



INTRODUCTION

ABOUT THIS GUIDEBOOK

This guidebook was written especially for you, an Officer of GWRRA. It will help you better understand the “how’s” and “why’s” of GWRRA. It will be only one source of information to help you. Your appointing Officer is another. Constant referral will bring new ideas to you as you need them. Also, there are policies that **must** be adhered to by all GWRRA Officers.

But, as valuable as this guidebook can be to you, it is intended **only as an aid**. You must develop the operations within your office through your personal talents and abilities. Your office will take on your “personality” to some extent because we all have our “special” way of attaining our Member’s goals. Your talents, aided by this guidebook, and when combined with the ever present and continuing assistance that comes from other Members of the Operations Team, will help you to help all of us. Help us continue to make this the BEST Association possible. Help us exceed our motto, “FRIENDS FOR FUN, SAFETY AND KNOWLEDGE.” Help us be more than our Members expect.

G - WRRRA

T - ogether

E - veryone

A - chieves / accomplishes

M - ore

THE IDEALS OF OUR ASSOCIATION

The most important ingredient for a successful Association is the Member. Where do we find them, and how do we make these people interested enough to become one of us? Before anyone can be successful in “selling” GWRRA, they must first sit for a moment and determine the reason they joined. Each of us had our own reasons, but a primary reason to join is to support the ideals of GWRRA. Let’s take a closer look at these ideals:

PROMOTE SAFETY - This will help us continue to enjoy our hobby. We can also enjoy the fact that we are doing something to protect others by teaching them safe riding practices. We are saving lives!

PROMOTE FRIENDSHIP - Among ALL of the biking public. What better way to enjoy our way of life than to make friends and share with them?

PROMOTE THE POSITIVE IMAGE OF THE MOTORCYCLE RIDER - We have come a long way, but we have a long way to go. We must always keep “our best foot forward.”

PROMOTE FUN - This is the glue that holds all our ideals together!

PROVIDE A MONEY-BACK GUARANTEE - GWRRA will provide a money-back guarantee to any Member that is of the opinion the Association has failed to live up to their expectations.

PURPOSES OF OUR ASSOCIATION

1. GWRRA is an International Association of Gold Wing and Valkyrie motorcycle riders.
2. GWRRA is an informal, non-restrictive, fun social organization of proud, unique and special people – Gold Wing Owners. It was formed for people with whom we can share impromptu rides, experiences, discuss problems, find solutions, exchange ideas, save money and, most importantly, form new friendships. In addition, it was created for the pleasure, recreation, safety, exchange of information, coordination of common motorcycle efforts, promotion of camaraderie and friendship of its Members and Chapters, without political or religious affiliations or influence.
3. Other purposes include: assisting all motorcyclists in achieving and/or improving public acceptance of motorcyclists; Member support of civic, local, police, charity, and government organizations; education of non-motorcycling public concerning motorcycling problems; dissemination of safety information relating to motorcycling and motorcyclists; supporting the Motorcycle Safety Foundation (MSF); being a family-oriented organization.

4. Promoting and growing the Association's membership.
5. To publish and distribute *Wing World* and other media that will inform, entertain, educate and enlighten our Members and Officers.

STANDARDS OF CONDUCT

The STANDARDS OF CONDUCT for GWRRA Officers has been adopted to promote and maintain the highest of standards for association service and personal conduct among its Officers. Adherence to these standards is necessary and will further serve to assure Member confidence in the integrity and fairness of all GWRRA Officers.

AS AN OFFICER OF THE GOLD WING ROAD RIDERS ASSOCIATION, I PLEDGE TO:

MAINTAIN loyalty to my Association and aggressively help it to achieve its objectives and goals.

HOLD inviolate the confidential relationship between the individual Members of our Association and myself, and all confidential information entrusted to me through my Association office.

SERVE all Members of our Association impartially, and to provide no special privilege to any individual Member, nor to accept any special personal compensation for the performance of my duties.

NEITHER engage in, nor countenance, any exploitation of our Association, and to safeguard and protect all its Marks.

RECOGNIZE and properly and fairly perform my responsibilities to our Association, to uphold all rules and policies relating to its activities, with skill, courtesy, honor, good will and especially to uphold exemplary service to the membership.

EXERCISE and utilize sound "people principles" in the conduct of the affairs of my office.

USE only fair, moral and ethical means when seeking to influence opinion.

ALLOW no false or misleading statements to be made to the public or Membership.

NOT disseminate any malicious information concerning this or any organization.

ACCEPT responsibility for cooperating in every reasonable way with all Association Officers and Members.

USE every opportunity to improve public understanding of the positive principles of motorcycling, especially GWRRA.

MAINTAIN high standards of personal conduct, and make efforts to improve my management skills, my character, and my communication techniques.

"THE GWRRA WAY"

HOW GWRRA DIFFERS FROM MOTORCYCLE "CLUBS"

"GWRRA is not a motorcycle club." We have all heard it, haven't we? But, just what does it mean?

Simply put, it means that our Association and our Chapters don't function in the same organizational and procedural format that "clubs" do. That is, we don't elect anyone to any position by running candidates against each other and having the membership vote on them. We don't choose our Officers with popularity contests. We don't impose our wishes on others. We select, not elect. Clubs usually are local in scope. Chapters are national or international and tied to a single organization.

We don't have long and heated debates, make motions, second motions, call for votes or go into long, detailed reports in our Chapter gatherings. We don't need uniforms, people giving us rules to obey, or exorbitant fees or dues.

In other words, a GWRRA Chapter gathering is not presided over by a "president" and conducted according to Roberts' Rules of Order or the parliamentary procedure process. That is the format that many "clubs" use in their meetings.

We don't say that we are *better* than clubs, we are just different. Some people like the club format of operation. This is all well and good. Those folks should be encouraged to attend and participate where they are the most comfortable. We think when they "try it"(our format!), "they'll like it."

The GWRRA Chapter format of operation is more flexible than a club format. A GWRRA Chapter is not a "club," either in its organizational structure or its operational format. It is **PART** of something bigger than itself.

Sometimes, less-informed Chapter participants will try to lead the Chapter into the "club" format of operation. It's the responsibility of GWRRA Officers to work together to retain the non-political, non-club environment in the Chapter. If this becomes a problem, other Members of the Operations Team will be able to assist you.

AND WHAT A DIFFERENCE IT IS...

A CLUB usually consists of:

1. Self-governing and regulated body of local individuals
2. Monthly dues
3. Political officers and events, campaigns, voting, etc.
4. Popularity contests decide outcomes
5. Individual's qualifications may not be important in holding office
6. Attempts to maintain control and build "empires"
7. Many personality conflicts
8. "Bosses" and the potential for power struggles
9. Majority rules - 49% disagreement 100% of the time
10. Funding and disbursement disagreements
11. Seldom clear "directions" and goals"
12. Non-educational
13. Everything must be VOTED upon

A GWRRA CHAPTER usually consists of:

1. Officers selected and appointed based upon qualifications and desire
2. Continuing Officer development and training
3. Regular Operations seminars and meetings to establish new concepts
4. Officers are volunteer "employees"
5. Members wants and needs are the only guiding forces
6. Meetings with purposes - dissemination of valuable information, fun, education
7. Common purposes - no popularity contests
8. Decisions based upon Member response and input from staff and committees
9. Limited financial goals and maximum stability - all Officers have corporate liability insurance
10. Members participate as they choose
11. Members are WELCOMED by all Chapters
12. No additional dues or fees at the Chapter, District or Region level
13. Full-time Rider Education Division with trained professionals and rewarding programs

MEMBER BENEFITS

Member benefits are enhanced and upgraded on a regular basis. For the most accurate listing of Member benefits, please visit us at www.gwrra.org/benefits.html or call 800-843-9460 or 623-581-2500.

WING WORLD™ Magazine is the award-winning, premier magazine for the Gold Wing and touring enthusiast filled with colorful photos, articles, stories and many tips for the casual or seasoned rider. Explore rides and destinations or read up on the latest technical information and touring products on the market. *Wing World* contains a list of over 850 GWRRA Chapters with contact information and features a large selection of GWRRA Official Products. Membership includes a monthly subscription. Check out the *Wing World*™ archive's at www.wingworldmag.com.

Gold Book Service Directory contains a listing of over 30,000 GWRRA Members who have indicated their willingness to help in time of need while on the highway. Listed alphabetically by city/state and telephone number, GWRRA friends offer a variety of services just for the asking. The Gold Book is the perfect traveling companion with Member, Officer and dealer listings, travel features and equipment laws.

GWRRA Rider Education Program offers specialized training for riders, co-riders, trikes and trailering. Working hand-in-glove with such eminent organizations as the Motorcycle Safety Foundation (MSF) and the national association of State Motorcycle Safety Administrators (SMSA), GWRRA educators conduct informative and entertaining riding and classroom sessions to improve riding skills and safety. GWRRA's exclusive four-tier Rider Education Program encourages consistent ongoing training through commitment to safe motorcycling, frequently refreshed training in CPR and first-aid skills and ongoing study. Recognizing the realities of today's motor sports enthusiasts, GWRRA is one of the few sources of skill and safety education for motorcyclists who operate trikes and/or who pull trailers behind their motorcycles. GWRRA conducts hundreds of seminars and training sessions through its volunteer corps of educators and takes the message of being "motorcycle aware" to the general public through its exclusive and proactive public speaking volunteers in its Motorist Awareness Division (MAD). As a participating Member in the GWRRA Rider Education Program, you may be eligible to receive motorcycle insurance discounts through your insurance provider <http://www.gwrra.org/regional/ridered/index.html>.

Rescue Emergency Roadside Assistance for your motorcycle is a 24-hour/7-day-a-week Member benefit included free with your annual GWRRA membership. Rescue covers 35 miles of towing (per disablement) to the destination of your choice and applies to any motorcycle you (or, if you have a Family membership, your registered household family members) are riding, including as a passenger. This unlimited service call program also includes fuel delivery and locksmith services (up to \$100); auto rental reimbursement; emergency trip interruption; travel-related accidental death and dismemberment; mapping services; and rental car and other travel-related discounts. (Some exclusions apply.)

Rescue Plus Emergency Roadside Assistance is an optional upgrade that, for the special price of \$25 per year, includes all the benefits of **Rescue** (see "**Rescue**" above) PLUS covers the towing of any non-commercial vehicle (under one ton, including cars, trucks, and motorcycle trailers) AND increases covered towing from 35 to 100 miles (per disablement) to the destination of your choice. (With the purchase of a GWRRA Family membership, the **Rescue Plus** upgrade applies to all registered household family members.)

For coverage details visit www.towbusters.com. Towbusters International is available for all Members residing in or traveling in countries outside the U.S. and Canada.

Chapter Life, for many Members, is the single most important benefit of belonging to GWRRA. Countless new friends with a common interest are made. It provides an opportunity to ride our Gold Wings with our friends and an arena where skills and safety techniques are learned. Chapter life is informal and fun sharing of ideas and safety awareness.

Leadership Training is a smorgasbord of formalized training programs that provide opportunities for new learning experiences and personal growth to any who wish to take advantage. The curriculum reflects training that focuses on leadership skills while understanding that knowledge is an enabler of those skills. Though some of the training deals specifically with skills needed in a GWRRA leadership position, other training deals with Life Skills and Member Orientation topics that will enhance the Member's life both within and outside of GWRRA. In general, training is designed to reach visual, verbal, and kinetic learners. The goal is "something for everyone." It is the intent to deliver training in a professional manner and to make certain that training is a fun learning experience for all participants. <http://www.gwrra.org/regional/Training/Training.htm>.

24-Hour Interactive Website www.gwrra.org gives you access to the latest GWRRA news, general information about GWRRA, upcoming events, Official Products, classified ads, archived technical information, interactive message boards, links to hundreds of local Chapters and access to your personal records at www.gwrra.org/members.

Motorcycle Insurance & Retail Discounts offered by many insurance agencies and companies for completed GWRRA Rider Education courses plus discount considerations for multiple product coverage. Be sure to ask for this consideration when comparing insurance companies. In addition, many Honda

dealerships and independent motorcycle shops offer Members of GWRRA discounts up to 10% on regular purchases and/or services.

Travel Now Discount Hotel Program consists of over 9,000 negotiated hotel rates with 1,200 vacation rental properties. Guaranteed lowest rates for discounted hotel rooms, rental cars and airfares. Book through [GWRRA Travel Now!](#)