



**GWRRR**  
**New York District**  
**October 2011**  
**Northeast Region**



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District Leadership Trainer  
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District MAD Coordinators  
TBD

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Couple of the Year  
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## **From the District Director**

Hello NY District,

This is being written shortly after our return from the Pennsylvania District Convention. We rekindled some old friendships, and made some new ones. We had a lot of fun there. It reminds me of why we are involved with GWRRA. The more you put into it, the more you get out of it.

Speaking of involvement, it is time to start thinking about the upcoming changes of Chapter Officers for 2012. With the Officer Certification Program up and running, there is no longer any need to have the candidate complete the Knowledge Evaluation. The NY District will make sure that all incoming Chapter Directors and Assistant Chapter Directors will have access to OCP training.

Incoming Treasurers and Membership Enhancement Coordinators are considered Officers and their Chapters will need to submit the paperwork.

We will happily assist each Chapter with filling out the Officer Change/Appointment forms and Memorandums Of Understanding. These forms will be sent out to the CD's very soon.

Please have these forms completed and submitted to us by December 1.

Chapter charter fees will also be due in December. Chapters will need to pay their \$50 fee, unless they have attained 20 Dash for Cash points. At last count, Chapter N is walking away with the Dash for Cash with 33 points.

One of the things we saw at the Pennsylvania District Convention is the results of their participation in the Chapter Of the Year program. This has given several of their Chapters a boost by providing some guidelines for the health of the Chapter. We would like to see this program catch on in our District. The first step is to get a Coordinator on board. Get more information at <http://med.gwrro.org/choy/choy.html>

While returning from home from Pennsylvania on I-99 we rode past a large road-killed bear. It was a very graphic reminder to be watchful for animals in our path of travel, especially after dark. Deer activity increases around mid-October, and results in a lot of accidents every year. In addition to our usual variety of wildlife, the population of bear and moose is quickly increasing in some areas of New York State. Both species get quite large and are active after dark, when they are nearly impossible to see.

During our trip we witnessed the horrible flooding of the Susquehanna River. The amount of

damage is incomprehensible. Our thoughts and prayers go out to all the victims of the recent flooding, both in New York and our neighboring states. Has anyone given thought to holding a charity event to help the flood victims?

Since this is being written in mid-September, we look forward to attending the NY District Ride-Out. Chapter N did an excellent job on the 2010 event, and will do an even better job on this one. We are looking forward to seeing all of you there!

Your Friends For Fun, Safety, and Knowledge,

Paul & Suzette Wood

**From the Assistant District Educator**

**Fall Riding**



As the summer winds down, I look forward to what I consider the best part of our riding season. Fall! With it comes some extra riding precautions we need to pay attention to. Weather conditions change, our warm sunny days are followed with cooler temperatures as the sun sets earlier. Dressing in layers will help keep you comfortable by taking layers off as it warms and adding them on as it cools. Be mindful of hypothermia and its effects on your riding abilities. Leaves will start falling creating a slip hazard for both the bike and rider.

Be mentally alert and continue to scan aggressively, expect the unexpected as activity along the roadways will increase as school starts back up and deer become more active preparing for winter. Learn to put meaning to what we see. One mental game to play is to say WHAT IF. Doing this will help get you prepared for when it does happen. It will also keep you mentally alert on your ride. Gazing out over your shoulder at the scenery is a distraction you should understand to be dangerous. You go where you are looking. Plan your rides to allow you to stop and enjoy the view. Pack sun glasses for those early sunsets. If you ride with a dark visor, bring along a clear visor or goggles for after the sunsets. Riding a motorcycle comes with a certain amount of risk. Those risks can be reduced by training and learning proper techniques. Doing so will extend your riding career and your enjoyment.

May all your miles be safe miles  
John & Pam Van Deusen  
Assistant District Educators

PS Did you know?

Riding a motorcycle is 80% to 90% mental skill and 10% to 20% is physical skill.

## **From the District Trainer**



### **How Well Do You Listen?**

Listening skills are a key to effectiveness in almost every dimension of leadership; decision making, team facilitation, conflict management and relationship building. Listening demonstrates respect for others and their ideas which in turn fosters reciprocal listening and engenders trust. After all, listening is one of the highest compliments you can pay to another person. We have all been in the presence of people that have the knack, when listening to others of making them feel they are the only person in the room.

We all think we listen but how often do we find ourselves having a conversation with a colleague and filling in the gaps, finishing their sentences, doing something else while we are listening, and generally paying little attention to what is being said. Can you tell when you are having a phone conversation with someone who is multitasking.....it drives me crazy! How often do we say to someone, “are you listening to me”? Be honest now, do you always listen to other people, REALLY listen, giving your full attention to what is being said, how it is being said and perhaps what is not being said?

To be an active listener, you need to listen at least as much as they talk. You focus on the person by listening, interpreting and understanding the person’s wants and needs. After listening to that person, only then can we appropriately respond. We need to listen effectively to everybody. It is about really being open and listening to people with a different viewpoint of perspective. We need to seek first to understand and then be understood. Poor listening comes with a huge price tag. There is misunderstanding, missed communication, and even duplication of effort. Conversely, good listening promotes better functioning teams and higher morale; it increases our loyalty to an organization.

We were given two ears and one mouth so that we will listen twice as much as we speak!!

Is there something YOU want us to hear? Let us know! And remember, the more you know the better it gets.

We are here to HEAR you,

Eileen and Tim Guile  
NY District Trainers  
Region B Trainers

## **From Your District Membership Coordinators**



### **Gold Wing Road Riders Association Membership Enhancement Program Membership Enhancement Coordinator Position Description Purpose**



**Pete and Marielle St-Amour  
GWRRA NY District MEC**

The Membership Enhancement Coordinators main purpose is the retention of Members. Coordinators will also work with Directors at each level to promote **FUN** activities for the Members. They will work with the Directors to educate the Membership on the many benefits of being a GWRRA Member (i.e. Gold Book, *Wing World*, Rescue Program, etc...) and make sure all the New and Prospective Members are contacted on a monthly basis when the Area Report List is sent out from the Home Office.

### **Chapter MEC**

#### Responsibilities:

- Develop and maintain a Membership listing for the Chapter from the Gathering sign-in sheet and provide support for the Chapter Director.
- Be responsible for the sign-in sheet at Chapter Gatherings making sure everyone signs in and checking Membership expiration dates.
- Work with the Chapter Director and Team to promote Chapter activities and **FUN** events for the Members.
- Work with Membership data from Area Report (New Members, Prospective Members,
- Expiring Expired Memberships and Unassigned Zip Codes). Contact New and Prospective Members via telephone, email, mail or in person. Complete the Contact Data columns for contacts made with New and Prospective Members. Complete and return the list by email to District Membership Enhancement Coordinator. Send a copy to the Chapter Director, District Director, Region Director, and the Region Membership Enhancement Coordinator.
  - Review Full Area Report list received in January and July for Members in the area who may not be attending Chapter Gatherings and may need to be contacted.
- Serve as liaison to the District Membership Enhancement Coordinator making sure the District Membership Enhancement Coordinator is made aware of any changes to the Chapter Membership Enhancement Coordinator information (new Coordinator, email address, etc...).
- Promote changes positively to help keep politics away from the Membership. Be a

mentor to New Members (explain the benefits of GWRRA, the terminology, Chapter Life, etc...).

- Promote involvement within the Membership and encourage everyone to become involved.
- Gather and/or write articles for Chapter Newsletter.
- May be asked to serve on the Couple of the Year selection committee.
- May be asked to serve as the Chapter of the Year Coordinator.

Pete & Marielle St. Amour  
District Membership Coordinators

***From the District COY Coordinators***

**Greetings  
from the  
NY District Couple of the Year Coordinators**

Autumn has arrived and with it many changes occur. We absolutely love riding through NY during late September and October. The changing leaves paint a spectacular sight which is so much more enhanced on a motorcycle. Hopefully all of our GWRRA friends will get the opportunity to get some riding in and appreciate such beauty.

As the 2011 GWRRA year draws to an end it is time to start thinking of winter or “cabin fever” activities to keep your chapters active during the off riding season. There are numerous opportunities out there, such as progressive dinners, soup day (everyone brings a different soup and a cup), weekly or monthly dinners out with your chapter members, bowling, movies, pot luck dinners, or exploring a local museum. These are only a few of the many activities that are available. We are sure you can think of many more. Our Chapter Couples play an important part in our activities and please don’t forget to thank them for all the hard work they have done during the past year.

Autumn is also the time to begin thinking of that next “special” couple who deserves the honor of becoming your Chapter Couple of the Year. Remember... this is an honor and can be bestowed upon the couple by the Chapter Director or committee. Please let them know that they are already doing what a Chapter Couple does by participating in your chapter activities and being an ambassador for GWRRA. The participation in the District Couple of the Year Selection is optional, although we would like to encourage our Chapter Couples to participate. It is a wonderful opportunity to express your love of GWRRA and grow as a person. Please take a few moments to reflect on who deserves this honor in your chapter for 2012. It is a valuable experience for the couple and is truly an honor.

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](mailto: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

### ***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 & Retention"

The game everyone should play!

Make a Plan-Work your Plan

In order for our chapters to be successful they must do two very basic but important things, they must retain the current membership and solicit new members with new ideas. That is the basic goal for recruitment and retention, simply stated but not easily accomplished.

So what should each chapter and ALL of the members be doing? The chapter team should be developing a plan and all the members should be working the plan.

Here is a simple guideline for creating a plan for your chapter. This is only a guide; modify this document to meet your chapter's specific circumstances.

Retention tools:

Check the monthly attendance sheets from your gathering-if a member misses two or three give them a call, make sure all is well and let them know you miss them and hope to see them next month or even invite them to join you at the next event.

The Area Report List, check to see what members are expiring, please give them a call prior to expiration. If they are not renewing, ask them why? Ask if there is anything you can do to assist them or change their mind. If they still say they are not interested, ask if they mind if you kept them apprised of chapter events in case they would like to see friends and reinforce they are still welcome at the gathering. This may be your last opportunity to let them know how much they

will be missed.

While you may not be successful, at least you will know you have done all that was possible to keep them active.

Last but not least is always remember to say "Thank You" to all members for everything they do and recognize them in front of the chapter, that is their "paycheck", those two words will insure you a healthy chapter.

Make certain you get involved in the Couple of The Year Program; there is no better way to recognize two very special individuals. When fellow members see the honor bestowed upon the couple they also will be excited to get involved in the program in future years.

Get your chapter active in the Chapter of The Year Program, it will build enthusiasm for the chapter as well as "friendly" competition between fellow chapters.

The couple and chapter of the year programs increase activity choices for members to participate in, raise the level of chapter pride and create enthusiasm as well as promote camaraderie. The more "buy in" from the membership the healthier the chapter.

Recruitment tools:

Once again the Area Report List is your best friend, by clicking on the tab potential it will show you the people in your area that have contacted national and requested information about GWRRA and local chapters. These folks already have a bike, are ready to join and all you have to do is show them where to sign. Do not miss the opportunity, use the report today.

Check out the Membership Enhancement Program on the National website for even more Fun ideas, remember a "chapter that plays together stays together.

Recruitment is everyone's job; we should all be ambassadors for our respective chapters and actively promote and seek out potential members.

The Chapter of The Year Program is yet another means of getting people involved and excited about the chapter, give it a try today!

Go to your local dealership and see if you can run a meet and greet in conjunction with their open house, the folks already are interested in motorcycling, so you will not have to get them to try it, they are a willing audience.

A few other ideas are putting on a Chili Cook off, running an introduction to Rider Education or displaying videos of previous riding courses.

Host an ride to ice cream at a local "Dairy Queen", invite the chapter and as a treat buy all ion attendance ice cream, next time they will come out and support the event. The ideas are endless and the reward far reaching. In addition it will bring your chapter closer together.

Ask your local Honda Dealership if you can give them an information packet they can include in each sale of a bike, new or used. Start thinking of new ideas today! The potential member you lose today may have been your assistant C.D. tomorrow.

Mall shows, car shows, fairs, church bazaars are all good places to promote good will and find potential members.

These events are not only recruiting opportunities but should be fun activities for your fellow members to get involved in.

Motorcycles and people attract more people, (crowds attract people) wear your vests and your chapter colors to show chapter pride. People like to "be part of something" make certain you tell potential members about the camaraderie involved in chapter affiliation.

As I am sure you can see, the list is endless, depending on your local area as well as the thoughts of your recruiting team you simply have to pick and choose what works.

You can contact your District M.E.C. or national directly to get hang tags, Wing World Magazines and membership applications sent directly to you to give away. If you have any issue getting materials feel free to give me a call or send me an e-mail. Make sure you leave enough time to get the materials delivered prior to the event.

If you have any ideas that have proven positive results for your chapter or district please consider sharing them with others in your District or Region, remember some of the best ideas are stolen.

The thing we must all remember to do is be consistent, follow up on the A.R.L. each month, keep up with members that miss gatherings, call sick or injured members and send them a card, we must let them know they are missed.

Retention and Recruitment is not my job or your job it is everyone's job.

If you need any assistance with the Area Report List, if you need it explained or broken down, PLEASE we can assist you, simply let us know.

Feel free to modify this article to make it your personal plan for success.

Ride Safe, Have Fun,

Mike and Nancy Mandell  
Region "B" Membership Enhancement Coordinators  
[michael@mandellplumbing.com](mailto:michael@mandellplumbing.com) Cell: 732-887-0374



**GWRRA Region B CPR/-FA Trainer**  
Keith and Elanie Price



**CPR - First Aid**  
\*\*\*\*\*  
**The Gift of Life**

### Why CPR/First Aid?

Why do we teach CPR and First Aid? Why do we include it as a requirement for participation in the REP Levels Program? I realize that as a motorcycling association, we offer and place rider training courses in such importance, but why “Medic First Aid”? This was the gist of a conversation that I had with a member a few years ago.

So why do we place such importance on CPR and First Aid courses? I call it the “WHAT IF” factor. What if a close friend suffers an accident while on a ride? What if a beloved family member collapses in front of you and you haven’t a clue what to do? Required aid may be as simple as calling 911 and observing the patient for further problems until help arrives. That’s all I had to do when I witnessed a deer/motorcycle accident last year. Or needed care may require a more —hands on approach such as was required last year when Gene Knutson, International Director for Rider Education suffered a severe reaction to a medication that was prescribed for him. Suddenly he could not breath and collapsed! His wife, Betty, saved his life by calling 911 and opening his airway using a technique she learned through her Medic First Aid training. She received a GWRRA Good Samaritan award at this year’s Wing Ding for her cool reaction, which saved the life of her husband. Gene is recovering from all of his medical problems and his prognosis for a full recovery is extremely good.

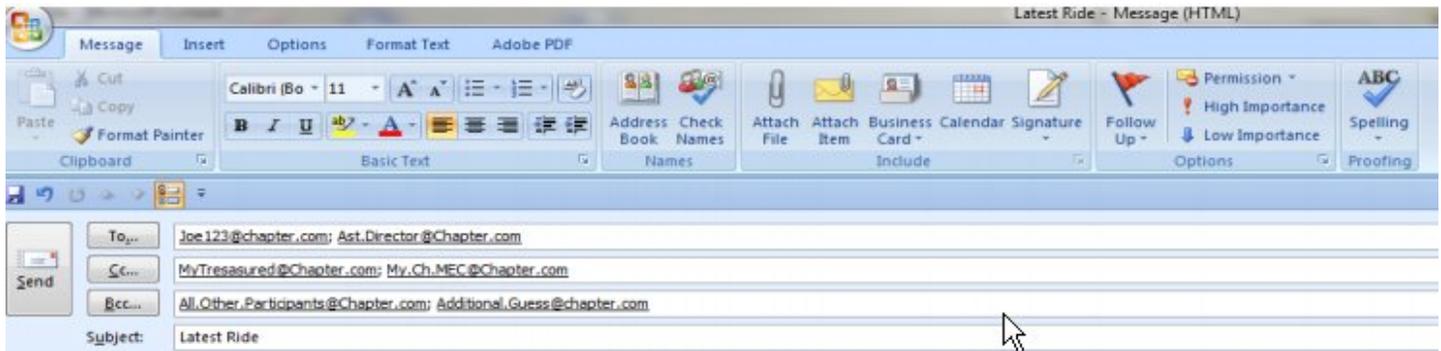
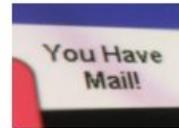
Why do we place such importance in CPR and First Aid training? We want all of our members to remain with us, to ride with us, and be in good health in order so that we may enjoy each other’s company. That’s why! When a course is available in your area or convention, please consider signing up. The life you save may be the most important person in your life!

Keith



## Region B ARL Coordinators

Pete and Marielle ST-Amour



### Why all of the different lines?

When you send out an E-Mail, you have the option to use any of the lines above and you know it's going to get there right?

Answer; Yes but it's not that simple, let say , you're currently Chapter Director sending out Email to Joe a Chapter participant and your Assistant Director expecting a reply from both, the first line should be used, a reply is expected if not, than a phone call will follow, why? Because this is official Chapter business, you should include a carbon copy (CC.) to your Chapter MEC and your Treasurer, why?

Because these folks are not only part of your staffs but also your officers, as common courtesy they need be informed of all Chapter activities if you like to keep them on board as your help next year, if this is respected you are likely to retain their savor-faire a long time, if not, rest assured your officers are now upset if they are bypassed too many times. Keep them informed.

Why sending this global E-Mail to all Chapter participants in the BCC section? Simply put, you have previously signed and M.O.U. You know the legally binding contract between GWRRA and yourselves, stating that you would keep your chapter participants private information confidential, the BCC section will keep their addresses invisible.

Let's keep our Staffs, Officers, and participants well informed, let's keep everyone in the loop,

not only folks who show up on rides but send out to all participants from your Chapter Membership listing.

Pete and Marielle ST-Amour  
Region B ARL Coordinator