

# Gold Wing Road Riders Association



## "Insight"

GWRRA News & Information  
from the International Team

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### **New Webpage for Trikes!**

There is now a webpage dedicated to Trikes. You can find it under the "Programs" tab above on the GWRRA Homepage. We're looking for content provided by you! So please, send us your stories, ideas, memories, and experiences and we may place it on the webpage

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



<http://www.gwrra.org>



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

## Empowering Participation...

In recent months there has been an earnest effort put forth by our Districts and Chapters to make contact with our Members that have not been actively participating with our Chapters. The results are outstanding. Across our Association our Membership retention is up and it is a direct result from everyone taking that extra step to contact these Members. Some of these Members are relatively new, while others have been around for a few years. One thing they all have in common is that they are very appreciative that someone took the time and invited them to participate in GWRRA Chapter Life. I encourage everyone to keep up the good work.

Another very positive trend is our recruiting efforts. Last year from January 1st to the end of February we had recruited 1,353 new Members. The same period this year the number is up 40% to 2,228 new Members. That is incredible... If we are able to maintain this throughout the year we will recruit between 14,000 and 16,000 new Members. That means, on average, Chapters will gain between 17 and 20 new Members to contact this year. Combining these two efforts (solid, retention and recruiting) will allow our Chapters, District, and Regions to grow and continue to prosper. There is nothing more satisfying for a Chapter Team than to see all these new faces at their Gatherings and Events.

This brings me to the crux of my thoughts. How do you keep new Members once you get them to come to one of your Chapter Gatherings or Events?

A positive first impression of the Chapter is so essential to ensuring that these new Members leave your Gathering having a good time and wanting to return. There are several things you can do to ensure this happens. For sure you need a plan to ensure things go smoothly.

Initial contact: Have a Sunshine person or couple that greets everyone at the door as they arrive...

It is important new Members feel welcome to your Gathering as soon as they walk in the door. It is essential to find out who they are and where they're from, prior to the Gathering. Typically the Chapter Director does not have time to meet and greet new Members prior to the start of the Gathering, so the greeter is key first step in greeting new Members or Visitors. Once they have been properly greeted we move to the second step of our plan.

Make them feel at home: Introducing them to another couple to take them through introductions and explain what is going on during the Gathering.

This couple needs to take a genuine interest in this new Member(s). They are there to listen and explain what is going on. Write down their names, where they're from, how they can be reached, what they ride, how they heard about the Chapter, etc... They should be given the Chapter Newsletter, flyers on upcoming events and any other information pertaining to Chapter Fun activities or other GWRRA area activities. Many people are bashful amongst a new group of people, so the Chapter Director should have the "mentoring" couple introduce the "newbie(s)" to the Chapter.

Leadership introductions: Introducing this new Member(s) to the Chapter Team.

As the Gathering concludes, it is important they are introduced to key Members of the Chapter Team. The leadership needs to take the time to talk to these new Members. This will give them a sense of belonging and importance. This is a great time to give this couple a "Welcome Package". What is this? It is an informational package explaining what GWRRA and your Chapter is all about. Membership Enhancement Program's "New Members Guide" can be found online at <http://med.gwrra.org/guides/me/NewMemberGuide.pdf>; this is a great place to start and Chapter information can be added to it.

Have some Fun with the New Member(s): Invite them to participate in your Chapter Activities.

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*Personally* invite them to participate. Typically Chapters have activities planned following a Gathering. If not, be sure to get them a ride schedule with a list of upcoming activities. Running out of ideas? Check out the "Fun Activity Guide" found at <http://med.gwrro.org/fun/fun.html>. This activity guide is loaded with great ideas for your Chapter to do.

Follow-up contact: Ensure that this new Member(s) is contacted in the future keeping them in the loop regarding Chapter activities and events.

Ensure that someone contacts this new Member(s) to thank them for coming and invite them to future events and Gatherings. This is not a onetime occurrence, rather something that needs to continue to happen. As long as they remain a Member of GWRRA they need to have some contact from your Chapter. Put them on your newsletter mailing list, email contact list, and Phone Tree. Don't let this "contact-lifeline" be broken. History illustrates to us one thing for sure, when they stop hearing from you, chances are you will never hear from them again.

To ensure this all takes place, the Chapter Director and Team need to discuss a plan and put it into action. The first thing I would suggest for the Chapter Leadership is to have someone responsible for working with new Members. Chapter Directors, identify those individuals who are people oriented and love to share their experiences with fellow motorcyclists. Ask them to help you with this. This person or couple is also a great candidate to have appointed as your Chapter Membership Enhancement Officer(s). Chapter Directors should contact their District Membership Enhancement Officer and work with them to get these candidates appointed. Having the ability to delegate this responsibility and have focus on other related MEP tasks are essential to ensuring your Chapter's growth and success.

Empowering participation by ensuring new Members feel welcome and continue to participate will boost your Chapter "Fun level", give personal satisfaction by seeing your efforts as Chapter Director are having positive results, and even provide your Chapter leaders to carry the torch in the future. You never know what the future will bring with those new Members. Having a plan in place to work with them to gain their participation will allow you to find out.

Mike Stiger  
Director of GWRRA



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



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



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



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

## About Riding a 3-Wheel Motorcycle

Being a trike rider myself, I thought I would mention a few interesting facts about riding a 3-wheeled motorcycle. GWRRA offers a Trike Riding Course (TRC), taught by MSF/GWRRA Certified Instructors. It is highly recommended that, prior to doing any serious riding you take one of these excellent courses. The courses cover such topics as:

- Effective Turning Techniques
- Special Riding Situations
- Protective Gear
- Effective Braking Techniques
- Traffic Strategies
- Evasive Maneuvers

Don't forget, driving is a privilege, not a right. You have to prove your competence before your license is issued. If you ignore the laws of your state, your license may be taken from you. Laws are intended to protect you, not harass you. You may be the best and safest rider in the country, but these laws are to keep incompetent, dangerous drivers off the streets. Just think of the chaos if we didn't have these laws. Respect them!

Most states require at least liability insurance. Check your state laws. Shop around for your insurance. Some companies give a discount if you have taken an MSF Rider Course.

There are millions of miles of roads in this country, from one-lane dirt to twelve-lane highways, all with surface conditions that can change at any moment. You have to be constantly aware of these changes. Daydreaming when you're riding a motorcycle is not a good idea. Things happen fast; you have to be prepared for them.

Since trikes are wider than a 2-wheeled motorcycle, it's going to take time to realize how much extra wiggle room you need when turning and parking. Steering is also different on a trike. You will have to learn the push/pull method as opposed to counter steering used on two wheels.

People ride trikes for many reasons. Topping the list, of course, is the enjoyment of the ride itself. Being able to ride and sightsee through this great country of ours, just like our 2-wheeled friends, is usually first and foremost. So ride, enjoy yourself and please, if you haven't already, take one of our safe riding courses. You will be happy you did.

Ride Safe, Have Fun!

Joe Mazza  
International Assistant Director, Rider Education Program



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

### Life Membership, is your time counting?

We sometimes receive questions from the spouse of a Member concerning why their time involved in GWRRA does not count toward a Life Membership. We normally find the answer to be that a person signed up as an Individual Member and never added their spouse or children in the household to their Membership. In some instances, the spouse does not realize they have never been a Member until sometime later. A GWRRA Member is eligible for Life Membership after they have attained 20 years of Membership.

We want to share the story of a young Life Member, Todd Miller of Abingdon, Virginia, whose Membership Number is 43314-03.

Todd's parents joined GWRRA in 1986. When Todd was born in 1990, he was added to his parents Membership. We recall him attending numerous GWRRA events and receiving many plaques for being the youngest Co-Rider. In short, Todd grew up as a part of the GWRRA family. As most lives go, we lost track of Todd during his high school and teen years. After he graduated high school, we would occasionally see him while he was working at Wal-Mart. He once told us he had a small motorcycle but didn't get to ride very much. This past Saturday, on a ride with our local Chapter, we were very surprised to see Todd show up riding his very own 1990 Light Blue Gold Wing. He was very proud!

Why is this important? Because, Todd has now been a Member of GWRRA for 21 Years which makes him a Life Member! He still lives at home with his parents. When Todd moves out of his parent's home and requests his own Membership number, he will get credit for the time he was a Member under his parents' Membership. It is fortunate for Todd that his parents added him to their Membership.

Where does this take us? We encourage every spouse, male or female, to be sure they are listed as Members. A spouse should realize that an Individual Membership covers only one person. A Family Membership covers two or more people living in the same household. We do not understand why Members sign up as an Individual Membership that does not include the spouse. Do we fail to fully explain the benefits of a Family Membership when recruiting a New Member? The additional cost is only a \$10.00 per year difference between the Individual and Family Membership.

It may be time to review your Membership status and be sure you have it correct. Does it cover everyone in your household? Just look back at Life Member Todd Miller. If his parents had not added him to their Membership, he would be starting his first year as a New Member.

Congratulations, Todd!

Ed & Linda Johnson  
Director, Membership Enhancement Program





## New Assistant Directors Responsible for Recruiting & Retention

The Membership Enhancement Team is excited to announce the appointment of Tony & Jean Ondof as International Assistant Directors, Membership Enhancement Program. Their primary focus will be on Recruiting and Retention. Tony & Jean are both GWRRA Life Members and have extensive experience in working with Chapter formation, utilizing Zip Codes and Membership data. Tony & Jean have some great ideas and are excited to be involved with the Recruiting and Retention Program. They will be available to assist Directors and Membership Enhancement Coordinators with matters concerning Recruiting and Retention, the Area Report List, Unassigned Zip Codes, Chapter formation, and Membership data.

Please feel free to contact them with your ideas and suggestions. Also, email or call them and say "Hi" and get to know them. Please join us in welcoming them to the International Team. The following is their biography:

Tony & Jean Ondof  
International Assistant Directors  
Membership Enhancement Program, Recruiting & Retention

Jean and I live in New Bern, NC after relocating from Round Lake Beach (Chicago), IL in 2007. I joined GWRRA in 1988 and started the first GWRRA Chapter in the Chicago area IL-A2. Jean joined in 1990 when she also joined me as my wife.

We have held the positions of Area Rep (predates Chapter Director), Assistant Chapter Director (2 different Chapters), Chapter Treasurer, Chapter and District Couple of the Year, District Assistant Rider Educators, Certified Seminar Presenters, Chapter, District and Region Membership Enhancement Coordinators and we now join the International Team as Assistant Directors of Membership Enhancement for Recruiting and Retention.

We will draw on our experiences with active, vibrant and fun Chapters (we've been lucky enough to participate with several) to generate ideas to keep GWRRA moving forward. We will also draw on our experience in working with the Membership Enhancement Program's various reports in order to make the operations of the Region, District and Chapter Membership Enhancement Coordinator's easier and stress free. As graduates of the Horizon Program, we will use the tools we acquired to bring our ideas to the Officer Corps and through them to the Membership.

We are currently on our third Wing (2003 Silver), have logged over 280,000 miles in the lower 48 states and 9 Canadian Provinces and are currently at Level 3 in the Rider Education Levels Program.

Jean is employed by the Carolina East Medical Center where she is a Supervisor in the Food Services Department. I am a Materials Planner for BSH Home Appliances Corporation where I have just celebrated my 35th Anniversary.

We look forward to serving you and are always open to your comments and suggestions.

### Contact information:

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Ed & Linda Johnson



2010 - 2011 Region Couples of the Year

We have been busy with the Membership Enhancement Program events you will be seeing at Wing Ding 33. We are very excited and know this is going to be one of the biggest and best Wing Dings ever. The April issue of *Wing World* Magazine featured a preliminary schedule of the events in which you will be able to participate. We are working with the Leadership Training and Rider Education Program Directors to give you a full array of seminars from which to choose. We suggest you take a close look at the schedule and make a list of the events and seminars you wish to attend.

There are so many "FUN" events and activities, and we don't want you to look back and say, "Oh, I wish we had not missed that one". If you haven't made your plans to attend Wing Ding 33, please do so today.

One of the "FUN" events at Wing Ding is the selection of the International Couple of the Year. The Selection Process will take place Tuesday, July 5<sup>th</sup>, from 1:30 - 3:30 p.m. Come out and support your Region Couple and show them how proud you are that they are participating in the International Couple of the Year Selection.

In this issue we are featuring three of the participating Region Couples and will continue featuring the Region Couples each month. This will give you an opportunity to see their picture and get to know about each of the Couples before the Selection Process.

Region D

Kirby & Sandy White

We are Kirby & Sandy White, the Region D Couple of the Year 2010-11. We've been married for 36 years and have 3 children and 10 grandchildren. Kirby is retired from Toledo Machining and Sandy is a homemaker.



Our journey with the Gold Wing Road Riders Association started in 1986. Since that time we have enjoyed being with different Chapter, District and Regional Teams. We have enjoyed our many adventures and plan on having many more.

The Region D convention was so much fun. There was a lot to do, and not enough time to do them all. It was so good to see some friends that we haven't seen in a while. The friends we have made on our journey are priceless. Without this great Association we would not have seen, traveled, or done the things we have. We hope and plan on doing a lot more of everything.

As your Region D Couple we are so proud and honored to be good cheerleaders for the Gold Wing Road Riders Association and Region D. We are looking forward to more adventures. Be safe out there and enjoy the ride. Life Is Good.

"A dream you dream alone is only a dream. A dream you dream together is reality." John Lennon

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## Membership Enhancement Program

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### Region N

Evan and Cindy Parton

Our home Chapter is Mooresville, NC (NC-L2), better known as the "Lake Norman Wings". We have been actively involved in GWRRA for nine years, serving our Chapter as Newsletter Editor, Assistant Director (twice), Rider Educator, Couple of the Year and Chapter Director. It was our pleasure to serve as the Region N Couple of the Year during 2010 - 2011. Once chosen to serve as Chapter Couple of the Year, we quickly realized how much of a "passion" we have for this program. We have been actively involved as Region Couple, and not just "title holders".



Our personal mandate is to work with leadership at all levels throughout the Region, spreading the word about the Couple of the Year Program and encouraging each Chapter to honor their special couple. Our message will be one of helping others to understand the procedure for "selecting" their Chapter Couple, as set forth in the Couple of the Year Program guide.

We firmly believe that those Chapters who have selected a couple will see them thrive. We sincerely hope they have the opportunity to enjoy the same excitement we have experienced in the program over the past three years. Cindy is presently recovering from hip replacement surgery, and looks forward to the first of the year when recovery should be complete, and she can once again continue the active visitation program for which we are known.

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### REGION B

Rich & Doreen Lampe

We are Rich & Doreen Lampe, Northeast Region B Couple of the Year for 2010-2011. We have been married 30 years, and blessed with our children, Genevieve, Lauren and Bryan. We have a beautiful granddaughter Kaleigh Rose who just turned 2. We purchased our very first Gold Wing, a GL1800 and then joined GWRRA in 2004. Our home chapter is New Jersey Chapter G. Our Chapter Gatherings are the first Sunday of the month, at The After, 195 Route 206, Flanders, NJ. Breakfast is usually at 8:30 AM so if you are in the area, come join us!



We have held several titles in GWRRA, such as Assistant Chapter Director, Chapter Director, Treasurer just to name a few. However, being Couple of the Year has been the most fun and rewarding. It's the easiest position to hold, and all that is required is for you to be yourself. Everywhere we go, we get treated like celebrities. We have had a blast visiting our state Chapters, participating in our NJ Visit-A-Chapter program and we look forward to visiting other Chapters in the Region as soon as we can.

We are excited to meet you and your Chapters while having fun along the way. Ride safe!

Ed & Linda Johnson  
Director, Membership Enhancement Program



## Healthy Chapter Life

It is difficult anymore to watch television or listen to the radio and not hear or see an advertisement that tells us that this product will help our joint health, or this product will help our heart health, or the one that insists it will help us get rid of all that excess ice cream.

After listening or watching all these advertisements on Human health, I thought *why not talk more about Chapter Health?* At least talk about what are some of the ingredients for good Chapter health.

This recipe assumes there is already a well trained Core Team in place. (See Steve & Carolyn Cottons April addition of "By the Book" at <http://www.gwrra.org/regional/Training/ByTheBook/btb.pdf>).

The first thing this Core Team will need to put in place is an ingredient called "Goals". Try using the SMART Method to set your Chapters goals:

- S** – Specific or significant
- M** – Measurable or meaningful
- A** – Attainable or action-oriented
- R** – Relevant or rewarding & realistic
- T** – Track-able

Plan each goal in a positive light. Be precise with your goal setting by stating dates, times and amounts so you can measure your success. If you have more than one goal, you then need to assign priorities to them.

This Core Team will need a very large dose of **Positive Attitude** mixed with a cup of **Respect** for the values of the organization and the Members.

Throw in a lot of **Enthusiasm** with a couple of gallons of **Motivation**. Take all of these ingredients and mix with a very interesting and challenging **Ride/Event Schedule**. Throw in a little training, along with a few gallons of **Ice Cream**, and you will end up with a Chapter that truly believes in "**Friends for Fun, Safety & Knowledge**".

Paul & Cheryl Brosher  
Director, Leadership Training Program



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



2011 Events



**Wing Ding 33**  
**“Rollin on Rocky Top”**

**July 6 - 9, 2011**

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

Region F	May 27 - 29
Region K	July 29 - 31
Region L	August 4 - 6
Region I	August 4 - 6
Region J	Jul 29 - Aug 1
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

Alabama District	March 31 - April 2	Montana District	July 28 - 30
Louisiana District	April 7 - 9	Michigan District	July 29 - 30
Tennessee District	April 14 - 16	Illinois District	August 5 - 6
South Carolina District	April 28 - 30	Kentucky District	August 11 - 13
Missouri District	April 28 - 30	New York/New Jersey District	August 11 - 13
Texas District	May 12 - 14	Iowa District	August 12 - 13
Arkansas District	May 26 - 28	Colorado District	August 25 - 27
Georgia District	June 16 - 18	Kansas District	August 26 - 27
West Virginia District	June 16 - 18	Idaho District	September 2 - 4
Ohio District	June 16 - 18	California District	September 2 - 4
Nebraska/ND & SD District	June 9 - 12	Pennsylvania District	September 8 - 10
Idaho District	June 11	North Carolina District	September 22 - 24
Oregon District	June 16 - 18	New Mexico District	September 22 - 24
Wisconsin District	June 24 - 25	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
Six 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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