

**ROCK RIVER
CHAPTER
NEWSLETTER**

May 2025
Volume 25
Issue No. 5
Chapter No. 3276

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THIS
ISSUE**

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Road Captain Corner with list
of upcoming rides



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

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FROM THE DIRECTOR

Ken Kessenich

Volunteer???

According to "the Google" - Volunteering involves spending unpaid time working for an organization or cause, contributing your skills and efforts to benefit others or the community. It's an act of free choice and can be formal or informal.



Really these selfless acts are what keep our chapter vibrant, moving forward, and just plain fun to be in and around. Here are a few examples that you see or hear about. Every month your 13 Board members meet from 6:15 – 7:15 planning ahead to help provide a great year of riding and socialization. Every month 13 Road Captains/Road Guards meet to plan brunch rides, pop-up rides, safety exercises and training opportunities to improve your riding skills and safe riding opportunities. Every month 10 Rock Wisconsin committee members work to plan 4 – 6 longer rides over the riding season. Not to mention the Flat Rocker committee (mostly Lori!) creating riding and learning opportunities, our chapter meeting pull tab, Homecoming, Christmas gift wrappers and so many more.

As a board we would like to recognize the volunteerism that makes our chapter stronger and more enjoyable to be a part of. We are creating a recognition system and will be tracking hours that are directly helping the chapter and those hours that are directly helping the dealership. For every "X" hours you will receive a silver chapter wheel patch. Patches will come in two colors where your first patches will be silver.



When you accumulate 10 Silver wheel patches you can trade them in for a gold wheel patch. We have carefully



gone back to the start of this year recording who has already volunteered for what and for how long so that we will have a full 2025 to review in December. Look for silver wheel patches to be handed out at our June or July Chapter meetings.

Additionally, we want to "challenge" you to serve your chapter and dealership to earn a challenge coin. You don't know the challenge coin tradition? Initially, they served as a way to prove membership and identify friendly personnel, especially in situations where it might be dangerous to reveal one's identity. Starting in many military units, they serve as a symbol of pride, fellowship, and camaraderie. The tradition often involves a "coin check," where one person challenges another to show their coin, and the person who cannot produce one usually has to buy a round of drinks!



Thanks for all you do. - Ken

CHAPTER NEWS MEDLEY

UPCOMING CHAPTER MEETING

WHEN: Tuesday, May 20 2025

6:00 PM Social Hour

7:00 PM Meeting

WHERE: Ingleside – Main building

50/50

Thanks to Gary and Debbie Micheal for their help with 50/50 at the April meeting.

Look for Theresa Leto and Kori Kessenich (this could be trouble) at the May 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 May,

Dawn Jean

FROM OUR HISTORIAN – Betsy Boos May Anniversaries

Chris Pollock 2 years

Charlotte Brunner 5 years

Gerald Brunner 5 years

Todd Evans 5 years

**CHECK OUT
WHAT'S NEW!**

Starting last month, a Rewards Page has been 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.

FLAT ROCKER UPDATES

Just when you think everything is set, the world has other ideas to throw wrenches into the Flat Rocker. Below are changes, additions and other information regarding a few stops. Please note that #37 is the only one with a change of address.

#2 This is no longer an elephant – it is now an ox. Too bad because the elephant may have been my favorite mural as it was so well done. Oh well...

#10 "Breezin'" is gone, but on the building next to Pomp's (use the same address) is a black and white mural under the words "Crown & Common." That will now be the new "Breezin'" but no new directions are needed.

#29 Tick Tock Tapestry was painted over and is now a mural of "Protect and Serve." When you turn in your entries please note if you were or were not able to get your bike in the picture as it is street parking in front of the mural.

#37 This one in Watertown is gone but there is a mural to be had at 200 W. Main Street on the Pine Hill Farm building. It is on the Water Street side of the building and is an Octagon House mural. This is a mere 2 or so blocks from the address on all the files.

#49 This will now be a "freebie" as the building the mural was on was literally torn down less than 10 days before this year's Flat Rocker was launched.

Thank you to those of you who notified me about #49 and a special thanks to Denise and Jim Wasielewski for the great information shared with me about these changes.

- Lori Kessenich

TAKE ME OUT TO THE BALLGAME



Okay Rockers, let's go to a game!

Friday, June 20, 2025 @ 6:35 pm

Lake Country Douckhounds vs Milwaukee Milkmen!! at Wisconsin Brewing Stadium in Oconomowoc
Seats on the 3rd base side, \$12 a seat

Let's have some fun on a Friday night, supporting our WISHD neighbors!!

Sign up at the chapter meeting at the Activities Table or at the dealership by Friday, May 23rd. Thank you

ROAD CAPTAIN CORNER

Let the riding season begin! We did have a Road Captain led Brunch ride on May 4th; the weather was clear and sunny in the 60s, a perfect day. We had 22 people show up. They had a one-hour 10-minute bike ride on a great route led by the Head Road Captain – me! ending up at "The Anchor" in Edgerton, WI. Ordering was off the menu. A great time enjoyed by all. Thank you to those who showed up.

By the time you're reading this we also had on May 17th, Saturday – Bikes, Blessing, & the VFW. Staging: at the New Berlin VFW - 17980 Beloit Rd, New Berlin, WI 53146 1-hour Road Captain Muddy ride to Wisconsin Harley Davidson This is a fund raiser for the VFW. Registration costs: \$20 per bike (All net proceeds from registration are donated to VFW Post #5716.

The Bike Blessing was done at the dealership. Great route and event enjoyed by all.

We have so many more wonderful rides and events planned, mark your calendars for the following:

May 25th – Honor Ride (Dealership Event)

EVENT TIMELINE REGISTRATION 9:30 AM - 10:30 AM

NATIONAL ANTHEM 7 PRESENTATION OF COLORS 10:45 AM

KSU 11 AM

RIDE TO THE WISCONSIN MEMORIAL PARK TO PLACE FLAGS FOR THOSE THAT HAVE GIVEN ALL THEN BACK TO THE DEALERSHIP FOR MUSIC, FOOD 7 MORE!

CAR & BIKE SHOW ARRIVAL & PLACEMENT 11: 30 AM

CAR & BIKE SHOW BEGINS MUSIC FROM 12 PM - 2 PM

CAR SHOW JUDGING 1 PM - 1:30 PM

CAR SHOW WINNERS ANNOUNCED 2 PM MUSIC & EVENT ENDS 3 pm

*ALL NET PROCEEDS FROM RIDE REGISTRATION WILL BE DONATED TO CVMA 45-6

*ALL NET PROCEEDS FROM CAR & BIKE SHOW REGISTRATION WILL BE DONATED TO THE AMERICAN LEGION POST 91

June 8th – Sunday Bruch Ride

Staging at Kwik Trip Oconomowoc, Northwest corner of Summitt and Oconomowoc Pkwy.

Staging: 9:15 am

KSU: 9:45 am

Road Captain Led Ride by Dennis Lynner for 1 hour, 15 minutes ending at Copper Dock in Hubertus. Ordering will be off the menu at your own cost.

See you at the Chapter Meeting or on the road!

- Jim "Muddy" Waters

NEWS FROM ABATE

Greetings RR members. All those April showers are bringing May flowers. May is also Motorcycle Awareness Month. Time to make our presence known to all the drivers in cars, vans and trucks that “WERE BACK”! There have been a number of ABATE members and friends standing at busy intersections with signs. Letting the cars drive by the “Look Twice Save a Life” means what it says! Hopefully everyone will play nicely in the big sandbox and we all will see the sun rise on a new day.

I would like to thank everyone who came out on a breezy overcast morning to support “Knock the Rust Off”. Gary Klinker, our MSF Certified Instructor, set up a great course to sharpen up our riding skills. Our very own State Patrol Officer Anna Schopp showed off her riding skills and answered questions. Scott Allen, 82nd Assembly Representative, stopped in as well to see first hand our efforts in helping keep everyone safe this riding season. Thanks Dan Stammen for making the video of Anna Schopp. It looks great.

Please mark your calendars for April 25th 2026 for the 5th annual “Knock the Rust Off”. We will have some new twists I guarantee it!

Let’s Be Safe Out There!
Waukesha Strong!
BuellBob.



INTERNATIONAL FEMALE RIDE DAY

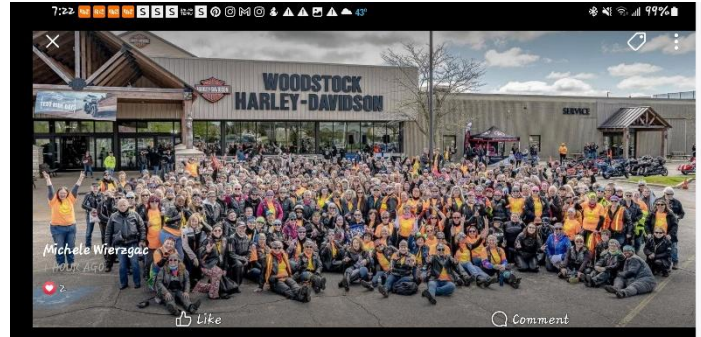
By: Betsy Boos

International Female Ride Day is celebrated the first Saturday of May every year. Riding groups all over the world hold events.

Midwest women riders started a ride weekend 5 years ago. It grew to a wonderful event to inspire women riders. There are speakers and vendors and

lots of shenanigans. The big ride is on Saturday and we had around 300 riders this year, being led by the queen of motorcycling, Gloria Trumantin Struck. She will be 100 in July and hoping to go cross country on a trike.

The event takes place in Crystal Lake and Woodstock Harley Davidson.



ROCK WISCONSIN

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

Please see a later page for an excellent description of the Passport Ride!

DOES THIS MOTORCYCLE MAKE ME LOOK FAT?

How do you know if the motorcycle fits you properly? We all see the bikes with the 18 in. ape hanger bars and the forward controls that leave the riders legs straight out in front of them while sitting on the sliver of a seat covered in crocodile skin. While that might look cool rolling into bike night, is it really the best stance for optimal comfort and controllability of the motorcycle? Umm, No. But it is cool.

The three points of contact between the rider and the bike are your butt, hands and feet, otherwise known as the "riders triangle" A good fitting motorcycle usually allows the rider to sit comfortably on the seat while reaching the hand & foot controls with ease. Let's talk seat height, you should be able to touch the ground with both feet flat while seated to provide stability and control. This can be adjusted with both seat and suspension. You should also be able to reach the handle bars easily without stretching or leaning forward. Foot pegs or floorboards should also be easily reached and not require your legs to be stretching way out in front or super scrunched under you.

A well-fitting bike will result in a good riding posture with a slight bend in the knees and elbows and flat wrist on the bars.

With a comfortable seat and efficient contact points between the rider and the bike, you will minimize strain on long rides and put yourself in the best position to control the bike in nearly all situations.

One of the best parts about owning a Harley Davidson is if something with the "Rider Triangle" is a little off, whether it is the bars, the seat or even

the floorboards, you can adjust something or there is always something on the market to tailor the fit of your bike.

Ride Safe (and comfortable)

Dan Stammen - Safety Officer.

With May being the month of bike blessings, this poem seems appropriate as the riding season begins...

**Biker angel be my guide
As i climb upon my scoot to ride
Let your halo light the way
And keep me safe from harm today
Let your wings provide me wind and air
And send it coursing through my hair
Find me a peaceful sunny place
And let it shine upon my face
Keep the clouds and rain at bay
And keep me dry throughout the day
Watch over my brothers who ride with me
Keep them safe and close to thee
Keep my wheels upon the ground
So i'll return here safe and sound
But should disaster be my fate
Guide me through to Heaven's gate
If i must join my fallen brethren
Please show me the way to Biker Heaven**

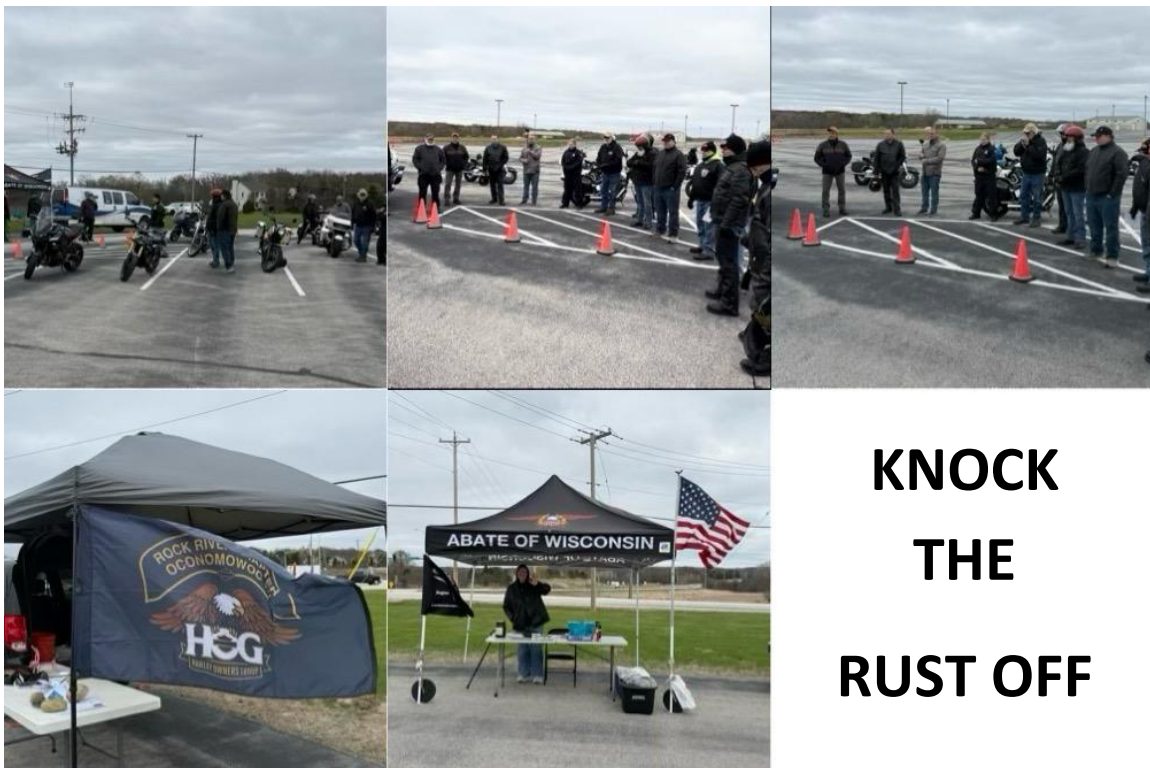
- 2000 Paula M. Wiles
(aka Stella)



**NEVER RIDE FASTER THAN
YOUR GUARDIAN ANGEL CAN FLY**



BRUNCH RIDE – ANCHOR INN



**KNOCK
THE
RUST OFF**

Rock Wisconsin - Wisconsin Passport Tour

wiharleydealers.com/passport-tour

August 15th – 17th, 2025 (Friday – Sunday)

3 days and 2 nights (at the same hotel)

After signing up, you will be e-mailed information regarding the hotel reservations. \$20 deposit ride participation fee collected at sign up.

Have “your papers” ready, we are traveling up the east coast of Wisconsin, up and around the Door County peninsula and we are going fill your WI Passports and Flat Rocker needs.



Friday August 15th highlights:

Staging will begin at 8:00 am at Wisconsin Harley-Davidson.

Briefing at 8:20 am. KSU at 8:30 am.

- Wisconsin Harley-Davidson (HD – Passport)
- Open Road Harley-Davidson (HD – Passport)
- Historical Stockbridge, Schumacher's Shanty Pizza (flat rocker #30)
- Be Anything, Kwik Trip (flat rocker #28)
- Harbor Town Harley-Davidson (HD – Passport)
- Iron Buffalo Saloon (lunch stop)
- Appleton Harley-Davidson (HD – Passport)
- Vandervest Harley-Davidson (HD – Passport)

Things to Bring:
WI Dealers Assoc. Passport
Flat Rocker Cover Page
HOG Membership Guide/Cover

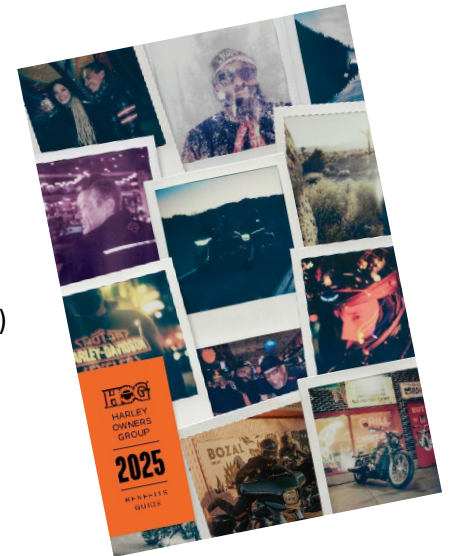


Saturday August 16th highlights:

Staging will begin at 9:00 am in the hotel parking lot

Briefing at 9:20 am. KSU at 9:30 am.

- Ahnapee & Western Railroad tribute (flat rocker #7)
- Al Johnson's Swedish Restaurant (HOG 50 Rides, One Nation Challenge Coin)
- Pilot Island Site (Sightseeing???)
- Wilson's Restaurant & Ice Cream Parlor (lunch stop)
- Sailor's Remembrance at Anderson Dock (flat rocker #4)
- Wisconsin Motorcycle Memorial
- Sturgeon Bay Ship Canal Pierhead Lighthouse (flat rocker #5)
- Paint by Number Community Mural (flat rocker #6)



Sunday August 17th highlights:

You have a choice to ride home on your own or you may follow us home hitting some more stops.

Staging will begin at 9:00 am in the hotel parking lot.

Briefing at 9:20 am. KSU at 9:30 am.

- Doc's Harley-Davidson (HD Passport) (lunch stop?)
- Kwik Trip, Grand Chute (lunch stop?)
- BP, Oshkosh (gas stop)
- Kwik Trip, Slinger (gas stop)
- Everyone is on their own from here.



H.O.G Connection – May 2025

By Rob Fehl



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.

To receive the credit, each new member your chapter recruits must enroll as a H.O.G. member using a unique referral code (**3276**) that identifies your chapter as the sponsor. Leslie will have our referral cards to share with everyone.

This referral program represents a terrific opportunity for chapters and dealers to bring more Harley-Davidson riders into the Harley Owners Group family.

How to Enroll New Members in H.O.G.

New H.O.G. National and Passenger members can enroll at: h-d.com/hog
Click 'Join Now,' then 'Create New Account' or by calling **800-CLUB-HOG**
(800-258-2464; M-F 8:30 am to 5 pm CT)

When joining, these new members should select:

Chapter as the Referral Source in the "Did Someone Refer You" Section, then type your chapter number (**3276**) in the Chapter Referral Code/Chapter Name field to ensure your chapter receives credit for their enrollment.

For reference, our chapter number is **3276**.

Tips for Recruiting New Members

- **Use your network** - Friends and family are obvious places to start, bring a buddy along to your next ride.
- **Go where the riders are** - Don't expect new riders to always come to you. Bike shows, bike nights, and other motorcycle events are good places to show up and represent H.O.G.

- **Be approachable** - Joining a new group can be intimidating, especially if you feel like an outsider. Roll out the red carpet for interested newcomers and ask them to join you for a ride rather than come to a meeting as their first introduction to your chapter.
- **Ride, a lot** - H.O.G. is all about riding. The more you do, the more reasons you give people to join.
- **Have fun** - Fun is contagious. The more you have, the more others will want to join in on the action!

Talking points for prospective H.O.G members:

What is the Harley Owners Group (H.O.G.)?

- The Harley Owners Group (H.O.G.) was formed in 1983 and now has well over 1 million members.
- There is only one requirement to become a Full H.O.G. member: You must own a Harley-Davidson motorcycle.
- Passengers get rewards, too. Do not leave your plus-one behind! Whether you ride two-up or have two bikes in your household, this is the perfect companion to your H.O.G. membership.

H.O.G. Loyalty Points and Rewards

- **Purchases** - Earn 4 points per dollar spent at participating dealers and online.
- **Riding rewards** - Get points and rewards simply for riding!

H.O.G. Member Benefits and Exclusives

- The Enthusiast magazine
- Unlimited H-D museum admission
- Free expedited shipping - Enjoy free, two-day shipping on all h-d.com orders over \$50.
- H-D riding academy: training incentives
- Unlimited roadside assistance
- Motorcycle shipping

H.O.G. Ride 365 - rewards for riding

- Mileage challenges
 - Annual mileage
 - Lifetime mileage
 - Annual chapter mileage
- Destination challenges
 - Dealership photo challenge
 - 15 rides for '25
 - 50 rides, one nation

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.

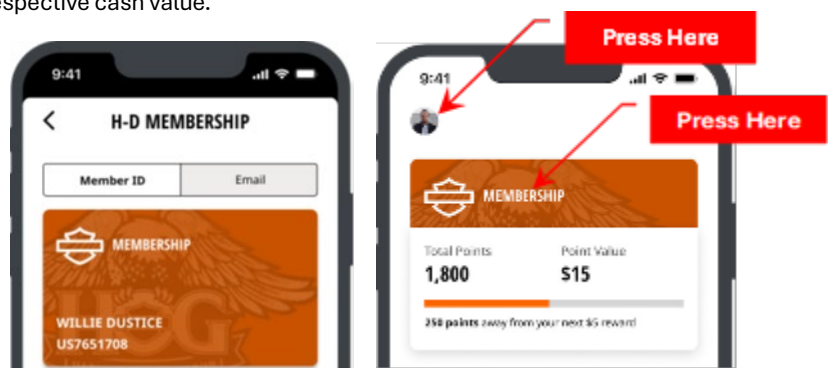
Harley Davidson Loyalty Points and Rewards

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**





**SUMMER RIDING IS
HERE AND WE'VE GOT
YOU COVERED!**

**VOLUNTEER
REWARDS!**

**MAY 24TH
HONOR CELEBRATION
RIDE, CAR & BIKE SHOW
JUNE 7TH
CVMA VETERANS RIDE STAGING
JUNE 14TH
DAWGS&HAWGS / RIDE FOR VETERANS
JUNE 21ST
WI HERO OUTDOORS VETERANS RIDE**



**AS KEN STATED WE'RE STARTING A
PATCH REWARD SYSTEM!
STAY TUNED FOR MORE INFO ABOUT
THIS AND HOW VOLUNTEERING FOR THE
CHAPTER AND DEALERSHIP WILL EARN
YOU SOME COOL PATCHES!**



**LOOKING FOR HELP ON 5/24 FOR WHEN
THE RIDE ARRIVES BACK TO THE
DEALERSHIP TO HELP WITH PARKING
IF INTERESTED PLEASE EMAIL ME AT
LESLIE.SMITH@WISHD.COM**



**ALL LEATHER JACKETS ARE
20% OFF UNTIL MAY 18TH**

**DON'T FORGET WE'VE GOT OUR SPEND MORE GET MORE
FOR FREE EVENT GOING ON! GET YOURSELF SOME
PRETTY COOL 120TH PRODUCT JUST FOR SHOPPING!**

CALL for VOLUNTEERS

**VOLUNTEER SPOTS ARE FILLING UP, SO BE SURE TO GET WHAT YOU WANT
AND SIGN UP NOW FOR THE HOMECOMING FESTIVAL!**



**AS ALWAYS BE SURE TO FOLLOW US ON FACEBOOK AND INSTAGRAM FOR ALL
UPDATES AND ADDITIONS TO OUR 2025 CALENDAR!**

