

Gold Wing Road Riders Association



"Insight"

GWRRA News & Information
from the International Team

Volume 2, Issue 5

May 2011



Director GWRRA

Mike & Lori Stiger
(517) 769-4824

Director@gwrra.org

Deputy Directors

Jere & Linda Goodman
(347) 564-1161

jeregood@aol.com

Dave & Gwen Carter
(815) 260-2294

foxwing1@sbcglobal.net

Program Directors

Rider Education

Gene & Betty Knutson
(352) 428-0785

fop4051@gmail.com

Membership Enhancement

Ed & Linda Johnson
(276) 628-5535

MED4U@comcast.net

Leadership Training

Paul & Cheryl Brosher
(614) 270-1256

pbrosher@sbcglobal.net

Finance

Jeff & Cherri Liner
(423) 336-5835

jeffcherri@charter.net



May is Motorcycle Safety Awareness Month

Motorcycles are vehicles with the same rights and privileges as any motor vehicle on the roadway. Motorcycle Safety Awareness Month is a national initiative aimed at getting motorists and motorcyclists to "share the road" with each other.

Source: National Highway Traffic Safety Administration



<http://www.gwrra.org>



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

Answering Questions from Members...

I've decided this month to answer a few questions I have received from the Membership.

Member writes...

During the OCP Class there was some discussion about Chapters raising money for Charities. I'm still unclear about this. Can we or can't we do this?

When evaluating your fundraising efforts there needs to be balance in your plan. Providing Fun riding opportunities for the Membership to partake in is the main focus and goal of the Chapter Leadership. After all, Members participate with us to enjoy their time riding with their friends. Fundraising for a Chapter operating budget and chosen charity should be a lesser priority. While there is nothing wrong with having these events, fundraisers should never become the primary focus of the Chapter and consume the schedule.

Anything can become excessive, and raising money for Charities is no exception. Our Membership is a charitable group and love to give of their time and money to others. There are those that are passionate about a particular "cause" and will want to give the majority of their personal time toward it. There is nothing wrong with this. It is commendable and very much appreciated by the beneficiary. However, Chapter Leadership needs to ensure that they "inspect their expectations" and never allow "causes" to become the primary focus of their Chapter's existence.

Here are a few tips I would like to suggest...

- Poll the Membership to find out if they want to sponsor a charity by creating a Chapter event or prefer to give of their personal time to support a sister Chapter or District charitable event.
- If it is decided to select a charity for the Chapter to sponsor, poll the Membership creating a small list of beneficiaries. Invite their representatives to your Chapter Gathering to explain the details of their service to the community.
- Poll the Membership and select one to sponsor. This will give them a buy-in to the project.
- A good rule of thumb would be to keep it to a **one day** event. Include and engage the Members of the Chapter to plan and run the event.
- Find sponsors to donate prizes and fund your event. Chapter Membership personal funds should not be needed to fund the event, only the giving of their time.
- Keep it Fun and make it a great opportunity for positive fellowship. Do not allow it to become a job ... a requirement ... or a permanent obligation.

We need to ensure that we do not bombard our Membership with expectations that they donate their personal funds to different "causes". Members are a part of our Association to have Fun and Ride with their friends. When they come to a Chapter Gathering, or other GWRRA events, they should be able to enjoy the fellowship of their fellow Members, have opportunities to participate in rides and games, and leave having a feel-good experience free of constant solicitation of their money.

A Member writes...

Nowadays it seems that there are not as many riders belonging to groups as once were. Our Chapter is a fine example.

Our Chapter only has 3 or 4 Charter Members. I believe there are 3 or 4 Harley riders as well as several different brand bikes besides the Hondas. As an Associate Member, I cannot hold any office; yes, I ride a Harley Trike. There is no real incentive for an Associate to stay connected to GWRRA. Has there been any thought to make all riders Members and do away with the Associates?

Continue on next page

Continue from previous page

I don't mind working for an organization and its fundraisers, but it would be nice to be considered a Member, not an Associate. Our Chapter has visited other Chapters, and when the question is asked, "Do you have any riders that ride bikes other than Hondas?" I've been told no they don't and don't want any. How big could these groups be if all were invited to join and be a Member? Motorcycling is a sport that all enjoy, not just Gold Wings. My wife and I talked about going to some of the big events. But, if some don't want us there, we don't have to waste our time trying to fit in.

He goes on to say...

Our Chapter Director tells me there has been thought to making all Members and no Associates. Could you share on this?

I have been receiving quite a few questions regarding Associate Membership. First, let me address the Officer Role limitations regarding Associate Membership.

A non-Gold Wing/Valkyrie owner, "Associate Member", **can** be an Officer in our Association. They can serve as an Education Officer, Membership Enhancement Officer, Leadership Training Officer, or a Treasurer. The GWRRA By-Laws states that our (Operations) Directors, and their Assistants, must be a Gold Wing or Valkyrie owner. The Gold Wing is the Marque of our Association and, due to frontline representation, the Director should be an owner. So, there are many opportunities for non-Gold Wing/Valkyrie owners to be a part of the Officer Leadership of GWRRA.

There have been exceptions made to this policy regarding Directors. There have been occasions where no Gold Wing/Valkyrie owner Members wanted to step up to the Chapter Director position, putting the Chapter in jeopardy of closing. Fortunately there was a qualified non-Gold Wing owner willing to step up as Director and the exception was allowed. Preservation of our Chapters took precedence in this case.

Secondly, Associate Members are in fact, **Members**. They are due, and receive, the same benefits and recognition as our Gold Wing owner Members. In fact, the "Couple of the Year" program has been modified to include non-Gold Wing owners at the Chapter Level. The only limitation is that they cannot be selected as the District, Region, or International "Couple of the Year". Once again, the difference between the Chapter Level and other levels is representation. At the Chapter Level, couples are recognized for their service to the Chapter as "Couple of the Year". This is a "Thank You" for their contribution from their Chapter family. At the District, Region, and International Level their role changes and they become ambassadors representing the Association. Because of this representation, it is preferred that they are Gold Wing owners. This, along with the Director position, is the only limitations placed on non-Gold Wing Members.

We are the Gold Wing Road Riders Association and the Gold Wing is our marquee. Having the Gold Wing as our marquee has served our Association very well. Why? Because of pride of ownership our Membership has in their Gold Wing and their desire to associate with other Motorcyclist that share in their preference and likes. Today 98% of our Membership is Gold Wing/Valkyrie owners with our current recruiting rate at around 8% non-Gold Wing owners. We are not a manufacture's "Owner's Group" and have never been affiliated with any manufacturer, including American Honda and Honda of America. The majority of our Membership joins because the Gold Wing is our marquee, but they stay because of our shared "values" as motorcyclists.

For as long as I have been a Member, which spans two decades, GWRRA has been open to all types of Motorcycles and has welcomed them as Members. They were originally called "Boosters". The name was later changed to "Associate". It was never intended to single them out as someone different. Rather it was just used to indicate that they were Members who rode something other than a Gold Wing or Valkyrie. There are those that read more into the "Associate" name than they should. I, along with the

Continued on next page

Continue from previous page

vast majority of our Membership, don't really care what Members ride. What is more important is the "values" they have and the contribution they make to our Association as Motorcyclists. My wife rides an 1100 Shadow and I would hate to see her excluded because she isn't on a Gold Wing. There are many considerations why Members ride what they ride. For some it is "size and fit". For others it is due to personal economics.

If you look at our programs, services, and events you will find them mostly geared to all motorcyclists, not just Gold Wing owners. Let's take, for instance, our Education Program. The Rider Courses we offer are geared toward the motorcycle/Trike/Sidecar Rig owner. Regardless of what they ride, the course curriculum will apply. In fact, we are constantly evaluating our courses to keep up with recent industry changes. An example of this would be that our Trike Rider Course now allows the Can-Am Spyder to participate. This type of 3-wheel Trike went through a range evaluation last summer and was found to perform very well on the Trike range. The same thing applies to our seminars, Motorist Awareness Program, Membership Enhancement Program, etc... It is about the motorcyclist and providing Fun opportunities for them to participate in, not what they ride.

GWRRA is open to all motorcyclists and has been for many years. This is not a recent phenomenon. In all of the discussions I have had with the GWRRA Leadership, spanning all levels of the Association, I have never had any Officer tell me that we should become "isolationists" and cater to only the Gold Wing owners. They like the diversification that comes with having other types of riders in their group, and so do I. Their only consideration, which I concur with, is that they share our same values and love ice-cream!

As far as the "Associate Member" identification, that is all it is, a way to identify non-Gold Wing/Valkyrie owners. Because the Gold Wing is our marquee, it is appropriate to have this identification. However, they are as much of a Member as a Gold Wing/Valkyrie owner. If one joins our Association and doesn't care that they are surrounded by Gold Wings, then we will welcome them with open arms. We are the Gold Wing Road Riders Association, open to all motorcycle/Trike/Sidecar Rig owners. We welcome all who join.

A Member writes...

Recently we had to disband our Chapter for the reason that our Chapter Director had to step down because his two year term had expired. Unfortunately there was not anyone in the position to resume the Chapter. The reason we joined the GWRRA was because of the local Chapter, without it we have no interest in continuing with GWRRA. Personally, I think the two year rule stinks when all Members and Chapter Director would agree on continuing the way we were as a group.

This one really got my attention. It dealt with two things that concerned me. First, we have a Chapter that was in trouble and may close. Secondly, that a reference was made to a program that has long been abolished. This particular Chapter closure issue is still being addressed. What I would like to talk about is the reference made to the "Tenure Program".

All should be aware that the "Tenure Program" has been abolished and there is no term limit to any Officer position. Officers serve at the pleasure of their Appointing and Concurring Officers. They can remain in Office as long as all parties are in agreement. Good leaders are hard to come by and we want to keep them as long as they have a desire to serve.

To enhance the implementation of this, we are focusing on training and development of our leadership. The OCP, Officer Certification Program, was the first step of our overall plan. In conjunction with the OCP, we are currently developing "Target Training" programs to further enhance our Officers development. The Rider Education Program has developed an online training program that consists of three modules. This will be used to instruct our Educators on all of their duties and objectives.

Continued on next page

Continue from previous page

The program is called, "I'm an Educator - Now What!"

The three modules are:

What do I do, and how do I do it.

Everything I ever wanted to know about the Levels Program.

What's this new enhanced database everyone is talking about?

This training program is in the final stages of development and should be ready within the next few months. When this online program is completed, an Educator will be able to log online to the GWRRA National website and take the course at their convenience. This will also be available for District Educators to use during breakout sessions at their District Officer Meeting. We are also working on this for the Membership Enhancement Program and for our Directors and Treasurers at the District and Region levels. We will continue to improve and enhance our training to support our Officer development in the field.

Mike Stiger
Director of GWRRA

Do you have a question about GWRRA policy or operations?

If so, here is your opportunity to receive feedback from the Director of GWRRA.

Send your questions to: Director@gwrra.org.

Questions & Answers will be addressed in the Insight newsletter.



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



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



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



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

May is Motorcycle Safety Awareness Month

Ten Things All Car & Truck Drivers Should Know About Motorcycles From the Motorcycle Safety Foundation

1. Over half of all fatal motorcycle crashes involve another vehicle. Most of the time, the motorist, not the motorcyclist, is at fault. There are a lot more cars and trucks than motorcycles on the road, and some drivers don't "recognize" a motorcycle - they ignore it (usually unintentionally).
2. Because of its small size, a motorcycle can be easily hidden in a car's blind spot (door/roof pillars) or masked by objects or backgrounds outside a car (bushes, fences, bridges, etc.). Take an extra moment to look for motorcycles, whether you're changing lanes or turning at intersections.
3. Because of its small size, a motorcycle may look farther away than it is. It may also be difficult to judge a motorcycle's speed. When checking traffic to turn at an intersection or into (or out of) a driveway, predict a motorcycle is closer than it looks.
4. Motorcyclists often slow by downshifting or merely rolling off the throttle, thus not activating the brake light. Allow more following distance, say 3 or 4 seconds. At intersections, predict a motorcyclist may slow down without visual warning.
5. Motorcyclists often adjust position within a lane to be seen more easily and to minimize the effects of road debris, passing vehicles, and wind. Understand that motorcyclists adjust lane position for a purpose, not to be reckless or show off or to allow you to share the lane with them.
6. Turn signals on a motorcycle usually are not self-cancelling, thus some riders (especially beginners) sometimes forget to turn them off after a turn or lane change. Make sure a motorcycle's signal is for real.
7. Maneuverability is one of the motorcycle's better characteristics, especially at slower speeds and with good road conditions, but don't expect a motorcyclist to dodge out of the way.
8. Stopping distance for motorcycles is nearly the same as for cars, but slippery pavement makes stopping quickly difficult. Allow more following distance behind a motorcycle because it can't always stop "on a dime."
9. When a motorcycle is in motion, see more than the motorcycle - see the person under the helmet, who could be your friend, neighbor or relative.
10. If a driver crashes into a motorcyclist, bicyclist, or pedestrian and causes serious injury, the driver would likely never forgive himself/herself.



For more information go to:

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

<http://www.nhtsa.gov/Safety/Motorcycles>

Common Sense Motorcycle Safety Tips

Based on 2009 American Motorcycle Association reports, motorcycle fatalities have dropped by at least 10%. This, of course, is a good thing. However, it is obvious that the driver of a motorcycle is much more at risk of injury or death than the driver of an automobile. An accident that is merely a fender bender for a car or truck can mean death or disability for a motorcyclist. Here are a few tips that can increase your chances of avoiding accidents and/or injuries.

Tip #1 - Buckle on that Helmet

There is often disagreement between those who believe in wearing a motorcycle helmet and those who don't. Common sense would say it is hard to isolate one single argument from the no-helmet brigade that makes any sense. Research statistics further substantiate the case for wearing helmets, showing that huge numbers of motorcyclists escape death by wearing them. This includes my wife and me in our one and, hopefully, only serious accident.

Tip #2 - Wear Brightly Colored, Protective Clothing

Motorcyclists should ALWAYS wear appropriate gear for protection and be clearly visible to other motorists. A motorcyclist ejected from a motorcycle can skid along the pavement and, without protective clothes and boots, can forcibly embed rocks, glass and other objects in their flesh. This can have disastrous consequences in pain and suffering.

Tip #3 - Keep Awake and Stay Sober

Drowsiness and fatigue can seriously impair a motorcyclist's reflexes and ability to react. Motorcyclists should avoid riding when tired. If you must ride, take regular short breaks. Alcohol and other drugs also seriously affect judgment and should be avoided when riding. GWRRA always recommends not to drink and ride/drive, which is another reason why our Association's safety record is excellent.

Tip #4 - Abide by Traffic Laws

Motorcyclists should ensure that their license is current, and they should refresh their memories on the rules of the road and local traffic laws. Remember the old adage...speed kills. Don't speed!

Tip #5 - Continuous Learning and Improvement

A large percentage of motorcyclists involved in accidents have had no driver training. Enrolling in a motorcycle training course is a good way of developing basic riding skills. Once the basic techniques are acquired, motorcyclists can sharpen their street riding and accident avoidance skills by taking a defensive driving course or advanced program.

Hopefully, the above mentioned tips make as much sense for you as they do to me. Remember to stay safe and have fun.

Joe Mazza
International Assistant Director, Rider Education

Rider Education Program

Seminars, Seminars and More Seminars

We are delighted to announce the addition of several new seminars to the Rider Education repertoire. The following seminars are available on the Seminar Presenter secure website:

- Dealing with the Elements - new seminar
- Riding with New / Inexperienced Riders - new seminar
- Night Riding - new seminar
- Going, Going, Gone - new seminar
- Co-Rider - updated 2011

Still on the horizon, but coming soon:

- Riding in the Heat - new seminar
- Helmet Myths - new seminar
- High Siding - new seminar
- Co-Rider Too - new seminar (does not replace Co-Rider for Levels program)
- I'm An Educator - Now What? - new seminar
- Motorcycling for the Mature Rider - updated version 2011

Many of these seminars will make their debut at Wing Ding 33 in Knoxville, TN. All Seminar Presenters are encouraged to take a look at them. Please let us have your feedback; and, tell us how these seminars are received as you utilize them.

We thank the following people for their assistance with this project:

Sam Belinoski	Bruce McMahill
Lydia Bourg	Larry Penepent
Ed Brennan	Bob & Nan Shrader
Robin Koontz	Tony Van Schaick
Bill & Jennie McBride	

Gene & Betty Knutson
International Directors, Rider Education Program



Membership Enhancement Program

Wing Ding Statistical Awards

Do you realize that Wing Ding 33 is less than 60 days away? One area that receives little publicity, but is very important to many Members, is the Statistical Awards. We don't want any Member to miss out on the opportunity to participate in these awards. We are listing the Statistical Awards that will be presented at Wing Ding 33 and how to sign up for them.

Sign-up: Wednesday - Friday, 9:00 am to 5:00 pm

Location: GWRRA Recruiting Booth, Clinch Concourse Lobby

Awards Presentation: Saturday, July 9th at 10:00 am

Awards

- Oldest Rider (Male)
- Oldest Rider (Female)
- Youngest Rider (Male)
- Youngest Rider (Female)
- Oldest Co-Rider
- Youngest Co-Rider
- Oldest Sidecar Passenger
- Youngest Sidecar Passenger
- Long Distance Rider (Male)
- Long Distance Rider (Female)
- Long Distance Rider Two-up (Rider & Co-Rider)
- International Long Distance (Individual)
- International Long Distance (Couple)

Eligibility:

To be eligible for any Statistical Award, each membership must be current, i.e. an Individual Member, Family Member, Individual Associate Member, or Family Associate Member of GWRRA. They must have traveled to the event by motorcycle (not necessarily a Gold Wing or Valkyrie, and excluding "International Long Distance"). To be considered for a Statistical Award, you must sign up at the GWRRA Recruiting Booth in the Clinch Concourse at the Knoxville Convention Center.

Definitions:

- A "Rider" is the person controlling a two-wheeled motorcycle, trike conversion, or motorcycle with a sidecar.
- A "Co-Rider" is the person sitting behind the "Rider" of a two-wheeled motorcycle, trike conversion, or motorcycle with a sidecar.
- A "Sidecar Passenger" is a person riding in a sidecar that is attached to a motorcycle.
- The "Long Distance Rider/Couple" will be calculated using the most direct possible route from the Rider's home to the Wing Ding site in Knoxville, TN. This will be checked using a computer program.
- The "International Long Distance" is for people who have traveled to the event, with or without a motorcycle, from another country. This will be calculated using the most direct possible route from the Rider's/delegate's home to the Wing Ding site in Knoxville, TN. This will be checked using a computer program.

Be sure to stop by the recruiting booth and sign up!

Ed & Linda Johnson
International Director, Membership Enhancement Program

Region Couples of the Year

We just returned from the TN District Convention ("Spring Fling") which was held in Sevierville, TN, just a few miles from the site of Wing Ding 33. We, along with the International Couple of the Year Coordinators, Steven and Tammy Hollingsworth, had the opportunity to visit Chilhowie Park and the Knoxville Convention Center. We had a great time visiting the site and making plans for the International Couple of the Year Selection.

Last month we began featuring the Region Couples of the Year and we will continue each month until all Couples have been featured. We hope this will help you get familiar with each Region Couple and get to know them a little better. We encourage each of you to come to the International Couple of the Year Selection on Tuesday, July 8th to support your Region Couple. It is a FUN time and the Couples enjoy and appreciate the support you give them.

Ed & Linda Johnson
International Director, Membership Enhancement Program

Region "A"

Ron & Becky Lees

We joined Gold Wing Road Riders Association in 1984. Our home is in Travelers Rest, SC, and we have been together 28 years. We were married on our 20th anniversary at an outside chapel called Pretty Place in the mountains of South Carolina.

We started our motorcycling adventure on a Honda 500 custom while living in Florida. In January of 1984, Ron purchased the first Wing, a 1983 Honda GL1100 Candy Regal Brown. We put 228,000 miles on this bike before selling her after buying a 2004 1800 Black Cherry.



We have held positions as Chapter Director, Assistant Chapter Director, and Ride Coordinators for a number of years along with various Chapter positions to support our Chapter. We are Master Tour riders and keep our levels current. We have completed Horizon and Leadership Training courses along with the Officers Certification Program. Over the years, we have taken many Rider Education Courses and the Road Captains Course. All have been beneficial and kept us safety conscious in the 343,000 miles we have put on our Gold Wings.

We are Life Members of GWRRA and are grateful and feel fortunate for the friends we have made over the years. The Couple of the Year program from the Chapter, District and the Region Level has given us opportunities and friendships that would not have been acquired without this program. We can't see ourselves doing anything else or being anywhere else that wouldn't include our motorcycle or our GWRRA family.

Continued on next page

[Continued from previous page](#)

Region "I"

Larry & Barbara Kuzma

Larry grew up in Conneaut, OH. He graduated Cum Laude with a Bachelor of Business Administration from Kent State University and was inducted into Beta Gamma Sigma Business Honorary Fraternity. Later he completed his Master of Business Administration degree from Southern Illinois University-Edwardsville. Upon graduating with his undergraduate degree, he joined the Air Force and went to Officer Training School.



Barbara was born in Independence, MO. She graduated from Central Missouri State University to become a high school teacher. She graduated Cum Laude from the English Department with a Bachelor of Science in Education with English as her major and business as her minor. Barbara taught 7 years at Concordia High School and was head of both the English and Business Departments. She also earned her Master in Business Education with emphasis in Office Education and taught at the college level in California for three years. While teaching, Barbara decided to also obtain her real estate license. Upon moving to Wyoming, Barbara decided to do real estate full time. In 1994 she opened her own real estate firm.

Larry started riding motorcycles as a teenager and has owned a motorcycle throughout the years except for the 15 months he was in Turkey. In 2001, Larry and Barb bought a 1500 Gold Wing and joined GWRRA. Since his retirement from the Air Force, Larry has pursued his interest in vehicles. Larry and Barb belong to the Classical Glass Corvette Club, where he served 3 years as President and Barb served as Social Chairman during his presidency. Wild West Ford Club where Barb has served 5 years as treasurer; Wyoming Wanderers RV Club where they served as President and Barb served also as Recording Secretary for 2 years; Classic Thunderbird Club International; Family Motor Coach Association; and Beaver Ambassador Club (for Beaver Motor homes). Larry or Barb also belongs to the Military Officers Association of America, Air Force Association, Rotary, and of course GWRRA where Larry has been the Wyoming Chapter B Treasurer for about nine years and the Wyoming District Treasurer since May 2010. Larry was selected Individual of the Year in 2004. Larry and Barb were selected as Chapter Couple of the Year in 2008, District Couple of the Year in 2009, and Region I Couple of the Year in 2010. Both Barb and Larry were appointed Certified Instructors in the GWRRA Leadership Program in March 2011. Barb has also held numerous leadership positions in the real estate community.

[Continued on next page](#)



Membership Enhancement Program

Continued from previous page

Region "L"

Al & Valerie Tucker

We joined GWRRA in October, 2004. In 2006, we were asked to take over as Chapter Directors for Chapter T, Nova Scotia. It was a great learning process and we stayed on for three years. We became Nova Scotia District Directors in 2009. We have also been Ride Captains for Chapter T, NS and published a Nova Scotia District Newsletter. In January, 2011, we assumed the duties of Region L Directors.



We have attended a number of Region L Conventions and had the opportunity to attend Wing Dings in Nashville (2006) and Des Moines (2010). We are looking forward to going to Knoxville later this year. This will be a very busy Wing Ding, as we have commitments as Region L Couple of the Year and are attending our first Wing Ding as Region L Directors.

Education and safety is an important part of our lives. We have completed ten modules/seminars of the Leadership Training Program, the Horizons Program and the Officer Certification Program and always participate in Rider Education, Advanced Rider Course seminars, etc. We each have a valid First Aid/CPR Training Certificate.

Friends for Fun, Safety and Knowledge - We have met many friends, have put lots of miles on our bike and continue to learn.

We want to thank Chapter T, Nova Scotia and Region L for the honor of serving as their Couple of the Year and look forward to meeting and making new friends in Knoxville.

Originally published February 2011 in the Region N Newsletter

Would Someone PLEASE Close that Back Door!

We've had numerous conversations throughout our travels, and incoming emails and phone inquiries concerning retention of GWRRA membership. Ed and Linda Johnson, International Directors of the Membership Enhancement Program shared with us some alarming information in the January 2011 "Insight" Newsletter. If you missed it, the newsletter may be viewed at <http://med.gwrro.org/newsletter/newsletter/Insight-January2011.pdf>.

One suggestion we would like to pass along, is one that was passed to us when we became Chapter Directors, involving the process for handling new participants coming into the chapter. We noticed that if the new participants were taken 'under the wing' by a veteran chapter member, they were more likely, to remain with the chapter and GWRRA then those that were just introduced and then left to "fend for their self".

Continued on next page

Membership Enhancement Program

Continued from previous page

I am sure we all can remember when we first began our GWRRA experience and how lost we were with the terms and acronyms that experienced participants were using . . . ERC, MEC, MAP, Wings Over the Smokies, Down Home Rally, Rally in the Valley, The Blast, Spring Fling and not to mention Wing Ding. Then there were a few more like LTP, REP, ARC, CD, ACD And Medic First/CPR. Now most knew what CPR is, or thought they knew, but we are talking about a motorcycle organization, so maybe CPR is not what the general public knows it as!

There are a number of new participants that would ask for an explanation of what this or that was, but even the explanation was hard to follow such as; Question: "What is Wing Ding? Answer: "That is the international rally, this year it will be in Timbuktu." There are other new participants that would not ask, and therefore continued in the dark until little by little they just lost interest, resulting in a loss of the member at membership renewal time.

During the monthly gathering, there is insufficient time to explain in detail, what each acronym means. An orientation time needs to be set aside to offer terminology explanations and to help the new participant understand why we operate the Chapter the way we do. This orientation can be accomplished by the Chapter Director, the MEP Coordinator or any other knowledgeable participant. Assisting new GWRRA members to understand Chapter life and GWRRA benefits in general are crucial to getting the new folks started in the right direction within the Chapter.

To help close the back door and retain those new members, we need to connect them with a veteran member to assist them in the explanations and involvement within the Chapter. By teaching them about the many programs and fun activities GWRRA offers, they will be more likely to continue with the Chapter and GWRRA at membership renewal time. They may also be eager to take a new member under their wing in-turn, not to mention possibly becoming effective recruiters for the Chapter and organization, because of their first hand knowledge.

Most of the Chapters that we talked with that have tried this approach have seen an increase in membership, as well as an increase in retention of the renewing members. Some Chapters that have tried and proven this approach actually "assign" a veteran couple to the new members as they begin participating with the chapter.

One of the greatest benefits for the veteran couple, in our book, is they have just added to their SOI (sphere of influence) and their very own friend roster! Those are two of my lists that I never have too many of, and want to add more too! What about you? Why not let your Chapter Director or Member Enhancement Coordinator know that you would like to try this suggestion with the next new couple or person that comes to your chapter. You have nothing to lose, but just think about what you could gain!

If you have a tried and proven approach or have found methods that have worked for you and your chapter, with recruitment and or retention, let us hear about it! We would like to share that information with others that may be struggling in the same area for which you may have found a solution. Need assistance or have an area you are struggling with? We are here to help! So please drop us an email, snail mail, call or catch us at the next event where you see us. And Remember..... If it ain't FUN, don't do it!

Russ & Kj Kimmet
Region N Membership Enhancement Program Coordinators

Public Speaking

How many of you can honestly say you were very comfortable the first time you got up in front of all those Chapter Participants and tried your very best to look like a Pro? Well, I know not a whole lot of you felt that way!

Don't fret, we are all human and it seems that is just a trait we all have. I've been doing this for a few years now and I still have those times when it just seems I'm really nervous to be in front of this group of people. That will happen to us all at some time or another, and each incident is most likely for a different reason. Most of you would say the reason is because I just don't like to talk to a crowd of people. Do you have a problem, during a Dinner Ride with your Chapter, participating in the conversation? I would venture to say the answer is "No". So why then might you still have that feeling of being unsure of yourself in front of those same people at a Chapter Gathering? I've heard such crazy things as "picture your audience all setting there in the nude", because it will relieve your tension. Not a very good remedy to the situation. Forget all those old wives tales and try a couple of the following tips to help you feel more at ease in front of all your riding friends.

First and foremost, you need to know in advance what you plan to say. Have it written down in the form of an agenda or, at the least, some basic talking points. The agenda should be nothing more than a list of things you want to let the audience know you intend to discuss. Make them as short as possible, just enough to jog your memory. You also need to know why you wrote them down and be prepared to discuss those points till everyone understands what you had planned to tell them. The best way to accomplish this is to prepare, prepare, prepare! You can never be too prepared to present. Knowing your presentation thoroughly helps boost your confidence while easing your fear and anxiety. Preparation does not just include knowing what you are going to say, it also includes how and why you plan to present the information.

After you have your agenda, it comes time for presenting that agenda to the Chapter. Remember you have spent a lot of time preparing, so don't stop now. That first impression of you will mean a lot, whether you give a great presentation or just one that no one wants to hear again. I always tell people the first sentence you utter, make it a grabber! What I mean by that is, you want to immediately get their attention because when you have that, you are on your way to presenting your agenda.

Once you get rolling on your presentation, you need to make the agenda work for you. You must stick to the agenda and not let the audience cause you to stray from it. If you let them, they will, and your whole presentation you worked so hard preparing is now toast.

Don't ever try to memorize what you plan on saying. If you have planned the agenda, you should know why you put those items on there in the first place and the words will just flow from your mouth.

This has been an abbreviated version of "Public Speaking". To hear more, attend the LTP seminar on this subject to get a more in-depth training on this.

Good Luck on your next Public Speaking venture

Paul & Cheryl Brosher
International Directors, Leadership Training Program

Glad You Asked!

Question

Are charities and fundraising a part of every Chapter?

Answer

Many Chapters support charities, and almost all have fundraisers. Let's start with fundraising. It takes money to operate a Chapter. The CD is not responsible for funding the Chapter activities, so a fundraiser (for Chapter Operating Funds) is normal and expected. Fundraising can occur in many ways, such as a Bake Sale, Poker Run, Rally, Garage Sale, Bug Run, Chili Cook-off, 50-50s, and raffles to name a few. The Chapter should maintain enough funds in its (non-interest bearing) checking account for 6 to 12 months of operating expenses. The next logical question (although not specifically asked) is "What are Chapter funds used for?" In days of old, newsletters had to be printed and mailed. This was typically the largest use of Chapter funds. Now with email and websites, this is largely a thing of the past. However, some hard copies are still required for Members without email, to have handy for Guests at Chapter Gatherings, and to provide to the local motorcycle dealer or possibly businesses that advertise in the newsletter. Other Chapter expenses would be reimbursement for Officers to travel in order to take the Officer Certification Program, or reimbursement for travel to District Team Meetings. Additionally, some Chapters own equipment (computers, software, banners, scrapbooks, etc...) that would have been purchased with Chapter funds. Expenses associated with a Convention or fundraiser would also be covered by Chapter funds. Finally, it is not uncommon for Chapters to pay for all or portions of holiday parties, or even buy ice cream for Participants on rides, or meals if the amount of Chapter funds is sufficient.

Now, for Charities: There are a lot of good charities out there, and many of us have our personal favorite that we contribute to (if we are fortunate enough to be able to part with some of our hard earned cash). Many Chapters have a charity they "sponsor." That is perfectly fine, as long as it is OPTIONAL to Chapter Participants. No GWRRA Member should be forced to contribute or made to feel obligated to participate in a charity. If there are organizational or Planning Meetings for the charity, they are to be held outside of the Chapter Gathering, so GWRRA Members at the Gathering are not forced to sit through the charity business. It can be held after the Chapter Gathering, and interested parties can stay, but again, it is an activity supplemental to the Chapter activities, and must always be presented as an "optional" activity. (Note: Sharing information about charities or charity fundraisers at a Chapter Gathering is totally appropriate - it is the business of planning and organizing a charity that must remain outside the Chapter Gathering.) The reason for this separation is simple: if the charity becomes a mandatory part of Chapter life, or if there is perceived pressure to donate or participate, the uninterested Members may simply stop participating with the Chapter...and we don't want that! The primary purpose for Chapters is to provide a FUN social organization for GWRRA Members. Any other "cause" must be supplemental to this purpose, and by all means, "optional."

John Simonick
Region F, Leadership Trainer



Glad You Asked!

Question

I noticed that in the Chapter M's newsletter that all the events were for everyone, except for the Christmas Party which is only for GWRRA Members. Why? Which events are only for Members of GWRRA, and which are not, and why is that?

Answer

GWRRA is an Association that people join to share in the FUN, events, rides, and in general fraternize with other people that have similar interests, typically associated with motorcycling. Chapters are a functional unit and a part of the Association that provides the FUN, Safety, and Knowledge, as well as the plethora of Member benefits, to its Members. The key here is that Chapters and the activities of Chapters are intended for GWRRA Members. It is common for guests to join us at Chapter Gatherings and on rides. We are open to letting guests share in the FUN so that they can determine if GWRRA is an association that they would like to be a part of. If a guest returns again and again, it demonstrates that they are enjoying the people and activities, and it is fair to expect them to join GWRRA so that they can continue to participate.

If they do not want to join GWRRA, it is not fair to the paying Members to let them continue to participate in the FUN and bear none of the responsibility and cost. Those that want to continue to participate after 3 Chapter Gatherings or events and will not join the Association are essentially "mooching" off of the rest of us. These individuals are referred to as "Phantom Members" and this problem needs to be addressed. This is a challenge of all Chapter Directors - to welcome Visitors/Guests, and also discourage continued participation if they don't join the Association.

Is it fair to expect Phantom Members to join GWRRA? Can we expect to join any club without paying dues, or can we expect to join a bowling league and not pay the weekly fees? Of course not, so why would we expect to participate in a GWRRA Chapter without being a GWRRA Member? And the costs are really not prohibitive. For Gold Wing and Valkyrie owners (Full Membership), the cost of an individual membership is \$45 per year. An Associate Membership costs \$50 per year. Any Individual Membership fee is under \$1 per week! Add \$10 more and a Family Membership can be had to include all family members living in your household. There is no excuse for someone that wants to participate not to join GWRRA.

Regarding the Christmas Party event listing that stated it was for GWRRA Members only, it can be said that GWRRA folks are typically very nice, even too nice. We welcome everyone, and don't always address the issue of Phantom Members. There are times where a GWRRA Chapter pays for, or subsidizes a meal, ice cream, or something else associated with an event. The money being used belongs to the Chapter, and is intended to be used for Chapter purposes. Providing monetary benefits (i.e., freebies) to Non-members, or letting Non-members participate for free is not fair to the GWRRA Members that exerted the effort to raise that money and organize the event. So if we know we have Phantom Members, there are times that we simply have to come out and state, "for Members only." Our hope is that the Phantom Members will decide to join (or re-join) GWRRA, but if not, we want to ensure that the GWRRA Members receive the special treatment and benefits they deserve.

John Simonick
Region F, Leadership Trainer

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

Texas District	May 12 - 14	Illinois District	August 5 - 6
Arkansas District	May 26 - 28	Kentucky District	August 11 - 13
Georgia District	June 16 - 18	New York/New Jersey District	August 11 - 13
West Virginia District	June 16 - 18	Iowa District	August 12 - 13
Ohio District	June 16 - 18	Colorado District	August 25 - 27
Wyoming District	June 16 - 18	Kansas District	August 26 - 27
Nebraska/ND & SD District	June 9 - 12	Idaho District	September 2 - 4
Idaho District	June 11	California District	September 2 - 4
Oregon District	June 16 - 18	Pennsylvania District	September 8 - 10
Wisconsin District	June 24 - 25	North Carolina District	September 22 - 24
Minnesota District	July 15 - 16	New Mexico District	September 22 - 24
Washington District	July 22 - 23	Virginia District	October 7 - 9
Utah District	July 22 - 24	Nevada District	October 7 - 9
Six New England Districts	July 28 - 30	Mississippi District	October 13 - 15
Montana District	July 28 - 30	Oklahoma District	October 28 - 29
Michigan District	July 29 - 30	Arizona District	October 28 - 30

Don't see your Region or District event listed?

Contact the Insight Newsletter Editors
Rick & Madalena Buck

Email: Rmbuck@tampabay.rr.com