

Gold Wing Road Riders Association



"Insight"

GWRRA News & Information
from the International Team

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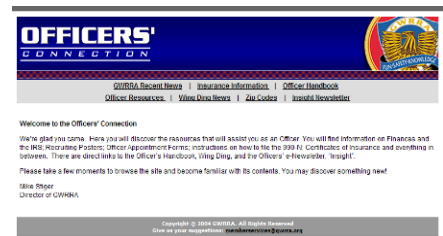
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Reader Responses to Dealer Program...

I received a large response to last month's article regarding the new GWRRA Dealer's Program. Most of the responses were directed toward the comments from a Honda Dealer. There are always two sides of the discussion and this month I'm including a few of the comments I received.

I agree with many of the Members comments and I'm sure that there have been a few bad experiences that have left a bad taste on both sides. However, finding a common thread that both the Chapter and the Dealer can successfully work from will be beneficial for both. From a Chapter's perspective, having the attitude "what we can do for them (the Dealer)" will serve the relationship well. One thing I did not receive was Chapter testimonies regarding the benefits of having a great relationship with their local Dealer. I know we have many successful Chapter/Dealer relationships and would love to share their success with the rest of our readers.

Here are a few of the comments I received...

Howdy Mike:

THANKS for your service to the GWRRA.

As a dealer owner from 1973 thru 1979 at the Honda Farm in Sturdevant, WI, and a GW owner of 11 bikes since 1975 with an accumulated mileage of 504,877 on my Wings, I feel that the letter you published was "right on" from the dealer's perspective of "decades" of ownership.

However, I also feel that up to the point of the "internet invasion in 1995", most motorcycle dealers had "loyalty", as there was very little competition for their products or services, with the exception of the classified ads, but they have been around since motorcycles were invented.

Believe me when I say, as a small business owner, "If you do not adapt, you will fail"!

I know the "dealer cost" for every product that is motorcycle available. There is not an "internet" dealer that is not making a profit. Nobody sells anything at an intended loss. If there is an "unfair" advantage of internet sales, it is the non-payment of the sales tax in most states. But that advantage is rapidly disappearing also. Since most internet sales locations are in fixed asset properties, there is very little difference in overhead burdens, as well as employees to provide order taking and shipment of products.

So, what is the answer?

COMPETE on their level with local internet communications. Offer what they offer at the same margins as they are offering. Offer installation of internet purchased products at a discount from the usual shop hourly fees. I found over the years of small business ownership that: "once you get the customer into the shop, they will purchase something else - providing your Sales Staff knows what they are talking about"

Anyway, I hear this same story from other small business owners who have not made the transition to internet competition. My personal small business gained between 12 and 16% increase in product and service sales once I hired an IT guy who put me out there with all the other competitors selling on the internet. Now I am retired at the age of 70 with enough money to ride my Wing anywhere I want to.

Thanks again for keeping our organization active and FUN to be a Member.

Bruce

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Mike, I have just finished reading the Insight Newsletter for August and have a few comments to add from a Gold Wing owners perspective to this issue about mutual dealer support/loyalty. I totally understand the dealer's perspective about supporting them and how we as owners can be a loyal customer. This must clearly be understood that this a two way street not just seen through their eyes only. My beef has been with the either lack of parts/apparel, pricing, and just general support.

First I find it hard to be a loyal customer when NO discounts are given. In fact I have seen FULL MSRP on tires, chrome and apparel etc. My best example is when I was in the market to replace my front tire and first looked at the internet then went to the Honda dealer to purchase and have mounted. Well, on the internet tire was \$97 delivered to my door. At the dealer the price was \$152 and that did not include mounting, tax or anything else. Same thing with apparel, I inquire about if they are going to carry a certain popular name brand jacket and the comment is "no but we can order for you" and the price is..... you guessed it, FULL MSRP. Not sure if shipping charges would be pasted on to me or what. Prices are not only at full MSRP for apparel but also for parts, chrome and other items.

Secondly, support needs to be both ways like providing space for meetings, promoting dealer & Chapter. For the most part it has been happening to some degree but has been spotty.

So I guess my rebuttal to the dealer who wrote the letter is; show me the discounts because I am not seeing them and how deep does he think my pockets are? We pay a good price for our wings and accessories. Dealers need to find a way to compete with the internet or just even come close to internet pricing. This has to be a joint effort not just a dealer who feels they receive no support from Gold Wing owners. My recommendation is for the local dealer & Chapters to open a dialogue to discuss such issues. None of us will achieve anything writing to the editor so to speak.

Larry

Dear Mike,

I'm writing in reference to your "AN ANNONYMOUS LETTER FROM A LONGTIME HONDA DEALER". We have a few Honda dealers in our state, all support GWRRA association in one form or another. But after having dealt with all of them over the years, I felt the need to comment on this letter.

We have one dealer that is near our home, that I would only deal with if they were that last dealership in the world. Then we have one that is 25 miles farther away that I will drive to and pay more at then the first dealership. Why drive farther and pay more, simply put - customer service and honest.

Dealer number 1: Also a longtime Honda Dealer. Never has what I want when I go there. They always act like they are doing me a favor to wait on me. They tell me that they are giving me a great discount on items I order, and then when I look the same item up on line; it is cheaper - even with shipping. Plus I can get it faster if I order it myself. Service Department gives the impression that they are going to find everything & anything they can wrong with you bike, just to get an extra dollar out of you. So why should I deal or support dealer number 1. NOTE: This in spite of having purchased a new Gold Wing from them.

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Dealer number 2: Recently built a new building to update their dealership. Is farther from my home, but most times has what I want. But if they don't have what I want, they are happy to order it and will have it sent to my home. They do the requested work, but will bring safety issues to your attention. They do not try and add on to your bill. They support GWRRA and are happy to do whatever they can to help all motorcycle riders. No deal or discount is ever requested or given, unless they are having some type of sale.

Perhaps your longtime Honda Dealer and Dealer Number 1 should get together and take a few lessons from dealer number 2. If you don't continue to change and provide people what they want they are going to look else were, even if they have to pay more.

A longtime ANONYMOUS Gold Wing Owner

I am writing in response to "AN ANONYMOUS LETTER FROM A LONGTIME HONDA DEALER.

It is important to remember why this dealer is doing what he is doing as relates to his "what we have done list". He's doing it for the publicity and to help build customer loyalty. Sometimes it works, sometimes it doesn't. My guess is that this same dealer also advertises in the newspaper and on the radio. When his ads don't attract thousands of buyers into his store, does he publish another ad complaining that not enough people came in? After all, he spent a lot of money designing and publishing his ad. Shouldn't the people who read that ad at least come into his store and buy something in appreciation of that effort? Essentially what this dealer is saying is: "You aren't giving me enough of your money".

But let's look at some of the "rewards" this dealer didn't bother to mention:

- Exposure of his business to people attending the Chapter meetings that might not otherwise have come into his store
- Exposure of his business to people riding on the poker runs that might not otherwise have come into his store
- A list of people to market to. I find it odd that he complains about people acting like they're doing him a favor by giving him their business, while at the same time he acts like he's doing them a favor by inviting them to his bike nights
- More service appointments - if a dealer is helping out the Chapter, I will go to him rather than someone else

And let's not forget that if he sells just one more bike because of the extra publicity, he's made back many, many times the money invested in the relatively inexpensive things he has done to attract the Chapter members to his dealership.

But all his efforts will only pay off if he is competitive with other dealers. Surely he knows this. If his prices are in line with other dealers and he is providing a decent level of service as well as doing the things on his "what we have done list", then he's going to attract new customers and he's going to have loyal customers. But he thinks that by spending a few hundred dollars on the Chapter he's going to have Chapter members lining up to give him thousands more of their hard-earned dollars, he's going to be disappointed.

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How do we expect him to make a profit? That's his problem--not ours. And you know what? We ARE doing him a favor when we give him our business. If that's not his attitude, then maybe he shouldn't be in business.

Sincerely,

Anthony

Mike,

I enjoyed your article on Honda Dealers and GWRRA supporting them. My thinking is...What happened to SUPPORT and RESPECT? For some reason this seems to be lacking today. I bought my first Gold Wing in 1981, and in 2007 bought my sixth Gold Wing all from the same dealer. At that time I bought \$3000.00 in accessories and I had a choice pay full price and the dealer would install them or get a discount and I could install them myself. Yes, I know I could go 300 to 500 miles or maybe even farther and save, but my dealer is only 23 miles for me to travel. He has treated me with respect and we have a good understanding. When you go into a dealership do you look past the sales department and into the service department to see how good it is? Our local dealer has Gold Wing owners travel 70 to 80 miles to have their Wings worked on because of their service department.

Thank you,
Terry

Mike Stiger
Director of GWRRA

GWRRA Honda Dealer Program

- ◆ **Goals:**
 - ◆ To develop an ongoing, business-working relationship with Honda Motorcycle Dealership, especially those who are involved in Gold Wing sales & service.
 - ◆ To assist them in increasing their sales and service revenues
 - ◆ To increase GWRRA's membership & exposure
 - ◆ To improve GWRRA Chapter relationships with their local Honda Dealer
 - ◆ To possibly increase advertising in Wing World magazine
- ◆ **Strategies:**
 - ◆ To implement a cross marketing campaign that will drive more GWRRA Members to each Honda dealership.
 - ◆ To ask Honda dealerships to provide GWRRA Members a discounts on parts/service.
 - ◆ To ask Honda dealers to furnish all new/used GL owners a GWRRA brochure, provide space for Wing Worlds and brochures on counter, etc.
 - ◆ To offer possible meeting places for GWRRA Chapters and Members to meet for meetings and/or events, like Rides, Charity Runs, etc.
 - ◆ Availability for a technical articles by certified dealer's technicians each month (i.e., special brake article one month, next month might be article on older GL's and fluids...) in Wing World, Wingin' It (GWRRA's free e-Newsletter) or local newsletters.
 - ◆ To list Honda's dealerships in GWRRA's Gold Book annually (already being done).
 - ◆ Bold or star the participating dealers!
 - ◆ To list Honda's participating dealerships on GWRRA's website, www-gwrro.org
 - ◆ Possibly include participating dealers or "special dealers" in Business Members Program

Motorcyclist Traffic Fatalities by State

I recently came across an interesting summary of the 2010 preliminary data pertaining to motorcycle traffic fatalities in the United States. The summary was presented by the Governors Highway Safety Association and compared 2009 fatalities to 2010 fatalities during the same months for each year.

Motorcyclist traffic fatalities continued to fall in 2010, based on preliminary data supplied by all 50 states and the District of Columbia. Fatalities dropped by 2.4% during the reported months. Fatalities decreased substantially in the first quarter, decreased slightly in the second quarter, and rose slightly in the 3rd quarter.

While fatality data for the final months of 2010 are not complete in some states, motorcyclist fatalities for the full year nationwide are expected to be 4,376 or fewer, a decrease of at least 2% from the 4,465 fatalities of 2009. About half the states are likely to have fewer motorcyclist fatalities in 2010, and about half are expected to have more.

States with decreased motorcyclist fatalities suggested several explanations, including higher priority for motorcycle safety education, publicity and enforcement with increased motorcyclist training and poor cycling weather. States with increased fatalities cited more motorcycle travel, LOWER HELMET USE, and good cycling weather.

The good news of 2010 is the likely decrease in motorcyclist fatalities must be tempered with several disturbing observations. First, the 2010 predicted 2% decrease is far less than the 16% decrease in 2009. Second, the decrease was concentrated in the early months. Fatalities dropped only slightly in the second quarter and rose in the third quarter. Finally, the use of DOT-compliant motorcycle helmets dropped an alarming 13 percentage points in 2010. To prevent an increase in the remainder of 2011, states should work to increase helmet use, provide motorcycle operator training to all who need or seek it, and reduce motorcyclist alcohol impairment and speeding.

Hopefully, all our GWRRA Members are already following the above recommendations.

Joe Mazza
International Assistant Director Rider Education Program



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

Wing Ding Display Car vs. Bike Tires

During the recent Wing Ding held in Knoxville, TN, many of you were able to view the tire display at the Rider Education table. This display was graciously prepared and provided by the Region F Educators, Dave & Dee Gormley.

It was designed to show the difference between a car tire and a motorcycle tire. "Some" motorcyclists are using car tires on their motorcycles, which is known as going to the "dark side". Personally, I do not understand this term,, but it seems to be proudly used by the users of auto tires.

Since arriving home from Knoxville, we have received hundreds of emails and calls regarding the display. A vast majority have been supportive of the display, as they understood our intentions, which were to create discussion pertaining to using an auto tire on your bike.

It is the stance of GWRRA, and this Educator, to provide a venue for the Members to become enlightened as to the safest riding methods possible. At no time has or will this Educator ever suggest, nor condone the use of equipment that is not suggested by the manufacturer of the motorcycle. Anyone choosing to add equipment to their motorcycle that is not manufacturer suggested, will be accepting the risks of such actions.

We will continue to provide information to the Members concerning issues that may or may not be in agreement with all of the riders, but it will be factual and for the express purpose of making everyone a more informed, safer rider.

There are photographs of the display in the newsletter, and they may be used for Educational purposes within the GWRRA.

Ride Safe, Ride Often!

Gene Knutson
International Director, Rider Education Program



Rider Education Program



RIM from Automobile

RIM from GL1800



RIM from GL1800

Bike Tire * note thickness of sidewalls

RIM from GL1800

Auto Tire * note thickness of sidewalls

Gold Wing Road Riders Association

Friends for Fun, Safety & Knowledge



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

Membership Enhancement Program

The Membership Enhancement Program encompasses several interests within GWRRA. One of them is the Couple of the Year Program. We continually receive emails and notifications that the Couple of the Year Program is more like a beauty contest and that information regarding the Couple of the Year Program is not clearly defined.

Information regarding the Couple of the Year Program is clearly defined on the Membership Enhancement website under the Couple of the Year Program. On the International Team we have the International Couple of the Year Coordinators and in each Region level, there is a Membership Enhancement Coordinator or Couple of the Year Coordinators to assist you. Any of these Coordinators should be able to answer questions and direct you to the Membership Enhancement website (<http://med.gwrro.org/coupleoftheyear.html>) which includes the *Couple of the Year Manual*, *Couple of the Year score sheet*, *Couple of the Year Résumé*, and Reasons Why Each Chapter should have a Couple of the Year at the Chapter level.

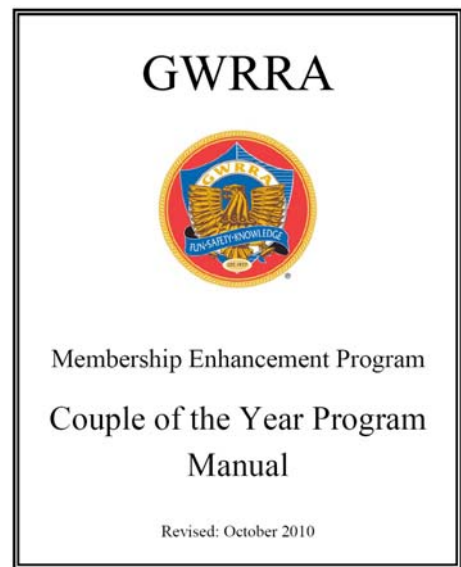
We continually try to find ways to improve communications within GWRRA. The goal is for all Programs and activities are to be understood by the Members. We have streamlined information distribution through newsletters, websites, our Chapter, District and Region Directors, and Membership Enhancement Coordinators. Please use these tools to keep Members in GWRRA informed.

We are especially concerned about the New Members joining GWRRA. In the last several years, GWRRA Programs have grown with a lot of new information and interest; they will continue to grow on a regular basis. We recommend each Newsletter, website or other tools used to inform Members also include information directing them to the GWRRA website, and the International Programs. If you are doing a Rider Education, Membership Enhancement or Leadership Training article for your Newsletter at the Chapter, District or Region level, please add the International Program websites along with the Chapter, District and Region website for contact information so Members can find the help and information they may need. As we have said before, it takes all Members of GWRRA working together to make our Association the best it can be!

Ed & Linda Johnson
International Directors, Membership Enhancement Program



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



<http://med.gwrro.org/coupleoftheyear.html>

Membership Enhancement Program

Toot Your Own Horn

We had a blast at Wing Ding 33 in Knoxville, TN, this summer. We loved listening to all of you “Toot Your Own Horn” about the wonderful, exciting, FUN things you have done in your Home Chapter. It was rewarding to have so many of you come to our Chapter of the Year Seminars and Meet & Greet. Thank you for your willingness to share with each other. We had past International Chapters of the Year sharing all of the wonderful things they have done while building up points on the Chapter of the Year score sheet. We hope your Chapter picked up some good hints.

It is not too late to “Toot Your Own Horn” and join into the Chapter of the Year competition for 2011. Please go to the Membership Enhancement website at <http://www.gwrra.org/> and check out the Chapter of the Year Program. Chances are you are already doing everything you need to compete. Of course, someone will have to record all of your activities and make sure it gets submitted at the end of the year. We recommend you appoint someone in your Chapter as the Chapter of the Year Coordinator for this purpose.

Each year the program may have subtle changes. Be sure you are using the current program guide and score sheet. Each year we receive a few suggestions on how to improve on the program; this is one of the many reasons the program guide will change slightly each calendar year. The purpose of the Chapter of the Year program is to encourage Chapters to get involved in the many wonderful, FUN activities and programs that are available. The program is also designed to help make your Chapter a strong, growing, healthy Chapter. With these changes, it is our hope that the Chapter of the Year Program will remain current and FUN for your Participants to enjoy.

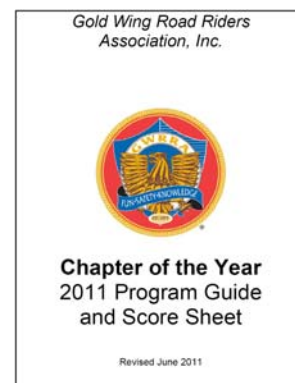
If you are a new Chapter Director, or just want to know how you can help your Chapter grow and get healthier...check out the Chapter of the Year program. It is all there for you...a map of how to guide your Chapter into the future.

We can all agree that GWRRA is the greatest motorcycling organization going. We all want the Association to grow and continue to offer the great programs and benefits that we, as Members, enjoy. The Chapter of the Year program can lead to an improvement in the overall growth of the Association. The Chapter of the Year program encourages recruiting of new Members. If these new Members, as well as our current Members, are having a terrific time, getting involved and gaining safety knowledge, they will remain Members.

Bottom line...”Toot Your Own Horn”. Let us know what your Chapter is doing. Compete in the Chapter of the Year Program. The rewards are countless.

Bob & Karla Greer
International Assistant Directors, Membership Enhancement Program
Chapter of the Year

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



Membership Enhancement Program

Membership Enhancement at Wing Ding!

Wing Ding 33 was a great experience this year in Knoxville, TN. Not that we don't always enjoy Wing Ding, but this year was very special for Bill and me.

We were part of the Region "F"un TEAM, as the Membership Enhancement Coordinators, and this meant participating in Wing Ding. This did not mean just showing up at the trade show and buying lots of "shiny bling", or odds and ends that needed replacing or new accessories for our bodies (come on now, we are talking about riding accessories!!).

This year Bill and I participated in the Membership Enhancement activities. This meant getting out and getting involved with the GWRRA Members and making sure they were all enjoying themselves and having a FUN time at Wing Ding. Region F was in charge of checking arm bands at the Entry Doors into the Trade Show.

We positioned ourselves at the foot of the escalators, and at the entrance doors, and had a FUN time making sure all those who went into the Trade Show were wearing the correct armband for each day. Anita and the Gang made sure that we would be able to do this job in a "F"un manner! We were actually an "Entertainment Factor". You know how some folks just don't want to be bothered about their armbands...especially EARLY in the morning? Well, we Region "F"un Folks made it very positive, pleasant, and FUN.

Thanks to all you who volunteered, or who were volun"told", to help. We wouldn't have had such a FUN time without your support or help.

Bill and I also went to some seminars regarding Membership Enhancement, where we received helpful information about the ARLs that come out Monthly and the Master List that comes out twice a year. Based on what we have heard from our District and Chapter MEC's, Bill and I were able to give ideas on how we in Region F approach Membership Enhancement and Membership Retention.

It was really great to meet other Region, District, and Chapter MECs and hear their ideas about these same subjects. Wing Ding 33 was wonderful, and we look forward to Wing Ding 34 in Fort Wayne, IN!

Bill Weiss & Lisa Capano
Region F Membership Enhancement Coordinators



Membership Enhancement Program

Lady Riders/Co-Riders

What is Lady Riders/Co-Riders Special Interest Group (SIG)? You might think the answer is self explanatory, but we are much more than just Riders and Co-Riders of the female persuasion. *We are women, hear us roar.* We are numbers too big to ignore and we know too much to go back and pretend. We have had a taste of this wonderful hobby of motorcycles and we are here to stay.

Like all other aspects of life, women have come a long way and we like where we are. We are Co-Riders and we are Riders who do our own mechanical repairs. We have caught the chrome/light fever and love doing our own installations. We have muscled our way into the “mans” sport of motorcycles and we have found a wonderful organization, GWRRA, where our gender doesn’t matter, where we are accepted as equals.

Here we can be content to ride behind the wonderful man in our life, sharing a hobby, so we will have more time together to enjoy life. If we so desire, we can spread our wings and ride our own ride and even tame the big 1800. In GWRRA, we can remain JAM (Just Another Member), or should it be in our nature, we can become Chapter Directors, and we are accepted.

What is even more wonderful is we have our own support group known as the Lady Riders/Co-Riders SIG. We provide encouragement and peer support to our fellow GWRRA Members. We want to provide a positive image of women involved with motorcycles and we want to make new friends and have FUN riding. Come join us! Come hear your voice roar. Please contact me about your interests in this wonderful world of motorcycles at bmalonechow@optimum.net.

We are women, we are invincible and we are strong, we can face anything. Visit the Lady Rider website at <http://med.gwrro.org/sigs/ladyridersig.html>.

Barbara “Blondie” Malone
Membership Enhancement Program
Lady Rider SIG Representative



OUR PURPOSE

To provide encouragement & peer support to women who ride, want to ride, or co-ride.

OUR OBJECTIVES

To provide a positive image of women riders.

OUR GOALS

To make new friends and have fun riding!

<http://med.gwrro.org/sigs/ladyridersig.html>

Ham Radio SIG

Wing Ding is over and it was a pleasure to see the large group of Hams and wannabe Hams that came to the forum. During the forum we discussed Ham Radio in general and I challenged each participant to find at least one other person to recruit as a Ham Radio operator. Hopefully, this would be another motorcycle rider so we could get them to blend their two hobbies together. I passed out a 17 page Tech Clean Study Guide to help in that endeavor. If you would like a copy, send me an email request. (Since Wing Ding, I have found my perspective new Ham, how about you?)



After that brief introduction to Ham Radio, I introduced several of the audience that had some real knowledge on how to mount a Ham Radio on our bikes. These experts have been doing the radio/bike thing for years. Hence, I changed the forum to include several co-moderators.

Putting a Ham Radio on a bike is not simple; however, it is less complicate because of the Members within GWRRA who have gone through the trouble to figure out how to do it! I can imagine how frustrating it was for the first member who tried to mount the radio on his bike.

The entire forum went up a notch this year, as we were shown a brand new piece of equipment that replaces the Honda CB Radio/Antenna (\$1000) and the Kennedy interface system (\$400). The new equipment is less than \$500 for one piece of equipment. The advantage to the system is it uses the same Push-to-Talk (PTT) switch on the handle bars and the mic/speaker in your helmet you currently use. You do need to have a 2 meter or 2M/440CM Ham Radio, but it interfaces through this one piece of equipment. Remember, you will be taking your Honda CB off the bike, so you may sell it for the price of this new equipment and recoup the Kennedy interface price. You will use the same Honda CB Antenna that you presently use. Now, when you hit the PTT switch 3 times very fast it switches between the CB and Ham Radio. There is a tone that lets you know that the switch has been made successfully.

We had some friends that are members of MARC (Motorcycle Amateur Radio Club) of California fame at the forum. They told us of the newest mobile antennas available and some of the “do’s and don’ts” of mounting radios on bikes.

We are going to be placing articles in the “Insight” newsletter each month. I am someone who likes to share the spotlight, so if you have some Ham Radio articles that include motorcycles, drop me a line and I will send in your article for our Ham Radio SIG article. If you have questions, send them and I will try to answer them or get someone that has the answers to answer them for you.

Next Wing Ding please ask all your friends to come to the forum, even if they are not Hams. This year, after the forum, I met at least 5 Hams that did not know about the forum.

Robert & Joan Partigianoni
Membership Enhancement Program
Ham Radio SIG Representative



<http://med.gwrra.org/signs/hamradiosig.html>

Membership Enhancement Program

Membership Enhancement Coordinator Position Description

Purpose

The Membership Enhancement Coordinators main purpose is the retention of Members. Coordinators will also work with Directors at each level to promote **FUN** activities for the Members. They will work with the Directors to educate the Membership on the many benefits of being a GWRRA Member (i.e. Gold Book, Wing World, Rescue Program, etc...) and make sure all the New and Prospective Members are contacted on a monthly basis when the Area Report List is sent out from the Home Office.

Chapter Level

Responsibilities:

- Develop and maintain a Membership listing for the Chapter from the Gathering sign-in sheet and provide support for the Chapter Director.
- Be responsible for the sign-in sheet at Chapter Gatherings making sure everyone signs in and checking Membership expiration dates.
- Work with the Chapter Director and Team to promote Chapter activities and FUN events for the Members.
- Work with Membership data from Area Report (New Members, Prospective Members, Expiring and Expired Memberships, and Unassigned Zip Codes).
- Contact New and Prospective Members via telephone, email, mail or in person.
- Complete the Contact Data columns for contacts made with New and Prospective Members.
 - Complete and return the list by email to District Membership Enhancement Coordinator.
 - Send a copy to the Chapter Director, District Director, Region Director, and the Region Membership Enhancement Coordinator.
- Review Full Area Report list received in January and July for Members in the area who may not be attending Chapter Gatherings and may need to be contacted.
- Serve as liaison to the District Membership Enhancement Coordinator making sure the District Membership Enhancement Coordinator is made aware of any changes to the Chapter Membership Enhancement Coordinator information (new Coordinator, email address, etc...).
- Promote changes positively to help keep politics away from the Membership.
- Be a mentor to New Members (explain the benefits of GWRRA, the terminology, Chapter Life, etc...).
- Promote involvement within the Membership and encourage everyone to become involved.
- Gather and/or write articles for Chapter Newsletter.
- May be asked to serve on the Couple of the Year selection committee.
- May be asked to serve as the Chapter of the Year Coordinator.

Skills:

- OCP completion recommended
- Be comfortable meeting and greeting new people
- Be detail-oriented
- Be able to handle multiple priorities
- Be able to work independently
- Be able to work well with others (TEAM Oriented)
- Be able to communicate clearly and positively
 - Verbally
 - Written
- Have a desire to learn
- Be open to suggestions
- Have a positive attitude
- Have access to a computer, email and fax
- Have a working knowledge of computer programs (Excel, Word, etc...)
- Ability to meet deadlines and goals
- Have good organizational skills

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Membership Enhancement Program

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District Level

Responsibilities:

- With the concurrence of the Chapter Director, appoint a Membership Enhancement Coordinator for each Chapter within the District and submit the required Officer Appointment documents.
- Serve as the District Couple of the Year Coordinator or work in conjunction with the District Director to designate someone to serve as the Coordinator.
- Serve as the District Chapter of the Year Coordinator or work in conjunction with the District Director to designate someone to serve as the Coordinator.
- Work with the District Director and Team to promote District activities and Fun Events for the Members.
- Develop and maintain a database of Chapter Membership Enhancement Coordinator for use when sending out the Area Report List each month and provide support for the District Director. Send a copy of this data to the Region Membership Enhancement Coordinator.
- Keep the Region Membership Enhancement Coordinator up-to-date with any changes to the Chapter Membership Enhancement Coordinator information (new Coordinator, email address, etc.).
- Work with District Membership data (New Members, Prospective Members, Expiring and Expired Memberships, and Unassigned Zip Code list) and distribute it to all individual Chapter Membership Enhancement Coordinator and Chapter Directors.
- The entire District Area Report List should be sent to all Chapters within the District. 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. 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.
- If you have New Members, Prospective Members, Expired or Expiring Memberships on the list that are in another Region or District, forward this information to the correct Region or District Membership Enhancement Coordinator who will contact this Member.
- Review the Chapter Area Report contact data information received from the Chapter Membership Enhancement Coordinator and make recommendations to the Region Membership Enhancement Coordinator as needed.
- Review Unassigned Zip Code information to identify Zip Codes that should be assigned to a Chapter
- Make recommendations for Zip Code assignments to the District Director (only District Directors can make/change Zip Code assignments)
 - Identify areas for new Chapters
 - Make recommendations for possible new Chapters to the District Director
- Be a mentor to new Chapter Membership Enhancement Coordinator. Explain the benefits of GWRRA, the terminology, Chapter Life, how to promote FUN activities at the Chapter level and explain how to work with the Area Report List that is sent to them monthly.
- Conduct Seminars
- Promote involvement within the Membership, encouraging everyone to become involved.
- Serve as liaison to the Region Membership Enhancement Coordinator.
- Promote changes positively to help keep politics away from the Membership.
- Work with the District Team and Chapter Team's to promote all membership activities in the District.
- Setup and coordinate a Recruiting booth at the District Convention or Events
- Gather and/or write articles for District Newsletter.

Skills:

- OCP completion recommended
- Be detail-oriented
- Be able to handle multiple priorities
- Be able to work independently

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Membership Enhancement Program

Continued from previous page

- Have the ability to work with others (TEAM Oriented)
- Be able to communicate clearly and positively
- Be comfortable meeting and greeting new people
- Have a desire to learn
- Be open to suggestions
- Have a positive attitude
- Have access to a computer, email and fax
- Have a working knowledge of computer programs (Excel, Word, etc.)
- Ability to meet deadlines and goals
- Have good organizational skills

Region Level

Responsibilities:

- With the concurrence of the Region Director appoint a Membership Enhancement Coordinator for each District within the Region and submit the required Officer Appointment documents.
- Serve as the Region Couple of the Year Coordinator or work in conjunction with the Region Director to designate someone to serve as the Coordinator.
- Serve as the Region Chapter of the Year Coordinator or work in conjunction with the Region Director to designate someone to serve as the Coordinator.
- Work with the Region Team to promote Region and District activities and FUN Events to the Members.
- Develop and maintain a database of District Membership Enhancement Coordinator and Chapter Membership Enhancement Coordinator and provide support to the Region Director. When this list is compiled, send a copy to the Membership Enhancement Program Director.
- Work with Region membership data (New Members, Prospective Members, Expiring and Expired Memberships, and Unassigned Zip Code list) and distribute information to District Membership Enhancement Coordinator and District Directors within the Region.
- Review Chapter Area Report contact data information received from the Districts and submit a report to the Membership Enhancement Program Directors each month concerning the contacts made.
- Be a mentor to new District Membership Enhancement Coordinators and explain the benefits of GWRRA, the terminology, and how to promote FUN activities within the Districts and explain how to work with the Area Report List that is sent to them.
- Conduct Seminars.
- Serve as liaison to the Membership Enhancement Program Director.
- Promote changes positively to help keep the politics away from the Membership.
- Promote involvement within the Membership and encourage everyone to become involved.
- Setup and coordinate a Recruiting booth at the Region Convention or Events
- Gather and/or write articles for Region Newsletter.

Skills:

- OCP completion recommended
- Be detail-oriented
- Be able to handle multiple priorities
- Be able to work independently
- Have the ability to work with others (TEAM Oriented)
- Be able to communicate clearly and positively
- Have a desire to learn
- Be open to suggestions
- Have a positive attitude
- Have access to a computer, email and fax
- Have a working knowledge of computer programs (Excel, Word, etc.)
- Ability to meet deadlines and goals
- Have good organizational skills

Leadership Training Program

How effective are you in your leadership position within GWRRA? Are you energized and focused? Or are you overloaded and stressed? Is your leadership role taking a toll on your life? Are you using your Leadership Team effectively?

In the uncertain times of the 21st century, everyone seems to be busy. Every minute seems precious. Understanding how to manage your time and balance your work, family and other commitments takes focus and planning.

Whoops! I used that elusive term - balance!

Achieving a true balance between work, family, commitments and your own personal Fun is extremely difficult; almost everyone's life gets out of balance on a regular basis. So, how can you avoid being overloaded and stressed if it is so difficult to achieve balance? The best way to put things in perspective is to identify what works for you, what specifically causes you stress, what resources (people or technology) are out there to help, and what really makes you feel good and strong.

In GWRRA, the Chapter Director and Team are at the heart of successful Chapters. Managing to address the needs of their Chapter Members, their families and their jobs can be difficult to achieve and may generate stress. That is one reason Team Work is so important. In a Team, each member brings different strengths that complement each other. Each Team member needs to focus on what works for him/her and how that can help the Team. We have all heard the saying *many hands make light work*, but Team work is more than just helping out. Team work is being aware of your strengths and weaknesses and working with others to create the best outcome...synergy!

Every Team member at the Chapter, District or Region level needs to be aware of their own strengths and the strengths of others on their Team. Teams working well together keep any individual member from becoming overburdened and stressed. Even when dealing with a problem, the insights and perspectives of the Team can alleviate stress on any one member.

Avoiding stress and burnout involves more than just focusing on Team work. Stress develops when any part of our life - family, work, health - gets out of balance. It takes work to get things back on track. Some things that are absolutely necessary are:

- Set aside time for yourself.
 - Structure some time to focus on you.
 - Take time to rest and reflect so you avoid burnout.
 - You do not even need a long block of time - just enough to slow down and catch your breath.
- Identify big priorities in life and focus on meeting those demands first.
 - Develop a life plan.
 - Discuss it (or aspects of it) with the people most important to you and whose support you need.
 - Don't go overboard making goals. Focus on setting a limited number of goals and making a plan to reach those goals.
 - Give yourself a chance to savor the success of reaching one goal before setting a dozen more.
 - Update your life plan as needed when work, health or life in general has changed.
 - Life is a journey and without some goals, we do not know where we are going.

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Leadership Training Program

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- Leverage technology to help you.
 - Use technology to help you manage your life; don't let technology manage you.
 - You may want to schedule blocks of time when electronic communication devices are turned off. Figure out how to make your mobile device work best for you to stay in touch with work and home - or to separate work and home.
- Use your team or capable volunteers to allow you to focus on the most meaningful tasks.
 - Figure out what you can delegate.
 - Could you get help so you have more time to focus on priorities? That may mean hiring help, or asking someone to do something for you in exchange for your doing something for them or perhaps as a development opportunity.
- Remember to schedule Fun into your life both at work, in GWRRA and at home.
 - Know what makes you happy - and do it!
 - Know what you like about your job - and focus on it!
 - Remember why you own a Gold Wing - and go for a ride.
 - Remember the many GWRRA friends you have in your Chapter, District and across the country and connect with them.
 - Life is a journey...remember to keep the joy in the journey!

Dottie Bahrenburg
Region B Trainer

Check out the latest information related to Leadership Training

The screenshot shows a web browser window titled "GWRRA Leadership Training Program - Windows Internet Explorer". The address bar shows "http://ltp.gwrra.org/". The website has a blue header with "GOLD WING ROAD RIDERS ASSOCIATION" and a central logo for "GWRRA Gold Wing Road Riders Association". A navigation menu on the left includes links for LTP Home, LTP Team, By The Book, Curriculum, Events, Farms, Instructor Guides, Instructor Logins, OCP Online, OCP Study Guide, and OCP Workbook. A horizontal menu below the logo contains links for MEMBERSHIP, BENEFITS, OFFICIAL PRODUCTS, WING WORLD, PROGRAMS, MESSAGE BOARDS, and F.A.Q.S. The main content area features the heading "GWRRA Leadership Training Program" and a welcome message: "Thanks for visiting the Gold Wing Road Riders Association Leadership Training web site. Our pages are continually updated with changes and new information, so check back with us often! For more information regarding the Leadership Training Program, please contact the International Director of Leadership Training, Paul Brosher, pbroshe@sbglobal.net or any of our Team members on the LTP Team button on the menu above." Below this is a section titled "From the Directors....." with a photo of Paul and Cheryl Brosher and a quote: "Thank you for giving us a few minutes of your time. We know how precious time is. We are very glad that you are sharing some of it with your friends here at the Leadership Training Program. Our passion is to help you grow. Learning is one of the important ingredients for personal growth and our job is to make sure that every member has ample opportunities to learn new and exciting things. We hope that you enjoy your visit through the website. If you don't find what you are looking for, drop us a message so we can help, that's what we do. - Paul and Cheryl Brosher". At the bottom of the page, there is a link for "LTP Reporting Procedures.....".

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

2011 / 2012 Events



**Wing Ding 34
Fun in the Fort**

July 4 - 7, 2012

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

2011 Events

Region E	September 2 - 4
Region A	September 15 - 17
Region D	September 15 - 17

2011 Events

Idaho District	September 2 - 4
California District	September 2 - 4
Pennsylvania District	September 8 - 10
North Carolina District	September 22 - 24
New Mexico District	September 22 - 24
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
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2012 Events

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

Don't see your Region or District event listed?

Contact the Insight Newsletter Editors
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