



**April 2007 Gold Wing Road Riders Association**

Friends for Fun, Safety, and Knowledge- <http://www.gwrro-northeastregion.org>

<p><b>Melissa Eason</b> GWRRA Executive Director (800) 843-9460 <a href="mailto:mnordeoff@gwrro.org">mnordeoff@gwrro.org</a></p>	<p><b>Jere &amp; Linda Goodman</b> NE Region Director (908) 874-5698 (voice) (908) 874-4126 (fax) <a href="mailto:jeregood@aol.com">jeregood@aol.com</a></p>	<p><b>Lorraine &amp; Earl Knight</b> NE Region Assistants Ph: 401-723-5959 <a href="mailto:lknight33@cox.net">lknight33@cox.net</a></p>
<p><b>Dottie &amp; Ed Bahrenburg</b> NE Region Trainer 607-648-4351 <a href="mailto:wingin-it@stny.rr.com">wingin-it@stny.rr.com</a></p>	<p><b>Dick (Richard) Norton</b> NE Region Rider Educator 518-692-2239 <a href="mailto:safewing@nycap.rr.com">safewing@nycap.rr.com</a></p>	<p><b>Mort &amp; Ruth Smith</b> NE Region Public Relations <a href="mailto:coolmort@msn.com">coolmort@msn.com</a></p>
<p><b>Roy &amp; Chris Bill</b> NE Region Membership Coord. 732-615-9312 <a href="mailto:ribil@comcast.net">ribil@comcast.net</a></p>	<p><b>Frank Geramo</b> NE Reg. Asst. Rider Educator 607-751-3193 <a href="mailto:fgeramo@netzero.net">fgeramo@netzero.net</a></p>	<p><b>Cathie Ketenheim</b> Medic First Aid CPR/FA Coord. (814) 255-3032 <a href="mailto:gwingn@pennswoods.net">gwingn@pennswoods.net</a></p>
<p><b>Keith &amp; Kathleen Eddy</b> NE Region MAD 724-253-3194 <a href="mailto:96purplewing@hughes.net">96purplewing@hughes.net</a></p>	<p><b>Robert Corriveau</b> NE Reg. Asst. Rider Educator 401-934-2429 <a href="mailto:cuddysoc@msn.com">cuddysoc@msn.com</a></p>	<p><b>Mike &amp; Julie Walters</b> NE Reg. COY Coordinators (856) 461-0388 <a href="mailto:Roadrebel99@aol.com">Roadrebel99@aol.com</a></p>
<p><b>Tom Evans</b> NE Reg. Web Master 732 291-2355 <a href="mailto:evans@att.net">evans@att.net</a></p>	<p><b>Lori Goens</b> NE Region Treasurer (973) 875-8070 <a href="mailto:glg@warwick.net">glg@warwick.net</a></p>	<p><b>Steve &amp; Carol Daley</b> NE Region COY 2006-2007 (814) 438-2401 <a href="mailto:sd002@cs.com">sd002@cs.com</a></p>



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

**From The Region Director**

Happy Spring to all. Sure, March had a little snow and ice, but April is about to arrive and the temp is rising.

As most of you know, unless you have been hibernating this Winter, the Northeast Region along with Region F will be responsible for the Grand Parade & Light Show at Wing Ding 2007 in Billings, Montana. The Region has always come through with many volunteers to help, so if you are attending and can help out with either event, please drop me a quick e-mail and let me just say in advance....thank you!!!

Now, how about a sneak update on the Light Show? This information will appear shortly in Wing World, so hopefully, National will not be to upset with me for releasing this to the Region.

Update: LIGHTED BIKE PARADE (SHOW)

This years Wing Ding 29 is packed full of nightly entertainment which has caused some adjustments to be made for the Lighted Bike Parade (Show). With the performance of "Lonestar" on the same night and with limited parking in the MetraPark area for the expected crowd showing up, an updated guideline for the Lighted Bike Parade (Show) will be implemented.

1. The Classification and Staging area will be at Montana Park which is at the west side of MetraPark by the Montana Stage.
2. Lighted Bike Classification will be from 4:30pm to 6:30pm.
  - a. After being classified, participants can line bike up and walk to attend the Lonestar concert.
    1. If not attending the concert, participants can stay or leave the area but must report back by 8:30pm.
  - b. All participants shall return to their bikes no later than 9:30pm.
3. Due to traffic congestion we will have a Static (Still) Lighted Bike Show at 10:00pm.
4. Judging and Awards to follow

This decision was made with **safety** as our primary concern, so even without a "Light Parade", get ready for another outstanding **Light Show!**

## **GWRRA's 29th Annual Wing Ding CELEBRATION!**



*July 4-7, 2007*

*Billings, Montana*

*Metrapark*

Join us at the world's largest  
**Gold Wing Trade Show!**

Big name entertainment, games,  
vendors, bike shows, parades, music,  
food, dances and much more!

*Win a  
2008 Gold Wing!*



For more information, please visit our web site at: [www.wing-ding.org](http://www.wing-ding.org)  
or call 1-800-843-9460 or 623-581-2500 to register.

Ride safe and be well!!!

Sincerely,

*Jere & Linda Goodman*  
*Northeast Region*  
*Directors*  
***BEEP! BEEP!***

## **From The Region Assistants**

Here it is, almost April and we have already logged 1580 miles of adventurous riding in 2007. We, along with 29 other riding enthusiasts spent 8 fantastic days riding through parts of California, Nevada and Arizona on an Excalibur Route 66 Adventure Tour escorted by Fred Rau.

We flew to Los Angeles, rented brand new Gold Wings (ours was Gold and had only 12 miles on it.) and then headed to Laughlin, then via Route 66, on to Lake Meade, Hoover Dam and Las Vegas. Then we spent two glorious days riding through Death Valley before heading back to the big city.

The temperatures ranged from early morning in the 40's to 91 in the middle of the desert. (That was the week the east coast was experiencing sub-zero wind-chills. Sorry.)

But, it was the technical roads that made the trip the most exciting adventure of all. We now consider Deal's Gap the "training ground" to prepare for the "Ortega Highway" and then, the Ortega is the level two practice ride for the "Panorama Pass". This pass is a 25 mile ride of constant "S" turns up the mountain to its 6,000 ft. elevation peak, where there was still mounds of snow on the ground. And, of course, what goes up must come down. So, down we went for the most exhilarating ride of our lives. Not even Six Flags can create a ride that can provide a rush; the likes of riding the Panorama Pass. This was but only one of the many adventures we experienced throughout the week.

Our group comprised of about 14 Gold Wings, 3 BMW's and 1 Harley. Eagle Rider, the rental company, was amazed that we returned all the bikes in perfect condition. They were very surprised that such a large group of rentals experienced no mishaps. (They had 3 Gold Wings totaled the two weeks before us.) But we were not surprised as 95% of the group was comprised of GWRRA members and their riding skills proved it. The members of our group represented Rhode Island, Massachusetts, Vermont, New Hampshire, Connecticut, New Jersey, California, and Canada. It was quite apparent that the GWRRA rider education program works. It proved to be the common link responsible for the success of riding safely as a group.

So, that's what we have been doing to get over the winter blues.

And that is the reason we missed New Jersey's Bikers & Babes Event. We hope it was just as successful this year as always and we hope to make it for next year.

Carol & Bruce MacCallum, CTDD's have been very busy directors. They had about 78 people attend an informational gathering to revive CT-Chapter B which has been "inactive" for some time. They hope to have a new CD & ACD and new members by next month. Great job Carol & Bruce. So we look forward to meeting some more new GWRRA friends from CT.

Kudos to Nate & Linda Evans, VT DD's for revising some interest in another "laidback" chapter, After a little coaxing and prodding, it looks like VT Chapter C, plans to give it one more try.

We look forward to seeing many of our New England folks in No. Conway, NH for a Winter Bash sponsored by Allen & Claudette Cyr of Maine, the weekend of March 31<sup>st</sup>. It's a great relaxing and enjoyable time. If you simply want to get-away, this is a great time to do so.

Congratulations to NJ's F-Troop on their 20<sup>th</sup> Anniversary. We hope your April 15<sup>th</sup> Party is a success and lots of fun. After this celebratory event, Larry Storch will have wished he were part of THIS F-Troop, 20 years ago. We wish we could be there, or at least be a fly on the wall, and participate in all the shenanigans that will be going on that evening. Don't forget to take lots of photos. Best Wishes to everyone who is fortunate enough to be part of the festivities.

1987 must have been a "landmark" year for Chapter openings. We congratulate PA Chapter M on their 20th Anniversary as well. We are with you in spirit in celebrating your special occasion on April 15<sup>th</sup>. We send our regards to everyone who made it possible, both past and present.

Kudos go out to PA Chapters D & P for their teamwork in promoting GWRRA's spirit and motto through their "Wings in the Mall 2007" show, in Pittsburg on April 15<sup>th</sup>. We wish you much success in your endeavor to promote motorcycle awareness, increase public relations and (hopefully) member recruitment.

Lastly, we wish RI Chapter B great weather for their Kick-off Breakfast on Sunday, April 22<sup>nd</sup>. We understand they have vast experience in hosting this event in rainy weather, but can they also make it a success on a sun shinny day? Only Mother Nature can give us that answer. We hope you have a successful event regardless of the weather.

The 2007 Northeast Region riding season is opening with many exciting events. When you are ready to ride, be sure to visit the District and Chapter websites near you and support one of their events. You will meet new friends, have lots to eat, and have a really fun time. You can't lose.

Don't forget Wing Ding '07 in Billings, MO, July 4-7<sup>th</sup>. The Northeast Region is helping to coordinate the Grand Parade and Light Show. So if you plan on attending, let us know. We will make sure you have a fun time...you won't even know that you are working. Remember, the fun you have and the friends you make at Wing Ding are...priceless!!!!

*Lorraine & Earl Knight  
Northeast Region Assistants  
RI District Directors*



## **Leadership Training**

Ouch! That Hurt!

No leader is exempt from criticism. One of the great tests of leadership is always how one responds to critics. If you are going to be a leader, then knowing how to handle criticism should be part of the job description.

In a very real sense you can't lead effectively until you know how to handle criticism. There are many different ideas on handling criticism, but some valid points are:

1. You need to expect and anticipate criticism.
  - a. What could go wrong?
  - b. What could someone see as a problem?
  - c. What are the expectations of my Chapter? Am I aware of what my Chapter wants or needs?
  - d. Have I effectively communicated my expectations?
2. Identify the source of the criticism. The source will often tell you more than the criticism itself. It is one voice that is critical? Or is there a feeling of general dissatisfaction? Is the source someone whom you trust? Is it a constant complainer?

3. Listen carefully to the criticism.
  - a. Is it valid? Valid criticism can also be considered constructive. It is based on accurate perceptions of events or behavior. The person doing the criticizing is motivated by a desire to help and provides solid suggestions for change.
  - b. Or is it unjustified? This type of criticism is often delivered by someone when you don't live up to their expectations. The critic might nag, recite your failures as a person, try to appear smarter, better, etc. than you, or criticize what you are doing to get you to do something else. Unjustified criticism can be extremely hurtful.
4. Seek to understand the criticism. Remain positive and proactive, not negative and reactionary.
  - a. If the criticism is valid, look at it as constructive feedback and as a chance to learn and grow.
  - b. If the criticism is unjustified, the main aim is to remain assertive and not mirror the critic's behavior by responding aggressively. Since destructive criticism often arises from jealousy and spitefulness, the best policy may be to ignore it.
  - c. If the criticism is unjustified and hurtful, but you feel you absolutely must respond to it, do not respond immediately or in public. Talk to the person, one-on-one to determine what is really going on. Did the person really mean to be hurtful or did they have a point that they did not make effectively? Give yourself time to get yourself under control. Hurtful, unjust criticism triggers the "fight or flight" reflex in most people. Do not respond until you are calm and have had a chance to think things through.
5. Have an individual within the Chapter, someone you trust to give you honest feedback, act as a sounding board. Does that individual see the criticism as valid?
6. If the criticism is widely held within the group and meant in good faith, try to learn from it and recognize that the feedback is meant to help you and the group. Ask for suggestions on what or how things could be improved. Try to incorporate the group input into future activities.

Every leader is different. Each has a unique style and strength. And, each has a personal weakness. Some leaders are aware of their strengths and weaknesses, others are not. But, all leaders deserve the chance to grow and learn, encouraged by other Chapter participants.

Our organization needs to mentor and in some ways protect our new and emerging leaders. They need to be able to learn and grow into their new position. Leaders are not born, they develop over time. And, as my husband always says, "*What is experience? Making mistakes and learning from them!*"

*Dottie Bahrenburg,  
Northeast Region Trainer*



## Membership

The successful operation of GWRRA, as in any organization, is based on a defined structure. As an integral part of that structure, the Member Enhancement Division is a critical component of our operation and directly affects our growth and success. Relative to a structure, the Random House College Dictionary defines the word "MEMBER" as a "*constituent part of any structure or composite whole*". That makes sense. If we had no members, we wouldn't have a membership organization. As we have stated before, the membership is, and will always be, the principal and life blood part of our organization. As you would expect, our division's sole task is to "enhance" the "membership" (defined as the "*state of being a member*") of our members.



T-CLOCK is an acronym that describes an overall safety inspection of the motorcycle. While this is a much more extensive inspection than you would make at a rest stop, this will give you an idea of what you should be looking for and checking in most all aspects of the motorcycle to maintain proper operations or alert you to improper operations. The checklist that covers the inspection called T-CLOCK is available on the GWRRA website.

Here is T-CLOCK in a nutshell.

T -- Tires and Wheels - inspect condition of front and rear tires (pressure, tread), wheels, rims, bearings, and seals

C -- Controls - This covers the condition of levers, cables, hoses, and throttle

L -- Lights - Inspection of lights, lenses, reflectors, wiring, and the headlight reflector; also, check the aim of the headlight (right/ left & height)

O -- Oil - Check levels and for leaks in Engine oil, Rear end gear oil, Hydraulic Brake fluid, coolant and fuel

C -- Chassis - Inspect frame, steering head bearings, swing arm, and suspension

K -- Kickstand - Inspect Center stand and side stand for cracks and bent parts. Maintain proper tension on springs to keep stand in place when folded up. Also, make sure the engine stops with the bike in gear and the side stand extended.

The T-CLOCK form has more extensive descriptions of the inspections suggested above. Whether you use T-CLOCK or your own experience with your inspections and making sure the bike is ride-worthy, I encourage each of you to routinely go over your bikes or have a mechanic do it for you if you are so inclined.

The crucial point is that we have a new riding season ahead of us, and some bikes have been sitting for the entire winter. Before you take off for that next weekend jaunt or cross-country trip, make sure the bike is as ready as you are. It may well be the most important time you spend preparing for your next trip.

Ride With Care ~ Ride Aware,  
Frank

---

I'm still getting outdated forms and renewals from some members and Districts. So here again is a quick update of a few things

1. There is NO renewal for Levels II, III, & IV. No one needs to fill out any kind of renewal form anymore.

The N.7 (R.E. Program Levels Application form) is to enroll in the Program as L-I or to move up to a higher level. (II or III)

2. BUT you still need to update your Level requirements. To do this use the N.10 (Levels Data Update Form) with this form you can update your course expiration dates, your address, safe or high mileage pins etc. When you take a CPR course, for example, your new expiration date needs to be logged to keep your level status current and up-to date. Use the N.10 form and fill out the specific area that you are changing. That's it.

*Northeast Region Educator  
Dick Norton*



## **MAD-Motorist Awareness Division**

Wow – here it is already April. Where have these month's gone? Since we're already into April it's time to start thinking about May. May, of course, is Motorcycle Awareness Month. Now is the time to be thinking about any events you may have to promote this important month. If you need Motorist Awareness Division brochures from national now would be a good time to call and get them since they usually have a delay around now because of a high demand for May.

We'd like to introduce new District Coordinators for May. They are Joe and Marsha Gaworecki. They will be handling the MAD program for the New York District. Welcome aboard!

If anyone would need any materials for Motorcycle Awareness Month but has difficulty getting them from the national office, let us know and we'll try to get them for you.

We have great news – RIDING SEASON IS FINALLY HERE!!!!

*Keith & Kathleen Eddy  
Northeast Motorist Awareness Division Coordinators*



## **Public Relations**

### **THE "WV OF PUBLIC RELATIONS (PR)**

#### **What Is Public Relations?**

"Public relations" (PR) is defined in *Webster's New Collegiate Dictionary* as being "the business of inducing the public to have an understanding for and goodwill toward a person, firm, or institution; also: the degree of understanding and goodwill achieved." *Webster's New World Dictionary* defines PR as "relations with the general public as through publicity; specifically those functions of a corporation, organization, etc. concerned with attempting to create favorable public opinion for itself."

#### **Why Does GWRRA Need Public Relations?**

People have a strong inclination to believe what they read in newspapers, magazines, and newsletters or what they see on TV or hear on the radio. If we want to create a positive image of the Association, and motorcycling in general, in the minds of the public, GWRRA needs to have a good PR program, one that takes advantage of every available means of reaching the public.

Within GWRRA, PR is a process of communicating with the public, as well as the Association's Members and potential Members, by using all forms of media, e.g., trade publications, business press, television, radio, newspapers, magazines, speaking opportunities, etc., to promote the Association and a positive image of motorcycling.

PR involves knowing how to communicate with the media to get coverage. This is achieved against some odds, because many other organizations are also clamoring for the attention of the media. And the publicity you get is a sure indicator of public interest. By evaluating Members' and prospective Members' reactions to the announcements you send to the media, you quickly become aware of the Association's appeal.

#### **Where Is GWRRA Public Relations?**

GWRRA PR is everywhere we are. No matter if we're on the bike or off the bike, when we wear the GWRRA logo we are GWRRA. PR opportunities are all around us, from the person who approaches us at a rest stop, to the media in our cities.

**Who Promotes GWRRA?**

Everyone promotes GWRRA to some extent. The "Friend Finder" 5-Heart Bars or "Recruiter" 5-Star Bars show one type of PR. Every Member promotes by appearance and action. But, the Public Relations Coordinators (PRC 's) are prepared to spend their volunteer time reaching out to everyone by using all forms of the media. The role of the PRC is to keep a positive image before the public of the accomplishments achieved and the fun-filled events held, by writing articles or giving speeches PRCs refine the art of telling others "who we are," "what we are," and "where" and "when" we can be found"!

**When Is GWRRA Promoted?**

PR is both structured and unstructured Most of what we've discussed thus far, and what the majority of this Guide relates to, are the "structured" forms of PR, e.g., contacts with the media, Mall Shows, etc. But just as the answer to the question of "Where is GWRRA PR?" is "It's *everywhere* we are," the answer to the question of "When is GWRRA promoted?" is "*anytime*"! We must be prepared, at all times, to communicate with people by any means available.

This article is taken from the Public Relations Guide Book. It is a reminder as to what Public Relations is all about. Have a "Happy Easter".

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



**NE Region & District Web Pages**

- Northeast Region B at ..... <http://www.gwrra-northeastregion.org>
- Connecticut at ..... <http://www.gwrra-ct.org>
- Maine at ..... <http://www.geocities.com/gwrramaine/index.html>
- Maryland at ..... <http://www.gwrra-md-district.org>
- Massachusetts at ..... <http://www.gwrrama.org>
- Delaware..... <http://www.gwrradedist.org>
- New Hampshire at..... <http://www.orgsites.com/nh/gwrra>
- New Jersey at ..... <http://www.gwrranj.org>
- Pennsylvania at ..... <http://www.gwrrapadist.org>
- New York at ..... <http://www.gwrra-ny.org>
- Vermont at ..... <http://users.adelphia.net/~trikeinvt/index.html>