

**ROCK RIVER
CHAPTER
NEWSLETTER**

April 2025
Volume 25
Issue No. 4
Chapter No. 3276

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H.O.G. CHAPTER
#3276**

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FROM THE DIRECTOR

Ken Kessenich

Anticipation and Opportunities

As I write this article, I just picked up my bike from WISHD. All clean, 10K tune done (\$\$ ouch), and I added a WHIM (Wireless Headset Interface Module) in anticipation of using a Cardo PackTalk Edge with other riders on our rides. Now if you are buying a new bike you may not need that, but mine is old, a 2023!!! Due to the Cardo's mesh Bluetooth system it should allow me to communicate with other riders that also have a Cardo when I am leading, sweeping, or just out having a fun ride. If you want to learn more about this improved technology, stop by WISHD on April 19 and attend the workshop.

By the time you read this we will have had a couple days in the upper 50's and maybe some 60's. Not yet summer, but enjoyable to be back on the roads. Have you looked at the chapter calendar of events? On our chapter website rides are listed and as details emerge regarding the rides the specifics are added. Good Friday officially kicks off the Rock River Chapter riding season with the Pizza Ride. 59 and partly sunny will be a least 16 degrees warmer than last year! (of course it is also almost 3 weeks later).

The following week our safety officer has planned a Knock the Rust Off event and that leads us into May. Bike blessing, Group riding 101, and the WISHD Honor Celebration.

I'm really looking forward to June with the first Rock WI ride, "Made in Wisconsin". Remember to sign up at the April 15 chapter meeting. There is something going on every weekend. On June 21st Barney has set up the Senior Ride. Let me tell you those 70, 80, and even 90 year olds anticipate that day where they can get on the back of a Harley and enjoy a fully police escorted ride around the perimeter of New Berlin. It's a great opportunity for you to make someone's year in our community.

We start July by leading off the 4th of July parade, and again there is something going on every weekend with July 10-13 being the Homecoming Rally. I'm anticipating seeing many old friends and making some new. By the way you could take the opportunity to make this event better by volunteering at WISHD. Lori and I have



Director's Article, continued

signed up for a few shifts already. The very next weekend you can take off to be on the "Where the Eagles Fly" Rock Wisconsin ride.

Remember every month there are regular opportunities such as Brunch rides, joining a meeting to see what's up (Rock WI, Road Captain, and Board), Road Captain sponsored rides and just friends riding with friends (maybe provide an opportunity for others and ask them to join you?). OK this is getting too long with so much going on in 2025. Make sure to check out the calendar for all that is happening in August, September, October and hopefully in November!

See you on the roads SOON. - Ken

CHAPTER NEWS MEDLEY

UPCOMING CHAPTER MEETING

WHEN: Tuesday, April 15, 2025

6:00 PM Social Hour

7:00 PM Meeting

WHERE: Ingleside – Main building

50/50

Thanks to John and Cindy Patrik for their help with 50/50 at the March meeting.

Look for Gary and Debbie Micheal at the April meeting for your chance to win.

If you need to contact me you can message me at "Mark Knackert" (that's my husband, we share the account)

or text me at 414 416 6772.

See you in April

Dawn Jean

FROM OUR HISTORIAN – Betsy Boos

March New Members

Mark Juarez

Linda Martin

Tim Tomann

April Anniversaries

5 Year

Carol Klumb

Bob Marquardt

15 Year

Michael Kirschner

FROM OUR PHOTOGRAPHER

Riding season is just around the corner-some might even say it's already here! As for me, I'm more of a fair-weather rider and like to wait for those warmer days. As you head out on your adventures this season, don't forget to capture those unforgettable moments-whether it's your riding group, fellow bikers on the road, or stunning views. I'd love to collect and share these memories with our chapter family. Feel free to post your photos on social media, send them to me via messenger, or Email them to photographers@rockriverhog.com.

Let's make this a riding season one to remember! - Theresa

P.S. Be sure to check out the picture collage from the Holiday Hoedown toward the end of the newsletter.

ACTIVITIES

Did you notice an activities table at the March chapter meeting? No? That's because there wasn't one! But good news—we'll have one ready for you at the **April chapter meeting**.

At the table, you'll find sign-up sheets for a variety of events and activities. Some of these are being considered for the next month or two (noted on the sheet), depending on the level of interest we receive. Others are ideas we'd like to pursue later in the year, but we still need to gauge interest now to plan accordingly.

Each sign-up sheet will have two options: • **"I'm interested"** • **"I'm interested and would like to help organize"** We're excited about the great ideas submitted by our members, but we can't bring them to life alone—we need your help! If something catches your eye, please sign up and consider lending a hand in making it happen. Let's keep the momentum going and start turning these awesome suggestions into reality! - Kris and Theresa

**CHECK OUT
WHAT'S NEW!**

Beginning this month, a Rewards Page will be added toward the end of each newsletter. This page will consistently be here for you to reference all the different rewards programs offered by Harley Davidson, H.O.G., and Wisconsin Harley Davidson.

ROAD CAPTAIN CORNER

Spring has arrived.

There is no other season that has an effect, much like a burst of energy, on the world at large more so than spring. Spring brings new changes, spring forgets lost opportunities, spring dulls past mistakes, spring creates new paths! This neighboring season of winter sounds synonymous with the fresh starts and great opportunities of our lives. That is why spring is celebrated and admired in all its natural beauties and promising features! Spring itself blooms a sense of happiness in our hearts with its arrival, and it definitely multiplies when shared with dearest friends and loving families! So, when we roll into this incredible period of the year, let us not forget to include our loved ones in our delight!

With the passing of each day, excitement mounts when we can get our bikes out of storage and finally get on them and ride. I can't wait! Looking at our calendar, we have so many wonderful rides and events planned for this year.

April 18, Friday – Good Friday Pizza Ride
See individual post to the right for details.

May 4th, Sunday – Brunch Ride

This will be a Road Captain led Brunch ride to "Fox and Hounds" in Hubertus, WI. Staging will be at Wisconsin Harley at 9:30. KSU at 10:00 arriving at the destination at 11:00. Sunday Brunch:

Featuring a Succulent Carving Station

Scrambled Eggs, Egg Strata, Sausage, Bacon, Baked Ham, BBQ Ribs, Roast Sirloin, Potatoes, Tenderloin Tips, Chicken, Vegetables, Meatloaf, Roast Pork, Roast Turkey, Asian Chicken with Peanut Sauce, Chicken Cordon Bleu, Baked Cod, Fresh fruit, 2-3 Candies, 2-3 Breads, 3 Diabetic desserts, Cheesecake, Coffee Cake, Bars, 2-3 kinds of Cookies, 2 Kinds of Muffins, Cinnamon Rolls, other assorted salads and *desserts* *The cost is on your own* **Adult \$28.99 | Senior \$26.99. Or the other option is to order off the Lunch Menu and the cost is on your own.**

Not Available with the Buy One Get One Promotion.

Signup will be at the April chapter meeting for a head count only.

PLEASE NOTE: If it is raining or there is a very good chance of rain, we will not be holding the ride.

May 17th, Saturday – Bikes, Blessing, & the VFW

When Sat, May 17, 2025

Description: Registration 10 AM -10:45 AM at the New Berlin VFW - 17980 Beloit Rd, New Berlin, WI 53146. KSU 11 AM for a 1-hour Road Captain led ride to Wisconsin Harley Davidson dealership. Registration costs: \$20 per bike (All net proceeds from registration are donated to VFW Post #5716. Payable VIA cash or check. Checks to be made payable to VFW Post #5716.) At the Dealership from Noon – 3PM there will be live music, drinks, food and more.

Forgive me!

A screwdriver walks into a bar. The bartender says, "You're in luck! We have a special drink named after you."

The screwdriver replies, "You have a drink named Philip?"

Hope to see you at the next chapter meeting!

Jim "Muddy" Waters

GOOD FRIDAY PIZZA RIDE



By: Tim Droster

Our traditional Good Friday Pizza Ride is almost here on April 18th. This is a road captain led event. We will meet at the dealership then leave and ride for about 1 hour 15 min to a popular pizza buffet. The cost is on your own and around \$15 per person. Pray for good weather and let's get this season off to a good start. Ride will not be held if it is raining or there is a large chance of rain.

DATE: Friday, April 18, 2025

PLACE: Wisconsin Harley - Davidson

TIMES: Staging at 10:30 AM

KSU at 11:00 AM

WHERE: Pizza Rand in Beaver Dam, WI

MASTER OF THE MIND



Motorcycle riders and car drivers approach road situations with different mindsets, with riders often exhibiting heightened situational awareness, faster reaction times, and a more proactive approach to potential hazards due to the inherent risks and demands of riding. Many of us have not been on our motorcycle for 4-6 months. We have enjoyed the warmth of our 4 wheeled freedom machines and have lost that keen Motorcyclist Mindset. When we jump back on that bike (after a good pre-ride inspection) we have to be ready for everything motorcycling can throw at us. The crazy drivers, potholes, sandy dirty roads, diminished riding skills, and most importantly, the need to stay focused and aware of our vulnerability. We no longer have that safety cage around us.

Maybe the next time you are driving your car/truck, ask yourself, would I be doing something different if I were on my motorcycle? Start looking at how and where you are putting yourself into traffic. Ask yourself, would I be following this close if I were on my motorcycle? Would I be able to react to that pothole in time or am I following this close? If I were on my motorcycle, would that car turning left see me coming or would I be hidden by the car in front of me?

Remember motorcycle riding is a skill that can diminish over time. You must ride to stay proficient at being proactive, defensive, coordinated, balanced, and focused to name a few. We can practice this by changing our mindset even while driving our car. Keep your head focused and stay ahead of the motorcycle (car). Always look for an alternative way out and be ready for the unexpected.

Kind of makes you wonder if everyone on the road had the mindset of a motorcyclist, would the accident rate plummet?

Spring is HERE! Ride easy and get to know that bike again.

Safety Officer
Dan Stammen

Speaking of getting to know that bike again, read on in this month's ABATE article for specific information about the upcoming **KNOCK THE RUST OFF** event.

NEWS FROM ABATE

Welcome to the month of April RR, where we get a warm day on a Sunday and chance of snow on Monday. That's Wisconsin weather for you.

As you know ABATE has 3 core missions.

Legislation, Education and Safety.

I'm going to talk about our legislation agenda and hopefully educate you on what we are fighting for. I'm absolutely positive you won't hear about any one of these bills on radio or the T.V.

SB/82. Under this bill, no state agency and no local government unit may restrict 1) the use of a motor vehicle on basis of energy source used to power the motor vehicle, including use for propulsion or use for powering other functions of the motor vehicle, or 2) the use or sale of any other device on the basis of the energy source that is used to power the device or that is consumed by the device.

This bill will give us the freedom of choice when buying any vehicles. Motorcycles included! In other words, let us choose gas powered or electric!

AB135. Right to Repair act. Aims to enhance consumer rights and promote fair competition in the vehicles repair industry by requiring manufacturers to provide unrestricted access to repair documentation, data, parts, and tools for motor vehicles. I've always said, no one loves my bike more than me, and no one will work harder on my bike than me. There's something about working

on your own vehicles that puts a sense of accomplishment in you!

Here's the Safety part of our agenda. "Knock the Rust Off" was started 4 years ago and helps all motorcyclists get ready for the upcoming season. We have recruited Gary Klinker, a MSF certified instructor and ABATE's safety Director to come down and set up 4 courses to help get the feel back on letting the clutch engage, braking, cornering and get back that confidence. It's Saturday, April 26th at For River Church. S46 W24130 Lawnsdale Road. Right off of Hwy 164. Starts at 9:00am and hope to finish up at 12:00 noon. But if it goes long, it's not a problem. We have Wisconsin State Trooper Anna Schopp coming to answer any questions regarding being safe on our roads. Let's hope we don't get any April showers. This is a FREE EVENT! We at 1F Waukesha just want everyone to enjoy our riding season and come home every night.

Hope to see you all there!
 Let's be Safe Out There!
 May God Bless you. May God Bless America!
 Waukesha Strong
 Bob "BuellBob" Slowinski



FLAT ROCKER INFO

The 2025 Flat Rocker will be launched at the upcoming chapter meeting on April 15, 2025. The cover required for photos, the list of stops and the rule sheet will all be available to you after the meeting. The information will then be available to you as of April 16, 2025 on the chapter's website. MANY THANKS to Gary Malinowski and Stan Urbaniak for their work on the navigation files for the bikes. As a reminder, the Flat Rocker runs for 6 months – April to October – with prizes awarded at the December chapter meeting. Ride and enjoy!



ROCK WISCONSIN



Don't forget that at the April chapter meeting, sign ups for the Made in Wisconsin ride will be taken. The ride takes place Thursday through Saturday, June 5th through the 7th.

\$20 deposit via check or cash is required to hold your spot. As mentioned at the March chapter meeting, hotel rooms are at a premium in terms of availability so if you are a single rider and can double up with someone to share a room that would help others to be able to go.

Don't forget to refer to the Rock Wisconsin flyer at the end of the newsletter that shows locations on the state map.

Name of Ride	Ride Dates	Team	Deposits taken	
<i>Made in Wisconsin</i>	June 5-7 Thu-Sat	Jim M, Ken, Wayne, Timmer	4/15	5/20
<i>Where Eagles Fly</i>	July 19-21 Sat-Mon	Gary, Tom, Timmer	5/20	6/17
<i>WI Passport Tour</i>	Aug 15-17 Fri-Sun	Rob, Chris, David	6/17	7/15
<i>Crossing The Line</i>	Sept 5-7 Fri-Sun	Ken, Rob, James E	7/15	8/19

H.O.G Connection – March 2025

By Rob Fehl



Let's Ride Challenge and Annual Mileage Challenge

The 2025 Let's Ride Challenge™ Ride for Heroes takes the H.O.G. Ride 365 mileage challenge one step further with a seven-month event celebrating our riding community while honoring our nation's Military, Veterans and First Responders. Riders across the country will log miles, earn rewards, and climb the leaderboard, all while supporting a \$1 million donation to charities serving those who protect us here at home. Open to all Harley-Davidson riders, the challenge runs from March 28 to October 31, 2025, and offers collectible rewards at various milestone check-ins. The challenge culminates with five riders winning new 2025 Harley-Davidson motorcycles. Let's ride and make every mile count!

Let's Ride Challenge Rewards:

- Enter the Challenge to compete to win one of five new Harley-Davidson motorcycles
 - **H.O.G. membership exclusive:** Any H.O.G. member who wins a motorcycle will receive an additional \$5,000 cash bonus!
- Let's Ride Challenge™ Sticker after first mileage reading
- **Let's Ride Challenge™ Coin after accumulating 1,000 miles**
- **H.O.G. membership exclusive:** H.O.G. collectible hat plus 2,500 bonus points after accumulating 5,000 miles

How to Enter:

- **Register:** Stop at Harley-Davidson® dealerships to register and get your first odometer reading. The process is simple:
 - **Scan** the in-store QR code
 - **Enter** your odometer mileage
 - Get **validated** by a dealership employee
 - **You'll need to use this process to enter the challenge even if you have already entered the 2025 H.O.G. Ride 365 challenge. Once you've registered, miles recorded as part of the Let's Ride Challenge™ will start counting toward your H.O.G. Ride 365 balance.**
- **Ride:** Hit the road and rack up miles
- **Engage:** Interact with dealers and build your Rev Score
- **Win:** The highest Rev Scores will ride away on a new Harley

Annual Mileage Program

With H.O.G.'s Annual Mileage Recognition program, members earn valuable rewards for the miles they ride. Participants earn 1,000 H-D Membership points and a digital recognition badge on their online membership profile when they log 1,000 miles for the year, a \$10 value. Additional points and rewards, including certificates, patches and challenge coins are earned as miles accumulate. Every 500 points earned equals \$5, up to a maximum of 15,000 points (a \$150 value). Membership points can be redeemed electronically for purchases on H-D.com and at participating Harley-Davidson dealerships and are valid for three years from the date issued.

Annual Mileage Program Award Levels

Miles	Points	Reward
1,000 miles	1,000 points	Digital badge
2,500 miles	1,500 points	
5,000 miles	2,500 points	
7,500 miles	2,500 points	
10,000 miles	2,500 points	Digital badge, certificate, patch and challenge coin
15,000 miles	5,000 points	Digital badge, certificate and patch
20,000 miles	n/a	Digital badge, certificate, patch and challenge coin
25,000 miles	n/a	
50,000 miles	n/a	
75,000 miles	n/a	
100,000 miles	n/a	

Getting Mileage Logged at Wisconsin Harley Davidson

Use the attached fillable pdf document and fill out your information before going to the dealership:

- **NAME, PHONE NUMBER, HOG NUMBER & VIN NUMBER**
- You will need all this information for both programs.
- Make a few copies and keep them on your bike.
- Bring this to a sales person and they will walk out to your bike, write down the mileage and now you have everything you need for both programs.



HOG RIDE 365 MILES LOG

First & Last Name: _____

Phone Number: _____

HOG Member ID: US _____

VIN Number: _____

Miles: _____

Dealership Employee MUST verify matching VIN & Miles
Employee Initials & Date: _____



HOG RIDE 365 MILES LOG

First & Last Name: _____

Phone Number: _____

HOG Member ID: US _____

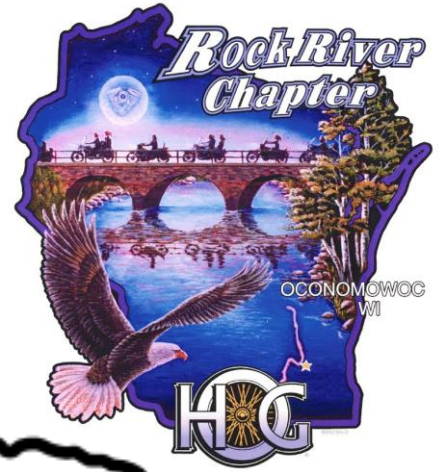
VIN Number: _____

Miles: _____

Dealership Employee MUST verify matching VIN & Miles
Employee Initials & Date: _____



Rock Wisconsin 2025 Rides



Made In Wisconsin
June 5-7



Where Eagles Fly
July 19-21



WI Passport
Tour
Aug. 15-17



Crossing The Line
Sept 5-7



Camaraderie is the spirit of friendship and community in a group, like the camaraderie of soldiers at war who keep each other upbeat despite the difficulty of their circumstances. Who is a comrade? A close friend or a fellow soldier — in other words, someone who comes to mind when you say, "We're in this together." Camaraderie is a feeling of trust, a bond created by a shared goal or experience — you don't have to be best friends with everyone in the group to know you have their support.

Wisconsin Harley Davidson Rider Bucks

Wisconsin Harley Davidson appreciates your loyalty and wants to reward you with points for everything you do. Please talk to a sales associate to get signed up for the Rider Bucks rewards program. **Rock River HOG members receive an additional 10% discount at the time of checkout. Certain restrictions apply.**

- Each dollar spent on eligible parts/service/vehicle accessories is equivalent to a single reward point (service labor excluded).
- Customers must spend \$250 to start redeeming coupons.
- Points earned for bike purchase are capped at 1000 points.
- You even earn rewards on sale items which means sale or discounted items can earn reward points.
- Maximum points that can be earned are capped at 5000 points.
- Reward points expire annually every January 31st.

Points	Coupon Description
250	\$25 Gift Certificate
500	\$50 Gift Certificate
750	\$75 Gift Certificate
1000	\$100 Gift Certificate
1250	\$125 Gift Certificate
1500	\$150 Gift Certificate

2025 Harley Davidson's Let's Ride Challenge

Open to all Harley-Davidson riders, the challenge runs from March 28 to October 31, 2025, and offers collectible rewards at various milestone check-ins. The challenge culminates with five riders winning new 2025 Harley-Davidson motorcycles. Let's ride and make every mile count!

- **H.O.G. membership exclusive:** Any H.O.G. member who wins a motorcycle will receive an additional \$5,000 cash bonus!
- Let's Ride Challenge™ Sticker after first mileage reading.
- Let's Ride Challenge™ Coin after accumulating 1,000 miles.
- **H.O.G. membership exclusive:** H.O.G. collectible hat plus 2,500 bonus points after accumulating 5,000 miles.

How to Enter:

- **Register:** Stop at Harley-Davidson® dealerships to register and get your first odometer reading. The process is simple:
 - **Scan** the in-store QR code, **Enter** your odometer mileage, Get **validated** by a dealership employee.
 - You'll need to use this process to enter the challenge even if you have already entered the 2025 H.O.G. Ride 365 challenge.
 - **Once you've registered, miles recorded as part of the Let's Ride Challenge will start counting toward your H.O.G. Ride 365 balance.**
- **Ride:** Hit the road and rack up miles.
- **Engage:** Interact with dealers and build your Rev Score.
- **Win:** The highest Rev Scores will ride away on a new Harley.

2025 H.O.G. Ride 365 challenge

With H.O.G.'s Annual Mileage Recognition program, members earn valuable rewards for the miles they ride. Participants earn 1,000 H-D Membership points and a digital recognition badge on their online membership profile when they log 1,000 miles for the year, a \$10 value. Additional points and rewards, including certificates, patches and challenge coins are earned as miles are accumulated.

- Have your mileage checked in often at **Wisconsin Harley Davidson** by a salesperson.
- Every 500 points earned equals \$5, up to a maximum of 15,000 points (a \$150 value).
- Membership points can be redeemed electronically for purchases on H-D.com and at participating Harley-Davidson dealerships and are valid for three years from the date issued. See below on how to redeem your points.

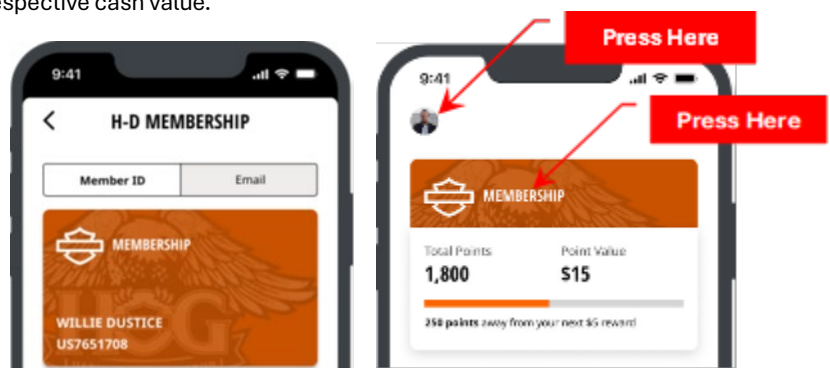
Harley Davidson Loyalty Points and Rewards

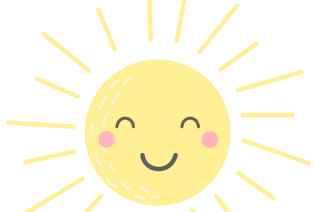
Harley Davidson also appreciates your loyalty and wants to reward you with points for everything you do.

How it works:

Log into your Harley Davidson App and select your account icon in the upper left corner of the screen. Then press on the orange membership card. This will show you your total points earned so far and the respective cash value.

- **RIDING REWARDS – Get points simply for riding!**
- PURCHASES – Earn 4 points per dollar spent at participating dealers and online.
- Every 500 points = \$5 voucher
- Manage your points in the H-D App.
- Redeem your points online or at participating dealers for gear, accessories, bike service, and more.
- Wisconsin Harley Davidson IS NOT a participating dealership. – **PLEASE SEE Wisconsin Harley Davidson Rider Bucks Program**





LET'S MARK THOSE CALENDARS

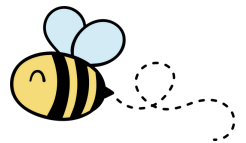


DON'T FORGET
WE'LL BE
CLOSED EASTER
SUNDAY 4/20



REMINDER

VOLUNTEER SPOTS ARE FILLING UP, SO BE SURE
TO GET WHAT YOU WANT AND SIGN UP NOW



- APRIL 19TH
ANNUAL EASTER EGGSTRAVAGANZA
CARDO WORKSHOP 11 AM - 2 PM
- APRIL 26TH & 27TH
RIDE SAFE MOTORCYCLE TRAINING SUMMIT
PRESENTED BY ABATE OF WISCONSIN
SATURDAY 8 AM - 4 PM
SUNDAY 11 AM - 3 PM
- MAY 17TH
BIKE BLESSING
- MAY 24TH
HONOR CELEBRATION
- JUNE 7TH
CVMA VETERANS RIDE STAGING
- JUNE 14TH
DAWGS&HAWGS / RIDE FOR VETERANS
- JUNE 21ST
WI HERO OUTDOORS VETERANS RIDE

CALL for VOLUNTEERS

- APRIL 26TH
8 AM - 4 PM
- APRIL 27TH
11 AM - 3 PM

2 HOUR SHIFTS EACH DAY
PLEASE EMAIL

LESLIE.SMITH@WISHD.COM

HELP US REPRESENT
THE CHAPTER DURING
THE TRAINING SUMMIT



As always be sure to follow us on Facebook and
Instagram for all updates and additions to our
2025 Calendar!

