



# INSIGHT

TOOLBOX  
FOR OFFICERS

Cheri Walloch, Editor

December 2019

## TEAM GWRRA

Jere & Sherry Goodman  
*Director of GWRRA*

Larry & Penny Anthony  
*Director of Membership  
Enhancement*

Bruce & Barb Beeman  
*Director's Assistant*

Clara & Fred Boldt  
*Director of the University*

Alessandro & Mariarosa Boveri  
*Director Overseas*

Mike & Barri Critzman  
*Director of Motorist  
Awareness*

Randall & Janet Drake  
*Director of Finance*

Susan & George Huttman  
*Director of Rider Education*

John & Shawn Irons  
*Director's Assistant*

Francois & Chantal Séguin  
*Director's Assistant*

Bob & Nancy Shrader  
*Director's Assistant*

Tom & Renee Wasluck  
*Director's Assistant*

## **Jere & Sherry Goodman** **Director of GWRRA**

### **End of Year Reflections**

Sherry and I would like to wish our GWRRA Family a Joyous Holiday and a Happy and Healthy New Year.

As 2019 comes to a close, several thoughts come to mind as we reflect on this past year. Our President, Anita Alkire, has retired and we wish her and JR the very best and thank them for all they have done. We have taken on the role of Directors of GWRRA and are delighted that Team GWRRA stayed on. The Presidential Assistants transitioned over to Directors' Assistants and we welcome John and Shawn Irons to Team GWRRA as a Director's Assistant.

To our many Officers and Staff volunteers who are stepping down after so many years of service, we say thank you very much for all that you have done.

As we reflect on this past year, we should also be thinking about what the future holds for us as 2020 is just around the corner. It is a new and exciting time for our Officers and Staff taking on different responsibilities. Events are already being announced for 2020, and so we begin the process of planning for all those GWRRA family reunions that we can attend. Of course, planning for Wing Ding in Springfield, Missouri, is a sure thing for our to-do list! District and Chapter events continue to provide us with fun times and exciting travel adventures. Looking ahead, 2020 is shaping up to be an awesome year as we welcome in a new decade.

Team GWRRA is ready to support your efforts as we continue to enjoy our association dedicated to our motto -- Friends for Fun, Safety, and Knowledge.

Ride safe; be well. And, as always, remember that fun shall be the last word—so HAVE FUN!

*Jere & Sherry Goodman*

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## Tom & Renee Wasluck Director's Assistant



In order for a Chapter to survive, we must cater to all of the Members in that Chapter.

Every month we read as many newsletters as we possibly can. We have noticed an alarming trend. Many Chapters are having dinner rides, tire kicks, ice cream rides, Sit 'n Bulls, or other events on week nights at 5 pm.

Take a look at your entire Chapter - how many people work during the week? What time do they get out of work? Do any of your Chapter Members watch grandchildren after school? While we know, as an officer, it can be difficult to set up an event that is good for everyone, you need to try and plan events at times that are good for the majority of the Members.

Wouldn't it be more fun to plan an event at 6 pm, when more of your Members can attend? If the winter weather or early darkness is a concern, why not plan your event for a Saturday or Sunday afternoon. That way, those Members that go to church can also be involved. Most people look for things to do during the winter months.

Next time you are going to plan a get together, take a moment to think about all of your Chapter Members. The more people you can have involved, the more fun you are going to have. A happy Member is a person that will want to keep coming back to your Chapter.

Renee and I would like to wish you all a very Merry Christmas.

*Tom & Renee Wasluck*

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## Larry & Penny Anthony Director of Membership Enhancement



### Balancing Acts

*Work/Life Balance?* No, that's not what we're going to talk about.  
*Eat/Ride/Sleep/Repeat?* No, although that's closer.

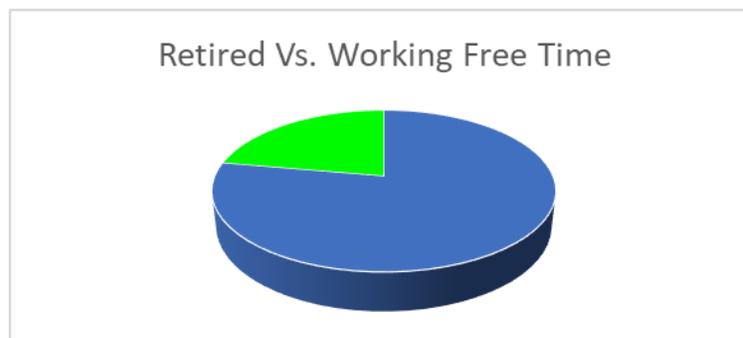
We're going to talk about **Balancing your Chapter and District ride schedules**. And no, we're not going to presume to tell you what to do, or what not to do – your Chapter or District activities are your own prerogative! But we are going to make some suggestions. This will be mostly about retention – as you will see if you bear with me to the end.

There are no hard and fast guidelines for Chapter riding activities. Some Chapters like to ride a lot, some no longer ride at all and are primarily "social" Chapters, and I suspect most fall somewhere in the middle.

Let's take a minute to examine why a new Member – and that was YOU, once upon a time – joins GWRRA. It goes something like, "We've got this awesome new motorcycle, and we've gotten a bit tired of riding by ourselves. Wouldn't it be more fun if we had someone to ride with?" We join to ride.

**Are you setting up your ride schedules to accommodate new Members?** We know of Chapters and Districts where almost every single weekend during riding season is scheduled for Chapter visitations, dinner rides, or whatever. Little or none of what I call "destination" or just plain "fun" rides. Now pretend you're a brand new Member. Is the Chapter ride schedule meeting your desires? The social aspect of GWRRA Membership takes awhile to percolate, and we always should bear in mind that we are primarily a riding organization. People develop friendships through *shared experiences* – in our case, that is mainly by riding! Among our varied backgrounds and interests, the one thing we ALL have in common is our love of motorcycling.

Now, quite often new Members are still "working class" – they likely have jobs, which are a high priority in their lives. Their discretionary time is mostly on weekends, and it is very important to them that they use this scarce time having fun. To help make this clear, here's a visual, based on an assumed 32 discretionary hours during the week for the still-employed, and 112 hours per week for those who are retired or otherwise unemployed. (Guess which is which?)



Often, our Chapter ride models go something like this: "The retired group has lots of fun rides during the week, and on the weekend we go over to visit with Chapter (fill in the blank) at their gathering, or have our Saturday breakfast at the Waffle Palace." In the first instance, the new Member winds up sitting. In the second instance, the new Member winds up ... sitting. Eventually the newbies get tired of sitting around talking about riding or eating waffles. And soon they aren't seen anymore.

We are registering new Members, but they aren't participating in Chapters – or staying with GWRRA. Please be sure you are planning and scheduling rides which appeal to new Members, as well as to long-time Members!

*Larry & Penny Anthony*

205-492-9728

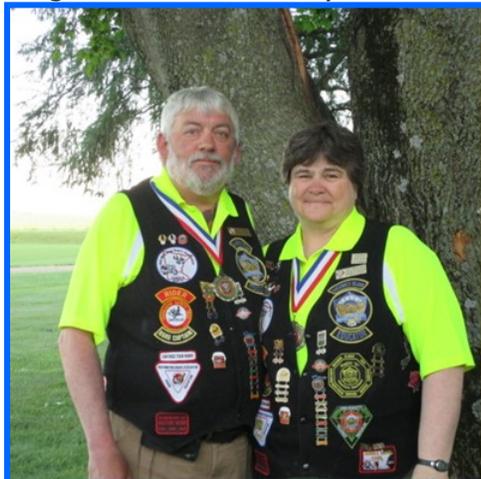
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## Susan & George Huttman Director of Rider Education



November was an eventful month for the GWRRA Rider Education Program. It began with the appointment of a new Rider Education Program Assistant. Joy Mattson and her husband Scott bring years

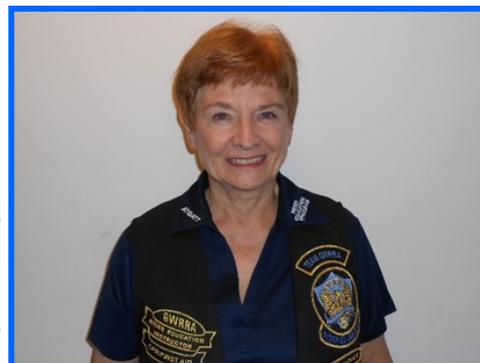


of experience as an Officer on the Chapter and District levels. Both Joy and Scott are Rider Course Instructors and University Instructors.

Joy will be working with Districts to provide information and support to the District Educators, promote the value and benefits of the Rider Education Program, and actively assist in Member pursuits of increased knowledge, rider skill, and best and safest practices. She will also continue to serve as the Minnesota District Educator.

Last month brought the term of Rider Education Assistant and MEDIC FIRST AID® Director Linda Hojnacki to a close. With her husband Frank by her side, Linda will be celebrating the winter in Florida enjoying the RV resort they are calling home for the next six months. The entire Team wishes them the best and knows how much fun they will have spending time kicking back, visiting with their daughters and grandchildren on the occasional road trip to their home state of New York, and making new friends in their little corner of paradise.

Laurel Kuehl, who had served as the MFA Assistant for both Linda and former MFA Director Lydia Bourg, has been appointed MEDIC FIRST AID® Director. Laurel is very well-versed on MFA Program policy and procedures and will continue to be a terrific resource for the Instructors and the Members.



Laurel has great ideas for promoting the program in the Districts and is working on plans to provide Instructors and MFA Coordinators with the opportunity to see the MFA program grow in their Districts by making it possible to serve more Members on an ongoing basis.

There has been a lot of activity among the RE Program Team Members planning for WING DING 42 courses, classes, and program awards. Watch for announcements related to instructor opportunities (Rider Course and MFA Instruction) and the procedures to follow to submit nominations and recommendations for recognition.



I want to remind District Directors, District Educators, and Chapter Directors to take a closer look at the advantages of having Chapter Skills Enhancement Advisors. This is a good way for any Member interested in the benefits of active participation in rider courses and classes to improve their knowledge, ability, and safety. They can find the support and assistance they need to achieve their goals.

With Officer Conferences taking place during the next few months, we ask any updates related to District Educators be forwarded to the [Director of Rider Education](#) and information on District Ride Coordinators be made available to [John Kuehl](#), RE Program Administrative Assistant. Changes related to District MFA Coordinators should be submitted to MFA Director, [Laurel Kuehl](#).

*Susan & George Huttman*  
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**Clara & Fred Boldt**  
**Director of the University**



## A Holiday Riddle

What do Christmas and the 4<sup>th</sup> of July have in common? If your answer was "Nothing," you would be right, but wrong at the same time. Wing Ding is moving to July, planning time is shorter, and so at Christmas time in *Wing World* time it is February. Time to have confirmed instructors for classes. Will you be one of the instructors who step forward and say yes to instructing this year? Send me an email with your yes.

### Wishes for 2020:

While traveling, all Members enjoy the experience and return home safely.

That GWRRA grows with new, excited, and engaged Members.

That the District and Chapter Teams are fully prepared to serve the Members.

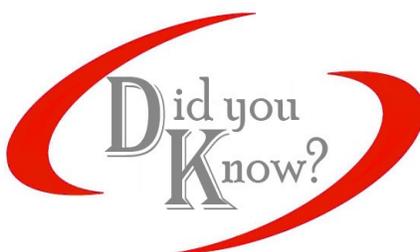
The revised GWRRA Handbook is chock full of good information.

All our Members strive to be the best they can be by attending classes in and out of the classroom and participating in the Levels Program.

We make the time to gather to simply enjoy each other's company.

That we learn to communicate clearly, have respect for differing opinions, and listen twice as much as we talk.

That everyone understands how the University can assist in making these wishes come true!



...that Clara Boldt enjoys seeing all the District newsletters and wishes to thank you for including her in the mailing.

...that you should check the Team GWRRA listings in the newsletters to assure they are accurate and include all the Program Directors.

...that if a new District University Coordinator is being appointed, send the name to Clara Boldt for an interview which is part of the appointment process.

...that Officer Resources are a great way to orient new Team Members. Check them out on the University website.

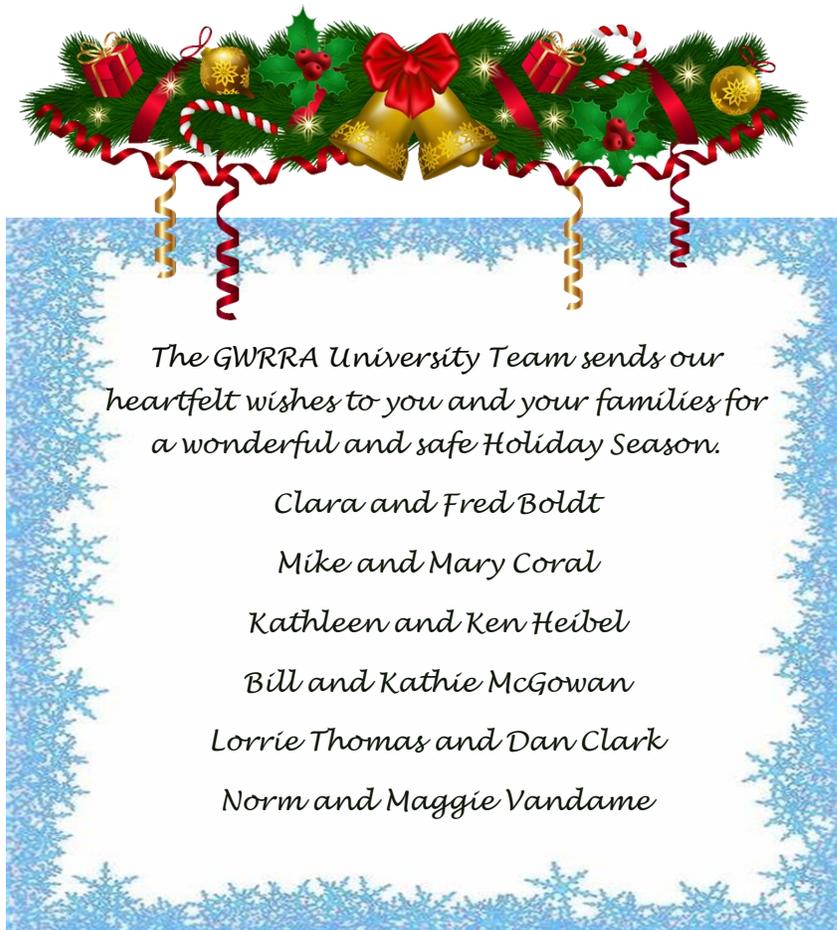
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*A holiday note from Clara and Fred Boldt*

*Merry Christmas, Happy Holidays, Seasons Greetings, the phrases are magical. For me, they suggest family, friends, and a special time to create memories.*

*2019 has been an entire year of memories with family and friends. You all played a part in the memories we have of 2019, from airports to zoom calls. Everywhere Fred and I traveled we have fond memories of the friends we've met and the adventures they've shared with us.*

*A dear friend, Mike Hudnell, used the slogan "Making Memories" for one of his rallies a few years back. As we enter 2020, you will all continue to "Make Memories" for Fred and me in person or zoom meetings.*



*Clara Boldt*

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