

*I recently received a Newsletter from Region D that contained the following article. I thought it was appropriate for all of us so I have asked to post it here for your information. Enjoy!*

*Gordon Murphy  
National Director –  
Rider Education – Canada*

**Chapter Leadership Unity**  
**“The Makings of a Successful Chapter”**  
*by Mike and Lori Stiger*  
*Region D Educators*

Often times I hear conversations in jest about them and us, Operations and Education. I know that people are just joking around. However, the conversations can be counter-productive. Without realizing it those comments can create barriers that can prevent a unified leadership front for our Chapter Members to follow. The unfortunate thing about this is that it can affect the true potential success of a Chapter. In the Member's eyes, the Chapter leadership is who GWRRA is. Their contact with the District, Regional or National Staff is limited to only a few events a year. So you are the “Tip of the Spear.” The opinion that Members form GWRRA is primarily based on the Chapter Leadership's actions and comments. That is why a unified leadership team with a common positive voice is so important for a successful Chapter.

People join GWRRA because of their Dream - their Dream of experiencing the freedom of riding of their motorcycle with friends with a common interest. They stay because of the “value added” things they receive from experiencing our motto “*Friends for Fun, Safety, and Knowledge.*” Only the combined efforts of Operations and Education working together as a team with a single positive voice will produce a Chapter environment where the membership flourishes and grows.

As Region Educator I have the opportunity to view and evaluate why some Chapters are more successful than others. I have found that success is directly linked to the teamwork of the Chapter leadership. When the Chapter Director and the Chapter Educator are unified as a team the Chapter simply clicks. This is true in many aspects of our lives. A parental unified front is important when raising our children. In business, the teamwork between the managerial direction and engineering technology will lead to a successful company. In our public schools, when the administrators and teachers work together as a team the students receive a better education. There are many examples where good teamwork leads to a successful outcome in all aspects of our lives.

However “Lip Service” alone does not demonstrate good teamwork. It is said that actions speak louder than words. Through our actions we demonstrate how good our teamwork is. For instance, for a Chapter Director to encourage their members to participate in the Levels program without actively participating themselves, the program will not be as effective. Likewise, for an Educator to encourage good attendance to an organized Chapter function only to never attend and/or help organize the ride is also sending the wrong signals. It is important for both the Operation and Education personnel to work together as a team in all functions and programs within a Chapter.

We talk a lot about the need for better retention of our Members to sustain a healthy association. What I have witnessed is that retention and growth takes care of itself in those Chapters with a strong leadership team working together providing fun activities coupled with a strong educational program.

Motorcycling is a risky business and the founding Members of GWRRA realized this when they created our motto “*Friends for Fun, Safety and Knowledge.*” Members join our association to have Fun on their motorcycle. One of the reasons they stay is because of the “value added” benefits, like our Rider Education Program. Remember, as Educators you are their “Dream Makers”. You provide the opportunity for them to gain the knowledge and skill to help minimize their risk. It requires both Operations and Education working as a team for our Members to truly have Fun in their motorcycling adventure with us.

So let us all set forth with a New Year's resolution to be sure to work together as a team with our associates on the Operation side to insure that our Chapter Members are getting the most out of “*Friends for Fun, Safety, and Knowledge.*”

