



# Spotlight

Winter 2022

*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).*

## Winter Ride or Winterize?

You don't have to live in the South or Southwest to ride through the winter. For many motorcyclists, riding improves their mood which can help during the months with less sun light. If you choose to ride through the winter, stay safe and stay warm!



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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](#) and support our organization and motorcycle safety efforts. Visit [www.smsa.org](http://www.smsa.org) for more information.



## 2021 SMSA National Training Summit Recap

The 2021 SMSA National Training Summit *Many Minds – One Mission* was held October 13-16, 2021 at the Riverside Hotel in Boise, Idaho.



The Summit kicked off with two pre-conference professional development workshops and the Annual SMSA Member's Business Meeting on Wednesday.

Wednesday evening, Harley-Davidson Riding Academy sponsored a Welcome Reception in the Exhibit Hall and the Fireplace Foyer. Attendees enjoyed a lavish small plate buffet highlighting a macaroni and cheese bar. Thank you, H-D for providing a great kick-off to the Summit with the Welcome Reception!

This year's Summit covered many motorcycle safety topics relating to outreach, leadership, research, rider training and much more. The presenters did an outstanding job of sharing their expertise with attendees. The presentations from this year's Summit are available on the SMSA Member's Only Website.

Thank you to our wonderful host **Idaho Star!** We extend our sincere appreciation; without your assistance the success of the summit would not be possible!



Visit the SMSA Website to see pictures of our time in Boise, Idaho!

**Thank you to this year's SMSA National Training Summit Sponsors!**



## SMSA Elections

Nominations are being accepted for 5 positions on the Executive Committee for 2022-2024: Chairperson, 3 Regional Representatives and 1 Individual Member Representative.

Nomination forms are due to the SMSA office by June 1, 2022.

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## 2021 SMSA Award Winners

The 2021 **Outstanding Supporting Member Award** recipient:

**American Association of Motor Vehicle Administration (AAMVA)**



The 2021 **Outstanding Contributions Award** recipient:

**Center for Urban Transportation (CUTR)  
Motorcycle Injury Prevention Institute (MIPI)**



SMSA would like to congratulate the 2021 award recipients. Each has contributed greatly to the SMSA and motorcyclist safety. Thank you all for your hard work and dedication.

## SMSA Quarterly Member's Networking Meetings and Virtual Webinars

In 2022, SMSA will be conducting quarterly member's networking meetings. These networking meetings will provide a forum for SMSA members to meet virtually to discuss challenges and opportunities in motorcycle safety and rider training; and share ideas and successes that can be duplicated across programs. The meetings will be held in February, May, August and November of 2022. Specific meeting dates, times and login information will follow soon.

Additionally, SMSA will offer virtual webinars and workshops for members in 2022. These virtual events will cover topics that are current and emerging issues for motorcycle safety and rider training. SMSA members can also submit topic ideas to have covered during these events.

## 2022 SMSA Summit Presenters



SMSA is actively seeking presenters for the annual SMSA National Training Summit September 14-17, 2022 in Nashua, New Hampshire. The theme this year is "Seeking the Apex of Motorcyclist Safety."

SMSA is seeking presentations on, but not limited to:

- Motorcycle Safety / Rider Education and Training
- Rider Education and Training
- Instructor Training and Development
- Safe spacing when riding in groups
- Riding unimpaired

If you or someone you know is interested in presenting, please [click here](#) for more information and to submit a Call for Papers (also found at [www.smsa.org](http://www.smsa.org) under Events) by February 28, 2022 to the SMSA Office.



## Motorcyclist Safety in Florida

Edith Peters

Florida Department of Transportation

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This year, The Florida Department of Transportation (FDOT) is partnering with six (6) law enforcement agency motor units across the state to conduct the Safe Motorcycle and Rider Techniques (SMART) course for Florida's motorcycle riders. Funding was awarded to agencies to pay for overtime for officers to conduct training **free** to the public.

This proactive approach benefits the motorcycle community and is designed to reduce motorcycle crashes involving serious injuries and fatalities. It will educate citizens who ride motorcycles and enhance riding skills regarding interactions with other vehicles on the roadway. Some aspects involving the training of motor officers are incorporated, but this class also focuses on current Florida traffic laws regarding motorcycle operation, injury prevention, crash avoidance, and penalties for reckless operation. Classes are available to licensed adult motorcyclists regardless of age and riding experience. The class is taught by current law enforcement motor officers and current motorcycle instructors. The courses are adequately staffed to ensure the safety of the class participants and promote a low student to instructor ratio. The concepts taught include:

- Interactions with other vehicles while turning
- General safe operation skills (clutch, throttle, and brake control)
- Group riding techniques and rider responsibility to other motorcyclists
- Riding with a passenger

- Motorcycle operation while impaired
- Hazard avoidance
- Lane placement and interaction with vehicles
- Laws regarding motorcycle operation
- Braking and curve negotiation
- Basic motorcycle maintenance and safety inspections

The course is designed to build great relationships with motorcyclists, while improving riding skills for real life situations. The premise behind this training is simple, “if the basic knowledge of an average motorcycle officer can be passed on to the public, the knowledge and skills gained during the training could potentially lower motorcycle fatalities and save lives.” The difference in riding skill is measurable and immediate at the end of the training.

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## How Effective is Your Organization at Growing Leaders? – Summary from SMSA Summit Presentation

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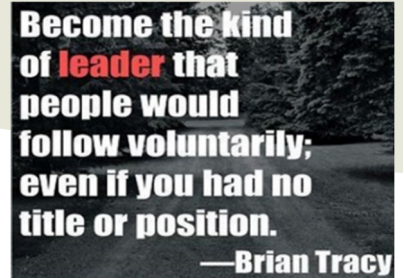
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*“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.” —Jack Welch*

In any organization, including all levels of rider education, the effectiveness (and ineffectiveness) of leadership is a frequent topic of conversation. The effectiveness of each of us as we serve in any type of leadership position, which would include everyone in the organization in some way, will determine the level of success of that organization. How we measure that success is a subject for another time but suffice it to say,

when we are successful in meeting the goal, we generally are aware of it.

What is leadership and how do you become a leader were the questions we thought were worthy of a discussion among a roomful of leaders. The simplest definition of leadership we found during our discussions was “The



ability to motivate people towards a goal.” There is no shortage of training and materials on how to become an effective leader. However, many organizations do not send their people to “leadership” schools, seminars, or training – activities which specifically address the skills needed to be effective leaders. They rely, instead, on informal mentoring which can be effective if the mentors are, in fact, good leaders. What does a leader have to do well for them to have the ability to motivate? Well worth a discussion and a vigorous discussion it was. The most common agreed upon trait was the ability to communicate clearly and in ways that allowed the message to be heard and understood. Much of the discussion centered on paralinguistics or HOW you say what you say. This involves things like tone, volume, eye contact and a host of other non-verbal methods of communication. And, maybe most importantly, empathy. If you want to inspire loyalty, you must be able to feel what they are feeling, otherwise you cannot know what message they are receiving. As Brett Robinson said, “I know what I said, but I don’t know what you heard.”

We also asked, “Can you be a good manager without necessarily being a good leader?” The short answer was, “Yes, people who manage resources well are invaluable but are not necessarily effective at motivating.”

*“Management is about arranging and telling. Leadership is about nurturing and enhancing.”—Tom Peters*

We also noted that good leaders know the goals of the mission of their respective organization and are adept at getting others to “buy in” to those goals. How does an instructor do this? A coordinator? A top-level administrator? What skills do they need to achieve that buy-in?

*“People buy into the leader before they buy into the vision.”—John Maxwell*

Our final task was to take an informal inventory of questions good leaders ask of themselves and traits of good leaders. Here are a few:

**“If you want your team to accomplish great things, you must first show them that you truly care.”**

- What is empathy and perspective and why are they important?
- Who am I to you and why will you follow/listen to me?
- Leadership is not being in charge. It’s taking care of people in our charge.
- To be a good leader, you must know how to follow.
- Relationship building at every level is essential to the mission.
- Be transparent.
- Tell the truth – to your people, your boss, your peers, and yourself
- Give credit. Take blame.
- Find the value in every member of your organization. Create that culture.
- Never blindside anyone. They should always see it coming.
- Don’t be too busy keeping your job to do your job.
- Know what it really means to have their backs and practice it 100% of the time.

And finally, “To be a good leader, you must study and practice authentic leadership.” If your organization does not provide targeted leadership training, there are plenty of resources available. Make it your personal mission to study and practice good leadership skills and help to grow good leaders in your organization.

*“Earn your leadership every day.” –Michael Jordan*

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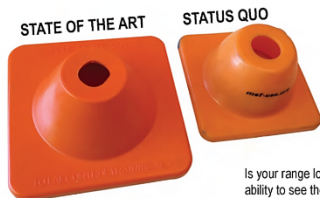
## News in Motorcyclist Safety

Below is a list of news articles that may interest you as part of the motorcyclist safety community.

- Columbia motorcycle shop promotes safety after deadly crash – Ray P. is referenced. <https://abc17news.com/news/transportation/2021/12/02/columbia-motorcycle-shop-promotes-safety-after-deadly-crash/>
- Abu Dhabi steps up safety drive after 20% increase in severe and fatal motorbike crashes <https://www.thenationalnews.com/uae/2021/12/09/abu-dhabi-steps-up-safety-drive-after-20-increase-in-severe-and-fatal-motorbike-crashes/>
- EMS manager pleads for motorcyclists to practice road safety <https://stlucia.loopnews.com/content/ems-manager-pleads-motorcyclists-practice-road-safety>
- Motorcycle crashes constitute about 40% of road crashes in 2021 — Road Safety Authority <https://www.modernghana.com/news/1123975/motorcycle-crashes-constitute-about-40-of-road.html>
- Top Causes of New Jersey Motorcycle Accidents <https://djdlawyers.legalexaminer.com/transportation/top-causes-of-new-jersey-motorcycle-accidents/>

*The views and opinions of these external articles and authors 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).*

## Upgrade Your Cones!

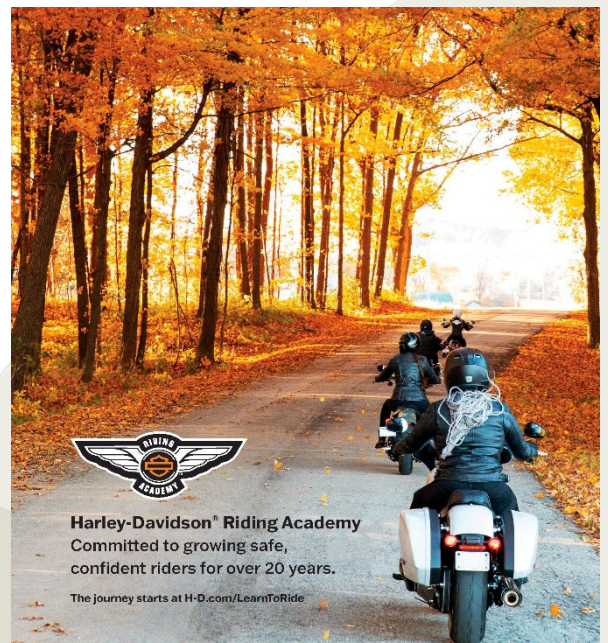


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## Step into the Spotlight

Have your article featured in the next edition of the *Spotlight*. Please submit articles to the SMSA office at [office@smsa.org](mailto: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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