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CENTRAL CANADA DISTRICT CONNECTION



<http://www.ccdistrict.ca>

Where the District Teams Meet

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DECEMBER 2020



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DIRECTORS' CORNER



The “New Normal”

Waiting for everything to go back to “normal”? During this pandemic, what we think of as normal has been stretched in ways we didn't foresee. How well have we adapted to the current reality and changing circumstances? Navigating these days has brought out the best in many of us, but it also causes stress and strong emotions. Is it compromising your personal safety?

Resiliency is key – how well we cope with what's thrown at us. When we manage change successfully, the low doesn't get as low and that keeps you poised to be as happy and healthy as possible, sooner. We're all going through a hard time right now, but resilient people are prepared for this, responding to it, managing it, and coming out of it healthy and optimistic.

“Normal is a state of mind and is constantly changing.”

Let's keep a pulse on our Members. They are our friends and we are all in this - and will come out of it - together. Find new ways to stay connected, think outside the box. How can you offer a little fun for your friends in this new normal? And don't forget, there is light at the end of the tunnel!



Darlene Drouin and Bob Cochrane
GWRRA Central Canada District Directors
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MEMBERSHIP ENHANCEMENT



Have your Chapters selected a Couple of the Year yet? As the calendar year is coming to an end, it's time for the all-important announcements.

(The following is taken from gwrra.org MEP) Being a part of this long standing GWRRA tradition brings a lifetime of rewards. The COY is part of a calling that is representative of the very best that GWRRA has to offer.

This program offers the unique opportunity to get to know people from all walks of life and geographical locations, and to develop friendships that last a lifetime.

What sets a Couple of the Year apart? To be selected as the Chapter Couple of the Year, the proposed members have already demonstrated their interest and enthusiasm for their fellow chapter members. Not only have they shown that they are team players, but have also given selflessly of their time and attention. The COY is already a role model within the chapter.

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 3year period and then were prioritized by seminar participants. They are presented in their order of importance as determined by those members.)

- 1) 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.
- 2) Visitation with other Chapters by the Chapter Couple of the Year can increase inter-chapter activities and improve relationships with other Chapters.
- 3) Chapter spirit can increase when Chapter participants show support and demonstrate their pride for their Chapter Couple of the Year.
- 4) Selection as Chapter Couple of the Year often leads to personal growth for the couple, and they usually take on other Chapter leadership positions.
- 5) 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.
- 6) Through participation in the District Selection Process, a Chapter Couple of the Year can help gain recognition for your Chapter within the district.
- 7) 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 experiences or even revenue for your Chapter through Share the Wealth sales or other means.

- 8) Your Chapter Couple of the Year can promote your Chapter's upcoming events as they visit other Chapters.
- 9) 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 whose dues are 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."
- 10) With the excitement and enthusiasm usually exhibited by Chapter Couples of the Year, they often are found serving as cheerleaders for the Chapter Team and can be important in maintaining strong Chapter morale.



Helen Young
District Membership Enhancement Coordinator





RIDER EDUCATION



Good day members,

As we all know, this covid-19 crisis has put a serious hold on all our training and presentation activities this year. Since last April, some of you have taken online module presentations offered directly by University Head Office's trainer. This month I would like to share great news from our Interim University director, Laurie Thomas, extending training module presentations online to all University Instructors and Trainers.

*' As we all dealt with the changes that will be known as "2020, the Year We'd Like to Forget," the University reshaped, morphing into a digitally enhanced classroom. We began to offer classes online. It was not a simple task. It took quite a bit of trial and error, but in the end, it was well received. Our Members made it clear that they would like to continue online classes. We discovered that there is a need, beside the quarantine, to continue offering these classes. There are Districts without Instructors. There are Districts where the Chapters are hundreds of miles apart, making it more difficult to gather for training. Those members would certainly benefit from online classes. The process of certifying Instructors/Trainers to present classes online has begun. **We will produce a program that will introduce those Instructors/Trainers who are interested in presenting this way to the tools, tricks, and technical information they would need. The University will create a list of classes that will translate well to online, as well as a list of the classes we tried to adapt but failed.** If you asked the University Assistants and other Instructors who presented online, they will be quick to tell you that it took a lot of work. Be patient. It is happening. Once you become certified, you can offer this training to your Members. It won't replace in-person training, but certainly enhances the training experience.'*

I am presently working with Laurie to see how our District University Instructors and Trainers can get this online training to obtain the tools, tricks, and technical information needed to be able to present to your members as soon as possible.

Again, if you have any questions, do not hesitate to contact me by phone or e-mail.

Ride Safe Always

Rouler toujours prudemment!
Michel Lavoie MIT083
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Team GWRRA and District Directors,

Please join Sherry and me in congratulating and welcoming **Lorrie Thomas** as the University Director, effective immediately.

Lorrie has been the University Director of Programming since 2016 and is currently serving as the Virginia District Director since 2019.

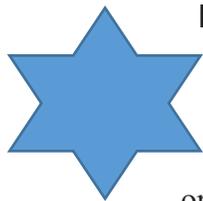
She brings a wealth of knowledge, and will be a tremendous asset to the Directorship of the University Program.

Sincerely,

*Jere & Sherry Goodman
Directors of GWRRA*



A little bit extra:



Here is a random blurb and an interesting link:

What is an algorithm and what does it have to do with Facebook?

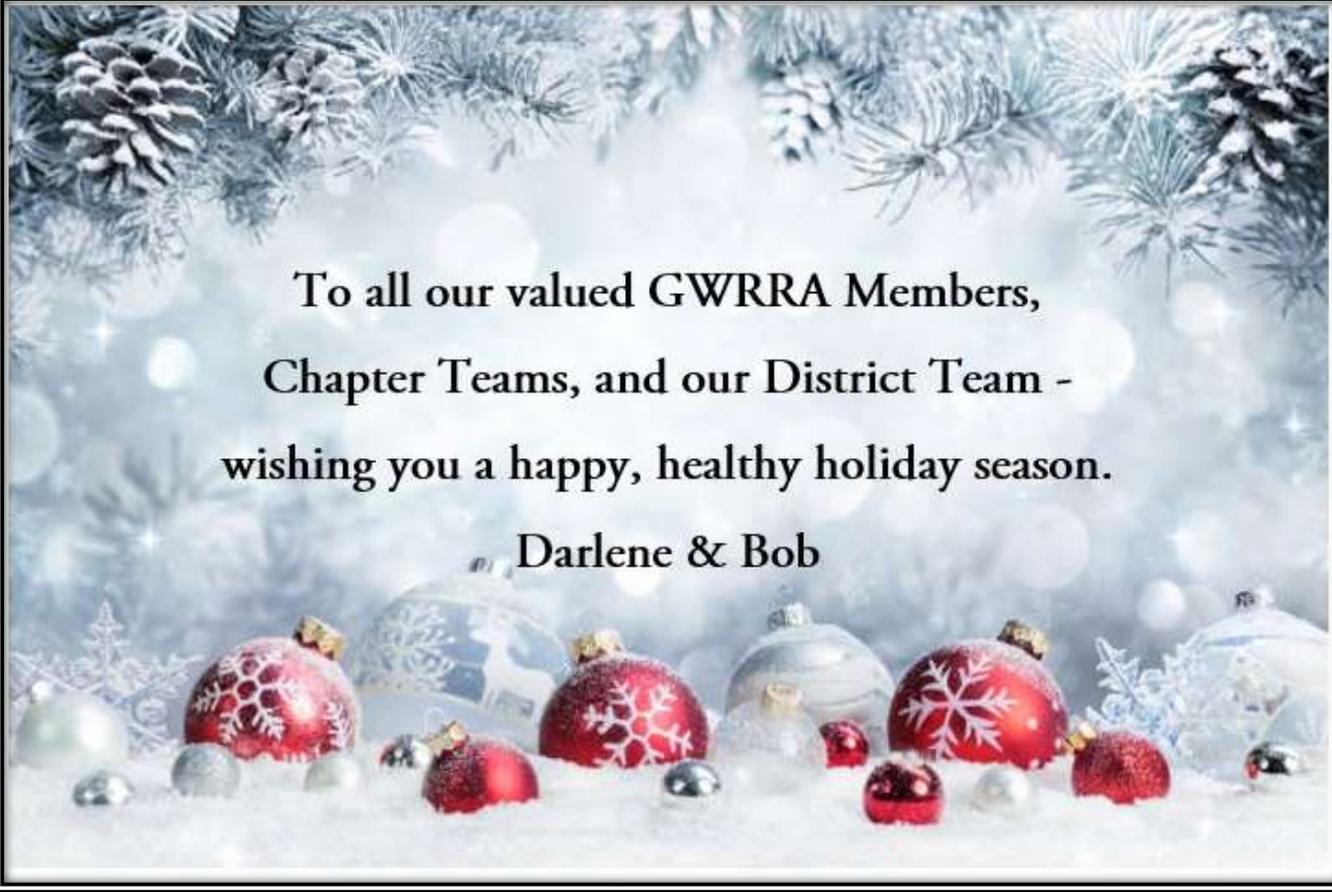
“Put simply, an algorithm is a set of instructions designed to perform a specific task. In the social media universe, algorithms determine which posts people see (and in what order) every time a user signs into their accounts.” For anyone interested in learning more about the ins and outs of social media platforms and their algorithms, here is a link to an interesting article from Charity Village’s *Spotlight on Social Media Strategies* series:

<https://charityvillage.com/spotlight-on-social-media-understanding-platform-algorithms/>

Also, check out this interesting site:



<http://www.ontarioparks.com/hphp>



To all our valued GWRRA Members,
Chapter Teams, and our District Team -
wishing you a happy, healthy holiday season.

Darlene & Bob



Editor's Note



So many of our Holiday plans have been cancelled or postponed due to the current crisis. Remember to maintain the spirit of the Holidays and celebrate with those close to you carefully and responsibly.

Helen and Adrian Young

Helen Young
District Newsletter Editor
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First, log in to your own Facebook page, then search for GWRRA Central Canada District. Facebook Groups can't be publicly found/seen like a webpage.

