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Redwood Empire Chapter HOG #3494



Directors Report

Greetings everyone,

For those who do not know me, please let me introduce myself. I joined our chapter in 2003 and road with them periodically. Wanting to get to know more of the members I got involved in the leadership of our chapter as the Activities Officer in 2009, 2010, 2011, 2012 Secretary 2013, Assistant Director 2014, Director 2015, 2016. In 2017 & 2018 I spent most of my riding time on long rides through the United States and Canada. I

have ridden to Sturgis 3 times and plan on going again this year. I enjoy riding like all of you and am particularly fond of the overnight rides. I look forward to our monthly meetings and enjoy hearing the excitement when someone tells their story of a recent ride. I look forward to meeting and riding with each of you over the coming year.

I would like to welcome all our 2019 RECHOG members to the Harley Owners Group, the official riding club of Harley-Davidson and sponsored by Sonoma County Harley-Davidson. Our chapter was formed back in 1988 and we have grown and changed over the years and this year is no different. Our primary focus is on riding and having fun. To that end a riding calendar was established at the beginning of the year with the dates and rides uploaded to our calendar at www.rechog.org. This will give all our members a chance to view the dates and put them into their busy schedules. We have four overnight rides on the calendar this year. I highly recommend this type of riding. Over the course of a multi-day ride you can truly relax and get that sense of the open road. Another benefit is the true camaraderie the group takes on and the lasting memories you'll keep. **Caution: this type of riding can be very addictive!** I hope to see you all out on the rides this year.

Randy Mack
2019 Director RECHOG



Assistant Directors Report

Welcome to a new year of riding! We had our Road Captain meeting last month and have our RECHOG calendar up to date on rides taking place throughout the entire year. There are many types of rides to participate in whether long, short or overnights. Check our RECHOG calendar and be sure to get the rides into your calendar now. I find it easier to make it happen once it's written down. With that in mind, I want to focus on one of the many benefits of being a member of the Redwood Empire

Harley Owners Group
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.

Ride 365 is here to celebrate your good times-log your miles and be recognized, track your riding experience and celebrate your milestones.

Your mileage will be tracked by having your odometer validated at our dealership at the beginning of the calendar year. After that, you can return to the dealer throughout the year to add to your total annual mileage. For more information and details, please visit the H.O.G website or speak with the team at our local dealership.

Ride, have fun and be safe,
Heidi Faulkner, Assistant Director



Ride Reviews

January was a very kind month for Harley riders as mother nature open her skies to 2 beautiful days that netted 45 riders total on 2 awesome rides through our back country. 4 gift cards were given away. Look forward see to seeing more riders in February.



Upcoming Events and Rides

Thursday February 7th
RECHOG General Meeting
China Village, 8501
Gravenstein Hwy, Cotati
Socialize from 6-7, Meeting starts at 7:00 pm.
Sunday February 10th
Bolinas Ride
Meet at 10 depart at 10:30
@ Sonoma County Harley-Davidson

Friday February 15th
Brown Bag Ride
Meet at 9 depart at 9:30
@ Sonoma County Harley-Davidson

Sunday, February 24th
Esparto Almond Festival
Meet at 8:30 depart at 9:00
@ Johnny's Java, Cotati

For full details go to the RECHOG web site



Thursday March 7th
RECHOG General Meeting
China Village, 8501 Gravenstein Hwy, Cotati
Socialize from 6-7, Meeting starts at 7:00 pm.

Sunday March 10th
Boonville Ride
Meet at 10 depart at 10:30
@ Sonoma County Harley-Davidson

Friday March 15th
Lake Sonoma Ride
Meet at 10 depart at 10:30
@ Sonoma County Harley-Davidson

Saturday March 23rd
Sergio's Light Spring Ride
Meet at 10 depart at 10:30
@ Sonoma County Harley-Davidson

Dealership Spotlight LIVEWIRE™ PRE-ORDER PHASE IS HERE AT SONOMA COUNTY HARLEY-DAVIDSON!

LIVEWIRE ELECTRIFIES THE CROWD AT THE CONSUMER ELECTRONICS SHOW (CES)

A pre-production version was on full display at CES and captivated show-goers and media alike. Described as a “sexy, futuristic two-wheeler,” Digital Trends named LiveWire the best transportation-related product of CES 2019.

Other accolades came from Electrek, which awarded LiveWire its Best of CES 2019 award. The site recognized Harley’s step into the EV market as “one of the biggest game changers in the US vehicle industry today.”

In addition to displaying LiveWire at CES, Harley also released information on two new electric mobility concepts. TechCrunch referenced these electric developments as “signs the 115-year-old U.S. company is willing to buck convention to appeal to a younger generation and remain relevant in today’s anything but static transit market.” With the introduction of new, innovative products like LiveWire and the iconic models that have propelled Harley-Davidson for over a century, we are positioned to welcome more riders than ever before.

Highlighting the LiveWire model’s spirited acceleration and torque, Wired Magazine stated, “Harley is working to show riders that electric motors can make riding more fun.”

For more information on the LiveWire visit: www.harley-davidson.com/livewire

New Livewire Up Close



Membership Board Meeting Topics

- Gift Cards to be given away at every ride to member riders
- Reduced membership fee for non-riders
- Current membership roster will be updated weekly
- Road Captain will provide a current roster for every ride
- Monthly special at Sonoma County Harley for members only to be posted in newsletter starting next month

Membership General Meeting Topics

- 2019 Ride Calendar is posted.
- RECHOG will be updated consistently throughout the year
- Ride Captain meeting set for Jan. 20th
- North Bay Riders facebook page the place to post and find additional rides
- Board meetings will be held 3rd Wed., 6pm at the dealership. General Meetings are unchanged
- The hotline will no longer be used
- Napa Marathon looking for help
- Prudent reserve set for club bank account.

For full details go to the RECHOG web site

2019 Officer contact list

Director: Randy Mack

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Asst Director: Heidi Faulkner

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Secretary: Mike Rooney

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Treasurer: Robert Gilford

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Head Road Captain: Steve Pehargou

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Harley Owners Group

Redwood Empire

Chapter #3494

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Connect With Us:

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800.400.2011

SONOMA COUNTY

HARLEY-DAVIDSON

COTATI • CALIFORNIA

The Harley-Davidson logo, featuring a shield with 'HARLEY-DAVIDSON' in the center, 'MOTOR' at the top, and 'CYCLES' at the bottom.

7601 REDWOOD DR.

COTATI CA. 94931