

**2002
ANNUAL REPORT
OF THE
NATIONAL ASSOCIATION OF
STATE MOTORCYCLE SAFETY ADMINISTRATORS**

MESSAGE FROM THE CHAIRPERSON

The National Agenda for Motorcycle Safety, published by the National Highway Traffic Safety Administration (NHTSA) established priorities for motorcycle safety in the United States. The National Association of State Motorcycle Safety Administrators (SMSA) was the first organization to initiate the implementation of the Agenda with the SMSA annual national conference underscoring the Associations dedication to improving motorcycle safety. The conference brought together over 350 professionals from rider education, driver education, research, driver licensing, law enforcement, and state and federal agencies to discuss mutual concerns and activities. Participants were invigorated and challenged to explore new horizons and new partnerships.

As your new Chair, I offered three areas that would be high on our priority list to re-establish, validate and increase SMSA's value to motorcycle safety:

1. Our flagship, the annual survey;
2. Our web page look and content;
3. Our effectiveness at communicating with, and involving, not only our membership but other organizations to accurately represent our concerns and priorities.

Our 2001 annual survey was the first-ever on-line compilation of survey data, and it will be posted on the new SMSA web site. Since this was the first attempt at the new format, the survey is a little lengthy (287 pages), so a CD Rom of the survey was also provided to all SMSA members. Future updates will be more efficient and effective with on-line renewals instead of starting from scratch every year. Continued improvements to future surveys are assured.

The SMSA web site is being totally overhauled, recreated and streamlined with the inclusion of the motorcycleawareness.com site into the smsa.org site, while keeping the "awareness" domain name for ease of use. A change in website providers has also resulted in a fresh new look for the SMSA. With the addition of a new daily monitoring/updating feature, members can expect current/changed information to be posted in a timely manner.

On the communications front, we were invited to address the Board of the Motorcycle Riders Foundation (MRF) at their "Meeting of the Minds" in Lansing, Michigan in September. In addition, the attendees were offered a presentation on "A Future of Partnerships," which was well attended and generated significant interest in the SMSA. Following the MRF conference, a visit was made to the American Motorcyclist Association (AMA) headquarters, where Rob Razor and his staff discussed new partnerships between the SMSA and the AMA. The AMA is working hard to obtain funding for another "Hurt" type study, and the AMA and MRF are both working with the SMSA to try and find legislative ways to help state programs obtain resources to face future challenges. The future is bright. Working together on common issues, while agreeing to disagree on others, just makes good sense. We can do so much more when working as partners.

The SMSA took a stand for rider education in 2002 by writing an article for *Directions*, a publication of the National Association of Governor's Highway Safety Representatives (who, by the way, recently changed their name to Governors Highway Safety Association, or GHSA). The article, "Older Doesn't Mean Smarter," published in the July 17, 2002

edition, addressed the issue of the increasing older rider involvement in motorcycle crashes.

In addition, the SMSA also responded to a negative article on motorcycling by the Insurance Institute for Highway Safety (IIHS), which was widely publicized, along with the response from IIHS.

The journey has begun. The SMSA is heading in a new and exciting direction and is poised to do great things in the future. We owe our thanks to our Executive Committee and especially to Albert Thornton, who, as our Chair for four years, created the glue that kept us going. SMSA depends upon the many volunteers who serve on committees, provide duties and functions at our annual conference and who believe that the SMSA is the voice of rider education.

Be sure to keep the communication lines open with your Regional Representative, so that we will continue to represent the wishes of our membership. Your thoughts and ideas are not only welcome, but also encouraged.

Ronald E. Shepard,
Chairperson
2002 – 2004

OFFICERS AND REGIONAL REPRESENTATIVES

Ronald E. Shepard, Chairperson
Ken Kiphart, Vice Chairperson, Western Region Representative
Chad Burns, Secretary, Eastern Region Representative
Bob Secrest, Treasurer, Central Region Representative
Carol Thurn, Western Region Representative
John Bodeker, Central Region Representative
Mike Melis, Eastern Region Representative
Albert F. Thornton, Past Chairperson

MEMBERSHIP

At the conclusion of 2002, the membership of the Association consisted of the following:

42 member states
No military branches
65 supporting memberships, and

12 PROFESSIONAL AND CORPORATE MEMBERS

American Honda Motor Company	Harley-Davidson Motor Company
American Motorcycle Institute	Motorcycle Riders Foundation
American Motorcyclist Association	Rider Education of New Jersey
American Suzuki Motor Corporation	Sentry Insurance Group
Buell Motorcycle Company	Snell Memorial Foundation
Gold Wing Road Riders Association	U. S. Insurance

The Association also holds membership in the following organizations:

AAMVA

AMA

ADTSEA

NAGHSR

HIGHLIGHTS OF 2002

Election of Officers

During the Annual Business Meeting held in Boise, Idaho this August, the following people were elected to the Executive Committee:

Ron Shepard, Idaho - Chairperson
Carol Thurn, North Dakota, Western Region Representative
John Bodeker, Indiana, Central Region Representative
Chad Burns, Georgia, Eastern Region Representative (one year term)
Mike Melis, New York, Eastern Region Representative

SMSA-Sponsored Web Sites

The SMSA has maintained two separate web sites: one is the original web site for the organization, www.smsa.org. The second web site, www.motorcycleawareness.com, was created using a federal grant to establish a repository for awareness items used throughout the states. Maintaining both web sites with different technology was cumbersome and costly. After a bid process, the Executive Committee awarded the contract to a North Dakota firm. The new web site is expected to be ready by early 2003.

Annual Conference

The 2002 Conference was held in Boise, Idaho in August. The conference took a slightly different approach by combining representatives of both the driver and rider education community. Ms. Annette Sandberg, Deputy Administrator of NHTSA, provided us with a great introduction and also provided some suggestions as to where our national focus should be.

A diversified variety of training sessions occurred, which focused on the entire traffic safety community as well as specific issues related to motorcycling. Evening events included an outdoor display of various traffic safety displays and demonstrations, ranging from the No-Zone Truck to a demonstration of the ABS braking ability on a motorcycle. An enjoyable evening at the old Idaho State Penitentiary was held, complete with badges and loaded water guns.

Leading Edge

The *Leading Edge*, the SMSA newsletter, will be published twice a year starting in 2003. A Spring and Fall edition will help keep members better informed on current issues in the SMSA, as well as help members keep in touch with the pulse of the organization.

New Programs

A voluntary "accreditation" program is being developed that will establish standards for member states to comply with, should they chose to participate. The standards and verification procedures are being developed by committee members, and will focus on the quality and delivery of services. Member benefits and incentives are also being determined. Look for updates on this new program in the *Leading Edge*, or contact your Regional Representative.

Partnerships

The Executive Committee is reaching out into the traffic safety and motorcycle industry communities to widen new partnerships that will ultimately help members do their jobs more efficiently. Meetings have been held with AMA and MRF in our goal to establish new and strong partnerships in an attempt to move traffic safety to new levels. A closer working relationship with NHTSA is important and necessary, especially as the reauthorization of TEA21 funds is implemented in 2003. SMSA is seen as a very important link in industry and traffic safety.

**2002
FISCAL REPORT
OF THE
NATIONAL ASSOCIATION OF
STATE MOTORCYCLE SAFETY ADMINISTRATORS**

BEGINNING BALANCE – 1 JANUARY 2002 **\$ 67,559.66**

INCOME:

Membership Dues	\$ 65,540.00
August 2002 Conference	\$ 53,982.25
NHTSA Professional Development Grant	\$ 24,869.90
WOW Scholarship Donations	\$ 1,828.00
Other Revenues – Gifts	\$ 362.00

TOTAL INCOME **\$146,582.15**

EXPENDITURES:

Dues and Subscriptions	\$ 2,325.00
Brochure Development and Printing	\$ 1,923.00
Copying and Printing	\$ 901.68
Accounting/Audits/Tax Preparation	\$ 1,020.00
Legal Expenses	\$ 606.00
Business Manager's Salary	\$ 28,850.77
Business Manager's Travel	\$ 1,718.98
Office/Administrative Expenses	\$ 514.95
Office Supplies	\$ 955.43
Postage	\$ 1,111.70
Telephone/Fax	\$ 1,427.92
Shipping	\$ 78.87
Executive Committee Travel	\$ 10,718.06
August Conference	\$ 40,801.81
PDW Grant	\$ 22,014.90
Annual Survey Development	\$ 8,600.00
Leading Edge Development and Printing	\$ 2,912.00
Website Grant and Maintenance	\$ 3,133.33
WOW Scholarships	\$ 2,100.00

TOTAL EXPENDITURES **\$131,714.40**

ENDING BALANCE 12-31-02 **\$ 82,427.41**

Subject to audit