



Gruene HOG 2062 December 2013 Chapter Newsletter

The Road to Gold

From all of us at Gruene Harley-Davidson, we hope you had a very Merry Christmas and blessed New Year. This is always a good season to reflect on the previous year and project your hopes and dreams for the new year to come. 2013 was definitely an epic year in the Harley-Davidson world: 110th Anniversary parties; Introduction of Project Rushmore; the launch of the new Street500 and 750 motorcycles, and of course the 30th anniversary of H.O.G. We have so much to be thankful for at Gruene Harley-Davidson including each and everyone of you that make up the Gruene H.O.G. Chapter. "Family" is not just a catchy word around the Gottsacker businesses, it is truly a way of life and all of you are an important part of what makes up the Gruene Harley-Davidson Family.

We would like to give special recognition and thanks to Marta Maley-Roberts, Mike McFalls and all the Officers that tirelessly volunteered their time this past year to make the Gruene H.O.G. Chapter such a success ... you all ROCK! By staying focused on what's important to H.O.G. ... riding and having fun ... the Officers from 2013 have carried forward one of the most successful chapters in the country and set us up for an amazing year to come in 2014!

At the dealership, Jon Magill and I are working hard to get the team more involved with our Chapter. We are now offering paid one year H.O.G. memberships with the purchase of any pre-owned Harley-Davidson motorcycle and are even offering to cover the cost for any employees to join the Gruene H.O.G. Chapter. You all have done such an awesome job of supporting the dealership, now it is our turn to return the favor and give you, the Chapter, more support.

In 2013, Gruene Harley-Davidson was again recognized by Harley-Davidson Motor Company with a Bronze Bar & Shield award (this was the third time in the past four years the dealership has received Bar & Shield award). This prestigious award is only presented to the top 10% performing dealerships in the country. While we were very humbled by the bronze Bar & Shield, the leadership team at Gruene H-D came together and set a goal of going for GOLD (top 3%). We recognize this will be a steep hill to climb, but we are ready for the challenge and need 100% support from the Chapter to help us achieve this.

So you may be asking ... "what can I do to help?"

1) Give us a chance to EARN your business for everything Harley-Davidson. EARNING your business is something I believe we have to do every time you walk in our door. If we ever fall short, call me directly at 210-823-2359 (this is my cell phone). Whether it is a new or pre-owned motorcycle, parts, service, or motor clothes ... we want to EARN your

business for everything Harley-Davidson all the time.

2) When you purchase a new Harley-Davidson motorcycle from us, take a minute and complete the short Customer Survey H-D Motor Co. sends you (you can even do it online). If for any reason we did not earn a 10 on every question, let us know what we need to do to change that (remember ... you now have my cell phone ... call me and tell me why).

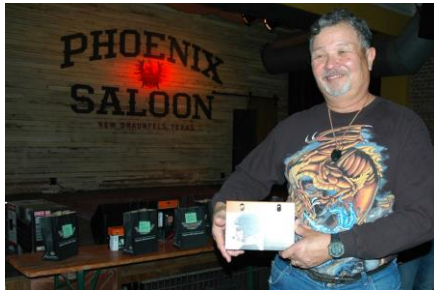
3) Refer your friends and family ... especially younger riders and women. With the introduction of the Jumpstart, the new Street500 and Street750, and the Harley-Davidson Rider Academy, there are more opportunities today than ever for people who never thought they could fulfill their dream of owning a Harley-Davidson.

We are looking forward to an even more amazing year with you in 2014. Stop by the dealership and check out the new Jumpstart, remodeled customer lounge and new Motor Clothes lines we have started to carry. United through our independence, we are here to serve you in fulfilling your dreams of personal freedom. Have a safe start to 2014 and may your year be full of blessings.

Kindest regards,
Trevor Bird

And here is some of what happened in December.

The toy run was canceled but the party at the Phoenix was a lot of fun.





From the Editor

Many of us got some really great gifts. But somewhere around two thousand years ago God gave us the ultimate gift. That gift is the reason we celebrate this time of the year. We all have the choice to celebrate how we see fit. As for me, I will remember that God loves us so much that he gave his only son, so that whoever believes will have eternal life. Funny thing about a gift, it's not yours until you accept it. Merry Christmas!



“Wreaths Across America” riders



Joe isn't always so bright.



Hope you were on “the naughty” list



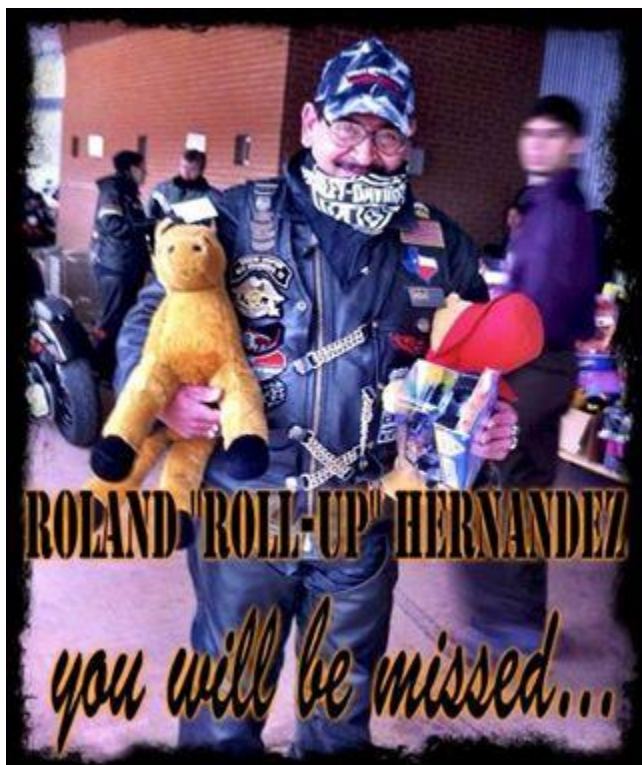
Joe and Connie Costello hosted a great party for us at their home. Although we didn't do any burnout contest (this time) we all had a great time. Its always great to get together with our fellow HOGs.

Then Rick and Marta hosted an “Ugly Christmas Sweater” party at their home. Some of the ladies even went caroling. The men stayed behind in the interest of music lovers everywhere. Delisa won first, Alma won second and Mike third, in the ugly sweater contest. Thanks Rick and Marta !





First place baby!



Last week, our dear brother Rollup passed away. Roland Hernandez lost his battle with cancer on Friday December 20th at about 1:30 in the afternoon. His family and friends will surely miss him, but I believe he is in Heaven waiting on us to “roll up”. Current plans are to spread his ashes somewhere out on the Twisted Sisters in April. We will let everyone know the details as we get them.

Some important days to remember. As always check the latest calendar for specific details.

Dec 1 Bike blessing at GHD

Dec 4 Chapter meeting at Herberts

Dec 17,18 and 19 Mens only camp out at Garner State park. contact Matt at alamoblacksheep@aol.com