



SMSA

Spotlight Magazine

Summer 2017



Act Now and Save!

Register for the SMSA National Training Summit before August 25 and

you can save on registration. This year's National Training Summit, **The Next Generation in Motorcycle Safety**, will be held at the Sheraton Burlington Hotel and Conference Center in Burlington, VT, September 27-30, 2017. This is your chance to connect with other motorcycle safety professionals from across the country to learn about new programs; pick up new techniques and tools; and help set the course for the future of motorcycle safety. Early registration is only open until August 25, 2017, so act soon. We look forward to seeing you in Burlington, Vermont this fall!

[Download your registration form here.](#)

On the 2017 Summit Agenda:

A Professional Development Workshop for Program Administrators and Instructors is being offered prior to the Summit. Pre-registration is required, and space is limited, so be sure to register early!

General Sessions – for all Summit attendees. These sessions provide information relevant to motorcycle safety professionals. See what's going on at the national level.

Breakout Sessions are organized into four tracks: Program Administration; Rider Education and

Training; Instructor Training; and hands-on Range Activities. There is something for everyone.

- **Track 1 – Program Administration** - for administrators, directors, managers, researchers, law enforcement, etc. These sessions focus on strategies to develop and implement statewide comprehensive motorcycle safety programs. See what other programs are doing to apply them in your state's program.
- **Track 2 – Rider Education and Training** - for administrators, directors, managers and trainers of rider education and training programs. These sessions showcase innovative rider education and training programs. See what other programs are doing to enhance rider education and training programs.
- **Track 3 – Instructor Training** - for instructors and trainers. These classroom sessions provide training to enhance instructor and trainer facilitation skills; classroom and range performance; and improve student outcomes.
- **Track 4 – Range Activity/Training** - range riding sessions will be offered each day to provide instructors and trainers the opportunity to enhance their instructor riding skills. Get hands-on experience and learn what other programs are doing to enhance range riding practice opportunities. Two range activities will be conducted simultaneously.



SMSA Listserv

Please take advantage of the SMSA Listserv hosted by Oregon State University. The SMSA Listserv is an easy and efficient way to contact your fellow SMSA members with questions relating to Motorcycle Safety and Rider Education. To sign up, visit the SMSA website Members Only section and choose the tab for Listserv. Summaries from past postings are also listed under the Listserv tab.

Reaching the Generations

I am about to admit something cringe-worthy... brace yourselves. I am a millennial. Ouch, right? Although my generational status comes with a stigma, when it comes to motorcycle safety, being on the cusp has its advantages.

I can actually understand (as much as psychologically possible) the perspectives of both my elders and my peers. As an almost Generation X-er, I'm old enough to know the importance of gaining knowledge from data, research and past experiences, and, of course, the importance of a good attitude, training-lifelong learning and consistent use of safety apparel.

My ego has had time to mature and the desire to reduce risk is strong with this one, much stronger than a desire for attention or popularity. However, as a true Millennial, I also understand the importance of an online presence and why it is so integral to both gaining the attention of and sharing knowledge with a younger generation of riders.

We are different than past generations because we demand information immediately and have trouble retaining it unless you entertain us. We seek knowledge almost exclusively online. We learn everything we know from those we look up to, and we can access our heroes with a single thumb at any given time. As much as we hate to admit it, strong online personalities are shaping the future.

As safety efforts continue to change and adapt with new technology, so do the ways in which we reach our perspective clients. Just like the introduction of advanced ABS and traction control to motorcycling, it might seem scary at first and can easily confuse those who don't understand how it works.

That doesn't change the fact that social media is effective if you use it correctly. There is no getting around it, this is the culture in which millennials are immersed. We must adapt. Creating relationships with your customers online is more essential than it has ever been, and it can be as simple as hiring a contracted social media expert to help you get the ball rolling. Partnering with those who have already established a massive following is another route to take. Hiring a professional in both aspects, social media and motorcycle safety, will get you the best bang for your buck.

Content that focuses on safety presented in the right way will gain likes, retweets and reposts. That might not sound like a big deal, but it can translate to demand

for more classes, full follow-on training rosters, smarter riders and even a shift in the culture-leaning towards an attitude of conscious risk reduction.

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SMSA welcomes our newest Supporting Members – 2 Wheel Safety and TEAM Oregon.



Please visit their websites to learn more:

2 Wheel Safety: <http://2wheelsafety.com/>

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The Psychology of Risk

If you choose to ride a motorcycle, you automatically fall into the “Risk-Taker” category because it is approximately 34 times more dangerous to ride a motorcycle than to drive a car. However, if you’re smart, you’ll learn to manage those risks. You may adopt a smart system of Risk Management as evidenced by your riding style; or you may choose to take risks beyond the general risk of riding a motorcycle. For example, if you ride without developing your skills; or you ride without wearing protective gear; or you try to keep up with friends rather than riding your own ride, you are putting yourself at greater risk.

In addition to motorcycling, there are a lot of other fun, extreme sports that are also risky; like skateboarding, surfing, mountain biking, motor sports racing, rock climbing, etc. Get my drift? Wouldn’t life be dull without all those sports? We generally think of risk as a negative; but is it? Exactly what is the definition of risk? Risk is participating in an activity that has an uncertain outcome. Taking a risk does not always have to have a negative outcome. For example, our ancestors took a risk when they crossed the ocean to come to an unknown land. And then, they traveled by wagon train to the far West Coast of that land. And later, without the huge risk taken by the Wright Brothers, we would not have air travel.

If managed properly and intelligently, learning an extreme sport can give you self-esteem, a sense of confidence and a feeling of empowerment. Managed poorly, without training, practice and good judgment, an extreme sport can lead to death, paralysis, or injury. When participating in an extreme sport, always ask yourself, “Who do I love?” and “What do I love to do?” If I manage this badly, I could be gone from the person I love, and I may lose my ability to do the things I love. If you choose to ride a motorcycle, for example, and you have a desire to go fast, do that piece of your riding on a closed course or a race track. Make yourself an intelligent risk-taker. The streets and highways are already a dangerous place without excessive speed added to the mix. Take your speed to the track. Just executing our modern roadways with common sense and caution is an exciting enough adventure.

Let’s talk a bit about this phenomenon of risk-taking and who ends up being a risk-taker. One person in five is born hard-wired to be a risk-taker. Risk-taking behavior is approximately 60% genetic. Most personality characteristics are 30 to 50% genetic. This

was determined by studying sets of twins. More males are risk-takers, and the propensity for risk-taking generally declines with age. Usually, the untrained and those with minimal skills are the ones who get hurt.

Risk is often relative to skill. Ski instructors, for example, participate in a risky activity. However, they receive a high level of training and have, therefore, a low rate of accidents and injury.

People unknowingly take risks because of inferior skills and lack of knowledge about the sport. Be alert for the pull of peer pressure. Remember to ride your own ride and don’t be influenced negatively by your friends who may have more experience than you do.

Whatever your sport of choice, seek out expert mentors, instructors and coaches. Practice to make yourself the best you can be. Ride or play smart; wear full protective gear for your chosen sport; make smart decisions; and have fun!

Reference: “Behavioral Expressions and Biosocial Bases of Sensation Seeking” by Marvin Zuckerman.

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Step Into the Spotlight

Have your article featured in the next edition of *Spotlight Magazine*. Please submit articles to the SMSA office at office@smsa.org. Articles can showcase your state safety campaigns, state programs, new motorcycles; anything motorcycle safety related.

For a copy of the SMSA Guidelines for submitting Spotlight Magazine articles, please email the office at office@smsa.org.

Advertisements for Supporting Members: please submit any new advertisements that can be featured in the Spotlight as well as the 2017 Summit Agenda.



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SAVE THE DATE! 2018 SMSA National Training Summit in California

The 2018 SMSA National Training Summit will be held September 12-15, 2018 at the Holiday Inn Sacramento Down Town, Sacramento, California (adjacent to Old Town Sacramento).



Get Your Company's Message Heard

The SMSA 2017 National Training Summit provides your company with the opportunity to introduce its services, technology and products to leaders in the motorcycle safety and education industry.

There are various ways to sponsor an event at the 2017 SMSA Summit. If you would like to learn more about customizing a sponsorship opportunity, please contact the SMSA Office at 724-801-8075 or by email at office@smsa.org.

Early Registration 2017 SMSA Training Summit

The Next Generation in Motorcycle Safety

September 27-30, 2017

Early registration is open until
August 25, 2017

[Download your registration form here.](#)

Thank You SMSA Supporting Members

