



RECOMMENDATIONS & SUGGESTIONS

INTRODUCTION

In this section, we will offer a number of suggestions based upon experiences that have preceded you which should make your 'job' much easier and your occasional difficulty more easily resolved (if not avoided entirely). To take full advantage of the following guidelines, institute them; but do not allow them to become substitutes for your own creativity or initiative.

JUDGMENT

As you are aware, GWRRA is not a "voting" organization that allows politics to play a role in its management style. However, that does not relieve an Officer of the responsibility of making informed (popular, if you will) decisions in the conduct of his "business." At all times, the best interest of the Membership has to be the guiding force when the Officer's judgment is called upon. Be flexible! Use your judgment and Member input to guide you.

"ME AND MINE"

Remember that you are providing a service for the Members of GWRRA. Selfish and possessive attitudes have no place in this environment. While it is not a grievous error to refer to the Chapter, District or Region as "Mine," it is the first step down a path of many pitfalls. The only way to avoid this dilemma is to keep the convenience of the Member first, and foremost, in your mind. If the creation of a new Chapter or the division of a District will have the result of providing GWRRA services to an increased audience, so be it! Maintain a degree of pride in the fact that through your efforts an additional base of Membership will have the opportunity to harvest the rewards that leadership, such as yours, has planted. Your role is to serve the Membership.

LEADERSHIP

As a form of introduction, allow us to share a submission from a GWRRA chapter (author unknown). It is indicative of the, deservedly, strong feelings that the general Membership has of their Association: GWRRA is based upon moral principles. Individual Members are the channels through which these moral principles are expressed. Our world has an urgent need for those who will stand on basic principles and be an influence for good. Leaders should consider how much they influence the thoughts, opinions and actions of others. Remember, one can influence another not only by what is said and done, but also by what is **not** said or done.

"WHAT ARE THE QUALITIES OF AN OFFICER AS A LEADER?"

- A leader is **ENTHUSIASTIC**. He lets his light shine brightly and is so full of the spirit of dynamism that all within this sphere of influence feels the energy. Enthusiasm is infectious. An enthusiastic leader has charisma that will cause others to want to associate with him and follow him. He is interesting and interested.
- One can always get a point across if sprinkled with **HUMOR**. A point to be stressed will be remembered because of humor.
- A leader is **COOPERATIVE**. He is not aloof or standoffish. He is always willing to pitch in and help. A leader will roll up his sleeves and work beside the Members and will strive for their respect. He proves that cooperation involves everyone working together in harmony.
- A leader is **PATIENT**. A leader is sensitive to needs that are important to others and handles situations that may arise with composure. Tolerant, never dictatorial, a leader finds a way to bring opponents full circle and back on the path of the goal.
- A leader is **INNOVATIVE**. He develops different, original and effective methods to accomplish goals. He is creative.
- A leader is **TRUSTWORTHY**. Members will not entrust their welfare to a leader whom they do not trust.

- A leader is **APPRECIATIVE**. Members volunteer their labor and ideas as evidence of their love for GWRRA. The Chapter Director must not fail to express appreciation to the Members. With appreciation, Members work harder. Recognition from a leader will inspire the Member to excel in his assignment. Recognition will cause a feeling of a job well done that makes a Member ready to accept other assignments.
- A leader is **HONEST AND SINCERE**. To gain the esteem and confidence of Members, both in and outside the chapter, a leader must be sincere and honest with himself and others. Sincerity is a quality that cannot be disguised. Falsity is a thin veil that can easily be seen through. Honesty is a virtue that leaders must practice and hold in thought continually.
- A leader is **GENEROUS**. Members might readily contribute money, but a leader is one who gives generously of the one thing he is always short of -- time. Members also need to give of their time so the chapter will flourish and extend its influence for good. The giver receives back full measure and more.

How to express these leadership qualities is your responsibility. Some may even think it too awesome, but the world needs Officers in leadership roles demonstrating the qualities of good leaders. A selfish individual cannot fill the role of a leader. Self gets in their way. It takes real caring to be unselfish—to think of the welfare of others. It is expected that all Officers will dedicate themselves to the role of leadership by expressing the true qualities of a leader as herein set forth. Subordinates will follow such leaders and all of the Gold Wing Road Riders Association will be enriched.

There you have it — understand and think about it...constantly.

SALESMANSHIP

Now that you are an Officer of GWRRA, you carry heavy load of responsibility. Recognizing that, we've given you an appropriate amount of authority to accomplish your tasks. However, be forewarned. In exercising this authority, you will come under close scrutiny by your appointing and subordinate Officers and the Membership.

In an effort to implement a plan, program or a policy, following are the Do's and Don'ts of SELLING your program.

DO'S	DON'TS
DO have patience.	Do NOT play the role of a dictator.
DO promote fun activities.	Do NOT demand.
DO promote safety.	Do NOT have a negative attitude.
DO communicate with other officers and Members.	Do NOT play favorites.
DO provide proper example.	Do NOT lose temper.
DO take surveys.	Do NOT berate Members.
DO provide and care about the Members.	Do NOT blame others for our failure.

MEMBERS HAVE NO OBLIGATION TO PARTICIPATE

Please remember that there is a special rapport between officers and Members. This rapport is based on a common interest, a bond, a respect for one another that is unique and must be protected. There are no "formal" ties; rather, the participants must WANT to take part. As long as the officer has a desire to lead and the Members want to take advantage of the benefits they are due, everything is as it should be.

A pitfall to avoid is the "implied obligation." Our Members have NO obligation to participate, volunteer or take advantage of our Association. To an extent, consider GWRRA as a buffet — the Members have a variety of palate-pleasing temptations from which to choose. You may wish to "package" the "benefits," to entice participation, to offer rewards of recognition but **never** imply an obligation.

RALLIES AND EVENTS

Rallies and events are held for three primary purposes: 1) to provide a fun, social environment for the participants; 2) to provide an arena for rider education; 3) to provide funding for the sponsoring office. Moderation is the key word to consider when planning activities that require the support and volunteer efforts of the Membership. The sincere desire of offering "Fun and Friendship" is quickly overshadowed when, the "Bigger is Better" syndrome is adopted.

Competition is a stimulant. Our competitive nature has the potential of "bringing out the best" in all of us. Unfortunately, it also has the potential of bringing out the worst. When the intent is to display pride, to have fun, to organize activities that allow for individual creativity, that intent is to be commended. When someone perceives that "the end justifies the means," the intent has changed. When competitive levels reach heights that become difficult for the average participant to attain, or have the effect of reducing participation, or cause discrimination, or cause great monetary expenditures; those levels should be lowered, drastically. Great care must be exercised in establishing competitive activities. Whether these activities are between Members, Chapters, Districts or Regions, a lot of thought must be given to the potential outcomes.

A good "rule" to use is KEEP TO THE BASICS. Think quality not quantity. Seek activities that are fun and cheap.

CHAPTER EVENTS should be restricted to single day or overnight activities.

DISTRICT EVENTS should be restricted to two-day events.

REGION EVENTS should not exceed three days in length.

These are suggestions that will result in the Members having more time (and money) and acceptance to pursue activities that may otherwise be prohibitive to them.

One thing to consider when organizing an event that will have a registration fee is the difference between a Member and a non-member. While it is occasionally recommended that the general motorcycling public be invited to our activities, there should be a benefit shown, in the form of reduced fees for GWRRA Members.

The "day pass" is a subject that creates controversy when events are being planned. Do not embarrass yourself by establishing a day pass fee that cannot be justified. Consider that the individual visiting the event for one day, in all likelihood, doesn't cost you anything. By arranging a day pass that is nominal, the attendee may well be impressed enough to make plans to pre-register next year. Try not to offend anyone.

Below are some typical fees.

Event fees	Member	Non-member	Day-pass (Member)
Chapter	\$ 5.00	\$ 7.50	\$ 3.00
Poker Run	\$ 7.00	\$ 9.00	n/a
District	\$25.00	\$30.00	\$17.00
Region	\$30.00	\$35.00	\$18.00

If your office has sufficient funds that you don't have to charge a fee for an event, DON'T!

As an Officer, anytime you are holding a GWRRA function such as: monthly meetings, rides, rallies, potlucks, fun-runs, etc., and there is an accident or incident of injury or extreme confrontation, you must complete an Incident Report and send a copy to the Home Office within three days of the incident. Copies should be sent to the Chapter, District and Region Directors as well. This will help everyone involved in the event that a lawsuit should arise from the incident. A copy of the Incident Report is at www.gwrra.org/connect/officerresources.html.

KEEP IT SIMPLE...MAKE IT FUN!!