

# Gold Wing Road Riders Association



## International Couple of the Year Program Handbook

Revised: January 2016



Ron and Beverly Clark  
Asst. Directors Membership Enhancement Program  
Couple of the Year

\*\*\*\*\*

[GOLD WING ROAD RIDERS ASSOCIATION](#)

\*\*\*\*\*

34 Laumann Place  
Mount Pearl, Newfoundland Canada A1N 5B2  
1-709-747-1288

Email: [mepad.coy.gwrra@gmail.com](mailto:mepad.coy.gwrra@gmail.com)

Welcome Member Couples!

Step forward to your next wonderful adventure! We have everything you need to help you get started on your journey in the GWRRA Couple of the Year Program. Being a part of this long standing GWRRA tradition brings a lifetime of rewards. You are all part of a calling that is representative of the very best that GWRRA has to offer.

This program offers you the unique opportunity to get to know people from all walks of life and geographical locations, and to develop friendships to last a lifetime. As you expand your horizons, you will feel a strong sense of community with the GWRRA organization that is priceless in value.

What sets a Couple of the Year apart? To be selected as the Chapter Couple of the Year, you have already demonstrated your interest and enthusiasm for your fellow chapter members. Not only have you shown that you are a team player, but you've also given selflessly of your time and attention. You are already a role model within your chapter. And as a result, you have been honored with the distinguished title of Chapter Couple of the Year.

Once you make the decision to continue forward within the Couple of the Year Program to the District and Regional levels, you will build upon the solid foundation that you've already set. Your actions and positive attitude are promoting awareness and showcasing your leadership abilities. You are inspiring and motivating those who have not yet started their own journey. Your confidence as a role model is growing.

This vital and dynamic role offers you an amazing opportunity as you begin your transformative journey from Chapter Couple of the Year through the District and Region selection processes, and on to the ultimate thrill of participating in the International Couple of the Year selection process at Wing Ding. Your journey to Wing Ding involves a proactive team engagement strategy that brings together Region Couples from all across North America in a bond of friendship and camaraderie. At each step of your path you will become aware of what to expect, and you will never feel alone.

As you face the excitement that lies ahead, you have the entire Membership Enhancement Team to support you every single step of the way. We, along with your local Membership Enhancement Coordinator and your Directors, are here to provide you with mentoring support as you navigate through the Couple of the Year system.

As Assistant Directors of the Couple of the Year Program, we aspire to making your journey a happy and successful one. Most of all, we want it to be fun! Contact us and we will be happy to answer any questions you may have.

*Ron & Bev Clark*

Assistant Directors  
Membership Enhancement Program  
Couple of the Year

## Table of Contents

COUPLE OF THE YEAR PROGRAM OVERVIEW.....	1
History and Purpose.....	1
An Honor or a Responsibility?.....	1
A Note to the Couple of the Year.....	1
A Special Message for Chapter, District and Region Directors .....	2
CHAPTER COUPLE OF THE YEAR.....	3
Requirements.....	3
Selection.....	3
Awards and Recognition .....	3
DISTRICT, REGION AND INTERNATIONAL COUPLE OF THE YEAR.....	5
Requirements.....	5
Selection.....	5
Awards and Recognition .....	8
Responsibilities .....	8
COUPLE OF THE YEAR RESUME.....	9
Overview of Resume Forms .....	9
Resume Preparation and Submission .....	10
GWRRA COUPLE OF THE YEAR RESUME .....	11
SELECTION PROCESS: Forms and Scoring .....	16
Overview of the Score Sheet.....	16
Instructions and Hints for Judges.....	16
COUPLE OF THE YEAR SAMPLE QUESTIONS .....	23
The Top 10 Reasons Why Your Chapter Needs a Couple of the Year.....	24

## COUPLE OF THE YEAR PROGRAM OVERVIEW

### History and Purpose

GWRRA's Couple of the Year Program was instituted in 1988 as a successor to our nine-year tradition of selecting a Wing Ding Queen to serve as ambassador for our association. First and foremost, the program provides an opportunity for local Chapters to recognize and honor a Couple each year for their dedication, accomplishments and participation within the Chapter. Secondly, it establishes a process for identifying outstanding Couples who can serve their Districts, Regions, and ultimately the International GWRRA organization. These Couples demonstrate what it means to be a committed, involved, and supporting member of the GWRRA family.

### An Honor or a Responsibility?

Being selected a Chapter Couple of the Year is an honor bestowed on a deserving couple who has shown dedication and commitment to their Chapter. At the Chapter level, a Couple can simply continue doing the things that led them to being selected as the Couple of the Year, such as participating in Chapter events, rides and visiting other Chapters. Many Couples find that after being selected Chapter Couple of the Year they want to take part in the District Couple of the Year Selection, and look forward to the recognition and increased participation that the next level will bring.

When the decision is made to move forward in the selection process, the Couple generally becomes more involved and takes on more responsibility. As a result, they are looked up to by others and viewed as leaders in the organization. Being selected as District, Region or International Couple of the Year allows the Couple to represent GWRRA at the highest level.

### A Note to the Couple of the Year

***Congratulations!*** You have been selected to be ambassadors and spokespersons for GWRRA, which is quite an honor. Your fellow members feel you are extra special and so do we. You have arrived at this point because of your continued involvement in and support of GWRRA, your Chapter, District, and Region, and we wish to thank you for all that you have done.

You might be asking "So, now what do we do?" The best advice anyone can give you is to have fun and be yourself! As Couple of the Year, you will become aware of the high esteem in which you are held. Other members will view you as the "gold standard" of what it means to be a member of GWRRA, so keep this in mind as you go forward. Remember, as a Couple of the Year, you are a TEAM member for your Chapter, District or Region, so you will want to support your TEAM to the best of your ability. Most of all, it's a fun, once-in-a-lifetime experience that will reward you with many wonderful memories. You will meet new people and make new friends. You will also form a special bond with your fellow Couples of the Year.

If you have questions as you serve as Couple of the Year, check with your Couple of the Year Coordinator or Membership Enhancement Coordinator. If they don't have the answers, they will know how to find them. The information in this handbook is very helpful and will prepare you for your journey.

## **A Special Message for Chapter, District and Region Directors**

The Couple of the Year Program recognizes couples for their dedication, accomplishments, and participation - couples who typify the GWRRA image of fun, safety and knowledge. Couples of the Year promote GWRRA both within the Association by helping with retention, and outside the Association, by attracting new Members into the GWRRA family. Thus the Couple of the Year at each level should be a couple who you would be proud to have represent you and the Association. Judge them fairly - select them wisely.

Communication between you, your team, and the Couple of the Year is of paramount importance. You should let your Couples of the Year know of the opportunities to assist you as part of your team. As they progress in their journey, these opportunities will help prepare them to move to the next level of participation.

As the Couples progress, they are building their resumes. A Couple of the Year may participate in the next level after six months in their current position in order to afford them adequate time to participate, attend rallies or other events, and get to know other Couples of the Year. The benefit to the Couple will pay off in increased knowledge, experience and maturity as they progress.

The Couple of the Year program should be promoted as a fun event. You will want to make the selection process as stress-free as possible, and we encourage you to model the method used at Wing Ding as much as you can. This is why we encourage you to inform your Couple of the Year fully so they know what to expect. The more prepared they are to handle the events, the more fun they will have. A brunch or luncheon with just the Couples of the Year, and a social hour with the selection committee are very beneficial. If your Couple of the Year decides to participate in the Couple of the Year selection, make a big deal out of it. Encourage your Members to attend the selection, make noise in support of your Couple and show the other Chapters, Districts and Regions the pride that you have, not only in your Couple, but in GWRRA.

Be sure that the Couples of the Year are scored fairly, utilizing the standard Score Sheet found in this handbook. Your Membership Enhancement Coordinators are the Couple of the Year Coordinators unless they choose to appoint a Couple of the Year Coordinator as their assistant to oversee the Couple of the Year Program and handle the selection process at your level.

Couples of the Year should not be pressured to go beyond their financial means. It would be appreciated if visiting Couples of the Year were invited to be "house guests" by Members and provided with complimentary meals at GWRRA functions. This is where Districts and Regions can especially offer reciprocity. If at all possible, District Couples of the Year from within your Region should be provided with complementary registrations when attending your District rally, just as your Couple of the Year should be when comp'd when attending other rallies in your Region. Give them the opportunity to serve at your rally by judging events, presenting seminars if they are qualified, or any other activities where their presence will generate interest.

As well as being viewed as a demonstration of what it means to be a committed, involved member of GWRRA, being selected as a Couple of the Year should also be viewed as an honor. Recognition should be afforded Couples of the Year at all events, preferential seating provided when feasible, and placement in the front section of parades arranged. Afford your current Couple of the Year the opportunity to place an article in your newsletter, rally book, or on your website. Include them in your media events when possible. The more positive exposure they receive, the more the program will thrive. The Couple's experience will be very rewarding and fulfilling, resulting in the transformation of the Couple which in turn will reflect on the GWRRA Association. The couples will radiate with pride not only for themselves but for GWRRA.

Participation doesn't end after their Couple of the Year term has ended. Most often the Couples of the

Year go on to assume various positions within GWRRA. They are avid supporters of GWRRA, and enthusiastic about remaining involved. The bottom line is, Couples of the Year are Members just like you - they are an important part of the GWRRA family. They, like you, are Friends for Fun, Safety, and Knowledge, and will work hard with you to help our Association grow.

## **CHAPTER COUPLE OF THE YEAR**

### **Requirements**

- The Couple must consist of one male and one female.
- Both male and female must hold Individual, Family, Associate Individual, or Associate Family Membership in GWRRA. (Note: Associate Members are eligible to participate in the Couple of the Year program at the Chapter level only.)
- Membership must be valid through the term of the Chapter Couple of the Year position.
- The Couple must have completed at least one year membership in GWRRA prior to being named Chapter Couple of the Year.
- In order to provide an opportunity for other deserving couples, the same Couple shall not be named as Chapter Couple of the Year for more than two consecutive years.

### **Selection**

- The Chapter Couple of the Year should be enthusiastic about GWRRA and the Chapter, actively involved in Chapter functions, positive about the Association, and eager to be of assistance wherever needed. At this point, no consideration should be given as to whether or not they might participate in the District selection process. This award is for the sole purpose of honoring a couple who has made significant contributions to the Chapter during the prior period.
- The Chapter Director may appoint a Couple of the Year Coordinator and/or Couple of the Year Committee to oversee the selection of the Chapter Couple of the Year. Many Chapters establish a committee to identify candidates, review their contributions, and make the selection. Possible committee members are current and past Chapter Couples of the Year, Chapter Membership Enhancement Coordinator, and other team members. Chapters should never vote or take a survey when considering candidates for their Couple of the Year.
- The announcement is made at a Chapter event, i.e., Christmas party, Fun Day, picnic, or regular monthly gathering. Announcements should be celebratory and FUN.

### **Awards and Recognition**

Awards are naturally based on what the Chapter can afford. They should be meaningful and lasting. It is also recommended that the Chapter Couple of the Year be featured in the next Chapter newsletter following their announcement as Couple of the Year. Some suggested awards follow and should be presented at the time of the announcement – use your imagination and make it special and fun.

- Plaque or certificate
- Medallions
- Flowers, corsage and boutonniere
- Couple of the Year head pins with Chapter hanger bars.
- Chapter Couple of the Year name tags

- Personalized shirts with GWRRA 10" logo on back and "Chapter \_ Couple of the Year".
- 10" GWRRA back patches and embroidery or Chapter Couple of the Year rockers for their vests.
- Additional Chapter patches or pins
- Registration (and lodging, if affordable) at District event if participating in the selection process.
- An article in the local newspaper about the naming of the Chapter Couple of the Year is a great way to get exposure for your Chapter.

The Chapter Couple of the Year becomes a member of the Chapter TEAM and should always be recognized at all Chapter functions. Being named Chapter Couple of the Year is an honor given to a Couple who has demonstrated active participation in their chapter. After feeling the excitement of being named the Chapter Couple of the Year, many Couples will increase their level of participation by becoming even more involved or by taking part in the District selection process. This is a decision left to the Couple, and they will examine their time, talents and resources to determine what level of participation is right for them. Since the Couple of the Year Program beyond the Chapter level utilizes the Couples as ambassadors and spokespersons, it is logical for the Chapter Couple of the Year to become more involved in Chapter public relations types of activities, particularly if they are considering moving to the next level. These activities provide the Couples with an opportunity to increase their interaction skills and spontaneity, as well as with the chance to make new friends. Some suggestions for involvement in these areas are:

- Assist Chapter Membership Enhancement or Public Relations Coordinator with contacting media, community leaders, Honda dealers, etc., and speaking at non-GWRRA events/clubs (i.e., Chamber of Commerce, etc.) about GWRRA and Motorist Awareness.
- Serve as greeters.
- Sit with and introduce first-time guests.
- Serve as membership coordinators contacting inactive or expired GWRRA members to renew interest in GWRRA.
- Conduct 50/50 sales.
- Assist at registration desks or "goodie" tables at events.
- Assist at Mall Shows
- Submit articles for the Chapter newsletter.
- Maintain the history of the Chapter and Chapter Couples of the Year.
- Visit neighboring Chapters and take other members along.

## **DISTRICT, REGION AND INTERNATIONAL COUPLE OF THE YEAR**

### **Requirements**

- Couples must consist of one male and one female.
- Both male and female must hold Individual or Family Membership in GWRRA. (Note: Associate Members are not eligible to participate in the Couple of the Year program at the District Level.)
- Membership must be valid through the term of the Couple of the Year position they are seeking.
- Couple must be a current or immediate past Chapter Couple of the Year if being considered for District, District Couple of the Year if being considered for Region, and Region Couple of the Year if being considered for International.
- The Couple must serve as Couple of the Year a minimum of six months prior to the selection process so they may have adequate time to prepare, attend rallies or other events, and get to know other Couples of the Year.
- Chapter Couples of the Year may not participate in the District selection process more than two consecutive years.
- Chapters may have only one Couple of the Year participate in the District selection process each year. If a current Chapter Couple of the Year chooses not to participate in the District selection process, the immediate prior year Couple may represent the Chapter in the District selection process if they so choose.
- A Couple may not be selected as a District Couple of the Year in consecutive years. If a District does not have a new Couple of the Year to replace the current Couple, that Couple may continue to serve as the District Couple for a second term. However, they may only participate in the Region selection the first year.
- A Couple may not be selected as a Region Couple of the Year in consecutive years. If a Region does not have a new Couple of the Year to replace the current Couple of the Year, that Couple may continue to serve as the Region Couple for a second year. They may only participate in the International selection the first year.
- The couple cannot be a past National or International Couple of the Year.

### **Selection**

The Couple of the Year selection process is a procedure whereby one Chapter Couple of the Year is selected to represent their District, one District Couple of the Year is selected to represent their Region, and then finally, one Region Couple of the Year is selected as International Couple of the Year for GWRRA.

Couples interested in pursuing District/Region/International Couple of the Year status are asked to submit a five-page Resume, undergo an interview process with the selection judges, and then make a five-minute presentation and answer one or two questions at the selection event. The presentation event is open to the Members and the selection is judged on GWRRA commitment and involvement as reflected in the Resume (30%), interview (21%), oral presentation (28%), moderator's question (15%), and appearance (6%).

In order to ensure a successful Couple of the Year selection process it is imperative that the following procedures be adhered to:

The Couple of the Year Coordinators are responsible for all aspects of the Selection Process. The Membership Enhancement Coordinators are the Couple of the Year Coordinators unless they choose to

appoint Couple of the Year Coordinators as their assistants. Communication with all parties involved - before, during, and following the selection process - is an important key to the success of the Couple of the Year Program. Couples should be encouraged to seek assistance not only from their Membership Enhancement or Couple of the Year Coordinator, but should also feel free to speak with past and present Couples of the Year.

## **Before the Selection Process**

The following outlines the steps to be taken prior to the selection process:

- At least three months prior to the selection the Coordinator should provide the Directors and Membership Enhancement Coordinators with: a) a timeline for the Selection Process: when Couples should be identified, how and to whom Couple of the Year contact information should be reported, when Resumes are due, etc., b) a copy of the Score Sheet and Resume format, c) either a copy of the handbook or instructions for accessing it on-line, and d) any other important information related to the selection of the Couple of the Year. This is particularly true for Coordinators working with Chapter Directors and Chapter Membership Enhancement Coordinators, and especially when Chapters have not previously participated and may not be familiar with the process.
- The Coordinator should send a congratulatory letter to all participating Couples of the Year at least two months prior to the selection event. The letter should outline: a) at what event the selection will take place, b) time and place of the selection, c) a description of the selection process, and d) an explanation of duties Couples of the Year will have during the event. The letter should also include a sample Score Sheet and copy of the Resume format along with instructions for returning the completed Resume - to whom, by what date, how many sets, and by what method. Note: Electronic transmission of the Resume is preferred, and is the required method at the International level. A copy of this letter should also be forwarded to the appropriate Directors and Membership Enhancement Coordinators.
- A panel of impartial judges will be identified. At the District level, judges should be from another District if at all possible (at least four judges is suggested). It is recommended that District Directors within the Region (or their designee) serve as judges for the Region selection. At the International level, Region Directors (or their designee) will judge the selection process.
- Prior to the event, the Coordinator will send a final notice to all participating Couples of the Year notifying them of any last minute changes and reminding them of specific dates and times. If the Coordinator has not already done so, this letter should also include the names and affiliations of other participating Couples and a list of the Judges' names and position titles.
- Once the Resume is submitted to the Coordinator it cannot be altered in any way, and if accepted, it is to be forwarded to the judges in the form it was received.
- The Coordinator will forward candidates' Resumes to the Judges as soon as feasible but no less than two weeks prior to the event. Note: At the International level, Region Couples of the Year are required to submit their Resumes electronically. Those Resumes are then e-mailed to the Region Directors who will print their own copies and retain resumes electronically as a backup copy.
- The Coordinator will forward Score Sheets and any specific instructions pertaining to the event to the Judges along with the Resumes. If the judges are couples, be sure to specify whether they are to complete one or two score sheets for each participating Couple. Note: At the International level, each Region designates two judges (Usually the Director couple or designee are judges). Each individual judge receives and completes a separate score sheet for each Couple, except for their own Region Couple.
- As questions arise prior to the selection process, those questions and answers should be forwarded to all involved - Couples of the Year, Directors, and Membership Enhancement Coordinators - so that everyone is provided the same information. Communication, Communication, Communication!

## **At the selection event (rally, winter event, etc.)**

- It is suggested that a reception or other informal gathering be held with Couple of the Year candidates, Judges, current Couples of the Year, and District, Region, and International Team, as appropriate.
- Judges will be given the opportunity to meet for 10-15 minutes with each Couple prior to the on-stage portion of the selection. This gives the judges time to ask questions in order to begin to complete the "Interview and Questions" section of the score sheet and determine whether or not the Membership pin, 4" patch, and 10" back patch are in place. Judges should take 2-3 minutes to fill in scores immediately after the interviews while impressions are fresh. Note: Partially completed score sheets should not be collected at this time.
- Prior to the selection process, each Couple of the Year draws a number to determine the order of presentations. The Coordinator may place the numbers on mementos that can be kept by the Couples.

### **In the Holding Room before Stage Entrance and during the Selection Process:**

- The Holding Room is where the Couples are stationed while waiting to take their turn to present their Oral Presentation. While in the Holding Room, the following ground rules will apply:
  - No cell phones or communication devices will be permitted in the Holding Room. If a couple brings a cell phone or other communication device into the Holding Room, it will be turned over to the Holding Room attendant until the Selection Process has been completed.
  - If necessary, two Holding Room attendants (one female; one male) shall be assigned to assist the couples that remain in the Holding Room while the other couples are being escorted on and off the stage. These attendants will escort anyone requiring restroom breaks, etc.
  - Once the selection process commences, only authorized Selection Process participants will be permitted in the Holding Room.

### **During the Selection Process:**

- The Oral Presentation portion of the Selection Process is open to all Members and should be a fun and exciting event, with opportunities to show Chapter, District and Region spirit. It helps the Couples relax as they see their friends in the audience supporting them.
- Each Couple, when it is their turn, is asked to do a "four-point-turn" so that Judges may see the pins and patches on their vests and check for neatness and appropriateness of attire. Couples should proudly and properly display their support of GWRRA - the Official GWRRA 10" back-patch, the Official GWRRA 4" patch on the front, and GWRRA Membership pin are the only items that are required to be on your vest. Couples who do not display these items during the Selection Process will be disqualified by the judges. Note: this is not a "best-dressed competition" and therefore points are not awarded for uniformity.
- Each couple makes an oral presentation of no more than five minutes. The Couple should keep in mind that the Judges have copies of their Resume so it is not necessary to recite all of their activities. The Judges are interested in seeing their sense of humor, comfort level, spontaneity, and personality, as well as their knowledge of and involvement in GWRRA. It is important that both individuals "shine" and that neither one "steals-the-show". A time-keeper will be positioned to let the Couple know when they have "1 minute" remaining, "30 seconds" remaining, or when it is time to "STOP".
- Following the oral presentation, a designated person will ask the Couple one or two questions to see how they "think-on-their-feet". Each partner should spend about the same amount of time answering the questions. The questions come immediately at the end of the Couple's presentation. The same questions will be asked of all candidates. The most important thing is that the Couples answer the question that was asked. Answers should be succinct and to the point, and Couples should address the Judges when answering. Questions should be relevant to GWRRA.

- The use of music, props, costumes or other special effects is not permitted to be used at any time during the Selection Process, including during the introduction of the Couple by their Directors, and will result in disqualification of the Couple. Hats are acceptable if they are normally worn by the Couple, and are not distracting (eg., Crazy hats).

Judges will not score their own Couple of the Year (i.e. District Directors will not score their own District Couple of the Year in the Region selection; Region Directors will not score their own Region Couple of the Year in the International selection).

Upon completion of the selection process the Coordinator (or their designee) will tally the results. It is suggested that 2 or more individuals be involved in the tallying so that figures can be double checked. All scores are to be kept confidential. If there is any question about the selection, no announcement will be made until the question is clarified and the selected Couple is confirmed by the Coordinator (or their designee) and the individuals involved in the tallying of the scores. The selected Couple will be announced by name. No props are to be used in the announcement process.

All documents related to the Selection Process (Resumes, score sheets, any tally sheets, etc.) are to be securely disposed of after the announcement of the new Couple of the Year has been made. Score sheets are confidential and final tabulations will not be shared.

Announcement of the new Couple of the Year should be made as soon as is feasible at an assembly of the Members at the event and early enough to give the new Couple of the Year an opportunity to share their excitement throughout the event. Note: the International Couple of the Year is selected the Day before Wing Ding officially begins.

### **Awards and Recognition**

Awards should be based on what the District, Region, or International entity can afford and should be meaningful and lasting. Some suggestions are:

- Certificates of Appreciation to all Couple of the Year participants.
- Corsages and boutonnieres for all Couple of the Year participants.
- Silver or crystal piece, plaque or clock, appropriately engraved.
- Vest or jacket with GWRRA 10" back patch and "Couple of the Year" imprinted.
- Couple of the Year belt buckles.
- District/Region/International hanger bars for Couple of the Year head pins.
- District/Region/International certificates and medallions
- Name tags with Couple of the Year title.
- Business Cards.
- Help with expenses to attend the next event where the Couple will participate in the selection process: registration, lodging, and/or a specified dollar amount. Note: GWRRA home office provides complimentary Wing Ding registration and, when possible, hotel accommodations for all Region Couples of the Year participating in the selection process at Wing Ding.

### **Responsibilities**

The Couple of the Year is typically selected based upon their level of ongoing service to the GWRRA organization, and their demonstration of what it means to be a committed, participating member of the association. They can be a tremendous help to the Director and Team. The Couple's strong points

should be emphasized and abilities utilized. They should always be included in media events and should be promoted as the typical GWRRA couple. Some possible responsibilities are listed below. These activities provide the Couples with an opportunity to continue to increase their interaction skills and spontaneity, as well as with the chance to make new friends.

- Assist Membership Enhancement Coordinator and/or Public Relations Coordinator with media events, charity events, etc.
- Speaking at non-GWRRA events/clubs about GWRRA (Chamber of Commerce, etc.)
- Present Couple of the Year seminars at rallies, workshops, and other events.
- Assist in promoting District/Region/International events.
- At rallies, serve as greeters, work the information or GWRRA "goodie" table, handle 50/50 sales, talent show judging, etc.
- Maintain contact with other Couples of the Year in your "class" providing encouragement and guidance.
- Participate in rallies, winter events, Chapter kick-offs, and other Chapter events whenever possible.
- Serve as a mentor to Couples of the Year who follow.
- Write articles for the newsletter or for *Wing World*.

## **COUPLE OF THE YEAR RESUME**

### **Overview of Resume Forms**

The Couple of the Year Resume is an important document used by the judges during the selection process. The Resume format can be found on the website and in this handbook. Both fillable PDF and Word versions are available for the Couples' use, and either can be utilized. Just as in the job market, the Resume provides a first impression and should be neat and easily read. The Resume can easily reflect on the Couples commitment and interest in GWRRA. The overall Resume will be scored by the Judges who will consider it for accuracy, content, use of correct forms, and completeness of the information. If the Word version is used, each section of the resume must remain on its respective page as shown in the document included in this handbook. It the responsibility of the couple to ensure that the basic format remains unchanged.

- Page 1, Part I - Candidates' Information, contains contact information, membership information, photo, and a copy of both Candidates Membership card.
- Page 2, Part II - Certifications, is updated as the Couple advances through the District, Region and/or International levels. The original of this form should be retained by the Couple after the selection process so it can be completed and forwarded with the Resume to the next level.
- Page 3, Part III - Nominator's Comments, is to be completed by the Chapter Director or Assistant Chapter Director in the Couple's local Chapter at the time the Couple makes the decision to commit and participate in the District Couple of the Year Selection. These comments will remain a part of the Resume in its original form as the Couple progresses to District, Region, or International levels.
- Pages 4 and 5, Part IV - Narrative and Involvement, should be clear and concise, and will be no more than two pages in length. As noted on the Resume, some sections will only include activities from the preceding five (5) years. The Couple should review the Resume for specifics on what can be included. Resume Narratives containing more than two pages or activities beyond the preceding five (5) years will not be accepted. When preparing the Narrative the Couple should read over its five

sections carefully and construct it so that information can be easily found by the judges. Bullet points are easiest to read and are the preferred method of relaying the relevant information. Couples should refer to the Score Sheet to familiarize themselves with what the judges will be looking for. They may find it difficult to limit the information to two pages, so when deciding what to include, the score sheet should be considered in the process. To verify the number of new recruits, Couples may contact their Chapter Director, Membership Enhancement Coordinator or the GWRRA office.

### **Resume Preparation and Submission**

- Resumes should be in the hands of the Couple of the Year Coordinator at least four weeks prior to the selection process so that it may be forwarded in a timely manner to the judges. The preferred method of Resume submission to the Coordinator is electronically via e-mail, and this method is the required method at the International level. Hard copies may be mailed to the Coordinator if the Couple is unable to submit their Resume electronically. However, if sending via US Mail, the Couple should provide sufficient time to ensure that the Resume is received at least four weeks prior to the selection process.
- Once the Resume is submitted to the Coordinator it cannot be altered by the Coordinator in any way, and is to be forwarded to the judges in the form it was received. Resume Narratives containing more than two pages, or activities beyond the preceding five (5) years will not be accepted. Questions concerning the information that may be included in the Narrative can be discussed with the Couple of the Year Coordinator at the appropriate level prior to the Resume being submitted. Failure to submit an acceptable Resume by the deadline set by the Coordinator will result in disqualification of the Couple. When a Resume is not accepted the appropriate Region Director, District Director, and Couple of the Year Coordinator will also be notified.
- Resume Forms are available in fillable PDF and in MS-Word format from Couple of the Year Coordinators and Membership Enhancement Coordinators so that completing them is just a matter of "filling in the blanks".
- Please be sure that all information listed on resume and other paperwork is accurate. Inaccurate paperwork may be considered invalid, resulting in a possible disqualification of candidates.

Resumes are to be kept confidential and viewed only by authorized Coordinators and Judges. Resumes are not to be shared with others unless written permission has been granted by the Couple that submitted the Resume.

# GWRRRA COUPLE OF THE YEAR RESUME

(Type or Print Legibly)

Page 1 of 5

## PART I - CANDIDATES' INFORMATION

*(This page may be updated as candidates move through the various levels – District/Region/International.)*

**Names:** \_\_\_\_\_

Chapter Designation: \_\_\_\_\_ District: \_\_\_\_\_ Region: \_\_\_\_\_

**Male** - Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

GWRRRA Member Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Join Date: \_\_\_\_\_

Full Member \_\_\_\_\_ Associate Member \_\_\_\_\_

**Female** – Address (complete only if different): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

GWRRRA Member Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Join Date: \_\_\_\_\_

Full Member \_\_\_\_\_ Associate Member \_\_\_\_\_

**(Attach a PHOTOGRAPH and a copy of MEMBERSHIP CARDS)**

**May attach on a separate page on the back of the Resume**

## PART II - CERTIFICATIONS

Page 2 of 5

*(This page remains with the resume and is filled-in as candidates pass through the various levels.)*

Typed or printed name of male candidate: \_\_\_\_\_

Signed by male candidate: \_\_\_\_\_ Date \_\_\_\_\_

Typed or printed name of female candidate: \_\_\_\_\_

Signed by female candidate: \_\_\_\_\_ Date \_\_\_\_\_

### **1) To be completed and signed by the candidates' Chapter or Assistant Chapter Director.**

I certify that the above named individuals are participants of Chapter \_\_\_\_\_  
(Include Letter Designation, City, District)

and have been named Chapter Couple of the Year for \_\_\_\_\_ (month/year to month/year).  
Further, I verify that information on the resume is true to the best of my knowledge.

Signed: \_\_\_\_\_ Position \_\_\_\_\_ Date \_\_\_\_\_

### **2) If selected as District Couple of the Year, to be completed and signed by the candidates' District or Assistant District Director, for submission to Region.**

I certify that the above named individuals have been selected \_\_\_\_\_ District Couple of the Year for  
(Name of District)  
the period of \_\_\_\_\_ (month/year to month/year). Further, I verify that information on  
the resume is true to the best of my knowledge.

Signed: \_\_\_\_\_ Position \_\_\_\_\_ Date \_\_\_\_\_

### **3) If selected as Region Couple of the Year, to be completed and signed by the candidates' Region or Assistant Region Director, for submission to GWRRA.**

I certify that the above named individuals have been selected Region \_\_\_\_\_ Couple of the Year for  
(Region Designation)  
the period of \_\_\_\_\_ (month/year to month/year). Further, I verify that information on  
the resume is true to the best of my knowledge.

Signed: \_\_\_\_\_ Position \_\_\_\_\_ Date \_\_\_\_\_

### Part III - NOMINATOR'S COMMENTS

Page 3 of 5

*(This page, the original nominator's comments, remains with the resume as the candidates move through the various levels. It is to be completed by the Chapter Director or Assistant Chapter Director when the Couple makes the decision to commit and participate in the District Couple of the Year Selection.)*

NAME OF NOMINATOR: \_\_\_\_\_

POSITION: \_\_\_\_\_

CHAPTER NAME (Include Designation/City/District): \_\_\_\_\_

COMMENTS:

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_





## **SELECTION PROCESS: Forms and Scoring**

### **Overview of the Score Sheet**

The Score Sheet provided is to be used at District, Region and International levels in selecting the Couple of the Year. It consists of four broad categories and is designed to select the Couple who will best represent the Association as Ambassadors.

Our Ambassadors must be active in GWRRA and involved in its Membership Enhancement, Rider Education and Leadership Training programs. In order to represent our Association to non-members and groups outside the organization they must have a certain comfort level with public speaking and possess a personality and sense of humor that draws others to them. Their knowledge of GWRRA programs, goals and ideals is critical, and they should be able to interact spontaneously with others. They will be expected to proudly display the GWRRA patches and pins on their vests, and to dress neatly and appropriately so that a positive image of GWRRA is presented.

### **Instructions and Hints for Judges**

Consideration should be given to number of years active in GWRRA, as well as geographical location. A Couple with fewer years of activity in GWRRA will not have had as much time to build their resume, so it is appropriate to weigh their participation against their length of time in the organization. A Couple from a more remote location will not have as much opportunity for participation as a Couple whose geographical location permits them to travel easily to other Districts or Regions to participate.

Following is an explanation of what we're looking for in the four broad categories and the sub-categories:

#### **GWRRA Training and Involvement (30%)**

- Positions held on chapter/district/regional/national team – if a Couple has held ANY position in their chapter/district/region/national team, they will receive one (1) point for each position held. This can include newsletter editor, greeter, any position that involves serving the chapter/district/region/national team.
- Volunteer duties at chapter, district, regional and national – How did the couple serve or participate in GWRRA events (*e.g.*, did they participate in field events, games, Chapter challenge; participate in the COY process as judges or assistants; judge mascot or scrapbook contest; sell 50/50 tickets; etc.?). Provide one (1) point for each event in which the couple actively participated.
- Rider Education Levels – Points are given for Levels (self-explanatory).
- University Training (REP/LTP/MEP) – Each individual is awarded one point for each seminar attended up to a maximum of four (4) points per person. A University Trainer is awarded the individual maximum of four (4) points regardless of discipline (REP/LTP/MEP).
- Membership Enhancement Support - Consider not only their efforts in recruiting and retention but also their results - how many new members have they recruited during their years of membership, and how was that achieved? Have they promoted GWRRA outside the organization? Have they helped with retention and other membership activities within the Chapter, District or Region? Have they written articles for the Chapter, District or Region Newsletter?

#### **Interview (21%)**

In the interview process, the judges are asked to determine the ability of the Couple to represent GWRRA

as ambassadors and spokespersons.

- Knowledge of GWRRA and its programs – Does the couple understand the GWRRA programs and structure? If they were speaking with someone outside of the organization, would they be able to articulate the goals and objectives of GWRRA? Are they familiar with each of the GWRRA programs and able to express the benefits of each?
- Demonstrates cohesive responses & interaction as a couple – Do their answers to the questions make sense? Are they both participating in answering the question? They may both have different answers to the question, but did they comprehend and respond appropriately?
- Answers questions with clarity and understanding – Did the Couple's answer provide clarity or did it raise more questions? Were their answers to the point? If the couple does not understand the question, it is absolutely appropriate to ask for clarification.

### **Oral Presentation (28%)**

- Flow and exchange between both members – Was there interaction between the couples during the presentation? Were they a "team" and not just two individuals?
- Poise, confidence and overall comfort level on stage – Was the Couple comfortable being on stage and presenting to a large group of people? Keep in mind that the Couples will probably improve in this area as they gain experience moving through the levels - District, Region and International - since this is a "learned" skill.
- Content and relevance of presentation - Did the Couple make you want to join GWRRA (if you were not already a member)? Did their presentation add to the excitement about GWRRA and its programs?
- Personality and entertainment value - Was the presentation enjoyable? Was the Couple believable? Was there interaction between the two of them? Did they exhibit an appropriate sense of humor? Are they somebody you would like to sit down and talk to for a while?

### **Moderator's Question(s) (15%)**

- Captures the essence of the question – Was their response relevant to the question that was asked? Note: it is okay for them to have the questions repeated if necessary. If asked about a specific program, did they know what the moderator was asking about?
- Exhibits an ability to formulate an impromptu response – Were the Couples able to answer readily and "off the cuff"? Were the answers succinct?
- Responds jointly in a coherent and confident manner – Did each Couple individually answer the question that was asked? Were they comfortable and confident in their answers? Did their response make you feel like you could ask them any question and trust them to know what they were talking about?

### **Appearance (6%)**

- Neatness, appropriateness of attire - Would you be proud to have them represent GWRRA the way they are dressed? Consider grooming and whether clothing is properly-fitting, clean, and well-pressed. Is it appropriate attire for a motorcycling function?
- Proudly and properly displays support of GWRRA - Look for the Official GWRRA 10" back-patch, the Official GWRRA 4" patch on the front, and GWRRA Membership pin. Couples who do not display these items during the Selection Process will be disqualified by the judges. Note: this is not a "best-

dressed competition" and therefore points are not awarded for uniformity.

### **Tie Breaker - Overall Impression**

The tie breaker represents your overall impression. Award 3 points if you believe the Couple deserves to be the next Couple of the Year, 2 points if you think they are a great candidate, and 1 point if you think they would be a good candidate.

### **A Final Note to Judges**

If the Score Scale is 0-7, start with 4 then add or subtract points. If you think the first Couple is really great, you might consider a 5 or maybe even a 6 for an especially outstanding Couple. That way if the next Couples are even better you have some "wiggle room". If your scores end up nearly the same for several or most of the Couples, then your scores won't count as much as those from the judges who made sure there was a good spread in their scores. You might consider applying the same principle to the tie breaker.

The task of judging a Couple of the Year selection process is an awesome responsibility and one to be taken quite seriously. The Score Sheet is designed to rate the characteristics and abilities determined to be important in the role of Ambassador for our Association. It is critical that the Score Sheet be reviewed carefully by the judges prior to the event and that they have an understanding of each of the categories.

Even though judges do not score Couples from their own District or Region, it is possible that a judge may be acquainted with one or more of the other candidates. If that is the case, the judge will consider only the information presented in the resume, the interview, and the oral presentation, so that all candidates may be considered fairly. We appreciate our judges, and without these fair and impartial individuals, our Couple of the Year Program would not succeed.

**Gold Wing Road Riders Association  
Couple of the Year Score Sheet**

Candidate Names	Chapter, District, or Region	Score Scale	Score
<b><u>GWRRA Training and Involvement (30%)</u></b>			
<b>Participation:</b>			
Position held on chapter/district/regional team. (1 point for each team position held past 5 years)		0-4	_____
Volunteer duties at chapter, district, regional and national rallies & events (Attendance only is NOT eligible, 1 point per each separate event)		0-6	_____
<b>Training:</b>			
Rider Education Levels (separate score for each person)			
1 point for Level 1 or II      Male _____ Female _____			
2 points for Level III or IV      0-2      0-2		0-4	_____
University Training (REP/LTP/MEP, separate score for each person)			
1 point for each seminar attended      Male _____ Female _____		0-4      0-4	0-8
Membership Enhancement Support (consider recruiting & retention activities, media involvement, community involvement promoting GWRRA, etc.)		0-4	_____
Resumé (complete, accurate, content, overall presentation)		0-4	_____
<b><u>Interview (21%)</u></b>			
Knowledge of GWRRA and its programs		0-7	_____
Demonstrates cohesive responses & interaction as a couple		0-7	_____
Answers questions with clarity and understanding		0-7	_____
<b><u>Oral Presentation (28%)</u></b>			
Flow and exchange between both members		0-7	_____
Poise, confidence and overall comfort level on stage		0-7	_____
Content and relevance of presentation		0-7	_____
Personality and entertainment value		0-7	_____
<b><u>Moderator's Question(s) (15%)</u></b>			
Captures the essence of the question		0-5	_____
Exhibits an ability to formulate an impromptu response		0-5	_____
Responds jointly in a coherent and confident manner		0-5	_____
<b><u>Appearance (6%)</u></b>			
Neatness, grooming & appropriateness of attire		0-6	_____
<b>TOTAL</b>			_____
<i>Note: Candidate will be disqualified for 1) failure to display 10" &amp; 4" patches, &amp; membership pin, 2) insufficient membership expiration date, or 3) use of music/props/costumes in the selection process.</i>			
Reason for Disqualification: _____			_____
<b><u>Tie Breaker - Overall Impression</u></b>		1-3	_____
<i>(3 pts - Deserves to be Couple of the Year    2 pts - Great Candidate    1 pt - Good Candidate)</i>			
Judge's Name: _____			

**Gold Wing Road Riders Association**

**Couple of the Year**

**PRESENTATION SEQUENCE & MEMBERSHIP CHECK**

#	AREA*	Couple of the Year Names	Membership # / Expires	Membership # / Expires
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

\*Chapter (e.g., C), District (e.g., AZ), Region (e.g., F)

**Gold Wing Road Riders Association**

**Couple of the Year**

**SELECTION PROCESS TALLY RESULTS**

<b>SEQUENCE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>AREA* &gt;</b>															
<b>JUDGES' SCORES</b>															
1.															
2.															
3.															
4.															
5.															
6.															
7.															
8.															
9.															
10.															
11.															
12.															
13.															
14.															
15.															
16.															
17.															
18.															
19.															
20.															
<b>TOTALS</b>															

\*Chapter (e.g., C), District (e.g., AZ), Region (e.g., F)

**Gold Wing Road Riders Association**  
**Couple of the Year**  
**SELECTION PROCESS SCORE TABULATION**

<b>#</b>	<b>AREA*</b>	<b>Couple of the Year Names</b>	<b>TALLY RESULTS</b>	<b># of JUDGES</b>	<b>AVERAGE SCORE</b>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

\*Chapter (e.g., C), District (e.g., AZ), Region (e.g., F)

## COUPLE OF THE YEAR SAMPLE QUESTIONS

These are examples of questions that may be asked in the interview or at the end of the presentation.

- 1) Why do you desire to be the Couple of the Year?
- 2) What does the GWRRA patch mean to you?
- 3) Relate one experience you have had in recruiting a new Member.
- 4) Have you had the opportunity to participate in any of the GWRRA Leadership Training programs (e.g., HORIZONS)? If so, what one thing did you learn that you found the most useful?
- 5) How have you attempted to improve the image of motorcycling?
- 6) To what extent have you participated in the GWRRA Rider Education Program?
- 7) Since becoming a GWRRA Member, how has your lifestyle changed?
- 8) What do you expect your responsibilities to be as Couple of the Year?
- 9) How would you recruit new Members?
- 10) What would you do to improve the Couple of the Year Program?
- 11) Explain why you believe the Rider Education Program is important.
- 12) Why do Chapters refer to their monthly get-togethers as gatherings rather than meetings?
- 13) How would you go about trying to re-activate Chapter participants?
- 14) What do you feel are some advantages in speaking to non-GWRRA organizations?
- 15) How would you explain the benefits of membership in GWRRA to a potential Member?
- 16) How do you receive the most value for your membership dollars?
- 17) If you had one thing you could change about GWRRA, what would it be?
- 18) If you have taken a Motorcycle Safety Foundation riding course, have you used your skills from this course and, if so, what were the circumstances?
- 19) What do you like most about GWRRA?
- 20) Why do you belong to GWRRA?
- 21) What are the most important things you have learned about riding a motorcycle, and how did you learn them?
- 22) What are your feelings about the Chapter of the Year Program?
- 23) How have you been involved in Motorist Awareness activities?
- 24) What characteristic of your partner makes them a good candidate for Couple of the Year?

## The Top 10 Reasons Why Your Chapter Needs a Couple of the Year

*(These suggestions were compiled after many discussions in Couple of the Year seminars over a 3-year period and then were prioritized by seminar participants. They are presented in their order of importance as determined by those members.)*

- 1) Selecting a Chapter Couple of the Year is a way your Chapter can "give back" to a couple who has worked hard for the Chapter and deserves recognition. Being Chapter Couple of the Year should be viewed as an honor and not a job.
- 2) Visitation with other Chapters by the Chapter Couple of the Year can increase inter-chapter activities and improve relationships with other Chapters.
- 3) Chapter spirit can increase when Chapter participants show support and demonstrate their pride for their Chapter Couple of the Year.
- 4) Selection as Chapter Couple of the Year often leads to personal growth for the couple, and they usually take on other Chapter leadership positions.
- 5) The Chapter Couple of the Year can bring more awareness within the community about our association which ultimately leads to new members. Wearing a shirt or vest with their Couple of the Year designation often causes others to ask about the title. News articles about them and public appearances by them can also bring awareness.
- 6) Through participation in the District Selection Process, a Chapter Couple of the Year can help gain recognition for your Chapter within the district.
- 7) As your Chapter Couple of the Year visits other Chapters, Couples of the Year from those other Chapters will, in turn, visit your Chapter and probably bring others with them. Increased visitation translates into several positive things including increased revenue for your Chapter through 50/50 sales or other means.
- 8) Your Chapter Couple of the Year can promote your Chapter's upcoming events as they visit other Chapters.
- 9) Chapter Couples of the Year can, and often do, provide support to their Chapter through Recruiting and Retention efforts such as contacting potential members and those about-to-expire. It's a natural activity since the honored couple is likely to be enthusiastic about GWRRA and their Chapter, and eager to "spread the word."
- 10) With the excitement and enthusiasm usually exhibited by Chapter Couples of the Year, they often are found serving as cheerleaders for the Chapter Team and can be important in maintaining strong Chapter morale.