



INTERNATIONAL PUBLIC RELATIONS

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Bits 'N Pieces

By: Clara & Fred Boldt

International Public Relations Coordinators



We have all read the definition of Public Relations. We all use the simple form PR, but as we look at the many uses for the acronym PR we would like to add one more..... **P**romote **R**ecruit. Do you have a idea for this column? Send it to us, we love to get mail, but more importantly, we love to **P**romote you and your ideas. By **P**romoting your ideas we are helping to **R**ecruit.

Check out the International Public Relations Website we are adding and changing it often. We will continue to update with information and ideas to **P**romote and **R**ecruit.

We will be hosting a forum at Wing Ding in Billings on Friday, July 6th. The forum will be from 10:00am - 11:00am and will be held in the Broadview Room. The forum is for all Public Relations Coordinators and anyone interested in becoming a Public Relations Coordinator. We will discuss how to contact the news media, where to find information about the media in your area as well as a few do's and don't's when dealing with the media. Bring your questions and suggestions.

If you see us walking around at Wing Ding, please stop us and say hello. We would love to put a face to email address. If you have questions or ideas you want to share at that time just let us know.

Do you have something you would like to see in the International Public Relations Newsletter? Let us know what will benefit you. We are here to "work" for you. Do you need our help, we are just an email (nprc@gwrra.org) away or a telephone call (641-484-4738).

We are having good response to our request for articles, keep them coming. May will be here soon and we are sure that many of you are working on special projects to **P**romote Motorcycle Safety Awareness. Let us know what is happening and how you are **P**romoting.

Please continue to send us email address for our data base. Our computer decided it was going to do strange things the other day and some of our email address were destroyed, so we are in a rebuilding processes. We don't want to leave anyone out when sending the newsletter. Continue to share with your staff and members.

Website

www.gwrra.org/regional/med

Region "A" Happenings
By: Madalena & Rick Buck
South East Region - Region "A" Public Relations Coordinators



One of the things we do each month is review District and Chapter newsletters in the region that are posted on the web. We do this for a couple of reasons. First, there are a lot of great things that Chapters and individuals are doing that should be broadcasted across the association. Secondly, you would be amazed at some of the ideas you can get on things that work for other chapters. So in keeping with the slogan...Friends for Fun, Safety & Knowledge, here are some highlights from Region "A":



**GA-B2 (B-2 Bombers)
Douglasville, GA**

All of us at Chapter B2 would like to thank Steve Vanzo, of Winder for his generosity. He was one of the winners in the 50/25/25 drawing and donated it to the S.H.A.R.E.

House, a shelter for battered women in Douglasville, which B2 helps support. We've always heard that Winder was "The Motorcycle Capital of the World", and with folks like Steve, we can see why! We enjoyed working the Ride For Kids booth at the North Atlanta Trade Center, Sunday February 11.

We got to talk to lots of people and were encouraged by the number who said "We ride in it every year!"



**FL2-E (Miami)
Miami, FL**

We would like to take this opportunity to recognize Don and Sara Nicks. You all may recall that Don and Sara recently moved to Georgia. Prior to leaving they presented the Chapter

with a generous donation of \$103.74. This amount came from the sale of the model cars that Don and Sara gave to Denny for door prizes. After discussing it with Don and Sara, Denny sold them on E-Bay and all the proceeds have been deposited into the Chapter funds. So with that I say THANK YOU. You will always have a home here in Miami with Chapter FL2-E "Miami Wings".

**AL-G
Samsom, AL**

By: Doyce and Diane Colvin

Charity Poker Run for Tornado Victims Enterprise. Saturday was a beautiful day, the weather was perfect.

We registered 177 for the Charity Poker Run.

Along with Covington Electric Cooperative, Mr. Ed Short, General Manager, we had many wonderful sponsors Country Cruisers out of Guntersville, Al, Jackson Honda, Andalusia, Beasley Honda, Ozark, Kelly Food, Hill Top Meat and many others. Some of the Covington Electric employees and spouses helped man the card draw stops and Grilled hamburgers and hot dog for the hungry riders when they returned .

Special Thanks to those with Chapter G for their hard work and support who helped make this Ride a success. With out each of you we could not have raised the amount that was raised, when we tallied everything you had helped raise \$4371.00. What a wonderful day.

**SC-P (Lexington Area Wings)
Lexington, SC**

By: Michelle Prevost

Helping Hands Corner

Great Job Chapter P! LICS received approx. 300 lbs. of food from us in February.

Our March Charity is **Palmetto Place**. Founded in 1977 as a temporary emergency shelter for children, its mission is to bring together a broad range of services for those victims of abuse and neglect. Serving up to 16 children from infants to 16 years old, the shelter provides a safe haven with medical and dental care, counseling, transportation to/from school & appointments, as well as recreational & social activities



**FL1-F (Indian River Wings)
Titusville, FL**

By: Bill & JoAnn Millington

Randy & Delores Galloway, from Chapter Y in TN., are the people who helped JoAnn and I after our wreck last summer. As a gesture of thanks we gave them one of our books of raffles for the 2007 Gold Wing. I am very happy to report that they are the winners! Kindness is rewarded! **(Gold Wing was given away during the Florida District Rally)**

Honda Gold Wing riders laugh off 'old fart' label by younger crowd

By: David Kennedy

Reprinted from: *The Observers Newspapers*

Greg Fisk and Gerald Wells know the people driving behind them think they're old farts.

They both ride Honda Gold Wing motorcycles, the two-wheeled world's answer to the Cadillac. These motorcycles come equipped with fenders and sometimes three wheels, weigh an average of 800 pounds and start around \$17,000 - before accessories.

But Fisk, 59, and Wells, 70, are just fine with the less than flattering label. "Everybody has their opinion," Wells said.

They say that their Gold Wings make their ride and life better. The pair is not alone.

The Gold Wing Road Riders Association, the world's largest single-marquee organization for Gold Wing owners, has 80,000 members in 900 chapters in 52 countries.

Fisk and Wells, both members of the Daytona Beach chapter, said owning a Gold Wing means they are part of a family. Most of those members are between the ages of 45 and 85. The members of this two-wheeled family come in all shapes and sizes too. Everybody carries a different look - whether it's pinstripes on the fenders, a stuffed-animal on the trunk or a GPS system on the dash. "You can't dress a Harley-Davidson like you can dress a Gold Wing," Fisk said standing outside the Gold Wing Getaway Vendor Show at the New Smyrna Beach Municipal Airport. Gold Wing owners can double the price of their cycle by adding accessories, said Fisk, who has \$6,000 invested on his 2003 Gold Wing 1800. He has a cup holder, cigarette lighter and a radio installed.

The annual show during Bike Week, now in its 16th year, attracted 5,000 people last year, and had 3,500 visitors as of yesterday, said Wells, the director of the Daytona Beach GWRRA chapter. Vendors offer everything from tires and oil to custom paint jobs and chrome accessories. People come from all over the country to attend the event. "Even last year we had someone from Iceland," Wells said. "Who the hell rides a bike in Iceland? They must have spikes on the tires." Even with those spikes, the Gold Wing would deliver a nice ride, according to the pair, one of the biggest reasons owners like the brand of bike. "The machine will enable you to ride like you can't on any other machine," Fisk said. That makes longer rides more enjoyable, which is something Gold Wingers are known for, more so than riders on other bikes. "They have to stop," Wells said. "We don't have to. We ride tank to tank." It's during these 250-to 500-mile rides that the real fun begins, Wells said.

The Edgewater resident said his GWRRA chapter organizes poker runs, mystery rides and trips to out-of-the-way restaurants just for the heck of it.

Wells, who owns a 1997 Gold Wing 1500, summarized what this brand of motorcyclists is all about: "We're out riding and it's a lot of fun." That fosters the Gold Wing lifestyle. The GWRRA has a "Gold Book" containing the names and contact info of all its members, who are there to help each other.

"It's like a big family," he said. "No matter where you go you run into them."

Region "A" Happenings Continued from page 2

**FL1-H
Daytona, FL**

By: Debbie & Chuck Bowers

Well it's March 14th and another **Gold Wing Getaway** has come and gone. Bike Week started out wet and rainy, but there were many **FL1H** members who came out and helped make the **Getaway** a great success. As the weather improved, the crowds got bigger and over 5000 people signed in.

We estimate there were a couple thousand more, because many came back and did not sign in again, or did not come through the registration tent. 45 states were represented including Hawaii and 17 foreign countries were represented even as far as India! This is our major public relations event of the year and we could not do it without the help of so many **FL1H** members. Thank you for making 2007 another great success.

Now, that's the spirit!

Team spirit, chapter betterment, and just plain cool is what came across from C2's member Paul Hammock at the last Chapter meeting on January 20th.

Upon winning the 50/50 ticket sales, Paul immediately gave it back to the Chapter with a stipulation. The stipulation was that members who had not enrolled in the Safety levels program must do so that night. The winnings Paul received would pay for the members enrollment.

Because of Paul's generosity there were six new members enrolled in the Level I safety program.

Now that is really demonstrating the motto of the GWRRA...**"Friends for Fun, Safety & Knowledge."** Dare I say "Right Spirit" too?

Way ta go Paul!



**GA-C2
(Liberty
Wings)
Hines-
ville, GA**

“Recruiting in the Wintertime”

BY: MORT & RUTH SMITH
NORTHEAST REGION,
PA DISTRICT PUBLIC RELATIONS COORDINATORS



Snow, snow, snow. Well we do have winter and with winter comes the snow. It's not what we as motorcycle people like to hear or see. It is how ever a great time, now that our pride and joy's are taking a short rest, to put thought into doing some recruiting.

Wintertime is a great opportunity to get out there and let the people know what GWRRA is all about. I'm sure all Chapters have plenty of wintertime activities where they get out among the public, be it at bowling, bake sales in a mall or just out to a Chapter dinner.

Our social affairs know no season. We continue to spend time with our friends even as the snow flies Use this time to do a little Public Relations work.

We can use these cold months to invite some one to attend one of the Chapter gatherings.

It doesn't matter what kind of motorcycle they drive, invite them in to see that our season never ends. Be a good neighbor and a recruiter at the same time. If we invite people in they will surely find out how much GWRRA has to offer them as members and that GWRRA can provide a full year of fun and entertainment through Chapter participation.

In GWRRA where fun and friendship as well as safety and education never stops, recruiting, retention and good public relations as well never comes to a end.

So be a good neighbor and rescue these people from a winter of bad television and cabin fever Invite them into the world of GWRRA.

Always put your best foot forward.

How To Treat a Volunteer

By: Mary Ann Bailey
Chapter Director WA-F

With respect... they are doing us a favor! They are doing a job we don't have to do. After you thank them and praise the fact that they have done a job that apparently no one else would do or wanted to do, then thank them again. Every person in the GWRRA is a volunteer! We voluntarily signed up for Fun, Safety and Knowledge, a magazine, insurance, the names of many new food stops and a gathering once a month (to keep us out of the bingo halls). We come from many back rounds. We have held and do hold a variety jobs. We are leaders and followers. We are saints and sinners. We are riders and co-riders. Every opinion is an important one to be heard, but not necessarily acted upon. What is good for one may not be good for the all. We must remember that the feelings of each volunteer need to be considered. Officer to member, member to officer or member to member respect is the key.

When we volunteer we are usually learning something new and that means that mistakes will happen and ideas will fail. No one knows everything or can remember everything so being a volunteer is stepping into a spot light that often shows mini, momentary flaws. SO WHAT!!!! At the time of volunteerism the person is doing the best they can do and that should be

good enough. Gently teach a new way or join in on the job. Don't make a volunteer feel like a failure or you won't have any volunteers.

Every one of us has a talent and we should not waste it by not using it. Many hands make the load lighter! Be a good volunteer and treat a volunteer good!

I've been a volunteer for over forty years and I 'Thank You' for listening to my very own opinions and for the positive feed back. Mary Ann

Editors Note:

The above article was submitted by: Linda Waterman
New York District Public Relations Coordinator

Promote
Recruit

The California Rodeo Round Up

By: Anita and JR Alkire
California District Directors



The game is in full steam in California. With much in put from our valued members, we took an old concept and added some new life into it. The old concept, the hot potato or steal a mascot game, both have been “played” very successfully in California in the past. So the question was how to put a new spin on it?

We started with each chapter having a “mascot”. We decided that the “mascots” would be in the theme of the District Rally planned for Labor Day weekend, a Western theme. We also decided that the “mascots” did not need to be returned back to the chapter and that in fact, the “mascots” would be used in a competition at the District Rally as the chapters create their centerpieces for their banquet tables using the “mascots”. And of course in keeping with “friendly” competition, the centerpieces will be judged and prizes awarded.

So what do these “mascots” look like? Well, we raided Oriental Trading Company and got all kinds of western themed pieces and District bought the first set of pieces, each chapter received 36 pieces. Many pieces came many to a pack so we’re not talking a huge expense here. We have different colored boots, hats, rubber duckies, dream catchers, farm animals, all little pieces, some are even key chains. At the Officers Meeting in January we had a drawing and each chapter came up and chose their “mascot” or game piece and we kept track of what piece belongs to which chapter. On February 1st we started the game. The rules are simple, we like simple!

1. To receive a game piece you must arrive at a chapter meeting with 3 members and they can arrive by 2 wheels, 3 or 4. (if the chapter is having their event and meeting combined then that counts, just their “poker run” does not count to collect pieces, we should always support the poker runs).

2. When you arrive the Chapter Director (CD) or Assistant Chapter Director (ACD) logs you in on the log in sheet, awards the miles, based on the mileage chart that we created at District, and then gives out the game piece.

3. Every chapter who attends the meeting, as long as they meet the requirements, gets a game piece

We actually have the rules, score sheet and mileage chart on the District website, www.gwrra-ca.org that can be downloaded, they are under the side tab of “Ride Calendar 2007”.

Well what has happened has been amazing. Chapters are having as many visitors as members at their meetings sometimes more. The groups are smaller so you are really getting to know the folks visiting and many come the night before and the chapter hosts a dinner for them, some are even inviting the visitors to spend the night with a member who has a spare room! Chapters actually have “Rodeo Coordinators” who assign chapter visits and who goes where so that they are visiting multiple chapters per weekend. It has completely exceeded our expectations!!!!!!

In light of the games success, we have added 1 more piece and that is to recognize those who are traveling and meeting new folks. In California we have 1 chapters, usually southern California and 2 chapters, usually northern California. For each person who visits every chapter in their area, their CD will submit their names to me and at the District Rally, that person will be awarded a “making a difference” special pin. Those who attend every chapter will be a GWRRRA California Ambassador and given a pin for that.

We wanted to keep with our theme for the year, “Making a difference 1 member at a time” and we are doing that. We are touching lives, making new friends and sharing ideas. We are putting life into GWRRRA’s motto, “Friends for FUN, Safety and Knowledge” and we’re loving it!



Plan to Attend
PR Seminar
July 6th
10:00am - 11:00am

The Rescue of Leo

By: Barbara (Blondie) Malone
Region "B" Lady SIG Coordinator



I have been an official member of GWRRA since January 2001. Back in 1966 when my husband was in the Army and we were stationed in Virginia we purchased our first motorcycle together, a beautiful Honda Dream. Always being a little bit of a rebel I learned how to "drive" the motorcycle, but never pursued getting a license as I loved riding on the back with my arms wrapped around my husband. Our hearts were broken when this wonderful bike was stolen a year later.

Not to worry, when we returned to New Jersey and bought our first house we also purchase another Honda and enjoyed riding for many years. With the move to a house "down the shore" a few years later other hobbies got in the way of motorcycling and the bike was sold.

In 1984 I got involved with showing chow-chow dogs in American Kennel Club shows, we traveled by motor home to shows and vacation spots with our chows. In 2000 after both my husband and I finished battles with cancer we decided to get back into motorcycling and added a motorcycle to trailer behind the motor home. We traveled to Delaware to purchase a vintage 1984 beautifully chromed Wing. Shortly after purchasing this beautiful bike we ran into a group of GWRRA members of F-Troop at a local Middletown Day. They seemed to be wonderful people and we joined them on a social night, in a matter of minutes we knew this would be a wonderful organization to join. A year later we were honored as being named their Couple of the Year, what a year that turned into, many, many memories to treasure.

With signs that my husband's future was going to be short he encouraged me to go for my license and purchased me a brand new Honda Rebel, Mothers Day 2002 I got my official motorcycle license. The Rebel gave me the confidence I needed to graduate up to a beautiful red Honda Pacific Coast, and did I love that motorcycle. In 2003 I purchased my husband a brand new 2003 Candy Red Gold Wing, we were a sight to behold, those two beautiful red Honda's going down the road, enjoying the best life had to offer.

When Carl passed away in October 2004 I kept his Wing and finished chroming it out. With the help of the very dear friendships I made within the Gold Wing community, especially F-Troop, I got up the nerve to get up on that big bike and ride it. I can be seen on any given day riding down the road with many found memories of past day's riding along with me on the back seat.

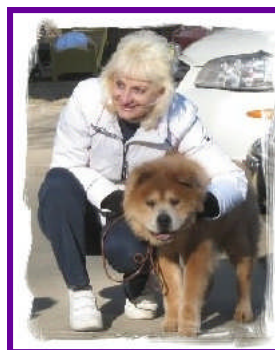
When GWRRA SIG Lady Riders was announced, being a lady rider I wanted to get involved as I am also the ride coordinator for F-Troop and know women riders have some special concerns about riding. Lady Riders could be an excellent forum to address our needs and concerns.

It is a small inter connected world, how ironic that a Honda Dream, dog shows, a motor home would connect us to GWRRA that would in turn bring me to Leo. I was searching charity sites to present to my chapter as a charity to support when I discovered Leo. I rescued Leo and he is a big part of my life, he even went with me to the GWRRA MD rally, "Winter Thing" this past January, just a few weeks after coming into my life. <http://www.monmouthcountyspca.org/default.htm> - Just click on "Leo's Happy Tale" to get to his story.

January 2007 Winter Thing in Ocean City, Maryland, what a blast, you thought you were in Dayton Beach because the January daytime temperatures were in the mid 70's, unheard of for Maryland in January. Leo, April and I enjoyed strolling on the beach.

- Look for me on "Big Red" at Delaware's Hobo Stew April 28th
- New England Rally July 19th through 21st
- New York Rally August 9th through 11th
- Pennsylvania Rally August 23rd through 25th
- and of course my home state, New Jersey Rally September 6th through 8th.

Spring is here, lets ride.



**Blondie and Leo
on
Adoption day!**