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2008 District Couple of the Year
Dave & Betty Andrade

Region A Directors
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GWRRRA Georgia

December 2007



Happy Holidays

2008 District COY Selected at Wind Down

Jeff and Susan Poirier of Chapter B-2 in Douglasville and Dave and Betty Andrade of Chapter T in Athens made it very difficult for the judges to determine which couple would be the 2008 District Couple Of the Year. Both couples gave outstanding presentations and looked like poster couples for the Couple Of the Year program. After the scores were tallied, Dave and Betty Andrade, with a very narrow margin, had the highest score. Jeff and Susan and Dave and Betty were fantastic candidates and were very active in their Chapters. We congratulate both couples and welcome Dave and Betty to their new position. Please take the opportunity to thank Jeff and Susan and Dave and Betty for their active participation in the Couple Of the Year program. Jeff and Susan will be appointed as Georgia District Ambassadors in recognition of their involvement in the COY program. We would like to give our heartfelt thanks to Kelles and Laura Sue Fleming for their dedication and support as our 2007 District Couple Of the Year.

Happy Holidays

With Thanksgiving behind us and the few extra helpings of turkey, dressing and pecan pie in the front of us, we now look forward to the hustle and bustle of

holiday shopping and family gatherings. We want to wish everyone a very Happy Holidays and to remind you this is the busiest travel period of the year so be careful and be safe while traveling. We would like to remind everyone that if you plan to attend a Chapter gathering in December, please call first because a lot of Chapters do not have a regularly scheduled meeting due to Christmas parties.

\$500 Cash Prize Tickets

The easiest way for your Chapter to generate operating funds with very little effort is to sell the \$500 cash prize tickets. The Chapter will retain ninety cents on every ticket sold. The only expense to the Chapter is the cost of printing the tickets. If you have not placed your order, please do so no later than 20 December so we can have the tickets printed and ready to hand out at Chilly Willy.

Officer Changes

Along with the end of the year, also comes changes of some Chapter Officers that decide to pass along leadership of the Chapter. If there will be officer changes within your Chapter, please let us know as soon as possible in order to complete the required paperwork. Your District Staff will have the paperwork available and will be glad to assist in preparing the required paperwork or answer any questions.

GOOD THINGS TO KNOW

UPCOMING EVENTS

Jan 12, 2008 - Chilly Willy: Will be held at the Garden Patch Restaurant in Barnesville. Doors open at 9:30. There will be a general meeting at 10:00 and the Officer's meeting will begin at 12:30. For more information, check out the Georgia District website at www.gwrra-ga.com

Jan 26-27 - Horizons: Comfort Inn, Perry GA. For more information, contact Dave and Sharon Aikens at aikensdl@cox.net

Feb 2 - Instructor Development & Certification: Verhulst Trikes-N-Bikes, 7875 Maysville Road, Maysville, GA 30558 . For more information,

please contact Dave and Sharon Aikens at aikensdl@cox.net

Feb 9, 2008 - GA-S - Sweetheart Poker Run: Fort Yargo State Park, Winder, GA. For more information, contact Ken & Traci Thrasher at 706-310-1041

Feb 16-17 - Horizons: Comfort Inn, Perry, GA. For more information, contact Dave and Sharon Aikens at aikensdl@cox.net

Feb 23 - Knowledge Enhancement: Verhulst Trikes-N-Bikes, 7875 Maysville Road, Maysville, GA 30558 . For more information, contact Dave and Sharon Aikens at aikensdl@cox.net

A Final THANK YOU to the 2007 CHAPTER COUPLES OF THE YEAR

GA-A Don & Judy Severs
GA-A2 Wayne & Jewell Dennard
GA-B2 Jeff & Susan Poirer
GA-C2 Murl & Ruth Gwynn
GA-E Jimmy & Brenda Davis
GA-E2 Clarence & Pat Taylor

GA-G Dick & Fay Hargett
GA-H Tony & Sue Bracewell
GA-I Page & Jeanne Davis
GA-J Jon & Peggy Lemon
GA-K Reggie & Fay Walters
GA-O John & Vivian Rountree

GA-P Leon Johnson & Julie Wynn
GA-Q Bill & Barbara Paul
GA-S Gary & Shirley Verhulst
GA-T Dave & Betty Andrade
GA-V Jeff & Angie Simpson
GA-X James & Virginia Holloway

GA Traveler's Plaque

Chapter GA-A2 of Dublin has the District Traveler's Plaque. They will offer it for capture on January 19, 2008 at the Golden Corral at 2113 Veterans Blvd. in Dublin. They will eat at 12:00 PM and meet at 1:00 PM. Bring a computer generated mileage printout to ensure proper credit for the distance you ride.

Among Our Sick:

- Sharon Burkingstock

If you know of any member that is ill, had surgery, or lost a loved one, contact Bill and Betty Livingston.



Region A Wanderer

Chapter GA-S of Winder, GA will be offering the Region Plaque for capture on Saturday, December 8th. They will eat at 12:00PM and meet at 1:00PM at Verhulst Trikes-N-Bikes, 7875 Maysville Road, Maysville, GA 30558 . Don't forget your copy computer generated mileage printout to ensure proper credit for the distance you ride.

Heartfelt Sympathy To:

- Stegemiller Family on the loss of Jeanne
- Marvin & Vicki Seritt on the loss of Marvin's father
- Al & Frances Starley on the loss of Al's mother



Happy Holidays



Cause and Effect in the Membership Cycle

By Karla Greer...Georgia Recruiting and Retention Coordinator

“The amount of effort needed to achieve successful membership retention is to a large degree inversely proportional to the quantity and quality of effort expended on the first two parts of the membership cycle; recruitment and membership experiences.”

Wow! Now that's a mouthful. As I read this statement in my *Membership Retention Manual*, I began to do some thinking about just where you and I come into the plan of recruiting and retention of GWRRA members and just what exactly is our role in the “Membership Cycle”.

The membership cycle begins when someone is recruited. Most of us probably joined GWRRA as a result of a positive introduction by an enthusiastic member who told us about the great benefits that the association had to offer. We joined a local chapter and our expectations have either been fulfilled, resulting in a satisfied and enthusiastic member, or we have been left disillusioned on a few occasions.

My challenge to you is *GET INVOLVED IN YOUR CHAPTER'S MEMBERSHIP CYCLE*. If you enjoy the activities and friendships you have with GWRRA, share them! Bikers are naturally drawn to each other. When you come across a motorcycle rider, you know you are going to talk. Bring GWRRA into the conversation; ask them if they are members. Tell them about all the things that you personally enjoy about the organization. Carry cards with membership information on them, your meeting place and times, your name and number, and an old copy of *Wing World* to give away. You can also carry the GWRRA application flyers or the antenna cards. These are available from me or the Home Office. Invite them to a meeting or simply tell them how to join GWRRA. Be sure to leave your membership number so that you will get credit for the recruitment effort in GWRRA's “Find a Friend Council”.

Now, you may ask...“What's in this for me? Why should I care about new members?”. The growth of the association is vital to its continued existence and well-being. You will continue to enjoy the many benefits of a healthy organization. You will get to watch and be an active part of your own chapter growing. It is very satisfying to know that you have done your part.

The “Membership Cycle” continues as you begin your “experiences” within the organization. Your job now is to, HAVE FUN! This is not just your chapter staff's responsibility, it is yours, too. Join in on the planned activities or suggest some activities of interest to you. If you have a particular talent or just want to help out, let someone know. Don't sit back and wait to be asked. Your staff is busy and they need you! The more involved you get, the more FUN you will have. This will result in that satisfied and enthusiastic member I mentioned above, and lend to a Happy Chapter, which in turn is a building block to a successful GWRRA.

Now, the third part of the cycle kicks in; “retention”. In a perfect world, all new members are always 100% satisfied with their GWRRA experience. They never fail to renew their memberships and there is no need for a membership retention focus. But this is the real world. Of course, natural attrition within the chapter will occur due to health problems, economics, broken friendships, job transfers, etc. Hopefully, your incentive to renew and remain active in your Chapter will be the positive experience you have as a GWRRA member. But if you should have reasons for dissent, let your Chapter Director or Assistant Director know quietly. Give them a chance to fix the problem. Don't be guilty of negative gossip about the Chapter staff or members. Don't be a part of your Chapter's *Problem*. Keep an eye on your expiration date. Show your pride in your organization by renewing in a timely manner.

My job in the District is Recruiting and Retention Coordinator. But in reality we are all recruiting and retention coordinators. Your Chapter Membership Enhancement Coordinator or Chapter Director can't do his/her job without you. You should all be proud of the part you play. Each time you talk positive about your Chapter or GWRRA, each time you join a planned ride, each time you attend a regular meeting, each time you welcome a visitor, you make your Chapter Membership Enhancement Coordinator's job a little easier. You play a vital part in all three cycles of membership; recruitment, membership experiences, and retention. You make your Chapter a *HAPPY CHAPTER* and you have the heartfelt thanks of all of us who strive to keep GWRRA a growing and healthy organization.

From your ADDs and MED / COY Coordinators

J.J. & Marcia Etzle

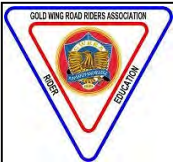
Couple Of the Year Update

The new District Couple has been selected. Congratulations to Dave and Betty Andrade from Chapter T. They will be an awesome District Couple and we look forward to having them on the Georgia Team. Jeff and Susan Poirier from Chapter B-2 were appointed as Georgia District Ambassadors for 2008 at Chilly Willy. Congratulations Jeff and Susan!

Now is the time to select your Couple of the Year for 2008. The Chapter Director should consider all of the members and select the one couple who has been the most active in the Chapter for the past year. Some of the criteria you might want to look for are: have they attended Chapter meetings; have they participated in dinner runs or scheduled rides; do they visit other Chapters and participate in Chapter fun days; do they attend District Rallies and functions? These are all good questions to ask yourself prior to making your selection.

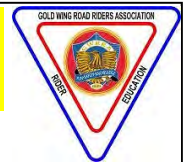
The couple you choose needs to make a difference in the life of the Chapter. It is such a pleasure to watch the couples as they progress through the year, visiting Chapters and talking about their Couple of the Year experiences. We look forward to working with the new couples for 2008. This is a wonderful program of recognition and we hope you will take full advantage of it in your Chapter.

Let's make this the best year yet for Georgia's Couple of the Year Program. We had 18 couples this year and we'd love to see that increase for 2008.



From your Senior District Ride Educators

Chuck and Anne Reed



Have a Happy AND Safe Holiday Season . . .

The Georgia District Rider Education Staff, Janet, Danny, Anne and myself, would like to take this opportunity to wish each and everyone a very Happy Holiday Season.

And we would like to give a very special THANKS to all the Rider Educators, past and present, for the hard work, dedication and commitment that you have given to your Chapter members and to Rider Education. It is folks, such as you, that give the meaning of Fun, Safety and Knowledge its' true meaning.

We would like to encourage all the Chapter Educators to attend the upcoming Chilly Willy on 12 January 2008. It will be fun time to meet our new Educators and welcome them to Rider Education.

Have a very Happy and SAFE Holiday and we will see you on the road. (That is assuming you are able to get off the sofa after all the holiday goodies that have been consumed. I speak from experience!)

And, as always, always be watchful for the unwatchful

RSHF,

Chuck and Anne Reed

Georgia Senior District Educators