



Northshore HOG News

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FEBRUARY 2018

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ASSISTANT DIRECTOR'S THOUGHTS FOR THE DAY

Membership

Well it's February so it is time to make sure that your Northshore H.O.G Chapter membership has been renewed for 2018. You don't want to miss out on all the activities that are planned for this year.

There are two types of H.O.G. memberships.

National H.O.G. Membership

- Provides access to a full selection of benefits such as H.O.G. Events, H.O.G. Magazine, the Harley-Davidson Museum (free admission), Touring Handbook, Road Side Assistance, ABC's of Touring, and much, much more.

- Full membership is \$45.00 per year and must be renewed every 12 months from the date you enrolled. Associate membership for a spouse or sponsored person is \$25.00 per year and must also be renewed every 12 months.

- Life membership is available with pricing varying depending on how long you've been a member.

Local Chapter H.O.G. Membership

- Provides access to a full selection of local activities including Chapter meetings, Chapter lunch/dinner rides, overnight rides, Ladies of Harley (LOH) activities, and much more.

- Our Chapter also has several special events each year including our crawfish boil and our end of year Holidays Party.

- There are also plenty of opportunities for you to volunteer at dealer and chapter events. When you volunteer at certain events and activities you can receive Loyalty Lagniappe Reward Points which are provided by the dealership. These points convert into dollars for you to send at the dealership.

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2018 OFFICERS

Director

Joy Mehrtens 228-493-4102
Email: joymehrtens@aol.com

Asst. Director

John Clifford 985-290-5192
Email: tcv1004@yahoo.com

Secretary

R. J. Pierce 228-493-1060
E-mail: beachwrack@aol.com

Treasurer

Ray Gregg 985-516-4486
Email: rgregg804@bellsouth.net

Membership Officer

John Clifford 985-290-5192
Email: tcv1004@yahoo.com

Activities Officers

Richard Dillon 985-788-2568
Email: dillonrr@bellsouth.net

Terra Hepting 985-288-8641
Email: thepting14@yahoo.com

Ladies of Harley

Sonia Fox 985-707-4451
Email: soniaf1958@yahoo.com

Safety Officer

Harold Morris 601-347-7595
Email: halmot52@gmail.com

Head Road Captain

Karl Fox 985-640-1728
Email: karlfox@bellsouth.net

Editor

Richard Dillon 985-788-2568
Email: dillonrr@bellsouth.net

Web Master

Dwight Bradbury 985-705-4095
E-mail: cyclesnapper@yahoo.com

Photographer

Karl Fox 985-640-1728
E-mail: karlfox@bellsouth.net

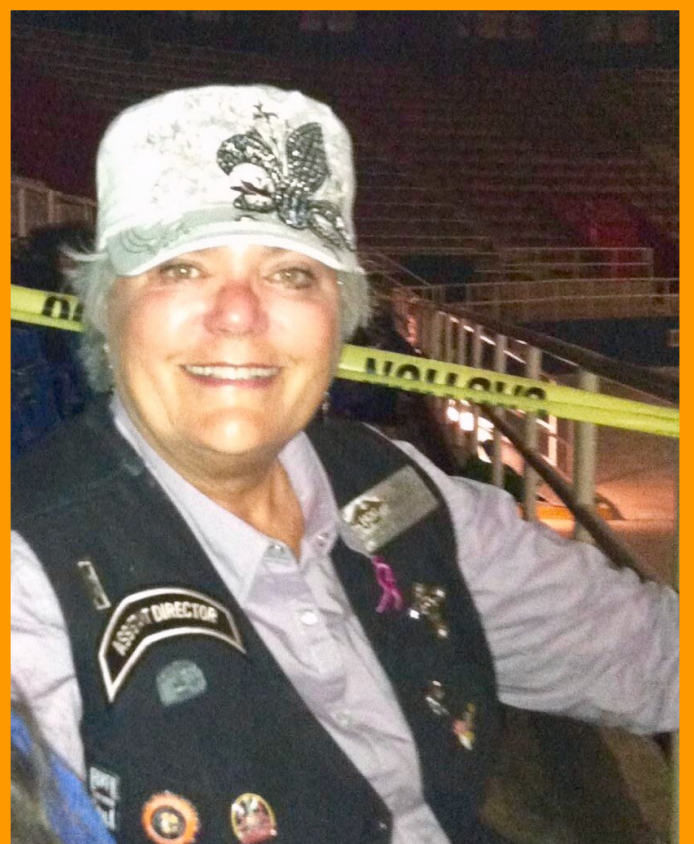
Historian

Dwight Bradbury 985-705-4095
E-mail: cyclesnapper@yahoo.com

Chaplain

Russ Davis 504-912-2381
E-mail: russ.davis75@gmail.com

DIRECTOR'S CORNER



Greetings!

At the beginning of every year, Harley Davidson offers a special deal to those elected to serve Harley Owner's Group (HOG) Chapters. If you haven't heard about it, then give me an opportunity to familiarize you with the term "HOT" and what it means. Harley Officers Training (HOT) is national's way of making sure that every chapter is run the "Harley Davidson" way. This includes how this formidable organization has built a strong following by standing on the shoulders of giants in the industry. Officers are given resources on how to keep and build their chapters, to include lessons in conflict resolution, communicating with different personalities, and strengthening relationships. "HOT" continuously emphasizes why HOG exists and that is to :

"RIDE AND HAVE FUN"

HOG members are as different as the rest of the world. What we have in common is our love to ride, our focus on building friendships, and our desire to ride safely. Plan on hearing from your officers about what they have learned after

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JANUARY 2018 MEETING MINUTES

Date: January 6, 2018

Location: Mike Bruno's Northshore Harley-Davidson Dealership, Slidell, LA

The following officer's were In attendance::

<u>POSITION</u>	<u>NAME</u>	<u>STATUS</u>
Director:	Joy Mehrstens	Present
Asst. Director:	John Clifford	Present
Secretary:	R. J. Pierce	Present
Treasurer:	Ray Gregg	Present
Membership Officer:	John Clifford	Present
Ladies of Harley:	Sonia Fox	Present
Activities Officers:	Richard Dillon	Present
	Terra Hepting	Present
Editor:	Richard Dillon	Present
Web Master:	Dwight Bradbury	Present
Photographer:	Karl Fox	Present
Chaplain:	Russ Davis	Present
Historian:	Dwight Bradbury	Present
Safety Officer:	Harold Morris	Present
Head Road Captain:	Karl Fox	Present

Meeting Called To Order: 9:33 am

Pledge of Allegiance: Led by Russ Davis

Invocation: Led by Russ Davis

Director: Joy asked Mike Bruno to speak about his expectations of the chapter, which are mostly to ride and have fun. Mike let the members know the chapter was just as good as the members make it. He doesn't want free labor for dealer events: if members want to help, he will be thankful, but it is NOT an expectation. He will NOT dictate numbers for participation. He considers our rides to be great advertising for Harley, as though the riders are ambassadors for the dealership. He enjoys interaction with the members of his chapter, but that doesn't mean that he expects members to only buy from the dealership. He also wanted to announce the dealership will be holding a riders academy beginning 01 Mar 18. He wasn't positive of the cost but THINKS that it will be two days, two rides, for \$300.

Dealer Liaison: Kelly reminded the members they receive a 10% discount on general merchandise purchased on meeting days. She informed the members HD dealers would be attending a meeting this month when they will be able to look at new merchandise. She also said tickets are on sale for the Bayou Thunder motorcycle raffle to benefit Children's Hospital and that the dealership has held this fundraiser for the last 10

years raising over \$350,000 to benefit the children. She added that members will soon see an increase in the number of points awarded for purchases. Kelly concluded by saying that Bayou Thunder T-shirts will soon be available but that there will be a limited quantity available.

Brandon, the new marketing manager, spoke at length about Bayou Thunder slated for 24 & 25 Mar 18. He told the members that this year the dealership was starting a new customer participation event, to pick which bands out of the 15 listed would be the favorites. Voting will be on the dealership's Facebook page. He also talked about an overhaul to the webpage, which will have videos. Joy asked about a tent the HOG Chapter will be able to use for Bayou Thunder. He said he would coordinate with the employees planning the event. He added the "Globe of Death" will also be set up during Bayou Thunder.

Next he talked about the car show scheduled for 24 Feb 18 from 7:30 am - 5:00 pm, with trophies being presented at 3:30 pm. He added there will be 50 / 50 raffles and workshops. He also said there will be a Chili Cookoff today, and concluded by asking the members if they had any suggestions.

Joy asked if everyone had read the minutes from the last meeting. The membership indicated they had, and Richard Dillon made a motion for the minutes to be accepted as published. The motion was accepted and passed unanimously.

Joy then mentioned the motorcycle dealership on Cedar Lake Road dissolved their HOG chapter and that the members decided to establish their own riding group named the "SunDay Riders." She said she'd let everyone know the meeting dates if anyone was interested.

Treasurer's Report: Ray welcomed the Colemans back to the "fold." He reported that \$7,246.45 was in the chapter's account. John again reminded the members about dues.

Lady of Harley Report: Sonia discussed the proposed LOH ride to Lester's Seafood Restaurant, in Pearl River, on 20 Jan 18. She added there may be "Bowling for HOG" soon.

Assistant Director & Membership Officer: John pointed out that local membership dues needs to be paid NOW. Can't ride without signing a waiver if dues are not paid. He also announced that members with birthdays in January included Vicki Freeman, Keith Hebert, and himself.

Head Road Captain & Photographer: Karl discussed the ride for the day to Big Mama's Cajun Cafe in Poplarville. Requested a photo opportunity of the officers, as well as the members, after the meeting.

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UPCOMING HOG EVENTS

03 Feb - 09:30 am - Membership Mtg & Ride

10:00 am Depart Bruno's For Middendorf's,
Akers, LA

17 Feb - Ladies of Harley Ride

11:00 am Depart Bruno's For Bowling USA,
Slidell, LA

23-24 Feb - Harley Owners Training (HOT)

03 Mar - 09:30 am - Membership Mtg & Ride

10:00 am Depart Bruno's For Big Mama's Kitchen,
Poplarville, MS

11 Mar - 09:30 am - HOGS For Dogs Ride

Destination & Time TBD

17 Mar - Ladies of Harley Ride

10:00 am Depart Bruno's For Golden Pear,
Bogalusa, LA

07 Apr - 09:30 am - Membership Mtg & Ride

10:00 am Depart Bruno's For Hill Top Inn,
Maurepas, LA

13-14 Apr - Harley Owners Training (HOT)

21 Apr - Ladies of Harley Ride

10:00 am Depart Bruno's For Mi Mexico,
Diamondhead, MS

29 Apr - HOG Crawfish Boil

11:00 am Depart Bruno's For Buccaneer State Park,
Diamondhead, MS

05 May - 09:30 am - Membership Mtg & Ride

10:00 am Depart Bruno's For El Rancho,
Lacombe, La

17-20 May - Blues - Trail of Honor Rally

Additional Information To Follow

19 May - Ladies of Harley Ride

10:00 am Depart Bruno's For Mortons Seafood
Madisonville, LA

26 May - Jambalaya Festival,

Gonzales, LA

27 May - Slidell Jazz & Blues Festival,

Heritage Park, Slidell, LA

29 May - 03 Jun Great Smoky HOG Rally

10:00 am Depart Bruno's For Maryville, TN

09 Jun - 09:30 am - Membership Mtg & Ride

10:00 am Depart Bruno's For Frenier Landing,
Frenier, LA

16 Jun - Ladies of Harley Ride

NO RIDE

DEALERSHIP EVENTS

Mike Bruno's Northshore Harley Davidson

Telephone # (985) 641-5100

E-mail: info@northshoreharley.com

10 Feb - Ride in to Renew Your Vows

17 Feb - 11:00-12:30 - Customization Workshop

24 Feb - Northshore HD Childrens Hospital Benefit
Annual Car Show

24 - 25 Mar - Bayou Thunder

DIRECTOR'S CORNER

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attending a Harley Officers Training session. HOT is scheduled for February 9-10 in Henderson, NV, February 23-14 in Fort Worth, TX, March 2-3 in Cincinnati, OH, and April 13-14 in Atlanta, GA. These sessions are provided free of charge by Harley Davidson Motor Company. Officers must provide their own housing and transportation.

Joy Mehrtens

Director



February Birthdays

Dwight Bradbury Roger Cagle

Sonia Fox Larissa Gregg

Frank Lay Patricia Lott-King

Charles Porche, Jr.

2018 HOG CHAPTER 2147 MEMBERSHIP



2018 HOG CHAPTER 2147 OFFICERS



JANUARY 2018 MEETING MINUTES (CONT)

(Continued From Page 3)

Editor's Report: Richard mentioned that during the chapter executive meeting that Joy suggested the chapter create an photo album containing pictures of the chapter since its creation. He said we could leave it on the coffee table in the dealership lounge to "advertise" the chapter. He added once we got an idea of how many photographs we have, that he could talk to Office Depot about giving us a discount to have them printed. He sked everyone to send him or Dwight a copy of any photos they would like to include in the album in addition to those already on the HOG website. He also asked everyone to please draft articles for the newsletter and to email them along with pictures to him by the 15th of each month so he doesn't have to try to put the newsletter together the week before the meeting. He also talked about possibly including a section in the newsletter for members to sell items they could no longer use.

Webmaster's & Historian's Report: Dwight spoke about the fact that his motorcycle did not start easily for the Cold Butt Ride. Talked about a 12v jump starter that he bought, that has 400 cold crank amps.

Safety Officer's Report: Hal talked about the importance to let your bike warm up when it's cold and the importance to dress warm.

Member's Forum: Joy encouraged participation in the new "Members' Forum;" an open discussion period at the end of each meeting. First up, Road Dog, asked about adding a requirement to the bylaws stating that unless members attend at least 50% of our meetings they shouldn't be allowed to vote during elections. No motion was made however the officers agreed the recommendation would be discussed during the executive meeting and the results brought before the membership during the February meeting.

50/50: Road Dog won the 50/50 of \$25.00, and he also won the Harley beer glass the dealership donated as a second prize.

Meeting Adjourned: 10:25 am

ASSISTANT DIRECTOR'S THOUGHTS FOR THE DAY

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- You must have a current National H.O.G. membership in order to be able to join our local H.O.G. chapter. Membership in our Northshore H.O.G. Chapter is \$20.00 annually due in January of each year. You are also required to fill out and sign the Chapter Membership Enrollment and Release Form each year.

So make sure that your national and local memberships are current and let's go ride and have some fun.

John Clifford

Assistant Director & Membership Officer

JANUARY MEETING RIDE

JANUARY LOH RIDE



Ride To Renew Your Vows

February 10, 2018

Come Renew Your Vows
From 11 to 4
walk-ins welcome

Wedding Certificate
Free Wine & Cake
Free Breakfast
9 until gone

Valentine's &
Party

WE ARE SLASHING
PRICES ON ALL OF OUR
PREOWNED INVENTORY!

SEE STORE FOR DETAILS

MIKE BRUNO'S NORTHSORE HARLEY-DAVIDSON
NORTHSOREHARLEY.COM
791 W I-10 SERVICE RD. SLIDELL, LA 70458



**MIKE BRUNO'S
NORTHSHORE
HARLEY-DAVIDSON**

**PRESENTS
THE 8th ANNUAL**

CAR SHOW

FEBRUARY 24th, 2018

RAIN DATE MARCH 4TH



**STREET RODS * HOT RODS * MUSCLE CARS
RACE CARS * RAT RODS * CUSTOM CARS**

**DASH PLAQUES
FIRST 100 REGISTERED**

**BEST OF SHOW AWARD
TOP 15 PEOPLE'S CHOICE**

4 OUTSTANDING AWARDS

FREE FOOD & SOFT DRINKS

Pre-Register @ Store or Call 985-641-5100

Pre-registration Cost is \$20

Registration on Day of Event is \$25

PROCEEDS BENEFIT CHILDREN'S HOSPITAL

Parking lot for show entrants only. Motorcycle parking in back.

50/50 Raffle Winner must be present to win. Awards to be announced at 3:pm

791 West I-10 Service Road * Slidell, La * 985-641-5100

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