



OCTOBER 2012 GOLDWING ROAD RIDERS ASSOCIATION NORTH EAST REGION

From the Region Directors,

Tom and Renee Wasluck



Do you remember when you joined GWRRA? Do you remember why you did? When we joined, in 1997, at a time when our children were getting a little older - we were looking for more people, with a similar interest to ride with. More importantly, we were looking to have **FUN!**

The friendships we have made and the **FUN** we have had, have kept us coming back, year after year. This combination along with the Rider Education and the training we have received has allowed us to grow as individuals.

Now, you are probably wondering where we are going with this? At the Region team meeting Oct 27, we will be working, along with Mike and Nancy Mandell and the rest of the team, to challenge all of the Districts to retain the membership they have by lifting the **FUN** level another notch in the chapters.

September seemed to flyby- don't know if it is because we are getting older or if it is because we are so busy.

We had a great time at the Pennsylvania convention in Gettysburg! The participation was amazing. 19 chapters decorated tables for the holiday theme. Most of the room was up parading around to show their chapter pride with their hats. 85 bikes participated in the bike parade on Thursday night! Many chapters participated in the talent show. What did all of these people have in common? They were having **FUN!** Many people took advantage of being in this historical area by going on rides- yes they had **FUN** too!

We did travel to New Jersey to spend time with our son and then off to Ohio to spend time with our daughter and her family.

We plan on attending New Jersey Chapter A's 30th and Pennsylvania Chapter B's 30th anniversary parties in October. The members of both of these chapters have been working hard to make this event **FUN** for all! The region campout is the third weekend in October and it looking like a **FUN**, relaxing weekend. The campground does have cabins and campers available for rent.

Holly Shores Camping Resort, Cape May, NJ

www.hollyshores.com

call 877-494-6559 and ask for the GWRRA group

At this time Pat Thibaudeau needs to step down as District Director of New Hampshire/Vermont to take care of her family.

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We would like to thank Pat Thibaudeau for all of the hard work and dedication to the New Hampshire & Vermont Districts. She will still be around to help the new Directors when needed and will be working as an Assistant with them.

It is with great pleasure that we would like to announce the new District Directors for New Hampshire & Vermont Districts will be Ed and Denise Heath. They will be a great asset to the Districts and bring with them new ideas to keep the FUN in the Chapters. Please welcome them as the new District Directors.

Now is the time to begin planning activities for 2013. If you are planning an event, send it to us as soon as possible so that we can get it on the Region Calendar. Hopefully, by scheduling early, everyone can avoid scheduling conflicting events. It will also make other Chapters and District aware of your plans so that they may add your event to their ride schedules.

At this time of year, the events are slowing and people are wrapping up the riding season. Many Chapters are planning some great foliage rides. As the leaves start to change and then fall, please be careful because as they sure are beautiful, but once they fall they become slippery.

Soon the cold and snow will be coming to the Northeast. This will be a trying time. Plan **FUN** gatherings and indoor events to keep the friendships and your GWRRA family growing.

Happy Halloween!

*Tom & Renee Wasluck
Northeast Region Directors*

Ride Safe & Have Fun

regionbdirectors.tom.renee@gmail.com



Get your free GWRRA trial membership-click here >>





From the Region Trainers

Eileen and Tim Guile

The more you know the better it gets!



OFF WITH HIS HEAD!!! Participation equates to FUN! I am very lucky that my husband lets me dress him up as animals. But we do have fun and isn't that what it is all about?

The New York District Trainers had a very good article in the NY District Newsletter and we felt it was worth repeating. It is as follows:

September is a new beginning. The beginning of the "Fall" season, with the leaves turning from green to yellow. Many trees will lose their leaves as the roots of the trees grow stronger in the ground. Think of the trees building a strong foundation for the next upcoming season of "spring".

We as individuals will also have an opportunity to build a stronger foundation for a better tomorrow. We can plan to sharpen our leadership skills. These skills are used in your everyday life as you interact with friends, family and co-workers. These skills should never be taken for granted. The GWRRA Leadership Training seminars are there so you will grow with confidence and have the strength to proceed with tasks knowing that you can be a team player and learn how to achieve your goals while helping others.

The past few months we have had the opportunity to attend so many seminars on Chapter Life, Life Skills and Leadership goals through the Fun Shop, GWRRA Wing Ding 34 and NY/NJ Bi-State Convention. We also have had many Rider Education seminars to hone our riding skills.

What do you think is the most important challenge when riding a motorcycle? The riding gear? The lights on your motorcycle? The comfort ride? How you handle your motorcycle? These are practiced and learned and are definitely important, but the most important is your attitude. Your well-being. You must understand why you do the things you do and why. You really should take the time to assess what and where you are at when riding a motorcycle. If you are tired, stressed, and at a bad place in your life you should never get on a motorcycle. It is dangerous for you and everyone around you.

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Why are you tired? Why are you stressed? Leadership training seminars can help you to sort out everyday issues. It will give you the tools to correct issues in your life that may or may not keep you from achieving your personal goals. Each seminar gives you a tool to work on one issue at a time. As they say, "Rome was not built in a day", neither is self-improvement. Do not let another day go by and not take the time to invest in your-self. You are a very important person. What you do affects everyone around you. By the same token every day you learn something, be sure it is worth your time and effort. Be sure to surround yourself with team players. Positive people will "Make Your Day". You will look forward to being around people who like themselves and others. You want to take every opportunity to take advantage of the Leadership Training seminars.

When you have a good positive productive attitude you will be at a better place in your life and family and friends will also be in a better place. So ignore negative remarks, show by example, 'you' be positive and move forward.

Remember that GWRRA Leadership Trainers study, practice their seminars and look beyond for a better future as they volunteer their time to share with you. Come and join us. Take a course, be a positive friend and start a new beginning this Fall.

Whether we are at a convention or a ride, we have a "NY District Leadership Trainer" patch on the back of our vests, please stop and say hello. Let us know what seminars you liked best. We need your input for a better tomorrow.

Richard and Claire Aylward
NY District Leadership Trainers
raphco@verizon.net 516-449-8299

"You must become the change you want the world to be" - Gandhi

Eileen and Tim Guile
Region B Trainers
The more you know the better it gets!





GWRRA

Rider Education



Northeast Region

Tim & Anna Grimes – Region Educators

Have you ever wondered where GWRRA gets its' Riding Course Instructors? While a majority of our Instructors are current Motorcycle Safety Foundation Rider Coaches, we do have a significant number of Instructors that are "home-grown" and had no previous Riding Course Instructor experience prior to taking GWRRA's Rider Course Instructor Certification Program (RCICP).

Region B presently has a requirement to increase the number of Riding Course Instructors in a number of our Districts. What follows is a brief description of the qualifications needed to become a Riding Course Instructor along with a summary of the training provided to Instructor Candidates. These excerpts are taken directly from the GWRRA Riding Course Instructor Certification Program Manual.



Any Member may apply to participate in an RCICP providing they meet the following criteria:

Continued next page

1. Have no more than 4 points on his/her motorcycle license
2. Have no DUI convictions for the past five years
3. Be current in Level 3 or above in the REP.
4. Demonstrate safe riding habits by wearing proper riding gear
5. Be a GWRRA member in good standing
6. Agree to remain certified in accordance with the Instructor Maintenance of Certification documents published on the GWRRA Web site.

Application is made through the District Rider Educator and then the Region Rider Educator both of whom must sign the application. This is not to be interpreted as an approval process, but rather following the links in the Rider Education communication chain.

Rider Course Instructors remain certified providing they complete the Maintenance of Certification requirements of the program.

GWRRA leadership also recognizes that they have superbly trained and dedicated volunteer Members who leave no stone unturned to ensure that GWRRA Members receive the best safety training that can be provided in its training courses. The following excerpt is taken from the latest GWRRA Rider Education Handbook:

“... Rider Course Instructors are the role models and the instruments for ensuring uniformity and outstanding quality in the presentation of all GWRRA Rider-training programs. Rider Course Instructors are volunteer Members who give of their time, knowledge and training to provide Members with an opportunity to improve. They are a dedicated and committed group of individuals and as volunteers will not be compensated for their time and effort in teaching these courses; however, receipted expenses may be reimbursed from the sponsoring organization, i.e. Region, District or Chapter, upon prior agreement ...”

Notwithstanding the aforementioned, however, GWRRA leadership are always searching for ways to further improve programs, including the Rider Education Program, for its Members. In respect of the REP, therefore, when the opportunity became available to develop an “in-house” training program for GWRRA Rider Course Instructors, GWRRA leadership officials embraced the idea with much enthusiasm. It was recognized, however, that, while the presence of such an Instructor Certification Program would greatly facilitate the availability of certified Instructors, such a Program must contain and subscribe to tried and true motorcycle safety training fundamentals and principles. Accordingly, the Rider Education Program should not be compromised in any way by the presence of inadequately trained or under qualified Instructors. These Instructors must become and remain professionals in motorcycle safety training.

There are two paths in GWRRA to become a certified Rider Course Instructor:

Continued next page

Path 1

Become certified as an instructor by a recognized outside organization such as the Motorcycle Safety Foundation (MSF) or the Evergreen Safety Council (ESC). Once certified by such an organization, candidates may become a GWRRA Rider Course Instructor by submitting the appropriate paperwork. They then must participate in individual Instructor Certification Courses (ICCs) to be qualified to teach the GWRRA Trike, Trailing and/or Sidecar Courses.

Path 2

Successfully complete a GWRRA Rider Course Instructor Certification Program (RCICP). Candidates successfully completing an RCICP are certified to teach the GWRRA Course associated with the RCICP, ARC and/or Trike, for example. They must teach their first two courses only with an experienced instructor or under the direct observation of a GWRRA Master Instructor. They may then participate in additional ICCs to become certified in the other GWRRA Rider Courses.

Rider Course Instructor candidates will be approved based on criteria outlined below and the needs of GWRRA. The number and location of Instructors may be limited so as to provide ample opportunity for each to meet the maintenance requirements for their certification.

Members interested in becoming GWRRA Rider Course Instructors must:

- Submit to the District and Region Educator, a "Rider Education Application to attend a Rider Course Instructor Certification Program". They will in turn forward the form to the Assistant International Rider Educator, responsible for the Rider Course program (US), or the National Director – Rider Education in Canada;
- Consideration will be given to such factors as Member demographics and the number of instructors already certified in the area;
- Attached with the application form must be a copy of the applicant's driver's license indicating a motorcycle endorsement.
- The applicant will be provided information in respect of the scheduled Rider Course Instructor Certification Program (RCICP) within his region and the name of the Instructor Trainer conducting the course. If no such course is scheduled within a reasonable time frame, he will be provided information with respect to courses scheduled in other areas;
- It will be the responsibility of the applicant to contact the Instructor Trainer to register for the Instructor Certification Program.
- Upon confirmation in a scheduled course, the applicant will be forwarded the necessary paperwork and course materials.

Rider Course Instructors who have been generally certified in accordance with the GWRRA Rider Course Instruction Certification Program must further successfully complete the GWRRA Rider Course curriculum update for each of the GWRRA Rider Course offerings (the TRC, TC or ARC, etc.) before they are certified to present these courses. There is no requirement that an Instructor complete updates in all curricula.

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Currently certified Rider Course Instructors who have maintained their currency in the appropriate GWRRA Rider Course will continue their certification as GWRRA Rider Course Instructors (RCI's) but shall be subject to prescribed continuing or re-certification requirements, as outlined in the Rider Course Instructor Certification Program.

In order that GWRRA Rider Courses be presented properly and professionally, it is necessary that our Rider Course Instructors be proficient and competent in presenting motorcycle safe riding concepts and principles. However, the place where "the rubber meets the road," so to speak, is during the actual presentation of the appropriate Rider Course. And in order for the course to be effectively and efficiently presented, there are a number of course administration details that are necessary.

All GWRRA Rider Courses have been developed, fine-tuned, field tested and retested again by motorcycle safety professionals before they are approved for use by GWRRA. Then, before any are presented to GWRRA Members, GWRRA legal counsel and insurance underwriters approve the complete course, including range exercises.

The reason for this exhaustive process is obvious: GWRRA does not wish to endanger the safety of its Members by presenting courses and course material that could potentially endanger the safety of those Members.

The mandate of a Rider Course Instructor is very clear: ***GWRRA Rider Courses are required to be presented without any deviation from that shown in the course manuals.*** Range exercises **must** be conducted as depicted. Any deviation from prescribed layouts would leave the respective Instructor(s) open to serious liability in the event of injury to Rider participants. Furthermore, Rider Course certification approval would be withdrawn from the offending Instructor(s) and they would accordingly be prevented from presenting GWRRA Rider Courses.

To repeat: GWRRA Rider Courses **must** be presented exactly as they are written and depicted in approved Rider Course Manuals.

The following link will give you more information on the application process and the different modules required for completion of training: <D:\Documents and Settings\william.t.GRIMES\My Documents\Personal\GWRRA\Rider Ed Program\REP Instructor Cert and Maint.doc>

We are presently looking to increase our Instructor Corps with 2 to 4 new Instructors in New Jersey, 2 to 4 new Instructors in the New England States and 4 to 6 new Instructors in Pennsylvania. Anyone interested in becoming a GWRRA Riding Course Instructor, please notify your District Educator. Based on interest, we will be looking at putting on a Riding Course Instructor Certification Program in the spring of 2013.

Ride Safe, Ride Often and Keep the Shiny Side Up
Tim and Anna Grimes

Around the Region



Our region couple, Tim & Eileen Guile brought a whole new meaning to Thanksgiving!

While Mike Mandell encouraged the participants in the Chapter Pride parade!



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The Pennsylvania convention was held in Gettysburg last month. Over 350 people enjoyed the friendships, fun , and unique entertainment



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MEP Coordinators / Couple of the Year Coordinators

Mike & Nancy Mandell

Member Enhancement Division
 Region Member Enhancement Coordinator
 Membership Enhancement Coordinator Team
 Job Description-Mission-Goals
 "Together Everyone Achieves More"

Membership Enhancement Coordinator "We don't need one!" Or do YOU ?

A football team has defensive and offensive coordinators: a baseball team has a batting coach, a pitching coach, which in reality are Coordinators. If these professional teams need them and by the way pay BIG dollars to have them then why don't YOU need a FUN coordinator?

Wait a minute, you said an M.E.C., you did not say anything about FUN.

An M.E.C. at the district and chapter level is exactly that, a coordinator of FUN.

Membership is all about FUN: of course there are other benefits of involvement in G.W.R.R.A. than just FUN. But never forget:

FUN is number ONE!

Without FUN, no one would be involved in any activity. With the exception being work, (what we do for a living) can also be fun but more often is rewarding in the form of monetary payment, which is a wonderful motivator. We all love to eat, so we better go to work!

So unless there is another benefit, whatever else we do is simply for FUN and enjoyment. The best way to increase most people's enjoyment is by surrounding them with other folks that want the same thing, in our case, they want to ride their motorcycles and have FUN.

The Membership Program in G.W.R.R.A. provides proven ideas for increasing involvement by chapter participants which results in more people getting involved and the more involved you get the more FUN you will have.

For starters there is a "FUN BOOK", an offering of ideas for rides, games and events. People enjoy destinations as well as purposes, riding a motorcycle in a "Zip Code", Firehouse or Bug Gut ride makes an ordinary ride "special". Special equates to FUN, which makes for added participation, which is the prescription for a healthy chapter.

The Chapter of The Year Program is basically a cataloging of all the FUN events you and your TEAM will be planning for the up and coming riding season. A listing of dinner runs, conventions training sessions, fundraisers and membership drives you are scheduling.

Continued next page

We all need a plan: we all have busy schedules without a schedule it is very hard for people to know what they are doing. If they know in advance, they can schedule personal events around chapter events, if we know Tuesday is a tire kick when we schedule dinner with friends, we make it another night because they are already going out. It is simple: the first event on the calendar gets the attendance.

There are many other ways the Chapter of the Year Program supports FUN, it offers other ideas of things to do, as an example do you have a mascot? Is he or she cute, cuddly, lovable or scary?

A Mascot does for a chapter much the same thing a pet does for a home, it adds a reason to go home, for our purpose another reason to be involved.

If you have a mascot, you may be surprised to see how quickly it is adopted by all the members; they may wear it's name or have a picture on their shirt or even get a "cousin" to keep on the bike.

Perhaps you can have a contest in the district: who can take their mascot to the most places? Think about it, it adds to the level of FUN. It gives you a purpose to do stupid silly childish things that will make all of you smile and have a great time. There are many more reasons to "get involved" in the Chapter of The Year Program, and they all end up with the very same result: More people, more participation and of course more FUN.

One of the other very worthwhile offerings is the "Couple of The Year Program". The Couple of The Year is NOT a competition; it is a recognition based, program, a way of rewarding and saying "Thank You" to a very special man and woman in your chapter. The title is their "paycheck" for what they have done and continue to do for all their friends.

In addition in a show of support for the Chapter Couple it inspires fellow members to come out to gatherings, events and functions, which increases involvement and you guessed it, creates more FUN for everyone.

One other hidden benefit of the Couples Program is it can be a motivator for other people in the chapter that when they see their friends selected as the Chapter Couple, they also begin to think about how nice it would be if they were the couple. No members will ever tell you they want to be the couple, but most would consider it just what it is an honor to be selected.

Chapter Couple is the only position in G.W.R.R.A. that you are selected by your closest friends.

Members, existing ones as well as new ones are the lifelines of our chapters. We need to address both of these very important areas, we need to have a plan to introduce our chapters to new and potential members.

National has developed a great trial membership for people that are considering joining G.W.R.R.A. we need to support that program.

Before you think it,

"new members are for national to make more money" Of course!

But to us at the chapter level there is a much bigger reward; new members bring new ideas, ENERGY, EXCITEMENT and ENTHUSIASM.

Continued next page

They have new jokes, know of different roads that perhaps you just never choose to ride on and places to go. They are the future leaders of the chapter.

I personally love people, my greatest enjoyment is seeing people have FUN, meeting new folks is energizing and talking with and getting them involved with G.W.R.R.A. for me is nothing short of "making my day".

Of course we have to take care of our current members as well, we need someone to call and ask where they have been, why we have not seen them, let them know we noticed they have not been around at gatherings and events. Even if they are no longer riding, together we all can have FUN.

So who takes over these very important tasks?
The Membership Enhancement Coordinator
"Master of FUN"

I wrote this article to offer everyone an insight as to why we need an M.E.C. at Chapter, District and Region levels and give a brief idea of what the position is all about.

Next month I will offer you an outline for an easy way to fill the position and enjoy the benefits of success.

Ride Safe! Have FUN!

Mike and Nancy Mandell
Northeast region "B" M.E.C.





Couple of the Year Coordinators

Mike & Nancy Mandell

Choose Em! Or lose Em!
 The Program needs your support
 Your Chapter needs the program!
 "The Couple of The Year Program"

Couple of the Year 2013 Now is the time to decide

A simple reminder, as we approach the end of the year the time is now to consider who you will select as your Chapter Couple for 2013. Of course you can appoint them now, you do not have to wait, but PLEASE for the benefit of your chapter participants and yourself make certain you take the time and effort to honor your special couple. If you do not select a couple you are really missing out on a great opportunity to build pride in your chapter and increase the level of FUN.

Mike & Nancy Mandell
 N.E. Region "B" Couple of The Year Coordinators

ROAD RASH ©2004 by HARRY MARTIN

Harry@HarryMartinCartoons.com



A fool and his motorcycle are soon parted



2012-2013 NE Region Couple of the Year

Eileen & Tim Guile



Greetings from your Region B Couple of the Year, Eileen and the Turkey. This is us having **FUN** at the Pennsylvania District Rally.

Can you believe that summer is over? Where did it go? It seems like it just got here and puff – it's done and gone. BUT, what fun we had. We attended the New York District Ride-In, staffed the Americade booth for GWRRA, went to the New England Districts Convention, attended the NY/NJ Bi-State Convention, went to the Pennsylvania District Rally and attended the New York District Ride Out. We also did a lot of riding with our home Chapter – NY-N. We went to a few meetings in Vermont and as I sit inside writing this article my husband is out in the pouring rain close to the Canadian border taking an ARC course. I was smart, I brought the car so I am dry AND warm!

We have a large Region – 11 states. We would like every chapter to participate in the Couple of the Year by naming a special couple for this honor. We would like to see every Chapter participate in 2013. Next, try to get your Chapter couple of the year to participate in your District selection. It is truly a lot of fun and the hardest step in the process is participating in the District selection. After that it becomes easier because you know so many people and by participating you are having FUN.

As mentioned before, we are selling raffle tickets (a \$350.00 gas card for the gas of your choice) for \$5.00 each to help support the Region. This money allows the region to help fund Leadership Training and Rider Education programs. As a result of last year's FUN Shop held in New Jersey, the Leadership Training program alone gained seven new leadership trainers. Help support Region B!

Eileen & Tim Guile
2012-2013 Region B COY

What is this Region B Campout all about?

On the weekend of October 20th 2012, GWRRA friends from far & wide are going to get together at Holly Shores Camping Resort in Cape May, NJ to enjoy each other's company and all the ***FUN Jersey Shore activities.***



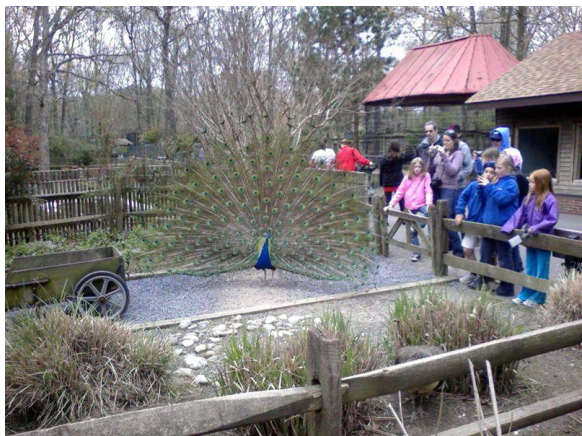
Wildwood Naval Air Museum



Holly Shores Camping Resort

To begin with we will have the great facility & recreation of Holly Shores Camping Resort available to pamper us. Holly Shores is the only Trailer Life Top Rated Park in NJ and they have received Woodall's highest rating of 5 W Stars for Facilities/5 W Stars for Recreation. Just to name a few of them: **On-Site Rentals** of 15 Cabin/Cottage and 5 RV Park Model with a Handicap Accessible Park Model, **Full Hookups Sites** with 20, 30 & 50 amps, **Tenting**, Cable TV, Showers \$, Laundry, Groceries, Patios, RV Supplies, Ice, Firewood, Control Access Gate, Fire Rings & Picnic Tables. Also **Pets Welcome**, Access at Central Location Wireless (WiFi), Shuffleboard, Horseshoes, Recreation Room/Area, Coin Games, Basketball, Hiking Trails, Planned Activities, Local Tours, Playground, Volleyball, Equipped Pavilion & Golf Nearby.

So **Everybody is Welcomed**. If you are a seasoned camper with either a tent, a trailer or a motor home, this is the event for you. If you never went camping but enjoy getting together with all your GWRRA friends, then this is the event for you. Even if you need a little help to get around, this is the event for you.



Cape May Zoo



Holly Shores Ultra Cabin with Loft (sleeps 4-6)

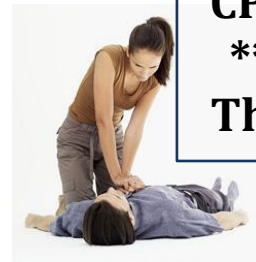
So far the response to the 1st Region B Campout has been *phenomenal*. Just in case we sellout, Holly Shores has a neighboring campground ready to help. Call Holly Shores Campground **today at 877-494-6559** and ask for the GWRRA group.

GWRRA NJ Chapter H
Jorge & Julia Perez
jperez@lmold.com
732-968-7833



GWRA Region B CPR/-FA Trainer

Keith and Elaine Price



CPR – First Aid

The Gift of Life

Blended Training

Have you ever gone to a convention and wanted to take a MFA course and then decided not to because it would kill a full day of your fun? Or perhaps even a half-day? How would you like to go to a convention and be Re-certified in CPR-First Aid in as little as two hours? Within a year or so you may be able to do just that.

It's called "Blended Training" and will shortly be tested by certified MFA TRAINERS. If these tests are successful it may be released for use by all of our Instructors next year. Basically Blended Training works as a challenge of the test. There is no video and no direct instruction unless absolutely necessary. A student comes in front of the instructor, answers a series of questions, and performs the exercises that were part of the original course the student took. If successful the student qualifies for re-certification. If the student cannot successfully complete the course they will be advised to take the Basic Plus course again. It's just that simple.

There are some restrictions of course. For now Blended Training is to be presented only by a few Instructor/Trainers on a trial basis. It is to be used at conventions only and all students must have previously taken a MFA Basic course and **MUST** be current at the time of the Blended Training course! If a student's certification expired a week ago they cannot take a Blended Training course.

We are trying to make it more convenient for our members to be able to take these vital courses but still maintain the high standards of quality that we have used in the past.

Keith & Elaine

Mike & Shirley Prince
 Northeast Region "B"
 rbchoy@gwrrapav.org

Chapter of the Year Coordinator's



Why the Chapter of the year program

Why Not !!

Are you a Chapter or assistant Chapter director? Trying to figure out what you can do to help your Chapter have more FUN!! How to get members to more involved.

Well this program is the number one thing you can do to make it more FUN, And rember if your not having FUN your chapter wont ether. The Chapter of the year program is just what you need. It's not hard just start by printing out the score sheet, But do this first, use the score sheet as a check list of things to do. Maybe just go down the list and ask the chapter what they

This Month

- Why the ChOY Program
- NJ District 2011 ChOY Winner

might like to do. And presto you are on your way to having more FUN.

I know that a lot of you are wondering after becoming chapter director's where is the play book of thing to do and how to do them. Well the chapter of the year program is just what you need. You don't have to keep score, the whole purpose of the program is to give you the tools and the list of things your chapter can do to be a FUN successful chapter. And when your chapter members are having FUN you will have no problem getting members involved. Remember a chapter that plays together stays together.



Mike & Shirley Prince
Northeast Region "B"

Chapter of the Year Coordinator's

And The District Winner Is

Congratulation to New Jersey "F" aka "F-Troop"

Winners of the 2011 NJ District

Chapter Director > Barbara Malone

bmalonechow@optimun.net

Assistant Chapter Director > Robert Richards

lostman65@hotmail.com



Mike & Shirley Prince > Northeast Region Chapter of the Year Coordinators
rbchoy@gwrrapav.org



Region B ARL Coordinators

Pete and Marielle ST-Amour



Renew a Member

Are we still losing the 1 – 3 year Members and is this occurring throughout GWRRA were questions recently asked by a Region Director. We knew the answer; however, we have also been told that the Retention problem in one District is not the same as it is in another District. We suggested to the Region Director that he take a look at the statistics on the loss of the 1 – 3 year Members within that Region. This comparison can be done at any level, Region, District, or Chapter simply by looking at the monthly Area Report List. At the bottom of the report, click on the Expired Dues tab. (This is a list of Members whose Membership has been expired for two months.) You can highlight the column headed Join and sort Newest to Oldest. This will give you the Expired Memberships in order for that month. A quick review will provide you with how many of the Expired Memberships were Members from 1 – 3 years.

Why do we look at the loss of the 1 – 3 year Member? The GWRRA Membership Application pro-vides for a person to join the Association from 1 – 3 years. People join for a variety of reasons. It may be that someone told them of all the FUN we have, our Chapter Life, someone to ride with, our Rider Education Program, our Leadership Training Program, or just to socialize with other Gold Wing owners. What-ever the reason they join, they may elect not to renew their Membership for a second time. Why, you ask? We will be the first to admit that we do not have the answer. We can only speculate. If we look at the Drop Letter report it would indicate that we lose the majority of our Members due to health reasons or selling the bike. If this is accurate we must only be recruiting Members in declining health or getting ready to sell their bike when they join the Association as our Recruiting numbers are in the plus column.

What do I want you to do? After you have reviewed the Area Report List of 1 – 3 year Expired Membership, pick up the telephone and make a few calls and ask why the Member is not renewing. I know we do not require the Membership Enhancement Coordinator to call expired Members unless they feel it will aid in the Retention of a Member. If your calls to these Expired Memberships are successful it may be time to discuss it with the MEC and ask them to make a few more calls. If you are a Region Director, ask each District Director to make a few calls and discuss the results. If you are a District Director, ask each Chapter Director to make a few calls and discuss the results. Better yet, why not involve the entire Team in this effort. We may not get the Expired Member back but we may identify some areas that will make others want to renew.

Thanks to Ed & Linda Johnson for the use of their article.

Submitted by
Pete & Marielle St-Amour

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Calendar of Events

2012

October 14	CT-Q Walkathon	Hole in the Wall Gang Camp
October 19-21	Region B Camp Out	Cape May, NJ

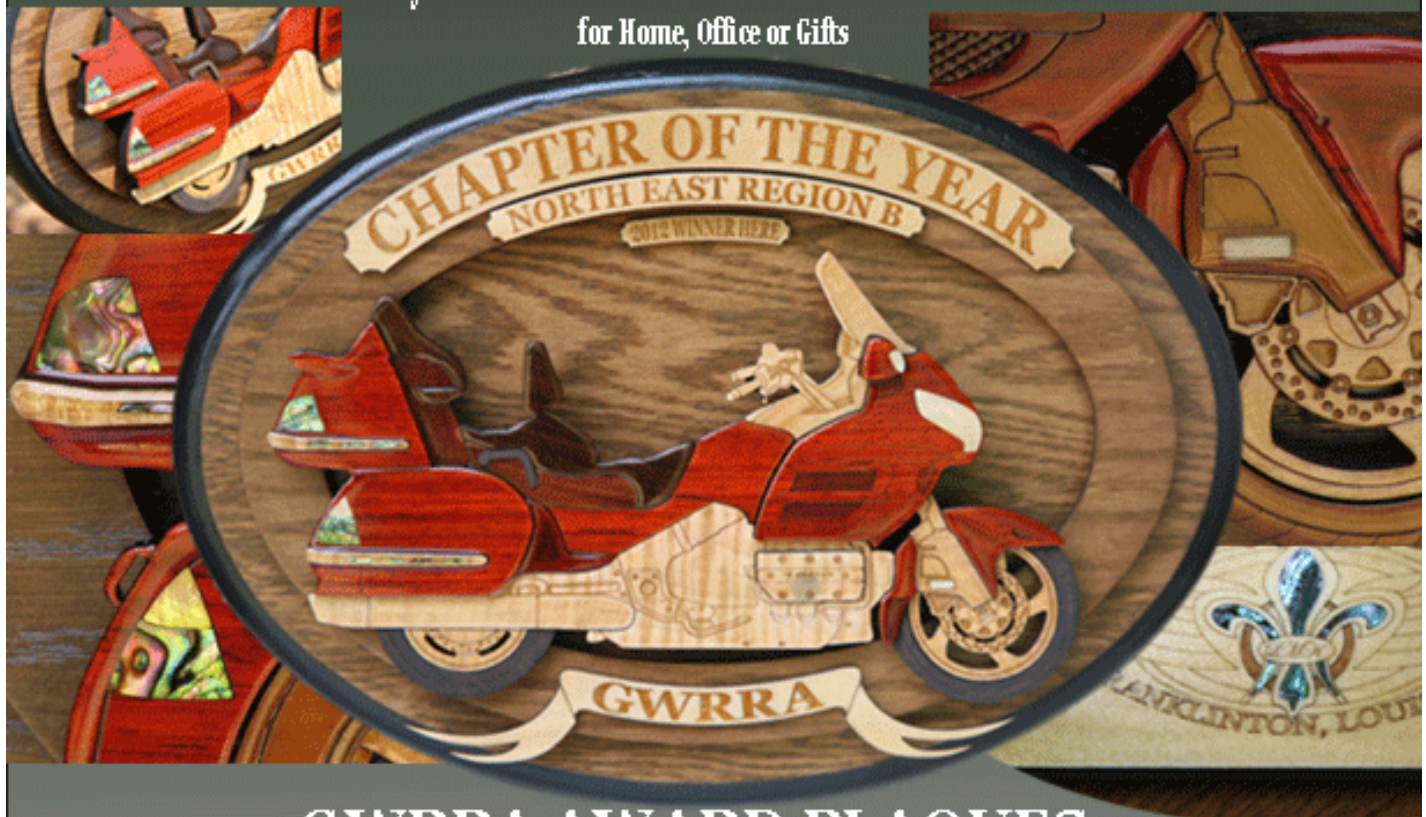
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