



October 2005 Gold Wing Road Riders Association

<i>Friends for Fun, Safety, and Knowledge</i>		
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M A K E - A - D I F F E R E N C E

From The Region Director

My apology for the late newsletter. Last two weeks of September have kept Linda and I very busy with business travel and assorted chores around the old home front.

The rally season in the Region ended with a bang as New Jersey hosted an outstanding weekend in the Northwest corner of the Garden State. Laughter could be heard everywhere and a grand time was had by all. Jersey will return to Mount Olive next year and plans are already being made to expand on the fun filled atmosphere.

The Region Couple of the Year selection process was held at the Jersey Rally and congratulations go out to Jim (Rosy) & Sandie Rosenthal from Maryland, our 2005-2006 Region Couple of the Year.

My special thanks to Mike & Julie Walters, our 2004-2005 Couple of the Year, on making the Region very proud to have them as our "couples" representatives. Mike & Julie are not finished with the "couples program" as I am happy to announce that they have accepted the position of Region Couple of the Year Coordinators. Linda & I look forward to having them continue with your Region Staff.

I have asked the District Directors to get involved with recruitment and retention. Roy & Chris Bill, our Region Membership Coordinators, are looking forward to assisting in this area. We need to turn from negative to a positive growth. I am asking all Chapter Directors and their Chapter participants to become involved with doing everything possible to maintain a vibrant Chapter so that folks want to participate. Reach out to those on the membership list that you have not seen. Invite them to be part of a truly wonderful family!

The Region Staff meeting will take place the second weekend of November, so if there is any feedback you would like to share, please have your Chapter Directors forward to your District Directors as they will be in attendance.

Have a Happy Halloween and always ride safe and be well.

Sincerely,

Jere & Linda Goodman
Northeast Region
Directors
BEEP! BEEP!



Rider Education

Hi everyone

Ahhhh, September, time for the hot humid days of August to give way to the warm clear days and cool nights of autumn. Great riding weather ahead for us here in the Northeast. We do however, need to prepare a little differently.

Remember that School is back in session and so are the School busses. They stop frequently and it's against the law to pass a School buss when its red lights are flashing. Just be patient when around them.

Remember that the leaves have started falling and how slippery they can be especially when wet. Remember that the sun sets earlier now so bring along a clear face shield or regular eye protection for evening. Remember that the nights are getting cooler so we need to bring along some warmer clothing to keep us comfortable. Remember that the coming of the fall foliage season also means the arrival of the leaf peepers. A lot of these folks are more interested in seeing red & orange leaves than they are in seeing you on your motorcycle. We must be more aware of the other guy now, because he has even other distractions.

Larry & Rhonda Stiles have come up with a new Rider Ed Seminar, Motorcycle Crash Scene Response. I got to see Larry present it at Wing Ding thought it to be very well put together, a lot of information to put in an hour or so seminar. If you get a chance to take this seminar, do yourself a favor and do it.

From International:

The Motorcycle Crash Scene Response Seminar shown at Wing Ding is now officially a Rider Education Program that all Rider Education Seminar-Certified Instructors may use.

The program is **only** a seminar program and to be used as the program is shown and cannot be modified. Demos cannot be used without approval by Bob Lorenz.

Eye catching gear may reduce motorcycle injuries

Fluorescent clothing, white or light colored helmets, and daytime headlights may reduce motorcycle injuries and death. Wells and colleagues analyzed 463 motorcycle drivers admitted to hospital following a road traffic incident and 1233 other drivers (control group) to evaluate how wearing conspicuous attire affected the risk of having an accident. They found that with reflective or fluorescent clothing the risk of a crash injury was reduced by 37%, with a white helmet by 24%, and with headlights by 27%.

*Susan Wells et al., in a paper
published 23 January 2004 (from
British Medical Journal article
4/10/2004)*

Don't Learn Safety by Accident!

I found this article in the Missouri Newsletter

The other day Kat and I were discussing how important it is to have "**common sense**", and how important it is in everyday life.

This past weekend an example of a lack of common sense stared us in the face. Kat and I were going down Hwy. 70 Sunday afternoon and came upon a motorcyclist riding down the highway. At first, what caught our eye was the license plate. We couldn't make it out. Then after getting a little closer, we could see that the plate said Alaska, but it was turned upside down.

Once we got along side of the rider, we couldn't believe what we saw. The driver had a little boy about 3 or 4 years old sitting in front with his legs folded up on the gas tank. The boy was wearing a helmet (thank goodness). The motorcyclist would put his hand on the little boy whenever he didn't have them on the handle bars. We know that everyone is responsible for their own level of risk and what they consider acceptable when riding. However, seeing that man with his son made us wonder what the heck he was thinking.

Sometimes seeing something like that just makes you play the "what if" game. What would happen if the driver hit a road gator and the boy fell off? Would he be able to live with that the rest of his life?

When riding, we need to take a pro-active approach to protecting ourselves. The reason to plan ahead is that the one time we'll need protective gear, is also the one time we'll have no idea when we'll need it. Kat and I hope you will be prepared when the unexpected happens.

Every time we ride there is a certain level of risk just being on two wheels. As Rider Educators we promote safety through rider education classes, and the sharing of information and our experience.

We are not here to try and tell you what to wear, or how to ride. We just hope you all have enough "**common sense**" to make the right decisions. What we will tell you is that when we're on two wheels we are prepared, and we dress accordingly.

Ride Safe and Enjoy Life

Jerry Rothermich & Kat Cameron

Mo. District Rider Educators

Northeast Region Educator

Dick Norton



Leadership Training

Fall, a Time for Reflection and Planning

Fall has arrived. You can feel a chill in the air and see the leaves turning to brilliant shades of red and gold. Pumpkins are already beginning to be displayed on porches and Halloween decorations are everywhere.

Fall is my favorite time of the year. I love the crisp air, apples, and especially the fall foliage rides through the countryside.

Also, fall is a time of reflection and planning for me. I find myself pondering questions...where am I now, where do I want to be, and what barriers must I conquer to get to where I would like to be. Fall always signals a new beginning to me. Maybe this is because I have taught school for so many years and September has always represented a new beginning—new students, new requirements, new challenges.

In GWRRA, fall is also a time of reflection and planning. Regions, Districts and Chapters are listening to their members and identifying where they stand in terms of member satisfaction, rider education, leadership training, etc. How well is our organization doing? What is our current state?

It is also a time for our organization to look ahead to see where it would like to go. What is it that the members desire from the organization? Do members desire new opportunities for learning, sharing, growing within GWRRA? What is our vision for GWRRA in the oncoming year? What is the desired state we would like to reach?

After we shape our Vision, but before we set goals and objectives, it is time to identify the barriers we will encounter that might prevent us from fulfilling our desired state or vision. What barriers can we identify? Is there a way to get past the barrier?

Look at what is happening, listen to members, identify problems, and observe successes... It is time to reflect on everything GWRRA.

*Dottie & Ed Bahrenburg,
Northeast Region Trainers*



Membership

Membership Coordinator

IMPORTANCE OF A CHAPTER PARTICIPANT DATABASE

Let's face it; Chapter Participants are the most important entity in your Chapter. Heck, they ARE the Chapter. What can you do without them? Granted, things may go a lot smoother with no one to disagree with you, but that breakfast buffet meeting may be a bit lonely. We need to treat each and every one of our participants as the most valuable and indispensable part of our Chapter. We need to know who they are, where they are, what they like and, most importantly, when was the last time they enjoyed a Chapter event.

Do you know about how much money you have in your wallet? Of course you do. Otherwise, you couldn't plan your day, pay for meals, buy gas, etc. You always make a conscious effort to know you have enough to get things done. You rely on it! A Chapter Participant Database follows the same logic. It is important to know who participates regularly and who you haven't seen in a while. Don't rely on your recollection. After all, "outta-sight, outta-mind". You don't realize how long you haven't seen someone until someone mentions their name. However, if you have a running chart or database of attendance at all Chapter events (not only meetings), you can at-a-glance see the names you need to contact. We have an excel spread sheet of our (NJ-F) Chapter participants. It shows participation (color coded) of the last five years. At-a-glance, you can immediately tell who needs to be contacted. A friendly call; "Hey Jim, haven't seen you for awhile and was thinking about you. Whatcha been up to?" You'll be surprised to hear that they also didn't think it's been *that* long since they last attended a function.

DO YOU HAVE A MEMBERSHIP COORDINATOR?

Chapter Membership Coordinators are not merely record keepers; they are an essential aide to the Chapter Directors. Their data is a barometer indicating the health of the Chapter. Directors, if your Chapter doesn't have a Member Coordinator, get one. If you have one, utilize them to the fullest extent allowed by law.

*Roy & Chris Bill
Northeast region Membership Coordinators*



MAD-Motorist Awareness Division

Somehow fall is suddenly upon us – the hours of daylight are getting shorter – the leaves are changing – and the air is starting to have a chill to it. I guess we'll have to treasure every minute of riding time we have left.

We've decided for the New England states that we'd like to have one Motorist Awareness Division Coordinator to cover those states. If any of you district directors would have a recommendation, let us know. We're always open for suggestions. We're hoping since you won't be riding as much that you'll have time to think more about appointing new people to your staff! We're planning on attending the Region staff meeting in November, so if you'd rather talk to us in person, make sure to stop by and say "Hi".

We'd like to introduce Tom Bridgen and Marie Wasluck as the new PA District MAD Coordinators. They are both really enthusiastic about the program and will do a wonderful job.

*Keith & Kathleen Eddy
Northeast Motorist Awareness Division Coordinators*



Public Relations

I was sitting here thinking about all the programs, activities, and services that the Gold Wing Road Riders Association makes available to its membership. To name a few --Wing World Magazine, Gold Book, Riders Education, Membership Enhancement program, which includes the (Member Retention Program, Couple of the Year Program, Public Relations Program, and Fun & Friendship Program), Leadership Training, Motorist Awareness, Drill Teams, Rescue, Rescue Plus, Wing Ding, District Rallies, Region Rallies, Chapters, etc. I know that I have not listed all the programs but there are so many it's difficult to remember them all especially when you're as excited as I am at this moment. What association do you know of anywhere in the world that shows the concern for its membership as is shown by GWRRA? Did you know that every program you see listed above or that you may not see listed above comes under the blanket of Public Relations? People sometimes fail to realize the need and importance of Public Relations even when they themselves, the members, are performing public relations work every time they wear their logos or show their relationship to GWRRA while in the public's eye. The public views every move GWRRA makes whether it's our own membership, who is part of the public, or the public outside the organization. That is why it is very important to put forth a positive image at all times when representing GWRRA. Our goal is to have Public Relation Coordinators in place from the National Level to the Region, the District, and each and every Chapter.

So come on you volunteers accept the challenge and step up and join our team I feel strongly that when we accomplish this goal our Recruitment, our Membership Enhancement, and every other program that GWRRA offers will benefit from the awareness that will be created by these Public Relations Coordinators as they use all of the media and all the other methods of communication that is put forth in the Public Relations Guide Book. The guidebook is made available on the Membership Enhancement Division WEB site at <http://www.gwrra.org/regional/med>. Take a look. We need to get this information out to the public, and the way we will be able to do this is through the Chapter Public Relation Coordinators. This line of communications from top to bottom and then to the public will become one of GWRRA most powerful means of continuing with success into the future, I think it is fair to say that the public, cyclists and non-cyclists, are not going to look for us if they don't know we are here. Let's show them where we are and for what we stand.

Once more, I would like to give you the address of the MED WEB site. Please visit with us and learn of all the fine programs and other information available.

*Mort & Ruth Smith
International PR Newsletter Editors; N.E., Northeast Region, PA. District PR Coordinators*



NE Region & District Web Pages

- Northeast Region B at <http://sky.prohosting.com/regionb>
- Connecticut at <http://www.gwrra-ct.org>
- Maine at <http://www.geocities.com/gwrramaine/index.html>
- Maryland at <http://www.gwrra-md-district.org>
- Massachusetts at <http://www.gwrrama.org>
- Delaware at <http://www.homestead.com/gwrrade/index.html>
- New Jersey at <http://www.gwrranj.org>
- Pennsylvania at <http://www.gwrrapadist.org>
- New York at <http://www.tier.net/~gwrra/district/nydistrict/htm>
- Rhode Island at <http://www.gwrra-ri.org>
- Vermont at <http://users.adelphia.net/~trikeinvt/index.html>

If yours isn't listed, drop a line at avansch1@twcnv.rr.com and we will ensure it gets recognition!

Northeast Region and Neighboring Region/District Events

Remember the District Events in our Region count towards the Visit-A-District program for visitation bars.

2006 Events:

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| <ul style="list-style-type: none"> Jan. 12-14, Wintherthing 2006, Ocean City, MD Mar. 25, Northeast Region "Fun Shop NE",
Binghamton, NY (LTD, Rider Ed, MAD) May 18-21, DE District Rally, Harrington, DE July 3-6, Wing Ding, Nashville, TN | <ul style="list-style-type: none"> July 20-22, New England Districts Rally (ME,
VT, NH, MA, RI, CT), Vernon, CT Aug. 24-27, PA District Rally, Lancaster, PA Sept. 7-9, NJ District Rally, Mt. Olive, NJ |
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LET US KNOW WHERE YOUR EVENT FITS IN FOR 2006