



## Gold Wing Road Riders Association



### Why Change the GWRRA Structure? July 2017

As we look forward to our next 40 years we needed to analyze our Association and it's needs. In doing so we've decided that a change is needed for us to meet our Membership's expectations, to streamline our communications and provide leadership appropriate to our Membership. In making these changes we focus on fun, social, riding, having less rules and providing united communications with our Members. The change needs to start from Home Office so Home Office is going to lead the way and we are getting this started right now. So I ask you now to follow my favorite saying from Gary Keller, "stay into curiosity and out of judgement". Thanks!

Our research has shown us that Regions are a hub for information but the words like "running a business" have crept into the responsibilities of a Region. We know that each Region has been doing it's very best for our Members and we appreciate their dedication. However, in keeping with this new direction that provides a streamlined approach of communication and leadership to our Membership, we have made a very difficult business decision. This is absolutely not personal as we value those Officers who take pride is what they do for our Members!! But with this new vision we see for our Association, we have made the tough business decision to eliminate the Region level of management on December 31, 2017. We will be laying out that path to wind down the Region and take care of the programs within each Region so no Member is left behind. **The key here is that nothing changes immediately, the change will happen on January 1, 2018!**

Our research has also shown that the Districts can be and should be the most responsive to the Chapters. We are going to change their scope of responsibilities so they can be more involved with the Chapters and the Members. All District Officers should be very involved with their Chapters in the District, keeping the fun, riding and social activities front and center.

We hear that Chapters are either struggling; struggling to find Officers; not doing enough fun things or not riding enough; OR we have heard that some may be focused a little too much on the business and not enough on the social and fun where a Chapter should be focused. We want all Chapters to "be fine" and to get back to the having fun, socializing and riding.

Our GWRRA Chapters are supposed to be a place of fun, sharing time with friends, our love of motorcycling and then going for a ride. Too many "rules" and "don't do that" have crept into our Chapters whether they are real or not. This must change.

The truth is, Chapters are where our Members share adventures, build friendships and create the memories that will hold them together for years to come. This is critical to this Association.

***"Friends for Fun, Safety and Knowledge"***

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The changes we are making will simplify our Association and provide the atmosphere for having fun, enjoying each other and our bikes. Are we going to require the changes? In the elimination of the Regions we are. In the new responsibilities and focus of the District we will. But as we see it, if your Chapter is doing okay, we are not asking you to make any big changes. If you are struggling a bit, or you feel that you can be better than you are right now, then we want to help you get back on track and we believe that this new structure will help and of course, you just need to ask for help and we are there! We have adopted this new structure going forward for a new look to GWRRA and we look forward to our next 40 years and beyond. Thanks for your support! Now let's look at the new Officer roles for GWRRA.

### Let's look at the new Chapter positions:

#### Chapter Director-

The name may be the same but the responsibilities have changed. The new role of the Chapter Director is more of a Coordinator of fun, activities, rides and more fun. To coordinate Chapter gatherings, that means you don't have to do them all. To suggest ideas to your staff/team and they can do it. We don't want you focused on your finances, just on fun and riding. You lead through facilitating your Team and your Chapter Participants into fun activities, making certain that any new Member is welcomed and made a part of this special place in GWRRA, their Chapter! Most importantly to this new role, you do not do it alone! A good resource for this new role can be found at <http://gwrro.org/oconnect/documents/a-new-approach-to-an-old-issue-complete.pdf> Oconnect is a great resource for all Officers.

My favorite expression is that a Chapter Director is a "Mama Duck" always gathering her ducklings together. We do it to gather and share time, fun and riding together.

#### Chapter Ride Coordinator-

As we change our focus we need to have someone coordinate our rides. We want this position will be under Rider Education so this person has to believe and participate in our Rider Education program and be at least a level 2, which is why they are an Officer of Rider Education. Their role will not be the same as the previous role of the Chapter Educator as we want you to focus your energy on planning all variety of rides that suit your Chapter Participants. As you get ready for that ride you will conduct a very informative Rider Meeting and you will encourage safety, i.e. T-Clocs, group riding techniques; safety clothes and more. You accept the Riders that show and they need to be in compliance with State law. You will encourage, communicate and lead the way sharing GWRRA's benefits of safety as developed through our Rider Education Program. You will not be focused on paperwork but on the opportunities to

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ride and share. If you sign Members into the program, that is a bonus, but sharing your passion for the ride is your piece of the fun equation.

### **Chapter Member Enhancement and Social Coordinator -**

As the name implies, this Member will be the Chapter social coordinator. Planning fun events and reaching out to the Ride Coordinator from time to time to incorporate a fun ride with some fun social events. Encourage your Chapter to participate in some of the fun programs that GWRRA has to offer. Reach out to those prospect and new Members faithfully every month until you talk with them and invite them to join you. You are the key to Chapter fun, enjoy it! You are GWRRA's vital communicator to those who are Members of GWRRA, share your passion!

### **Chapter Treasurer-**

We will still have some finances that will need to be handled and the Chapter Treasurer is the person to do it. They know how much money they will need in a month and/or year, and they will report how the treasury is doing monthly at the Business or Staff Meeting. If someone wants or needs to do a specific fundraiser, they will coordinate that with the Chapter Director and Treasurer.

**NOTE:** Chapter finances are needed for a Charter fee; web hosting; some newsletters and Member appreciation. That means a major fundraiser may not be necessary. Focus on socials and rides and do 50/25/25's to pay for your necessary expenses. We're changing the focus to camaraderie, riding, fun and social and the finances just need to support what we have to do.

### **What Happens to Rider Education?**

Great question. We will cover it more as we discuss the positions in the District, but the primary responsibility for the Rider Education Program will happen at the District level. The District will encourage the Chapter Rider Coordinator keeping them up to date and aware of the goings on with the Rider Education Program and assist as needed to meet the needs of the Chapter. As you read the District Structure you'll understand their new role as well.

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### **District Structure modified newsletter required at this level**

The District now becomes extremely important to both the Chapter Team but also to the Members. They will have some direct responsibilities to our Members with this change. Some of the responsibilities that were once done at the Chapter will now shift up to the District.

#### **District Director-**

The name hasn't changed but the interactions and role has changed. The District Director will help in coordinating activities throughout the District to meet Chapter and Members needs and desires. You focus will be as a Coach. A Coach, by our definition, is the one who tells you how to do it and where you can get the needed help to get it done well. The problem-solving approach will be to coach others into a self-discovery after you have shared ideas with them. Then guide the results.

The District Director will communicate to all Members in their District through a modified newsletter, email, social media, Facebook, etc. as needed, with activities and some news of the District. The focus of communication is to encourage participation in activities. (see the end of the District section for more information about a modified newsletter)

Our District Director will have regular (monthly at least) conversations with the Chapter Directors to help keep them focused and to guide them as to where they can get the answers, including from the rest of the District Team.

Our District Director will also coach and facilitate their team to be certain that activities are planned and assist as needed when a Team Member needs help.

If the District puts on a rally, they will coordinate all of their Team and volunteers to put on a rally focused on fun, socialization, rides and education that fits each District's needs.

Overall, the District Director role is the coordinator of fun, riding, knowledge opportunity and Chapter interaction/socials.

#### **District Educator-**

The District Educator will promote the program of Rider Education. They will write articles to promote the program for Chapter Newsletters. They will be the reporting arm of activities (N6) to Team GWRRA. Paperwork for the levels program will process through this position.

The District Educator will work together with the District Ride Coordinator for the benefit of the Rider Education program each following their specific responsibilities.

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The District Educator will work with the District Ride Coordinator and the District University Coordinator to plan at least quarterly Education events. The Ride Coordinator will create the fun of the ride to the destination and assist the District Educator along with the University Coordinator to plan the education program. The event should be fun and social with education the theme. The District Director will support and the District MEP will provide some of the fun activities to be included in the day/weekend event.

If the District puts on a rally, the Educator will work with the Team and volunteers to put on a rally focused on fun, socialization, rides and education that fits each District's needs. This and the education events will be the place to really promote the Rider Education levels Program.

### **District Ride Coordinator- An Officer of Rider Education**

The District Ride Coordinator will plan District rides of all types throughout the year. Their audience is not only the Chapters but all Members in the District. Through the use of social media (Facebook, Meet Up, etc.) the Ride Coordinator will establish a calendar of available rides, open to all and open to all bikes. They will work with the Chapter Ride Coordinators to ensure their rides are included on the District calendar. If possible, archive all the rides to create a GWRRA Member Electronic and/or print Ride book each year.

The District Ride Coordinator will reach out to all the Members in the District to invite them on rides and work toward inclusion of those who do not regularly participate with a Chapter or the District to have them come out to the rides and possible the Education events.

The District Ride Coordinator will work together with the District Educator for the benefit of the Rider Education program each following their specific responsibilities. The District Ride Coordinator will encourage Members toward safety and safe riding techniques. They will also share with the Members how to participate in the Rider Education Program.

In addition, the District Educator will work with the District Ride Coordinator and the District University Coordinator to plan at least quarterly Education events. The Ride Coordinator will create the fun of the ride to the destination and assist the District Educator along with the University Coordinator to plan the education program. The event should be fun and social with education the theme. The District Director will support and the District MEP will provide some of the fun activities to be included in the day/weekend event.

If the District puts on a rally, the Ride Coordinator will suggest ride in routes as well as rides during the rally. They will also work with the District Educator for the promotion of the Rider Education program. They will work with the Team and volunteers to put on a rally focused on fun, socialization, rides and education that fits each District's needs.

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### **District University Coordinator-**

The District University Coordinator will assess the training needs in the District. They will make the recommendations if additional ITCP Certified Trainers or Certified Instructor Trainers are needed in the District. They will gather requests from Chapters of their training request and put joint events on with Chapters, where possible, to enjoy the training as well as the social event.

In addition, District University Coordinator will work with the District Educator and the District Ride Coordinator to plan at least quarterly Education events. The Ride Coordinator will create the fun of the ride to the destination and the District Educator or University Coordinator will plan the education program. The event should be fun and social with education the theme. The District Director will support and the District MEP will provide some of the fun activities to be included in the day/weekend event.

If the District puts on a rally, the University Coordinator will work with the Team and volunteers to put on a rally focused on fun, socialization, rides and education that fits each District's needs.

### **District Member Enhancement Coordinator -**

The District Membership Enhancement Coordinator will help the Chapter MEC with fun ideas and encourage them to participate with programs that would be beneficial to the Chapter. They will also work on contacting Membership in the District, and along with the Ride Coordinator, Educator and Director to plan fun education days or weekends. They will also help plan fun events inviting all Members in the District to join in. They will guide each Chapter in reaching out to those prospect and new Members faithfully every month.

If the District puts on a rally, the MEP Coordinator will work with the Team and volunteers to put on a rally focused on fun, socialization, rides and education that fits each District's needs

### **District Motorist Awareness Coordinator-**

The District Motorist Awareness Coordinator will work with the District and Chapter Teams to take full advantage of opportunities to share information with the public. They will create sample kits for bikes shows; bike rallies; street fairs; other public events where Members can be out and sharing information with the public. They will also create a sample package for presentations at schools and other locations when those opportunities arise. They are the resource for the District and Chapter for materials and guidance.

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### **District Treasurer-**

The District Treasurer will keep the finances of the District. They will give monthly updates on the financial status of the District as well as reconcile the checking account. They will assist the District each year in establishing the financial needs to the District. They will also assist the Chapters, coaching them with needed financial requirements. They will prepare annually the District financial report and the IRS 990 reporting. They will collect financials and 990 from each Chapter, review and process them per GWRRA Guidelines. They will submit the annual District financial to the International Director of Finance for review and acceptance.

**District Newsletter modification:** The communications from the District need to be for sharing what new in Programs, information from GWRRA, and District news. It is more of a bulletin and can be done monthly or semi-monthly but it's audience is the Chapter Officers and Team. It might be a good idea to focus a piece quarterly to all Members in the District for encouragement to join the District at events, education events or rallies.

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### **TEAM GWRRA You are Home Office's Team**

**You are one of our voices to the Members. You walk the walk and talk the talk with us. You are the Advisory Team to the President. We are TEAM GWRRA, the rocker with International on it is no longer appropriate to this TEAM.**

**Every Program is encouraged to have Assistants, but going forward they will be Assistants and not Assistants of "something" OR Directors of "something", we will no longer have Directors of Specialties under Programs with the exception of MFA/CPR as required by contract.**

#### **Presidential Assistant (Deputy Director until end of 2017)-**

As much as this position has familiarity, the thinking behind this is really a new position. It pulls in elements of the past but also new directives for the future. As stated this TEAM is the Advisory Team for the President. Specifically, this position focuses on big picture views of the Association and this TEAM needs to be available to the President for this conversation. This is the first and foremost duty of the position.

Responsibilities to the field will be different and yet familiar as well. This position will now be the Resource for the District Director. I will be utilizing your talents anywhere they are needed. We will utilize the resources of TEAM GWRRA where needed. You are welcome to join on any of my monthly Zoom class for check in, helping and sharing of ideas and information. The call will be a great place to encourage inter-District fun/play for the benefit and fun of the Members. Lines and Districts are just that, lines, they can and should be blurred when Members will benefit from that decision and leadership.

In the past, we have encouraged Face to Face interaction and we do believe in this as well as attending rallies, but with the broader areas of responsibility this may not be what we'll focus on. Remember your job is big picture and looking at the Association as a whole because you won't "represent" specific Districts as in the structure we are familiar with currently, you will represent all Districts. We will assist with Appointments, relying on the District TEAM to guide us but good interviewing will be our tool. You will be assessing skills, both personal and academic and mechanical, as to whether this is an Officer that can best represent GWRRA. No Officer will be removed without our involvement.

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We will continue to embrace and utilize technology to help us do parts of our job. A videotaped presentation to an Officer Conference can be used in place of a personal visit and as long as we are having fun with the message, it can be just as effective. No, it can't answer questions so you answer as many as you can in that well plan/scripted message.

Support, participation and pre-planning of GWRRA and any Home Office events, i.e. Wing Ding is a critical part of this position.

Yes, it is similar and yet very different.

### **Executive Director Overseas-**

This new position is taken from the Deputy Director position and is being given new status and responsibilities. This is due to the importance of building Association Members and sharing our motto, "Friends for Fun, Safety and Knowledge" with the rest of the world. This Director is vital to TEAM GWRRA to help us focus on the broader needs of all of our Members. Working together with the other Programs and the President, we will build a full GWRRA presence Overseas.

### **Director of Rider Education-**

This position oversees the Program of Rider Education. This includes safety and skill enhancement opportunities to our Members. They encourage and coach the District Educator in ways to promote Member participation in the Rider Education program. They also gather reporting numbers on education opportunities to report to the Home Office annually. In working with the District Educator, they will show them how to work with and put on a District Education event with the District Educator, Ride Coordinator and University Coordinator to include University offerings from Ride, Lead, Live and Train. These events can also be for on-bike training opportunities.

The Director will also help develop the Ride Coordinator position from the standpoint of the needed Rider Education materials for full understanding of the Rider Education program so they can encourage participation; materials for rider meetings and safe riding techniques. This way the position of Ride Coordinator can encourage participation in our motto of "Friends for Fun, Safety and Knowledge." They will coach the District Ride Coordinator in techniques to work with the Chapter Ride Coordinator.

In line with safety and skill enhancement, the Director overseas all on-bike training offered by GWRRA; Medic First Aid/CPR and Drill Teams and any programs that they develop through

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Rider Education. They work with GWRRA University for creation of any new safety or training module development.

Support GWRRA and any Home Office events, i.e. Wing Ding

### **Director of the University-**

This position oversees the working of GWRRA University. The purpose of the University is to develop superior trainers and courses (training modules) to train the Members of GWRRA. They will work with GWRRA and GWRRA's Rider Education to maintain standards for trainers and course development for leaders, Members and "How To" modules to the benefit of our Members.

Support, participation and pre-planning of GWRRA and any Home Office events, i.e. Wing Ding is a critical part of this position.

They encourage and coach the District University Coordinators in ways to promote Member participation in the Education events. They also gather reporting numbers on education opportunities to report to the Home Office annually. In working with the District University Coordinators, they will show them how to work with and put on a District Education events with the District Educator and Ride Coordinator to include University offerings from Ride, Lead, Live and Train.

### **Director of Membership Enhancement-**

The position is to focus on ways to enhance the enjoyment of a Member's GWRRA Membership through fun activities, programs and recognition. The focus needs to not be toward 1 winner competitions but toward multiple recognitions. Create programs for Members that are self-explanatory and can be used and administered from this position.

You will assist the President with task forces that will address Member Growth, Retention, and Understanding our Membership as a whole, those active and those passive.

Support GWRRA and any Home Office events, i.e. Wing Ding

### **Director of Motorist Awareness-**

This Program is the outreach program of our Association and is designed to save lives by educating the public. In addition, the Motorist Awareness Program continually promotes a positive image of GWRRA and motorcycling.

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In working with the District Motorist Awareness Coordinator, they will assist them and show them how to prepare for various Motorist Awareness events. They will create outlines of what materials should be used at various events. This should be a 2-way collaboration.

Support GWRRA and any Home Office events, i.e. Wing Ding

### **Director of Finance-**

Oversee the financial responsibilities of the Volunteer side of our Association. The Director will make recommendations to the President to be implemented by the field based on their understanding of financial reporting requirement to maintain, support and protect our 501(c)(4) status.

Receive District financials and 990 reporting and support GWRRA and any Home Office events, i.e. Wing Ding.

We thank all our Officers for their dedication, pride and time that they have given to GWRRA, it is very much appreciated. As we look forward, we look to you to continue to contribute to this great Association as each voice in GWRRA helps to make us stronger. Thanks for keeping an open mind and finding the “why this will work” side of the changes.

Any questions, please contact any Officer of TEAM GWRRA or Anita Alkire, President.

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