



SMSA Spotlight Magazine

Spring — 2014

2014 National Motorcycle Safety Symposium

The 2014 SMSA National Motorcycle Safety Symposium, titled **“Working Cooperatively to Implement Effective Motorcycle Safety Countermeasures”**, will be held September 25-27, 2014 in Baltimore, Maryland.

The 2014 SMSA Symposium kicks off with the opportunity on Wednesday September 24, 2014 to tour the Harley-Davidson Motor Company USA York Pennsylvania Plant. See the plant in action! Refreshments and Lunch provided by Harley-Davidson Motor Company. Buses will depart at 9:30 AM and return at 4:00 PM.

The 2014 SMSA Symposium opens with a General Session including the Presentation of Colors and Opening Remarks from the SMSA Chairperson, Andrew Krajewski on Thursday, September 25, 2014.

Following this year’s theme of “Working Cooperatively to Implement Effective Motorcycle Safety Countermeasures”, session topics will include roundtable discussions with the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA); Motorcycle Operation Under the Influence of Alcohol or Other Drugs; topics relating to Rider Education and Training; Motorcycle Personal Protective Equipment; Law Enforcement; Program Management and Data Collection; Current Trends and the Future of Motorcycle Technologies; Motorcycle Rider Conspicuity and Motorist Awareness Programs; Seminars for Enhancing Rider-Training Delivery Skills including classroom and range activities; and a Skills Competition.

During the Symposium there will be opportunities for member roundtable



Discussions, as well as SMSA Committee meetings and the Annual Business Meeting. The Symposium will conclude on Saturday afternoon with a Summary of the 2014 National Symposium on Motorcycle Safety, Skills Competition Awards and Closing Remarks. For more information visit the SMSA website at www.smsa.org under the events tab.

- September 24 - HD Plant Tour
- September 25 - General & Breakout Sessions
- September 26 - General & Breakout Sessions
- September 27 - Classroom and Skills Training Activities
 - Annual Members Business Meeting
 - Committee Meetings
 - Closing Session

We hope to see you in Baltimore, Maryland for this year’s Symposium!



Welcome New Members

The SMSA Executive Committee would like to welcome our newest state member. The Florida Department of Transportation has joined as a State Voting Member with Edith Peters, edith.peters@dot.state.fl.us, Traffic Safety Officer, as their representative. We thank you for your interest and support of SMSA.

Harley-Davidson® Amps Up Learning to Ride with Launch of Riding Academy

Note: Content for this article was provided by Harley Davidson Motor Company.

After Successfully Training More Than 350,000 New Riders Over 14 Years, the Program Expands Globally with New Experience, New Motorcycle and New Name

Building on 14 years of experience and more than 350,000 riders trained, Harley-Davidson is updating its rider training program with a new name and a new motorcycle.

Consumers and dealers told the motor company they weren't sure what the "Rider's Edge" name conveyed. So Harley-Davidson is rebranding the program as the Harley-Davidson™ Riding Academy, a name that clearly spells out the program's purpose and its affiliation to Harley-Davidson. Other changes include refreshed program materials and added flexibility in how dealers structure their classes.



"Rider training is a powerful way to help new riders acquire the confidence and skills to turn their passion to ride into reality," said Angela Thundercloud, Harley-Davidson Rider Training Manager. "For years we have been delivering a life-changing training experience that connects new riders to their local riding community, and now we are building on that with an updated program featuring a real Harley-Davidson motorcycle that students will want to keep riding when the class is over."

In March, the new Harley-Davidson Street™ 500 motorcycle began shipping to Riding Academy dealerships. By July, all former Rider's Edge dealers will have transitioned to the Riding Academy using the new bike in their program. For the first time – students can learn to ride on a Harley-Davidson motorcycle in a Motorcycle Safety Foundation course. The vehicle will begin shipping to dealerships for retail sale over the summer months.

Members of the motorcycle training community have positively received the motorcycle which meets the MSF training criteria. This is a good vehicle for growing the sport with its nimble and confidence-inspiring handling. The Street's smooth powertrain, combined with the Harley-Davidson dark custom styling, appeals to young, urban riders around the world, and makes an ideal vehicle for learning to ride.

Additional features developed specifically for use in the Harley-Davidson Riding Academy include; an industry-first Power Limit Calibration that puts a ceiling on the vehicle's low-gear speeds, allowing only the maximum rate a student needs to successfully complete the course exercises; and a unique Vehicle Protection Kit that answers student fears of damaging the vehicle in a tip-over.

"Instilling confidence in students is vital to successfully preparing new riders to move from the classroom to the street, and the equipment and MSF curriculum used in the Harley-Davidson Riding Academy is ideally suited to achieving that goal," Thundercloud said.

More than 180 Harley-Davidson® dealerships offer the program today, giving students an immediate introduction to the community and staff that will help guide them as their motorcycle riding journey progresses. The motor company hopes that more dealerships will begin offering the program in future years.

To learn more about Harley-Davidson Riding Academy, or to find a participating dealer, visit h-d.com/ridingacademy.



Feel free to contact Jason Tolleson, Jason.Tolleson@harley-davidson.com, with any specific questions.

SMSA Individual Member's Corner Ron Thompson

Ron's interest in motorcycle safety started in 1975 taking an MSF Instructor Preparation course while attending the University of Wisconsin-Whitewater (UW-W) working on his Master's Degree in Traffic Safety. He immediately purchased a Kawasaki F-9 and began commuting to his job at the Office of Highway Safety. In 1980, Ron was selected as the first full time Motorcycle Safety Program Manager and implemented the Wisconsin Motorcycle Safety Program under a new law providing funding of rider education. He was trained as a Chief Instructor in 1982 and continued to participate in annual instructor preparation workshops until 2010. Ron served as liaison to the state's Motorcycle Advisory Council while Program Manager. During his tenure, Wisconsin sponsored two NHTSA Motorcycle Safety Assessments. Ron worked in the Highway Safety Office for 35 years and as Motorcycle Safety Program Manager for 26 years. He retired December 31, 2007. For most of those years, Ron commuted 75 miles round trip daily during the riding season.

Ron represented Wisconsin at the first meeting of the state motorcycle safety coordinators in 1984 in Dillon, Colorado. He was elected as the first Vice Chairperson. He remained active in the SMSA serving as Vice President twice, as Chairman in 1994 - 1996, and numerous years as chairman of the Public Awareness and Government and Industry Affairs Committees as well several terms representing the central region on the Executive Committee. Ron has ridden to 28 of the 30 SMSA summer conferences, missing only the last two. He has been an Individual Member since 1995.

Ron received his BS Degree in Safety Education from the UW-W in 1972 and his Masters degree in Traffic Safety in 1984. He received the UW-W Outstanding Recent Alumni Award in 1994. He is Life Member of the American Motorcyclist Association, Lifetime Member of BMW Motorcycle Owners of America, and a member of the Masonic Motorcycle Club International serving as coordinator for their Annual Conference in Wisconsin Dells in August of this year.



SMSA Supporting Members' Corner Management Systems, Inc.

Note: Content for this article was provided by Management Systems, Inc.

The SaaS Paradigm

No one can deny the changes that are occurring as our modern online community coalesces and matures. Not surprisingly Cloud based subscription software application services are rapidly emerging as the preferred choice for software customers. SaaS (Software as a Service), pronounced 'sass' is a model of software deployment over the internet; an application customers use as a service on demand. There are a variety of reasons contributing to the paradigm shift from licensed software models to SaaS subscription services but the overarching factor driving the evolution is the low cost of entry for the customer. In a typical traditional software license model the software vendor receives the bulk of their revenue up front whereas the SaaS provider must recoup its investment over a period of years typically requiring 36-48 months to break even. As you can probably well imagine, a natural outcome of SaaS relationships is that customer satisfaction levels are typically much higher than traditional software license models.

Other SaaS features fueling the paradigm shift benefiting the customer include;

- Save money by not having to purchase servers or other software to support use
- Focus budgets on competitive advantage rather than infrastructure
- Monthly obligation rather than up front capital cost
- Reduced need to predict scale of demand and infrastructure investment up front as available capacity matches demand
- Multi-Tenant efficiency
- Flexibility and scalability
- Network-based access to, and management of, commercially available software
- Activities managed from central locations rather than at each training sponsor's site
- Centralized feature updating, which eliminates the need for end-users to download patches and upgrades
- More feature requests from users, since there is frequently no marginal cost for requesting new features
- Faster new feature releases, since the entire community of users benefits
- User community drives software development to support best practices

The MSI Difference: REMS

At Management Systems Inc. we have been living the new paradigm since 1998 with the development of our Rider Education Management System as a SaaS.



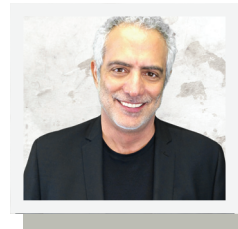
A brief overview of REMS:

- REMS - Rider Education Management System is a comprehensive server-based SaaS (software as a service) solution designed to meet the needs of rider safety education and training providers.
- REMS gov -Rider Education Management System for government entities designed specifically to manage a state program overseeing contracted training providers.
- REMS went on-line in 1998 serving rider training organizations. There is no other comparable commercial

service in the United States that can claim similar functional scope and in-service longevity.

- REMS only requires an internet connection to login and begin using its rich feature set.
- 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 founded on Exception Management principles (MBE). Excel spreadsheets, performance dashboards, text and email messaging are integrated features.
- REMS is currently being used by both state and privately managed rider training facilities across the United States.
- REMS is **Easy** to use • **Scalable** on demand • **Affordable** for any budget • **Secure**

For more information about REMS, its philosophical underpinnings, data center features, customers and their testimonials please visit our REMS web site at www.getrems.com.



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SMSA Executive Committee Meets with NHTSA Staff

The SMSA Executive Committee met April 22-23, 2014 at the Maritime Institute Conference Center in Baltimore, Maryland to continuing shaping the future of the SMSA. The Executive Committee held a special meeting with staff from the National Highway Traffic Safety Administration (NHTSA) to discuss future motorcycle safety program initiatives. These discussions included; the NHTSA State Motorcycle Safety Assessments and technical assistance to the States; the SMSA State Motorcycle Safety Program Self-Assessment Tool, the future of the Model National Standards for Entry-Level Motorcycle Rider Training, Moving Head for Progress in the 21st Century (MAP-21) funding; and development of universal media materials for State programs.

Additional highlights of the Executive Committee meeting included; updating the purpose and focus of the SMSA; 2014 Symposium planning; enhancing member services and benefits; outlining the future of SMSA; development of the 2015 1-Year Plan and MAP-21 funding. The SMSA will soon be scheduling Member webinars and will hold a special webinar on MAP-21 funding.





NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

1984  2014

SMSA Celebrates 30th Anniversary

SMSA celebrates 30 years of service. The SMSA was formed in 1984 as a forum for the exchange of information among state-sponsored motorcycle education programs.

Today, SMSA continues its dedication to serving the needs and interests of state motorcycle safety administrators and programs by advocating for motorcycle safety and fostering and promoting the exchange of ideas and resources.

SMSA: In The Beginning

The SMSA was created in 1984 when the State Motorcycle Safety Coordinators asked the Motorcycle Safety Foundation (MSF) to create a committee to foster and encourage open communication between State programs and the MSF. On July 27, 1984 in Silverthorne, Colorado a meeting was held to create this committee. Beth Weaver, from MSF, and Andy Krajewski, from Maryland, served as Co-Chairs for this planning meeting. As a result of this meeting, the State Motorcycle Safety Coordinators Council (SMSCC) was created.

The SMSCC provided a forum for the exchange of ideas and a way to expand and improve motorcycle safety efforts. The MSF supported the Council by providing funding for meetings, assigning staff and distributing information. The State coordinators created a charter, developed membership guidelines, elected Council Officers and established annual meeting dates for the Council.

In 1989, the SMSCC became the National Association of State Motorcycle Safety Administrators (SMSA) an independent, self-funded association. The SMSA focused on striving for uniformity among State programs; offering solutions for state problems; communicating state needs to MSF and the industry; distributing information on training curricula; and providing input to national organizations on motorcycle safety projects and activities.

Over SMSA's thirty year history, through the leadership of State Coordinators, the SMSA has been a valuable resource to State Motorcycle Safety Programs. The SMSA extends appreciation and gratitude to our State, Supporting and Individual Members for their contributions. Together, we can look forward to another thirty years of excellence.

Welcome Newest SMSA Executive Committee Members

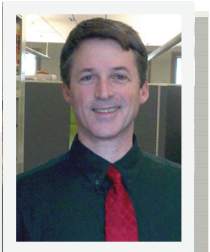
Paul Graves, SMSA Eastern Region Representative,

has been an avid motorcyclist since graduating from high school 1975. In 1992 he became an MSF certified Instructor/RiderCoach and worked as an instructor for the Vermont DMV Rider Education Program on a part-time basis until becoming the State Program Coordinator in 2002. In the fall of 2002, Mr. Graves became certified as Vermont's first RiderCoach Trainer. Mr. Graves has worked with the Motorcycle Safety Foundation (MSF) developing the Rider Skill Test (RST) and recently worked with MSF to integrate the RST into the BRC 2014 evaluation.



Joe Kelly, SMSA Central Region Representative,

has worked for the Michigan Department of State (MDOS) Bureau of Driver and Vehicle Records (BDVR) for 25 years. He was an avid motorcyclist from 1984 until 1994. As a husband and father he put his interest in motorcycling away when he had children. In 2010, when an opportunity to work with Michigan's Motorcycle Safety Program became available, Joe was thrilled to have a reason to get back on a motorcycle. Working part time as the Support Analyst to Program Coordinator Ron Wilson for two years and as Ron's protégé for a third, Joe completed his Motorcycle Safety Foundation (MSF) RiderCoach certification in May 2013.



The Nevada Rider Motorcycle Safety Program has granted \$36,000 to the Transportation Research Center at UNLV. This project will enable the Program to analyze all motorcycle crashes through an internet based software framework. Goals of the grant are to:

- Shift over to electronic storage and management of motorcycle crash data
- Provide tools for multivariate statistical analysis
- Identify demographic trends
- Develop web based software for graphical and statistical analysis
- Provide understanding of expected riding patterns and to identify risky riding behavior
- Better utilize media funds
- Help instructors tailor their classroom discussions with Nevada specific information
- Assist Law Enforcement to identify problem locations

Please contact Pete Vander Aa, Program Administrator at 775-684-7480 if you need additional information.



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 and concerns 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.