



Santa María Harley Owners Group 2026 Chapter Goals



- ❖ Ride & Have Fun!
- ❖ Continue to engage new members and get them involved with Chapter events when they happen
- ❖ Engage members with the HOG 365 program by encouraging them to enroll in the program and have quarterly and end of year mileage checks
- ❖ Continue to build a strong core of Road Captains and mentor possible Road Captain candidates and establish new destinations for Chapter rides
- ❖ Mentor perspective members into future officer positions during the year
- ❖ Continue to grow the Chapter membership with a goal of 10% growth in 2026
- ❖ Continue to keep the lines of communication open with sponsoring dealer management and ownership that will lead to a win-win for both