

"HOG CALL"

The official NEWSLETTER of the Daytona Beach HOG Chapter

Volume 4

Edition 3

APRIL 2021



A note from the Editor:

As we have already gone thru and closed out the BIKE WEEK of 2021, all of us are looking forward to a somewhat, unusual Riding season. A report on Bike Week this spring noted there was an increased attendance by a crowd that was expected to be small, but actually the numbers were well more than expected. The County reported a fair amount of '**bed tax**' taken in along with a good increase in the County '**sales tax**'. All in all, there is still a decrease in the restaurant locations and eatery's throughout the County of Volusia. Yes, some are coming back strong, but other locations have already closed and others are struggling to get back to a somewhat normal flow of customers. SO .. Please support any and all small businesses trying to survive the effects of this past year. Even though there are still a multitude of changes due to this CoVid-19 and the threat of variants that may OR may not affect a person, be safe out there, AND remember to support those businesses that support your Chapter, YOUR HOG Newsletter advertisers

Mask-up, Wash-up and keep your distance .. the light at the end of the tunnel is getting brighter, but let's not loose sight of the goal we all want . . . **To Ride Free . . . Together, again!**

Richard 'STRETCH' Sawicki – Editor



Message from the Chapter Director

Mr. Paul Doolittle

Director – Daytona HOG

Fellow HOGs,

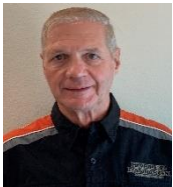
Well, we all survived Bike Week. It was busy at the Dealership-but it was strange. I think the first weekend was busier than the last weekend. I cannot put my finger on it-it just seemed that way. The Mongols were also more evident than past years-like I said it was strange. The one story that stands out is a person asked Susan if the Dealership was a Museum- or did they sell bikes there? Amazing....

The other thing I wanted to mention was why are there such a small number of Rides on the HOG calendar- Or are there Rides occurring? maybe they just are not being published for everyone? I guess the effects of Covid. I want to encourage more participation by the membership in this effort - let's get out and Ride!!

Finally, let me share with all of you that the Holiday Party was a great success-I sincerely wish that more of you could have attended. Thanks again to Gail and the people who made this happen.

Regards-

Paul Doolittle, Director



Message from the Assistant Chapter Director

As a reminder, the "RIDE 365" Program is still in effect. Please see Jean Abeling OR a Service Representative to have your motorcycle mileage recorded and enter into the program. This is especially good for those current Chapter owners and the new HOG Chapter owners who recently purchased a new motorcycle.

I also encourage you to keep in 'HOG Contact' by visiting our HOG Chapter website to view the calendar for upcoming events that the HOG Chapter will be having, RIDES that will be taking place over the coming summer months, and just to make sure you are not missing-out on any of the HOG Chapter activities.

Mr. Fred Courtright

Assistant Director – Daytona HOG



Message from the Chapter Secretary

Hello to Chapter members . . .

All is fine with the Daytona Beach HOG Chapter. I want to say 'Thank you' to all those Daytona Beach HOG members who passed thru the doors of Bruce Rossmeyer Harley-Davidson and made my day by saying 'HELLO' as you passed by the Service 'Pay Station' window. It was also good to see so many HOG people from around the country coming in to the Dealership for service & repairs, view the new 2021 models, and purchase some of them. YES ... This was a good, weather perfect, eventful BIKE WEEK 2021. Now, let's get out there and RIDE!

Ms. Susan Doolittle

Chapter Secretary – Daytona HOG



Message from the Chapter Treasurer

Greetings to HOG Members . .

It is always nice to see other members of our HOG Chapter out and riding, again. Let's all hope the Riding and Traveling by motorcycles is on the upswing, so people get out more and enjoy the sights and sounds of the open road experience of Riding. I'll be out there, so when you see me, give a 'wave' . . . AND ... as always, any active DB-HOG Member can see me about any Chapter Treasury Business, or read the HOG Financial statement I prepare each month, see you at the HOG meeting . .

Ms. Bernadette Courtright

Chapter Treasurer – Daytona HOG

Current news from the world of Harley-Davidson

Shares of iconic motorcycle brand **Harley-Davidson** (NYSE: HOG) jumped Monday morning after the company reported its first-quarter 2021 results. As of 10:25 a.m. EDT, Harley shares were **11.4% higher than Friday's closing price.**

SO ... Why is it happening?

Harley announced **it earned \$1.68 per share in the first quarter**, significantly outpacing analyst estimates of \$0.90 per share, according to 'MarketWatch'. Revenue of \$1.42 billion matched estimates, and marked a 10% jump over sales in the prior-year period. While global retail motorcycle sales grew 9% versus the year-ago period, bike sales in North America jumped 30%.

Lower sales elsewhere were attributed to continued COVID-19 restrictions, as well as an intentional reduction in dealers and other actions related to an ongoing restructuring strategy. The company also separately announced it will **"vigorously defend"** its stance related to European Union (EU) tariffs, which are set to impose a **56% import tariff** for all Harley products within the EU, beginning in June 2021.

Now what?

Investors are shrugging off the potential impacts if the EU tariff stands, and focusing instead on the strong financial results. Last year, Harley announced a restructuring plan, dubbed "Rewire," intended to streamline the business. It included \$42 million in restructuring costs and 700 total layoffs. The company then introduced a (5) five-year plan, **"Hardwire,"** to enhance sales and the competitive advantage of the iconic brand.

Jochen Zeitz, Harley chairman, president and CEO, said in a statement, **"Harley-Davidson in 2021 is a significantly leaner, faster, and more efficient organization which is ready to win and successfully deliver on our 5-year Hardwire strategy."**

With the earnings report, the company increased its guidance for the year, saying it now expects motorcycle segment revenue growth of 30% to 35% in 2021, up from a previous estimate of 20% to 25%.

Excerpts are from David & Tom Gardner – The Motley Fool [Stock Report writers]

Article of 04/18/2021



The 2021 Harley-Davidson TriGlide Ultra CVO



Message from the Activities Director

Greeting to fellow **'HOGGERS'**



There's going to be a Great Picnic

A note from the Activities Director,

Mark your calendars for **Sep 25th** for the **Annual Daytona HOG Fall Picnic**, to be held at the Destination Daytona Pavilion. LOH Games will be back this year, along with Alex for live music, and Colts Pig Stand for some delicious BBQ !

Details on how to sign up will be sent out to membership via email in June. **You must sign up to attend**, this helps us ensure we have enough food. Best of all, the picnic is **'FREE'** to all Daytona HOG members! Guests are welcome at a cost of \$10 per person.

So, watch for the announcement in early summer letting you all know to fill-out the E-Form and submit it, this will help in getting a 'head-count' for your attendance at the HOG Picnic

Gail Smith

Daytona HOG – Activities Director



The NEW Pan-America by Harley-Davidson

See your local H-D Dealership for details



Message from the Quartermaster



The 'SHIRTS' are in

IF ... you are not going to be at April's meeting and you ordered a long sleeve tee-shirt , please call Richard Lemke HOG Quartermaster (before the meeting) to make arrangement to get your shirt! There are limited amount of shirts available and . . . **once they are gone .. that it!**

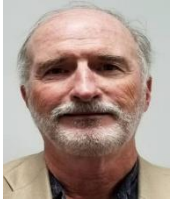
Also .. we have a good stock of H-D HOG merchandise available at each meeting . . Stop and see me!

Rich Lemke

Daytona HOG – Quartermaster

The 'ALL NEW' H-D® Pan America 1250





Message from the Chapter Safety Officer

Thoughts of Spring

The calendar officially welcomed Spring back in March, and as such, time to get the ride out and ready for riding season. Oops, that would be so true if we lived north of the Mason-Dixon line, but here in Florida, we pretty much have riding season all year round.

Regardless of whether you ride 12 months or 7 months, this is a good time to check over some of the key items on your ride that not only ensures you are able to ride but also covers some safety concerns. The following points should be checked or reviewed more than once a year, but there are some that need to be checked more often.

- **Tires** – Pressure should be checked at least monthly. Tread condition and depth every 5000 miles.
- **Oil level** – Like tire pressure, this is an easy one to overlook. After all, with synthetic oil we can typically ride for about 5000 miles before an oil change. Oil levels should be checked at least monthly, depending on your riding distances. If you've not ridden for a while, check your oil level and the color of the oil. If it appears at all milky, there is moisture in the oil and the oil should be changed.
- **Electrical** – Check for codes. If you are not sure how to do this check on your bike, stop by the dealership service department, those folks are always helpful. Make sure turn signals are functioning, both front and rear, and that your high beam headlight works.
- **Fuel** – If you have not been riding regularly during the winter months, you may need to add a tad of fuel booster. If you plan on storing your bike for more than a month, add some stabilizer and top off your tank before storing.
- **Battery** – In order to assure good battery life, using a battery tender is a solid investment. Regardless of the season, having a trickle charge will extend the life of the battery and eliminate a breakdown due to a dead battery.
- **Cables** – Examine the visible casings and connection points for wear or excessive slack.
- **Drive Belt/Chain** – Examine for cracks and excessive tension.
- **Nuts and Bolts** – As you detail (assuming you have pride in your ride) your bike, you tend to be touching most all visible surfaces, including nuts and connectors. If you find something loose, tighten using a torque wrench to Harley's specs (found in your service manual).

For most of us, these are all routine checks since we have been blessed with the opportunity to pretty much ride year-round. Not only will the above tips tend to keep your bike operating well but will also reduce the risk of a maintenance related safety mishap. Ride Safe!

Michael O'Toole

Daytona HOG – Safety Officer



Message from the Sponsorship Program

Hello fellow HOG members, I hope that all of you are doing well !! With 2020 behind us - good riddance - looking forward to a healthy and more normal 2021.

As of this writing, 1/2/2021, I have sent out to all our current sponsors and as of this moment I think we have had a great response!! We NOW have 16 sponsors send back to us!! This is so awesome!!

As always, if you have some establishment that you think would like to be part of our program please let us know, I will get a letter out to them. Remember, this is not only for restaurants, feel free to reach out to lawyers, CPAs, real estate agents, gas stations, car sales and rentals etc...all are welcome to advertise with us.

Here is to a happy, healthy, and safe New Year!!!

Jackie & Randy Port
Sponsorship Coordinators

PLEASE SUPPORT OUR 2021 SPONSORS

This year, same as last, there has been a change-up in the way we will be supporting all of our sponsors who gladly buy-in to our newsletter advertisements, as you see in the following pages.

We, Jackie & Randy Port, have solicited those same vendors, as well as new ones, to advertise in our Daytona Beach HOG Newsletter.

PLEASE, support those who support your great Daytona Beach HOG Chapter

REMEMBER YOU CAN SUPPORT EACH and ANY VENDOR ANY TIME, ANY DAY and LET THEM KNOW YOU ARE THERE TO SUPPORT THEIR BUSINESS AS A 'HOG' member

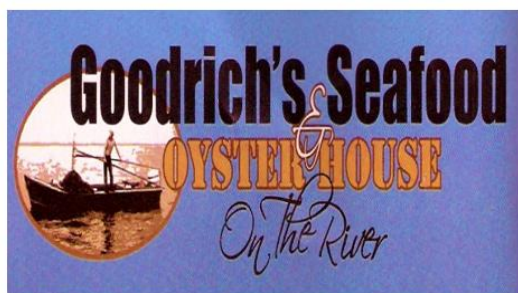
AND .. Tell them you have seen their ad in the 'HOG CALL' of Daytona Beach HOG

Thank You . . . Jackie & Randy Port



2021

KELSEY'S PIZZA 2021
2845 GARDEN STREET - TITUSVILLE, FL 32796
 Open: 11:00 a.m. to 9:00 p.m.
 (321) 268 – 5555



Goodrich's Seafood and Oyster House 2021
 253 River Rd – Oak Hill FL 32759
 386.345.3397
www.goodrichseafoodandoysterhouse.com



Lagerheads Bar and Grill 2021
 2986 Ocean Shore Blvd
 Ormond-by-the-Sea FL 32176
 386.265.1977
www.lagerheads.net



Blackwater Inn & William's Landing 2021
55716 Front St.
Astor FL 32102
352.759.2802
www.blackwaterinn.com



Ruthy's Kozy Kitchen 2021
 618 Canal St.
 New Smyrna Beach FL 32168
 386.423.9656
www.ruthyskozykitchen.com



2021

Corky Bell's Seafood & Steaks at Gator Landing
 185 S US Highway 17 – East Palatka FL 32131
 386.325.1094
www.corkybellseafood.com



2021

Renegade's On The River
 1171 County Road 309 – Crescent City FL 32112
 386.524.4052
www.renegadesontheriver.com



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 386.761.4717
www.giuseppessteelcitypizza.com

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2021

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www.facebook.com/saintsnsinnerspub



2021

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2021

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2021

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2021

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2021



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2021

The Harley-Davidson "LIVEWIRE" Electric Motorcycle

See this motorcycle currently in stock at Bruce Rossmeyer H-D Dealership





The following information is for ALL HOG Chapter riders

A Message from your Regional Manager

It may seem hard to imagine, but rally season is here and I am hitting the road this month for the Texas Hill Country and Riding the Ozarks H.O.G. Touring Rallies!

We have completed the Regional Officer Connection (R.O.C.) online sessions for 2021. We appreciate your support and making the online format very successful. Our goal as always is to help you make your chapter the best it can be. The sessions went very well and the feedback to all three Regional Managers was very positive about the material covered and the learnings you all took away from it. Without your contributions and sharing of ideas they would not have been as valuable, so thank you for attending and providing feedback to help us continue to improve. We have already started planning next year's R.O.C. to make it the best it can be.

The second item here is the start of your riding season. As you and your members get out and start riding, make sure to stop in at your sponsoring dealer for an initial **Ride 365 Annual Mileage Reading** and encourage your chapter members to do the same. Best practice – get a reading early in the riding season, several throughout the riding season and the last as late into the riding season as possible. This will provide participating members with the best opportunity to maximize the miles for the Annual/Chapter Mileage Contests and rewards as they reach each milestone. **Key Reminder: a point many RIDERS miss, while all mileage readings add to Lifetime mileage, a member's first reading in a calendar year is a 'contest entry' only. The member is 'entered' into the Annual/Chapter Challenges at '0' miles. Subsequent mileage readings must be taken to contribute to your annual mileage for the calendar year.**

Lastly, as a reminder, if you need help, remember to consult the Chapter Charter, Chapter Handbook as well as your fellow officers and sponsoring dealer, all have a wealth of knowledge about H.O.G. operations.

I look forward to seeing you out on the road and working with you to make your chapter the best it can be. Your efforts and time involved in managing the chapter are very much appreciated.

Thank you for all you do, and remember to keep things fun!

PETE SCHWAB - H.O.G. Regional Manager - Southeast/West - 414-406-9601 (cell)





Be Spontaneous and Inclusive

This year's Regional Officer Connection virtual training sessions are in the books, and hopefully you had a chance to attend one of the sessions. ROC training always generates great dialogue between your H.O.G. Regional Managers and fellow Chapter officers from around the country about best practices and ideas to help grow and engage your local chapter membership. A couple of themes really stood out during this year's working sessions. First is the importance of embracing inclusivity in your Chapter activities. What does this mean? It's thinking about ways to create events, rides, and other activities with a goal of attracting as many different types of riders as possible, not just your "regulars." Think about creating events geared riders of all skill and experience levels, from newbies to veterans, as well as scheduling events at various times and days of the week that can fit into a wide variety of busy schedules. One way to do this is by creating self-guided rides that members can complete on their own schedule. There is no one size that fits all; being inclusive really means being flexible and trying to meet as many members on their own terms as possible.

Another topic was the success that many chapters are having by using spontaneous "***rewards***" to encourage members to get out and ride. These can be small things like gift cards, gas cards, poker chips, challenge coins, etc. that you can use as a surprise and delight to thank someone for completing a challenging, attending an event or to recognize their achievement of a riding milestone, like a mileage goal or a first overnight trip or solo ride. Work with your dealer or chapter manager to come up with ways to implement this idea in your chapter.



Is your Ride Book ready?

Whether you call it a calendar of events, a schedule of activities, or your Chapter Ride Book, planning, publishing, and promoting the rides and other events you have planned for the upcoming year is critical. With Spring riding weather in full force almost everywhere, now is the time to wrap up your plans for the remainder of the year and start communicating and promoting all the great events your Chapter offers with your members. Once your Ride Book is complete, use email, social media and the h-d.com/events planning tool to share your rides.



Mentor New Riders

New riders, especially those who are graduates of Harley-Davidson Riding Academy, present a great opportunity to grow your chapter membership. Think about ways you and your fellow Chapter members can engage with and mentor new riders along their journey on their own terms, especially if your sponsoring dealership also offers Riding Academy training.

For chapters with a Riding Academy program, you can reach out to other local rider training programs (in many parts of the country rider training is offered at local community colleges) and invite new riders to join your chapter for a meet and greet or a ride. For a complete list of participating HDRA dealers, please visit the site at

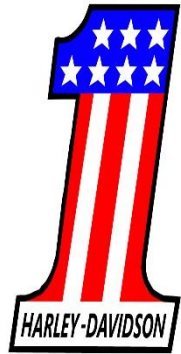
h-d.com/ridingacademy



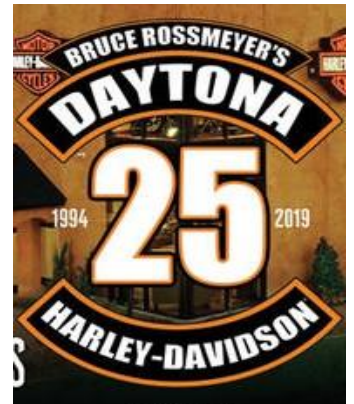
Outside the Box Riding Events

If we've learned one thing during the COVID-19 pandemic, it's that all the old rules are out. What "always worked" in the past might not anymore, and many people are not interested in reverting back to old practices even as things start to return to normal. One way you can embrace this reality is to think of new types of rides and chapter activities that make it easy for people to participate on their own time and terms. Many chapters are having great success with planning new types of rides that allow their members to ride on their own time and their own terms but still feel like they are participating together with a group or community of riders. Some examples of rides that chapters have created include Observation Rides, where each rider independently runs the same route or visits pre-determined locations and is then quizzed about things they saw or learned. You can create a leaderboard or award prizes based on who scores best on the post-ride quiz. Another similar idea is to create a scavenger hunt that members can complete on their own schedule. These are just two ways you can begin to think "outside the box" when it comes to creating fun new ways for your members to get out and ride.

Daytona Beach HOG Administrative Staff



Rich Lemke
Quartermaster



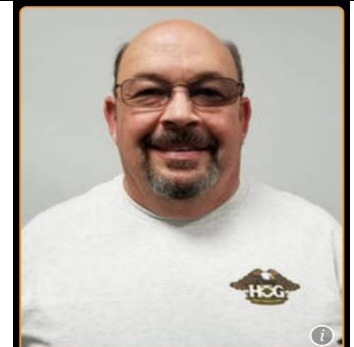
Ron and Carley Cain
Chaplain



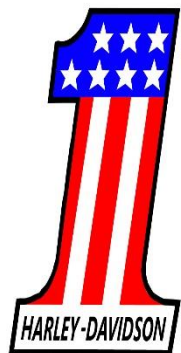
Bruce Cornelius
Sergeant-At-Arms



Norm and Jan Bogard
Welcoming Committee



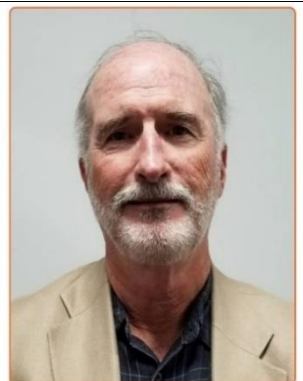
Woody Smith
Head Road Captain



Mark "Skully" Klayman
Webmaster



Gail Smith
Activities Director



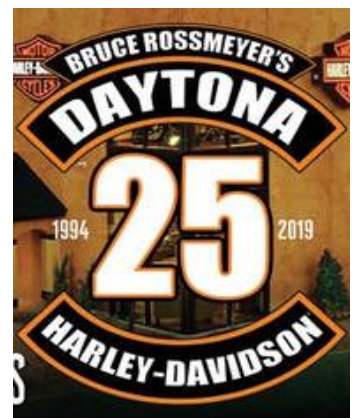
Michael O'Toole
Safety Director



Jackie and Randy Port
Sponsor Program



Richard "Stretch" Sawicki
Newsletter Editor





Mr. Will Rossmeier - Vice President
Bruce Rossmeier's Daytona Harley-Davidson
Dealership HOG Chapter Sponsor

Mr. Will Rossmeier
386 - 671 - 7119

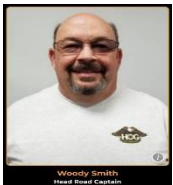


MOTORCYCLE RENTALS

A reminder that you can rent a fine motorcycle at Bruce Rossmeier H-D. Please see the staff at the dealership to make your choice, arrangements and reservations.

MOTORCYCLE RENTALS

See the fine Salesperson staff at the H-D Dealership for all your NEW or USED motorcycle needs. We have a large stock of both.



Message from the Head Road Captain

Hello everyone,

My message from the Head Road Captain: As many of you know Gail and I have finished Renovating our Home and it is now sold. We are heading out on a 2 to 3 month Western USA trip and will be back sometime in July. During My absence, please forward any ride requests to Rory Burdine, he has access to the calendar and will maintain it for me.

Ride sign in sheets can be emailed to me at Woodyrc1@gmail.com or held until I return. We will not be counting rides or completing museum counts during our trip. Please have a safe riding season and will see you later this summer.

Gerry 'Woody' Smith
DB-HOG Head Road Captain



Hi Everyone,

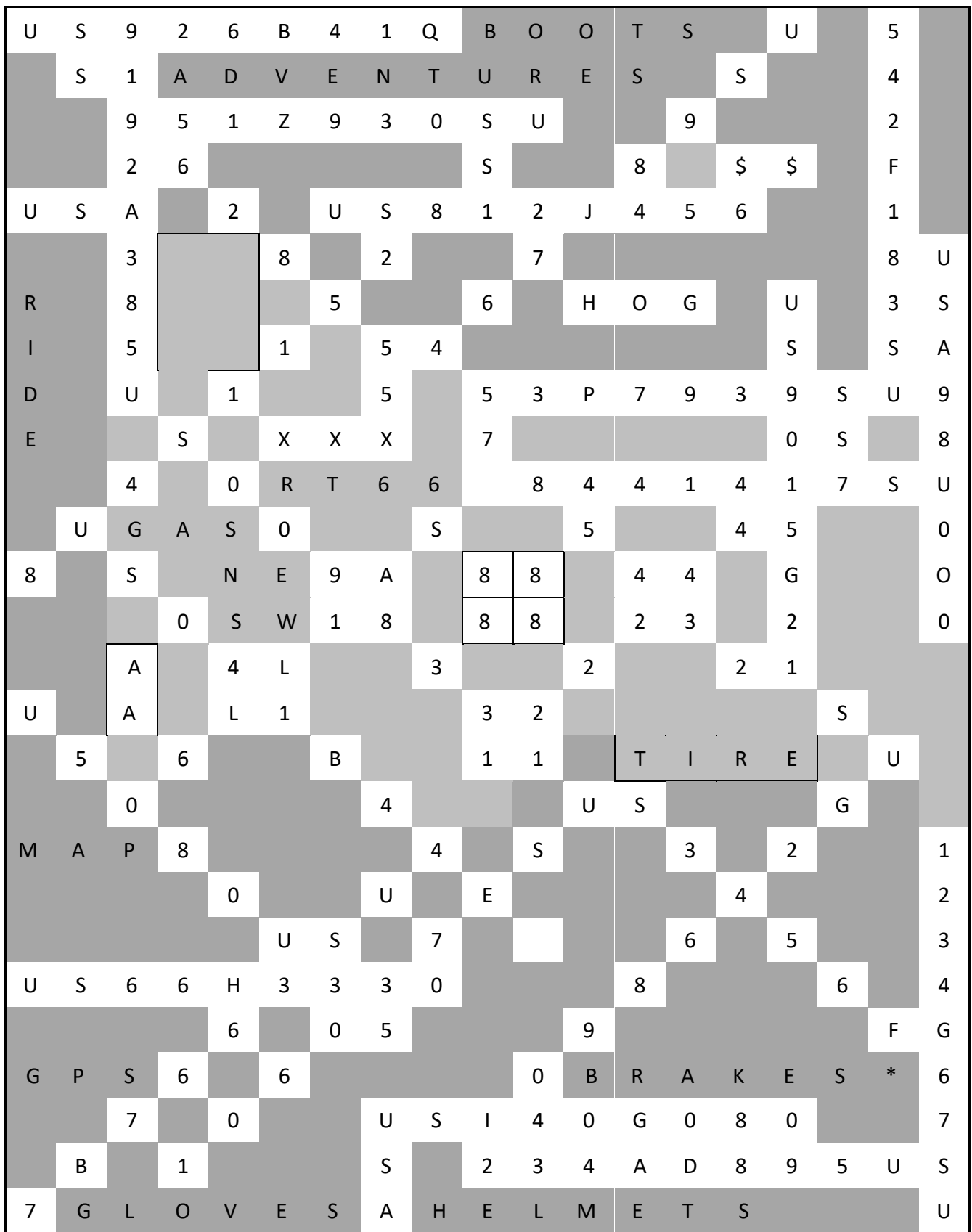
With the issue of Pandemic (CoVid-19) and the State, County and Local mandates for personal protection, social distancing and other regulations and rules

SORRY to say, but the L·O·H· meetings will be suspended at this time ... AND when it's safe for all of us to meet, again, we [the Daytona Beach HOG - LOH] will Announce the Location with a Date, Time to meet in friendship for LOH business and social gathering .. until then ... Ride often, BUT Ride safely



Men's and Ladie's Rain Gear available at your local H-D Dealership





SOMEWHERE . . . there is a number, the APRIL number, the winning number!

Winner will receive **FREE HOG Chapter Membership** for the 2022 calendar year

UP – DOWN – SIDEWAYS – BACKWARDS – WHICH WAY

**** Rules for the HIDDEN NUMBER ****

IF you find 'your' number you must do the following:

- **Call – Text – E-mail** any one of the Executive Board members OR the Editor of the HOG Newsletter and let one of them know you found '**YOUR**' number.
- Their contact information is on the HOG Website linked thru the Dealership Website at www.brhd.com OR www.daytonahog.com
- Winner must be present at the current HOG monthly meeting to claim prize.
- Numbers are picked from current, dues paid, active status HOG Chapter members.
- Numbers are selected at random from the updated HOG Chapter Membership List.

REMINDER

YES ... its that time to bring in your renewal application with your dues for the year 2021. The HOG Chapter is still holding the line on the fee for dues at a bargain rate of \$20.00 per member/per year. You must have your National HOG dues paid-up also to be in the Daytona Beach HOG Chapter. Names will be purged from the Roster after 01 May 2021, and placed in suspension until dues are paid.

FROM the SECRETARY

The HOG Chapter monthly meeting for this month will be held on **Saturday – 24 APRIL 2021** in the Pavilion on the grounds of Destination Daytona. Time is the same, **9:00 am to 9:30 am for social gathering, ticket and merchandise sales. The HOG Meeting will begin sharply at 9:30 am.** As in the past, Social distancing is encouraged, masks and hand sanitizer should be used.

NOTICE

This coming meeting, April, will be the last meeting before the Summer Hiatus. There will be a postponing of meetings for MAY, JUNE, JULY and AUGUST. HOG Meeting will reconvene as of 25 SEPTEMBER 2021, which also coincides with the Annual HOG Picnic. Please make sure to respond to the notice of the Picnic when the Flyer is sent out asking you to sign-up for the picnic at that time. This is required so the Committee can get a head-count for ordering the food. Please read the Activities Director comments for additional info.

*The **RIDE 365 Program** is going well. Please see the folks at the H-D Dealership to have your mileage recorded. This program can have its rewards for individual mileage, as well as combined HOG Chapter mileage totals – See Jean Abeling in service/sales*