



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

# SMSA Spotlight Magazine

Winter 2016-2017

## Early Registration for the 2017 SMSA Training Summit

Early registration ends August 25, 2017

## SMSA 2017 Call for Papers

The submission deadline is  
March 31, 2017. Visit [www.smsa.org](http://www.smsa.org)

## Happy New Year

SMSA wishes all our members a Happy New Year!  
Let's make 2017 a safe and productive year for all of  
those involved in motorcycle riding, motorcycle safety  
and rider education.

## Meet the New SMSA Executive Committee Members

SMSA would like to welcome new Executive  
Committee members Sunshine Beer (ID), Edith Peters  
(FL), Larry Starkey (CA), Chad Teachout (MI) and Jay  
Jackson. The 2016-2017 Executive Committee (EC)  
Members are:

|                |                                 |
|----------------|---------------------------------|
| Sunshine Beer  | Chairperson                     |
| Ray Pierce     | Vice Chair & Member-at-Large    |
| Paul Graves    | Secretary & Eastern Region Rep. |
| Edith Peters   | Treasurer & Member-at-Large     |
| Chuck Stiteler | Central Region Rep.             |
| Larry Starkey  | Western Region Rep.             |
| Chad Teachout  | Member-at-Large                 |
| Bobbie Carlson | Supporting Member Rep.          |
| Jay Jackson    | Individual Member Rep.          |

## Get to Know the SMSA EC

### Sunshine Beer (ID) SMSA Chairperson



I am extremely honored to be back on the SMSA Executive Committee (EC) as the Chairperson. I have been involved with SMSA since I attended my first conference and presented in Billings, Montana in 2008, as a very green Training Manager for the Idaho *STAR* Motorcycle Safety Program. From 2010-2012, I served on the SMSA EC as the Western Region Representative and Secretary under the leadership of Andrew Krajewski. During my tenure on the EC, we made some significant changes to the organization that have helped SMSA grow and stay relevant in the changing landscape of rider education, and motorcycle safety in general. I am proud of the strategies developed and initiatives completed in that time.

As Chairperson, I would like to see SMSA continue to grow and be recognized as a valuable resource for strategies and best practices in all components of a comprehensive motorcycle safety program. Over the next several months, the EC and the three standing committees: Communications and Membership; Policy and Research; and Motorcycle Safety Programs, will be working hard on strategies identified in the SMSA one-year work plan and the Strategic Plan.

Projects include revising the organization's Bylaws, collaboration with NHTSA to develop a cost effective approach for states to request and complete a



## 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.

Motorcycle Safety Technical Assessment, compiling and distributing motorcycle safety and rider education surveys, and several more. There's never a shortage of work to be done to improve motorcycle safety.

A little about myself: I have been riding motorcycles since 1998 and have been involved in motorcycle safety and rider education since 2003. I am moving into my third year as the Director of the Idaho **STAR** Program, and I continue to teach all levels of rider education from introductory classes to precision riding courses for expert riders. I have co-authored several **STAR** courses, have helped Idaho **STAR** to become formally recognized by the SMSA as meeting NHTSA's Model National Standards for Entry-level Motorcycle Rider Training, and developed a matrix for curriculum evaluation that many programs have utilized.

My lifelong goals are to lead others to knowledge, encourage thought and action, inspire excellence, and change the world and save lives, one motorcycle rider at a time. I enjoy all types of riding and have owned a variety of motorcycles over the years. I currently ride a 2016 BMW R1200GSW (my third 1200GS!) and a 2014 Kawasaki Z1000.

Again, it is an honor and privilege to serve the members of SMSA. Please feel free to reach out to me at any time if I can be of service to you in any way.

### *Sunshine Beer*

Director, Idaho **STAR** Program  
Office: (208) 639-4546

### **Edie Peters (FL) Treasurer and At-Large-Member**



Hi, my name is Edie Peters and I am the Motorcycle Safety Program manager for the Florida Department of Transportation Safety office. I manage a comprehensive motorcycle program with funding from NHTSA. These duties include managing grant funds with various partners including law enforcement, colleges and training facilities. I also manage Florida's Motorcycle Coalition which has approximately 30 members. Prior to working for FDOT, I retired from the police force with 6 years of my career as a Motor Officer and Traffic Homicide Investigator. This part of my career helped spur my passion for riding and motorcycle safety. I would like to see SMSA bring the importance of motorcycle safety to all 50 States and be an important information source for these states to

assist them. I also don't feel that states do enough legislatively to deal with the motorcycle safety problem and would like to see SMSA become a source to promote better motorcycle safety efforts on that end as well.

### *Edie Peters*

FDOT Traffic Safety Specialist  
Office: (850) 414-4043

### **Larry Starkey (CA) Western Region Representative**



My name is Larry Starkey and I am a Sergeant with the California Highway Patrol (CHP) and the statewide Coordinator for the California Motorcyclist Safety Program. I am honored to have been selected and look forward to serving on the SMSA Executive Committee. I have served as a California Highway Patrolman since 2002 and worked as a CHP Motorcycle Officer from 2003-2010, during which time I rode approximately 300,000 collision-free enforcement miles. During this time, I also rode as a Protective Services Detail Motorcycle Officer providing motorcade services to foreign and national dignitaries, including presidents and multiple motorcades for Ronald Reagan's funeral in southern California. I have been a motorcyclist most of my life, beginning with dirt bikes as a child and became licensed in the State of California at the age of 16 when I began riding my motorcycle to high school.

In 2010, I was assigned to the CHP Academy as an instructor. In 2011, I worked as an Academy motorcycle instructor and demonstration rider for the Academy's Motorcycle Enforcement Training Program and the Certified Motorcycle Training Officer Program where I helped train new motorcycle officers and sergeants in the safe and proficient operation of enforcement motorcycles.

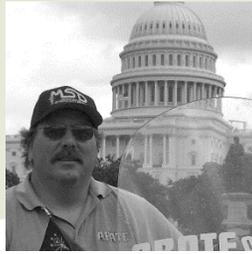
I currently serve as a co-lead for the CHP on the State's Strategic Highway Safety Plan's Motorcycle Challenge Area.

I would like to see the SMSA continue to improve the collaboration of the state's motorcycle safety leaders in an effort to reduce overall motorcycle involved collisions across the country.

Sergeant Larry Starkey  
California Highway Patrol  
Motorcycle Safety Unit  
Office: (916) 843-3368



## Jay Jackson Individual Member Representative



I am honored to have been elected to serve on the Executive Committee (EC) to represent the individual members. I look forward to hearing from the motorcycle safety professionals across the country to learn what the SMSA can do to assist you.

Just to provide a little background about myself, I became an instructor in 1986 and a chief in 2000. I am the Executive Director for ABATE of Indiana and our Motorcycle Safety Division is responsible for training more than 125,000 riders. I am also the Vice President of the Motorcycle Riders Foundation (MRF).

After about four decades with primarily one universal curriculum, the current environment includes a number of states with alternative courses. Reciprocity was difficult enough when we were all using the same book, multiple curricula could be expected to further complicate this. I believe, now more than ever before, that the SMSA should play a vital role in providing some common ground for the motorcycle safety community. Being the source to recognize curricula is a major component of this.

In the past, I frequently referenced the SMSA Annual Survey. This invaluable resource provided detailed information regarding countless aspects of running a training program. I am hoping that this extremely useful document will return.

Specifically, I would like to see the SMSA work aggressively on these two projects. In general, I hope that the SMSA can become a centralized clearing house for "all things motorcycle safety" and foster unity and cooperation between states, programs and instructors nationwide. Of course there is a great deal more that the SMSA does, and many other subjects that will be evaluated. I look forward to hearing your suggestions, as we want everyone to feel that they have a role in the future and success of the SMSA and that there is indeed a reason to belong. I am also excited to be working with the EC to accomplish our goals while continuing to improve motorcycle safety across this great nation.

Ride Safe, Ride Free,  
Jay Jackson

[Jay.abateofindiana@gmail.com](mailto:Jay.abateofindiana@gmail.com)

## Welcome New SMSA Members

SMSA would like to welcome our newest State Member – the New Hampshire Department of Motor Vehicles and Larry Crowe, Motorcycle Rider Training (MRT) State Coordinator. Please reach out to Larry and welcome them to the SMSA Membership.



## Nevada NHTSA Motorcycle Safety Program Technical Assessment

A team of five nationally recognized motorcycle safety subject matter experts from around the nation arrived in Reno on November 13, 2016 for a week-long review of the State's comprehensive motorcycle safety efforts. At the end of the assessment, the team delivered 51 recommendations of how to further develop the motorcycle safety program, to prevent crashes and injuries, save lives, and reduce the economic costs of motorcycle-related crashes on Nevada's highways and roads. A previous technical assessment was conducted in 2011 that resulted in 54 recommendations.



This year's team recognized the past efforts and accomplishments made in several different areas including the collaboration between stakeholders and partners who have worked on motorcycle safety over the past five years and, most notably, the creation of the Motorcycle Safety Critical Emphasis Area (CEA) Team—the work they have completed and how motorcycle safety is now fully integrated into the Nevada Strategic Highway Safety Plan.

The new recommendations were spread over the eleven different program areas that include: Program Management, Personal Protective Equipment, Motorcycle Operator Licensing, Rider Education and Training, Impaired Riding, Law Enforcement, Legislation and Regulations, Highway Engineering, Communications Program, and Program Evaluation and Data.

Examples of new recommendations include:

- “Collaborate with the Nevada Department of Transportation (NDOT) to establish a process to efficiently and effectively track individuals involved in motorcycle crashes.”

- “Direct the Motorcycle CEA Team to develop objective evaluation criteria to measure the Nevada Rider Motorcycle Safety Program success, effectiveness, and value.”
- “Establish a review team made up of representatives from the Motorcycle CEA Team, OTS, DMV, and recently licensed motorcyclists to review the DMV Motorcycle Operator Manual to ensure it contains the necessary information, is formatted with modern design and readability standards, and prepares applicants for the licensing knowledge test.”
- “Identify long-term funding for the development, implementation, and execution of a process and plan to measure and evaluate the effectiveness, value, and impact of Nevada’s motorcycle safety efforts.”

The final report recommendations will be used as our “roadmap” going forward to meet our goal of Zero Fatalities.

Since Nevada has now had two technical assessments, I can say that if any State wants to give their motorcycle program a jump start or to even identify what areas can be improved, hosting a technical assessment is the way to go.

**Pete Vander Aa | Program Administrator**  
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 Website: <http://NevadaRider.com/>



## Be Crash Free

*Picking up where Rider Training Leaves off*

~Stacey “Ax” Axmaker

Hey everyone, this is Ax (Stacey “Ax” Axmaker). Many of you know me from my work with TEAM OREGON, as Director of the Idaho *STAR* Program, or my more recent work with Total Control Training and the California Motorcyclist Safety Program. What you may not know is that I am also the Founder and President of Be Crash Free (Motorcycle Safety Systems, LLC) where our mission is “*To inspire and empower the motorcycle riders of America to prevent and survive crashes*”.

### So just what IS Be Crash Free?

Be Crash Free is a web-based motorcycle rider membership program. To be eligible for membership, riders make “The Pledge” – a pledge to Ride Legal, Ride Sober, Ride Protected, Ride Skilled, and Ride Informed. The pledge is to themselves, for themselves. Members receive a membership card, a sew-on patch, and a reflective helmet sticker. Every month, members will get a riding tip as well as a reminder of the pledge they have made. In addition, members get discounts from a variety of partner companies.



Be Crash Free is based on a philosophy represented by three main principles:

1. We are free to choose. However, we cannot escape the need to choose or the consequences of our choices.
2. We cannot wish facts out of existence.
  - No matter how inconvenient or unpleasant it may be, the facts are—among others—that asphalt is much tougher than skin, and riding motorcycles is considerably more dangerous than driving a car or truck.
3. In “The Moment of Truth,” it is too late to go back and make different choices.
  - When we say “The Moment of Truth,” we are referring to those times when a situation can or does quickly turn into a crash. The choices that preceded that moment and what we actually do in that moment determine the outcomes. There are no “do-overs” when riding.

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Be Crash Free is committed to supporting riders in being ready for—and performing well in—those moments of truth.

I've been in the motorcycle safety and rider training business for over 25 years and I believe in the value of training. Having said that, licensing and training are great, but then what happens? Taking a class or earning a motorcycle endorsement is like going to the gym for a day or a week or taking a healthy cooking class. It *IS* good for you, but unless choices, behavior, and values change as a result, there will be no lasting benefit. Be Crash Free was created to support riders over time, on a regular basis, to achieve that lasting benefit: preventing and surviving crashes.



“The Pledge” is the gateway to membership. No one has to make the pledge, but Be Crash Free membership is for those who choose to do so. Once they make the pledge, riders are eligible to join. The pledge is personal. It is made by a rider for themselves and their friends and loved ones. Be Crash Free

is not monitoring riders to catch them “violating” their pledge. Putting Be Crash Free in the position of “the authority” would give riders something to resist and rebel against (*you know how we like to do that...*). Making the pledge completely voluntary, for the rider to choose to live up to or not, puts them in a position where they are more likely to internalize the choices and behaviors as theirs (and not as rules imposed by others).

It's one thing to make a pledge to yourself—like a New Year's Resolution, for example. But to hold to that pledge over time is something else entirely. This is where we, as humans, need support to be successful. Be Crash Free provides this support—something many experts call “*structural support for a behavioral challenge.*” The Be Crash Free patch and helmet sticker are designed to be on a member's riding gear. The membership card has a summary of the pledge on the back. Members also receive a hard copy of the full pledge as part of their membership kit. These items provide physical and visual cues; in the right place at the right time. Like when we put a note on the fridge that says “eat more vegetables” or put our workout clothes where we will see them first thing in the morning.

Every month, Be Crash Free produces a motorcycle riding tip for members. These tips include riding

psychology and attitude, specific items to consider or be on the lookout for when riding, riding skills and strategies, motorcycle handling dynamics, and more. This will typically be a video, but may also be an audio file or article. New riding tips will be announced to members via email. That email will also include a reminder of the pledge they made to themselves—encouraging them to assess their own success in living up to their pledge.

Once a rider has become a member, they have access to the Members Only section of the website. This is where we host the monthly riding tips (members have access to the current month's tip as well as all prior tips). There is also an introductory section with a few video messages, a section for member discounts and how to use those discounts, and a section for bonus materials, where we will house longer videos, interviews with experts in the field, and other resources for riders.

In addition to the personal pledge riders make, the physical and visual reminders of that pledge, and the monthly riding tips we provide to our members, Be Crash Free is committed to securing financial incentives for riders to become and remain members. Membership is \$18/year and it is the goal of Be Crash Free to deliver value well in excess of this amount. This is where our network of partner companies comes in. Members receive discounts on motorcycle related products and services. It is our belief that riders who self-select as members and voluntarily make the pledge constitute a lower risk pool for insurers and motorcycle insurance companies, thus will recognize this lower risk with lower premiums.

Partner companies who provide member discounts will have their logos and links featured on the Be Crash Free website (both the public side and in the Members-Only area). Partner companies will also be posted on the Be Crash Free Facebook fan page and all new partners will be announced in the monthly email to members.

Be Crash free picks up where rider training leaves off. We know that very few riders come back for more training. A rider training course starts riders on the path to making good choices about riding, and Be Crash Free is a way for us to help riders stay on that path.

We believe that this initiative will foster and promote a riding culture in the United States supporting choices that help riders prevent and survive crashes.

I didn't get into teaching 25 years ago just to help riders get their endorsements; I got into teaching to help riders prevent and survive crashes...and I'm confident that you did, too.



Ride well, and Be Crash Free

~Ax

Stacey "Ax" Axmaker, Founder of Be Crash Free

[www.BeCrashFree.com](http://www.BeCrashFree.com)

[info@BeCrashFree.com](mailto:info@BeCrashFree.com)

## How Countermeasures Can Mask the Danger of Motorcycling



Riding motorcycles on public roadways is dangerous. Many reading this article already know this fact. Often those who choose to ride will use countermeasures to reduce this danger.

Most (about 70%) motorcyclists wear personal protective equipment, including a helmet. Most motorcycle drivers are properly licensed/endorsed. There has been much effort in promoting conspicuity, including plenty of bright-colored (hi-viz) riding gear. These countermeasures reduce the percentage of those killed. But for the past several years, the annual USA totals have been near an incredible 5,000 motorcyclist fatalities per year. Why aren't our efforts resulting in a reduction in the fatality counts?

What many who choose to ride don't know is that, even when all the countermeasures are used in combination, they do not reduce the **relative danger**, compared to driving a car, to an acceptable level for most people. The truth is that the countermeasures can even mask this relative danger.

The following is a way to quantify this theory.

When referring to how well a countermeasure works we may say, "the percentage of those **fatally injured** while using the countermeasure is less than the percentage of those **riding** while using the countermeasure." The following is a typical way to put this in tabular format:

| Counter-Measure | Survived | Fatally Injured |
|-----------------|----------|-----------------|
| Used            | A        | B               |
| Not-Used        | C        | D               |

If A is greater than B, then the countermeasure works. The greater A is than B, the more effective the countermeasure for fatality reduction.

Many, like me, feel the helmet is an effective danger-reducing countermeasure. I will use the 2014 helmet data as an example of a countermeasure and complete the table.

| HELMET   | Survived | Fatally Injured |
|----------|----------|-----------------|
| Used     | 71%      | 61%             |
| Not-Used | 29%      | 39%             |

If helmet use had no effect, then the % Fatally Injured would have been the same as the % Observed Use, 71%. From the table, one can see that 61% of the Fatally Injured had helmets. 71% is greater than 61%, so helmet use for reducing the chance of being fatally injured is supported.

Every countermeasure, such as licensure, sober driving, hi-viz gear, etc., can be tested and quantified in this manner. If the countermeasure works to reduce chance of fatality, then A must be greater than B. For example, for 2014, it can be stated, "The data supports helmet use because 71% of riders were observed wearing helmets and only 61% of riders fatally injured were wearing helmets."

Now, let me address the masking issue. In the 2014 helmet example, we "feel" 61% helmeted-fatally-injured is not low enough. We expected that wearing a helmet would greatly reduce our chance of being fatally injured. Why do we feel, or incorrectly expect, helmets to work better? It is because the factual (measured) relative danger of riding motorcycles is not reduced **enough** by this important countermeasure!

Using 2014 data in the following table will assist in illuminating the relative danger of driving motorcycles while **wearing a helmet**. Vehicle miles travelled (VMT) is given in millions of miles travelled.

|                            | Fatally Injured | VMT        | Fatally Injured/VMT |
|----------------------------|-----------------|------------|---------------------|
| Helmeted Motorcycle Driver | 2,451           | 14,179     | 0.17                |
| Passenger Vehicle Driver   | 15,416          | 2,7,10,556 | 0.0057              |

Per mile driven, the fatality rate for helmeted motorcycle drivers was  $0.17/0.0057 = 30$  times that of passenger vehicle drivers in 2014. The "30 times" is

the incomprehensible part of the issue. When we are wearing a helmet we feel that the danger is far less than 30 times that of driving a car. The helmet is masking the relative danger because we know, factually, it works. However, we feel it will protect us better than it possibly can protect us.

The percentage of motorcycle drivers who use the combination of countermeasures: wear helmet, are properly licensed, and have hi-viz gear (helmeted-licensed-hi-viz combination), who survive, is greater than the percentage of fatally injured helmeted-licensed-hi-viz motorcycle drivers (i.e. A is greater than B in this case). However, these same **helmeted-licensed-hi-viz motorcycle drivers are fatally injured at an incredibly high rate when compared to car drivers.** We must recognize that the relative danger for these helmeted-licensed-hi-viz-wearing motorcycle drivers has been masked by their countermeasures. Many of these motorcycle drivers are not aware of the incredible danger they are accepting, because they don't feel so endangered!

I will close with an anecdotal story: Joe rides his motorcycle over to see Cathy. As he dismounts, she asks, "Where is your helmet?" Joe responds, "I left my riding gear at home, parked in the driveway." The moral of this story is, that if Cathy were really concerned about Joe's exposure to danger, she wouldn't be focused on his motorcycling gear, she would be concerned about him driving a motorcycle at all—with or without protective equipment. On public roadways, Joe's best protective equipment is his car.

Joseph Elliott  
National Motorcycle Institute

## Earning a License?

The opportunity to earn a license to operate a motorcycle is available to absolutely everyone who is eligible under the rules and regulations established by each state, just as is the opportunity to earn an automobile operator's license.

Those of us responsible for motorcycle rider training programs should understand that being licensed to operate a motorcycle does not make us members of some private, open only to the select few, exclusive club as our having earned a motorcycle operator's license is often portrayed. Whether or not someone is



able to earn a motorcycle operator's license is not something to be controlled by those of us who earn a living by providing training or curriculum. Hopefully we make recommendations and advise state agencies; and hopefully our recommendations and advice are valued by the state agencies, but we do not run the state agencies responsible for licensing.

While riding a motorcycle may be a sport for some, it is by no means a sport for everyone. For some, riding a motorcycle is a hobby. For some, a motorcycle is a primary means of transportation. Some people ride just because it's cool. When it comes to riding a motorcycle, the reasons for it are just as encompassing, and often no different than the reasons why people drive cars. Riding a motorcycle is governed by the laws of each state through licensing requirements enacted by the state just as is driving a car.

As a program administrator, I do not get to decide who gets to ride a motorcycle and who doesn't. I do not get to decide who is "the wrong kind of rider." It doesn't matter that I've been riding crash free for over 30 years. It doesn't matter that I've ridden hundreds of thousands of miles. It doesn't matter that I am up to date in the latest and greatest training methods.

It is the duty, responsibility, and purview of each state to determine who gets a license to operate a motorcycle and who doesn't. That is the way it is in Illinois and the way it is in absolutely every state in the U.S. The State of Illinois has decided that to legally ride a motorcycle, all anyone at least 18 years old has to do is pass a written and riding skills test at a Secretary of State testing station. Anyone can have a motorcycle license the same day that person finds a motorcycle on which to take the test, as long as that person can pass the tests. No training is required whatsoever. As a program administrator, it is my duty, responsibility, and purview to run a program under the rules and regulations established by the state.

Illinois is one of only two states that provides free motorcycle training to residents of the state. Illinois is not in the business of selling motorcycles. Illinois is not in the business of increasing the number of motorcycle operator licenses issued, or "promoting the sport." Illinois does not pressure anyone to take a motorcycle class, buy a motorcycle or to get a motorcycle operator's license.

What Illinois is attempting to do is to make roads safer for everyone, to reduce motorcycle crashes and fatalities, and to reduce the number of people riding illegally without an operator's license through

education by offering free training to any resident interested in learning something about motorcycling.

I personally would like everyone living in Illinois to take our free class. If riding a motorcycle is on your bucket list? Great! Come take our class, get through exercise 2 and done. Just want to get a free copy of the Rider Handbook? Great! Come to the first night of class and done. You're a parent and want to take the class with your son or daughter because you're afraid for their safety? Great! Come take our class. I believe that anyone learning anything about riding a motorcycle makes everyone...car drivers...pedestrians...motorcycle riders...truck drivers...safer.

While there are some who disagree with me that educating anyone and everyone is a good thing, there are millions more who do agree with me; namely, we motorcyclists of Illinois who fund the program by getting an M classification on our license, registering our motorcycles, and buying the yearly sticker to put on our motorcycle license plates. We continue to fight to keep motorcycling education free. We fight to keep others from taking the money we put in to the Cycle Rider Safety Training Program fund. We continue to urge everyone to take our class.

Take a look at the number of unlicensed riders in each state. Take a look at the percentage of crashes/fatalities that involve impaired riders. Take a look at the number of fatalities of riders not wearing a helmet. I will dare to say that any of us who think we can control who is out riding a motorcycle by restricting or limiting education-based opportunities to take a free class is mistaken at best and contributing to the injury and death of motorcyclists at worst.

Scott Mochinski  
Harper College Motorcycle Safety Program



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## 2017 SMSA Training Summit

The SMSA 2017 National Training Summit will be held at the Sheraton Burlington Hotel & Conference Center in Burlington, Vermont, September 27-30, 2017.



The theme of this year's National Training Summit is **"The Next Generation in Motorcycle Safety."** There will be multiple sessions and training activities each day. Two ranges will run simultaneously on property. There will be various Professional Development Workshops (PDW) offered the Wednesday prior to the summit. We look forward to seeing you at the 2017 SMSA National Training Summit. **Early registration ends August 25, 2017.** Registration information and Call for Papers can be found at [www.smsa.org / Events](http://www.smsa.org/Events).

## SMSA 2017 Summit Sponsorships

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](mailto:office@smsa.org).

## "Like" SMSA on Facebook

SMSA is on Facebook. Please follow the link below. Check out the pictures from the 2016 SMSA Summit and Like SMSA!

[www.facebook.com/smsa1984](http://www.facebook.com/smsa1984)



# 2016 National Motorcycle Training Summit



The 2016 SMSA National Motorcycle Safety Summit, titled “*Motorcycle Safety-The Next Steps*” was held September 21-24, 2016 in Portland, Oregon.

The 2016 SMSA National Training Summit featured four track sessions for Administration, Rider Education, Instructor Training and Range Activities. There were indoor and outdoor exhibits, general sessions, breakout sessions, range activities, networking opportunities and the Annual Members Business Meeting. Additionally, there were three PDW’s offered at the beginning of the summit, one with an administrators focus and two with an instructors focus.

## Feedback from the 2016 Summit-

“I attended the 2016 SMSA National Training Summit and found it to be a great opportunity to exchange ideas with other motorcycle safety professionals. While most of the attendees were involved with rider training in one form or another, the summit was about much more

than just training. The “unofficial theme” of the summit seemed to be “*what can we do in addition to basic rider training to bring the crash and fatality numbers down?*” The presentations, the conversations in the halls, and even some of the vendors represented some very promising ideas.”

~Stacey “Ax” Axmaker, Be Crash Free, LLC (DBA Motorcycle Safety Systems)

SMSA would like to extend appreciation to all of the attendees, exhibitors and sponsors for making the 2016 Summit one of the most successful for SMSA.

Copies of the presentations are available on the SMSA website at [www.smsa.org](http://www.smsa.org).

## Spring 2017 Spotlight Edition

If you would like to have your article featured in upcoming editions, please submit them to the SMSA office. Articles can be about your state safety campaigns, state programs or anything motorcycle related. Advertisements for Supporting Members: please submit any new advertisements that can be featured in the Spotlight as well as the 2017 Summit Agenda.

## Thank You SMSA Supporting Corporate Partners



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