



INSIGHT

focus

ADDRESSING THE NEEDS OF OUR VOLUNTEER OFFICERS
WORLD WIDE.

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This Month's Guest Contributors:

Excellent communication is the ability to transmit a message by one person to another and have that message replicated in the receiver's mind. Excellent communication is the ability to receive a transmitted message by the sender and have the receiver be able to replicate the form and intent of the message in the receiver's mind. If the receiver is uncertain about some aspect of a communication, it is the responsibility of the receiver to clarify the communication through the artful use of questions.

The ability to politely and effectively close a cycle of communication is a skill that more people need to become adept at. Closure is the ability to acknowledge the other person, say "thank you" to the other person or confirm that what was said was understood. Closure is the final step in any segment or cycle of communication.

When effectively participating in interpersonal communication, a key element on your part is that of outcome based thinking. Outcome based thinking entails knowing what your objective is before entering into a task, communication or project. It is not always necessary to consciously use outcome based thinking in interpersonal communication.

Ed Porter



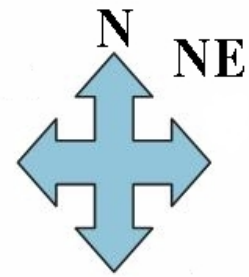
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Deputy Directors



*A continuous guide for the
Betterment of Regional Operations*



The year 2014 has been an awesome year for the Beeman household. We started off as the Region E Directors and watch as many of the Districts rallies were up in attendance, we had a true shock at Wing Ding being named the Intl. Directors of the Year, it's still a wow, but thanks to all those staff members and members of Region E, you really ROCK! We had a great Region rally; again thanks to the Members we surpassed my attendance goal. Barb & I were installed as the newest Deputy Directors at our Region rally by Ray & Sandi Garris. At our fall Operation Meeting we installed Bruce Watkins as the new Region E Director and at that time we were honored by taking on Region B from Bob & Nan Schrader and Region E from Bill & Dea Ann Gray.

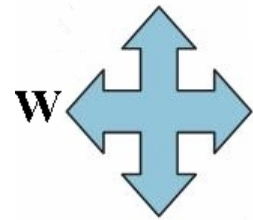
Barb & I came up through the ranks, we started out like most who joined GWRRA to ride with Wingers, get the *Wing World*, be part of a Chapter or what ever the reason is, but then we got involved. We have been an Asst. Chapter Director all the way up to today, as Deputy Director and what a ride it has been. This journey has changed our lives, no one could have possibly known where this path was going to take us, like the places we have seen, but more importantly the friends we now have across this great country and they are the Members of GWRRA.

We are looking forward to our new responsibilities as Deputy Directors, have some big shoes to fill, the Gray's and the Schrader's are awesome people and have set a very high standard. We are anxious to meet with the great folks of Region B and to the many new friends we will gain, well still being involved in Region E and the many awesome friends we have here. But, here it is: if you want to enjoy GWRRA and you want to have friends all over your District or your Region or, for that matter, anywhere in GWRRA you have to participate and get involved. It might surprise you, you might enjoy it, but one thing for sure, you will meet some very awesome people.

Barb & I are here for *you* the Members, this Association is here for the Members and my job is to help you the Members have an awesome GWRRA experience. Remember; be safe out there the life you save just might be your own.

Thank You & Ride Safe

Bruce & Barb



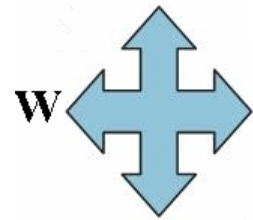
The month of November is upon us, the leaves are turning beautiful colors and there is a nip in the air, even here in California. JR, Denali and I would like to express our thanks to all of you for welcoming us as your Deputy Directors. More importantly we want to thank you for all you have done for us and continue to do for us and each other, no act of kindness ever really goes unnoticed. So as we approach Thanksgiving, we pause for just a day, and hopefully many more, and cherish all the lives that have touched our life and for the fabulous family that we have and how blessed we are to have them! We hope that each of you will take the time this month to give thanks and count your blessings as they are the richness that we share in our life here on earth. Happy Thanksgiving everyone!!!

As we reflect upon the year's memories, as leaders it's time to start planning for 2015. We'd like to share some helpful hints on planning your new year. There will be ideas here that will click with you and some that won't but be open to trying new ideas with the idea that we are working toward greatness.

At each level of leadership there are differences in how we plan for the New Year. At the Chapter level it's not only planning with your TEAM but it's also planning with your Chapter participants. You will want to get their ideas for what they want to see in the coming year. Now take those ideas and put them aside for a minute and talk with your Leadership TEAM. What does the Educator want to accomplish by the end of next year; what does Membership Enhancement want to accomplish; what does the treasurer want to see; what GWRRA programs do you want to embrace for the first time or revamp and what does the Director want the Chapter to look like at the end of the year. As you, the Core TEAM, share these ideas you will see a direction start to come together.

Now get specific, what has to happen and who needs to be doing it, and remember it's not always you, be sure you plan to delegate, it makes you stronger. As you bring this together you want to overlay the Chapter participant's ideas into the plan and through TEAM discussion you will come away with the direction for the New Year. Take your plan and share it at your business meeting with the staff, get their input and then finalize your direction with ownership from all. Some would call them goals, but if you can't wrap your head around that, it's just the direction for the Chapter. As the year progresses, maybe each quarter, check in and see how things are going and then adjust as needed. The Chapter level direction is the one felt the most by the Members so it's important to plan, all they need to see is the end result, the FUN!

As a District Director we realized that the process was a bit different because our responsibilities are different. When we look at who we are coaching, mentoring and training we realized that it was the Chapter TEAMS that were our responsibilities. To best do that we needed a cohesive TEAM at the District level who spoke with a united



voice. Again you look at your Core TEAM to find out what they would like to see the Chapters accomplish in their areas of responsibility and how that impacts the District. How do they do it and who does it should be key questions because again, it's not just you, delegate, build that TEAM. The role of the Assistant can be more defined at this level as responsibilities are delegated to the Assistant. If the Core TEAM Officers look at their role as a coach, the coach brings the overall view to the position and then delegates to the Assistants their specific responsibilities and then they go out and train or instruct to achieve those specific results. The vision must be clear for the TEAM so they know what it looks like when it's done. This is often referred to as outcome planning, knowing what it looks like when it's done and knowing what has to happen so we know we accomplished it.

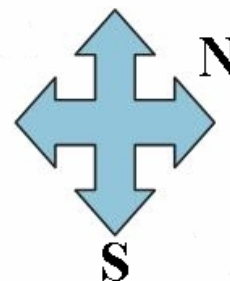
So as each coach thinks about and shares where they want their area of responsibility to be at the end of next year, get specific as to what, who and when and then come together find out how you help each other work together to accomplish the goals and then present your united plan to your entire TEAM. They will need time for input and discussion and when all is done that united voice starts to sing in harmony. Now each person on the TEAM knows what they need to do, how to do it and what it looks like when they are done. Coaches will check in for progress and guidance. This not only creates a strong TEAM, it delivers to the Chapter TEAMS what they need proving that **Together Everyone Achieves/Accomplishes More!**

At the Region level it follows very similar to the District level but the difference is who they are responsible to and that is the Districts. Once ownership of the direction is accomplished then the TEAM has that united voice and through this come strength.

Now all of this sounds like a lot of work. Some say we have taken the FUN out of GWRRA. I will challenge your thinking. If at each level of leadership we have done the "heavy lifting", planning what we need to do effectively and creating that path to greatness, it's time for the TEAMS at each level to go and interact, ride, play with the Members. It's our job as leaders to make certain that the "heavy lifting" is kept at a leadership level and what the Member receives is the best experience and FUN they can have, they don't need to know the planning it took to make that the best experience ever.

So leaders, please take the challenge, let's do our part and plan, commit to and then do the job that we agreed to do when we took our positions and signed that MOU. If we do that then the Members and the leaders will experience the FUN and good times that memories are made of and we will count our blessings for all the friends we have in this organization called GWRRA!!

Anita & JR



Sleeping With An Officer

45 Years ago, she started dating a senior in high school who had been riding a small Harley. She didn't care to be a co-rider back then. She loved the lake, boating, fishing and rode mini-bikes and go-carts on trails around the lake from time to time.

While in college, she married this guy who couldn't afford a car but rode a small Honda motorcycle. She still had no interest in riding with him. He rode to school, to work, and for fun when time allowed. They were both busy with school and jobs. After college graduation, they found themselves teaching school and raising a family. Recreation consisted of enjoying the lake, boating, fishing, swimming and family on the weekends.

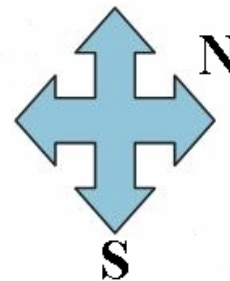
After about 20 years they were faced with the realization of being empty nesters. She looked at him one day and said "maybe we should go motorcycle shopping." Really? Before long they owned a big Honda cruiser and both of them as rider and co-rider enjoyed weekends together on the bike. They still enjoyed the lake but riding was becoming more and more a passion again.

He continued to visit the Honda shop regularly and those big Gold Wings kept catching his eye. "One day" he said to the salesman who became a good friend "I will own one of those." His wife never wavered in supporting his dream.

The day eventually came and he and his wife were the proud owners of a brand new Honda Gold Wing. They automatically became members of the Honda Red Riders group but their salesman mentioned a group of Gold Wing riders that were meeting and riding regularly in the area. He researched this Gold Wing group online, found a phone number and made that fateful call. She was very hesitant to get involved thinking it was a guy thing.

They were invited to a group get-together and surprisingly found many nice couples hugging and shaking their hands. They were couples just like them from all walks of life with one thing in common, the Honda Gold Wing! They both found themselves in the midst of many new friends who not only welcomed them, but invited them to their monthly "meeting" as well as weekend rides.

A year went by quickly and they were surprised with the honor of being selected as the "Chapter Couple of the Year." This group called themselves GWRRA or Gold Wing Road Riders Association. Things started moving along so fast that she soon found herself sleeping with a Chapter Director. Because of this new chapter in her life and the opportunities it presented, it was inevitable that she would soon find herself in bed with a District Director!



It didn't stop there! Her desire to continue this journey led to many destinations, adventures and meeting new friends. Her passion for motorcycling continued as she eventually became the proud owner of a couple of motorcycles. The excitement of travel and meeting new friends from all across the globe was continuing to escalate!

Within two years she found herself sleeping with a Region Director. This was to be her final desire and conquest. The demands on both of them were reaching new heights. When it seemed apparent the pressures of work and GWRRA would more than consume them, she found herself in bed with a Deputy Director.

Now, this is not to say the story is drawing to a close, nor are we saying this woman is promiscuous. Let's just say the story is on-going and the adventure we hope will continue. This is OUR story in a nutshell and I hope she will continue sleeping with this Director for many years to come.

Bill & Dea Ann

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Looking Twice May Not be Enough

Our Southwest Region F Motorist Awareness Coordinators Mike and Barri Critzman have shown us another benefit of the GWRRA Motorist Awareness program that we can all use. They were working on an article in a newsletter in reference to intersection accidents. Barri was looking for specific information on vision to write about. It was her contention that there had to be a reason that motorists are unable to see motorcycles, cyclists, and pedestrians without specific training. She found some great information from a publication called, "London Cyclists", in an article titled "What An RAF Pilot Can Teach Us About Being Safe On The Road."

John Sullivan is an RAF pilot with over 4,000 flight hours. He is a cyclist and a crash investigator. In his report he states that our eyes are not designed for driving. Only a small part of our retina, the fovea, can generate a high resolution image. This is why we have to look directly at something to see detail. The rest of the retina adds peripheral vision, however 20 degrees away from our sightline, our visual acuity is about 1/10th of what it is in the center.

In order to see something in any detail we have to move our eyes and head to bring the object in to the center of vision. We have a better chance of identifying a large object like a truck than a smaller vehicle like a motorcycle or bicycle. Even if we move our head and eyes to lock on a moving object, we may not see it. Instead we see the object in a series of quick jumps called saccades, with short pauses called fixations. It is only during the fixations that the image is processed. The brain fills the gaps with a combination of peripheral vision and an assumption that what is in the gaps must be the same as what you see during the pauses. [This is also how stop motion animation is used to appear as though a character is moving fluidly.]

TRY THIS: Look in a mirror. Look repeatedly from your right eye to your left eye. Can you see your eyes moving? You can't. Your brain shuts down the image for the instant that your eyes are moving. This is called Saccadic masking.

A driver who looks left, then right, then left again **may still completely miss the on-coming motorcycle.** The smaller the vehicle, the greater the chance it will fall within a Saccadic. The faster you move your head, the larger the jumps and the shorter the pauses.

How can we train a motorist to better see us? [Or us to see them...]

John Sullivan recommends teaching the motorist to focus on at least three different spots along the road to right and left-close, middle distance and far. Look to the left and right at least twice, and lean forward to look around the door and windshield frames.

Rider Education Director

*A continuous guide for the Rider Education
Program Leadership*



Keep your driving lights on and your windshield clean. Remember that any activity within the car or truck will divert your vision inside the car, and when you look up and out, everything will be out of focus. The fraction of a second that it will take for your eyes to adjust may be a fraction of a second too long.

We can certainly apply the learnings discovered by the Craftsman's to operating our own cars and even our motorcycles and trikes. How many have experienced the phenomenon of looking for a clear path before pulling out at an intersection on your bike or trike from a stop sign, and were surprised that the car or truck suddenly appeared - even though you *just* looked that direction? We can train ourselves to take a moment to actually **pause to focus** on those three different distances with our head turned in each direction. As we teach in our Riding Courses: SAA (*Search, Anticipate, Act*); looking and seeing are two different things. Looking is an act of pointing your head and eyes in a particular direction. *Seeing* is actively searching to identify what is there and locating things that are important to begin evaluating for future action being required. Searching is a different level of activity for the brain.

Take some time and search for more information on Saccadic Masking using an internet search engine or even U-tube. They have equipment that tracks where a person's eyes are looking as they view a series of events on a monitor. Later the researchers play it back with the place the subject's eyes are focused on indicated on the screen in real time. Test subjects are amazed how much their eyes are scanning. Data indicates that we are **completely blind for a total of 40 minutes a day** with our eyes wide open as the brain blanks out information during eye movement to prevent information overload. Hollywood, magicians, and subliminal marketers have been using how our minds work for their benefit for years. Now that we know a bit more of how we work internally, we can devise new techniques to lessen the risk we take on the road. It should come as no surprise that certain factors can influence saccadic masking – age is one of them. It takes longer to refocus after a head turn. Drugs and alcohol also slow the time to refocus.

Perhaps we should start saying See Twice – Save a Life.

Tony & Michelle

Joe Price

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Leadership Training Program

*A continuous guide for the
Leadership Training*



Motivation-why we do what we do!

Two people go to the same gym to lose weight and get in shape. One sticks to the recommended routine, sees the pounds come off, feels better and has a new lease on life. The other is driven for a while, starts to slack off and soon is back to his old habits of eating and lounging. What causes one to start and see it through and the other not?

I was recently listening to an old Tony Robbins talk. In it he says “effective leaders have the ability to consistently move themselves and others to action because they understand the ‘invisible forces’ that shape us.” What are those ‘invisible forces’? Do you and I have them? How do we know what they are if they’re invisible?

In the last article I talked about how important definitions are because they influence how we behave. For the question of the month I asked which is a stronger motivation, ‘wanting to do something’, or ‘having to do something’. Which one do you think is stronger? If you look for the definition of the word motivation you’ll find it simply means, ‘a reason for action’. If a lion is chasing you, you’re motivated. If your child is sick and needing care, you’re motivated. If there is a new shiny piece of chrome for the bike that you think will look good, you’re motivated. If you want to start walking more because you know it will help you feel better, you are motivated. If your doctor says if you don’t stop eating unhealthy foods you’ll die, you’re motivated. If you wake up one morning choking to death because you smoke three packs of cigarettes per day, you’re motivated to do something different even if you’ve tried to quit 100’s of times before--which is what happened to my dad who never smoked a day after that.

In these examples are two different motivations at work--what I call ‘have to’ and ‘want to’ motivations. What fuels each of these motivations is what Tony Robbins believes is the invisible force--emotion. He says there are about 6,000 emotions and yet we usually can only identify between 12-15 we experience. Whatever the number, emotion is at the heart of what drives us. “Have to’ motivations are driven by fear, loss, pain, desperation, frustration and other similar emotions. Desire, love, feeling better, looking better, acceptance, belonging and other such emotions are what drives our ‘want to’ motivation.

Unfortunately, it is the ‘have to’ motivators which have more power over us most of the time. Unless we are in fear for our lives, desperate or frustrated about a pending situation we can always find a way to get out of doing something we ‘want’ to do. We want to eat healthier, exercise more, call the kids more often, go on more

Leadership Training Program



rides, get together more with friends but something always comes up. We seem to find so many excuses for not doing the things we 'want' to do but always have time to do the things we 'have' to do. Do you find yourself in these kinds of dilemmas at times?

As always, I believe the answer is in the words we use. There is another word filled with emotion which can create long-term positive results. The invisible force emotion in this word is passion. Think about the things you are passionate about. Does anyone have to motivate you to do them, or does your passion for it drive your behavior. If you are truly passionate about riding our great bike, does anyone 'have to' convince you to ride, or are you inspired by the thought of what it feels like to lean into a curve? For those of us who just love to ride, we aren't motivated to ride, we are inspired by riding. Think about the people or situations who inspire you. They touch something inside of you. They stir an emotion inside which pulls us to action. Motivation pushes, inspiration pulls.

John Quincy Adams once said, "If your actions inspire others to dream more, learn more, do more and become more, you are a leader." You are a leader! Lead Like You Ride! Inspired. Take the inspiration you feel when you ride and transfer that passion to your team and our Members by your actions, and the words you use. Don't push people to do things, pull them with you into something fun, passionate and inspirational. We will never want for leaders or Members any more when we all learn this valuable lesson of two little, powerful, words.

Here is the question for this month, write me your ideas and answers. What is the difference between a reaction and a response? You can reach me at gwrra-dot@gmail.com.

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

Joe

Bob and Karla Greer

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Membership Enhancement Program

*A continuous guide for the Membership
Enhancement Program*



Region H Membership Enhancement Coordinators Steve and Billie Fleming

Clique or Faction? Name Your Poison.

Have you ever considered yourself to be different from everyone else? Well, you are. There is no one just like you in the world. You may have also heard it said that we are all wired alike and to some degree, that it true. We all experience things that are unpleasant at one time or another and it triggers mixed reactions from anger to resentment or just plain sadness. We also experience pleasant things which also produce a mixture of responses from giggles to elation and euphoria. So though we are wired alike, it is only in generality but it is those things that we hold in common that will keep us together through thick and thin.

The more things we have in common the more we will tend to cluster in smaller groups where we are more comfortable. This is where the first poison can form if we are not careful. The axiom of “There is strength in diversity” is ignored.

We will naturally develop friendships with those we associate with on a regular basis and some of the friendships will endure far beyond our riding days or outside of GWRRA functions. That is a good thing. Friends are a special part of each of our lives and we should foster and nourish the relationships. The downside, if there is a downside to friendship, is to let it become an exclusive association with no room for others to participate while at a GWRRA function or event. That is where a “clique” is formed.

Not only will the feelings of the “outsider” be hurt, the very real possibility of losing a Member and friend or possibly the future Chapter Director or other leader may become a sad reality. It could, if left unchecked, eventually lead to a Chapter closure.

Membership Enhancement Program

A continuous guide for the Membership Enhancement Program



Our roles as Officers in GWRRA is to promote the things that we have in common in a positive manner while making room for the diversity that naturally exists within any given group of people. Ken Robinson says, “The role of a creative leader is not to have all the ideas; it’s to create a culture where everyone can have ideas and feel that they’re valued.” It is in the doing of that statement that the synergy of leadership becomes a reality, not just a nice quote. We must show them, not just tell them that we want them in our Association.

The other poison to any organization is factionalism. We will not all agree on every idea or program that is presented. Disagreement is not factionalism. It is only a different idea or opinion. Where factionalism comes into view is when a disagreement produces a disgruntled Member who will not have a meaningful dialog about their disagreement or resolve an issue. Instead, they will try to use their influence to bring others into a conspiracy to undermine the leadership. They promote their ideas or agenda ahead of the common good of the organization.

A seedbed for a faction is laid by a few individuals believing or acting as though they are more important. They will usually have a very high opinion of their value to the organization and thereby imply, if not stated, that without them the organization will cease to exist. This attitude or behavior will form a destructive force that can cause the organization to implode.

Factions reduce the effectiveness of any organization and the end result is usually a splinter group with their own agenda to promote. As Officers in GWRRA we have taken the Oath of Office in which we pledge, among other things, “To support all Programs of the Association; To be positive in attitude and spirit; To lead by example while promoting an atmosphere of fun, safety and knowledge;” None of these qualities are reflected within a faction. Only strife and division arise from a faction. Unity is not promoted and the outcome is always negative.

How far would a football team go if the offensive line said, “We are the most important part of this team so we should get preferential treatment and make all of the decisions?” Likewise for the defensive backs; the wide receivers or the quarterbacks; can the team succeed? Each one has their role to play and without any one of them, the team is less likely to find success on the playing field. The same

Membership Enhancement Program

A continuous guide for the Membership Enhancement Program



principle is true for all team sports. The same is true within our Association. Can a Director do it all? Can the staff do it alone? That is why they are called a TEAM.

As Officers, we must work to resolve these issues within the framework and guidelines of the Officer's Handbook. We should never discount someone's ideas. It is through the gathering of ideas that the path forward is found. Look for the positives and evaluate the outcomes of the ideas presented before decisions are made. Make sure that those who trust you enough to present their ideas have the full knowledge that they are appreciated and their ideas welcomed even if you feel they are not practical at the time. Tuck the idea away because things could change and the idea could become very relevant in the future. No one wants to be discounted.

Lead with the idea of making things better while lifting up the standards and goals of the Association.

Bob & Karla



GWRRRA Bulletin



From: Ray Garris, GWRRRA Director

Be sure and remind everyone in Operations that the Annual Chapter Charter Fees need to be handled in the following manner:

Chapter sends their check to District (payable to District) by November 1st.

District sends ONE check covering ALL of their Chapters to the Region by November 15th.
(Be sure to include a list of the individual Chapters)

Region sends ONE check covering ALL of their Districts to Home Office by December 1st
(Be sure to include the lists of the individual Chapters and Districts.)

This streamlined plan will save all of us a great deal of time and effort in getting this important annual task accomplished. We certainly do not want to repeat the fiasco we had with last year's fees.

We sincerely thank you for your support in getting these items taken care of.

Ray