



April 2006 Gold Wing Road Riders Association

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

From The Region Director

Wow...what a weekend in Binghamton, New York! In case you forgot, the Northeast Region held Fun Shop II. We were thrilled to have as our Keynote Speaker, Bob Lorenz, Senior National Director-Rider Education. . This was a wonderful opportunity for our Educators and us "Operational Folks" to meet with the National Director of Rider Ed. Bob & Sue traveled all the way from Michigan to be part of our program. This year's theme was "Make A Difference" and they certainly made a difference by attending.

Our special thanks to Bob & Sue and we look forward to there next visit to the Region as they are always welcome.

A lot of work from many dedicated volunteers makes “Fun Shop” and other GWRRA events come to life. The foundation for this program is in the very capable hands of our Region Trainers, Dottie & Ed Bahrenburg. Once again, they have done an outstanding job and special thanks to them for their continued dedication to Leadership Training and providing benefits to the membership. On behalf of the Region, our thanks and appreciation to all our presenters: Gordon Geissier- PA District Trainer, Fred Haynes-Former MD District Director, Larry Stiles-Assistant Int’l Director-Medic/FA, Mort & Ruth Smith-Region Public Relations, Mike & Nancy Mandell-Assistant Chapter Directors from F-Troop, NJ, Keith & Kathy Eddy-Region MAD Coordinators, Jack Seeley-NY Treasurer & NY-Y Chapter Director, Wayne Ferland-NH District Director, Howard & Jean Fingerhut-NJ District Educator, and Wayne & Cathie Ketenheim-Region CPR/FA Coordinators. Thanks also go out to Dick Norton, Dave & Michelle Perry, and NY-Y for providing additional support and assistance. The biggest thanks go out to you, the members; the folks who come out and participate.

You are all encouraged when possible to attend one of these programs as they are informative and fun. However, with all GWRRA events, the real value is in the new friends we make and seeing old friends (not referring to age). Come on out next time and you may be pleasantly surprised, so look for the announcement on Fun Shop III.

We are now another month closer to Wing Ding in Nashville. I am hearing more and more about Wingers planning to travel together for what is bound to be our biggest and best ever! It is not too late. Make your reservations and plan to be part of this one. Why read about it when you can live it for yourself? I have been getting ready by listening to a lot of Nashville on XM. I am now listening to more Country then the oldies from the 60’s. What is happening to me???

Time to go as Shania has my attention! Ride safe and be well!!!

Sincerely,

*Jere & Linda Goodman
Northeast Region
Directors*

BEEP! BEEP!



Rider Education

Hi everyone.

You’ve all heard the saying, “the times they are a changin” well part of the Rider Education Program is a changin. I sent out to all Districts the message that Bob Lorenz issued on March 18th. If you haven’t received it from your DE or DD let them or me know. Attached with that message you will find two files – a copy of the RED news release (GWRRA 2006 Changes to the Rider Education Program), and a zip file containing the new/revised forms and the new Rider Education Division logo.

The rest of the news release from Bob is:

“The news release primarily addresses changes in the REP Levels program and the new/revised RED forms. These forms have been formatted in MS Word and can be completed electronically. The forms include the REP Applications, a completely revised Data Update form (N.10), the Rider Ed activity report, the rider course instructor applications and the senior educator nomination form. All new/revised forms are available for download as well on the National Rider Ed web page.

The mailing addresses have been updated where appropriate on the forms. The REP Levels applications also contain fields wherein the DE/RE can enter and provide their specific mailing addresses.

Gordon has, in parallel, revised the Canadian specific forms and these will be released today to the Canadian web site.

Please review the news release and become familiar with all of the changes.

Note: The single largest change is the elimination of the ANNUAL renewal process for all levels. All members will now stay active in the program as long as their certifications and completion cards are current in the database. There is no necessity to submit any paperwork except for members to update their respective certifications as necessary. This can mean a net reduction in paperwork since some members may only have to submit updates once every three years.

All process changes are effective immediately.

I want to thank Mike Stiger, RE Region D for all of his hard work and input in assisting us with this effort. Many thanks go out also to Tony Van Schaick for his invaluable input, uncanny editing and testing of the new forms and his always voluminous notes, comments and critique of each and every element within the forms. A great amount of time and effort has been put into this by not only these two but others as well.

If there are any questions regarding this please let me know. The forms have been placed on the National website along with the news release and logo”

Respectfully,

Bob Lorenz

OK. To all those who thought that there was too much paperwork in the REP, this is surely good news. This is quite a large change in the REP so please make sure that all Chapters know about this.

Riding season I almost here, and Gary Mandak NY-W CE has some advice on how to get ready for it.

Spring into spring on your Gold Wing

It is getting to get close to riding weather, and I am sure some have already taken your scoots out from their long winter’s nap. However, as we approach spring, this time of year presents special riding skills and thrills.

Rusty Rider Syndrome

Since we have not been on the bikes for a while, our skills will be rusty and we need to reacquaint ourselves with our bikes again. Sit on it, and get used to the feel of the bike and the controls again. Take an ERC Rider course offered in the spring. Find a parking lot, set up some cones and practice, practice, practice. Turn that rust rider into a trusty rider.

Precious Pot Holes

The warming and cooling have caused many precious potholes to pop up. Watch for them and avoid them at all costs. Hitting a pothole can cause you to drop the bike causing damage to the wheel, tire and to you too. Not a good way to start the season. Some potholes may have water in them and may be deeper than you think. If you see fins, this could mean it is a deep one!!!

Slippery Sand Man

Sand or salt on the road makes for less than ideal riding. This can be very slippery and tends to gather at corners. Watch for that and keep you speed under the limit until there has been sufficient rain to wash the roads clear of this slippery stuff. You really don't want to meet the sand.....man!

Wager against the Cager

For the past several months, motorcycles have not been on the roads and our road partners; the automobiles/cagers have forgotten our presence. If you see a cager, wager that they don't see you! Make sure you do eye contact and assume they probably will turn in your path anyway. It will take a few months to get used to use sharing the road with the four-wheel cagers again. Remember not to share the same space with them, they usually win! Consider all four wheelers as ragin' cagin's.

Stay Bright & in Sight

Wear loud colors or at least highly visible ones so you can be readily seen day or night. Make sure you are not in the blind spot of a car or truck. Look into the drivers' eyes or in their mirrors to see if they can see you. Flick your lights if you think they are about to cut you off. Keep the flicking to a minimum.

We have been away from our bikes for a while, so take the time to relearn your skills and your bike. Let's be careful out until you are completely ready to spring into action. Make this an Ides of March, not a Slides of March.

Practice Safe Riding

Gary Mandak

Chapter W Educator

I hope to see a lot of you at the NE Region Fun Shop. Remember Bob Lorenz is the keynote speaker and should have a lot to talk about considering the new changes. So, if you have questions that's the place to be.

Northeast Region Educator
Dick Norton



MAD-Motorist Awareness Division

March 20 is an exciting day ... it's the first day of spring! Even though by all accounts we've had an easy winter, it's still nice to know that summer and riding season are right around the corner. With that in mind, it's time to start thinking about Motorcycle Awareness Month (May). If you need any suggestions for things that can be done to promote awareness in your area for Motorcycle Awareness Month, contact us. I know some states proclaim May as Motorcycle Awareness Month. If yours isn't, contact your representative and find out how you could go about having May designated in your state.

We have a letter to the editor that can be submitted to any newspaper that anyone is welcome to use. We can e-mail it to you if you'd like. We've also contacted our local newspaper and asked them to do articles about Motorcycle Awareness.

Keith and I can e-mail articles to any newspaper in the region, but they tend to ignore them unless someone comes in locally and asks to have it put in the paper.

If you don't have your Motorist Awareness flyers ready for May, call National and get them ordered now. Come May there will be a lot of bikes on the road, and we'd love to have as many people as possible paying attention to them.

In case the newsletter comes out before the Northeast Region Fun Shop, we hope to see you there.

*Keith & Kathleen Eddy
Northeast Motorist Awareness Division Coordinators*



Public Relations

SPRING RECRUITING

Spring is just around the corner and I know that the cyclists are excited about getting out there and riding. What better time to do some recruiting? The riders are excited, looking for places to go, things to do, and people to ride with. Why not take a recruiting idea to the chapter, make a plan and proceed with your recruiting plan as a team. International has some great awards that they give out for recruiting members. Here are some ideas you may want to use. Go to your local Honda dealerships and seek permission to place a Gold Wing Road Rider Association logo somewhere in their place of business that would be in full view of the customers visiting the shop. This would raise their curiosity as to who and what we are all about. The chapter participants could put together packets that would contain all the information and perhaps some phone numbers that these potential members would need to satisfy their curiosity along with a GWRRA Membership Application form. Don't forget to enter some ones membership number so they will get the credit toward the great prizes that GWRRA is making available to the recruiters. You could place these packets on the counter and perhaps get permission to place them in the trunks of the Gold Wings being sold at the dealership. By doing this I am sure the packets will get into the hands of potential members. It would also be a good idea to carry these packets in your bike for those riders you meet along the way. By writing, phoning, or e-mailing the Phoenix office you can get pamphlets and other materials to use in your recruiting endeavors. In many areas the cycle community has bike nights and other activities that bring together many cyclists, some with Gold Wings as well as other makes and models. Once again you can have your Chapter put up a table (a card table will do) where you can distribute the information as well as speak about GWRRA. I know this works because the Chapter that I attend has had success with these methods. Don't forget to have a mall bike show. A Mall show is great Public Relations. You may ask, "what does Public Relations have to do with recruiting"? Let me answer that. When you're recruiting your doing Public Relations work and when you're doing Public Relations work you are recruiting, they go together. See what idea's your Chapter can come up with and let us know how it works out for you. Perhaps you could form teams and have a friendly competition with the winning team or individual receiving a prize, maybe a free breakfast or something HAVE FUN WITH IT!!! There is a certain good feeling that comes over you at the time you are able sign someone into the great enjoyment that you have been experiencing by being a member of GWRRA. Challenge your Chapter to do this, GET INVOLVED! The Gold Wing Road Riders Association does not want to be a best kept secret but instead would like to be known by the public as a wholesome group of people whose motto is "Friends for Fun, Safety & Knowledge". I can tell you this that there are many cyclists out there that don't know about our organization.

They're looking for good people to ride and share premium time with, so its up to us (GWRRA Members) to see that they get the word about GWRRA then they may also enjoy what we enjoy. The more the merrier!!! What a great thing this could be if we all just give it a try.

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



Region Couple of the Year 2005-2006

Cruising' Couples



Cruising' Couples; Current and past Region "B" Couples of the Year enjoying a cruise in the Caribbean during March, 2006, (left to right; Rosy and Sandie Rosenthal, Hamp and ShaRon Conway, and June and Rich Reynolds)

Over 70 of our GWRRA family went on a cruise to the Caribbean. We had members from Maryland, Delaware, Pennsylvania, New Jersey and Virginia hop on board the Carnival Cruise line for a 7 day fun trip to Puerto Rico, St. Thomas and St. Maartin. Also within our group were the Former Maryland District Directors, Fred and Judy Haynes and current Maryland District Couple of the Year, Stan and Shelly Green along with several current and past chapter Couples. While on board we found another GWRRA couple from Canada, Debbie and Lyle.

Special thanks go out to Allen and Gwen Willingham, Maryland Assistant District Director for setting this up.

This trip represented the friendships all of us had struck up as members of GWRRA. It is fair to say that without GWRRA we would have never taken this cruise with these people at this time. This was a time for friends without riding. We sat and talked and learned about each others' interests outside of riding. In doing so, we developed a deeper appreciation for each other and created stronger bonds between us. One of the most memorable conversations was the one centering on how we socialize within GWRRA. The majority of times we meet, it is directly related to motorcycling e.g., gatherings, Rallies, garage meetings, ice cream socials and the like. Most of what we do is pointed towards our passion of riding. Without the bikes, it was time to learn about the people who make up GWRRA, the similarities and differences. It was amazing how similar we are.

Other passengers would stop and ask "What is GWRRA?" "Why are so many of you wearing the same shirt, vest or matching outfits?" or "How many of you are there?" It seems that without formal communication, we all had some type of clothing or items which identified us with being GWRRA members. We made a lot of new friends while on board while explaining about our organization.

We are, without a doubt, the finest motorcycle organization available. We are caring, outgoing people. **Friends for Fun, Safety and Knowledge.**

*Jim (Rosy) & Sandie Rosenthal
Region 2005-2006 Couple of the Year*



Leadership Training

Spring is Just around the Corner!

Time seems to be rushing by. I can hardly believe it. This morning we awoke to weather above the freezing point and lots of sunshine. And, Daylight Savings time begins this weekend. It seems that spring has finally arrived. And, my bet is that many of my GWRRA friends throughout the Region will be taking their bikes to the roads in their areas very soon (if not already).

Several of our friends had their fingers crossed that they would be able to ride their Wings to Binghamton for the FunShop...but New York weather did not comply.

The FunShop was very successful. What a great opportunity to talk to members from all across the Region. What a great opportunity to talk to some of our International Staff. Bob Lorenz, Senior International Director for Rider Education provided an excellent keynote address. With all of the recent changes in Rider Education, it was wonderful to hear about some of those changes first hand. We were very grateful that Bob and Sue drove nine hours to share in the weekend events.

The theme for the FunShop this year was Make a Difference. I feel that many if not all of those who attended will go out with new knowledge and tools to help make a positive difference within our organization. GWRRA offers all members a chance to grow in a variety of roles and a variety of ways.

Many special thanks to all of the presenters who helped make the FunShop a success.

Those presenters were Fred Haynes, former MD DD; Mort and Ruth Smith, Region Public Relations; Gordon Geissler, PA District Trainer; Larry Stiles, Assistant International Rider Educator; Mike and Nancy Mandell, NJ F-Troop ACD; Keith and Kathy Eddy, Region MAD Coordinators; Jack Seeley, NY District Treasurer; Wayne Ferland, NH District Director; Howard Fingerhut, NJ District Rider Educator.

Also, we would especially like to thank those who provided training on Sunday. Allen Dickens (FA/CPR) former NY District Educator; certified 11 members in CPR/FA.

Wayne and Cathie Ketenheim, Region CPR/ FA Coordinators worked to train 10 new CPR/FA Instructors. Those members who will become certified as soon as they have instructed their first CPR/FA session are: Frank Geramo (Assistant Region Educator); Keith Price (New York Rider Educator); Rick Parson (Asst. NY Rider Educator); Dan Corby (NY-H); Dick Norton (Region Rider Educator); Kieran Carney (Chapter Director); Mike and Nancy Mandell (NJ-F); Ken and Carol Rabidoux (Region K, ON-S).

Also trained are several new Rider Education Seminar Presenters and Leadership Training Instructors; Dan and Mary Costello (NJ-F, NJ District Couple of the Year); Henry Jedra (NY-D); Rick Reardon (NY-D); Ken Sweatman (NY-T); Andy and Mary Tarbell (NH District Educators & MAD Coordinators). These members will be looking for opportunities to present seminars so if you are looking for training for your Chapter, you might want to contact them if they are nearby.

I would especially like to thank members of New York Chapter Y for providing all sorts of goodies for the hospitality room on Friday night. Also to Dave and Michelle Perry, Jack and Donna Seeley, Bobbi Hartman, Bob Carroll, Maureen LaBelle and many others for helping with registration, raffles, etc. We could not have done it without you.

We all were thankful for the help of Jack Seeley, Mike Mandell, Earl and Lorraine Knight, for providing most of the AV equipment that we needed to offer the FunShop.

And of course, thank you to Dick Norton and Jere Goodman for providing tremendous support and help.

Thank you to all of the attendees. Your input and evaluation is extremely valuable to help us determine what you would like to see at any future FunShops.

Bob Lorenz & Dick Norton at the NE Region Fun Shop!



*Dottie & Ed Bahrenburg,
Northeast Region Trainers*



Membership

I am a member of a few other membership organizations who seem to share the same challenges of membership retention and recruitment. It is interesting to compare the approaches taken by each organization and the programs they put in place to address what seems to be a universal problem. Generally, the first step is to analyze the actual composition of the membership. Age, gender, common interests, participation and other affiliations are considered in categorizing the membership in an effort to identify the areas of focus. Then, the needs of the organization are examined.

The Elks, for example, have determined that their membership is aging and that the leadership is in need of younger members. They have targeted family participation as their focus to introduce a younger pool of future leadership. Instead of Dad going down to the lodge for a card game or to watch the Giants over a beer, they have offered more “Family” events so that the younger family members get involved and eventually join.

In Heavy Movable Structures, an engineering organization specializing in the movable bridge industry, the focus is on contacting people in the industry who are unaware of the organization and its benefits of membership. Existing members are encouraged to share their newsletters with coworkers and discuss the organization with colleagues. Being a uniquely specialized group, that communication is supremely important to member recruitment.

In all cases, the primary objectives are identifying the focus group and effective communication. Obviously, our focus group rides a motorcycle and has an enhanced capacity for having fun. Oh, and you must like ice cream. But our most important task, as with all the other organizations, is communication. If they don’t know about us, they will never have the opportunity to become a member. However, some of the younger folks I talk to tell me they like solo riding and not having to conform to any rules or protocol.

When I first started riding in 19blah blah, I wanted to be alone. I wanted the wind in my face, the sun on my back and no cops behind me. I was in charge. No sharing, no rules, all mine. I quickly found myself in the company of five other guys with the exact same criteria. We rode together... alone, with the wind in our faces. Then we stopped for something to eat (*I think that’s where it fell apart*). And then the girlfriends would come along. And suddenly, without warning or intention, we were having ice cream with GWRRA patches on our backs! And having great fun with great friends.

*Roy & Chris Bill
Northeast Region Membership Coordinators*



NE Region & District Web Pages

Northeast Region B at <http://www.gwrra-northeastregion.org>
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..... www.gwrrade.homestead.com/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 to JereGood@aol.com and I 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:

Jan. 12-14, Wintherthing 2006, Ocean City, MD
Mar. 25, Northeast Region "Fun Shop NE",
Binghamton, NY (LTD, Rider Ed, MAD)
April 1, NJ April Fool's Dinner-Manville, NJ
May 11-14 Region N Rally-Maggie Valley, NC
May 18-21, DE District Rally, Harrington, DE
May 25-27, Nevada District Rally in Elko,
Nevada

July 3-6, Wing Ding, Nashville, TN
July 20-22, New England Districts Rally (ME,
VT, NH, MA, RI, CT), Vernon, CT
Aug 10-12 NY District Rally, Plattsburg, NY
Aug. 24-27, PA District Rally, Lancaster, PA
Sept. 7-9, NJ District Rally, Mt. Olive, NJ

LET US KNOW WHERE YOUR EVENT FITS IN FOR 2006