



INSIGHT

TOOLBOX
FOR OFFICERS

Cheri Walloch, Editor

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TEAM GWRRA

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Jere & Sherry Goodman **Director of GWRRA**

Fish!



Many years ago I read a book entitled, "Fish" written by Harry Paul, John Christensen, and Stephen C. Lundin. The book is based on the Seattle, WA Fish Market and is an excellent read.

How might "Fish" apply to our own GWRRA structure, especially at the Chapter level? As Officers, we are all involved with our Home Chapter on a regular basis and less involved at the District Level as events are not as frequent as Chapter events. Most of us attend monthly gatherings, socials, or meetings depending on the name chosen for your monthly get-together; not even counting riding activities or non-riding activities throughout the year.

Imagine an environment where everyone chooses to bring energy, passion, and a positive attitude to every event. I have chosen to focus on the Chapter, because that is where we have the greatest participation.

How do you view your Chapter? Is it unresponsive, "zombie like" and negative? No energy! Never get excited! Good people, but lost their spark! Maybe we feel like the oxygen has been sucked out of the air! These are all exaggerated examples of feelings that some may perceive. However, it does give us a reason(s) to pause and think about our Chapter's environment.

As Officers, we can make a difference by bringing in noise, action, and energy. We need enthusiasm to ensure that everyone is having fun. Would energy like this make a difference in your Chapter? The answer is obvious...yes!

Here are the keys to making this happen as there is always a choice about the way you perform your volunteer responsibility, even if there is not a choice about the responsibility itself.

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There are four main ingredients to how you deal with the choice.

1-Attitude

- Moody or grouchy?
- Sunny, playful, or cheerful?
- Do you choose to be “World Famous” or ordinary?
- Do you believe that enthusiasm is contagious?

2-Play

- Have fun even when you need to be serious.
- Make it a happy atmosphere.

3-Make Their Day

- Create great memories by engaging the participants.
- Don't stand apart, but include them.
- People like to be part of the show.

#4-Be Present

- Can't be internally focused.
- Need to include everyone in the fun.
- Be aware of the group.

As an Officer, it is up to you to create a positive, energetic, enthusiastic atmosphere. Make today and every day a great day by choosing your attitude, playing, making someone's day, and being present.

Now, go FISH!!!!

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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Bruce & Barb Beeman **Director's Assistant**



Reflections

Awesome, amazing, passionate, friendships, camaraderie, beauty, and on and on with the list of words that describes what this Association called GWRRA means to me. I now have friends on all four corners of this good old USA and in just about every state in between and several foreign countries.

People ask me what it is about GWRRA that holds me there, and it's a very easy answer; the Members, which are my friends and adopted family. I had no idea when I first joined that it would change my life and what the adventures that lay ahead had in store for us. It's been amazing: where we've been, what we've seen, the Members we've met and there is still more that we haven't seen or Members we haven't met. This is all because of GWRRA.

So, how can I give back to something that has given me so much? Those memories of places we've been, the friendships that we now have, and the miles we've put on that Goldwing because of GWRRA.

Well, I do know a way - we need to give it away. That's right, we need to give it away to those that haven't had the privilege of being a Member. We need for all of us to recruit and invite people to our Chapter gatherings to share with them the amazing experience of our Chapter and its Members.

How, you say. Well there are a lot of tools for you to use. We have the free four-month Membership that is in your Gold Book, along with the Welcome to GWRRA brochure and envelope that you can get from the Home Office. And then something that some of you might not know - if there is a Member who is selling their bike and is dropping out of GWRRA and still has part of their Membership left, they can transfer that Membership to the person that buys their Goldwing.

So, join me and let's each put on one household this year, because I'm extremely passionate about this Association and I'm sure you are too and together we can start to rebuild it.

Thank you and Ride Safe!

Bruce & Barb Beeman

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Mike & Barri Critzman Director of Motorist Awareness



Did You Know....

The question was asked, “What can one person do for Motorist Awareness?” To be honest we, the Motorist Awareness Program Directors, are so busy trying to make presentations and tools available that we sometimes forget that our best asset is YOU!

Everyone who rides a motorcycle or is a riding enthusiast is critical to the Motorist Awareness Program. Remember, you are all Motorist Awareness Coordinators! You don't have to be an ITCP, Dale Carnegie or Toastmasters graduate, have a table at a rest stop, or host a drill team to be effective. Here are some really simple things one person can do:

- * Take MAP trifold to dealerships, restaurants, businesses, or places of worship.
- * Take coloring pages to local schools or day care centers.
- * Ride your motorcycle.
- * Wear your vest.
- * Place a MAP bumper sticker on your trash cans.
- * Send a letter to your local newspaper about Motorist Awareness.
- * Tell people about riding – its risks and rewards, and why it's important for motorists to look for motorcycles.
- * Wear an orange ribbon for Motorcycle Awareness.

There are many more opportunities. Be creative and enjoy helping your fellow riders!

Help Us Survive the Ride!

Mike & Barri Critzman

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Larry & Penny Anthony Director of Membership Enhancement



Chapter Directors and the Couple of the Year Program

CD's, some important reminders about your Couples of the Year:

The Couple of the Year (COY) is an honor, not an obligation or position. Chapter COY's should have no obligation to take positions such as "Sunshine Lady," greeters, or planning of Chapter events. They are also not obliged to make visitations to other Chapters or rallies. (If they express a wish to do these things, or do them on their own, well and good.) They are also not obligated to participate in the District COY Selection; this is entirely their choice. Encouraging them to do so is appropriate; pressuring them to do so is not.

Selecting your COY: This decision is entirely up to the Chapter Director. It is acceptable to solicit a "sense" of your Members as to whom they feel is deserving of the honor, but not to vote on it. (GWRRA doesn't vote!) You should never ask a Couple beforehand if they want to be COY; along with this, whether they wish to advance to the District COY Selection should not be one of your criteria for selecting your COY. *You are honoring a Couple who have contributed to your success as a Chapter, not picking someone you feel has a chance of "winning" the District or International COY Selection.*

Should your Couple wish to participate more fully in visitations or in the District/International COY Selection, it is appropriate and laudable to assist them with travel and lodging expenses.

"Stepping Down" as COY: This issue arises from time to time, usually because of inappropriate expectations placed upon a Couple. **We'll say it again: COY is an honor, not a position.** If you are the Couple of the Year for your Chapter, District, or Territory for 2020, you will always be the COY for that year. There is no position to step down from!

If your Couple objects to having been selected because they feel they cannot meet the travel, workload, or financial expectations, you should re-examine how your COY program is handled. You should be ready to assist them if they express a desire to advance in the COY Program, but you should not saddle them with extra duties, expenses, or automatic positions. If you have any questions, your Chapter or District MEC or COY Coordinator should be able to help. You can also always contact your Territory's MEP Team Assistant, or someone on the National MEP Team. Contact information for the MEP National Team is on the MEP web page, at <https://gwrramep.org/>.

Being selected as Couple of the Year should be an exciting, FUN time for those who are selected – let's keep it that way!

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Joy Mattson Rider Education Program Assistant



Because I believe it is important for everyone on our Team to share what they believe is important for both Officers and Members in their own words, this month's article is submitted by Team GWRRA Rider Education Program Assistant, Joy Mattson. A Rider Course Instructor, University Instructor, and the MN District Educator, Joy shares a reminder we can all take back to our Districts and Chapters that is at the core of the program she proudly represents.

-Susan Huttman, Team GWRRA Director, Rider Education

Greetings from Minnesota where another month is now in the rear-view mirror and we're getting close to the start of our riding season. That means we're starting to put our summer plans in motion. What are YOU planning for this year? Is Wing Ding on your radar? Maybe some other fun trips with friends or family? Whatever you plan, be sure you have fun and be safe on the roads!

Rider Education is an important aspect when it comes to riding safely. The GWRRA Rider Education Program (REP) is intended to make the motorcycle environment safer by reducing injuries and fatalities and increasing motorcyclist skills and awareness. We take pride in our Program and encourage ALL Members to be a part of this program by joining the Levels Program, which is also known as The Building Blocks of the REP.

For those wondering about the Levels Program, allow me to explain a little about it. It's a program based on an individual's commitment to safety and continuing education.

There are four levels, and each has a different level of commitment:

Level I – Safety by Commitment

Your commitment to riding safe.*

Level II – Safety by Education

5,000 safe miles+ and a Rider Course (single or two-up). For the Co-Rider, there is a Co-Rider Seminar that will qualify you if a Rider Course won't allow 2-up.

Level III – Safety by Preparedness

Current in Level II; A Medic First Aid course (or other approved First Aid/CPR course); Carrying a First Aid kit in the Bike/Trike.

Level IV – Safety by Enhanced Commitment and Preparedness

25,000 safe miles+; Current in Level III for one (1) year; Commitment to ATGATT (All The Gear All The Time). Note that there **is** a fee for this level.

*If you're not signed on for this Level, why not? I'm sure every rider is committed to riding safe!

+Safe miles accrue from the time you join GWRRA and should be periodically updated.

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There are pins and patches available for purchase for all levels of the Levels Program if you choose, but pins and patches are not required. If you're interested in learning more about the Levels Program, talk to your District Educator. They can help get you signed up. You are also welcome to contact me. My contact information can be found in the Rider Education section of the International website at: <http://gwrra.org/regional/ridered/staff.html>

We hope to see you at Wing Ding this year in beautiful Springfield, Missouri!

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Director of the University



Exploring the University Website

As with everything else, the University website changes, too. This month we are listing some of the changes, where to find them, and how they impact the Instructors and Trainers.

Forms and Guides:

There is a form called Class Feedback Form. This form allows the University to get feedback on what the Members thought of the classes they attended and to give us the information so we can edit or correct anything they found not to be current. Because it is digital, Instructors can direct the class participants to the form on their phones before they leave the classroom.

The digital U.4 is under this tab, also. This form is the Re-certification form that an Instructor or Trainer needs to submit once they have completed two classes within two years to stay certified. Again, the Instructor or Trainer must submit this form. The information will be verified by Kathleen Hiebel and your new recert date will be sent to your District.

Website Changes:

This area lists classes that have been added or removed, events with Districts and dates that have been added or removed, and any changes to dates of events.

Training and Events:

This lists all training opportunities that the University has been made aware of using the U.10.

Tools and Resources:

This tab has a list of classes offered by the University that non-Instructors have access to so they can have a better idea what training can be brought to their area.

How To's:

Check out this tab to find all kinds of tutorials on multiple topics such as My RE, Group Works, Zoom calls, and Recruitment tools like the Dealer Program. These How To's can be self-study or become a topic for a quick training after a gathering.

Resources for Officers:

For the new Team Member, as a refresher for those who have been in leadership for a while, or to print out for someone who might be interested in a position on the Team, these descriptions fit the bill. They are available to anyone who visits the University website.

Presentations:

New Member Orientation is available to Instructor/Trainers and Team Members alike. It can be used at Rallies, for Chapters who have welcomed a few new Members, or to present the most current information on benefits GWRRA has to offer to your Chapter or District.

Take some time to explore gwrradot.com. You'll be amazed by what is available to you.

There will be an Instructor Certification (ITCP) on March 14, and a Lead Like You Ride offered on March 15 in Vancouver, British Columbia.

In Minnesota, Horizon will be offered on March 21.

See the Event tab for more information.

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