

GWTA Regional Directors & Operations Staff Meeting  
Four Points Sheraton Hotel  
Lexington, KY.  
November 7 & 8, 2008

Attending: Bruce & Linda Keenon, Executive Directors  
JR Phillips – Region A Directors  
Steve & Ralphine Andrus – Region B Directors  
Randy Nelson & Jen Lipe, Region C Directors  
George & Debbie Deskins, Region D Directors  
Wiliferd & Charlotte Lair - Region E Directors  
Jim & Kris Rogers, Region F Directors  
Phil & Sue Rueger, Region H Directors (Not available)  
Jim Anderson & Bill Axeworthy, Region J Directors  
Don & Judy Coons, Rider Education Directors  
Mike & Carol Brush, Education & Retention Directors  
Di Hennings – Helping Hands Director  
John Hunrath – Webmaster (Not available)  
Tony Manry – Events Coordinator  
Linda Grimm – Executive Secretary

### **Friday – November 7, 2008**

Gold Rush assignments have been changed so we all will benefit from new ideas. Try to have Regional meetings at Gold Rush XXII in Lexington. A schedule was handed out by Tony Manry.

Web site of: [www.VisitLex.com](http://www.VisitLex.com) is a good source of information regarding the Lexington area and things to do and see. [Media assistance](#) is the sub tab for pictures & help.

Four points Sheraton Hotel is 4.5 miles from the Lexington Convention Center. A Cracker Barrel restaurant is just around the corner. The Lexington Downtown Hotel which was previously a Radison Hotel will become a Hilton Hotel as of December 18, 2008. Previous hotel registrations will transfer to the management of the remodeled Hilton Hotel.

Triangle Park, which is across is between the Hyatt & Radison Hotels, will host a Taste of Lexington. There will be food vendors and bike on display in this park. (one evening of GR)

Lexington, KY. is the “Horse Capital of the World”. A \$35.00 ticket will be available at Gold Rush for entrance to the Lexington Horse Park, a meal and a parade of breeds of horse show.

These are some of the places within Kentucky that may of interest when visiting this area.

Mary Todd Lincoln house	Constitution Square
Shaker Village	Kentucky Horse Park
Dixie Belle	Calument Farms
Henry Clay estate	John Hunt Morgan house
Bourbon distilleries	Aviation Museum of KY
Boone Station State Historic Site	Keeneland Race Course
Red Mile Harness Track	Lexington Convention Center

A tour was taken by all Regional Directors and Operations Staff Members to the Hyatt Hotel, Radison Hotel, Lexington Convention Center, Honda dealer and the Harley-Davison dealer.

#### New duties of Regional Directors and Operations Staff Members

1. Region A – Best dress couple, Chapter Pride & Light Parade
2. Region B – Dance & first timers
3. Region C – Craft class & Bike Show
4. Region D – Registration & 4 family games
5. Region E – Light parade & Dirty Bingo
6. Region F – 4 on bike games, 2 trike games & Iron Eagle Competition
7. Region H – Talent Show & Registration
8. Region J – Vendors
9. Don & Judy Coons – Safety Seminars, 2 wheels & 3 wheel rider education
10. Mike & Carol Brush – Chapter Olympics Seminars & awards, Chapter Directors Seminars, and Education & Retention Seminars
11. Di Hennings – Helping Hands Seminar, Battle of the Regions
12. Linda Grimm – Bike Raffle Ticket sales and collections

#### **Operations Staff Reports**

Rider Education Directors - Don & Judy Coons

Bike Raffle Ticket Sales – Linda Grimm

Helping Hands – Di Hennings

Golden Heart Awards – Di Hennings

Rider Education & Retention – Mike & Carol Brush

#### **Saturday – November 8, 2008**

#### **Region Reports**

**Region A** – JR & Lindy Phillips

**Region B** – Steve & Ralphine Andrus

**Region C** – Randy Nelson & Jen Lipe

**Region D** – George & Debbie Deskins

**Region E** – Wiliferd & Charlotte Lair

**Region F** – Jim & Kris Rogers

**Region H** – Not in attendance (presented by Bruce Keenon)

**Region J** – Jim Anderson & Bill Axeworthy

Discussion on Regions, State & Chapters ways to have FUN! Send a copy of fun functions & registration form to John Hunrath to be put on the GWTA web site. Also, send a copy to Jennifer at the office.

www.intercall.com – A company that does conference calls for approximately 2 cents per minutes, per line and a way to communicate amongst a region or state.

RaveNRide (a new program) to get riders to visit selected places of business. A program and registration form to follow shortly.

Bruce read several emails from members and his responses.

Bruce showed a Powerpoint presentation with membership and member numbers, insurance numbers, chapter registration numbers, etc.

Financial information was discussed, including budgets, ways to increase revenue's & ways to increase membership numbers and \$\$\$\$. The needs of more cash flow during the months of November thru February were discussed.

There was distribution of raffle tickets, door hangers, and new tri-folds to Regional Directors and Operations staff members.

Our tour continued from yesterday, with a visit to the Lexington Horse Park and the Lexington Campgrounds. Please remind members to make their reservations at the Radison, Hyatt, Sheraton or other hotels, if they think they will be attending Gold Rush next summer. Reservations can be cancelled later if unable to attend.

### **Review**

1. The future of GWTA was discussed at length.
2. Communication is a lot of WORK and that is something, we ALL need to work on!
3. Communication – work with each Region's Board of Directors
4. Recruiting was discussed.
5. A good time was enjoyed by ALL staff members. We will ALL return to our regions and encourage "Destination Friendship"

Linda Grimm  
Executive Secretary/Bike Raffle Ticket Sales