

The 'HOG CALL'



*Daytona Beach
Harley Owners Group
Newsletter
H O G Chapter #0652*



Volume 1

Edition 10

October 2018

From the Director

Hope everyone made it safely thru Biketoberfest. I visited Destination twice. Talked briefly to Paul and Howard they were busy! busy! Busy! Talked to Susan also, and she was busy also. Lots of people and lots of bikes going out the door. Glad to see the Dealership doing well. Not sure what their goal was but sure hope they made it. Couldn't have asked for better weather. Hopefully a good time was had by all.

Weather report says a cool down is on the way. Not sure about anyone else but I am tired of 90 degree temps in October. Just doesn't seem like fall or Biketoberfest weather.

On a personal note Tamie and I celebrated our 15th Anniversary as Florida transplants on Oct. 08. Sure doesn't seem like that long but it has. Lots and lots of memories most good but of course some bad as well. Looking back I'm just glad we made it. Wisconsin weather was done, and both of us are glad we made the move.

Enough of that stuff. **'FIRST'** October meeting is nomination time. This year not only can you self-nominate, but you can nominate another member also. November is voting if needed. So if you choose to nominate yourself OR if you choose someone else remember it is done this month.

'SECOND' .. **"Let's Go Park-n Ride"** is gathering speed. Remember all photos must be submitted to Paul Gunness, the HOG Chapter's Assistant Director, before November 5th @ 4:00pm. Hope all who are working on OR are finished had a great time riding to those five [5] locations.

The Daytona Beach H.O.G. Chapter Annual Celebration for January 19th, 2019 is still looking good. We "the Board" have been working on our part and I know the committee has been working on theirs. Remember, you must have your reservations in by the November Meeting. **Cost is \$25.00 US for members and \$35US for non-members.** Hope to see everyone there.

As Usual

"Ride Safe" and "Dress for the Slide and Not the Ride"

Greg Sieger – Chapter Director

From the Assistant Director

THANK YOU,

To each and every member of this great HOG Chapter for what you do in making it the GREATEST CHAPTER!!

Take care and ride safe!

Paul Gunness - Assistant Director

From the Chapter's Head Road Captain

HEAD ROAD CAPTAIN REPORT FOR OCTOBER 2018

JUST A THOUGHT THAT I'D PASS ON A FEW STATS FOR EVERYONE. IF YOU DON'T KNOW OUR RIDING YEAR ENDS ALWAYS ON NOVEMBER 15th EVERY YEAR, THIS GIVE'S THE EXECUTIVE BOARD & COMMITTEES TIME TO FIGURE OUT THE INDIVIDUAL POINTS AND REWARDS FOR THE CURRENT YEAR.

AS FOR THIS YEAR'S POINT VALUE, AND WHAT THEY MAY BE, IS UNKNOWN TO THE WRITER AT THIS TIME. NOVEMBER 15th IS ALSO THE CUTOFF TO EARN GIFT CARDS, NOVEMBER 16th WE START THE NEW YEAR.

IT'S BEEN FUN AND MY PLEASURE TO HELP YOU ALL OUT THERE, SO HAVE FUN AND RIDE.

AND A BIG THANKS AS ALWAYS TO ALL ROAD CAPTAINS, FOR WITHOUT YOU WE JUST LOOK AT EACH OTHER.

**JERRY GOMES
HEAD ROAD CAPTAIN
DAYTONA BEACH HOGS**

"LET'S GO PARK'N" EVENT

Paul, our Assistant Director noted that this [Part II] riders challenge to the five (5) noted State Parks is well underway and seems like there's some riders making a real effort in completing all five stops. They are making sure to get a picture of the rider, St. park sign and their motorcycle all in the same frame and submit it in a timely fashion [BY the deadline – November 05, 2018 @ 4:00 pm] More on this item at the meeting when Paul makes his report.

Rider attendance and points tally for Gift Card and overall listing

TOP 26 RIDER'S BASED ON RIDES/EVENTS			RIDE/EVENTS AS OF 10-16		
Jerry	Gomes	91	Norman	Bogard	19
James	Payne	64	Greg	Sieger	18
Wm Mitchell	Powell	59	Kenny	Wright	18
Ronda	Payne	54	Kevin	Hutchinson	17
Linda	Powell	47	Linda	Gilbert	16
Richard	Sawicki	45	Blanche	Loving	16
Jan	Bogard	38	Scott	DeRose	15
Rory	Burdine	37	Susan	Doolittle	15
Dalia	Fulop	36	Lina	Hill	15
Robert	Mrosky	35	David	Norkus	15
Rod	Lebron	34	Constance	Sawicki	15
Bruce	Comelius	32	Lynn	Bednar	14
Anthony	Foltz	31	James	Loving	14
Michelle	Foltz	30	Jim	Raco	14
Al	Zibas	28	Brian	Drella	12
Karen	Colby	26	Dave	Kincaid	12
Marjorie	DeRose	26	Daniel	Vassallo	12
Anna	Fernandez	25	Rodolfo	Castillo	11
Diane	DeVito	24	Paul	Doolittle	11
John	DeVito	24	Jackie	Port	11
Howard	Robinson	22	Gerry	Smith	11
Michael	Trippi	22	Randy	Port	10
Paul	Gunness	21	Sue	Raco	10
Carl	Costa	20	John	Reid	10
Gail	Smith	20	Roy	Salthouse	10
James	Weller	20	Derek	Toms	10
			<p>You need 20 Rides for \$25.00 gift card If your name is not on the list you have already received the card OR you are at 9 rides or less</p>		

For all the current information about YOUR HOG Chapter . . . go to :

www.daytonahog.com OR www.brhd.com

MESSAGE FROM THE DEALERSHIP....

THE MILES YOU RIDE SHOW YOUR
DEDICATION TO FREEDOM AND THE OPEN ROAD.

RIDE 365

Whether it's an afternoon get away or a transcontinental journey of a lifetime, every ride you take brings us closer together. Keep track of your lifetime mileage, because the miles count. If you aren't enrolled in the Lifetime mileage program, see your dealer to enroll.

What is Ride 365? Ride 365 is The Official Mileage Recognition Program for The Official Riding Club of Harley-Davidson. Ride 365 includes the existing Lifetime Recognition and two new programs—Annual Recognition and an annual Chapter Challenge.

Why are we doing it? To encourage you to focus on the reason you own H-D motorcycles—to ride them!

What's in it for me as a H.O.G. member? • Celebrate good times—log your miles and be recognized • Track your riding experience—rack up miles and celebrate the milestones • Contribute to your Chapter's Challenge mileage goal—have fun as you strengthen your Chapter

Who is eligible to participate in Ride 365? **Any H.O.G. member can and should participate!**

If I trade in a motorcycle, can I keep the miles? Yes. The miles ridden by you, belong to you.

What if I have more than one bike? Can I register all of them in Ride 365? **Yes.**

Can H.O.G. members start the program at any time during the year? Yes. You may check-in your mileage at any time during the year. The annual program recognizes miles ridden from **January 1 through December 31**, so it's smart to check-in mileage at the beginning of the year.

How will the Chapter Challenge be tracked, and what do we win? There are two ways to win, giving all chapter sizes an opportunity to win: - Total chapter mileage - Average total miles per member • All miles ridden by a chapter member including the miles ridden outside of official chapter events count towards the Chapter Challenge. • Each of the 6 Dealer Markets will have a total mileage winner and average miles per chapter member winner. Each of these (max. 12) chapters will receive a pizza party with a H.O.G. Regional Manager and a plaque detailing the accomplishment.

PLEASE STOP BY THE DEALERSHIP AND HAVE YOUR MILEAGE
READ.....

RIDE 365

CHAPTER CHALLENGE

DAYTONA BEACH CHAPTER HARLEY-OWNERS GROUP #0652

Ranked 103rd out of 496 H-D Dealership Chapters Nationwide

Ranked 23rd out of 92 H-D Dealership Chapters Regional Market 22 Southeast

PLEASE CONTACT JEAN ABELING AT THE H-D DEALERSHIP FOR ADDITIONAL INFORMATION

Information about your HOG Chapter

Since the last meeting, the Chapter Rides both weekdays and weekends were held, some 'rain OR shine' to various location throughout Volusia and other counties. The weather is starting to change and getting milder for outdoor riding & activities so come on out and Ride with your fellow HOG members

AS A REMINDER

Please check the Daytona Beach HOG Website for information, **Updates and Ride Calendar postings**, go to : www.daytonahog.com OR www.brhd.com

*** *Important Reminder* ***

THAT HIDDEN Number:

WELL . . . sometimes you win, sometimes you lose . . . SORRY to say last month's number was NOT claimed by its owner, so this month is no exception, and this month is no different, as **THERE IS A HIDDEN NUMBER** somewhere in the newsletter, so look carefully and you will find it . . . and when you do find it . . . make sure to check it, IT could be yours. ALL winners must come forward, in person, **prior to the end** of the H.O.G. Chapter monthly meeting to claim your reward.

AND ... for those who asked, YES, you must be present to win!

Just a thought . . .

**Last month's (September) hidden number belonged to a member sitting in the audience at the HOG Chapter monthly meeting
It is up to each member to check to see IF that hidden number is theirs**



The HOG Dog Stand Leaders

Marjie & Scott want you all to know that HOG Dog Stand is doing well, and that is because of those volunteers that show-up each 2nd Sunday of the month to assist with the set-up, cooking, serving, clean-up and break-down of the Stand. Without 'YOU' as a helper, this would not be a task & mission that could be possible to maintain. So, they ask each month for volunteers so they may plan ahead in knowing a great crew will be there to work the HOG Dog Stand, raising those much needed funds for the kids at **CAMP BOGGY CREEK**

RIDING INTO HISTORY - "THE FAIRCHILD OAK"

By Mitch Powell

First of all, let me say that this is not a safety article. Sometimes you just want to share something that you hope others will enjoy. We ride for many reasons, the thrill of simply riding a Harley, feeling the wind in our face, discovering new rides and places and so on. I often wonder about the history I'm passing through. I expect most of us have seen the Fairchild Oak located on Old Dixie Highway in Bulow Creek State Park opposite from Halifax Plantation. We pass it every time we ride on the west side of the Ormond Loop. It's one of the largest and oldest Live Oaks in Florida and is listed as an historic attraction. It stands almost 70 feet in height and more than twice as wide. It has a girth of approximately 24 feet. In short, it's a big tree, but what makes it historic? Why would they build a park around it? To answer that, let's visit the past.

James Ormond the First was a Scottish sea captain who was awarded a Spanish land grant near today's "Ormond Loop" and established a plantation he named Damietta. He was killed by a runaway slave in 1817 and his family including his son, John Ormond II, returned to Scotland. John Ormond II returned to Damietta in 1820 and he died of unknown causes in 1829. Local legend says his body was found under the great tree. He was buried at James Ormond Tomb Park located across the road adjacent to Halifax plantation.

In 1835 the Second Seminole War began. The battle concerned the Indians fighting for hunting, fishing and passage rights over what they considered their land. Despite many plantations being burned to the ground, including neighboring Bulow Plantation, the tree survived.

Norman Harwood was from a wealthy family in Minneapolis and owned a dry goods business. After losing 1.7 million dollars during an economic downswing, he left his creditors behind and came to Florida. In 1880 he purchased 4000 acres and built a two story house in a clearing near today's "Fairchild Oak". He was a huge man of great height and girth who had to stoop to enter most passage ways. The rumors of unpaid debts, cattle rustling and the like made him unpopular with his neighbors. He died in 1885 under suspicious circumstances in his house near the tree. Some felt his death was suicide as a result of his indebtedness while others hinted his past creditors may have caught up with him. His demise was featured in The New York Times. It seems he had 200 thousand dollars in life insurance equivalent to approximately 4 million dollars today. Due to the two suspicious deaths of Ormond II and Harwood taking place near the tree some people believed the area to be haunted and some even reported seeing the large apparition of a sad man walking in the area of the tree. The Harwood house persisted another 100 years and the tree there was referred to as the "Harwood Oak" or the "Haunted Oak".

In 1951 a petite ball of energy by the name of Eileen Butts chaired the Florida State Parks Board. She was an amateur botanist that took on the developers to save historic sites including the "Harwood Oak". Due to her avocation she was acquainted with the most famous botanist of the era, David Fairchild. Fairchild traveled the world studying exotic plants and introducing many of them here in Florida as well as the rest of our country. He was an advisor to our government. He has been credited for bringing the famous cherry trees to Washington DC as well as figs, mangos, lemons and soy beans to Florida. Eileen Butts knew that her chances of saving the "Harwood Oak" would increase dramatically if she could change the name of the tree to "The Fairchild Oak". She made it happen.

On a side note, Fairchild's wife, Marion, was Alexander Graham Bell's daughter. Although the bronze plaque below the tree suggest that the tree may be 2000 years old, credible arborists estimate the age at 300-400 years. However, early Native American artifacts dating to 2000 BC have been discovered there.

In conclusion, I hope in the future when you pass by this mighty tree on the loop, it may make you see something more than just a big tree and add a new aspect to the joy of riding.

Credits: Daytona Beach Area CVB, Daytona Beach News Journal Article by Derek Catron, A Guide to the Ormond Family Papers-UF Special and Area Studies Collections Finding Aid Created by Paige M. Scofield

Mitch Powell



BIKE STUFF

Tires, who gives them a second thought? 'Stretch' is the first Triglade rider I know that replaced his back tires. During a conversation he stated that his bike handles much better with the new tires. The reason for this, as your tires wear down slowly and you think that feeling is normal. I have seen riders that do not ride very often riding on dry rotted tires. The tread might look good but the tire is not. When I inquire as to why their tires are so bad most respond with "but they only have 3 or 4 thousand miles on them. It's not the mileage but the age. I purchase my tires from a dealer. Why? They are fresh or newer. Tires purchased on line can be several years old by the time you get them. You will never know how many heat cycles they have been thru sitting in a warehouse. Case in point, my brother ordered tires for his 1971 FLH. The date code showed it was 10 years old. What difference does that make you ask? The longer it sits the harder the rubber compound becomes. The traction is reduced, and it will wear out faster. Just like produce from the grocery store you want fresh tires. I ordered tires online once and the sent me they wrong size. What a pain to return them.

Tire pressure is another interesting fact. Some riders think the PSI stated on the tire is the running pressure, **WRONG**. The correct pressure for your tire is listed in the owner's manual. Some older motorcycles have 2 pressures listed for each tire, one for solo riding and the other for 2 up. Newer M/C's have one per tire. Check your tire pressure often, it extends their life and could save yours. Several years ago, Dunlap was on strike, I needed tires when none were available. I purchased Michelin tires. I called their help line asking, "what PSI do you recommend for your tire on my bike?" Their response, whatever the owner's manual for your bike states. Yes, it was different then what was printed on the tire.

Can you play with your tire pressure? In certain circumstances, yes. In a slow race you can lower your PSI to assist you in slow speed balance. While on the Drill Team, during a performance, we would pump up our PSI to widen the footprint on the tire. This made our slow tight turns feel more stable and lean the bike over further. Most of us had on board air compressors and would correct the pressure to factory recommendations prior to riding home. A soft front tire will make your bike harder to turn. A soft rear tire, at speed, will make your bike feel like its hinged in the middle. If you have ever experienced a rear tire going flat you know what I'm talking about. Take care of your tires and they will take care of you.

Speaking of flat tires, no dealership, motorcycle or tire shop will plug a M/C tire, for liability reasons, I guess. If you are stuck in the middle of nowhere, with no cell service a tire plug kit and a mini compressor will get you home. I can tell you stories of plugging tires in the rain. Be prepared.

Hope to see everyone at PLP, only 2 more [November & December] left this year. Until then get out there and ride but please ride safe.

John Devito



Make sure to use a good, quality air gauge



RIDE and have FUN BOOK

Hello All! Jackie and Randy Port with the Ride and Have Fun Books...last year Randy and I took over the RHFB's and we were able to get 20 sponsors to advertise with us. Our goal this year is to get 30 or more!!

There will be some changes this coming year to the way we do the "books." First there won't be anymore books...we are going to ask our sponsors to be just that sponsors. So, you may ask yourself, what will our sponsors get out of this?

1. They will be featured on our Facebook Page.
2. They will also be featured in our monthly newsletter.
3. They will also be listed in the members section of our Web page.

They get all of this for just \$100.00.

It has been mentioned that we are a "Riding Club" and we couldn't agree more, but we also like to eat after we spend some time in the saddle so what better way to do both than to visit one of our sponsors and let them know how much we appreciate them!

Randy and I sent out about 80 to 90 letters last year to current and past sponsors, we had club members out there soliciting establishments that they thought would be interested in advertising with us. We will need that same kind of help again this year. If you have a favorite place you love to go to (it doesn't have to be a place to eat) talk to them, ask them if they are interested in being a sponsor, let them know the benefits of being a sponsor, if they are interested get their name, get a business card and a contact person, number or email address get that information to us and we will take it from there.

Just as a reminder the books from this year are due at the November meeting, please total up your points and put that number on the front of the book.

Happy riding....

Jackie and Randy Port

"CELEBRATION TICKETS AVAILABLE"

DAYTONA BEACH HARLEY OWNERS GROUP

CHAPTER #0652 [HOG]

Cordially Invite You to Our

ANNUAL HOLIDAY CELEBRATION

SATURDAY – JANUARY 19TH, 2019

6 p.m. to 7 p.m. Cocktails

Dinner & Dancing 7 to 10 p.m.

*Daytona Beach Resort & Conference Center
2700 North Atlantic Avenue – Daytona Beach, FL.*

Members cost will be \$25.00 each person

Non-Members cost will be \$35.00 each person

MEAL CHOICES WILL BE: Announced at a date closer to the event

CASH – CHECKS will be gladly accepted

Credit Cards are gladly accepted – Service charge will apply

[C.C. accepted at Sept. - Oct. - Nov. monthly HOG Meeting]

Payments can be made up to DECEMBER 9th, 2018 to Linda Powell at the HOG

Meetings OR at the HOG Dog Stand [2nd Sunday of December]

You can also mail your check payments to the HOG Chapter P.O. Box address

**Added and Updated information will be in the HOG Newsletter OR
the Daytona Beach H.O.G. Website**

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DAYTONA BEACH HARLEY OWNERS GROUP

P. O. Box 1441

DAYTONA BEACH, FLORIDA 32115

MEMBERSHIP REPORT

CHANGE CHANGE CHANGE

In compliance with Harley Owners Group (Mother HOG) we will be unable to collect early renewal registration for 2019 in October and November. All applications must be dated and signed in the current year of which the membership is applicable.

ALL 2019 renewal registrations will start being collected in January and February of 2019 and following months as usual. We will carry all 2018 members on our books until after the February meeting at which time you will be removed if renewal application has not been received. This does not mean you cannot renew after that time, however, you will not be considered "an active member".

Applications will be available for pick up at our monthly meetings. They can be hand delivered starting in January at the monthly HOG meeting or mailed in to the H.O.G. Chapter P.O. Box as noted above. If you are unable to get to a monthly meeting, the application is available on the website. Remember that they must be **signed and dated for 2019!**

I will suggest picking up an application and having it filled out to avoid waiting in a long line during our January and February monthly meetings. We will have extra people assisting in the collection of applications at that time.

Thanking you in advance for your understanding and patience during the renewal process. Any questions please feel free to contact me.

Sincerely,
Diane DeVito
Membership Chairperson

RIDE YOUR OWN RIDE

Mitch Powell

Safety Officer

During a Road Captain's Pre-Ride Briefing many safety aspects of the ride may be discussed such as the destination, ride route, group riding tactics, MSF hand signals and more. Road Captains endeavor to make group rides as safe and as enjoyable as possible. It's important to listen to these instructions each time no matter how long you've been riding. Personally I feel one of the most important statements that a Road Captain makes is "**RIDE YOUR OWN RIDE.**"

As Road Captains we've made this statement so many times that we may begin to assume that all riders know what that means. Often we have members or guests of members who are new to the group riding experience. Although Road Captains are taught to follow time tested strategies to keep the rides as safe as possible, there is no rule book that will cover every scenario we meet out there on the highway. When a lead RC makes a lane change, the sweep RC secures the lane before he brings every one over. If a rider assumes it is safe to pull over without looking, that rider may miss the individual who pulls out at the last moment from a hidden driveway or an idiot that passes the sweep over a double line at high speed. Whereas safe group riding techniques are being followed, it doesn't excuse any rider from checking their lane before executing this maneuver. Following riders turning across opposing lanes of traffic, crossing intersections or pulling out onto a highway without looking is an eventual recipe for disaster.

If a group ride seems to be beyond your comfort level, signal to those around you that you are leaving the group and then follow. "**RIDE YOUR OWN RIDE**" means that you are still responsible for your own safety no matter how experienced the Road Captains and fellow riders may be.

Mitch Powell

Ride Safely, Have Fun & Keep Liv'n the Dream

SAFETY NOTE

On Halloween, Wednesday October 31st, the mini goblins will be invading our streets and neighborhoods. Please drive extra slowly and look for kids even where you don't expect to find them. Never make the assumption that just because you can easily see a child that they see you at all!

2018 ELECTION COMMITTEE REPORT

Linda Powell, Gail Smith and Al Zebas have been working 'overtime' to get all the data they need in having a slate of Officers ready for the 2019 HOG Chapter year, just around the corner. Candidates and Incumbent Officers have notified them of their intent to be on the ballot for the upcoming elections by the November HOG Chapter monthly meeting.

IF you feel you want to continue to make this Chapter 'The Best HOG Chapter in the World' and want to be a big part of the Leadership, then you can get someone [member] to nominate you for the election for the position of your choice OR you can self-nominate yourself at this month's October Chapter meeting.

After the October meeting, nominations will be "closed" and the Committee will review all candidates for the requirements to be in the running for an elected position. Upon the November Chapter meeting, the Committee will bring forth the ballots [IF needed] for any and all positions needing a vote taken for same. Don't miss this opportunity to 'come forward' and be one of the leaders of YOUR HOG Chapter.

The four current officers are noted on the next-to-last page of this Newsletter Make it time your picture is posted for all to see, and a good person to follow for 2019.



Amazing what you will experience while out touring the countryside

**REGULAR MAINTENANCE IS
THE KEY TO GREAT RELIABILITY**



**IRREGULAR MAINTENANCE IS
THE KEY TO GREAT EXERCISE**

imgflip.com

From your Quartermaster

Hello everyone, We hope everybody had a great summer. I'd like to welcome back our "Snow Birds". Please stop by the Quartermaster Table before the meeting for Pins, Patches, shirts and other HOG Merchandise. Also, If you need to register for the Annual Party and want to pay via Credit / Debit Card you can do this at the Quartermaster Table as well.

NOTE: PLEASE SEE US if you own those motorcycle model years 2005 thru 2015. They need a decibel calibration modulator for the stock level, factory issued horn, left-side mounted. The new sound generator equalizer resistor with heat shield & modified coil bracket & vibration tuner reverberator is now in stock. WE now have the new Harley-Davidson part needed, it's part No. US2216838, and before January 1st, there is no cost for this horn upgrade. We can assist you with scheduling this upgrade.

Tony and Michelle Foltz

Quartermaster - Daytona Beach H.O.G. Chapter
daytonahogquartermaster@aol.com

WORLD NEWS / BLOOMBERG REPORT of HARLEY-DAVIDSON® MOTORCYCLES - WINNING IN EUROPE WITHOUT A TRADE WAR

Willi Breuckmann could have gone for the BMW motorcycle—it was a comfortable and affordable machine. And it made sense for him to stick with a ride made in his own country, Germany.

Instead, he chose a Harley-Davidson. The Road King. “It comes down to a feeling,” what the Germans call “ein Gefühl,” said Breuckmann, a 54-year-old web developer who lives in Dortmund, in the nation’s northwest.

The Road King is a big bike, starting around 24,000€ euros (\$28,100 US Dollars), long and low with the iconic V-Twin engine and dual exhausts growling the sound that made Harley famous. It’s a smooth ride for long trips and perfect for autobahn cruising. Over the years, Breuckmann added custom paint and a backseat for his wife. “The BMW is also very comfortable,” he said. “But it was a dream of mine to get a Harley.”



A Harley-Davidson motorcycle outside the company’s store on the Champs-Élysées in Paris.

Photographer: Christophe Morin/Bloomberg

While U.S. President Donald Trump rails at Europeans for restricting trade and a reluctance to buy Detroit’s automobiles, the Milwaukee-based manufacturer of iconic motorcycles proves every day that consumers across the Atlantic are willing to buy American. One of Harley’s biggest German dealers says it sells **500** bikes a year.

The company almost doubled its market share in Germany in the past decade, to 6.4 percent in 2017 from 3.3 percent in 2006, by attracting customers like Breuckmann in Europe’s biggest economy who crave the open-road American lifestyle from atop a powerful machine.

Gaining a Foothold

Harley-Davidson's market share has more than doubled in Germany since 2005, gaining up to 6.4% of all motorcycles sales. With sales in the U.S. falling, the European market has become so important to Harley that the company is willing to invoke Trump's wrath, announcing a few months ago it would shift manufacturing abroad to skirt retaliatory tariffs enacted in the president's trade war over steel and aluminum shipments. The European Union is imposing a 25% percent tariff on U.S. motorcycle imports in response to Trump.

Harley's approach—catering to local European tastes with a distinctly American Harley's success in Europe is evidence that American companies can compete and even flourish there, without a trade war—if the products are good enough. The company built a strong network of dealerships and made some adjustments to the products to suit European tastes: slimmer bikes, special customization options and even wifi on board.

Europeans were introduced to Harley-Davidsons right after World War II. American soldiers rode around West Germany on big bikes with 45-cubic-inch engines (about half the size of today's models), said Christian Arnezeder, the managing director for Harley-Davidson in central Europe. Those U.S. Army motorcycles were being repurposed for civil use, models called WLA and WLC — C for Canadian.

A generation later, in 1976, the company invoked the legacy of U.S. troops and opened Harley-Davidson operations in Germany.

The bikes then were “**rough rides,**” said Georg Kierdorf, the owner of one of **Germany's largest dealership, in Cologne, GE**. That's code for **unreliable**, the product of what for many is the low point of Harley history under the ownership of conglomerate AMF Inc., better known for bowling balls than motorcycles.

Harley-Davidson® Revs Up in Germany

The American motorcycle legend has built a strong following in Europe

In 2005, Harley-Davidson sold fewer than 5,000 motorcycles in Europe. Current records indicate Harley-Davidson had sold better than 15 thousand motorcycles in 2016, but with newer regulations in 2017 the sales were depressed and noted to be closer to 10,000 motorcycles. New Harley products helped boost sales in 2016, while new regulations in 2017 effected some sales, a company spokesman said. Registrations used as a proxy for sales.

Harley in Europe has replicated the owner-community model that makes its brand so strong at home. Dealerships provide easy access for services, plenty of publicity, and a place to hang out and host rallies. A dealership in Potsdam held an event this past spring featuring American tunes, hamburgers and hot dogs.

ALL new bike owners get a free, one-year membership to the **[H.O.G.]** Harley Owners Group, the official company-sponsored club. More than **95,000** people attended this year's 115th Harley-Davidson ® anniversary meetup in Prague, Czech Republic.

“It’s a European community thing,” said Wolle Rider, president of the H-DC German Harley Riders, an independent club. “We’re all friends.”

Thorsten Knorr, president of the Harley Club Deutschland, recently set off on his Street Glide—a stripped-down version of the original Harley, all black and silver—on a 15-day, 4,500-mile journey through Scandinavia. He and five friends rode as far as North Cape in Norway, the northernmost point in Europe, and cruised through the Arctic Circle. The weather was good—except for three days of rain in Sweden. Some nights they stayed at Harley-Davidson clubs. And when one of the Harleys needed a wheel repair, they found a local dealership.

“People buy into a dream,” said Knorr, 38. “They buy into a philosophy of life of freedom, of non-conformism and of owning something special.” And, the Harley-Davidson Motor Company’s belief is .. ***we are stronger than ever*** **“IF it is sold here, IT’s Made Here”**

Bloomberg News and World Reporting June 24, 2018



Out & About: YES, that’s me (Stretch) standing next to a Vietnam War era (**LARC**) Light, Amphibious, Resupply, Cargo vessel [2 Ton] on display along Rt.16 near the St. Johns River. Capable of carrying 4,000 lbs. of cargo or 200 troops or 1-medium armored vehicle w/personnel. [those tires are 8+ ft. tall]



The "HOG CALL"



2018 Executive Board and Administrative Staff

			
<i>Chapter Director Gregory Sieger</i>	<i>Chapter secretary Ms. Susan Doolittle</i>	<i>Chapter Treasurer Howard Robinson</i>	<i>Chapter Asst. Director Paul Gunness</i>
			
<i>Ladies-Of-Harley Ms. Karen Colby</i>	<i>Chptr Quartermasters Tony & Michelle Foltz</i>	<i>Safety Officer W. Mitchell Powell</i>	<i>Membership Chairperson Ms. Diane Devito</i>
<i>Chapter Chaplain</i>			
	<i>Sergeant-At-Arms Lou Nardi</i>	<i>Welcoming Committee Bill & Linda Gilbert</i>	<i>Head Road Captain Jerry Gomes</i>
			
<i>Newsletter Editor Richard Sawicki</i>	<i>Chapter Webmaster Mark Klayman</i>	<i>Chapter Photographer Ms. Ronda Payne</i>	<i>Activities Director Ms. Betsy Morrison</i>



THE 'HOG CALL'

Information Page



EXECUTIVE BOARD ROAD CAPTAIN MEETING DATES	MEMBERSHIP MEETING DATES Please make note of date changes for <u>May & November</u>	Chapter Dealership Bruce Rossmeier H-D Mr. Will Rossmeier Vice President 386 – 671 - 7119
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<u>Meetings are held on Tuesday Evenings</u> <u>5:00 p.m. to 6:00 p.m. Dinner Time</u> <u>6:00 p.m. till 8:00 p.m. Meeting Time</u>	<u>Membership Meeting</u> <u>9:00 a.m. till 9:45 a.m. 'Meet & Greet'</u> <u>9:45 a.m. till 10:45 a.m. Meeting Time</u>
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January 09, 2018	January 28, 2018
February 13, 2018	February 24, 2018
March 13, 2018	March 24, 2018
April 10, 2018	April 28, 2018
May 08, 2018	May 19, 2018 **
June 12, 2018	June 23, 2018
July 10, 2018	July 28, 2018
August 14, 2018	August 25, 2018
September 11, 2018	September 22, 2018
October 09, 2018	October 27, 2018
November 13, 2018	November 17, 2018 **
There will be no meetings for the Month of December Due to Holiday Season	Make note that due to holidays Memorial day & thanksgiving May ** & November ** meetings are One week earlier in the month

Any & all meetings are open to the membership, participation is encouraged
All meetings are held at Houligan's Sports Pub & Grille at Destination Daytona
Executive Board and Road Captain's meetings will be held in the small room by the bar
Regular HOG Chapter membership meetings are held in the dining room area 9:45 – 10:45 a.m.

(**) Denotes meeting will be on third [3rd] Saturday