

# GWRRA



Membership Enhancement Program

Couple of the Year Program Manual

ADDENDUM

Overseas Couple of the Year  
Program

Revised: December 2012



Ed and Linda Johnson  
International Directors GWRRA  
Membership Enhancement Program

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Gold Wing Road Riders Association

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## December 2012

Chapter, District, Region and Global Affairs Directors  
Membership Enhancement Coordinators  
Couple of the Year Coordinators  
Current, Past and Future Couples of the Year

In order to expand the Couple of the Year Program into Countries outside the United States and Canada, guidelines have been established for the Selection of an Overseas Couple of the Year. While much of the criteria in the Selection Process mirrors the current International Couple of the Year Manual, there are significant differences in the overall Selection Process. The Overseas Couple of the Year Selection Process is an addendum to the current International Couple of the Year Manual. The Overseas Couple of the Year will be recognized and make an oral presentation, if applicable, at the International Couple of the Year Selection and the Overseas Delegate Reception at Wing Ding. They will not be scored or participate as part of the International Couple of the Year Selection.

This change should increase the participation in the Couple of the Year Program and make it more "FUN" and rewarding for all Members of GWRRA. We appreciate the input and suggestions that have been made and we hope you will continue to support the Couple of the Year Program by sending in your comments, suggestions, and concerns.

Ed and Linda Johnson  
International Directors GWRRA  
Membership Enhancement Program



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## **Couple of the Year Program Overview**

### **HISTORY AND PURPOSE**

GWRRA's Couple of the Year Program was instituted in 1988 as a successor to our nine-year tradition of selecting a Wing Ding Queen to serve as ambassador for our association. A program which began as a way to honor couples at the local level, and to select enthusiastic duos to serve as ambassadors and spokespersons for GWRRA, has evolved into a useful tool for identifying and helping prepare couples for leadership positions within the organization.

#### **The Couple of the Year Program has two purposes:**

- First and foremost, the program provides an opportunity for local Chapters to recognize and honor a couple each year for their dedication, accomplishments and participation within the Chapter.
- Secondly, it establishes a process for identifying outstanding couples who can serve their Districts, Regions, and ultimately the International GWRRA organization as ambassadors and spokespersons.

### **AN HONOR OR A RESPONSIBILITY?**

- At the Chapter level, being selected a Chapter Couple of the Year is an honor bestowed on a deserving couple who has shown dedication and commitment to their Chapter. Being selected as Chapter Couple of the Year is just like being presented an award.
- The responsibility comes if and when a couple chooses to participate in the District Couple of the Year selection process. Being selected as District, Region or International Couple of the Year brings with it the expectation that the Couple will represent the association as Ambassadors and spokespersons, with particular emphasis on "spreading-the-word" outside the association. Additionally, when a couple participates in the selection process at the District level, they make a commitment, should they be selected there, to participate at the Region level, and then, if chosen again, at Wing Ding for the International selection. The Couple must realize that if chosen at the District level this could lead to a four-year commitment.

### **A NOTE TO THE COUPLE OF THE YEAR**

***Congratulations!*** You have been selected to be ambassadors and spokespersons for GWRRA, which is quite an honor. Your fellow members feel you are extra special and so do we. You have gotten to this point by your continued work and support of GWRRA, your Chapter, District, and Region, and we wish to thank you for what you have done.

You are probably asking "So, now what do we do? What is expected of us? 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 Couples of the Year.

If you have any questions about what will be expected of you during your "reign," check with your Chapter, District, or Region Director, Membership Enhancement Coordinator, Couple of the Year Coordinator or past Couples of the Year. If they don't have the answers, they will know how to find them. We hope you will find the information in this Manual very helpful. We wish to thank all of you for all you have done.

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

The Couple of the Year 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. Couples of the Year promote GWRRA both within the Association, helping with retention, and outside the Association, helping to attract new Members into the GWRRA family. Thus the Couple of the Year at each level should be a couple who you would be proud to have represent you and the Association. Judge them fairly - select them wisely.

Communication between you, your team, and the Couple of the Year is of paramount importance. Couples of the Year should be informed 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 Couple of the Year - give them sufficient time in each level to prepare for the next. They must serve as Couple of the Year at least three months prior to the next selection process, so they may have adequate time to prepare, attend rallies or other events, and get to know other Couples of the Year.

The Couple of the Year 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 Couple of the Year 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 Couples of the Year, and a social hour with the selection committee are very beneficial.

Be sure that the Couples of the Year are scored fairly, utilizing the standard Score Sheet found in this Manual. Appoint a Couple of the Year Coordinator to oversee the Couple of the Year Program and handle the selection process at your level. You can also ask for assistance from past and present Couples of the Year. Feel free to go outside your Chapter, District, or Region for information on the Couple of the Year Program.

Couples of the Year should not be pressured to go beyond their financial means. It would be appreciated if visiting Couples of the Year 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 Couple of the Year 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 Couple of the Year should be viewed as an honor. Recognition should be afforded Couples of the Year at all events, preferential seating provided when feasible, and placement in the front of parades arranged. Afford your current Couple of the Year 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. The Couple's experience will be very rewarding and fulfilling as well as a divine benefit in the transformation of the couple which in turn will reflect on the GWRRA Association. The couples will radiate with pride not only for themselves but for GWRRA.

Participation doesn't end after their Couple of the Year term has ended. Most often the Couples of the Year go on to assume various positions within GWRRA. They are enthusiastic supporters of GWRRA, and enthusiastic about remaining involved. The bottom line is, Couples of the Year are Members just like you - they are an important part of the GWRRA family. They, like you, are Friends for Fun, Safety, and Knowledge, and will work hard with you to help our Association grow.

## Chapter Couple of the Year

### REQUIREMENTS

- Couple must consist of one male and one female.
- Both male and female must hold Individual, Family, Associate Individual, or Associate Family Membership in GWRRA. (Note: Associate Members are eligible to participate in the Couple of the Year program at the Chapter level only.)
- Membership must be valid through the term of the Chapter Couple of the Year position (one year).
- The Couple must have completed at least one year membership in GWRRA prior to being named Chapter Couple of the Year.
- In order to provide an opportunity for other deserving couples, the same Couple shall not be named as Chapter Couple of the Year for more than two consecutive years.

### SELECTION

- The Chapter Couple of the Year should be enthusiastic about GWRRA and the Chapter, actively involved in Chapter functions, positive about the Association, and eager to be of assistance wherever needed. At this point, no consideration should be given as to whether or not they might participate in the District selection process. This award is for the sole purpose of honoring a couple who has made significant contributions to the Chapter.
- The Chapter Director may appoint a Couple of the Year Coordinator and/or Couple of the Year Committee to oversee the selection of the Chapter Couple of the Year. Many Chapters establish a committee to identify candidates, review their contributions, and make the selection. Possible committee members are current and past Chapter Couples of the Year, Chapter Membership Enhancement Coordinator, and other staff members. Chapters should never vote or take a survey when considering candidates for their Couple of the Year.
- The Chapter Couple of the Year must serve a minimum of three months prior to the District selection process. This gives the couple time to prepare for the selection, should they decide to participate. (Note: if a Couple is selected less than three months prior to the District selection, they may participate in the District selection the following year.)
- The announcement is made at a Chapter event and a “Big Deal” should be made of it. Some Chapters make the announcement at their Christmas party, some at a Fun Day or picnic, others at a regular monthly gathering.

### AWARDS AND RECOGNITION

Awards are naturally based on what the Chapter can afford. They should be meaningful and lasting. It is also recommended that the Chapter Couple of the Year be featured in the next Chapter newsletter following their announcement as Couple of the Year. Some suggestions follow:

- At the time of the announcement: plaque or certificate, flowers, corsage and boutonniere, crowns, engraved silver platter . . . use your imagination and make it special and fun.
- Couple of the Year head pins with Chapter hanger bars.
- Chapter Couple of the Year name tags
- Personalized shirts with GWRRA 10” logo on back and “Chapter \_\_\_\_ Couple of the Year”.
- 10” GWRRA back patches and embroidery or Chapter Couple of the Year rockers for their vests.
- Registration (and lodging, if affordable) at District event if participating in the selection process.
- The Chapter Couple of the Year becomes a member of the Chapter staff, and should always be recognized at all Chapter functions.
- Additional Chapter patches or pins.
- An article in the local newspaper about the naming of the Chapter Couple of the Year is a great way to get exposure for your Chapter.

## **CHAPTER COUPLE OF THE YEAR**

Being named Chapter Couple of the Year is an honor – an award for a job well-done – and as such, nothing really is expected in return. However, many Chapter Couples of the Year want to repay their fellow chapter participants by taking on extra responsibilities or by participating in the District selection process. This is a decision left to the couple, and they will examine their time, talents and resources to determine what level of responsibility is right for them. Since the Couple of the Year Program beyond the Chapter level utilizes the couples as ambassadors and spokespersons, it is logical for the Chapter Couple of the Year to become more involved in Chapter public relations kinds of activities, particularly if they are considering moving to the next level. Some suggestions for involvement in these areas are:

- Assist Chapter Membership Enhancement or Public Relations Coordinator with contacting media, community leaders, Honda dealers, etc., and speaking at non-GWRRRA events/clubs about GWRRRA.\*
- Serve as greeters.
- Sit with and introduce first-time guests.
- Serve as membership coordinators contacting inactive or expired GWRRRA members to renew interest in GWRRRA.
- Conduct 50/50 sales.
- Assist at registration desks or “goodie” tables at events.
- Assist at Mall Shows
- Submit articles for the Chapter newsletter.
- Maintain the history of the Chapter and Chapter Couples of the Year.
- Visit neighboring Chapters and take other members along.

### **\*PLACES FOR PUBLIC RELATIONS WORK**

There are several clubs, associations, and organizations listed in the telephone book yellow pages under “clubs”. Examples are 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, or meetings. What a great way to spread the word about GWRRRA, and possibly recruit an Individual or Family Member or an Associate Member!

## **District, Region and International Couple of the Year**

### **REQUIREMENTS**

- Couples must consist of one male and one female.
- Both male and female must hold Individual or Family Membership in GWRRA. (Note: Associate Members are not eligible to participate in the Couple of the Year program at the District Level.)
- Membership must be valid through the term of the Couple of the Year position they are seeking.
- Couple must be a current or immediate-past Couple of the Year at the level preceding the position they are seeking (i.e., Chapter Couple of the Year if being considered for District, District Couple of the Year if being considered for Region, and Region Couple of the Year if being considered for International).
- The Couple must serve as Couple of the Year a minimum of three months prior to the selection process so they may have adequate time to prepare, attend rallies or other events, and get to know other Couples of the Year.
- Chapter Couples of the Year may not participate in the District selection process more than two consecutive years (i.e. in back to back years).
- Chapters may have only one Couple of the Year participate in the District selection process each year.
- A Couple may not serve as a District or Region Couple of the Year in consecutive years (i.e. in back-to-back-years).
- A Couple may not participate in the Region or International selection process in consecutive years (i.e. in back-to-back-years).
- When a Couple agrees to participate in the District selection process they should realize this is a commitment and responsibility to GWRRA and the Couple of the Year Program. If selected as District Couple of the Year, the Couple must be willing and able to attend the Region selection process and be considered for Region Couple of the Year. If selected as Region Couple of the Year, the Couple must be willing and able to attend Wing Ding and be considered for International Couple of the Year.
- The couple must have never been a National or International Couple of the Year.
- If selected as District, Region or International Couple of the Year, the Couple must be able to assume the responsibilities of the position as outlined below.

### **SELECTION**

The Couple of the Year selection process is a procedure whereby one Chapter Couple of the Year is selected to represent their District, one District Couple of the Year is selected to represent their Region, and then finally, one Region Couple of the Year is selected as International Couple of the Year for GWRRA.

Couples interested in pursuing District/Region/International Couple of the Year status are asked to submit a five-page Resume and then make a five-minute presentation and answer one or two questions at the selection event. The event is open to the Members and the selection is judged on GWRRA commitment and involvement (40%), oral presentation (26%), interview and questions (30%), and appearance (4%).

In order to ensure a successful Couple of the Year selection process it is imperative that the following procedures be adhered to:

A Couple of the Year Coordinator should be appointed at the District and Region level to handle the Selection Process. The Coordinator may be the Membership Enhancement Coordinator, a current or past Couple of the Year, or any member of the Director's staff. The Coordinator oversees the entire selection process. Communication with all parties involved – before, during, and following the selection process - is an important key to the success of the Couple of the Year Program.



- **Before the Selection Process:**

- Three or four months prior to the selection the Coordinator should provide the Directors and Membership Enhancement Coordinators with: a) a timeline for the Selection Process: when Couples should be identified, how and to whom Couple of the Year contact information should be reported, when Resumes are due, etc., b) a copy of the Score Sheet and Resume format, c) either a copy of the Manual or instructions for accessing it on-line, and d) any other important information related to the selection of the Couple of the Year. This is particularly true for Coordinators working with Chapter Directors and Chapter Membership Enhancement Coordinators, and especially where Chapters have not previously participated and may not be familiar with the process.
- The Coordinator should send a congratulatory letter to all participating Couples of the Year at least two months prior to the selection event. The letter should outline: a) at what event the selection will take place, b) time and place of the selection, c) a description of the selection process, and d) an explanation of duties Couples of the Year will have during the event. The letter should also include: e) a sample Score Sheet, and f) a copy of the Resume format along with g) instructions for returning the completed Resume – to whom, by what date, how many sets, and by what method. A copy of this letter should also be forwarded to the appropriate Directors and Membership Enhancement Coordinators.
- A panel of impartial judges will be identified. At the District level, judges should be from another District if at all possible (at least four judges is suggested). It is recommended that District Directors within the Region (or their designee) serve as judges for the Region selection. At the International level, Region Directors (or their designee) will judge the selection process.
- Prior to the event, the Coordinator will send a final notice to all participating Couples of the Year notifying them of last minute changes and reminding them of specific dates and times. If the Coordinator has not already done so, this letter should also include the names and affiliations of other participating Couples and a list of the Judges' names and position titles.
- Once the Resume is submitted to the Coordinator it cannot be altered in any way, and if accepted, it is to be forwarded to the judges in the form it was received.
- The Coordinator will forward candidates' Resumes to the Judges as soon as feasible but no less than two weeks prior to the event. A Score Sheet and any specific instructions pertaining to the event should be provided to the Judges along with the Resumes. Note: At the International level, Region Couples of the Year are required to submit their Resumes via the Internet and also send one original signed copy to the Coordinator. Those Resumes are then e-mailed to the Region Directors who will print their own copies.
- As questions arise prior to the selection process, those questions and answers should be forwarded to all involved – Couples of the Year, Directors, and Membership Enhancement Coordinators - so that everyone can remain on the same page. Communication, Communication, Communication!

- **At the selection event (convention, winter event, etc.):**

- It is suggested that a reception or other informal gathering be held with Couple of the Year candidates, Judges, current Couples of the Year, and District, Region, and International staff, as appropriate. If possible, an opportunity for the Judges to meet for 5-10 minutes with each Couple should be provided. This is done at Wing Ding, and providing this setting at the District and Region would help prepare the Couples for what may lie ahead.
- Prior to the selection process, each Couple of the Year draws a number to determine the order of presentations. The Coordinator may place the numbers on ink pens, key chains, or other mementos that may be kept by the Couples.

- **In the Holding Room before Stage Entrance and during the Selection Process:**
  - The Holding Room is where the Couples are stationed while waiting to take their turn to present their Oral Presentation. With all of the excitement and potentially nervous couples, the following ground rules will apply.
  - No cell phones or communication devices will be permitted in the Holding Room. If a couple brings a cell phone or other communication device into the Holding Room, it will be turned over to the Couple of the Year Coordinators until the Selection Process has been completed.
  - Two escorts (one female; one male) shall be assigned to assist the couples that remain in the Holding Room while the other couples are being escorted on and off the stage. These escorts will attend to the couples that require restroom breaks, etc.
  - Once the selection process commences, unauthorized visitors, as determined by the Couple of the Year Coordinators, will be restricted from the Holding Room until the Selection Process has been completed.
  
- **During the Selection Process:**
  - The Selection Process is open to the Members and should be a fun and exciting event, with opportunities to show Chapter, District and Region spirit. It helps the Couples relax as they see their friends in the audience supporting them.
  - Each Couple, when it is their turn, is asked to do a “four-point-turn” so that Judges may see the pins and patches on their vests and check for neatness and appropriateness of attire.
  - Each couple makes an oral presentation of no more than five minutes. The Couple should keep in mind that the Judges have copies of their Resume so it is not necessary to recite all of their activities. The Judges are interested in seeing their sense of humor, comfort level, spontaneity, and personality, as well as their knowledge of and involvement in GWRRA. It is important that both individuals “shine” and that neither one “steals-the-show”.
  - Following the oral presentation, a designated person will ask the Couple one or two questions to see how they “think-on-their-feet”. Each partner should spend about the same amount of time answering the questions. The questions may come immediately at the end of the Couple’s presentation, or the Couples may be brought back following all the presentations, in the same order, to answer the questions. The same questions will be asked of all candidates. The most important thing is to ANSWER THE QUESTION! Be succinct (don’t go off on a tangent) and look at the Judges when you answer.
  - The use of Music, Props, or other Special Effects is not permitted to be used during the Selection Process.
  
- Judges will not score their own Couple of the Year (i.e. District Directors will not score their own District Couple of the Year in the Region selection; Region Directors will not score their own Region Couple of the Year in the International selection).
  
- Upon completion of the selection process the Coordinator (or their designee) will tally the results. It is suggested that 2 or more individuals be involved in the tallying so that figures can be checked and double checked. All scores are to be kept confidential.
  
- Announcement of the new Couple of the Year should be made as soon as is feasible at an assembly of the Members at the event, and early enough to give the new Couple of the Year an opportunity to share their excitement throughout the event. Note: the International Couple of the Year is selected the Day before Wing Ding officially begins, and the announcement of the new International Couple of the Year is made during Opening Ceremonies.

## **AWARDS AND RECOGNITION**

Awards should be based on what the District, Region, or International entity can afford and should be meaningful and lasting. Some suggestions are:

- Certificates of Appreciation to all Couple of the Year participants.
- Corsages and boutonnieres for all Couple of the Year participants.
- Silver or crystal piece, plaque or clock, appropriately engraved.
- Vest or jacket with GWRRA 10" back patch and "Couple of the Year" imprinted.
- Couple of the Year belt buckles.
- District/Region/International hanger bars for Couple of the Year head pins.
- Name tags with Couple of the Year title.
- Business Cards.
- Help with expenses to attend the next event where the Couple will participate in the selection process: registration, lodging, and/or a specified dollar amount. Note: GWRRA home office provides complimentary Wing Ding registration and, when possible, hotel accommodations for all Region Couples of the Year participating in the selection process at Wing Ding.

## **RESPONSIBILITIES**

The Couple of the Year can be a tremendous help to the Director and staff. The Couple's strong points should be emphasized and abilities utilized. They should always be included in media events and should be promoted as the typical GWRRA couple. Some possible responsibilities include:

- Assist Membership Enhancement Coordinator and/or Public Relations Coordinator with media events, charity events, etc.
- Speaking at non-GWRRA events/clubs about GWRRA.\*
- Present Couple of the Year seminars at rallies, workshops, and other events.
- Assist in promoting District/Region/International events.
- At rallies serve as greeters, work the information or GWRRA "goodie" table, handle 50/50 sales, talent show judging, etc.
- Maintain contact with other Couples of the Year in your "class" providing encouragement and guidance.
- Participate in rallies, winter events, Chapter kick-offs, and other Chapter events whenever possible.
- Serve as a mentor to Couples of the Year who follow.
- Write articles for the newsletter or for Wing World.
- The International Couple of the Year may be asked to help assist with the Couple of the Year selection at Wing Ding.

## **\*PLACES FOR PUBLIC RELATIONS WORK**

There are several clubs, associations, and organizations listed in the telephone book yellow pages under "clubs". Examples are 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, or meetings. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

## **Couple of the Year Resume**

### **OVERVIEW OF RESUME FORMS**

The Couple of the Year Resume is an important document used by the judges during the selection process. The Resume format can be found on pages 11 through 15. It must be neat and legible and preferably typewritten or prepared on a computer. Just as in the job market, the Resume provides a first impression and should be neat and easily read. The Resume can easily reflect on the Couples commitment and interest in GWRRA. The overall Resume will be scored by the Judges who will consider its Accuracy, Content, Correct forms used, and Complete information.

- Page 1, Candidates' Information, contains contact information, membership information, photo, and a copy of both Candidates Membership card. Couples who choose not to participate in the District selection process should submit this page only.
- Page 2, Agreements and Certifications, is updated as the Couple advances through the District, Region and/or International levels. Please read it carefully and understand that you are agreeing to a commitment and responsibility to GWRRA and the Couple of the Year Program at any level (District, Region or International). The original of this form should be retained by the Couple after the selection process so it can be completed and forwarded with the Resume to the next level.
- Page 3, Nominator's Comments, is to be completed by the Chapter Director or Assistant Chapter Director in the Couple's local Chapter at the time the Couple makes the decision to commit and participate in the District Couple of the Year Selection. These comments will remain a part of the Resume in its original form as the Couple progresses to District, Region, or International levels.
- Pages 4 and 5, Resume Narrative, should be clear and concise, and will be no more than two pages in length. Information listed on the Resume should only include activities from the preceding five (5) years. Resume Narratives containing more than two pages or activities beyond the preceding five (5) years will not be accepted. When preparing the Narrative the Couple should read over its five sections carefully and construct it so that information can be easily found by the judges. Refer to the Score Sheet to familiarize you with what the judges will be looking for. You may find it difficult to limit the information to two pages, so when deciding what to include and what not to, consider the score sheet in the process. Contact your Director or the GWRRA office to verify number of new member recruits.

### **RESUME PREPARATION AND SUBMISSION**

- Resumes should be in the hands of the Couple of the Year Coordinator at least four weeks prior to the selection process so that it may be forwarded in a timely manner to the judges. The Coordinator may request multiple copies (one for each judge) or may ask that the Resume be e-mailed; in either case, a signed original should be mailed.
- Once the Resume is submitted to the Coordinator it cannot be altered by the Coordinator in any way, and is to be forwarded to the judges in the form it was received. Resume Narratives containing more than two pages or activities beyond the preceding five (5) years will not be accepted. Questions concerning the information that may be included in the Narrative can be discussed with the Couple of the Year Coordinator at the appropriate level prior to the Resume being submitted. Failure to submit an acceptable Resume by the deadline set by the Coordinator will result in disqualification of the Couple. When a Resume is not accepted the appropriate Region Director, District Director, and Couple of the Year Coordinator will also be notified.
- Resume Forms are available from Couple of the Year Coordinators and Membership Enhancement Coordinators so that completing them is just a matter of "filling in the blanks".
- Resumes are to be kept confidential and viewed only by authorized Coordinators and Judges. Prior to a resume being shared with another person, written permission shall be given by the Couple that submitted the resume.

# GWRRA COUPLE OF THE YEAR RESUME

(Type or Print Legibly)

Page 1 of 5

## CANDIDATES' INFORMATION

(This page may be updated as candidates move through the various levels – District/Region/International.)

**Names:** \_\_\_\_\_

Chapter Designation: \_\_\_\_\_ District: \_\_\_\_\_ Region: \_\_\_\_\_

**Male** - Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

GWRRA Member Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Join Date: \_\_\_\_\_

**Full Member** \_\_\_\_\_ **Associate Member** \_\_\_\_\_

**Female** - Address (complete only if different): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

GWRRA Member Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Join Date: \_\_\_\_\_

**Full Member** \_\_\_\_\_ **Associate Member** \_\_\_\_\_

*Note: This page may be used to forward information to the District for Couples who choose not to participate beyond the Chapter level. If that is the case, please indicate such below by initialing:*

\_\_\_\_\_  
(Please initial)

We have been selected as the Chapter Couple of the Year but do not wish to participate at the District level.

**Click Here to  
Attach a Photograph**

**or**

**Attach a PHOTOGRAPH and a  
copy of MEMBERSHIP CARDS)**

**May attach on a separate page on the back of  
the Resume**

# AGREEMENTS AND CERTIFICATIONS

## Page 2 of 5

(This page remains with the resume and is filled-in as candidates pass through the various levels.)

**PART I** – To be completed and signed by the candidates and to remain with the resume as it passes through appropriate levels.

1. We have been named Chapter Couple of the Year for the current year (or the immediate-past year) and wish to participate in the selection process for District Couple of the Year.
2. If selected as District Couple of the Year, we agree to attend the Regional event and participate in the Regional selection process. Please check one: \_\_\_\_\_ Yes or \_\_\_\_\_ No
3. If selected as Regional Couple of the Year, we agree to attend Wing Ding and participate in the International selection process. Please check one: \_\_\_\_\_ Yes or \_\_\_\_\_ No
4. We agree to give GWRRA full publicity and cooperation if selected as Couple of the Year at any level (District, Region, or International) of the program. Please check one: \_\_\_\_\_ Yes or \_\_\_\_\_ No
5. We agree that the information contained in this resume is accurate to the best of our knowledge.

Typed or printed name of male candidate: \_\_\_\_\_

Signed by male candidate: \_\_\_\_\_ Date \_\_\_\_\_

Typed or printed name of female candidate: \_\_\_\_\_

Signed by female candidate: \_\_\_\_\_ Date \_\_\_\_\_

## Part II

### 1) 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 Letter Designation, City, District)  
and have been named Chapter Couple of the Year for \_\_\_\_\_  
(month/year to month/year)

Signed: \_\_\_\_\_ Position: \_\_\_\_\_ Date: \_\_\_\_\_

### 2) If selected as District Couple of the Year, to be completed and signed by the candidates' District or Assistant District Director, for submission to Region.

I certify that the above named individuals have been selected \_\_\_\_\_ District Couple of the Year for  
(Name of District)  
the period of \_\_\_\_\_  
(month/year to month/year)

Signed: \_\_\_\_\_ Position: \_\_\_\_\_ Date: \_\_\_\_\_

### 3) If selected as Region Couple of the Year, to be completed and signed by the candidates' Region or Assistant Region Director, for submission to GWRRA.

I certify that the above named individuals have been selected \_\_\_\_\_ Region Couple of the Year for  
(Region Designation)  
the period of \_\_\_\_\_  
(month/year to month/year)

Signed: \_\_\_\_\_ Position: \_\_\_\_\_ Date: \_\_\_\_\_

## NOMINATOR'S COMMENTS

Page 3 of 5

*(This page, the original nominator's comments, remains with the resume as the candidates move through the various levels. It is to be completed when the Couple makes the decision to commit and participate in the District Couple of the Year Selection.)*

Name of Nominator: \_\_\_\_\_

Position: \_\_\_\_\_

Chapter Name (Include Designation/City/District): \_\_\_\_\_

Comments:

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_





4. Rider Education (please identify your Rider Education Level next to the appropriate box and then list any other relative Rider Education involvement, e.g. courses/seminars taken or presented - title & year, positions held, etc.)

Rider Ed Levels:            Male: \_\_\_\_\_            Female: \_\_\_\_\_

5. Leadership Training Seminars (please list the number of seminars taken next to the appropriate box and then list the dates and titles of the seminars taken.)

LTP Seminars taken:      Male: \_\_\_\_\_            Female: \_\_\_\_\_

6. Why we want to be the District/Region/International Couple of the Year:

---

Signature (Male)

Date

Signature (Female)

## Selection Process: Forms and Scoring

### OVERVIEW OF THE SCORE SHEET

The Score Sheet provided is to be used at District, Region and International levels in selecting the Couple of the Year. It consists of four broad categories and is designed to select the Couple who will best represent the Association as Ambassadors.

- Our Ambassadors must be active in GWRRA and involved in its Membership Enhancement, Rider Education and/or Leadership Training programs (GWRRA Commitment and Involvement 40%).
- In order to represent our Association to non-members and groups outside the organization they must have a certain comfort level with public speaking and possess a personality and sense of humor that draws others to them (Oral Presentation 26%).
- Their knowledge of GWRRA programs, goals and ideals is critical, and they must be able to interact spontaneously with others (Interview and Questions 30%).
- They will be expected to proudly display the GWRRA patches and pins on their vests and to dress neatly and appropriately so that a positive image of GWRRA is presented (Appearance 4%).

### INSTRUCTIONS AND HINTS FOR JUDGES

Following is an explanation of what we're looking for in the four broad categories and the sub-categories:

- **GWRRA Commitment and Involvement**

- Participation – Consider not only events attended, but try to determine if they participated or worked (e.g., did they participate in field events, games, chapter challenge; judge mascot or scrapbook contest; sell 50/50 tickets; etc.). Consider officer and staff positions held during the past five years. What have they contributed to GWRRA? Based on their history will their involvement likely continue in the years to come?
- Membership Enhancement Support – Consider not only their efforts in recruiting and retention but also their results – how many new members have they recruited during their years of membership? What public relations involvement have they had – newspaper articles, TV or radio interviews? Have they promoted GWRRA outside the organization? Have they helped with retention and other membership activities within the Chapter, District or Region? Have they written articles for the Chapter, District or Region Newsletter?
- Rider Education – Points are given for Levels (self-explanatory). Points may also be awarded for their involvement in other aspects of Rider Education (e.g., Chapter Educator, Motorist Awareness, Instructors, other seminars attended, parking lot practice, etc.)
- Leadership Training – Each individual is awarded one point for each seminar attended up to a maximum of four per person. An LTD Instructor will be awarded the maximum of four points.

- **Oral Presentation**

- Both participating – Did they each talk for about the same amount of time? Were they a “team” and not just two different individuals?
- Comfort level with public speaking – Keep in mind that the Couples will probably improve in this area as they gain experience moving through the levels – District, Region and International – since this is a “learned” skill.
- Personality, sense of humor – Was the presentation enjoyable? Was the Couple believable? Did they make you want to join GWRRA (if you were not already a member)? Was there interaction between the two of them? Are they somebody you would like to sit down and talk to for awhile? Or were they a bit boring?

- **Interview and Questions**

- Knowledge of GWRRA – Do they have a broad understanding of GWRRA’s mission and goals, and a knowledge of the programs provided (e.g., if asked what they think about the Chapter of the Year Program they should be able to answer or at least know what we were asking about)?
- Answers the questions that were asked – Was the answer succinct? Did they answer the question? Did they go off on a tangent and provide unnecessary information? Did both answer if appropriate? Note: it is OK for them to ask to have the questions repeated.
- Information gathered from each Couple during the 5-10 minute meeting with the Judges should be considered when scoring the Interview and Questions section of the score sheet.

- **Appearance**

- Neatness, appropriateness of attire – Would you be proud to have them represent GWRRA the way they are dressed? Consider grooming and whether clothing is properly-fitting, clean, and well-pressed. Is it appropriate attire for a motorcycling function?
- Proudly and properly displays support of GWRRA – Look for the Official GWRRA 10” back-patch, the Official GWRRA 4” patch on the front, and GWRRA Membership pin. Couples who do not display these items during the Selection Process will be disqualified by the judges. Note: this is not a “best-dressed competition” and therefore points are not awarded for uniformity.

- **Tie Breaker - Overall Impression**

- The tie breaker represents your overall impression. Award 3 points if you believe the Couple deserves to be the next Couple of the Year, 2 points if you think they are a great candidate, and 1 point if you think they would be a good candidate.

## **A FINAL NOTE TO JUDGES**

If the Score Scale is 0-10, start with 5 then add or subtract points. If you think the first Couple is really great, you might consider a 6 or maybe even a 7 for an especially outstanding Couple. That way if the next Couples are even better you have some “wiggle room”. If your scores end up nearly the same for several or most of the Couples, then your scores won’t count as much as those from the judges who made sure there was a good spread in their scores.

The task of judging a Couple of the Year selection process is an awesome responsibility and one to be taken quite seriously. The Score Sheet, although probably not perfect, is designed to rate the characteristics and abilities determined to be important in the role of Ambassador for our Association. It is critical that the Score Sheet be reviewed carefully by the judges prior to the event and that they have an understanding of each of the categories.

Even though judges do not score Couples from their own District or Region, it is possible that a judge may be acquainted with one or more of the other candidates. If that is the case, the judge will consider only the information presented in the resume, the interview, and the oral presentation, so that all candidates may be considered fairly.

We appreciate our judges, and without these fair and impartial individuals, our Couple of the Year Program would not succeed.

## Gold Wing Road Riders Association Couple of the Year Score Sheet

	Candidate Names	Chapter, District or Region	
	<i>(Scoring Hint: If the Score Scale is 0-10, start with 5 then add or subtract points.)</i>		
Score Scale	Category		Score
	<b><u>GWRRA Commitment and Involvement (40%)</u></b>		
0-10	Participation (Consider events attended, positions held)		_____
0-10	Membership Enhancement Support (Consider recruiting, retention, news media involvement, promotion outside of GWRRA, etc.)		_____
0-4	Rider Education Levels (Score each person) 1 point for Level I or II 2 points for Level III or IV	Male _____	Female _____
0-4	Rider Education - Other (Consider seminars, Other RE activities, Motorist Awareness, etc.)		_____
0-8	Leadership Training (Score each person) (1 point for seminar attended - Max of 4 per person) - (Horizon Program 1 point)	Male _____	Female _____
0-4	Resume - (Complete, Accurate, Content, Current forms)		_____
	<b><u>Oral Presentation (26%)</u></b>		
0-8	Both participating		_____
0-8	Comfort level with public speaking		_____
0-10	Personality, sense of humor		_____
	<b><u>Interview and Questions (30%)</u></b>		
0-10	Knowledge of GWRRA		_____
0-10	Ability to answer spontaneously, both participating		_____
0-10	Answers the questions that were asked		_____
	<b><u>Appearance (4%)</u></b>		
0-4	Neatness, appropriateness of attire		_____
	<b>Disqualified</b> - Failure to displays 10" Back Patch, 4" Patch, and Membership Pin		
	<b>(Possible score 100)</b>	<b>TOTAL SCORE or DISQUALIFIED</b>	
			_____
	Tie breaker - overall impression score 1-3 points:		
	3 points - deserves to be Couple of the Year		
	2 points - great candidate		
	1 point - would be a good candidate		
	Judges Name: _____		

**Gold Wing Road Riders Association**

**Couple of the Year  
PRESENTATION SEQUENCE & MEMBERSHIP CHECK**

#	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)

# Gold Wing Road Riders Association

## Couple of the Year

### SELECTION PROCESS TALLY RESULTS

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

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

**Gold Wing Road Riders Association**

**Couple of the Year**

**SELECTION PROCESS 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)

## SAMPLE QUESTIONS

(These are examples of questions that may be asked in the interview or at the end of the presentation)

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 Couple of the Year Program?
12. Explain why you believe the Rider Education Program is important.
13. Why do many Chapters refer to their monthly get-togethers as gatherings rather than meetings?
14. How would you go about trying to re-activate Chapter participants?
15. What do you feel are some advantages in speaking to non-GWRRA organizations?
16. How would you explain the benefits of membership in GWRRA to a potential Member?
17. Do you feel you receive the most value for your membership dollars?
18. If you had one thing you could change about GWRRA, what would it be?
19. 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?
20. What do you like most about GWRRA?
21. What do you like least about GWRRA?
22. Why do you belong to GWRRA?
23. What are the most important things you have learned about riding a motorcycle, and how did you learn them?
24. What are your feelings about the Chapter of the Year Program?
25. Have you been involved in any Motorist Awareness activities?
26. What characteristic of your partner makes them a good candidate for Couple of the Year?



## **The Top 10 Reasons Why Your Chapter Needs a Couple of the Year**

*(These suggestions were compiled after many discussions in Couple of the Year seminars over a 3-year period and then were prioritized by seminar participant. They are presented in their order of importance as determined by those members.)*

Selecting a Chapter Couple of the Year is a way your chapter can “give back” to a couple who has worked hard for the chapter and deserves recognition. Being Chapter Couple of the Year should be viewed as an honor and not a job.

Visitation with other chapters by the Chapter Couple of the Year can increase inter-chapter activities and improve relationships with other chapters.

Chapter spirit can increase when chapter participants show support and demonstrate their pride for their Chapter Couple of the Year.

Selection as Chapter Couple of the Year often leads to personal growth for the couple, and they usually take on more responsibility in leadership positions.

The Chapter Couple of the Year can bring more awareness within the community about our association which ultimately leads to new members. Wearing a shirt or vest with their Couple of the Year designation often causes others to ask about the title. News articles about them and public appearances by them can also bring awareness.

Through participation in the District Selection Process, a Chapter Couple of the Year can help gain recognition for your chapter within the district.

As your Chapter Couple of the Year visits other chapters, Couples of the Year from those other chapters will, in turn, visit your chapter and probably bring others with them. Increased visitation translates into several positive things including increased revenue for your chapter through 50/50 sales or other means.

Your Chapter Couple of the Year can promote your chapter’s upcoming events as they visit other chapters.

Chapter Couples of the Year can, and often do, provide support to their chapter through Recruiting and Retention efforts such as contacting potential members and those about-to-expire. It’s a natural activity since the honored couple is likely to be enthusiastic about GWRRA and their chapter, and eager to “spread the word.”

With the excitement and enthusiasm usually exhibited by Chapter Couples of the Year, they often are found serving as cheerleaders for the chapter staff and can be important in maintaining strong chapter morale.

# GWRRA



Membership Enhancement Program

Couple of the Year Program Manual

ADDENDUM

Overseas Couple of the Year  
Program

Revised: December 2012

## **Overseas Couple of the Year Program Overview**

### **HISTORY AND PURPOSE**

GWRRA's Overseas Couple of the Year Program is being instituted in 2013 as an addendum to the current International Couple of the Year Program to select an ambassador to represent GWRRA in countries outside the United States and Canada. The program is a way to honor couples at any level, and to select enthusiastic duos to serve as ambassadors and spokespersons for GWRRA. The program can be a useful tool for identifying and helping prepare couples for leadership positions within the organization.

**The Overseas Couple of the Year Program has two purposes:**

- First and foremost, the program provides an opportunity for Chapters to recognize and honor a couple each year for their dedication, accomplishments and participation within the Chapter.
- Secondly, it establishes a process for identifying outstanding couples who can represent their country and the International GWRRA organization as ambassadors and spokespersons.

### **AN HONOR OR A RESPONSIBILITY?**

- At the Chapter level, being selected an Overseas Chapter Couple of the Year is an honor bestowed on a deserving couple who has shown dedication and commitment to their Chapter. Being selected as Overseas Chapter Couple of the Year is just like being presented an award.
- The responsibility comes if and when a couple chooses to participate in the Overseas Couple of the Year Selection Process. Being selected as the Overseas Couple of the Year brings with it the expectation that the Couple will represent the association as Ambassadors and spokespersons, with particular emphasis on "spreading-the-word" outside the association. Additionally, when a couple participates in the Overseas Couple of the Year Selection Process, they make a commitment, should they be selected, to attend and participate at Wing Ding.

### **A NOTE TO THE OVERSEAS COUPLE OF THE YEAR**

***Congratulations!*** You have been selected to be ambassadors and spokespersons for GWRRA, which is quite an honor. Your fellow members feel you are extra special and so do we. You have gotten to this point by your continued work and support of GWRRA and your Chapter. We wish to thank you for what you have done.

You are probably asking "So, now what do we do? What is expected of us? The best advice anyone can give you is to "HAVE FUN" and "BE YOURSELF"! Being Overseas 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 Couples of the Year.

If you have any questions about what will be expected of you during your "reign," check with your Chapter, District, Region or Global Affairs Director, or International Membership Enhancement Program Directors, or past Couples of the Year. If they don't have the answers, they will know how to find them. We hope you will find the information in this Manual very helpful. We wish to thank all of you for all you have done.

### **A SPECIAL MESSAGE TO CHAPTER, DISTRICT, REGION and GLOBAL AFFAIRS DIRECTORS**

The Overseas Couple of the Year Program is designed to recognize couples for their dedication, accomplishments, and participation - couples who typify the GWRRA motto: "Friends for Fun, Safety and Knowledge". Overseas Couples of the Year promote GWRRA both within the Association, helping with retention, and outside the Association, helping to attract new Members into the GWRRA family. Thus the

Couple of the Year should be a couple who you would be proud to have represent you and the Association. Judge them fairly - select them wisely.

Communication between you, your Team and the Overseas Couple of the Year is of paramount importance. Couples of the Year should be informed 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. Timing is of the utmost importance. They must serve as an Overseas Chapter Couple of the Year at least one year prior to participating in the Overseas Couple of the Year Selection Process (**this will not apply to the 2013 Selection Process**).

The Overseas Couple of the Year 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 Overseas Couple of the Year fully so they know what to expect. The more prepared they are to handle the events, the more FUN they will have.

Be sure that the Overseas Couples of the Year are scored fairly, utilizing the standard Overseas Couple of the Year Score Sheet found in this Manual.

Overseas Couples of the Year should not be pressured to go beyond their financial means. It would be appreciated if visiting Overseas Couples of the Year were invited to be "house guests" by Members and provided with complimentary meals at GWRRA functions within their country. When you are aware that an Overseas Couple of the Year will be attending your event, provide them complimentary registration if possible. Involve them by asking them to participate in activities at your Gatherings or Events whenever possible.

Being selected as an Overseas Couple of the Year should be viewed as an honor. Recognition should be afforded Overseas Couples of the Year at all Events, preferential seating provided when feasible, and placement in the front of parades arranged. Afford your current Overseas Couple of the Year the opportunity to place an article in your newsletter, Rally/Convention book or program. Include them in your media events when possible. The more positive exposure they receive, the more the program will thrive. The Couple's experience will be very rewarding and fulfilling as well as a divine benefit in the transformation of the couple which in turn will reflect on the GWRRA Association. The couples will radiate with pride not only for themselves but for GWRRA.

Participation doesn't end after their Couple of the Year term has ended. Most often the Couples of the Year go on to assume various positions within GWRRA. They are enthusiastic supporters of GWRRA, and enthusiastic about remaining involved. The bottom line is, Couples of the Year are Members just like you - they are an important part of the GWRRA family. They, like you, are Friends for Fun, Safety, and Knowledge, and will work hard with you to help our Association grow.

## Overseas Chapter Couple of the Year

### REQUIREMENTS

- Couple must consist of one male and one female.
- Both male and female must hold Individual, Family, Associate Individual, or Associate Family Membership in GWRRA. (Note: Associate Members are eligible to participate in the Overseas Couple of the Year program at the Chapter level only.)
- Membership must be valid through the term of the Overseas Chapter Couple of the Year position (one year).
- The Couple must have completed at least one year membership in GWRRA prior to being named Overseas Chapter Couple of the Year.
- In order to provide an opportunity for other deserving couples, the same Couple shall not be named as Overseas Chapter Couple of the Year for more than two consecutive years.

### SELECTION

- The Overseas Chapter Couple of the Year should be enthusiastic about GWRRA and the Chapter, actively involved in Chapter functions, positive about the Association, and eager to be of assistance wherever needed. At this point, no consideration should be given as to whether or not they might participate in the Overseas Couple of the Year Selection Process. This award is for the sole purpose of honoring a couple who has made significant contributions to the Chapter.
- The Chapter Director may appoint an Overseas Couple of the Year Coordinator and/or Couple of the Year Committee to oversee the selection of the Overseas Chapter Couple of the Year. Many Chapters establish a committee to identify candidates, review their contributions, and make the selection. Possible committee members are current and past Chapter Couples of the Year, Chapter Membership Enhancement Coordinator, and other team members. Chapters should never vote or take a survey when considering candidates for their Overseas Chapter Couple of the Year.
- The Overseas Chapter Couple of the Year must serve at least one year as a Chapter Couple prior to participating in the Overseas Couple of the Year Selection Process (**this will not apply to the 2013 Selection Process**). This gives the couple time to prepare for the Selection, should they decide to participate.
- The announcement should be made at a Chapter Event and a “Big Deal” should be made of it. Some Chapters make the announcement at their Christmas party, some at a Fun Day or picnic, others at a regular monthly Gathering.

### AWARDS AND RECOGNITION

Awards are naturally based on what the Chapter can afford. They should be meaningful and lasting. It is also recommended that the Overseas Chapter Couple of the Year be featured in the next Chapter newsletter following their announcement as the Overseas Chapter Couple of the Year. Some suggestions follow:

- At the time of the announcement: plaque or certificate, flowers, corsage and boutonniere, crowns, engraved silver platter...use your imagination and make it special and FUN.
- Overseas Chapter Couple of the Year head pins with Chapter hanger bars.
- Overseas Chapter Couple of the Year name tags
- Personalized shirts with GWRRA 10” logo on back and “Overseas Chapter \_\_\_\_ Couple of the Year”.
- 10” GWRRA back patches and embroidery or Overseas Chapter Couple of the Year rockers for their vests.
- Registration (and lodging, if affordable) at District Events if participating in the Selection Process.
- The Overseas Chapter Couple of the Year becomes a member of the Chapter Team and should always be recognized at all Chapter Events.

- Additional Chapter patches or pins.
- Year is a great way to promote Public Relations for your Chapter.

### **OVERSEAS CHAPTER COUPLE OF THE YEAR**

Being named Overseas Chapter Couple of the Year is an honor - an award for a job well-done - and as such, nothing really is expected in return. However, many Overseas Chapter Couples of the Year may want to repay their fellow Chapter participants by taking on extra responsibilities or by participating in the Overseas Couple of the Year Selection Process. This is a decision left to the couple, and they will examine their time, talents and resources to determine what level of responsibility is right for them. Since the Overseas Couple of the Year Program beyond the Chapter level utilizes the couples as ambassadors and spokespersons, it is logical for the Overseas Chapter Couple of the Year to become more involved in Chapter public relations kinds of activities, particularly if they are considering moving to the next level. Some suggestions for involvement in these areas are:

- Assist Chapter Membership Enhancement or Public Relations Coordinator with contacting media, community leaders, Honda dealers, etc., and speaking at non-GWRRRA events/clubs about GWRRRA.\*
- Serve as greeters.
- Sit with and introduce first-time guests.
- Serve as Membership Enhancement Coordinators contacting New and Prospective Members.
- Conduct 50/50 sales.
- Assist at registration desks or “goodie” tables at Events.
- Assist at Mall Shows
- Submit articles for the Chapter newsletter.
- Maintain the history of the Chapter and Overseas Chapter Couples of the Year.
- Visit neighboring Chapters and take other Members along.

### **\*PLACES FOR PUBLIC RELATIONS WORK**

There are always clubs, associations, and organizations that are continually looking for someone to come speak to their group at their monthly luncheons, dinners, or meetings. What a great way to spread the word about GWRRRA, and possibly recruit an Individual or Family Member or an Associate Member!

## Overseas Couple of the Year

### REQUIREMENTS

- Couples must consist of one male and one female.
- Both male and female must hold Individual or Family Membership in GWRRA. (Note: Associate Members are not eligible to participate in the Overseas Couple of the Year program beyond the Chapter Level.)
- Membership must be valid through the term of the Couple of the Year position they are seeking.
- Couple must be a current or immediate-past Couple of the Year at the level preceding the position they are seeking
- An individual country may have only one Couple participating in the Overseas Couple of the Year Selection each year
- The Couple must have served as Overseas Chapter Couple of the Year at least one year prior to the Overseas Selection Process so they may have adequate time to prepare, attend Conventions or other Events, and get to know other Couples of the Year (**this will not apply to the 2013 Selection Process**).
- Chapter Couples of the Year may not participate in the Overseas Selection Process more than two consecutive years (i.e. in back to back years).
- Chapters may have only one Overseas Chapter Couple of the Year participate in the Overseas Selection Process each year.
  - When a Couple agrees to participate in the Overseas Couple of the Year Selection Process they should realize this is a commitment and responsibility to GWRRA and the Couple of the Year Program. If selected as the Overseas Couple of the Year, the Couple must be willing and able to attend Wing Ding and present an oral presentation at the International Couple of the year Selection and at the Overseas Delegate Reception. If the Couple does not speak the English language, their introduction and presentation will be made by the International Director of Membership Enhancement. (If this occurs, an introduction bio will be submitted in English.)
  - The use of Music, Props, or other Special Effects is not permitted to be used during any Presentation.
- The Overseas Couple will not be scored or participate as part of the International Couple of the Year Selection.
- The couple must never have been a previous Overseas Couple of the Year.
- If selected as Overseas Couple of the Year, the Couple must be able to assume the responsibilities of the position as outlined below.

### SELECTION

The Overseas Couple of the Year Selection Process is a procedure whereby one Overseas Chapter Couple of the Year is selected to represent GWRRA in all countries outside the United States and Canada.

- Couples interested in being considered as the Overseas Couple of the Year are asked to submit a five-page resume and, if selected, as the Overseas Couple of the Year, the Couple must be willing and able to attend Wing Ding and present an oral presentation at the International Couple of the year Selection and at the Overseas Delegate Reception. If the Couple does not speak the English language, their introduction and presentation will be made by the International Director of Membership Enhancement. If this occurs, an introduction bio will be submitted in English. The Overseas Couple will not be scored or participate as part of the International Couple of the Year Selection.

In order to ensure a successful Overseas Couple of the Year Selection Process **it is imperative that the following procedures be adhered to:**

- A Country with more than one Chapter may select an Overseas Couple of the Year Coordinator to handle the Selection Process within that country. The Coordinator may be the Membership Enhancement Coordinator, a current or past Overseas Couple of the Year, or any Member of the Director's Team. The Coordinator oversees the entire Selection Process. Communication with all parties involved - before, during, and following the Selection Process - is an important key to the success of the Overseas Couple of the Year Program.
- **Before the Selection Process:**
  - Three or four months prior to the selection the Global Affairs Director should provide the Overseas Chapter Directors with: a) a timeline for the Selection Process: when Couples should be identified, how and to whom Overseas Couple of the Year contact information should be reported, when Resumes are due, etc., b) a copy of the Score Sheet and Resume format, c) either a copy of the Manual or instructions for accessing it online, and d) any other important information related to the selection of the Overseas Couple of the Year. This is particularly true for Chapter Directors where Chapters have not previously participated and may not be familiar with the Selection Process.
  - Resumes from Overseas Chapter Couples wishing to participate in the Overseas Couple of the Year Selection Process should be sent to the Global Affairs Director not later than January 1 each year.
  - A Selection Committee consisting of the Global Affairs Director, the Region UK Director, and the Germany District Director will review the Resumes and select the top three candidates for the Overseas Couple of the Year.
  - Not later than February 1 of each year the Global Affairs Director will forward the Resumes of the top three candidates to the International Director of Membership Enhancement.
  - There must be a minimum of two Couples Resumes submitted to the International Director of Membership Enhancement for consideration as Overseas Couple of the Year. In any year, if there are not two or more Couples participating no Overseas Couple of the Year will be named.
  - Note: Couples participating in the Overseas Couple of the Year are required to submit their Resumes to the Global Affairs Director via the Internet.
  - Resumes must be submitted using the English language.
- **During the Overseas Couple of the Year Selection Process:**
  - The final selection of the Overseas Couple of the Year will be made by the Director of GWRRA, the Deputy Directors of GWRRA, and the International Director of Membership Enhancement not later than March 1 of each year.

## **AWARDS AND RECOGNITION**

Awards should be based on what the Country or International entity can afford and should be meaningful and lasting. Some suggestions are:

- Certificates of Appreciation to all Couple of the Year participants.
- Corsages and boutonnieres for all Couple of the Year participants.
- Silver or crystal piece, plaque or clock, appropriately engraved.
- Vest or jacket with GWRRA 10" back patch and "Couple of the Year" imprinted.
- Couple of the Year belt buckles.
- Country/International hanger bars for Couple of the Year head pins.
- Name tags with Couple of the Year title.
- Business Cards.
- Help with expenses to attend the Events where the Couple will participate (must be pre-approved by GWRRA Home Office). Note: GWRRA Home Office provides complimentary Wing Ding registration and, when possible, hotel accommodations for all Region Couples participating in the Selection Process at Wing Ding and the Overseas Couple of the Year.



## **RESPONSIBILITIES AS OVERSEAS COUPLE OF THE YEAR**

The Overseas Couple of the Year can be a tremendous help to the Director and Team. The Couple's strong points should be emphasized and abilities utilized. They should always be included in media events and should be promoted as the typical GWRRA Overseas Couple. Some possible responsibilities include:

- Assist Membership Enhancement Coordinator and/or Public Relations Coordinator with media events, charity events, etc.
- Speaking at non-GWRRA events/clubs about GWRRA.\*
- Present Overseas Couple of the Year presentation at Conventions, workshops, and other Events.
- Assist in promoting District/Region/International Events.
- At Conventions serve as greeters, work the information or GWRRA "goodie" table, handle 50/50 sales, talent show judging, etc.
- Maintain contact with other Overseas Couples of the Year providing encouragement and guidance.
- Participate at Conventions, winter events, Chapter kick-offs, and other Chapter events whenever possible.
- Serve as a mentor to Overseas Couples of the Year who follow.
- Write articles for the newsletter or for Wing World Magazine.

## **\*PLACES FOR PUBLIC RELATIONS WORK**

There are always clubs, associations, and organizations that are continually looking for someone to come speak to their group at their monthly luncheons, dinners, or meetings. What a great way to spread the word about GWRRA, and possibly recruit an Individual or Family Member or an Associate Member!

## **Overseas Couple of the Year Resume**

### **OVERVIEW OF RESUME FORMS**

The Overseas Couple of the Year Resume is an important document used by the Selection Committee during the Selection Process. The Resume format can be found on pages 11 through 15. It must be neat and legible and preferably typewritten or prepared on a computer. Just as in the job market, the Resume provides a first impression and should be neat and easily read. The Resume can easily reflect on the Couples commitment and interest in GWRRA. The overall Resume will be scored by the Selection Committee who will consider its Accuracy, Content, Correct forms used, and Complete information.

- Page 1, Candidates' Information, contains contact information, membership information, photo, and a copy of both Candidates Membership card.
- Page 2, Agreements and Certifications, is certification that the Couple wishes to participate in the Overseas Couple of the Year Selection Process and agrees to make an oral presentation at the International Couple of the Year Selection and Overseas Delegate Reception at Wing Ding.
- Page 3, Nominator's Comments, is to be completed by the Chapter Director or Assistant Chapter Director in the Couple's local Chapter at the time the Couple makes the decision to commit and participate in the Overseas Couple of the Year Selection. These comments will remain a part of the Resume in its original form.
- Pages 4 and 5, Resume Narrative, should be clear and concise, and will be no more than two pages in length. Information listed on the Resume should only include activities from the preceding five (5) years. Resume Narratives containing more than two pages or activities beyond the preceding five (5) years will not be accepted. When preparing the Narrative the Couple should read over its five sections carefully and construct it so that information can be easily found by the Selection Committee. Refer to the Score Sheet to familiarize you with what the Selection Committee will be looking for. You may find it difficult to limit the information to two pages, so when deciding what to include and what not to, consider the score sheet in the process. Contact your District or Global Affairs Director or the GWRRA Home Office to verify the number of your new Member recruits.

### **RESUME PREPARATION AND SUBMISSION**

- Resumes should be in the hands of the Global Affairs Director not later than January 1 each year.
- Once the Resume is submitted to the Global Affairs Director it cannot be altered in any way, and is to be forwarded to the Selection Committee in the form it was received. Resume Narratives containing more than five pages or activities beyond the preceding five (5) years will not be accepted. Failure to submit an acceptable Resume by the deadline will result in disqualification of the Couple.
- Resume Forms are available from the Membership Enhancement Program web site so that completing them is just a matter of "filling in the blanks".
- Resumes are to be kept confidential and viewed only by the Selection Committee. Prior to a resume being shared with another person, written permission shall be given by the Couple that submitted the resume.

# GWRRA OVERSEAS COUPLE OF THE YEAR RESUME

(Type or Print Legibly)

Page 1 of 5

## CANDIDATES' INFORMATION

**Names:** \_\_\_\_\_

Chapter Designation: \_\_\_\_\_ Region/Country: \_\_\_\_\_

**Male** - Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

GWRRA Member Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Join Date: \_\_\_\_\_

**Full Member** \_\_\_\_\_ **Associate Member** \_\_\_\_\_

**Female** - Address (complete only if different): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

GWRRA Member Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Join Date: \_\_\_\_\_

**Full Member** \_\_\_\_\_ **Associate Member** \_\_\_\_\_

**Click Here to  
Attach a Photograph**

**or**

**Attach a PHOTOGRAPH and a  
copy of MEMBERSHIP CARDS)**

**May attach on a separate page on the back of  
the Resume**

## AGREEMENTS AND CERTIFICATIONS

Page 2 of 5

**PART I** – To be completed and signed by the candidates and to remain with the resume as it passes through appropriate levels.

1. We have been named Overseas Chapter Couple of the Year for the current year (or the immediate-past year) and wish to participate in the Selection Process for Overseas Couple of the Year.
2. If selected as Overseas Couple of the Year, we agree to attend Wing Ding and present an oral presentation at the International Couple of the Year Selection Process. If not able to make a presentation, then an introduction and bio, submitted in English, will be read by the Membership Enhancement Program Directors. .  
Please check one: We will make a presentation \_\_\_\_\_ Yes or \_\_\_\_\_ No
3. We agree to give GWRRRA full publicity and cooperation if selected as Overseas Couple of the Year.  
Please check one: \_\_\_\_\_ Yes or \_\_\_\_\_ No
4. We agree that the information contained in this resume is accurate to the best of our knowledge.

Typed or printed name of male candidate: \_\_\_\_\_

Signed by male candidate: \_\_\_\_\_ Date \_\_\_\_\_

Typed or printed name of female candidate: \_\_\_\_\_

Signed by female candidate: \_\_\_\_\_ Date \_\_\_\_\_

### Part II

#### 1) 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 Chapter Letter Designation and Country  
and have been named Chapter Couple of the Year for \_\_\_\_\_  
(month/year to month/year)

Signed: \_\_\_\_\_ Position: \_\_\_\_\_ Date: \_\_\_\_\_

**NOMINATOR'S COMMENTS**

**Page 3 of 5**

*(This page, the original nominator's comments is to be completed by the Chapter Director or Asst. Chapter Director when the Couple makes the decision to commit and participate in the Overseas Couple of the Year Selection.)*

Name of Nominator: \_\_\_\_\_

Position: \_\_\_\_\_

Chapter Name (Include Designation/City/District): \_\_\_\_\_

Comments:

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## RESUME NARRATIVE

Page 4 of 5

4. Brief Personal Background (e.g. family, work, motorcycling history, etc.)

5. GWRRA Participation and Involvement (e.g. positions held, Conventions/Rallies and activities attended - list chronologically). Note: Only list activities encompassing the preceding five (5) years of Membership.

6. Membership Enhancement Involvement (e.g. recruiting efforts, member retention activities, public relations activities, promotion of GWRRA outside the organization, etc.)

\_\_\_\_\_ Members Recruited

7. Rider Education (please identify your Rider Education Level next to the appropriate box and then list any other relative Rider Education involvement, e.g. courses/seminars taken or presented - title & year, positions held, etc.)

Rider Ed Levels:            Male: \_\_\_\_\_            Female: \_\_\_\_\_

8. Leadership Training Seminars (please list the number of seminars taken next to the appropriate box and then list the dates and titles of the seminars taken.)

LTP Seminars taken:      Male: \_\_\_\_\_            Female: \_\_\_\_\_

9. Why we want to be the Overseas Couple of the Year:

---

Signature (Male)

---

Date

---

Signature (Female)

## Overseas Selection Process: Forms and Scoring

### OVERVIEW OF THE SCORE SHEET

The Score Sheet provided is to be used by the Selection Committee in selecting the Overseas Couple of the Year. It consists of four broad categories and is designed to select the Couple who will best represent the Association as Ambassadors.

- Our Ambassadors must be active in GWRRA and involved in its Membership Enhancement, Rider Education and/or Leadership Training programs (GWRRA Commitment and Involvement 96%).
- They will be expected to proudly display the GWRRA patches and pins on their vests and to dress neatly and appropriately so that a positive image of GWRRA is presented (Appearance 4%).

### INSTRUCTIONS AND HINTS FOR SELECTION COMMITTEE

Following is an explanation of what we're looking for in the four broad categories and the sub-categories:

- **GWRRA Commitment and Involvement**
  - **Participation** - Consider not only events attended, but try to determine if they participated or worked (e.g., did they participate in field events, games, chapter challenge; judge mascot or scrapbook contest; sell 50/50 tickets; etc.?). Consider officer and staff positions held during the past five years. What have they contributed to GWRRA? Based on their history will their involvement likely continue in the years to come?
  - **Membership Enhancement Support** - Consider not only their efforts in recruiting and retention but also their results - how many new members have they recruited during their years of membership? What public relations involvement have they had - newspaper articles, TV or radio interviews? Have they promoted GWRRA outside the organization? Have they helped with retention and other membership activities within the Chapter, District or Region? Have they written articles for the Chapter, District or Region Newsletter?
  - **Rider Education** - Points are given for Levels (self-explanatory). Points may also be awarded for their involvement in other aspects of Rider Education (e.g., Chapter Educator, Motorist Awareness, Instructors, other seminars attended, parking lot practice, etc.)
  - **Leadership Training** - Each individual is awarded one point for each seminar attended up to a maximum of four per person. An LTD Instructor will be awarded the maximum of four points.
  - **Knowledge of GWRRA** - Do they have a broad understanding of GWRRA's mission and goals, and knowledge of the programs within GWRRA.
  - **Appearance**
    - Neatness, appropriateness of attire - Would you be proud to have them represent GWRRA the way they are dressed? Consider grooming and whether clothing is properly-fitting, clean, and well-pressed. Is it appropriate attire for a motorcycling function?
    - Proudly and properly displays support of GWRRA - Look for the Official GWRRA 10" back-patch, the Official GWRRA 4" patch on the front, and GWRRA Membership pin. Couples who do not display these items will be disqualified by the Selection Committee. Note: this is not a "best-dressed competition" and therefore points are not awarded for uniformity.
- **Tie Breaker - Overall Impression**
  - The tie breaker represents your overall impression. Award 3 points if you believe the Couple deserves to be the next Overseas Couple of the Year, 2 points if you think they are a great candidate, and 1 point if you think they would be a good candidate.



## **A FINAL NOTE TO SELECTION COMMITTEE**

The task of scoring an Overseas Couple of the Year Selection Process is an awesome responsibility and one to be taken quite seriously. The Score Sheet, although probably not perfect, is designed to rate the characteristics and abilities determined to be important in the role of Ambassador for our Association. It is critical that the Score Sheet be reviewed carefully by the Selection Committee prior to the event and that they have an understanding of each of the categories.

It is possible that a member of the Selection Committee may be acquainted with one or more of the candidates. If that is the case, the Committee Member will consider only the information presented in the resume so that all candidates may be considered fairly.

We appreciate our Selection Committee without these fair and impartial individuals, our Overseas Couple of the Year Program would not succeed.