

MANY MINDS ONE MISSION



2021 SMSA NATIONAL TRAINING SUMMIT PRELIMINARY AGENDA



NOTE: All sessions, titles, dates, times, locations and speakers are subject to change.

Draft Version 6/2/2021

State

Motorcycle

Safety

Association

October 13 – 16, 2021

Boise, Idaho

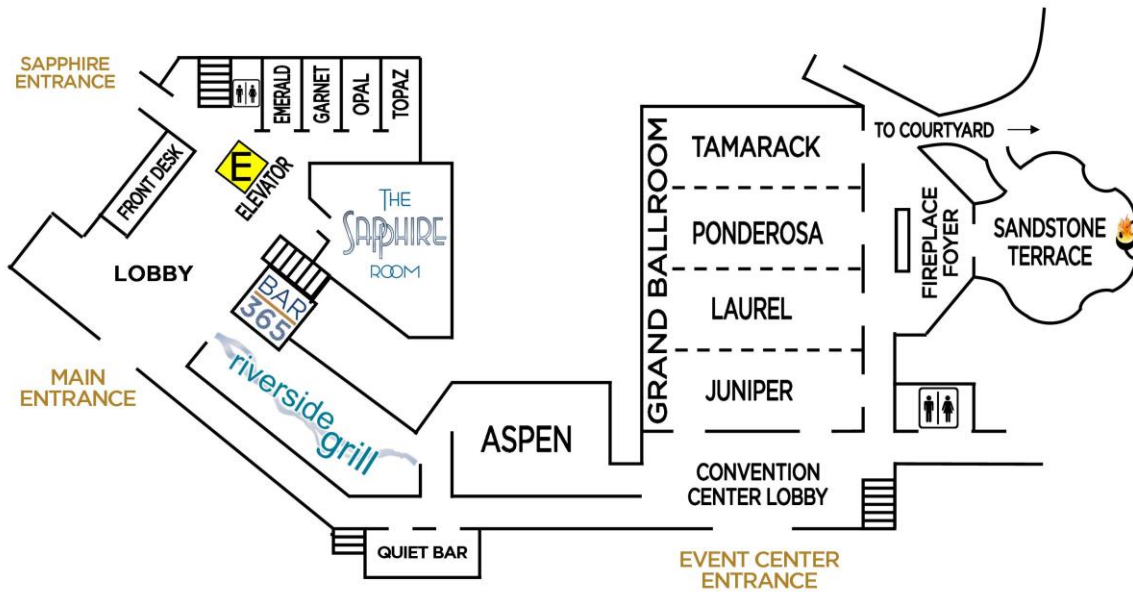
The Riverside Hotel

SMSA

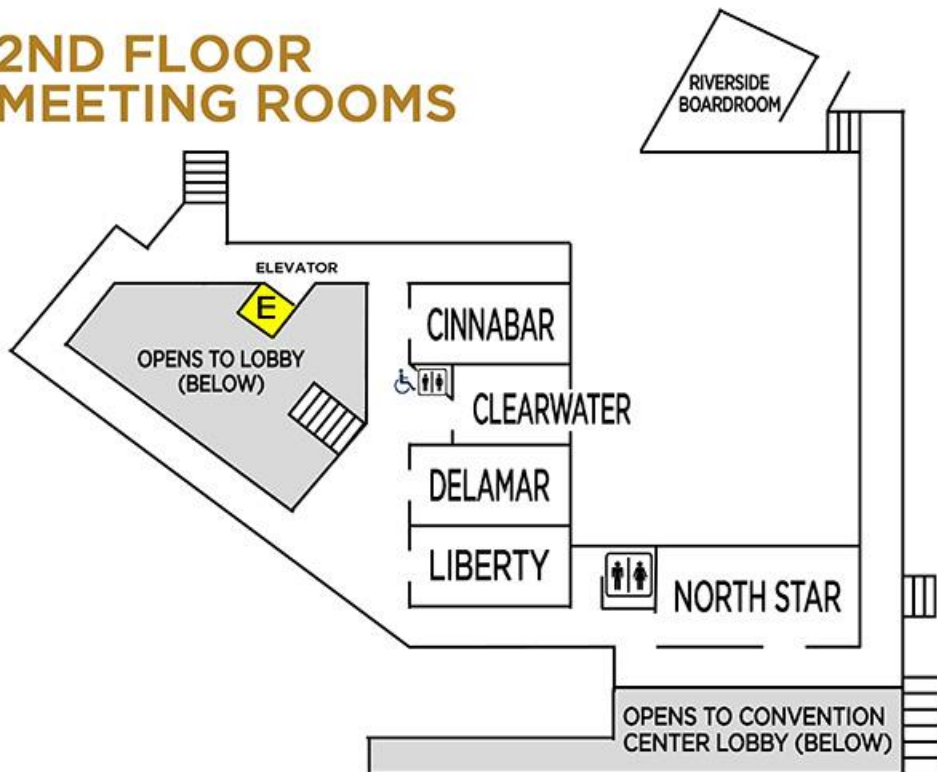
1434 Trim Tree Road
Indiana, PA 15701
724-801-8075
office@smsa.org
www.smsa.org

Floor Plan

1ST FLOOR MEETING ROOMS



2ND FLOOR MEETING ROOMS



A Special Thanks to Our 2021 SMSA National Motorcycle Training Summit Sponsors

Gold Level

Silver Level

In-Kind

To become an SMSA Summit Sponsor please contact the SMSA Office.

2021 SMSA Summit Hosts



Visit the Idaho Host Committee Table located next to the SMSA Summit Registration Table for information on local activities and dining options.

A Special Thanks to Our 2021 Host Planning Committee:

- SMSA Communications and Membership Committee
- Idaho STAR Program
- New Hampshire Motorcycle Rider Education Program
- Vermont Department of Motor Vehicles
- Connecticut Department of Transportation
- Michigan Rider Education Program
- Oregon DOT-Safety Division
- Nevada Rider Motorcycle Safety Program

Exhibit Hall Hours

Wednesday, October 13, 2021

Exhibitor Setup

10:00 a.m. – 5:00 p.m.

Thursday, October 14, 2021

Exhibit Hall Open

7:30 a.m. – 12:00 p.m. and 1:30 – 5:00 p.m.

Friday, October 15, 2021

Exhibit Hall Open

7:30 a.m. – 12:00 p.m. and 1:30 – 3:30 p.m.

Friday, October 15, 2021

Exhibitor Breakdown

3:30 – 5:00 p.m.

Training Certificates

Attendees will receive a "Training Certificate of Attendance" for each day they are registered for the 2021 SMSA National Training Summit (up to 6 instructional hours per day). Upon request.



Summit Badge

A Summit badge is required for all events and meal functions. Please have your badge ready for display at all times.

Wednesday, October 13, 2021

Time & Location	Event Information	
Daily SMSA Summit Survey	Access the Wednesday, October 13, 2021 Summit Survey at: One Summit Survey submission will be selected daily for a prize – winner to be announced the following morning.	
7:00 a.m. – 8:30 a.m.	Breakfast On Your Own	
7:00 a.m. – 5:00 p.m. Aspen	Speaker Ready Room	
7:00 a.m. – 10:00 a.m. & 1:00 p.m. – 5:00 p.m. Fireplace Foyer	SMSA Registration and ID Host Committee Tables Open <i>Summit Shirts Sponsored by:</i>	
9:00 a.m. – 11:30 a.m. Cinnabar (2 nd Floor)	Professional Development Workshop #1 – Administrators and Program Managers The New Earned Media: Social Media Communications Planning Workshop PRE-REGISTRATION REQUIRED – SPACE LIMITED <i>Conducted by: Pat Hahn, TEAM Oregon</i>	
9:00 a.m. – 11:30 a.m. North Star (2 nd Floor)	Professional Development Workshop #2 – Instructors, Instructor Trainers and Program/Site Managers Instructor Drift and Other Legends of the Wild West PRE-REGISTRATION REQUIRED – SPACE LIMITED <i>Conducted by: Susan Rzepka, Motorcycle Ohio</i>	
9:00 a.m. – 5:00 p.m. Juniper/Laurel	Exhibitor Setup	
11:30 a.m. – 12:30 p.m.	Lunch On Your Own	

Paying Too Much To Insure Your Motorcycle School?

For a Free Quote Call Toll Free 800-247-9718

Or Visit Us Online

www.affordablehomeservicesinsurance.com



Your "Rider Education Insurance" Experts

Wednesday, October 13, 2021

Time & Location	Event Information	
1:00 p.m. – 4:30 p.m. Ponderosa/Tamarack	<p>SMSA 2021 Annual Member’s Business Meeting <i>All State Voting, Supporting and Individual Members</i> <i>All Summit attendees are encouraged to attend!</i> <i>Presided by: Ray Pierce (MO), SMSA Chairperson</i></p> <ul style="list-style-type: none"> • Call to Order, Welcome, Opening Remarks and Introduction of 2020-2021 Executive Committee <i>Ray Pierce, SMSA Chairperson</i> • Roll Call and Verify Quorum <i>Paul Graves, SMSA Secretary</i> • Treasurer’s Report <i>Edith Peters, SMSA Treasurer</i> • Review and Approve 2022 1-Year Plan and Budget <i>Ray Pierce, SMSA Chairperson</i> • Overview of 2021 SMSA Proposed Draft Position Statements <i>Ray Pierce, SMSA Chairperson</i> • Administrator’s and Member’s Roundtable Discussion <i>Moderated by: Ray Pierce, SMSA Chairperson</i> • SMSA Committee Reports <i>Brett Robinson, SMSA Executive Director</i> • SMSA 2022 National Training Summit <i>Leslie Robinson, SMSA Office Manager and Meeting Planner</i> <i>Larry Crowe, New Hampshire DMV and Host</i> • Introduction of the 2021-2022 SMSA Executive Committee <i>Brett Robinson, SMSA Executive Director</i> • Other Items of Interest and Adjournment <i>Ray Pierce, SMSA Chairperson</i> <p>Note: Detailed agenda and meeting materials will be provided at the meeting.</p>	
2:30 p.m. – 3:00 p.m. Ponderosa/Tamarack	<p>Afternoon Break – Annual Member’s Business Meeting Attendees Only - Summit Badge Required Sponsored and Hosted by: TBD</p>	



Thursday, October 14, 2021

Time & Location	Event Information	
Daily SMSA Summit Survey	Access the Thursday, October 14, 2021 Summit Survey at: One Summit Survey submission will be selected daily for a prize – winner to be announced the following morning.	
7:00 a.m. – 8:30 a.m.	Breakfast On Your Own	
7:00 a.m. – 5:00 p.m. Aspen	Speaker Ready Room	
7:00 a.m. – 3:00 p.m. Fireplace Foyer	SMSA Registration and ID Host Committee Tables Open Summit Shirts Sponsored by:	
7:30 a.m. – 12:00 p.m. Juniper/Laurel	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
7:30 a.m. – 8:15 a.m. Cinnabar (2 nd Floor)	SMSA Newcomer’s Meeting (for all new SMSA members and attendees/all are welcome) <i>Moderated by:</i>	
8:30 a.m. – 10:00 a.m. Ponderosa/Tamarack	National Summit Opening General Session – MANY MINDS – ONE MISSION <i>Presided by: Ray Pierce (MO), SMSA Chairperson</i> <ul style="list-style-type: none"> • Presentation of Colors and National Anthem • Summit Welcome • SMSA Committee Member Recognition • SMSA State/Supporting/Individual Members Recognition • Supporting Corporate Partners Recognition and Remarks • 2021 Sponsor and Exhibitor Recognition • Presentation of SMSA’s 2021 Awards and Recognition of 2020 Awards 	
10:00 a.m. – 10:30 a.m. Juniper/Laurel	Mid-Morning Refreshment Break with Exhibitors and Professional Networking – Summit Badge Required Sponsored and Hosted by: TBD	
10:30 a.m. – 12:00 p.m. Ponderosa/Tamarack	General Session – Advanced Rider Training <i>Moderated by: Larry Crowe (NH), SMSA Vice Chairperson and Member-at-Large</i> <ul style="list-style-type: none"> • Edmond Police Department Motorcycle Skill Development <i>CJ Nelson, Edmond Police Department Motorcycle Unit</i> • Enhanced Curriculum Suite <i>Carlos Teixeira, Idaho STAR</i> 	
12:00 p.m. – 1:30 p.m. Juniper/Laurel	Lunch and Networking – Summit Badge Required Sponsored and Hosted by: TBD	
1:30 p.m. – 5:00 p.m. Juniper/Laurel	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	



Thursday, October 14, 2021

Time & Location	Event Information
1:30 p.m. – 3:00 p.m. Ponderosa/Tamarack	General Session – Leadership <i>Moderated by: Edie Peters (FL), SMSA Treasurer and Member-at-Large</i> <ul style="list-style-type: none"> From State Coordinators to Instructors – Effective Leading in the Rider Education Environment <i>Donald Becker, Ohio</i> <i>Jay Jackson, Indiana</i>
1:30 p.m. – 3:00 p.m. Hotel West Parking Lot	Outside Activities <ul style="list-style-type: none"> Enhanced Curriculum Suite for Endorsed Riders <i>Carlos Teixeira, Idaho STAR</i>
3:00 p.m. – 3:30 p.m. Juniper/Laurel	Afternoon Refreshment Break with Exhibitors and Professional Networking – Summit Badge Required Sponsored and Hosted by: TBD
3:30 p.m. – 5:00 p.m. Ponderosa/Tamarack	General Session – Communications and Reaching Riders <i>Moderated by: Christopher Rector, (IL), SMSA Central Region Representative</i> <ul style="list-style-type: none"> Reaching Riders with Group Riding Safety Tactics <i>Sunshine Beer, Idaho STAR</i> <i>Pat Hahn, TEAM Oregon</i> Engaged Riding: Making the Shift! <i>Tabitha Smith, Idaho Office of Highway Safety</i> <i>Bill Kotowski, Idaho Office of Highway Safety</i>
3:30 p.m. – 5:00 p.m. Hotel West Parking Lot	Outside Activities <ul style="list-style-type: none"> Hands-On Bike Repair 101: What to Check and What/How to Fix After and In-Course Incident (Idaho STAR Mobile Unit) <i>Conducted by: Teianna Teixeira, Idaho STAR</i> Edmond Police Department Motorcycle Skill Development (Demonstration) <i>CJ Nelson, Edmond Police Department Motorcycle Unit</i>
5:00 p.m. – 6:00 p.m. Cinnabar (2 nd Floor)	SMSA Individual Members Meeting and Roundtable Discussion <i>Moderator: Jay Jackson, SMSA Individual Member Representative</i>
5:00 p.m.	Dinner On Your Own

"Managing Success" **MSI**
Management Systems, Inc.

Registering & Managing over 195,000 students per year!

Rider Education Management System Easy • Scalable • Affordable • Secure

REMS • a comprehensive server-based SaaS (software as a service) solution to meet the needs of rider education providers.

REMS • serving rider training organizations since **1998**

- No comparable commercial service in the United States can claim similar in-service longevity.

REMS • software evolves to meet changing needs in ways that are transparent and at no cost to the end-user.

REMS • evolves through frequent upgrades and enhancements that benefit all users.

- There is no software to download, no system to configure, and no cost for upgrades or enhancements.

REMS • is a predictive and proactive approach to IT support that helps users maximize productivity and deliver tangible value.

REMS • allows you to work with information in a variety of ways.

- Excel spreadsheets, performance dashboards, and email messaging are integrated features.

REMS • is currently being used by both State and privately managed rider training facilities across the United States.

www.GetREMS.com
Rider Education Management System

3330 NW 125th Street • Miami • Florida • 33167 • 305.777.1553

Upgrade Your Cones!

	STATE OF THE ART	STATUS QUO	Total Control	Other guys
				
Size:	5"x5"x2"	4"x4"x2"		
Colorfastness:	Excellent	Like freedom		May stain hands
Smells:	Like freedom	Toxic		
Country of Origin:	USA	China		
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!

POWERED BY
Total Control
Advanced Riding Clinic
800.943.5638

www.totalcontroltraining.net



Friday, October 15, 2021

Time & Location	Event Information	
Daily SMSA Summit Survey	<p>Access the Friday, October 15, 2021 Summit Survey at: One Summit Survey submission will be selected daily for a prize – winner to be announced the following morning.</p>	
7:00 a.m. – 8:30 a.m.	Breakfast On Your Own	
7:00 a.m. – 5:00 p.m. Aspen	Speaker Ready Room	
7:00 a.m. – 3:00 p.m. Fireplace Foyer	<p>SMSA Registration and MI Host Committee Tables Open Summit Shirts Sponsored by:</p>	
7:30 a.m. – 12:00 p.m. Juniper/Laurel	<p>Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).</p>	
8:30 a.m. – 10:00 a.m. Ponderosa	<p>Concurrent Session – Safety Messaging and Public Outreach <i>Moderated by: Edie Peters (FL), SMSA Treasurer and Member-at-Large</i></p> <ul style="list-style-type: none"> • Safety on Two Wheels: Messaging the Dangers of Motorcycle Riding Without Pointing Fingers <i>Greta Anglin VI, Marketing and Branding on behalf of Oklahoma Highway Safety Office</i> • Public Education and Outreach the Key to Unlocking Connections <i>David Beyer, National Rider Training</i> 	
8:30 a.m. – 10:00 a.m. Tamarack	<p>Concurrent Session – Program Evaluation <i>Moderated by: Ray Pierce (MO), SMSA Chairperson</i></p> <ul style="list-style-type: none"> • The Great California Experiment <i>Lee Parks, Total Control Training, Inc.</i> 	
10:00 a.m. – 10:30 a.m. Juniper/Laurel	<p>Mid-Morning Refreshment Break with Exhibitors and Professional Networking - Summit Badge Required Sponsored and Hosted by: TBD</p>	
10:30 a.m. – 12:00 p.m. Ponderosa	<p>Concurrent Session – Beyond Rider Training <i>Moderated by: Glenn Davis (CO), SMSA Western Region Representative</i></p> <ul style="list-style-type: none"> • You Don't Know How Cool the Circuit Rider Course (CRC) Is • Virtual Reality (VR) Experiences for Public Outreach and Riders • Brand New – Big Bike Adventure Riding (ADV) Course <i>Steve Kirsch, BeCrashFree, LLC</i> <i>Stacey "Ax" Axmaker, BeCrashFree, LLC</i> 	
10:30 a.m. – 12:00 p.m. Tamarack	<p>Concurrent Session – Rider Training <i>Moderated by: Paul Graves (VT), SMSA Secretary and Eastern Region Representative</i></p> <ul style="list-style-type: none"> • Does Rider Training Reduce the Risk of Crash Involvement? <i>Dan Petterson, Ed.D.</i> <i>Donald L. Green, Ph.D., Rider Choices, Consulting</i> 	

Friday, October 15, 2021

Time & Location	Event Information	
12:00 p.m. – 1:30 p.m. Juniper/Laurel	Lunch and Networking - Summit Badge Required Sponsored and Hosted by: TBD	
1:30 p.m. – 3:30 p.m. Juniper/Laurel	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
1:30 p.m. – 3:00 p.m. Ponderosa	Concurrent Session – Research and Protective Equipment <i>Moderated by: Jennifer Goodrich (WY), SMSA Member At-Large</i> <ul style="list-style-type: none"> • Riding Gear – What a Drag... <i>Ray Pierce, Missouri Motorcycle Safety Program</i> • Biker Down – Would You Know What to Do? <i>Steve Reed, President, Biker Down North America</i> 	
1:30 p.m. – 3:00 p.m. Tamarack	Concurrent Session – TBD <i>Moderated by: Larry Crowe (NH), SMSA Vice Chairperson and Member-at-Large</i> <ul style="list-style-type: none"> • Introduction to Video Production: How to Produce Your Own Videos for Dummies <i>James Thorusen, Idaho STAR</i> • Can-Am Rider Education Program <i>Stephane Bertrand, Sr. Business Manager, Can-Am On-Road Division</i> 	
3:00 p.m. – 3:30 p.m. Juniper/Laurel	Afternoon Refreshment Break with Exhibitors and Professional Networking Drawing for Exhibitor Passport Winner Summit Badge Required Sponsored and Hosted by: TBD	
3:30 p.m. – 5:00 p.m. Ponderosa	Concurrent Session – Federal Partners Update <i>Moderated by: Glenn Davis (CO), SMSA Western Region Representative</i> <ul style="list-style-type: none"> • National Highway Traffic Safety Administration (NHTSA) Update <i>Lacheryl Jones, Highway Safety Specialist, NHTSA</i> • Federal Highway Administration (FHWA) R&D Motorcycle Safety Research Update <i>Yusuf Mohamedshah, Highway Safety Specialist, FHWA</i> • Federal Highway Administration (FHWA) Motorcyclist Advisory Council (MAC) Update <i>Michael Sayer, MAC Chairperson</i> 	
3:30 p.m. – 5:00 p.m. Tamarack	Concurrent Session – Rider Training and Teacher Development <i>Moderated by: Christopher Rector (IL), SMSA Central Region Representative</i> <ul style="list-style-type: none"> • Instructor Trainers Selection of Competencies, Characteristics, Experiences, and Abilities (CCEA) <i>Donald L. Green, Ph.D., Rider Choices, Consulting</i> • Alternative Delivery Systems for Rider Education Classrooms and Teacher Development <i>Steve Kirsch, BeCrashFree, LLC</i> <i>Stacey “Ax” Axmaker, BeCrashFree, LLC</i> 	



Friday, October 15, 2021

Time & Location	Event Information
3:30 p.m. – 5:00 p.m. Juniper/Laurel	Exhibitor Breakdown
5:00 p.m. – 6:00 p.m. Juniper/Laurel	SMSA Supporting Members and Exhibitors Meeting and Roundtable Discussion <i>Moderator: Janice Bagley, Affordable Home Services, Inc., Supporting Member Representative, SMSA Executive Committee</i>

Saturday, October 16, 2021


Time & Location	Event Information
Daily SMSA Summit Survey	Access the Saturday, October 16, 2021 Summit Survey at: One Summit Survey submission will be selected daily for a prize – winner to be announced the following morning.
7:00 a.m. – 8:30 a.m.	Breakfast On Your Own
7:00 a.m. – 5:00 p.m. Aspen	Speaker Ready Room
7:00 a.m. – 3:00 p.m. Fireplace Foyer	SMSA Registration and ID Host Committee Tables Open Summit Shirts Sponsored by:
8:30 a.m. – 10:00 a.m. Ponderosa/Tamarack	General Session – Instructor Selection and Roadblocks for Female Riders <i>Moderated by: Jennifer Goodrich (WY), SMSA Member At-Large</i> <ul style="list-style-type: none"> Instructor Recruiting and Selection <i>Donald L. Green, Ph.D., Rider Choices, Consulting</i> Surveys to Determine Roadblocks for Female Riders <i>Roberta Carlson, Total Control Training, Inc. and Woman’s Coalition of Motorcyclists</i>
8:30 a.m. – 10:00 a.m. Hotel Parking Lot	Outside Activities <ul style="list-style-type: none"> Enhanced Curriculum Suite for Endorsed Riders <i>Carlos Teixeira, Idaho STAR</i>
10:00 a.m. – 10:30 a.m. Juniper/Laurel	Break
10:30 a.m. – 11:45 a.m. Ponderosa/Tamarack	General Session – Four Chances for Error <i>Moderated by: Paul Graves (VT), SMSA Secretary and Eastern Region Representative</i> <ul style="list-style-type: none"> The Looked But Failed to See Motorcyclist/Car Collision: The Four Chances for Error <i>Dan Petterson, Ed.D., SMARTER</i>



Saturday, October 16, 2021

Time & Location	Event Information
10:30 a.m. – 11:45 a.m. Hotel Parking Lot	Outside Activities <ul style="list-style-type: none"> • Hands-On Bike Repair 101: What to Check and What/How to Fix After and In-Course Incident (Idaho STAR Mobile Unit) <i>Conducted by: Teianna Teixeira, Idaho STAR</i> • Edmond Police Department Motorcycle Skill Development (Demonstration) <i>CJ Nelson, Edmond Police Department Motorcycle Unit</i>
12:00 p.m. – 1:00 p.m. Ponderosa/Tamarack	Closing Session and Box Lunch – MANY MINDS – ONE MISSION <i>Presided by: Ray Pierce (MO), Chairperson, SMSA Executive Committee</i> <ul style="list-style-type: none"> • Recap of the SMSA 2021 Training Summit • Introduction of the 2021-2022 SMSA Executive Committee • 2022 Summit Highlights • Introduction of the 2021-2022 SMSA Executive Committee • Closing Remarks • Door Prizes

Sunday, October 17, 2021

Time & Location	Event Information
Meridian High School Meridian, Idaho (Boise Metropolitan Area) 7:30 a.m. – 5:00 p.m.	Post Event Opportunity <ul style="list-style-type: none"> • MSF Circuit <i>RiderCourse</i> (CRC) Conducted by Be Crash Free  <p>This is a one-day high-performance course developed in conjunction with the Kevin Schwantz School and the Yamaha Champions Riding School. A large riding area allows speeds more aligned with actual street speeds. Includes visual awareness training and hands-on practice in handling advanced braking and cornering maneuvers.</p> <p>Registration fee \$395.00 For more information and to register visit: https://www.becrashfree.com/store/yCPU92PX</p> <p>Motorcycle rentals available at:</p> <ul style="list-style-type: none"> • High Desert Harley-Davison, Boise, ID https://highdeserthd.com/rentals • Twisted Road https://www.twistedroad.com/listings/id/boise

A Special Thank You to Our SMSA State Members, Individual Members and SMSA Supporting Members!

Supporting Corporate Partners:



Management Systems, Inc.



Total Control Training, Inc.

Supporting Corporate Members:



Affordable Home Services, Inc.



BRP US Inc. / Can-Am® Spyder



Goldwing Road Riders Association



Harley-Davidson® Riding Academy

Supporting Non-Profit Members:



American Association of Motor Vehicle Administrators



American Driver and Traffic Safety Education Association



Governors Highway Safety Association



Motorcycle Safety League of Virginia, Inc.



Snell Memorial Foundation



Supporting Small Business Members:



2 Wheel Safety Training



Bay Area Riders Forum



Be Crash Free, LLC



www.motorcyclecoaster.com

Motorcycle Coasters



Your Road to Ride for Life!
TEAM Arizona

Join SMSA at www.smsa.org or contact the SMSA Office