



February 2007 Gold Wing Road Riders Association

<p style="color: red;">Friends for Fun, Safety, and Knowledge- http://www.gwrra-northeastregion.org</p>		
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M A K E - A - D I F F E R E N C E

From The Region Director

The rally season kicked off with Maryland's Wintherthing, and everyone had an excellent time. The Friday night entertainment was unbelievable. Charles Gallagher & Jeanny Hall along with their entire Maryland Staff put on another outstanding event in Ocean City. Thanks Maryland for another outstanding party!

Wing Ding reservations continue to climb, so I encourage you to make your reservations and be part of a great Wing Ding as we head to Billings, Montana. I can guarantee you if you do not attend, you will be saying afterwards, I should have attended. The Northeast Region will be helping out with the Grand & Light Parades, so let me know if you can spare a little time.

District Flyers are out for their 2007 rallies, so get your reservations in for New England, New York, Pennsylvania, & New Jersey. Remember to check all the web sites for local events that you might like to attend. For example, New Jersey's Bikers & Babes & RI-B's Kick-Off Breakfast, etc. There are many anniversary parties & upcoming picnics.

Since I am writing this during the first major cold spell, I presume most will stay warm. If you are out riding for Polar Bear or some other Winter Ride, bundle up!!!

Happy Valentine's Day; Ride safe and be well!!!

Sincerely,

Jere & Linda Goodman
Northeast Region
Directors
BEEP! BEEP!

From The Region Web Master

Working for "The Boss"

Within GWRRA, the organization structure is really the opposite of a corporation or typical hierarchy. Here is how it is depicted in the new member guide:

The more than 80,000 Members of the GWRRA receive support and direction from:

- * More than 900 GWRRA Chapter Directors & their support staffs
- * More than 60 GWRRA District Directors & their support staffs
- * GWRRA Regional Directors & their support staffs
- * GWRRA National Directors & their support staffs
- * GWRRA's President / Executive Director
- * GWRRA's Chairman of the Board

So the Chapter Directors and their Staffs, really work for the members, who can be considered "The Boss." The staff plans events, rides, meetings, charitable events, parties, trips, rider-education seminars and courses as well as other training, dinners, ice cream, and more ice cream not for ourselves, but to keep "The Boss" happy. Staff members serve as Directors, Ride Coordinators, Treasurers, Newsletter Editors, Sunshine Committee, Special Event Coordinators, Webmasters, Quarter Masters, Advertising Coordinators, Chapter Couples, and Membership Coordinators and other positions, temporarily, as a contribution to an organization, activity, and group of people that we love. We love our Boss, the members of the chapter. Just as in any other job, the boss also has jobs to do in order to make the organization work.

The Boss' job is to give us guidance in what we do. Let your staff know the types of rides you want to do, what types of seminars you want, what parties you want, what other events you want. Imagine yourself in a job, where "The Boss" provided no feedback to you about how to do your job, when to do it, where to do it, no information at all. It would be very hard to meet the expectations of the "The Boss" unless you know what they are. Please talk to your staff, send them e-mails, call them, and tell them your ideas about what you enjoy doing within the organization.

“The Boss” needs to do some recruiting, so when the current workers get old and tired, you have fresh people that can then fill those positions. Unless we have new people coming into the organization, it will wither, and no longer be able to function. This year, our job as members is to bring in new people. This should not be a hard thing to do in an organization where the motto is Friends for fun, safety, and knowledge. We just need more friends, with us to have more fun.

“The Boss” also needs to pay the workers. In our all volunteer force, we have different forms of payment other than US currency. The first form is participation. Come out to meetings, Tire Kicks, Rides and parties. The staff works very hard to put these events together, and certainly one measure of success, is the number of people who attend. The next form of payment is activity, so while you are at the event, walk around, talk to your friends, join in some games, request a song or two from the DJ, or share a story. But the primary payment is appreciation. Let the organizers know that you enjoyed yourself, and thank them for their hard work. The last form of payment is to let others know that you had a good time. Talk to your friends, post on District Talk, make some calls to a friend that you think might like to join us next time.

In every situation, there are times when “The Boss” is called upon to roll up his or her sleeves and get involved. When you are asked to step-up to a position, please say yes. We are all volunteers, and take turns in various roles to support the members, depending on our skills, available time, and abilities, in order to keep the chapters working and to keep “The Boss” happy. Some jobs require more time, or special skills while some may only require a couple of hours a year, while helping out at a party or helping at a rally.

To paraphrase Pogo “We have met The Boss and he is us.” We must do the things that good bosses do: provide guidance to our workers so they do what we want them to do for us, get new workers, so the organization thrives and advances, pay our workers so they keep doing the things we want them to do and get involved ourselves. Participation at any and all levels brings enjoyment and camaraderie, which is rarely achieved at our work place, so come out and join us – oh...and bring a friend!

*Tom Evans
Northeast Region Web Master*



Leadership Training

Git R Done!

Git R Done! We hear that phrase a lot lately thanks to Larry the Cable Guy, the “blue collar” comic. If you are familiar with Larry the Cable Guy, I imagine it might be a stretch for you to connect him to Leadership Training.

But, as leaders, how do we “Git R Done”? How do we get our members to care and share in the Fun of GWRRA? How do we motivate members to take on tasks that require a commitment of both time and energy? How do we motivate others to “Git R Done”?

In a volunteer organization, we are not motivated by a higher salary or a reward bonus for good work. In a volunteer organization motivating members is sometimes very tricky as they are there for FUN but if the FUN resembles work or a duty, they may go through that ever present revolving door and find a different venue for their FUN.

When a member steps into a leadership role within GWRRA, does he/she need to take on responsibilities which take time away from the FUN he/she enjoys? Can the position open new avenues for FUN and a new level for appreciating the organization? I would hope that most of you would answer “yes”.

How do we keep the focus on FUN while we GIT R Done with the paperwork and other responsibilities? How do we motivate other members to help us and lighten our load? How can we make it FUN for every one? How do I get others to want to help to Git R Done?

These are good questions, questions that get to the heart of motivation and delegation and effectively involving others in work tasks. And, as with most good questions, there are a variety of answers that provide insights and solutions.

When we, as leaders, want help with a task, we always need to ask ourselves a few questions first.

1. Why is it that we want to hand off the task to someone else?
2. Is there value to the task? Why would someone want to do it? Why is it important that the task be completed?
3. Is there a way to build FUN into the task?
4. If there is no FUN built in, what will motivate others to help?
5. How will you show appreciation for their contribution?

Your answer to these questions will help determine your success in finding the answers to yours.

A quick answer would be for me to tell you that you have to motivate your members to take “ownership”. But, be careful, the term “ownership” sometimes is just used as a buzz word and buzz words lose their meaning if not accompanied by concrete actions.

Creating ownership in your Chapter or District means that you are able to show your members that they are the organization. Without them there would be no organization. For members to feel ownership, they must know that you and the organization value their thoughts, actions, input, and friendship. Their wants and ideas need to be communicated up through the levels of the organization. They need to recognize how vital they are to the organization.

A members who feels valued, has a strong sense of ownership within the organization. He/she takes pride in the task and in the organization’s success. Members feeling ownership within the organization often work harder and more diligently than you might expect. They are important to the organization...they will Git R Done!

*Dottie Bahrenburg,
Northeast Region Trainer*



Membership

How Do You Keep ‘Em Down on the Farm...

The world is a busy and constantly changing place. People are always looking for something better; a new mouse trap, overnight diet pill, etc. Rapid technological advances teach us that everything is possible and anything is believable. We’ve been conditioned to expect that what’s around the corner is better than what we have now, thereby exciting our expectations and eroding our contentment and patience. We are quick to jump to the next plateau and discard what was recently fulfilling. This is both a blessing and a curse to our free enterprise system in that “new and improved” products are hot sellers and quick money makers quickly overshadow established stock.

Let the Buyer Beware

Okay, by now you’re probably saying “What the Heck is this guy talking about and what has this got to do with Gold Wing riders???” *See how eroded your patience have become?*

I am attempting a correlation between our recruitment and retention efforts and the mindset of our modern day membership. Consider that our members are our target consumers and our products are “Fun, Safety and Knowledge”. We distribute our product through our Chapters. Our goal is to build a repeat customer base and attract new customers at the same time. We need to keep our products fresh and new and attractive to the not-as-yet GWRRA members. The “instant gratification” portion of our product line is “Fun”.

The consumers of this product are our Chapter friends (participants) who, before you know it, become a necessary part of our daily enjoyment of life and, in my opinion, the most valuable product we produce. The friends we meet at our Chapter events quickly become personal friends outside of the Gold Wing arena. I see "Safety" as an offspring of the "Fun and Friendship" we share in that we all grow to care and look out for one another. Not only during our Chapter activities, but everyday, as true friends do. Our group riding structure is designed to maximize our exposure on the road and mutually ensure the safety of the individual riders. "Knowledge" is the support system for "Safety" in that our continuing education and growing understanding of the benefits and risks of riding our Wings makes us one of the safest motorcycle organizations on the road today. It's easy to see how GWRRA is designed to maximize the enjoyment of our hobby while minimizing the "uh-ohs".

A Chicken in Every Pot

So, how do we sell our products? How do we let all riders know of all the fun we have? How do we share the "Fun, Safety and Knowledge"? ...WE TELL 'EM! We tell everyone we meet. We put Chapter flyers in every Honda dealer. We leave tags on other Wings we see in parking lots. We post Chapter events and "Wanted" posters in our local establishments. We bring friends to our Chapter Tire Kicks and diner runs. We wear our colors. WE TELL 'EM! GIT-R-DONE!

*Roy & Chris Bill
Northeast Region Membership Coordinators*



Rider Education

Hi there

Well the cold part of winter finally caught up to upstate NY. Temperatures in the teens and single digits. It had to happen sooner or later.

What are you doing now that it's cold out? I hope you are taking some Rider Education Seminars. We have more Seminar instructors now than last year so **"use em"**. By the time you see this newsletter your DE and or DD will have a list of the instructors and ways of reaching them. If you want that list, ask your DD or DE or me. As a CE or CD you can find out who would like a seminar, where to have the seminar, and when. You then reach out to one of the instructors to see if they are available. Remember all you co-riders, you can use the Co-Rider Seminar to be eligible for Level II or to remain current in L-II.

This is a great time of year to set up a CPR and or First aid course. Better to do it now than during riding season. All though a lot of Districts have these courses at their rallies also.

So, don't just wait for winter to end, use the off the bike time to get together with your GWRRA friends and have a rider ed. day.

Remember, after you take one of these classes to update your level by filling out an N.10 form. A change in the price of the MFA course is as follows. &15.00 for GWRRA members and \$20.00 for non members.

Our newest District Educators are Ray & Cheryl Hartman from Maryland. I mentioned them last month but didn't have their bio. Now I do and here it is.

Our names are Ray & Cheryl Hartman. We have been asked to serve as your new Maryland District Educators. We look forward to this new challenge.

We would like to introduce ourselves. Ray, was born in Paris France and grew up a Navy military brat until his parents retired in St. Mary's County Maryland.. He started his own business in the retail and wholesale of professional Darts and supplies.

This grew into a partnership of a T-shirt screen printing and embroidery shop and another partnership of a trophy shop. Along the way, came the ladder of being on the national staff of the American Darts Organization. This all happened at the same time that Ray was going thru his apprenticeship for Steamfitters Local 602(HVAC). As time went on and life got busy, Ray sold off his partnerships and finally the Dart business. After a short retirement from being on a national organization staff, he is back, wanting to be much more involved in what he calls his second family.

Cheryl was born in Flint Michigan, and grew up in different areas of the east coast but ended up in Colonial Beach VA also a military-brat from day one. We met at a Dart Tournament that Ray had organized and was running. She started working for Ray at the tournaments then at the HVAC Company that Ray was the Assistant Service Manager for. Some where after that time we decided to try dating and after a couple of years were married.

Ray has owned motorcycles for years and had always wanted a Gold Wing. His dream came true with his first 1989 GL1500 Gold Wing. He decided to join GWRRA in August of 97. He got involved with GWRRA for many reasons, including being with others with the same interest as his own and the benefits GWRRA has to offer. Cheryl now also enjoys it for the same reasons. Why do we stay? So many people have become family to us, so much so that our complete wedding party were all friends met thru GWRRA. We have enjoyed our reunions at Wing Ding and other District Rallies, traveling throughout our region and making new friends. We are proud to be Members of GWRRA and Maryland Chapter I.

After a few years Cheryl decided to get her motorcycle endorsement but Ray still would not let her drive his baby, so she became a proud owner of a 2002 Honda Shadow Deluxe. Ray is now a proud owner of a 2004 Flare Red GL 1800A. She still does not ride her own bike, and decided that she has more fun just being his co-rider instead.

We both have worked our way to Level IV Master Rider in the Rider Education Program and Ray has become an Instructor in the Leadership Training Program.

We have served as MDI Chapter Newsletter Editors, Assistant Directors, Senior Directors and Road Captains, and now have taken on the roles of Maryland District Logistics and Rider Educators.

*Northeast Region Educator
Dick Norton*



Public Relations

With the changing of CD's and other positions, there have been many questions asked as to what is your responsibility for the position you volunteered for. First off if you volunteer for a position, then that should mean that you are willing to take on responsibility for that position. Each position has different responsibilities and you should be aware of these before you take on that position. For example in the Public Relations position, Chapter level, you are asked to write an article each month for your Chapter newsletter and if you so desire, write for the International Public Relations Team newsletter as well, help you Chapter Director with any media or other advertising that needs to be done for the Chapter. Work with your CD to make sure that your Chapter events are well publicized. Ask your director if you can give a short talk at each gathering. In the Public Relations we have what is known as "DID YOU KNOW". This is information that you have gathered about GWRRA, that you feel will give your members a better understanding of the association. Some Chapters have found this to be an excellent way to get the members involved and to participate at the gatherings.

On the District level, it is your responsibility to see that all Chapters have Public Relations Coordinators. To see that you supply them with the information and help they will need.

On the Region level, to see that each state has a Public Relations Coordinator and to offer any and all information to help them in establishing these positions.

There are always volunteers needed and many Regions, Districts and Chapters are combining the positions so that all the areas are covered. If you are willing to take a position, then please put your whole self into that position and be an asset to the GWRRA Association and the Chapter.

To take a position and do nothing with it is like putting your name on nothing. What is it they say be part of the solution not part of the problem. VOLUNTEER! Until next month, ride safe and God Bless.

*Mort & Ruth Smith
Northeast Region, PA. District PR Coordinators*



Region Couple of the Year 2006-2007

Well, here it is February and we are knee deep in the white stuff. There isn't much going on right now. Nothing, that is, than the usual winter stuff. You know, plowing out the drive, feeding the horses and looking out the window for the first signs of spring. Every time that I go to the garage to get the snow plow, the bike jumps out at me as if to say "what's going on?" "When are we going for a ride?" My comment is "shut up and go back to sleep."

We wanted to share with you something that we are recommending for Pennsylvania. This might work in your District as well. By the way, if you have any success stories to share as it relates the couple's program, please let us know so that we may share your success with the rest of the Region. We are trying to put together a Couple Get-Together for the entire 2007 Pennsylvania Chapter Couples of the Year. We would like it to be in the central part of the state so that none of the Couples have to travel too far. The deeper that we get into this the more problems seem to arise. We don't have any problems getting the individual rooms but the motels want to charge us an exorbitant amount for the use of a banquet room for just a couple of hours use. Oh well, we will keep trying. It would be very nice for all of the Chapter Couples to get together early in the year and get acquainted. Hopefully, this would encourage them to participate more in the program throughout the remainder of the year.

We missed the "winter thing" in Maryland. Boy, were we looking forward to that. Now we keep checking the Internet to see what is coming up elsewhere in the Region. There doesn't seem to be anything going on for the next month or so. We will have some things coming up in the chapter.

While this does not pertain directly to the couple's program, we wanted to tell you about our annual "ride dinner" in February. That is where everyone submits a ride and our able ride coordinators put them all together and schedule them. Everyone gets up and describes their ride. This gets the enthusiasm going, which gets everyone anxious to get on the bikes. Then we all go back home to look out the window for the first signs of spring.

We hope that by now all of the chapters in the Region have a couple in mind for their Couple of the Year. We still have some chapters locally in PA that we haven't heard from. We would expect to have everyone on board in PA by February 15th.

That is when we want to start contacting the PA Couples and try to get the program into high gear. If anyone has any questions throughout the Region or encounters any difficulties that we can help with, please contact us. We will be more than willing to help in any way that we can. It would be a good diversion from looking out the window.

It is getting so bad that yesterday I caught Carol shoveling the snow from the flower garden to see if any of the daffodils have come up yet.

*Steve & Carl; Daley
Region 2006-2007 Couple of the Year*



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..... <http://www.gwrradedist.org>
- New Hampshire at..... <http://www.orgsites.com/nh/gwrra>
- New Jersey at <http://www.gwrranj.org>
- Pennsylvania at <http://www.gwrrapadist.org>
- New York at <http://www.gwrra-ny.org>
- Vermont at <http://users.adelphia.net/~trikeinvt/index.html>