



# The Hospitality Region

## GWRRA REGION H The South Central Region



Volume 1, Issue 1

February 2003

### BY THE BOOK Harry Dollarhide Region H Trainer

The "By The Book" articles are intended to help familiarize Volunteer Leaders and GWRRA Members with the guidelines, policies, procedures, and information contained in the GWRRA Officer's Guidebook. Please feel free to reprint these articles in Region, District and Chapter newsletters.

GWRRA Operations Division consists of Member Enhancement, Rider Education, Leadership

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### Cliff and Donna Miller REGION H RECRUITER Master Riders # 2111 & 2112



Recruiting and retention play vital roles in the expansion of Gold Wing Road Riders Association. The success of our organization depends upon growth and retention of active, participating members. Prior to December 15, 2001, we had never really thought much

about recruitment. Oh, we knew it was important, and knew that as members of GWRRA, we not only

had an obligation to help our organization grow but should be sharing the excitement with others as well. But, that was something that "others" were good at, so we let them do the active recruiting. Our whole outlook on recruiting

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### Getting Good Visual Information

### Larry and Donna Marsh Region H Educator

Our first line of defense is our eyes. Although good vision alone is no guarantee for a defense, it is the principal input to our computer, our brain.

Studies indicate 90% of our impressions of the driving scene are visual. To focus on a specific event or item in traffic, we have to rely on central vision,

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### DISTRICT COUPLE OF THE YEAR SELECTION PROCESS Bob and Mary Jo Meloy—Region H Couple of the Year

Okay Chapter members here is where we need your help. The District Rallies of Region H are just a few short weeks away. The first, of course, is Louisiana in March followed by

Texas in May, with Oklahoma and Arkansas having theirs in June. In each case a new District Couple of the Year will be selected. After selection as Chapter Couple of the Year a couple

may be a bit reluctant to proceed on with the selection process. Believe me we understand and appreciate how they feel. Been there, felt that. As fellow Chapter

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## **Recruiting New Friends - “Just Ask” cont. Kit Lyman, National Recruiter**

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changed after that December day. Donna and I had the opportunity to work the International Motorcycle Show in Dallas with Kit Lyman, GWRRA National Recruiter. Recruiting took on a whole new meaning after that day. Cliff was fortunate to work with Kit in Dallas again this year at the International Motorcycle Show. Over the next few months, we will be sharing the information that Kit authored and has provided as a recruitment tool. Hopefully, after we have covered everything, you will be as excited as we are about recruiting for GWRRA!

### **Recruiting New Friends**

#### **“Just Ask”**

#### **Kit Lyman, National Recruiter**

##### **PART I**

This narrative is from a seminar on finding new friends to join the Gold Wing Road Riders Association. We hope you find the information useful.

Introduction: For those of you who don't know me, my name is (name of presenter). I have been asked to give you a seminar on “How to Find a New Friend” for the Gold Wing Road Riders Association. Today we are going to talk about the three types of recruitment situations that you

will most likely run into. The first, and easiest type of enlistment will be with your friend or your neighbor. When you are talking to a friend or neighbor about GWRRA you might want to invite them to ride along with you to a chapter meeting. When you get to a chapter gathering, make sure you introduce them to as many members as you possibly can, especially to the Chapter Director and any other officers or staff. Pay for their breakfast or meal if you can afford it. Above all, make them feel welcome and let them know how friendly we really are and that we would really like to have them join the Gold Wing Road Riders Association. Have an application form with you. After the meeting, you may want to explain some of the other benefits that they will get as a member. This is as far as I'm going with friends and neighbors but in going into the other two types of recruitments, I will then tie all three together because they are similar for me and my presentation style.

Another type of recruitment is while riding your Gold Wing and happening on another Wing rider at a rest stop, restaurant, gas station, post office, or other area where you might have an opportunity to talk to them. And the third is working a booth at a rally, fairgrounds, bike show, or

any place with a confined space. In either case, here's the way I structure my presentation:

1. Decide what I'm going to say before I start talking to the potential new member.
2. Clearly identify myself by giving my full name.
3. Clearly identify who the potential new enlistee is (i.e., can he/she be an Individual, Family, or Associate Memberships).
4. Speak in a conversational voice.
5. Speak in a friendly and cheerful voice.
6. Speak confidently in a courteous and business-like manner.
7. Speak with an adequate loudness.
8. Be an attentive listener.
9. After the presentation, ask them to join GWRRA.

This is only a guide, and every person is encouraged to develop one for their individual style. What works for one may not work for another.

Next month we will cover the actual “spiel” that Kit has found to be very successful in his recruiting efforts.

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## Recruiting New Friends - "Just Ask" cont. Kit Lyman, National Recruiter

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### Rewards Program

Also, don't forget about the **Rewards Program**. Each member who recruits three (3) "New Memberships" receives one (1) year's free membership. Guidelines for the program are:

- Each membership counts as "ONE" regardless of the number of family members in the membership.
- Additional Family members continue to count under the Find-A-Friend

program.

- Added years of free membership will be awarded for three new memberships, **not to exceed three free years**.
- Memberships recruited during special events such as mall shows, rallies, motorcycle shows, etc., will qualify for the **Rewards Program** credits.
- Free year's membership is redeemed in the form of a coupon that is sent by the GWRRA Home

Office upon achieving the count of three new memberships.

- Life Members may use the coupon for GW Warehouse or Wing Ding registration.
- Free year's membership may be applied towards consecutive years necessary for life membership.
- Join Now Pay Later applications may be used for the recruiting efforts.

Please feel free to reprint these articles District and Chapter newsletters.

## DISTRICT COUPLE OF THE YEAR SELECTION PROCESS Bob and Mary Jo Meloy cont.

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Members and friends please do what you can to encourage them to continue on in the selection process. To help you put together your most convincing arguments about why they should continue on with the selection process, here is what they will have to endure.

A good first point to mention is that no matter what they will survive. No couples were killed or injured during last year's selection process. A Resume will need to be prepared, but the format is in the COY Guide and this isn't difficult at all. The biggest thing you, the Chapter Members, will have to overcome is convincing your Couple that they can do a 3 to 5 minute oral presentation.



Yes the presentation will be on stage and yes they will be judged on things such as comfort level in front of the audience, personality, sense of humor and enthusiasm. You all selected them so I feel comfortable saying that they have all the right qualities.

Your Couple should have no problem with the subject matter; they will be talking about themselves and their participation and

involvement in GWRRA. Your couple needs you, their "friends for fun safety and knowledge," in the audience for support. Tell them you'll be there to support them – then be there. After the presentation your couple will be asked one or two questions. These questions give the judges an opportunity to see how well they can answer spontaneously. It isn't quite as bad as it sounds.

In a nutshell that is the selection process. It is really pretty straightforward isn't it? Okay Chapter Members talk it up with your Couple. We all know that you can't have fun if you don't participate. This is fun – really.



## Getting Good Visual Information Larry and Donna Marsh cont.

tions for near lane position with glances ahead. The pattern exhibited by experienced riders is more desirable and effective.

The eyes gather visual information during these brief fixations.

### Bad Effects on the Visual Search Process

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which is only a cone measuring 3" in width in the central part of our sight. Our central vision is used for such things as estimating distance and reading details in the traffic scene.

Peripheral vision, though not as sharp as central vision, is more sensitive to light and movement. It helps us detect important information coming into the traffic scene, even though we are not looking directly at such objects.

### Visual Clues and Eye Movement

What visual clues are actually used in driving? Vision research at Ohio State University answered this question by devising a method to describe a vehicle operators visual search process. This was done by means of an eye-movement recording system. This device recorded where the driver was looking while driving. The recording system allowed the researchers to document eye-movement patterns. They determined that inexperienced operators have an active search pattern with fixations on unimportant things. With experience, this becomes an in-out pattern, sharing fixa-

### Learning Good Eye Habits

The ultimate goal in eye movements while operating a motorcycle would be a pattern of fixations in the projected path of travel (12 second area), using side vision to maintain lateral positioning. Since this pattern is essential for valid perception, the question is "How do you develop good eye habits?" There are three concepts that are critical to this development:

1. Concentrate (focus) on your intended path of travel and move in traffic maintaining adequate margins (space) in all directions.
2. Aim your vision well ahead by keeping your eyes up.
3. Force your eyes to move frequently so that you receive a wide field of information.

In the ideal visual search process, our eyes function in a series of rapid, jerky movements. They fixate ever so briefly in between the movements. These fixations are rapid and last only between one-tenth and three tenths of a second.

Physical limitations adversely affect this visual process:

1. Fatigued operators tend to fixate lower and to the right, limiting their vision to only a small portion of the overall scene.
2. Alcohol-impaired operators fixate straight ahead and don't usually move their eyes.
3. Accident data indicates that alcohol is a contributing factor in at least 50% of motorcycle-accident fatalities.

These limitations degrade our ability to see potential hazards and the results are, higher risk taking. Getting good visual information is critical for riders because every-thing that follows involves decisions based on that information. The key is to practice moving our eyes quickly and frequently to gather information. Knowing what is critical requires good judgment based upon knowledge and skill.

*The Motorcycle Safety Foundation, Inc.*

## Harry Dollarhide By The Book - Rider Education cont.

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Training, and Recruiting. This month I will address Rider Education.

The Rider Education Division of GWRRA, working with the Motorcycle Safety Foundation (MSF) and other motorcycle safety programs is commitment to excellence in motorcycle safety. The Gold Wing Road Riders Association has been teaching and promoting motorcycle safety from its founding on June 4, 1977. Rider Educators are on the National, Regional, District, and Chapter staff as GWRRA Officers. They serve two bosses, the Chapter/District/Region Director and the District/Region/National Educator.

The Purpose of the Rider Education Program is intended to make the motorcycle environment safer by reducing injuries and fatalities and increasing motorcyclist skills and awareness. The close-working relationship with the Motorcycle Safety Foundation (MSF), as well as additional GWRRA programs and studies, has provided a wealth of information for use in establishing a comprehensive Rider Education Program. Rider Education Division provides on site MSF-certified Rider Courses at Wing Ding and many GWRRA Region and District rallies. Several benefits of a fully implemented GWRRA Rider Education Pro-

gram at the Chapter level are, Increased rider knowledge, Increased rider safety skills, Prevention of accidents, Reduced injuries, Reduced fatalities, Improved general public image of motorcyclists, and Enhanced enjoyment of motorcycle riding.



The Rider Education Program has been divided into four (4) levels. Both the Rider and the Co-Rider are eligible for, and indeed encouraged to participate in, each of these levels. The program structure is as follows:

**LEVEL I Safe Miles** (Safety by Commitment)

**LEVEL II Tour Rider** (Safety by Education)

**LEVEL III Certified Tour Rider** (Safety by Preparedness)

**LEVEL IV Master Tour Rider** (Safety by Enhanced Commitment and Preparedness)



The Rider Education Program covers the following courses and seminars: Experienced Rider, GWRRA Trike, GWRRA Trailering, Co-Rider, Parking Lot Practice, Road Captain, Team Riding, Top Gun, Touring & Braking and CPR & First Aid.

In late 1995, the GWRRA Rider Education leadership recognized the need for enhanced Rider training above and beyond that which was then being offered. Plans were instituted for the founding of a completely new organization to be known as the Academy of Rider Training for the planning and the implementation of advanced rider training courses. i.e. Two-up, Trikes, Trailering, Sidecars, Trip and Tour Planning and Group Riding.

Those courses, and others, will be released as soon as they are researched and their curriculums developed and instructors trained.



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Newsletter deadline is the 21st of each month.  
 Please send your articles to:  
[newsletter@region-h.org](mailto:newsletter@region-h.org)

This newsletter is meant to be a resource for the Districts and their Chapter participants. Comments and suggestions are always welcome.

**District contacts:**

**Arkansas District Director**

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**Louisiana District Director**

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**Oklahoma District Director**

Stephen and Carolyn Cotton  
[Cotton01@swbell.net](mailto:Cotton01@swbell.net)

**Texas District Director**

Louis R. (Breeze) and Carolyn Hoadley  
[Breezech@gte.net](mailto:Breezech@gte.net)

## 2003 Calendar of Events



District Rally June 19, 20, 21  
 Best Western In of the Ozarks  
 P O Box 431  
 Eureka Spring, AR  
 479.253.9768



District Rally June 6,7  
 Marriott Hotel  
 3233 NW Expressway  
 Oklahoma City, OK  
 1.800.228.9290



Region H Rally October 2,3,4  
 Holiday Inn Financial Plaza  
 5555 Financial Plaza  
 Shreveport, LA 71129  
 1.800.465.4329



District Rally March 20, 21, 22  
 Hotel Acadiana  
 1801 West Pinhook Road  
 Lafayette, LA  
 1.800.826.8386



District Rally May 15, 16,17  
 Inn of the Hills  
 1001 Junction Highway  
 Kerrville, TX  
 1.800.292.5690



Wing Ding XXV  
 Madison, WI

To register call 1.800.843.9460 or go online to [www.gwrro.org](http://www.gwrro.org)