

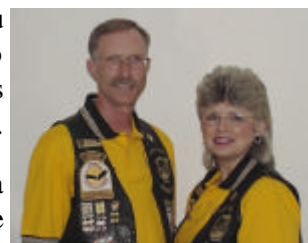
# Wing Wisdom

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## Words from the International Directors

As part of the Leadership Training Team in GWRRRA, you are a LEADER. But remember that you are also a leader to your family, friends, and co-workers. People are always watching what we do, and how we handle everyday situations.



Have you ever wondered about how leaders think? There is a tremendous amount of intuition involved in our lives. Some people are born with great leadership intuition, and others have to work hard to develop and hone it. No matter how it evolves, the result is a combination of natural ability and learned skills. Intuition also helps leaders become **readers** of the numerous intangibles we are faced with.

Leaders are **readers of their situation**. In all kinds of circumstances, they capture details that elude others. Often you can tell that something is going on- you can just feel it. Usually by talking with your staff and other people, you are able to get the pulse of what is going on, and are able to track down potential problems before they get out of hand.

Leaders are **readers of trends**. Everything that happens around us does so in the context of a bigger picture. Leaders have the ability to step back from what's happening at the moment and see not only where they and their people have gone, but also where they are headed in the future. It's as if they can smell a change in the wind.

Leaders are **readers of their resources**. A major difference between achievers and leaders is the way they see resources. Successful individuals think in terms of what they can do. Successful leaders, on the other hand, see every situation in terms of available resources, such as: finances, raw materials, technology, and most important, people. They never forget that PEOPLE are their greatest asset.

Leaders are **readers of people**. Many politicians will say that when you walk into a room, if you can't tell who's for you and who's against you, you don't belong in politics. That statement also applies to leadership. Intuitive leaders can sense what's happening among people and almost instantly knows their hopes, fears, and concerns.

Leaders are **readers of themselves**. Finally, good leaders develop the ability to read themselves—their strengths, skills, weaknesses, and current state of mind. They recognize the truth in the statement: "No one can produce great things who is not thoroughly sincere in dealing with himself."



## Words from the International Directors *(continued)*

The principles of leadership are constant, but the application changes with every leader and every situation. That’s why it requires intuition. Without it, you can get blindsided, and that is something that can be avoided with proper planning. If you want to lead a long time, and be successful doing it, you need to use your powers of intuition.

Remember to *"Promote the Experience - Share the Excitement."*

Steve and Carolyn Cotton  
International Directors – LTD

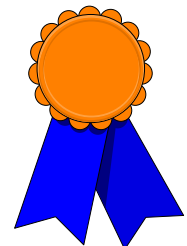
## The Curriculum Corner

Over the next few months we would like to highlight some of the new seminars that are being introduced in the revised LTD Curriculum. Yes, there really is a revision coming out. It will, hopefully, be released at the Trainers meeting at Wing Ding so I hope that many of you will be there in person to get your copy. Many, in fact most, of the new seminars are being added to the Member Orientation Program. This is an area that is long overdue for additional seminars, and as such, it just seems fitting that the first seminar we showcase should be one for the general membership.

Our first seminar is entitled “How To Show or Judge A Bike.” This is a subject that is near and dear to my heart because I spent four years (and I can’t tell you how many cans of “Liquid Glass” car polish) cleaning and shining my GL1200SE for shows up and down the East Coast and many points West. During my travels I spent many hours talking with folks who both showed and judged at many rallies. I’m sure that many of you have had similar conversations over the years and I’ll bet you came away with pretty much the same conclusion that I did. We really need some standardization to the showing and judging of bikes. As with many parts of the Officers Guidebook, the section on bike shows is very “high level” and non-specific. That was by design and not, as many believe, by accident. The strength of this organization lies in the fact that it is not “over organized.” If you are mobilizing 80,000 men and women for battle or to reach a stated objective, you absolutely need very clear and explicit instructions. But if you are leading 80,000 people in the pursuit of fun, fellowship and good times, all those explicit instructions just get in the way. But every now and then we come across an area that just about everyone agrees needs to be made a little clearer, and the bike show is just such an occasion.

The seminar is divided into two halves, the bike show participants’ half and the judges’ or organizers’ half. That structure is further divided into four phases:

- |           |                                   |
|-----------|-----------------------------------|
| Phase I   | Preparing the bike                |
| Phase II  | Cleaning & presenting the bike    |
| Phase III | Classifying & inspecting the bike |
| Phase IV  | Judging the bike.                 |



*“Strength lies in differences, not in similarities.”*  
- Stephen Covey

## The Curriculum Corner (*continued*)

There will be a “ready to present” PowerPoint slide show consisting of bulleted discussion points as well as several pictures from actual rallies that illustrate many of the talking points.

Based on input from many experienced show judges and organizers, the existing forms shown in the Officers Guidebook have been revamped as well. By agreement with our Executive Director, sometime shortly after Wing Ding the Officers Guidebook and the Wing Ding Handbook sections covering GWRRA Bike Shows will be revised to bring those two documents and this seminar into full agreement. The first session of this seminar will be given at the Region ‘N’ Rally in May. We hope to have many of the judges who will be handling the bike show in Grapevine attend that session. If I am still alive after that session, I’ll give you a full report.

Next month I’ll tell you about an exciting new seminar especially for Chapter Directors. Until then, remember that Trainers can make a difference and working together, we can make a BIG difference.

Take Care and Keep Training,

CJ & Bo Karcanes  
Region ‘N’ Trainers

## Goal Setting

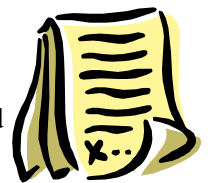
Iowa District Trainer, Bill Cook, recently shared the following excerpt from a paper by Paula Gamonal concerning setting goals. It helps to illustrate some of the ideas we share with other members in GWRRA as part of the Leadership Training Division’s curriculum.

“One of the most famous goals in US history was the commitment made by John F. Kennedy regarding space travel. He committed in a public speech that the United States would send a man to the moon within 10 years and bring him back alive. This was an excellent goal for several reasons:

- It was a stretch (beyond what was expected at the time)
- It was specific in expectations of performance (what would be done, and by when)
- It did not address “how” the goal was going to be accomplished

Setting specific, measurable visions and goals allows you the control where you need it – specify performance, timeframes, important parameters, descriptions of the expected state – whatever is important to the state you want to reach.

Do NOT, however, fall into the trap of specifying how. If you are a leader, that is not your job. Kennedy did not have a degree in astronomy or physics, and wasn’t about to presume to tell the NASA astronauts and scientists how to do their jobs. Do not presume to dictate to specialists. It’s insulting to them and it’s just plain inefficient – it shortcuts the intelligence and creativity that you’re paying for.”



*“The power to move  
the world is in your  
subconscious mind.”  
- William James*

## Information Filters

Have you every wondered how ten people could drive on the same motorcycle ride and remember (or not recall seeing) so many different things? Have you ever watched the same movie three times and found something new each time? It is this concept that makes repeated training and continued learning so important.

Thinking is very chaotic. The neurons in your brain fire at a speed of a hundred billion times per second and make connections randomly with past experiences and present information, while trying to adapt to the current environment or the current challenge. How do you obtain the information? How do you store and use the information? How do you give that information meaning?

Studies on listening have found that a person retains only about 25 percent of what is heard twenty-four hours after hearing it. A better system is needed to learn what is already known, as well as for retaining and storing information so that it can be recalled more efficiently.

One model of this process involves information filters. Think of this information filter as having four circular layers. Each ring of this filter feeds into the next one toward the center, resulting in the total of all you know.

1. The outer circle represents **exposure** or the things you have experienced in your life. There are always going to be limits on what you have seen and experienced no matter how active, well read, or well traveled you have been. If you want to know more, you need to increase the number of things you are exposed to - more ideas, more experiences, and more overall information.

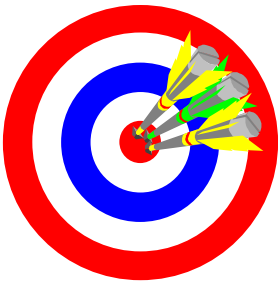
2. Going inward, the next circle is **attention** or what you have paid attention to during those "exposures." Keep in mind that many things do not enter your perception because you aren't paying attention to them as they occurred. Try to notice more patterns in things, people and feelings. Look around for more details. Typically these details will help you to better understand and retain what you have experienced.

3. The next circle is called **perspective** or point of view. The way you look at things can limit how much of the details you perceive or what aspect of the experiences you perceive. Try to see things from different angles. What's going on in your mind? Can you switch to a different point of view, or are you rigidly locked in to only one? Can you stretch your point of view to consider ideas from others? The more ways you can see something, the more elements of it you will perceive.

4. The innermost circle is called **retention** or memory. Memory is notorious for being selective. Your memory of what you were exposed to selects how much of that experience you really know. However, you can improve your skills for storing, sorting, and categorizing information so that your brain retains more of it. Watch for next month's article for some exercises and ideas to help with memory skills.

In summary, everything you know or suspect to be true is based on the limited amount of information that has come through these four filters. The more you are exposed to, the more you can potentially learn and know. The more you pay attention to, the more you can understand. The more you shift to varying points of view, the more thoroughly you can understand it. The more you can recall and retain, the more you will be able to use when you need it. Hopefully these concepts will assist you as you prepare for your next training adventure!

Amy Peterson  
Region E Trainer



## By The Book – Membership Classifications

It seem like a good time to review the GWRRA membership classifications. With The recruitment contests; *GWRRA's the Get One! Program*, and *The 2004 Gold Wing Giveaway* it's an opportune time to brush up on this information.

### MEMBERSHIP CLASSIFICATIONS

- ◆ **Individual or Family Membership** - A individual or family who owns a Gold Wing or Valkyrie motorcycle and pays the annual membership fee. The Family Membership applies to all persons living within the same household, who desire membership within the Association and are registered with GWRRA.
- ◆ **Individual or Family Associate Membership** - Any individual or family that does not own a Gold Wing or Valkyrie but is interested in GWRRA Membership and pays the appropriate membership fees. The Family Associate Membership applies to all persons living within the same household who desire membership within the Association. Associate Members are welcomed and encouraged to hold staff positions, but are not eligible to hold a line officer position. An Associate Member may serve as Rider Educator if properly qualified and with the approval of the appropriate Leaders.
- ◆ **Life Membership** - Effective June 1, 1999 any Individual, Family, Individual Associate or Family Associate Membership whose primary Member has achieved 20 consecutive years of membership will be considered a Life Member and will no longer be obligated to pay annual membership fees. Life Member status may also be achieved by completing 10 or more continuous years of membership and prepayment of membership fees at the current rate through their 20th anniversary. Family Life Members who move from the primary Member's household will be required to obtain their own membership to maintain membership status in the Association. The Member's join date will remain in tact provided any lapse in membership is less than six months.
- ◆ **Partners Program** – The Partners Program is a level of membership designed for any organization, association, group, or business dedicated to the ideals of the Gold Wing Road Riders Association and interested in the support and service of its membership. Inquiries regarding the Partners Program should be directed to the GWRRA International Headquarters in Phoenix.
- ◆ **Internet Membership** – The Internet Membership is designed for Members who live outside of the United States and Canada and are not able to take full advantage of some benefits due to availability in their country. This level of membership includes access to *Wing World* on-line and the Message Boards. Internet Members will receive a 4" patch, pin and decals as part of their member benefits. International Members who wish to have the benefit of a subscription to *Wing World*, the Gold Book and Towbusters International are encouraged to sign up for an Individual or Family Membership.



### TRANSFER OF MEMBERSHIP

A GWRRA membership can be transferred upon the sale of a Member's Gold Wing, and provided that a minimum of three (3) months remains. Upon receipt of the Transfer Form, the new Member will also receive two (2) 4" logo patches, two (2) membership pins and the remaining issues of "Wing World" magazine, through the seller's expiration date. A \$10.00 credit will also be applied to the first renewal of the buyer's membership.

I wish you successful recruitment and good luck in the contests.

Harry Dollarhide  
Region H Trainer

## Rider Education Seminar Presenter Update



The new Rider Education Program (REP) Handbook has been published. There may be questions from your districts regarding any changes or how individuals can be certified to present Rider Education courses. The content of the Instructor Certification course does not change for use with the other divisions, but District Trainers are encouraged to keep the audience in mind and use examples that would be appropriate to the participants.

For more information on the Rider Education requirements for Seminar Presenters, please reference the following link from the International Headquarter's website:

<http://www.gwrra.org/regional/ridered/Forms/SeminarCertificationProcess.pdf>

## PDF File Conversion Follow-Up

The response to last month's inquiry was wonderful. It also illustrated that some of our members may be having some challenges in publishing Chapter, District, and/or Regional Newsletters. Thank you to those who volunteered to convert this monthly newsletter from Publisher format to a .pdf format. A number of you are juggling free limited time trial programs, and the following two free programs were also suggested:

[www.primopdf.com](http://www.primopdf.com)

[www.pdf995.com](http://www.pdf995.com)

Thanks again for those of you that offered the ideas, feedback and assistance. Hope you enjoy the updated look of this month's newsletter!

*"The difficult is that  
which can be done  
immediately; the  
impossible is that  
which takes a  
little longer."*

- George Santayana

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