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# OFFICER'S HANDBOOK

Revised January 2010  
GWRRRA  
21423 North 11<sup>th</sup> Avenue  
Phoenix, Arizona 85027

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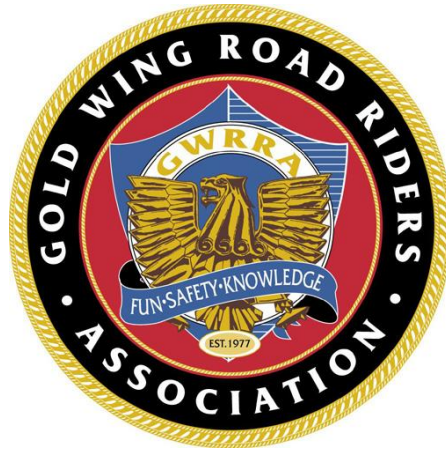
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# WELCOME

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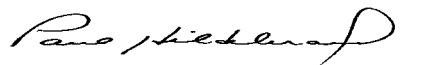
To GWRRA Officers:

Congratulations! Your acceptance as an Officer in this, the largest Gold Wing and Valkyrie Association in the world, is going to open up exciting aspects of the motorcycling world for you. Along with that excitement comes a lot of responsibility, which you have also accepted. This handbook has been constructed to make that responsibility less intimidating. It has the capability of making your responsibilities much easier. This handbook encourages the word "Yes" and discourages the word "No." It offers an alternative to the expression "Chain of Command" and replaces this outdated concept to a more modern approach to leadership and management, the "Chain of Communication." Communication is the most important leadership skill you will need in your quest for excellence.

You will learn about how people think and believe and about their work and play priorities. GWRRA is a very high priority to most Members; many have had their whole lives changed after joining. Because of this emotional tie, there is a family bond which defies explanation but will be a very rewarding experience for you and the Members you serve.

Welcome to the world of Association Leadership. We need to use these tools to learn; but, most of all, we hope you use them to serve our most important assets — the Members of GWRRA. Take full advantage of this Association's history and experience — "FRIENDS FOR FUN, SAFETY AND KNOWLEDGE," ...and thanks for your help.

Paul Hildebrand



Chairman of The Board, Founder

Shirley Stephens-Garcia



Co-Founder

Dear GWRRA Officers:

You have accepted a very important and responsible position in our Association that will challenge you to provide leadership. A position to furnish an environment for our Members to come together to experience mostly FUN and CAMARADERIE; to enjoy riding their GOLD WINGS or VALKYRIES and, most importantly, take advantage of GWRRA's RIDER EDUCATION.

The network you now join as an Officer of GWRRA is wholly responsible for the communication link between the Association and our Members. By acceptance of this Officer's position, all of us have agreed to support the ideals of GWRRA and to provide our Members with a relaxed, fun atmosphere... free of politics and religion. Politics and religion are a personal choice and should always be left to the individual discretion of the Members. Our sole purpose is to keep it simple, make it FUN, and say YES 99.5% of the time. The word "NO" is not in our vocabulary unless it is absolutely in the best interest of our Members' safety.

This handbook provides you with background information about our remarkable organization. We hope you will refer to it often. If at anytime you are uncertain about anything pertaining to your office, please call your appointing Officer and ask for assistance. All of us are here to support you and to help you be the best that you can be.

In conclusion, as Officers, we are here to serve our Members; they are not here to serve us. We are here to ensure their fun and entitlement as Members of the Gold Wing Road Riders Association.

Congratulations and best wishes for a successful and meaningful tenure as an Officer of GWRRA.

Enjoy the Ride!



Melissa A. Eason  
Executive Director

# **GOLD WING ROAD RIDERS ASSOCIATION**

## ***Mission Statement***

Established in 1977, the Gold Wing Road Riders Association provides an atmosphere for fun, safety, and knowledge to Gold Wing & Valkyrie motorcycle owners.

## ***Our Vision***

GWRRA (Gold Wing Road Riders Association) is a leader of associational organizations, respected by its Members as well as its competitors and the communities it operates within.

GWRRA strives to offer the highest quality service to its Members.

GWRRA is a family-oriented, non-religious, non-political association comprised of owners of Honda Gold Wing and Valkyrie Motorcycles as well as non-Gold Wing owners, our Associate Members.

GWRRA provides a culture which fosters Members with shared values, team concepts and camaraderie. This culture also provides its Members with opportunities for personal development and achievement.

GWRRA's divisions work harmoniously as a team to increase the membership base by creating an atmosphere that provides fun, promotes safety, heightens knowledge, and by offering a full range of desirable services and benefits for its Members.

## ***Our Core Values***

<b>EXCELLENCE</b>	Our quest for excellence includes an abiding pride in our Association
<b>CHARACTER</b> respect	Honesty, integrity and commitment are the key character elements in developing trust and within our Association.
<b>FOCUS</b>	Our focus is to meet the needs of our Members and provide leadership through our Officers and staff.
<b>ATTITUDE</b>	Our Officers and staff maintain a positive, enthusiastic and creative attitude in their approach of providing an atmosphere for fun, safety and knowledge.
<b>FAIRNESS</b>	The resolution of any issue should stand the test of "is it fair?"
<b>COMMUNICATIONS</b>	The more we share information and communicate about goals, values, measures and rewards, the more effective we can be as individuals and as Members of the Association.
<b>TEAMWORK</b>	Teamwork is the ability to work together toward our common vision. It is our ability to direct individual accomplishment toward Association objectives. It is the fuel that allows all of us to achieve exceptional results.
<b>TRAINING</b>	Well-trained Officers and staff will provide improved Member services and create increased position satisfaction.
<b>QUALITY</b>	To be the best we can be and to hold the Members in highest esteem and respect will guarantee

the quality of our Association.

## Oath of Office

*As an Officer and Volunteer Leader of the Gold Wing Road Riders Association, I will do my best:*

*To serve the Association by providing for its Members, in accordance with the Officer Handbook;*

*To serve the Members, for whom I am responsible, in a manner befitting the Office;*

*To assist my Senior Officers in the execution of their duties and responsibilities;*

*To promote and support my Peers in a team atmosphere, working together for the benefit of the whole;*

*To support all Divisions of the Association;*

*To be positive in attitude and spirit;*

*To lead by example while promoting an atmosphere of fun, safety and knowledge;*

*To provide a succession of leadership for my office;*

*I further pledge, during my term of office, to serve with pride and devotion, while upholding the Highest traditions and core values of the **Gold Wing Road Riders Association**.*

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*Officer Signature*

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*Print Name*

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*Date*