



**Gold Wing Road Riders Association
Membership Enhancement Division
TEAM Newsletter**



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Enhancement Division
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**This Newsletter is Dedicated
To the Memory of
June Agee
Membership Enhancement Division Director**



1941-2008

The family of June Agee would like to thank her GWRRA family for the outpouring of flowers, memorials, phone calls, and support at the time of her death.

The love and support of GWRRA has been the strength to continue each day without our wife, mother, grandmother and friend. You will forever be in our hearts and we thank you GWRRA.

Derrell, Keith and family

Losing a Friend....

By: Allen & Debby Biddlingmeier

Assistant Membership Enhancement Division Directors/Recruiting

I never thought that buying a Goldwing and joining GWRRA would result in feeling this many emotions. Anyone that has been in this organization very long knows that it quickly becomes a family. A family you would have never known had you missed the opportunity to join. We ride together, eat together, laugh together, cry together and share sorrow together. And it is hard to lose a friend.....

Debby and I met June shortly after joining GWRRA. She would show up at the rallies with a smile and gave you the feeling you had known her all of your life. We quickly became friends, and looked forward to seeing each other whenever we could.

That friendship grew when we were selected District Couple of the Year for Missouri. At the time, June was the Region "E" Membership Enhancement Coordinator, and was there for us every step of the way. When she was selected to serve on the National Staff, she recommended us for her former position, which we gladly accepted.

During the 2006 Wing Ding in Nashville, Debby and I were wandering through the vendors when June came up with a local TV camera man behind her. She introduced us to him, and asked us to work with him for a news story about GWRRA for the locale TV station. It was indeed our "15 Minutes" of fame when the story aired that night. It wasn't long after that when she called asking if we could do the Web Site for Membership Enhancement. She had seen our local Chapter site, and thought we were right for the job. With a bit of apprehension we said we would try it. She had a way of convincing you that anything is possible.

Her disposition and soft spoken voice underscored her passion for this Organization. I have met few who cared more about the success of the members within GWRRA. Her continuing goal was creating new chapters, addressing member issues, and resolving problems, and she always did it with a smile. GWRRA and its members have lost a true friend....and we will all miss her.

**Lady Riders SIG
Barb Malone
MED Representative**

On behalf of the Lady Riders/Co-Riders, I would like to express our condolences to June's family. Though my time working with June was short, I feel that I have known her for a life time. She was a warm and caring person who was dedicated to her role within GWRRA. She was always listening and she had a gift in leading you to find a solution to a problem. Her assistance made your job easier and most enjoyable. GWRRA will miss you June, you have truly earned your Gold Wings in heaven.

**Farewell Friend
Ruth & Mort Smith
Special Projects**

There are no words that express the sorrow I feel at the loss of my dear friend, June Agee.

Our talks, our laughter and sometimes our sorrow are forever in my heart. She was kind, honest and devoted to GWRRA. She made a great difference that we all prosper from.

I feel the good Lord has a bigger job for her, as she walks by his side.

She will be forever missed.

**Check it OUT!!
Frequent Updates**

**Membership Enhancement
Division Web-site
<http://med.gwrra.org/>**

The Year of Retention

By Bill Dodd

MED Recruitment and Retention

When it comes to Recruitment and Retention, both aspects must work together in order for our Association to succeed. If one aspect is great, but the other is failing, the Association still suffers. In the past few years, Recruitment has been fantastic but Retention has been neglected. I would like to address this issue and see if we can focus on this aspect without losing sight of the Recruitment aspect.

There are many reasons why Members have not renewed their memberships, but I will research that at another time with your help. One reason I would like to address is the one where Members are neglected or forgotten. These are the ones who have slipped out the proverbial "back door." This is an area where Chapter Officers and Members themselves can prevent by simply getting these neglected or forgotten Members involved. We have made tools available to Chapter Directors with the semi-annual Area Report and the monthly Expired Member Reports. Tools utilized by Chapter Directors can aid them in keeping an eye on that "back door" watching for Members slipping out and getting them back.

As I mentioned earlier, I would like to research and determine the top ten reasons as to why Members are not renewing their memberships. There is a "Feedback" link on

Classic Wings SIG
Bob MacBird
Susan VanMatre
MED Representative

We will miss June Agee terribly. The dedication she showed to the SIG program was incredible and the support we received for our particular group - The Classic Wing SIG - was extremely appreciated. We enjoyed the time we spent discussing the SIG program on the conference phone calls as well as meeting her at Wing Ding in Billings last year. We are hopeful that the dedication that she showed and standard that she set will serve as an example to those who follow on how to promote the Membership Enhancement Division and to encourage its growth and impact.

We have always felt the Gold Wing Road Riders Association is a family. We have truly lost a close and dedicated family member with the passing of June Agee. We are certain that Derrell and the rest of his family are comforted in knowing the love and appreciation being shown towards June at this great time of grief.

the MED Web page that enables Members to write their thoughts and suggestions. While I cannot respond to every submission, I will read them. I will compile the list that we can work with. To access this feature, simply open your web browser and type in: med.gwrra.org. Down the left side on the bottom is a "Feedback" button. After you click the button, type in your name, GWRRRA number and email address. In the Membership Enhancement block, click the down arrow and select, "Recruitment and Retention." This should enable you to direct your comments/suggestions directly to me. As our team motto reads, "We are listening...What is your solution," we not only want to hear about a problem, but also what you think a good solution that would improve a problem area.

The January Growth Report has just been released and the numbers look fantastic, thanks to all of you working with Recruitment and Retention. We are off to a great start in 2008. With everyone focusing on retaining Members this year, but not letting up on Recruitment, we can make this the "Year of Retention."

Trike SIG
Bob & Lin Larsen
MED Representative

I normally do not have a problem with writing something but it is very hard for me to sit here and write this because it is still very hard for me to believe that June has left us. We first met June shortly after joining GWRRRA and when Lin & I became Chapter Directors many years ago, June was always there to help us. Regardless of how difficult a request was, she would always do whatever she could to help and that continued up to the day before she passed away.

While June and I did not always agree on everything, we always remained friends. June was THE greatest promoter and supporter of GWRRRA and will be missed by everyone. I know that Lin & I will miss seeing her at the rallies and as a friend. If you never had the opportunity to really know June Agee, you missed knowing a great person.

Rest in peace June. We will miss you.

Saddened Hearts
Ed & Linda Johnson
Membership Enhancement Coordinators

Our hearts are deeply saddened due to the sudden passing of National Membership Enhancement Division Director June Agee. GWRRA has lost an outstanding leader and we have all lost a true friend who believed in the GWRRA motto, "Friends for Fun, Safety, and Knowledge". June truly loved GWRRA and worked tirelessly for the benefit of each member. Only one week before June left us she had made an 11 hour trip, each way, to South Dakota to meet with GWRRA members who wanted to start two new Chapters. She was devoted to and loved GWRRA.

June's accomplishments for GWRRA were many. If you contacted her by telephone, she was always available to talk with you. If you contacted her by email, you received a quick reply, sometimes by telephone. If you met her in person, she always had time to talk with you and discuss any issue. June's motto was "We are listening, What is your solution?" June believed in this, she would

listen to what you had to say and work with you to find a solution to any problem.

We would like to direct your attention to the National Membership Enhancement website and encourage you to review each of the Guides, Manuals, and Presentations that June and her staff have prepared. Things don't just happen. It takes a good leader working through their staff to make things happen. June was this type of leader. Her leadership will truly be missed in GWRRA and the Membership Enhancement Division.

We personally have lost a dear friend. We are going to miss her in many ways. We will miss her friendship, enthusiasm, bubbly personality, spirit, leadership, knowledge, and her inspiration.

Our prayers and thoughts are with Derrell and the Agee family during their loss.

Wintertime Recruiting
By: Ruth & Mort Smith
MED Special Projects Coordinators

In the winter time here in the Northern part of the country the motorcycling sort of comes to a halt as far as riding is concerned. The motorcycles are serviced and stored for the winter. That doesn't mean that GWRRA is put on the shelf. Our social affairs know no season. We continue to spend time with our friends even as the snow flies. That is one of the beauties of the GWRRA Association, we don't call time-out!

GWRRA members are very fortunate to have each other with whom to spend the cold winter months. What about all those bikers out there, Gold Wing as well as other bike riders, even some folks that don't ride bikes at all? What do they do, spend the winter alone with the television and acquire severe cases of cabin fever? Well, here is an opportunity for you to be neighborly and recruit at the same time. Why not use these cold winter months to share our gatherings and social events with these people? I am sure that all of you know of someone that rides a bike (of any kind) but does not hold a membership with GWRRA. Or people that are fun loving and would perhaps be interested

in sharing our social time. Yes, I think winter is the perfect time to invite them in and allow them to see what GWRRA has to offer. We believe that after spending some time with our people they will recognize what a wonderful experience they can have in GWRRA.

If we invite people in this way, they will surely find how much GWRRA has to offer them as members and that GWRRA can and will provide full year-round fun and entertainment through Chapter participation. We believe that after witnessing what we enjoy they too will want to become members and partake in the enjoyment of Chapter life.

As in GWRRA where fun and friendship as well as safety and education never stops neither does recruiting and retention. So be neighborly and rescue these people from the winter doldrums. Invite them to your Chapter gatherings and social affairs. Remember spending the winter months with our friends is a lot better than spending the time alone. Invite a friend to a GWRRA event.

June Agee - Leader, Mentor, Friend

By Bill Dodd

MED Recruitment and Retention Coordinator

A lot of things happened in September of 2006, but one that stands out is how I met Deloria June Agee. At the time I had been Georgia's District Recruitment and Retention (R&R) Coordinator for about six years. I called the Home Office identifying myself and was about to ask a question when the lady asked me what an R&R Coordinator was. You can imagine how floored I was. She explained that all she had on her list of Coordinators was Membership Enhancement. She then suggested that I call June Agee. Well that was the phone call that started it all. I called June and told her what just happened - she laughed and said that the Home Office knew what R&R was. Secretly I thought I lost my job, but that was not to be. We chatted for a good half hour and she answered all my questions. I had assumed that this was the end of it.

About two weeks later I got a phone call from June Agee and, after a few pleasantries, she asked me if I would join her staff as the International R&R Coordinator. Well, after I picked my jaw up off the floor, I was able to say that I would like to think about this. She told me to take all the time I needed. I wanted to make sure that it was alright with my wife if I took on this position because after ten or so years on the Georgia District staff, she wanted to step down, not up. Then I had to think of someone who would take my place as GA's R&R Coordinator and I had to work that with the District Director, Bill Livingston. We both agreed on someone that would serve the District well and they agreed to assume my duties. I called June a week later and accepted her offer.

June and I met at North Carolina's Rally in Fletcher. After talking with her I knew that this would work out. Her goal and my goal were totally in sync - Members First! I worked closely with June via telephone and email over the next 17 months and I learned that she not only took care of the Members, but she also took care of the volunteers of the organization, especially those of us who worked for her. She always thanked us and showed her appreciation for our efforts to make the Membership Enhancement Division the way it is today.

June was an excellent leader and no one could've been more suited for the job as International Membership Enhancement Director than she was. Even though her staff was spread throughout the United States, she would hold monthly conference calls with the whole team to come up

with thoughts and ideas on problem solving or making the Association grow. It was on one of these conference calls about coming up with solutions to issues that my wife, Dolly, said that we need to get across to our Members that we ARE listening - give us your solution. June liked that so much she adopted it as the MED slogan - "We are listening...What is your Solution." We have a lot of Members out there with great ideas; we just need to for them to tell us.

Wing Ding in Billings was another opportunity to see June in action. She organized the MED Team in several areas, such as the Information Booth, Recruitment and Retention Table, and some of the training seminars. June kept us hopping from one end of the Rally to the other. When the day was done, June Agee was one of the unsung heroes that helped make Wing Ding a success.

June and I shared a concern for Recruitment and Retention. In past years, recruitment efforts were paying off. More and more rallies and chapter events were setting up Recruitment and Retention tables offering flyers and brochures to visitors. While the focus on recruitment was effective, we were lacking on the retention side. June was very excited about an article I recently wrote for the MED Newsletter about starting the top ten reasons why Members were leaving our Association and explaining how Members can write their thoughts on the MED web page by clicking the "Feedback" button. June and I would then compile the data and come up with ways to improve certain areas, if we are able, thus improving our retention rate. In her usual supportive way, June showed her excitement and asked me to run with it.

I love starting new chapters, especially in areas where they are needed. This was also one of June's passions. Just recently, she told me that a new chapter needed to be formed in South Dakota. We saw that there are over 200 members in that District, but only one chapter - and it was struggling. June, Clara Boldt, and I divided the list and started calling Members. Due to June's efforts and driving in sub-zero temperatures meeting with these folks, there are now about 3 or 4 new chapters being formed in South Dakota.

June's time with us was cut short early on Saturday morning February 23, 2008. When I received a phone call from Clara informing me of the sad news, I simply could not

--continued on page 6

**June Agee
Leader, Mentor, Friend
(continued)**

-- continued from page 5

believe what I was hearing. June worked for the Members right up to the end. I spoke with her on Thursday about the positive numbers in new Growth Report and on Friday she was sending emails to her staff. Her last email to the MED staff was time stamped just before midnight. I don't think June knew the extent of her accomplishments.

The funeral was held in East Peoria, IL. In attendance was June's large family and over half of them wore GWRRA vests. Clara presented a eulogy with a very moving message from Melissa Eason. June was laid to rest in a small town called Spring Bay. Despite the temperature being in the low twenties and several feet of snow were everywhere, the sky was brilliant blue with barely a cloud around. It was a beautiful day to say farewell to a dear departed leader, mentor, and friend.

HAPPY BIRTHDAY

March 26 -- Tom Peck
Ruth Smith

ANNIVERSARIES

Rick & Madalena Buck

GWRRA JOIN DATE

None for March

**June - Rest in Peace
Tom & Kathy Peck
Couple of the Year Coordinators**

As we write this tribute to June Agee it has been less than two weeks since we lost her. We realize, only now, how much we depended on her – for advice, for consolation, as a sounding board for our ideas – and as a friend.

During our term as Couple of the Year Coordinators we wanted to make a difference and we had ideas, lots of them – some good ones and some not so good – she was always there to help us sort them out. Emails and phone calls at times were almost daily and then there would be periods without contact, but even then, we knew she was always there, just a call or click away. And that's what we'll miss most – that security of just having her there.

At the time of her death we were on a cruise in the Pacific and still in touch. Her last email, sent on the day she died, still remains in our mailbox. In time, we'll be able to delete it. But for now, it's a reminder of what she meant to us. She exemplified GWRRA leadership through her dedication to the association and her care and concern for her "family."

June, rest in peace, and know that your work here on earth has made difference – a really big one - in GWRRA, the Membership Enhancement Division, and the Couple of the Year Program, and mostly through the lives you touched.



\$4.50 each

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Toledo, IA 52342



\$4.50 each

June Agee - The Last Days

By: Clara & Fred Boldt

Membership Enhancement Division Administrative Assistant

This has been the most difficult newsletter I have ever assembled. Nearly every article is a tribute to a terrific woman - Deloria (June to all of us) Agee. Not only are many of the articles specific tributes but the remaining articles are a true reflection of Membership Enhancement Division - articles on Recruiting and Retention. This brings me to my tribute to a mentor, but more importantly a friend. I would like to share with all of you, a little of what was happening the last couple of weeks of June's life.

Several of the articles you have already read have made reference to South Dakota. I would like to back up to a couple of weeks prior to June's death. June, Bill Dodd and myself had been making telephone calls to Members in the Brookings and Watertown, South Dakota area in the hopes of having enough interest to start a new Chapter or two. We had finally been successful. On February 7th my telephone rang as it did many times during the day, it was June with "How busy are you this weekend?" I replied, "Not much happening except watching it snow!. What did you have in mind?" She proceeded to fill me in on the progress of starting a new Chapter in Brookings, South Dakota. She had a location and time for an informational meeting and excitedly told me over 20 people had indicated they would attend. As she continued to talk I asked her if she could use some help and would she like me to meet her in Brookings. She quickly answered, "yes," but I don't want you to overdo. She always worried I would not get enough rest. I told her Fred and I would meet her Friday night in Brookings.

The meeting was well attended, but at the end of the meeting June was somewhat disappointed -- no one had stepped forward to be the Chapter Director. Several had indicated they would be willing to help, perhaps a staff position, but no Chapter Director.

We left Brookings on Sunday morning disappointed, but determined to continue working on establishing a Chapter. We continued to talk via cell phone off and on during our long trip home. Fred and I were nearly home when my cell phone rang -- it was June! She was so-o-o-o excited -- "We have a Chapter Director." She went on to say that one of the Members at the meeting had decided to accept the Chapter Director position.

Fast forward to Wednesday, February 20th. June calls and asks "What do you think about starting a couple more

Chapters in South Dakota? We are on a roll, why not look at a couple more areas?" I asked her what she had in mind. She asked if I would put together a letter and a survey to the Members in Sturgis and Rapid City outlining the idea of forming a Chapter in both of their areas. The survey was to acknowledge the willingness of Members to organize a Chapter, participate in a local Chapter, and accept an officer or staff position. The letter and survey were finally completed after many rewrites. I suggested we wait until late Friday afternoon (February 22) as not everyone is home and reading emails during the day, June agreed. I sent the email out at 4:11 PM CST. At 4:46 PM CST we had our first response -- Yes to wanting a local Chapter, Yes to wanting to participate in a local Chapter, and Yes to considering holding an officer position. I immediately called June. Imagine her excitement. She was thrilled, she said "We will talk in the morning and start getting ready for an organizational meeting." I hung up the phone and about that time my email alert went off - another answer from South Dakota - this one was yes, to a Chapter and participating, but No, to being an officer or holding a staff position. That's okay, they want to participate, that's important. At approximately 8:30 PM I checked my email again....WOO HOO the second area we were canvassing had a positive response. This was too good to wait until morning. I called June at about 8:00PM with the good news that we now had prospective Chapter Directors for both Sturgis and Rapid City. Excited doesn't even come close to response. Little did I know that would be my last telephone conversation with a great lady.

Derrell, June's husband, called us at 6:30 AM on Saturday morning, February 23, June had died suddenly during the night. June would never know that we had more positive response from South Dakota.

This great lady was all about the Membership of GWRRA and she continued to work for the Membership and for the formation of GWRRA Chapter to the very end.

Flowers, emails, tears, laughter, hugs and silence all forms of tribute to an incredible woman. The formation of new Chapters in South Dakota will be a final tribute to Deloria June Agee and her commitment to the members of GWRRA.

I was her Administrative Assistant and honored to call her friend -- Good bye ME