

Gold Wing Road Riders Association



"Insight"

GWRRA News & Information
from the International Team

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PASSPORT



Gold Wing Road
Riders Association

The Passport Program is geared to encourage the Members of GWRRA to ride their motorcycles more to GWRRA Events, Rallies, Chapter Gatherings, etc.

The Passport books have 64 pages, with 4 spaces on each page, for Members to get stamps/initials for each place they visit. GWRRA is providing this special website for this Program.

Check out the details at:

<http://gwrra.org/passport.html>



<http://www.gwrra.org>



<http://www.gwrra.org/oconnect/>

Your efforts are making a difference...

To all the Teams in our great Association, a personal thank you for making GWRRA a wonderful place for our Members to enjoy. I have seen a more positive attitude and "can do" spirit like never before. Lori and I thank you so much for the joy you are bringing others.

During the months of January and February, the International Team had discussions with the Region and District Teams. We had an open dialogue discussing new programs and how we can better support the Region and District Teams. The discussions were very productive and will help us formulate ideas to better support our Chapters. Ed and Linda Johnson, Directors of Membership Enhancement, presented their ideas on how to improve our methods of contacting new Members and how to encourage them to get involved in Chapter Life. Here are a few facts they used to support their findings regarding new Members.

- We recruit on an average of over 10,000 new Members a year.
- 40% of our current Members have been with us 3 years or less.
- Our retention rate is only 50% (for Members with 3 years or less), primarily because of the failure to contact new Members.
- There are many areas where we have a significant number of Members, yet no Chapters exist.

Many Chapter Teams have told us their current Participants have been with them for a long time and they would love to see new Members participating with their Chapter. We all know that having new Members participating in our Chapters brings that spark that leads to an increased FUN activity level. What is not understood is, with 40% of our Membership having been with us for less than 3 years, why aren't they seeing them in their Chapter? It was apparent to all in our conference call that there seems to be a disconnect between our Chapters and our new Members. We all know that Members join us because of their passion for motorcycling. They stay because they have made friends with whom they enjoy their adventure. If new Members don't have the opportunity to experience the positive Chapter Life we all have come to love, they probably won't stay.

To improve our connection with our new Members, Ed and Linda formulated a simple, yet effective, plan. With the support of the District Teams, it is a three prong outreach plan...

- Focus on targeting the 1-3 year Membership and have the District Teams personally contact them before their Membership has expired.
- Send a welcome letter to new Members from the District Teams, providing contact information for both the District and local Chapter. Inform the Chapter of this contact and have them follow-up with a personal contact and invite.
- Use available web-based software tools that allow Directors and Membership Enhancement Officers to plot their District Membership; this can be a visual aid to target areas where new Chapters can be formed.

This effort has been in place for less than two months and we're already having outstanding results. District Teams have had dozens of responses from Members who have never been contacted by a local Chapter. These Members are so appreciative for this contact. The Districts are working with local Chapters, providing these Members with an opportunity to get involved in Chapter Life. This cooperative effort will increase the Chapter's health and even possibly provide them with future leaders that would have otherwise just passed through our Association.

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In addition to this, many Districts have already targeted areas where new Chapters need to be formed and are already starting the process. One reported example is the Arkansas District. The District Team has identified two areas where Chapters are needed and are contacting Members in that area to form these Chapters. This kind of initiative by Districts will provide their Members and Chapters a chance to participate and have loads of FUN. I congratulate the Arkansas District Team and others throughout our association, for taking the initiative and running with it.

We also have seen a positive impact with our membership numbers in January. An increase of 2.61%, 1,805 Members, represents the largest increase in recent history. All of our Region, District, and Chapter Teams should take pride in this increase, it emphasizes that with everyone working together our Association will continue to grow and prosper.

Around 1/3 of the new Members in January are from TRI (Trike Riders International). Let's be sure to invite them to our Chapter Gatherings and make them feel welcome. Speaking of making them feel welcome, I received a wonderful letter from Steven S. who lives in California. Steven recently attended his first Chapter Gathering with Chapter CA1-R in Irvine, CA. He had a great experience and commented on the wonderful reception he received from Cathy Diaz and Ray Martin. Here is a short excerpt regarding Steve's time he spent with Ray:

"He asked my name and asked if I had a place to sit and then invited me to his table for breakfast. He took a special interest in explaining the Chapter, the things that were going on, and made sure I was informed about the Chapter, and was a comfortable guest. Ray was genuinely interested in making sure I felt welcome without applying any pressure. He treated me like he would have wanted to be treated if he were a guest. It came as no surprise to find out Ray was a retired employee from Disneyland!"

Thanks to Cathy and Ray for ensuring Steve felt welcome. Across the association, we have Members like this in every Chapter. Lori and I were "Louie-ized". Our home Chapter has Louie Schippers who has been making new Members feel welcome for over 20 years. His personal touch was what got Lori and me involved. These are the individuals Chapter Directors need to empower as the Chapter Membership Enhancement Officer. Since they love to contact new Members and get them involved in their Chapter, why not honor their efforts and have your District ME appoint them as the Chapter ME? They are deserving of this honor and your Chapter will benefit from it.

GWRRA is strong and growing, thanks to all of the great Teams and Members we have within our association. Thanks for everything you do and welcoming these new Members into our Chapters.

Mike Stiger
Director of GWRRA



<http://www.gwrra.org/>



<http://www.gwrra.org/regional/ridered/index.html>



<http://med.gwrra.org/>



<http://www.gwrra.org/regional/Training/Training.htm>

Riding in the Rain...Avoiding those Rain Drops

The operative word here is DROPS. Most riders get used to riding in the rain by accident. They take off on an all day ride when the sun is shining, and by afternoon they realize they're going to get their first taste of wet asphalt, like it or not.

So, suppose you're thinking about getting on a wet road for the first time, or perhaps you've done it a few times, or you do it so much you're not thinking about what the hazards are.

Here is a list of critical rain hazards I watch for when riding in a typical Florida rain storm:

Painted Lines: Painted lines are inherently slippery when wet. Crosswalks can be unsafe for motorcyclists, particularly if you're turning and crossing the lines at an angle. Slow down more than usual and make the turn straight up, rather than in a lean.

The same holds true for diamonds in the HOV lanes. They can be very nasty when you lean into them, especially on the freeway. The diamond is shaped so you just slide across it and continue to slide along it.

Any painted line is a hazard. Until the DOT addresses the issue and comes up with a tackier texture, you're the one in control of your destiny.

Surface Textures: Many commercial and residential parking areas are paved with very slick concrete surfaces. When you leave the road and enter the local mall or condo complex, the change in road surface can cause you to drop your bike in a second. Again, ride slower and straight up, and don't let the concrete bite you.

Steel: Manhole covers are enemy number one and railroad tracks rank a close second. Making a turn over these surfaces sets you up for trouble. Avoid them or keep the bike straight up and cross over slowly. Railroad tracks have a way of popping up on you just after a turn, and you may still be into a lean when you reach them. Look for the crossing signs ahead of time, slow down, and again, stay straight up when crossing.

Are you sensing a theme here regarding motorcycle positioning when dealing with various hazards?

Grated bridge crossings and metal plates are nasty to encounter in the rain. Look at where you want to ride, take it slow and don't try any fancy maneuvering.

Puddles and Pot Holes: It only takes once to know how this one feels. You cruise through what you think is just a puddle and, when it's too late, you have dropped into a pot hole that wants to suck you down to a place you definitely don't want to be. Avoid puddles if you can; use caution and be aware of the possibility the puddle just may be a black hole from which there is no return.

Oil: It can be everywhere. Those little red and blue rainbows on the ground mean danger. Ride slowly and straighten up. Per the DOT's motorcycle safety manual, if you're caught in the first rain following a few dry days, remember the roads are covered with lots of oil and dirt that will be lifted from the surface in the first 30-60 minutes of a new rain. Great time for a coffee break!

Ride Safe, Have Fun

Joe Mazza
International Assistant Director, Rider Education

Rider Education Program

Renewal Cards

As many of us have discussed, the issuance of renewal cards for Seminar Presenter, Rider Course Instructor and PLP Facilitator appears to be unnecessary; rarely is anyone asked to show their card prior to Presenting, Instructing or Facilitating a course.

With the Rider Education Database readily accessible, and the new improved version soon to be released, it is very easy for an Educator to verify the status of anyone who wants to do a class.

Because of the time and expense involved, it has been decided renewal cards are unnecessary. Instead, only new applicants will receive a card, with an "Issued Date", and no expiration date.

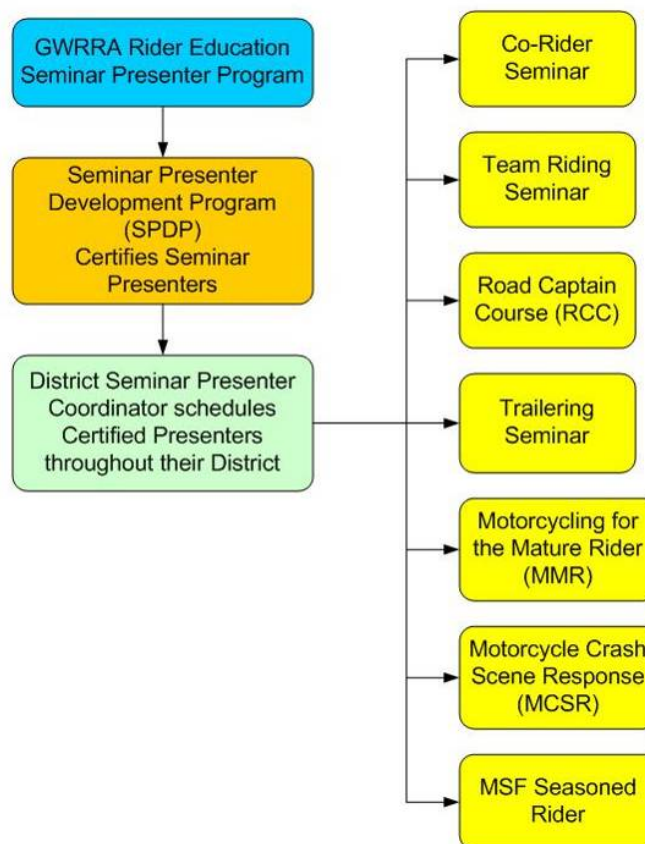
When a renewal application is approved, the Region/District Educator and the applicant will be notified. The updated information will be entered into the Database by the International Team. (Note: It is imperative a correct email address is on the renewal application for contacting purposes.)

Anyone with a current card should retain it in order to show they had been certified and have a valid number.

Ride Safe, Ride Often!

Gene & Betty Knutson
Directors, Rider Education Program

Seminar Program Administration



<http://www.gwrra.org/regional/ridered/index.html>

Do You Have A Successful Chapter?

What makes a GWRRA Chapter successful? Why do some Chapters seem to thrive, grow, and remain active? When talking with Chapter Directors who have growing, healthy Chapters, we always ask the question, "What makes your Chapter successful?" The answer usually centers on the same basic points, points which may be successful for your Chapter.

Successful Chapter Directors tell us they start by selecting the right person for each TEAM position. Many times a Chapter Director simply asks for volunteers at a Chapter Gathering to fill a vacant position; other times the position will be listed in the Chapter newsletter. In many cases, no one volunteers and the Chapter Director simply says, "No one is willing to help, I have to do it all myself". The successful Chapter Director looks for and seeks out an individual's strengths. They get to know their Participants, their interests, their hobbies, etc. Then they approach the individual to review with them some of the tasks they wish to accomplish. They handle this on a one-on-one basis. A volunteer must know what they are being asked to do and what is expected in the position for which they are being considered. It's more than just having a warm body to fill a position. Putting the right person in the right TEAM position can make you successful. The volunteer will enjoy performing the task and help make the Chapter successful.

Chapter Directors tell us another way to be successful is to stay in touch with ALL Chapter Participants. Successful Chapter Directors tell us this is very important. Not only do they contact the New and Prospective Members, they stay in touch with every Chapter Participant on a regular basis. A telephone call or email usually does the job. Successful Chapter Directors tell us they contact Participants who miss a Gathering, ride, or event. This lets Participants know they are missed and are an important part of the Chapter. Members who do not participate on a regular basis are contacted quarterly just to check on them and let them know what is going on. With today's technology, it's easy to keep Chapter newsletters and other information flowing to them. Chapter Participants may, at one time or another, have health issues, financial issues, or other difficulties and may not be able to attend Chapter activities. If this occurs, staying in touch with these members will let them know they are important to the Chapter and increase the chances that they will return and participate with the Chapter again.

There are some Chapters that have Participants who just want to attend Gatherings and eat. There is nothing wrong with this. That is why it is important to know what Participants like and want to do so you can schedule events and activities accordingly. Other Chapter Participants join GWRRA to ride with others and make new friends. As leaders, we need to provide activities for everyone.

Successful Chapter Directors tell us they are always looking for new ideas and ways to increase participation. Many times they tell us they turn to the Chapter of the Year Program to provide new ideas for participation in the Chapter. This Program provides them with many suggestions and opportunities to promote FUN and renew participation for their Chapter. The Chapter of the Year Program also provides a way for the Chapter to be recognized for its accomplishments. One successful Chapter Director stated, "If a Chapter participates in the Chapter of the Year Program, they will be successful".

Is your Chapter successful? Do you have a problem getting anyone to assist? Do you seem to do everything yourself? Have you tried to do what other Chapter Directors are doing to be successful? If you do nothing, then nothing will be done!

We encourage all Chapters to visit and support each other. Try new things, go in new directions, and mix it up. If your Chapter is not going forward and having FUN, what have you got to lose? Nothing! What have you got to gain, "A SUCCESSFUL CHAPTER".

Ed & Linda Johnson
Director, Membership Enhancement Program

Membership Enhancement Program

Membership Enhancement Officers

Congratulations! For the first time in the history of GWRRA, Membership Enhancement Coordinators are now Officers. That is a great accomplishment! However, as you probably know by now, accomplishments lead to more involvement and responsibility in the Membership Enhancement Program. We know we ALL are volunteers in GWRRA and we enjoy working with the Members or we would not have accepted these positions. We ask that you work toward the duties and responsibilities you have accepted when becoming a Membership Enhancement Coordinator. We don't expect everything to be accomplished in one day, but as each day passes and the task are completed, we have taken a step closer to the fulfillment of our responsibilities.

Keep in mind that one of our main goals is to contact New and Prospective Members. If we want to prioritize, another important goal is to assign as many of the current Unassigned Zip Codes as possible. Zip codes should not necessarily be assigned to a Chapter if it's not feasible. An example would be assigning a zip code to a Chapter that is a great distance away; it would be better to leave this zip code unassigned. However, it is important to contact ALL new Members on the Unassigned Zip Code report. Every Member of GWRRA deserves to be contacted and informed about Chapter, District or Region Gatherings and events, they are important Members of our family. Most of what you have just read involves some work and dedication, but your efforts will aid in the retention of all Members in GWRRA.

For the FUN part of the Membership Enhancement Program, we would like for you to take a look at the Couple of the Year program. Promoting this program is important to GWRRA. A large number of participants in the Couple of the Year Program go on to become Officers in our Association. Working and promoting the Couple of the Year Program will help couples grow in "Friends, for Fun, Safety and Knowledge", as our motto states. At the Chapter level, it is important the couple realizes they become a Chapter Couple of the Year by being selected and honored as a valuable Participant of the Chapter. They accomplished this by the enthusiasm and support they have given the Chapter. As they become more involved in GWRRA by visiting with other Chapter Couples, it will help them increase their interest and knowledge in this program.

The next level, if they so desire, will be to participate in the District Couple of the Year selection. The couples who are selected at the District level now feel the excitement of the program and their interest in becoming an ambassador for GWRRA begins to excite them. They will find that each level brings them closer to a larger group of GWRRA Members and their knowledge of the program continues to grow. From the District level, the couple can progress to the Region selection. By the time a couple reaches this level they will fully understand what the Couple of the Year Program is all about. Then from the Region Selection, couples have the opportunity to participate in the International Couple of the Year Selection. This is where their growth in the program, their abilities, their knowledge, and the FUN each couple has experienced will make them shine as an ambassador for GWRRA.

The Chapter of the Year Program is another way Chapters can strive for excellence in participation and receive recognition for their efforts. All Chapters, large and small, are eligible to participate in this Program. The statistics collected are primarily based on the percentage of Chapter Participants as determined by the Chapter sign-in sheets. For 2011, there are no disqualifiers except a Chapter that is selected as the 2010 District Chapter of the Year cannot be selected as the 2011 Chapter of the Year. A 2010 District Chapter of the Year must wait one year to compete in this program again. Chapters can receive recognition at District, Region and International Levels.

These are only a few of the wonderful things that encompass the Membership Enhancement Program. As a new Officer and accepting the role as a Membership Enhancement Coordinator, we thank you. We ask that you take one step at a time to accomplish the duties and responsibilities as a Membership Enhancement Coordinator. The Membership Enhancement Program is the "FUN" program, because we get to enhance the Members of GWRRA.

Ed & Linda Johnson
Directors, Membership Enhancement Program

Membership Enhancement Program

Membership Enhancement Notes

John & Lena Bryant
Region H Membership Enhancement and
Couple of the Year Coordinators

CHAPTER COMPETITIONS GUIDELINES

NEWSLETTER GUIDELINES

1. Any GWRRA Chapter may enter.
2. At least one current Chapter representative must be present at the Region H Convention and be a registered delegate.
3. Newsletters mailed to Chapter participants between the previous twelve months are eligible for competition.
4. Entries must consist of no less than two (2) and no more than four (4) unique newsletters.
5. Newsletter judging criteria are based on content as outlined in the Membership Enhancement Program Chapter Newsletter Award Guidelines
 - Chapter Name or initials
 - GWRRA logo
 - Region, District, and Chapter Letter designation
 - Inclusion of information from National, Region, and District newsletters
 - Rider Education Safety information
 - Stories submitted by members other than officers.

SCRAPBOOK GUIDELINES

1. Any GWRRA Chapter may enter.
2. At least one current Chapter representative must be present at the Region H Convention and be a registered delegate.
3. Subjective judging of the scrapbooks is based on content, relevance of material to goals of GWRRA, artistic content, and organization.
4. Objective judging of the scrapbooks is based on the use of GWRRA logos, Region, District, and Chapter identification.

BANNER GUIDELINES

1. Any GWRRA Chapter may enter.
2. At least one current Chapter representative must be present at the Region H Convention and be a registered delegate.
3. Banners will be judged on the use of the GWRRA initials, or the full name of the association, and helmet logo.
4. Banners will be judged on the use of the Chapter name or initials, District name or initials, and Region initial. Chapter nickname or logo is optional.
5. Points will be awarded for artistic content and ease of identification.

MASCOT GUIDELINES

1. Anyone may enter.
2. All entrants must possess a sense of humor.
3. Mascot must belong to a registered delegate at the Region H Convention.
4. Mascots cannot be alive.
5. Mascots must be of a size and construction that can be safely attached to or ride on the motorcycle.
6. Entry forms must be completed and submitted with the mascot on the day of judging.
7. The general good humor of the judges, originality of the entry form, and mascot will determine winners.

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Membership Enhancement Program

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GWRRA BEST DRESSED COMPETITIONS

There will be four categories in the Best Dressed Competition:

- Best Dressed (Couple/Chapter), **Parade** Category
- Best Dressed (Couple/Chapter), **Riding** Category
- Chapter Shirts
- Convention Theme (Couple/Chapter) Category

General Rules/Definitions for all Dress Competition:

*Each entrant must be an Individual Member, Family Member, Individual Associate Member or Family Associate Member of GWRRA

Each participant in Couple/Chapter Parade must wear the 10 inch GWRRA back patch and GWRRA membership pin

Participants will be expected to perform "1/4 turns" to allow judges to see outfits.

Parade/Riding categories have two sub-categories

Couple – defined as one male & one female

Chapter – consists of at least four participants

To compete in Best Dressed Chapter/Chapter Shirt, members must wear their chapter's designation

Because these competitions are intended to be fun events, Rider Ed. or Mileage awards will not be judged.

Best Dressed Couple/Chapter Parade category does not include music or routines.

The Contestant's outfits will be suitable for representing their chapter in a parade or other event.

Best Dressed Couple/Chapter Riding category does not include music or routines.

The contestant's outfits will be suitable for motorcycle riding.

Chapter Shirts category does not include music or routines.

The contestants are judged on shirts only. Vests, Jackets, Pants, Caps, Sashes etc. are not a part of this category. Ties may be worn in Dress shirt category.

Convention Theme category does not include music routines. Contestants are judged on how well their outfit represents the Convention theme.

There are 3 classes in Chapter Shirt Category

* Dress Shirt (suitable for representing Chapter in a parade or other event)

* Knit Shirt (with or without a collar) includes tee shirts, polo style & golf type shirts. Suitable for Chapter meetings or other casual events.

* Casual shirts (long or short sleeve) (not made of knit fabric) suitable for Chapter meetings or other casual events.

GWRRA Member Benefit Discount Programs

<http://www.gwrro.org/membership.html>



The Officer Certification Program a Very Big Success

When we ended 2010, the Association had trained over 3,400 Members in the Officer Certification Program. When the program started, there were a lot of negative statements and misinformation. Once the Members discovered exactly what was involved, it became quite clear that the program was needed. Our very knowledgeable Trainers went above and beyond to bring this program to the Members. The Trainers have provided countless hours to this program; we commend them and give them a very BIG THANKS for their efforts.

In 2011, we will devote more of our time and resources to the rest of our training programs and seminars. Future Officer Certification Programs will be available on a “when and where” basis. This means when the Members need training in their area, we will have Officer Trainers standing by to assist.

One of the reasons GWRRA is a great Association is the training programs. Have you ever gone to Google or any other search engine and looked up Leadership Training Seminars? If you do/did, you would very likely be surprised at the cost of comparable seminars. On average, a typical 4-hour seminar will cost the attendee a minimum of \$200.00. A day and a half seminar, like the OCP or Horizon Programs would cost upwards of \$1000.00.

So why do I bring this up? One of the many benefits of being a GWRRA Member is the world class training programs. In the Leadership Training area, a Member can attend over 50 different seminars for \$0.00. That's right, no charge to attend a seminar (does not take into account any travel and lodging expenses). Another plus is most seminars can be presented right in your own backyard. That would mean zero expense to a Member or Chapter. To set up a training seminar contact your District Leadership Trainer. They will work with you to meet your needs.

Another way a Member can take advantage of the available training is to attend a Region or District Convention. During these events there are a number of seminars to attend; also, Wing Ding always has a multitude of seminars to choose from.

Don't let this fantastic benefit slip by you this year. If your Chapter is planning to participate in the Chapter of the Year Program, these seminars can help put your Chapter over the top.

Paul & Cheryl Brosher
Directors, Leadership Training Program



2011 Events



Wing Ding 33
“Rollin on Rocky Top”

July 6 - 9, 2011

<http://www.wing-ding.org/>

Region H	March 24 - 26th
Region F	May 27 - 29
Region K	July 29 - 31
Region L	August 4 - 6
Region I	August 4 - 6
Region E	September 2 - 4
Region A	September 15 - 17
Region D	September 15 - 17

Gold Wing Road Riders Association

Friends for Fun, Safety & Knowledge

Missouri District	March 5	Montana District	July 28 - 30
Florida District	March 17 - 19	Michigan District	July 29 - 30
Alabama District	March 31 - April 2	Illinois District	August 5 - 6
Louisiana District	April 7 - 9	Kentucky District	August 11 - 13
Tennessee District	April 14 - 16	New York/New Jersey District	August 11 - 13
South Carolina District	April 28 - 30	Iowa District	August 12 - 13
Missouri District	April 28 - 30	Colorado District	August 25 - 27
Texas District	May 12 - 14	Kansas District	August 26 - 27
Arkansas District	May 26 - 28	Idaho District	September 2 - 4
Georgia District	June 16 - 18	California District	September 2 - 4
West Virginia District	June 16 - 18	Pennsylvania District	September 8 - 10
Nebraska/South Dakota District	June 9 - 12	North Carolina District	September 22 - 24
Idaho District	June 11	New Mexico District	September 22 - 24
Oregon District	June 16 - 18	Virginia District	October 7 - 9
Minnesota District	July 15 - 16	Nevada District	October 7 - 9
Washington District	July 22 - 23	Mississippi District	October 13 - 15
Utah District	July 22 - 24	Oklahoma District	October 28 - 29
New England Districts	July 28 - 30	Arizona District	October 28 - 30

Don't see your Region or District event listed?

Contact the Insight Newsletter Editors
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