

Operations Meeting Notes
October 29, 30 2010
Boyne Mountain, Michigan

Attendees:

Reg A: JR Phillips
Reg B: Steve & Ralphine Andrus
Reg C: Rick Hinrichs
Reg F: Pat & Marie Beaudoin
Reg J: Kevin Welch & Marvin
Events Coordinators: Tony & Diane Manry
NERD: Mike & Carol Brush
Webmaster: John & Charmain Hunrath
Executive Directors Bruce & Linda (Chrysa) Keenon

Agenda:

Friday:

- Tour and informational meeting, Boyne Mountain facilities
- Gold Rush XXIV planning

Saturday:

- Operations
- Presentations from RDs and staff
- Halloween party

Minutes:

2011 Chapter Annual Registration fee will be held at \$50.00. This decision was made after considerable debate. The decision was in line with what members had communicated to their RDs. Chapters have two registration options: 1) Register at the \$50.00 annual fee and if an insurance certificate is needed, there will be a flat fee of \$125.00 for each certificate requested. This is and has been the on going program. 2) Register at the \$150.00 annual fee and all insurance certificates will be at no charge for that year. As a reminder, these fees will be due by November 30th as stated in the current form. The Chapter Annual Registration form will be on our web site. As a reminder, the result of this decision is that it does not cover the short fall in operational expense that we all have been talking about. **We will still need to find other avenues to cover this expense.** Region A was against lowering the registration fee.

There is an added incentive for all of our members to help sell tickets this year. For every 250 tickets a member sells, they will receive a free registration to this year's Gold Rush (can not be transferred to anyone unless a chapter turns in tickets). Just imagine what a chapter could do if they came up with a creative way to sell tickets and sold 2500 tickets or more within their chapter. 2500 tickets sold would translate to 10 free registrations for that chapter. What a great way to encourage every chapter to attend this year's Gold Rush; especially for the new members to experience what our Gold Rush is all about. Sell our GWTA Raffle Tickets to help our organization. Tracking the # of tickets sold per individual will be through each Region, State, and Chapter. We also decided to send every member 20 tickets through the US Postal Service mail from the TA office. Every year we receive complaints from members not getting any tickets. This decision covers every member. If the member chooses to not purchase the tickets, they can pass them on to someone who wants them or discard them. This is one of the few fund raisers that keeps the Association operating.

We have heard many concerns from our members not being able to print Touring News from the National Web Page. Very shortly members will be able to print Touring News from our National Website. Not only will you be able to print the current issue of Touring News, you will be able access up to two years of back issues of touring News. This option was discussed and voted on

so that individuals that do not have access to computers can view the latest news of our Association. We also thought it can be used as an excellent recruiting tool for prospective new members. In the near future, Touring News can only be accessed by a security code by those who have current membership.

There was discussion about raising our membership dues or just changing it to a flat fee that would include all family members. The concerns focus on our members being covered under our insurance policy and the risks it puts the Association when wives and family members are not TA members.

Due to our expanding family (Allison is due to give birth on December 24th, 2010) and the holiday schedules through Feb1st, the TA office will be experiencing some down time. Please forward any and all questions to your Regional Directors. They will try to answer all your questions and get you a prompt response as quickly as possible. In the meantime, please wish Allison and Dusty best wishes and lots of sleep.

RaveNRide will be promoted and is an ongoing program to help offset operation costs (insurance, printing, office expenses, etc.) and Chapter Chartering fees for the Association. RaveNRide is an excellent win win program for everyone involved. We basically sell sponsorships to local businesses (Restaurants, Dealerships, Vendors, Chapter meeting destinations, etc). Then we as individuals or as a group ride to these places that are on a card of 8. When we visit the destination, the business stamps the card to validate. When the card is full, the members turns the card into the TA office to be put into an annual drawing to win \$500.00 for the individual and \$500.00 to a business. Anyone can sell sponsorships and the sponsors also get an ad in TN each month. The forms for the RaveNRide program are available through Jennifer Ellis. Contact Jennifer Ellis at: touring.news@gwtaco.com for the official rules and additional information.

Time was spent on reviewing member suggestions and comments from the Regions. Region E's feedback of raising dues to \$85.00 with several benefits. Region A's feedback of promotional meetings to increase membership. All consideration was given and some ideas were most helpful. We will keep the membership of our Association in the fore front when making decisions that will effect the whole of the Association.

We need to encourage members to register for Gold Rush XXIV in a timely manner. Boyne Mountain is an absolutely fantastic location. This facility has so much to offer. Friday all day was spent touring the facility, meeting the staff, viewing all the available lodging rooms, and even ziplining (some even turned upside down!). We went from the indoor water park to the golf courses to tennis courts to a fully equipped fitness center to Solace Spa to the zip lines, plus many more amenities. And this does not include mentioning the fantastic riding and scenery to be found in northern Michigan. The Odawa Casino Resort is also about 5 miles away from Boyne Mountain and they are offering several incentives for our members to come up and visit them. Our official theme is "International Summit" where members can dress and represent their favorite European country. For some creative fun; Chapters, States, and Regions will be able to put their minds together to become the country they have always wanted to be from. Show your fellow Destination Friendship family what you are made of. We view this like a political campaign convention where members have signs and banners to represent the country they have chosen.

Preliminary Gold Rush XXIV assignments are:

Staff Position	Assignment
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Staff Position	Assignment
Region A, JR & Lindy Phillips	Light Show, Boat Build
Region B, Steve & Ralphine Andrus	Placing Banner, First Timers, Pajama Party
Region C, Rick Hinrichs	Craft Class, Bike Show, Light Parade
Region D, George & Debbie Deskins	Registration
Region E, Tommy & Aileen Dossey	TBD
Region F, Pat & Marie Beaudoin	Registration, Four On Bike Games
Region H, Phil & Sue Rueger	TBD
Region J, Kevin Welch	Talent Show, Off Bike Games
RED, Don & Judy Coons	2 & 3 Wheel SRC, Group Riding and Co-rider Seminars
NERD, Mike & Carol Brush	RPS, Education & Retention, Chapter Director Seminar
Helping Hands, Dennis & Nancy Seery	Helping Hands Seminar, Battle of the Regions
Webmaster, John Hunrath	Frisbee Golf, Webmaster Seminar
Executive Secretary, Eva & Ron Wodehouse	Registration, Dirty Bingo

We revised the 18 month plan to new programs. In addition to current member and fund raisers, we will be adding two new ideas that were discussed in rough draft to be finalized at a later date.

Several Regions presented on how to recruit other motorcycle organizations, how to promote Rave N Ride, and bike ticket sales. We also reviewed how to best promote ourselves at a national motorcycle show.

We discussed what to do about those Chapters who have several people that attend meetings and events that are non GWTA members and the liability risks and unfairness to the paying memberships it creates. It should not be tolerated at any level.

We discussed updating our Website and will see the new format after the 1st of the year.

Time did not allow us to let everyone present but what we all heard was worthwhile.

Thank you to everyone that attended the Operations meeting as it took personal money and time.

You are all greatly appreciated and we look forward to implementing all that was accomplished at this meeting. Communication is the life link to keeping our Association alive.

God Bless,
Bruce & Linda Keenon

Minutes submitted by Eva Wodehouse, Executive Secretary. A HUGE thank you to Linda Keenon for taking notes at the Operations meeting.