



August 2005 Gold Wing Road Riders Association

<i>Friends for Fun, Safety, and Knowledge</i>		
Don Brock GWRRA Executive Director (800) 843-9460 dbrock@gwrra.org	Jere & Linda Goodman NE Region Director (908) 874-5698 (voice) (908) 874-4126 (fax) jeregood@aol.com	Dick (Richard) Norton NE Region Rider Educator 518-692-2239 safewing@nycap.rr.com
Dottie & Ed Bahrenburg NE Region Trainer 607-648-4351 wingin-it@stny.rr.com	Roy & Chris Bill NE Region Membership Coordinator 732-615-9312 RIBIL@comcast.net	Wayne & Cathie Ketenheim Medic First Aid CPR/FA Coordinator (814) 255-3032 gwingn@pennswoods.net
Mort & Ruth Smith NE Region Public Relations (610)-264-8469 coolmort@msn.com	Frank Germa NE Reg. Asst. Rider Educator (856) 667-5417 fgerma@netzero.net	Open NE Reg. COY Coordinators
Keith & Kathleen Eddy NE Region MAD 724-253-3194 96purplewing@direcway.com	<i>Northeast Region website at</i> http://sky.prohosting.com/region/	Mike & Julie Walters NE Region COY 2004-5 (856) 461-0388 Roadrebel99@aol.com
Joe Sweet NE Reg. Web Master (410) 879-5035 joe.sweet@netzero.com		Lori Goens NE Region Treasurer (973) 875-8070 glg@warwick.net

M A K E - A - D I F F E R E N C E

From The Region Director

FYI from National: The "booking code" for registering for Wing Ding at the Gaylord Opryland (\$89.00/night) and the Raddison Hotels (\$79.00/night) is C-WNGRD and is posted on the web site.

The Ft. Wayne Police Department arrived in style at Wing Ding's Opening Ceremonies as two officers rode in on their new white, GL1800 Police Motorcycles. What a site, and a great feeling for all those in attendance. Another fantastic Wing Ding has come and gone and Ft. Wayne continues to set the standard for community hospitality.

New Jersey's "F" Troop may another spectacular entrance with a large contingency of bikes arriving on opening day as those in the parking lot saw a "sea of red" and heard the enthusiastic sound of horns and hollering.

The Northeast Region had the lead responsibility for the Grand & Light Parades. I would like to thank everyone who came out to help organize and ensure that both parades went well. The Northeast Region has always come through with so many volunteers, so my special thanks to you and to the Region F Directors, Bill & Janet Agnew and the Region I Directors, Don & Eleanor Beyeler and their GWRRA members who also volunteered.

Congratulations to Bob & Jaunee Barrington from Yazoo City, MS (Region A) on their selection as our International Couple of the Year. The Northeast Region was represented very well by Mike & Julie Walters from NJ, so thank you Mike & Julie for being wonderful ambassadors full of enthusiasm and holding high the standards that we come to associate with folks who become Couples of the Year in all levels.

Getting back to the parades for a moment, we had approximately 839 bikes in the Grand Parade and around 79 for the Light Parade and one special bike. Officer Mark Lowden of the Ft Wayne Police Department arrived on one of the new Gold Wing Police Motorcycles and rode in the Light Parade. Of course, we had to classify him in Class III due to the computerized lighting. Unfortunately, he did not win and my guess is that he just did not have enough lights!!!!!!!!!! On a serious note, Officer Lowden and I had a few moments to speak after the parade and Mark told me that he really hated to see our group leave Ft. Wayne. He was sincere and genuine and his comments further reinforced in my mind what a special group of folks we have become as part of the GWRRA Family. **The Light Parade was over, but the lights continue to shine!**

Plans are being made for next years Wing Ding in Nashville, TN. Based on many comments that I heard in Ft. Wayne, I have a feeling this will be a very well attended Wing Ding with excellent representation from the Northeast Region. Linda and I are looking forward to Wing Ding 2006 and would love to see a great Region turnout. So, think of it as our family reunion, and plan to be part of it.

The Northeast Region was presented a Special Recognition Award for Delaware's Membership Growth in 2004. Congratulations to Jim & Lilli Davison, DE District Directors and the Delaware Membership on achieving 14.94% growth for 2004.

The Region also received an award for Excellence in Training, so congratulations to Dottie & Ed Bahrenburg.

Just prior to Wing Ding, Linda and I attended the International Operations Meeting. We also had the opportunity to spend some time with our new Executive Director, Don Brock. If I had to categorize Don's Vision as he assumes his new role, I would have to say it is, "**Member Focus.**" Your International Staff & Regional Directors are all on the same page and will work to improve the GWRRA experience for all members and streamline other policies and practices where it makes sense. This is a great time to be part of our family, so stay involved and make a difference, as our family grows and our GWRRA experience becomes enriched.

Linda & I just returned from another very successful New England District Rally. Congratulations to ME, NH, MA, RI, VT and CT. We did not see any Moose, but had a wonderful time visiting Mt. Washington and enjoying the scenery of ME & NH. We are already looking forward to next year in Vernon, CT.

Upcoming Region events include the NY, PA & NJ Rallies, so make your plans to attend. Ride safe, be well, stay cool, and be proud that you are part of a very special organization.

Sincerely,

Jere & Linda Goodman
Northeast Region
Directors
BEEP! BEEP!



Rider Education

National Rider Education Division Announcement

Re: Updating of the REP Master Tour Rider (Level IV) Program

In our ongoing effort to improve and enhance the Rider Education Program (REP) and the resulting benefits and recognition for our membership the Master Tour Rider (Level IV) program will be undergoing a complete review and analysis. This process and content improvement effort will require that we temporarily suspend the Master Tour Rider Program effective July 20, 2005 until these improvements and enhancements are completed and published to the membership.

It is not anticipated that these improvements and enhancements will affect current Master Tour Riders or the Master Recognition Program (Senior, Grand or Life Grand Masters).

The primary focus of this effort is to review the value (benefit analysis) of the program, the criteria associated with the program and the overall administration of the program in an effort to provide a more beneficial, skills-based approach and a more streamlined administrative process to support the program.

We look forward to providing an enhanced and valued added program for the benefit of our members in our efforts to provide and support continued rider education for our members and the ongoing efforts to reduce the numbers of motorcycle accidents, injuries and fatalities by better preparing and training of our membership.

Ride Safe,

Bob Lorenz
Senior International Director
Rider Education Division

Don Brock
Executive Director
Gold Wing Road Riders Association

Hi everyone

Another Wing Ding has come and gone. A lot of people told me that the folks out there in Fort Wayne are some of the most hospitable people around, well, after being there I must agree. The citizens that I encountered were terrific. The coliseum was also a great place to have a rally. I say, I hope it goes back to Fort Wayne soon.

While there I got to take in a few seminars, which I completely enjoyed. I also got to “work” the Rider Education Booth. I put in some time each day and enjoyed it. For those who have never volunteered to help out at the RE Booth I suggest you try it just once. After that I believe you’ll be back. I got to meet and work with Bob & Sue Lorenz our International Directors of Rider Education and Mark & Mary Zingery one of the Assistant International Rider Educators. It was a good experience and fun also.

Last month I talked about Heat Stroke and Dehydration, this month it’s Heat Exhaustion and Heat Cramps.

Heat exhaustion

By [Mayo Clinic staff](#)

Heat exhaustion is one of the heat-related syndromes, which range in severity from mild heat cramps to heat exhaustion to potentially life-threatening heatstroke.

Signs and symptoms of heat exhaustion often begin suddenly, sometimes after excessive exercise, heavy perspiration and inadequate fluid intake. Signs and symptoms resemble those of shock and include:

- Feeling faint
- Nausea
- Ashen appearance
- Rapid heartbeat
- Low blood pressure
- Hot, red, dry or sweaty skin
- Low-grade fever, generally less than 104 F

If you suspect heat exhaustion:

- Get the person out of the sun and into a shady or air-conditioned location.
- Lay the person down and elevate the feet slightly.
- Loosen or remove the person's clothing.
- Have the person drink cool water, not iced, or a sports drink containing electrolytes.
- Cool the person by spraying him or her with cool water and fanning.
- Monitor the person carefully. Heat exhaustion can quickly become heatstroke. If fever — especially greater than 104 F, fainting, confusion or seizures occur, dial 911 or call for emergency medical assistance.

Heat cramps

By [Mayo Clinic staff](#)

Heat cramps are painful, involuntary muscle spasms that usually occur during heavy exercise in hot environments. Inadequate fluid intake often contributes to this problem. The spasms may be more intense and more prolonged than typical nighttime leg cramps. Muscles most often affected include those in your calves, arms, abdomen and back, although the cramps may involve any muscle group involved in the exercise.

If you suspect heat cramps:

- Rest briefly and cool down.
- Drink water or an electrolyte-containing sports drink.
- Practice gentle, range-of-motion stretching and gentle massage of the affected muscle group.

WANTED WANTED WANTED WANTED

In the Northeast Region we have 11 Districts. Of those 11 Districts only **6** have District Educators. That leaves **5** Districts with out a DE. We need to work on this problem. Even though the District Directors of those 5 Districts are trying to do the Educators job along with their Directors work, we can't expect the same attention to Rider Ed as an Educator would. We need to find someone who will step forward and take their District Educators job. You do not need to know everything there is to know about Rider Education, just look at me. There is all kinds of help available from CE's, other DE's, your RE, the internet, and of course the Rider Education Guidebook. So, what do you say? **How about a CE or a former CE or someone who believes in Rider Education call your DD or me to find out more about becoming a District Educator. We need you, and you'll find that it's just about the best position to have in all the GWRRA**

Northeast Region Educator

Dick Norton

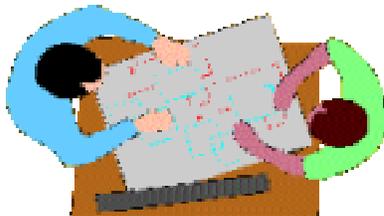


Leadership Training

Delegation; It's a Balancing Act

Can you believe that summer is already half over? I certainly have trouble with that thought. This summer has been very warm, very busy and filled with fun. Ed and I have been traveling quite a bit and enjoying every minute. We are just back from the New England Rally held at Sunday River, ME. There we enjoyed beautiful scenery, fun-filled activities and meeting new and old friends within GWRRA.

One of the things that we enjoy most about attending rallies is seeing the results of the rally team's work. A rally is a major undertaking and involves delegation, teamwork and the coordination of many volunteers from many Chapters.



One of the most important skills a leader can exercise is the *correct* use of delegation. Some people who are "control oriented" rarely delegate tasks, and when they do they closely monitor the results to insure they are performed exactly the way they would do it.

On the other hand, some leaders delegate virtually all their own tasks in an effort to avoid work or responsibility. Between these two extremes it is possible to find an effective balance!

Done correctly, delegation involves giving new and different tasks to individuals who report to you. It is a *power sharing* agreement where you, as the leader, provide the direction on the task involved, the responsibilities given, and the range of discretion granted to make decisions without your approval.

Delegation is an ethical responsibility you owe to yourself and to those with whom you work in your organization.

Delegation benefits you as a leader because it:

- Allows time for planning
- Allows time for organizing
- Allows time for non-organizational pursuits
- Builds Trust
- Encourages open communication
- Strengthens your leadership team

Delegation benefits the members of your Chapter or team because it:

- Motivates
- Builds self-esteem
- Encourages creative problem solving
- Stimulates initiative
- Trains future leaders
- Builds trust
- Facilitates communication
- Stimulates creativity and synergy

The benefits of delegation within GWRRA or any volunteer organization are many:

- Opens new avenues of creativity
- Promotes increased member participation
- Improves overall effectiveness
- Supports pride of membership

Being able to delegate effectively requires a balance between being too controlling and giving away too much responsibility. When done correctly, delegating can help make you and GWRRA more successful. When delegating, some principles to keep in mind are:

- Assigning responsibility to others does not lessen your responsibility. It gives you the capacity to handle greater responsibility.
- Never assign tasks to a member solely because this task is unpleasant to you.
- Delegate only if you have confidence that the member is capable of handling the task.
- When delegating, be sure to back up the member when his/her authority is called into question.
- Delegating allows another to complete a task his or her way, not necessarily as you would have done it.
- Even though you may be able to do the task better or faster, delegating allows for the growth of others within the organization.
- Delegating sometimes involves teaching someone how to complete a task. How else will your members know how to operate the group when your term is over?
- Delegating can be a significant motivator in retaining members as it gives them a sense of accomplishment when a task is successfully completed.
- Delegation is most successful when someone expresses an interest in the task, when he or she has a specific skill which would suit the task, or when he or she would benefit from the responsibility.

There is an art for sharing the work within the organization. Knowing how to delegate effectively allows you to involve your members in getting any job or task done right.

Dwight D. Eisenhower once said that leadership is; "*The art of getting someone else to do something you want done because he/she wants to do it.*"

*Dottie & Ed Bahrenburg,
Northeast Region Trainers*



MAD-Motorist Awareness Division

It was great seeing a lot of you at Wing Ding. We all had a great time and hope to do it again soon. Unfortunately that bad four-letter word called us back and we're now back at work and dreaming of another vacation!

Because of our work schedules, our next big event will be the PA District Rally. For those of you attending the New England and New York rallies, we hope you have a great time and safe rides.

Anyone who is coming to the PA rally, please plan to attend Bruce Malson's MAD presentation on Friday. It is a great overview of the program and helps clarify the program. Any questions about the program can be answered here.

As we've been going around to the local fairs the last few weeks, we've been thinking they would be a great place to put up a MAD display. We've seen lots of people walking through the non-profit displays that would be prime candidates to make aware of motorcycles on the road.

We're getting signs put together to promote Motorcycle Awareness that can be placed in a yard or in front of a business that are weather proof. The ABATE chapters around us have put up similar ones. As we get them finalized, we'll get more information out.

As always, safe riding!

*Keith & Kathleen Eddy
Northeast Motorist Awareness Division Coordinators*



Public Relations

The PR Toolbox

Why are Public Relations important for our Chapters?

According to *Public Relations Expert*, "Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with public interest, plans and executes a program of action to earn public understanding and acceptance."

While the Public part implies inclusion of things like public affairs, community relations, public press

conferences, media events, internal communications and crisis communications, it also involves a lot of behind-the-scenes, non-public activity. It could involve simply the writing of a press release, but it could also involve coordinating media contacts for an event, lobbying for article placement and the like.

Sometimes Public Relations is an effort to influence the public. This is especially true for associations and other groups. Sometimes Public Relations is community relations. Just look around your own community to see how many organizations have a community affairs initiative or a person in charge with a related title. In larger, publicly held firms, this person is sometimes the director of investor relations.

What the public wants to hear is a good story. Good PR is the telling of a good story. The better the story, the better the acceptance by the public and the better the Public Relations. Of course if the story is especially appealing to our potential Members, then you could have a PR homerun.

PR's importance is changing, Public Relations has become the most effective way to enhance our membership.

PR is communication in many ways with our potential new members. You want to communicate publicly, but the only people you care about are your members and potential members. One exception may be communication to a group that you are trying to influence for the best interest of your association and target members

Define what your public or target is in your public relations effort. Lining up publications and broadcasts with the market and the segments will define what the public is for your public relations.

The bottom line is to get word out about PR, your association, your goals and motto to those who could potentially be interested. Public relations is just one part of Member enhancement Division, which encompasses many sub divisions. The good news about PR is that it's fun and enjoyable, let alone the feeling of a great accomplishment.

Pete and Marielle ST-Amour

NY District Public Relations Coordinator

We thought this was a good article for all. We want to thank Pete & Marielle for the this article.

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



COY CORNER

I am not sure where the year went...it feels like it was just yesterday when Mike and I were selected as the 2005 Region B Couple of the Year.

We have been out doing what "YOU" paid us to do and that was to promote GWRRA and the Couple of the Year Program. Setting a good example, keep building a great image, visiting lots of chapters, districts and even other regions! But most of all having a BLAST doing it.

While Mike and I did not bring home the title of International Couple of the Year. Each of you has made Mike and I feel like we did!!!! Your support, comfort and above all friendship have been immeasurable. Not only have we made new friends but, closer relationships...

Thank you for making "OUR YEAR" one we will cherish forever.

Although our time is coming to end, Mike and I truly believe in the Couple of the Year Program and will continue to play a part in it. Please know that at anytime you have a question or would like to know more about the Program, we are only a phone call or email away!!!!

With all of our love,

*Julie & Mike Walters
2005 Region B COY*



NE Region & District Web Pages

Northeast Region B at <http://sky.prohosting.com/regionb>
Connecticut at <http://www.gwrra-ct.org>
Maine at <http://www.geocities.com/gwrramaine/index.html>
Maryland at <http://sky.prohosting.com/regionb/maryland>
Massachusetts at <http://www.gwrrama.org>
Delaware at <http://www.homestead.com/gwrrade/index.html>
New Jersey at <http://www.gwrranj.org>
Pennsylvania at <http://www.gwrrapadist.org>
New York at <http://www.tier.net/~gwrra/district/nydistrict/htm>
Rhode Island at <http://www.gwrra-ri.org>
Vermont at <http://users.adelphia.net/~trikeinvt/index.html>

If yours isn't listed, drop a line at avansch1@twcny.rr.com and we will ensure it gets recognition!

Northeast Region and Neighboring Region/District Events

Remember the District Events in our Region count towards the Visit-A-District program for visitation bars.

2005 Events:

Feb. 3-6, IL District Winter Warmup,
Bloomington, IL
Feb. 4-6, VA District Wingless Weekend,
Williamsburg
Feb. 11-13, OH District Cabin Fever, Columbus,
OH
Feb. 18-19, MI District Wingless Weekend,
Lansing, MI
Mar. 17-19, FL District Rally, Kissimmee, FL
Mar. 19, Region D Fun Shop, Ft. Wayne, IN
Mar. 31-April 2, AL District Rally, Mobile, AL
Apr. 2, Northeast Region "Fun Shop NE",
Binghamton, NY (LTD, Rider Ed, MAD)
Apr. 7-9, LA District Rally, Lafayette, LA
Apr. 21-23, TN District Rally Wing Fling,
Pigeon Forge
Apr. 22-24, KS District Campout, Fall River, KS

May 5-7, SC District Rally, Myrtle Beach, SC
May 5-7, MO District Rally, Branson, MO
May 12-14, TX District Rally, Wichita Falls, TX
May 21, WI District Dust Off, TBA
May 19-21, Region N Rally, Maggie Valley, NC
May 19-21, AR District Rally, Bismarck, AR
May 20-21, IN District Spring Wing Warmup,
Bloomington, IN
May 26-30, Region F/CO District Rally,
Montrose, CO
June 9-11, OK District Rally, Stillwater, OK
June 11-12, UT District Rally, Price, UT
June 16-18, GA District Rally, Hiawassee, GA
June 16-19, OR District Rally, Tillamook, OR
June 17-18, WI District Rally, Cable, WI
June 17-19, OH District Rally, Ashland, OH

June 17-19, WY District Rally, Green River, WY
June 24-25, NE District Rally, Grand Island, NE
July 4-7, Wing Ding, Ft. Wayne, IN
July 20, Ride to Work Day
July 21-23, New England Districts Rally (ME, VT, NH, MA, RI, CT), Bethel, ME
July 22-23, Tri-State Jamboree (MN, ND, & SD Districts) Rochester, MN
July 28-30, WA District Rally, Lynden, WA
July 29 - Aug. 1, Region J Rally, Chemainus, BC
Aug. 5-6, MI District Rally, Midland, MI
Aug. 11-13, NY District Rally, Watertown, NY
Aug. 12-14, NM District Rally, Taos, NM
Aug. 21, Heaven's Riders Day
Aug. 25-28, PA District Rally, Lancaster, PA
Aug. 25-27, KY District Rally, Paducah, KY
Sept. 2-4?, CA District Rally, Bakersfield, CA

Sept. 8-10, NJ District Rally, Mt. Olive, NJ
Sept. 8-10, Region A Rally, Helen, GA
Sept. 22-24, NC District Rally, Wings Over the Smokies, Fletcher, NC
Sept. 23-25, KS District Rally, Winfield, KS
Sept. 23-25, AZ District Rally, TBA
October 6-9, VA District Rally in the Valley, Salem, VA
October 6-8 America's Heartland, Region "E" Rally.. "Down on the Farm"... Holiday Inn Conference Center, Des Moines, Iowa
Oct. 13-15, MS District Rally, Biloxi, MS
Oct. TBA, Region H Rally, TBA

Region L Rally, Moncton, NB-
<http://chaptera.fr.st>.

LET US KNOW WHERE YOUR EVENT FITS IN FOR 2005-6