



MessageMakers

experiences that transform

messagemakers.com

1217 Turner Street

Lansing MI 48906 USA

tel +1 (517) 482.3333

fax +1 (517) 482.9933

CONTACT: Tina Ray • (517) 482-3333 • ray@messagemakers.com

FOR IMMEDIATE RELEASE:

“UNITED NATIONS OF HARLEY” MEET IN MILWAUKEE

Milwaukee, Wis. (April 21, 2010) - The halls of Milwaukee’s Midwest Center are covered with poetry and quotations reflecting the best minds the Midwest has to offer.

Earlier this month, those halls were filled with the sounds of six languages as the Harley Owners Group® (H.O.G.®) officer training program welcomed Harley enthusiasts from throughout the U.S., Europe, the Middle East and Africa April 9-10.

“H.O.G. Officer Training in Milwaukee was our biggest and most ambitious international training event ever,” noted Benny Suggs, general manager, Harley Owners Group and Rider Services. “It was a tremendous success because of the incredible passion, loyalty and respect the members have for the brand, the H.O.G. experience and one another. It was truly global H.O.G. without borders!”

Nigel Villiers, Director of H.O.G. Europe, Middle East and Africa, agreed. “It was the hottest thing yet. New ideas, new frontiers and yet no barriers.”

“The officers coming to this training lead Harley Owners Groups around the world,” says Kris Schoonover, Director of Harley Owners Group Field Operations. “They’re volunteers who donate their time to making sure their friends have opportunities to ride and have fun - so we support them by putting on events like this where they get training in how to do their jobs well, opportunities to share ideas with other volunteers and some good times together.”

“We welcomed 1,200 riders to this sold-out, closed event, including 500 flying in from 23 countries around the world. It’s kind of like a United Nations of Harley riders,” said Mark Pleshar, program director with MessageMakers, the company producing the event. “With the internationals coming, we added translators to general session and created language-specific breakouts.”

MessageMakers has produced similar programs for the Harley Owners Group around the U.S. and abroad for over 10 years. MessageMakers produces experiences that transform worldwide: learning experiences, events, video, and more. In the past decade, the company has won almost forty awards for the quality of its work and its continued excellence in the field. For more information on MessageMakers, please visit www.messagemakers.com.

With almost one million members and over 1,400 chapters in 135 countries, the Harley Owners Group is the largest factory-sponsored motorcycle club in the world. To find out more, visit www.hog.com.

###