newsletter.

To access the chapter officer section, visit [hog.com](http://hog.com) and log in. This requires you to create your own login ID and password. Once inside the members-only section, a 'chapter officer' tab will appear at the top of the screen.

This tab will only appear if you have been reported to H.O.G. as a designated officer on the annual *H.O.G.<sup>®</sup> Chapter Charter Application* or on an officer change form. Clicking on the 'chapter officer' tab will take you into this section. Select an option on the left side of the screen and follow the directions.

All officers listed in our system have access to this section. Although all officers can view your chapter's membership list, only the membership officer, the primary officers (director, assistant director, secretary and treasurer), the sponsoring dealer and the H.O.G.<sup>®</sup> manager have the ability to make changes to the *H.O.G.<sup>®</sup> Chapter Membership Report*.

# CHAPTER BUSINESS

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## DEALER/CHAPTER MERCHANDISE PROGRAM

This information is also available on [hog.com](http://hog.com). Only your sponsoring dealer or a dealer appointed chapter officer can place chapter merchandise orders.

### CHAPTER T-SHIRT GUIDELINES

Chapter shirts are one means your chapter has to develop its own identity and image. All chapter shirts must meet the minimum guidelines detailed below:

#### GUIDELINES

- The official chapter name must be included in any custom artwork.
- One of the registered H.O.G.<sup>®</sup> trademarks must make up at least 25% of each piece of artwork submitted. The registered trademarks are: Eagle/banner, Ladies of Harley, LOH, H-Wheel-G, H.O.G. or Harley Owners Group in script.
- We cannot approve combinations that include both H.O.G.<sup>®</sup> and Harley-Davidson<sup>®</sup> logos.

#### ARTWORK COMBINATIONS

The following combinations are allowed:

- Custom chapter front with dealer back.
- Custom chapter front with standard H.O.G. back with chevron.
- Standard H.O.G. front with chevron and custom chapter back.
- Small left chest H.O.G. or small dealer front and custom chapter back.
- Standard H.O.G. front with chevron and dealer back.
- Dealer sleeve print.

#### ORDERING PROCEDURES

These ordering procedures should be used when ordering T-shirts:

- T-shirt orders must be placed through the sponsoring dealer.
- The authorised source for the production of H.O.G.<sup>®</sup> chapter shirts in Europe, Middle East & Africa is MID.



# CHAPTER BUSINESS

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## CHAPTER FINANCES

One of the duties of a chapter officer is to manage and protect the financial resources entrusted by the membership. In most chapters, the director and treasurer have joint responsibility for safeguarding chapter assets. This section contains information that will help you carry out your financial responsibilities for the chapter.

### BOOKS AND RECORDS

We all maintain some sort of books and records. It might be a simple maintenance schedule for our Harley-Davidson® motorcycle or an elaborate set of double-entry accounting records for a large business.

#### WHY MAINTAIN RECORDS?

- There is an obligation to document how the chapter money was spent.
- There is a responsibility to the sponsoring dealer to account for all chapter funds.
- There is a legal requirement to maintain financial records for local revenue offices.

#### WHAT KIND OF RECORDS SHOULD WE KEEP?

- Records that clearly identify the kind, source and amount of all funds received by the chapter.
- Records that clearly identify how chapter funds were spent.

#### HOW LONG SHOULD WE KEEP OUR RECORDS?

- For liability purposes, financial records should be kept for as long as legally required in your specific country.
- Chapter records shall be maintained at the sponsoring dealership.

**NOTE:** All records and documents pertaining to chapter finances belong to the sponsoring dealership and must be handled in a way that ensures they will be available to future chapter officers.

# CHAPTER BUSINESS

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## CHAPTER FINANCES *(cont'd)*

### BOOKS AND RECORDS *(cont'd)*

#### FINANCIAL PREVENTIVE MAINTENANCE

Consider one or more of the following internal controls:

- Have the bank statements mailed to someone other than the person responsible for making deposits and writing cheques. For example, the statements could be mailed to the director, who would review the statement and then pass it on to the treasurer for reconciling the chapter financial records to the bank statement.
- On a regular basis, review chapter finances during an officer's meeting. This keeps everyone informed as to where the money is coming from, how it's being spent and the amount at hand.
- Remember, financial preventive maintenance is never a matter of trust; it's just good business. We want it to be effective enough to do the job, yet simple enough to not cause bottlenecks in the conduct of chapter business.



# CHAPTER BUSINESS

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## CHARITIES

There is no requirement that a H.O.G.<sup>®</sup> chapter have any involvement in charities. If a chapter does opt to participate in charitable activities, some specific techniques will go a long way to making the procedure go much more smoothly.

### **Make sure you are working with a legitimate organisation.**

A recognised charity will either be a governmental entity (volunteer fire department, search and rescue squad, etc.), or part of a national organisation.

### **Share the responsibilities.**

The charity should be willing to do more than simply say 'mail us the cheque'. The charity might provide volunteers, supplies and equipment for the event. Representatives from the charity should be on location to handle the funds.

### **Do adequate follow-up.**

Make sure all the event expenses get paid prior to donation. Did the charity properly thank the chapter? Most important of all, did the event support the 'Ride and Have Fun' goals of the chapter?

# CHAPTER BUSINESS

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## CHAPTER INSURANCE

Due to the different legal requirements of the many countries within Europe, Middle East & Africa, it is not possible to provide a single Harley Owners Group insurance policy for all chapter activities.

Please be aware that each member's safety and therefore insurance is key and of major importance to the chapter. Make sure everybody is clear about what insurance the chapter provides, if any, and what personal insurance the member has to provide. For questions about this point, contact your local H.O.G. manager.



# ANNUAL MEETING KIT

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# ANNUAL MEETING KIT

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Some of the best things about the H.O.G.<sup>®</sup> motorcycle club are meeting new people, participating in exciting activities and, of course, riding your Harley-Davidson<sup>®</sup> motorcycle. Endless meetings and paperwork are not a lot of fun; that's why we've created this section. By holding one business meeting per year, with a little planning your chapter can collect all the information H.O.G. requires, prepare the forms in this section and be done with it for the year. You can also find tips on holding effective meetings in the chapter officer section of [hog.com](http://hog.com). That means less time spent on administration and paperwork, which leaves more time for... just about anything!

## ANNUAL MEETING FORMS AND APPLICATIONS

There are several pieces of information that H.O.G.<sup>®</sup> requires of each local chapter. Your chapter can supply H.O.G. with everything it needs by completing and submitting the following form:

- *H.O.G.<sup>®</sup> Chapter Charter Application* (due December 31)



# ANNUAL MEETING KIT

## THE ANNUAL BUSINESS MEETING *(cont'd)*



### ANNUAL MEETING CHECKLIST

#### Persons in Attendance

- Sponsoring Dealer and/or other Dealership representatives responsible for H.O.G.® Chapter operations
- Primary Chapter officers
- Other persons at the discretion of the sponsoring Dealer
  - Discretionary Chapter officers
  - Lawyer
  - Accountant/Bookkeeper

#### Clarify and Reaffirm Chapter Goals and Expectations

- Obtain consensus regarding the sponsoring Dealer's goal, expectations and requirements
- Reaffirm the "Ride and Have Fun" (R & F) factor
- Complete the *H.O.G.® Chapter Charter Application*

#### Financial Review

- Review and assess Chapter finances and financial operations
  - Funds on hand
  - Payment history
  - Cash controls
  - Adherence to budget
- Adopt any necessary changes to finances and financial operations
  - Cash controls
  - Collections
  - Cash reserves

#### Adopt or Affirm a Membership Retention/Development Plan

- Establish and/or adopt an activity schedule (or adopt guidelines regarding activities) for the coming year
- Establish and/or adopt a budget and budget guidelines for the coming year
- Review insurance, release and reporting requirements
- Arrange for circulation and review of the Chapter Handbook and training videos by primary officers and discretionary Chapter officers
- Complete and adopt required legal documents (annual corporate reports, etc.)
- Complete and adopt minutes of the meeting and file in the minute book



Rev. 12/15/13

# ANNUAL MEETING KIT

## H.O.G.<sup>®</sup> CHAPTER CHARTER APPLICATION

The *H.O.G.<sup>®</sup> Chapter Charter Application* was designed to reduce the number of forms you must file each year. It also helps H.O.G.<sup>®</sup> keep information current, so we're sure to mail information to the right address. The completed form must be submitted to H.O.G. by December 31 each year.

### FORM - H.O.G. Chapter Charter Application


**INTERNATIONAL HARLEY OWNERS GROUP<sup>®</sup>**  
**CHAPTER CHARTER RENEWAL**


<b>Official Chapter Information</b> Dealer Name: _____ Chapter Name: _____ Chapter Number: _____ Number of Chapter Members: _____ Chapter Bylaws:    Yes    No    (CIRCLE ONE) (Attach copy of current Bylaws if applicable)  Incorporated:        Yes    No    (CIRCLE ONE) (Attach copy of Articles of Incorporation if Chapter incorporated)	<b>Chapter mailing address</b> <input type="checkbox"/> Address is Dealer's <input type="checkbox"/> Address is Other Address (including postal code): _____ _____ _____ P.O. Box (if applicable): _____ (Package cannot be delivered to P.O. Boxes) Email address: _____ Chapter website: _____
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**OFFICER LISTING – please PRINT CLEARLY. National H.O.G. numbers MUST be provided.**

Sponsoring Dealer: _____	H.O.G. #: _____	Email: _____
Director: _____	H.O.G. #: _____	Email: _____
Assistant Director: _____	H.O.G. #: _____	Email: _____
Treasurer: _____	H.O.G. #: _____	Email: _____
Secretary: _____	H.O.G. #: _____	Email: _____
Activities Officer: _____	H.O.G. #: _____	Email: _____
L.G.H. Officer: _____	H.O.G. #: _____	Email: _____
Senior Road Captain: _____	H.O.G. #: _____	Email: _____
Road Captain: _____	H.O.G. #: _____	Email: _____
Road Captain: _____	H.O.G. #: _____	Email: _____
Road Captain: _____	H.O.G. #: _____	Email: _____
Editor: _____	H.O.G. #: _____	Email: _____
Safety Officer: _____	H.O.G. #: _____	Email: _____
Photographer: _____	H.O.G. #: _____	Email: _____
Historian: _____	H.O.G. #: _____	Email: _____
Membership: _____	H.O.G. #: _____	Email: _____
Webmaster: _____	H.O.G. #: _____	Email: _____
Chapter Manager: _____	H.O.G. #: _____	Email: _____

The term of the Chapter's Charter affiliation shall be one (1) year from the date of acceptance of this Application by an authorized representative of Harley Owners Group<sup>®</sup>, Harley Owners Group or the sponsoring dealer and may be renewed by the Chapter affiliation at any time during its term upon thirty (30) days' written notice. No reason for termination is required.

Return to your Regional H.O.G.<sup>®</sup> Manager (where applicable), or to: H.O.G., Europe, Harley-Davidson Europe, Oxford Business Park, 1000 Birmingham Road, Oxford OX4 2DQ, U.K. Fax: GB 44 170 860 2069, Telex: GB 44 170 860 190

I have read the Chapter Charter and agree to operate in accordance with it and the above information is correct.

DEALER SIGNATURE: _____	DATE: _____
DIRECTOR SIGNATURE: _____	DATE: _____
ACCEPTED BY: _____	(REGIONAL MGR.) DATE: _____

HMCPCOFORWCOM 016

[\(click here for sample full-size form\)](#)



# ANNUAL MEETING KIT

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## H.O.G.<sup>®</sup> CHAPTER CHARTER APPLICATION *(cont'd)*

### OFFICER LISTING

Include the name, H.O.G.<sup>®</sup> number (a must!) and phone number of all current chapter officers under the officer listing section of this form. Only one name can be listed per position.

By signing and dating the *H.O.G.<sup>®</sup> Charter Application* form, the sponsoring dealer and chapter director indicate that they have read and accepted the *Annual Charter for H.O.G.<sup>®</sup> Chapters* and agree to run the chapter in compliance with its articles. Send the signed form to H.O.G.; this grants your chapter's affiliation with the Harley Owners Group<sup>®</sup> motorcycle club for a term of one year and entitles the chapter to limited licence in the use of H.O.G.<sup>®</sup> trademarks and logos. After the form has been processed, your chapter will receive:

- Officer patches
- Officer commemorative gift

## WHAT'S WRONG WITH MEETINGS?

Countless surveys and studies have shown that close to half of the productivity of meeting time is wasted. According to recent studies, there are many reasons meetings have productivity problems.

Any organisation can reclaim 25 to 35 per cent of wasted meeting time through a basic application of good meeting techniques.

### TOP 10 MEETING PROBLEMS

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- |                                   |   |
|-----------------------------------|---|
| 1. Getting off the subject        | 6. Disorganised                           |
| 2. No goals or agenda             | 7. Ineffective leadership/lack of control |
| 3. Too lengthy                    | 8. Irrelevance of information discussed   |
| 4. Poor or inadequate preparation | 9. Time wasted getting started            |
| 5. Inconclusive                   | 10. Starting late                         |

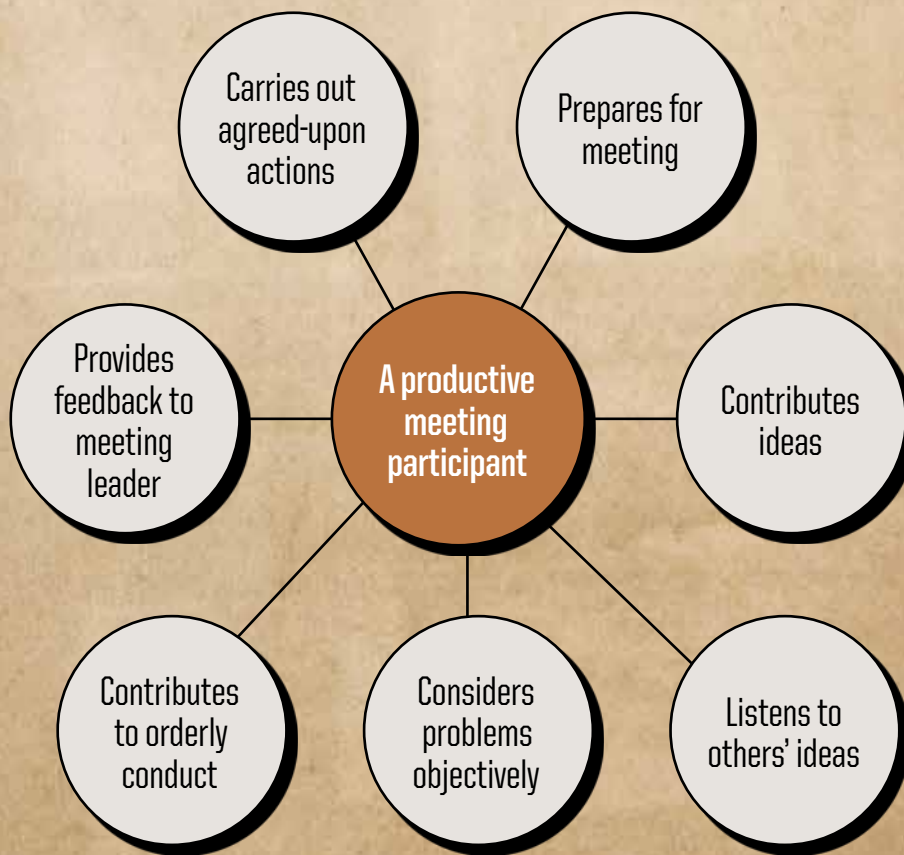
# ANNUAL MEETING KIT

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## BEING PRODUCTIVE

At one time or another, we've all participated in a meeting. An effective meeting depends on productive participants. As a chapter officer, you are in a position to make a significant contribution to the success of the meetings you attend. All you need is a tactful way to ask questions and offer suggestions.

The following list gives you some insight on how to be a productive meeting participant and gives you some tools to make your chapter officer meetings effective.





# ANNUAL MEETING KIT

## BEING PRODUCTIVE *(cont'd)*



### PRODUCTIVE PARTICIPANT CHECKLIST

#### Prepares for the Meeting

- Thinks about the subject matter beforehand
- Talks with others who may know something about the subject
- Gets as many facts as time allows

#### Contributes Ideas to the Discussion

- Offers facts and ideas
- Doesn't quickly discard his/her own views in the face of opposition
- Understands the facts
- Understands the subject matter

#### Listens to the Ideas of Others

- Understands the viewpoints of others
- Helps others develop their views and ideas
- Is courteous and alert
- Listens carefully and thinks

#### Considers Any Subject Objectively

- Continues to focus on the goal of conducting Chapter activities that promote H.O.G.<sup>®</sup> member fun, friendship and overall enjoyment
- Maintains an objective attitude
- Avoids giving (or accepting) opinion as fact
- Avoids emotionalism
- Maintains confidences and avoids gossip

#### Contributes to the Orderly Conduct of the Meeting

- Arrives on time
- Helps the chairperson maintain order
- Avoids personal interruptions
- Avoids side conversations
- Does not dominate the meeting
- Stays on the subject
- Avoids sarcasm and ridicule

#### Provides Feedback to the Meeting Leader

- Is open and honest when evaluating meetings
- Will speak one-on-one with meeting leader to give feedback
- Will give positive and critical feedback to meeting leader
- Gives feedback based on behaviors, not opinions

#### Carries Out Agreed Upon Actions

- Completes actions by agreed upon date
- Is realistic about when actions can be completed
- Provides valid reason if he/she cannot complete action and communicates this to meeting leader

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[\(click here for sample full-size form\)](#)

**NOTE:** By remembering or referencing this checklist before you attend future chapter officer meetings, you'll be better prepared to make your meetings more productive and effective, allowing yourself more time to accomplish the many tasks at hand.

# MARKETING

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# MARKETING

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Even the most well-planned chapter events won't be much fun if no one shows up! This section is designed to help you publicise your chapter activities, both locally with your chapter publications, and with the H.O.G.<sup>®</sup> members-only website, [hog.com](http://hog.com). These are some of the best tools you have to attract new members to your chapter and spread the word about the exciting activities organized by your H.O.G.<sup>®</sup> chapter.

## CHAPTER COMMUNICATIONS

A chapter communication is the foundation of chapter information exchange. It can be a permanent record of local chapter events and also assist the chapter historian in tracking chapter history.

Be sure to have your sponsoring dealer approve any chapter communication - written, oral (broadcast) or electronic, before it is released. Approval is required. Keep a copy of all chapter communications on file at the sponsoring dealership.

### GUIDELINES

Chapters must publish a minimum of four communications per year. Communications can consist of any printed material informing the membership of activities, postcards, flyers, multi-page publications, emails or other electronic forms.

### CONTENT

The contents of your chapter publications should reflect the fact that H.O.G.<sup>®</sup> is a family-oriented organisation. Stay away from editorialising, politics, religion and other controversial issues. Members, benefits, meetings and activities are always good topics.

Other ideas include:

- **Member of the month** - member profile
- **Yesterday and today** - what happened one or more years ago at the time of publication. Use back issues of *Hog Tales*, *HOG<sup>®</sup> magazine*, your chapter newsletter or other motorcycling publications as sources.
- **The adventure chapter** - stories of members' vacations.
- **Blast from the past** - Ask the chapter historian for information from past chapter events or past officers and members.

# MARKETING

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## CHAPTER COMMUNICATIONS *(cont'd)*

### GRAPHICS

You can download H.O.G.<sup>®</sup> logos in the chapter officer section of [hog.com](http://hog.com) or <http://hdcomms-tools.com>

### DISTRIBUTION

Your communication can be distributed via mail or electronically via email. If distributing via email, be sure to keep your members' privacy in mind and use the 'blind copy' line instead of the 'to' line. If you also post your communication on your chapter website, it must be in a password-protected area that only your sponsoring dealership, H.O.G.<sup>®</sup> manager and chapter members have access to. Regardless of the method of delivery, whether electronically or by postal service, all chapter members are entitled to have all chapter communications delivered to them.



# MARKETING

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## CHAPTER INTERNET AND SOCIAL MEDIA GUIDELINES

Before uploading images from chapter events to the internet or any social media site, be sure to obtain the proper permissions and licences.

Every H.O.G.<sup>®</sup> chapter that publishes photographic material in any format, including print or internet publication, shall be solely responsible for obtaining the proper permissions and licences. Harley-Davidson shall not be liable for, or offer indemnity for, any H.O.G. chapter's publication of any photograph or image without the proper permissions or licences.

Signs should be posted at all H.O.G. chapter events, informing attendees that: "Photographing, filming, recording and videotaping of activities and events will be occurring at this event. By entering the H.O.G.<sup>®</sup> event area, you irrevocably grant permission to the Harley-Davidson Motor Company and its agents to photograph, film, record and/or videotape you and use (and authorise the use of) your name, image, likeness, voice, and/or biographical or other information in any and all media now known or hereinafter developed in perpetuity for any and all purposes."

Harley-Davidson discourages H.O.G. chapters from publishing any photographs of minor children, even with permission from a parent or guardian. Before publishing any photographs, the H.O.G. chapter should discuss the risks and applicable regional law with the chapter's sponsoring dealer.

# GROUP RIDING

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# GROUP RIDING

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Few activities build camaraderie and memories faster than chapter rides. They are one of the core H.O.G.<sup>®</sup> chapter activities. That's why it's so important that they're conducted safely. This section contains tips on planning group rides, standard hand signals and a discussion of formation riding techniques.

# GROUP RIDING

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## GROUP RIDING TIPS

There are a number of factors that come into play when planning or participating in a group ride. Here are some suggestions for making your rides safe and successful.

### PLANNING THE RIDE

It's always a good idea to prepare a map of the route with all the stops indicated. If some bikes become separated from the group, they can catch up at the next stop.

- If you're not out for a scenic ride, plan the most direct route to an event or activity.
- If you're out for a scenic ride, be sure traffic conditions will allow it.
- Plan stops to avoid gravel parking and left-hand turns (or right-hand turns in countries that drive on the left, such as the UK). No one likes gravel, and in a group it's even less fun. Turns in and out of stops will help the group stay together.
- Plan petrol stops so folks with smaller tanks can fill up and stay with the group.
- If you have a large group stopping at a restaurant, call the restaurant far enough in advance to allow them to prepare for a large group.
- If you expect a particularly large group and it's possible to get a police escort or traffic control at the start/end of a ride or along the route, great! Otherwise, it is a good idea to at least inform the police department of your plans and perhaps drop off a map. Never block traffic yourself; it is against the law!

### LEADING THE RIDE

Choose and maintain a comfortable pace within the speed limit.

- Keep in mind that people at the end of the group may have to ride a little faster to keep up if there are gaps in the group.
- It may also may cause a problem to ride too slowly. Drivers in vehicles behind the group may become impatient and try to get around the group.
- Know the route well enough so that you can give the group plenty of notice that you are approaching a turn.
- Always signal your intention to turn or change lanes. If you find yourself at an intersection too quickly for the entire group to make the turn safely, continue until you locate a place where the entire group can execute the turn safely.



# GROUP RIDING

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## GROUP RIDING TIPS *(cont'd)*

### PARTICIPATING IN A RIDE

Drinking and riding never mix. This is especially true when participating in a group ride.

- Always ride in staggered formation; it gives you an extra margin for safety.
- Make sure your vehicle is in good operating condition. For example, a bad tyre could cause an accident on a group ride.
- Being too hot or too cold can also affect how alert you are as a driver. Be sure to wear appropriate protective clothing, such as a long-sleeve cotton shirt (for protection from the sun), helmet, eye protection, leather jacket, gloves, etc.
- A group of motorcycles is not considered a single vehicle. Be courteous. Generally speaking, a car will not want to ride in the middle of a group of motorcycles and will get out of the group as quickly as possible.
- Familiarise yourself with the route and scheduled stops.
- Arrive to participate in a group ride with a full tank of petrol.

### EMERGENCY STOPPING

Ride with a partner. In the event someone needs to pull over for an unscheduled stop, the partner should also stop in case assistance is needed.

- It's unsafe for a large group to stop on the side of the road. If someone needs to pull over, the remainder of the group should continue to the next stop. At that time, the group can decide to wait for the missing members or to send two riders back to assist.
- If the group has a standing policy to wait for a specified period of time, say half an hour, the members left behind will be aware that they can catch up.
- All riders should have a map of the route so they can reach their destination on their own if need be.

# GROUP RIDING

## FORMATION RIDING

### STAGGERED RIDING

The lead motorcycle should be in one third of lane, the second motorcycle should be in the other opposite third of the lane, one second behind the first rider, and so on.

- Leave enough room between each motorcycle so that any rider can manoeuvre to the right or left without hitting anyone else.
- Always stay in line with the bike in front of you. Do not switch between the the left and right side of the lane.



### SINGLE-FILE RIDING

All motorcycles ride in a single line, two seconds behind one another, in either the right or left third of the lane. The lead rider determines on which side of the lane the group will ride.



### OVERTAKING

Overtaking should always be undertaken one motorcycle at a time, in staggered formation. Remember, passing at any time can be hazardous. Use common sense.

### PASSING OTHER VEHICLES

- **Pre-pass position** - be far enough behind the vehicle you are passing to see clearly down the road to do an 'oncoming traffic check'.
- **Signal** - if you have a passenger, he or she should signal as well.
- **Check your mirrors** - then turn your head to check your blind spot and ensure that no one is passing you.
- **Accelerate and change lanes** - remember, legally, you can't exceed the speed limit.
- **When returning to your lane** - signal and make a mirror check and head check to be sure there is space between you and all other vehicles. Return to your lane and turn off your indicator.



# GROUP RIDING

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## FORMATION RIDING *(cont'd)*

### AFTER MAKING THE PASS

The lead rider makes the lane change until he can clearly see that the other riders have made their lane changes.

### KEEP THE GROUP TOGETHER

- **Plan** - the leader should look ahead for changes and signal early so the word gets back in plenty of time. Start lane changes early to permit everyone to complete the change. Put novice riders or those new to group riding at or near the back unless the riders wish to ride elsewhere.
- **Follow those behind** - let the tailender set the pace. Use your mirrors to keep an eye on the person behind. If a rider falls behind, everyone should slow down a little to stay with the tailender.
- **Know the route** - make sure everyone knows the route. Then if someone is separated they won't have to hurry to keep from getting lost or taking a wrong turn.

# GROUP RIDING

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## TIPS FOR TOURING

Motorcycling is an exciting and practical way to get around. But, like any other activity, it has risks. The reality is that you are exposed and vulnerable; it is up to you to avoid accidents and injury. Risk - and how you treat it - is what safe cycling is all about. To help you reduce and manage risk, use the following tips as a guide:

- When in a tight curve, the rider on the outside of the curve should give room to the rider on the inside. This prevents excessive crowding if the curve is too tight.
- Use the buddy system when riding. If your buddy has trouble and must pull out of the group, pull off the road with him or her and offer any assistance you can.
- Keep a safe distance behind the bike in front of you. Know the stopping distance of your motorcycle.
- Try to maintain a constant speed. Don't 'rubber band' (speed up and slow down).
- Be aware of openings as you ride so that you will have some place to manoeuvre in case of an emergency. Also, be aware of the riders around you, especially the one to your side, and give each other as much room as possible.
- Always try to keep the pack tight without crowding each other. Stay close through intersections and traffic lights so that the group doesn't become separated. Remember that some riders in the group may not know where they are going and could end up 'leading' the remainder of the pack with no idea how to reach their destination.
- If there is a vehicle that needs to get on to the motorway, let that vehicle through and close the gap.
- Never ride in someone's blind spot.
- Remember, you're not safe from lightning on your bike.



# GROUP RIDING

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## H.O.G.<sup>®</sup> CHAPTER ALCOHOL GUIDELINES



### H.O.G.<sup>®</sup> CHAPTER ALCOHOL GUIDELINES

**Safe and responsible motorcycling activity is a major H.O.G.<sup>®</sup> goal. In this regard:**

- The consumption and use of alcohol is a serious personal responsibility involving the safety and welfare of family, riding friends and the individual H.O.G.<sup>®</sup> member.
- Alcohol consumption before or during motorcycling activity is not safe responsible behavior.
- H.O.G.<sup>®</sup> has no direct operational control over Chapter operations. Consumption of alcohol after riding activity or at non-riding events is a matter to be decided by the sponsoring Dealership and H.O.G.<sup>®</sup> Chapter leadership. All such decisions are subject to final review and approval by the sponsoring Dealership.
- If the sponsoring Dealer and Chapter decide that alcohol may be consumed at a Chapter activity, then the recommended approach is either to "Bring Your Own" or to "Buy Your Own" from a vendor licensed and insured to sell alcohol.

Rev. 12/15/13

[\[click here for sample full-size form\]](#)

# GROUP RIDING

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## H.O.G.<sup>®</sup> CHAPTER ALCOHOL GUIDELINES *(cont'd)*

### WHO'S RESPONSIBLE FOR WHOM?

The other day, I received a call from a chapter officer who had observed one of the local chapter members drinking to excess during a stop on a chapter ride. An awkward situation, to say the least, and a potentially lethal one. His question to me was: "What am I required to do as a Chapter officer?" And, he added, "You should warn us about these things!" He's right, and he brings up a good question.

First, consider an ounce of prevention; don't make bars a stopping place for meetings or rides. Harley<sup>®</sup> dealerships, parks or restaurants are all good options. Always make sure an alternative to alcohol is available whenever you stop - there are some pretty good non-alcoholic beers out there today!

Second, discuss the issue with your sponsoring dealer, chapter officers and members before problems occur, at a monthly meeting or prior to the ride. Emphasise that each one of us is responsible for our own behaviour, and we also have a responsibility to those with whom we ride. If you think through what you would do if ever confronted with a member who isn't fit to ride, you'll have a better chance of achieving a positive outcome.

Third, as a chapter officer, set an example. At the H.O.G. Officer Training, a chapter director told us his tactic. If they have a member who has partied too hard, several chapter officers approach the individual, calmly point out the danger the person is posing both to him or herself and to other chapter members, ask for the keys, and arrange for alternative transportation by taxi or private vehicle. They've reported that this technique works well.

Beyond this, there's not much you can - or should - do. As H.O.G.<sup>®</sup> members and riders, we tend to want to 'take care of our own' without involving outside authorities - a philosophy I myself hold to.

H.O.G.<sup>®</sup> is about getting together to ride and have fun. Personally, I like to party and I love to ride, so when I'm on my bike I don't party until the bike is safely bedded down for the night; and judging from the good times I've had, it's a system that seems to work.

By Heidi Zogg



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# INTERNATIONAL HARLEY OWNERS GROUP® CHAPTER CHARTER RENEWAL



<p><b>Official Chapter Information</b></p> <p>Dealer Name: _____</p> <p>Chapter Name: _____</p> <p>Chapter Number: _____</p> <p>Number of Chapter Members: _____</p> <p>Chapter Bylaws:      Yes      No      (CIRCLE ONE)</p> <p><i>(Attach copy of current Bylaws if applicable)</i></p> <p>Incorporated:              Yes      No      (CIRCLE ONE)</p> <p><i>(Attach copy of Articles of Incorporation if Chapter incorporated)</i></p>	<p><b>Chapter mailing address</b></p> <p><input type="checkbox"/> Address is Director's      <input type="checkbox"/> Address is Other</p> <p>Address (including postal code): _____</p> <p>_____</p> <p>_____</p> <p>P.O. Box (if applicable): _____</p> <p><i>(Packages cannot be delivered to P.O. Boxes)</i></p> <p>Email address: _____</p> <p>Chapter website: _____</p>
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**OFFICER LISTING – please PRINT CLEARLY. National H.O.G. numbers MUST be provided.**

Sponsoring Dealer: _____	H.O.G. # _____	Email: _____
Director: _____	H.O.G. # _____	Email: _____
Assistant Director: _____	H.O.G. # _____	Email: _____
Treasurer: _____	H.O.G. # _____	Email: _____
Secretary: _____	H.O.G. # _____	Email: _____
Activities Officer: _____	H.O.G. # _____	Email: _____
L.O.H. Officer: _____	H.O.G. # _____	Email: _____
Senior Road Captain: _____	H.O.G. # _____	Email: _____
Road Captain: _____	H.O.G. # _____	Email: _____
Road Captain: _____	H.O.G. # _____	Email: _____
Road Captain: _____	H.O.G. # _____	Email: _____
Editor: _____	H.O.G. # _____	Email: _____
Safety Officer: _____	H.O.G. # _____	Email: _____
Photographer: _____	H.O.G. # _____	Email: _____
Historian: _____	H.O.G. # _____	Email: _____
Membership: _____	H.O.G. # _____	Email: _____
Webmaster: _____	H.O.G. # _____	Email: _____
Chapter Manager: _____	H.O.G. # _____	Email: _____

The term of the Chapter's Charter affiliation shall be one (1) year from the date of acceptance of this Application by an authorized representative of Harley Owners Group®, Harley Owners Group or the sponsoring dealer may terminate the Charter affiliation at any time during its term upon thirty (30) days' written notice. No reason for termination is required.

Return to your Regional H.O.G.® Manager (where applicable), Or to: H.O.G. Europe, Harley-Davidson Europe, Oxford Business Park, 8080 Birmingham Road, Oxford OX4 2DQ, U.K. Fax: GB 44 1793 860 2083, Tel: GB 44 1793 860 190

I have read the Chapter Charter and agree to operate in accordance with it and the above information is correct.

DEALER SIGNATURE: _____	DATE: _____
DIRECTOR SIGNATURE: _____	DATE: _____
ACCEPTED BY: _____	(REGIONAL MBR.) DATE: _____

ENCLOSURE(S) ETC

