



# "Insight"

GWRRA News & Information  
from the International Team

Volume 1, Issue 5

November 2010



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Ed & Linda Johnson

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**VETERANS DAY**

November 11, 2010



<http://www.gwrra.org>



<http://www.gwrra.org/oconnect/>

## Director of GWRRA

### Region N Directors

Frank and Kathy Albert have decided to announce their retirement as Region N Directors. We want to show our gratitude and give our sincere thanks to Frank and Kathy for their outstanding service as Region N Directors. Frank and Kathy are exemplary leaders and we know they will continue their service to the Members of GWRRA in other capacities.

The International Team and I are pleased to announce the appointment of Ed and Mary Grazier as the Region N Directors. The appointment will be effective November 1, 2010. They are an outstanding couple and we know their exemplary service to GWRRA will be continued as Region N Directors. The following is a brief history of Ed and Mary's distinguished service to the Membership of GWRRA:

#### Volunteer Positions:

- Chapter Member Enhancement
- Chapter Newsletter Editor
- Assistant Chapter Director
- Leadership Training Instructor
- Rider Education Seminar Presenter
- Parking Lot Practice Facilitator
- Certified TRC Instructor
- Chapter Director
- Region N Member Enhancement Coordinators
  
- Honored as Couple of Year for Chapter, TN District and Region N (2007-2008)
  
- Both are Hall of Honor Members: Ed recruited 37, Mary Ann recruited 29

#### Point of Contact information:

Ed and Mary Grazier  
Region N Directors  
Phone: (615) 459-4499  
Email: [edgrazier@comcast.net](mailto:edgrazier@comcast.net)

Please join us in congratulating the Grazier's as the new Region N Directors and thanking the Albert's for their service as the former Region N Directors.

Mike Stiger  
Director of GWRRA



## Director of GWRRA

### International Directors of Finance

The International Team and I are pleased to announce the appointment of Jeff and Cherri Liner as the International Directors of Finance. The appointment is effective immediately. They are an outstanding couple and we know their exemplary service to GWRRA will be continued as International Directors of Finance. The following is an overview of their responsibilities:

- Assist Treasurers with facilitating annual “Planning and Budget” meeting.
- To ensure that the correct Officer and EIN is listed for the subordinate.
  - Data is included in the Master List of subordinates furnished to the IRS.
  - To ensure that an 8822 is filed when the information needs to be updated.
- Work with Leadership Training to develop a Treasurer training module.
- To create better coordination with the Regional/District/Chapter 990 tax return filings.
  - Understanding 501(c)4 compliance
  - Help to resolve IRS issues
- To understand any changes to the IRS requirements and communicate these to the Region/District/Chapter level in a timely fashion.

The following is a brief history of Jeff and Cherri’s distinguished service to the Membership of GWRRA:

#### Volunteer Positions:

- 1995-2000 TN District Leadership Trainers
- 2000-2003 TN Assistant District Director and Rally Coordinator
- 2005-2007 TN District Director
- 2007- Present TN District Treasurer

#### Point of Contact information:

Jeff and Cherri Liner  
International Directors of Finance  
Email: [jeffcherri@charter.net](mailto:jeffcherri@charter.net)  
Phone: (423) 336-5835

Please join us in congratulating Jeff and Cherri as the International Directors of Finance.

Mike Stiger  
Director of GWRRA



## Rider Education Program

### What is a Parking Lot Practice Facilitator?

There has been tremendous misunderstanding of the Parking Lot Practice (PLP) Facilitator program. Perhaps I can clarify some of the misconceptions as to who may present a Parking Lot Practice and the difference between a sanctioned event and non sanctioned.

First of all, ONLY Members who are current in the Rider Education Levels program at Level II or above can be certified as PLP Facilitators.

This program is run by the District and the District Educator will schedule all training of Facilitators. Current MSF and/or GWRRA Rider Coaches are strongly discouraged from becoming certified as PLP Facilitators. The reason for this is due to the strict requirement that NO INSTRUCTION is to take place on the PLP range by the Facilitator.

It is very difficult for a Rider Coach to not instruct as his instincts will want him to do so.

This is a District program, run by the District Educator. All PLP's must be scheduled through the District Educator. For the PLP to be used for the levels program, the Region Educator must approve of the event for this use.

No one is to circumvent the authority of the District Educator by scheduling or presenting a PLP.

**MSF and/or GWRRA Rider Coaches are NOT authorized to conduct a Parking Lot Practice unless they have attended the training as described:**

1. Attended a PLP Facilitator Certification class scheduled and conducted by the District Educator. This class will be 2.5 - 3.0 hours in length.
2. 15 minutes for a non-graded quiz.
3. Candidate for certification will conduct 1 monitored PLP event in the field under the supervision of the District Educator or designee.
4. Candidates may not present a PLP until they have completed the above and received a Certification Card from the International Rider Education Team.

For additional information please visit the Rider Education Website and look in the Educators Toolbox for links to the PLP Program.

<http://www.gwrro.org/regional/ridered/officerpage.html#5>

Gene & Betty Knutson  
International Directors, Rider Education, GWRRA



## Membership Enhancement Program

### Recruiting and Retention Tools

The Membership Enhancement Program has several tools available for Directors and Membership Enhancement Coordinators to assist them with Recruiting and Retention. These tools will help with the growth of Members in your Regions, Districts and Chapters.

#### Area Report List

The Area Report consists of two reports. Both reports are sent from the Home Office to each Region Director around the 10th of each month. The Region forwards these reports to the Districts who in turn forwards them to the Chapters. One is a Full Area Report which is sent out twice a year, in January and July. The full report contains a complete listing of all Members in a specified Region. It can be utilized by the Region, District, Chapter Directors and Membership Enhancement Coordinators to help them with Recruiting and Retention by identifying GWRRA Members who may not be aware of or participating in a Chapter. Both reports contain a list of Unassigned Zip Codes. The list containing the Unassigned Zip Codes will indicate the number of Members that are in that Zip Code area. You will be able to determine if a new Chapter is needed by determining how many unassigned Members there are in an area. The Unassigned Zip Codes should be assigned to a Chapter if one already exists in the area.

The other Area Report is sent out each month and provides a list of New Members, Expiring Memberships, Prospective Members, Expired Memberships and Unassigned Zip Codes. The entire District Area Report should be forwarded to each individual Chapter. Before the Monthly Report is sent from the District to the Chapters, the District Membership Enhancement Coordinator should highlight each New and Prospective Member(s) that each individual Chapter is responsible to contact. New and Prospective Members that are not highlighted on an individual Chapters list may be contacted by any other Chapter. New or Prospective Members, who live in an area where there are multiple Chapters, may be contacted by more than one Chapter. The three columns that are located to the right side of the report in each category are to be used to record contact information. Once contacts have been made and recorded at the Chapter level for New and Prospective Members, the list should be emailed back to the District Membership Enhancement Coordinator with a copy to the Chapter Director and District Director. The District Membership Enhancement Coordinator will compile all inputs and forward to the Region Membership Enhancement Coordinator. The Region Membership Enhancement Coordinator will forward contact results to the International Directors, Membership Enhancement Programs.

There is no longer a requirement that Expiring and Expired Memberships be contacted; however, it is recommended that these be reviewed and contacts be made when it is felt it will aid in the retention of Members.

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## Membership Enhancement Program

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The Monthly Area Report also contains a list of Members who are identified in column 1 as UA (Unassigned). These are Members whose Zip Codes are not assigned to a Chapter. The entire District list of Members identified as UA should be sent to every Chapter within the District so they may be contacted. The Members identified as UA in Column 1 remain on this list until their Zip Code is assigned to a Chapter by the District Director.

New Member List: The Chapter Directors and Membership Enhancement Coordinators can use this worksheet to see who has recently joined GWRRA. It is important that these new Members be personally contacted as soon as possible. This is to inform them when and where a local Chapter gathers or to invite them to a Chapter event. The New Member list will be sent to all Chapters from the District. A new Member's name will appear on the new Member list for three consecutive months.

Expiring Membership List: The Chapter Director and Membership Enhancement Coordinator can monitor this list to see if any Membership in his/her area will expire in the following month. A Member may have forgotten to renew their Membership and a personal phone call from the Chapter Director or Membership Enhancement Coordinator may make a difference in the Member renewing or letting their Membership expire.

Prospective Member List: Any individual that has contacted the Home Office and expressed an interest in GWRRA will appear on this list. They may have purchased a Gold Wing motorcycle or talked with someone about GWRRA and may be looking for more information. In any case, they have contacted the Home Office and inquired about some aspect of GWRRA. The Chapter Director or Membership Enhancement Coordinator should personally contact and/or mail a letter to invite this individual to a Chapter Gathering or event. It is important that these individuals be contacted as soon as possible. It is also important to remember these individuals are not yet Members. Even though this person may not own a Gold Wing, they can become an Associate Member.

Expired Membership List: This list provides the names of Members whose Membership has been expired for two months. Their names will appear on the list only one time. The Members on this list may be contacted if Directors or Coordinators feel it will aid in the retention of the Expired Memberships.

Ed & Linda Johnson  
International Director, Membership Enhancement Program



## Membership Enhancement Program



### Membership Enhancement Coordinators (at any level)

We have more Membership Enhancement Coordinators at this time than at any other time in the history of GWRRA. We are very proud of each one and appreciate the contributions you are making to GWRRA.

One question that continues to come up in conversations with Membership Enhancement Coordinators is their responsibilities with the information on the Area Report. This is especially true if there has not been a Coordinator in the position prior to you to mentor and help explain the duties you have undertaken.

All Membership Enhancement Coordinators should sign a Confidentiality Agreement of Member Information. This is an agreement between two parties in the form of a legal document. By signing this document, you are agreeing to protect GWRRA Members information that is included on the Area Reports. As a Membership Enhancement Coordinator working with the Chapter Director, Treasurer, and Members, you may find the need to share information from the Area Report that is confidential. If this occurs, those Members receiving the information should also sign a Confidentiality Agreement of Member Information. Some Chapters, Districts and Regions have developed a list of Members which include telephone numbers, email addresses, home addresses and other information for contacting purposes. If this information is being disseminated, you should have permission from those on the list before releasing the information.

Once signed, the Confidentiality Agreement of Member Information remains in effect as long as you are in the same position. The forms should be retained by the current Chapter Director. If there is a change in the Chapter Director at any level, he/she may request that a new form be signed in order to keep their files current. A Confidentiality Agreement of Member Information form should be signed if you are appointed to a new position within GWRRA.

Ed & Linda Johnson  
International Director, Membership Enhancement Program

<http://med.gwrra.org/>

## Membership Enhancement Program



We are excited to announce the appointment of Steven and Tammy Hollingsworth as the new International Couple of the Year Coordinators. Steven and Tammy are an enthusiastic, dynamic, and outgoing couple and we look forward to working with them in this position. Please join us in welcoming Steven and Tammy to this position. They would love to see a Chapter Couple honored throughout all of GWRRA in 2011. If they can assist you in anyway with the Couple of the Year Program, please feel free to contact them.

You can read their bio and get their contact information at:

<http://med.gwrra.org/team/team.html#icoy>

Ed & Linda Johnson  
International Director, Membership Enhancement Program

### **3rd Quarter 2010 June Agee Memorial National Chapter Newsletter Winner**

West Virginia Chapter WV-E, Wheeling

Chapter Directors  
Tom & Terry Porter

Newsletter Editor  
Terry Shafer

## Leadership Training Program

### TRAINING: Information to Enhance Your Experience in GWRRA

Last month, we explored the subject of “Leadership”. This month we will introduce some thoughts on the second half of the Leadership Training Program title: Training. The Leadership Training Program (LTP) focuses on providing training in two primary areas: topics of general interest for our Members and training our Officers on the responsibilities and duties of their positions. The LTP objective of training our Officers is understandable. Yet, you may ask why do we offer training to our Members? And, do Members have any responsibility in the Association? If so, what is it?

We offer Member Training to provide an atmosphere of Fun, Safety, and Knowledge. Member seminar topics include information about Chapter Life, GWRRA structure, policies, and procedures, and general information about our Programs. We also teach a Life Skills series that can be applied in our Association, as well as in our personal and professional lives. That is a simple explanation.

As Members, when we first join GWRRA, many of us are attracted to a particular program, and that is what we focus on. Others cast a wider net, seeking to understand more about the Association and other program options. How much more meaningful is a Member’s experience when he/she gets involved, and invests in the success of their Chapter or event? The bottom line for everyone is this, “The more you know, the easier it is to understand GWRRA, have fun, and learn what is available to get involved in.” Our LTP seminars are intended to provide information to our Members that will enhance their experience in GWRRA.

In GWRRA, we have made strides in the area of communication to our Membership. With Wing World magazine, the GWRRA E-Newsletter, the Insight Newsletter, and the many websites and newsletters at each level of our Association, we have a lot of information available to our Members. How do we use this information? We all remember our early experiences in GWRRA, trying to learn what to do, and how to get involved. Now, we have many tools available to us to keep us informed about the educational and social activities available to us across our Districts, Regions, and beyond.

How does this information flow happen in a volunteer organization? Who is doing all this work to make GWRRA go? It is the work of our “volunteer corps,” the Members who learn about the Association, get involved, and take advantage of the offerings of our Programs: Rider Education, Membership Enhancement, and Leadership Training. They are the Members who invest a little of themselves and get a whole lot in return.

We would like to hear from Members who might like to get involved in the Leadership Training Program. If you have an interest in becoming an Instructor and learning about presenting LTP seminars, we invite you to let us know. Contact your District Leadership Trainer or District Director. We will get information to you about the program and how to get involved.

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## Leadership Training Program

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Lastly, what is the primary responsibility of every Member? It is to have FUN! We hope Members will learn about all aspects of our Association, and find an area of interest where they fit. We have the option of participating in as many or as few areas as we like. We can find a balance that is meaningful to us, and have some FUN along the way. Learn more about what is available and get involved. You will have long-lasting FUN, with broader experiences and deeper meaning, all while enjoying the camaraderie of this FAMILY of FRIENDS we call GWRRA.

David & Kathy Orr  
International Directors, Leadership Training Program

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### Eight "T"s for Empowering or Motivating Others

1. Target: Does s/he understand and accept the purpose or goal?
2. Tools: Does s/he have the tools or information needed to do the job?
3. Training: Has there been enough training in how to use the tools well?
4. Time: Have they had enough time for the training to take effect?
5. Truth: Does s/he know how all of this fits together?
6. Tracking: Am I providing the feedback needed for them to stay on track?
7. Touch: Is there enough support and encouragement? (the human touch)
8. Trust: Do I trust them appropriately for their skill and mastery level?

~ Jim Cathcart ~

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The boss drives people; the leader coaches them. The boss depends on authority; the leader on good will. The boss inspires fear; the leader inspires enthusiasm. The boss says "I"; the leader says "WE". The boss fixes the blame for the breakdown; the leader fixes the breakdown. The boss says, "GO"; the leader says "Let's GO!"

~ H. Gordon Selfridge ~

## Leadership Training Program

### Get Involved and Participate in the FUN!

GWRRA's policy of "Members first" makes sense because Members make up and PARTICIPATE in the Chapters. If you didn't know, the Chapter is the most important component of GWRRA. One reason is because 80% of all GWRRA Members only know about the Chapter and the Chapter Director, because the Chapter is where all the FUN is.

To have FUN you have to allow yourself to get involved or participate. Sitting on the sidelines or in the corner is sometimes a good view of what is going on, but to really have FUN, and get to know people, you need to PARTICIPATE in the activities. These activities could mean riding with others, good conversation, or getting involved with the Chapter. Remember, there is something for everyone to get involved in (participate!) whether it is riding, helping others, socializing, or volunteering for a task or position, etc. Just let your CD/ACD know what you are interested in and they will be happy to get some help. After all, CD's and ACD's are also Members who got involved, and most don't expect to do it all.

A great way to participate is coming up June 9-12, 2011, when the Nebraska/South Dakota District Rally/Convention is held in the Black Hills at Rapid City, South Dakota. You can have a great ride to the Rally/Convention with a group of friends, and then great riding in the Black Hills on such rides as Spearfish Canyon (see Bridal Falls,) Needles Hwy, or Iron Mountain Hwy. Consider how you can participate and get involved with your local/Regional Rally/Convention. Find out what you can do to help out an hour or two during the Rally/Convention. One of the things we try to emphasize is having FUN and PARTICIPATING so every Member can enjoy the benefits of GWRRA in the way they feel works best for them. After all, we are Friends for FUN, Safety and Knowledge.

By the way, if you haven't figured it out yet, GWRRA holds you, the Members, in very high esteem - in fact ,first above everything. GWRRA wants you to have FUN and you can do that by...Yep, PARTICIPATING.

Hope you all are having FUN and getting lots of safe riding in.

Bill & Nancy James  
Nebraska District Leadership Trainers



<http://www.gwrra.org/regional/Training/Training.htm>

## Leadership Training Program

### By the Book

The “By the Book” articles are intended to help familiarize GWRRA Volunteer Leaders and Members with the policies, procedures, and information contained in the GWRRA Officer’s Handbook (OHB). A copy of the Officer’s Handbook can be found at [www.gwrra.org](http://www.gwrra.org) - Click on the Officer Connection tab at the bottom of the page; then select Officer’s Handbook in the upper right hand corner. Please feel free to reprint these articles in Region, District, or Chapter newsletters.

Thanks to Ken and Julie Zahn (former Tennessee District Trainers) for the inspiration to write this month’s article based on ideas they wrote in November 2005. Revisions have been made to keep it current.

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### Trainer vs. Educator – What’s the Difference?

Since Carolyn and I became involved with Leadership Training early in 1998, we have frequently been asked the question, “So, what’s the difference between an Educator and a Trainer?” It is my hope that this article will shed light on this subject to both clarify and explain the two necessary positions in GWRRA. (Please note “Understanding the GWRRA Structure” on page C-2 of the Officer’s Handbook).

One difference regarding Educators is that they are part of the Rider Education Program, while Trainers are part of the Leadership Training Program. You might think of the names “Educator and Trainer” as being sort of nicknames for Rider Educator and Leadership Trainer.

The Rider Educator is found at all levels of our organization, International, Region, District AND Chapter. They are Officers on their respective TEAM, and always have been. Educators are the Safety in GWRRA’s motto, “Friends for Fun, Safety and Knowledge”. Their goal is to educate Members through the Rider Education Program (REP), thereby increasing Members motorcycle riding skills, while also reducing motorcycle accidents, injuries and/or fatalities due to motorcycle accidents.

The GWRRA Rider Education Program (REP) is intended to make the motorcycle riding environment safer by reducing injuries and fatalities and increasing motorcyclist skills and awareness. The REP does not propose to have all the answers. However, their close-working relationship with the Motorcycle Safety Foundation (MSF), as well as additional GWRRA programs and studies, has provided a wealth of information for use in establishing a comprehensive Rider Education Program.

These goals are accomplished by the Educator presenting courses in ERC (Experienced Rider Course) as well as Trike ERC courses, Road Captain, Co-Rider, and Trailing seminars to name a few. They also promote and administer the Levels Program (Levels I, II, III, and IV - the Master Tour Rider). In addition, I’m sure that every Chapter Gathering you attend has a Rider Education moment in which the Educator gives a brief talk about riding and staying safe.

The Rider Education Program motto is “Safety is for Life”, and their mission is “To Save Lives through Quality, World Class Education”. Listed below are several benefits of a fully implemented GWRRA Rider Education Program:

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## Leadership Training Program

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- Increased rider knowledge
- Increased rider safety skills
- Prevention of accidents
- Reduced injuries
- Reduced fatalities
- Improved general public image of motorcyclists
- Enhanced enjoyment of motorcycle riding
- Enhanced motorcycle safety through Motorist Awareness public presentations

Now for the Trainers, they are NOT found at all levels of GWRRA, only International, Region, and Districts. Trainers are not found on the Chapter TEAM. In the past, the Trainers were not considered Officers; however, at the January 2010 Meeting of Region and District Trainers in Phoenix, they attained the position of Officer on their respective TEAM. The idea is to promote a closer working relationship of all areas of a TEAM.

Trainers are the **Knowledge** in GWRRA's motto, "Friends for Fun, Safety, and Knowledge". A Trainer's goal is to educate Members through the Leadership Training Program, thereby increasing Members Life and Leadership Skills. This training will enhance a Members personal skills and abilities, creating greater personal satisfaction and a stronger base of Volunteer Leaders to better serve GWRRA Members more efficiently. In the January 2010 meeting mentioned above, the Officer Certification Program (OCP) was presented to all Trainers, and these people then went back home to present the information about our Association to other Officers and interested Members, thus eliminating many misconceptions about the Association.

The Leadership Training Program is committed to helping GWRRA Members be the best that they desire to be and it is for everyone! The LTP curriculum reflects training that focuses on leadership skills while understanding that knowledge is an enabler of those skills. While some of the training deals specifically with skills needed in a GWRRA leadership position, other training deals with skills that will enhance the Members life both within and outside of GWRRA.

So, what's in Leadership Training for you? **A better YOU!** That's right, a better you. Learning is a lifelong process. Learning is a journey, not a destination. No one ever knows everything (you may remember that I am a Chemistry Teacher, and I am amazed at the new information I come across all the time). Learning is fun; it keeps our minds active and engaged; and it keeps us youthful. So, let's keep learning!

I hope this article has helped you with the difference between Educators and Trainers. I also hope that you will take advantage of the various Leadership Training Program opportunities available to improve your personal skills and abilities, AND the various wonderful programs to keep you and your family safe by participating in the Rider Education Program. We look forward to seeing you on "the learning road".

Learn Something New...Then Teach Someone!

Steve and Carolyn Cotton  
Region H Trainers

## 2011 Events



### Wing Ding 33 "Rollin on Rocky Top"

July 6 - 9, 2011

<http://www.wing-ding.org/>

Region H	March 24 - 26th
Region A	September 15 - 17
Region D	September 15 - 17

Maryland District	January 27 - 29
Missouri District	March 5
Florida District	March 17 - 19
Alabama District	March 31 - April 2
Louisiana District	April 7 - 9
South Carolina District	April 28 - 30
Missouri District	April 28 - 30
Texas District	May 12 - 14
Arkansas District	May 26 - 28
Georgia District	June 16 - 18
Nebraska/South Dakota District	June 9 - 12
North Carolina District	September 22 - 24

Don't see your Region or District event listed?

Contact the Insight Newsletter Editors  
Rick & Madalena Buck

Email: [Rmbuck@tampabay.rr.com](mailto:Rmbuck@tampabay.rr.com)