

SMSA October 2012 Newsletter

SMSA Regional, Supporting and Individual Representatives

The SMSA regional, supporting and individual elected representatives will be contacting you on a regular basis to improve communications between the Executive Committee and the membership. We also encourage you to contact them with any questions, concerns or ideas regarding the SMSA and motorcycle safety.

Eastern Regional Representative

Jim Kelly

Dept of Driver Service, GA MSP
2206 East View Parkway
Conyers, Georgia 30013
Phone: 678-209-4367
Fax: 770-918-6204
jkelly@dds.ga.gov

Central Regional Representative

John Milliken

Motorcycle Rider Education Program
Tenn. Highway Patrol Training Center
283 Stewart's Ferry Pike
Nashville, Tennessee 37214
Phone: 615-232-2913
john.milliken@tn.gov

Western Regional Representative

Craig Breshears

Alaska Motorcycle Safety Advisory Committee – AMSAC
P.O. Box 231311
Anchorage, Alaska 99523
Phone: 907-230-9205
Fax: 907-349-1779
ak-craig@clearwire.net

Supporting Members' Representative

Roberta Carlson

Cape Fox Professional Services
7050 Infantry Ridge Road
Manassas, VA 20109
Phone: 703-853-0804
Fax: 703-530-9940
bcarlson@capefox-ps.com

Individual Members' Representative

Keith Lindgren

Motorcycle Safety League of Virginia
600 Butterfly Drive
Chesapeake, VA 23322
Phone: 757-377-1599
klindgren@tmstrain.com

For detailed biographies of the new SMSA Executive Committee visit our website at [EC Biographies](#).

SMSA Executive Director Announcement

The Executive Committee is pleased to announce that the SMSA will continue its relationship with Highway Safety Services, LLC (HSS). HSS has been providing management and consulting services for SMSA since January 1, 2012. The Executive Committee, as part of this continued relationship, has also expanded HSS responsibilities and appointed Brett Robinson, Vice President of HSS, as the Executive Director of the SMSA.

As SMSA's Executive Director, Brett Robinson will report to the Executive Committee, but will have more authority and flexibility in managing the SMSA operations and projects. The Executive Committee provides direction, guidance and approval while the Executive Director has the authority and responsibility to manage and represent the SMSA.

To read the full memo and for contact information go to [add link here](#).

Save the Date - August 23-25, 2013

Mark your calendars! The SMSA National Summit on Comprehensive Motorcycle Safety Programs will be held on August 23-25, 2013 in Kansas City. Supported by our host state, the *Missouri Motorcycle Safety Program*, and with special events sponsored by the *Harley-Davidson Motor Company*, the National Summit will provide attendees with three days of informative and interactive sessions addressing motorcycle safety across the country.

Watch for updated information on our website at:

<http://www.smsa.org/2013%20Conferences%20-%20Events.html>.

Watch Your Mail for 2013 Membership Renewals

Membership renewal forms are being sent out to you by mail. We rely on your continued support to enable SMSA to achieve goals and further promote motorcycle safety. Membership with SMSA also gives you the opportunity to network, share ideas and receive technical assistance through communications and the annual conference as well as shape the future of our industry by participating on SMSA committees and programs.

Idaho **STAR** Motorcycle Riding Tips - Get the Facts... Don't be a Statistic!

These are some common beliefs that riders have about motorcycle safety:

"The biggest danger is car drivers."

"The kids on sport bikes are the ones who get into crashes."

"It's only riders who don't wear helmets that die in crashes."

Recent research into Idaho's fatal crash data (2009-2011) tells us a different story – the REAL story.

*"This analysis of our fatal crash data is a result of the work of the Strategic Highway Safety Plan Motorcycle Safety Committee (rider training, law enforcement, biker's rights groups, military, and the Office of Highway Safety working together). We are now working on disseminating this information to rider training students, DMV customers, and eventually to all registered motorcycle owners (our plan is to include it when their registration or renewal is sent in the mail). We believe that risk management has to come from risk awareness, and that there are lots of riders who still think the main risks are other drivers and poor road conditions. We hope that this message helps to improve the accuracy of their risk awareness and, as a result, they will make better informed choices about training, riding skills, riding gear, and alcohol." – Stacey "Ax" Axmaker, Director, Idaho **STAR** Motorcycle Safety Program*

To see Idaho **STAR** Motorcycle Safety Program's "Get the Facts" card click [here](#).



2012 STAR Get the Facts... Don't be a Sta

Driving Instructors Want Cycle Safety to be Part of Test

Source: The Times (UK), September 7, 2012

Official figures show that the number of cyclists killed or seriously injured in Great Britain rose by 13% in the first quarter of 2012, at a time when the number of car occupants killed or seriously injured fell by 4%. The number of casualties among cyclists has risen in 10 out of the last 13 quarters. While cycling remains a relatively safe mode of transport, there are fears that the success of Great Britain's cyclists (in this summer's Olympics) will encourage novice riders onto the roads and raise the risk of a continued rise in casualties. Advocates are urging Government and highway agencies to do more to protect the

growing body of cyclists. As the number of collisions continues to grow, driving instructors are now pressing for a separate module on cycle awareness in the driving test. Seventy-five percent of instructors think this would help road safety, according to a recent survey. To see the full article, go to: www.thetimes.co.uk/.