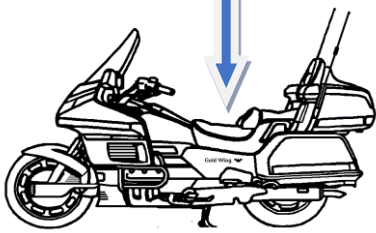


From the Director's Chair



October, 2018

What We Learned at Wing Ding – Part 1

While we were at Wing Ding 40 in Knoxville, Tennessee last month, Bruce and I had the opportunity to attend a Chapter Director's Forum led by Anita Alkire, President of GWRRA. In addition to remarks from Anita, the session included short presentations and demonstrations from some of Anita's assistants, including our own Bruce Beeman.

Bruce and I found this session very informative and motivating, as Anita answered questions on a variety of issues and also shared her philosophy about what the organization needs to be successful in the future.

A few highlights:

- Anita and others at the home office are working on a new policy manual. October 30 is the hard deadline for availability of the new manual. We are looking forward to reviewing this manual as it should provide guidance and clarification on a wide variety of issues.
- As a national organization, we are losing members. As most of us know, new member recruitment and existing member retention are keys to stemming this tide and successfully repositioning the organization for the future. Anita has a goal for chapters to increase membership and/or reduce member loss by 2% in 2019. We all have an important role to play in achieving this goal – failure means more chapters disbanding due to lack of participation.
- As many of you know, recent changes such as elimination of the chapter Rider Educator position, geographic reorganization and relaxation of some of the organization's rules have all been aimed at reinventing the organization to make it more appealing to an expanded rider audience.
- Anita also shared her vision of the organization in five years – that chapters will be more important than ever and that individual chapters will consist of many specialized "riding groups".

Some other ideas that were shared include:

- Recognizing "second timers" – those prospects who show up for a "second" meeting or event.
- Building relationships with dealers and then holding a "safety day" in which we offer the co-rider course.
- Having a chapter budget and setting simple goals.
- **Encouragement to think hard about how we can inject "fun" into everything we do!**

Look for Part 2 of "what we learned at Wing Ding 40" in the next newsletter.

Bruce and Joanne Carlson
Assistant Chapter Directors – Chapter N