

A WORD FROM YOUR EXECUTIVE DIRECTOR



Melissa Eason
Executive Director
mnordeoff@gwrro.org

New and Improved Program

I hope everyone had a very Happy Holidays and is able to look forward to some relaxing time and to prepare for the coming riding season. (But I also know many of you diehards ride almost all year round, regardless of how cold it is!)

I do, however, have a request of you at this time: I hope you'll join me in making 2008 a great year at GWRRA. With regard to that, here is a new thought to keep in mind. "We are listening. What is your solution?" Member Enhancement Division (MED) has been using this phrase for several months now, and I think it is one we can use for the Association as a whole.

And I have a new program to start for 2008 that goes along with that thought perfectly—one I hope you will be as excited about as I am—because we are listening, and we have a solution. We are ready this year to kick off the **new** and **improved** Life Membership Program.

This program is available to all Gold Members and all Members who have been a part of our Family for 20 or more consecutive years. (Those of you who took part in the original Life Membership Program will, of course, continue to do so without any changes.)

And we have added some exciting new benefits to this New Life Membership Program of which you can take advantage. The new cost of the program is 50 % of the Individual Membership rates. That works out to be just \$22.50. (But since that is such an uneven amount, instead we are just going to leave the rate at **\$20 per year** for now!) Full Members will receive 50% off your Wing Ding registration, 20% off GWRRA Wearhouse Items and 20% off Rescue Plus. For all of you Associate Members who have supported us for 20 or more years, your

Membership dues will also be \$20 per year, for now, and you will receive 50% off Wing Ding and 10% off GWRRA Wearhouse items.

I know you probably think "**Wow**, what else could we ask for?" Well, I have a solution for that as well. When you join the New Life Membership Program for the first time, you will receive a Life Member Pin, 4" Patch and a 10" Life Member Rocker. (We know that it's so difficult to take off patches and then add new ones, that we decided to try to make things as

easy as possible for you and create the Life Rocker instead of a new 10" Patch.) The rockers will be for the top of the back patch, and you can receive two of each item for a Family Life Membership. Any additional pins or patches are available to be purchased. We will also have the rockers available in the Black and Gold for those who prefer.

Thanks again to everyone for all your years of support and participation with GWRRA. You have made many great memories for many others, and me. It is great to be a part of GWRRA with so many wonderful people.

So with this new Program, and others, we're off to a great start for 2008. Just remember that phrase and—any time you have someone come to you with a concern—just let them know that, "We are listening." And ask "What is your solution?"

I'm headed to Greenville, South Carolina, in July, and I hope to see you there.

Enjoy the Ride,
—Melissa