



# INSIGHT

TOOLBOX  
FOR OFFICERS

Cheri Walloch, Editor

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## TEAM GWRRA

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## Jere & Sherry Goodman Director of GWRRA



### Myth - The GWRRA "Club"

We have all heard that "perception is reality." When the perception is allowed to go on unchallenged or unquestioned, it does become a reality, even when false. Over many years, we have often heard that GWRRA is referred to as a club. To set the record straight, GWRRA is not a motorcycle club. We are an association, and there are many differences as we do not function in the same organizational and procedural format as "clubs."

Since we do not vote, our decisions are made based on input from our Members and our leadership. Voting can create an adversarial environment that leads to long and heated debates. Support for a particular issue may be based on personal relationships rather than objective criteria. Our Chapters are not presided over by a president, but by a Chapter Director who is not elected, but appointed based upon qualifications and desire. Elections can also be controversial as personal relationships usually play a big part as to who should be voted in. All decisions based on personal relationships can cause a serious divide in our Chapters, resulting in conflict and hurt feelings. In a club, everything must be voted upon and majority rules. Not true in our association.

Our Officer and non-Officer positions are all voluntary, and GWRRA Members are welcome in every Chapter. There are no Chapter dues and our purpose is clearly stated with our motto of "Friends For Fun, Safety and Knowledge." Our gatherings/socials should always be fun with a dissemination of valuable information. We do not follow a parliamentary procedure process like *Roberts' Rules of Order* with motions and second motions. The reading of minutes, which can be quite boring, is never required or encouraged. We have a devoted Rider Education Program and offer many educational presentations through our University. Members are free to participate as they choose as often as they like.

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So, are we better than clubs? Of course not; we are just different based on our own organizational structure and operational format. It is the responsibility of our GWRRA Officers to work together to retain the non-political, non-club environment in the Chapter. Our association format works best for us, and we sincerely hope it works best for you, our Members.

Stay safe; be well. And, as always, remember that fun shall be the last word—so HAVE FUN!

*Jere & Sherry Goodman*

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## **Bruce & Barb Beeman** **Director's Assistant**



### **Is It Worth It?**

That is, is your GWRRA Membership worth it? There are times we wonder if there really is a value in the investment. There are many ways to track the value of something by how many uses you get out of it. We have appraisers who tell us the value of everything from jewelry to motorcycles. Sometimes we even see people selling things and they assign a value to their items. But really, what is it worth? Like my wife would say, "Only what someone is willing to pay for it."

People ask about the cost of a GWRRA Membership when they come to visit an event, whether it's a Chapter gathering, a District Rally, or at Wing Ding, but do they really know what the real worth of that Membership is?

Take a bar of iron that is 1" x 2" x 12". The value of that bar is an estimated \$10.00. That same bar of iron could be turned into a horseshoe and now the value has gone up to an estimated \$20.00. You've doubled your money. The bar of iron could also be turned into screwdrivers and the value goes up to an estimated \$40.00 for the set. It's the same bar of iron used differently, and the value changes depending on how it was used.

Our Membership is that bar of iron. We all pay the same amount to be a Member. However, what we do with it is up to each of us. The value is also up to us.

So how can you add value to your Membership? Here are a few things you can do to add value:

- Attend Monthly Chapter gatherings - get involved;
- Attend seminars - what a great way to learn about GWRRA;
- Get involved in the Rider Education Levels Program - just might save your life;
- Visit other Chapters in your area - there are amazing Wingers to meet;
- Attend your District Rally and Wing Ding - you will have an awesome experience and again the people you will meet are amazing;

- Take on a position - you'll always get more out of your Chapter, District by giving back;
- Your monthly copy of *Wing World*;
- Rescue Plus;
- And last Participate, Participate, and Participate!

These are just a few ways you could add value to your Membership. In fact, you may have some ideas of your own that were not listed. The point is we want you to see the real worth of your Membership and that the more YOU get involved, the more your Membership has real value and worth. In my opinion, my Membership is priceless, but it's what you make of it that is important. Is Membership in GWRRA worth the investment for me? Oh hell yes, and I hope you also see the real worth of your Membership.

Remember, it's all the same Membership. It's what we do with it that determines the value. The choice is yours.

Thank you and Ride Safe!

*Bruce & Barb Beeman*

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## Dan & Mary Costello Director of Membership Enhancement



### Member Contact

Hello to all! I have a question for you - what is the easiest tool in your Recruitment and Retention Toolbox? If you said the Area Run List, ARL for short, you are correct. The ARL is your GWRRA silver platter with new and prospective members eagerly awaiting your calls to say hello.

The lifeblood of GWRRA is the membership. Everyone in a leadership position knows this, and they always keep a portion of their activities available for Recruitment and Retention activities. One of the longtime items available to the leadership teams has been the ARL, the Area Run List. This is provided to all Districts monthly with an update, and quarterly with a total membership list. MEP sends this out to all District Directors and District Membership Enhancement Coordinators for the purpose of contacting and welcoming the new members into the GWRRA family and getting a chapter ready to welcome them to the next chapter gathering or chapter event.

We appreciate the help you all make in getting the contacts made, but we also want to make you aware of a second list that is provided to the District Directors. This list is titled "Temporary Members" and is sent out weekly, usually a Wednesday, by us. This list is a compilation of the most recent inquiries about GWRRA through the Gold Book, Web Inquiries,

or special Dealer programs instituted by Home Office. These should be handled in a similar fashion as the Prospective Members listed in the Monthly ARL Updates. Additionally, you should also reply back to acknowledge that these Prospective/Temporary members have been contacted.

Remember the ARL, and now this Temporary Members list, are both tools leadership is able to use to maintain and grow their chapters.

Let us know how we can help.

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## **Susan & George Huttman** **Director of Rider Education**



One question the Rider Education Team has been fielding lately is: Why not present the classroom section of GWRRA on-bike rider courses to a virtual platform?

Unlike the success of the on-line classes offered by the GWRRA University, the goal of GWRRA Rider Course curriculum cannot be achieved as intended with the limitations imposed on-line.

Rider Education on-bike courses are designed to be a significant, shared experience between instructors and students including a substantial four-hour classroom event and range time focused on techniques and improvement. Connectivity issues are a concern since continuity is essential to ensure every student completes the entire classroom portion without the possibility of prolonged disruption or the exclusion of any of the material.

Knowing it could be necessary to plan smaller classes to accommodate local guidelines for social distancing, we also knew class venues and range sites would postpone activities or no longer be available in the future.

Rider courses are being conducted as we continue to have conversations with the District Educators, learning many are resourceful and inventive. We hope in the weeks and months to come more District Educators will commit to taking part in the Zoom calls routinely offered by the RE Program Assistants to collaborate, share information, discuss challenges, and consider solutions while continuing to provide Members with support and the opportunities to help them meet their goals.

One resource that can benefit the Members is the introduction of the Chapter Skills Enhancement Advisor (CSEA) at the Chapter level. We continue to host workshops to educate these volunteers to help them become more familiar with database reports, the Levels program, and the classes and courses offered.

The number of Chapters choosing to include CSEAs on their team is slowly increasing and more Chapter Directors are recognizing it can be an important role in support of their participants. We continue to encourage all Chapter Directors to consider the benefit of a CSEA. To have someone on their team to routinely communicate with the District Educator influence the interest, skill, and safety of a Chapter's riders and co-riders in an impactful and positive way.

*Susan & George Huttman*

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## Clara & Fred Boldt Director of the University



We may not be in fourth gear yet, but it sure beats the heck out of neutral!

As we approach the time when we will be enjoying things more familiar, it is time to think about training. The University found a way to fulfill the need for some training by offering several of our courses online. Lots of folks responded, participants from all over the GWRRRA map. Now the District and Chapters must grab a handful of clutch and move forward through the gears. There will still be classes offered online with a pause in December. Check the [GWRRADOT.com](http://GWRRADOT.com) website, GroupWorks, and Facebook for announcements and schedules.

What are the steps in planning a training event in your District? First, ask the Members what they want. You could create a survey and distribute to the Chapter Directors and publish it in your District Newsletter. On the survey, list some suggestions for classes and/or direct them to the class list on [GWRRADOT.com](http://GWRRADOT.com). Create a theme for the event, such as leadership type classes or safety and ride specific classes.

Group some Chapters together based on location to get the biggest response. Have the Chapters look for a meeting place. They can donate drinks and snacks or have participants bag a lunch. Let the MEC's plan some games to entertain during the breaks. Many hands make light work.

Is the District planning ARC, BRC, Trailering, etc. classes? Buddy up and offer some classroom training at the same time. How about Shiny Side Up, the parking lot practice program? Information on that is available on the Rider Education website. Could offer a few classes during or after that.

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Rallies are big on training. In some areas, it was the only time of year for training. If it is on your Rally agenda, is it well attended? Do we need to add to the usual fare of MFA© and Co-Rider classes to stimulate interest? Not having a Rally? A training weekend to include classes, some rides and a social time may be a nice substitute.

There are resources available to assist you in creating training opportunities. The University itself and the University Assistants overseeing your District will be happy to help. There is a class offered on July 21, 204-02 - Planning a Chapter Event, that might be of use. Check the University website for registration.

It's been a bumpy ride for the last few months, but we can handle it. Re-ignite interest, create new opportunities to learn, have fun!

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