



# INSIGHT

TOOLBOX  
FOR OFFICERS

Cheri Walloch, Editor

September 2019

## TEAM GWRRA

Jere & Sherry Goodman  
*Directors of GWRRA*

Larry & Penny Anthony  
*Director of Membership  
Enhancement*

Bruce & Barb Beeman  
*Director Assistants*

Clara & Fred Boldt  
*Director of the University*

Mike & Barri Critzman  
*Director of Motorist  
Awareness*

Randall & Janet Drake  
*Director of Finance*

Susan & George Huttman  
*Director of Rider Education*

Dan & Rachel Sanderovich  
*Executive Director Overseas*

Francois & Chantal Séguin  
*Director Assistants*

Bob & Nancy Shrader  
*Director Assistants*

Tom & Renee Wasluck  
*Director Assistants*

## **Jere & Sherry Goodman Directors of GWRRA**

### **To Zoom Or Not To Zoom - That Is The Question**



Sherry and I get the feeling that in some cases there is a reluctance to take advantage of utilizing Zoom Video Conferencing. Yes, there are many ways to communicate with each other: email, text, phone, social media, etc. In our opinion, nothing is better than face-to-face where we build relationships and have an instant exchange of thoughts and viewpoints. Face-to-face just makes for better interaction.

So, why the reluctance? Many of our Members holding voluntary positions have at least a laptop with a built-in camera and microphone. Some who have desktops have an external camera/microphone and speakers. Most should have Internet access, although some may be to rural.

Since zoom.com is the application that can be downloaded for free, would not all volunteers want this? You get 40 free minutes to hold a call and when the call ends, you can log back on for additional time.

We find this tool to be invaluable and we participate in Zoom calls every month. That does not mean that as a Director you should hold them every month. Perhaps every other month or quarterly would work best for you. The point is, you should take advantage of this very powerful communication tool.

We bring this up because all too often we are hearing that communication is lacking, especially at the District Level. Some Chapter Directors feel that communication is lacking other than what they see in a District Newsletter or email.

If you need help setting up a Zoom account, we can get you that help.

We know that everyone has busy schedules and an entire Team may not be available for a particular call. That is fine. That will happen frequently. However, it is important to continue to build relationships with your Team as they will be on the calls at different times. Besides, information discussed can be forwarded to those who were not able to make the call.

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Going forward, Sherry and I are asking that you continue holding these important calls and if you have not been holding them, please give it a try. We can assure you, they will be informative and fun. We will offer one suggestion: keep them under an hour!

Ride safe; be well. And, as always, remember that fun shall be the last word—so HAVE FUN!

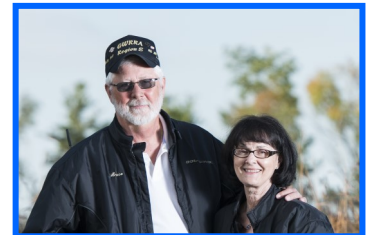
*Jere & Sherry Goodman*

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## **Bruce & Barb Beeman Director Assistants**

### **On the Soap Box, Again**



If you were ever at a Region E Rally or at a Missouri District Rally, then I'm sure you have heard one of our great Members say, "If you want to have fun, you need to participate, participate, participate." Well you know what, it's true.

Last time I wrote about [Giving It Away](#) and this month I'm back on my soap box, RECRUITING. If you were at Wing Ding and you attended one of the Directors forums, you heard a lot of what I'm going to say, but read it anyway because it's worth a second look.

This past summer Barb and I attended the Missouri, Wisconsin, Minnesota/North Dakota, Washington, and Nebraska/South Dakota District Rallies and Wing Ding. We had a ball and met some awesome Members along the way and the scenery, America the Beautiful is so very true. But here comes the Soap Box; we were on our way to the MN/ND Rally and stopped at a Truck Stop 90 miles up the road for you know what, and I'm standing by my bike and this guy walks up and starts asking me about my windshield, which then took us into conversation about not only my bike, but more importantly his bike. Come to find out he lives there and we have a Chapter right there. So I asked if he had ever heard of GWRRA; yep you guessed it, he hadn't. When I described what GWRRA does, he was interested. I told him that there was a Chapter in his home town as I handed him the flyer, Welcome to GWRRA, and the 4 month FREE Membership. It reminded me of a simple fact: you and I are so entrenched in the details of GWRRA that we forget how incredible and unique this association really is. Where else can we combine our love for riding with the opportunity to build huge family across America and beyond?

I'm so grateful to be involved in GWRRA. I look at all of the pictures and memories that were created because of GWRRA, all showing happy people having fun.

I'm so proud of what we have accomplished together to this point, but to move us forward we ALL need to take up the call; we need to help recruit. And no you don't have to be a salesman, just tell your story, have a conversation and hand them the Welcome to GWRRA pamphlet along with the 4 month FREE Membership. My challenge to each Member is to recruit at least one new Member in this next year. I'm extremely proud to be a Member of GWRRA and all we really need to do is tell our GWRRA story and warmly invite others to participate in the next chapter in our story.

Remember to have FUN you need to Participate, Participate, Participate, and in order for GWRRA and our Chapters to grow, we need to Recruit, Recruit, Recruit.

Thank you and Ride Safe!

*Bruce & Barb Beeman*

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## **John Cunningham** **California District Motorist Awareness Coordinator**



The other day I had a Zoom call with my Motorist Awareness Program Coordination Team and we had a special guest. Jere Goodman, Director of GWRRA, joined us to see what we were up to and share some of his thoughts. I so enjoyed his interaction and support for our Team. One of the things Jere mentioned was the 4-Month Free Trial Membership that GWRRA has offered as a recruiting tool. I must admit, I did not know what he was talking about. He discussed that this is a good membership recruiting tool when combined with the Motorist Awareness Brochures and the GWRRA Education and Rescue Plus Brochures. I totally agree. The new prospective member gets 4 free months to check us out, "How can they lose." In the 2019 Gold Book, next to page 14, is the application for a 4 month Free Trial Membership. On the reversed side is a free mailer. It's also in the 2018 Gold Book. Go figure! I had no clue, and I am so glad Jere pointed this out. What a great membership tool, sitting there all this time, ripe for the plucking... and that is what I did.

Several days later my home Chapter, CA-2A, held its monthly gathering and I gave each member/couple a copy of the application, a self-addressed envelope, and explained what I had learned. This was so easy, what a great recruiting tool we have, and I bet a lot of members are just unaware of this tool. I gave the 4 Months Free Membership Application and envelope along with all six brochures to a first time visitor and he really appreciated it. It's good to have these materials on hand at your gathering or out and about when you're riding.

We already have good recruiting tools using the three Motorist Awareness brochures, coupled with GWRRA Membership, Education and Rescue Plus Brochures, and Handle Bar Hanger. Now we have a 4 Month Free Membership Application and self-addressed envelope to send the application to the GWRRA Home Office. We just can't lose if we hand out these items at our monthly gathering, when we're running around in the community, when we're talking with other motorists about motorcycle safety, and at our Motorist Awareness events.

Each of us - **every one of us** - talk/discuss some way or somehow about motorcycle/vehicle safety and all that it entails. We sometimes just don't realize it. Having all the brochures, handle bar hangers and now the 4 Free Months of GWRRA Membership Application is a win, win for us. I encourage each of you to carry all the brochures, handle bar hangers, and applications for 4 months of free membership in each of your vehicles. I do, and I keep everything together in a one gallon zip lock bag. It's come in handy when discussing Motorist Awareness issues with strangers. I have gone to my Goldwing, car or truck and pulled out these items and simply handed them out. I even gave out the brochures once while hunting when an individual stopped me and asked me how the hunt was going. This individual also rode and was interested in GWRRA after I explained about our benefits.

I have a question. Do you have someone selected in your Chapter that can concentrate on Motorist Awareness??? This individual can help you plan for future Motorist Awareness Program events, order MAP supplies, discuss MAP topics, and keep the Chapter engaged in the Motorist Awareness Program. It's a win, win for the Chapter Director as this will take some of the load off him and let someone think outside the box for future MAP events.

Do you have a supply of Motorist Awareness Program (MAP) brochures, GWRRA, Education and Rescue Plus Brochures, handle bar hangers, and self-addressed envelopes to GWRRA home office? If not, the Chapter Director or his/her appointed Motorist Awareness Ambassador can call the home office at 1-800-843-9460 and let the friendly staff know what you need. Let them know who you are, your GWRRA membership number, position in the Chapter and verify your mailing address. They will put a package together and mail it to you and it's **FREE**. DO NOT email your request as this has not been an effective way to communicate with the home office when requesting MAP supplies. I encourage only one Chapter member, Chapter Director, or Motorist Awareness Ambassador to order MA supplies for the Chapter and order what you need.

Please take lots of pictures of your Motor Awareness Program event and send them my way. Never can tell where they will show up!

In closing, I hope the above information has been helpful. Please contact me if you have any questions. I'm just a phone call, email or text away.

Safe Riding,

*John Cunningham*

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*Mike & Barri Critzman*

Director of Motorist Awareness

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**Clara & Fred Boldt**  
**Director of the University**



Why are we putting our Myth Busters icon front and center? Transparency and communication are essential for a successful program, that's why we did.

Rumor has it that one of the requirements for being a **District University Coordinator (DUC)** is that you must travel extensively. Simply not true. The primary responsibility of a DUC is administrative. That can be done from home.

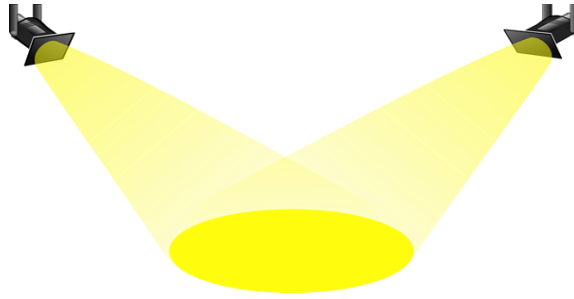
The District University Coordinator will assess the training needs in the District. They will make the recommendations if additional ITCP Certified Trainers or Certified Instructor Trainers are needed in the District. They will gather requests from Chapters of their training request and put joint events on with Chapters, where possible. If the District puts on a rally, the University Coordinator will work with the Team and volunteers to put on a rally focused on fun, socialization, rides, and education that fits each District's needs.

The same sort of rumor has been attached to being a **University Instructor**. The University has been actively recruiting and training Instructors to have enough Instructors to cover a District, but not so many that the Instructors don't all get an opportunity to present classes and stay current.

**Lead time for scheduling classes:** There has never been a set lead time between a request for training and scheduling the class. Of course, we would like adequate time so that the Instructor can properly prepare for the presentation. We would also like enough time so that the University can advertise and promote the upcoming training so everyone interested gets a chance to attend. BUT this does not prohibit scheduling the class.

**Officer Certification Program (OCP)** is no longer available to present or to take online. *The Horizon Program 206-01* is a workshop that can be utilized in its place. It is recently updated and always fun.





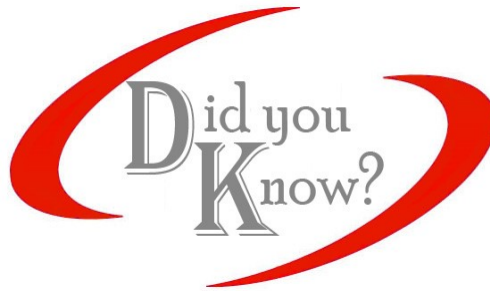
## **SPOTLIGHT**

As a reminder, the following new Modules are now available to all University Instructors.

**New Member Orientation Informational Presentation (releasing at Wing Ding)**

**GWRRA Module ~ 305-01 Preparing for the Couple Selection**, to assist the Couples

**GWRRA Module ~ 208-01 Stage Presentation for MEC/COY Coordinator**, steps to a successful COY Selection Process



...that keeping the projector used by Instructors in good working order is the responsibility of the District. Don't forget to budget for a bulb. They can be expensive! Bulb and projectors should be kept out of the heat and handled with kid gloves. Keeping a record of hours used in a journal with the projector will help you keep track of when a bulb is getting close to the time to be replaced.

...that sending in the U.4 form for recertification is each Instructor or Trainer's responsibility. DUC's can aid in the process by reminding the Trainers and Instructors, based on the list sent to you each month, that recertification is due. Give them plenty of time to schedule a class if they haven't fulfilled their two-class requirement in two years.

...that the University strongly encourages the District Directors to attend the Zoom calls held with the District University Coordinators. You are welcomed with or without a DUC in your District. Contact Clara for the invitation at [toledotriker@gmail.com](mailto:toledotriker@gmail.com).

*Clara Boldt*

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