January 2014
Volume 27
Issue 12

Sponsored by
BUMPUS HARLEY-DAVIDSON
We Are Different.

Newsletter of the Memphis Harley Owners Group
Chapter 4928 *Founded February 20, 1986*

January Activities

Polar Bear Ride	Jan 1st
News Year's Lunch	Jan 1st
Chapter Meeting	Jan 1st
Ladies Of Harley Meeting	Jan 7th
Activities Meeting	Jan 11th
Road Captain Meeting	Jan 14th
Bowling Fun	Jan 19th

http://www.memphishog.com
then select the Calendar button to see things for yourself.

Information
As near as you phone
788-BIKE

What, that's not enough?
Log in or sign up and request to be a friend of Memphis Hog Chapter on

facebook

Sara Jean Trevathan Morrow
September 7, 1946 - December 16, 2013

Saturday's child works hard for a living.

With God's contract, there was no bidding.

Monday came with such sad news.

Jean Morrow's life fulfilled its use.

The day was dark, the evening bright.

The moon was full with Jeanie's light.

Of bikes and engines tuned for "Fast",

her skills adept, her knowledge vast.

We're grateful for the times we've shared.

Your journey forth is now prepared.

An angel guards from high above,

she casts a smile and sends her love.

The Editor

Happy New Year

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2014 Officers

Tim Bumpus	*Dealer Sponsor*
Joe Kilpatrick	*Chapter Manager*
Allen Rhymer	*Director*
Jim Stingley	*Assistant Director*
Pam Powell	*Treasurer*
Linda Gibson	*Secretary*
Tammie Caldwell	*Activities Officer*
Dana Easton	*Activities Officer*
Amanda Rhymer	*Activities Officer*
Janice Falk	*Ladies Of Harley*
Nancy Moore	*Ladies Of Harley*
Joe Moscon	*Head Road Captain*
Greg Easton	*Assistant HRC*
Burt Powell	*Editor*
Jerry Hayes	*Safety Officer*
Jim Ferguson	*Photographer*
J. Carolyn Rice	*Historian*
Tammy Stingley	
Bob Gasko	*Membership Officer*
Deborah Gasko	*Membership Officer*
Webmaster	*Peggy Moscon*
Peter Doorley	*Chaplain*

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2014 Road Captains

Larry Allen
Jerry Austin
Brian Bryant
David Chadwick
Kathy Chadwick
Gene Cofer
Peter Doorley
Greg Easton
Gene Fretwell
Jerry Hayes
Mac Hill
Jeff LeDuc
Laura LeDuc
David Lester
David Leutwyler
Joe Moscon
Jerry Nichols
Denisce Paine
Greg Patton
Burt Powell
Curry Pruit
Allen Rhymer
Jerry Rice
Jim Stingley
Dave Stockton
John Trainor
Randy Wagley
Dan White

Tyro Captains
Jim Ferguson
Jeff Poland

What's New?

A new HOG Logo was just revealed in the November HOG magazine! And unless you've been living under a tarp hanging off your bike, you knew it was coming and you voted on your favorite option. When we announced voting in the August HOG Insider eMail Newsletter over 25,000 members voted on the first day! And, in total over 100,000 members helped us choose our new logo.

So how can a new logo help you make your chapter bigger and better?

Well let's start with a question that we often hear at HOG Officer Training (H.O.T.). We have a great group of people in our chapter and so many great rides and fun activities, so **how do we get more people to join our club?**

Well that question was the basis for the largest, most global, most customer-led, multi-year research project that HOG has ever undertaken. Over the past several years we collected survey and focus group input from members, non-members and dealers. And one area to improve was in doing a better job of showing the connection between HOG and Harley-Davidson.

Many Harley-Davidson riders mentioned that they were unsure if HOG was part of Harley-Davidson (hard to believe heh?). And so when the HOG 30th Anniversary graphic was created, the design incorporated the Harley-Davidson Bar and Shield. And Wow! What a reaction we received. Many HOG members shared how cool they thought it was that the Bar and Shield was part of the HOG 30th graphic. Now the Harley-Davidson Bar and Shield has been incorporated into the heart of the new H.O.G. logo to reinforce that H.O.G. is the Official Riding Club of Harley-Davidson

But it does not stop with just the new H.O.G. logo. Other customers mentioned that HOG felt kind of "one-size-fits-all" and not very customizable - and therefore not very Harley-Davidson. We all know that Harley-Davidson represents freedom, personalization and self-expression. This self-expression comes to life through the one-of-a-kind motorcycles each of us creates and the wide range of Harley-Davidson merchandise that allow us all to tell our unique story.

To make H.O.G. more personal to our members we will also introduce additional graphics for clothing and patches. Yes, even back patches. The first of these graphics was introduced in the November HOG magazine and additional graphics will be sent out for voting over the next few months.

I know, this all gets a little confusing, so updated logo files and guidelines for their use will be provided on members.hog.com in the officer section in early January.

So what can you do to make your chapter better? Use the new HOG logo on official chapter communications (website, newsletters, facebook pages). It has been voted on worldwide, has a fresh look and can help bring even more Harley-Davidson riders into your local club. You can keep using existing signs, banners, flags and patches with the original H.O.G. logo that we will refer to as the "Heritage" logo. The Heritage H.O.G. logo will still be an option for people to use for their patch.

Now we have the new H.O.G. logo, the Heritage H.O.G. logo and additional H.O.G. graphics on patches, so you are probably asking what your chapter should use on vests and jackets, right? This is where offering more choices to our members is important. We ask that as a chapter you DO NOT choose one back patch that everyone has to wear. We ask you to embrace the Harley-Davidson ideals of individual choice, customization and self-expression.

The chevrons you use for your chapter will remain largely the same so they will best fit with the H.O.G. logo and Heritage H.O.G. logo, but can be used with any of the H.O.G. graphics patches that we offer in the future.

So use the new HOG Logo, the Heritage HOG Logo and new alternate HOG Graphics to showcase that your chapter is welcoming to all Harley-Davidson owners, and that in H.O.G. each rider is an individual who has the power to represent their club pride in their own way. That's how HOG and your chapter will show how we are becoming better, becoming more flexible, and becoming an even better way to enjoy riding the best motorcycle in the world.

Ken Knuteson

Director
Allen Rhymer

Hope that everyone had a Merry Christmas and wonderful holidays with family and friends!

Thank you for the confidence and faith in creating a year of riding fun and activities for the Memphis HOG chapter. And that is what it is all about, the HOG motto, "Riding and having fun". In 2014, Harley-Davidson and HOG have made some major changes, from the new Project Rushmore bikes to the new logos and guidelines from HOG. In this newsletter you will find an article from Ken Knuteson, Director of HOG and Membership Programs, that discusses some of those things.

Now on to the "meat and potatoes" for Memphis HOG in 2014.

Let's keep it simple with just 3 objectives:

1. Ride and have fun.
2. Support our sponsoring dealership, Bumpus Harley-Davidson Memphis.
3. Promote the Memphis HOG chapter.

The first objective, riding to some new places the chapter hasn't experienced before. The emphasis will be on riding. The first step in attaining this is the survey the Activities team of Tammie, Dana and Amanda put together seeking input from all of the members. Another step is the upcoming Activities meeting at Cajun Catfish on Sycamore View, Saturday, Jan 11th at 12:00pm. We want the membership's involvement determining where we ride to, and how often. From time to time, we will have some "off the cuff" rides. These will be rides, sometimes not on the calendar, riding to maybe get a piece of pie, or explore new roads. The over-night rides will be scattered throughout the year as before. Dates for those will be announced soon, so you can mark your calendars. The chapter's riding contest, we'll announce at the February meeting. It'll be fun! Nancy and Janice and the Ladies of Harley have some terrific events planned for the year. You do not want to miss out. The road captains, Joe and Greg, and the safety officer, Jerry will continue to get us to our destinations in a safe and timely manner, by using safe and proven group riding.

Objective number two, supporting our sponsoring dealer is important. No HOG chapter can exist without a sponsoring dealership, and Bumpus H-D has sponsored this chapter since August 1st, 1986. How does the chapter support the dealership you may ask? By promoting dealership events via Facebook and emails, we hope members will attend dealership events and assist in any way they can. We'll also set up a membership table at some of those events. Which leads us to our third objective.

Promoting the Memphis HOG chapter leads to growth. We must grow to endure and thrive. Recruiting new members and bringing back former members leads to more fun and fellowship. The Membership officers, Deborah and Bob, have some great ideas on how to achieve this. Communication to the members of the chapter will be improved. Our chapter's photographer, Jim Ferguson, happens to also be an "expert" with media. We will implement messaging for important chapter announcements. Jim will explain how you can get those. Make sure you have a current email address with the membership officers for blast emails. If you have Facebook, the chapter has a fan page for the world to see, where we share various events, photos, and announcements, and promote the chapter. https://www.facebook.com/MemphisHogChapter.

And a closed group for members at: https://www.facebook.com/groups/282199048513345/, you will need to request to join the group of course, just need show us who you are.

If you're reading this newsletter and haven't renewed your membership, what are you waiting for?

There have also been some new businesses that have placed ads in the newsletter, if you ever need their services, keep them in mind. Just mention you saw their ad in the newsletter.

Thank you for being a Memphis HOG chapter member. Now let's ride!

Historian
J. Carolyn Rice

I was born and raised in Jackson, Mississippi. I graduated from Mississippi State College for Women (MSCW – The "W") in Columbus, MS. I was a public educator in the Memphis City Schools for 33 years. When I retired my plan was to live the dream and motto: "Ride and Have Fun!"

Jerry got me hooked on motorcycles when he took me on our first cross-country trip out west to Yellowstone in the early 80's. Motorcycles have always been a part of his life. He helped guide me into the passion for riding we both share now. When our daughter graduated college and moved out on her own, we filled our empty nest with our first 1999 Ultra Classic.

With the Harley came our commitment to be active HOG members. Jerry joined the chapter in 1998 and I joined in 1999. In 2003 I became the Historian. I served as Historian in 2003, 2004, 2007, 2008, and 2009. I will be serving as your Historian again this year. I have also filled the following officer positions for the Memphis Chapter: 2007 – Photographer; 2009- Secretary; 2010 – Assistant Director; 2011 – Director.

Over the last fifteen years we have traveled all 48 lower US states, 7 Canadian provinces, and a quick over the border photo shoot in Mexico on our Harleys. I love to ride anywhere but out west is always a special treat. It seems we are always on a scavenger hunt while riding. The goal might be State parks, Civil War Sites, ABC locations, Haunted HOG sites, or Roadside America Attractions. Chapter contests determine what we are looking for each year. Of course these points of interest change every year. Participating in our Memphis contests give our ride a little extra twist. In 2004 we started participating in HOG's ABCs of Touring. It has become an annual contest for us. This year we received our 200,000 mile rocker from the HOG Mileage program. Our next goal is the 225, 000 mile rocker of course.

The Memphis Chapter is filled with good people who share one common interest - riding their Harley-Davidson motorcycles. The only requirement for a year filled with fun and excitement, for meeting new friends and traveling new places is to simply throw your leg over the saddle and show up at our chapter activities and events. "Let's Ride and Have Fun" in 2014. This year is going to be a great year for the history books.

See you on the road soon, often, and always riding and having fun.

Happy New Year!

Ladies Of Harley
Nancy Moore & Janice Falk

Happy New Year

2014!! Looking forward to more exciting adventures with a great bunch of folks.

I want to thank Niesce Paine for a wonderful year with LOH and all the hard work that went into making it fun.

My name is Nancy, and I am excited to be the LOH Director in 2014, along with my Co-Director Janice Falk. I have been a member since 2000, and served as a Road Captain in 2002-03. I got to be one of the first ones to go through the creation of the training they have in place today, without GPS, using paper routes. I have always enjoyed being a part of our chapter, and very grateful to all the volunteers that make it a fantastic club.

My name is Janice Falk. I will be Co-Director with Nancy. I am new to the Memphis area and have been a member of this chapter for one year. I am very excited to be more involved with the HOG group and Ladies of Harley in particular. I am looking forward to a really fun-filled year and making a lot of new friends. I hope to see you all at our LOH meetings.

We have a lot of fun things in the planning stage, some are traditional things, and some will be new ideas. We will have LOH sponsored events and rides. We encourage all the ladies of the local Memphis Hog Chapter to come to Fresh Slices, January 7, at 6:30; it is the first Tuesday of 2014. Please come to the meeting with your new ideas and suggestions.

It is a great way to meet new friends and support our local chapter. With the support of all the women we can continue to make it a year to remember.

Hope to see you there!!!

Chaplain
Peter Doorley

Greetings fellow HOG members, I am pleased to be your chaplain for 2014. My charge and goal is to encourage, inspire and keep us on a positive moral course so our chapter will be well regarded in the realm of mid-south motorcycle riding. To that end; do you ever wonder about your place in history? I was thinking about my place in history the other day, not about how I'll be remembered but how it would have been different if I was born 150 years ago. For the sake of reliable transportation and freedom to move around, today is the best time to live in this great land of ours I'm glad I'm here, but I still like to wonder.

Let's explore what it was like when the first Harleys were produced. Join me in my "Way Back" machine as I set the dial to 1903. When we open the door we find we can purchase a 1903 Harley Davidson motorcycle for about $200 or a new home for $2,200 back then the media income was $700 per year. However, there were very few improved roads to enjoy the ride so to remedy that situation the government hired Logan Page as the first chemist to test the materials going into road surfaces and by the end of the year there were nearly 6,000 miles of improved (graded with a hard surface) roads in the United States. Another first for 1903 was the 65 day journey of Horatio Jackson and his co-driver Sewall Crocker, the first people to drive an automobile from San Francisco to New York (see Ken Burns' "Horatio's drive"). On the two wheeled scene, George Wyman became the first person to cross the US by motorized bicycle in 51 days, finishing 20 days before Horatio, but he peddled for the last 150 miles. 1903 saw the first Baseball World Series, Pittsburgh beat Boston, and the Wright brothers made the first manned plane flight. There were numerous firsts back in the early part of the 1900s mainly because there were so many new things to be first at.

Just because it seems that most of the 'firsts' have been taken doesn't mean we can't enjoy life. The first motorcycle race had to wait until the after the second motorcycle was built. And the first Hog chapter wasn't formed until a number of individual motorcyclists found that they could have more fun together than alone. So when it comes to making new friends just step out of your comfort zone and be the first to talk to that new someone. It takes some effort but you'll have a new person to interact with, and as C.S. Lewis once said "The next best thing to being wise is to live in a circle of friends who are". Also, the first part of Proverbs 13:20 says "Whoever walks with the wise becomes wise". That new person may be just the one we need.

Remember God loves you and so do I,

Treasurer
Pam Powell

Happy New Year! I hope you and your family enjoyed Christmas with your family and friends. I will be serving the chapter this year as Treasurer. I have been a member of the Memphis HOG Chapter since 2006. My husband is Burt Powell who is the Editor this year. The chapter has become a huge part of our lives. We have made many new friends because of our love for riding. I look forward to working with the 2014 Officer Team and all of you. This is going to be a fantastic year!

❄ ❄ ❄ ❄ ❄ ❄

January Birthdays

Jennifer Allen

Jerry Austin

Chris Butler

David Chadwick

Teresa Crook

John Grisham

Ed Hemness

Lynn Hull

John Jennings

Janie Kinney

Jason Kyle

Nicki Leutwyler

Ike Logan

Lisa Patton

Michele Poland

Michael Short

Assistant Director
Jim Stingley

Hello everyone, most of you know me, but I would like to give you a brief background on myself.

I became a member of National Hog in 2006 and was not active until Tammy and I joined the Memphis Chapter in 2008. We were welcomed with open arms and have never looked back except to remember all the Great Times we have had with the Chapter. In 2010 I became a Road Captain and have enjoyed that roll in the Chapter. In 2011 I served as Assistant Head Road Captain. In 2012 it was an Honor to serve the Memphis Chapter in the position of Assistant Director and Head Road Captain.

Once again it is truly an Honor to serve the Memphis Chapter as Assistant Director in 2014. I am looking forward to a great year. I feel our Director, Allen Rhymer has put together an awesome team and we are all eager to do our very best to bring each and every member of the Memphis Hog Chapter a year to remember! Looking Forward to Riding with my fellow Memphis Hog Chapter Members!

"LET'S RIDE and HAVE FUN"

Activities
Tammie Caldwell
Dana Easton
Amanda Rhymer

I've been a member of HOG since 1997. I am a former LOH Director. My husband is Tommy & we have been married since May 4, 09. I've been a flight attendant since 86. I've lived in Memphis since 96 & I am from Erie, Pa. The motorcycles I've owned is a sportster, heritage classic & presently a streetglide. I look forward to helping out with activities for 2014.

❄ ❄ ❄ ❄ ❄ ❄

Head Road Captain
Joe Moscon
Greg Easton

"TAKE PRIDE IN YOUR RIDE"

I think most all know me, but here goes. 2014 is the year I will be proud to serve the Chapter as Head Road Captain. It is one of the few positions I have not held before, but it is near and dear to my heart.

I have the privilege of doing this with one of the finest and serious riders in the Chapter too, Greg Easton.

We have discussed our strategy, and we intend to make it a fun year with a lot of road captain pre rides. We want to rekindle the fun and friendships we all have doing this important job.

We will announce the time and place for our first meeting soon. We encourage those that have been Road Captains to come, and for those new people interested in becoming Road Captains so show up as well.

Thanks—
Joe Moscon

Photographer
Jim Ferguson

Hi my name is Jim Ferguson, and I will be the the Chapter Photographer and Social Media officer for 2014. I am a Mobility Engineer by trade and have worked in Telecom 30+ years. I also do armed and personal security for concert venues and other local events. I purchased my first Harley in 1999 and became a National and Memphis HOG member for the first time. I left the Chapter for a few years but I rejoined the Memphis HOG Chapter in 2011, after meeting Janice Falk who also enjoys riding. My goal for 2014 is to capture the Chapter rides like you have never seen them before! I want to give you a photo reminder of exactly what you felt on the ride and if you didn't make the ride you will get a taste of what you missed! I hope to see you all on the great rides and at the awesome events planned for 2014.

Ride Safe!

Safety Officer
Jerry Hayes

I hope everyone is ready for the New Year. Hopefully it won't be long until we're all riding again. In the meantime, while your bike is resting up from a year of carrying you down the highway and around the twisties, maybe it's time to take care of some of those things you put off doing earlier. Now would be a good time to do a full inspection of your bike. Examine the tires carefully, looking for age cracks and nails and tread wear. Check the pressures. Tire pressure goes low in colder weather, so you probably need to add a few pounds. Check the drive belt for proper tension and check it closely for excessive wear or damage. Look over the fuel lines and brake lines for chafing, wear or leaks. What about your clutch and throttle cables? How long has it been since they were lubed? Is it time to change the fluids? How long has it been since you checked the horn to be sure it still works? What about bulbs – are they all still working? Be sure and check both the stop lamp using both the front and rear brake. And don't forget to check the battery terminals. They should be clean and tight. Maybe now is the time to upgrade some things. For example, LED lights are wonderful additions for better visibility. In short, if you can't ride it, use the time to make sure it's in good shape from front to rear so you'll be ready to ride.

Memphis HOG Twitter
Jim Ferguson

The Memphis HOG Chapter has yet another way to receive communications about rides, ride status, and upcoming events.

What is Twitter? Twitter is a free communication service that is capable of sending short (140 character) messages known as "Tweets" and uses your mobile phone Short Message Service (SMS) to receive and send messages to other subscribers, known as "followers." You do not have to have a twitter account to use the twitter service. The ability to "Fast Follow" is a way to follow twitter topics without having a twitter account.

To Fast Follow: In your SMS app on your mobile phone send an SMS to ***40404***, and in the body of the message type ***Follow MEMHOG4928***. That is all there is to it.

If you are a Twitter user, in your twitter application click on follow and then type ***MEMHOG4928***.

Why use Twitter? Once you subscribe (follow) the MEMHOG4928 group, ride updates and other info is automatically delivered to you via SMS, no more having to check your email, Facebook, or making a phone call. However, more details could be posted or distributed via one or all of those methods.

What to Know:
Be aware that if you send a tweet to the @MEMHOG4928 account, everyone who is a follower will see that message.

If you are using your mobile phone to receive tweets you will be using your SMS mobile plan. Before you subscribe please be aware of your SMS plan, and SMS usage, so you don't get surprised by your mobile phone bill. Initially, I would not expect more than 5 - 10 SMS messages a month, from MEMHOG4928 but this could vary as we evaluate the usefulness.

For now, this is a open group so you do not have to request to join, just follow the group as described above. Because the group is open It is possible that we may get "rogue" messages from followers outside the HOG Chapter we will monitor this and may have to close the group if this practice becomes an annoyance!

I hope you follow the Chapter Twitter account and find it a useful tool. If you have any questions please reach out to me at a meeting or at tnharley@bellsouth.net.

If life is a highway let your Harley get you there, be safe!

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