

**WISCONSIN  
HARLEY-DAVIDSON**

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

# Rock Leaders

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## From the Director's Chair

### Dawn "Firecracker" Makowski

Hope everyone had a very Merry Christmas and Happy New Year. I am glad to see 2020 behind me and ready to start fresh. As much as I have a fiercely forward attitude, it appears that the challenges of 2020 will be around a little longer. As everyone knows the Rock River HOG chapter has doubled in size and with COVID-19 concerns still lingering we'll have to deal with a few challenges. In an effort to deal with getting information to members timely, I've decided to bring back the monthly newsletter. The monthly newsletter will include information from our sponsoring dealer, Wisconsin Harley-Davidson and our current year calendar. While Facebook is great for those who are members, it doesn't serve very well for the masses. Our hopes is that the newsletter will help keep members updated on upcoming ride information, registration deadlines, events happening at the dealership and keep all Rock River HOG members in the know on everything "Rock River."

We do still have a few open positions Ladies of Harley, Photography and Hospitality. LOH (Ladies of Harley) will continue to have events throughout the year. We'll see what kind of interest there is and re-evaluate later. We're looking for someone to head up the photography for Rock River. Someone that can lead a group of volunteers to take photos at our events, organize submitted photos (into the cloud), and provide for website, newsletters, etc. This position is open to what's in the best interest of Rock River and preserving the history. We're also seeking a Volunteer Coordinator. This is still evolving but essentially we're looking for a person to help Leslie and the chapter with managing volunteer requests, tracking, etc. Please reach out to Leslie Smith, myself or Ken Kessenich for more information on any of these awesome opportunities!

I want to thank Monte and Jodi for their years of service to the Rock River HOG Chapter. Leading a group, no matter the size, is no easy task. Most often it's rewarding and fun, but there are times you just want to, well, put the hurt on someone...LOL. From both the dealership and the membership, we thank you. Thank you to past officers and committee members that have supported Monte and Jodi (and the membership). Your contributions are the back bone to a successful chapter. The incoming volunteers have big shoes to fill and we'll proudly march forward and represent you well. All we ask is that everyone have a little patience, as I am sure we're going to have a few bumps along the way.

Be happy and healthy!

## Historian

### Carl “Soaring Eagle” Samppala

Hello Fellow Rockers! Allow me to introduce myself. My name is Carl Samppala and I have the privilege of being the next Chapter Historian. I'm looking forward to the coming year and hope to hear from many of you with your stories and photos and possibly sharing them with the rest of the Chapter!



Perhaps a little about myself is in order. My better half (some say my better three-quarters!), Kitty and I ride a 2016 Limited, nicknamed 'Bella' (*'beautiful'* in Italian). Since we started riding together, we've been to Sturgis, Tail of the Dragon, the Ozarks and ridden the Blueridge Parkway.

In December of 2019, I became the Senior Recreation Engineer with Retirement Unlimited (a fancy way of saying I retired). I was looking forward to getting a lot of riding in last summer, but we all know how that went. As a member of the Rock Wisconsin Committee, I can say we are doing our best to make up for it this year.

Looking back, if someone were to ask about a favorite ride, I'd have a hard time picking one out. I'm not quite ready for the Johnny Cash song (*"I've Been Everywhere, Man"*) because every time we scratch one off the bucket list, three more take its place.

One ride that comes to mind was a ride we took around the north shore of Lake Superior. We did NOT experience Canada Dry! And there was a little matter of 35 miles of road construction in the rain... That was the ride I adopted the nickname 'Soaring Eagle'. It was either that or 'Rainman'. Perhaps I can share that story in future newsletters.

## Holiday Party

A huge shout out to Betsy, Monte, Jodi and everyone else that helped make the night a huge success. The food was awesome, music bingo was hilarious and some of us burned every calorie consumed dancing.



Before we know it we' ll be looking for the next holiday party. Interested in curating a night to remember? We' ll be looking to form a committee soon. Please reach out to Tim Droester or any Rock River officer.

## Rock River Ladies of Harley

Who are the Ladies of Harley, aka, LOH? Ladies of Harley consist of any woman who is a HOG member. This is automatic when you sign up to be a national HOG member and you don't need to own or ride a motorcycle.

The role women play in the sport has evolved over time, from only a few who rode to many women who ride. Almost one in five motorcyclists are women ([www.motorcyclecruiser.com](http://www.motorcyclecruiser.com)), almost doubling from a decade ago.

Currently this position is open and we' ll test the waters, so to speak, to see if there is interest as we carry on through the year. We do have activities planned for the first quarter and hope to see you.

Join us on Tuesday, February 2<sup>nd</sup>. We' ll use this time to get to know each other, play a few games and begin planning for 2021. We' ll meet at SteelTank Brewing, 1225 Robruck Drive, in Oconomowoc at 6pm.

### Upcoming:

- Pie Day
- Ice Cream Social
- Kumbaya
- Ladies Ride Weekend

## Rock Membership

Reminder that membership renewals are due by 1/31/2021.

Two forms are required, (1) HOG Chapter Membership Enrollment Form

<https://www.rockriverhog.com/Docs/HARLEY%20-%20Enrollment%20and%20Release%20Form.pdf>

And (2) Chapter Membership form

<https://www.rockriverhog.com/Docs/ROCK%20RIVER%20MEMBERSHIP%20FORM.pdf>

Forms available at Tuesday's chapter meeting, or you can print and complete in advance.

## Products

So most of you may know me as Mr. Leslie but my real name is Brandon Smith. Recently my two kids have gone off to college and now I am figuring out who I am when I'm not dad every day. Two years ago, I decided to take up riding. I started by taking the Riding Academy class at Wisconsin Harley-Davidson. After I passed I decided to purchase a Street 500 to learn the ropes but quickly realized I needed something a little bigger. I traded in my Street 500 for a Sport Glide and have been happy ever since. I am looking forward to being more



## HOG Manager/Dealership Liaison

### Leslie Smith

Hoping everyone had a good close to the crazy 2020 year we have had. For those of you that don't know me, my name is Leslie Smith. I am the Chapter Manager/Liaison for the Rock River HOG Chapter. This will be my third year in my position along with my third year of riding my Softail Slim. I have worked for the dealership for 4 years now doing accounting, payroll and whatever else they throw my way. I am looking forward to this year hoping that I will get to ride a lot more with all of you! We have some exciting rides not only with the chapter but some new ones from the dealership in the works. Let's make 2021 ROCK!!

## 50/50 Raffle Tickets

We're looking for three Rockers to sell 50/50 tickets. If you're an extrovert and you've really missed mingling with people, here's the perfect opportunity for a little socializing. If you're an introvert, pair up with another person and help support your favorite HOG chapter.

Seeking ticket extraordinaire sellers for January's meeting. Roll call is on for February and March. Please reach out to Dawn Makowski, [director@rockriverhog.com](mailto:director@rockriverhog.com), Ken Kessenich, [asst\\_director@rockriverhog.com](mailto:asst_director@rockriverhog.com), or Leslie Smith, [leslie.smith@wishd.com](mailto:leslie.smith@wishd.com).



# Rock Wisconsin

Welcome to 2021. The committee has been working hard with initial planning, making reservations at hotels, and digging into all kinds of maps to find us awesome roads to build a great ride and a fantastic experience. Below is current list and brief description of the rides for you to plan your summer around.

We will begin taking sign-ups for the rides 2 chapter meetings prior to each ride, until the available slots are filled.

- Lake Michigan Semi-Circle Tour
  - June 4-6
  - Head north toward Green Bay on the Escanaba, past Mackinaw City, down to Traverse City and finally a speedy (FREE-Bikes) ferry ride back to Milwaukee
- Great Mississippi River Run
  - July 15-18
  - Head southwest through scenic Wisconsin to the Mighty Mississippi, exploring Iowa, Minnesota and more of Wisconsin following the Mississippi River almost to Minneapolis
- Wonderful Waterfalls of Wisconsin
  - August 5-8
  - Ride northwest to the waterfall district of Wisconsin. Explore Amnicon, Copper, Bond, Brownstone and Manitou to name a few. A state park pass will be required for entry
- Tugfest II
  - August 13-15
  - Pull the rope! Need I say more – everybody missed it last year so the tension is mounting
- Door County Wonder
  - September 10-12
  - Beautiful scenery, wineries, the Motorcycle Memorial, a day riding on Washington Island, a local fish boil and more
- Civil War III
  - September 25
  - They say the 3<sup>rd</sup> time may be the charm!! A fun enactment with period actors. Come see who wins!!
- Trikes, Bikes, and Fall Colors II
  - October – TBD

A map of dates and destinations can be found on the next page.





Wonder Waterfall of Wisconsin  
August - 5-8

# Rock Wisconsin

# 2021

Door County  
September 10-12



Civil War III  
September 25



Explore your favorite parts of Wisconsin and surrounding states with fellow chapter members this summer

Trikes & Bikes II  
October



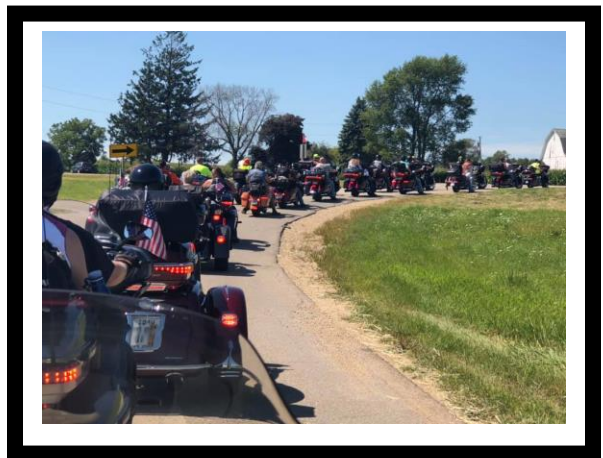
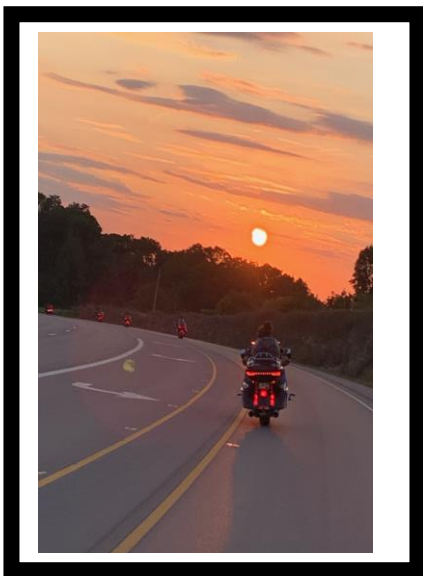
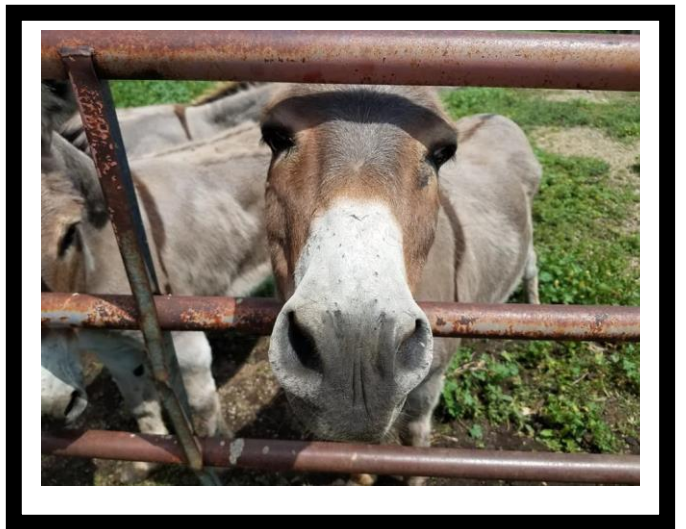
Lake Michigan  
Semi-Circle Tour  
June 4-6

Great Mississippi River Run  
July 15-18



Tugfest II  
August 13-15

# Rockers Corner



**From Our Owner at  
Wisconsin Harley-Davidson:**



Greetings Rock River HOG and Happy New Year,

Whew! The year that shall not be mentioned is finally behind us. If, like me, you begin 2021 healthy and with your family, loved ones and friends around you, it seems a good time to take a moment and appreciate that. For those that may have suffered a loss of any type, let us all hope that better days lie ahead. I believe they are and actually find myself cautiously optimistic for this year.

As I'm sure you're aware, Harley-Davidson continues to adapt to a changing marketplace. The new 2021 models have begun to filter in already, with the full lineup announced January 19, 2021 through their first ever Virtual Launch. This marks a shift from August as the traditional model year launch. The Motor Company will also release the Pan America in the Adventure Touring category in late February. Please keep up to date with our Facebook page as new bikes continue to arrive and for events at the Dealership showcasing new models. Or, call Craig in Sales if you'd like to

As a dealer owner and for our customers, those marketplace changes are most evident by dealership closings or dealers no longer carrying Harley-Davidson. I can say that despite the challenges of last year, Wisconsin Harley-Davidson finished the year strong and looks forward to continued success in the new year. As Waukesha County's only dealership, we remain committed to servicing the community's Harley riders.

Thanks for reading this. I look forward to seeing people at the dealership and on two wheels (or three) soon as life hopefully starts to resemble normal again. Stay and Ride Safe.

Robert Moakley

## Wisconsin Harley-Davidson Page



**Sip 'N Shop**  
Saturday, February 6, 2021  
11am-3pm

Wine & Cheese Pairing  
Courtesy of  
SPIRITS OF NORWAY  
\$20 per person

20% Off All Mens and Ladies  
Licensed Apparel  
No coupon necessary  
In store only.

WISCONSIN HARLEY-DAVIDSON  
Buy Tickets Online  
WWW.WISHD.COM

### Sip N' Shop. February 6 from 11am-3pm.

Spend Valentine's Day with your sweetheart or make it a girl's day out. Local vendors will also be at the dealership to make your Valentine's Day better than any other.

Wine and cheese pairing, courtesy of Spirits of Norway. \$20 per person. If you like what you taste, bottles will be available to purchase on-site. Purchase tickets online - <https://bit.ly/3pYlhdV>

Take your Harley loving sweetheart shopping, trust us, this is what they really want!

### Bikes & Brews. March 13 from 5-9pm.

Bikes & Brews is one of the coolest beer tasting events in the state. Your ticket includes a commemorative sampling glass, all the unique beers, hard ciders and seltzers you care to sample, a food voucher to keep up your sampling strength and live entertainment from Sam Guyton.

#### Ticket Prices:

\$65 GA Ticket purchased before Feb. 1, 2021

\$75 Day GA Ticket purchased after Feb. 1, 2021

Purchase tickets online - <https://bit.ly/3otb3St>



**Bikes & Brews**  
Beer . Seltzer . Cider  
**TASTING EVENT**  
All you can drink while supplies last

Live Performance  
SATURDAY  
March 13, 2021  
5:00 PM  
TO  
9:00 PM

Tickets  
\$65 Pre-Sale  
\$75 after Feb 1, 2021

Indoor Event  
Wisconsin Harley-Davidson . Oconomowoc  
**BUY TICKETS ONLINE**  
www.WISHD.com

Participants must be 21+ Please drink responsibly

### Dealership Employee Spotlight.

#### *Rachel Burden, Marketing & Events Manager.*

Rachel has been with the dealership since October 2019. With one full year under her belt, she's ready to rock 2021 with new ideas and events.

In her first year, Rachel took the Riding Academy course, created new and innovative marketing and advertising campaigns, built community relationships and continued to make Wisconsin Harley-Davidson a destination dealership.

Even though the Rally was only three days in 2020, it brought the largest turnout the dealership has ever seen, thanks to Rachel and her team.

In her downtime, Rachel loves spending time with her husband and three dogs: Cooper, Mac and Frank. When she's not working, you can find Rachel out and about dancing at any live music venue or watching sports. GO PACK!

Contact Rachel at [Rachel.Burden@wishd.com](mailto:Rachel.Burden@wishd.com)



