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INSIGHT

focus

ADDRESSING THE NEEDS OF OUR VOLUNTEER OFFICERS
WORLD WIDE.

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This Month's Guest Contributors:

Check with us next month

Hem & Haw, have you seen them?

For those that know me, they know that I am not a big book reader. But on occasion, sitting in the barber's chair or at the doctor's office I run across a statement or article that strikes a simile to what I am experiencing in my own life at the time.

Recently I have bumped into several of those articles that have talked about change. Change in our lives, change at work, change in society. So up front I will tell you, the reader and apologize to the original author, that although I find relevance in these words, not all are mine. To the documented and the undocumented Authors – Thank you.

Change has a considerable psychological impact on the human mind. To the fearful, it is threatening because it means that things may get worse. To the hopeful, it is encouraging because thing may get better. To the confident, it is inspiring because the change exists to make things better" ...*King Whitney, Jr.*

As I ponder these words, sitting in the doctor's office, I can see their relevance's to GWRRA. At that moment in time we were well into the Lead Like You Ride Program and had meant a wide spectrum of acceptance or lack thereof. But is change the right word in our case, or is something different.

I and fifteen other unsuspecting Officers descended on Phoenix shortly after News Years Day, 2014. We were brought there to be exposed to a new and exciting Leadership Training Program. We heard words like synergy and paradigm that were used to describe the new Lead Like You Ride Program.

Director Divisions and Programs



As I listened in the days that followed the meanings became clearer ... synergy ... many working together for the common good of all. This is new, I thought, isn't that what instructors and officers are suppose to do? Paradigm... a change in our thinking, yet there was nothing new being introduced that I had not heard elsewhere... interesting.

As the days wore on it became even more evident that what we were talking about wasn't change in the true sense of different - but improving. Teaching what we all thought everyone knew. So, improving should be inevitable and is not always easy, but is essential in moving forward. Many fear improvements and because they fear it, personal and/or organizational improvements often are met by resistance. Such resistance is however, thought of as something that is desirable to those who are resisting change. Strange yet true; who talks more about the way we should do things than the one who complains when we improve that path?

Nothing is as upsetting to your people as change. Mentoring was a term used for years within GWRRA. Many officers if not most officers were a product of mentoring. But as stated most or many does not equate to all. Nothing has greater potential to cause failures, loss of production, or failing quality than when we can't say - all. Yet nothing is as important to the survival of your organization as improvement. After all, change is nothing but improvements. Our members want to know what the improvements will be and when it will happen, but they also want to know why. Why is it happening now? Why can't things stay like they have always been? Why is it happening to me?

It is also important that they understand what is not changing. Not only does this give them one less thing to stress about, it also gives them an anchor, something to hold on to as they face the winds of uncertainty and improvements. You have to make an emotional connection with people that inspires a new sense of hope. The feeling of hope is essential and it comes partly from the logical side – seeing results.

We've tried what we know again and again and it's failed. A disconnect occurred when the mentoring process failed. If our new leaders do not get the unabridged version our members and organization become demoralized and we basically give up hope. If I do nothing to change what I did today, then everything will be as good as it was yesterday.

The antidote isn't a more logical plan, it's a compelling relationship. What we need is someone who can give us the belief and the expectation that we can improve. It's kind of a leap of faith. It comes from having a personal relationship and being inspired by their belief in us.

Director Divisions and Programs



To become confident about our improvements, or even becoming an agent of a better way, we learn that it is not complicated. It is all about your mindset. Being self-confident is not a onetime effort, but continues. Take the steps you need to become who you want to become. As an Officer in GWRRA you have but one master – the member(s). For the member, you should expect improvements in ways to have more fun, the opportunity to meet more friends and an expectation to do so safely.

Remember the 1998 best seller “Who moved My Cheese?” by *Dr. Spence Johnson*. Kind of a management 101 book discussing change / improvements and how your employees (our members) view this period of time. The book relates the life and times and learning experiences of four mice who are subjected to the clinical test of the “Mouse Maze”.

Sniff and Scurry, Hem and Haw, all of whom have personality traits that we can all see in ourselves, our four friends find themselves on the hunt for food / the cheese. As Haw heads back into the maze, with knowledge acquired along the way, he comes across Cheese Station N, abundant with cheese. Reflecting on his experience and thinking about Hem, Haw writes on the largest wall: Change happens – They keep moving the cheese. Anticipate Change.. Get ready for the cheese to move. Monitor Change.. Smell the cheese often so you know when it is getting old. Adapt to change.. The quicker you let go of the old cheese, the sooner you can enjoy new cheese. Change.. Move with the cheese. Enjoy change.. Savor the adventure and enjoy the taste of new change! Be ready to change quickly and enjoy it again ... they keep moving the cheese.

Obviously words of wisdom based on knowledge acquired in life. As the characters evolve we learn that Sniff and Scurry are / or would be the true leaders, always on the move, looking to gain more knowledge sharing it with their mates. Hem and Haw are good followers. After all they followed Sniff and Scurry to dinner each day – faithfully – until they found a room filled with cheese. There was no need to go further, no need to follow Sniff and Scurry any further, after all what more do your need when you are hungry mice than a room full of cheese.

Sniff and Scurry learned early that cheese spoils especially when you return day after day to the same room. It took Haw a little longer to realize that to get fresh cheese and new adventure you must move on, except new challenges and learn from your leaders. Hem, we hope, catches up and again joins in the fun. As far as Sniff and Scurry, they are the ones that we all want to watch, understand the fun that they are having and embrace the time when it is our time to Sniff and Scurry.

Until next month, think of change - is it welcomed in your GWRRA Chapter, District or Region? The cornucopia of change, challenges and friends reside within.

Remembering the past, looking forward to the new,

Dave & Gwen

Insightfully

Focused

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What a Great Wing Ding in Madison!

It was noticeably the smoothest run event we have been to, with the best teamwork to date between Officers and volunteers to provide for the Membership, and offer them opportunities in many areas. The Members positive comments and far fewer complaints than normal supported this as well. Sure, there were opportunities to resolve Member problems, but the Team pulled together to get them fixed rapidly. It was invigorating to work with dedicated volunteers, renew acquaintances, and meet new friends. Rider Ed thanked Hannigan for their continued support and donation of a Trailer to raffle off. A Member in Florida Erma Carlton donated an afghan which was raffled off to support the administration of our Rider Ed Certified University Trainers. Gracie Mazza donated a hand-made quilt to raffle off to pay for the wire frames to go along with Three hundred thirty three "Look Twice, Save a Life, Motorcycles Are Everywhere" free motorist awareness yard signs that we gave away. Attendance for volunteer presented Rider Ed related Training (Seminars, CPR, Riding Courses) was 1063 Members & Guests totaling 2008 hours of new and refresher classes. Awards for Rider Ed Hall of Fame (John Bourg – for his contribution and support of the Rider Ed database) and Rider Ed Educator of the Year (former TN District Educator Gary Hamilton) were presented at the Masters Luncheon, with Ray Garris as the Guest speaker.

Retiring volunteers.

Larry Stiles who has been responsible for the CPR/First Aid Training for GWRRA for years has decided to step down later this year. His latest success has been brokering a deal that allows Medic First Aid instructors to use the USA version of the course for GWRRA Members ONLY in Canada. This course is not accepted in the workplace in Canada like is in the USA (hence the restriction to presentation only to GWRRA Members). This agreement allows us to provide CPR and First Aid training at a lower cost and much reduced attendance time to Canadian Members participating in the Rider Ed Levels program. Members will benefit from not having to attend as much as a three day course and saving about two thirds on the cost of a full Canadian version Medic First Aid training class. Larry's assistant Lydia Bourg will take over when he makes his retirement final.

Randy Rodriguez and his assistant Reno Birt have stepped down after providing some great activities at Wing Ding 36. They were responsible for organizing three well attended events: Top Gun, Amazing Team Challenge, and of course the Drill Team demonstrations. We have seen growth in these areas in the last two Wing Dings and look forward to identifying their replacements. This year we identified a number of people who were not on drill teams but were interested in starting one. We provided basic training and practice during WD 36. These Members formed two teams for the event and gave a great riding presentation of how far you

Rider Education Director

*A continuous guide for the Rider Education
Program Leadership*



can go in a short time during the Drill Team demonstrations. The crowds were amazed that the riders had never been together as a team before that four days at Wing Ding.

Motorist Awareness Seminars – after considering the feedback from the Membership on the comparison of content in the Motorist Awareness Seminars, we discussed the removal of one of them with Region Educators at a Wing Ding meeting. Following Wing Ding, we determined that we would remove the “Why Motorist Awareness” Seminar from the list of approved seminars effective 7/13/14. It has been removed from the presentation materials available on the secure Rider Ed seminar website. The quarterly Motorist Awareness Report (Rider Ed Form N.23) has been modified to remove the line where we once recorded attendance of this seminar.

The following is the new list of approved Motorist Awareness related seminar material available from GWRRA.

1. Think Motorcycles Seminar
2. “Share the Road” Think Motorcycles Seminar

Revision of the Rider Ed Handbook and University Trainer Handbook will follow. Please ensure that seminars covering Motorist Awareness at District and Region events do not include “Why Motorist Awareness” after Wing Ding. Members will no longer receive credit and University Trainers using this former seminar will no longer be credited with presenting this seminar when their two year renewals come due. Members as well as University Trainers may approach Educators and other GWRRA Officers and ask why the shortest seminar was retired. We have initiated the Rider Ed communications chain, but inevitably a few will slip through the cracks. Please support us in getting the word out.

Michelle & I trust you all have made it safely back from Wing Ding and are looking forward to seeing everyone again in Huntsville. AL if not before.

Tony & Michelle

Insightfully

Focused

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Leadership Training Program

A continuous guide for the Leadership Training



Hi Everyone

My name is Joe Price. Introductions are difficult when you cannot see the person and get a feel for who and how they are. It is important, though, to reach out and tell you a little about myself so you have some sort of idea who the person is leading and supporting our training efforts.

Born in Wilmington, DE, I spent most of my younger years moving between PA, DE and NJ. I graduated the Jewish Theological Seminary of America, located in NYC, in 1977 and held 5 clerical positions as a Cantor. For those who don't know what a Cantor does, he is sort of a singing Rabbi. In 1982, after leaving the Cantorate, I saw an ad in a Washington, DC newspaper for a Dale Carnegie Salesperson. That led me into my now over 30 year career in the training and development industry. I have 3 daughters & 4 grandchildren. I have moved a total of 69 times in my 62 years--and don't plan on moving anytime soon. I have lived in Phoenix, AZ since 1999.

As you are aware and probably experience at times, change is not always easy or accepted well. And, it does depend a lot on how the change is presented and how into the old ways a person is. We each have a choice to be one of three people in the midst of change: 1) make things happen; 2) watch things happen; or ask, 3) 'what just happened?'. I suspect as an officer of GWRRRA you are a #1, and are part of the solution when things change or challenges occur. Our job in training is to help make your lives and positions in GW easier, less confusing, less complicated and more fun--which is one of the main reasons we are here in this great Association.

Here are some of the things we are doing in training, to start, and how they might positively affect you.

1- A vision and strategies to accomplish our purpose have been written and will be shared with you shortly, which will give a clear picture and direction for the most effective and efficient ways to give you the education and training to best help in your leadership role and life.

2- We are forming two advisory teams to look at everything training does and prioritize our actions in making changes to simplify what we do and how we do it, as well as give us better tools to do that.

3- A new training website is being designed which will be much more interactive, give trainers a 'communication highway' for more immediate two way communications for questions, answers and information exchange up and down the division, and eventually host our learning management system which will enable any leader and member to take our programs online at their convenience.

Leadership Training Program



4- We will be consolidating and enhancing our program offerings to make sure they are the most relevant, enjoyable and are able to make a more positive difference for you and our members.

5- Conversations with the leadership of Rider Ed and Member Enhancement have already produced even higher levels of excitement and commitment in our working together to create simpler, easier and better ways to do what we are passionate about. The goal is to spend less time talking about and working on administrative issues and more time doing what we love and are here for--making a positive difference in people's lives.

I hope by now you have heard about 'Lead Like You Ride'. I am so excited about how well it is being received and applied. Our National, Regional and some District staff have already participated. The feedback, at least to me, has been great ;). More are being rolled out soon. A version specifically for Chapter Directors is being produced to help you with the wonderfully unique situations you face regularly.

Training should be fun and make a difference. It affects what we think, feel and do. Let me leave you with one concept to think about. What is the difference between motivation, education and training? Write to me your thoughts and I'll publish your answers and give you mine, and the reasons why I think the answers are so important, in our next issue. You can reach me at gwrradot@gmail.com.

Ride Safe. Lead Like You Ride. Have fun and help our Member do the same.

Joe

Insightfully

Focused

Bob and Karla Greer

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Membership Enhancement Program

*A continuous guide for the Membership
Enhancement Program*



Karla & I want to thank everyone that helped make Wing Ding 36 one of the most successful and FUN ever.

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enthusiastic volunteers to help the Membership Enhancement responsibilities flow flawlessly.

We had an endless stream of MEP GW University Trainers volunteer to present all of the MEP Seminars at least one time each, most two times and many seminars were presented three times. All these MEP seminars could not have been successfully scheduled without the assistance of Ed & Ann Nahl, LTP Asst. Directors. Thanks to all.

The entire MEP Team, consisting of the MEP Assistant Directors for Recruitment and Program, Greg & Renee Dempsey; Dennis & Anne Greer, National Newsletter Coordinators; the three Special Interest Group (SIG) Coordinators – Bob MacBird, Classic Wing SIG Coordinator, who brought along his special assistant and technical advisor, Howard Halasz; Jorge & Julia Perez, Camping and RV SIG Representatives; Robert & Joan Partigianoni, HAM Radio SIG Representatives. All of you were fantastic. And of course our “unnamed” (lol) webmaster and his wife.

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Becky Dinnel,
MECs

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have so many

Membership Enhancement Program

A continuous guide for the Membership Enhancement Program



I didn't forget about Tommy & Gayle Wilson, MEP Assistant Directors for GW University who volunteered to step in as the MEP Assistant Directors for Couple of the Year Program. If you were there you saw what an integral part they played in the International Couple of the Year Selection Process, Opening Ceremonies, etc. etc. If you were not there....I'm telling you now. Thank you so much, Tommy & Gayle.

I would be remiss if I didn't give a great big shout out of thanks to Dave & Gwen Carter, Director for Divisions & Programs, my immediate boss in GWRRA and Ray & Sandi Garris, GWRRA Director. These three, along with the other two Program Directors (R.E., LTP & Finance), the five Deputy Directors (East, Middle, West, Canada & Overseas) and all the Regional Directors have given me sound advice and encouragement since my appointment in November 2013 to ensure the MEP Team made it through our first Wing Ding successfully.

I am so appreciative of everyone that helped. I am confident that Wing Ding 37 in Huntsville, AL will be another great convention which will require some of the same great people to get through it. I am also sure that the next one will be a bit easier by using the lessons learned. This should allow the MEP Team to concentrate on improving other programs new and exciting for GWRRA and the members.

Karla and I are looking forward to a wonderful future with GWRRA.

Until next time,

Bob & Karla

Insightfully

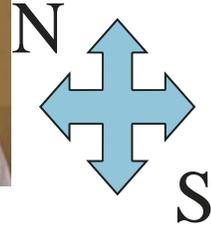
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Deputy Directors



*A continuous guide for
the Betterment of Regional Operations*

A Riddle.....

I

am your constant companion.

I am your greatest helper or heaviest burden.

I will push you onward or drag you down to failure.

I am completely at your command.

Half the things you do might as well be turned over to me and I will be able to do them quickly and correctly.

I am easily managed - you must merely be firm with me.

Show me exactly how you want something done and, after a few lessons, I will do it automatically.

I am a servant of all great people and, alas, of all failures as well.

Those who are great, I have made great.

Those who are failures, I have made failures.

I am not a machine, though I work with the precision of a machine plus the intelligence of a person.

You may run me for profit or run me for ruin - it makes no difference to me.

Take me, train me, be firm with me, and I will place the world at your feet.

Be easy with me and I will destroy you.

Who am I?

I am a habit!

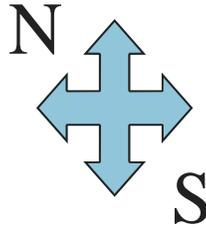
How do habits control our lives? A habit is defined as a regularly repeated behavior pattern: an action or

pattern of behavior that is repeated so often that it becomes typical of somebody, although he or she may be unaware of it. As we age, and I'm only speaking from experience, our brains tend to run on cruise control much of the day and taking the path of least resistance is the norm.

Tomorrow, try something...sleep on the other side of the bed, brush your teeth with the other hand, take a different route to work or the store. Here is a REAL challenge...turn the toilet tissue the other direction!!

Yes, these are all habits we get so used to that tend to keep us on auto pilot!

What habits have we fallen into with GWRRA? At gatherings, do you park in the same place? Do you tend to sit at the same table? Do you try to sit with the same friends? Do you sometimes eat the same things? Is the meeting agenda the "same ole, same ole" each month? These are all habits! Our brains have been trained to follow the same paths day in and day out and without thinking we never try something new!



As volunteer leaders and members alike, in our personal, professional and volunteer lives, to keep things interesting, appealing, attractive and fresh, we need to train our brains and bodies to stay active and think “outside the box!”

My challenge to every member; change your habits (especially the bad ones,) and do something different today, tomorrow and every day that will impact you, your loved ones and your friends in a positive way. Oh and one other thing, always have a smile on your face...make others wonder what you've been up to!

See you down the road (but not the same road!)

Bill & Dea Ann

Note: I want to give partial credit for the riddle to an article from “Bits and Pieces for Sales-people.”

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Anita and JR Alkire

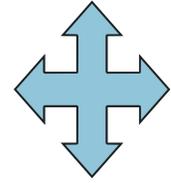
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W



An, Ah Ha weekend!

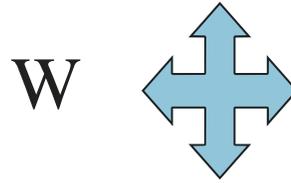
I love learning moments and teachable moments. This is a lesson of both. When we stepped up as Deputy Directors we had no idea what adventures were ahead of us. We all see GWRRA from our perspective, our little side of the world, and we think that is how everyone else sees it. Well, after the past few years and our most recent adventure I can assure you that there are many facets to this organization that for most of us are untouched.

When we took over as Region “F”un Directors we had 7 Districts and all were doing their own thing. We showed them how to do some things GWRRA’s way and then we learned from them. We provided a way for all the Districts to learn from each other through monthly conference calls with our District Directors. We learned that something that was done in CO during snow season could be adapted to CA and used any time. The lessons were vast and the sharing was incredible. Most importantly we learned we are each a little different and yet we all shared the love of motorcycling and in particular the Gold Wing, and having FUN!

Through communication and visitation we all learned and benefited from each other and the Region and GWRRA became stronger as a result. This is awesome stuff and as a leader you feel pretty good that your TEAM was able to accomplish this together!

We were asked to leave our Region Director position and become Deputy Directors and in particular we were to communicate with Region I and F, they are our responsibility. Well our first question was, what do we call them? We are pleased to say that we have the “I”ncredibly “F”un Regions!! So now it was time for us to learn more about Region I. Well from my perspective of my GWRRA life there were things that needed changing. Ah, not so fast!

We just got back from the Washington District Rally and we had a blast. Was it different? Absolutely! Did the members have a great time? Absolutely! Was it a rally that I would have put on in Region “F”un...no. Why not you might ask and the simple answer is we don’t have as many members devoted to camping. You see this rally was all about camping, socializing, a bit of riding, games, bike show and the Vancouver BC Drill Team. I wished we had had a camper and weren’t staying in a hotel! We stayed each night until almost midnight, sitting around the campsite sharing ideas, stories, adventures and friendship. It was fabulous. There was a chapter challenge based on movie themes that were displayed and acted out on Saturday, which was FUN! Closing ceremonies included a 30+ person steel drum band from Eastern Washington and those kids were talented and really good! At the end of closing ceremonies WA has new District Directors and the FUN will continue.



So where are the learning moments? They were all around me! What I just described as their rally is not the type of rally / convention that I am used to and not the type that I have put on over the last 11+ years. Could I criticize their type of rally? Yes to “my” thoughts of a rally. Would I be correct? Absolutely not. As a Deputy Director would I have coached my Regional to encourage a rally with more education in it, yes, but for their Region and WA District, I would have been wrong. Could I have known that without attending their rally? I don’t believe so. I learned because I was there and I experienced this, that there are different ways to accomplish GWRRA’s objectives of “Fun, Safety and Knowledge”. WA is famous for their education weekends and they have great attendance at those weekends, that’s the safety and knowledge part of our objectives. Their rally is for FUN and socialization. So the way they do things works for them and the way we do things works for us. We can learn and enjoy what the other has to offer and come home with some great ideas!

Important lesson, don’t change for change sake, most importantly understand if change is necessary and then make a plan to implement the change if that is the correct path. Lesson 2- make changes by evolution (a plan) rather than revolution, you can get a lot of resistance from the revolution! Lesson 3- you’re way isn’t always the correct way, know your area, your members and lead them with good input from your TEAM and in the way that is appropriate with your leadership style.

So learning moment, if you want to be the very best in the leadership role that you are in, go out and experience a rally/convention in a different part of the country and see how they do things and then bring at least 1 idea back and use it. Share the experience and encourage more leaders to go out and attend someone’s rally outside your area. I can promise you this; you’ll have a fantastic time, you’ll make new friends, do some learning and have FUN with your Winger family!

Anita and JR

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