



GWRRR New York District

April 2011

Northeast Region



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News from National

Good Evening,

Linda and I are pleased and excited to announce the appointment of Tony and Jean Ondof as International Assistant Directors, Membership Enhancement Program. Their primary focus will be on Recruiting and Retention. Tony and Jean are both GWRRA Life Members and have extensive experience in working with Chapter formation utilizing zip codes and Membership data. Tony and Jean have some great ideas concerning Recruiting and Retention and we are excited to have them on the Membership Enhancement Team. They will be available to assist Directors and Membership Enhancement Coordinators with matters concerning Recruiting and Retention, the Area Report List, Unassigned Zip Codes, Chapter formation, and Membership data.

Please feel free to contact them with your ideas and suggestions. Also, email or call them and say "Hi" and get to know them. Please join us in welcoming them to the International Team.

Tony and Jean's contact information, bio and photo can be found on the Membership Enhancement web site.

"EVERY MEMBER MATTERS"

"Together Everyone Accomplishes More"

Ed and Linda Johnson
International Directors
GWRRA Membership Enhancement Program

News from the Northeast Region



MEP Coordinators
Mike & Nancy Mandell

Member Enhancement Division
Region Member Enhancement Coordinator
Membership Enhancement Coordinator Team
Job Description-Mission-Goals
"Together Everyone Achieves More"

"Recruitment and Retention"
The game everyone should play

It's his job, it's her job, NO, it is all of our job! GWRRA needs to do two things, retain our existing members and grow our chapters with new members. We understand situations change in people's lives, deteriorating health, financial issues, as well as desire for change resulting in giving up motorcycling. These are all part of a "natural" lifespan that make people leave chapter life, there is very little that can be done to

change the outcome.

Retaining our present membership is "challenging" to say the least, the answer is not as complicated as we make it out to be. We must "all" realize that retaining our active members takes half the effort of getting new ones. We simply have to remember to say "Thank You" and let them know how important their presence and their input is to the well being of the chapter. We must not look at them as competitors or critics but instead as mentors. Many of our seasoned members have held many positions in our chapters, any problems we may encounter, they have already lived thru. Take advantage of their experience and guidance; get them on "your" team. All of us need to know we are welcome, respected and appreciated, please do not discard all of their knowledge, instead put it to work for you and all of your chapter. There is no replacement for experience; it will assist you and your staff in serving the chapter in the best way possible. Keeping past leadership active will keep other "older" members involved, and offer a wealth of information to new and potential members. In addition experienced members are the link to knowledge about your chapter 's history.

New members are a complete other story, where do we find them? How do we meet them? The answers to these questions are also not quite as complicated as we may think. In many cases they are right in front of our faces, hidden in our computers. Where?, that is the next obvious question. They are in the monthly and semiannual Area Report Lists that are sent to all Region, District and Chapter Membership Enhancement Coordinators as well as Directors and Assistants. The report contains different tabs that when clicked reveal the following information, expiring members, folks whose membership in GWRRA is due for renewal within the up and coming months, expired members , someone that has allowed his/her membership to lapse. Call these folks, let them know their membership is up for renewal, or worse has lapsed. Let them know you missed seeing them at your gatherings, ask how they are, where have they been, and most important, you noticed they have not been around. Make certain you invite them to your next gathering or function. When a member stops attending gatherings, rides and events reach out to them, don't wait, do it today!

The "hottest tab" potential members are your ace in the hole, these folks have done all the work, and all we have to do is hook em and reel em in. Ours simply for the asking, but we must ask. These are the folks that have contacted National and asked what is GWRRA all about, where do I go and when should I be there? They are waiting, no they are asking for you to contact them, talk to them and invite them to a gathering or event today, tomorrow may be too late! This is the area that most Chapters are really losing out on, as a direct result of ignoring this section of the report GWRRA and our chapters are losing the majority of its members. These are the ones that have taken a one or three year membership when they initially joined. We are not necessarily losing them in that time frame; we are actually losing them in the first 3 months simply because no one followed up and called them.

I know many of you will read this and think it is not so, folks, it is so and it is all of our faults. Let's not point fingers, nor look back, instead let us all work together to fix the problem.

First of all, find qualified persons to serve as District and Chapter M.E.C.'s. In cooperation with your D.D and C.D's they make the initial contact. Working the A.R.L. properly will add many people to your chapters.

The District MEC is appointed by the Region MEC in concurrence with the D.D. The chapter MEC is appointed by the District MEC with concurrence of the C.D. All MEC's are officers of GWRRA. It is very important the right people are chosen as MEC, at whatever level, they must understand the ARL , realize the importance of working the list and have the ability to speak with both expiring and potential members. In many cases they are the initial contact your chapter will have to the potential member. You may only get one chance, so make it "GOOD".

Reaching out to all members is key; they should be contacted by phone, e-mail and in person. If you have any questions or need any guidance about the ARL feel free to give us a call we are always available and look forward to assisting you. 732-887-0374

We are in the process of offering the ARL in a simpler user friendly view which will enable everyone to more easily identify who needs to be contacted and why. We are hopeful this will yield more positive results as we work the lists. We hope to have it available within the next month. We will keep you posted. Another benefit in making the information user friendly is it may expand your choices of people to step up and accept MEC positions., They will not need such a sophisticated computer system, special programs to open the information or the knowledge base to read and understand the list.

In closing, retention and recruiting is the key to the health and well being of our chapters and our entire organization.

Next month we will offer some ideas about getting out in public places to find potential members.

Michael and Nancy Mandell
Region "B" M.E.C.
Region "B" Membership Enhancement Coordinators
Region "B" Couple of The Year Coordinators
N.J. Assistant District Directors
N.J.M.S.150 Bike Tour Coordinators



GWRRR Region B CPR/-FA Trainer Keith and Elanie Price



CPR - First Aid

The Gift of Life

First Aid Kits

Every motorcycle should be equipped with a First Aid Kit! But it's really better to call it a trauma kit because if you encounter an accident scene you are going to need more than six or so little bitty band-aids. To treat road – rash or severe bleeding requires serious equipment. You won't find a trauma kit at your local Wal Mart. You'll have to put it together yourself. Here are some of the things that I recommend.

The most important item is a cell phone!! If you do nothing else at an accident scene, call 911 and get the emergency medical team to the scene.

First of all PROTECT YOURSELF! Carry at least three pairs of vinyl or nitril gloves. Try to avoid latex. A surprising number of people are allergic to latex and you could do them real harm by using latex gloves while treating them. Replace those gloves after each use or at least every year. If you do not wear glasses, carry a pair of plastic side shield safety glasses. Blood splashed into your eyes can transmit disease. Carry a CPR mask in your kit, preferably a good one with a vinyl cushion and a pop – up one-way valve. Although these are more expensive and take up more room than the sheet variety, they can be used on a victim who is wearing a helmet. A brightly colored, reflective, mesh vest is an excellent idea. Wearing it may just help prevent you from being struck by an oncoming car while at the accident scene.

To control bleeding you will need surgical sponges. Get large ones, at least 4" x 4", and carry 6 to 12 of them. You can go through them fast! Sanitary napkins can work too. They're not sterile but that can be fixed at the hospital. Someone dying from blood loss cannot. Carry several rolls of rolled gauze. It's better to tie surgical sponges onto a wound than to tape it. Removing tape can be a real problem at the Emergency Room. But carry a roll of 1" surgical tape as well. There are instances where you just have to tape a dressing on. Do not bother with applying an ointment such as Neosporin to a wound. It will just have to be wiped off at the ER. Carry a quantity of surgical gauze pads in 3" x 3" and 2" x 2" as well. There may be times when a lighter dressing is more appropriate such as treating abrasions. Carry several sterile eye pads too. When treating injuries to the eyes, it's better to cover both eyes and loosely secure the pads with rolled gauze. Carry a small, good pair of scissors in your kit to cut rolled gauze, tape and clothing. The scissors should have a rounded lower point. The cheap scissors found in most kits are worthless.

A trauma kit should include a quantity of band-aids and a tube of ointment as well. There will be times when you will need them to treat minor cuts and scrapped knuckles when you're working on your bike. It's a good idea to have an "After Bite" applicator in your kit. Many of us have been stung by a bee or wasp while riding and "After – Bite" quickly relieves the pain and swelling of a bee sting.

Carry some sort of a pain reliever in your kit as well as a supply of any other medications you normally take. Trying to ride with a pounding headache or other pain is dangerous. Get off the bike, take some pain reliever and give it time to work before resuming the ride. But be sure to carry some aspirin too. The new MFA program encourages aspirin treatment in the event of chest pain. The patient should **chew** one full size, non – coated, aspirin in the event of possible heart attack. Just make sure the patient is **not** bones at an accident scene. Leave that to the emergency medical personnel. But having a "space" blanket is a good idea to treat for shock. "Space" or emergency blankets are thin, light weight aluminized Mylar sheets that reflects heat back to the patient.

Lastly, be sure to keep your training up to date. It doesn't do anyone any good if you have the equipment but don't know what to do with it. Take a CPR – First Aid course regularly.

Thanks
Keith



2010-2011 NE Region Couple of the Year

Rich and Doreen Lampe

This winter has been quite a whirlwind, with record braking snowfall amounts here in the northeast and temperature fluctuations from the 60s on February 17th and 18th, back down into the teens the following week. March 20th, is the official arrival of SPRING and it couldn't be better received.

Thank you to John and Mary Knight who have done a great job with the Region Newsletter and the Region appreciates their time and efforts they brought to the newsletter.

Doreen and I would like to wish Bob & Debbie Anthony all the best as they are our new Region Newsletter editors for Region B. Bob and Debbie are past June Agee Chapter Newsletter Award winners, so they know how to put together a great newsletter.

We have been browsing around on the national GWRRA website, and we would like to continue to share with you the Couple of the Year Program Presentations.

Chapter Couple of the Year – Requirements

- **Couple consists of one male and one female**
- **Both must have an Individual or Family Membership in GWRRA**
- **Associate Members are eligible to participate at the Chapter Level only**
- **Membership must be valid through the term of the Couple of the Year position**
- **A Couple must have completed at least one year Membership prior to being honored as Chapter Couple of the Year**
- **A Chapter Couple of the Year may not serve more than two consecutive years as a Chapter Couple of the Year**

Stay warm and have “FUN”

Doreen & Rich Lampe
Northeast Region B
Couple of the Year 2010- - 2011



Donate a Sample and Seal the Sale



Many CDs in various Districts still seem to be reluctant towards sending their newsletters to all of their allocated Zip codes members. Their contention is why I should send my newsletter to those out of reach folks who reside too far away from our Chapter? Will never see them anyway! As a CD vantage position I say they may have a fair argument, but it doesn't end there.



Now the District & Region point of view

Remember the last time you walked your local Mall; you couldn't help noticing several food vendors giving away free food sample, they learned long ago that if they don't hand out free samples, the chances of making a sale is in the range of less than 2 %, however if they do than the sale jump up to over 50%, therefore enhancing the bottom line every time. The fresh sweet taste just sealed the sale.

We say; hand out a free sample of your newsletter to your entire list of members, it has an attractive effect on the member and before you know it, he or she will call their respective District Director to ask them how they can have a Chapter started closer to home, they certainly don't want to be left out. We always advocate as a minimum sending not only the Chapter but also the District Newsletter as well, because many of

our District articles express the desire to start new Chapters, doing so, in time will bring forth more members more fun more friends.



We've seen great progress in our Region towards allocating Chapters to all none assigned Zip Codes area, in the last month many of our DDs and D MEC worked diligently with our Region MEC to satisfy this request. For some of you the desire always has been there, but the technical aspect of accomplishing it has been challenging. We want to take a few moments to say **thank you** to all you DDs D MEC and Region MEC **Mike Mandell**. As always we like to offer technical support for any question regarding the Area Report list or how to round up Zip Codes when establishing new Chapter.



Pete and Marielle St-Amour
Region B ARL Coordinator

From the District Director

GOOD THINGS HAPPENING

As we stand on the brink of the riding season, we are very proud of the NY District. There are so many good things happening.

District Trainers Eileen & Tim Guile are preparing to certify several new Leadership Training Instructors. They are also teaching an OCP course that Chapter X is hosting on April 9. At this time, Eileen & Tim have 12 Leadership training and life skills classes scheduled for the Bi-State Convention.

Medic First Aid courses were recently hosted by Chapters N and W. Both courses were very well attended, not only by the host Chapters, but other Chapters as well. Region B MFA/CPR Coordinators Keith & Elaine Price are planning to hold both the MFA Instructor Certification and Basic Plus courses at the Bi-State Convention. The result of this will be several new MFA Instructors to better serve our members.

District Educator Al Stahl has several Rider Ed. Courses scheduled throughout the District for 2011. At the Bi-State, Al is planning to hold the Trailering course on Thursday, the Trike Course on Friday, and the Advanced Riding Course on Saturday. NJ educator Howard Fingerhut is planning to hold several Rider Ed. Classroom sessions at the Convention as well.

Many NY Chapters have Membership Enhancement Coordinators coming on board. These Chapters should see increased participation as the MEC's start working. If you don't have a Chapter MEC yet, you will miss out on growth for your Chapter.

Speaking of Chapters, we are working on starting a new one in northern NY. District Public Relations Coordinator Linda Waterman and I met with six GWRRA members in Canton, NY on February 26. They are interested in chartering a new Chapter, and a

second meeting is scheduled for March 19. GWRRA member Lyle Kenkowski lives in that area, and he is working very hard on this project. He is currently finding non-member Wing owners and is trying to get them to come to the next meeting. NY MEC's Pete & Marielle ST-Amour have been hard at work maintaining contact with the members in that area.

The NY District will host the Americade booth again this year. We are looking for volunteers to represent GWRRA at the booth. It is a fun and rewarding experience. If you can take a 3 hour shift to work at the booth, please contact me by April 8. There may be some free vendor wristbands available for the volunteers.

Even during this harsh winter, there has been a significant amount of Dash For Cash activity. This should explode when the riding season starts. Putting your Chapter events on the Interactive District Calendar will make it easy for other Chapters to visit you.

This is becoming a great year for the GWRRA NY District.

Paul & Suzette Wood
GWRRA NY District Directors
gwrranydd@gmail.com

From the District Educator



Ah, there's hope for spring and a new riding season!

Looking out at a backyard still piled high with snow and snow flurries falling today, it's hard to believe spring is just around the corner. But let's see, it's

March 12th and tonight the clocks go ahead and every day the sun is out the snow melts fast, great signs. As go out to get in my car, I hear some stirring from the side where my trusty steed sits on the lift, with the green light from the battery tender. Oh and I just got my renewal for the registration. So what does all this mean?



It's time to start planning another great riding season. Oh there's Americade with the new venue at Fort William Henry and new rides. Then it's back to Knoxville for Wing Ding. I remember it so well from the Hoot. Then the Bi-state convention in Liverpool. Of course the New England Rally oh and don't forget another great NY District Ride out in September to Lake George. I know, I haven't said one thing about rider education, well that's the point, everything I've just mentioned will have so many opportunities for some honing of our riding skills and knowledge.

Let's start with a Trike Course being offered in Albany, NY at Old Dominion Freight just off I-87, Saturday, April 23rd, starting at 8:30. Please contact me for a spot. \$25 to hold your spot, refundable at completion.

Next, there's an ERC at Americade again. There'll be tons of riding courses and seminars at Wing Ding. We'll have a trailering course, a trike course and an ARC course at the bi-state convention, as well as numerous seminars. We're also working on other trike and ARC courses around the district.

Please think about sharpening your muscle memory for yourself and your co-rider. Every three years is absolutely the minimum. Also, please try to keep up your CPR/First Aid certifications. The life you save may be your own or a family member.

Lastly, please remember, it's been four or more months since you've been on two or three wheels as you move out of the garage. Go out and do some much needed practice in a parking lot or other safe place, before hitting that first real ride or taking your co-rider for a ride. Oh and please don't forget to dress for the crash!

Your District Educators,
Al and Emily Stahl
518-587-2420 (H)
518-598-8981 (C)
astahl@nycap.rr.com

From the District Trainer

How Do WE Select and Develop Talent?

Every leader has strengths and weaknesses. We must have the ability to identify and develop strong and complementary talent, i.e., where we are weak we find strength to assist.

A good Chapter Director adopts the concept that to be more effective when the people assisting you are motivated, competent and credible. So, an effective Chapter Director must get the right people on the bus. When you feel like you are doing someone else's work in addition to your own, you feel like someone is in a learning cycle and things will get better or it can wait for a few more months, you should ask the question, "do I have the right person for THIS position"? Most of the time, because we are caring people, we wait too long to make a change. Choosing the right people for the team is paramount to Chapters success.

Does putting the right people on the bus absolve the Chapter Director of developing the passengers? Absolutely not. Investing in people is really no different than picking investment opportunities in business. As Chapter Directors, we need to remember that each member's time is invaluable and needs to be directed to the activities that have the best probability of yielding positive results for the Chapter.

Have a team meeting and agree on the priorities for the Chapter. Next, figure out how you will evaluate progress and success. For example, how many members come to chapter meetings, how many members go on the ice cream rides, how many members go on the Saturday or Sunday rides, etc. Also you will need to discuss the how – how you will achieve success. Finally, you need to track the progress of your priorities at least twice a year. And remember frequent constructive feedback to your team is good.

Everybody has their own coaching style but we often err in not providing balanced feedback. We all discuss the positive, but spend little or no time on the opportunities for improvement. This is uncomfortable for all of us to do especially to our staff which are volunteers. I find it's all in how you do it – by being positive and giving examples, coaching goes a long way. If you are down and overly critical you may come across the wrong way and possibly lose a good person. Whatever you do, be positive and helpful.

So, to become a better Chapter Director, make sure you have the right individuals on your team who have complementary skills and make it a priority to give these individuals straight-forward, candid and constructive feedback on a regular basis. Be honest with yourself and with your staff in these conversations and you will most likely find the bus ride much smoother.

And if the ride is smoother, the membership will become more active and more people will participate and there will be FUN, FUN, and more FUN!!!

Eileen Guile
District Trainer

From Your District Membership Coordinators



Choose them! Or lose them!
The Program needs your support
Your Chapter needs the program!
“The Couple of The Year Program”



This is another reminder that it is time to select your chapter couples, do not miss out on the opportunity to recognize that special couple in your chapter and let them know just how much everyone appreciates all they have done and continue to do for your chapter.

The Couples program as you have heard us say many times is a win/win/win situation. It says Thanks to a most deserving couple within your chapter, it shows other chapter participants that good deeds do not go unnoticed; it builds chapter pride and promotes member involvement.

The program opens doors by creating more reasons to go out and visit sister chapters and districts as well as attend conventions and events as your members show support for their Chapter Couple by accompanying them as they travel about.

All of us need to develop and embrace programs that increase member participation; it

is the key to a healthy happy chapter. If our members are busy having FUN and enjoying good times with friends they are generally more willing to take on further responsibilities within the chapter and district.

The Couples program is here, all you have to do is take advantage of all it offers.

The Chapter Couple of The Year is one of the only positions in G.W.R.R.A. that you are selected by your friends to represent your chapter. It is an honor to wear the title, "Chapter Couple", if selected embrace the opportunity.

The Fun begins at the chapter level, the excitement builds for both the Couple and the chapter as together everyone gets involved.

The more enthusiasm you create for the Couples Program the more benefits your chapter members will enjoy.

Hopefully your Couple with chapter support will decide to participate in the District selection process, this will increase chapter pride tenfold.

Please do not miss out, select your Chapter Couple today!

If you have any questions or need any assistance contact your District Membership Enhancement Coordinator or feel free to call Nancy or myself, we can be reached by e-mail: Michael@Mandellplumbing.com or on my cell 732-887-0374

"The more involved you get, the more Fun you will have"

Ride Safe!

Mike & Nancy Mandell
Region "B" Membership Coordinators
Region "B" Couple of The Year Coordinators

Thank you MIKE for the use of this fine article.

Pete ST-Amour
NY D MEC

From District Public Relations



Happy Easter to the NY District. Yes, spring is here at least as far as the calendar goes-a couple more days of weather surprises-but we have made it this far.

As I requested in last month's newsletter and I am requesting it again: . **I am ASKING each and everyone of you within the New York District to reach out to Chapter C and assist them in any way you and/or your chapter can. They did ask if chapters**

would ride with them in the Memorial Day Parade in Fulton, NY on Saturday, 28 May. PLEASE let Gordon Munger, Asst CD, how many will be attending from your Chapter. There may come a time when your chapter may need a helping hand.

About a year ago, I mentioned that my nephew, Garrett Houseknecht, Evansville, IN., made my proud as he owned a Honda Shadow. So, I was hoping beyond hope that he would eventually get a Gold Wing; well, my hopes have been dashed, he traded in the Shadow for a Harley Davidson Sportster. He is still young and may figure it out one of these days. His father, my brother, owns a full-dress Harley-so I wonder if my brother put just a tad bit of pressure on him. Anyways, as we say, it does not matter what you ride as long as you ride safe.

The following is information from the Motorcycle Riders Foundation on motorcycle-only checkpoints in the State of Georgia. **“Georgia Department of Public Safety Announces Details of Motorcycle Only Roadside Checkpoints**

The Motorcycle Riders Foundation reports that the Georgia Department of Public Safety (GA DPS) has announced some of the details of the motorcycle-only roadside checkpoints. The details include some the reasoning, time frame and locations of the checkpoints.

Lt. Colonel Mark McDonough, GA DPS Deputy Commissioner, explained that the reason for the checkpoints is the rise continued of motorcycle fatalities in the State of GA from 2005-2008. There were 167 motorcyclists killed in crashes in 2008. McDonough did acknowledge the State's education campaign in 2009, which focused solely on raising awareness of motorcyclists with all other road users. The campaign included safety presentations to school, church, civic groups and media outreach by State Troopers. The GA DPS credits the campaign with a 35 percent decrease in motorcyclists fatalities over the previous year. **The Department** called this historic decrease a "good first step".

The next step, according to GA DPS, is the motorcycle-only roadside checkpoints. The first of these checkpoints will be conducted Wednesday, March 9th, 2011 from 8AM-5PM along Interstate 75 at the southbound commercial vehicle inspection station in Monroe County. During the same time frame an additional checkpoint will be established at the southbound commercial vehicle inspection station along I-95 in Chatham County, north of Savannah. The checkpoints will check for proper licensing, DOT helmets, alcohol usage, valid tags, as well the general operating condition of the motorcycle.

Lt. Col. McDonough claims that for the average operator with the proper license and equipment the delay should take about one minute. Additional checkpoints will be conducted in the spring and fall of 2011. Checkpoints are funded into 2012 as well.”

Congratulations to Maryann Faranda and the members of Chapter N for being the recipients of a Certificate of Appreciation from C Troop 2 Squadron, 14th Calvary Regiment –known as Comanche Troop-in the Adopt-A-Platoon program. Should any other chapter be interested in this program, please contact Maryann.

I just recently received Chapter U's newsletter and as I have written and spoken before I read each and every newsletter that is sent to me. In this particular newsletter there was a very interesting article which I have taken the liberty of adding to my article. Although this may fall under Rider Education area, I feel it is important enough to put it in my article. The article was submitted by Yvonne and Tom and written by Jackie Vaughn.

The Invisible Man
by Jackie Vaughan

The sun was balancing gently on the horizon as I packed up my gear after a long day of amusing the fish with my clumsy efforts. I was stowing the tackle box in the back of the truck when the sun abruptly winked out behind a large bank of very dark clouds.

The sun lost its battle with the clouds and sank below the horizon, leaving the heavily tree-lined road in a darkness that blended into the blacktop. Storm winds set the tops of the pine trees swaying, bringing down flurries of slippery pine needles and occasional pine cones. The first drops of rain were huge, splatting on the windshield and causing the pine needles to stick to it. The wipers only smeared them. All I could do was turn the wipers on high and hope the rain would wash the needles off.

Obligingly, the rain became a full-force pressure wash. The needles disappeared, but so did everything else. I crept along, the headlights' beam absorbed by the darkness. A sudden movement caused by a falling branch reminded me there might well be deer, rabbits, or other animals on the side of the road, ready to cross without warning. I leaned as close to the windshield as I could get, eyes straining to see ahead and to the sides at the same time. I knew it wasn't safe to stop because there was no place to pull over.

I thought I saw the red eye glow of an animal. Looking ahead, I saw it flickering between the swipes of the wipers. I immediately hit the brakes, glad for the anti-lock option I'd chosen. I slowed to a halt about ten feet from the animal, which hadn't moved. I turned off my lights briefly so it would move on, but it remained.

I finally crept closer. As my headlights cut through the watery darkness, I saw it wasn't an animal, but a black motorcycle stopped in the middle of the road. The rider was making futile swipes at his face shield, succeeding only in creating greater smears. His black leather jacket and pants were no match for the rain, and he was soaked from the top of his black helmet to the soles of his black boots. He finally pushed the face shield up, started the bike, and continued his miserable trek.

In a very short moment, he became the Invisible Man. Although the weather and the terrain helped to hide him, he had become invisible long before he ever slung a leg over his bike. He had done it by unknowing choice, by following tradition.

When he bought his motorcycle, he took that first sometimes fatal step. He chose the most popular color for a bike—black. Black is the traditional color for everything motorcycle that's not chrome. Black helmet, jacket, pants, boots, gloves, all to match

the black motorcycle. Black can also be the color of death and mourning.

Black, far from being the friendly identifying color of the motorcycle community, is a rider's major enemy. The majority of the time, especially when contrast is poor, such as dawn, dusk, dappled shade, or darkness, black disappears into the environment. Dress a rider in black from head to toe, put him on a black bike, especially one with a small, low taillight, and he's the Invisible Man. He cannot be seen until the very last moment, and that's sometimes too late.

The typical car driver is not motorcycle-aware, and a bike suddenly appearing seemingly out of nowhere may slow the driver's reaction time or cause him to make the wrong decision. When there's an collision of this type, is it the driver's fault, or the rider's? Both were culpable, but it is the rider who must bear more of the blame. He made himself nearly impossible to see, and it worked. He chose to be the Invisible Man.

Could he have become the Visible Man instead and avoided the price he paid? Yes, and all it would have taken was the right choices beginning when he bought his motorcycle. His biggest mistake was to follow motorcycle tradition in making everything about him and his bike, except for the fancy bits of chrome, black. He should have heeded the old saw, "Bright is right." A light- or bright-colored motorcycle should have been the first item on his list.

His next choice should have been a full-face white helmet with highly-reflective material all around it. No color matches or fancy graphics, just plain white. The first thing a motorist sees, or fails to see, is the rider's helmet, because it's the highest part visible. Next seen is the upper body, then the lower body and the motorcycle. By that time, the driver is too close for comfort.

While the bike and rider don't have to look like a circus wagon, bright clothing and reflective material, especially on the upper body, are a must. A rider wanting the black leather look can wear a reflective orange vest while on the bike and tuck it into a saddlebag or tank bag when he arrives.

Adding extra lights on the back and sides of the bike creates greater visibility, too. Seeing a black-dressed rider on a black bike from the side is almost impossible. There's virtually no contrast. Add a few lights and the riders' bright clothing, and the bike suddenly appears.

Our miserable Invisible Man? He made it home that night because I followed at a safe distance behind him until he pulled into his driveway. He might not be so lucky next time.

End of story, but if you are in the market for a new bike, consider paint colors that are light and bright as better options. If you must have that dark color bike, then get the light color helmet with reflective tape, jackets with reflective piping or neon colors, and of course, when adding that safety chrome, add a few LED lights for better visibility. So between now and that first ride, think Spring, get that bike ready, as well as making

good choices in any new clothing you are thinking of buying.

Chapter N will be having their mall show on May 5-further details can be obtained from their website. Chapter Y is also having their mall show on May 15 in Johnson City, NY. I anticipate on attending this as my son and his family plan on meeting me there-they reside in Johnsonburg, PA. Further information on Chapter Y's mall show can also be found on their website as well.

Now for a little bit of humor: Redneck and a Trailer:

Q: What does a tornado and a redneck divorce have in common?

A: Somebody's gonna lose a trailer!

In closing, I would like to leave you with this thought:

I would rather walk my own path alone than walk the path with a fool.

*Linda L. Waterman
Public Relations Coordinator*

From the District COY

April is here and I am sure that some of you have been able to venture out on your bikes. It always feels great to go on that first ride after the long winter. Spring is finally here.

Ed and I will be leaving Florida soon to head back to New York. We have had a great time in Florida visiting several different GWRRA Chapters and attending the Florida District Rally. We have gone on some great rides and enjoyed the camaraderie of GWRRA. I have especially enjoyed our time in Florida because this year I had my own bike.

As you kick off the riding season, don't forget to carry your Passport with you. It's time to start filling up those pages and enjoying the ride. We will be riding to the Vermont K Chapter Kick-off on April 30 and then attending the RI-B Breakfast on May 1. This year promises to be filled with new adventures.

On May 15, Ed and I will be participating in the Cystic Fibrosis Great Strides Walk in Manhattan. We are walking on the team, **Cassady's Cure**, to hopefully raise funds for further research into the development of drugs to control Cystic Fibrosis. Cassady is our granddaughter and we are hopeful that a cure will be developed in the near future.

Ride safe and remember that the joy is in the journey!

Ed and Dottie Bahrenburg
2010-2011 NY District Couple of the Year

From the District COY Coordinators

Greetings from the NY District Couple of the Year Coordinators

Greetings from Mississippi or maybe Louisiana by the time you read this. We attended the FL district convention in March and enjoyed the great fellowship and fun. We also had the opportunity to attend the gathering of FL1-B, Brandon, FL and ride with various FL chapters. One of the highlights of visiting GWRRA chapters in Florida happened at the FL1-L2 (Wesley Chapel) gathering when a member proposed to his girlfriend in front of the entire chapter. Of course she said "yes" and what a special moment for them. Perhaps they will be the Chapter Couple of the Year soon!!

We are attending the LA district convention on April 7,8 and 9 in Lafayette, LA and will also be attending the TN Spring Fling in Sevierville, TN the following weekend. Our May newsletter article will have some highlights of these conventions. Hopefully the weather will be nice by the time we get home on April 20th and we can resume our activities with our home chapter, NY-H. We enjoy our travels, but certainly miss our GWRRA friends at home.

Please remember...It is not too late for the rest of our NY chapters to select a **Couple of the Year**. We are sure there is at least one deserving couple that is worthy or this honor. Also, this year, NY Chapters that have a Couple of the Year get **points** for **Dash for Cash**. This should be a good incentive!!

Don't forget that there are **Couple of the Year Medallions** that you can obtain for your couples. Purchasing medallions for your Couple is a way of showing them how much they are appreciated and how special they are. Chapter Directors, if you are interested in getting these medallions, please contact Mike Mandell at Michael@Mandellplumbing.com.

As your NY District Couple of the Year Coordinators we are here to help your chapter and your **Chapter Couple** in any way we can. Be it by answering your questions or providing you with more information on the Couple of the Year Program. Please feel free to contact us at rkelly@localnet.com or call at 716-772-7807 (home), 716-830-9569 (cell).

Be Safe and Enjoy the Ride!
Bob & Sandy Kelley
NY District Couple of the Year Coordinators

Around the District

Hello NY District,

Chapter NY-C is planning to be in the Memorial Day Parade in Fulton, NY on May 28, 2011.

They are looking for other Chapters to swell their ranks.

What a PR opportunity this is!

Please contact:

Nick Habel Ch C CD
nhiride@aol.com
315-638-8747

Gordon Munger Ch C ACD
gmunger1@twcnny.rr.com
315-593-2856

Please let Nick or Gordon know about your plans to attend as soon as possible

Around the Region

From the Vermont Chapter K January/February 2011 Newsletter

THE KNIGHT RIDERS

VERMONT CHAPTER K

Hello everyone, sorry this is late; February for me was very cold and very busy. The February meeting was held on 2/6/11. There was only a small group of us that managed to make it due to the fact that the weather was very bad that day. NO decisions were made and the treasury remains just under \$300.00. The last piece of old business will be to remember to keep in your thought our treasurer, David Dickson. He and his family have struggled for many months during his recovery and we hope to see him not only at a future meeting but riding in the saddle again soon.

The biggest thing in the future ^{is} still the Chapter Charter party and again that is scheduled for April 30th at Zachary's Pizza at 1250 Williston Road in South Burlington across from the McDonalds and next to the Dunkin Donuts. The times for this are 11:00am to 12:00 is the charter acceptance; 12:00pm to 1:00pm is the lunch and afterwards is the ride (destination to be determined). All time from this point forward is devoted to making sure this comes off okay.

Finally the cost, as a reminder, is \$10.00 per person. Mike Steiger's office has told me that they are graciously sending us a donation towards our Charter Acceptance Party and should arrive soon. Thank you very much Mike for the offer.

Also, I need an R.S.V.P. from everyone who will attend as I have to give Zachary's Pizza a "head count" one week before the party. Please call me at 802-355-0245 (cell) 802-865-0954 (home) or email me at maj.benner@myfairpoint.net.

Our next meeting is this Sunday 3/6/11 at Zachary's pizza at 1:00. See you all there.

Patrick M Benner SR
Chapter Director
Vermont Chapter K (The Knight Riders)
Ride Safe, Stay Safe, Have Fun



GWRRRA New England Convention Shirt Design Contest



WE have had a request to bring back the original Shirt Design for the NE Rally/Convention, as we started with 10 years ago. That's right, it's the 10th Anniversary of the NE Rally!

So the Contest is on! Give us your best design for the back of the Rally Shirt.

It must be digital and camera ready.

A prize will be given for the Best Selection, Two Rally Registrations (\$80).

Please send your ideas to Allen Cyr,
Maine District Director

Deadline is April 15, 2011

To be drawn at the RI-B Kick Off Breakfast, May 1st

Phone: (207) 375-4811 Email: acyrfire@roadrunner.com

NY Chapter L Rocco Cole Memorial Dinner



Americade Friday Night Get-together

Chapter L will again be having a Friday night get together June 10, 2011 at Sweet Basil's Restaurant. This dinner is a memorial event for departed member Rocco Cole.

Location: Sweet Basil's Restaurant
On Rt 9 just south of the Great Escape (same side of the road)

Time: 5:30PM

Reservations are needed in order to allow Sweet Basil's the opportunity to have staff available to handle the event. As in the the past there will be a very short meeting to exchange information and then everyone will be on their way to the closing ceremony at the Great Escape or wherever they wish to go for the night.

**Please call 914-475-0510 (Doug),
845-807-1209 (Linda) or 845-532-2727 (Phil) to
make reservations for the dinner.**

Any of the numbers will accept voice mail if you don't get an answer. Reservations can be accepted up to noon on Friday June 10, 2011.



Last years event was a huge success and great dinner with so many friends. We look forward to seeing everyone again this year as well as some new friends and family.