



THE OFFICIAL RIDING CLUB OF HARLEY-DAVIDSON®

H.O.G.® CHAPTER HANDBOOK

H.O.G.® CHAPTER HANDBOOK

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BEST PRACTICES

Welcome to H.O.G.® Please use this Handbook as a resource for your chapter. It contains recommended “best practices” for operations and not “rules” for running your chapter. 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.® MEMBERSHIP

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

TYPES OF NATIONAL H.O.G.® MEMBERSHIPS

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®.

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.)

NATIONAL ASSOCIATE MEMBERSHIP

Associate members are entitled to a number of benefits. Every associate member must have a sponsoring full member. (There is no associate membership at the 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 the chapter level.)



AUTOMATIC MEMBERSHIPS

H.O.G.® NEW BIKE PURCHASE PROGRAM

A one-year full membership is automatically issued to the purchaser of a new unregistered Harley-Davidson® motorcycle. Local chapter membership dues aren't included with automatic membership.

H.O.G.® USED BIKE PURCHASE PROGRAM

At participating Harley-Davidson® Dealerships, a one-year full membership is automatically issued to the purchaser of a used Harley-Davidson® motorcycle. Local chapter membership dues aren't included with automatic membership.

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 Americas Touring Handbook (full members only), and *H.O.G.® Adventure Guide*. Memberships are non-refundable and non-transferable. Please allow three to five weeks for delivery of all membership materials.

LOCAL CHAPTER MEMBERSHIP

All H.O.G.® members are eligible to join any affiliated local chapter by completing the *Chapter Membership Enrollment Form and Release*. Applicants are responsible for providing proof of their National membership. An expired National membership automatically terminates local chapter membership and any associated memberships.

Life and associate memberships cannot be offered at the local chapter level – these are national designations only. All chapter members must renew their chapter membership on an annual basis and must sign the *Chapter Membership Enrollment Form and Release* each year. The sponsoring Dealership has the right to terminate a chapter membership should his/her conduct not meet the Dealerships standards or vision. The sponsoring Dealership has the right to refuse local chapter membership applications.

Associate members must have a full member sponsor to belong to a local chapter.



LOCAL CHAPTER ENROLLMENT

The following membership guidelines apply to all local chapters:

- Only use the *Chapter Membership Enrollment Form and Release* found in the Chapter Officer section of hog.com.
- A new *Chapter Membership Enrollment Form and Release* must be completed each calendar year.
- Chapters are not required to charge dues. The maximum rate for chapter dues is \$36 per year. A recommended best practice is to waive dues for the first year of membership.
- A separate chapter membership application form is needed for each member, whether rider or passenger.
- Only current H.O.G.® members may join a local chapter.

There are several ways to verify H.O.G.® membership:

- Examine member’s current H.O.G.® card.
- Have the person join H.O.G.®
- Look up on the Chapter Officer section on hog.com.

NOTE: Keep H.O.G.® informed as your chapter changes. Let us know of a change online in the Chapter Officer section of hog.com. Once you add a member to your report, they remain on your report until you remove them. Changes to your Chapter Membership Report can only be made by the primary officers or the Membership officer.

CHAPTER MEMBERSHIP ENROLLMENT FORM AND RELEASE

Chapter Name _____

Member Name _____

Existing Member _____

Date _____

E-mail Address _____

Member Number (H.O.G. #) _____

Phone _____

Expiration Date of Release: 12-Month 24-Month

I agree and the Actual Officer for this Chapter and hereby agree to elect to be a member of the above-named Chapter.

THIS IS A RELEASE, WAIVER OF LIABILITY AND ASSUMPTION OF RISK. BY SIGNING THIS FORM, I AGREE TO THE FOLLOWING:

I agree to the following terms and conditions for my membership in the H.O.G.® Chapter. I acknowledge that membership in the H.O.G.® Chapter is a voluntary activity and that participation in the H.O.G.® Chapter is subject to the terms and conditions of the H.O.G.® Chapter. I understand that the H.O.G.® Chapter is not responsible for any injury or loss of property or damage to my person or property that may result from my participation in the H.O.G.® Chapter. I understand that the H.O.G.® Chapter is not responsible for any injury or loss of property or damage to my person or property that may result from my participation in the H.O.G.® Chapter. I understand that the H.O.G.® Chapter is not responsible for any injury or loss of property or damage to my person or property that may result from my participation in the H.O.G.® Chapter.

By signing this Release, I certify that I have read the Release and fully understand it and that I am not relying on any disclaimer of responsibility made by the H.O.G.® Chapter.

Signature _____ Date _____



A FORM WITH A FUNCTION

Since officers generally change on an annual basis, and because sometimes the *Chapter Handbook* may not get read completely, "Form with a Function" should be addressed to help everyone understand.

The forms we're referencing are:

1. *Chapter Membership Enrollment and Release form*
2. *Chapter Event Release form for ADULTS*
3. *Chapter Event Release form for MINORS*
4. *Minor's Assumption of Risk Acknowledgment*

These are legal documents. All of them. We realize they're boring, and could be made prettier or remotely more interesting by oh, let's see — changing the font, adding H.O.G.® logos, and making the chapter name BIG and everything else. There are plenty of ways to change the forms, and we've seen them all — **but none of these changes can be made.**

As legal documents, the various release forms have passed a number of reviews — and a few lawyers — on their way to the *Chapter Handbook*. And as with any legal document, to be effective it must remain in its original form. The only change allowed is to fill in the chapter name at the top prior to copying and distributing it to members for their signature. Other modifications cannot be made.

The question of whether or not the form can be changed arises most often on the *Chapter Membership Enrollment Form and Release*. "Can we add the member's birthday?" "Can we put a spot for 'new' or 'renewing' member?" "Can we add what kind of bike they ride?" "Can we add the H.O.G. logo and our chapter chevron on the top?" Unfortunately, the answer to all of these questions is, "no." If you need answers to these questions or want to collect information other than what appears on the release form, you simply have to use another piece of paper.

A separate page should be used when gathering member information and should include an option where members can request their information not be shared.

The release form has been laid out to ensure readers understand what they are reading, why they are reading it, and what they are agreeing to by signing. The content and layout follow generally accepted legal



A FORM WITH A FUNCTION (cont.)

principles for waiver forms. Likewise, the wording on the form is standard size with emphasis (both bold and capitalized) placed on specific words that the reader needs to understand are of greater importance. Changing the font by either adding or deleting that emphasis removes the reader's ability to zero in on that importance.

Another temptation to avoid is to add something such as a personal questionnaire or chapter survey to the blank side on the back. While it might be considered wasted space, once again we cannot alter a legal document – even on the back. As it stands now, the reader can see that the form visually carries a lot of weight. By adding a survey or questionnaire, the reader might wonder how important the release form really is when also asked for their birthday or where they want to ride.

THE BOTTOM LINE

The *Chapter Membership Enrollment Form and Release* is the number one document you have to protect the chapter in the case of an accident during a chapter event. It's a simple, straightforward and easy-to-understand contract between the member and the chapter. Its sole purpose is to document that members understand the reason for the release, the risks of operating a motorcycle and that they will hold the chapter harmless should an incident arise in the course of a chapter function. That's it. By keeping the release form in its original and proper format, we ensure that we both inform our members, and protect our chapter and the volunteers who lead it.

H.O.G.® MEMBER BENEFITS

Details on the H.O.G.® member benefits listed below can be found in the *H.O.G.® Membership Guide* at hog.com.

- H.O.G.® Magazine
- World Wide H.O.G.® Rallies and Events
- Roadside Assistance
- H-D® Insurance
- Touring Handbook
- Toll-free Number
- Ride 365 Mileage Program
- Safe Rider Skills
- Safe Rider Skills Chapter Plaque
- Motorcycle Shipping
- Theft Reward
- AT&T
- Best Western



ACTIVITIES & EVENTS

INSURANCE COVERAGE

Before you undertake a chapter event or activity, be sure you have the necessary insurance to cover all aspects of the event. The *H.O.G.® Chapter General Liability Insurance* policy is meant to cover “typical” chapter activities where the guests are local chapter or H.O.G.® members. Since we all may have a different definition of “typical,” it’s important to follow the guidelines listed here.

- Carefully read through the insurance section of this handbook.
- Check the *Schedule of Pre-Approved Chapter Activities* (the field events in this handbook are pre-approved).
- Check the list of “Excluded Activities” (these are definitely not covered under the policy).
- If your event/activity is not on the *Schedule of Pre-Approved Chapter Activities*, or if you have ANY doubts as to what might be covered, call Harley-Davidson® Insurance at 1-888-690-5600.
- Abide by the release form guidelines as described in the insurance section.
- Be familiar with all legal and financial guidelines as covered in the “Chapter Business” section of this handbook.
- See “Event Production Policy” section on the following pages.
- Be sure your sponsoring Dealer and/or H.O.G.® Manager have read and approved any event-related contracts prior to signing.

NOTE: *Even if your event or activity is not included on the Schedule of Pre-Approved Chapter Activities, you may be able to obtain coverage through Harley-Davidson Insurance (HDI). HDI will determine whether your activity/event can be added to the Schedule of Pre-Approved Chapter Activities (at no additional cost to you), whether your activity/event can be covered with additional insurance (for which you’ll pay an additional premium), or whether your activity/event cannot be covered through HDI.*



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. Closed chapter rides involving more than one chapter are an exception. If chapters are riding together, they must make certain they are compliant when they start their closed rides and remain in compliance once they join together.

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.® logo along with chapter chevron (not H-D), if desired.

MIDDLE:

List event facts in a straightforward manner:

- Who? • What?
- When? • Why?

BOTTOM:

List sponsors (with logos if desired)

- H.O.G.® is not a sponsor

ABC CHAPTER



Poker Run & Bike Raffle Sunday – June 12, 2012

Registration from 9:00 a.m. – 11:00 a.m.
Jefferson Way Recreation Center – 1234 Jefferson Way,
Anytown, USA
Entry Fee is \$12.00
Door Prizes!!!
50/50 Drawing

Lunch will be provided
No alcohol, Please

For more information: Dealer Name 123-456-1234
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



EVENT PRODUCTION POLICY (cont.)

LOGO USE

Rule of Thumb = do it right or not at all.

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

Here's how you can do your part:

- The *H.O.G.® Chapter Charter* gives you the right to use the logo on chapter publications, if sponsoring dealership approves.
- Use only the official H.O.G.® logos found in this Handbook.
- 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 authorized agents to produce those items.



RUNNING AN 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 drivers' ability to safely operate their motorcycle in any way.
- Conduct events on surfaces conducive to safe riding (avoid slippery surfaces, gravel and mud).

GENERAL

Participants at H.O.G.® events must compete on a Harley-Davidson® motorcycle.

- Have release forms on hand for non-chapter members 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 *Field Events/Games Registration* 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 chapter 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.

On the following pages is a list of pre-approved events that are automatically covered under your H.O.G.® Chapter General Liability Insurance policy.

Many chapters enjoy getting together for a little friendly competition. The events and activities described in this section are approved and covered by the H.O.G.® Chapter Insurance Program as closed events.



TIPS FOR VOLUNTEER MANAGEMENT

Volunteers are the backbone of H.O.G.® 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.

ORGANIZE

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 organizer, 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.



TIPS FOR VOLUNTEER MANAGEMENT (cont.)

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 humor 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.



TIPS FOR VOLUNTEER MANAGEMENT (cont.)

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.
- Recognize 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.

EVENT SUGGESTIONS

RIDE-IN BIKE SHOW

The Ride-In Bike Show is the perfect opportunity for participants to show off their metal. Only Harley-Davidson® motorcycles are eligible to enter the show. There are categories for every kind of bike, from classic to custom.

SUPPLIES

Have the following supplies on hand:

- Pens/pencils
- Ballots and ballot box
- Registration forms
- Release forms
- People's Choice Award Official Ballot



EVENT SUGGESTIONS (cont.)

RIDE-IN BIKE SHOW (cont.)

SET-UP

- Secure a staging area with ample space and a good riding surface.

RULES

- All entrants must be registered to participate.
- Have rules available for all participants (see sample content for *Ride-In Show Participants Information Sheet* on page 18).

JUDGING EXAMPLES

Listed below are the many different ways to judge a Ride-In Bike Show. Pick the one that works best for your event or use a combination of judging styles.

Panel of Judges

A pre-assembled group of judges that may include representatives from several participating chapters, local businessmen or city officials.

A "People's Choice" Award

Every attendee is allowed to act as a judge. Distribute ballots to each attendee at registration.

NOTE: *Unless otherwise specified, all entries must be Harley-Davidson® production motorcycles with H-D® engine, stock frames and stock crankcases.*



EVENT SUGGESTIONS (cont.)

FORMS

**RIDE-IN SHOW
ENTRY SHEET**



**RIDE-IN SHOW
ENTRY SHEET**

(Bike must be ridden to the rally. Trailered bikes not eligible except in pro class.)
MUST BE A HARLEY-DAVIDSON MOTORCYCLE

Event: _____ Dates: _____
Class #: _____ License Number: _____
Year/Model: _____
Owner: _____ H.O.G.® #: _____
Address: _____
City: _____ State: _____ Zip: _____
Chapter: _____

OFFICIAL USE ONLY

- Paint: _____
- Plating/Polishing: _____
- Engineering: _____
- Street Function: _____
- Seat: _____
- Style: _____

Total Points

Judges' Initials

Comments:



EVENT SUGGESTIONS (cont.)

FORMS

RIDE-IN SHOW PARTICIPANTS INFORMATION SHEET



RIDE-IN SHOW PARTICIPANTS INFORMATION SHEET

Description:
Enter motorcycle in the show to be judged.

Awards:
First Place and two runner-up awards for each class.

- Rules:**
- Motorcycle must be ridden past the registration table.
 - Participants must place their motorcycle into the class indicated by the judges (one class per motorcycle).
 - Participant's motorcycle must stay in the show until after the awards.
 - Finalist must stage their motorcycles as instructed for awards presentation.
 - All decisions by the judges are final.

SUGGESTED CLASSES

CLASS	DESCRIPTION
1.) Antique	Models 1903-1947
2.) Antique II	Models 1948-1993
3.) Big Twin FL/FX Rigid Mount	Models with stock frames with no windshield or fairing
4.) Big Twin FX Rubber Mount	Models with stock frames with no windshield or fairing
6.) Big Twin FL Rubber Mount	Models with stock frames with no windshield or fairing
6.) Sidecar	H-D sidecar models only
7.) Sidecar	Non H-D sidecar models
8.) Sportster	Models with stock frames
9.) Sport Touring Rubber Mount	FLHR, F9RT, FXDXL, FLJ and all sport models with windshield and saddlebags
10.) Sport Touring Rigid Mount	FLST, FLSTC, FLSTN, FLSTC and all sport models with windshield and saddlebags
11.) Touring	FLHS, FLHR, FLJ and all sport models with fairing and saddlebags
12.) Full Dresser	FLJ and FLH Models with fairing Tour-Pak® and saddlebags
13.) Street	All models
14.) V-Rod®	All models
15.) V-Rod	H-D engine
16.) Show Custom	Rubber or rigid-mounted with stock frames with a high level of customization, including sheet metal, wheels, brakes, and upholstery
17.) Radical Custom	Rubber or rigid-mounted with structurally (geometrically) modified frames, and with a high level of customization, including sheet metal, wheels, brakes, and upholstery
18.) Pro Custom	Rubber or rigid-mounted with modified H-D engine, crankcases, structurally (geometrically) modified frames. These bikes are created by dealers, professional builders and other special interests where the amount of embellishment or customization, in the opinion of the judges, is at a very high level and emphasis on everyday street function is low priority.
18.) Harley-Davidson Street™	H-D Revolution X engine

Rev. 12/15/13



EVENT SUGGESTIONS (cont.)

FORMS



JUDGES EVALUATION SHEET

Class # _____

LIC # _____

TOTAL POINTS

PAINT:

Overall design and finish quality.

1 2 3 4 5 6 7 8 9 10

PLATING/POLISHING:

Finish quality, etching and balance of components.

1 2 3 4 5 6 7 8 9 10

SEAT:

Style, comfort, material, and other upholstered components.

1 2 3 4 5 6 7 8 9 10

ENGINEERING:

Innovation, safety, performance, handling, and braking.

1 2 3 4 5 6 7 8 9 10

STREET FUNCTION:

Overall ride-ability, drive-ability, and vehicle requirements.

1 2 3 4 5 6 7 8 9 10

11 12 13 14 15 16 17 18 19 20

21 22 23 24 25 26 27 28 29 30

PRO CLASSES: Are for vehicles created by motorcycle dealers, professional builders and other special interest entries. When the following is represented, Customization is at a high level. Everyday street function is a lower priority.

STYLE:

Overall impression of vehicle, balance of components, and finishes.

1 2 3 4 5 6 7 8 9 10

SHOW CUSTOM:

1 2 3 4 5 6 7 8 9 10

PRO CUSTOM:

1 2 3 4 5 6 7 8 9 10

ANTIQUE CLASS:

Judged exclusively on their original or restored to original fit and finish.

1 2 3 4 5 6 7 8 9 10

RADICAL CUSTOM:

1 2 3 4 5 6 7 8 9 10

Rev. 12/13/13



EVENT SUGGESTIONS (cont.)

FORMS

**PEOPLE'S
CHOICE AWARD
OFFICIAL BALLOT**

OFFICIAL BALLOT

PEOPLE'S CHOICE AWARD

My Choice for Best in Show Is:

Please select one bike as your
favorite and write that number
in the box above.

(Each rally participant is entitled to ONE vote)

**EVENT SUGGESTIONS (cont.)****OBSERVATION RUN/SELF-GUIDED TOUR**

Observation Runs and Self-Guided Tours are excellent ways to get your chapter members out on their Harleys and enjoying the countryside. You can design runs and tours of various lengths to accommodate the different riding styles of your chapter members. In general, Observation Runs are designed as a kind of scavenger hunt where participants receive a series of questions about the landmarks and signs along the route. Their answers are judged at the end of the ride. Self-Guided Tours are just that, a predetermined route through a scenic area that riders can complete at their own pace.

SUPPLIES

- Route and maps
- Questions/Quiz
- VERIFICATION of routes, maps, questions and quiz
- Tally sheets to determine winners (if applicable)

SUGGESTIONS – OBSERVATION RUN

- Start/finish should be the same.
- The route should run past landmarks or easily recognizable signs that are safely and easily seen without causing a traffic hazard.
- Include a list of questions about the landmarks or signs along the route. There should be a minimum of 10 and a maximum of 25 questions.
- The mileage from point-to-point should accompany these questions.
- The route should not exceed 80 miles.

SUGGESTIONS – SELF-GUIDED TOUR

- The start and finish line should be the same.
- Tour should not exceed 100 miles.
- Stops should be noted by name and clearly marked as to location (i.e., side of the street, mileage from start, etc.).



EVENT SUGGESTIONS (cont.)

SLOW RIDE

The Slow Ride is a challenging test of the participants' balance and control over their Harley-Davidson® motorcycle. The object is to finish the designated course, in the most time, without putting your feet on the ground or running over boundary lines. Men and women can both take part in the same Slow Ride heats or the Ladies of Harley® can run their own heats.

SUPPLIES

- Lane marking equipment (chalk, tape, etc.)

SET-UP

- Mark off 10 lanes. Each should be 4 feet wide and 50 feet long.
- Assign one (1) judge to each lane.
- If there are enough participants, run separate heats for each class of bike. XLs, FXs and FLs run off separately. The winners from each of those heats will then run off against one another to determine the overall first, second and third-place winners.

RULES

- Participants line up at the beginning of every other lane. Leave an empty lane between each participant as a safety precaution.
- Start as soon as signaled.
- Keep your feet up. If you put your foot down, stop exactly where you are.
- Stay within the lines. If your wheel touches the line, you're disqualified. Stop exactly where you are.
- You must cross the finish line, without fault, to win.



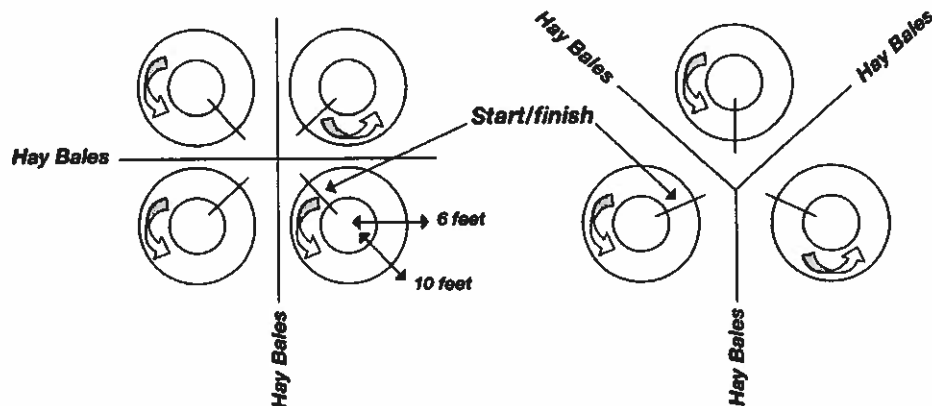
EVENT SUGGESTIONS (cont.)

CIRCULAR SLOW RIDE

SUPPLIES

- Tape measure
- Stop watch
- Stake (for the center of the circle)
- String (to scribe the circle with)
- Lane marking equipment (chalk, tape, etc.)
- Hay bales
- **Volunteers:** two (2) spotters per lane, one (1) starter/judge
Additional volunteers to guide motorcycles into and out of the activity area.

SET-UP



- Lay out three or four circular lanes as shown, each lane having an inside radius of 6 feet and outside radius of 10 feet. The size of the circular lanes may be varied, but keep in mind the turning radius of the various Harley-Davidson® models. Riding area width of the lanes should be approximately 4 feet.
- Separate the circles with hay bales placed between the lanes, as shown.
- Mark a start/finish line in each lane.



EVENT SUGGESTIONS (cont.)

CIRCULAR SLOW RIDE (cont.)

SET-UP

- Spectators and waiting participants **MAY NOT** sit on, stand next to, or park next to the hay bales separating the lanes. The hay bales and the area between the participant lanes and the hay bales must remain clear.
- One (1) lane spotter monitors the start/finish line for their assigned lane to insure that the participant lifts their feet and begins the ride at the start signal, and also monitors whether the motorcycle crosses the lane markings on either side of the lane during the ride.
- One (1) lane spotter walks behind the participants' motorcycle (approximately 3 feet) to assist in keeping the motorcycle upright should the participant lose their balance and the motorcycle begin to fall over, and also monitors whether the motorcycle crosses the lane markings on either side of the lane during the ride.
- The starter/judge gives the "go" signal to begin the race and watches for the first lane judge to signal successful completion of Circular Slow Ride.

RULES

- All participants ride in a counter-clockwise direction.
- Everyone starts when signaled. If someone doesn't start at the signal, it's a false start and the ride is re-started.
- The last participant to cross the finish line without being disqualified is the winner.
- Participants must keep their feet up. If the participant puts a foot down, they stop where they are.
- If a tire touches a lane marker on either side of the lane, participant stops where they are.
- Participant must cross the finish line to win. For example, four participants are doing the slow ride and three are disqualified for putting their foot down. If the fourth participant turns out of their lane and rides away, they would also be disqualified because they didn't cross the finish line before they crossed a lane marker.
- The judge resolves all disputes. **The judge's decision is final.**



EVENT SUGGESTIONS (cont.)

SLOW RIDE VARIATIONS

TWO-UP SLOW RIDE

This is set up and run the same as the Slow Ride, only there is both a rider and a passenger on each motorcycle. Passenger must remain seated on the passenger seat of the motorcycle in a forward position, with their feet on the passenger foot pegs throughout the ride. Same rules apply to the passenger putting their foot down as the rider. Same rules for set-up and judging are used as in the Slow Ride.

ROAD KILL SLOW RIDE

- Same supplies used to set up the Slow Ride.
- Flat paper cut-outs of animals. 9-inch cutouts work pretty well. Cut-outs must be such that they don't interfere with riding if run over.
- Lay out the lanes the same as for the Slow Ride.
- Place two (2) or three (3) paper animal cut-outs in each lane.
- Spectators and participants are not allowed to stand, sit or park near the participant lane.
- Rules and judging are the same as for the Slow Ride.
- Objective is to miss the "road kill" and have the slowest time.
- If a tire hits one of the paper "road kill" animals, the rider is disqualified. A variation may be to subtract a five-second penalty from the rider's time for each tire hit on a "road kill."



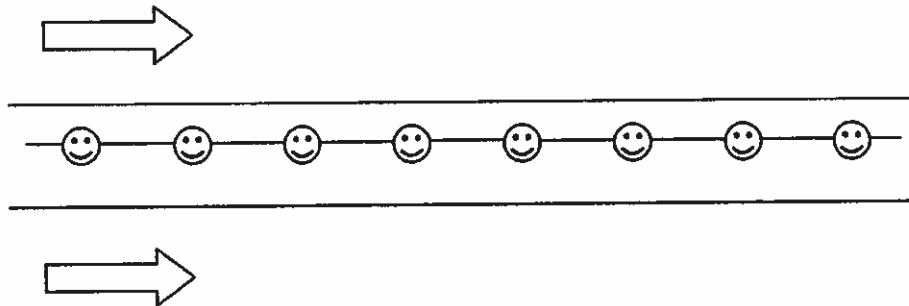
EVENT SUGGESTIONS (cont.)

ROAD KILL CLEAN UP

SUPPLIES

- Tape measure
- Lane marking equipment (chalk, tape, etc.)
- **Volunteers:** two (2) spotters, one (1) judge
- Additional volunteers to guide motorcycles into and out of the activity area.
- 16 reasonably sized stuffed animals. Must be able to fit into a fishing net.
- Two (2) long-handled fishing nets. Net should not be overly long.

SET-UP



- Lay out three lanes, 4 feet wide and 50 feet long. In the middle of the center lane (2 feet from the edge of either side lane) mark eight equally spaced spots. This is where the stuffed animal "road kill" is placed.
- One (1) spotter monitors whether the motorcycle crosses the lane lines on either side of the lane during the ride.
- One (1) spotter counts the number of "road kill" in the net.
- The judge keeps track of the number of stuffed animal "road kill" each participant scoops up with the fishing net and remains in the net until the ride is completed.
- Spectators and participants are not allowed to stand, sit or park near the participant lane.



EVENT SUGGESTIONS (cont.)

ROAD KILL CLEAN UP (cont.)

RULES

- This is a rider and passenger team event. A single rider may not compete. The rider may not control the motorcycle and also pick up the "road kill."
- Passenger must remain seated on the passenger seat of the motorcycle in a forward position, with their feet on the passenger foot pegs throughout the ride.
- Each team may use either lane for their ride. Once a team begins the ride, they may not switch sides for picking up "road kill."
- "Road kill" is scooped up with the fishing net. It must be in the net to count.
- Rider starts when ready.
- The team who picks up the most "road kill" and crosses the finish line without being disqualified is the winner.
- Both members of the participant team must keep their feet up. If either participant puts a foot down, the team is disqualified and no credit given for "road kill" picked up.
- If a tire touches a lane marker on either side of the lane, the team is disqualified and no credit given for "road kill" picked up.
- To receive credit, the team must successfully complete the ride and the "road kill" must be inside the net prior to the motorcycle crossing the finish line.
- Team's motorcycle must cross the finish line to receive credit for "road kill" picked up.
- If multiple teams picked up all eight "road kill," add more "road kill" to the side the team is picking up on and run an elimination.
- The judge resolves all disputes. **The judge's decision is final.**



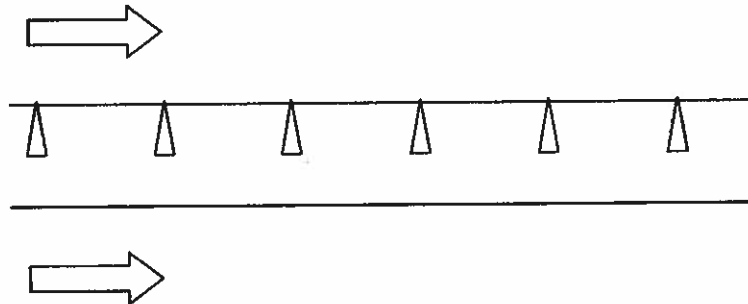
EVENT SUGGESTIONS (cont.)

BALL DROP

SUPPLIES

- Tape measure
- Materials to mark lanes (chalk, tape, etc.)
- Eight (8) large traffic cones, at least 2 feet in height, with open tops (the kind that would allow a ball to be balanced on them).
- Eight (8) tennis balls or baseballs.
- **Volunteers:** one (1) judge, two (2) spotters per lane
Additional volunteers to move participants in and out of the game area.

SET-UP



- This is a rider and passenger team activity
- Mark off three lanes, 4 feet wide and 50 feet long.
- In the middle of the center lane (2 feet from the edge of either riding lane) place six traffic cones, equally spaced over the length of the lane. If it becomes necessary to have a run-off, the additional two cones can be added for a total of eight cones. The judge tracks the participant totals
- One (1) spotter watches for the motorcycle touching the lane markers or feet going down.
- One (1) spotter counts the number of balls remaining on the traffic cones at the completion of the ride.
- Spectators and participants are not allowed to stand, sit or park near the participant lane.



EVENT SUGGESTIONS (cont.)

BALL DROP (cont.)

RULES

- This is a rider and passenger team event. A single rider may not compete. The rider may not control the motorcycle and also place the balls on the cones.
- Passenger must remain seated on the passenger seat of the motorcycle in a forward position, with their feet on the passenger foot pegs throughout the ride.
- Each team may elect to ride in either the left lane or the right lane to place the balls on the cones. Once a team begins the ride, they may not switch lanes.
- Rider starts when ready.
- The team who has the most balls on the cones and crosses the finish line without disqualifying is the winner.
- Both members of the participant team must keep their feet up. If either participant puts a foot down, the team is disqualified and no credit given for balls placed on cones.
- If a tire touches a lane marker on either side of the lane, the team is disqualified and no credit given for balls placed on cones.
- To receive credit, the team must successfully complete the ride and the balls must remain on the cones until the motorcycle crosses the finish line.
- If multiple teams place all six balls on the traffic cones, add two more cones to the center lane and rerun the teams.
- The judge resolves all disputes. **The judge's decision is final.**



EVENT SUGGESTIONS (cont.)

BIKE WASH

The Bike Wash is a fun event for riders and passengers to test their eye-hand coordination while they try to keep themselves and their bike dry!

SUPPLIES

- Water balloons
- Two (2) poles that can be adjusted to at least 12 feet high
- 16 feet of rope

SET-UP

- Fill at least one water balloon per contestant.
- Connect poles with rope and place them 15 feet apart.
- Start with the rope about 7 feet from the ground; you'll raise it as the event progresses.

RULES

- Rider must keep feet up. If foot touches the ground, the team is disqualified.
- Passengers must face forward and keep their feet on the footpegs/floorboards.
- Passenger tosses the water balloon over the rope and catches it on the other side.
- If the balloon doesn't go over the rope, the team is disqualified.
- Raise the rope until the last three teams are left to determine first-, second- and third-place winners.



EVENT SUGGESTIONS (cont.)

BALLOON TOSS

This non-bike event is just the thing when the temperature soars.

SUPPLIES

- Water balloons

SET-UP

- Fill water balloons.

RULES

- Line up partners across from one another.
- Each participant on one side gets a balloon.
- Balloons are tossed from one partner to the other.
- If a balloon is broken or dropped, the team is disqualified.
- After each successful throw, one side takes a step backward.
- Repeat until first-, second- and third-place winners are determined.

**EVENT SUGGESTIONS (cont.)****SODA STRAW DROP**

This game of timing and finesse will test even the most “in-sync” team as they try to get a drinking straw inside a soda bottle – as they ride by on their Harley-Davidson® motorcycle!

SUPPLIES

- Tape measure
- Lane marking equipment (chalk, tape, cones, rope, etc.)
- Drinking straws
- Eight (8) plastic soda bottles

SET-UP

- Mark off one (1) lane, 4 feet wide and 50 feet long.
- Position eight plastic soda bottles along a straight line, approximately 3 feet apart.

RULES

- Riders must keep their feet up. If a foot touches the ground, the team is disqualified.
- Passengers must face forward and keep their feet on the footpegs/floorboards.
- Passengers must put straws in soda bottles as they ride by on bike.
- Whoever gets the most straws in bottles wins.
- To break ties, run another heat.



EVENT SUGGESTIONS (cont.)

POKER RUN

Poker Runs are a fun way to get riders on the road and possibly raise a little money for charity. Poker Runs take a little planning and require a number of people to act as staff. They're an exciting way to see the area, socialize with your friends and maybe even win a little money (or a prize)!

NOTE: *In most states, Poker Runs are considered gaming and highly regulated by state law. Please refer to "Raffles, Prizes and Poker Runs" on page 57 in the Chapter Business section.*

SUPPLIES

- Sign-up sheets (if applicable)
- Copies of the route and maps for each participant
- A supply of pens and pencils for volunteer workers
- Decks of cards
- *Poker Hand Tally Sheets*
- Cash box for money from purchase of extra cards/hands
- *Book of Hoyle* (Poker Rules)

SET-UP

- Participants should note that they are traveling on public highways and you, as an event host, are not responsible for their design or maintenance. Remind participants that they are responsible for their own safety when using public roads and should ride accordingly.
- Route should have five stops; the first and last should be at the event site.
- Run should be between 30 and 70 miles and take no more than three hours to complete.
- Stops should be at convenient areas with plenty of parking. Traffic conditions should also be considered. If using private property as a stop, make sure you have the permission of the owners. Areas with access from the right side of the road should be a priority.
- Stops should not be scheduled at a site or business where alcoholic beverages are the primary service.
- Availability of non-alcoholic refreshments and restrooms should be ensured.
- Provide ample signage for sign-up and stops along the route.



EVENT SUGGESTIONS (cont.)

POKER RUN (cont.)

RULES

- The rules should be precise and in writing on the *Poker Hand Tally Sheet* provided to each participant.

VERIFICATION

Double and triple-check the route and maps. It's also a good idea to have someone unfamiliar with the area ride the entire route to ensure the map is correct and understandable. Delay printing as long as possible to verify that the route is passable. The route should then be ridden the day before the event to make sure there are no surprises such as construction or road closings.

STAFFING STOPS

- If the event site is used as the first and last stop, only three additional stops need to be staffed. Ideally, the stops should be staffed by businesses in exchange for your rally's patronage.
- If your stops are being staffed by the businesses along your route, you should stop by each stop one day before the event to drop off a tally sheet, instructions and signs. Be sure the staff knows what's expected of them and where the rules are printed on the tally sheet.

CALCULATING THE WINNING HAND

- Have the *Book of Hoyle* on hand to help you determine the winning hand.

EXTRA HANDS

- Allowing participants to purchase extra cards is an added source of income because you don't need to purchase any additional supplies. You can either allow participants to choose up to two additional cards or a set fee per card or let them pick an extra hand for another fee.



EVENT SUGGESTIONS (cont.)

POKER RUN (cont.)

FORMS – POKER RUN TALLY SHEETS

H.O.G.® POKER RUN TALLY SHEET USING MULTIPLE STOPS

OBJECTIVE:

1. To determine how far you will travel based on the number of cards drawn.
2. To determine how many cards you will draw at each stop.
3. To determine how many cards you will draw at each stop.
4. To determine how many cards you will draw at each stop.

PROCEDURE:

1. Pick a card from the deck.
2. Add the number of cards drawn to the total number of cards drawn.
3. Add the number of cards drawn to the total number of cards drawn.
4. Add the number of cards drawn to the total number of cards drawn.

FORM:

Card	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
♥																					
♦																					
♣																					
♠																					

POKER RUN TALLY SHEET USING MULTIPLE STOPS

1. Single Stop 2. Add 100 3. Single 4. Double 5. Add 200

H.O.G.® POKER RUN TALLY SHEET FROM A SINGLE DECK AT ONE LOCATION

OBJECTIVE:

1. To determine how far you will travel based on the number of cards drawn.
2. To determine how many cards you will draw at each stop.
3. To determine how many cards you will draw at each stop.
4. To determine how many cards you will draw at each stop.

PROCEDURE:

1. Pick a card from the deck.
2. Add the number of cards drawn to the total number of cards drawn.
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4. Add the number of cards drawn to the total number of cards drawn.

FORM:

Card	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
♥																					
♦																					
♣																					
♠																					

POKER RUN TALLY SHEET FROM A SINGLE DECK AT ONE LOCATION

1. Single Stop 2. Add 100 3. Single 4. Double 5. Add 200

POKER RUN VARIATIONS

VARIATION 1

- Use six (6) different colored marbles instead of playing cards.
- Pre-assign a point value to each marble color.
- Place marbles in a bag. Participants draw one marble per stop.
- Person staffing the marble run stop records marble color drawn and stamps entry form.
- The participant with most points at end of Marble Run wins!
- In case of a tie, reassign new values to each marble color and redraw three (3) new marbles.

VARIATION 2

- Roll two (2) dice at each stop instead of picking playing cards.
- Participant gets to choose which of the two dice values to keep.

**EVENT SUGGESTIONS (cont.)****HARLEY® HOOPS**

Harley® Hoops is a “loopy” event that tests a rider’s motorcycle control and a passenger’s finesse with a foam jousting spear. While the rider keeps a steady pace down the lane, the passenger tries to spear as many Frisbee rings as possible. The team with the most rings (hoops) still on the spear when the rider crosses the finish line wins.

SUPPLIES

- Six (6) Frisbee rings
- Six (6) PVC pipes with slot at top end to hold a Frisbee ring – final height, 4 feet
- Six (6) bases for the PVC pipes
- One (1) 6-foot foam “spear” (a swimming pool toy – check with a pool supply or toy store.) Do not use anything that is not completely soft and pliable. Do not use anything that could present a safety hazard.

SET-UP

- Mark off a white boundary line 50 feet long.
- Set six (6) PVC or plastic pipes in a standing position, 2 feet from the white boundary line (the farther back from the line you set the pipes, the harder it becomes). Slot the top end of the PVC pipe to hold a Frisbee ring. The Frisbee should easily fall off the pipe if touched (you don’t want people getting their spears caught!).
- Set these Frisbee holders 8 feet apart in a single row down the right-hand side of the 50-foot lane on the white lane marker
- Place the Frisbee in the holder so that the Frisbee edge faces the lane and the hole in the Frisbee faces the start/finish lines.



GROUP RIDING

Few activities build camaraderie and memories faster than chapter rides. They are one of the core H.O.G.® 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. Directions on obtaining additional safe riding information from such organizations as the Motorcycle Safety Foundation and the American Motorcycling Association are also contained in this section.

LEARNING TO RIDE

HARLEY-DAVIDSON® RIDING ACADEMY

The Harley-Davidson® Riding Academy offers a wide range of educational opportunities to enhance our current customers' enjoyment of motorcycling and to give new people a taste of what Harley-Davidson® has to offer. The Riding Academy currently has two course offerings; the New Rider Course and Group Riding.

Harley-Davidson® Riding Academy New Rider Course – This course is designed to bring non-riders into the world of motorcycling in a way that is convenient, accessible and fun. It provides an entry point into the freedom, adventure, independence and exhilaration that motorcycling represents. By offering the course at Harley-Davidson® Dealers, we give students the opportunity to develop a support network of riders and motorcycle enthusiasts at the same time they are learning to ride.

Harley-Davidson® Riding Academy Group Riding Course – Developed in cooperation with the Motorcycle Safety Foundation, the Group Riding Course was specifically designed to help prepare riders for the experience of riding in groups and addresses the special challenges groups of riders face. For more information on group riding, visit msf-usa.org.

For more information, log onto Harley-Davidson.com/RidingAcademy.



LEARNING TO RIDE (cont.)

MOTORCYCLE SAFETY FOUNDATION (MSF)

The Motorcycle Safety Foundation works with the National Highway Traffic Safety Administration, state governments and other organizations to improve motorcyclist education and operator licensing. Since 1973, more than 1.3 million motorcyclists have graduated from the MSF's beginning or experienced Rider Courses®.

Rider training, coupled with government relations and awareness programs aimed at teaching drivers how to share the road, help keep motorcycling a fun and safe sport.

For more information, log onto msf-usa.org.

AMERICAN MOTORCYCLIST ASSOCIATION (AMA)

The American Motorcyclist Association is an organization dedicated to promoting motorsports and riders' rights nationwide. Their corporate mission is to "pursue, promote and protect the rights of motorcyclists." The AMA is involved with many different activities, including government legislation, professional racing and the Motorcycle Heritage Museum. As motorcycling enthusiasts, H.O.G.® members may be interested in the information and services the AMA provides. Although individual H.O.G.® members are encouraged to support AMA's legislative activities, H.O.G.® chapters are **non-political** organizations.

For more information, log onto americanmotorcyclist.com.



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. Interstate highways offer the following advantages:
 - All traffic is moving in one direction.
 - No cross-traffic or traffic lights to split up your group, if possible.
- When there are three lanes, it is wise to travel in the middle lane. This allows faster traffic to pass and will also allow vehicles to enter/exit the highway more easily.
- If you're out for a scenic ride, be sure traffic conditions will allow it. For example, is there a county fair or car show in the area that day to complicate the ride?
- Plan stops to avoid gravel lots and left-hand turns. No one likes gravel, and in a group, it's even less fun. Right-hand turns in and out of stops will help the group stay together.
- Plan gas stops at least every 90 miles, 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 may be against the law!



GROUP RIDING TIPS (cont.)

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.

PARTICIPATING IN A RIDE

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

- Know your state's law for motorcycle group size limits.
- 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 tire 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 pack 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 and allow cars to enter and exit the highway and change lanes. 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.
- Familiarize yourself with the route and scheduled stops.
- Arrive to participate in a group ride with a full tank of gas.

**GROUP RIDING TIPS (cont.)****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.

HAND SIGNALS

Hand signals should be simple, easy to learn and be kept to a bare minimum.

- Either the rider or passenger can relay the signal. As soon as you see a signal, you should give the same signal so the rider behind you can see it.
- When the phrase "1/3 of the lane" is used, it is referring to riding in the right or left track of the lane.
- These hand signals will not always be used by every group you ride with. The signals assembled here are offered as suggestions only.

"START YOUR ENGINES"

To indicate that you're ready to go, place your hand (right or left) on top of the windshield. If you don't have a windshield, raise your hand. This tells the leader that your engine is running and you're ready to ride.

SLOW DOWN

Use either arm, straight down and palm toward the back. Move your arm back and forth at the elbow.

HAZARD ON THE ROAD

Point with left hand at the object. Sometimes in group riding, the road captain may wave his left arm back and forth above his head to alert the rest of the group. The road captain is the only person who should perform this maneuver.



GROUP RIDING TIPS (cont.)

NEED GAS

When you need gas, point at the gas tank.

NEED FOOD

When you need a food or a break in general, point at your mouth.

TURN SIGNALS

Most bikes have turn signals – use them. Hand signals used in conjunction with turn signals give everyone in the group and other traffic a clear idea of your intentions.

FORMATION RIDING

STAGGERED RIDING

The lead motorcycle should be in the left 1/3 of lane, the second motorcycle should be in the right 1/3 of the lane, one second behind the first rider, and so on.

- Leave enough room between each motorcycle so that any rider can maneuver 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 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.

PASSING

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



FORMATION RIDING (cont.)

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 blinker.

AFTER MAKING THE PASS

The lead rider makes the lane change, going to the right track, 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.



TIPS FOR TOURING

Motorcycling is a fun, 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:

- Always carry your *H.O.G.® Touring Handbook*.
- 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" or speed up and slow down.
- Be aware of openings as you ride so that you will have some place to maneuver 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 onto the freeway, 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.

For additional Safe Riding Tips, go to msf-usa.org.



H.O.G.[®] CHAPTER ALCOHOL GUIDELINES



CHAPTER ALCOHOL GUIDELINES

Safe and responsible motorcycling activity is a major H.O.G.[®] 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.[®] member.
- Alcohol consumption before or during motorcycling activity is not safe responsible behavior.
- Any incident occurring during a motorcycling activity as a result of the participant consuming alcohol results in no insurance coverage.
- National H.O.G.[®] has no direct operational control over Chapter operations. Consumption of alcohol after a riding activity or at non-riding events is a matter to be decided by the sponsoring Dealership and H.O.G.[®] 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.

Notice: Liquor liability coverage is not provided by the Chapter General Liability Insurance Policy.

Rev. 1/15/19



H.O.G.® CHAPTER ALCOHOL GUIDELINES (cont.)

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® dealerships, parks or restaurants are all good options. Always make sure an alternative to beer or booze 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. Emphasize that each one of us is responsible for our own behavior, 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 Primary 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.® members and riders, we tend to want to "take care of our own" without involving outside authorities – a philosophy I myself hold to. However, if there's ever a time when, using your best judgment, you feel someone's life could be in danger if they throw a leg over the bike and try to ride, calling the police may be your only alternative.

H.O.G.® 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 scoot 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



CHAPTER BUSINESS

TAX STATUS

H.O.G.® chapters are part of the sponsoring Dealership, which is a for-profit business entity. As a result of the enactment of the Taxpayer's Bill of Rights Act of 1996, tax-exempt status (charity) is not available to H.O.G.® chapters. Chapters should be seeking the advice of a Certified Public Accountant or Public Accountant as to tax filing requirements, whether or not incorporated.

Purchasing, incorporation, paying taxes, 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 programs in order to help you conduct safe, fun motorcycling activities and to make running the business of the chapter a little easier.

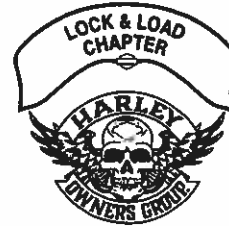
TRADEMARKS

The use of H.O.G.® logos is one of the benefits of H.O.G.® Harley-Davidson®, H.O.G.®, local chapters and sponsoring dealers 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. Chapters must have dealer approval to use trademark logos in publications, on websites and social media. Any type of merchandise item not in the catalog must be approved by the Regional Manager and Norscot.



TRADEMARKS (cont.)



- Trademarked H.O.G.® 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 chapter.
- 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 authorized licensees of Harley-Davidson Motor Company® and shall likewise be subject to prior approval by H.O.G.®
- Use of the H.O.G.® trademarks may continue only as long as the contract is in effect between H.O.G.® and the sponsoring Dealer, and the chapter acts in accordance with the *H.O.G.® Chapter Charter*.

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 MAILING LISTS

Harley-Davidson Motorcycle 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 chapter membership and mailing lists are the property of Harley-Davidson Motorcycle Company®. 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 Motorcycle 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 organizations.

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.

OFFICER CHANGE

During the course of the year, your chapter may experience some officer turnover. When an officer changes or an address changes, take the changes to your sponsoring Dealer or your dealership's H.O.G.® Manager and ask them to enter the changes into the H.O.G.® database. (Changes are no longer processed by H.O.G.®)



CHAPTER OFFICER RESOURCE SECTION ON hog.com

The *Chapter Officer Resource* section allows you to verify National H.O.G.® members, update your *H.O.G.® Chapter Membership Report*, learn about effective meetings, and download logos, forms and articles for your chapter newsletter.

To access the *Chapter Officer Resource* section, visit hog.com and log on. This requires you to create your own log-on ID and password. Once inside the members only section, a “Chapter” menu will appear at the top of the screen. Click on the link for the drop-down menu.

Only officers that have been reported to H.O.G.® on the *Officer Change Form* in a designated officer position will see an expanded drop-down menu when they click on the “Chapter” link.

All officers listed in our system have access to this resource 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.® Manager have the ability to make changes to the *H.O.G.® Chapter Membership Report*. Your sponsoring Dealer and H.O.G.® Manager can also make changes to the chapter officer listing.

DEALER/CHAPTER MERCHANDISE PROGRAM

The most recent merchandise brochure has been sent to sponsoring Dealers. This information is also available on hog.com/shop. 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

All artwork must be approved by H.O.G.®

- The official chapter name must be included in any custom artwork.
- One of the registered H.O.G.® trademarks must make up at least 25% of each piece of artwork submitted. The registered trademarks are shown on page 49 of this handbook.
- We cannot approve combinations that include both H.O.G.® and Harley-Davidson® 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 only authorized source for the production of H.O.G.® chapter shirts is norscot.com.



CHAPTER INCORPORATION

Incorporation is an option for a H.O.G.® chapter. Meet with your sponsoring dealership to determine if incorporation is desired or right for the chapter and the Dealership. If the Dealer agrees incorporation is right for the chapter, call your Regional Manager or have the Dealer contact his/her attorney for requirements. The Regional Manager must be notified prior to any move toward incorporation.

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.

BEST PRACTICES

- Create a yearly budget to determine estimated income/expense.
- Budget may be managed by the Dealership's accounting department or by chapter treasurer.
- Dealer must be listed on any checking/saving account chapter holds.
- Have only one account for the chapter. Do not have separate accounts for rides or other planned activities.

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 federal, state and 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.
- Records can be either manual or computerized.



CHAPTER FINANCES (cont.)

BOOKS AND RECORDS (cont.)

HOW LONG SHOULD WE KEEP OUR RECORDS?

- For liability purposes, financial records should be kept for a period of seven years.
- 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 insures they will be available to future chapter officers. Dealer must be listed as owner on any chapter bank account.*

FINANCIAL PREVENTIVE MAINTENANCE

Consider one or more of the following internal controls:

- Require two signatures on each check written from chapter funds.
- Have the bank statements mailed to someone other than the person responsible for making deposits and writing checks. 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 officers' meeting. This keeps everyone informed as to where the money is coming from, how it's being spent and the amount on hand.
- Conduct an audit of chapter finances on a random basis, at least every two to three years. The goal of such an audit is simply to prove the accuracy of chapter financial records. 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.

INCOME, EXPENSES AND TAXES

It is beyond the scope of any single document to list all possible items of income and expense that your chapter might encounter. For proper reporting guidance, seek the advice of the sponsoring dealership in conjunction with a Certified Public Accountant or a Public Accountant. In addition, the Internal Revenue Service and state tax offices provide free help to taxpayers.



CHARITIES

There is no requirement that a H.O.G.® 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 organization. A recognized charity will either be a governmental entity (volunteer fire department, search and rescue squad, etc.), part of a national organization such as MDA, American Cancer Society, etc., or be able to show that they have been recognized by the Internal Revenue Service as a 501(c)(3) organization.

Share the responsibilities. The charity should be willing to do more than simply say "Mail us the check." The charity might provide volunteers, supplies and equipment for the event. Representatives from the charity should be on location to handle the funds.

Avoid tax issues. Utilize the Letter of Agreement to transfer all accounting and tax responsibilities to the charity. Never deposit the funds into the chapter bank account. Once you do that, the character of the money changes from a charitable fund raiser to that of chapter taxable income.

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?

FREQUENTLY ASKED QUESTIONS

"Our chapter would like to do a fundraiser. We plan on depositing the proceeds into our chapter bank account, pay the expenses and then write a check to the charity. Is this a good idea?"

Answer: No. The problem is that in the eyes of the federal and state government, once you deposit that money into your chapter bank account, it belongs to the chapter and represents taxable income. Again, the best practice is to have the charity handle all funds in accordance with the Letter of Agreement.



CHARITIES (cont.)

FREQUENTLY ASKED QUESTIONS (cont.)

"We usually select one charity to support during the entire year. We do several fundraising events during the year. It isn't practical to have the charity be present at every one of them. How can we do this and still avoid tax problems?"

Answer: Visit with the charity and let them know what your potential issues are. In many instances, the charity will open a bank account in their name and appoint a member of the chapter as their "representative" on that account. The monies generated from fundraisers are simply deposited to that account, appropriate expenses are paid from the account and the remaining balance reverts to the charity at the end of the year.

"We keep hearing that we should avoid depositing the "charitable" funds into the chapter bank account. Specifically, what is the problem with this? As an example, what if a chapter brings in \$1,000 during the year, spends that entire \$1,000 on legitimate chapter expenses, then raises another \$1,500 for charity, deposits it into the chapter bank account and immediately writes a \$1,500 check to give it all to charity. Seems like it's all a wash. What's the issue?"

Answer: Great question. Here is how the tax authorities look at the whole situation.

Chapter Income from Operations	\$ 1,000
Add: Charitable Funds Deposited:	\$ 1,500
Equals – Gross Income:	\$ 2,500
Less – Chapter Expenses:	(\$ 1,000)
Equals – Taxable Income	\$ 1,500
Deduction for Charity*	(\$ 150)
Equals – Final Taxable Income	\$1,350
Federal Income Tax – 15%	\$ 202.50

*Deduction for charitable donations limited to 10% of taxable income as computed before any deductions for charitable contributions.

As can be seen in the above example, we have a chapter that owes \$202.50 in federal income tax, even though their bank account has been brought to a zero balance through a \$1,500 donation to charity.



CHARITIES (cont.)

FREQUENTLY ASKED QUESTIONS (cont.)

"How do we handle something simple, such as taking a collection for a needy local family or an injured chapter member?"

Answer: Do the old "pass the hat" number and simply give the cash to the intended recipient. There are no tax issues involved.

NOTE: *In summary, involvement in charitable endeavors is a chapter decision, carrying with it the need to seriously consider the impact on members, finances and most of all — our goal to "Ride and Have Fun."*

LETTER OF AGREEMENT

The Letter of Agreement is a guideline the chapter can use when conducting a charity fundraising activity. Using this letter will help to ensure that all parties involved are aware of and agree to their given financial and insurance responsibilities. It may not be possible to obtain agreement on all of the points contained in the letter. Your concern should be that all points are covered, and if you cannot obtain an agreement satisfactory to you on the points recited, find another charity to work with. Reduce the agreement that you reach with the charity to writing and have it signed. Be sure to keep one copy and give one copy to the charity's representative.

LETTER OF AGREEMENT
FOR CHARITABLE ENDORSEMENTS

THIS AGREEMENT MADE AND ENTERED BETWEEN:

Represented by: Chapter # _____ Date: _____

Represented by: Charity _____ Date: _____

WITNESSES:

Chapter is hereby engaged in fundraising activity for the benefit of the charity and the charity is hereby engaged in fundraising activity for the benefit of the chapter.

IT IS AGREED THAT:

Chapter will undertake the following activities:

The charity will provide the following goods:

It is understood that the charity is not a for-profit organization and that the chapter is not a for-profit organization. The purpose of this agreement is to ensure that the chapter and the charity are both aware of their respective responsibilities and liabilities. The chapter and the charity shall be jointly and severally liable for the obligations of this agreement.

FOR THE CHAPTER:

 Name and Title _____

FOR THE CHARITY:

 Name and Title _____

Rev. 11-15-10



RAFFLES, PRIZES AND POKER RUNS

In most states, poker runs, raffles, and door prizes are considered gaming and strongly regulated by state law. Be aware that conducting gaming illegally can result in criminal and/or civil liabilities. If your chapter decides to do these types of fundraisers, you need to be aware of the following information.

BEFORE YOU CONDUCT ANY GAMING ACTIVITY

- Know and understand your state and local laws.
- Comply with your state and local laws.
- Print a disclaimer on the raffle ticket stating that all federal, state and local taxes are the responsibility of the winner, and designate the location where winners should pick up their prize.

IRS REPORTING REQUIREMENTS

Under certain circumstances, Information Returns are required by the Internal Revenue Service to report non-wage payments made by a business.

Payments made to a local band and prizes are a few of the nonwage payments a chapter may need to report. There are two forms to be particularly aware of – form 1099-MISC and form W-2G.

FORM – W9

2013 Miscellaneous Income
Form W-9 (2013)

Copy 1 For State Tax Department

FORM – W-2G

2012 Certain Gambling Winnings
Form W-2G (2012)

Copy A For Federal Income Tax Return



RAFFLES, PRIZES AND POKER RUNS (cont.)

IRS REPORTING REQUIREMENTS (cont.)

WHEN TO FILE A FORM 1099-MISC

- When payments to an individual for rents or services total \$600 or more. For example, a chapter member receives a \$700 door prize (a service), a couple is paid \$600 by the chapter for use of their summer cabin (rent), or a band is paid \$650 to play at the annual Christmas party (service). Payment to corporations and payments for merchandise do not require a form 1099.
- When payments to an individual for rents or services total \$600 or more during a calendar year. For example, a chapter member receives a \$300 door prize in September, and a \$400 door prize the following January. A form 1099 is NOT required, since the payments didn't occur in the same calendar year.
- Chapter member receives a \$300 door prize (service) in September, and is paid \$300 for use of his/her truck (rent) in October of the same year. A form 1099 is NOT required since neither category – rents or services – totals \$600 or more.

TO FILE A FORM 1099-MISC, YOU NEED:

- The amount paid.
- The recipient's name and address.
- The recipient's Social Security Number – use a W-9 to request a person's SSN.

NOTE: *If the chapter is raffling off a prize (cash or merchandise) with a value of \$5,000 or more, there are some potentially expensive tax ramifications for the unwary. Contact your H.O.G.[®] Manager for assistance and information well in advance of the raffle.*



CHAPTER INSURANCE PROGRAM

The Harley Owners Group® provides comprehensive event and activity insurance coverage on closed member events without charge to H.O.G.® chapter. H.O.G.® pays for the basic insurance coverage, which automatically covers any closed event or activity. Explanations of each form included in the *Chapter Insurance Program* follow, along with a completed sample. You can also link to the blank insurance forms needed to implement the program for your chapter.

FORMS

FORM – Chapter General Liability and Event Insurance

This form provides a general explanation of who and what is covered and the policy limits.



CHAPTER GENERAL LIABILITY & EVENT INSURANCE

Who does this policy protect?

- Harley Owners Group, Inc.
- Harley Owners Group (H.O.G.),
- Harley Owners Group District
- Chapter H.O.G. Chapter, District, Region, and Country administrative offices, employees and volunteers

What is covered?

See Schedule of Perils Attached to this Policy for more information. Chapter Handbook applies to this form.

What coverage does this policy provide?

- Legal representation in the event you're brought against you for bodily injury to another individual, illness or damage to their property.
- Will pay for bodily injury and/or property damage suffered by a claimant you are obligated to pay and you are acting on behalf of the Chapter or your district as a H.O.G. Chapter Director, Officer or volunteer.

Exclusions of other policy coverages:

Products and completed operations coverage should be used to provide coverage for product access liability injury to a member of the public or property damage to their belongings.

Personal and advertising injury coverage will not be provided in the event you have agreed to sell an official (endorse, list, etc.) committed to the source of advertising, publishing, broadcasting or telecasting directly or indirectly through your official capacity. All instances of advertising, broadcasting or telecasting must be approved by the advertising district.

Property damage coverage is provided to you as a contractor in the event of fire, wind or other property damage occurring at your meeting or event site.

Policy Limits:

- \$1,000,000 per occurrence per event, including legal defense costs
- \$1,000,000 products and completed operations aggregate
- \$1,000,000 personal and advertising injury
- \$20,000 per car damage

Cost to Chapter: \$100 per additional insured.

IMPORTANT NOTE:—See the Schedule of Perils Attached to this Policy in the most current Chapter Handbook and applicable updates. If you plan not to file a H.O.G. event and you require coverage for an additional insured you must submit a completed application to include event description, event dates, and any event liability contracts to undergo to approve the events in advance of event date.

Rev. 03/2015



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Chapter General Liability Insurance Program

This form contains an explanation of how to obtain additional insurance when needed, and a list of activities that are specifically not covered (excluded) in the basic policy.



CHAPTER GENERAL LIABILITY INSURANCE PROGRAM

TIER I: Approved Activities

This activity is covered by the H.O.G.® Member Event and is listed in the *Schedule of Pre-Approved Chapter Activities* or in the *Activities & Events* chapter of the Chapter Business section of the Handbook. If you're unsure, you don't need to worry; just call your agent for more information or contact your agent for an additional quote.

Additional Insurance: Complete Additional Insurance Application and submit to the agent for the type of additional coverage you want.

Closed Event: A member of your local Chapter and/or chapter member.

H.O.G.® Member Event: National H.O.G.® membership, Member and/or chapter event.

TIER II: Non-Approved or Open Activities

Approval of your activity is subject to underwriting by the insurance company. Please complete the *Application for Non-Approved or Open Activities* and submit to the agent for approval prior to the event or activity you are planning.

Application for Non-Approved or Open Activities (TIER II) is not to be approved for approval prior to the event or activity you are planning.

- Not listed in the *Schedule of Pre-Approved Chapter Activities* or in the *Activities & Events* chapter of the Chapter Business section of the Handbook.
- Any of the following:

- a concert or other entertainment
- a parade or other public event
- a fundraiser or other event

Open Event: An event open to the general public, or an event where the number of attendees is not limited. Chapter members. **An open event is not automatically covered even if it is listed on the Schedule of Pre-Approved Chapter Activities.** It is listed on the Schedule of Pre-Approved Chapter Activities.

EXCLUSIONS

The following activities are excluded from coverage under the H.O.G.® Chapter General Liability Insurance Policy. The Chapter does NOT have financial coverage for these activities and the Chapter may not be able to cover the additional insurance coverage. If you want to conduct any of the following activities, you must contact your Agents Manager.

- | | | | |
|--------------------------------------|-----------------------|-------------------------|-----------------------|
| • Auto Races | • Casino Halls | • Cruises | • Wheelchair Races |
| • Military Shows | • Drive-In Shows | • US of Air Show Events | • Entertainment Shows |
| • Live Entertainment Shows | • Food Shows | • Shows | • Shows |
| • Entertainment Shows with a concert | • Entertainment Shows | | |

Prohibited Activities

The following activities have been deemed inappropriate for H.O.G.® Chapter General Liability Insurance. They are not covered by the H.O.G.® Chapter General Liability Insurance Policy.

- | | | | |
|----------------|-----------------|-------------------------|-------------------------|
| • Gambling | • Alcohol Sales | • Speed Competition | • Blood Donations |
| • Bait Fishing | • Hunting | • Blood Donation Events | • Blood Donation Events |

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H.O.G.® CHAPTER HANDBOOK

CHAPTER BUSINESS



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Schedule of Pre-Approved Chapter Activities

This form is a list of activities automatically covered under the policy.



SCHEDULE OF PRE-APPROVED CHAPTER ACTIVITIES

NOTE: Insurance coverage is provided for CLOSED EVENTS and H.O.G.® MEMBER EVENTS only. OPEN EVENTS ARE NOT AUTOMATICALLY COVERED. Refer to Chapter General Liability and Insurance Program, Year 8 in the attached H.O.G.® Chapter Handbook for a complete and complete list of approved activities for this insurance.

Autos	Autos not actively covered; items a provided in the handbook
Bike Showings	
Bike Shows	Daytime, 9 AM to 5 PM
Bike Wash	
Boats	Tractions
Conventions	See "Exclusions" listed in Chapter General Liability Insurance Program.
Chapter Meetings	Chapter meetings, general membership meetings, board meetings
Chapter Rides	Rides which are to be held in accordance with the Chapter Handbook Chapter 10, which defines a Chapter ride as a ride which is organized and controlled by the Chapter and is for the purpose of promoting the Chapter's interests and activities. Rides which are organized and controlled by the Chapter and are for the purpose of promoting the Chapter's interests and activities.
Charity Rides	Chapter organized rides which are for the purpose of promoting the Chapter's interests and activities.
Children's Activities	All non-recreational activities which are for the purpose of promoting the Chapter's interests and activities.
Craft Shows	Excluded activity
Draft Shows	Excluded activity and must be approved by the Chapter Handbook Chapter 10, which defines a Chapter ride as a ride which is organized and controlled by the Chapter and is for the purpose of promoting the Chapter's interests and activities.
Field Events	All defined in the H.O.G.® Chapter Handbook
Flea Markets	
Food Fund Raising	On the date of the event, not for any other purpose.
New Chapter	Excluded activity
Member Rides	Chapter organized rides which are for the purpose of promoting the Chapter's interests and activities.
Observation & Scavenger Rides	Chapter organized rides which are for the purpose of promoting the Chapter's interests and activities.
Picnics	
Public/Club Rides	Chapter organized rides which are for the purpose of promoting the Chapter's interests and activities.
Rider Safety Courses	On, MCI approved riding courses which are for the purpose of promoting the Chapter's interests and activities.
Seminars	Excluded activity
Social Gatherings	Excluded activity
Spans	Excluded activity

IMPORTANT NOTE: Excluded activities are listed in Chapter General Liability Insurance Program. Excluded activities are not covered.

Nov 13 15 12

H.O.G.® CHAPTER HANDBOOK

CHAPTER BUSINESS



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Application for Non-Approved Activities and/or Open Events

Use this form if a chapter activity is not listed on the *Schedule of Pre-Approved Chapter Activities* or if you are planning an open event (an event open to the general public).

- This application must arrive in the Harley-Davidson® Insurance office **no later than six weeks prior to the event.**
- Attach your event promotional literature to your application.
- See “Event Production Policy” on page, 10 and 11 in the Activities & Events section.

***Cancellation of Open Events
Harley Davidson® Insurance must be notified of an open event cancellation within five (5) business days following the scheduled date of the open event to avoid payment of the insurance premium for the event.***

CHAPTER APPLICATION FOR NON-APPROVED OR OPEN ACTIVITIES

FORM MUST BE FILED COMPLETELY ONLINE

22-1402-02-01 (Rev. 01/16) • HARLEY-DAVIDSON INSURANCE
 Harley-Davidson Insurance
 522 W. Adams, Suite 2000
 Chicago, IL 60609-3212

FAX: 630-610-7114 • **PHONE:** 630-297-4207 • **EMAIL:** chapters@hdi.com

What is Our Event? Describe the form completely. All attendees must be 21 or older and must be U.S. citizens. Exclude all non-approved activities and those with alcohol, drugs, or other restricted items. If it is an open event, include the source contract for the event or the name of the contractor. Exclude all events for coverage.

Today's Date _____
 Chapter Name _____
 Chapter Number _____
 Chapter Address _____
 Chapter Post Office _____
 City _____ State _____ Zip _____
 Phone _____
 E-mail _____
 Activity Name _____
 Date of Event _____
 Event Location _____
 Approximate Number of Your Local Chapter Members Attending _____
 Approximate Number of Members From Other H.O.G. Chapters Attending _____
 Will members be provided _____? Yes No
 Please list any services provided and to whom: _____

 Have the activities listed as a member of the event? Yes No
 Are all activities listed as being open to the general public? Yes No
 Number of items of application _____

Attached Documentation: Give a precise description of the event, event, location, dates, and time. Attach forms with any promotional literature, contracts, and other documents. Please attach the event insurance contract if you are providing alcohol to attendees.



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Additional Insured(s)

Use this form if a chapter event is listed on the *Schedule of Pre-Approved Chapter Activities* and you require coverage for additional insureds. An example of an additional insured is the facility owner at the location a chapter is holding an event. The facility owner may request to be added to your policy as an additional insured. Chapters will be charged \$100 for each additional insured. Please attach a copy of any contracts to the application.

- This application must arrive in the Harley-Davidson® Insurance office *no later than six weeks prior to the event.*
- The contract by the party requesting to be named as an AI must be included with your application.
- The sponsoring Dealer and/or H.O.G.® Manager must approve any contracts prior to signing.

NOTE: Vendors cannot be added as additional insureds with regard to chapter events. If you wish to allow a vendor to participate, that vendor must carry a minimum \$1,000,000 liability insurance coverage and name Harley-Davidson® Motor Co. Inc, H.O.G.®, your H.O.G.® chapter and your sponsoring dealer as additional insureds. If the vendor cannot or will not comply with this stipulation, do not allow them to participate.

ADDITIONAL INSUREDS

FORM MUST BE FULLY COMPLETED AND COVERED

Fill in this form and attach to the back of your policy.

Harley-Davidson Insurance
 322 W. Adams, Suite 2000
 Chicago, IL 60606-5212

FAX: 312/467-1171 • **PHONE:** 656/671760 • **EMAIL:** insurancesupport@hcg.com

Event Name: _____ Chapter #: _____
 Event Location: _____
 Event Date: _____
 Event Time: _____
 Event Address: _____
 Event Phone: _____
 Event Email: _____

Total Amount Due \$: _____

DO NOT INCLUDE payment with this application.
 You will be billed by Harley-Davidson Insurance for the amount due.

IT IS UNDERSTOOD AND AGREED THAT NO INSURANCE BENEFIT SHALL BE AVAILABLE TO ANY PERSON OR ENTITY OTHER THAN THE LEGAL OR CONTRACT PARTY(IES).

Rev. 12/11/13



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Chapter Membership Enrollment Form and Release

This release form must be signed by each chapter member on an annual basis (January 1). Each new member must sign the chapter enrollment/release when they join the chapter and on an annual basis (January 1) thereafter.

The law treats minors differently than adults. Adults may sign an annual release form as contained in the *Chapter Membership Enrollment Form and Release*, only for themselves, not for their minor children. A minor who is a chapter member must still have a parent or legal guardian sign the *Chapter Event Release Form for Minors* at each motorcycle-related activity the minor attends.

Depending upon the minor's age (12 or older) the minor may also be required to sign the *Minor's Assumption of Risk* form at each motorcycle-related activity the minor attends. Please reference the individual explanations of minor releases later in this section.

The placement size and content of the Release language on the Chapter Membership Enrollment Form and Release may not be altered in any way.

The chapter's mailing address may be used in place of the phrase: "RETURN THIS FORM TO YOUR CHAPTER" at the bottom of the form. For example, "Return this form to: ABC Chapter, 1000 Harley Way, Fat Boy City, WI 53002." If you have any questions, contact your Regional Manager or one of the Regional Coordinators. (See "A Form with Function" on page 7 in the H.O.G.[®] Membership section)



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Chapter Event Release Form for Adults

This release form must be signed by all adult participants in any chapter road or field event if the individual, 1) is not a member of the local chapter hosting the event, 2) is a member of the host chapter but has not signed the *Chapter Member Enrollment Form and Release* for the year in which the event occurs, or 3) if you're unsure whether someone must sign a release or not. **WHEN IN DOUBT, GET A RELEASE FORM SIGNED!**

NOTE: Failure to provide a release signed by the injured party may void coverage. Use of release forms is a prudent measure in managing your risk. All release forms must be kept on file for seven years from date of signature.

CHAPTER EVENT RELEASE FORM FOR ADULTS

NAME OF EVENT: _____

DATE: _____

The undersigned hereby certifies and on behalf of my heirs, assigns, representatives, successors and assigns, I understand and accept the provisions of this Chapter Release Form. I understand that my signature on this release form is irrevocable and that I agree to the terms and conditions of this release form. I understand that my signature on this release form is irrevocable and that I agree to the terms and conditions of this release form. I understand that my signature on this release form is irrevocable and that I agree to the terms and conditions of this release form.

I hereby warrant that I am the owner of the vehicle I am driving and that I am not operating the vehicle under the influence of alcohol, drugs, or any other intoxicating substance. I understand that my signature on this release form is irrevocable and that I agree to the terms and conditions of this release form.

WAIVER OF RIGHTS UNDER STATE STATUTES

I further agree to waive all benefits, including but not limited to any workers' compensation, disability, or any other benefits that I may be entitled to under any applicable law, in connection with my participation in this event.

THIS IS A RELEASE - READ BEFORE SIGNING

Rider	Passenger
Name: _____	Name: _____
Address: _____	Address: _____
City/State/Zip: _____	City/State/Zip: _____
Date: _____	Date: _____

Rev. 12-15-13



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Chapter Event Release Form for Minors

This release form must be signed by a minor's parent or guardian whenever a minor participates in any chapter event other than a chapter meeting, even if the minor is a member of the chapter. If the minor is aged 12 or above, the minor must also sign the *Minor's Assumption of Risk Acknowledgment*. Both forms are to be signed at the same time and kept together as separate pages of one document.



CHAPTER EVENT RELEASE FORM FOR MINORS

Chapter Number _____ Date _____

Event Name Location _____

In the presence of the undersigned, the minor (and parent/guardian, if applicable) has read and understood the "Chapter Event Release Form for Minors" (the "Release Form") and has agreed to participate in the chapter event (the "Event") on the date and at the location specified in the Release Form. The minor (and parent/guardian, if applicable) understands that the Release Form is a contract between the minor (and parent/guardian, if applicable) and the "Released Parties" (as defined below).

1. I hereby release the "Released Parties" (as defined below) from all liability for any and all injuries, damages, losses, and expenses (collectively, "Losses") that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the Released Parties harmless from and defend them against all such Losses.

2. I hereby release and agree to hold the minor harmless from and defend the minor against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

3. I agree to hold the minor harmless from and defend the minor against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

4. I hereby release, discharge and covenant not to sue the "Released Parties" (as defined below) from and defend them against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

5. I hereby release, discharge and covenant not to sue the "Released Parties" (as defined below) from and defend them against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

6. I hereby release, discharge and covenant not to sue the "Released Parties" (as defined below) from and defend them against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

7. I hereby release, discharge and covenant not to sue the "Released Parties" (as defined below) from and defend them against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

8. I hereby release, discharge and covenant not to sue the "Released Parties" (as defined below) from and defend them against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

9. I hereby release, discharge and covenant not to sue the "Released Parties" (as defined below) from and defend them against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.

10. I hereby release, discharge and covenant not to sue the "Released Parties" (as defined below) from and defend them against all such Losses that I or the minor may sustain as a result of my participation in the Event, including but not limited to the Losses described in the Release Form, and I agree to hold the minor harmless from and defend the minor against all such Losses.



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Minor's Assumption of Risk Acknowledgment

A minor, aged 12 or above, must sign this form when participating in any chapter event other than a chapter meeting. The parent or guardian must also sign the *Chapter Event Release Form for Minors*. Keep both forms together as separate pages of one document.

NOTE: Every H.O.G.® chapter that publishes photographic material in any format, including print or internet publication, shall be solely responsible for obtaining the proper permissions and licenses. 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 licenses. 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 state law with the chapter's sponsoring dealer.

CHAPTER EVENT RELEASE FORM FOR MINORS

Date: _____

Event Name: _____

1. I, the undersigned, hereby acknowledge that I am a minor and that I am participating in the "EVENT" sponsored by the "RELEASED PARTY" on the date and at the location specified herein. I understand that the "RELEASED PARTY" is not responsible for my safety or the safety of others at the "EVENT" and that I am assuming the risk of injury or death to myself and others at the "EVENT".

2. I understand that the "EVENT" may be dangerous and that I am participating in the "EVENT" at my own risk. I understand that the "RELEASED PARTY" is not responsible for my safety or the safety of others at the "EVENT".

3. I understand that the "EVENT" may be dangerous and that I am participating in the "EVENT" at my own risk. I understand that the "RELEASED PARTY" is not responsible for my safety or the safety of others at the "EVENT".

4. I HEREBY RELEASE, DISCLAIM AND COVENANT NOT TO SUIT THE "RELEASED PARTY" sponsors, employees, agents, and representatives of the "EVENT" FROM ALL LIABILITY FOR THE LOSS OF, COSTS AND CHARGES FOLLOWING SUCH RELEASE, INCLUDING REPAIRS OR DEATH, EVEN IF CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE "RELEASED PARTY" IN PERFORMING THEIR DUTIES.

5. I HEREBY RELEASE, DISCLAIM AND COVENANT NOT TO SUIT THE "RELEASED PARTY" sponsors, employees, agents, and representatives of the "EVENT" FROM ALL LIABILITY FOR THE LOSS OF, COSTS AND CHARGES FOLLOWING SUCH RELEASE, INCLUDING REPAIRS OR DEATH, EVEN IF CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE "RELEASED PARTY" IN PERFORMING THEIR DUTIES.

6. I understand that the "EVENT" may be dangerous and that I am participating in the "EVENT" at my own risk. I understand that the "RELEASED PARTY" is not responsible for my safety or the safety of others at the "EVENT".

Signature of Minor: _____

Signature of Parent or Guardian: _____

Rev. 11/15/11



CHAPTER INSURANCE PROGRAM (cont.)

FORM – Injury Report Form/Incident Report Form

Use the most recent edition of the form as found in this handbook if an injury occurs at a chapter event, especially injuries occurring as a result of motorcycling.

If an injury occurs:

- Call the emergency services.
- Report only the facts and make no judgments as to fault.
- Take pictures, if possible.
- Call Harley-Davidson® Insurance (HDI) at 888-690-5600.
- Get a copy of the *Accident/Incident Report*.
- Use the *Injury Report* form in the *Chapter Handbook*.
- Submit the *Injury Report* form and any other forms and information requested by HDI to the address indicated on the form.
- Submit a copy of the injured party's *Release Form*.

Duties when there is an injury or incident

You must notify Harley-Davidson® Insurance as soon as practical of an event or incident which may result in a claim. To the extent possible, the completed form should include:

- How, when and where the event or incident took place
- The names and addresses of any injured persons and witnesses
- The nature and location of any injury or damage arising out the event or incident

H.O.G. INJURY REPORT FORM

Harley-Davidson Insurance
200 W. Adams, Suite 2000
Chicago, IL 60606-4312

Phone: 888-690-5600 • Fax: 312-422-2142 • Website: harleydavidson.com/hog

Date: _____ Time: _____
 Location: _____ Club Name: _____
 Club Address: _____ Club Phone: _____
 Club Website: _____
 Club President: _____ Club Secretary: _____
 Club Treasurer: _____ Club Manager: _____

Name: _____ Address: _____
 City: _____ State: _____ Zip: _____

Name: _____ Address: _____
 City: _____ State: _____ Zip: _____

Name: _____ Address: _____
 City: _____ State: _____ Zip: _____

Name	Age	Sex	Injury	Other

ATTACH A PHOTOCOPY OF EACH CLAIMED MEMBER'S SIGNED RELEASE FORM PROVIDED.
 ATTACH THE POLICE REPORT IF AVAILABLE. ONLY POLICE SHOULD TAKE VEHICLE REPORTS.



CONDITION OF COVERAGE

RELEASES

In order to be covered by the *Harley Owners Group® Chapter Insurance Program*, you must obtain signed releases from all event participants.

INSURANCE CONDITION ONE: COLLECT RELEASES FROM ALL PARTICIPANTS.

EXCEPTION: *Adult members with annual releases on file do not have to sign a day-of-event release when attending their own chapter's closed events.*

NOTE: *Minors (members or not) need releases every time.*

HELPFUL HINTS FOR RELEASES

- When in doubt (when you're not sure whether the exception applies), require a release.
- Make release forms available to all chapter events.
- Do not alter the release form – even back-to-back printing is not allowed.
- Consider using a “released” participant identifier, such as a wristband.
- Store all release forms in a safe place for seven years.
- Develop a system for collecting day-of-event releases.

WHO SIGNS WHICH RELEASE FORMS?

Secure a staging area with ample space and a good riding surface.

FORM	SIGNER
Chapter Event Release Form for Adults	Adults
Chapter Event Release Form for Minors	Minor's Guardian
Minor's Assumption of Risk Acknowledgment Form	Minors
Chapter Membership Enrollment Form and Release	Adult and Minor Members

A WORD ON ALCOHOL

NOTE: *The Chapter Insurance policy does not cover Alcohol-related issues. Be sure your chapter has a written alcohol policy that is shared prior to rides or events. See the Alcohol Guidelines on pages 45 and 46.*



ANNUAL MEETING KIT

One of the best things about H.O.G.[®] chapters is meeting new people, participating in exciting activities and, of course, riding your Harley-Davidson[®] 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 Resource* section of hog.com. That means less time spent on administration and paperwork, which leaves more time for — just about anything!

THE ANNUAL BUSINESS MEETING

Some call it a directors' meeting, a strategic planning session or even a stakeholders' conference. Whatever the title, the purpose is the same: to look critically at the chapter, see where it is today and determine where we want it to go in the future.

The meeting should be a closed meeting, attended only by chapter officers, the sponsoring dealer and the H.O.G.[®] Manager. The intent of holding a closed meeting is not to hide information from chapter members, but to allow the officers to express themselves freely and accomplish the necessary business without any interruptions. At the annual meeting, chapter officers, the sponsoring dealer and H.O.G.[®] Manager should take the time to clarify and reaffirm their understanding of one another's goals and expectations.

The topics covered during the meeting will be unique to each chapter. However, the following topics should be on every chapter's agenda:

- **Financial Review.** The goal of a H.O.G.[®] chapter is to maximize the enjoyment of riding Harley-Davidson[®] motorcycles, not to maximize the size of the chapter bank account. Keep that fact in mind when reviewing chapter finances.
- **Establish a realistic emergency cash reserve.** Your chapter should keep the equivalent of about two months of expenses on hand in case of financial emergencies.
- **The completion of all annual forms.**
- **Review the chapter's payment history.** Late payments due to insufficient cash are a cause for concern.



THE ANNUAL BUSINESS MEETING (cont.)



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 goals, expectations and requirements
- Reaffirm the "Ride and Have Fun" (R & F) factor
- Complete Officer Change form and submit any changes to H.O.G.[®]

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

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H.O.G.® OFFICER CHANGE FORM

OFFICER LISTING

Include the name, H.O.G.® 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 *Officer Change Form*, the sponsoring Dealer and Chapter Director indicate that they have read and accepted the *H.O.G.® Chapter Charter* and agree to run the chapter in compliance with its articles. Send the signed form to H.O.G.® when complete. Your chapter will be automatically renewed each January 1, and in February your chapter will receive:

- One complete set of officer patches
- Officer commemorative gift
- Officer commemorative pins

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 organization can reclaim 25 to 35 percent of wasted meeting time through a basic application of good meeting techniques.

TOP 10 MEETING PROBLEMS

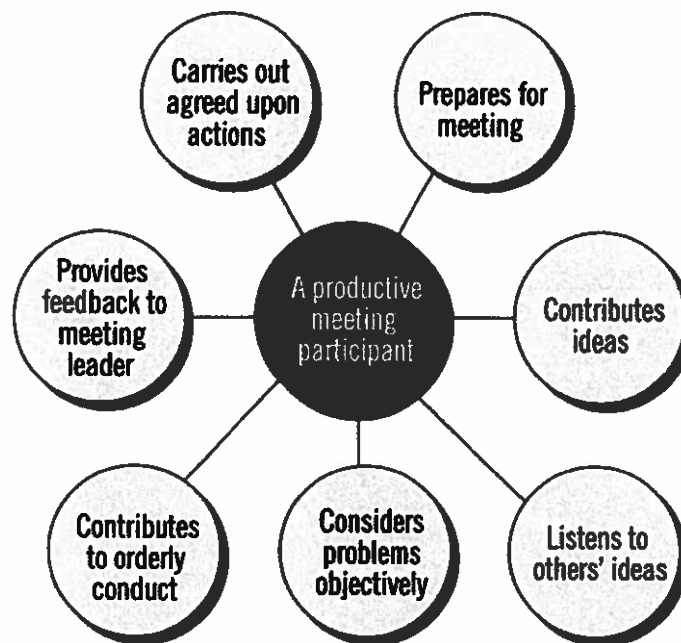
- | | |
|-----------------------------------|---|
| 1. Getting off the subject | 6. Disorganized |
| 2. No goals or agenda | 7. Ineffective leadership/lack of control |
| 3. Too lengthy | 8. Irrelevance of information discussed |
| 4. Poor or inadequate preparation | 9. Time wasted getting started |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



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 all your chapter officer meetings effective.





MARKETING

Even the most well-planned chapter events won't be much fun if no one shows up! This section is designed to help you publicize your chapter activities, both locally with your chapter publications, and the H.O.G.® members-only web site, members.hog.com. These are some of the best tools you have to attract new members to your chapter and spread the word about the fun and exciting activities organized by your H.O.G.® 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 for a 12-month period.

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. Activities listed in a chapter communication must indicate whether they are open or closed events.

CONTENT

The contents of your chapter publications should reflect the fact that H.O.G.® chapters are family-oriented organizations. Stay away from editorializing, politics, religion and other controversial issues. Members, benefits, meetings and activities are always good topics.



CHAPTER COMMUNICATIONS (cont.)

Other ideas include:

- **Member of the Month** – Member profile
- **Yesterday & Today** – What happened one or more years ago at the time of publication. Use back issues of Hog Tales, H.O.G.® Magazine, Enthusiast®, 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.

GRAPHICS

You can download H.O.G.® logos in the Chapter Officer Resource section of hog.com.

DISTRIBUTION

Your communication can be distributed via mail or electronically via email. If distributing via e-mail, be sure to keep your members' privacy in mind and use the "blind copy" line instead of the "to" section. 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.® Manager, and chapter members have access to. Regardless of the method of delivery, whether electronically or by U.S. postal service, all chapter members are entitled to have all chapter communications delivered to them.

H.O.G.® Officer Connection

H.O.G.® Officer Connection is available to all officers online in the Chapter Officer Resource section of hog.com. H.O.G.® Officer Connection is one of the most important ways H.O.G.® has to regularly communicate directly to chapter leaders. And, we depend on you to read and share it with your fellow officers and members. Make good use of H.O.G.® Officer Connection; it's an important link to the H.O.G.® office! Several articles from each issue are also made available to download and share in your own chapter newsletter!



CERTIFICATE OF APPRECIATION

To thank friends of the chapter who've helped you out, or to recognize local businesses who've assisted your chapter with events, present them with a personalized copy of the *Certificate of Appreciation*. Simply download the certificate from the chapter section of hog.com, fill in the recipient's name, and you've created a thoughtful memento which shows your appreciation.

CHAPTER WEBSITES 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 licenses.

Every H.O.G.® chapter that publishes photographic material in any format, including print or internet publication, shall be solely responsible for obtaining the proper permissions and licenses. 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 licenses.

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.® 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 authorize 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 state law with the chapter's sponsoring Dealer.

**CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)****BEST PRACTICES**

- Sites should be used to share information only; not act as a forum for criticism or negativity.
- Integrate chapter website with dealership site.
- Website (link within the dealership site for the chapter site is highly recommended) page should focus on and feature the priorities of chapter rides and events.
- Establish easy preliminary guidelines for chapter rides calendar posting.
- Create one Facebook page – you don't need a new page each year. "Groups" and personal pages don't give you all the bells and whistles of a brand page.
- Dealer/Dealership employee must be listed as administrator.
- Delete outdated and impostor pages by reporting them to Facebook.
- Set objectives for your page – reach new people, registration, etc. Make sure everything you do supports your goals.
- Make sure your Cover Photo, Profile Picture and "About" sections are properly completed. Ensure they showcase the event, not the administrator's profile page.
- Remember, you can use the cover photo to showcase the date and location of your rallies.
- Allow people to post on the page's wall. Posts don't have to be just from rallies.
- Post regularly throughout the year (1x every 1-2 weeks) to build and engage your fan base. The best times to post: lunch hour, 6-8 pm and around 10 pm.
- Increase frequency of posts as you get closer to an event.
- Create a calendar to plan ahead. It's easier to write your posts ahead of time and on schedule.

CHAPTER WEBSITES

H.O.G.® chapters and their sponsoring Dealers have been developing their own websites to do business on the Internet for many years now. Harley-Davidson® has given your sponsoring Dealer guidelines to follow when building their sites. Harley Owners Group® also has guidelines to follow, which are contained in the *H.O.G.® Chapter Charter* and on the following pages. If you carefully read and follow the guidelines, your chapter website is eligible for listing on the Harley-Davidson® Dealer locator – a great way for you to showcase your chapter! The Dealer, chapter manager or Dealership staff must be administrator of any web or social media page.



CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)

WEBSITE DO'S AND DON'TS

- In all chapter activities, including the use of your chapter website, follow the *H.O.G.® Chapter Charter*.
- Use the website to promote a positive image of your H.O.G.® chapter, your members, your sponsoring Dealer and the lifestyle of motorcycling. (see Charter, Article 1)
- Use your website to reflect the family-oriented, non-political, non-religious philosophy of Harley Owners Group®. (see *Charter*, Preamble)
- Get your sponsoring Dealer's approval on all Internet publications (see Charter, Article IX). If your Dealer has a website, discuss having a chapter section within the Dealer's site.
- Include your chapter's official name and number (the name you wear on the back of your vest) on all material published by the chapter, including electronic publications. (See Charter, Article IX)
- Confine your chapter website to information you wish to share with the general public and protect the exclusivity of member benefits such as your newsletter.
- Be fair. Not all members will access the Internet, so be sure to communicate the same information to ALL of your members and don't rely on the website as your sole means of communication.
- Use only H.O.G.® trademarks, not Harley-Davidson® trademarks. (See Charter, Article X)
- Use the H.O.G.® trademarks only in conjunction with your official chapter name and only when referring to your chapter activities. Only chartered chapters may use the H.O.G.® trademarks.
- Protect your members' privacy. Do not publish members' full names, addresses, phone numbers or information about their motorcycles.
- If you advertise chapter events, be very clear about who is invited or you may have to turn away non-H.O.G.® members or deal with more guests than you are prepared to handle. (If your event is open to the general public, make sure you have the appropriate insurance coverage and always get signed releases from attendees who are not members of your chapter)
- Whether you're communicating through e-mail or putting information on a home page, if you wouldn't say it to someone's face, and if you don't want the world to know, don't say it online.
- And finally, don't let the Internet take time away from riding with your family and friends.



CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)

GETTING YOUR CHAPTER WEBSITE LISTED ON THE DEALER LOCATOR

- Review and follow the *H.O.G.® Chapter Website Guidelines* on the following pages.
- Use the *Event Statement for Chapter Websites* and the *H.O.G.® Chapter Online Privacy Statement* provided at the end of this section.
- Submit your complete website address, chapter name and chapter number by email to the regional manager for processing.
- Upon review and approval of the site, your chapter will be listed.
- Chapter sites will be listed at the sole discretion of Harley Owners Group® based upon the guidelines.

H.O.G.® CHAPTER WEBSITE GUIDELINES

I. PURPOSE

The purpose of a chapter website should be to motivate, recruit, retain, educate and entertain members. It is another avenue to share information. The site should supplement your chapter newsletter, not replace it.

II. CONTENT

1. **The sponsoring Dealer/Retailer must approve all content of the website.** If at any time H.O.G.® determines in its sole discretion that a chapter website is incompatible with the family-oriented, non-political, non-religious philosophy and objectives of H.O.G.® and/or the *H.O.G.® Chapter Charter*, chapters may be revoked.
2. Content should be informational. All content pertaining to events and activities must include a statement outlining H.O.G.® policy regarding who can attend events. (See: "*Event Statement for Chapter Websites*" later in this section)
3. Confine websites to information you wish to share with the general public and protect the exclusivity of member benefits such as your chapter newsletter.
4. Any chapter-related forms (release forms and the chapter *Membership Enrollment and Release* form) may be located on your site. To obtain the latest version of these forms, visit the *Chapter Officer Resource* section on hog.com. **These forms cannot be altered or retyped. The only exception is that chapters can add their chapter name ahead of time and make copies if desired.**
5. Privacy statements: All sites should include a privacy statement. (See "*H.O.G. Chapter Online Privacy Statement*" later in this section.)



CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)

6. Programs that voluntarily ask for information (like a guestbook) can be utilized. The program must be voluntary and a proper warning statement must be displayed informing users that other people who visit the site may obtain the information they provided.
7. Website links should follow the H.O.G.® family-oriented and non-political, non-religious philosophy, and shouldn't compete with the sponsoring Dealer. The sponsoring Dealer must approve any links listed on the chapter site.

III. WEBSITE REGISTRATION

The sponsoring Dealer/Retailer must register the chapter website and approve the domain name. The domain name shall not include any Harley-Davidson® trademarks other than H.O.G.® and should be descriptive of the chapter name. The chapter is responsible for maintaining all content and service for the site.

IV. TRADEMARK LICENSE

Chartered H.O.G.® chapters have a license to use H.O.G.® trademarks and logos on their websites in conjunction with the chapter name and in connection with materials relating to chapter activities, subject to compliance with the terms hereof and the terms of the *H.O.G.® Chapter Charter*. H.O.G.® trademarks and logos cannot be altered in any way and cannot be used in connection with any other words or graphics. Chartered chapters cannot grant or assign rights to the use or display of H.O.G.® trademarks and logos to any person or entity for any purpose. **This prohibition includes website developers and/or hosts. Chartered chapters are not licensed to use Harley-Davidson® trademarks and logos and cannot use them on their websites for any purposes.**

V. CHAPTER WEBSITES ARE PROHIBITED FROM CONDUCTING THE FOLLOWING:

1. **Transactions.** A transaction is defined as obtaining funds through the Internet. The chapter site shall be non-transactional. Members can download forms, but those forms cannot be processed via the site.
2. **Advertising** cannot be utilized on the website, other than Dealer advertising which we have traditionally permitted because of the Dealer's right in their Dealer contract to promote the sale of Harley-Davidson® products and services.
3. **Classified advertisements.**



CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)

V. CHAPTER WEBSITES ARE PROHIBITED FROM CONDUCTING THE FOLLOWING (cont.):

4. **Links** that are political, religious or non-family oriented, or compete with the sponsoring Dealer. This requires checking each page on the proposed link, as well as any links on the site.
5. **Listing** your chapter roster. Any content you list on your site shall not reveal private information about the members of your chapter, including names. If you need to use a name, use a nickname, first name and last initial or just a first name.
6. **Programs** that involuntarily store user information (chat rooms and bulletin boards) **which store email addresses without users' consent.**
7. **National H.O.G.® enrollment and benefits forms.**
8. **Illegal activities.**
9. **Displaying or using, as determined by Harley-Davidson® in its sole discretion, objectionable materials or links to a website that uses objectionable materials.**

VI. COMPLIANCE

Compliance with these guidelines will result in having the chapter's website address listed as a link on the Harley-Davidson® Dealer locator. If, at any time, H.O.G.® determines in its sole discretion that a chapter website is incompatible with the family-oriented, non-political, non-religious philosophy and objectives of H.O.G.®, the link listed will be removed and the *H.O.G.® Chapter Charter* may be revoked.

Event Statement for Chapter Websites – If you're advertising a chapter activity on your chapter website via flyer or event calendar, include the following statement or you may wind up with more than you bargained for:

Chapter Activities are conducted primarily for the benefit of H.O.G.® chapter members. There are two types of activities:

Closed Events are those events open to chapter members and one guest per member.

Open Events are those chapter events to open to chapter members, National H.O.G.® members and other guests as desired.

**CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)**

H.O.G.® Chapter Online Privacy Statement – tailor the following statement for use on your chapter website.

Personal privacy and security of information are mutual concerns of H.O.G.®, its members, and visitors to (insert chapter) website. This Statement explains H.O.G.®'s Internet policies and security measures relating to personal privacy and information.

The (insert chapter) collects and stores the following information about you when you visit the (insert chapter) website: the name of the domain from which you access the Internet (for example, *aol.com*); the date and time you access the site; and the Internet address of the website from which you linked directly to our site. The chapter uses this information to measure the number of visitors to the different sections of its site. This helps H.O.G.® to make its site more responsive to its members and prospective members.

H.O.G.® will not obtain personally identifying information about you when you visit our site unless you choose to provide such information. If you choose to send e-mail, registration, or other personal information over the Internet, you do so voluntarily.

The (insert chapter) will not disclose personal information provided to it except as follows:

- At your request, which may be oral, in writing, by telephone, electronic or other means we recognize; To assist H.O.G.® in evaluating its programs and to continue to improve the quality of your online and membership experience;
- When disclosure is required by law, such as pursuant to court order, subpoena, legal process or government agency examination or investigation, or to protect or enforce our rights;
- To companies that perform services for H.O.G.® in connection with your membership, such as data processing and financial transaction processing companies and agencies;
- To Harley-Davidson affiliated companies and carefully selected third parties for their own use to provide products and services, or other opportunities to you, unless you have instructed us in writing not to do so; and
- In connection with Harley-Davidson® corporate due diligence and audits.



CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)

SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.)

By your use of a connection to our website, you understand and consent to this privacy statement. If for any reason you are concerned that the personal or member information maintained by H.O.G.[®] is not correct or if for some reason you believe H.O.G.[®] has not adhered to these privacy principles, please notify us by calling 1-800-CLUB-HOG.

Social media is a REALLY big deal! Unlike sending promotional messages through the mail, it's free! It does take some time, however, to do it right. Social media leverages the power of "word of mouth" – it makes it easy for people to spread the word. And it's mobile! Updates can be done just about everywhere at any time.

H.O.G.[®] has fewer guidelines for social media. You don't need an event statement or a privacy statement posted. However, you do need to discuss with your sponsoring Dealer what your objectives are for the page and make sure the Dealer or your H.O.G.[®] Manager have administrative rights to the page.

H.O.G.[®] GUIDELINES – COMMON SENSE IS THE KEY, BUT WHEN IN DOUBT:

- Make sure all information is correct prior to publishing/posting
- No political or religious content
- No kid pictures
- No racist or vulgar content
- Nothing slanderous
- Any links to other sites must be approved by your sponsoring Dealer or H.O.G.[®] Manager
- Use only H.O.G.[®] logos in conjunction with your chapter name – do not modify the H.O.G.[®] logos



CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)

TIPS AND TRICKS FOR FACEBOOK

- Set objectives for your page. What is the purpose for your page? Is it to reach new people? Promote your events? Get information out to your members?
- Create a calendar to plan ahead. It's easier to write your posts ahead of time and on schedule.
- Always include a photo in your post. It gets more attention from your following.
- Post on a regular basis – at least once a week. Ideas for posting: seasonal topics, riding tips, chapter or Dealer events, chapter news, chapter accomplishments (miles ridden, chapter milestones). Just remember that everything on the page is public information and accessible by non-members.
- Best times to post: early in the morning, lunch hour, and between 7–10 pm.
- Consider using a link to promote your chapter's Facebook page on your chapter or Dealer's website.

WHAT TO POST:

- Behind-the-scenes pictures
- Why should people join your chapter?
- Announcements
- Ask questions: what do you want to see on the page?
- Feature members
- Promote rides
- Favorite rides in your area
- Biker-friendly places to eat or stay
- Create special posts for new members

FACEBOOK EVENT TIPS:

- Create an event when you start promoting it through other channels.
- Post regularly about the event leading up to the date. Post information to get people excited.
- Include all the details (exact location, times, entertainment, etc.).
- Use the full real estate of your event page. Include the relevant information and strong design.
- Encourage the Dealership and any event partners to invite people from their network. Make several people admins and include Dealer staff.
- Use the “pin post” option to keep important information at the top of the event page.



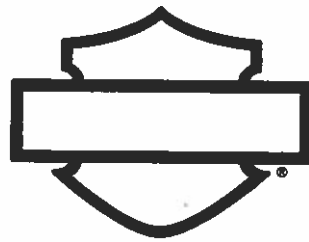
CHAPTER WEBSITES AND SOCIAL MEDIA GUIDELINES (cont.)

TWITTER

- You've got 280 characters — use wisely! Try to keep a tweet under 250 characters. This leaves room for others to retweet your information to their network, or allows for space to include a photo or a link.
- Best use: news and Q&A
- Serves as tool to answer FAQ's
- Use to promote your Facebook page or chapter website.
- If you don't have a lot of time to create a following, don't bother.
- Consider using a link to promote your chapter's Twitter handle on your chapter or Dealer's website.

INSTAGRAM

- Best use: post great photos in real time, even if you're not a shutterbug.
- Create an account for your chapter — don't use your personal account. Connect to your chapter's Facebook page.
- Post pictures and videos to your Instagram account and to Facebook right from the mobile app.
- Use a hashtag # (the same one you'd use for Twitter and Facebook) so people can find your photos. Promote the hashtag.



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