

Gold Wing Road Riders Association



Overseas Couple of the Year Program Handbook

Approved October 2015

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Overseas Couple of the Year Program Overview

History and Purpose

GWRRA's Overseas Couple of the Year Program was instituted in 2013 as an addendum to the International Couple of the Year Program in order to select an ambassador to represent GWRRA in countries outside the United States and Canada. The program is a way to honor couples at any level, and to select enthusiastic duos to serve as ambassadors and spokespersons for GWRRA. The program can be a useful tool for identifying and helping prepare couples for leadership positions within the organization.

The Overseas Couple of the Year Program has two purposes:

- First and foremost, the program provides an opportunity for Chapters to recognize and honor a couple each year for their dedication, accomplishments and participation within the Chapter.
- Secondly, it establishes a process for identifying outstanding couples who can represent their country and the International GWRRA organization as ambassadors and spokespersons.

An Honor or a Responsibility?

Being selected a Chapter Couple of the Year is an honor bestowed on a deserving couple who has shown dedication and commitment to their Chapter. Being honored as Chapter Couple of the Year is an award that your Chapter has given you.

The only responsibility is that you continue doing the things that led you to being selected as the Couple of the Year. Being selected as the Overseas Couple of the Year brings with it the expectation that the Couple will represent the association as Ambassadors and spokespersons, with particular emphasis on spreading-the-word outside the association. When a couple is selected as the Overseas Couple of the Year they are encouraged, but not required, to attend and participate at Wing Ding.

A Note to the Overseas Couple of the Year

Congratulations! You have been selected to be ambassadors and spokespersons for GWRRA, which is quite an honor. Your fellow members feel you are extra special and so do we. You have gotten to this point by your continued work and support of GWRRA and your Chapter, and we wish to thank you for all that you have done.

You might be asking "So, now what do we do?" The best advice anyone can give you is to have fun and be yourself! As the Overseas Couple of the Year, you will become aware of the high esteem in which you are held. Other members will view you as the "gold standard" of what it means to be a member of GWRRA. Most of all, it's a fun, once-in-a-lifetime experience that will reward you with many wonderful memories. You will meet new people and make new friends. You will also form a special bond with your fellow Couples of the Year.

If you have questions as you serve as Couple of the Year, check with your Chapter, District or Region Director, or the Deputy Director, Overseas. If they don't have the answers, they will know how to find them. The information in this Manual is very helpful and will prepare you for your journey.

A Special Message to Chapter, District, Region and Deputy Director Overseas

The Overseas Couple of the Year Program is designed to recognize couples for their dedication,

accomplishments, and participation - couples who typify the GWRRA motto: "Friends for Fun, Safety and Knowledge". Overseas Couples of the Year promote GWRRA both within the Association, helping with retention, and outside the Association, helping to attract new Members into the GWRRA family. Thus the Couple of the Year should be a couple who you would be proud to have represent you and the Association. Judge them fairly - select them wisely.

Communication between you, your team and the Overseas Couple of the Year is of paramount importance. Couples of the Year should be informed of what is expected of them, and what their duties and responsibilities will be. It is helpful if this information is in writing as well as verbally explained. Timing is of the utmost importance. They must serve as an Overseas Chapter Couple of the Year at least one year prior to participating in the Overseas Couple of the Year Selection Process.

The Overseas Couple of the Year Program should be promoted as a FUN event. The Selection Process should be as stress-free as possible. This is why we encourage you to inform your Overseas Couple of the Year fully so they know what to expect. The more prepared they are to handle the events, the more FUN they will have.

Be sure that the Overseas Couples of the Year are scored fairly, utilizing the standard Overseas Couple of the Year Score Sheet found in this Manual.

Overseas Couples of the Year should not be pressured to go beyond their financial means. It would be appreciated if visiting Overseas Couples of the Year were invited to be "house guests" by Members and provided with complimentary meals at GWRRA functions within their country. When you are aware that an Overseas Couple of the Year will be attending your event, provide them complimentary registration if possible. Involve them by asking them to participate in activities at your Gatherings or Events whenever possible.

Being selected as an Overseas Couple of the Year should be viewed as an honor. Recognition should be afforded Overseas Couples of the Year at all Events, preferential seating provided when feasible, and placement in the front of parades arranged. Afford your current Overseas Couple of the Year the opportunity to place an article in your newsletter, Rally/Convention book or program. Include them in your media events when possible. The more positive exposure they receive, the more the program will thrive. The Couple's experience will be very rewarding and fulfilling as well as a divine benefit in the transformation of the couple which in turn will reflect on the GWRRA Association. The couples will radiate with pride not only for themselves but for GWRRA.

Participation doesn't end after their Couple of the Year term has ended. Most often the Couples of the Year go on to assume various positions within GWRRA. They are enthusiastic supporters of GWRRA, and enthusiastic about remaining involved. The bottom line is, Couples of the Year are Members just like you - they are an important part of the GWRRA family. They, like you, are Friends for Fun, Safety, and Knowledge, and will work hard with you to help our Association grow.

Chapter Couple of the Year

Requirements

- Couple must consist of one male and one female.
- Both male and female must hold Individual, Family, Associate Individual, or Associate Family Membership in GWRRA. (Note: Associate Members are eligible to participate in the Overseas Couple of the Year program at the Chapter level only.)
- Membership must be valid through the term of the Overseas Chapter Couple of the Year position.
- The Couple must have completed at least one year membership in GWRRA prior to being named Chapter Couple of the Year.
- In order to provide an opportunity for other deserving couples, the same Couple shall not be named as Chapter Couple of the Year for more than two consecutive years.

Selection

- The Chapter Couple of the Year should be enthusiastic about GWRRA and the Chapter, actively involved in Chapter functions, positive about the Association, and eager to be of assistance wherever needed. At this point, no consideration should be given as to whether or not they might participate in the Overseas Couple of the Year Selection Process. This award is for the sole purpose of honoring a couple who has made significant contributions to the Chapter.
- The Chapter Director may appoint a Couple of the Year Coordinator and/or Couple of the Year Committee to oversee the selection of the Chapter Couple of the Year. Many Chapters establish a committee to identify candidates, review their contributions, and make the selection. Possible committee members are current and past Chapter Couples of the Year, Chapter Membership Enhancement Coordinator, and other Team members. Chapters should never vote or take a survey when considering candidates for their Chapter Couple of the Year.
- The Chapter Couple of the Year must serve at least one year as a Chapter Couple prior to participating in the Overseas Couple of the Year Selection Process. This gives the couple time to prepare for the Selection, should they decide to participate.
- The announcement should be made at a Chapter Event and should be celebratory and FUN. Some Chapters make the announcement at their Christmas party, some at a Fun Day or picnic, others at a regular monthly Gathering.

Awards and Recognition

Awards are naturally based on what the Chapter can afford. They should be meaningful and lasting. It is also recommended that the Chapter Couple of the Year be featured in the next Chapter newsletter following their announcement as the Chapter Couple of the Year. Some suggestions follow:

- At the time of the announcement: plaque or certificate, flowers, corsage and boutonniere, crowns, engraved silver platter ... use your imagination and make it special and FUN.
- Chapter Couple of the Year head pins with Chapter hanger bars.
- Chapter Couple of the Year name tags
- Personalized shirts with GWRRA 10" logo on back and "Chapter_ Couple of the Year".
- 10" GWRRA back patches and embroidery or Chapter Couple of the Year rockers for their vests.
- Registration (and lodging, if affordable) at District Events if participating in the Selection Process.
- The Chapter Couple of the Year becomes a member of the Chapter Team and should always be recognized at all Chapter Events.
- Additional Chapter patches or pins.
- An article in the local newspaper about the naming of the Couple of the Year is a great way to promote Public Relations for your Chapter.

Chapter Couple of the Year

Being named Chapter Couple of the Year is an honor - an award for a job well-done - and as such, nothing really is expected in return. However, many Chapter Couples of the Year may want to repay their fellow Chapter participants by taking on extra responsibilities or by participating in the Overseas Couple of the Year Selection Process. This is a decision left to the couple, and they will examine their time, talents and resources to determine what level of responsibility is right for them. Since the Overseas Couple of the Year Program beyond the Chapter level utilizes the couples as ambassadors and spokespersons, it is logical for the Chapter Couple of the Year to become more involved in Chapter public relations kinds of activities, particularly if they are considering moving to the next level. Some suggestions for involvement in these areas are:

- Assist Chapter Membership Enhancement or Public Relations Coordinator with contacting media, community leaders, Honda dealers, etc., and speaking at non-GWRRA events/clubs about GWRRA.*

- Serve as greeters.
- Sit with and introduce first-time guests.
- Serve as Membership Enhancement Coordinators contacting New and Prospective Members.
- Conduct 50/50 sales.
- Assist at registration desks or "goodie" tables at Events.
- Assist at Mall Shows
- Submit articles for the Chapter newsletter.
- Maintain the history of the Chapter and Chapter Couples of the Year.
- Visit neighboring Chapters and take other Members along.

*Places for Public Relations Work - There are always clubs, associations, and organizations that are continually looking for someone to come speak to their group at their monthly luncheons, dinners, or meetings. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

Overseas Couple of the Year

Requirements

- Couples must consist of one male and one female.
- Both male and female must hold Individual or Family Membership in GWRRA. (Note: Associate Members are not eligible to participate in the Overseas Couple of the Year program beyond the Chapter Level.)
- Membership must be valid through the term of the Couple of the Year position they are seeking.
- Couple must be a current or immediate past Couple of the Year at the level preceding the position they are seeking.
- An individual country may have only one Couple participating in the Overseas Couple of the Year Selection each year.
- The Couple must have served as Chapter Couple of the Year at least one year prior to the Overseas Selection Process so they may have adequate time to prepare, attend Conventions or other Events, and get to know other Couples of the Year.
- Chapter Couples of the Year may not participate in the Overseas Selection Process more than two consecutive years (i.e. in back to back years).
- The Overseas Couple will not be scored or participate as part of the International Couple of the Year Selection.
- The couple must never have been a previous Overseas Couple of the Year.
- If selected as Overseas Couple of the Year, the Couple must be able to assume the responsibilities of the position as outlined in the "Responsibilities of the Overseas Couple of the Year" section.

Selection

The Overseas Couple of the Year Selection Process is a procedure whereby one Overseas Chapter Couple of the Year is selected to represent GWRRA in all countries outside the United States and Canada.

Couples interested in being considered as the Overseas Couple of the Year are asked to submit a five-page resume and, if selected as the Overseas Couple of the Year, the Couple is encouraged to attend Wing Ding and present an oral presentation at the International Couple of the Year Selection and at the Overseas Delegate Reception. If the Couple does not speak the English language, their introduction and presentation will be made either by the Directors, Membership Enhancement Program, or by the Overseas Deputy Director if they are present. If this occurs, an introduction bio will be submitted in English. The Overseas Couple will not be scored or participate as part of the International Couple of the Year Selection.

In order to ensure a successful Overseas Couple of the Year Selection Process **it is imperative that the following procedures be adhered to:**

- A Country with more than one Chapter may select an Overseas Couple of the Year Coordinator to handle the Selection Process within that country. The Coordinator may be the Membership Enhancement Coordinator, a current or past Overseas Couple of the Year, or any Member of the Director's Team. The Coordinator oversees the entire Selection Process. Communication with all parties involved - before, during, and following the Selection Process - is an important key to the success of the Overseas Couple of the Year Program.
- **Before the Selection Process:**
 - Three or four months prior to the selection the Deputy Director Overseas should provide the Overseas Chapter Directors with:
 - A timeline for the Selection Process: when Couples should be identified, how and to whom Overseas Couple of the Year contact information should be reported, when Resumes are due, etc.
 - A copy of the Score Sheet and Resume format
 - Either a copy of the Manual or instructions for accessing it online
 - Any other important information related to the selection of the Overseas Couple of the Year. This is particularly true for Chapter Directors where Chapters have not previously participated and may not be familiar with the Selection Process.
 - Resumes from Overseas Chapter Couples wishing to participate in the Overseas Couple of the Year Selection Process should be sent to the Deputy Director Overseas not later than January 1 each year.
 - A Selection Committee consisting of the Deputy Director Overseas, the Region UK Director, and the Germany District Director will review the Resumes and select the top three candidates for the Overseas Couple of the Year.
 - Not later than February 1 of each year the Deputy Director Overseas will electronically forward the Resumes of the top three candidates to the Director of Membership Enhancement.
 - There must be a minimum of two Couples Resumes submitted to the Director of Membership Enhancement for consideration as Overseas Couple of the Year. In any year, if there are not two or more Couples participating no Overseas Couple of the Year will be named. Note: Couples participating in the Overseas Couple of the Year are required to submit their Resumes to the Deputy Director Overseas via the Internet.
 - Resumes must be submitted using the English language.
- **During the Overseas Couple of the Year Selection Process:**
 - The final selection of the Overseas Couple of the Year will be made by a selection committee consisting of the Director of GWRRA, the Membership Enhancement Directors and the Membership Enhancement Assistant Directors - Couple of the Year not later than March 1 of each year.

Awards and Recognition

Awards should be based on what the Country or International entity can afford and should be meaningful and lasting. Some suggestions are:

- Certificates of Appreciation to all Couple of the Year participants.
- Corsages and boutonnieres for all Couple of the Year participants.
- Silver or crystal piece, plaque or clock, appropriately engraved.
- Vest or jacket with GWRRA 10" back patch and "Couple of the Year" imprinted.
- Couple of the Year belt buckles.
- Country/International hanger bars for Couple of the Year head pins.
- Name tags with Couple of the Year title.

- Business Cards.
- Help with expenses to attend the Events where the Couple will participate (must be pre-approved by GWRRA Home Office). Note: GWRRA Home Office provides complimentary Wing Ding registration and, when possible, hotel accommodations for the Overseas Couple of the Year.

Responsibilities as Overseas Couple of the Year

The Overseas Couple of the Year can be a tremendous help to the Director and Team. The Couple's strong points should be emphasized and abilities utilized. They should always be included in media events and should be promoted as the typical GWRRA Overseas Couple. Some possible responsibilities include:

- Assist Membership Enhancement Coordinator and/or Public Relations Coordinator with media events, charity events, etc.
- Speaking at non-GWRRA events/clubs about GWRRA. *
- Present Overseas Couple of the Year presentation at Conventions, workshops, and other Events.
- Assist in promoting District/Region/International Events.
- At Conventions serve as greeters, work the information or GWRRA "goodie" table, handle 50/50 sales, talent show judging, etc.
- Maintain contact with other Overseas Couples of the Year providing encouragement and guidance.
- Participate at Conventions, winter events, Chapter kick-offs, and other Chapter events whenever possible.
- Serve as a mentor to Overseas Couples of the Year who follow.
- Write articles for the newsletter or for Wing World Magazine.

*Places for Public Relations Work - There are always clubs, associations, and organizations that are continually looking for someone to come speak to their group at their monthly luncheons, dinners, or meetings. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

Overseas Couple of the Year Resume

Overview of Resume Forms

The Overseas Couple of the Year Resume is an important document used by the Selection Committee during the Selection Process. It must be neat and legible and preferably typewritten or prepared on a computer. Just as in the job market, the Resume provides a first impression and should be neat and easily read. The Resume can easily reflect on the Couples commitment and interest in GWRRA. The overall Resume will be scored by the Selection Committee who will consider its Accuracy, Content, Correct forms used, and Complete information.

- Page 1, Candidates' Information, contains contact information, membership information, photo, and a copy of both Candidates Membership card.
- Page 2, Agreements and Certifications, is certification that the Couple wishes to participate in the Overseas Couple of the Year Selection Process and agrees to make an oral presentation at the International Couple of the Year Selection and Overseas Delegate Reception at Wing Ding.
- Page 3, Nominator's Comments, is to be completed by the Chapter Director or Assistant Chapter Director in the Couple's local Chapter at the time the Couple makes the decision to commit and participate in the Overseas Couple of the Year Selection. These comments will remain a part of the Resume in its original form.
- Pages 4 and 5, Resume Narrative, should be clear and concise, and will be no more than two

pages in length. As noted on the Resume, some sections will only include activities from the preceding five (5) years. The Couple should review the Resume for specifics on what can be included. Resume Narratives containing more than two pages or activities beyond the preceding five (5) years will not be accepted. When preparing the Narrative the Couple should read over its five sections carefully and construct it so that information can be easily found by the Selection Committee. Refer to the Score Sheet to familiarize you with what the Selection Committee will be looking for. You may find it difficult to limit the information to two pages, so when deciding what to include and what not to, consider the score sheet in the process. Contact Deputy Director Overseas, MEP Assistant Directors for Couple of the Year or the GWRRA Home Office to verify the number of your new Member recruits.

RESUME PREPARATION AND SUBMISSION

- Resumes should be in the hands of the Deputy Director Overseas not later than January 1 each year.
- Once the Resume is submitted to the Deputy Director Overseas it cannot be altered in any way, and is to be forwarded to the Selection Committee in the form it was received. Resume Narratives containing more than five pages or activities beyond the preceding five (5) years will not be accepted. Failure to submit an acceptable Resume by the deadline will result in disqualification of the Couple.
- Resume Forms are available from the Membership Enhancement Program web site so that completing them is just a matter of "filling in the blanks".
- Resumes are to be kept confidential and viewed only by the Selection Committee. Prior to a resume being shared with another person, written permission shall be given by the Couple that submitted the resume.

GWRRA Overseas Couple of the Year Resume

(Type or Print Legibly)

Page 1 of 5

PART I - CANDIDATES' INFORMATION

Names: _____

Chapter Designation: _____ District: _____ Region: _____

Male - Address: _____

City, State, Zip: _____

Telephone: (_____) _____ E-Mail Address: _____

GWRRA Member Number: _____ Exp. Date _____ Join Date: _____

Full Member _____ Associate Member _____

Female – Address (complete only if different): _____

City, State, Zip: _____

Telephone: (_____) _____ E-Mail Address: _____

GWRRA Member Number: _____ Exp. Date _____ Join Date: _____

Full Member _____ Associate Member _____

**(Attach a PHOTOGRAPH and
a copy of MEMBERSHIP CARDS)**

May attach on a separate page on the back of the Resume

PART II - CERTIFICATIONS

Page 2 of 5

To be completed and signed by the candidates and to remain with the resume as it passes through the appropriate levels.

1. We have been named Overseas Chapter Couple of the Year for the current year (or the immediate-past year) and wish to participate in the Selection Process for Overseas Couple of the Year.
2. If selected as Overseas Couple of the Year, we understand that we are encouraged to attend Wing Ding and present an oral presentation at the International Couple of the Year Selection Process. If not able to make a presentation, then an introduction and bio, submitted in English, will be read by the Assistant Directors Membership Enhancement Program - Couple of the Year.

Please check one: We will make a presentation Yes or No

3. We agree to give GWRRA full publicity and cooperation if selected as Overseas Couple of the Year.

Please check one: Yes or No

4. We agree that the information contained in this resume is accurate to the best of our knowledge.

Typed or printed name of male candidate: _____

Signed by male candidate: _____ Date _____

Typed or printed name of female candidate: _____

Signed by female candidate: _____ Date _____

To be completed and signed by the candidates' Chapter or Assistant Chapter Director.

I certify that the above named individuals are participants of Chapter _____
Include Chapter Letter Designation and Country

and have been named Chapter Couple of the Year for _____
(month/year to month/year)

Signed: _____ Position: _____ Date _____

PART III- NOMINATOR'S COMMENTS

Page 3 of 5

(This page, the original nominator's comments is to be completed by the Chapter Director or Asst. Chapter Director when the Couple makes the decision to commit and participate in the Overseas Couple of the Year Selection.)

Name of Nominator: _____

Position: _____

Chapter Name (Include Designation/Country): _____

Comments:

Signature _____

Date _____

4. Rider Education (please identify your Rider Education Level next to the appropriate box and then list any other relative Rider Education involvement, *e.g.*, courses/seminars taken or presented - title & year, positions held, etc.) Note: Only list courses/seminars encompassing the preceding five (5) years.

Rider Ed Levels: Male: _____

Female: _____

5. Leadership Training Seminars (please list the number of seminars taken/presented next to the appropriate box and then list the dates and titles of the seminars taken.) Note: Only list courses/seminars encompassing the preceding five (5) years.

LTP Seminars taken: Male: _____

Female: _____

6. Why we want to be the Overseas Couple of the Year:

Signature (Male) _____ Date _____

Signature (Female) _____ Date _____

Overseas Selection Process: Forms and Scoring

Overview of the Score Sheet

The Score Sheet provided is to be used by the Selection Committee in selecting the Overseas Couple of the Year. It consists of four broad categories and is designed to select the Couple who will best represent the Association as Ambassadors.

- Our Ambassadors must be active in GWRRA and involved in its Membership Enhancement, Rider Education and/or Leadership Training programs (GWRRA Commitment and Involvement 96%).
- They will be expected to proudly display the GWRRA patches and pins on their vests and to dress neatly and appropriately so that a positive image of GWRRA is presented (Appearance 4%).

Instructions and Hints for the Selection Committee

Following is an explanation of what we're looking for in the four broad categories and the sub-categories:

• GWRRA Commitment and Involvement

- **Participation** - Consider not only events attended, but try to determine if they participated or worked (*e.g.*, did they participate in field events, games, Chapter challenge; judge mascot or scrapbook contest; sell 50/50 tickets; etc.?). Consider officer and team positions held during the past five years. What have they contributed to GWRRA? Based on their history will their involvement likely continue in the years to come? Are they University Trainers? In just one or all three programs?
- **Membership Enhancement Support** - Consider not only their efforts in recruiting and retention but also their results - how many new members have they recruited during their years of membership? What public relations involvement have they had - newspaper articles, TV or radio interviews? Have they promoted GWRRA outside the organization? Have they helped with retention and other membership activities within the Chapter and GWRRA? Have they written articles for the Chapter Newsletter or other GWRRA publications?
- **Rider Education** - Points are given for Levels (self-explanatory). Points may also be awarded for their involvement in other aspects of Rider Education (*e.g.*, Chapter Educator, Motorist Awareness, Instructors, other seminars attended, parking lot practice, etc.)
- **Leadership Training** - Each individual is awarded one point for each seminar attended up to a maximum of four per person. An LTP Instructor will be awarded the maximum of four points.
- **Knowledge of GWRRA** - Do they have a broad understanding of GWRRA's mission and goals, and knowledge of the programs within GWRRA.
- **Appearance**
 - Neatness, appropriateness of attire - Would you be proud to have them represent GWRRA the way they are dressed? Consider grooming and whether clothing is properly-fitting, clean, and well-pressed. Is it appropriate attire for a motorcycling function?
 - Proudly and properly displays support of GWRRA - Look for the Official GWRRA 10" back-patch, the Official GWRRA 4" patch on the front, and GWRRA Membership pin. Couples who do not display these items will be disqualified by the Selection Committee. Note: this is not a "best-dressed competition" and therefore points are not awarded for uniformity.
- **Tie Breaker - Overall Impression**
 - The tie breaker represents your overall impression. Award 3 points if you believe the Couple deserves to be the next Overseas Couple of the Year, 2 points if you think they are a great candidate, and 1 point if you think they would be a good candidate.

A Final Note to the Selection Committee

The task of scoring an Overseas Couple of the Year Selection Process is an awesome responsibility and one to be taken quite seriously. The Score Sheet is designed to rate the characteristics and abilities determined to be important in the role of Ambassador for our Association. It is critical that the Score Sheet be reviewed carefully by the Selection Committee and that they have an understanding of each of the categories.

It is possible that a member of the Selection Committee may be acquainted with one or more of the candidates. If that is the case, the Committee Member will consider only the information presented in the resume so that all candidates may be considered fairly.

We appreciate our Selection Committee. Without these fair and impartial individuals, our Overseas Couple of the Year Program would not succeed.

The Top 10 Reasons Why Your Chapter Needs a Couple of the Year

(These suggestions were compiled after many discussions in Couple of the Year seminars over a 3-year period and then were prioritized by seminar participant. They are presented in their order of importance as determined by those members.)

Selecting a Chapter Couple of the Year is a way your Chapter can "give back" to a couple who has worked hard for the Chapter and deserves recognition. Being Chapter Couple of the Year should be viewed as an honor and not a job.

Visitation with other Chapters by the Chapter Couple of the Year can increase inter-chapter activities and improve relationships with other Chapters.

Chapter spirit can increase when Chapter participants show support and demonstrate their pride for their Chapter Couple of the Year.

Selection as Chapter Couple of the Year often leads to personal growth for the couple, and they usually take on other Chapter leadership positions.

The Chapter Couple of the Year can bring more awareness within the community about our association which ultimately leads to new members. Wearing a shirt or vest with their Couple of the Year designation often causes others to ask about the title. News articles about them and public appearances by them can also bring awareness.

Through participation in the Overseas Selection Process, a Chapter Couple of the Year can help gain recognition for your Chapter in GWRRA.

As your Chapter Couple of the Year visits other Chapters, Couples of the Year from those other Chapters will, in turn, visit your Chapter and probably bring others with them. Increased visitation translates into several positive things including increased revenue for your Chapter through 50/50 sales or other means.

Your Chapter Couple of the Year can promote your Chapter's upcoming events as they visit other Chapters.

Chapter Couples of the Year can, and often do, provide support to their Chapter through Recruiting and Retention efforts such as contacting potential members and those about-to-expire. It's a natural activity since the honored couple is likely to be enthusiastic about GWRRA and their Chapter, and eager to "spread the word."

With the excitement and enthusiasm usually exhibited by Chapter Couples of the Year, they often are found serving as cheerleaders for the Chapter Team and can be important in maintaining strong Chapter morale.