

"Insight"

GWRRA News & Information
from the International Team

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The Buy-In

Most of us have experienced the question - Why - from our children and/or grandchildren. I know that Gwen and I have and often, as memory serves, the answer was - "Because I said so!". As we look back on the question and the answer, true agreement would have come easier if the child understood why. Yes, I know, sometimes even then the child still challenges the request or decision. But often, if left to their own path, the realization sets in and the true understanding of our original request makes sense - even if it is never admitted.

In our adult world we often find similar scenarios being played out. The Supervisor, who makes requests or delivers an order, we find ourselves questioning the logic of the Supervisor especially if it is something that has been shown to be ineffective in the past. The age old argument that we have always done it this way, so this is the way we will continue to do this in the future seems to prevail. However, in business, because our livelihoods are hinged in our response to this demand, we rarely challenge the authority. We also see the scenarios of our suggestions being presented as someone else's idea that changes the "way we always have done this task". Problem solved, but the reward misplaced.

If you have not noticed in our association, there is no livelihood associated with our volunteer positions. Often, within volunteer organizations, we get what is called or referred to as "push-back". Which in general means a failure on the presenter's part to establish an understanding of change, or the "buy-in", that is needed to affect the change.

The buy-in and push-back are not new concepts. They have been demonstrated in our writings since early times. In Greek philosophy, a story is related between Achilles and the tortoise and the imaginary footrace between "swift-footed" [Achilles and the slow but methodical tortoise](#). That story attempted to prove that Achilles could not catch up to a tortoise with a head start, and therefore the results and change were impossible. This paradox is again visited in the childhood story of the tortoise and the hare. The "push-back" here being that, the tortoise believes that if he stays his course and with the head start he will prevail. Of course, the "push-back" is that of the hare who knows that his superior speed will overcome the tortoise. The only thing that the story fails to factor is the reality of true physics. IF given enough time and enough speed even with a head start, the fast and swifter-a-foot will win.

So how do these parables have anything to do with our association? Like the tortoise whose goal was to always win, our goals too have stood fast for 35 years - join, have FUN, meet friends, learn to ride better and safer. But times do change. Like the Hare who understands that if given enough time he will win. He may even become creative and find a different route to the goal line. Winning may mean finding better equipment such as faster running shoes to carry him farther and faster. Bottom line, the goal of the Hare is to WIN!

GWRRA's goal is also to win! Finding more friends, to have more FUN, to ride safer and learn more. But unlike the corporate world, that many of us live in, our volunteer path to winning is only guided by your imagination.

So how do you win as a Director? Step one; know your product. What is the intent of the product and why has someone deemed it necessary. Product? We do not sell a product. Oh yes we do! Have you ever heard this? Join GWRRA and be part of one of the world's largest family. Or, join GWRRA our educational programs are equal to or exceed other similar programs. Join GWRRA and have more FUN than you thought possible on a Gold Wing. These and others are our products and the Directors are the sales representatives. Knowing what Rider Education has to offer, knowing what Leadership Training has to offer and know the offerings of Membership Enhancement makes for a positive sales force.

So let me ask this...Is your sales TEAM going to keep the consumer, aka...the GWRRA Member, returning for more product? Do not let the tortoise win. Change how you do things, be swifter-a-foot and keep the interest of your consumers.

Dave & Gwen Carter
International Deputy Director

We would like to thank GWRRA Member Larry Garcia, who brought this excellent article to our attention. When teaching motorcycle riding and safety courses, we have typically responded to student questions about whether laying the bike down is a good idea with feedback like, "Why would you intentionally crash your motorcycle in an attempt to avoid crashing your motorcycle?" Over the years, only a very few situations came to mind where this might be a viable option, such as to avoid decapitation during stunt riding in a movie set, etc. However, I doubt many of us will ever accidentally or intentionally find ourselves in such situations.

The following article from Better Motorcycling was posted in February 2011 (author unknown) at <http://bettermotorcycling.wordpress.com/2011/02/22/laying-it-down-fact-or-fiction/> brings up some thought provoking items that we encourage Members to consider. It amplifies the need for training.

"Laying It Down": Fact or Fiction

"You can normally spot a fairy tale from afar. It starts like this, "Once upon a time, in a land far, far away..."

For motorcycle crashes it starts like this, "Yep, I had to lay her down...". Immediately what follows is fiction. It is amazing to me how many people have employed this tactic they never practiced or were ever taught (sarcasm).

"Laying a bike down is never a plan, it is a consequence."

Laying a bike down is never the plan of any rider, it is the consequence of failed braking. You over-braked your rear and induced a slide-out. You did not plan this, but this is what happens most of the time under panic braking because under stress you will slam your brakes.

For those who might want to cling on to the fairy tale that laying a bike down is a viable technique, answer these questions...

Where or how did you learn to lay your bike down?

What training is available for this technique?

Who teaches this technique?

How often do you practice this maneuver?

In other words, in the precious 2 seconds you have to decide what evasive action to take you're going to rely on an induced impact (you and your bike hitting the pavement) which you never practiced, which will produce a much longer stopping distance and a higher impact speed, not to mention loss of control, because somehow you rationalized this was the best possible outcome?

Come on, riders, let's educate not propagate. Don't let anyone say this to you without a challenge.

Metal/plastic sliding on the pavement has a much lower frictional value than rubber, you are going to slide a much longer distance. Even if impact is imminent, you would do better to minimize injury by scrubbing off as much speed as possible by braking before impact.

"The stopping distance you trade off by sliding on your side could easily mean the difference between crash or no crash."

The fact of the matter is the trade-off in distance may mean the difference in crashing or not. For example, if you are traveling 50 mph and slide to a stop on your wheels on a well-traveled, level asphalt-paved road your stopping distance is going to be about 104 feet. Now, if you slide to a stop on your side, the stopping distance is going to be about 185 feet. The 81 feet difference is what we are trading for, easily the difference between colliding or not.

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The one thing we have to mention is that you are already in trouble because you failed to compensate for an impending hazard. Not casting stones, I have failed many times as a rider myself but let's call it what it is. Don't compound your troubles by losing control of your bike. All kinds of nasty things can happen if you slide-out.

It is important to note that braking alone will not cause you to slide-out. It is possible to lock up your rear tires and not lay the bike down. You can ride it out:

<http://bettermotorcycling.wordpress.com/2009/05/03/how-to-ride-out-a-rear-wheel-skid/> ...or ride it out until impact, if that is your situation.

Riders will crash for two reasons:

1. Failure to detect hazard (reaction time)
2. Loss of control of the bike

Both are elements of training necessary for surviving the mean streets.

If you truly believe you successfully deployed a "laying it down" maneuver to avoid a crash or minimize injury I'm willing to hear about it. But expect to be challenged."

As experienced Motorcycle Safety Training Instructors, when we have spoken with students about crashes that a friend or loved one has experienced, they are often mildly surprised when we explain what was the likely cause of the accident. In many cases, the problem is identifiable with very little information.

It is a difficult moment for many to recognize for the first time that the person they held in such high regard as experienced riders were not as good as they thought – especially considering how easy it was to diagnose the problem by someone who wasn't even there - based on a second hand description.

How is this possible? The studies performed back in the early 80's, and validated over and over by later research, are used to create quality training. This training focuses on what was found to be the cause(s) of the majority of accidents. Instructors of that training are conditioned to look for the telltale signs and begin the trainees on the road to correcting deficiencies before they make a negative impact on their lives. Well-meaning spouses and friends are seldom a good source for training unless certified by a respectable organization to conduct that training. The learner must also be receptive to what they will be taught. A number of MSF instructors (Rider Coaches) we have worked with over the years will be the first to tell you that they would not attempt to teach their own spouse – deferring to another instructor, one whom the spouse might be more receptive.

We usually start beginner training with a statement like "for the next 2.5 days we will try to teach you both how to ride and, more importantly, how to survive on a motorcycle as you go forward. Most of you will tend to focus only on what you need to be able to ride, but you should keep in mind that the strategy we will teach is much more important to your success in any future riding endeavors." This is a major reason why we have the classroom component in most of our GWRRA riding courses.

In a number of beginner classes outside of GWRRA, an experienced rider participates in the course for moral support for an enrolled spouse or friend. In almost every case, they have confided in us at the end of the course that they came in thinking they knew more than the course would teach them. More importantly, they commented that they are surprised they had survived so long without formal training. In some cases, they shared how much trouble they had learning something on their own over months or years when the techniques taught in the class were presented and mastered in mere hours for beginners. Riders who already had their license have NEVER been the top student after testing is complete (in our experience).

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In GWRRA, we generally don't teach beginner training. We refer Members to organizations that specialize in it, and have motorcycles for practice riding. Our efforts are more focused toward enhancing the skills of those who already have their license. Many have never had formal training, and use GWRRA training to enhance their skills. Way too often we hear comments like "I have ridden safely for 30+ years, so your training would be a waste of time." We hope the string of LUCK these people have enjoyed is not about to end. The less lucky ones are exposed to situations where their skills are tested more frequently. The number of miles traveled without an accident is seldom a measure of skill. The false sense of confidence can present a problem if it keeps folks from continued training and improvement; learning and practicing skills found lacking in motorcyclists involved in accidents and even fatalities. We have routinely said that you don't need to learn the hard way when so many have volunteered to do it for us. Hence the statement you often see in our correspondence: Friends don't let Friends Learn by ACCIDENT!

Is 2012 your year? Will you participate in or help inspire others to take a course that WILL save lives? GWRRA is full of caring Members interested in taking advantage of a great Rider Education Program. Your fellow GWRRA Members will appreciate your efforts to enhance your riding abilities through continuing training. Even the MSF envies what we have in GWRRA – students that come back for refresher training. If you recall how it benefited you or a friend, share it with others. Word of mouth advertising goes a long way in our Association!

Tony & Michelle Van Schaick
International Directors, Rider Education

2012 GWRRA Find-a-Friend Program

Program Dates

January 1, 2012 to December 31, 2012

Program Details

- For every five new memberships you recruit (households), you will receive a gift certificate with the equivalent value of a Family Membership - **\$55**.
- You must recruit new memberships only, not renewals. Each membership (household) counts as "ONE" regardless of the number of family members in the membership. (They will however, count under the Find-A-Friend pin and T-shirt program.)
- Gift certificates are non-transferable and will have a one year expiration date.
- **There is no maximum number of gift certificates that can be earned.**
- Free years are issued and redeemed in the form of a gift certificate that is sent by the Home Office.
- Upon achieving the count of five new memberships (households), Members have the "option" to redeem gift certificates(s) for:
 - ◆ GWRRA Membership Renewal
 - ◆ GWRRA Official Merchandise
 - ◆ Wing Ding Registration
 - ◆ Chapter Charter Fees
- Memberships recruited during special events (mall shows, rallies, motorcycle shows, etc.) qualify for this program.
- Life Members may use the gift certificates for GWRRA Official Merchandise, Wing Ding Registration or Charter Fees.
- Free year's membership may be applied toward consecutive years necessary for Life membership.
- Trial membership applications may be used for the recruiting efforts. Membership fees must be paid to qualify for this Find-A-Friend program.

First Aid Sequence of Actions

I would like to share with you an article, written by James Davis, pertaining to the importance of knowing the proper sequence of actions while administering to a severely injured accident victim.

James states: At a recent meeting of the Houston Chapter of the Lone Star Ladies, there was a discussion of the first thing you should do when encountering an accident victim. The discussion left me very uncomfortable. The reason for this is that I heard suggestions that ranged from; starting CPR immediately to making sure the victim can breathe. I, on the other hand, suggested that the very first thing that should be done is to arrange to have 911 called.

The members unanimously found fault with that suggestion. While I understand their desire and goodwill in the matter, I think it is important to think this through a little more carefully than we did at this meeting.

Let's say you come upon a scene in which there is obvious major trauma to someone. You discover that the person's heart has stopped beating. Traditional thinking is that you start CPR immediately. The logic is that failure to do so could very well allow the victim to die needlessly because oxygenated blood is not getting to the brain.

While that is true, and even if you are fully trained and qualified to administer CPR and first aid, it seems to me that without trained EMS help, along with transportation and other life-supporting facilities to help you, the odds are overwhelming the victim will die anyway. Maybe in five minutes or five hours but it will almost certainly happen. (Recall that if his heart has stopped he is already "dead" and all you are trying to do with CPR is keep it from being a permanent status.)

It is a fact that most trauma cases require multiple simultaneous EMS efforts. While you administer CPR, for example, you cannot also be stopping the loss of blood from an amputated leg. The femoral (leg) artery is the largest artery in the human body. A severed untreated femoral artery can cause loss of consciousness in about thirty seconds and death within three minutes. A severed untreated brachial (arm) artery may take a little longer, but will have the same results.

A one minute 911 phone call to get a trained and equipped EMS unit out to the scene costs one minute. If you spend ten minutes doing CPR before someone calls 911, that costs the victim ten minutes of pure oxygen, pain killers, whole blood, and transportation to the hospital. If there are more than one of you at the scene, the first thing you should do, is insure that someone places a 911 call. If it turns out that 911 is not actually needed, you can always call them back. But you can never recover lost time for a major trauma victim. You are, after all, trying to save his/her life and trying to buy time. Why give time away unnecessarily?

There is a significant exception to the above: If the victim is a child whose heart has stopped or who has stopped breathing, then the child's chances of survival increase if you begin immediate life support-but this is a tough call.

Ride Safe, Have Fun

Joe Mazza
Assistant International Director, Rider Education Program



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

Time to “Honor”

Happy New Year! It is a great time for all Chapters in GWRRA. Many Chapters will start the New Year with a new Chapter Director and a new Chapter TEAM. This is only the beginning, with a new TEAM comes new ideas. Each Chapter Director (old or new) should take these new ideas, and old ones, and set goals for their Participants in 2012.

If your Chapter has not already done so, it's not too late to HONOR a Couple in your Chapter as the Chapter Couple of the Year. There are no requirements placed on the selected Couple, just an HONOR bestowed upon them for their dedication and commitment to the Chapter. There are however requirements that should be considered when selecting your Chapter Couple. First we suggest a review of the Couple of the Year Manual. It provides guidelines on selecting and HONORING your Chapter Couple. The following requirements can be found on page 3 of the Manual:

Requirement

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

Although there are no requirements placed on the Chapter Couple of the Year at the Chapter level, we do recommend that you inform them of the opportunities available to them beyond the Chapter level. Providing them with a copy of the Chapter of the Year Manual or where it can be located on the Membership Enhancement webpage will get them started. It also lets them know how important they are to the Chapter.

Why should your Chapter Honor a Couple of the Year? Here are 10 excellent reasons why your Chapter should consider:

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

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

1. Selecting a Chapter Couple of the Year is a way your Chapter can “give back” to a couple who has worked hard for the Chapter and deserves recognition. Being Chapter Couple of the Year should be viewed as an honor and not a job.
2. Visitation with other Chapters by the Chapter Couple of the Year can increase inter-Chapter activities and improve relationships with other Chapters.
3. Chapter spirit can increase when Chapter Participants show support and demonstrate their pride for their Chapter Couple of the Year.
4. Selection as Chapter Couple of the Year often leads to personal growth for the couple, and they usually take on more responsibility in leadership positions.
5. The Chapter Couple of the Year can bring more awareness within the community about our association which ultimately leads to new Members. Wearing a shirt or vest with their Couple of the Year designation often causes others to ask about the title. News articles about them and public appearances by them can also bring awareness.

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Membership Enhancement

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6. Through participation in the District Selection Process, a Chapter Couple of the Year can help gain recognition for your Chapter within the District.
7. As your Chapter Couple of the Year visits other Chapters, Couples of the Year from those other Chapters will, in turn, visit your Chapter and probably bring others with them. Increased visitation translates into several positive things including increased revenue for your Chapter through 50/50 sales or other means.
8. Your Chapter Couple of the Year can promote your Chapter's upcoming events as they visit other Chapters.
9. Chapter Couples of the Year can, and often do, provide support to their Chapter through Recruiting and Retention efforts such as contacting potential Members and those about-to-expire. It's a natural activity since the honored couple is likely to be enthusiastic about GWRRA and their Chapter, and eager to "spread the word".
10. With the excitement and enthusiasm usually exhibited by Chapter Couples of the Year, they often are found serving as cheerleaders for the Chapter Team and can be important in maintaining strong Chapter morale.

If you have any questions concerning the requirements or selection of your Chapter Couple of the Year feel free to contact us by email or telephone.

Ed & Linda Johnson
International Directors, Membership Enhancement Program



Check out the latest changes / additions to the
GWRRA Membership Enhancement Program website

<http://mep.gwrra.org>

Membership Enhancement

“2012”, A New Beginning

Each New Year brings NEW beginnings. New Officers have and are being appointed within the Chapters, Districts and Regions. It is a good time to update websites using the current contact information. This includes information for your TEAM and the location and dates of your Gatherings. You should be sure that the logos you are using are the correct ones. This is especially true of the GWRRA logos that have trademarks. Websites are a great tool for GWRRA and your Chapter to use. It will give guidance to New Members and visitors within your area with the contact information and locations of events that may be taking place within your Chapter, District or Region, while they are in or near your area.

We have included some logos that are used the most. Included are the logos for GWRRA (with trademark), Wing Ding 34 in Fort Wayne, IN, the GWRRA 35th Anniversary, Membership Enhancement Program logo's, Rider Education, Leadership Training and the Motorist Awareness logo.



All logos and other valuable information can be found on Officers' Connection (O'Connect) (<http://www.gwrro.org/oconnect>) or on the Membership Enhancement Program website (<http://mep.gwrro.org>) on the Graphics webpage. Your International Program Directors are always available to assist you in anyway. Please feel free to use all resources within GWRRA to assist you in having "FUN".

Happy New Year!
Ed & Linda Johnson
International Directors, Membership Enhancement Program

Assigning ZIP Codes versus Assigning Members

There is always a heated discussion close by when folks talk about being “assigned to a Chapter” or when Chapter Officers talk about people being “assigned to my Chapter”.

GWRRA, by the nature of its organization, allows ALL Members to participate in ALL Chapters and does NOT “assign” Members to a specific Chapter. We DO assign ZIP Codes to a specific Chapter to assist the Chapter in gathering Participants from the nearby Membership.

ZIP Codes represent a geographic area serviced by a Post Office. It may be a few miles in area to an entire county, depending upon the way the US Postal Service has sectioned off the area for mail delivery.

We can see many hands going up asking why are we using ZIP codes. The short answer is that it is the most commonly used tool by companies for marketing and identification purposes. Have you noticed that many times when you’re travelling and buy gas with your credit card, the pump asks for your billing ZIP Code? If your credit card is lost would the person using it know your ZIP code at home? Most likely not!

If you are interested in how ZIP codes work and how THEY are assigned, Wikipedia (<http://www.wikipedia.com> - search for ZIP Code) has some very interesting and detailed information.

Back to the question at hand...we in GWRRA use the ZIP Code to determine what area a Chapter will serve when it is chartered. When doing the research and paperwork for a new Chapter, the Prospective Chapter Director will normally supply the Home Office with a list of ZIP codes in a reasonable area, say 40 miles (64 Km), from where the meetings will take place. Once the Home Office has this information, they link or “assign” the ZIP Codes to the Chapter.

When the next ARL report is run, the computer looks for all of the ZIP Codes that are linked to the Chapter along with any GWRRA Members that have an address with that ZIP Code. Notice we did NOT say that the Members are “assigned” to the Chapter, just that they are listed as being within the Chapter area.

Now when the Chapter MEC receives the ARL Report, they contact the Members in the listing (remember we are talking a new Chapter here) and let them know that GWRRA has a new Chapter starting in the area. The Members on the list may be participating at another Chapter - THIEVERY you scream - NOT, remember GWRRA Members can participate in ALL Chapters. It is the MEMBER that makes the final decision. In fact, the Member may decide to participate in multiple Chapters - which poses a new problem report-wise which we will discuss later.

So now we have our new Chapter up and running for awhile. The Chapter MEC gets a new ARL and looks at the tab marked “Unassigned ZIP Codes” - notice it does not say unassigned Members. So what to do? The Chapter MEC (or maybe the District MEC) should determine where these ZIP Codes are in relation to the Chapter. If they fall within the local area (40 miles/64 Km) then the ZIP code should be assigned to the Chapter.

So how do we know if this ZIP Code is near a Chapter? Use the “Find Your Nearest Chapter” tool on the GWRRA website (<http://www.gwrra.org>). It is located on the right side of the home page. Enter the ZIP Code and you will see the general geographic area for that ZIP Code. Then using some mapping software or a paper map, you can determine if it is close by.

There is another useful tool which is found under the Officer’s Connection under the link called ZIP Codes. It contains listings, by Region, of all assigned ZIP Codes as well as some other useful tools and information. Check it out.

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We would say that the Unassigned ZIP Code (UA) causes the most confusion and arguments because when the Chapter MEC sees it on the ARL it is linked with a Member's name. Why? Because the Member shown on the report is the first GWRRA Member with that ZIP code which has no Chapter association. This is where the "assigning Members" mentality comes from. There is a name on the list and the request is to make a Chapter assignment. The subtle difference is that the ZIP Code is assigned, NOT the name.

Earlier we mentioned Members that participate in more than one Chapter. This causes many arguments between Chapters because the ARL can only list one Chapter per Member. How do we handle them on the ARL Report? The concept we used to use when tackling this question was to ask the Member which Chapter they considered their "Home Chapter". This would be the Chapter listed on the ARL Report. Then we would have to monitor the Chapters because I found instances where although Chapter "A" would be the Member's Home Chapter, Chapter "B" would want to change the ARL to show the Member in Chapter "B". This is how the "Me and Mine" mentality can come to life.

The thing to keep in mind: Members "belong" to GWRRA, not a Chapter. Word games? Sure! If you keep an open mind about it, you can begin to understand that the difference is very subtle. Just think about the Membership paperwork. It was all marked GWRRA, none of it was GWRRA Chapter "X". After joining GWRRA, the Member went to Chapter "X", liked it, and said "this is where I want to be." At that point the MEMBER decided to participate in GWRRA Chapter "X".

We hope this helps explain some of the differences that cause so much confusion within the Membership Enhancement group. Stay tuned for future articles on subjects like "Snowbirds", cross border Members and the like.

Tony & Jean Ondof
International Assistant Directors, Membership Enhancement Program, Recruiting & Retention

"Find-A-Friend" Program
NEVER PAY
DUES AGAIN*!
To Celebrate Our
35th Anniversary
We Are Making
An Incredible Offer
Recruit Five New
Memberships And Your
Next Renewal is Free
*Go to www.gwrra.org/FAF.html for details

Traits of Character...continued

Patience is required to a large degree in every leader. They must recognize differences in intelligence and personality among their peers and make allowances for them. Realizing that there are problems connected with nearly every occupation, they will realize they must be patient under the most trying circumstances. No leader can afford to criticize the actions of a peer until they have carefully gone into the facts of the case and patiently sifted the evidence.

Self Control is closely allied to patience and, similarly, must be developed in every potential leader. If a leader detects in them any tendency towards lack of control, they must continually train themselves to keep their emotions in hand. Above all, they must remain calm in front of their peers, no matter how nervous or excited they may be within.

Vision is the ability to picture the results which one will obtain under certain conditions. It is one of the qualities of a creative leader, one who tries to think ahead to the broader implications of a situation. The leader who has the imagination to look at old problems in a new light has little difficulty in making decisions in the best interests of their Chapter.

Initiative is often the quality which distinguishes an outstanding leader from one who is content to follow a routine. In the absence of orders or precedent to guide them, the leader with initiative is able to act for themselves, within the limits of their duties and Association policy, without seeking advice for every move. A leader is self reliant, confident in their own ability, and fully capable of coping with the unexpected just as promptly and efficiently as with routine matters. Resourceful in dealing with problems requiring ingenuity and inventiveness and originality, they are a person of ideas - not afraid to try them out, if they feel the best interests of the Association will be served.

Cheerfulness, like enthusiasm, is an infectious quality and one which must be marked by genuineness. The leader who maintains a cheerful attitude and sense of humor throughout the day will find that his peers are likely to reflect their personal manner

Perseverance is the quality which makes a leader see a job through to the finish in spite of obstacles and difficulties. Leaders cannot allow themselves to become discouraged merely because the path to their objective tends to be rocky and obscure. Difficult problems should be a challenge to their ingenuity and patience.

Understanding and sympathy for the problems of others is a mark of sound leadership. Leaders who are able to put themselves in the place of a peer and see their situation without prejudice has a deeper insight into the human relations phase of their job. During their contact with peers, they must be open minded, receptive to their suggestions and complaints, and show they are willing to look at both sides of every issue.

Everyone has some strong and some weak points. Not everyone, however, recognizes the traits they possess, and few make a conscious effort to remove their weaknesses. The natural tendency is to ignore qualities within ourselves which are holding us back and to place the blame on other influences; childhood experiences, environment or the actions of others. Some people have virtues which they fail to capitalize, either through a sense of inferiority or the lack of knowledge of what to do with them. In order to realize one's full capabilities, it is first necessary to make a self analysis and discover as closely as possible what qualities are present and their degree. Every potential leader should evaluate their own personality as honestly as they can, with as little personal prejudice as possible.

An important phase in the development of a leader is acquiring knowledge - information which will help them in their new assignment and give them a fuller understanding of the factors influencing this decision.

In upcoming issues of this newsletter, we will be highlighting several ways that would be a great help in your decision to become a leader within the organization.

Paul Brosher
International Director, Leadership Training Program



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Press Release

GOLD WING ROAD RIDERS ASSOCIATION ANNOUNCES CHAPTER, REGION & DISTRICT RECRUITMENT CONTEST!

Phoenix, AZ (December 1, 2011)—Gold Wing Road Riders Association (GWRRRA) announces a Chapter, Region & District contest to coincide with the revamped recruitment program, "FIND-A-FRIEND" with a twist, **NEVER PAY DUES AGAIN!** The contest will begin January 1, 2012 and run through December 31, 2012. It will be open to all Chapters, Regions & Districts of GWRRRA. This program is just part of GWRRRA's way to help celebrate their 35th anniversary (1977-2012).

Here is how the contest works:

Chapter Recruitment Contest:

The top three Chapters in each Region that recruit the highest percent of new memberships in 2012 (based on the greenbar report), will win a Find-A-Friend plaque and have FREE Charter fees for the next year!

District Contest:

The District in each Region that recruits the most new memberships in 2012 will win a Find-A-Friend trophy. All District winners will be featured in an article in *Wing World* & E-newsletter (Wingin' It). A picture of each District winner will be featured on GWRRRA's web page, and each will be recognized and have special seating at Wing Ding.

Region Contest:

The Region that recruits the most new memberships in 2012 will win a Find-A-Friend trophy. Region winner will be featured on the cover of *Wing World* magazine, have an article in *Wing World*, E-newsletter (Wingin' It) and have a page in the Gold Book. A picture of the Region winner will be featured on GWRRRA's web page, and they will be recognized and have special seating at Wing Ding.

GWRRRA will provide Find-A-Friend hangar tags, Find-A-Friend information recruiting cards, and Find-A-Friend inserts that explain the program to help your recruiting efforts. If you would like recruiting materials, all you have to do is e-mail customerservice@gwrra.org or call Customer Service. They will be more than happy to send these great recruiting tools to you. In addition, you will be able to download the following from our Find-A-Friend website (www.gwrra.org/FAF.html): website ads, Chapter newsletter ads, printable Find-A-Friend applications, Find-A-Friend hangar tags, Find-A-Friend information recruiting cards and Find-A-Friend inserts that explain the program.

GWRRRA, with its motto "**Friends for Fun, Safety and Knowledge**," is a not-for-profit organization with over 72,000 Members in 53 countries, and 4,000 volunteer leaders providing rider education and social structure, along with organizing events, rallies, rides and meetings throughout the year. Visit GWRRRA's Web site: www.gwrra.org or call (800) 843-9460 or (623) 581-2500 (in Phoenix) for more information.

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**Wing Ding 34
Fun in the Fort**

July 4 - 7, 2012

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

2012 Events

Maryland District	January 26 - 28
Tennessee District	January 28
Florida District	March 22 - 24
Region H	March 29 - 31
Louisiana District	April 12 - 14
Alabama District	April 19 - 21
South Carolina District	April 26 - 28
Tennessee District	Apr 26 - 28
Region B	May 10 - 19
Texas District	May 17 - 19
Region F	May 25 - 27
Georgia District	June 14 - 16
Oregon District	June 14 - 16
West Virginia District	June 14 - 16
Region J	July 20 - 22
Montana District	July 26 - 28
Region L	July 26 - 29
Michigan District	August 2 - 5
Kentucky District	August 9 - 11
Region I	August 15 - 18
Colorado District	August 16 - 18

2012 Events

California District	Aug 31 - Sep 3
Region A	September 13 - 15
North Carolina District	September 20 - 22
Iowa District	September 28 - 29
Virginia District	October 4 - 6
Mississippi District	October 11 - 13
Arizona District	October 26 - 28



Don't see your Region or District event listed?

Contact the Insight Newsletter Editors
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