

## Rider Education Report

The growth of Wing'D Rider is something that is getting a lot of attention these days. We are all being asked to assist in the efforts to attract more members. Because there is strength in numbers, this will benefit us all. The question of course is how do we attract new members, especially when we feel we are not good speakers or comfortable approaching strangers, or even leaving little ducks on the seats of motorcycles (which I think is a great idea)? How do we find people that want to be with us?

One way to do this is to be the rider or group that you would want to join. A group that is excited about riding and the friendship we are all enjoying now. Presenting a good appearance while you are out on a ride can cause the curious to approach you. Would you want to be part of a group that rolls into a restaurant and haphazardly goes to random spots anywhere, or a group that patiently stays together as they navigate the lot to an open section where they can all be together? Are you not involved or excited about riding? Have you lost the spark you had when you first joined? How do we get that excitement to return?

**Read.** Subscribe to enthusiast publications or find them at the local library. Motorcycle magazines have many exciting stories of people like us doing what we love to do. The internet has opportunities to learn about riding techniques that can make our sport safer and more entertaining. Knowledge is power and a tool kit you can use when someone asks about your riding skills.

**Take classes.** After riding for 27 years, I finally took the Basic Riding Course. For me it was mostly a review, but for several others in the class, I was an example to follow. They asked me about my riding because they saw something they wanted.

**Practice.** Put all the knowledge from the reading material and the riding classes into actual performance. Smoothly navigating through a crowded parking lot or a busy gas station will draw attention to you, in a good way. This attention will increase exponentially when in a group of like-minded riders.

Being the good rider that you are, and working to be the great rider you want to be, will attract people to you. All you need to do is answer their questions with the sincerity and energy that you have for motorcycling. The inquirer will want what you have. Lead by example. Because of your continued practice and education in our sport, you will attract new members without any extra special effort.

Richard Artmayer  
KY District Educator