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## **DISTRICT DASHBOARD**

### **Idaho District Staff**

**April 1, 2018**

#### **District Director**

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#### **Asst District Director**

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#### **Membership Enhancement Coordinator (MEC)**

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**Joey Goff**

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#### **Rider Educator**

**Rich Davis**

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#### **Webmaster**

**Chuck Grimm**

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**Ride Coordinator - Open  
University Trainer - Open**

Many of us are new to our District positions and like our counterparts across the country, may be uncertain of how we are supposed to discharge our new responsibilities as a result of the GWRRA Reorganization. The best sources of information available that enable you to stay informed of changes/procedures in your respective areas (ie MEC-COY, RE-Ride Coordinators, Finance, etc.) can be found in two publications. The first is the "Updates from the Field" section of *Wing World*. That column provides all kinds of up-to-date information written by the GWRRA Program Managers for Training, Motorist Awareness, Rider Education, Membership Enhancement, etc.

The second great source of information is the *Insight* newsletter. This handy publication is found on the GWRRA.org website under Officers and then *Insight* tabs.

Try to make it a practice to follow these columns on a regular basis for current information in your field of expertise. If after reading these articles and you still have questions or concerns, let's discuss.

Thanks to all of you who have kept your commitments to participate in our monthly Zoom Meetings. We are proud of our strong Idaho Team and look forward to "growing" a great year together!

**Glen Goff**  
**District Director**

**Don Sawyer - Asst District Director**  
**Chapter Director ID-G**

Mother Nature sure is a tease this time of year. The sun is shining and it's 60 degrees one day, and you wake up to snow the next. I'm ready for some steady riding weather! I'm looking forward to some rides with our Chapter and hoping to meet up with a couple of other Idaho Chapters this year as well. That's the plan within our organized sharing of Ride Calendars.

I hope you are all getting your gear dusted off and are as anxious for riding season to begin as I am. Don't forget your T-CLOCKS. And as always, watch out for those drivers - they're not always looking out for you.

Ride safe and keep the shiny side up.

**Gary Evans - District Treasurer**  
**ACD ID-T**

Chapter Treasurers: April is here but the really good riding weather isn't quite yet, so why not set up your GWRRA accounting system and get your year-end balances transferred to start 2018.

Now thinking ahead and while it's still fresh on your mind, it is advisable for both the Chapter Director and the Treasurer to know how to access the Internal Revenue Service account and have the necessary login and password information for completing the Chapter Form 990-E next year. I know I can forget that information and even where I made note of it by the end of the year. Thanks for all the work you do. Remember - I am here to help you, too.

Ride safe and watch the other vehicles closely at all times. They can be, and are, unpredictable!

**Chuck Grimm - Webmaster**  
**WA-N**

Chapter Directors, please verify that your Chapter's information has been updated and that your newsletters are posted (if you have submitted any). Please contact me directly if you have any questions or issues regarding your Home or Team pages.

### ***HOW DO YOU GENERATE ENTHUSIASM?***

1. ***By being enthusiastic!*** Even if you don't feel comfortable that you will get a positive response, and at first, you may not. Keep it up, eventually you will.
2. Take every opportunity that you can – Newsletter, Ride, Event, or Gathering – to reinforce the value that each Member adds to the Chapter.
3. Acknowledge and thank your Members *continuously* for their support and participation. They need to hear it and hear it often.
4. Make the Chapter about your Members. How you perform in your position is your commitment to THEM. Our goal is for everyone to have a positive experience with each interaction we have, take away smiles and good memories, and come back for more!
5. Appoint a Ride Coordinator and plan a variety of great rides in advance of the riding season. GWRRA is about riding, is it not? Safe RIDING is its primary focus, and we consider the Ride Coordinator to be vital to the life of our Chapter. Its success has revolved around its rides and events. Great rides bring people back for more, encourages attendance at events, and even returns some reluctant Members back to Chapter Gatherings. It keeps their interest up – that and the Chapter Newsletter.
6. Commit to having a Chapter Newsletter, even just a short one, nothing fancy is required. It is content over style that matters. Constant communication is essential to keep your Members informed. Develop your Newsletter style to fit the personality of your Chapter. We are constantly surprised by what Members like or contribute. You get the picture. We just go with it and it seems to have worked for us so far!
7. Present changes in a unique or positive way, solicit feedback, and do assure your Members that all suggestions and points of view will be considered by your Leadership Team although some may not be implementable for a variety of reasons. Some things will become a hit, others will not. You will never know what works until you are willing to try something new.
8. Adhere to the three principles that I have personally adopted and constantly advocate: ***Plan, organize, and communicate***, emphasis on ***communicate***. It's just a good practice.
9. You might do yourself a personal favor and pick up a copy of a great short read (under 100 pages) and refer to it as often as needed: ***Who Moved My Cheese?*** by Spencer Johnson, MD. I have used this book for over 20 years and revisit it from time to time. It helps to remind me to focus on positive outcomes regarding change. It is important that you understand the diversity and personalities of your Members as well as the Chapter culture if/when you choose to initiate change.
10. Above all, always remember: ***“ATTITUDE IS EVERYTHING.”*** Keep smiling and retain your sense of humor! 😊



**Rich Davis – Rider Educator**  
**Ride Coordinator ID-H**

Many of the Chapter members need a Rider Course to maintain their status in the Levels Program. Please check out the Idaho Star Courses offered in many cities around the state, web site address is [idahostar.org](http://idahostar.org). Right now only ERC classes are available, but that will change as the season progresses. You can also sign up for their newsletter which offers many useful safety tips, plus other information of interest.

Here is a little item out of the old **Gimme 5** from GWRRA. It's early in the season, and most of the cage drivers are not used to seeing bikes on the road.

And as always, **DRESS FOR THE SLIDE, NOT THE RIDE!!!**

***RIDER ED 'GIMME 5'***

***RIDE DEFENSIVELY...***

Nearly two-thirds of all motorcycle accidents are caused by a driver violating a rider's right-of-way. Usually this is because the motorcyclist was not seen. To avoid this, **YOU MUST RIDE AS IF NO ONE ELSE ON THE ROAD CAN SEE YOU!**

**Helpful tips to remember:**

- \*Slow down at intersections and ride through carefully.
- \*Watch for turning vehicles.
- \*Stay out of driver's blind spots.
- \*Signal well in advance of any change in your driving pattern.
- \*Don't **assume a driver sees you**, even if eye contact is made.
- \*Use your horn when necessary or if you aren't sure a driver can see where you are.

***RIDE PROUD... DRESS LOUD***

Be careful when you approach another vehicle. It's hard for drivers in oncoming vehicles to accurately judge how fast your motorcycle is moving. That's why it's up to you to make sure you can react safely if another driver suddenly turns or pulls out in front of you. Also, make sure you have plenty of space between you and the vehicles in front of you.

**Remember**, if you don't look out for yourself on the road,

***...no one else will.***

**Martie Mitchell – Membership Enhancement Coordinator**  
**CMEC ID-H**

## Getting the Word Out

Riding season is upon us and many of us are planning rides, activities and events. While this is fun and important, we need to think about a few things and do a little planning to make the event successful. Consider the following:

- Who do you want to participate?
- How many participants can you accommodate?
- Is this a Chapter fundraiser or simply a social event? (What is the purpose?)

**THE  
BIG EVENT**

From this point forward, I'll focus on larger than inside Chapter events. Soo... how do we get the word out? How do we invite other Chapters/Districts/visitors? Social Media is complex and sometimes complicated but it's also a great tool to share and invite others to our activities.

Most of us know how to communicate to our own chapter through gatherings and newsletters but not everyone attends all the gatherings and not everyone reviews their entire newsletter if they're even receiving one. So where do we go from here?



There are ample opportunities in addition to making personal, individual calls. Though very intimate and "hands on," they are also very time-consuming and inefficient.

How about setting up a distribution list in your email to other area chapter/district directors? Also, if they allow, add them to your regular newsletter distribution list.

Post a flyer or infomercial to your website, the District website or your Chapter Facebook page if you have one.

You can sign up with other Chapter FB pages and post with them too.



Also, GWRRA has additional outlets. The GWRRA FB page and the MEP have group pages as well. With enough lead time (3+ months), you can even post in the *Wing World Magazine*.

Finally, if it's a public event, check with your local newspaper, radio stations, and television. Most of them are happy to print an article as a feature piece if you write it up or give you air time to promote your event, particularly if it's something for the public good such as an event featuring National Motorcycle Safety Awareness Month this coming May. Ask if they'll do it for free as a public service announcement. Additionally, check to see if they have an "Upcoming Events" section to post your activity in.

What we do is fun; no two ways about it, but it's a **LOT** more rewarding when we get a great turn-out response to our planning efforts.

The more the merrier... right?



 **MARK YOUR  
CALENDARS!**

**Next Zoom Conference April 16, 2018  
8 PM MDT – 7 PM PDT  
See you then!**

# *Your 2018 GWRRA Teams*

## ***IDAHO CHAPTERS***

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District Membership Enhancement	Martie Mitchell	<a href="mailto:mysportgear@gmail.com">mysportgear@gmail.com</a>
Asst MEC/COY Coordinator	Joey Goff	<a href="mailto:jgoff4570@hotmail.com">jgoff4570@hotmail.com</a>
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District Ride Coordinator	Open	
District University Trainer	Open	

## ***TEAM GWRRA***

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Executive Director Overseas	Dan & Rachel Sanderovich	<a href="mailto:dan.sanderovich@gmail.com">dan.sanderovich@gmail.com</a>