

WINTER 2013 — 2014



SMSA *Spotlight* Magazine

SMSA CELEBRATES 30TH ANNIVERSARY

SMSA celebrates 30 years of excellence. 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.

The SMSA extends appreciation and gratitude to our State, Supporting and Individual Members for their contributions to the SMSA.

Please join us in 2014 as we continue to celebrate this historical milestone.



NATIONAL ASSOCIATION OF STATE MOTORCYCLE SAFETY ADMINISTRATORS

1984  2014

SMSA 2014 NATIONAL SYMPOSIUM



 The Conference Center
at the Maritime Institute

Mark your calendars for the SMSA 2014 National Symposium - September 25-27, 2014 in Baltimore, Maryland.

The Conference Center at the Maritime Institute
Hotel room rates are \$135.00 for single occupancy and \$180.00 for a double occupancy, plus tax. **ROOM RATES INCLUDE A FULL BREAKFAST AND DINNER BUFFET.**

The hotel also offers complimentary Wi-Fi, recreational facilities, parking and shuttle service to and from BWI Airport, BWI Amtrak Station and the Baltimore Light-Rail.

For more information on the 2014 National Symposium please visit www.smsa.org. Click on events.



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.

Get To Know More About Our Executive Committee



Andrew Krajewski
Chairperson

Andrew is the Director of Driver Safety at the Maryland Motor Vehicle Administration. As the Director he and his staff advise the MVA Executive Team and the Driver Program Divisions on best practices and research that improve driver safety, including motorcycle safety, in Maryland. Andrew taught his first rider education course in 1972 and was an Education Manager and Regional Director for the Motorcycle Safety Foundation as well as the Maryland MVA Motorcycle Coordinator from 1983 to 2002.

Rick is employed by the South Dakota Safety Council and has been the director of the South Dakota Motorcycle Rider Education Program since 1985. As program director he is responsible for proposing and negotiating yearly contracts with the South Dakota Office of Highway Safety to administer training to South Dakota's motorcyclists. He is responsible for the administration of the annual budget and for overseeing the management of training sites across the state of South Dakota.



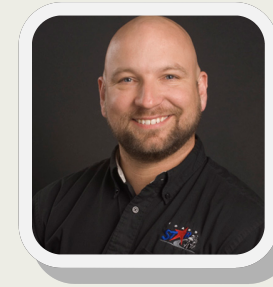
Rick Kiley
Vice-Chair

Bruce has been the Program Manager of Virginia Rider Training Program at Virginia Office of Highway Safety since 1988. As the Manager of the program, he is responsible for all aspects of the Rider Training Program—working with grants, law enforcement, crash data and licensing. Bruce was trained as instructor in 1978.



Bruce Biondo
Treasurer

Ax is the Director of the Idaho *STAR* Motorcycle Safety Program. He took his first rider training course in 1991 and was so impressed he asked "How can I be an instructor?" He has been teaching ever since. He has worked as a mentor instructor since 1994 and served as the Operations Manager for the TEAM OREGON motorcycle safety program from 1997 to 2002. He was one of the four individuals who developed the Basic Rider Training (BRT) curriculum, and has been active in new instructor training as well as designing and delivering mentor/leadership training for instructors.



Stacey "Ax" Axmaker
Secretary

SMSA Individual Member



SMSA Individual Members'
Representative-Keith Lindgren

Keith has been an integral part of Virginia Rider Training Program and DMV and has worked since becoming an instructor in 1988 to ensure VRTP has "the best motorcycle safety training program" anywhere. Keith has worked with DMV to develop a RiderCoach Quality Assurance Program to ensure students are getting quality and consistent training across the Commonwealth of Virginia. The program success is immense and has grown from providing motorcycle training to 400-500 students each year to 16,000 students yearly. Keith has been an active member of SMSA since joining in 1995. He has made almost all National Conventions since joining and has taken an active role in supporting SMSA, their ideals and their goals.

Keith has a Bachelor of Science Degree in Business Administration from the University of Wisconsin –LaCrosse (1974). He became a MSF-Certified Instructor in 1988, a MSF Certified Chief Instructor in 1999, and a MSF -Certified Rider Coach/Trainer in 2001. He has been an Individual Member of SMSA from 1995 to present; the President of the Motorcycle Safety League of Virginia, Inc. from 1999 to 2013; and the President of Tidewater Motorcycle Safety Training Program, Inc. from 2006 to present. Keith was appointed to the Governor's Motorcycle Advisory Board from 2005 to 2010, has served on the SMSA By-Law Revision and Election Process Committee, as well as served as a Board Member to the Chesapeake Transportation Safety Commission from 2001 to 2011. Keith was the recipient of the Governors Motorcycle Safety Award in 2001.

SMSA Supporting Members' Corner

Note: Content for this article was provided by US Insurance Services, Inc.

U.S. Insurance Services, Inc.

U.S. Insurance Services, Inc. began in 1972 as a General Agency in Florida writing motorcycle insurance as well as other recreational products. Over time our company has successfully grown to where we are now able to offer more products in more markets. Currently licensed in 46 states, we are able to offer agents and consumers an array of innovative consumer and commercial products all with nationally recognized companies rated "A" or better by the A.M. Best Directory. We are dedicated and committed to providing our clients superior service and solid insurance solutions. We look to the future with enthusiasm by building upon the standard of service you expect and deserve.

Company Objectives

- To Help People Develop
- To Pursue Excellence
- To Grow Profitably

The philosophy of a company is at the core of its business. It defines the way customers are served and people are treated. It is the foundation upon which all else is built. U.S. Insurance Services' philosophy is expressed in three objectives. The first one is our end goal. The second two are means goals:

To Help People Develop

At U.S. Insurance Services, work is about developing, contributing, and feeling the accomplishment of a job well done. By concentrating on what people are doing and what they are becoming, we contribute to the professional and personal development of every individual. Our second objective is an important way for us to demonstrate our belief in the value of each individual and to underscore the importance of understanding and respecting people's differences. The pursuit of excellence is a never-ending process. By giving people the tools and training to develop, we increase their productivity and earnings, and enhance the dignity, self-respect and worth of each individual.

To Pursue Excellence

The purpose of our business is to create and keep customers. This can be accomplished only by delivering superior quality. We continually seek better methods of delivering service and believe that every time we touch a customer's life, we should provide added value for the customer. Our third objective reinforces the importance of viewing quality not as something to attain, but as a journey and a continuous process. We may be pleased, but never satisfied with our service delivery. Pursuing excellence requires us to continue to ask ourselves whether we are delivering on our promise of value to our customers each and every time we serve them. Pursuing excellence means that we must know our customers, understand their needs and expectations, regularly listen to them, and adjust our processes and procedures to more effectively serve them. It is only when our customers feel that they have received service that is worth what they have paid - and more - that we have made a difference and provided excellence in value.

Programs We Insure:

- | | |
|------------------------------|----------------------------|
| -Team Oregon Curriculum | -Total Control Training |
| -MSF Curriculums (BRC / ERC) | -ATV & Dirt Bike Schools |
| -Top Gun | -Side Car / Trike Training |
| -Police Training | -Drill Team |
| -Harley Davidson Riders Edge | -On Road Rider Instruction |



Janice Bagley
Phone 800-874-1738 Ext 201
Fax 904-346-3006
jbagley@us-insurance.com

With over 30 years in the rider education industry U.S. Insurance has the experience and knowledge to help your school or programs. From Risk Management analysis to promptly handling and paying a claim, our knowledge and ability provides the protection your school needs.

We are Charter Members of the National Association of State Motorcycle Safety Administrators (SMSA) understanding firsthand the insurance needs of rider education schools and programs across the country. Being active in your industry for so many years has enabled us to develop and tailor insurance products to fit your needs. Whether your school is privately owned, state run or a Harley Riders Edge program, we can provide the insurance protection you need!

Our expertise and knowledge of rider education training has also allowed us to develop new insurance products to answer the needs of your industry including a new "exclusive" open road insurance program (for approved sites). This insurance product provides all the necessary insurance coverage for schools who wish to train students in an open road environment.

What our clients are saying

"U.S. Insurance is the expert in rider education insurance understanding the needs of the rider training industry. Year after year they provide superior insurance solutions for my Total Control schools. I have come to know the folks at U.S. Insurance not only as insurance advisors but trusted friends that I can count on." - Lee Parks, Total Control.

"The biggest factor for us in where we buy insurance is what's the customer service like when we need it? In that regard alone, no other company comes close to the excellent, prompt and personable service we get from US Insurance. The fact that their rates are better than their competition is just a bonus as far as I'm concerned." - Dave Wendell, Pacific NorthWest Motorcycle Safety.

"We have had the pleasure of working with US Insurance Services for more than 11 years. It is a great help to know we can call them and get expert insurance assistance and advice on this important, and sometimes stressful, part of the motorcycle training business. Their depth and professionalism is an added comfort to us as we run our school."
- Joseph T. Elliott, Director San Diego Motorcycle Training.



Accident Scene Management (ASM) Trained Bystanders Use Their Skills

Note: Content for this article was provided by Accident Scene Management

Did you know that one-third of Accident Scene Management students use the information they learned within three years of taking the class? Below is a testimonial from a student who received training in September 2013 and has already been in two situations where his training came in handy. In the first case, an ATV safety demonstration was being conducted on his Army base when the ATV flipped. ASM students had the situation under control in only one minute while others stood by shocked at what just happened. Read on as this new ASM instructor explains what happened late October on a group motorcycle ride:

My name is Andrew Mason. I really enjoyed the class taught in September at Fort Bliss in El Paso, TX. I have already had the unfortunate opportunity to use my training in a real life accident. Just yesterday, there were three other certified instructors with us on our ride when a rider went down. We had the scene managed within seconds, providing medical attention and securing the scene from any further traffic hazards. Of course, we were out in the middle of nowhere with no cell reception; but, luckily, the scene was directly in front of a Fire Chief's house, and he was outside to witness it. He had his radio and was able to call EMS for us. The guy who crashed is doing well today with only minor aches and pains. Just that experience has really deepened my passion for wanting to help others learn how to keep their buddies and loved ones safe and alive until help comes.



WHY ASM Training? ASM certified instructors are EMT's or higher and teach specific motorcycle related treatment, giving the rider the best chance of a favorable outcome. While CPR is great for Cardiac Arrest & Heart Attacks, getting to CPR too quickly (Head Tilt Chin Lift and Chest Compressions) on a trauma victim may actually make injuries worse. While first aid training is helpful, it typically does not cover specific concerns such as controlling traffic, getting a motorcycle off the injured, spinal immobilization, helmet removal and jaw thrust rescue breathing to keep potential neck injuries from getting worse.

Are you concerned about legal issues? Can you imagine the issues you could have by advising your rider coaches not to help or by leading them to believe they have adequate training through simple first aid and CPR? How about the potential for wrong advice they may give to students based upon their own knowledge? For instance: Is the advice "Never remove the helmet" and "Never move the person" correct? For more information go to www.roadguardians.org, e-mail info@roadguardians.org or call 262-706-3278.

LAPD Tests Out New Electric Motorcycles

The LAPD is testing two types of electric motorcycles as part of an effort to increase efficiency, decrease its carbon footprint and ultimately cut costs.

LOS ANGELES — Los Angeles Police Chief Charlie Beck made a surprising entrance at the Los Angeles Police Museum last month when he stealthily zipped into the parking lot on a souped-up, racing-style, all-electric motorcycle. An avid motocross racer, Beck parked the bike just yards away from where retired police cars from the 1930s to 1950s now rest. It was a striking study in contrasts and a visual of the LAPD's continuing efforts to upgrade its technology. The department, under Beck's direction, is now testing two types of electric motorcycles as part of an effort to increase efficiency, decrease its carbon footprint and ultimately cut costs.

Such electric bikes are already used by a growing number of police departments across the country, from New York to Oregon, and around the world, including in Bogota, Colombia and Hong Kong. It's a different, somewhat sleeker look than the burlier gas-powered BMW and Harley Davidson motorcycles that the department uses today. The department hopes, however, the bikes will become a regular sight in its fleet of tomorrow, said Sgt. Dan Gomez, who oversees the LAPD's adoption of new and emerging technology. The department has been testing police versions of the \$24,995 "Empulse LE" by Brammo, Inc., based in Ashland, Ore., since late August and the \$17,945 "DS" by Zero Motorcycles, based in Scotts Valley, Calif., for the last couple weeks.



Though the electric bikes are often used for racing, a range of less than 130 city and highway miles means officers likely won't be heading on any lengthy chases or zigzagging far across town on them. Both bikes take about seven hours to gain a full charge through a typical wall outlet, though using specialized equipment will bring charge time down by several hours. Gomez said testers will look at how the more limited range may impact officers. Bike manufacturers say officers typically patrol specific areas during their watch and often stop to write reports, giving them time to charge up. Additionally, the electric bikes are tactically stealthy, don't incur hefty fuel costs or require maintenance such as oil changes.

That, they say, means fewer bikes need to be bought because they're less likely to be out of commission. Such testing is in addition to the department's other green efforts. They've adopted hybrid vehicles for some of its command staff cars and three-wheel electric vehicle for patrols around areas such as Staples Center and Hollywood Boulevard, Gomez said. Testing could take some time, Gomez said, but once completed the department will issue a full report on the bike's capabilities and consider whether it should add these bikes to its current fleet of 400 gas-powered motorcycles.