



# The TWA Way

## **Section 1**

### **Operational Guidelines**

#### **for the Chapter Director**

*Destination Friendship*

# *Gold Wing Touring Association*

## Chapter 1 Introduction



### A. Philosophy, Purpose and Objectives

1. **Philosophy:** The philosophy of this organization is, to be dedicated to the service of its members.
2. **Purpose:** This organization is directed by the members. Its purpose is to be a social organization for the owners of Honda Gold Wing and other model motorcycles (regardless of manufacture), their families, and friends.
3. **Objective:** The objective of the organization is to provide the environment and organizational structure in which members may enjoy social gatherings and events without political endorsements or religious affiliations. It also encourages good riding habits, involvement in civic and charitable affairs, and the projection of a positive motorcycling image to the general public.
4. **Membership:** People join GWTA for a variety of reasons:
  - To have an association identity
  - A monthly publication
  - The social activities of a local chapter
  - To participate in motorcycling activities that include short rides
  - To participate in motorcycling activities that involve longer rides
  - For camping activities
  - To share information concerning touring
  - Insurance benefits

Each member is free to design their own agenda, and to get out of the association that which is of interest. No member is ever required to go beyond that interest.

*GWTA is in place to serve the member - the member does not serve the association.*

### B. The Board of Directors

1. **General Powers:** The by-laws and affairs of GWTA shall be governed by a member-elected board of directors.

- 2. Elected Directors:** Board members will be elected from each of the GWTA regions. There is also a board representative for the founder life membership, regardless of the region in which they reside. (See association by-laws for specific breakdown.)

A GWTA member wishing to serve on the board must self-nominate, campaign, and be elected by members residing within the region of representation.

*This election process is unique to GWTA. For further information refer to the by-laws.*

- 3. Presenting Petitions to the Board:** Any member may propose amendments to the by-laws. The member seeking the change shall draft the proposed amendment together with a statement setting forth the problem that he or she is attempting to resolve, and how the proposal will solve the problem. The member shall submit it, together with twenty-five signatures from at least five different chapters, to the board representative from that region. The board representative must bring the proposal to the next meeting of the Board of Directors. The proponent of the amendment shall be notified of the date, time and place of the Board meeting and shall have the opportunity to be heard on the proposal.

### C. Executive Director

The executive director is appointed by and accountable to the board of directors. It is the responsibility of the executive director to see to it that the association achieves its mission, meets its financial objectives and develops a format for operations that is consistent with the basic philosophy of the association.

### D. Association Programs

- 1. Chapter Program:** A chapter is the social arm of GWTA. It consists of members residing in or about a particular geographical area who enjoy getting together to share organized social and civic activities pertaining to motorcycling.

*NOTE: A member may belong to any chapter they desire, regardless of geographic location.*

- 2. Monthly Publication Program:** GWTA publishes *Touring News*, a monthly magazine for members. *Touring News* serves members as a primary source of association information and education. Articles from members tell of GWTA happenings in chapters, states/provinces and regions. Future GWTA gatherings and events are publicized. New product information is given as well as tips concerning how to maintain a Gold Wing.

### 3. National Gatherings:

- a. **Gold Rush** is generally centered on a host hotel concept and is scheduled annually in different parts of North America. Regional directors with member input identify potential sites. Final site selection is the responsibility of the executive director and national events director.
- b. **Camp Wing Tyme** is generally centered at a campground and is scheduled annually in different parts of North America. Regional directors with member input identify potential sites. Final site selection is the responsibility of the executive director and national events director.

Many members include one or both of these events as part of their regular vacation to see the USA and Canada. They provide an opportunity to meet with old friends, make new friends, and to attend a quality national GWTA function. The two events will be geographically scheduled to give the membership throughout North America an opportunity to attend at least one national event annually.

4. **Rider Education Program** is designed to provide GWTA members with programs to identify individual riding skills and to optimize those skills. We are largely two-up riders, many with trailers and/or side cars. We have a special need for information in these areas and the GWTA Rider Education Program is intended to meet these needs. (See Section 3.)
5. **Member Education Program** is designed to provide all members of GWTA with information about all GWTA programs, as well as information on chapter- and member-related issues in GWTA. Various education seminars are conducted at Gold Rush, and may be scheduled for regions, states, or chapters at the discretion of the appropriate director. Expenses for bringing the National Education and Retention Director to the region, state or chapter may need to be covered by the appropriate director's treasury.
6. **Helping Hands Program** is designed to provide GWTA members immediate and temporary financial assistance with emergency funds for motorcycle-related accidents and major medical issues. Helping Hands is not available to the membership for long-term financial assistance. A Helping Hands grant is a financial grant given to a member in cases of extreme hardship. (Detailed information in Section 3. Ask your chapter director for application or donation forms.)

GWTA as an association neither subsidizes nor receives money from Helping Hands; this program is funded entirely by members through donations and fund-raising activities. Donations to Helping Hands are voluntary and are not tax deductible. Should the grant recipient find in the future that they are in a position to do so, they are encouraged to re-donate this money to benefit someone else.

7. **Touring Miles Program** is designed to give recognition to GWTA members who qualify. Touring Miles hanger bars are available to attach to the GWTA pin.

Increments are 10,000, 25,000, 50,000 and 100,000 miles. This mileage will include any mileage accumulated on any touring motorcycle. This award is for total mileage as a touring motorcycle rider before and since joining GWTA. See T. A. Treasures in *Touring News* to order (at the rider's expense) the pin and/or mileage bars for which the rider has qualified.

## E. The GWTA Membership Programs

**1. Membership Programs:** There are six primary classes of membership in GWTA. Membership includes a GWTA patch, membership card, decals, pin, and monthly magazine. A family membership receives one (1) additional GWTA patch and pin. Each family member listed will receive a membership card.

- a. **Individual Memberships** are available to any individual person who is the owner of record of an operable Gold Wing and who is interested in furthering the goals and ideals of GWTA.
- b. **Family (Household) Memberships** in GWTA are available to any family household where one household member is the owner of record of an operable Gold Wing and is interested in furthering the goals and ideals of GWTA.

*NOTE: Each member within the household enjoys the status of full membership as defined in the association by-laws.*

- c. **Founder Life Memberships:** GWTA originally set-aside one thousand (1,000) founder life memberships. This membership was closed December 31, 1994.
- d. **Lifetime Memberships:** Any member may elect to become a lifetime member. There are two classes – individual and family (two adult individuals) lifetime membership. Current cost is \$600 for an individual lifetime membership, and \$750 for a family lifetime membership. Memberships are non-transferable and non-refundable. The cost for these memberships may be paid in three installments on an annual basis. Each payment will extend membership one year from join date until paid in full. (See Section 4 for form.)
- e. **Affiliate Member:** An affiliate membership is available for the friends of GWTA members who either do not own motorcycles or own motorcycles other than Gold Wings. This program is designed to allow members to invite a limited number of friends to join GWTA, not to exceed 30% of a given chapter membership. The affiliate member enjoys full status as a member of GWTA with all rights and privileges as outlined in the association by-laws.
- f. **V.S.P. Member:** A V.S.P. (Very Special Person) membership is available to qualified GWTA members in good standing (regardless of age) who may become incapacitated and unable to ride. The continued ownership of a Gold

Wing motorcycle does not apply but annual membership dues are required. The V.S.P. membership requires the approval of the state/provincial director and the chairman of the board of directors.

**2. Business Membership:** A business membership in GWTA shall be available to any business interested in furthering the goals and ideals of GWTA and supports members with enhanced service and/or products. (See Section 4 for form.)

A business member agrees to give GWTA members a discount or equivalent award on all service and product when possible.

Business members that are also Honda motorcycle dealers agree to:

- A discount on product and parts when possible
- Support and promote local chapter activities
- Respond to emergency road service when possible

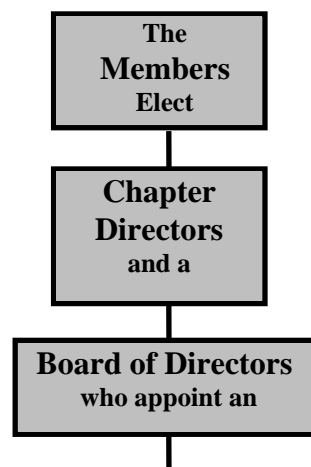
The business membership packet will include the *Touring News* magazine

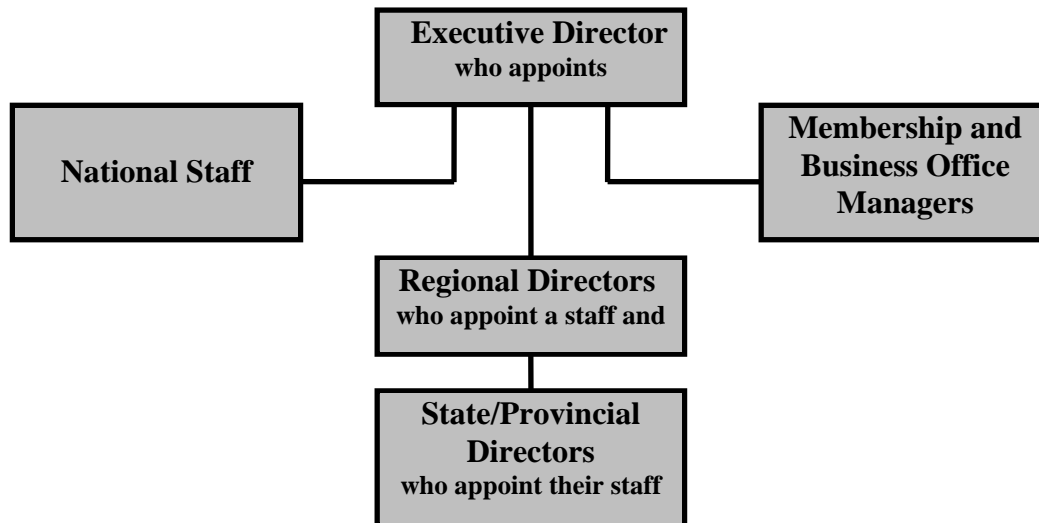
**3. Renewal of Expired Memberships:** If a member allows his/her membership to lapse, the record will be removed from the current files at the end of the month of the expiration date. If the member applies for renewal within a six-month period they will retain their original membership number and join date. Renewals received after six (6) months will be provided with a new membership number and join date. The member may elect to pay the back dues, and will be reinstated with original member number and join date. Regardless of the circumstances, no renewal will receive a new member packet.

## F. Officer Program

*Due to association liability, an officer or board member must be at least 21 years of age.*

### 1. Organizational Diagram





**2. Purpose and Objective:** This officer alignment is designed to promote continuous communication between chapter members and the executive director. It is designed to encourage participation in creating and modifying new or existing programs within the association. Members play an active role in the future of the association by having direct access to GWTA operations through the chapter director and the board of directors.

**3. Director and Co-Director Badges:** Directors and co-directors will be identified by officer badges engraved with either the association motorcycle-world logo or the flying wing logo. The color of the name badge identifies the responsibility of the director.

- **GOLD** Chapter director and co-chapter director
- **SILVER** State/provincial director and co-state/provincial director
- **RED** Regional director and co-regional director
- **BLUE** Executive and co-executive director, and other National staff
- **WHITE** Board of director and co-director

A chapter may wish to purchase one set of official generic officer badges at the time of initial registration. The badges are the property of the chapter. Should the badges become lost or destroyed, it is the responsibility of the chapter to replace these badges. The badges are passed on to incoming officers from outgoing officers.

Some officers choose to personalize their badge. The officer is free to do so at their own expense. The personalized badge is the property of the purchasing officer.

Some chapters choose to supply chapter staff personnel with an appropriate badge. The chapter is authorized to purchase such badges for their staff. The badges so purchased become the property of the chapter.

You may order additional badges, new badges, personalized badges, and staff badges. Forward your order and payment directly to your regional director. The regional director will validate your order and forward it to the proper supplier.

#### **4. The Appointing Process for Officers:**

- a. The state/provincial director is appointed by the regional director. The appointment tenure is for a period of one year and is renewable. Tenure is from January 1 to December 31 of the current year.
- b. The regional director is appointed by the executive director. The appointment tenure is for a period of one year and is renewable. Tenure is from January 1 to December 31 of the current year.
- c. National directors are appointed by the executive director. The term length is at the discretion of the executive director.
- d. The executive director is appointed by the board of directors. The term of office for the executive director is for one year and is renewable at the discretion of the board of directors.

*Directors are not paid and therefore serve as volunteers. Without their dedication we would not be able to achieve the success for which we strive.*

To better understand the methods used for appointing directors in GWTA, we must first understand why these directors are appointed.

- a. We are a social organization with responsibilities to the needs and wants of the entire membership and must, at the same time, operate within the legal boundaries set forth by the board of directors.
- b. The executive, national, regional, and state/provincial directors ensure a dynamic association is continuously evolving. As changes are implemented these officers must evaluate those changes. All new programs must be legally and fiscally sound and in the best interest of the members.
- c. The appointing process allows the association to better screen applicants for these positions in the sense that they carry the burden and liability of development and may have to act contrary to the wishes of the membership. The election process could place an added burden upon these officers who might be placed in the uncomfortable position of electorate allegiance versus governing board mandates.

#### **5. The Role of Appointed Directors in the Program:**

Directors at all levels of GWTA are responsible to ensure that current association programs are constantly monitored for effectiveness, while seeking new ideas for

programs. Members may participate in the evaluation and development processes by forwarding suggestions through the director network.

- a. **State/Provincial Director:** The state/provincial director shall serve on the staff of the regional director. The primary functions of the state/provincial director are:
  - Coordinate communication and activity between chapters within the state/province.
  - Develop the state/province through recruitment, retention, and new chapter programs.

Chapter directors are the principal personnel that serve as the staff for the state/provincial director. The state/provincial director may add staff members to do specific tasks and is strongly encouraged to add a treasurer to the staff. The treasurer should NOT be a family member.

The state/provincial director works for chapter directors in the sense that the state/provincial office is in place to assist the chapter in its development and understanding of the basic goals and philosophies of the association.

The chapter director works for the state/provincial director in the sense that the state/provincial office is the catalyst with which a state/province-wide activity can be designed, coordinated and implemented. It is through a state/provincial-wide activity that the members' motorcycling environment is expanded and enhanced.

Working together, the state/provincial director and the chapter directors design, coordinate and implement member recruitment, retention, and new chapter programs.

The association does not reimburse state/provincial directors for operational expenses. The directors can generate funds through an activity, designing a state/provincial product to be sold within the state/province, and/or special activities at the chapter level. Whatever the source of funds, the state/provincial director must turn to the chapter director for assistance. Because this director does not receive funding directly from the association, the state/provincial office is not accountable to the association. Since the source of revenue is the chapter, its officers, and members, the state/provincial office is accountable to the chapter directors. The state/provincial office must present an annual financial statement to the chapter directors but is not obligated to do so for the regional office, although a courtesy copy to the Regional Director is encouraged.

- b. **Regional Director:** The regional director shall serve on the staff of the executive director. The regional director is the chief operations officer for the region and is authorized to implement operational concepts in the most acceptable format for the membership.

The primary functions of the regional director are:

- Coordinate communications and activities between the states/provinces within the region.
- Develop the region through the implementation of member recruitment, retention, and new state/provincial programs.

The state/provincial directors are the principal personnel that serve as the staff for the regional director. The regional director may add staff members to do specific tasks and is strongly encouraged to add a treasurer to the staff. The treasurer should NOT be a family member.

The regional director works for the state/provincial director in the sense that the regional office is in place to assist the state/province in its development and understanding of the basic goals and philosophies of the association.

The state/provincial director works for the regional director in the sense that the regional office is the catalyst with which a region-wide activity can be designed, coordinated and implemented. It is through a region-wide activity that the member motorcycling environment is expanded and enhanced.

Working together, the regional and the state/provincial directors design, coordinate and implement recruitment, retention and new programs.

The association does not reimburse the regional director for operational expenses. The regional director may generate funds through a regional activity, designing a regional product to be sold within the region and/or special activities at the region level. The regional director is not accountable to the association for funds raised through regional activities and/or regional programs but is accountable to the state/provincial director for those funds. The regional director must present an annual financial statement to the state/provincial directors, accounting for those funds. A courtesy copy to the Executive Director is encouraged.

- c. **National Director:** The national director (such as National Rider Education Director or National Education and Retention Director) shall report to the executive director. The national director is the administrative director for specialty programs and receives no reimbursement for travel expenses, although may be reimbursed, with prior approval by the Executive Director, for expenses incurred on behalf of the association.

These specialty programs must meet one of three criteria:

- The program is an integral component of membership.
- The program is beneficial to the member and generates new capital for the association, thereby protecting membership fees.
- The program is basic to the goals and philosophy of the association.

It is through the national director programs that the association can remain dynamic. The programs are open to the entire membership. Any member that has an idea for a new program meeting the above criteria, and is willing to devote time and energy to design and administer their concept, is eligible to apply to the executive director for development support.

The guidelines for development of a new program are:

- \* The parameters of the program must be clearly defined.
- \* The concept must be approved by the regional directors.
- \* A budget must be submitted to the business office and is subject to approval by the executive director.
- \* If the new program requires a change in the by-laws or is questionable in terms of the by-laws, it must be submitted to the board of directors for approval.
- \* The originator of the new program agrees to initially administer implementation.

- d. **Executive Director:** The executive director is the chief executive officer (CEO) of the association. It is the responsibility of the executive director to see that the association achieves its mission, meets its financial objectives, and develops a format for operations that is consistent with the basic philosophy of the association. The *TA Way* manual is the basic operational format approved by the executive director that all officers will use as a guideline for operation of the association.

## *Gold Wing Touring Association*

### Chapter 2 Chapter Organization



#### A. The GWTA Chapter

A chapter is the social arm of GWTA. Events and activities are an extension of the chapter. To be a GWTA chapter, it must meet one basic criteria - have fun!!!! Members can experience pressures on their daily job, can be mandated to do certain tasks at work, etc., but the member is part of GWTA to be involved, to have a good time, and to relax with a favorite hobby, motorcycling.

GWTA does not assign the member to a chapter; it is up to the member to choose a chapter in which to participate. The member must make sure the chapter director has the proper information to assist national office in providing their chapter director with accurate membership printouts.

#### B. The Chapter Director

The chapter director (CD) coordinates the activities of the chapter that are of interest to members. It is the responsibility of the CD to ensure the concepts and philosophies of GWTA are implemented at the chapter level. The CD must always involve chapter membership. Member input and participation gives a chapter definition.

Good communications with chapter members must be maintained when the CD:

- Assumes advisory and organizational control of the chapter.
- Serves as a staff member of and a communications link with state/provincial director.
- Appoints a staff (one of which should be the treasurer), with member input, to assist in defining, coordinating and implementing activities of interest for chapter members. *NOTE: The treasurer should not be a family member of the CD.*
- Be responsible for the content and distribution of a chapter newsletter to be sent to all members on the chapter roster whether or not they actively participate. It is also recommended to send a copy to your state/provincial directors. The chapter may ask for a nominal donation to offset the cost of mailing the newsletter. Many chapters post their newsletters online, and only mail newsletters to those members without access to the internet. You may choose to send copies to or notify other directors at various organizational levels; that's totally up to the chapter.
- With the chapter treasurer, establish a chapter checking account and be accountable for chapter funds. (See Chapter 3 - policies and procedures regarding chapter finances.)

### **C. The Chapter Director Selection Process**

The association does not appoint members to the position of chapter director. Because the primary functions of the CD are to define, coordinate and implement activities of interest for the chapter members, the association recognizes that different chapters will have different priorities. The responsibility of appointing a CD belongs to the chapter membership.

The process for selection may vary from finding a volunteer to having nominations for the position and selecting by popular vote. Whatever the process, the state/provincial director is available to assist in the selection process and must be informed of the process. Whatever process is selected by the chapter, keep it quick and simple, keeping politics out of the election. Remember that the basic criteria is HAVE FUN. Your CD must be willing to work with the state/provincial director as a member of the state/provincial staff.

### **D. Qualifications to be Considered for Chapter Director**

The chapter director is a very special individual. More often than not, the CD will establish the personality of the chapter. The chapter in turn establishes the visible personality of the association. Some qualities that the chapter should consider when selecting a CD are:

- Exceptional leader
- Outstanding organizer
- If married, spousal support
- Willing to devote time and energy
- Be able to communicate well with others
- Willing to listen objectively
- Tolerant of others
- Understanding
- Looks for the positive in others
- Accepts constructive feedback
- Must meet by-laws requirements

### **E. The Assistant Chapter Director**

The assistant chapter director (ACD) is appointed by the chapter director to assist in all facets of chapter operation. Should the CD need to be absent from the office, the ACD will fill in. It is not to be construed that the ACD is automatically being trained as a replacement for the CD unless those are the wishes of the chapter. The ACD should use the time in office to determine if they're interested in becoming CD at the next vacancy.

## **F. Officer Tenure**

When an individual agrees to become the chapter director, that agreement is typically for a one-year period. The one-year period is January 1 to December 31. Should an individual accept the position at anytime during the year, the agreement ends December 31 of that current year.

December is when an appointed officer may choose to step down or it may be the time the chapter membership feels is a good time for the CD to retire. When a CD is retained for another term, it should mean that a good job is being done.

December is the suggested month for ease of calendar year. It is recognized that some areas may choose a spring or fall month to begin the calendar year due to weather constraints. The state/provincial and chapter directors can decide this.

The state/provincial director assists a chapter with the annual decision by asking the chapter to participate in evaluating the chapter director.

Should the state/provincial director feel that a current CD is acting contrary to the goals and philosophy of GWTA or is failing to meet the needs of the chapter membership, the state/provincial director will work with the chapter to find an effective solution. It is imperative that the chapter understands and concurs with the removal of the CD.

When a CD's term expires or there is not a vote of confidence from a chapter majority; the CD's staff automatically dissolves so that a new chapter director may select a new staff.

## *Gold Wing Touring Association*

### Chapter 3 Policies and Procedures



As in any association, policies and procedures must be followed to ensure the consistency of the association's philosophy, purpose and objectives.

#### **A. The Chapter Registration Process**

Each chapter in GWTA must register annually; registrations are due at the GWTA Membership Office by December 31. Chapters not registered must be dropped from GWTA bonding liability protection and registry. The fee for registration is \$50.00 (US). The benefits of chapter registration include:

- The association bonds the chapter treasury for an amount not to exceed \$500.00
- All chapter meetings, chapter events and chapter participants are covered with third party liability protection when involved in any GWTA activity.
- The chapter may purchase additional third party liability insurance for chapter events if required to do so by the event host. The cost of this additional coverage is \$200.00 each event (U.S.) to cover 1-250 participants. (See form in Section 4 for more information.)
- The chapter may officially register a chapter name (in good taste) with the association. No two chapters may register the exact same name. Registration of chapter names will be on a first come, first served basis. Request for a name change may be made at the time of the annual registration renewal.

To register you must complete a Chapter Registration Form, signed by the chapter director. Send the completed form and a check for \$50.00 (U.S.) payable to GWTA to your state/provincial director who will gather all chapter registrations in their state/province and forward to the regional director. Registrations are due at the GWTA Membership Office by December 31.

#### **B. Chapter-Sponsored Event Insurance**

If your chapter event is going to be held at a location that makes a request for proof of insurance, the appropriate certificate is available from the GWTA business office and you may request a copy at no charge. If the business requests they be added as a named insured, this is available beginning at \$200.00 (U.S. funds), and may be more depending upon the number of anticipated participants at the event and the amount of liability coverage requested.

Application for this coverage must be made 90 days in advance of your event. Complete the appropriate form accurately and legibly, attach a check for the appropriate dollar

amount, payable to GWTA and forward this request to the business office. Be sure the form is signed and dated by the chapter director. (See Section 4 for form.)

### **C. GWTA Logo and Trademarks Reproduction**

GWTA logos and trademarks (marks) are the registered property of GWTA. Any reproductions of the association marks or logos for commercial purposes are subject to approval by the GWTA board of directors. The board of directors, the association officers, and GWTA membership is responsible for protecting these marks from unauthorized use. The board of directors has authorized limited use of these association marks and logos to the GWTA officers; they may reproduce them to enhance the association image and raise funds to help finance the operation of their offices. **AT NO TIME WILL AN OFFICER USE THE ASSOCIATION MARKS OR LOGOS FOR PERSONAL GAIN.**

#### **GWTA policy statement regarding GWTA logos, service marks, and trademarks.**

This statement is promulgated to explain and clarify an official policy of the Gold Wing Touring Association ("GWTA"). This Policy Statement addresses the use, licensing, and other dealings with protected trademarks, service marks, and logos in which GWTA has a proprietary interest.

Background: GWTA has developed certain logos, service marks, and trademarks, which it regards as embodying both its identity and philosophies and regards these logos and marks as valuable assets that belong strictly to it for the benefit of its members. Generally speaking, we are dealing with the name "Gold Wing Touring Association", our world logo, our flying Wing, our two-bike logo, and our initials "GWTA". The words "Gold Wing" are trademarks of Honda and we have only a limited license to use those words as a part of our association name. At least indirectly, our use of this name benefits Honda since we endorse the use of one of its major products, i.e. the Honda Gold Wing motorcycle. We should be careful to always use the words "Gold Wing" in combination with the words "Touring Association". Our association must be identified by the use of its full name or the initials GWTA.

As a part of GWTA, each chapter, state and regional group has a limited right to use the GWTA marks and logos. That use is limited to the internal workings of each chapter, state and regional organization. All of us have an interest in promoting the welfare, well-being, growth and security of GWTA so that not only we, but also all future members, will enjoy the benefits of this association. Indirectly, each member and each organization within GWTA has an ownership interest in the logos and trademarks that we now own or may in the future develop. However, that right is limited to the internal use of the marks and logos and does not extend to the use, for profit, by outside third parties.

By way of examples to clarify this matter, there is certainly no objection to a chapter displaying a GWTA logo on a letterhead used for official business of the chapter. Similarly, individual officers within chapters, state and regional organizations, may also

have business cards which may display a logo or trademark and which are used to identify the officer as being a part of GWTA. GWTA or Gold Wing Touring Association may also be used as a part of the official chapter name and may appear on bank accounts along with the chapter identification or on other records relating thereto.

Policy: However, if a chapter, state or regional organization, conducts a rally or other event and has for example, tee shirts or other memorabilia of the event printed or provided by an outside third party, then it is incumbent on such sponsor to see that the manufacturer or producer of the memorabilia has a license from the national offices of GWTA to use the logo or trademark. It is also the responsibility of the organization conducting any rally or other fundraising event to be certain that any vendors selling memorabilia or products displaying the GWTA logos or trade-marks has a license to do so. All licenses validly issued provide that the licensee must have the license on his person or at his booth for display to any GWTA official requesting the same. The failure to produce such license must result in the termination of any selling activities at once.

We recognize that the GWTA members purchasing the memorabilia will, ultimately, bear all or a portion of the cost of any commissions charged to the vendor. Nevertheless, a license is required and the charging of commissions does serve to protect the rights of all of the GWTA members who have a proprietary interest in the trademark or logo. Please remember that the failure to enforce licensing agreements and to protect the logos and trademarks that we have worked so hard to develop and own can result in our loss of those trademarks or logos to the public domain. You are probably aware that many large organizations work very hard to protect the proprietary interests in their trademarks and logos and certainly we can all appreciate how the Xerox Corporation and Walt Disney Productions feel about their trademarks and logos. We should all exhibit the same pride in our trademarks and logos and recognize that the broad interests of GWTA and all its members (not just those conducting the rally or fundraiser) is best served by a vigorous protection of our proprietary rights.

We recommend that each chapter, state and regional organization that conducts fundraising events review their practices and should they employ an outside vendor to manufacture or produce products bearing GWTA protected identification, that those vendors be advised they need a license. Please attempt to assist the vendors in obtaining such licenses by directing them to the GWTA home office.

The policy set forth herein is effective immediately and is to be retroactively applied to all open orders even if a price modification must be negotiated.

From the office of the Executive Director. January 25,1998.

Listed below are logo and trademark usage guidelines.

1. The chapter director has permission to reproduce and use GWTA marks and logos on items for sale if such items are to be sold only to the chapter membership. Chapter letters, chapter name and/or other chapter identity must be used with the GWTA marks or logos.

2. The state/provincial director has permission to reproduce and use the GWTA marks and logos on items for sale if such items are to be sold only to their state/provincial membership. State/province name and/or state/province identity must be used with the GWTA marks or logos.
3. The regional director has permission to reproduce and use the GWTA marks and logos on items for sale if such items are to be sold only to their regional membership. Region name and/or other items for additional region identity must be used along with the GWTA marks or logos.
4. The chapter, state/provincial and regional directors have permission to reproduce the GWTA marks and logos for any items that are part of an official chapter, state/provincial or regional event.

GWTA marks and logos must be reproduced without alteration or modification. Other wording, drawings or designs may be placed adjacent to the logo but *not within the border of the logo*.

Approval for reproduction of the marks or logos beyond the above stated parameters constitutes a commercial venture requiring a license agreement with GWTA. (See section 4 for form.)

Chapter directors and state/provincial directors planning on using the marks or logos must complete the logo reproduction form in Section 4 and forward it to their respective regional director. This form is not a request to reproduce marks or logos but rather serves GWTA as a tracking mechanism for protection of marks and logos.

Many chapters will design (with good taste and proper input from the members) a chapter identity. This identity comes in many versions from the registered chapter name. It may be placed on anything from a hat to a complete dress uniform.

*NOTE: If a chapter chooses to establish a chapter identity/dress, it is important to remind chapter members that they are not required to wear this identity to be a member of that chapter. It is always a matter of individual choice.*

At no time will GWTA tell anyone what they can or cannot wear but the way the marks and logos are used is important to all members of GWTA. The official logo is the motorcycle/world round logo.

An official logo patch is included in the initial membership packet. This logo identifies us with GWTA and should be worn with pride, displayed on a vest or jacket. GWTA suggests the vest, leaving the jacket for chapter logos, but the option remains in the hands of the member and chapter.

When a chapter wishes to have a special chapter jacket, hat, vest, etc. made with anything other than the official logo, the association marks and logos may be included in the design.

GWTA encourages chapters to design their own logo for chapter identity. The uses of rockers above and below the official logo to designate the chapter, state/province or

region are permitted. All rockers should be of uniform size and design, as the overall appearance of these rockers should be representative of our association.

GWTA does not intend to create problems with the use of its marks or logos at any organizational level. Questions pertaining to the use of the association marks or logos should be directed to the state/provincial director.

#### **D. Commercial Use of GWTA Marks and Logos**

GWTA has registered and copyrighted all service marks, trademarks and graphic logos used for association identity. Guidelines for the use of the marks are under the direction of the board of directors. Requests for the commercial use of the association marks and logos must be forwarded to the executive director.

#### **E. GWTA Liability Insurance**

GWTA maintains liability insurance. The amount of liability is dictated by the availability from the insurance company and a realistic premium amount. GWTA strives to maintain a maximum limit within the two parameters.

Liability insurance protects the association, not its individual members. The members, as individuals, must protect themselves. This is true for all of us no matter what profession or activity we are involved in.

##### **EXAMPLE:**

1. Should two members become involved in a liability situation with one another, the Gold Wing Touring Association shall be excluded unless it can be shown that GWTA directly caused the situation. Typically, an individual who can be shown to be the party at fault must have secured their own protection.
2. Should a third party (someone not a member of GWTA) become involved in a liability situation and name an individual, the person (in some cases an officer of GWTA), the association and/or a host facility, the GWTA insurance policy would cover the person as an officer (and the association). Both the individual and the host facility (should there be one) must protect themselves.

Often a hosting facility will not be covered for a particular GWTA event. In that case, the facility may request a rider on the GWTA policy. Such riders can be obtained by a registered chapter for a nominal fee.

***GWTA encourages all of the membership to be adequately insured, not just because of their involvement with GWTA but because of their involvement in day to day life, professional or social activities.***

## **F. Chapter Founder Member**

When GWTA chapters are organized there is always a group of members that play a vital role in making the chapter a reality and a vital part of GWTA. These members are chapter founder members. The time limit to establish the chapter founder list for any chapter will be up to 90 days after the official registration date of that chapter.

The chapter director is responsible for forwarding the list of chapter founder members to the regional director, with the necessary funds, to get the appropriate rocker. Chapter founder members may purchase additional rockers if their CD has forwarded the original list. The recognition of chapter founder members is very important to the chapter and to the members that made the chapter possible.

## **G. Chapter Finances and Reporting Procedures**

Operating a chapter requires finances. There are two types of money problems for chapters: not enough and too much. Since a chapter is the social arm of GWTA and provides a social atmosphere for members, legitimate operating expenses occur. These operating expenses include publishing and mailing the monthly chapter newsletter and money for chapter activities.

Since the association does not reimburse chapter activities, the chapter must raise operational funds. When members raise operational money for the chapter, they should remember the money is to offset financial needs of the chapter only. A good rule is to have enough money in the chapter account to operate for one calendar year. The association does not encourage officers or other members to personally fund chapter activities.

Here are a few things to consider:

1. The account *should require two signatures* to write a check. This is usually the treasurer and CD; a third signature from a chapter member should be considered for the bank signature card in case an emergency arises wherein the treasurer or CD is unavailable.
2. Look for an account with the best service and the least service charge. When negotiating for the account, mention that you are representing a chapter registered with a not-for-profit association (IRS class 501(a).C4). This may influence the charges levied by the bank.
3. Register your account using the chapter name, not GWTA. Funds earned by chapter members are not accountable to the national office.
4. If the chapter secures an interest-bearing account, the account must be opened under the CD's name and social security number to report earned interest with the IRS for income tax purposes. This can be avoided by securing a non-interest bearing account.

5. Since 9/11, banks now require a tax identification number to open any account. It is not recommended that the chapter use social security numbers of any of its members. Follow your state's process for registering your chapter with the state. Once that has been completed, the appropriate form may be sent in to the IRS for a tax identification number to be issued and subsequently taken to any bank. It can typically take six to eight weeks for this process, but it is important to follow in order to avoid any tax consequences for an individual who may have used their personal social security number, as well as to protect the chapter from the individual being able to claim the treasury funds, if it is being reported on their social security number.

The treasurer is responsible for expenses and receipts associated with chapter operations. Good financial records are a must; chapter records substantiate annual chapter financial statements. Good habits established in the beginning for maintaining financial records will make preparing the annual statement easy.

## **H. Chapter Financial Statements**

1. Each chapter must prepare a year-end financial statement, available to the chapter members.
2. An accounting of chapter funds must be made available to the membership any time such a request is made.
3. Funds raised by chapter members belong to the members; the chapter is not accountable to the association for these funds. The state/provincial director may request a copy of the chapter financial statement, not for accounting purposes but for educational value. By viewing the chapter's priorities on how money is spent, the state/provincial director will become more aware of what is important to the chapter and will be able to respond to chapter needs quickly and intelligently. To alleviate them having to ask, a courtesy copy should be sent.

## **I. American Honda Motor Company and Honda Canada (Reference Solicitations)**

Motorcycle accessory shops and individual Honda motorcycle dealerships are often willing to donate items for chapter, state/provincial and regional gatherings. American Honda Company and Honda Canada has requested that chapter, state/provincial and regional personnel do not solicit their main offices for such items. The executive director only will handle contributions and participation by Honda.

## **J. Alcoholic Beverages at GWTA Sanctioned Events**

To protect GWTA and its officers from potential legal consequences involved in providing alcoholic beverages at social events, NO alcoholic beverage will be sold, distributed, awarded or otherwise dispensed by GWTA at any sanctioned GWTA event.

## Gold Wing Touring Association

### Chapter 4 Recognition Programs



#### A. Recruiting Awards

Recruiting new members is the single most beneficial activity for a participating member. New members mean new friends. New members mean you have pride in the association that you want to share. New members mean growth and stability for the association. All members are eligible for awards when recruiting new members.

Recruitment awards:

- 5 memberships - recruitment pin
- 10 memberships - recruitment pin
- 25 memberships - recruitment pin
- 100 memberships - individual lifetime membership. If the member already has a lifetime (or founder life) membership, \$200.00 and a plaque will be given.
- 125 memberships - the individual lifetime membership will be upgraded to family lifetime membership. If the member already has a family lifetime/founder life membership, \$250.00 and a plaque will be given.

Members who recruit 100 and 125 memberships will be recognized for their significant achievement at a national GWTA event if they are able to attend. The achievement will also be published in *Touring News*.

An additional program was introduced in 2006, entitled "It's Up to You." Recruit one new membership, and receive a recruiting t-shirt. If the membership is for three years, you will receive the t-shirt as well as \$5.00 in TA Bucks. The next new membership recruited will earn you:

1 year = \$2.00 TA Bucks

2 year = \$3.00 TA Bucks

3 year = \$10.00 TA Bucks

Every 5 memberships = a bonus \$20.00 TA Bucks

The top recruiter between August 1, 2006 and June 1, 2007 with a minimum of 20 new memberships recruited receives a full Gold Rush registration for two, paid hotel room for five nights, and \$200.00 cash.

TA Bucks may be used towards membership dues, rally registration fees and items from the GWTA store.

## **B. Family of the Year**

The Family of the Year Program is designed to recognize families who are the backbone of the association. The candidates represent outstanding families that constantly work to better GWTA by giving 100% effort to their chapter, state/province and region.

Competition is open to all family memberships regardless of their ability to travel to gatherings. Families who make a difference in the chapter, state/province or region can earn the recognition they deserve through this program.

The selected family will reign for one year and will be given a monthly column in *Touring News*. In this way, the family of the year gains access to the entire membership for one year on behalf of GWTA. (See Section 3 for details.)

## Gold Wing Touring Association

### Chapter 5 Communication



GWTA realizes that a good network of communication is necessary between directors at all levels. The following procedure is recommended for information sharing.

- The state/provincial directors will meet at least once per year with chapter directors.
- The regional directors will meet at least once per year with state/provincial directors.
- The executive director will meet at least once per year with regional and national directors.

The meetings should be held before the riding season. If the timing of the meetings is coordinated, officers will have a good communication vehicle from chapter director to executive director. The meetings are intended for planning purposes, education and information exchange.

While these meetings are usually well attended, attendance is not the only agenda. Experience has taught us that in many meetings, the presiding director produces 90% of the dialogue while only 10% is produced from attending directors. No director should ever leave a meeting without being part of the conversation or sharing information about their area of responsibility.

To eliminate a void in communications, GWTA suggests that at director's meetings, whether state/provincial, regional or national, each director give a *brief verbal report* about past, present and future activities taking place in his/her area:

- Each director will be given time to share event information, new ideas, and problem areas.
- Directors may relate to a subject in the report and are encouraged to join in conversation to improve an idea or help solve a problem. Good communication and idea sharing enhance operations and create an environment for cooperation.
- The presiding director should provide sufficient and equal time for reports, keeping the meeting on track.



# The TWA Way

## **Section 2**

### **Chapter "How To" Guidelines for the Chapter Director**

*Destination Friendship*

## *Gold Wing Touring Association*

### Chapter 1 Organization



#### A. Organizing the Chapter

**General:** All formal organizations, regardless of size, must have formal lines of authority. This chain of command is most visible when the organization is put to a test of either resources or results to achieve a goal.

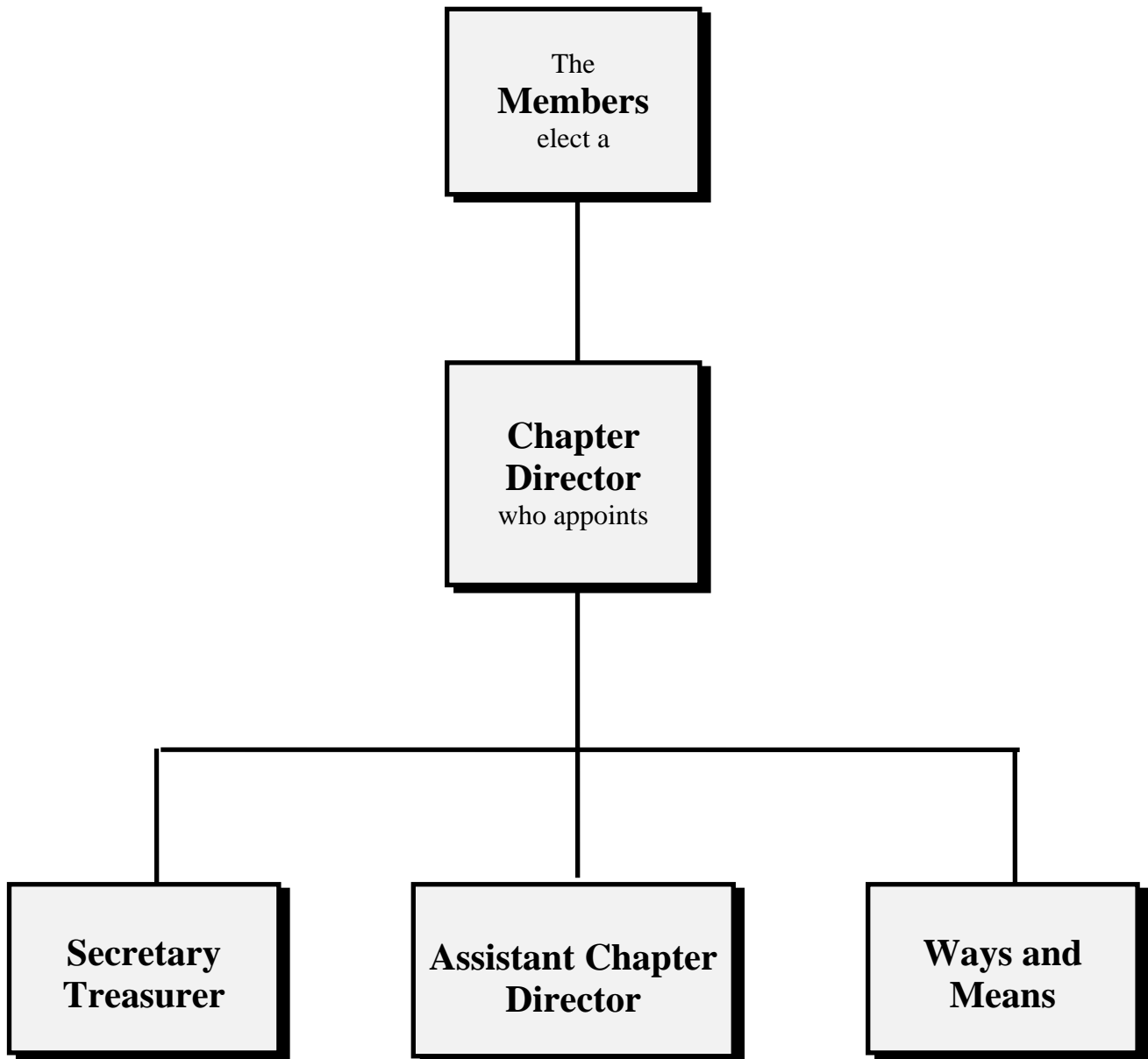
Chapters are no exception. In order to focus effort toward a common goal, all participants in the organization need to know where they fit into the group and what they're expected to achieve while participating. Unlike a formal business a chapter is a social entity and has no immediate profit orientation. It is therefore more difficult to maintain because it depends solely on the efforts of volunteers.

A functioning chapter is a sight and feeling to behold. The members are excited and full of ideas and self-motivated direction. When you come in contact with such a chapter, you can actually feel the energy.

How do we achieve this feeling? How do we start the ball rolling? There are several steps that should be taken in developing the chapter.

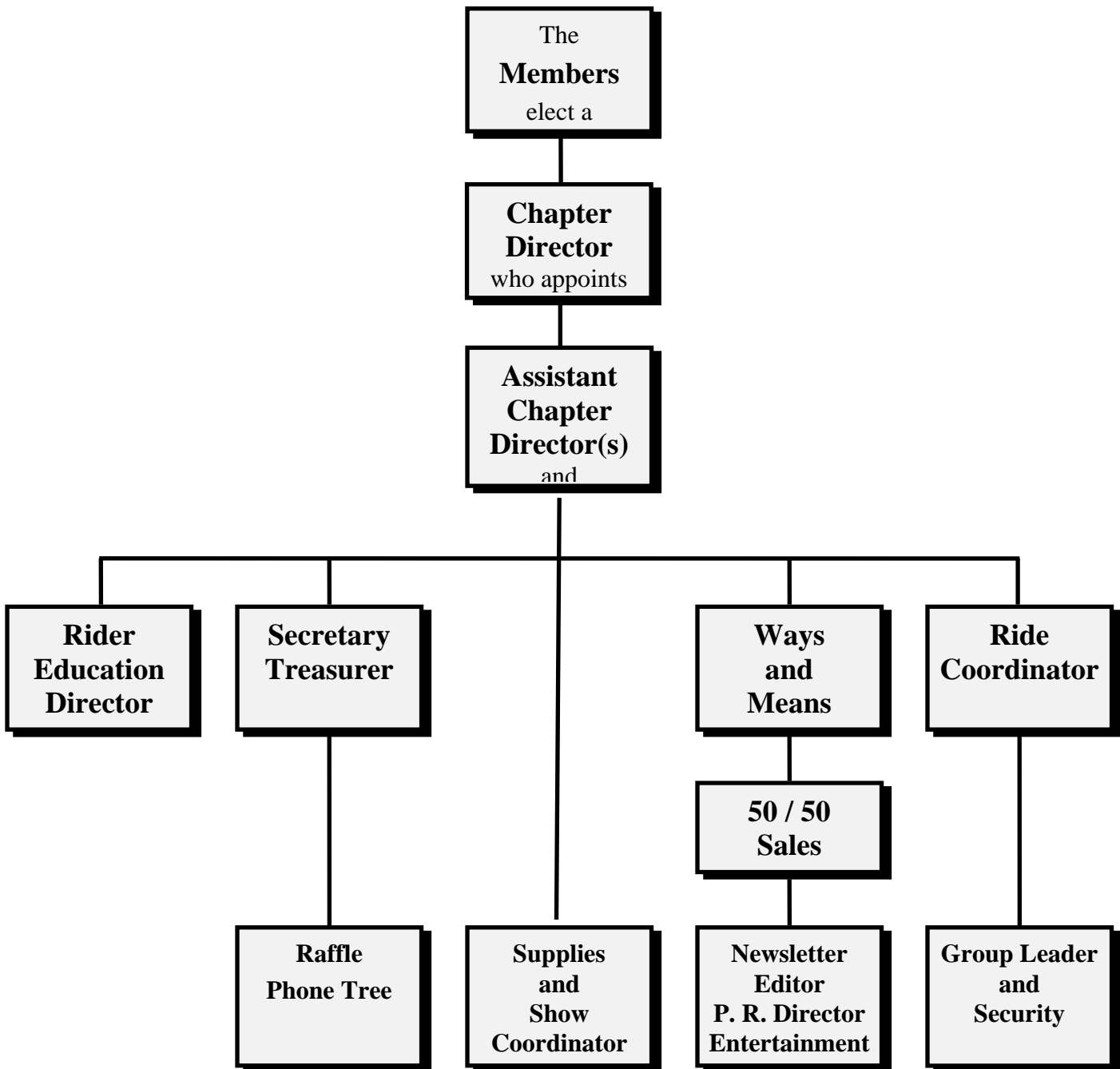
- 1. Develop an Organization Chart:** The organization does not have to be as formal as indicated in this guide. The idea is to determine what is necessary for your chapter. Some chapters may be able to get along with a minimum of officers such as director, treasurer and ride coordinator.
- 2. Develop Job Descriptions:** Job descriptions give prospective and current job holders a GUIDELINE for their activities. There is no sense asking someone to take a job if they have no idea of how to accomplish their task(s).

### 3. Chapter Organization Diagram #1



This diagram is a guide to organizational configuration for a new chapter. Chapter directors should modify the chart to suit their chapter needs.

#### 4. Chapter Organization Diagram #2



The above diagram is an example of a chapter that has matured. Please note the bottom row of position titles. As the chapter grows, the chapter director may find a need for additional positions in order to involve more members in chapter operations and relieve others of dual duties.

## B. Job Descriptions

1. **Assistant Chapter Director:** The assistant chapter director (ACD) needs to be willing and able to lend a conscientious hand to the chapter, yet have initiative and executive ability. The ACD will often supervise committees and fill in for the CD when necessary. The ACD shall also act as a liaison to state/provincial, regional and national directors when so directed by the chapter director. A chapter may have more than one ACD if desired.
2. **Treasurer** will maintain a detailed set of books (with supporting documentation) on the chapter's financial standing (refer also to treasurer). A year-end financial report will be prepared and available to the chapter membership, and a courtesy copy sent to the State/Provincial director.
3. **Secretary** must be a good communicator, well-organized, have good vocal skills, and be a people-oriented individual. This is a pivotal point in the organization. Choice of vocal and written word to either internal or external communicators is extremely important and sensitive. The chapter's credibility can rise or fall on the incumbent's activities (refer also to treasurer). The secretary will be responsible for all chapter correspondence.

In the absence of a Membership chair, maintains the chapter roster and compares to other records at regular intervals and ensures corrections are appropriately completed. When notified of address/telephone changes, ensures members notify the staff responsible for membership records at national.

Minutes of staff, special, and general meetings may be maintained in a sequentially numbered log and approved at each monthly business meeting if the chapter chooses to record their history in this manner. The minutes may include information from the monthly treasurer's report. Pertinent information of various decisions or directions pursued by the chapter will also be entered. This record may evolve to a historical writing of reasons, decisions, and policies of the chapter. (refer also to treasurer).

4. **Membership:** The duties and responsibilities of a membership chair are:
  - Monitor monthly membership rosters for expiring members and encourage renewals. Follow up on non-renewals (in the absence of a chapter secretary).
  - Suggest general procedures for inviting potential members. Suggest ways to recruit new members and help the chapter grow.
  - Provide information and suggestions to the staff.
  - Suggest procedures for the guidance of chapter chairmen and officers in maintaining a high level of member interest and participation.
  - Prepare and maintain a new member packet containing general information about GWTA, the chapter, group riding, events, etc.
  - Welcome new members at meetings. *Make sure they're not sitting alone.*

5. **Newsletter Editor:** The editor of the monthly newsletter will be responsible for selection, editing, preparation, content and mailing. The purpose of the newsletter is to keep the members informed of upcoming events. Any article submitted may be edited by the newsletter editor or chapter director at their discretion to maintain a positive attitude about GWTA and the chapter. The chapter director is ultimately responsible for newsletter content.
  
6. **Public Relations:** The role of a chapter public relations (PR) official is one of public image and visibility. PR will of necessity be linked to other official duties of the chapter. The PR person must work with others, exuding cheerfulness, enthusiasm and dedication at all times. PR duties will include formal gatherings, shows, news media, advertising and meeting information involvement. This individual should be active in the chapter; an innovative talent will be an added asset to this position.
  
7. **Rider Education Director:** The prospective applicant may have been asked to become an R.E.D. or may have volunteered for the job. The R.E.D. at the next higher level is informed of the chapter director's choice. In deciding on the applicant one must remember that they need not be a motorcycle safety instructor. The applicant should be a self-starting, self-motivated person who can work with both the chapter director and the R.E.D. at the next higher level. This person should also have a genuine interest in the members' riding skills, safety and knowledge.
  
8. **Group Leader (Ride Leader)** will work under the guidance of the ride coordinator but will be totally responsible for travel routing and safety of the group. Individual safety lies within the province of each motorcycle operator. Other duties include supervision of road map preparation for members, alternate routes, and sufficient stops along a route for fuel, food and rest.
  
9. **Ride Coordinator:** The responsibilities of the ride coordinator are many and varied. The ride coordinator should:
  - Solicit, review and develop all tour activities to meet chapter objectives. Ride objectives must include thorough planning to maximize participant enjoyment.
  - Supervise and support the group leader(s) in ride preparation. Minimum criteria for safety, rest, fuel and food stops must be developed and met.
  - Present selected rides on an annual basis to the chapter staff for review and approval. Approved rides will be scheduled, promoted and advertised in the monthly newsletter.
  - Communicate with the general membership (and staff) on a regular basis and evaluate ride objectives.
  - Have a direct voice in the selection of group leader(s).
  - Review past chapter activities in newsletter articles to promote fellowship and future participation of members.
  - Keep abreast of future annual chapter events and see that proper and timely planning has been implemented.

- 10. Show Coordinator:** As the title implies, the incumbent may initiate, advertise, and chair functions relating to motorcycle shows and other special events. He/she should work closely with other officers to inform and coordinate efforts before, during and after shows. Efforts may involve working closely with others in similar capacities. Activities could involve design, structure and display content, personnel scheduling, exhibit materials planning, and activity guidelines for all participants. Chapter dress, if applicable, is encouraged at all activities.
- 11. Entertainment:** When the size of the chapter makes it necessary, this committee chair can be formed to share the load that otherwise falls on the public relations chair at such functions as dinners and larger than routine meetings. Since such affairs require much attention to detail, the entertainment portion of the program can be delegated to this committee. Activities could include arrangements for music, booking of entertainment, speaker engagements, direction of a show, and providing equipment for movies.

### C. Staff Selection

Determining the type and quantity of organization positions that will be initially required is dependent upon membership numbers and membership needs. A large chapter may want to use a selection committee to put together a pool of possible candidates to fill the various positions that are needed to successfully operate the chapter. Smaller chapters will have fewer staff positions, usually appointed by the chapter director. You must decide whether to self-appoint your staff or appoint a committee to seek out candidates and help in the selection process. If you are going to use a committee, be sure the makeup of the committee represents the diversity of your chapter.

The next task will be to survey your membership to find out what talent, skills or interests the membership can bring to these positions. There are many talented individuals in every chapter and a great way to find these people is through a survey. A membership survey form has been included in this section. It is a guide only. Add, delete, or modify according to your situation.

When the surveys (or a good portion) have been returned, it's a good idea to record the results. One method used is to list all the people returning the survey down the left side of a large columnar accounting pad. List all the job positions across the top of the pad. Simply make a check mark or remark in the job column opposite the member name.

When you get together with your selection committee or member(s) of your staff, you have a ready reference of members that have indicated a desire to do a particular job. When selections are complete, it is very important that someone approach these chosen members with a couple of thoughts in mind:

- This is a volunteer organization, do not demand. Be very warm and sympathetic to their life styles and personal situations.
- The appointee will need to know what is expected of them. Be sure to give them a description of job duties.

- Some appointees will want to know the amount of personal time commitment required to fulfill the job. Do not hedge -- give your best estimate! If you try to snow them, they will know!

**Sample Chapter Survey Form**

Date \_\_\_\_\_

Fellow Members:

Staffing a chapter is particularly difficult in a voluntary organization – especially when there are no tradition-bound methods of selecting staff positions from within membership ranks. Staffing appointments must be accomplished via knowledge of member’s desires and talents. I am asking that this brief survey be completed to give me an idea of your thoughts and of each individual's desires. I believe that we have a great reservoir of talent within our chapter -- and I'd like to tap that reservoir as soon as practical. PLEASE, PLEASE -- return this questionnaire right away ... Staffing and direction will be significantly influenced by YOUR thoughts.

Thank you for your consideration

	YOUR EXPERIENCE	CAN YOU HELP ?
<b>ADMINISTRATION</b>		
Treasurer	_____	_____
Secretary	_____	_____
Membership	_____	_____
Editor	_____	_____
Selection	_____	_____
Aide	_____	_____
<b>OPERATIONS</b>		
Public Relations	_____	_____
Safety	_____	_____
Show Coordinator	_____	_____
Tour Director	_____	_____
Road Captain	_____	_____

Your comments on chapter organization, rides, social activities and meeting conduct will be most welcome ... please comment

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your Name \_\_\_\_\_

## D. Meetings

**General:** So far, we have discussed how to organize and staff the chapter. Now consideration should be given to the chapter's needs. Take a moment to ponder the following questions about the total organization and the chapter.

- Why has GWTA been so successful?
- What does GWTA do that makes us one of the fastest-growing motorcycle organizations in the world?

A few answers could be:

- An alternative method of operation
- Our common identity with the Gold Wing
- A need for strong, dedicated leadership in the motorcycle community

Whatever the final answer, we normally find that two answers become a common and fundamental part of every analysis:

- We like to gather together to socialize
- We like to dine out (or potluck) together

We all become bored with a long, exhaustive, unproductive meeting.

Who wants to go to a meeting?

Who wants to sit through a meeting?

Who wants to listen to a boring speaker? NO ONE!

If you put people together who share a common bond, a motorcycle for instance, they will engage in socializing. They will talk, laugh, see friends, share a meal, and thoroughly enjoy themselves and each other. This socializing aspect of the organization draws our members together. It is our job to provide that opportunity for enjoyable gatherings.

**1. The Timing:** Varied times have proven to be successful. Some chapters will meet for breakfast during the weekend and follow the meeting with a ride or sponsored function, while other chapters have found that their members prefer to have a meeting during the evening hours. In either case, you will find dividing the meeting into segments will ease your planning.

These segments might be:

- Socializing
- Eating
- Informative time
- After-meeting ride

If you meet for a dinner meeting during the week, it will generally be too late for a ride after the meeting. It's probably not too late for an ice cream run, though.

Ideal times generally center around 7:00-10:00 AM for a weekend meeting, and 6:00-8:00 PM for a weekday meeting informative period. Make sure members have had a chance to finish eating before beginning the session, don't rush. A few suggestions:

- DO start promptly as promised
- DON'T have the waitress collecting money, collecting dishes, pouring coffee
- DO try to have dirty dishes cleared away before you start
- DON'T have music playing in the room while the meeting is in progress
- DO try to have a room away from others where you can have some privacy

Try to arrange the room so that tables do not give an image of a business meeting (no head table or rows of chairs). Tables should be arranged informally. Staff members should NOT sit together but sit at different tables so they can socialize and learn about membership likes and dislikes in an informal atmosphere. All members should be able to see and speak to the chapter director or the speaker.

**2. The Gathering Place:** It has previously been suggested that meetings could be divided into several sections, the first two being socializing and eating ... to accommodate those needs you'll require a gathering place. Generally, a local restaurant fills this requirement. The management would have to be approached for permission to use their facilities on your planned date and time. You should consider:

- Will the facility allow a motorcycle group?
- Will they allow you to have a private room or area?
- Will they turn off any music or PA system to the area?
- Will they provide good service and food, reasonable prices?
- Is there a proper parking area -- for group parking?
- Is there reasonable access to gas stations and major highways?

About every three months, you should talk with the facility owner to determine if the owner is happy with the chapter presence and activities. If there's a complaint, try to resolve the problem as quickly as possible. You should also talk with the waiters and waitresses. They are very important in providing a pleasant atmosphere and enjoyable service for the members. Ask if they are satisfied with tips, with member conduct, and any other items you may think of that could have an effect upon your chapter/business relationship. You might also check to see if MOST of the members are understanding and considerate and correct any problems.

Keep in mind that many restaurants bring in extra help for your benefit. For this help to come in, it must be worth their time. They must be there an hour before you arrive to set up, and they are there an hour after you leave to clean up and rearrange tables. They are working 4-5 hours for your chapter gathering.

When you make arrangements with the owner to be at the restaurant on a given day, **STICK TO IT!!** Do not be bouncing around from planned date to planned date. If you are unable to attend a meeting, have your ACD conduct the informative part. If the ACD is unavailable, then have one of the staff or another designated person lead the meeting. Your chapter members look forward to that special time. **DON'T CHEAT THEM!!** You also create a hardship on the owner; he has other people besides you to consider in all arrangements.

In the beginning when the chapter is relatively small, you can hold meetings in a restaurant and order from the menu. Be aware that as the chapter grows, this will become cumbersome to both the restaurant owner and the waitresses, not to mention a corresponding decline in services. When attendance reaches 80, you will need to consider looking for an alternate location, or consider alternate methods of food service: maybe having a buffet instead of sit down service. Buffet service has an advantage for the servicing of large numbers of people very quickly. The drawback is the generally higher cost per person. If you do utilize the buffet style, you'll probably will lose some of the meal participants. People do not want to pay a higher cost for the same food. However, if people are enjoying themselves with the chapter function and each other, they generally will not mind the slightly higher cost and the chapter will continue to grow in membership. As a chapter grows, it can become a victim of its own success. At some point in time, your chapter may become too large and unwieldy. An alternate to large chapter numbers is the possibility of spinning off another chapter. This option should be discussed with your state/provincial director. The chapter should not grow so large as to make new people feel lost or left out.

**3. General Meeting Day:** Staff meetings have been held, newsletters have been mailed out and now is the big day, the chapter meeting. Prior to the date, you should sit quietly alone and put on paper those items you wish to discuss. Remember not to make the meeting a place for doing all the business of the chapter. The proper place for the business portion is the business meeting. Items to help you for the general meeting are:

- Review information from state/provincial and/or regional office.
- Pull out your last two newsletters and review them for important messages that should be reviewed.
- Reread other chapter newsletters.
- Review last month's correspondence from other motorcycle organizations.
- Thumb through *Touring News* for items of interest.
- Review conversations in the last month with other chapter members:
  - . who bought a new motorcycle
  - . whose grandson painted Grandpa's bike
  - . who had a funny incident

3" x 5" cards are easy to use for your notes.

At top of the first card put:

Welcome  
 Introduce guests  
 Assure all have signed in

At bottom of last card put:

50/50  
 The ride today is .....  
 It will be led by .....  
 Leaving at .....o'clock  
 Motorcycle gassed and ready

Use more cards to jot down ideas, inserting them between the first and last card according to your desire. You may make short statements as memory joggers to discuss items, such as:

- March 15-upcoming ride-leader
- April 4-7 camp out-cost-leader
- John Smith - new Gold Wing

Tip -- always keep at least two 3" x 5" cards blank. Prior to the informative portion of the meeting, someone will come up and ask you to make an announcement. Write it down on a blank card and insert it in your meeting format stack. Before you know it, you will have 5 or 6 items to announce.

One other point to keep in mind: try to pick a positive item to start and to end the session. Start on a high note -- end on a high note, such as:

- At the beginning sing Happy Birthday to someone
- At the end thank someone for a job well done  
 (with applause)

Remember ---- people will sing in a group and they will applaud. They enjoy the participation of others.

Above all, stay AWAY from:

- Reading secretary reports or financial reports.
- Going over the same material you have already put into the newsletter, unless there has been a significant change that will affect everyone.

Now that you have planned, gather all the material for the meeting the night before:

- Local, state/provincial, regional, national flyers
- Sign in sheets (and pens or pencils)
- New articles
- Checkbook
- Blank 3" x 5" cards
- Chapter flag or banner
- Hand outs
- Lists for rides, events, etc.

- Welcome letters
- A big smile

When you rise the next morning, you will be ready! Organized! Positive thoughts about the day will be buzzing 'round your head! You'll be looking forward to seeing all the chapter folk. Try to arrive at the meeting place as early as possible to make sure the room is in order and the restaurant is ready to receive the group. It is not necessary to stand at the door and greet everyone as they arrive but prior to the actual meeting, you should try to stop and chat with as many people as possible. Your assistant should also be circulating, making sure that everyone feels welcome. You should make a point to be introduced to or to introduce yourself to EACH NEW FACE.

During the pre-meeting time, there are usually one or two representatives circulating around the meeting area, selling 50/50 tickets. Because of the activities during this socializing period, you may not have time to eat. As your chapter grows, your assistant and staff will also run into this problem. This is a great time to go on a diet!!

You will find the chapter is made up of many interests. Some members come to the meeting for the meal and socializing, while others come for socializing and the ride after the meeting. You must try to accommodate all these varied interests, a tough balancing act at best. Try to allow about 30 minutes of tire kicking after the meeting for those people who do not want to ride. This time will also help to clear the parking lot of those who are not going on the ride and give time for the road captain to organize the groups for those riding.

Just a few more words about the get-together:

- Start promptly as promised
- Make your announcements from your cards
- If you have a guest speaker, do the introduction
- Try to keep discussion to 1/2 hour or less
- Be positive, energized; start high, end high

Be available for comments, questions, or suggestions from the membership after the meeting -- until it's time to start the ride.

Be a good listener. People have ideas. Try to do what your chapter members suggest. If a suggestion is made by a member, ask them to consider chairing the activity, then invite them to the business meeting. Get them involved, if possible.

## *Gold Wing Touring Association*

### Chapter 2 Membership



#### A. Welcome Envelope

Stop for a minute and reflect about the first time you went to a GWTA chapter meeting. You were probably apprehensive, felt out of place, didn't know what was going to happen, or what to expect. Right? Wanted to sit in a corner by yourself? You had a hundred questions: What is GWTA? What is the cost? Jackets? Patches? Who does what?

Then someone comes up, sticks out their hand and says "Hello, my name is ---, Welcome to Chapter ---". Then they hand you an envelope with one word on it -Welcome.

What is in a welcome envelope?

1. A welcome letter from the chapter director, explaining something about GWTA, the chapter and the key staff members.
2. A copy of the latest chapter newsletter with a calendar of events.
3. A GWTA brochure with application.
4. Group riding tips.
5. A questionnaire about the prospective members. Be sure to stress that the questionnaire is optional. You may add or delete questions on the questionnaire form as needed.

This welcome letter will need to be updated periodically as changes occur in either leaders, eating places, chapter growth, etc. Either you, your ACD, or someone you have designated as a welcoming person should be helping new prospective members at each meeting. Refer to the next few pages for some suggested letters of welcome.

## Sample Letter #1

### CHAPTER BANNER OR LOGO

#### Dear Fellow Motorcyclist

Thank you for your interest in GWTA.

Many who are familiar with organized motorcycling want to know what makes us different from other organizations. The following paragraphs will answer some of those questions.

Our organization was established in 1987 because a few hundred people decided they wanted to start an organization whose leaders were answerable to the members and only the members. Why were they driven to this monumental task when many were saying "Others have tried and failed, so will you!" ? These few hundred were driven by the desire to enjoy motorcycling and they were convinced the only way they could reach that goal was with **freedom**. They felt if they could establish **freedom, fun and friendship** would quickly follow.

#### **FREEDOM**

The founders of GWTA felt the members needed the freedom to decide for themselves what would bring them enjoyment. It all begins with a few individuals in a community who get together and decide amongst themselves what they might enjoy doing together. This is what a GWTA chapter does. The first step is the election of a chapter director. The director is elected by the members from those in the chapter who are interested. The job is simply seeing that the wishes of the members are carried out, while at the same time operating within the boundaries set forth by the member elected board of directors. Does this person have to ride a Gold Wing? No. The chapter director is given a copy of 'TA WAY', a *guide* book on how a successful chapter may be operated. Please note that the word *guide* is in italics. This means it is not law but suggestions on how to operate a chapter. What your chapter does, when you do it or what your chapter uniform will be (which is optional), is all up to the membership. Majority rules. **Any funds the chapter raises belong solely to the chapter. The chapter is accountable only to its chapter members.**

#### **FUN**

If you have freedom you can't help but have fun. The prime driving force behind our (the members') organization is fun. We are not driven by profit or numbers but by good times and friendships. GWTA activities are planned to give the member a maximum of fun at a minimum cost.

#### **FRIENDSHIP**

This is by far one of the greatest rewards GWTA has to offer its members. If you choose to be involved in your organization you will gain many lasting friendships. You will be involved with people who have something in common: a passion for motorcycling, fun and friendship.

We are expecting continued growth as our organizational concept becomes known and experienced. Ask our members your questions. They'll tell you anything you want to know. We are very confident that what we offer is just what you're looking for.

Members of GWTA Chapter \_\_\_\_\_

**Sample Letter #2***CHAPTER BANNER OR LOGO***Dear Fellow Motorcyclist**

We would like to introduce you to what many of our new members call the best kept secret in organized motorcycling, the Gold Wing Touring Association. The main goal of GWTA is to bring motorcyclists together for the purpose of **friendship, fun** and the **freedom** to achieve that goal. We are owned and operated by our members.

Under the heading of **fun** GWTA membership offers you a wide variety of activities on and off the motorcycle throughout the year. All of these activities will lead to the ultimate goal, **friendship**.

Your membership fee entitles you to the following benefits:

1. GWTA logo back patch (es), pin(s) and decals.
2. GWTA membership card(s)
3. A monthly copy of our organization magazine *Touring News*. Our magazine is dependent upon our members for its content. You will find interesting articles, features, information about happenings in GWTA throughout the US and Canada, and upcoming activities and events.
4. Our Blue Line is a national directory of members and their telephone numbers indicating what assistance they may be able to provide a fellow member. If you should have a breakdown, emergency or simply the need for information you are only a phone call away from a fellow member who can be there to assist you. This directory is a valuable resource to our members as they travel.

If you enjoy people and motorcycling and decide to become involved you will be making a lifestyle change you will never regret. We believe GWTA is the finest motorcycle organization around. We're proud of what we the members have created and we want to share it with others.

The members of GWTA Chapter \_\_\_\_\_

## **B. Group Riding**

This is an overview of group riding. For further details see the GWTA Group Riding Guide available through your rider education director.

New chapter members are often reluctant to acknowledge the fact they've never ridden with a group. Rather than putting the new members in the uncomfortable position of figuring it out for themselves, provide them with the information before their first ride. This will make the group riding experience much more enjoyable for them and those they are riding with.

Riding with our group is strictly voluntary.

We advocate the use of good quality helmets, boots, eye protection and protective clothing. The ultimate safety of the rider, passenger and motorcycle rests solely with the rider. Traffic and road conditions change quickly and what may have been okay for the group leader and those ahead of you may not be okay for your own safety. Your first responsibility is for your own safety, staying with the group is secondary. The safe operation of your bike is of utmost importance to those riding with you.

The first bike is generally the group leader who knows the route and destination. The last bike in your group is the back door. Group leaders lay out a route and do their best to avoid hazards. Back doors accompany the group and keep the group leader informed of progress through traffic congestion, intersections, etc. Back doors are present to assist and summon more assistance in the event of a breakdown or other mishap.

Where conditions permit, such as freeways or other wide lane roads, we use a staggered riding formation with a minimum of two seconds between you and the bike directly in front of you (same side of lane). This action automatically adjusts the distance between bikes for speed and gives enough time to take proper avoidance maneuvers in case the bike ahead encounters a problem.

Narrow roads require a greater distance between bikes and single file riding.

Know the final destination and the general route. Carry a map of the area to be traveled. If you should get separated (highly unlikely) you can rejoin your friends at their final destination.

## *Gold Wing Touring Association*

### Chapter 3 Activities



#### Financing Chapter Activities

- 1. General:** The financing of chapter activities according to the wishes of both the general membership and specifically the staff can be a very sensitive issue for the chapter director. Generally all parties come to a mutually agreeable solution when the problem is presented logically to the planning committee (staff). A final plan can be started after discussion.

Several methods have been developed over the years to help produce funds for the chapter treasury. The primary purpose of a chapter is fun, socializing, and developing friendships --- not for the sole purpose of gaining monetary stature. Funds developed for a chapter are to defray operating expenses and to fund special charitable events, etc.

- 2. 50/50 Tickets**

A common method of funds development at functions for all organization levels is 50/50 ticket sales. For every dollar of revenue, 50 cents goes to the treasury and 50 cents will be given to the winner of a ticket draw. *Ticket sales must comply with any gambling laws applicable in your state/province.*

Tickets are normally sold according to a schedule. One of the most common is \$1.00 per ticket and 6 for \$5.00. It is up to each chapter to adapt a schedule according to the needs and desires of the members.

- 3. Raffle**

A raffle can be set up so that additional funds are available for the treasury or a special event, with the profits being scheduled for a specific purpose. Raffles must comply with applicable state/provincial laws governing them.

Items for the raffle are usually donated by members. Motorcycle parts and accessories are not the only items to consider for raffling: there's also quilts, jewelry, household items, camping items, crafts, etc. Open your field of thinking and you will be amazed at the number of items you can secure. Consider a staff approval for using a certain percentage of the profits to purchase items for the next raffle. Just make sure that as a general rule, the cost of the item should be no more than approximately 1/4th of the normal sales of your raffles.

- 4. Fun Run**

Many chapters will host an annual fun run, charging a nominal fee to participants. The chapter identifies a specific scenic route, and may or may not have participants engage in an activity at stops along the way, or merely provide a route, and engage in an activity upon their return from the ride. If the chapter has never organized a fun run or

other gathering, it is suggested that the state/provincial director be contacted for ideas and suggestions for the most efficient, cost-effective standards and methods.

## **5. Specialty Items**

Some chapters have developed specialties, either for sale or as giveaways. Such items may be annual calendars, pens, hats, key rings, etc. Care must be taken that regulations are followed regarding either trademarked or copyrighted logo marks (or other marks). Research the officer manual for guidelines, necessary forms and procedures to follow.

## *Gold Wing Touring Association*

### Chapter 4 Public Relations



#### A. Guidelines for Parade or Ceremonial Riding

Parade riding, as with any form of group riding, can be a great deal of fun. In addition to the enjoyable aspects, a parade is an excellent way for motorcyclists to share their sport with the public. It offers us an opportunity to show people the positive aspects of motorcycling and helps dispel the rumors and stereotyping we are often forced to combat.

Parade riding requires a positive approach. Planning, organization, and safety are of paramount importance in preparing for a successful parade or ceremonial ride.

#### B. Parade Planning

A great deal of the initial planning will be the responsibility of your chapter's parade coordinator or similarly designated individual. This person will become your chapter's contact point, organizer, and the primary solicitor for getting your group involved in ceremonial activities. The following list contains some of the items that should be considered in the planning stages.

**1. Parade or Ceremonial Theme:** A parade permit may be necessary, so this should be one of the first items checked into.

Care should be taken to ensure your chapter does not commit to participate in events that promote ideals or themes that may be contrary to those of the organization or might lead people to believe that the entire organization supports a particular group or individual.

Examples of this might be participation in a parade geared toward showing support for a particular political candidate. You must remember that while riding in any parade under the association banner, you are not only representing the motorcycling community but GWTA also. This does not preclude individuals from lending personal support to any cause they feel committed, as long as they do not portend to represent the association.

**2. Parade Route:** The parade coordinator, if possible, should obtain a copy of the parade route from the organizing committee. The coordinator should attempt to personally examine the parade route in advance. Specific items to be sought are

- Length of the parade route
- Type(s) of road surface(s) along the parade route
- Width of the parade route (one lane, two lanes)
- Possible hazards in the road or along the route
- Request that motorcycles be before the horses

- 3. Motorcycles:** Consideration should be given as to whether the number of motorcycles participating in a particular event should be limited or if maximum participation should be solicited. This will primarily depend upon the requirements of the parade organizers.
- 4. Participants:** Advance notice is extremely important. This information will maximize chapter participation because people will have an opportunity to adjust their schedules. A decision should be made as to whether participants will wear some type of coordinated outfits (such as chapter uniforms or similar clothing) or if dress will be left to personal choice.

It is preferable to use some type of chapter sign-up sheet; this will get members to commit themselves to participate in the event. Phone numbers as well as names should be included on the sign-up sheet so people may be contacted with information regarding the event.

Participants must realize that if they commit to participate in an event, they have a responsibility to participate. If they cannot attend, they should give the parade coordinator as much advance warning as possible. There's nothing worse than to plan on having a certain number of bikes for a parade and have only half show up. Remember, parades and ceremonies are a great way to show the pride we have in our association, ourselves and our bikes.

## **5. Final Planning Note**

Participants should arrive at the starting point with a FULL tank of gas. Motorcycles should also have been checked to ensure that all other fluids are at maximum levels and all necessary maintenance has been performed. Lights and fuses should be checked. There is nothing more embarrassing than having a bike break down during a parade or having one on which all the equipment does not function properly. For parades occurring during the warmer months of the year, remember to pay close attention to coolant levels. The slow pace of a parade can easily overheat an engine if coolant levels are not adequate. Some members have installed fan bypass switches, so that the engine fan may be engaged before the temperature gets very high.

## **C. Parade Organization**

Once all participants have arrived at the formation area, the parade coordinator should review with them the parade route and formation. Basic formations should have been decided ahead of time, based on parade route knowledge and the number of bikes.

The following ideas may help in deciding which formations to use:

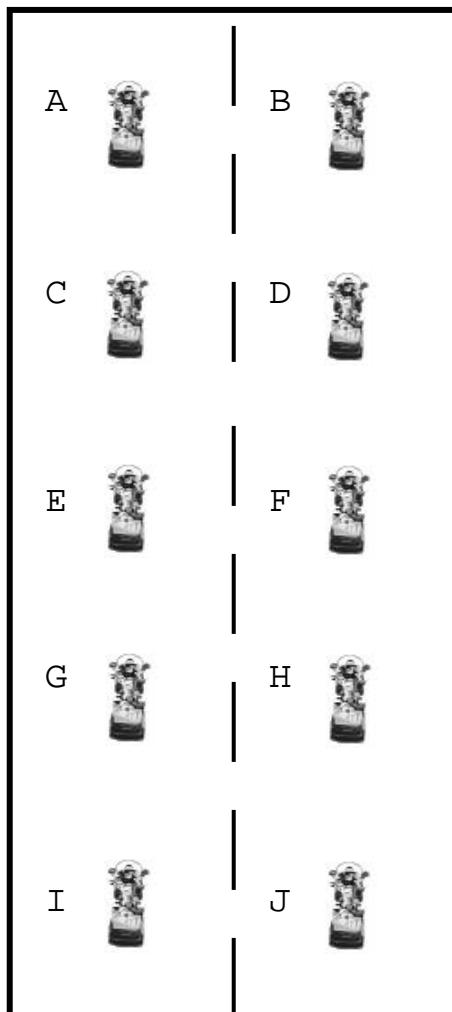
1. **Width of Parade Route:** This determines the type of formation used and the spacing between motorcycles.
2. **Type of Motorcycles:** A group that contains motorcycles without sidecars or trailers is going to be more flexible in the type of formation used. Diagram 1 shows a standard side by side formation that is not only symmetrical but allows each rider to position by using two points of reference -- a bike directly in front and one alongside. This formation looks especially good if you have a large number of motorcycles. Formations containing sidecars and/or trailers require some special considerations.
  - Unless you have an even number of motorcycles with sidecars and/or trailers, you will probably want to use the diamond formation (or variation) as shown in diagram 2. This formation allows placement of special unit cycles in the center of the formation where they have more room and maneuverability.
  - Even if you have an even number of motorcycles with sidecars, you should ride single-file if the parade route is not a full two lanes wide. Without this much room the sidecar units would be too close together for safe maneuverability.
  - If you should have someone towing a trailer with the chapter or association banner, this unit should be as far forward in the formation as possible, either leading the formation or second in line following the parade leader.
3. **Total Number of Motorcycles:** If you have a small number of participants, a diamond formation or a single-line formation will make the group seem larger.
4. **Experience of Riders:** Consideration as to a person's placement in a formation should also involve the level of their riding experience in either group, formation or parade riding.
5. **One-Up/Two-Up:** An attempt should be made to arrange the motorcycles so that rider only bikes are grouped together and rider/passenger bikes are grouped together. You are putting on a display for the public; the formation should be as precise, symmetrical and pleasing to the eye as possible.
6. **Radios/Stereos:** A decision should be made as to whether or not the group will have music playing through external speakers during the parade. If the decision is yes, it is recommended that a single radio station be selected for everyone to use. This promotes an impression of unit cohesion within the formation. Music should be kept at a minimal level so as to not interfere with communications.

NOTE: Another possible option would be the idea of a chapter theme song. Several chapters have themes taken from popular music. A repetitive recording of a chosen song played from one external speaker might be something to try for a parade.

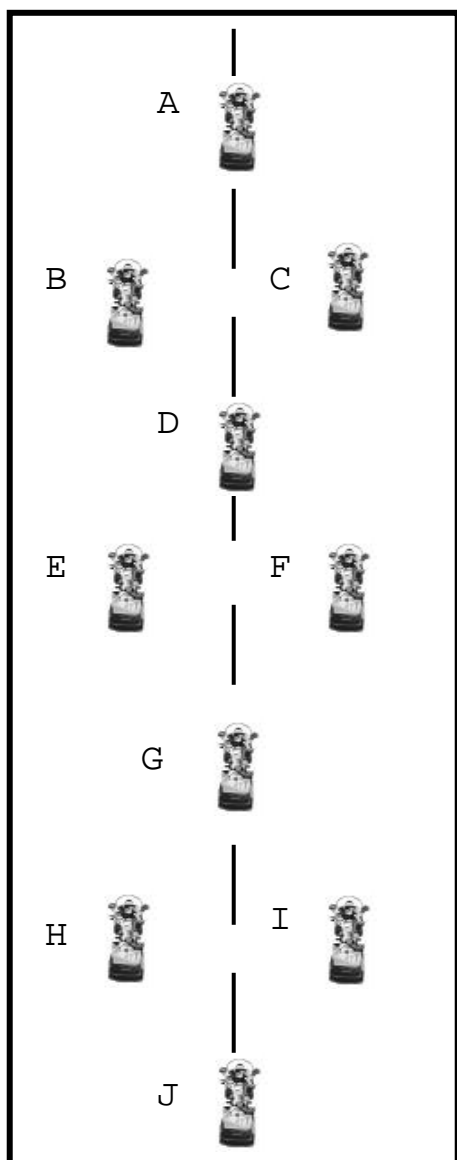
- 7. Communication:** Dialogue between motorcycles is very important. It allows the road captain to provide information regarding anticipated maneuvers and hazards. Communication is another factor which must be considered in making a decision about the use of external music speakers. The recommended procedure is that all individual radios and tape players be turned off during the parade. This will ensure good communications and avoids distractions. Not using external speakers prevents distracting or irritating onlookers with music that they may dislike. We are trying to look and act as professional as possible!

*Special Note:* The most important thing to remember about communications is that the parade leader has TOTAL control over the proceedings. If anyone has any questions regarding instructions or plans, those questions should be asked prior to parade movement. Under no circumstance should anyone argue with or try to change the established process during an event as this creates a potentially hazardous situation.

**Diagram #1**



- ◆ Used primarily for formations involving a large number of motorcycles.
- ◆ Not a recommended formation with any sidecars and/or trailers.
- ◆ Parade group leader should be in position A and the back door in position J.

**Diagram #2**

- ◆ Used primarily for formations with a mixture of motorcycles with or without sidecars and trailers.
  
- ◆ Position A or B should be the parade group leader. Use position B if A is a unit carrying the chapter banner.
  
- ◆ Sidecar units and trailer units should be in the centerline positions. (i.e. , A, D, G, and J.)
  
- ◆ The back door should be in position J.

**D. Parade Safety**

Safety must be of paramount concern in planning any ride. The following are recommendations involving personal safety and personal protective gear.

Helmets: no matter how hot the parade is, how short the route is, or any of the other reasons people might come up with, GWTA highly recommends the wearing of approved helmets. We're trying to promote a safe motorcycling image. State/provincial laws must be followed.

Recommended apparel for both rider and passenger: boots, long pants and gloves. Jackets or long sleeves are optional, based on the weather.

Motorcycles in the formation should be spaced at intervals so as to have a safe amount of maneuvering room, while maintaining the integrity of the group. Riders should attempt to accelerate and decelerate as smoothly as possible while maintaining the established distances in front, behind and abreast. These distances should have been established and agreed upon prior to the parade and will be based on the route, the number of motorcycles and the experience of the riders.

Not all possible contingencies can be covered when planning and organizing a ride. Something may happen that is totally beyond anything anyone expected. Proper planning and organization will hopefully have covered most common situations that could arise. If something does occur during the parade which requires an individual motorcycle to take action or to drop out of formation, safety for the rider, passenger and parade onlookers must be of primary concern. The parade coordinator or group leader should determine if a motorcycle in trouble requires immediate assistance or if the formation can return later to render assistance. Communication is the key. If immediate assistance is required the back door should drop out of the formation and render assistance and the next designated rider should assume the duties of the back door.

### **E. Parade Conclusion**

Parade or ceremonial riding can be a thoroughly enjoyable and rewarding experience. It also provides us with the opportunity to display our pride in ourselves, our association and our motorcycles. We can dispel some of the myths and stereotypes that people have associated with motorcyclists and do so with style and grace.

Planning + Organization + Safety = a POSitive impression

Enjoy your Riding !!

### **F. Donations**

Getting donations for chapter functions can be a very difficult task unless you're fortunate enough to have an outgoing person within your group. Such a person may be able to approach motorcycle dealers or distributors with ease to solicit items for gatherings. Someone else may seem to have a way with grocers or hardware dealers, or convenience store operators. Theme or ride parks such as 6-Flags or Great America should not be overlooked.



# The T.A. Way

## **Section 3**

### **National Program Outlines**

#### **for the Chapter Director**

*Destination Friendship*

## Gold Wing Touring Association

### Chapter 1 Family of the Year



#### A. Selection Guidelines

1. The program will be open to all families *except* operation officers higher than chapter director and their families. Chapter directors and assistant chapter directors and their families are eligible to participate.
2. A family unit generally consists of two adults and any household children.
3. Family of the year participants must be members of GWTA in good standing.
4. The GWTA membership of a selected Family of the Year must not expire during their tenure and/or title period.
5. If a member should be holding a chapter, state/provincial, regional or national Family of the Year honor, and during their term be elected or appointed to an office above Chapter Director, they will not need to give up their Family of the Year status.

#### B. Selection Process

1. **November:** The chapter director conducts the Family of the Year appointing process for the next year. Nominations may be solicited at a meeting and families nominated from the floor, or the Chapter Director may ask for submissions in writing. The chapter may also use a selection committee. Once the chapter Family of the Year is selected, the chapter director works with the newly nominated Family to prepare their biography (or resume), as well as preparing written justification for the chapter selection. This information is sent to the state/provincial director, supporting their candidate for state/provincial family of the year. (*Must be in the state/provincial director's office no later than November 30*).
2. **January:** Each state/provincial director appoints a Family of the Year Selection Committee to review the chapter nominations to select their representative for the state/provincial family of the year. The selection for state/provincial family of the year is based on information contained in the biographies and justifications submitted by the chapter directors. Alternatively, the State/Provincial Director may elect to conduct interviews of the chapter representatives, either via telephone or in person at a state event. Once selected, the state/provincial director prepares a written justification supporting their candidate for regional family of the year. This justification along with the biography and justification from the chapter director is forwarded to the regional director (*must be in the regional director's office no later than January 31*).
3. **February:** Each regional director appoints a Family of the Year Selection Committee to review the state/provincial nominations to select their representative for regional family of the year. The selection is based on information contained in the biographies and justifications from the chapter director and the justification from the

state/provincial director. Alternatively, the Regional Director may elect to conduct interviews of the state representatives, either via telephone or in person at a regional event. The regional director prepares a written justification supporting their candidate for regional family of the year. This justification, along with the justification from the state/provincial director and the biography and justification from the chapter director, are forwarded to the executive director (*must be in the executive director's office no later than March 10*).

4. **March:** The biographies for the regional families of the year are submitted to Touring News by the executive director to be published prior to the annual Goldrush rally in July.
5. **July:** The executive director will appoint a Family of the Year Selection Committee to conduct interviews of the regional representatives on Monday morning prior to opening ceremonies at Goldrush. The Selection Committee will inform the executive director of their decision. The executive director makes the announcement for the National Family at opening ceremonies. All Regional representatives who are interested in being considered for the National Family of the Year honor must be present to participate in the interview process. If financial obligations are keeping a Regional representative from attending Goldrush, the Regional Director may consider covering some of their expenses at Goldrush from the Regional treasury.

### C. National Family of the Year recognition and duties

1. The newly nominated National Family is presented with roses and sashes at opening ceremonies during Goldrush. During Goldrush, the newly elected Family may be asked to assist in passing out awards at assemblies, act as greeters at the registration area, hold a seminar promoting the Family of the Year program, and perform additional duties as the executive director may suggest.
2. The National Family serves for one year, and are considered to be members of the national staff. During their tenure, they will actively promote GWTA ideals and serve as a goodwill ambassador at as many rallies and events as may be feasible for the Family. It is suggested that regions, states, and chapters provide complimentary registration for the National Family at any GWTA event they attend, in recognition of their national honor.
3. The National Family of the Year shall have their next year's registration for Goldrush paid for by GWTA, as well as four nights free stay during next year's Goldrush at a hotel designated by GWTA. The free nights will be Monday through Thursday nights.
4. The National Family will receive national recognition with their picture on the cover of Touring News. During their tenure as National Family, they will write a monthly article for the Touring News.
5. The National Family will assist with the national selection process at the next year's Goldrush for the next National Family of the Year.

# *Gold Wing Touring Association*

## *Chapter 2 Helping Hands Program*



### **A. Introduction**

Helping Hands is a financial program, created by members to assist other members in time of need by providing immediate emergency funds for motorcycle-related accidents and major medical issues causing extreme financial hardship. The program is not designed to handle long-term financial support but to give immediate and temporary assistance in cases of extreme hardship, regardless of cause, until other resources can be obtained.

Should the grant recipient find in the future that they are in a position to do so, they are encouraged to re-donate this money to benefit someone else.

This program is funded solely by members via donations to the program. Donations are strictly voluntary and may be donated individually or by groups. Donations to the fund ARE NOT tax deductible.

### **B. Target Month**

Annually, the month of August has been officially designated by our national organization to be Helping Hands Activities Month. Chapters are encouraged to support Helping Hands by a selected fund raising benefit during August. Funds are welcome to the program at any time during the year.

### **C. Donations**

A check or money order can be made to: GWTA Helping Hands

See Section 4 of this manual for the address or contact the Helping Hands director; the phone number is listed in *Touring News*.

Please include your name, address, phone number and amount of donation when communicating with Helping Hands.

### **D. Program Organization**

- 1. Grant Committee:** This committee is comprised of the national Helping Hands Director and volunteer members.
- 2. National Helping Hands Director duties:**
  - Responsibility for program operations.
  - Presides over grant committee meetings.
  - Is a voting member of the grant committee.

- Responsible for record keeping within their control.
  - Required to forward quarterly financial statements to national operations.
- 3. Grant Committee Duties:** The committee is comprised of no less than two (2) members in good standing and the Helping Hands Director. Grant committee members shall:
- Assist the director in operations, if needed.
  - Screen, validate and render decisions on grant applications. These applications will be processed in order of priority.

### E. Applicant Qualification

The grant committee will monitor the following guidelines; chapter directors should follow these guidelines as closely as possible. The grant committee will make the final decision on grant awards. All applicants:

- Must be member(s) in good standing (i.e. maintain a current active membership).
- May apply as many times as necessary to obtain a grant. Only one grant per member/family will be approved within a five-year period.
- Funds may be requested up to \$500 per grant.

### F. Chapter Participation

In extreme emergency, when the grant committee is not available, the chapter may opt to grant funds from their treasury until funds can be obtained from Helping Hands.

All grants whether to individuals or to reimburse a chapter will be subject to approval by the grant committee and will be disbursed depending upon available funds. The grant committee will award such funds as appropriate, to a maximum of \$500 per grant, based upon factors such as funds availability, the number of grants requested, request priority, and the order in which requests were received.

### G. To Apply For Assistance

Applications for the Helping Hands program are available online @GWTA.org, through your chapter director, or from the Helping Hands director, whose name and telephone number are listed in *Touring News*.

Applications may be sent directly to the Helping Hands Director by mail, fax, or e-mail. The application should contain the following information as outlined on the form.

- Applicant's name, address and phone number.
- GWTA membership number and expiration date.

- Reason for request (must contain adequate information for committee and director to make a sound judgment. Lack of information will impede ability to receive funds.)
- Name, membership number and expiration date of verifying person.

*Gold Wing Touring Association*  
**Chapter 3 National Rider Education Program**



### **Introduction**

The Rider Education Program was developed to provide GWTA members with a quality rider/co-rider awareness program and to develop projects according to the needs of the members. Motorcycling is a sport with its own risk potential, multiplied by varying factors, environment, and our attitudes. Knowing how to avoid a potential hazardous situation while riding and having the skills to react are valuable to you and your riding companions. Having training in first aid and CPR is equally important and of great value. Through commitment, education and application we are confident this program will prepare our members for many safe and enjoyable miles.

See Section 4 for application form.

Your chapter rider education director should have detailed information on this program. It can be obtained from regional or national rider education directors.

Your questions, comments or suggestions on the program are encouraged. Please contact the national rider education director whose name and phone number appear in our monthly magazine, *Touring News*.

## *Gold Wing Touring Association*

### Chapter 4 Golden Heart Award Program



#### A. Introduction

This program was developed to show recognition to a person or persons (whether or not they are a member of GWTA) who have given of themselves to assist members of our association. Many of us will pitch in and do the right thing, then there are those who will go above and beyond; these are the people who although they seldom seek recognition, deserve it just the same.

Recipients of the Golden Heart Award will receive a certificate of recognition, an antiqued gold pin and the story of their good deeds published in *Touring News*.

There are many heart-warming stories or happenings that often go unrecognized except for a very sincere 'thank you'. Giving this award is another way of saying thanks with an added bonus. Each time the recipient sees the Golden Heart Award certificate, or puts on the Golden Heart pin, that 'thank you' will ring out loud and clear once again.

#### B. Nomination Process

This program is self-supporting; the person making the nomination will be required to pick up the minimal cost of the certificate(s), pin(s) and postage. The charges are \$6.00 to cover the cost of the antiqued gold pin, certificate, mailing container and, postage for the first pin. Additional pins and certificates are \$4.00 each. You may have up to four pins mailed in the same container. If you have any questions, contact the Helping Hands director whose contact information is published within *Touring News*.

The nomination process is:

- Write a short letter describing the act of kindness or generosity. This is *required* to qualify for the award.
- List how many certificates and pins are needed and the names of the recipients.
- Enclose a check to cover the cost of awards, as outlined above.
- Give details on how, when and by whom the awards will be presented or if you wish to have us mail them directly to the recipient. Pertinent address information must be enclosed.



# The T.A. Way

## **Section 4**

### **Forms and Applications**

#### **for the Chapter Director**

*Destination Friendship*

## **Forms and Applications Index**

### **Document #**

1. **Membership Application**
2. **Officer Application**
3. **Director's Request for Event Liability Coverage Form**
4. **Request to Reproduce Logo and Trademarks Form**
5. **License Agreement Application**
6. **Rider Education Program Enrollment Application**
7. **Helping Hands Applications**
8. **Helping Hands Contribution Forms**
9. **Business Membership Application**
10. **Chapter Annual Registration Form**
11. **Chapter Director Evaluation Form**
12. **Chapter Sign-in Sheet (Guest Book)**
13. **New Member Welcome Letter #1**
14. **New Member Welcome Letter #2**



# Gold Wing Touring Association

## *Destination Friendship*

### APPLICATION FOR MEMBERSHIP

- New
- Renewal
- Correction

If not new;  
 Member # \_\_\_\_\_  
 Chapter \_\_\_\_\_

#### Memberships

	<b>**1 Year</b>	<b>**2 Years</b>	<b>3 Years</b>
<b>Individual Member</b>	<b>\$75 U.S.</b>	<b>\$150 U.S.</b>	<b>\$225 U.S.</b>
<b>Family Membership</b>	<b>\$75 U.S.</b>	<b>\$150 U.S.</b>	<b>\$225 U.S.</b>

**Note:** \$39 of annual membership dues includes a one year subscription to GWTA's *Touring News* magazine. Your subscription cannot be deducted from dues..

\*\* A NEW membership of one year receives a 4-inch patch; a NEW membership of two or more years receives a 10-inch back patch (\$18 value). Family memberships receive an additional patch.

#### Membership Information (A family membership consists of 2 adults and up to 4 children.)

**Please Print Legibly**

Last Name	First Name	Last Name	First Name
(1)		(4)	
(2)		(5)	
(3)		(6)	
Street Address			
City		State/Province	Zip/Postal
Home Phone (     )		Work Phone (     )	
E-Mail			

**Gold Wing Owner**,  **Other Brand (specify)** \_\_\_\_\_

Please assign me to Chapter \_\_\_\_\_ State/Province \_\_\_\_\_

Your membership includes the GWTA Blue Line, a toll free number to access a directory of members in the U.S. and Canada, and services they can provide their fellow members while touring. Please check below EACH service you can provide. Your phone number is required to be listed in the Blue Line Directory. This has been a very valuable resource to our members.

- Bike / Trailer Pick Up    
  Phone Calls    
  Tent Space    
  Lodging    
  Tools

Enclosed is Check # \_\_\_\_\_ made out to GWTA in the amt. of \$ \_\_\_\_\_ to cover membership dues, or charge my

MasterCard   
  Visa   
  Amex   
 Credit Card # \_\_\_\_\_   
 Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Recruiting Credit to \_\_\_\_\_ Membership # \_\_\_\_\_

**Mail completed application along with payment to**  
**GWTA**  
**PO Box 42403**  
**Indianapolis IN 46242-0403**

**GWTA Office can also be reached at**  
**Toll Free 1-800-960-GWTA (4982)**  
**Ph. (317) 243-6822 Fax (317) 243-6833**  
**E-mail: [membership@gwta.org](mailto:membership@gwta.org)**

The Gold Wing Touring Association is owned and operated by its members for its members. GWTA's goals are to offer its members a variety of social and touring activities, to improve the image of motorcycling and promote safe riding practices.



# Gold Wing Touring Association

## *Destination Friendship*

### OFFICER APPLICATION

Office Use	
A	A
D	D
State/Province	Region

**Check position you are applying for.**

- Chapter Director       Assistant Chapter Director  
 State/Provincial Director       Assistant State/Provincial Director  
 Region Director       Assistant Region Director

*Please type or print clearly*

Chapter & State/Province \_\_\_\_\_

Name \_\_\_\_\_

Spouse's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

( \_\_\_\_\_ ) \_\_\_\_\_      ( \_\_\_\_\_ ) \_\_\_\_\_  
Home Phone      Work Phone

Email \_\_\_\_\_

What is the registered name of your chapter?  
\_\_\_\_\_

Names as they are to appear on officer's badges:

Yourself \_\_\_\_\_

Your Co-Director \_\_\_\_\_

What year and model touring motorcycle do you own?  
\_\_\_\_\_

Why do you wish to be a GWTA officer? (Your goals etc.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Rev9/15/05

What do you feel are your qualifications?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list your motorcycling experience and other affiliations:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Statement of responsibility: If I am appointed to the position for which I have applied I agree to abide by the GWTA By-laws and other governing documents of the Gold Wing Touring Association.

Applicants Signature \_\_\_\_\_

Co-Applicants Signature \_\_\_\_\_

Membership Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Date of application \_\_\_\_\_

Review your answers then forward to your state/provincial director

<b>For Office Use Only</b>	
Regional Director Signature _____	
State/Provincial Directors Signature _____	
Date of approval _____	
Outgoing Officer _____	GWTA # _____
<b>Circle one:</b> None Retired Resigned Removed Other _____	



# GWTA

*Destination Friendship*

## Director's Request for Event Liability Coverage

Rev. 1/11/10

Note: This form is for the use of GWTA directors to acquire liability insurance through GWTA for sanctioned GWTA events, if such coverage is required by a third party as a condition to hold an event.

**INFORMATION MUST BE COMPLETE.....FORM SHOULD BE SUBMITTED 60 DAYS IN ADVANCE OF EVENT DATE.**

*Please type or print clearly.*

**Requesting director information:**

Director Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Day Phone ( ) \_\_\_\_\_ Night Phone ( ) \_\_\_\_\_ Chapter \_\_\_\_\_

**GWTA Event Information:**

Event Date \_\_\_\_\_ Location \_\_\_\_\_

Type of event (Mall Show, Fun Run, etc.) \_\_\_\_\_

Purpose of event (Fundraiser, fun, etc.) \_\_\_\_\_

Event Sponsor (Region, State/Province, Chapter, etc.) \_\_\_\_\_

**Entity Requesting Evidence of Liability Coverage:**

Please be complete; ask responsible party for information required to appear on binder.

Company Name, Business Name, etc. \_\_\_\_\_

Responsible Individual's Name \_\_\_\_\_ Position/Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Business Phone (include area code) ( ) \_\_\_\_\_ After hours phone if available ( ) \_\_\_\_\_

**Certificate will be mailed directly to the additional insured.**

**IMPORTANT: THE REQUESTING DIRECTOR SHOULD:**

1. Review this form for accuracy and completeness.
2. Send completed form to region director for approval.

<b>Regional Office:</b>	<input type="checkbox"/> Form Completed	<input type="checkbox"/> Authorized by RD	
Region Director's Signature: _____	Date: _____		
<b>National Office:</b>	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input type="checkbox"/> Sent to Insurance Company
Processed by: _____	Date: _____		



# Gold Wing Touring Association

## *Destination Friendship*

### Director's Request to Reproduce the GWTA Logo and/or Trademarks

Office Use	
A	A
D	D

State/Province    Region

Note: The GWTA logos and trademarks ("marks") are the registered property of GWTA, Inc., and cannot be reproduced without the written permission of GWTA. If permission is granted, *reproduction MUST be exact and without any alteration or modification.*

PLEASE INDICATE WHICH GWTA REGISTERED MARKS YOU WISH TO REPRODUCE:

- The Association Initials: GWTA
- The Association Name: Gold Wing Touring Association
- The GWTA Round Graphic Logo, (World Logo) as it appears in the upper left corner of this form

PLEASE INDICATE THE PURPOSE FOR REPRODUCING THESE GWTA MARKS:

- For a GWTA Chapter Event
- For a GWTA State Event
- For a GWTA Region Event
- Fliers/Advertising
- Stationery/Envelopes
- Other (specify) \_\_\_\_\_
- For GWTA Chapter Identification
- For GWTA State Identification
- For GWTA Region Identification
- Newsletters
- For Business Cards (association members or officers)

Please give specific details below about the items on which the indicated GWTA marks will appear, and how these items will be used to further the goals and purposes of the association.

\_\_\_\_\_

\_\_\_\_\_

*Note: A separate form must be submitted for each separate item on which association marks are to appear.*

Please sketch item here showing placement of GWTA marks.

\_\_\_\_\_

Requesting Director's Name (please print clearly)

\_\_\_\_\_

Mailing Address

\_\_\_\_\_

City, State/Province, & Zip/Postal

\_\_\_\_\_

Signature and Date

\_\_\_\_\_

Chapter, State/Province & Region affiliation of Requestor

State/Province Director's Signature \_\_\_\_\_ Date \_\_\_\_\_

Regional Director's Signature \_\_\_\_\_ Date \_\_\_\_\_

# Reproduction and Use of the GWTA Trademarks and Logos

All service marks, trademarks (referred to as “marks”), and the graphic logos used by GWTA are registered and copyrighted by the Gold Wing Touring Association, Inc. Any reproduction of these marks or logos is subject to the authority and approval by the GWTA Board of Directors. It is the responsibility of the board of directors, the association officers, and the GWTA membership to help protect these marks and logos from unauthorized use.

The GWTA Board of Directors has authorized limited use of these association marks to its duly appointed officers. GWTA officers may reproduce the marks and logos to enhance the association’s image and for the use in the raising of funds, primarily to help finance the expense of operating their offices. Decisions for the use of such funds will be made at the level where the funds are raised. **AT NO TIME MAY AN OFFICER USE THE ASSOCIATION MARKS OR LOGOS FOR PERSONAL GAIN.**

Chapter directors may receive permission to reproduce and use the GWTA marks and logos on items for sale, if such items on which the marks and/or logos are to appear are intended to be sold within the normal bounds and scope of the chapter. Chapter letter, name, or other chapter identity must be used along with the GWTA marks or logos on all items placed for sale by the chapter.

State/provincial directors may receive permission to reproduce and use the GWTA marks and logos on items for sale, if such items on which the marks and/or logos are to appear are intended to be sold within the normal bounds and scope of the GWTA state/provincial office. State/provincial name, or other state/provincial office identity must be used along with the GWTA marks or logos on all items placed for sale by the state/provincial director.

The GWTA marks and logos must be reproduced without alteration or modification. Other wording, drawings, or designs may be placed adjacent to the logos, but not within the border of the logo, as this amounts to an alteration of the logo. The association name and initials may be incorporated within the borders of chapter, state/province, or regional pins, patches, etc., if so desired.

Approval for reproduction of the marks or logos on any one request will be for a period of not more than twelve months, except where approval may be given for certain “paperwork” and stationery, or for chapter, state/province or region identity such as chapter or state/province pins or patches, etc. No so-called “blanket approval” for reproduction of the GWTA marks and logos will be given any chapter, state/province or region.

Chapter and state/provincial directors may receive permission to reproduce the GWTA marks and/or logos by completing the appropriate form. The form must be signed by the requesting director and sent to the proper approving director. A decision to approve or disapprove will be made and sent to the requestor within 30 days of receipt by the approving authority. The GWTA marks or logos must not be reproduced until such written approval is received by the requestor.

State/provincial directors are authorized to approve marks and logo reproduction on the following:

1. Stationery, cards, fliers and newsletters for chapters
2. Recruiting and advertising literature, etc. for chapters

Regional directors are authorized to approve marks and logo reproduction on the following:

1. Stationery, cards, fliers and newsletters for chapters, states/provinces and regions
2. Pins, patches, plaques, trophies, awards, banners, flags and other “hardware” type items, for chapters, states/provinces and regions

Copies of all requests approved by state/provincial directors must be forwarded to the regional director. The regional director will then forward copies of all requests approved within the region to the GWTA Operations Office for filing.

# GOLD WING TOURING ASSOCIATION

*Destination Friendship*



## License Agreement

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**BETWEEN:** Gold Wing Touring Association, Inc.  
P.O. Box 42403  
Indianapolis, IN. 46242-0403

**AND:**

Attached hereto are copies of the logos, service marks and trademarks of the association, which the licensee may desire to use in the promotion of its products and/or services.

**THE LICENSEE DESIRES TO USE THE FOLLOWING ITEMS OF THE ASSOCIATION:**

*Gold Wing Touring Association*  
*Initials - GWTA*  
*Destination Friendship*  
*World Logo*

*USA - GWTA flying wing*  
*USA - GWTA safety logo*  
*Canadian - GWTA flying wing*  
*Canadian - GWTA safety logo*

*The Licensee* plans to market the product/service in the following manner:

*The Association* guarantees pattern and product style protection on all non-exclusive right items approved by the association for the licensee.

*The Licensee* agrees to pay the association: (check one of the following)

_____ Chapters	\$ 50.00
_____ States/Provinces	\$100.00
_____ Regions	\$150.00
_____ Commercial	\$300.00

The product of the licensee will be listed in TA Treasures monthly in *Touring News* magazine to assist in marketing the product.

**The Licensee** shall show that the logo, service mark and/or trademark is the property of the association and shall place such markings on it to indicate that it is legally protected.

**The Licensee** shall have in its possession at all times and places where its goods and/or services are available to members of the association or the public for purchase, use or consumption, a copy of the approval of its use of the logo, service mark and/or trademark. Failure to comply with this provision shall result in the immediate suspension of the license by any chapter director, state/provincial director, regional director, executive director, national officer, or member of the board of directors.

Any misleading or deceptive advertising or any violation of a consumer protection statute by the licensee shall be grounds for the immediate termination of the agreement without compensation to the licensee whether or not it relates to the product or service licensed by the association.

If this agreement arises out of a presentation by the licensee to the association of drawings or prototype products, the executive director of the association shall have the right to immediately terminate this agreement, without compensation to the licensee, if the product as produced does not measure up to the representations contained in the drawings, prototype or application.

No product or service can be advertised as endorsed, supported or recommended by the association without the specific approval of the board of directors of the association.

This agreement is subject to being terminated at any time for cause by the board of directors of the association without notice and without compensation. The board of directors shall be the party determining what constitutes cause for these purposes. The licensee shall have a period of ninety (90) days to reduce its inventory. Cause for termination as determined by the board of directors must reflect a violation of the intent of the license agreement.

This agreement shall expire on the 31st day of December 20\_\_\_\_. Any request to extend this agreement must be approved by the executive director of the association at least 60 days prior to its expiration. Any products or advertising material, which contains the association's logo, service marks and/or trademarks, in the possession of the licensee at the time of the expiration of this agreement shall be immediately destroyed should the request for extending the agreement be denied.

This agreement constitutes the entire agreement and understanding between the parties hereto and terminates and supersedes any prior agreement or understanding relating to the subject matter hereof between GWTA and the licensee.

\_\_\_\_\_  
Licensee

Date \_\_\_\_\_

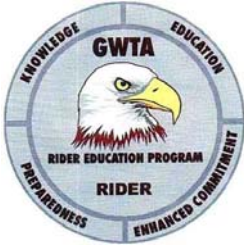
\_\_\_\_\_  
Gold Wing Touring Association

Date \_\_\_\_\_

# Gold Wing Touring Association

## *Destination Friendship*

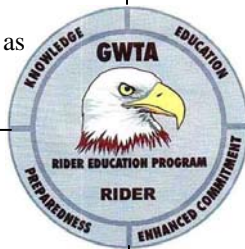
### Rider Education Enrollment Application



This program was developed to encourage members to prepare themselves to handle the everyday situations people face both on and off the motorcycle. Knowing what to do to avoid a potential hazardous situation while riding and having the skills to react when confronted with one is valuable to you and those you ride with. Having training in first aid and administering CPR is equally important and of great value. Having someone with us who is committed to being prepared should give us great comfort. You can be that person for someone by participating in this program of **knowledge, education, preparedness and enhanced commitment.**

**Entry Level; Safety by Commitment:** This is the first step on the road to knowledge, education, preparedness and enhanced commitment. Many people consider motorcycling a high-risk activity. That risk will be greatly reduced for those who educate themselves and we are confident this program will prepare you for many safe and enjoyable miles. This level is perhaps the most important part of the R.E.P. structure. Regardless of your training and skill level it is worthless if you are not committed to utilize your training and skill to the fullest. By enrolling, you will receive your 4" rider or co-rider patch. Additionally, there are four levels as shown below where, after completing the requirements for each; you will receive a rocker to add to the patch. If you do not wish to receive patches or rockers, you may pay a one time charge of \$5.00 for participation in the program at all levels. You will receive only an I.D. card upon completion of each level. The requirements are as follows. (Current MSF Instructors are exempt from riding course requirements.)

<p><b>Level I, Knowledge:</b> Requirements:</p> <ul style="list-style-type: none"> <li>• Motorcycle endorsement on drivers license</li> <li>• At least an 80% successful completion of a knowledge test and evaluation administered by your chapter rider education director. The knowledge test consists of general riding and related safety topics. Evaluation covers personal safe riding attitudes as demonstrated during chapter rides and functions.</li> </ul>	<p><b>Level II, Education:</b> Requirements:</p> <ul style="list-style-type: none"> <li>• Be enrolled in Level I</li> <li>• Rider needs current motorcycle license endorsement</li> <li>• Rider and/or co-rider must have completed an MSF or approved equivalent course within the last 2 years. Co-rider can also qualify having attended a co-rider seminar within the last 2 years.</li> </ul>
<p><b>Level III, Preparedness:</b> Requirements:</p> <ul style="list-style-type: none"> <li>• Be enrolled in Level II</li> <li>• Should wear protective clothing</li> <li>• Carry a practical first aid kit</li> <li>• Have current first aid certification</li> </ul>	<p><b>Level IV, Enhanced Commitment:</b> Requirements:</p> <ul style="list-style-type: none"> <li>• Be enrolled in Level III and comply with Level III requirements.</li> <li>• Have a current CPR and First Aid certification.</li> <li>• Active participation in organized practice sessions.</li> <li>• Rider and/or co-rider must have completed an MSF or approved equivalent course within the last 2 years. Co-rider can also qualify having attended a co-rider seminar within the last 2 years.</li> </ul>



**Level IV Renewal, Enhanced Commitment and Preparedness:** Level IV must be renewed annually by meeting all original requirements of becoming a level IV. Please give your chapter rider education director copies of the current certifications and you will have qualified for a year bar depicting how many years you have been level IV participant.

Please fill out the information below and present it to your safety rider education director along with needed copies of documents required. Write a check payable to GWTA for the amount required for your patch, rocker(s) or ID card only, or your pin for which you have qualified.

**THIS IS A SELF SUSTAINING PROGRAM AND ALL CHARGES ARE TO COVER THE COSTS OF MATERIALS**

Please check item(s), and total any charges.

Check Boxes	Level	Verified by	Title	Date	Cost
	Entry Level (Rider 4" patch)				\$7 U.S.
	Entry Level (Rider I.D. only)				\$5 U.S.
	Entry Level (Co-Rider 4" patch)				\$7 U.S.
	Entry Level (Co-Rider I.D. only)				\$5 U.S.
	Level I (Rocker)				\$3 U.S.
	Level I (I.D. only)				No Charge
	Level II (Rocker)				\$3 U.S.
	Level II (I.D. only)				No Charge
	Level III (Rocker)				\$3 U.S.
	Level III (I.D. only)				No Charge
	Level IV (Rocker)				\$3 U.S.
	Level IV (I.D. only)				No Charge
	Level IV Renewal (Year Bar)				\$3 U.S.
	Level IV Renewal (I.D. only)				No Charge
Send completed form and check payable to GWTA for this amount . . . . . Total =					

To the GWTA national rider education director whose address is listed in your Touring News magazine, or ask your chapter rider education director.

Name _____	Member# _____
Address _____	
City _____	State/Province _____ Zip/Postal _____
Phone (____) _____	

**Thank You** for your participation in the Gold Wing Touring Association Rider Education Program.

Region \_\_\_\_\_ State \_\_\_\_\_ Chapter \_\_\_\_\_

Don & Judy Coons  
 GWTA National Rider Ed Directors  
 P.O. Box 1164  
 Rogue River, OR 97537  
 541-324-2820

# GOLD WING TOURING ASSOCIATION



## *Destination Friendship*

### Helping Hands Application

**ALL GRANTS, WHETHER TO APPLICANTS OR CHAPTER REIMBURSEMENT, WILL BE SUBJECT TO APPROVAL BY THE GRANT COMMITTEE AND AVAILABILITY OF HELPING HANDS MONIES. THE HELPING HANDS COMMITTEE WILL DECIDE THE AMOUNT OF GRANT, UP TO \$500, BASED ON NEED OF MEMBER, AVAILABILITY OF FUNDS AND NUMBER OF REQUESTS RECEIVED AND ORDER OF RECEIPT.**

Forward completed application to:

**Gold Wing Touring Association  
Helping Hands  
P. O. Box 42403  
Indianapolis IN 46242-0403**

**Phone: 1-800-960-GWTA (4982)**

*(Please type or print clearly)*

Name(s) of Applicant \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Member # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Phone ( \_\_\_\_ ) \_\_\_\_\_

Amount Requested \$ \_\_\_\_\_

Reason for Assistance Request \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Verified by \_\_\_\_\_ Member # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**NOTE: Please complete questionnaire on back/page 2 before mailing.**

<b>Helping Hands Grant Committee Use Only</b>		
<input type="checkbox"/> Disapproved	<input type="checkbox"/> Approved	Amount \$ _____
A WRITTEN EXPLANATION WILL BE FORWARDED IF DISAPPROVED.		

**PLEASE COMPLETE ALL INFORMATION PERTAINING TO THIS REQUEST FOR A HELPING HANDS GRANT:**

**ACCIDENT, INJURY OR ILLNESS**

Member condition and prognosis:

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Self-employed without insurance? Yes \_\_\_\_\_ No \_\_\_\_\_  
Self-employed with no ability to generate income? Yes \_\_\_\_\_ No \_\_\_\_\_  
Has employment insurance through the employer? Yes \_\_\_\_\_ No \_\_\_\_\_  
Has a spouse who is working? Yes \_\_\_\_\_ No \_\_\_\_\_  
Is included on spouse's employment insurance? Yes \_\_\_\_\_ No \_\_\_\_\_  
Estimated dollar amount of expenses that will not be covered by insurance?

If accident, will an insurance settlement be received? Yes \_\_\_\_\_ No \_\_\_\_\_

**PERSONAL**

Family illness? Yes \_\_\_\_\_ No \_\_\_\_\_ Relationship to member \_\_\_\_\_

Condition and prognosis:

---

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Estimated dollar amount of expenses that will not be covered by insurance?

Destruction of home? Yes \_\_\_\_\_ No \_\_\_\_\_ Is home habitable? Yes \_\_\_\_\_ No \_\_\_\_\_

Cause of Destruction \_\_\_\_\_

Home was covered by insurance or renters insurance? Yes \_\_\_\_\_ No \_\_\_\_\_

Estimated dollar amount of home rebuild/repair that is not covered by insurance:

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Death in Family? Yes \_\_\_\_\_ No \_\_\_\_\_ Relationship to member \_\_\_\_\_

Grant would assist with payment of what type expenses:

---

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Loss of Job/Unemployed? Yes \_\_\_\_\_ No \_\_\_\_\_ How long out of work? \_\_\_\_\_

Receives unemployment compensation? Yes \_\_\_\_\_ No \_\_\_\_\_

Member has income from any other source? Yes \_\_\_\_\_ No \_\_\_\_\_

Unemployment compensation is sole income for family \_\_\_\_\_ Single Person \_\_\_\_\_

Estimated dollar amount of monthly needs not covered:

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**OTHER** (please explain in detail)

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# Gold Wing Touring Association

## Helping Hands

All Contributions Welcome!

Send Donations To: **GWTA Helping Hands**  
**PO Box 42403**  
**Indianapolis, IN 46242-0403**

Amount \$ \_\_\_\_\_

Name(s) of Contributor(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Rev. 01/07/03



# Gold Wing Touring Association

## Helping Hands

All Contributions Welcome!

Send Donations To: **GWTA Helping Hands**  
**PO Box 42403**  
**Indianapolis, IN 46242-0403**

Amount \$ \_\_\_\_\_

Name(s) of Contributor(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Rev. 01/07/03



# Gold Wing Touring Association

## Helping Hands

All Contributions Welcome!

Send Donations To: **GWTA Helping Hands**  
**PO Box 42403**  
**Indianapolis, IN 46242-0403**

Amount \$ \_\_\_\_\_

Name(s) of Contributor(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Rev. 01/07/03



## GWTA

2415 Directors Row Suite K, Indianapolis, IN 46241  
P.O. Box 42403, 46242-0403

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### BUSINESS MEMBERSHIP REGISTRATION

As a GWTA Business Member, I will support the ideals and goals of the GWTA while providing enhanced services and/or products to the members. I agree, whenever possible, to provide the GWTA Membership with a discount or equivalent award on all products and services.

As a GWTA Business Member and Honda Motorcycle Dealer (if applicable), I agree to:

1. Provide a discount on products and parts where available
  2. Support local chapter activities
  3. Respond to emergency road service when available
- Road Service Available?
- a. YES
  - b. NO

I understand that my GWTA Business Membership Packet will include:

1. A featured line listing in Touring News Magazine
2. A featured link on the GWTA website – WWW.GWTA.ORG
3. Full year subscription to Touring News Magazine
4. Ability to participate in the Dealer Incentive Program to earn free or discounted advertising within Touring News
5. Blue Line listing as a GWTA supporter of your area

Please make check in the amount of \$200 (US Funds) payable to GWTA and mail to:  
GWTA Member Services, PO Box 42403, Indianapolis, IN 46242-0403.

Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Principal Product(s): \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State/Province: \_\_\_\_\_

Zip/Postal: \_\_\_\_\_

\_\_\_\_ Enclosed is a check in the amount of \$200 (US)

Please charge my \_\_\_\_ Visa \_\_\_\_ Mastercard \_\_\_\_ AMEX

Credit Card No: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as appears on Card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_



# GWTA

*Destination Friendship*

## Chapter Annual Registration

Each chapter in GWTA must register annually; registrations are due at the GWTA National Office by November 30<sup>th</sup>. Registrations received with a postmark date after November 30<sup>th</sup> will incur a \$25 late fee. There are 2 options for chapter registration. Please clearly mark your selection below.

**\$50 Chapter Registration Fee** (*insurance certificates requested for additional insured will be issued for a premium of \$125 each*)

**\$150 Chapter Registration Fee** (*insurance certificates requested for additional insured will be issued free of charge*)

The benefits of chapter registration include:

1. The association will bond the chapter treasury for an amount not to exceed \$500.
2. All chapter meetings, chapter events and chapter participants are covered with \$2,000,000 third party liability protection at all times when involved in any GWTA activity. Exception to this coverage occurs when an individual is named as an individual in legal action.
3. The chapter will also be eligible to obtain up to \$2,000,000 of "third party" liability insurance to cover the property or a property owner (a shopping mall for example) for chapter events, *when it is required by a property owner or manager as a condition for using the property for the event*. If you selected the \$50 registration fee, there will be a premium of \$125 for each certificate requested.
4. The chapter may officially register its choice of chapter name (in good taste) with the association. No two chapters may register the exact same name. Registration of chapter names will be on a first come first served basis. Requests for a name change may be made at the time of annual registration renewal.

**Requesting Director Information:** (please type or print clearly)

Director's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_ Chapter Letter Designation \_\_\_\_\_

Requested chapter name or previous chapter name

**Certifying Authority:**

I am the duly appointed GWTA Chapter Director in the above listed GWTA Chapter. After consulting the members who are presently participating with the chapter, it was determined that the above listed chapter name would be submitted for registration.

X \_\_\_\_\_

Chapter Director's Signature

Date

**Important:** The requesting chapter director should:

1. Review this form for accuracy and completeness.
2. Attach this form to a check for \$50 (US) or \$ 150 (US) payable to GWTA.
3. Send completed form and check to your state/provincial director, allowing them plenty of time to forward the registration to the Region director, who will need to get all registrations in to the National Office by the deadline of November 30<sup>th</sup>.
4. Chapters not registered by the deadline will be dropped until registration is received.
5. Late registrations will incur a late fee of \$25.
6. Changes may not be made to this form after the November 30, 2010 deadline.
7. Signature on this form confirms that you have read and agree to the terms and conditions outlined above.

# GOLD WING TOURING ASSOCIATION

## *Destination Friendship*



### Chapter Director Evaluation

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Chapter Director's Name \_\_\_\_\_ Chapter \_\_\_\_\_

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**Circle One**

1.	Yes	No	Has adequate staff?
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If "No", what is needed in additional staffing? \_\_\_\_\_

Would you be interested in a staff position? \_\_\_\_\_

2.	Yes	No	Actively participates in chapter functions?
----	-----	----	---

Comments: \_\_\_\_\_

3.	Yes	No	Encourages chapter members to participate in chapter/GWTA events?
----	-----	----	---

Comments: \_\_\_\_\_

4.	Yes	No	Has the qualities needed to lead the chapter?
----	-----	----	---

If "No", what do you feel is lacking? \_\_\_\_\_

5.	Yes	No	Involves the chapter in decision making?
----	-----	----	--

If "No", do you attend the planning/business meetings where decisions are made? \_\_\_\_\_

6.	Yes	No	Asks for member input on chapter events?
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Comments: \_\_\_\_\_

7.	Yes	No	Listens to member complaints and tries to resolve issues?
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Comments: \_\_\_\_\_

8.	Yes	No	Does a good job conducting chapter meetings?
----	-----	----	--

Comments: \_\_\_\_\_

**Circle One**

9.	Yes	No	Chapter meetings are informative and fun?
----	-----	----	---

How would you improve meetings? \_\_\_\_\_

10.	Yes	No	Informs members of national, regional and state events?
-----	-----	----	---

Comments: \_\_\_\_\_

11.	Yes	No	Encourages support and/or involvement in other chapter's meetings/events?
-----	-----	----	---

Comments: \_\_\_\_\_

12.	Yes	No	Would this chapter director have your support in another term of office?
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Comments: \_\_\_\_\_

**Member Information:**

1. Average number of chapter meetings you attend per year?.....

2. Approximately how many other GWTA events do you attend?.....

3. Do you volunteer?.....  Yes  No

4. If you have not volunteered to be active in your chapter, would you if you were asked?.....  Yes  Possibly  No

5. Suggestions for future rides or events you would like considered. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**X** \_\_\_\_\_  
Your Name (Optional)

**Thank you** for taking the time to evaluate your chapter director. It is through this process along with your comments and suggestions that chapter directors can only better themselves. It is **YOUR** chapter and your responsibility to see that the needs and desires of the majority are met.



## *Gold Wing Touring Association*

### **Dear Fellow Touring Motorcyclist**

We would like to introduce you to what many of our new members call “the best kept secret in organized motorcycling,” the Gold Wing Touring Association. The main goal of GWTA is to bring motorcyclists together for the purpose of **friendship, fun** and the **freedom** to achieve that goal. We are owned and operated by our members.

Under the heading of **fun** GWTA membership offers you a wide variety of activities on and off the motorcycle throughout the year. All of these activities will lead to the ultimate goal, **friendship**.

Your membership fee entitles you to the following benefits:

1. GWTA Logo patch (es), pin(s) and decals.
2. GWTA Membership Card(s)
3. A monthly copy of our organization magazine *Touring News*. Our magazine is dependent upon our members for its content. You will find interesting articles, features, information about happenings in GWTA throughout the US and Canada and upcoming activities and events.
4. The GWTA Blue Line, a toll free number to access a directory of members and their phone numbers in the U.S. and Canada, along with services they can provide their fellow members while touring. This has been a very valuable resource to our members.

If you enjoy people and motorcycling and decide to become involved you will be making a lifestyle change you will never regret. We believe GWTA is the finest motorcycle organization around. We're proud of what we the members have created and we want to share it with others.

The members of GWTA Chapter\_\_\_\_\_

## *Gold Wing Touring Association*

### **Dear Fellow Touring Motorcyclist**

Thank you for your interest in the Gold Wing Touring Association.

Many who are familiar with organized motorcycling want to know what makes us different from other organizations. The following paragraphs will answer some of those questions.

Our organization was established in 1987 because a few hundred people decided they wanted to start an organization whose leaders were answerable to the members and only the members. Why were they driven to this monumental task when many were saying "Others have tried and failed, so will you!" ? These few hundred were driven by the desire to enjoy motorcycling and they were convinced the only way they could reach that goal was with **freedom**. They felt if they could establish **freedom, fun and friendship** would quickly follow.

### **FREEDOM**

The founders of GWTA felt the members needed the freedom to decide for themselves what would bring them enjoyment. It all begins with a few individuals in a community who get together and decide amongst themselves what they might enjoy doing together. This is what a GWTA chapter does. The first step is the election of a chapter director. The director is elected by the members from those in the chapter who are interested. The job is simply seeing that the wishes of the members are carried out, while at the same time operating within the boundaries set forth by the member elected board of directors. Does this person have to ride a Gold Wing? No. The chapter director is given a copy of 'TA WAY', a *guide* book on how a successful chapter may be operated. Please note that the word 'guide' is in italics. This means it is not law but suggestions on how to operate a chapter. What your chapter does, when you do it or what your chapter uniform will be (which is optional), is all up to the membership. Majority rules. **Any funds the chapter raises belong solely to the chapter. The chapter is accountable only to its chapter members.**

### **FUN**

If you have freedom you can't help but have fun. The prime driving force behind our (the members') organization is fun. We are not driven by profit or numbers but by good times and friendships. GWTA activities are planned to give the member a maximum of fun at a minimum cost.

### **FRIENDSHIP**

This is by far one of the greatest rewards GWTA has to offer its members. If you choose to be involved in your organization you will gain many lasting friendships. You will be involved with people who have something in common: a passion for motorcycling, fun and friendship.

We are expecting continued growth as our organizational concept becomes known and experienced. Ask our members your questions. They'll tell you anything you want to know. We are very confident that what we offer is just what you're looking for.

Members of GWTA Chapter\_\_\_\_\_