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# INSIGHT

*focus*

ADDRESSING THE NEEDS OF OUR VOLUNTEER OFFICERS  
WORLD WIDE.

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#### This Month's Guest Contributors:

Bob MacBird

SIG-Classic Wings

Brain & Loretta Richards

Couple of the Year- TN 2013

## Something Simple

**A** simple article this month, a simple request to start. Many Chapters, District and Regions have discovered what makes it fun for them. Is it something comfortable and repeatedly enjoyed? Is it something completely different and you can't wait for the opportunity to do it again? Was it at the monthly gathering, a ride, a location, those are the questions that I ponder this month?

Over the years I have met some wonderful people with so much creativity that I wondered if they got in line twice when it was handed out in the beginning. Certainly many GWRRA Members were blessed with the creativity endorsement. But there are those of us who missed that line completely and we struggle with new and different ideas to introduce at our Chapters, District and Region gatherings and events.

Have you got the time to sit down and drop me a line about those wonderful thoughts and ideas? If so, I'll publish them monthly—giving you the justifiable kudos and with all Insight Newsletters they can always be available on the National Web in the future. Most important fellow Wing'ers will have the benefit of your creativity. Coming, a new feature for Insight Newsletters will come on line soon. Starting with the 2014 Insight Newsletters an index of past articles by title and author will be posted and updated each month so that you can find your information faster.

I'll be looking forward to reading about your creativity.

On another note and as the Director of Divisions and Programs an issue has come to my attention with regards to the GW University, our three primary programs that feature our Senior and Master Trainers. The following is a statement made in GW University Handbook which applies to the renewal or continuing certification process for our Senior and Master Trainers.

*"In addition to the training requirements each SUT (MUT) shall write and submit to the appropriate Program Officer for approval*

*one original article, each year, suitable for publication. The subject of these articles may cover training in general, a specific seminar, training tips and techniques, computer or software hints and helps, etc”*

That statement was recently amended and the revision was circulated via a GWRRA Bulletin through the rank and file of our Trainers and it also appeared in last month’s Insight. There revision changed the two articles to **one article** in the two year recertification time frame.

Months ago, when the discussion came around to the biyearly certification process, it was agreed that the two seminars in two years was to be a standard for all University Trainers. But we also identified some very special and notably dedicated Trainers who have been able to distinguish themselves as Senior and Master Trainers.

Requesting an article from our knowledge pool of Senior and Master Trainers seemed like a perfect answer to not only highlight our coveted Trainers but tap into some great information sources. Sharing their knowledge seemed like a natural desire of all Trainers and being able to do so in the comfort of their home seemed like a win-win scenario.

However, as comfortable as our Trainers might be in front of a crowd, as easy as they make it appear they just would rather not sit pen to paper. As one said to me -”I’m just not a good writer” or as another said—”I’d rather be riding”. OK, on both counts I fully understand.

Here is an idea; in order for you to become a Senior Trainer you had to be the Lead Trainer in the presentation of the Horizon Program. In order for you to obtain the Master Trainer level you had to be the Lead Trainer in a UTDP Program. So now for you to maintain your certification as a Senior Trainer you must present two Seminars within two years and one Horizon Program in two years. To maintain your certification as a Master Trainer you must present two Seminars within two years and one UTDP in two years. We could also add the caveat of “OR” and allow the Senior and Master Trainers the choice of an Article or Horizon and UTDP.

Most importantly, know and understand that we have heard you and the required article will soon be rescinded as a requirement. Now you have heard my thoughts on this subject but afterall we serve the membership first so as a Senior or Master what’s your ideas. I want to hear, I need to hear from you.

*Dave & Gwen*



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# Rider Education Director

*A continuous guide for the Rider Education  
Program Leadership*



## The 3 P's in GWRRR

**P**roper Equipment: The March Lion was pretty rough on many of us, especially those in the northern states and Canada. Now that Spring is upon us, we will begin to see some motorcycles coming out of hibernation to share the road with those who haven't seen us for a while. Preparing the motorcycle, trailer, trike, or sidecar should have been accomplished in the "off" season, but if you waited until now, don't give in to temptation to go for a short ride until you have performed the pre-rider checks you were used to last riding season. Make the first ones more detailed than your typical TCLOCS inspection. Check for loose components, especially those highway boards and foot rests. Tire condition: don't wait until Wing Ding to buy a new set of tires if you know they won't last that long this year. The best chance for tires to fail is at the end of useful lifetime or when initially used (e.g. manufacturing defects).

**P**roper Gear: Most likely you have been prepping your motorcycle specific apparel for the riding season. If not, give it a once over to see if there is any maintenance needed. This time of year can be unpredictable for weather, so that a day ride might require both cold and warm gear. If you haven't considered it yet, recognize that what you pack the gear can change the dynamics of the vehicle you are riding. Too much up high can shift the center of gravity in ways you need to think about before it impacts the operation of your ride. Keep it low and balanced left to right if at all possible. This is a good time of the year to ensure you are wearing all the gear all the time (AGATT) because it is a bit cooler. Establish good habits from the start. If your gear gets too warm, look for alternative materials designed for the hotter temperatures. Don't let your co-rider ride any less protected than you are - they often look to your example. Is what you are wearing what you want your spouse or riding companion to wear if something happens?

**P**roper You: Think about what you can do to get your own mind and body out of motorcycle hibernation mode. Those objects in the road you were used to straddling to miss present a different challenge on two wheels, and even three. Do your riding skills need a tune up? Work with your Educator to find out what training is available to not only practice riding skills, but practice properly. Somehow we tend to develop problems in techniques due to a lack of practice. Begin your ride well rested. Don't bite off too much for the first few rides. Short rides should build up to longer rides before you attempt a 1000 or so mile ride.

Are you listening? Motorcycles do talk!

Listen to what your motorcycle is telling you. Every time we have received a feeling that something isn't quite right while on the bike it has become an issue. Ignoring it and hoping it will go away is an accident waiting to happen. It might mean you are out of practice and need a refresher course to regain proper riding techniques. In many cases, there is a mechanical problem with the bike that you need to address soon before it becomes dangerous. Mechanical problems don't check with us to see if we can afford to fix them when they occur.



A recent example was when a tire began to provide feedback like there was a small bump or ridge in it. After a thorough hand-over-hand inspection of both tires, and checking pressures failed to identify the cause, a rider and co-rider rode off while keeping an eye on it. About 50 miles later they arrived at their destination for the day, a GWRRRA Chapter event. They again put the bike up on the center stand for a hands-on tire inspection. This time they found a very small ridge in the center of the tire. You could just begin to feel it. The ridge was barely perceptible by watching the hand spun tire and the ground clearance as it rotated. During the ride home, the co-rider was switched to a different bike as a precaution and the rider rode in front of another bike rather than alone on the return trip. About 20 miles later, the rider had to pull off, sensing the problem was getting worse. It was time to tow it or get a tire change. Here is what was found when the tire was finally removed that day: a 12 inch long strip of tire diagonally across the rear tire raised more than an inch off the normal tread. Had this been allowed to continue much longer, a more catastrophic result would have occurred. (Bridgestone radial) This is tread separation on a tire that had approximately 8000 miles on it. Using tread depth alone, this tire still had a few thousand miles left on it, with a likely replacement coming due by the end of the year.

A Chapter Educator had a spare tire and rim which was used as a temporary replacement (changed by laying the bike over in a parking lot) until a new tire could be mounted on the original rim.

What could have been done different? Knowing what the result was makes that discussion easier of course. After a number of miles without a change, it could be reasonable to continue while monitoring the situation. The tire could have failed suddenly, in which case a more conservative decision would have been to come back for the bike later. A motorcycle trailer was available at their home if needed. GWR-RA friends were ready to bring it. The Gold Book was another option. What was learned? Keep looking until you find the reason the bike is talking to you! Otherwise this might have been you.

Remember, Friends don't let Friends Learn by accident,

*Tony & Michele*

Insightfully

Focused

# Leadership Training Program

*A continuous guide for the Leadership  
Training*



## Communicate with people

**T**hink of how often you communicate with people during your day. You write emails, facilitate meetings, participate in conference calls, create reports, devise presentations, debate with your colleagues... the list goes on.

We can spend almost our entire day communicating. So, how can we provide a huge boost to our productivity? We can make sure that we communicate in the clearest, most effective way possible.

This is why the 7 Cs of Communication are helpful. The 7 Cs provide a checklist for making sure that your **meetings, emails, conference calls, reports, and presentations** are well constructed and clear – so your audience gets your message.

According to the 7 Cs, communication needs to be:

- Clear.
- Concise.
- Concrete.
- Correct.
- Coherent.
- Complete.
- Courteous.

In this article, we look at each of the 7 Cs of Communication, and we'll illustrate each element with both good and bad examples.

### 1. Clear

When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either. To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

### 2. Concise

When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three. Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean." Are there any unnecessary sentences? Have you repeated the point several times, in different ways?

### 3. Concrete

When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laserlike focus. Your message is solid.



#### 4. **Correct**

When your communication is correct, it fits your audience. And correct communication is also error-free communication. Do the technical terms you use fit your audience's level of education or knowledge? Have you checked your **writing** for grammatical errors? Remember, spell checkers won't catch everything. Are all names and titles spelled correctly?

#### 5. **Coherent**

When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

#### 6. **Complete**

In a complete message, the audience has everything they need to be informed and, if applicable, take action. Does your message include a "call to action", so that your audience clearly knows what you want them to do? Have you included all relevant information – contact names, dates, times, locations, and so on?

#### 7. **Courteous**

Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

*Note:*

There are a few variations of the 7 Cs of Communication:

- **Credible** – Does your message improve or highlight your credibility? This is especially important when communicating with an audience that doesn't know much about you.  
Creative – Does your message communicate creatively? Creative communication helps keep your audience engaged.

#### **Key Points**

All of us communicate every day. The better we communicate, the more credibility we'll have with our clients, our boss, and our colleagues.

Use the 7 Cs of Communication as a checklist for all of your communication. By doing this, you'll stay clear, concise, concrete, correct, coherent, complete, and courteous.

*Paul & Cheryl*

**B**ob and Karla Greer

Membership Enhancement  
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# Membership Enhancement Program

*A continuous guide for the Membership  
Enhancement Program*



## The Main Service of The GWRRR Classic Wing Special Interest Group

**T**he main service of the GWRRR Classic Wing Special Interest Group is in being a tool to guide you where to find parts and services when you are repairing and restoring your 1975-1987 *GL1000, GL1100, and GL1200 Gold Wing* motorcycles.

There are discussion boards available that you can use to ask questions or provide answers you may have to technical questions. These boards can be found at the GWRRR homepage discussion board located at: <http://gwrrabbs.org> and another discussion board located at: <http://autos.groups.yahoo.com/group/gwrraclassicwingsig>. There are links to various suppliers of parts and services that have been compiled for you.

GWRRR does not offer a photo album that you can add your photos to, but we have one available to us on the *GWRRR Classic Wing SIG Yahoo Groups* page. It is FREE to you, just sign up. It is always interesting to see projects in various stages of completion, so please use this great benefit that is available to you. *GWRRR Classic Wing SIG Yahoo Groups* is a moderated site, so you will have to wait for your membership and your first message to be approved. After that, you are free to go. We do it this way so that spammers will not hit our site with junk messages and then remove their membership before it can be blocked.

An option available to you on the *GWRRR Classic Wing SIG Yahoo Groups* site is that you can receive notification of new messages, new photos or links that someone has posted. If you want to add your own links, they must be submitted, so that I can add them – if they are appropriate for GWRRR. This tool that we have in the GWRRR Classic Wing SIG in sharing information cannot work very well without YOUR input. Let's all use these tools more often so that we can more effectively share information about our classics and help and encourage and help others who are just starting their restorations or trying to solve problems that are "new" to them but that are "old" problems to many of us who have already restored one or owned and ridden one in past years! We encourage the Classic Wing owners to have fun and be proud of their bikes while restoring and riding their historic older Gold Wings!!

As a reminder, I will be hosting two Classic Wing Seminars/Discussions at Wing Ding 36 in Madison, WI in July 2014. Please check the WD36 Seminar Schedule and come join in.

*Bob MacBird*

Classic Wing S.I.G. Representative  
Membership Enhancement Program  
<http://mep.gwrra.org/sigs/classicwingsigs.html>

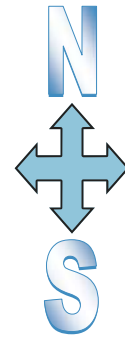
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## Deputy Directors

*A continuous guide for the Betterment of Regional Operations*



### NEVER WRESTLE WITH A PIG

**B**eing more organized is one of the top ten New Year's Resolutions. How many of you resolved to become more organized this year? It's easy to make them but keeping them is another story. Regardless, it never too late to review your goals. Setting goals is a great way to nurture growth! That's why it's important to set goals toward improvement or change. Many of us are still involved in a professional career and volunteer leadership. Goals and time management are critical in balancing work, family and our hobby (or hobbies.) Even in retirement, the balancing act continues between family, hobbies, volunteering or maybe part time work. In GWRRA, we have a year of opportunity ahead of us ... what would you like to accomplish?

We all know the big secrets of time management: being punctual, planning ahead, writing things down, making a to-do list, setting priorities, etc. As a leader, it is imperative that these organizational skills are practiced in order to be effective. Whether it is gatherings, rides, rallies, seminars or OPS meetings, planning ahead is the key to success. Mark McCormack, in his book, "Never Wrestle with a Pig," shares some of the following themes that may help manage your time:

Always carry a pen.

Note when people call you – try to call them back at about the same time.

Don't double-check what doesn't need double-checking.

Be an extra day ahead of the curve. (Example: try to plan for Friday on Wednesday rather than Thursday.)

Tackle your tasks in order of descending importance!

Never wrestle with a pig. You get dirty and only the pig enjoys it. In other words, don't waste time arguing with people who love to argue for the sake of argument.

Bad habits drive out good habits. Time management is a skill that can be learned and requires practice. The good news is that being persistent will pay off. After a while, being organized becomes habitual.

Now let's enjoy riding season and the opportunities ahead of us!

*Bill & Dea Ann Gray*

GWRRA

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# Special Feature

## You all know them - You may even own one

**B**ushtec Trailers are a pretty common sight in the GWRRA world. It would be rare that you arrived at any an District, Region or Nation Convention and you did not see someone towing a Bushtec Trailer.

On May 10, 2014 Bushtec will be hosting their annual Open House in Jacksboro, Tn. Keith Simpson, owner of Bushtec, says come on down to Jacksboro and enjoy some southern hospitality Bushtec style.

As the rally season for should be able to see of Trailers at one of

Tentative plans for you'll see them at the ly, of course Wing bly considering the AL others, if it will fit into schedule with other Week, October Fest, )

This year at the Open away several motorcy-gift items as well as two full registrations for Wing Ding 36.



2014 gets underway you Keith and the Bushtec line these 2014 events.

Bushtec suggest that you TN Spring Fling, SC Ral-Ding, and they are possi-Rally. They may consider their other rallies/events venues (such as Bike

House Keith will be giving cle accessories and related

Pictured here is our own Brain Richards presenting Keith Simpson a GWRRA Certificate for Two Full Registrations to Wing Ding 36 in Madison, Wisconsin 2014. Brian & Loretta ( obviously behind the lens of the camera ) Richards are the TN District 2013 Couple of the Year. Who better to present this certificate than one of Ambassadors of Friends, Fun, Safety and Knowledge.

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# GWRRRA Bulletin



March 20, 2014

## AMMENDMENT / CLARIFICATION: GW UNIVERSITY HANDBOOK

1. The January 2014 page numbering and corresponding Table of Contents were discovered to be off by a few pages. The previously posted version of the Handbook skipped pages 6 through 9. Page 5 is the Welcome Section. Page 10, which immediately follows page 5 is a blank page. This issue has been corrected without a notice of an update. The version currently posted on the University Web Site has been corrected and all pages are sequential.
2. The section titled CROSS PROGRAM CERTIFICATION PROCESSES (old page 27/current page 23) contains two errors in the process steps. Steps 5 and 8 currently state , " If the candidate is successful - go to step 9." The wording should read, "If the candidate is successful - go to step 10."

If you have printed a copy of the incorrectly numbered version of the Handbook use the "old page" numbers for reference (page 27). If you have printed a copy of the correctly paginated version of the Handbook use the 'new page' numbers for reference (page 23) and make pen and ink changes to the processes noted in item 2 above.

From The Desk of

Director - Divisions / Programs



# GWRRRA Bulletin



April 4 2014

**SUBJECT:** Clarification of UTDP Program Certification Process

Currently on page 19 of the GW University Handbook, it reads:

5. Upon successful completion the students are now candidates for University Trainer status and have six (6) months to certify in a Program (LTP, MEP, or REP). All candidates are encouraged to enroll in the REP Levels Program if they are not already enrolled. To become certified to present REP seminars the candidate must be at least a Level 1.
6. Candidates must contact a District Program Officer to schedule a presentation. Once the date of the presentation has been agreed upon the District Program Officer will provide the candidate with the Power Point presentation and Instructor Guide, in a timely manner, allowing sufficient time for preparation and practice.
7. At the conclusion of the UTDP the Lead Instructor will electronically send a copy of the Seminar Attendance for U.3 to the Assistant Director LTP/GWU. Upon Receipt of the list of candidates the six (6) month time for certification will begin.
8. A designated Evaluator for the program will evaluate the presentation using the Speaker Appraisal Form U.4.

**Clarification:**

The intent of the evaluation process for each program is to evaluate a single Candidate's presentation abilities. To partner with one or more Candidates and make a seminar presentation will not be allowed in the Certification Process. To do so would dilute the ability of the Evaluator to effectively evaluate any single Candidate.

However, it is generally held that Team Training is beneficial for the Trainer and Recipient of the Seminar and will be acceptable in the on-going evaluation process for a GW University Trainer.

From The Desk of

Director - Divisions / Programs