

# *Gold Wing Touring Association*

## Chapter 1 Introduction



### A. Philosophy, Purpose and Objectives

1. **Philosophy:** The philosophy of this organization is, to be dedicated to the service of its members.
2. **Purpose:** This organization is directed by the members. Its purpose is to be a social organization for the owners of Honda Gold Wing and other model motorcycles (regardless of manufacture), their families, and friends.
3. **Objective:** The objective of the organization is to provide the environment and organizational structure in which members may enjoy social gatherings and events without political endorsements or religious affiliations. It also encourages good riding habits, involvement in civic and charitable affairs, and the projection of a positive motorcycling image to the general public.
4. **Membership:** People join GWTA for a variety of reasons:
  - To have an association identity
  - A monthly publication
  - The social activities of a local chapter
  - To participate in motorcycling activities that include short rides
  - To participate in motorcycling activities that involve longer rides
  - For camping activities
  - To share information concerning touring
  - Insurance benefits

Each member is free to design their own agenda, and to get out of the association that which is of interest. No member is ever required to go beyond that interest.

*GWTA is in place to serve the member - the member does not serve the association.*

### B. The Board of Directors

1. **General Powers:** The by-laws and affairs of GWTA shall be governed by a member-elected board of directors.

- 2. Elected Directors:** Board members will be elected from each of the GWTA regions. There is also a board representative for the founder life membership, regardless of the region in which they reside. (See association by-laws for specific breakdown.)

A GWTA member wishing to serve on the board must self-nominate, campaign, and be elected by members residing within the region of representation.

*This election process is unique to GWTA. For further information refer to the by-laws.*

- 3. Presenting Petitions to the Board:** Any member may propose amendments to the by-laws. The member seeking the change shall draft the proposed amendment together with a statement setting forth the problem that he or she is attempting to resolve, and how the proposal will solve the problem. The member shall submit it, together with twenty-five signatures from at least five different chapters, to the board representative from that region. The board representative must bring the proposal to the next meeting of the Board of Directors. The proponent of the amendment shall be notified of the date, time and place of the Board meeting and shall have the opportunity to be heard on the proposal.

## C. Executive Director

The executive director is appointed by and accountable to the board of directors. It is the responsibility of the executive director to see to it that the association achieves its mission, meets its financial objectives and develops a format for operations that is consistent with the basic philosophy of the association.

## D. Association Programs

- 1. Chapter Program:** A chapter is the social arm of GWTA. It consists of members residing in or about a particular geographical area who enjoy getting together to share organized social and civic activities pertaining to motorcycling.

*NOTE: A member may belong to any chapter they desire, regardless of geographic location.*

- 2. Monthly Publication Program:** GWTA publishes *Touring News*, a monthly magazine for members. *Touring News* serves members as a primary source of association information and education. Articles from members tell of GWTA happenings in chapters, states/provinces and regions. Future GWTA gatherings and events are publicized. New product information is given as well as tips concerning how to maintain a Gold Wing.

### 3. National Gatherings:

- a. **Gold Rush** is generally centered on a host hotel concept and is scheduled annually in different parts of North America. Regional directors with member input identify potential sites. Final site selection is the responsibility of the executive director and national events director.
- b. **Camp Wing Tyme** is generally centered at a campground and is scheduled annually in different parts of North America. Regional directors with member input identify potential sites. Final site selection is the responsibility of the executive director and national events director.

Many members include one or both of these events as part of their regular vacation to see the USA and Canada. They provide an opportunity to meet with old friends, make new friends, and to attend a quality national GWTA function. The two events will be geographically scheduled to give the membership throughout North America an opportunity to attend at least one national event annually.

4. **Rider Education Program** is designed to provide GWTA members with programs to identify individual riding skills and to optimize those skills. We are largely two-up riders, many with trailers and/or side cars. We have a special need for information in these areas and the GWTA Rider Education Program is intended to meet these needs. (See Section 3.)
5. **Member Education Program** is designed to provide all members of GWTA with information about all GWTA programs, as well as information on chapter- and member-related issues in GWTA. Various education seminars are conducted at Gold Rush, and may be scheduled for regions, states, or chapters at the discretion of the appropriate director. Expenses for bringing the National Education and Retention Director to the region, state or chapter may need to be covered by the appropriate director's treasury.
6. **Helping Hands Program** is designed to provide GWTA members immediate and temporary financial assistance with emergency funds for motorcycle-related accidents and major medical issues. Helping Hands is not available to the membership for long-term financial assistance. A Helping Hands grant is a financial grant given to a member in cases of extreme hardship. (Detailed information in Section 3. Ask your chapter director for application or donation forms.)

GWTA as an association neither subsidizes nor receives money from Helping Hands; this program is funded entirely by members through donations and fund-raising activities. Donations to Helping Hands are voluntary and are not tax deductible. Should the grant recipient find in the future that they are in a position to do so, they are encouraged to re-donate this money to benefit someone else.

7. **Touring Miles Program** is designed to give recognition to GWTA members who qualify. Touring Miles hanger bars are available to attach to the GWTA pin.

Increments are 10,000, 25,000, 50,000 and 100,000 miles. This mileage will include any mileage accumulated on any touring motorcycle. This award is for total mileage as a touring motorcycle rider before and since joining GWTA. See T. A. Treasures in *Touring News* to order (at the rider's expense) the pin and/or mileage bars for which the rider has qualified.

## E. The GWTA Membership Programs

**1. Membership Programs:** There are six primary classes of membership in GWTA. Membership includes a GWTA patch, membership card, decals, pin, and monthly magazine. A family membership receives one (1) additional GWTA patch and pin. Each family member listed will receive a membership card.

- a. **Individual Memberships** are available to any individual person who is the owner of record of an operable Gold Wing and who is interested in furthering the goals and ideals of GWTA.
- b. **Family (Household) Memberships** in GWTA are available to any family household where one household member is the owner of record of an operable Gold Wing and is interested in furthering the goals and ideals of GWTA.

*NOTE: Each member within the household enjoys the status of full membership as defined in the association by-laws.*

- c. **Founder Life Memberships:** GWTA originally set-aside one thousand (1,000) founder life memberships. This membership was closed December 31, 1994.
- d. **Lifetime Memberships:** Any member may elect to become a lifetime member. There are two classes – individual and family (two adult individuals) lifetime membership. Current cost is \$600 for an individual lifetime membership, and \$750 for a family lifetime membership. Memberships are non-transferable and non-refundable. The cost for these memberships may be paid in three installments on an annual basis. Each payment will extend membership one year from join date until paid in full. (See Section 4 for form.)
- e. **Affiliate Member:** An affiliate membership is available for the friends of GWTA members who either do not own motorcycles or own motorcycles other than Gold Wings. This program is designed to allow members to invite a limited number of friends to join GWTA, not to exceed 30% of a given chapter membership. The affiliate member enjoys full status as a member of GWTA with all rights and privileges as outlined in the association by-laws.
- f. **V.S.P. Member:** A V.S.P. (Very Special Person) membership is available to qualified GWTA members in good standing (regardless of age) who may become incapacitated and unable to ride. The continued ownership of a Gold

Wing motorcycle does not apply but annual membership dues are required. The V.S.P. membership requires the approval of the state/provincial director and the chairman of the board of directors.

**2. Business Membership:** A business membership in GWTA shall be available to any business interested in furthering the goals and ideals of GWTA and supports members with enhanced service and/or products. (See Section 4 for form.)

A business member agrees to give GWTA members a discount or equivalent award on all service and product when possible.

Business members that are also Honda motorcycle dealers agree to:

- A discount on product and parts when possible
- Support and promote local chapter activities
- Respond to emergency road service when possible

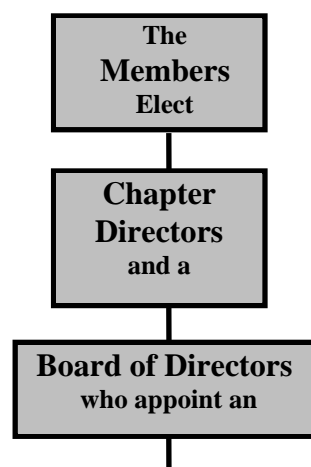
The business membership packet will include the *Touring News* magazine

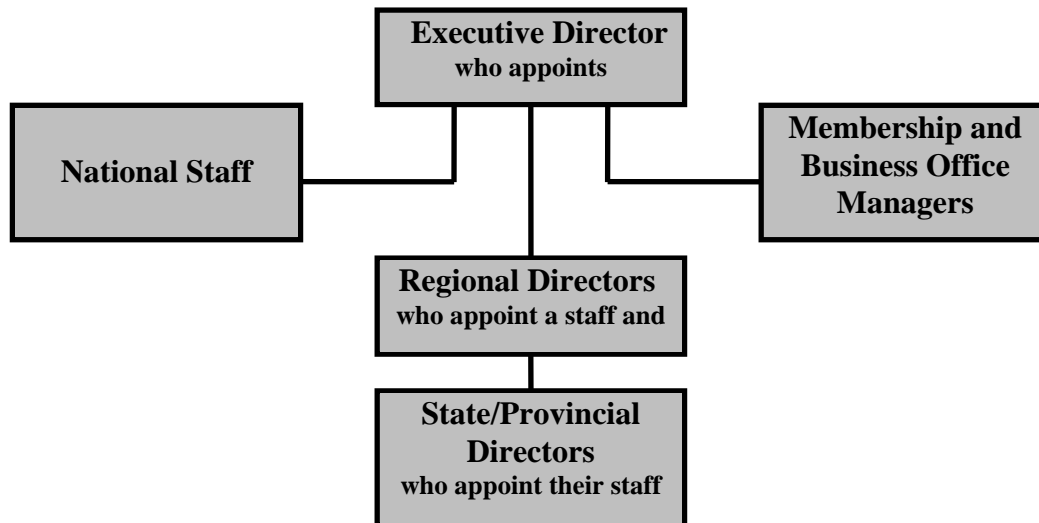
**3. Renewal of Expired Memberships:** If a member allows his/her membership to lapse, the record will be removed from the current files at the end of the month of the expiration date. If the member applies for renewal within a six-month period they will retain their original membership number and join date. Renewals received after six (6) months will be provided with a new membership number and join date. The member may elect to pay the back dues, and will be reinstated with original member number and join date. Regardless of the circumstances, no renewal will receive a new member packet.

## F. Officer Program

*Due to association liability, an officer or board member must be at least 21 years of age.*

### 1. Organizational Diagram





**2. Purpose and Objective:** This officer alignment is designed to promote continuous communication between chapter members and the executive director. It is designed to encourage participation in creating and modifying new or existing programs within the association. Members play an active role in the future of the association by having direct access to GWTA operations through the chapter director and the board of directors.

**3. Director and Co-Director Badges:** Directors and co-directors will be identified by officer badges engraved with either the association motorcycle-world logo or the flying wing logo. The color of the name badge identifies the responsibility of the director.

- **GOLD** Chapter director and co-chapter director
- **SILVER** State/provincial director and co-state/provincial director
- **RED** Regional director and co-regional director
- **BLUE** Executive and co-executive director, and other National staff
- **WHITE** Board of director and co-director

A chapter may wish to purchase one set of official generic officer badges at the time of initial registration. The badges are the property of the chapter. Should the badges become lost or destroyed, it is the responsibility of the chapter to replace these badges. The badges are passed on to incoming officers from outgoing officers.

Some officers choose to personalize their badge. The officer is free to do so at their own expense. The personalized badge is the property of the purchasing officer.

Some chapters choose to supply chapter staff personnel with an appropriate badge. The chapter is authorized to purchase such badges for their staff. The badges so purchased become the property of the chapter.

You may order additional badges, new badges, personalized badges, and staff badges. Forward your order and payment directly to your regional director. The regional director will validate your order and forward it to the proper supplier.

#### **4. The Appointing Process for Officers:**

- a. The state/provincial director is appointed by the regional director. The appointment tenure is for a period of one year and is renewable. Tenure is from January 1 to December 31 of the current year.
- b. The regional director is appointed by the executive director. The appointment tenure is for a period of one year and is renewable. Tenure is from January 1 to December 31 of the current year.
- c. National directors are appointed by the executive director. The term length is at the discretion of the executive director.
- d. The executive director is appointed by the board of directors. The term of office for the executive director is for one year and is renewable at the discretion of the board of directors.

*Directors are not paid and therefore serve as volunteers. Without their dedication we would not be able to achieve the success for which we strive.*

To better understand the methods used for appointing directors in GWTA, we must first understand why these directors are appointed.

- a. We are a social organization with responsibilities to the needs and wants of the entire membership and must, at the same time, operate within the legal boundaries set forth by the board of directors.
- b. The executive, national, regional, and state/provincial directors ensure a dynamic association is continuously evolving. As changes are implemented these officers must evaluate those changes. All new programs must be legally and fiscally sound and in the best interest of the members.
- c. The appointing process allows the association to better screen applicants for these positions in the sense that they carry the burden and liability of development and may have to act contrary to the wishes of the membership. The election process could place an added burden upon these officers who might be placed in the uncomfortable position of electorate allegiance versus governing board mandates.

#### **5. The Role of Appointed Directors in the Program:**

Directors at all levels of GWTA are responsible to ensure that current association programs are constantly monitored for effectiveness, while seeking new ideas for

programs. Members may participate in the evaluation and development processes by forwarding suggestions through the director network.

- a. **State/Provincial Director:** The state/provincial director shall serve on the staff of the regional director. The primary functions of the state/provincial director are:
  - Coordinate communication and activity between chapters within the state/province.
  - Develop the state/province through recruitment, retention, and new chapter programs.

Chapter directors are the principal personnel that serve as the staff for the state/provincial director. The state/provincial director may add staff members to do specific tasks and is strongly encouraged to add a treasurer to the staff. The treasurer should NOT be a family member.

The state/provincial director works for chapter directors in the sense that the state/provincial office is in place to assist the chapter in its development and understanding of the basic goals and philosophies of the association.

The chapter director works for the state/provincial director in the sense that the state/provincial office is the catalyst with which a state/province-wide activity can be designed, coordinated and implemented. It is through a state/provincial-wide activity that the members' motorcycling environment is expanded and enhanced.

Working together, the state/provincial director and the chapter directors design, coordinate and implement member recruitment, retention, and new chapter programs.

The association does not reimburse state/provincial directors for operational expenses. The directors can generate funds through an activity, designing a state/provincial product to be sold within the state/province, and/or special activities at the chapter level. Whatever the source of funds, the state/provincial director must turn to the chapter director for assistance. Because this director does not receive funding directly from the association, the state/provincial office is not accountable to the association. Since the source of revenue is the chapter, its officers, and members, the state/provincial office is accountable to the chapter directors. The state/provincial office must present an annual financial statement to the chapter directors but is not obligated to do so for the regional office, although a courtesy copy to the Regional Director is encouraged.

- b. **Regional Director:** The regional director shall serve on the staff of the executive director. The regional director is the chief operations officer for the region and is authorized to implement operational concepts in the most acceptable format for the membership.



The primary functions of the regional director are:

- Coordinate communications and activities between the states/provinces within the region.
- Develop the region through the implementation of member recruitment, retention, and new state/provincial programs.

The state/provincial directors are the principal personnel that serve as the staff for the regional director. The regional director may add staff members to do specific tasks and is strongly encouraged to add a treasurer to the staff. The treasurer should NOT be a family member.

The regional director works for the state/provincial director in the sense that the regional office is in place to assist the state/province in its development and understanding of the basic goals and philosophies of the association.

The state/provincial director works for the regional director in the sense that the regional office is the catalyst with which a region-wide activity can be designed, coordinated and implemented. It is through a region-wide activity that the member motorcycling environment is expanded and enhanced.

Working together, the regional and the state/provincial directors design, coordinate and implement recruitment, retention and new programs.

The association does not reimburse the regional director for operational expenses. The regional director may generate funds through a regional activity, designing a regional product to be sold within the region and/or special activities at the region level. The regional director is not accountable to the association for funds raised through regional activities and/or regional programs but is accountable to the state/provincial director for those funds. The regional director must present an annual financial statement to the state/provincial directors, accounting for those funds. A courtesy copy to the Executive Director is encouraged.

- c. **National Director:** The national director (such as National Rider Education Director or National Education and Retention Director) shall report to the executive director. The national director is the administrative director for specialty programs and receives no reimbursement for travel expenses, although may be reimbursed, with prior approval by the Executive Director, for expenses incurred on behalf of the association.

These specialty programs must meet one of three criteria:

- The program is an integral component of membership.
- The program is beneficial to the member and generates new capital for the association, thereby protecting membership fees.
- The program is basic to the goals and philosophy of the association.

It is through the national director programs that the association can remain dynamic. The programs are open to the entire membership. Any member that has an idea for a new program meeting the above criteria, and is willing to devote time and energy to design and administer their concept, is eligible to apply to the executive director for development support.

The guidelines for development of a new program are:

- \* The parameters of the program must be clearly defined.
- \* The concept must be approved by the regional directors.
- \* A budget must be submitted to the business office and is subject to approval by the executive director.
- \* If the new program requires a change in the by-laws or is questionable in terms of the by-laws, it must be submitted to the board of directors for approval.
- \* The originator of the new program agrees to initially administer implementation.

- d. **Executive Director:** The executive director is the chief executive officer (CEO) of the association. It is the responsibility of the executive director to see that the association achieves its mission, meets its financial objectives, and develops a format for operations that is consistent with the basic philosophy of the association. The *TA Way* manual is the basic operational format approved by the executive director that all officers will use as a guideline for operation of the association.

## *Gold Wing Touring Association*

### Chapter 2 Chapter Organization



#### A. The GWTA Chapter

A chapter is the social arm of GWTA. Events and activities are an extension of the chapter. To be a GWTA chapter, it must meet one basic criteria - have fun!!!! Members can experience pressures on their daily job, can be mandated to do certain tasks at work, etc., but the member is part of GWTA to be involved, to have a good time, and to relax with a favorite hobby, motorcycling.

GWTA does not assign the member to a chapter; it is up to the member to choose a chapter in which to participate. The member must make sure the chapter director has the proper information to assist national office in providing their chapter director with accurate membership printouts.

#### B. The Chapter Director

The chapter director (CD) coordinates the activities of the chapter that are of interest to members. It is the responsibility of the CD to ensure the concepts and philosophies of GWTA are implemented at the chapter level. The CD must always involve chapter membership. Member input and participation gives a chapter definition.

Good communications with chapter members must be maintained when the CD:

- Assumes advisory and organizational control of the chapter.
- Serves as a staff member of and a communications link with state/provincial director.
- Appoints a staff (one of which should be the treasurer), with member input, to assist in defining, coordinating and implementing activities of interest for chapter members. *NOTE: The treasurer should not be a family member of the CD.*
- Be responsible for the content and distribution of a chapter newsletter to be sent to all members on the chapter roster whether or not they actively participate. It is also recommended to send a copy to your state/provincial directors. The chapter may ask for a nominal donation to offset the cost of mailing the newsletter. Many chapters post their newsletters online, and only mail newsletters to those members without access to the internet. You may choose to send copies to or notify other directors at various organizational levels; that's totally up to the chapter.
- With the chapter treasurer, establish a chapter checking account and be accountable for chapter funds. (See Chapter 3 - policies and procedures regarding chapter finances.)

### **C. The Chapter Director Selection Process**

The association does not appoint members to the position of chapter director. Because the primary functions of the CD are to define, coordinate and implement activities of interest for the chapter members, the association recognizes that different chapters will have different priorities. The responsibility of appointing a CD belongs to the chapter membership.

The process for selection may vary from finding a volunteer to having nominations for the position and selecting by popular vote. Whatever the process, the state/provincial director is available to assist in the selection process and must be informed of the process. Whatever process is selected by the chapter, keep it quick and simple, keeping politics out of the election. Remember that the basic criteria is HAVE FUN. Your CD must be willing to work with the state/provincial director as a member of the state/provincial staff.

### **D. Qualifications to be Considered for Chapter Director**

The chapter director is a very special individual. More often than not, the CD will establish the personality of the chapter. The chapter in turn establishes the visible personality of the association. Some qualities that the chapter should consider when selecting a CD are:

- Exceptional leader
- Outstanding organizer
- If married, spousal support
- Willing to devote time and energy
- Be able to communicate well with others
- Willing to listen objectively
- Tolerant of others
- Understanding
- Looks for the positive in others
- Accepts constructive feedback
- Must meet by-laws requirements

### **E. The Assistant Chapter Director**

The assistant chapter director (ACD) is appointed by the chapter director to assist in all facets of chapter operation. Should the CD need to be absent from the office, the ACD will fill in. It is not to be construed that the ACD is automatically being trained as a replacement for the CD unless those are the wishes of the chapter. The ACD should use the time in office to determine if they're interested in becoming CD at the next vacancy.

## **F. Officer Tenure**

When an individual agrees to become the chapter director, that agreement is typically for a one-year period. The one-year period is January 1 to December 31. Should an individual accept the position at anytime during the year, the agreement ends December 31 of that current year.

December is when an appointed officer may choose to step down or it may be the time the chapter membership feels is a good time for the CD to retire. When a CD is retained for another term, it should mean that a good job is being done.

December is the suggested month for ease of calendar year. It is recognized that some areas may choose a spring or fall month to begin the calendar year due to weather constraints. The state/provincial and chapter directors can decide this.

The state/provincial director assists a chapter with the annual decision by asking the chapter to participate in evaluating the chapter director.

Should the state/provincial director feel that a current CD is acting contrary to the goals and philosophy of GWTA or is failing to meet the needs of the chapter membership, the state/provincial director will work with the chapter to find an effective solution. It is imperative that the chapter understands and concurs with the removal of the CD.

When a CD's term expires or there is not a vote of confidence from a chapter majority; the CD's staff automatically dissolves so that a new chapter director may select a new staff.

## *Gold Wing Touring Association*

### **Chapter 3 Policies and Procedures**



As in any association, policies and procedures must be followed to ensure the consistency of the association's philosophy, purpose and objectives.

#### **A. The Chapter Registration Process**

Each chapter in GWTA must register annually; registrations are due at the GWTA Membership Office by December 31. Chapters not registered must be dropped from GWTA bonding liability protection and registry. The fee for registration is \$50.00 (US). The benefits of chapter registration include:

- The association bonds the chapter treasury for an amount not to exceed \$500.00
- All chapter meetings, chapter events and chapter participants are covered with third party liability protection when involved in any GWTA activity.
- The chapter may purchase additional third party liability insurance for chapter events if required to do so by the event host. The cost of this additional coverage is \$200.00 each event (U.S.) to cover 1-250 participants. (See form in Section 4 for more information.)
- The chapter may officially register a chapter name (in good taste) with the association. No two chapters may register the exact same name. Registration of chapter names will be on a first come, first served basis. Request for a name change may be made at the time of the annual registration renewal.

To register you must complete a Chapter Registration Form, signed by the chapter director. Send the completed form and a check for \$50.00 (U.S.) payable to GWTA to your state/provincial director who will gather all chapter registrations in their state/province and forward to the regional director. Registrations are due at the GWTA Membership Office by December 31.

#### **B. Chapter-Sponsored Event Insurance**

If your chapter event is going to be held at a location that makes a request for proof of insurance, the appropriate certificate is available from the GWTA business office and you may request a copy at no charge. If the business requests they be added as a named insured, this is available beginning at \$200.00 (U.S. funds), and may be more depending upon the number of anticipated participants at the event and the amount of liability coverage requested.

Application for this coverage must be made 90 days in advance of your event. Complete the appropriate form accurately and legibly, attach a check for the appropriate dollar

amount, payable to GWTA and forward this request to the business office. Be sure the form is signed and dated by the chapter director. (See Section 4 for form.)

### **C. GWTA Logo and Trademarks Reproduction**

GWTA logos and trademarks (marks) are the registered property of GWTA. Any reproductions of the association marks or logos for commercial purposes are subject to approval by the GWTA board of directors. The board of directors, the association officers, and GWTA membership is responsible for protecting these marks from unauthorized use. The board of directors has authorized limited use of these association marks and logos to the GWTA officers; they may reproduce them to enhance the association image and raise funds to help finance the operation of their offices. **AT NO TIME WILL AN OFFICER USE THE ASSOCIATION MARKS OR LOGOS FOR PERSONAL GAIN.**

#### **GWTA policy statement regarding GWTA logos, service marks, and trademarks.**

This statement is promulgated to explain and clarify an official policy of the Gold Wing Touring Association ("GWTA"). This Policy Statement addresses the use, licensing, and other dealings with protected trademarks, service marks, and logos in which GWTA has a proprietary interest.

Background: GWTA has developed certain logos, service marks, and trademarks, which it regards as embodying both its identity and philosophies and regards these logos and marks as valuable assets that belong strictly to it for the benefit of its members. Generally speaking, we are dealing with the name "Gold Wing Touring Association", our world logo, our flying Wing, our two-bike logo, and our initials "GWTA". The words "Gold Wing" are trademarks of Honda and we have only a limited license to use those words as a part of our association name. At least indirectly, our use of this name benefits Honda since we endorse the use of one of its major products, i.e. the Honda Gold Wing motorcycle. We should be careful to always use the words "Gold Wing" in combination with the words "Touring Association". Our association must be identified by the use of its full name or the initials GWTA.

As a part of GWTA, each chapter, state and regional group has a limited right to use the GWTA marks and logos. That use is limited to the internal workings of each chapter, state and regional organization. All of us have an interest in promoting the welfare, well-being, growth and security of GWTA so that not only we, but also all future members, will enjoy the benefits of this association. Indirectly, each member and each organization within GWTA has an ownership interest in the logos and trademarks that we now own or may in the future develop. However, that right is limited to the internal use of the marks and logos and does not extend to the use, for profit, by outside third parties.

By way of examples to clarify this matter, there is certainly no objection to a chapter displaying a GWTA logo on a letterhead used for official business of the chapter. Similarly, individual officers within chapters, state and regional organizations, may also

have business cards which may display a logo or trademark and which are used to identify the officer as being a part of GWTA. GWTA or Gold Wing Touring Association may also be used as a part of the official chapter name and may appear on bank accounts along with the chapter identification or on other records relating thereto.

Policy: However, if a chapter, state or regional organization, conducts a rally or other event and has for example, tee shirts or other memorabilia of the event printed or provided by an outside third party, then it is incumbent on such sponsor to see that the manufacturer or producer of the memorabilia has a license from the national offices of GWTA to use the logo or trademark. It is also the responsibility of the organization conducting any rally or other fundraising event to be certain that any vendors selling memorabilia or products displaying the GWTA logos or trade-marks has a license to do so. All licenses validly issued provide that the licensee must have the license on his person or at his booth for display to any GWTA official requesting the same. The failure to produce such license must result in the termination of any selling activities at once.

We recognize that the GWTA members purchasing the memorabilia will, ultimately, bear all or a portion of the cost of any commissions charged to the vendor. Nevertheless, a license is required and the charging of commissions does serve to protect the rights of all of the GWTA members who have a proprietary interest in the trademark or logo. Please remember that the failure to enforce licensing agreements and to protect the logos and trademarks that we have worked so hard to develop and own can result in our loss of those trademarks or logos to the public domain. You are probably aware that many large organizations work very hard to protect the proprietary interests in their trademarks and logos and certainly we can all appreciate how the Xerox Corporation and Walt Disney Productions feel about their trademarks and logos. We should all exhibit the same pride in our trademarks and logos and recognize that the broad interests of GWTA and all its members (not just those conducting the rally or fundraiser) is best served by a vigorous protection of our proprietary rights.

We recommend that each chapter, state and regional organization that conducts fundraising events review their practices and should they employ an outside vendor to manufacture or produce products bearing GWTA protected identification, that those vendors be advised they need a license. Please attempt to assist the vendors in obtaining such licenses by directing them to the GWTA home office.

The policy set forth herein is effective immediately and is to be retroactively applied to all open orders even if a price modification must be negotiated.

From the office of the Executive Director. January 25,1998.

Listed below are logo and trademark usage guidelines.

1. The chapter director has permission to reproduce and use GWTA marks and logos on items for sale if such items are to be sold only to the chapter membership. Chapter letters, chapter name and/or other chapter identity must be used with the GWTA marks or logos.



2. The state/provincial director has permission to reproduce and use the GWTA marks and logos on items for sale if such items are to be sold only to their state/provincial membership. State/province name and/or state/province identity must be used with the GWTA marks or logos.
3. The regional director has permission to reproduce and use the GWTA marks and logos on items for sale if such items are to be sold only to their regional membership. Region name and/or other items for additional region identity must be used along with the GWTA marks or logos.
4. The chapter, state/provincial and regional directors have permission to reproduce the GWTA marks and logos for any items that are part of an official chapter, state/provincial or regional event.

GWTA marks and logos must be reproduced without alteration or modification. Other wording, drawings or designs may be placed adjacent to the logo but *not within the border of the logo*.

Approval for reproduction of the marks or logos beyond the above stated parameters constitutes a commercial venture requiring a license agreement with GWTA. (See section 4 for form.)

Chapter directors and state/provincial directors planning on using the marks or logos must complete the logo reproduction form in Section 4 and forward it to their respective regional director. This form is not a request to reproduce marks or logos but rather serves GWTA as a tracking mechanism for protection of marks and logos.

Many chapters will design (with good taste and proper input from the members) a chapter identity. This identity comes in many versions from the registered chapter name. It may be placed on anything from a hat to a complete dress uniform.

*NOTE: If a chapter chooses to establish a chapter identity/dress, it is important to remind chapter members that they are not required to wear this identity to be a member of that chapter. It is always a matter of individual choice.*

At no time will GWTA tell anyone what they can or cannot wear but the way the marks and logos are used is important to all members of GWTA. The official logo is the motorcycle/world round logo.

An official logo patch is included in the initial membership packet. This logo identifies us with GWTA and should be worn with pride, displayed on a vest or jacket. GWTA suggests the vest, leaving the jacket for chapter logos, but the option remains in the hands of the member and chapter.

When a chapter wishes to have a special chapter jacket, hat, vest, etc. made with anything other than the official logo, the association marks and logos may be included in the design.

GWTA encourages chapters to design their own logo for chapter identity. The uses of rockers above and below the official logo to designate the chapter, state/province or

region are permitted. All rockers should be of uniform size and design, as the overall appearance of these rockers should be representative of our association.

GWTA does not intend to create problems with the use of its marks or logos at any organizational level. Questions pertaining to the use of the association marks or logos should be directed to the state/provincial director.

#### **D. Commercial Use of GWTA Marks and Logos**

GWTA has registered and copyrighted all service marks, trademarks and graphic logos used for association identity. Guidelines for the use of the marks are under the direction of the board of directors. Requests for the commercial use of the association marks and logos must be forwarded to the executive director.

#### **E. GWTA Liability Insurance**

GWTA maintains liability insurance. The amount of liability is dictated by the availability from the insurance company and a realistic premium amount. GWTA strives to maintain a maximum limit within the two parameters.

Liability insurance protects the association, not its individual members. The members, as individuals, must protect themselves. This is true for all of us no matter what profession or activity we are involved in.

##### **EXAMPLE:**

1. Should two members become involved in a liability situation with one another, the Gold Wing Touring Association shall be excluded unless it can be shown that GWTA directly caused the situation. Typically, an individual who can be shown to be the party at fault must have secured their own protection.
2. Should a third party (someone not a member of GWTA) become involved in a liability situation and name an individual, the person (in some cases an officer of GWTA), the association and/or a host facility, the GWTA insurance policy would cover the person as an officer (and the association). Both the individual and the host facility (should there be one) must protect themselves.

Often a hosting facility will not be covered for a particular GWTA event. In that case, the facility may request a rider on the GWTA policy. Such riders can be obtained by a registered chapter for a nominal fee.

***GWTA encourages all of the membership to be adequately insured, not just because of their involvement with GWTA but because of their involvement in day to day life, professional or social activities.***

## **F. Chapter Founder Member**

When GWTA chapters are organized there is always a group of members that play a vital role in making the chapter a reality and a vital part of GWTA. These members are chapter founder members. The time limit to establish the chapter founder list for any chapter will be up to 90 days after the official registration date of that chapter.

The chapter director is responsible for forwarding the list of chapter founder members to the regional director, with the necessary funds, to get the appropriate rocker. Chapter founder members may purchase additional rockers if their CD has forwarded the original list. The recognition of chapter founder members is very important to the chapter and to the members that made the chapter possible.

## **G. Chapter Finances and Reporting Procedures**

Operating a chapter requires finances. There are two types of money problems for chapters: not enough and too much. Since a chapter is the social arm of GWTA and provides a social atmosphere for members, legitimate operating expenses occur. These operating expenses include publishing and mailing the monthly chapter newsletter and money for chapter activities.

Since the association does not reimburse chapter activities, the chapter must raise operational funds. When members raise operational money for the chapter, they should remember the money is to offset financial needs of the chapter only. A good rule is to have enough money in the chapter account to operate for one calendar year. The association does not encourage officers or other members to personally fund chapter activities.

Here are a few things to consider:

1. The account *should require two signatures* to write a check. This is usually the treasurer and CD; a third signature from a chapter member should be considered for the bank signature card in case an emergency arises wherein the treasurer or CD is unavailable.
2. Look for an account with the best service and the least service charge. When negotiating for the account, mention that you are representing a chapter registered with a not-for-profit association (IRS class 501(a).C4). This may influence the charges levied by the bank.
3. Register your account using the chapter name, not GWTA. Funds earned by chapter members are not accountable to the national office.
4. If the chapter secures an interest-bearing account, the account must be opened under the CD's name and social security number to report earned interest with the IRS for income tax purposes. This can be avoided by securing a non-interest bearing account.

5. Since 9/11, banks now require a tax identification number to open any account. It is not recommended that the chapter use social security numbers of any of its members. Follow your state's process for registering your chapter with the state. Once that has been completed, the appropriate form may be sent in to the IRS for a tax identification number to be issued and subsequently taken to any bank. It can typically take six to eight weeks for this process, but it is important to follow in order to avoid any tax consequences for an individual who may have used their personal social security number, as well as to protect the chapter from the individual being able to claim the treasury funds, if it is being reported on their social security number.

The treasurer is responsible for expenses and receipts associated with chapter operations. Good financial records are a must; chapter records substantiate annual chapter financial statements. Good habits established in the beginning for maintaining financial records will make preparing the annual statement easy.

## **H. Chapter Financial Statements**

1. Each chapter must prepare a year-end financial statement, available to the chapter members.
2. An accounting of chapter funds must be made available to the membership any time such a request is made.
3. Funds raised by chapter members belong to the members; the chapter is not accountable to the association for these funds. The state/provincial director may request a copy of the chapter financial statement, not for accounting purposes but for educational value. By viewing the chapter's priorities on how money is spent, the state/provincial director will become more aware of what is important to the chapter and will be able to respond to chapter needs quickly and intelligently. To alleviate them having to ask, a courtesy copy should be sent.

## **I. American Honda Motor Company and Honda Canada (Reference Solicitations)**

Motorcycle accessory shops and individual Honda motorcycle dealerships are often willing to donate items for chapter, state/provincial and regional gatherings. American Honda Company and Honda Canada has requested that chapter, state/provincial and regional personnel do not solicit their main offices for such items. The executive director only will handle contributions and participation by Honda.

## **J. Alcoholic Beverages at GWTA Sanctioned Events**

To protect GWTA and its officers from potential legal consequences involved in providing alcoholic beverages at social events, NO alcoholic beverage will be sold, distributed, awarded or otherwise dispensed by GWTA at any sanctioned GWTA event.

## Gold Wing Touring Association

### Chapter 4 Recognition Programs



#### A. Recruiting Awards

Recruiting new members is the single most beneficial activity for a participating member. New members mean new friends. New members mean you have pride in the association that you want to share. New members mean growth and stability for the association. All members are eligible for awards when recruiting new members.

Recruitment awards:

- 5 memberships - recruitment pin
- 10 memberships - recruitment pin
- 25 memberships - recruitment pin
- 100 memberships - individual lifetime membership. If the member already has a lifetime (or founder life) membership, \$200.00 and a plaque will be given.
- 125 memberships - the individual lifetime membership will be upgraded to family lifetime membership. If the member already has a family lifetime/founder life membership, \$250.00 and a plaque will be given.

Members who recruit 100 and 125 memberships will be recognized for their significant achievement at a national GWTA event if they are able to attend. The achievement will also be published in *Touring News*.

An additional program was introduced in 2006, entitled "It's Up to You." Recruit one new membership, and receive a recruiting t-shirt. If the membership is for three years, you will receive the t-shirt as well as \$5.00 in TA Bucks. The next new membership recruited will earn you:

1 year = \$2.00 TA Bucks

2 year = \$3.00 TA Bucks

3 year = \$10.00 TA Bucks

Every 5 memberships = a bonus \$20.00 TA Bucks

The top recruiter between August 1, 2006 and June 1, 2007 with a minimum of 20 new memberships recruited receives a full Gold Rush registration for two, paid hotel room for five nights, and \$200.00 cash.

TA Bucks may be used towards membership dues, rally registration fees and items from the GWTA store.

## **B. Family of the Year**

The Family of the Year Program is designed to recognize families who are the backbone of the association. The candidates represent outstanding families that constantly work to better GWTA by giving 100% effort to their chapter, state/province and region.

Competition is open to all family memberships regardless of their ability to travel to gatherings. Families who make a difference in the chapter, state/province or region can earn the recognition they deserve through this program.

The selected family will reign for one year and will be given a monthly column in *Touring News*. In this way, the family of the year gains access to the entire membership for one year on behalf of GWTA. (See Section 3 for details.)

## Gold Wing Touring Association

### Chapter 5 Communication



GWTA realizes that a good network of communication is necessary between directors at all levels. The following procedure is recommended for information sharing.

- The state/provincial directors will meet at least once per year with chapter directors.
- The regional directors will meet at least once per year with state/provincial directors.
- The executive director will meet at least once per year with regional and national directors.

The meetings should be held before the riding season. If the timing of the meetings is coordinated, officers will have a good communication vehicle from chapter director to executive director. The meetings are intended for planning purposes, education and information exchange.

While these meetings are usually well attended, attendance is not the only agenda. Experience has taught us that in many meetings, the presiding director produces 90% of the dialogue while only 10% is produced from attending directors. No director should ever leave a meeting without being part of the conversation or sharing information about their area of responsibility.

To eliminate a void in communications, GWTA suggests that at director's meetings, whether state/provincial, regional or national, each director give a *brief verbal report* about past, present and future activities taking place in his/her area:

- Each director will be given time to share event information, new ideas, and problem areas.
- Directors may relate to a subject in the report and are encouraged to join in conversation to improve an idea or help solve a problem. Good communication and idea sharing enhance operations and create an environment for cooperation.
- The presiding director should provide sufficient and equal time for reports, keeping the meeting on track.