



Spotlight

Summer 2021

The views and opinions of the articles and authors in the SMSA Spotlight do not necessarily reflect the views and opinions of the SMSA or their members. The articles are intended to provide a wide range of views on motorcycle safety. Any questions regarding articles should be addressed directly to the author(s).

Hello Summer!

Sweet summertime! SMSA wishes all our members a safe and healthy 2021 rider training season!



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About SMSA

The State Motorcycle Safety Association (SMSA), established in 1984, is a 501(c)(3) nonprofit organization that provides leadership for state administered motorcycle safety programs. Our mission is to assist motorcycle safety programs, through collaboration and partnerships, to implement comprehensive, data-driven motorcycle safety programs and countermeasures to achieve a significant reduction in motorcycle operator traffic crashes, fatalities, and injuries.

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, [click here](#).



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Become a Member

Not a member? Become an SMSA individual, state or supporting [member](#) to support our organization and motorcycle safety efforts. Visit www.smsa.org for more information.

SMSA LAUNCHES NEW WEBSITE!



SMSA's website has a fresh look! The new smsa.org is designed to be user friendly with scrolling and clickable highlights, a search feature to direct you to documents on the site, and featured news pinned for quick access.

For Members: All SMSA members have exclusive access to a **Members Only** section of the website! Request your username and password now.

Corporate member ads and logos are now featured on the front page!

Please go to www.smsa.org to check it out!

Registration Open: 2021 SMSA National Training Summit!

The 2021 SMSA National Training Summit will be held October 13-16, 2021 at the Riverside Hotel in Boise, Idaho.



[Click Here to Register!](http://smsa.org/NewEvents.html) For more information visit <http://smsa.org/NewEvents.html>.

A preliminary agenda has been posted. Check back regularly for updates. There will be many exciting presentations and activities. We look forward to seeing you in beautiful Boise, Idaho. A few highlights include:

Two Professional Development Workshops are offered on Wednesday morning:

- The New Earned Media: Social Media Communications Planning Workshop
- Instructor Drift and Other Legends of the Wild West

Session topics will include Skills Development, Effective Leadership, Group Riding, Instructor Selection, Roadblocks for Female Riders, Alternative Delivery Systems for Classrooms and Teacher Development and more.

Outside Activities will include Hands-On Bike Repair, Skills Development Demonstrations, Can-Am Ryker School Key Demo Rides, and U-Haul Trailer Loading and Backing Activities.

A Post Event Opportunity, the Circuit RiderCourse (CRC), conducted by Be Crash Free, LLC, is also available.

SMSA Communications and Membership Committee Update

The SMSA Communications and Membership Committee is currently reviewing the process for submitting SMSA Award nominations. The Committee is working to simplify the process and develop a plan for marketing nominations by SMSA members. More information on these awards can be found at: <http://www.smsa.org/AwardNominations.html>.

Additional activities include developing and distributing the Spotlight and assisting with the planning of the SMSA 2021 National Training Summit in Boise, ID.



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SMSA Motorcycle Safety Programs Committee Update



The SMSA Motorcycle Safety Programs Committee is currently developing a draft of comprehensive model entry level rider training standards. This model will include sections for program administration, program

oversight, instructor qualifications, coordination with motorcycle licensing, curriculum content, classroom and range delivery, online delivery, and outcome standards. The first draft will be completed by the end of this year.

SMSA Policy and Research Committee Update

The SMSA Policy and Research Committee is assisting the Executive Committee with reviewing the bylaws for possible revisions, developing several new Policy Positions for the Association and defining a process for the regular review of current position statements.

SMSA Committee Openings

SMSA is seeking volunteers for the Communications and Membership Committee and the Policy and Research Committee. The committees are a great way to get involved in your association, support motorcycle safety, and network with other professionals. The commitment is generally one web meeting per month and some review of activities.

If you are interested in participating in an SMSA committee, please contact the SMSA Office at office@smsa.org or (724) 801-8075.

SMSA Executive Committee Update

The SMSA Executive Committee continues to meet monthly to conduct association business and plan for the 2021 National Training Summit.

In collaboration with the Policy and Research Committee, the Executive Committee continues to review the bylaws for possible revisions and are developing several new Position Statements for the Association's considerations.

The current [Bylaws](#), supporting [Policies and Procedures](#), and [Position Statements](#) can all be found on the SMSA website at www.smsa.org.

SMSA 2020-2021 Executive Committee

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MO Motorcycle Safety Program

Vice-Chairperson & At-large Member

Larry Crowe
NH Motorcycle Rider Education Program

Secretary & Eastern Region Representative

Paul Graves
VT DMV

Treasurer & At-large Member

Edith Peters
FL DOT

Western Region Representative

Glenn Davis
CO DOT

Central Region Representative

Christopher Rector
IL Cycle Rider Safety Training Program

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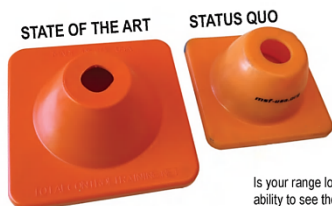
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How Psychology Drives Behavior: Getting the Most Out of Your Team and Yourself by Understanding Internal Motivations

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Have you or anyone you've known ever achieved something they never thought they could? To lose weight? Run a Marathon? Learn a skill? What is one dream or goal you



have always wanted to accomplish but haven't yet? What really motivates behavior? Motivation is the factors that direct and energize the behavior of humans and other organisms. The three major components of motivation are activation, persistence, and intensity.

Activation is the starting line of desire. This is where we make a conscious decision to initiate a behavior (pre-selecting desired outcome). A clear, motivating outcome must be kept in mind, otherwise we will not even register for a marathon or sign up for the class, for example. Are milestones necessary, or just the final outcome? Yes! They are absolutely necessary.

Persistence is the continued effort toward a goal, even though obstacles exist. Recall examples of persistent coworkers, teammates, and/or friends putting in the necessary efforts to prep for and graduate their training, school, or skill courses. The refusal to give up on their goal(s) exhibits the relentless pursuit of high performance that earns them the kind of reputation most of us want. But if most of us want that, why do so few of us demonstrate that persistence? What keeps us from investing the time, energy, and resources to make this happen?

Intensity, it is the concentration and discipline to pursue what we want. Such is the difference between a team member who chooses to coast with little conscious effort versus those who take advantage of extra training and mentoring outside of the normal requirements. Without activation, persistence, and intensity, you have a wish, not a goal. Another way to think about it is, "A goal is a dream with a deadline (Napoleon Hill)."

So, what are the things that motivate us to act? Psychologists have several theories to explain

motivation. Cognitive approaches to motivation are the theories suggesting that motivation is a product of people's thoughts and expectations— their cognitions. For



example, a person's motivation to study is dependent on their belief in the value of study effort in producing a good grade.

Before we get deeper into cognition, we need to distinguish between Extrinsic and Intrinsic Motivation. Intrinsic motivation causes us to participate in an activity for our own enjoyment rather than for any concrete, tangible reward that it will bring us. Such as when coaches say they love the game and giving back so much they would do it for free. On the other hand,



extrinsic motivation is when external value causes us to do something for money, a grade, or some other concrete, tangible reward (e.g., work to get a paycheck). Most people are driven more by intrinsic motivators, such as when we volunteer and help those who cannot help themselves. It is interesting that we are more apt to persevere, work harder, and produce work of higher quality when motivation for a task is intrinsic versus extrinsic.

How do we increase Intrinsic Motivation? Through autonomy, competence, and relatedness.



Autonomy: Give Permission, Take Control! We want to be in control of our actions. People are more motivated when they feel they are trusted enough to be allowed control and input over tasks and outcomes. For example, can you recall a time where you were part of a group assignment but had no personal control over the outcome?

Team members who feel no personal control over outcomes rarely feel motivated to contribute to the group at all. Their participation is not only going to be limited, but they may also feel actively discouraged. A main reason people tend to dislike "group work" is that they lose the individual sense of control and contribution. Motivation gets diluted and participation suffers when too many team members feel their piece of the puzzle is not needed or valued.

Competence: Praise only that which can be improved. Essentially, we want to be good at stuff! Praising permanent characteristics like physical traits produces a fixed mindset, which is where people believe what they excel or fail at is the result of an inborn and unchanging condition (e.g., "I'm smart/dumb, pretty/ugly, athletic/clumsy"). To avoid this trap, praise effort not traits. Allow, encourage, or even demand ongoing self-assessment and the adjustments that often follow them.

Relatedness: So how can you take back control in group situations? We want to feel understood, that we belong, and what we are doing has meaning. To make each person in the group feel empowered and influential, give them control over how their ideas are presented or used. Let them decide on which goals to pursue while focusing on the journey more than the outcome. Too much emphasis on the outcome (on success or failure) can seriously impair motivation.

How can we use these tools to motivate your team? We first need to introduce challenges. If we are not challenged, we are often not interested and/or quickly lose interest. Most people prefer to take on something within the realm of possibilities but requires learning something new or stretching existing abilities. Mastery is a great goal but can also bring boredom. With that reality in mind, how do we motivate others to take up a challenge? Many organizations typically try to motivate by using either the "carrot" (incentive) or "stick" (disincentive) approach. These tend to be obsolete.

Secondly, do not visualize success! Research suggests that such is actually counterproductive. By "fast-forwarding" to the visualization of our goals we limit



the amount of energy we devote to accomplishing the task itself and set ourselves up for failure when our expectations fall short (i.e., visualization becomes demotivating). Research studies have shown that idealized

fantasies about the future typically predict poor achievement, and too much available energy is sapped due to over-visualization. Most visualize themselves



achieving the final goals, but rarely do they visualize all the steps to get there. One should refocus on daily effort and incremental milestones that go into making those goals a reality. Recall the goal or dream you came up with at the beginning of this article and start thinking of a plan on how you can make it possible!

In summary, change begins with a choice, and mapping and milestones are critical. Make sure you do research and development, identify the specific tools and information you will need, then plan your work, and work your plan. You should expect resistance from yourself and others. Recall and reflect on the "6 P's": Proper Preparation and Planning Prevents Poor Performance. As a takeaway, what is one thing you have learned today that you can use to change the way you motivate yourself and your team?

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To learn more, please contact the SMSA Office at 724-801-8075 or by email at office@smsa.org.

NHTSA Traffic Safety Data

NHTSA's [National Center for Statistics and Analysis \(NCSA\) Motor Vehicle Traffic Crash Data Resource Page](#) is an excellent resource available to the general public and traffic safety stakeholders.

The NCSA provides a compilation of the latest data concerning overall traffic safety, which includes the most recent motorcycle safety data. It is regularly updated and a great source of information (old and new). As we navigate motorcycle safety, it is good to have a picture of how other areas of traffic safety relate.

Step into the Spotlight

Have your article featured in the next edition of the *Spotlight*. Please submit articles to the SMSA office at office@smsa.org. Articles can showcase your state safety campaigns, state programs, best practices, teaching techniques, new motorcycles or other motorcycle safety related news.

Please see the [SMSA Guidelines for Submitting Spotlight Articles](#) for more information.

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