

**ROCK RIVER
CHAPTER
NEWSLETTER**

July 2025
Volume 25
Issue No. 7
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H.O.G. Connection



**ROCK RIVER
H.O.G. CHAPTER
#3276**

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FROM THE DIRECTOR

Ken Kessenich

I hope you had a GREAT 4th of July. We started our day participating in the New Berlin Fourth of July parade. The weather that morning did not look that great but luckily did improve. Staging in the shade, talking with other chapter members, adding patriotic dressings to our bikes and seeing the blocks and blocks of people, really brings out the feeling of community.

After the parade, we went home then met some friends on Booth Lake. While we were lounging in our floaties and riding around the lake, many of the same type of bird kept swooping down close to the water.

My friend's brother told me the birds were Purple Martins, the largest of the swallow family in North



America. They live in colonies usually near water (as that is where more bugs are). Martins take care of each other and that is when I smiled to myself and thought about us! We are a chapter riding together, volunteering together,



celebrating together. When we see someone with a problem we try to offer help. We see a rider on the side of the road and we make sure they are ok. We have wonderful community spirit.

When martins fly by catching bugs, they maneuver quickly and change direction often. That makes me think of the riding we like to do on those windy side roads. I'm not as quick as a Purple Martin obviously, as on our last ride I did not see a bug coming, but I'm really glad that I had my shield down!

Purple Martins migrate for the winter. They travel to South America and roost mainly in Brazil. That makes me think of how some of us winter (and ride) down south and then the rest of us put our bikes up in our garage or stow it at WISHD for needed repairs or maybe just some cool embellishments.

The martins all look similar yet each one is unique and that too reminds me of us. We all ride Harleys, many models of them, but even when two of us have the same bike, same year, same paint – we find ways to make ourselves unique.

Our chapter - common goals (ride), shared passion (not bugs), unique individuals bringing the best.

- Ken



CHAPTER NEWS MEDLEY

UPCOMING CHAPTER MEETING

WHEN: Tuesday, July 15, 2025

6:00 PM Social Hour

7:00 PM Meeting

WHERE: Ingleside – Main building

50/50

Look for Janet Sam and Dawn Makowski at the July chapter meeting for your winning 50/50 tickets.

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.

Best of Luck!

Dawn Jean

FROM OUR HISTORIAN – Betsy Boos

2 years

Caitlin McKera

10 years

Joy LaClair

15 years

Thomas Dauphin

ROCK WISCONSIN

Sign ups for the "Crossing the Line" ride" will begin at this meeting. Information about this ride was published in the JUNE newsletter, so if you want to refresh your memory about it, please refer back to that.

Check in at the Rock Wisconsin table at the meeting to inquire if there are any spots left for the "Passport Ride."

ROAD CAPTAIN CORNER

July is here and the heat is on. We have done the following two rides that are always big hits and enjoyed by many.

June 21st - Senior Ride at Regency

This was a Police Officer escorted ride from Regency for approximately 21 miles long. We had 27 Bikes and 26 senior riders. For some of the seniors this was the first time they have ever been on a motorcycle. They were so excited for a ride. It truly is a neat experience to witness men and woman in their late years having so much fun.

July 4th -New Berlin Parade

We started Independence Day with an optional breakfast and riding in the New Berlin parade. We are the first ones in the parade. What a delight seeing the faces of the children as we rumble down the street.

Rev Those Engines for Our July 27th Sunday Brunch Ride!

Mark your calendars, riders! We're heading out on a **Brunch Ride** on **Sunday, July 27th**, for a fantastic day on our bikes.

We'll be kicking things off with a "Meat and Eat" breakfast ~ cost is between **\$10 and \$20. 8:00am Staging at Wisconsin Harley-Davidson (WHD) with kickstands up at 8:30am**. From there, we'll cruise about **47 miles** north to **Beaver Dam, WI** for breakfast, then ride through Horicon for a short "Meat" stop and from there back to Wisconsin Harley-Davidson arriving around **1:00pm ish**. We'll spend the day enjoying great roads, great company, and a delicious meal—it's time to grill and chill! **Don't forget to bring a small cooler** for any goodies you might want to take home. Come join us for great food, great riding, and great memories.

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

See you on the road or at the Chapter Meeting.
Jim "Muddy" Waters – Head Road Captain

Let's Go Out To The Ballgame Again!!



Friday, August 22 @ 6:35 pm

Lake Country Dockhounds take on the Kane County Cougars at Wisconsin Brewing Stadium in Oconomowoc.

Seats on the 3rd base side (to avoid looking into the sunset) **\$12 a seat.**

Sign ups and payment will be taken at the July Chapter Meeting at the Activities Table. If you can't make the meeting, no worries, you can sign up and pay at the dealership up until August 1st. We will again be tailgating prior to the game at Wisconsin Harley. As we did before, no grilling, but bring whatever you want to eat and/or drink before going over to the game.

Parking is \$5.00 at the stadium.

PLAY BALL!!

Theresa & Kris

Co-Activities Ladies

FLAT ROCKER

If anyone is still interested in participating in this year's Flat Rocker, there is still plenty of time as this "event" runs for 6 months! Just go to the chapter website and download the necessary paperwork and information. Have fun seeing how Wisconsin is being painted!

**IMPORTANT
NOTICE**

The August chapter meeting, **August 19, 2025** will be held at Wisconsin Harley Davidson for our annual picnic with both food and beverages provided.

6:00 Social hour

6:30-6:45 (approximately) Food will begin being served.

Short meeting to follow picnic supper.

Merchandise can be ordered at the July and August meetings for pick up at the dealership.

Your Rock River Board is happy to set and serve you, but it would be appreciated if others could bring a dessert to share to help out if you are able to do so,

Look for information from Leslie and be sure to RSVP to get an accurate count for planning the food.

2025 Harley Davidson Homecoming Rally

Have a great time at the rally and be sure to frequent Wisconsin Harley Davidson for fun, food and good music during this weekend's rally. Check out the website and Facebook page for all information! Party on!

Let Me Tell You Something You Already Know ...

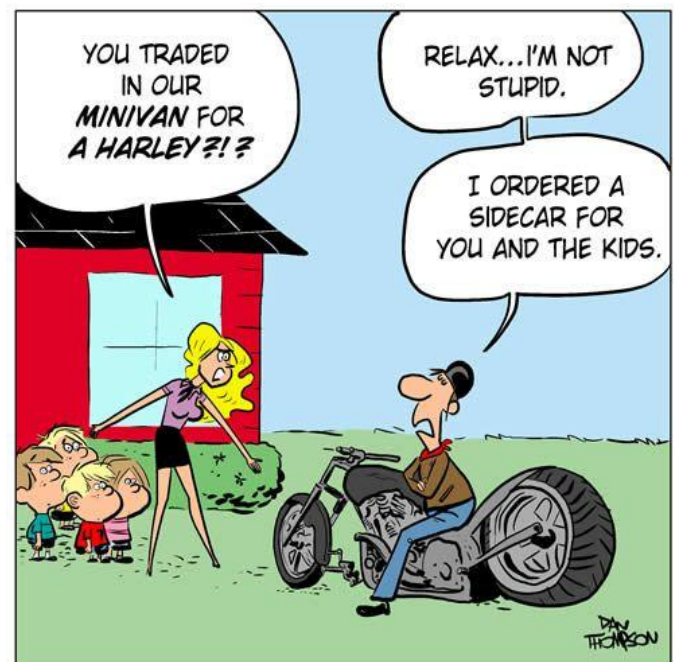
As your Safety Officer for the past 2 years, I have to admit I struggle to find topics to write about in the Chapter newsletter. I know most of you are pretty safety conscious and are pretty well educated on topics like **Protective Gear** which include **helmets, eye protection** and **riding apparel**. I also know many of you keep safety in mind with proper **Motorcycle Maintenance** and perform **pre-ride checks**, monitor your **tire pressures** regularly and have the **manufacturer's recommended scheduled maintenance** done in a timely manner. I also notice how much you all care about your **Visibility** to other drivers on the road by wearing **brightly colored Harley Davidson clothing**, installing **bright headlights and LED's** and always using your **signals (Both Hand and Lighted)** to inform other drivers of your intentions all while maintaining **good lane position** for others to have optimal viewing of your great looking bike. You have also proven to me that you know those **mirrors** are not just for checking out your beautiful passenger, they are for checking the traffic behind you, which you do often.

It has been a little while since I have been able to join on a group ride with the chapter but when I do, I always notice how you all obey the traffic laws to the "T" and practice **Defensive Riding Habits** by looking **for potential hazards, staying alert, maintaining space and riding sober**. I also can't help but notice how **well rested** everyone is when you show up for those group rides, which are led by some of the best Road Captains I've ever seen, who painstakingly plan the routes with our rider's safety in mind. Let's not forget about our sweepers, they are always looking out for our **blind spots** and staying **prepared** for almost any emergency should the unfortunate occasion happen.

I guess this month all I can do is thank all of you for not giving me much to write about. But if you have any questions about a safety topic, please be **Bold** and reach out to me. Please keep up the safe riding!

Ride On Rockers!!

Dan Stammen



H.O.G Connection – July 2025

By Rob Fehl

One of my responsibilities is to keep you informed on all things HOG related and I would like to use this column to do just that! Since we are in prime of riding season, I thought I would just remind of some of things you should be doing.



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.

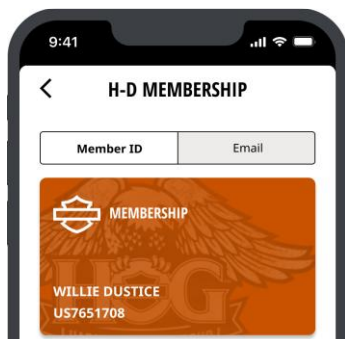
Points	Coupon Description	Money Value
250	\$25 Gift Certificate	25
500	\$50 Gift Certificate	50
750	\$75 Gift Certificate	75
1000	\$100 Gift Certificate	100
1250	\$125 Gift Certificate	125
1500	\$150 Gift Certificate	150

Let's Ride Challenge / Annual Mileage Challenge

The 2025 Let's Ride Challenge™ is a Harley-Davidson initiative, running from March 28 to October 31, that encourages riders to log miles on their motorcycles while supporting military, veteran, and first responder heroes. Every mile ridden contributes to a \$1 million donation from Harley-Davidson to these organizations. Riders can earn rewards, climb mileage tiers, and compete for a chance to win one of five new Harley-Davidson motorcycles.

Harley Davidson Loyalty Points and Rewards

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



H.O.G. National Membership Referral Promotion

The Harley Owners Group is excited to announce a new national referral promotion designed to help chapters and dealers benefit directly from a recruitment drive to increase national H.O.G. membership. Beginning May 1 and running through July 31, each H.O.G. chapter will receive a \$50 credit for every new Harley Owners Group National or Passenger member you recruit.

HOG Helpful Tutorial Videos

To help educate members about H.O.G. benefits, Ride 365 programs, the Harley-Davidson App, and more, the H-D Membership team has created a series of tutorial videos covering a range of topics.

The tutorials are available in a convenient playlist on YouTube, which you can find [here](#). We encourage you to watch them to educate yourself and share them with your chapter members.

15 for '25 Ride Destinations

- Manzanar Nat'l Historic Site, Independence, CA
- Smiling Peanut, Plains, GA
- Potato Capital of the World, Blackfoot, ID
- Hog Capital of the World, Kewanee, IL
- World's Largest Ball of Twine, Cawker City, KS
- Town of Hell, Hell, MI
- Lynyrd Skynyrd Monument, Magnolia, MS
- World's Largest Buffalo Statue, Jamestown, ND
- National Memorial Arch, King of Prussia, PA
- South of the Border, Hamer, SC
- Oark General Store, Oark, AR
- Narrow Bridge at Lake Chocorua, Tamworth, NH
- World's Largest Teapot, Chester, WV
- Bishop Castle, Rye, CO
- Mount Rushmore Nat'l Monument, Keystone, SD



PICTORIAL REVIEW OF RECENT CHAPTER EVENTS



DOCKHOUNDS

Game Fun

June 20, 2025

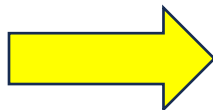


**Chapter representation at the
MIDWEST H.O.G. RALLY**

June 27, 2025



New Berlin 2025 Fourth of July Parade



Stay tuned for pictures from the Senior Ride in the August newsletter

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**

