

GWRRA



Membership Enhancement Division

Couple of the Year Program Guidelines

Revised: November 1, 2005



Steve Johnson & Beanie O'Neill
Membership Enhancement Division - National Directors

Gold Wing Road Riders Association

2600 Randall Way #111, PMB 121, Silverdale, WA 98383

Phone (360) 377-1137

E-Mail: med@gwrri.org

November 1, 2005

Dear Chapter, District, and Region Directors, C.O.Y. Coordinators, Current and Future C.O.Y.'s:

The National Membership Enhancement Division is pleased to provide you this latest edition of the GWRRA "Couple of the Year Program - Guidelines"! This edition builds upon the guidance previously contained in the 1995 edition of the GWRRA "Public Relations Handbook" and the 1999 and 2001 editions of the COY Guidebook. For their assistance in bringing you previous editions, we'd like to give special thanks to the former National COY Coordinators, Herb and Kaye Thomas and former M.E.D. Directors, Larry & Evelyn Terryn. In addition, a big "Thank You" goes to Vernon & Verna Dudley who served as National COY Coordinators during 2002 through 2004.

While the Couple of the Year Program has been in existence since 1988, overall structure and format continuously evolves. It is our hope that these Guidelines will provide better structure to the program, at all levels, as well as increased awareness throughout the Association's membership about the COY program. This Guide addresses all aspects of the program, from requirements to selection process, awards and recognition, and utilization. It covers all levels of the program -- Chapter, District, Region, and International.

Changes (1-4 in Jan-05; 5 & 6 in Nov-05) found in this edition include:

- 1) Adding the note: "Associate Members are not eligible to participate in the Couple of the Year Program." (This is not a change to the program, just a note to clarify eligibility requirements).
- 2) Adding the suggestion that a couple has completed one year membership in the GWRRA prior to participating in the Chapter Couple of the Year Selection Process. (The Couple of the Year (COY) Program was established to recognize couples for their dedication, accomplishments, and participation in the GWRRA).
- 3) Adding the COY Nomination Forms (pages I-26 through I-28 of the Officer's Guide). (See Attachment 2)
- 4) Further clarification of how to assemble the COY Resume. (See Attachment 2)
- 5) Corrected a minor "typo" on Form 3.
- 6) Changed the scoring values, on Form 4, for ICOY Selection. Changed from a possible 134 Total Points, to a possible 100 Total Points.

We hope you find these Guidelines useful. We welcome any comments or suggestions to improve the Guidelines. Also, please remember that help and advice are only a phone call away! Any questions or comments may be directed to us (see above) or to the current COY Coordinators (shown below).

GWRRA Couple of the Year Program – National Coordinators:

Donnie & Charlotte Mardis
24400 Alabama Hwy 157
Town Creek, AL 35672

Phone: (256) 685-0068

E-mail: DonnieMardis@msn.com

We hope you have FUN with the COY program!

Membership Enhancement Division

C.O.Y. Guidelines - Revised: November 1, 2005

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Couple of the Year Program - Overview

A SPECIAL MESSAGE FOR CHAPTER DIRECTORS, DISTRICT DIRECTORS, AND REGION DIRECTORS

The Couple of the Year (COY) Program was established in 1988 to recognize couples for their dedication, accomplishments, and participation; couples who typify the GWRRA image of “fun, safety and knowledge.” Each year couples are honored by being selected as Chapter, District, Region and International COY’s. COY’s are active and enthusiastic about GWRRA and committed to GWRRA ideals. COY’s promote GWRRA both within the Association, helping with retention, and outside the Association, helping to attract new Members into the GWRRA “family.” Thus the COY at each level should be a couple that you would be proud to have represent you and the Association. Judge them fairly; select them wisely.

Communication between you, your staff, and the COY is of paramount importance. COY’s should be informed by you and your current COY of what is expected of them, and what their duties and responsibilities will be. It is helpful if this information is in writing as well as verbally explained. And timing is of the utmost importance. Be fair to your COY--give them sufficient time in each level to prepare for the next level; a minimum of three months at each level is suggested.

The COY program should be promoted as a fun event. The selection process should be as stress-free as possible. This is why we encourage you to inform your COY fully so they know what to expect. The more prepared they are to handle the events, the more fun they will have. A brunch or luncheon with just the COY’s, and a social hour with the selection committee are very beneficial.

Be sure that the COY’s are scored fairly. It is recommended that you utilize the standard score sheet for your level of COY competition (see Attachment 1, Forms #1-4). Appoint a COY coordinator to handle the selection process, at the Chapter, District, or Region level. You can also ask for assistance from past and present COY’s.

COY’s should not be pressured to go beyond their financial means. It would be appreciated if visiting COY’s were invited to be “house guests” by Members and provided with complimentary meals at GWRRA functions. This is where Districts and Regions can especially offer reciprocity. When you are aware that a COY will be attending your event, provide them complimentary registration. Ask them if they would like to help--in judging events, 50/50 sales, seminars, etc.,--or if they would prefer to kick back, relax, and just socialize.

Being selected as a COY should be viewed as an honor. Recognition should be afforded COY’s at all events, preferential seating provided when feasible, and placement in the front of parades arranged. Afford your current COY the opportunity to place an article in your newsletter, rally book, or the like. Include them in your media events when possible. The more positive exposure they receive, the more the program will thrive.

Participation doesn’t end after the COY term has ended. Most often the COY’s go on to assume various positions within GWRRA. They are enthusiastic supporters of GWRRA, and enthusiastic about remaining involved. The bottom line is, COY’s are Members just like you--they are an important part of the GWRRA “family.” They, like you, are “Friends for Fun, Safety, and Knowledge.”

Chapters 1 through 3 of this Guide have been written expressly for you, to assist you in managing the COY program in your Chapter, District, or Region. The guidelines contained in these chapters are just that--guidelines--and as such you may adjust them as needed to meet your unique requirements. However, you should keep in mind that this Guide has been developed to prepare couples for eventually competing for International COY. The information contained in Chapter 4 reflects the requirements and activities surrounding the International COY selection process, current as of the date of this Guide. It is highly recommended that you do everything you can to prepare your couple for the ultimate goal of competing for International COY, to include following this Guide as closely as possible.

A SPECIAL MESSAGE FOR COUPLES OF THE YEAR

Congratulations! You have just joined a special group--GWRRA Couples of the Year! You have been selected to be an ambassador for GWRRA, which is quite an honor.

“So, now what do we do? What is expected of us? Gosh, do we have the questions!” Is the foregoing a little of what you’re thinking now? You’re not alone--every COY has had the same thoughts. Perhaps the information in this Guide, in particular Chapter 5, will be helpful to you.

Above all else, the best advice anyone can give you is to “HAVE FUN” and “BE YOURSELF”! Being Couple of the Year can sometimes be a little scary, as you become aware of your new-found fame. But most of all, it’s a fun time, a once-in-a-lifetime experience that will reward you with many wonderful memories.

You will meet a lot of new people and make a lot of new friends. You will also form a special bond with your fellow COY’s.

If you have any questions about what will be expected of you during your “reign,” check with your Chapter, District, or Region Director. If they don’t have the answers, they will know how to find the answers by getting in touch with the appropriate COY Coordinator (i.e., the Chapter, District, or Region COY Coordinator, if there is one, should be able to answer questions about what is expected at their levels of the COY program; the National COY Coordinator should be consulted for answers to questions about what is expected of the International COY).

Once again, Congratulations!

Chapter 1

CHAPTER COUPLE OF THE YEAR

REQUIREMENTS

1. Couple must consist of one male and one female.
2. They must hold Individual or Family Memberships in GWRRA. Memberships must be valid through the term of the Chapter COY position. It is suggested that a couple has completed at least one year membership in the GWRRA prior to participating in the Chapter Couple of the Year Selection Process

Notes: Associate Members are not eligible to participate in the Couple of the Year Program.

SELECTION

1. The Chapter Director may appoint a COY Coordinator to handle the COY selection process. The COY Coordinator may be the Chapter MED Coordinator, the current Chapter COY, or any other member of the Chapter staff. The COY Coordinator oversees the entire selection process.
2. The COY Coordinator may appoint and chair a Chapter COY selection committee. Members of this committee may include one or two members of the Chapter staff and one or two other Chapter participants not on the Chapter staff.
3. Nominations should be submitted before January 15th to the Chapter Director or COY Coordinator by participants of the Chapter, using the Nomination Forms found in these guidelines. (See Attachment 2).
4. The COY Coordinator reviews nominations and contacts potential COY's, advising them they are being considered for Chapter COY; confirms they meet the above requirements; reviews what their responsibilities will be if selected; and, if the potential COY agrees to be considered, requests that they provide a brief resume.
5. The selection committee reviews the resumes, interviews each couple, and scores them according to their knowledge of, involvement in, and commitment to GWRRA. Score Sheets (see Attachment 1, Form #1) should cover the following areas:
 - a. GWRRA commitment and involvement
 - b. Interview
 - c. Appearance
 - d. Optional -- oral presentation
6. The COY Coordinator presents the results to the Chapter Director.
7. Announcement and presentation of awards should be made by the Chapter Director at a Chapter function.

AWARDS AND RECOGNITION

Awards are naturally based on what the Chapter can afford. Awards should be meaningful and lasting. It is also recommended that the COY be featured in the next Chapter newsletter. Some suggestions at the Chapter level are:

1. Corsages and boutonnières.
2. Personalized shirts with GWRRA 10" logo on back and Chapter COY imprinted.
3. COY Pins with Chapter hanger bars.
4. Name tags.
5. Silver platter appropriately engraved.
6. 10" GWRRA back patches and Chapter COY rockers for the COY's vests.
7. Registration at District event if participating in District COY competition.

UTILIZATION

The Chapter will want to utilize their Chapter COY in conjunction with the COY's interests and abilities. The COY should always be included in media events and recognized at all Chapter functions. Some suggestions are:

1. Assist Chapter MED and/or Public Relations Coordinator with:
 - (a) Contacting media, community leaders, Honda dealers, etc.
 - (b) **SPEAKING AT NON-GWRRA EVENTS/CLUBS ABOUT GWRRA ***.
2. Greeters.
3. Sit with and introduce first-time guests.
4. Membership coordinators, contacting inactive or expired GWRRA members to renew interest in GWRRA.
5. 50/50 sales.
6. Assist at registration desks or "goodie" tables at events.
7. Assist at Mall Shows.
8. Submit articles for the Chapter newsletter.
9. Maintain the history of the Chapter and Chapter COY's.

* In the past, the Chapter COY's have primarily focused on "internal" PR by speaking at GWRRA events such as Chapter meetings, etc. Starting in 1997, we asked the COY's to focus on "external" PR by speaking at non-GWRRA events and activities. We still want the COY's to "do their thing" at GWRRA events, but we'd like them to also "go public" about this great Association to folks that don't know about us yet.

There are several clubs, associations, and organizations listed in the telephone book yellow pages under "clubs," etc. (e.g., American Legion, VFW, Fraternal Order of Eagles, Knights of Columbus, etc.). These groups are continually looking for someone to come speak to their group at their monthly luncheons, dinners, meetings, etc. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

RESUME

While it is highly encouraged that Chapter COY's compete for District COY, it is not mandatory. When the Chapter COY elects to continue for consideration as District COY, they should prepare and send a resume to the District Director or District COY Coordinator within three weeks of their selection as Chapter COY.

The resume should include the following: (a) one photo (with or without Gold Wing); (b) Nomination Forms contained in these guidelines (See Attachment 2); (c) brief personal biography (e.g., family, occupations, how they got involved in motorcycling); (d) GWRRA participation (e.g., how they became associated with GWRRA, involvement in GWRRA activities and the GWRRA Rider Education program, and positions held); and why they would like to be Couple of the Year.

The complete resume should be no more than 6 pages (including forms and pictures) and stapled only (no cover or binders).

Notes: See page 5-2 **RESUME** For complete description of how to compile the resume.
See Attachment 2 for all Resume forms

Chapter 2

DISTRICT COUPLE OF THE YEAR

REQUIREMENTS

1. Couple must consist of one male and one female.
2. They must hold Individual or Family Memberships in GWRRA. Memberships must be valid through the term of the District COY position.
3. Couple must be a current Chapter COY. It is suggested that they have held that position for at least three months prior to the selection process.
4. If selected as District COY, couple must be willing and able to attend the Region COY selection event and be considered for Region COY.

Note: Associate Members are not eligible to participate in the Couple of the Year Program.

SELECTION

1. The District Director may appoint a COY Coordinator to handle the COY selection process. The COY Coordinator may be the District MED Coordinator, the current District COY, or any other member of the District staff. The COY Coordinator oversees the entire selection process.
2. A panel of impartial judges may determine the District COY. The judges may consist of the District Director and at least four other GWRRA Members (e.g., District staff, past COY's, or Chapter Directors).
3. The COY Coordinator should send a congratulations letter to all participating Chapter COY's at least two months prior to the selection event. The letter should outline at what event selection will take place, time and place of selection, copy of Score Sheet, description of selection process, explanation of duties COY's will have during event, etc. The more detail, the better for the COY's.
4. The COY Coordinator should provide the Chapter COY's' resumes to the panel of judges at least two weeks prior to the selection event. The COY Coordinator should also provide a list of the names and position titles of the judges to the Chapter COY's at least two weeks prior to the District COY selection event.
5. At the selection event, it is suggested that a reception or other informal gathering be held with the Chapter COY's, judges, current District COY, and District staff prior to the actual selection. This may help to alleviate any "jitters."
6. It is highly recommended that the COY selection event be open to the Members. This will help the COY program to grow, as it eliminates the "mystery" surrounding the selection process. It also helps the Chapter COY's to relax as they see their friends and fellow Chapter participants in the audience, supporting and encouraging them.

7. Prior to the interview, each COY draws a number for the interview sequence. The COY Coordinator may list an "Interview Sequence" (see Attachment 1, Form #5). During the actual selection, the COY Coordinator should introduce each COY individually and have them present a brief oral biography (3-5 minutes), and then a designated person should ask 2-3 questions which the COY's have not heard in advance. Questions should be the same for all COY's and asked in the same order (see Attachment 3 for list of sample questions). As an option, the COY's may present their oral biography only, then return in the same order to answer the questions. This will allow the judges a second opportunity to consider their scoring.
8. Score Sheets should cover the following areas (see Attachment 1, Form #2):
 - a. GWRRA commitment and involvement
 - b. Oral presentation
 - c. Interview
 - d. Appearance
9. Judges should not score their own Chapter COY. Upon completion of scoring, the COY Coordinator should tally the Score Sheets (see Attachment 1, Form #6) and average the scores (see Attachment 1, Form #7).
10. Selection, announcement and presentation of awards should be made at the District Rally or other District function, and early enough to give the new COY an opportunity to share their excitement throughout the event.

AWARDS AND RECOGNITION

Awards should be based on what the District can afford and should be meaningful and lasting. Some suggestions at the District level are:

1. Certificates of Appreciation to all COY participants.
2. Corsages and boutonnieres for all COY participants.
3. Silver platter appropriately engraved.
4. Vest or jacket with GWRRA 10" back patch and District COY imprinted.
5. District hanger bars for their COY Pins.
6. Name tags.
7. Registration at Region event if participating in Region COY competition.
8. Special GWRRA District COY windshield cover for motorcycle.

UTILIZATION

The District Director will want to utilize their District COY in conjunction with the COY's interests and abilities. The COY should always be included in media events and recognized at all Chapter and District functions. Some suggestions are:

1. Assist District MED and/or Public Relations Coordinator with:
 - (a) Contacting media, community leaders, Honda dealers, etc.
 - (b) Collecting charity information
 - (c) **SPEAKING AT NON-GWRRA EVENTS/CLUBS ABOUT GWRRA ***
2. At District Rally - serve as greeters, work the information or GWRRA "goodies" table, handle 50/50 sales, assist in Best Dressed judging, Bike Show judging, etc.
3. Chapter visitation.
4. Assist in promotion of new Chapter kick-offs and assist at the kick-off.

* In the past, the District COY's have primarily focused on "internal" PR by speaking at GWRRA events such as Chapter meetings, seminars at District and Region Rallies, etc. Starting in 1997, we asked the COY's to focus on "external" PR by speaking at non-GWRRA events and activities. We still want the COY's to "do their thing" at GWRRA events, but we'd like them to also "go public" about this great Association to folks that don't know about us yet.

There are several clubs, associations, and organizations listed in the telephone book yellow pages under "clubs," etc. (e.g., American Legion, VFW, Fraternal Order of Eagles, Knights of Columbus, etc.). These groups are continually looking for someone to come speak to their group at their monthly luncheons, dinners, meetings, etc. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

RESUME

The District COY should update their resume and send it to the Region Director or Region COY Coordinator no later than 30 days prior to the Region COY judging event.

The complete resume should be no more than 6 pages (including forms and pictures) and stapled only (no cover or binders).

Note: See page 5-2 **RESUME** For complete description of how to compile the resume.

Chapter 3

REGION COUPLE OF THE YEAR

REQUIREMENTS

1. Couple must consist of one male and one female.
2. They must hold Individual or Family Memberships in GWRRA. Memberships must be valid through the term of the Region COY position.
3. Couple must be a current District COY. It is suggested that they have held that position for at least three months prior to the selection process.
4. If selected as Region COY, couple must be willing and able to attend Wing Ding and to be considered for International COY.

Note: Associate Members are not eligible to participate in the Couple of the Year Program.

SELECTION

1. The Region Director may appoint a COY Coordinator to handle the COY selection process. The COY Coordinator may be the Region MED Coordinator, the current Region COY, or any other member of the Region staff. The COY Coordinator oversees the entire selection process.
2. A panel of impartial judges may determine the Region COY. The judges may consist of the Region Director and at least four other GWRRA Members (e.g., Region staff, past COY's, or District Directors).
3. The COY Coordinator should send a congratulations letter to all participating District COY's at least two months prior to the selection event. The letter should outline at what event selection will take place, time and place of selection, copy of Score Sheet, list of possible questions, description of selection process, information on required attire including patches and pins, explanation of duties COY's will have during the event, etc. The more detail, the better for the COY's.
4. The COY Coordinator should provide the District COY's resumes to the panel of judges at least two weeks prior to selection event. The COY Coordinator should also provide a list of the names and position titles of the judges to the District COY's at least two weeks prior to the selection event.
5. Prior to the selection event, it is suggested that a brief orientation be held with the COY's, reviewing what is expected of them at the selection event (attire, oral presentation, questions), and the scoring. It is also suggested that a reception or other informal gathering be held with the potential COY's, judges, current Region COY and Region staff, prior to the actual selection. This may help to alleviate any "jitters". At this reception each COY draws a number for the interview sequence. The COY Coordinator may list the results of the drawing on "Interview Sequence" (see Attachment 1, Form #5).
6. It is highly recommended that the COY selection be open to the Members. This will help the COY program to grow as it eliminates the "mystery" surrounding the selection process. It also helps the competing couples to relax as they see their friends and fellow Chapter participants in the audience, supporting and encouraging them.

7. During the actual selection, the COY Coordinator should introduce each COY individually and have them present a brief oral biography (3-5 minutes), and then a designated person should ask 2-3 questions. Questions should be the same for all COY's and asked in the same order (see Attachment 3 for list of sample questions). As an option, the COY's may present their oral biography only, then return in the same order to answer the questions. This will allow the judges a second opportunity to consider their scoring.

8. Score Sheets should cover the following areas (see Attachment 1, Form #3):

- a. GWRRA commitment and involvement
- b. Oral presentation
- c. Interview
- d. Appearance
- e. Rider Education Program level

9. Judges should not score their own District COY. Upon completion of scoring, the COY Coordinator should tally the Score Sheets (see Attachment 1, Form #6) and average the scores (see Attachment 1, Form #7).

10. Selection, announcement and presentation of awards should be made at the Region Rally or other Region function, and early enough to allow the new COY an opportunity to share their excitement throughout the event. At the function, the COY Coordinator should introduce all COY's, and present flowers, certificates, etc. to all COY's. Then the Region Director should make the announcement of the new Region COY. If a Region COY album has been established, it should be presented to the new Region COY to continue.

AWARDS AND RECOGNITION

Suggestions:

1. Certificates of Appreciation to all COY participants.
2. Corsages and boutonnieres for all COY participants.
3. Vests with GWRRA 10" back patch and Region COY imprinted.
4. Region hanger bars for their COY Pins.
5. Name tags.
6. Dollar amount towards expenses to attend Wing Ding (\$100 minimum is suggested).
7. Special plaque as Region COY.
8. Special GWRRA Region COY windshield cover for motorcycle.

NOTE: National Home Office will provide complimentary Wing Ding registration and, when possible hotel accommodations to all Region COY's competing at Wing Ding.

UTILIZATION

The Region COY can be a tremendous help to the Region Director and staff. The COY's strong points should be emphasized and abilities utilized. They should always be included in media events. They are promoted as the typical GWRRA couple. Some possible ways to utilize the Region COY are:

1. Assist Region MED and/or Public Relations Coordinator with:
 - (a) Media events
 - (b) Collection of charity information
 - (c) **SPEAKING AT NON-GWRRA EVENTS/CLUBS ABOUT GWRRA ***
2. Present COY seminars at Region Workshops and Rallies.
3. Assist in promoting Region events.
4. At Region Rally - serve as greeters, work the information or GWRRA "goodie" table, handle 50/50 sales, assist in Best Dressed judging, Bike Show judging, etc.
5. Maintain contact with District COY's, providing encouragement and guidance.
6. Participate in District Rallies and new Chapter kick-offs whenever possible.

* In the past, the Region COY's have primarily focused on "internal" PR by speaking at GWRRA events such as seminars at District and Region Rallies, etc. Starting in 1997, we asked the COY's to focus on "external" PR by speaking at non-GWRRA events and activities. We still want the COY's to "do their thing" at GWRRA events, but we'd like them to also "go public" about this great Association to folks that don't know about us yet.

There are several clubs, associations, and organizations listed in the telephone book yellow pages under "clubs," etc. (e.g., American Legion, VFW, Fraternal Order of Eagles, Knights of Columbus, etc.). These groups are continually looking for someone to come speak to their group at their monthly luncheons, dinners, meetings, etc. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

RESUME

The Region COY should update their resume and send it to the National COY Coordinator at least two months prior to Wing Ding.

The complete resume should be no more than 6 pages (including forms and pictures) and stapled only (no cover or binders).

Note: See page 5-2 **RESUME** For complete description of how to compile the resume.

Chapter 4

INTERNATIONAL COUPLE OF THE YEAR

REQUIREMENTS

1. Couple must consist of one male and one female.
2. They must hold Individual or Family Membership in GWRRA. Memberships must be valid through the term of the International COY position.
3. Couple must be a current Region COY. It is suggested that they have held that position for at least three months prior to the selection process.
4. Couple must not have competed for International COY the previous year (i.e., a couple may not compete in back-to-back years).
5. Couple must not have ever been a National or International COY.
6. If selected as International COY, couple must be willing and able to assume the responsibilities of the International COY.

Note: Associate Members are not eligible to participate in the Couple of the Year Program.

SELECTION

1. The National COY Coordinator handles the International COY selection process. The panel of judges consists of the current Region Directors, or one of their designated Assistants if they are unavailable to participate in the selection process.
2. The National COY Coordinator sends a congratulations letter to all participating Region COY's at least two months prior to Wing Ding. The letter identifies what hotel the COY's will stay in (complimentary room); outlines all times and places of get-togethers, Wing Ding site walk-around, COY competition, etc.; explains duties the COY's will have during Wing Ding; describes the selection process; provides a copy of the Score Sheet and a list of possible questions; and makes suggestions on what to wear. The more detail, the better for the COY. The National COY Coordinator and/or the National Member Enhancement Director will follow-up with a call to each COY to reassure them, answer any questions they may have, and in general, offer support.
3. The National COY Coordinator provides the Region COY's resumes (which have been prepared in accordance with the Resume requirements contained in Chapter 3 and using the format in Attachment 2) to the Region Directors at least two weeks prior to Wing Ding, as available. The National COY Coordinator also provides a list of the names and position titles of the judges to the Region COY's at least two weeks prior to Wing Ding.

4. At Wing Ding, an orientation is held prior to the selection, with the competing Region COY's, current International COY, National Member Enhancement Director, and National COY Coordinator. During the orientation, the COY's draw numbers designating the order of their interview (which are entered on Form #5, "Interview Sequence"); sign up to assist at various activities; and present their GWRRA membership cards for verification. A walk-around of the Wing Ding site is also held prior to the selection event. Just prior to the selection, a reception is held for the competing Region COY's, with the Chairman of the Board, President, Executive Director, National Membership Enhancement Director, Region Directors, National COY Coordinator, and current International COY in attendance. The Region Directors personally meet and chat with each Region COY to get to know them and make them feel at ease.

5. After the reception, the Region Directors go into the judging room. Once they're settled, the National COY Coordinator instructs the audience on procedures and requirements. (Note: to help eliminate the "mystery" surrounding the selection process and provide support and encouragement to the competing couples, the International COY competition is open to the Members, with limited seating). Then each Region COY enters the room, is introduced by their Region Director, and is presented a corsage and boutonniere by the current International COY and a plaque by the National COY Coordinator. The COY's return to the reception room where former National/ International and Region COY's may join them to provide support and encouragement.

6. The National COY Coordinator gives orientation to the Region Directors on the judging procedures and scoring. The National COY Coordinator then introduces the Region COY who drew #1, and the COY begins their oral presentation (up to 5 minutes). Upon completion, the COY returns to the reception room, and the COY who drew #2 enters. The process continues until all COY's have given their presentations. Then each COY is again brought back individually into the judging room, introduced, and a designated person asks them one or two questions which they have not heard in advance. The questions are the same for each COY and are asked in the same order (see Attachment 3 for a list of sample questions). Each COY will have three (3) minutes to respond to the questions. Note: The presentation and question response will be timed.

7. Score Sheets cover the following areas (see Attachment 1, Form #4):

- a. GWRRA commitment and involvement
- b. Oral presentation
- c. Interview
- d. Appearance
- e. Rider Education Program level

8. Region Directors do not score their own Region COY. Upon completion of scoring, the Score Sheets are tallied and checked by the National COY Coordinator, National Membership Enhancement Division Director, and a member of the Executive staff (see Attachment 1, Form #6). Score Sheets are averaged (see Attachment 1, Form #7).

9. At Wing Ding opening ceremonies, the outgoing International COY introduces all Region COY's, the National COY Coordinator announces the new International COY, and the National staff present awards and congratulations to the new International COY. The outgoing International COY also passes the National/International COY Photo Album to the new COY to continue adding photo memories. At Wing Ding closing ceremonies, the National Member Enhancement Director introduces the outgoing International COY and presents them with a plaque, and the outgoing COY gives their "farewell" remarks. The National Member Enhancement Director then introduces the Region COY's and the new International COY, who offers a few brief remarks.

AWARDS AND RECOGNITION (provided by the National Home Office)

Region COY's:

1. Certificate of Appreciation
2. Corsage/boutonniere

International COY:

1. Special plaque
2. Name tags
3. International COY ribbons
4. International COY belt buckles
5. Vests with GWRRA 10" back patch and International COY imprinted
6. "National" hanger bars for their COY Pins
7. Business cards

A picture of each Region COY and an in-depth article about the International COY with picture should also appear in *Wing World*.

UTILIZATION

Region COY's While at Wing Ding:

1. Sell 50/50 tickets.
2. Work in GWRRA "goodie" booth (there should be a sign in the booth listing the names and times the Region COY's are there) and in Recruiting Booth.
3. Assist in promoting the following year's Wing Ding.
4. Greeters at evening events and closing ceremonies.
5. At all events, Region COY's should be introduced and have preferential seating.
6. At parades, Region COY's should ride as a group, following the National Staff.

International COY:

1. *At Wing Ding:* (a) Circulate and participate as much as possible, demonstrating their enthusiasm for GWRRA. (b) Attend seminars. (c) Attend evening programs (at all times, a special effort should be made to introduce the International COY). (d) Ride in parades. (e) Begin promoting next year's Wing Ding.
2. *Throughout the year:* (a) **ARRANGE AND PERFORM SPEAKING ENGAGEMENTS WITH NON-GWRRA GROUPS ***. (b) Attend Region and District Rallies (some to be scheduled by the National Home Office -- see item 1 under "Reimbursement"). (c) Attend non-GWRRA events. (NOTE: Prior approval by GWRRA Member Enhancement Director and Executive Director not required for any of these activities unless reimbursement of expenses will be required).
3. *Every three or four months* – provide an article to *Wing World* covering their activities.
4. *In February* – provide *Wing World* with a Welcome Letter to the next Wing Ding.
5. *At the following year's Wing Ding* - work with the National COY Coordinator, offering support and guidance to the competing Region COY's.

In the past, the National/International COY's have primarily focused on "internal" PR by speaking at GWRRA events such as seminars at District and Region Rallies, Wing Ding, etc. Starting in 1997, we asked the International COY to focus on "external" PR by speaking at non-GWRRA events and activities. We still want the COY to "do their thing" at GWRRA events, but we'd like them to also "go public" about this great Association to folks that don't know about us yet.

There are several clubs, associations, and organizations listed in the telephone book yellow pages under "clubs," etc. (e.g., American Legion, VFW, Fraternal Order of Eagles, Knights of Columbus, etc.). These groups are continually looking for someone to come speak to their group at their monthly luncheons, dinners, meetings, etc. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

REIMBURSEMENT

1. National Home Office reimburses the International COY for reasonable travel expenses, accommodations, meals, and registration at 3-4 (mutually pre-scheduled) Region and/or District Rallies and potentially a non-GWRRA Rally, such as Americade, as budgetary constraints dictate.
2. National Home Office reimburses the International COY for reasonable direct travel and meal expenses and provides accommodations and free registration at the following year's Wing Ding.

Chapter 5

GUIDELINES FOR COY's

GENERAL

“So now what do we do?” First and foremost--HAVE FUN! and BE YOURSELF! Your Chapter selected you as you are. Continue to participate at Chapter/District/Region events as in the past. Maybe you would want to expand your horizons and consider helping in areas you might not have done so before. As ambassadors, you'll want to encourage other Members to participate and get active. BE ENTHUSIASTIC--it's contagious! When you are really excited about an upcoming event or program, others will catch your spirit.

“What's expected of us?” To represent the GWRRA with pride, to enthusiastically support all GWRRA programs, to be positive in attitude and spirit, to lead by example while promoting an atmosphere of fun, safety and knowledge, and to uphold the highest traditions and core values of the GWRRA. Talk with the proper person--your Chapter/District/Region Director and/or COY Coordinator. Review the COY guidelines in Chapters 1-4 together for ideas. Where do your strengths lie? If you're “good on your feet” and knowledgeable about GWRRA (and you probably are!), then make yourself available to non-GWRRA clubs, groups, etc. to speak at their meetings or events. Do you enjoy greeting people, or selling 50/50 tickets, or encouraging participation in the Rider Education program? How about handling registration at your Chapter/District/Region events; sparking interest and participation for upcoming events; or contacting new or inactive Members to try to spark their interest? Represent GWRRA at Mall Shows, distribute literature on Chapter events and information on GWRRA. Does your Chapter/District/Region have a history and album of past COY's? If not, you could start one now and it will be continued in the future. Just a note--what you do should be what YOU want to do--things you enjoy!

As a COY, other Members will look at your example. Wear your GWRRA back patch with pride. As ambassadors for GWRRA, you will always want to present a positive image. There are all kinds of ways to view a situation--always look for solutions, not problems. You can set the pace for future COY's. By showing others how much fun you're having, they may be encouraged to consider becoming a COY if nominated.

This is an important program for GWRRA. What can YOU do to further improve it? And, if given the opportunity to be considered for the next level of COY, think of how much more fun you can have--how many more super people you'll get to meet; what a great honor it is. Go for it!!

ORAL PRESENTATION

Most COY selections will require you to give a brief oral presentation, which will be scored by a panel of judges. The judges will typically be looking for such things as comfort level with public speaking, personality, sense of humor, and enthusiasm; and they will be expecting both of you to participate equally. They will want to hear about the highlights of your participation in and commitment to GWRRA in order to make a knowledgeable and fair selection. The following tips should help make your presentation both interesting and informative and leave the judges with a positive impression.

1. Stick to the allotted time. If you are given 3-5 minutes, don't take 10 minutes. Keep your presentation as brief and to the point as possible.
2. Don't memorize your presentation to the point that you don't sound "natural."
3. If you forget something, don't worry about it! Go on to the next point. Remember that the judges don't know what you plan to say, and will not be aware that you've left something out.
4. Don't repeat anything that you've already said.
5. Talk to the judges. Don't talk to the floor, the ceiling, or the walls!
6. Try to keep your material primarily about your involvement in GWRRA. Judges want to hear how you joined, how you've been involved, what you like about the association, etc.

INTERVIEW

After you have completed your oral presentation, you will probably be asked two, possibly three, impromptu questions, which will give the judges an opportunity to see how well you are able to answer spontaneously. Give yourselves time to think about your answer--feel free to quietly (but quickly!) discuss your answer before responding. Stick to the question! Try to stay on track and not wander off the subject. If the question is multi-part, be sure to answer completely. Both of you should once again participate. If you both want to answer each question, feel free to do so, even if you give differing answers. Or let one of you answer the first question, and the other answer the second question.

RESUME

It would be very time consuming for you to provide a complete history of your participation and involvement in GWRRA activities in your oral presentation, and often important items may be overlooked. By providing that information before the selection process, you will have the opportunity to give more detail and the judges have the opportunity to read at their leisure your pertinent facts and background. Then when you highlight your activities during your oral presentation, the complete picture develops for the judges.

See guidelines in Chapters 1-4 and Attachment 2 for a sample resume format. **The complete resume should be no more than 6 pages.** The resume should be compiled as follows:

1. The first page should contain your names, address(es), GWRRA Membership numbers, Chapter/District/Region identifiers, and a picture, with or without your Gold Wing. (Attachment 2, Form #8)
2. The next three pages should be the COY Nomination Forms. (Attachment 2, Forms #9, #10, & #11)
3. The last two pages should give a brief personal background; elaborate on GWRRA involvement - list positions held and participation in GWRRA events; list Rider Education level attained; and end with why you want to be the Couple of the Year. (Attachment 2, Forms #12 & #13)

The resume should be brief and clear, without a lot of dialogue. Consider the person reading the resume and all the other resumes they will be reading. They are more apt to remember facts outlined than dialogue. The resume should be typed or legibly written, and stapled or clipped together with **no cover or binder.**

APPEARANCE

Another thing you will undoubtedly be concerned about, almost as much as what you are going to say, is what you will wear during the selection process. The judges will be looking for the presence of the GWRRA 10" back patch, the 4" front patch, your GWRRA membership pins with year bars, any Rider Education patches (if applicable), and name tags. They will also be judging neatness, appropriateness of attire, and uniformity (i.e., both your vests have pins and patches uniformly placed).

You do not have to spend a lot of money on fancy shirts, etc. As long as you appear neat and display the proper patches and pins, your score should be high. If you were presented a set of COY medallions when you were selected for your current COY title, be sure to wear them!

ACCEPTING INVITATIONS

Once selected as a COY, you will undoubtedly be asked to attend many events. You are encouraged to accept as many invitations as your schedule and finances will allow, but do not feel obligated to attend each and every event. Some COY's have found themselves "burned out" half-way through their year because they've overextended themselves. Your fellow GWRRA Members want you to enjoy your experience and understand that you do have another life with family interests, obligations and commitments.

In most cases, the event's sponsor will make arrangements for your attendance and, in many cases, will cover the cost of some of your expenses, such as registration. It is highly recommended that you find out in advance what will and will not be covered so there are no misunderstandings.

Remember that being Couple of the Year is a FUN time! You will meet many new friends. If there is any sad part to this program, it is the fact that the year will go by so quickly!

ATTACHMENT 1

C.O.Y. Selection Process Forms

Form #1	Chapter COY Score Sheet
Form #2	District COY Score Sheet
Form #3	Region COY Score Sheet
Form #4	International COY Score Sheet
Form #5	Interview Sequence
Form #6	Tally Results
Form #7	Score Tabulation

Gold Wing Road Riders Association

Chapter Couple Of the Year Score Sheet

Names _____ Chapter _____

(Scoring Hint: If the Score Scale is 1-10, start with 5 then add or subtract points.)

<u>Score Scale</u>	<u>Category</u>	SCORE
---------------------------	------------------------	--------------

1-20	<u>GWRRA Commitment and Involvement</u> (Consider positions held, events attended, knowledge of GWRRA)	_____
-------------	--	-------

1-10	<u>Interview</u> (Consider ability to answer spontaneously, both participating)	_____
-------------	---	-------

1-10	<u>Appearance</u> (Consider neatness, appropriateness of attire, presence of 10" back patch, 4" logo patch, membership pin and year bars, Rider Education patches, name tag, uniformity)	_____
-------------	--	-------

1-10	<u>Oral Presentation</u> (Consider comfort level with public speaking, personality, sense of humor, both participating)	_____
-------------	---	-------

	TOTAL SCORE	_____
--	--------------------	-------

(Possible score 50)

Tie breaker - overall impression score 1-20 _____

Gold Wing Road Riders Association

District Couple Of the Year Score Sheet

Names _____ Chapter _____

(Scoring Hint: If the Score Scale is 1-10, start with 5 then add or subtract points.)

<u>Score Scale</u>	<u>Category</u>	SCORE
---------------------------	------------------------	--------------

1-20	<u>GWRRA Commitment and Involvement</u> (Consider positions held, events attended, knowledge of GWRRA)	_____
-------------	--	-------

1-10	<u>Interview</u> (Consider ability to answer spontaneously, both participating)	_____
-------------	---	-------

1-10	<u>Appearance</u> (Consider neatness, appropriateness of attire, presence of 10" back patch, 4" logo patch, membership pin and year bars, Rider Education patches, name tag, uniformity)	_____
-------------	--	-------

1-10	<u>Oral Presentation</u> (Consider comfort level with public speaking, personality, sense of humor, both participating)	_____
-------------	---	-------

	TOTAL SCORE	_____
--	--------------------	-------

(Possible score 50)

Tie breaker - overall impression score 1-20 _____

Gold Wing Road Riders Association

Region Couple Of the Year Score Sheet

Names	District
-------	----------

(Scoring Hint: If the Score Scale is 1-10, start with 5 then add or subtract points.)

<u>Score Scale</u>	<u>Category</u>	SCORE
<u>GWRRA Commitment and Involvement</u>		
1-20	Knowledge of GWRRA	_____
1-20	Participation (Consider events attended)	_____
1-20	Positions held	_____
	Rider Education (Score each person) Male Female	
	(1 point for Level I or II	
0-4	2 points for Level III or IV) _____ _____ =	_____
<u>Oral Presentation</u>		
1-10	Both participating	_____
1-10	Comfort level with public speaking	_____
1-10	Personality, sense of humor	_____
<u>Interview</u>		
1-10	Ability to answer spontaneously, both participating	_____
1-10	Answers the questions that were asked	_____
<u>Appearance</u>		
1-10	Neatness, appropriateness of attire, and uniformity.	_____
1-10	Presence of proper patches. (10" back patch, 4" logo patch, membership pin & year bars, name tag)	_____
TOTAL SCORE		_____
(Possible score 134)		
Tie breaker - overall impression score 1-20		_____

Gold Wing Road Riders Association

International Couple Of the Year Score Sheet

Names	District
-------	----------

(Scoring Hint: If the Score Scale is 1-10, start with 5 then add or subtract points.)

<u>Score Scale</u>	<u>Category</u>	SCORE
---------------------------	------------------------	--------------

GWRRA Commitment and Involvement

1-10	Knowledge of GWRRA	_____
1-10	Participation (Consider events attended)	_____
1-10	Positions held	_____
	Rider Education (Score each person) Male Female	
	(1 point for Level I or II	
0-4	2 points for Level III or IV) _____ _____ =	_____

Oral Presentation

1-10	Both participating	_____
1-10	Comfort level with public speaking	_____
1-10	Personality, sense of humor	_____

Interview

1-10	Ability to answer spontaneously, both participating	_____
1-10	Answers the questions that were asked	_____

Appearance

1-8	Neatness, appropriateness of attire, and uniformity.	_____
1-8	Presence of proper patches. (10" back patch, 4" logo patch, membership pin & year bars, name tag)	_____

TOTAL SCORE

(Possible score 100)

Tie breaker - overall impression score 1-20

Gold Wing Road Riders Association

COY _____ INTERVIEW SEQUENCE

#	AREA*	Couple of the Year Names	Membership # /Expires	Membership # /Expires
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

*Chapter (e.g., C), District (e.g., AZ), Region (e.g., F)

Form #5

Gold Wing Road Riders Association

Couple Of the Year _____

TALLY RESULTS

SEQUENCE >	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AREA* >															
JUDGES' SCORES:															
1.															
2.															
3.															
4.															
5.															
6.															
7.															
8.															
9.															
10.															
11.															
12.															
13.															
14.															
15.															
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															
26.															
27.															
28.															
TOTALS															

*Chapter (e.g., C), District (e.g., AZ), Region (e.g., F)

Gold Wing Road Riders Association

COY _____

SCORE TABULATION

#	AREA*	COY NAMES	TALLY RESULTS	# OF JUDGES	AVERAGE SCORE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

*Chapter (e.g., C), District (e.g., AZ), Region (e.g., F)

Form #7

ATTACHMENT 2

Resume Forms

Form #8	Resume Page 1	Information & Photograph
Form #9	Resume Page 2	Page I-26 of Officer's Guide (Nomination Form)
Form #10	Resume Page 3	Page I-27 of Officer's Guide (Nomination Form)
Form #11	Resume Page 4	Page I-28 of Officer's Guide (Nomination Form)
Form #12	Resume Page 5	Personal Background, GWRRA Involvement
Form #13	Resume Page 6	GWRRA Participation, Rider Ed., & Why We Want

Couple Of The Year Resume

Name _____

Membership # / Expiration Date: _____ / _____

Street Address: _____

City, State Zip: _____

Name _____

Membership # / Expiration Date: _____ / _____

Street Address: _____

City, State Zip: _____

Chapter _____ District _____ Region _____

(PHOTOGRAPH)



GWRRA COUPLE OF THE YEAR

(Type or Print Legibly)

Page 1

I wish to nominate the following candidates for consideration as a GWRRA Couple of the Year. A copy of this form will be submitted to the Chapter Director no later than January 15.

CANDIDATE'S INFORMATION

MALE

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CHAPTER DESIGNATION: _____

GWRRA INDIVIDUAL OR FAMILY MEMBER NUMBER: _____

EXPIRATION DATE: _____ JOIN DATE: _____

FEMALE

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CHAPTER DESIGNATION: _____

GWRRA INDIVIDUAL OR FAMILY MEMBER NUMBER: _____

EXPIRATION DATE: _____ JOIN DATE: _____

GWRRA AFFILIATION

Page 2

PART I – To be completed and signed by the candidates.

1. We are aware we have been nominated for Couple of the Year. We agree to give GWRRA full publicity and cooperation if selected as finalists at any level (Chapter, District, Regional, International) of the program
2. If selected as a finalist in Chapter competition, we wish do NOT wish to compete for District Couple of the Year. If competing for District Couple of the Year, we agree to attend the District event where District selection takes place.
3. If selected as District Couple of the Year, we agree to attend the Regional event where Regional selection takes place.
4. If selected as Regional Couple of the Year, we agree to attend Wing Ding where the International selection takes place.
5. We have participated in the following GWRRA activities:
 - a) _____
 - b) _____
 - c) _____
 - d) _____
 - e) _____
 - f) _____
 - g) _____
 - h) _____
 - i) _____
 - j) _____

Signed by male candidate: _____ Date: _____

Typed or printed name of male candidate: _____

Signed by female candidate: _____ Date: _____

Typed or printed name of female candidate: _____

PART II – To be completed and signed by the candidates' Chapter or Assistant Chapter Director.

I certify that the above named individuals are participants of Chapter _____
(include City, District)

Signed: _____ Date: _____
(Chapter Director or Assistant Chapter Director)

1. Brief Personal Background

2. GWRRA Involvement (e.g., positions held) (list chronologically)

3. GWRRA Participation (e.g., Chapter activities, rallies, parades, etc.) (list chronologically)

4. Rider Education Involvement (e.g., courses/seminars taken, GWRRA Rider Education Program level attained, etc.)

5. Why We Want to Be the (Chapter/District/Region/International, as appropriate) Couple of the Year

(Signed by both)

ATTACHMENT 3

LIST OF SAMPLE QUESTIONS

SAMPLE QUESTIONS

1. Why do you desire to be the Couple of the Year?
2. What does the GWRRA patch mean to you?
3. Relate one experience you have had in recruiting a new Member.
4. Have you had the opportunity to participate in any of the GWRRA Leadership Training programs (e.g., HORIZONS)? If so, what one thing did you learn that you found the most useful?
5. How have you attempted to improve the image of motorcycling?
6. To what extent have you participated in the GWRRA Rider Education Program?
7. Since becoming a GWRRA Member, how has your lifestyle changed?
8. What do you expect your responsibilities to be as Couple of the Year?
9. How would you recruit new Members?
10. How many safe miles have you put on your motorcycle?
11. What would you do to improve the COY program?
12. If one of you is a co-rider, what part does your co-rider play in the safe riding of your motorcycle?
13. If one of you is a co-rider, do you ever practice having him/her take over if anything happens to your rider while riding?
14. If one of you is a co-rider, has your rider ever explained the workings of your motorcycle?
15. Explain why you believe the Rider Education Program is important.
16. Have you ever filled a staff position? If so, what position(s)?
17. Would you be an officer, if asked?
18. How would you go about trying to re-activate Chapter participants?
19. What do you feel are some advantages in speaking to non-GWRRA organizations?
20. How would you explain the benefits of membership in GWRRA to a potential Member?
21. Do you feel you receive the most value for your membership dollars?
22. If you had one thing you could change about GWRRA, what would it be?
23. If you have taken a Motorcycle Safety Foundation riding course, have you used your skills from this course and, if so, what were the circumstances?
24. What do you like most about GWRRA?
25. What do you like least about GWRRA?
26. Why do you belong to GWRRA?
27. What are the most important things you have learned about riding a motorcycle, and how did you learn them?