



# "Insight"

GWRRA News & Information  
from the International Team

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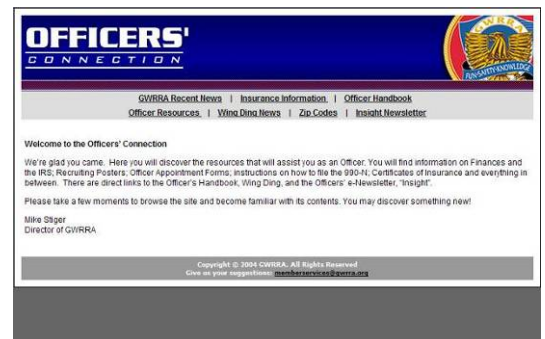
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## Growing as a Leader

Without hesitation I can say within the frame work of GWRRA, 2010/2011 was different than most of the previous years that Gwen and I have been Members. 2010/2011 brought a lot of changes for us, but also, it brought new challenges. Members as well as our volunteer Officers have been brought to a level of awareness, which from my perspective, was unprecedented in the history of GWRRA.

Numerous articles have been written this year that dealt with challenges and improvements that our motorcycling association faces. Although there has been many new challenges and improvements with more to come, the bottom line still remains we are a bunch of motorcycle enthusiast who have come together under one original thought that the founders felt would stand the test of time - Friends for Fun, Safety and Knowledge.

Some recent number crunching and statistical analysis resulted in some very interesting facts. These facts have been shared with many Officers and to those this would be old news but for others it might give you cause to pause wondering about the facts. Today GWRRA has about 70,000 Members and about half of those Members have been Members for less than five years. That is a phenomenal statement if the 70,000 number continued to grow each year, unfortunately, in recent years quite the contrary has occurred.

As one of the two new Deputy Directors of GWRRA I have taken the opportunity to speak to the Region Directors in Region E, H, I & F - the Regions west of the Mississippi. Becoming more familiar with these Directors I found myself revisiting personal lessons learned. To include lessons from not only within GWRRA but also as a police officer and owner of a couple of business over the years. Surprising the Directors are all different, gender aside, they all approached their volunteer positions differently. Why the surprise? After all, they are all volunteer regional leaders, which had the identical responsibilities, supported by the same structure of Chapters, Districts and International Teams. But, back to lessons learned - how people deal with the future is based on how the past has dealt with them. Lessons learned - how we manage people today might be the way we manage people tomorrow. Lessons learned - although the goals may be identical the paths will be different.

You may wonder how statistical analysis and management styles relate. It is not my intent to draw any conclusions between the two. But as you continue to read you will draw your own conclusions or at least I hope you do. After reading this, and you find relevance to your volunteer Officer position, please drop me a line letting me know. If you find no relevance please share that as well and I will put both into my lessons learned.

Volunteers often have similar objectives: Chapter, District or Region growth, personal fulfillment, getting the job done. But achieving optimal results in a way that is agreeable to everyone can be a major challenge.

Goals might align, but their successful completion, in part, is determined by the day to day interactions that form individual leadership styles.

You've heard the saying that leaders are born, not made, true in part. Integrity and intuition might be inherent, but people skills are sharpened through experience.

Establishing trust, resolving conflict and being an effective listener are just a few of many traits that can be developed through time and Team-building. Although some people's skill sets are better suited

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for dealing with certain challenges, being able to handle diverse situations and personalities is part of most job descriptions. I can think of no greater diversity than within any volunteer organization. Unlike employment opportunities where like skills and needs draw similar characters - volunteer organizations draw from all walks of life.

Identifying your leadership style, understanding its strengths and weaknesses can help you decide what's working and what needs improvement.

The Society of Human Resource Management identifies three common styles: Authoritarian, Democratic and Delegative. Beyond employee productivity, these varied approaches affect workplace ambience and moral.

#### The Authoritarian

Strengths: Organization is the main skill of the authoritarian leader. His or her priorities are clear and Members are fully informed of expectations. These leaders work best with passive co-workers.

Weaknesses: Authoritarian leaders can be seen as micromanagers instead of Team players. Neglecting to seek feedback and collaborate in a personable way can isolate peers and conflict tends to rise with differing opinions.

#### The Democratic

Strengths: Communication and creativity are this leader's strengths. The Democratic leader wants to hear other Member's perspectives and welcomes a variety of solutions. Their sense of priority allows them to focus on the details without losing sight of the main objective.

Weaknesses: Decision making is sometimes problematic for the Democratic leader. Too many viewpoints, heightened by a desire to please all Members, can complicate the process. Impartiality may also waiver as the leader becomes more emotionally connected to individual Members.

#### The Delegative

Strengths: Delagative leaders instill confidence by allowing other Team Members to manage their respective tasks with minimal input. Their leniency of the Delegator allows for creativity and work best with those Members that are highly motivated.

Weaknesses: Priorities sometimes seem unclear to others Members, as the Delegative leader is often more focused on the big picture than the details of how to accomplish it. The tendency to shirk from responsibility sometimes gives Team Members the impression that they are "on their own". Delegative leaders can seem disengaged, which contributes to a sense of chaos.

Managing volunteer Officers is a process unique to every volunteer organization and its corporate culture, but here are some guidelines to keep in mind;

Be flexible: Capitalize on your strengths, but be aware of the Member's needs. Although you should strive to be consistent, tailor your approach in response to each Member and his or her personality.

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Focus on the person, not the issue. Respect is the foundation of every great relationship. No matter what your management style, basic civility is always imperative. Remember that every Member is a human who deserves your respect; you are working with someone's wife, father, daughter or friend. Find out what motivates your Team and Members: Show genuine interest. Find out what they're seeking in their current position as a Member or as an Officer and do what you can to facilitate their goals, whether you're a Program Director or peer.

Understanding the strengths and weaknesses of your leadership style will help your Team achieve optimal results. True leaders recognize that communication is a two way street. Seek dialogue with people around you to find out what's working and what you can improve.

Ask for pointers from a mentor and accept that all change takes time. Work on issues gradually to become the leader your Team trusts.

Perhaps now you can see the relativity.

Dave Carter  
International Deputy Director



### Looking Back at the Hurt Report

I recently came across an article written by Robert Vaughan that summarizes some of the Hurt Report of 1981. Harry Hurt was a researcher at the University of Southern California. He studied the causes of motorcycle accidents and countermeasures to avoid such accidents. The motorcycle safety courses developed by the Motorcycle Safety Foundation are designed largely to build the skills that the Hurt Study found to be missing in the accident involving a motorcycle.

- Who hits us? Most accidents involve a car violating our right of way. Most frequently, the car turns left in front of us.
- Where do we get hit? Intersections are the most likely place for a motorcycle accident with the car not only violating our right-of-way, but often traffic controls as well. My wife and I got cut off by a car entering our lane from an on ramp. We were Tail Gunning a group and the driver tried to jam himself between me and the bike in front. Down we went. Talk about violating our right of way!
- Why do we get hit? "I didn't see him" they say. Also, alcohol is involved in almost half the fatal accidents. Most motorcyclists are smart enough to separate drinking and riding. Unfortunately, too many car drivers on the road are more mentally challenged.
- Why aren't we seen? Conspicuity of the motorcycle is the most critical factor especially from the front.
- How can we be seen? Wearing high visibility jackets of orange, yellow or red has been found to be an accident deterrent. Highly visible helmets and reflective material also helps. We should position our motorcycles where we can be seen better in traffic.
- How can we prevent injuries in an accident? Heavy boots, jackets and gloves reduce or prevent road rash. Full coverage helmets can reduce facial injuries.

Let's all do our part in preventing accidents. If we follow the above advice, and keep alert at all times, we can reduce our chances of accident involvement. Stay Safe.

Joe & Gracie Mazza  
International Assistant Directors, Rider Education



<http://www.gwrra.org/regional/ridered/index.html>

### Preparing for Operation Meetings

It is hard to believe that fall is here, but the leaves are beginning to change and fall from the trees. This is also the time of the year that Region Directors start preparing for their Region Operation Meetings. We encourage all Region Membership Enhancement Coordinators to prepare for these meetings with Power Point Presentations and/or handouts for the District Membership Enhancement Coordinators breakout sessions. The District Membership Enhancement Coordinators need to be well informed and knowledgeable about all programs within the Membership Enhancement Program and where to get information they may need. We encourage all Membership Enhancement Coordinators to direct Members to the Membership Enhancement Program website for manuals, guides, score sheets and all information regarding the Membership Enhancement Program.

First is the review of the Area Report with emphasis on making personal contacts with NEW and PROSPECTIVE Members. The ARL report review should also include information concerning completing the three contact columns and reporting this information back to the Region Membership Enhancement Coordinators. If a New Member is not contacted, they will not grow in the "Friends for FUN", Safety and Knowledge" in GWRRA. The importance of this contact is to let New and Prospective Members know about Chapter life, and to invite them to a Chapter Gathering or Event. Once they become involved with the Chapter, they will begin to learn about the programs in GWRRA and how it is structured. This will assist them in learning the many things, including the many acronyms used within GWRRA.

The Membership Enhancement Coordinator (at all levels) needs to know how the Area Report is distributed and what they need to do with the report once it is received. The *District* Membership Enhancement Coordinators should discuss the Area Report with each *Chapter* Membership Enhancement Coordinator to ensure they understand the report. If there is not a Membership Enhancement Coordinator on the Chapter Team, it is the responsibility of the Chapter Director to contact the New and Prospective Members. If you have questions concerning the Area Report, please feel free to contact Tony & Jean Ondof, International Assistant Directors, Membership Enhancement Program, Recruiting & Retention [MEPrnr@embarqmail.com](mailto:MEPrnr@embarqmail.com) or us at [MED4u@comcast.net](mailto:MED4u@comcast.net).

Second is the Couple of the Year Program. If a Chapter doesn't Honor a Couple at the Chapter Level they cannot participate in the District Selection. Therefore, the Couple of the Year Program will fall short and eventually become extinct. It is important a Couple be honored at the Chapter level to recognize them for their contributions to the Chapter. It also allows recognition of their Leadership skills, their abilities to have "FUN" and help in bringing unity within the Chapter. At the Chapter level there is no responsibility or expectation placed on the Couple. It is suggested that the Chapter Couple of the Year be provided with a copy of the *Couple of the Year Manual* to review. This will give them a head start in preparing for the District Selection if they choose to move forward to the District, Region and International Couple of the Year Selections. It is important to explain to the Couples that they should not go beyond what their finances and schedules will permit. They are representing GWRRA and their Chapter as Ambassadors. If they have concerns regarding the timeframe they are committed to in achieving their goal to become International Couple of the Year, explain to them that the process goes from District, to Region, to International Couple of the Year. This process can involve several years, but it is to be taken one step at a time. It is recommended that *the 10 Reasons Why a Chapter should have a Chapter Couple of the Year* be reviewed during the Membership Enhancement part of the Region OPS meeting. This information can be found on the Membership Enhancement Program website. If you have questions concerning the Couple or the Year Program, please feel free to contact Steven & Tammy Hollingsworth, International Couple of the Year Coordinators at [steven.tammy@att.net](mailto:steven.tammy@att.net) or us at [MED4u@comcast.net](mailto:MED4u@comcast.net).

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# Membership Enhancement Program

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Third is the Chapter of the Year Program. The Chapter of the Year Program encourages participation within the Chapter. The Chapter of the Year Program Guide provides any Chapter with the direction and suggested activities needed to increase participation within the Chapter. It also increases pride within the Chapter, as they get involved in each of the scored area within this program. The Chapter of the Year program provides opportunity for the Chapter to excel and be recognized at the District, Region, and International Levels. Chapters will be stronger and have more "FUN" when they participate in the Chapter of the Year Program. If you have questions, feel free to contact Bob & Karla Greer, International Assistant Directors, Membership Enhancement Program, Chapter of the Year at [robertbgreer@comcast.net](mailto:robertbgreer@comcast.net) or us at [MED4u@comcast.net](mailto:MED4u@comcast.net).

Ed & Linda Johnson  
Directors, Membership Enhancement Program



Gold Wing Road Riders Association  
Membership Enhancement Program



### RECRUITING AND RETENTION TOOLS Area Report List

The Membership Enhancement Program has several tools available for Directors and Membership Enhancement Coordinators (MECs) 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

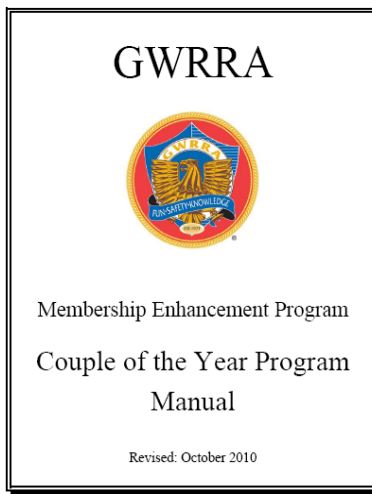
The Area Report consists of two reports. Both reports are sent from Home Office to each Region around the 10th of each month. The Region forwards these reports to the Districts who in turn forward them to the Chapters.

The first report is the 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, and Chapter Directors and Region, District, and Chapter 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. A District 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.

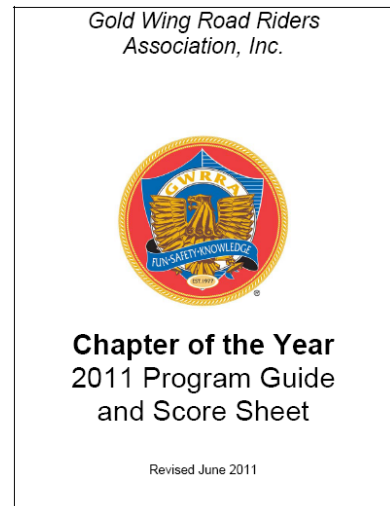
The second Area Report that is sent out is the Monthly report and it provides a list of New Members, Prospective Members, Expiring Memberships, Expired Memberships and Unassigned Zip Codes. The entire District Area Report should be forwarded to each individual Chapter. Before the monthly report is sent 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 reports 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, District Director, Region Director and Region Membership Enhancement Coordinator.

The Region Membership Enhancement Coordinator will forward contact results to the International Directors, Membership Enhancement Program. It 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.

<http://med.gwrra.org/guides/rr/RecruitingRetentionToolsARL.pdf>



<http://med.gwrra.org/guides/coy/CoupleoftheYearManual10-10.pdf>



[http://med.gwrra.org/guides/choy/2011ChapteroftheYear\(June%202011\).pdf](http://med.gwrra.org/guides/choy/2011ChapteroftheYear(June%202011).pdf)

Gold Wing Road Riders Association

Friends for Fun, Safety & Knowledge

MEMBERSHIP BENEFITS OFFICIAL PRODUCTS WING WORLD PROGRAMS REGIONAL BOARDS F.A.Q.S

MEP Home  
MEP Team  
Insight Newsletter  
MEC  
Public Relations  
Recruiting & Retention  
Couple of the Year  
Chapter of the Year  
Newsletter Award  
SISS  
Member Information

**Membership Enhancement Program**  
"We are Listening. What is your Solution?"  
Every Member Matters

Updated  
September 9, 2011

September Insight Newsletter  
Click here to view the September edition of the "Insight" Newsletter

June Agee Chapter Newsletter Award (2nd Quarter - 2011)  
Congratulations to Chapter, WA 02, Cumming, Georgia for being selected the 2nd Quarter

## Cause and Effect in the Membership Cycle

“The amount of effort needed to achieve successful membership retention is to a large degree inversely proportional to the quantity and quality of effort expended on the first two parts of the membership cycle; recruitment and membership experiences”.

Wow...Now that's a mouthful. As I re-read this statement in the Membership Retention Manual recently, I began to do some thinking about just where you and I come into the plan of recruiting and retention of GWRRA Members, and just what exactly our role is in the “Membership Cycle”.

The membership cycle begins when someone is recruited. Most of us probably joined GWRRA as a result of a positive introduction by an enthusiastic Member who told us about the great benefits the association had to offer. We joined a local Chapter and our expectations have either been fulfilled, resulting in a satisfied and enthusiastic Member, or we have been left disillusioned on a few occasions.

Our challenge to you is GET INVOLVED IN YOUR CHAPTER'S MEMBERSHIP CYCLE. If you enjoy the activities and friendships you have with GWRRA, share them! Bikers are naturally drawn to each other. When you come across a motorcycle rider, you know you are going to talk. Bring GWRRA into the conversation; ask them if they are Members. Tell them about all the things that you personally enjoy about the organization. Carry cards with membership information on them, your meeting place and times, your name and number, and a copy of *Wing World* to give away. You can also carry GWRRA applications and/or the hanger cards, which are available from the Home Office. Invite them to a meeting or simply tell them how to join GWRRA. Be sure to leave your membership number so you will get credit for the recruitment effort in GWRRA's “Find a Friend” program.

Now, you may ask...“What's in this for me? Why should I care about new Members? The growth of the association is vital to its continued existence and well-being. You will continue to enjoy the many benefits of a healthy organization. You will get to watch and be an active part of your own Chapter growing. It is very satisfying to know that you have done your part.

The “Membership Cycle” continues as you begin your “experiences” within the organization. Your job now is to HAVE FUN! This is not just your Chapter Team's responsibility, it is yours, too. Join in on the planned activities or suggest some activities of interest to you. If you have a particular talent or just want to help out, let someone know. Don't sit back and wait to be asked. Your team is busy and they need you! The more involved you get, the more FUN you will have. This will result in that satisfied and enthusiastic Member I mentioned above, and lend to a Happy Chapter, which in turn is a building block to a successful GWRRA.

Now, the third part of the cycle kicks in; “retention”. In a perfect world, all new Members are always 100% satisfied with their GWRRA experience. They never fail to renew their memberships and there is no need for a membership retention focus. But, this is the real world. Of course, natural attrition within the Chapter will occur due to health problems, economics, broken friendships, job transfers, etc. Hopefully, your incentive to renew and remain active in your Chapter will be the positive experience you have as a GWRRA Member. But if you should have reasons for dissention, let your Chapter Director or Assistant Director know, preferably one-on-one. Give them a chance to fix the problem. Don't be guilty of negative gossip about the Chapter Team or Participants. Don't be a part of your Chapter's problem. Keep an eye on your expiration date. Show your pride in your organization by renewing in a timely manner.

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Our position in Region "A" is Membership Enhancement, which includes Recruiting and Retention. In reality, we are all Recruiting and Retention Coordinators. Your Chapter Membership Enhancement Coordinator or Chapter Director can't do his/her job without you. You should all be proud of the part you play. Each time you talk positively about your Chapter or GWRRA, each time you join a planned ride, each time you attend a regular meeting, each time you welcome a Visitor, you make your Chapter Membership Enhancement Coordinator's job a little easier. You play a vital part in all three cycles of membership; recruitment, membership experiences, and retention. You make your Chapter a HAPPY CHAPTER and you have the heartfelt thanks of all of us who strive to keep GWRRA a growing and healthy organization.

Bob & Karla Greer  
Region "A" Membership Enhancement Coordinators  
Membership Enhancement Program,  
International Assistant Directors, Chapter of the Year Program

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The following is a section of an article written by Mary Bayes that was posted in the September issue of Chapter OH-B3 newsletter. Mary is the Chapter MEC, and she and husband Ben are Chapter Directors.

PLEASE CHECK YOUR MEMBERSHIP CARDS!!! RENEW AND STAY ACTIVE, TIME WAITS FOR NO ONE

Imagine there is a bank that creates your account each morning with \$86,400. It carries over no balance from day to day. Every evening the bank deletes whatever part of the balance you failed to use during the day. What would you do? Draw out and use every cent, of course. Each of us has such a bank; its name is "TIME." Every morning you are credited with 86,400 seconds. Every night, whatever you have failed to invest to good purposes, doesn't carry over. Each day a new account is opened; if you fail to use the day's deposits, the loss is yours. You must live in the present on today's deposit. Invest it so as to get from it the utmost in HEALTH, HAPPINESS, AND SUCCESS.

*Yesterday is history. Tomorrow is a mystery. Today is a gift. That is why it is called the PRESENT.*  
Author Unknown

REMINDER: ALWAYS KEEP A NEW MEMBERSHIP APPLICATION IN YOUR BIKE, WHENEVER AND WHEREEVER YOU STOP THERE ARE PEOPLE THAT ARE INTERESTED IN MOTORCYCLES... AND IN RIDING MOTORCYCLES!!!!!!!!!!

PLEASE REMEMBER TO KEEP CHECKING YOUR MEMBERSHIP CARDS AND LET ME KNOW WHEN YOU HAVE RENEWED.....

Each Region, District, and Chapter should be following up on the Membership cards of all Participants. People forget, we just need to help them by giving each of them a little reminder of their GWRRA anniversary date. Thank you, Mary, for the great article you wrote.

Ed & Linda Johnson  
International Directors, Membership Enhancement Program

## Leadership

### Leaders are Students

Leaders are always searching for more knowledge. Leaders have a constant thirst for knowledge and will seek it from the past as well as the present. They learn to turn their mistakes into a learning experience. As complex as today's problems are, it requires the ability to view the solution of a problem and ability to use others views and opinions to take corrective actions to get to a proper solution.

### Leaders are Visionaries

Leaders can keep a clear view of the whole picture. Good vision is based on common sense, simplicity, and clarity.

### Leaders are good Communicators

To have the ability to be understood and express views to a group while not leaving the meaning of the message out; to deliver a message with accuracy, enthusiasm and sincerity.

### Leaders are good Listeners

Leaders are able to hear a problem and use corrective action to cure the problem. Swift action can lead into a permanent solution.

### Leaders can accept Change

Leaders are not afraid of change and will welcome ideas for change. Change is a challenge, and an opportunity, it should not be thought of as a threat.

### Leaders are Optimists

Leaders must have hope and trust. Trust in themselves and fellow members to show a confidence to look down the road to a secure future.

### Leaders give their All

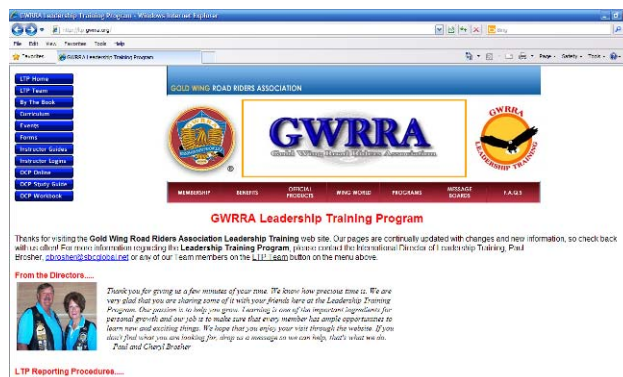
Dedication to see a future and a desire to help make a future be a reality.

### Leaders are Ethical

A leader must be trusted. If people are "conned" into doing things, they will find out and trust is lost.

### Leaders take Risks

Call it risk taking or doing it differently, a change or gamble. Leaders can vision something that can happen and must show how new ways can be better than the old. Without someone with a vision, a risk taker, a gambler, we would not have push button phones.



<http://ltp.gwrro.org/>

The Four Stages of Building a Cooperative Team  
Ed Boks, *Best Friends Magazine*

There is a popular team-based management model known as Forming, Storming, Norming and Performing.

In the Forming stage, members of the group tend to test each other. Discussions take the first step from pleasant and noncommittal to hard issues and potential conflict. People often assume at this stage that the most important thing is to get people to like each other. In fact, the key to moving on is agreeing on what the team is going to do.

Next comes Storming! That's when the feasibility of the whole task is confronted. Reactions and opinions become more emotional. People challenge each other's competence and authority. The key now is to be able to move from "testing and proving" to being prepared to listen and work together.

In the Norming stage, the group begins to work together toward a common goal, and each person works in the area where they feel most capable and comfortable. The group takes on its own identity. A potential problem now is that the group becomes too comfortable with itself and begins to resist change of any kind.

If the group reaches the Performing stage, constructive work is now surging ahead. Everyone's energy is applied to the task at hand, morale is high, and there is support for experimentation. The emphasis is on achieving the goal. (Ed Boks), *Best Friends Magazine*

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A Riiddle .. . .

*Bits & Pieces for Salespeople-Volume E Number 6*

I am your constant companion. I am your greatest helper or heaviest burden. I will push you onward or drag you down to failure. I am completely at your command. Half the things you do might as well be turned over to me and I will be able to do them quickly and correctly.

I am easily managed - you must merely be firm with me. Show me exactly how you want something done and, after a few lessons, I will do it automatically. I am a servant of all great people and, alas, of all failures as well. Those who are great, I have made great. Those who are failures, I have made failures.

I am not a machine, though I work with the precision of a machine plus the intelligence of a person. You may run me for profit or run me for ruin - it makes no difference to me. Take me, train me, be firm with me, and I will place the world at your feet. Be easy with me and I will destroy you.

Who am I? I am habit!



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



**Wing Ding 34  
Fun in the Fort**

**July 4 - 7, 2012**

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

2011 Events

Virginia District	October 7 - 9
Nevada District	October 7 - 9
Mississippi District	October 13 - 15
Oklahoma District	October 28 - 29
Arizona District	October 28 - 30

2012 Events

Region H	March 29 - 31
Region B (Cruise)	May 10 - 19
Region I	August 15 - 18

2012 Events

Maryland District	January 26 - 28
Florida District	March 22 - 24
Louisiana District	April 12 - 14
Alabama District	April 19 - 21
South Carolina District	April 26 - 28
Texas District	May 17 - 19
Georgia District	June 14 - 16
Iowa District	September 28 - 29

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)