



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

SMSA Spotlight Magazine

Summer 2016



Act Now and Save!

Register for the National Training Summit before August 26 and you can save on registration. This year's National Training Summit,

Motorcycle Safety – The Next Steps, will be held at the Red Lion Hotel in beautiful Portland, Oregon, September 21-24, 2016. This is your one chance this year to connect with 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 26, 2016, so act soon, and we look forward to seeing you in Portland, Oregon this fall!

[Download your registration form here.](#)

On the 2016 Summit Agenda:

Professional Development Workshops for Program Administrators and for Instructors are 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 Development; and hands-on Range Activities.

- **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 use 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.

Note: TEAM OREGON will provide training motorcycles and some protective equipment.



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.

My Ultimate Motorcycle Jacket

How many motorcycle jackets do you own? My closets are packed with almost every style ever produced - long, short, some with zippers, buttons, or Velcro™, large pockets, small pockets, windproof, waterproof, removable armor, reflective material, leather, synthetic, vents for the summer and batteries for the winter. I even own a few jackets that make me look cool. Despite having all these choices, I found myself consistently wearing one, maybe two of these jackets every riding season. Selection is always based on protection and comfort.



A few summers ago I was invited to Harrisburg Area Community College in Pennsylvania to ride the SKIDBIKE™ training motorcycle. Prior to riding, I was required to don a yellow vest resembling a deflated personal flotation device. The vest is tethered to the motorcycle's frame and is designed to inflate when the rider is forcefully separated from the motorcycle. Its purpose is to reduce the force of impact in the event of a crash. After a brief riding instruction, I proceeded to quickly accelerate to 40 mph, purposely grabbed the front brake and held on for dear life. Several waiting riders witnessed the resulting violent swerving and spinning. Wow! Now that was exciting! I was very close to being thrown off the bike. Grabbing the front brake is a fairly common student mistake. That day I not only demonstrated it but experienced it.

My experience on the SKIDBIKE™ has given me a renewed appreciation of the powerful dynamic forces generated in crashes. I mentally went through my closet and wondered which jacket would have prevented or mitigated blunt force traumatic injuries. Automobile airbags have a proven record of reducing injuries and saving lives. All my cars have airbags. Why would I not want the same safety feature available during a motorcycle ride? Not long after doing some research, I was convinced I needed to purchase an airbag jacket. Within a week I received my Hit Air Motorrad-2 Enduro Airbag Jacket. Similar to the vest provided during my demo ride. The CO₂ cartridge within the jacket will instantly inflate the airbag upon separation from the motorcycle. The airbag also provides stabilization protection to the back, front and neck areas.

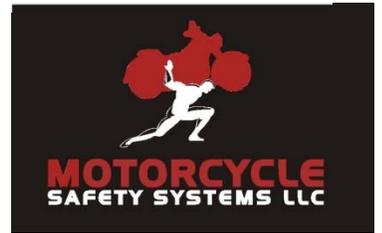
There are several online videos available depicting actual motorcycle crashes with riders wearing such jackets or vests. I offer BRC and ARC students an opportunity to try on my jacket, to ask questions and learn about this technology. To date, none of the students had seen or even heard of the jacket. When they realize the investment is comparable to that of a high quality helmet or riding jacket, they immediately want to know where to purchase one.

After decades of riding, I finally purchased my ultimate motorcycle jacket. While I may never retire my iconic leather Harley Davidson jacket, I don't foresee wearing anything other than the Hit Air Motorrad-2 Enduro Airbag Jacket. Even my wife told me "Why would you not wear it?"

Dean R. Baker
PAMSP Motorcycle Safety Instructor

SMSA New Supporting Member

SMSA would like to welcome its newest Supporting Small Business member – Motorcycle Safety Systems (MSS). MSS was founded and run by Stacey "Ax" Axmaker. Ax has been involved in motorcycle safety and rider training for 25 years and has been a frequent presenter at SMSA events since the early 2000s.



Motorcycle Safety Systems provides services such as:

- Leadership and Communication Training programs;
- Curriculum and related resource development for students, instructors, and instructor trainers;
- Consulting and training services for state programs and rider training schools;
- ...and is in the final development stages of "Be Crash Free" – a web-based membership program for riders designed to reinforce what they learned in training as well as reaffirm their own commitments to smart riding choices.

Motorcycle Safety Systems will have a booth at the 2016 SMSA Training Summit in Portland, OR this fall, so be sure to stop by, say "hello," and welcome MSS to the SMSA.

To Tweet or Not to Tweet? That is the Question

We are faced with many media formats and platforms, traditional, social, or just shouting at your neighbor across the fence to wear his helmet. What direction does the Highway Safety Office go to deliver their safety messages so they reach out to the specific audiences needing the reminders?



This past May, we introduced Motorcycle Awareness Month to *Twitter* and *Facebook*. We had 8 posts on Facebook with a reach of 3,001 people. For the price of just \$1,300 (\$1.04 per click) we boosted the reach to 167,200 people. With the campaign, we sent 14 *Tweets* (that's Twitter-talk) resulting in 42,655 impressions and more than 100 media engagements. With the traditional radio advertising and the social media campaign it has been a successful Motorcycle Awareness Month.

I find myself challenged by this new world of advertising, but I am turning the corner as our safety messaging begins to reach more and more people than our traditional way of marketing.

I encourage you to take a breath, scoot up to your computer and check out how you can “boost” your current marketing campaign to reach your public.

Norraine Wingfield
Kansas Traffic Safety Resource Office
nwingfield@dcca.org

SKIDBIKE at SMSA Summit

SKIDBIKE

Representatives are looking forward to attending the upcoming SMSA Summit in Portland, Oregon and providing several



important demonstration opportunities. Attendees will have a chance to ride a KTM 1190 SKIDBIKE, including a chance to experience Bosch Motorcycle Stability Control technology, Traction Control, and ABS. Additionally, they can swing a leg over our in-house Honda CRF 250L SKIDBIKE for full lock, full lean turns, learned and practiced in safety on the smaller SKIDBIKE with Safety Wings™. To see the Motorcycle.com write-up on riding both of these SKIDBIKE options from our own Rider Training Symposium last April, visit:

<http://www.motorcycle.com/safety/safetyskidbike-tested-ktm-1190-adventure-and-honda-crf250l.html.html>.

Further, we will be demonstrating the smart Automated Traffic Scenario Simulator (ATSS) Light System with accident avoidance, intersection clearing, and emergency braking mode exercise capabilities.



Standing in front of a new rider holding flags or motioning archaic hand signals can be part of the past. The ATSS will help you deliver a better developed course, a more professional customer presence, and the best outcomes from your training.

We are committed to bringing innovative, new ideas and training technologies to the motorcycle training industry. We're proud to be a Supporting Member of SMSA and look forward to seeing all of you in Portland!

For more information on SKIDBIKE or the ATSS Light System, contact SKIDCAR SYSTEM, Inc. at

(866) 754-3227
or via email at info@skidbike.com



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Size:	5"x5"x2"	4"x4"x2"
Colorfastness:	Excellent	May stain hands
Smells:	Like freedom	Toxic
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Friction Coefficient:	50% higher	Standard
Flexibility:	200% more	Standard
Cost for set of 80:	\$200	\$100

Is your range looking a little dingy due to old, dirty cones? Improve your students' ability to see the exercises like they were intended with a set of Total Control's Training Cones. These high-quality, domestically-produced training aids were designed for the rigors of high-performance riding schools where higher speeds required more conspicuous cones. The added visibility of our cones also makes it easier for visually-challenged students to see the path of travel, which can reduce mishaps on the range. Treat your students to a less stressful learning environment with the world's finest training cones today!

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Toward Zero Deaths

For many years I've heard many people, instructors, safety managers, directors, and motorcycle enthusiasts lament on the dangers of motorcycle riding on public roadways. All of us are in a continued search to reduce injuries, mishaps, and deaths. We all agree—we must find a way to save lives. Yet, when anyone mentions achieving zero-deaths, many argue the impossibility of achieving zero deaths for motorcycle riders. I recall former Secretary of Defense Rumsfeld's safety edict—reduce accident rates by half and then achieve “zero preventable mishaps.” I witnessed the most significant cultural change in the military since the de-glamorization of tobacco—mishaps were reduced and avoidable deaths decreased during the “big safety push.” We can argue zero was not realized but, I must demand we all accept the culture of safety changed significantly. Significant fatality reductions occurred—often exceeding fifty percent reductions. The culture changed and safety behavior was created. I will concede that perhaps Zero-Deaths is difficult to achieve; however, creating a process to reduce deaths is achievable.

We must embrace the idea of creating a concerted effort, process, or safety system to achieve zero deaths as a worthwhile effort—regardless of the probability of achieving zero. We can and should attempt, at first, a fifty percent reduction in motorcycle rider deaths.

Toward Zero Deaths (TZD) is a national strategy to reduce roadway user fatalities, and one key element involves the many state's Department of Transportation – the local focus. When we decompose our respective DOTs to bureaus and services, we arrive at the motorcycle training, education, and licensing programs. So how do we, in our respective state programs, contribute to a national strategy of Toward Zero Deaths? I propose we must have data, and we must have a strategy.

Data is good and good data is better. I know it seems rather obvious, but we really must look at how we, as policy makers and safety practitioners, determine our metrics. What is important in determining our program efficacy? Crash events are a result of multiple converging elements and events that culminate into a mishap; too, program efficacy is best measured by considering multiple elements, variables, and results. We must first decide on our goal, develop a strategy, implement the process, measure the results of our process and determine if we are trending toward

desired changes or achieving our goal. Many of us know collecting the needed data to demonstrate correlation or causation is a challenge in most of our states, but it's not a reason to avoid efforts to obtain the data—it's not impossible, it's just difficult in some instances.

The recent Governors Highway Safety Association (GHSA) Motorcyclist Traffic Fatalities by State preliminary data captured my attention. There are reported significant increases in fatalities and some notable decreases. The actual number of fatalities, by state, are important indicators and serve to lead us to search for corollary and causal factors. If you, as a stakeholder, policy maker, or safety practitioner chooses to identify true causes—one must actively involve and integrate the entire DOT system at a strategic level. The system includes the roadway and infrastructure engineers, executive policy makers, training and education programs, law enforcement, and human factor experts. Also, I suggest we explore commercial marketing techniques that have successfully created consumer behaviors—if product providers can create consumer behaviors such as spending days in line (camping on the sidewalk) for the next generation of consumer electronics—we should employ similar techniques to reduce driver risk taking, increase driver safety choices, and create a motorcycle rider cultural shift Towards Zero-Deaths.

For more information about choosing safety, visit the Pennsylvania Motorcycle Safety Program web site: www.pamsp.com.

Hector Eide
Program Manager
Pennsylvania
Motorcycle Safety Program



An advertisement for MSI Management Systems, Inc. The top part features the letters "MSI" in a large, bold, white font with a yellow swoosh underneath. Below this, "Management Systems, Inc." is written in a smaller, grey font. The main headline is "Managing Success" in a yellow, cursive font. Below the headline, the text reads: "Rider Education Management System • Since 1998", "Registering & Managing over 80,000 students per year!", "REMS is crafted with Pride; Designed, Developed, Maintained, and Supported in the USA.", "REMS is Easy to use • Scalable on demand • Affordable for any budget • Secure", and "www.getrems.com • Call for a live demo: 305-777-1553".

Early Registration 2016 SMSA Training Summit

Early registration is open until **August 26, 2016.**

SAVE THE DATE! 2017 SMSA National Training Summit in Vermont

The 2017 SMSA Conference will be held September 27-30, 2017 in Burlington, Vermont. The host for the Vermont Summit is the Vermont DMV Rider Education Programs.



Get Your Company's Message Heard

The SMSA 2016 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 2016 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.

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.

Advertisements for Supporting Members: please submit any new advertisements that can be featured in the Spotlight as well as the 2016 Summit Agenda.

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Thank You SMSA Supporting Members

