

MARCH 2015



INSIGHT

focus

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Ed Porter, Newsletter Editor

Chapter Newsletters, Reading Between the Lines

We all understand that the very best way to know our Chapters is to personally visit each one when they hold their monthly gathering. When we do exactly that, we have the opportunity to extend our hand and congratulate the Chapter Director and other Chapter Officers for presenting a good experience for all the Members or we might need to extend our helping hand to show the Chapter Director how to improve the overall experience for our Members or maybe some of both.

As we all know, the reality is that this type of opportunity is limited by proximity, weather and time constraints on most of us.

However, there is a “Plan B” available to all of us. Regardless of physical location or weather, etc. almost daily, our computer screens bring that particular Chapter to us, in the comfort of our home, at a more convenient time. It is known as a Chapter Newsletter (online)

Even though many Newsletters have different appearances, they all can carry some great information that will help you to know them in many ways.

Let’s start with the Cover Page – are they filled with “pride”, good logos, Chapter ID, location, date and time for the next gathering, contact information for the

Chapter Director, core team, etc. (phone numbers and email addresses) Does the Chapter have a theme, mascot, banner, etc.?

On the TEAM/staff listing, are all of the key positions in the Chapter filled? Does anyone have more than one job title? Be on the lookout for chapters with open positions, particularly the Assistant Chapter Director. This one is critical as that may indicate limited support for the CD, but specifically there is no one ready to fill the position. If both the husband and the wife have different jobs for an extended time frame on the Core Team, the next step usually is “Burn-out for one or both.

Take a moment and read the article from the CD. Is it upbeat, informative and positive? This one editorial contribution usually sets the “tone” for the entire Chapter! Do we have articles from the Core Team, especially the Educator, MEC and ACD? Are the articles original or are they from the “file” or other newsletters? Any articles from any Members at all?

Please study the activity calendar. Is this an active Chapter, is it a riding Chapter or a social-only Chapter. Our CD’s need to serve both “Masters” – the “Riding Master” and the “Social” Master. Are there lots of different types of events on the calendar? Even other Chapter and District, Region, National and local activities could be listed. Does the Calendar look like FUN just waiting to happen? Look at any pictures displayed. Are they having FUN? What type of activities, number of participants visible? Are Members wearing their vests at gatherings? Chapter shirts?

Are there any mentions of COY, IOY, CHOY or any other recognition opportunities present? How about the spirit of the Chapter? Is it visible between the lines or not at all? Are there birthdays, anniversaries, both personal and their GWRRA anniversary shown? Any notes of humor evident? Are there any local merchants advertising in the newsletter? Is there more advertising than newsletter? Is the Chapter in touch with their local community?

Did you notice any invitations or solicitations in the Newsletter for the Chapter Members to take part in mileage contests, travel programs, other Chapter visitations (plaque or mascot abductions) Chapter Fund Raisers, District or Region rallies or events?

Has the Newsletter Editor included several different flyers/registrations for upcoming Chapter, District, Region and National events or rallies? Any Chapter can “piggy-back” on the activities of any other Chapter. Most Chapters would love to share the FUN with other Chapter members.

Are there any reprints from any other Chapter, District, Region, or National Newsletters showing a connection between this Chapter and the rest of the Association? Is there a Membership Application for GWRRA?

What is the message that this Chapter Newsletter is carrying to all of its Members? Would you want to join this Chapter based only on what the Newsletter of-

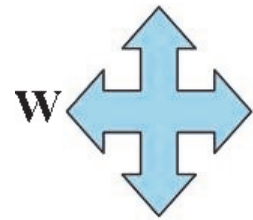
ferred? If this newsletter does not excite you, what does it offer a new or potential member? When you “read between the lines” you will understand all the strengths and weaknesses of this Chapter. The rest is up to you to coach, mentor and train.

Remember that as an Officer, you have the experience, knowledge and training to assist this Chapter in need. You also have a great TEAM/staff available who also is standing ready by your side to assist as well. All of us have been around long enough to know what we need to do to help our Chapter Directors, now we just need to share our knowledge and experience with them (just like someone did for us in that same position!)

We thank you in advance for all that you do in your position to help serve our Members.

Happy New Year to all,

Ray & Sandi



“Pins, Patches and Lil Dangly Things”

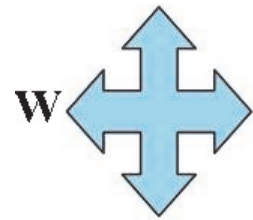
Bet there is a smile on your face with that title! It brings a smile to all the faces that I have ever seen when Bryan Lape, Region F’s Individual of the Year 2014-2015, pictured on the right with his CO District vest on, used that phrase in his speech during his selection process for the Region IOY. But isn’t it so true of all of us? I know when I was new I couldn’t wait to get another pin or patch to put on my vest! Well it’s been 15+ years now and I’m certain that you have pins in baggies just like I do. I have my original chapter vest that is SO heavy with pins you can’t stand to wear it but I’m proud to show it off and was proud of every pin, the “ladder” of visit a chapter and other such pins, and laughed when my “ladder” got caught in yours when we hugged! The pride we have in our vests is something remarkable! It brings back memories and stories with friends and gives us time to share with our GWRRA friends and family. It also shows our Chapter, District, Region and TEAM GWRRA pride as we wear them!



There is one special pin on my vest that I am particularly proud of and that is my Officer’s pin. I remember as a new ACD getting my first set of silver wings and a few years later they became gold. I was so proud of what that wing represented and honored to serve as an Officer of GWRRA. But back then, let’s see that was 2001, I did not realize that there was another set of wings out there. I learned that Operations wings had a white inset and Rider Ed had a red inset. Well the things you learn!

When the decision was made to a make the Treasurer, Leadership Trainer and Membership Enhancement Program folks Officer’s I started wondering where their wings were. I learned that making them Officers had not caught up with wings. Now this isn’t about me, really, it’s about the pride and recognition that you have when you are an Officer and you wear those wings and explain to members what they mean. So I made it my mission to have wings made to recognize all the Officers of this organization.

In 2014, as Deputy Director I was successful!! I am very proud to say we have wings to recognize all our Officers in GWRRA! I was even more proud when I gave away those first Officer pins in Region F and I. It has come to my attention that not all of



our Officers are aware of the wings that are available. What I would like to see happen by each of our Appointing Officers when you are installing that new Officer with pride and honor in front of their Chapter, District, Region or National membership is that you make a big deal of their installation and that you present them with their wings. Remember we recognize the couple so make certain that there are patches and wings for the couple. Let's start them off right with Officer pride!

Here are the wings that we have and would love to get to you for distribution:

Operations-white insert and we have gold wings for Director and silver wings for Assistants, Rider Ed-red insert and we have gold wings for the Educator and silver wings for Assistants, Treasurer-green insert and we have gold wings for the Treasurer, Membership Enhancement-blue insert and we have gold wings for the ME Leadership Trainer-gold insert and we have gold wings for the Trainer

**You probably see my thinking in the color choices;
Green for money;
Blue on many personality evaluations is the people,
people and gold is often associated with education.
So now you know the rest of the story.**

Won't your Officers just look stunning with their new wings on? Let's find out! Please only order what you need and don't stockpile them as we want to make certain that all our Officers are recognized! Let's make a commitment to get this done ASAP. You can order them from Home Office where you can also get your free Officer patches. Thanks to Keith Morrison, then the New Mexico District Director now the Region F Director, you can also purchase at a very low price a 10" back patch that is done in our Officer colors of blue and gold that matches the front Officer patches, they look incredible on the back of the vest!!!

Ray often says that the "paycheck" of a volunteer leader is recognition, so let's recognize all our Officers and share the pride that their Officer wings can bring to them. I look forward to seeing all the Officers at Wing Ding in Huntsville, AL in September with their "pins, patches and lil dangly things" and their Officer wings!

Anita & JR

Tony & Michelle Van Schaick

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Give 'em Credit! Plus, CPR/First Aid/AED changes coming...

There is lots of training that is happening or has happened over the last few months to support Member participation in the Rider Ed Levels Program. As Members take a look at their progress on-line or ask their Educators what the status of their training is, we need to ensure that courses like the Co-Rider Seminar (or viewing the 2002 video), CPR/First Aid/AED training, approved Riding courses, and Motorist Awareness Seminars are properly documented.

Encourage the certified University Trainers (UTs), CPR/FA/AED Instructors, and Riding Course Instructors to keep accurate records/rosters, and get them turned in to the District Educator as soon as possible. As District Educators, entering the completed training into the Rider Ed Database should be a priority, since the Members love to that they have been credited for completing, and in many cases are either ready to move up to the next level or want to be sure they don't go overdue for renewal training to keep their Level current.

Our Instructors and University Trainers need to keep track of what they have taught so they can complete their renewals on time as well. Renewals typically ask for two courses minimum to be presented in a two year renewal period. The Instructor/UT is responsible for tracking this and should update the appropriate renewal form with each class presented. When the two year renewal comes due, there is no need to try and remember when you presented each class if you have a good record keeping system or update your renewal form as you go, making it ready for submission later.

For our Medic First Aid (MFA) Instructors, take a look at the January change to the Rider Ed Handbook to see how your course completion is entered into the database. It makes it easier to keep track of classes taught. MFA tracks the official count of courses taught based on submission of rosters and entry into their system by the GWRRA Training Center Director (Lydia Bourg). If the rosters are not submitted as delineated on the roster, they can't be entered.

Note that there are some Members who believe that only MFA classes count for the GWRRA Rider Ed Levels program. This is not correct. Any approved program is accepted. Some examples are American Red Cross and

Why are the CPR/First Aid/AED standards changing?

Every 5-7 years, the medical community worldwide gets together to assess the results of training that has been collected to see if there is a better way

Rider Education Director

*A continuous guide for the Rider Education
Program Leadership*



to teach CPR/First Aid/AED to people to achieve improved results (save more lives). Some may remember that the last change in 2010 changed the ABCs (Airway-Breathing-Circulation) to CAB, and emphasized deeper and faster compressions (for adults, at least 2 inches and a RATE of at least 100 compressions per minute). The layperson also no longer checks for a pulse in the circulation step.

How does the coming change impact the Districts and Regions?

Two year instructor renewals will continue as normal. Once the instructor update material is ready at the end of 2015 or early 2016, the past MFA practice is to have instructors pay a fee (\$20) and complete on-line training. Those who don't complete it will eventually lose their certification through MFA; a process not controlled by GWRRRA. Current inventory of student materials is safe through 2015. As 2016 approaches, we will have a more definite schedule from MFA when they will stop accepting the current 2010 version of the course using existing materials. This is also when we will know when we need to replace instructor materials, including the DVDs used for this video based program.

The DVD alone can be in the \$300 range. Instructor Manuals run \$40. Our GWRRRA CPR/First Aid Director Lydia Bourg is poised to use former Director Larry Stiles' experience by leveraging MFA for reduced pricing for the update. GWRRRA training for MFA is a major part of the MFA customer base, so we have some clout when it comes to negotiating price savings. For those Districts and Regions that support their MFA training programs financially, this information can help you plan ahead for 1) helping MFA instructors pay for their updates and new instructor guide(s), 2) purchasing new DVDs, and purchasing new Student books.

Thank You for all you do to serve the Membership on behalf of GWRRRA Rider Education!

Tony & Michelle

Bob and Karla Greer

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Membership Enhancement Program

*A continuous guide for the Membership
Enhancement Program*



Your Newsletter could be the next GWRRA Chapter Newsletter Award winner

Next time you see Nancy Lynberg of GA-D (Cumming, GA) congratulate her for publishing the 2014 GWRRA Chapter Newsletter winner. Also congratulate Roman Paryz of VA-O (Williamsburg, VA) for publishing the 2014 first runner up newsletter. I want to thank all the Regions that sent in their winning 2014 Chapter Newsletter.

I would like to thank Bill and Dea Ann Gray for their February Insight article on newsletters and recognizing the work required of all GWRRA newsletter editors. Their article identified several items the Officers Handbook states should be in a Chapter Newsletter. If you follow Bill and Dea Ann's advice you are more than half way to having a competitive Chapter newsletter.

In a nutshell, how do you compete? Your Chapter Newsletter must first be chosen by your District as the best Chapter Newsletter in the District. To be competitive at this level you must follow the District Chapter Newsletter Award guidelines. The District then sends the District Chapter Newsletter winner to the Region for evaluation. The Region Chapter Newsletter Award guidelines are used to select the best Chapter Newsletter in the Region. Each Region sends their winning Chapter Newsletter to the GWRRA Chapter Newsletter Award Program Coordinator for evaluation in accordance with the GWRRA Chapter Newsletter Award Program.

Here are some other hints to increase your chances of winning the GWRRA Chapter Newsletter Award. Make sure all of your Officer positions are filled and each officer submits a monthly article. Encourage your members to submit an article that may be of interest to other Chapter participants or non-GWRRA members. Recognize your Chapter participants for their accomplishments such as achieving a higher level in the rider education program or becoming a University trainer for one or more of the programs (REP, MEP and LTP).

Some may ask, "what's in it for me". The answer is that your Chapter Newsletter is used as an example for other Chapters around the world to follow. Your newsletter editor and Chapter are recognized as the best newsletter in GWRRA. Not to mention the nice plaque that was authorized this year. Thank you Ray & Sandi Garris and Bob & Karla Greer for making this happen.

**Submitted by: Dennis Greer
GWRRA Chapter Newsletter Award Program Coordinator**

Membership Enhancement Program

A continuous guide for the Membership Enhancement Program



MEP Administrative Assistant has joined our MEP Team

Karla and I are pleased to announce Dick & Peg Hopkins as MEP Team Administrative Assistants. Dick & Peg are currently serving as the GA District MEC's, GA District Couple of the Year Coordinators, and GA Chapter A's Ride Coordinators. Their full Bio can be found on the MEP Team Page. Dick is a master of detail and one of the primary things I have asked him to do is to review and update all MEP Guides and Manuals to get them up to date. If you find any MEP Guide or Manual that needs revision, please send Dick & Peg an e-mail mepadmn@gmail.com with the recommended changes.

2014 MEC of the Year Nominations

The 2014 MEC of the Year Nomination due date has been moved from March 1, 2015 to May 1, 2015 since Wing Dings have now been moved from the 4th of July to Labor Day weekend and all the "MEC's Of The Year" awards are announced and recognized at Wing Ding. This change gives nominating officers sixty more days at the end of the year to get nominations submitted. The MEC of the Year Recognition Program <http://med.gwrra.org/mecoy.html> has been updated to reflect this change. The MEC of the Year Nomination Form does not need updating.

District MEC's nominate Chapter MEC's with the concurrence of Chapter Directors. Region MEC's nominate District MEC's with the Concurrence of the District Directors. MEP Dir & Asst Directors nominate Region MEC's with the concurrence of the Region Directors.

Please take some time and nominate an MEC that has made a difference in his or her Chapter, District or Region. Nominations should be sent to Bob & Karla Greer, MEPDIR@ATT.NET by May 1, 2015 and the 2014 MEC of the Year will be announced in Huntsville, AL at the MEP Open Forum which will be on the WD37 Seminar Schedule.

Monthly MEP Zoom Videoconferences

We will be having monthly Zoom Videoconferences so GWRRR and MEC issues can be passed along in a timely manner, we can conduct any MEC related training and Region MEC's can ask questions to the MEP Team. Another benefit of these monthly Zoom Videoconferences is that the Region MEC's will then be able to pass this information on to Districts and Chapters.

Bob & Karla