

# Rockstar HEG Chapter #4352



## Newsletter

July 2022



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# DIRECTOR'S MESSAGE



## Searching for New Ride Destinations



Greetings All! Welcome to July! Happy Birthday America! Best wishes to all of you as we have the opportunity to celebrate the Birthday of our Great Country!

Thank You, to our Road Captains and for the work they do to lead us on safe and interesting Rides to unique destinations!

As we are in the Rain Season, please be patient and tolerant with our decisions to shorten, change or cancel rides because of the weather conditions. It's always disappointing to cancel a ride, but no one enjoys getting led into bad weather conditions if it can be avoided. If we are on the way to or from a destination and the weather changes, we are committed to going on to a safe place, but, we seriously consider all options to avoid an uncomfortable ride. The Lead Road Captain will always be at the scheduled starting location in case you arrive from an area not experiencing bad weather conditions (unless hurricane warnings are in effect for our area). A decision will be made on how to continue. We recently went to breakfast instead of riding in the upcoming rain and had a good time.

We are always looking for new ride destinations and events that would make good destinations. Please share your ideas with any of our Road Captains. We are happy to consider any and all ideas!

Thank you to all of you who have Volunteered to help with our Chapter Activities. We have been fortunate to get grilling dates each month from our Dealership. Grilling helps us make money from tips which we use to help support our Chapter Activities. We also

appreciate the Volunteers who help with anything we do, set-up, tear-down, parking or whenever we need help. We do appreciate all of your efforts.

July Grilling Dates:

Saturday, July 23rd: 12:00 – 5:00 PM, Setup: 11:00 AM

Sunday, July 24th: 11:00 AM–4:00 PM, Setup: 10:00 AM

Please call me to Volunteer to help

At our June, Chapter Meeting, we asked if anyone would be interested in a Key West trip. We will be working on a Key West trip, mid-week, in mid-August. This will be a motorcycle and/or car trip with two nights in Key West. If you are interested in joining us on a trip to Key West, please contact me so we can include you in our plans.

We also learned about an interesting tour of Shark Valley, in the untouched and protected Florida Everglades. Shark Valley is south of US 41, west of 997 (Krome Avenue), and a section of the Everglades National Park. A two hour Tram Ride has been highly recommended. We will be doing some more research and hope to plan this for a Saturday Ride in September. If you are interested in joining us on this ride, please contact me.

I hope you are enjoying your summer! We are still riding on every Wednesday and Saturday and we look forward to seeing you on our rides. Stop by while we are grilling and say, "Hello" and, it's always good to see you at our Monthly Chapter Meetings. Rockstar Harley Davidson is having some fun weekend events, we'll look for you there.

Have a Great month!

Ride with a smile! Just Bob





## Harley-Davidson is Synonymous with Freedom

Since this column is for July, when the USA celebrates its independence, I thought it might be fitting to examine Harley-Davidson's corporate penchant for Freedom.

When you Google the words "Harley-Davidson" and "freedom," you get 11 million hits — a lot to sort through. So I settled on a few entries to round out the topic.

Motorcycles, of course, have always conjured up images of freedom and rebellion (think Marlon Brando, with his cigarette, Johnny cap and trophy bungeed to the headlight of his bike). Then came the 1 percenters, Hells Angels who now have their own Instagram accounts, and more MCs than one can count.

In the early 1960s, when American Honda began selling its 50cc Cub model, Honda's color ads in Life magazine epitomized freedom, though they used the words, "You meet the nicest people on a Honda." The ads showed well-scrubbed youthful Americans riding to the tennis courts or to college classes on the little scoots.

As we Harley fans know, The Motor Company got its start in 1903,

Appropriately, former CEO Matt Levatich also mentioned Harley-Davidson's launch of its "All for Freedom, Freedom for All" brand platform under his watch in 2017. That slogan is "inherently more positive, more inviting and aspirational" than something more commonly associated with motorcycling such as "stick it to The Man," but also reiterates Levatich's commitment to a more liberating, less constraining brand identity.



If we look at the definition of "retro branding" in the Journal of Marketing, we find that the first element of a successful brand is its ability to create a strong story and a unique message. Harley Davidson has accomplished this feat by creating a story around the concept of independence and freedom. However, the story has started to change in recent years to appeal to millennials, as well as traditional fans. For instance, in 2015, the brand teamed up with the Nature Conservancy to create "Renew the Ride", a preservation program for the environment.





# BOARD OF DIRECTORS

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# ROAD CAPTAINS - JULY RIDES



Day Date	Time	Destination	Lead Road Captain	Sweep Road Captain
Saturday 7/2	9:30 AM	Janice & Steve's House Naples	Janice Chartoff 	Steve Marshall 
Wednesday 7/6	9:30 AM	Rider's Choice		
Saturday 7/9	9:30 AM	Alva Diner (Cash Only) Alva	John Leone 	Larry Shorter 
Wednesday 7/13	9:30 AM	Twisted Forks Port Charlotte	Bill Tatman 	Larry Burgess 
Saturday 7/16	9:30 AM	Boat House Tiki Bar & Grille Fort Myers	Larry Shorter 	Larry Burgess 
Wednesday 7/20	9:30 AM	The Pitt BBQ US41 & Krome Ave.	Bob Hotovy 	Fred Lamphear 
Saturday 7/23	9:30 AM	Sunflower Cafe Fort Myers Beach	Fred Lamphear 	Larry Shorter 
Wednesday 7/27	9:30 AM	Cap't Cons Bokeelia	Bill Tatman 	Larry Burgess 
Saturday 7/30	9:30 AM	Farmers Market Restaurant Fort Myers	Larry Shorter 	Kevin Johnson 

ALL RIDERS AND THEIR PASSENGERS ARE WELCOME ON OUR RIDES.





# SECRETARY'S REPORT



## June 2022 Board Meeting

The regular meeting of the Rockstar H.O.G. Chapter Board of Directors was called to order at 5:37 PM on June 6th by Bob.

Summer Potluck Update: The theme will be "A Night at the Races" with entertainment and music being provided by John Leone and Bob Hotovy. Steve Marshall is coordinating the food and will have a signup sheet at the next General Meeting.

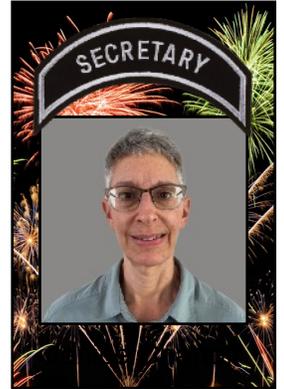
Holiday Party Update: MotorClothes will be selling the tickets starting in August. Members can also sign up at the General Meeting. So far, 10 tickets have been sold. A motion was made to approve the payment of our next deposit in July. Motion by Jerry Sowka and Second by Fred Lamphear. Unanimously approved.

Membership and Renewal Update: Rockstar H.O.G. now has 222 members with national memberships and signed forms.

Fly Your Bra Ride (FYBR): The Cancer Alliance of Naples has replaced Bosom Buddies, who has been a recipient of the FYBR funds.

Harley Merchandise: We received all of the t-shirts, hats, patches and flags that we ordered. They will be available for purchase at the next General Meeting.

Sunrise/Sunset Ride: The event was well attended with members from the Palm Beach and Alligator Alley chapters joining the Rockstar H.O.G. members. The 50/50 raffle and baskets brought in \$251. We are looking forward to the next opportunity we have to ride together.



Treasurer's Report: Brenda reported funds are consistent with last month and we are in very good financial condition.

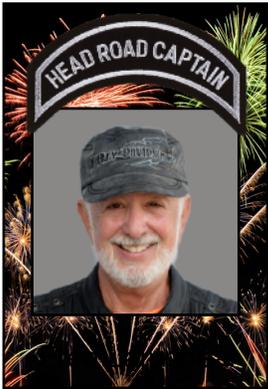
General Meeting on Facebook: We have received mixed responses of posting the General Meeting on Facebook. A motion was made to suspend the posting of the General Meeting on Facebook. Motion made by Fred Lamphear and Second by Gary Mayer. Unanimously approved

H.O.G. Application Bonus Program: May was the first month for the application bonus program to encourage salespeople to promote chapter membership. There were a few bugs in the first month and clarification was provided by Bob at their staff meeting.

Meeting Adjourned at 6:33 pm. Motion by Jerry Sowka and Second by Fred Lamphear. Unanimously approved.



## Rockstar H.O.G. is a Riding Chapter



First, let me give a shout out to all our Road Captains. Sometimes we forget all they do to provide safe, interesting, and entertaining chapter rides. Thank You All.

As we enter the summer months one of the questions we ask ourselves as Road Captains

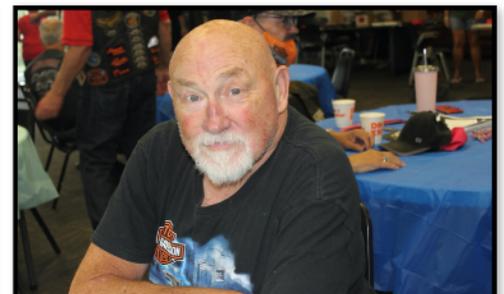
is “should we curtail rides and/or suspend rides during the summer months?”. The reason for the question is the Florida summer heat and rain, and our thinning Road Captain ranks during the summer.

Not wanting to lose site of our primary chapter goal, “to ride”, the answer always generates a debate. Along with fewer Road Captains available in the summer, fewer members attend weekly rides in the summer as well. It’s interesting to note that the Lee

County Sheriff’s Motorcycle Unit suspends riding in the hot, rainy, summer months.

At our June Road Captains Planning Meeting, all things considered, we decided it is most important to achieve our primary goal as a chapter, “to ride”. Therefore, we will continue our Wednesday and Saturday chapter ride schedule throughout the summer. Some days may not have Road Captain volunteers. However, we will still ride. When this occurs we have what we call “Rider’s Choice” rides. (Our East coast sister chapters call them “pick-up rides”.) This means members who show up for the ride decide amongst themselves who will lead and the destination. We started these types of rides during the Covid-19 heavy restriction periods and they worked well. “Riders Choice” days will always be noted in the Rockstar H.O.G. newsletter calendar.

Ride Safe. Stay Alert. Stay Hydrated. And Enjoy your summer rides.





# LADIES OF HARLEY MESSAGE



## LOH Activities and Involvement are Gaining Momentum

I want to welcome back all our lady riders as we had our second meeting right after the general meeting in June and it was a success. Thank you ladies.

Fly Your Bra updates: Lisa and Ally auctioned off 2 bears during our April and May meeting raising more for this worthwhile event. Thank you both for everything you are doing in advance to make this one extra special. Remember the date for FLY YOUR BRA on October 8th, so save the date. Please keep an eye out in the blast for all updated information about this wonderful event. I want to add this is a wonderful charity that helps women who have suffered from Breast Cancer. I know there are sadly other cancers that have had an impact on all of us. Our LOH chapter goes above and beyond to support this. Thank you, ladies, as always for your hard work.

I want to celebrate special events every month, whether it's an engagement, wedding, birth of a child, grandchild, or anniversary. This column is a good medium to say congratulations.

This month a big shout out to Elle Shorter our newest female rider, Elle took the BRC course and

Also, as membership Officer I'd like to share with you a great way to access our chapter website. Our webmaster has created this new QR code. Just scan it with the camera on your smart phone.

successfully passed all aspects of the course.

WOO HOO!!

I also mentioned something called road id. The site is roadid.com. It is a great way to always have an emergency contact on you. Both John and I wear it when riding and John and my son have one for their sneakers when they run or hike. In an emergency, no one has to try and find your wallet or phone.

I am looking into either a mini golf evening or maybe Top Golf. Yes, bring your significant other.

Please let me know if you have any question or ideas moving forward as they are always welcome. You can reach me by email or text me at Macktsbabe@gmail.com or text at 516-242-3818.

I am here to listen to all concerns and ideas.

Next meeting will be in July after the chapter meeting.

Be safe and ride on.





# MEMBERSHIP & GOODWILL



## Our Chapter Continues to Grow



A BIG WELCOME TO OUR NEW AND RENEWING MEMBERS! We now have 222 active members. Please remember, you must keep your national H.O.G. membership up to date as it is a requirement of every H.O.G. chapter across the world. Please email me your new expiration dates.

As I add new members and new bike owners, I have been mailing out membership cards to you. If you haven't received one please email or text me as I have no control over the post office. Please keep in mind if you are not getting our weekly blasts, Janice emails them out every Sunday night. So if you changed your email address, please let me know so that I can update it in our database immediately.

I would also ask if you would kindly email me your VIB numbers as we are missing many. Having your VIB

number in our database allows us to make sure you are getting your correct points. Please email me your VIB number to MACKTSBABE@GMAIL.COM.

We continue to receive both new and renewal forms so our active roster keeps growing. I am also happy to announce we are attracting more year-round residents who enjoy the fact we can ride year round in Florida.

If you know anyone who is not a member please encourage them to join our chapter as we are more than a chapter, we are H.O.G. family and always look out and care about each other. You can do this simply by downloading it from our website or go directly to the dealership and drop it in the chapter mailbox with your \$20 cash or check. You may also mail it directly to the dealership if you are out of town or just find it easier .

Our website is [www.rockstar.com](http://www.rockstar.com) and the address to mail to is: Rockstar H.O.G. Chapter 4352, 9501 Thunder Road, Fort Myers, Florida 33913 To renew your national H.O.G Call – 1-800- 258-2464. Website- H-D .com/HOG



## Member Spotlight

Meet Ron Maclean

Ron has been riding motorcycles for 60 years.

Ron's first motorcycle was a 1965 Duraglide

Ron Recently rode a 2020 Harley-Davidson Tri-Glide



# SAFETY OFFICER'S MESSAGE



## Perils of Dehydration

Hot weather is here, and so are the very real dangers of prolonged riding in high temperatures.

If you are out for a prolonged ride of several hours or more in high temperatures, you have elevated your risk factor in an environment certainly capable of creating a condition referred to as dehydration. Proper hydration is an ongoing and cumulative process and you cannot properly hydrate yourself without consuming appropriate levels of water. If you are under-hydrated on a given day and don't fulfill your body's need, and the following day you again fail to consume enough water, then this loss of hydration becomes cumulative and the deficit grows, making you more susceptible to dehydration. Go out and ride your bike on a hot dry day for an extended period of time, and you immediately are at a heightened risk of dehydration.

To stay adequately hydrated do not wait until before the ride to begin an intake of fluids. While everyone is different, there is an excellent rule of thumb for being adequately hydrated and that is, take your weight, divide it by two and that is the number of ounces you should intake daily to maintain adequate hydration. Also, fluid intake should not include caffeinated beverages such as coffee, tea, sodas or any other beverage containing caffeine, as these actually have the opposite effect and will exacerbate the situation. Dehydration can manifest itself in one or more of several ways, such as cramping in your legs or abdomen. A good hydration routine should include the beverages which contain electrolytes.

The next symptom is heat exhaustion; you do not necessarily have to physically feel cramping for you to experience heat exhaustion. Common symptoms that your dehydration is approaching a danger point is dark

yellow urine; you are no longer sweating, nausea, headaches, weakness, dizziness, confusion and or temporary loss of consciousness. These are not symptoms that you would want to experience while you are riding your bike, and obviously they are very capable of compromising your ability to maintain control of your bike.

The last symptom you might encounter in a case of extreme dehydration is heat stroke. This is an extremely serious condition requiring immediate medical care and quite possibly hospitalization. The body's core temperature must be brought down immediately.

Hot weather Riding Tips:

Dress appropriately, wear protective clothing to minimize your exposed skin.

Hydrate adequately

Wear a cooling bandana or towel around your neck

Avoid riding in the hottest parts of the day

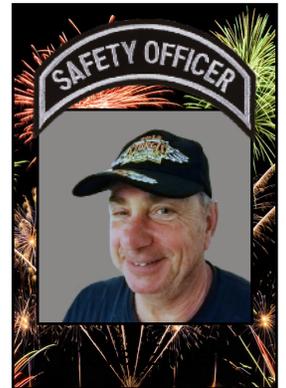
Take frequent breaks

Obtain a mountable cup or thermos caddy that can put fluids within easy reach

Wear sun screen

Supplement water intake with a sports drink which helps in replacing minerals such as sodium, potassium, carbohydrates and electrolytes

As always, practice safe riding, have fun, understand the health risks involved and don't fall victim to the perils of dehydration.





# CHAPTER EVENT SCHEDULE

GUESTS WELCOME at ALL CHAPTER EVENTS



## Weekly Rides



**2 Weekly Rides**

**Wednesdays & Saturdays**

**Check Our Calendar**

**For Dates & Times**

## Monthly Events

- ◆ **Road Captain Planning Meeting - 1st Thursday**
- ◆ **BOD Meeting - 1st Monday**
- ◆ **General Membership Meeting - 2nd Sunday**
- ◆ **Chapter Grilling @ Rockstar H-D - Various Weekends**

See Calendar Insert for Date & Times

## Annual Events

Rockstar H.O.G. Chapter is involved in several charity rides, memorial rides and events throughout the year. Read this newsletter, our calendar, our Facebook page and our website for up-to-date information and scheduling.

A Monthly Publication of Rockstar H.O.G. Chapter  
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Editor and Publisher - Fred Lamphear



[rockstarhog.com](http://rockstarhog.com)



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