



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

SMSA Spotlight Magazine

Winter 2015-2016

Happy New Year

SMSA wishes all our members a Happy New Year! Let's make 2016 a safe and productive year for all of those involved in motorcycle safety and rider education.

Meet the New SMSA

Executive Committee Members

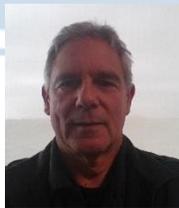
SMSA would like to welcome new members Chuck Stiteler (OH) and Andrea Nygard (WA). The 2015-2016 Executive Committee (EC) Members are:

Bruce Biondo	Chairperson
Ray Pierce	Vice Chair & Member at Large
Paul Graves	Secretary & Eastern Region Rep.
Joe Kelly	Treasurer & Central Region Rep.
Peter Vander Aa	Western Region Rep.
Andrea Nygard	At Large Member
Chuck Stiteler	At Large Member
Bobbie Carlson	Supporting Member Rep.
Bob Reichenberg	Individual Member Rep.

Get to know an SMSA EC Member

Chuck Stiteler (OH) At-Large-Member

I am thrilled to be part of SMSA. This organization is the present, and most importantly, the future of motorcycle rider and instructor education and training. We each accomplish this by working together, sharing ideas, being advocates for all the states and riders, and being the best in program administration.



Like many of you, I started as a kid on motorcycles and

lived to tell the tale. I started training in 1988 and in 2007, finally, took a Chief Trainer slot in Ohio. I am now the state coordinator for Ohio and have the opportunity to be out guessed by 300 people every day (that's the working together and sharing part). I need to be out-guessed every day. Even with the facts, I don't have all the answers.

Through this time, I spent 35 years in marketing, sales, brand management, budgeting, corporate innovation training, performance standards and contract negotiation for a global company. I also used these skills in the Ohio program on various projects over the years and hope to use them successfully to help achieve our organization's goals. I retired to take the Ohio position, and I am in almost two years as state coordinator. My hat is off to you who have worked many more years at this!

I think this is a critical time in our profession. Money is always an issue, as is recruitment, succession planning, legislation, curricula and true visibility to crash causation. What we do will continue to become ever more important. With the 35 and under generation projected to be more than double the size of the "Baby Boomers" and "Gen X", we will be facing a training crisis on multiple levels.

How we reach these new people and get them into effective lifelong training is the challenge. How we do what we do, will change. I don't know what that will look like and exactly how we will get there. I do know that with the talent and the quality of people that is SMSA, we will work together to build that future.

Truly, Chuck Stiteler



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, 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 Andrea Nygard (WA), SMSA EC At-Large-Member in the next issue of the SMSA Spotlight Magazine.

ATGATT

All The Gear, All The Time.

But, for who? Students?
Other riders? Me? You?

As we know, ATGATT is an ideology and attitude that all motorcycle safety gear should be worn at all times no matter what speed or perceived risk level. For a lot of folks, it isn't just a phrase; it is a mindset.



As riders/instructors, we consciously choose gear for rides. Sometimes our choice is based on protection, sometimes comfort, sometimes visibility, and sometimes image/ego.

So, why this article? On September 29, 2015, I unfortunately had a mindset of “Nothing will happen to me!” Because of this mindset, I experienced an event that I’d like to share. I hope to inspire you to consider ATGATT in a different way.

It was a wonderful, warm sunny day teaching a three-wheel class of very engaged students. My YEARS of teaching without any type of demo-ride challenge, slip, or crash, enabled me to be complacent knowing, “NOTHING will (ever) happen to me!” Yes, I had let my ego/pride and image jade my gear choice.

It was during one of my favorite demos, skidding to a stop, that the front tire of the rig suddenly jerked left and grabbed an incredible amount of traction. In the last few feet of the demo, the rig instantly flipped. I don't remember much except hearing a series of sickly crunching and snapping sounds. Not of metal when a bike hits pavement. Instead, it was my bones as the rig landed on me!

For some reason, instead of doing a demo again in 3/4 open face style, I had lowered my modular helmet into full-face position just before starting. (Luckily, as rig parts slammed against the back of the helmet driving my “chin” into the pavement.) My protective Aerostich was sitting in the air conditioned classroom staying cool. Sadly, my long sleeve t-shirt, gloves, and over-ankle footwear was ALL the protection I had.

My CHOICE on-range gear was totally useless. My choice to not wear a protective armored jacket, no chest/back protector, no shoulder armor, allowed my collar bone to be broken into 4 pieces, my scapula to

be split, seven ribs broken in 3, 4, and 5 pieces, and my lung to be perforated.

My false sense of security is similar to a complacency that can be acquired when someone rides the same roads to/from work, without any issues, day after day. This false sense of safety can hinder a rider from being fully aware and taking the unexpected into account.

I really don't remember when I gave up wearing a lot of protective gear (beyond minimum curricula required) for demos. For some reason, I came to believe that, “Nothing will happen to me!” Yet, laying in the hospital with a bunch of new stitches, a groovy new titanium plate and matching screws, a chest tube, and a breathing exerciser thingy, I had a lot of time to reflect. One reflection was on “safety.” I realized that range rules and standards were not put in place for the 99% of riders who never crash or even have close calls. Instead, the range rules (run-off standards, maximum students per range, and path-of-travel safety margins) were put in place for the 1% who need it most.

It's the 1% (which I now speak as a part of) that can benefit most from watching an instructor gear-up. Yes, even for a demo. When gear is demonstrated by instructors, it sends a powerful message. It is only NOW that I've realized that I have been doing a disservice to my students. (Preaching one thing; yet demonstrating another.) Karma rode in on the 29th. I rolled snake-eyes. I lost the risk bet and crashed-hard!

So, what does all this mean? Simply that I invite you to consider what instructors wear to/from class and during demos. I invite instructors to encourage and inspire critical thinking skills about ATGATT.

How can this be done? By asking these types of questions:

How does ATGATT support a safer ride by offering protection, comfort, and visibility?

What experiences support an ATGATT strategy? (Perhaps scuba diving, firefighting, law enforcement, skydiving, etc.)

What are some consequences of not wearing gear?

For me, I unexpectedly and quickly became the 1%. For me, I was not wearing appropriate/effective protective gear. (After all, it was only a demo!) For me, I now ask my students:

- If you knew that during your next ride you were going to crash, would your choice of gear be any different than what you typically ride in?

- If you knew that your life-partner, daughter/son, mom, or best friend were going to crash during their next ride, what gear would you encourage them to wear?

MY solution is ATGATT. **Yes every ride. Yes every demo.** I will always DRESS FOR SUCCESS both on-range and on-street!

Kyle McCarty
MSF RiderCoach
PSS Specialty Programs Instructor

THADDEUS “TUNA” WALTERS BIKER AWARENESS FOUNDATION

For many of us, when we hear the “Virgin Islands” we think of blue skies, white sandy beaches, warm-clear oceans, a friendly culture, and relaxation.

Although, St. Thomas, St. Croix and St. John, make up the Virgin Islands and hold all of those amenities...there is danger lurking on its roadways, especially for **motorcyclists!**



From the beginning, until as recently as May 2009, there have been NO laws requiring a motorcyclist to get a license or to receive training to ride a motorcycle in the Virgin Islands. Equipment inspections are not required (or enforced) to ensure that the motorcycle itself is safe to ride. The beautiful twisty roads, frequent heavy rains, tourists unaware that the Island roadways travel is left side tracking (not on the right side of the road as in the rest of the U.S., which causes confusion with traffic laws) compiled with the lack of signage, to warn and remind all roadway users of the laws and roadway conditions, have all contributed to an unacceptable crash rate.

The lack of trauma units or personal/emergency vehicles, EMT's, and hospitals, can leave a crash victim untreated for hours before receiving proper medical care. In critical cases where they need to be helicoptered to the mainland, it could take days. The death rate is extraordinarily disproportionate for the number of U.S.V.I. riders when compared to any of the U.S. mainland states. To make matters worse, once critically injured, the U.S.V.I. is ill-equipped to provide rehabilitation or long term care.

One woman took a stand to change all that. **One** motorcyclist had had enough and single handedly, as a young, widowed mother of three, took on the powers that be, rallied up the U.S.V.I. riders, and sought out political allies to make a change! The power of **ONE** now needs help to carry the torch of hope to save more lives and stop this deadly trend. We can do it. We must support our fellow riders that need us most desperately.

Armed with nothing more than a broken heart, compassion, and sheer grit - here is her incredible story of ONE.

“My name is Cherene Williams-Walters, I am the Founder/President of St. Croix Bikers Motorcycle Club (STX Bikers MC) and Thaddeus “Tuna” Walters Biker Awareness Foundation (Tuna's Foundation). After many years of defeat, I am now the president of the **Virgin Islands Motorcycle Training Academy** est. September, 2015. STX Bikers MC and Tuna’s Foundation were formed on August 8, 2008 in memory of my late husband Thaddeus “Tuna” Walters.

Thaddeus lost his life when he was knocked off his motorcycle by a motorist who suddenly slammed into him at an intersection, while I watched from my motorcycle following him. In shock and disbelief, my world turned into slow motion as I ran towards him. Six hours passed before he was pronounced dead.

When Thaddeus lost his life, I immediately decided to form an organization to promote motorcycle safety and awareness. Tuna’s Foundation was formed with the dreams of opening a motorcycle training school and awareness center. During that process, my brother, Raymond Williams, Jr., and I decided that we needed a way to encourage motorcyclists to agree with the new motorcycle certification laws, to become licensed and trained. I needed to ensure that motorcyclists obtained proper training and certification to operate their motorcycles in a **safe** manner. In an effort to reach out to the motorcyclists, we created STX Bikers Motorcycle Club, which allowed motorcyclists to join and gave us the opportunity to educate them and have them assist with promoting motorcycle safety.

We researched YouTube and other video resources to educate ourselves about safe riding habits and operations. Through that research, I found and ordered the KickStartMTS Training DVD.

Shortly after forming both organizations, on November 16, 2008, my brother, Raymond, also lost his life in a motorcycle crash. The one person who understood my pain and was there to guide and lift me up was taken

tragically when he was hit by a vehicle while operating his motorcycle. **This crushed me! The final blow!** First my husband, now my backbone. I was torn in pieces for years, hardly being able to carry myself. It took me more than two years to regroup. Once again, I was even more determined to promote motorcycle safety.

I began working on motorcycle laws that require all motorcyclists to obtain proper training and certification prior to licensing. I contacted and worked with the Director of the Bureau of Motor Vehicles and the Senators of the Virgin Islands to pass Legislation. **On May 29, 2009, the law was successfully passed.** I was hoping that prior to the law being passed, I would have had a training school in place and ready for business. However, due to lack of funding and being alone without support, I was unable to complete this effort. During my research, when I obtained the KickStart MTS DVD, I met Christine Firehock who traveled to the Virgin Islands and provided training to myself and two other members of STX Bikers MC. We obtained both our motorcycle certification and instructor certification. Christine has been very instrumental in providing the necessary training and continuing education to conduct motorcycle training in the Virgin Islands. Christine has also been an excellent mentor and resource for motorcycle safety information and training. She introduced me to the SMSA and the AMA. Despite the various challenges, we have continued to educate motorcyclists and motorists to the best of our ability.

We have implemented a riding safe campaign within STX Bikers MC that requires all members to wear proper protective gear when operating their motorcycles. We have also conducted several fundraisers to help purchase safety gear for motorcyclists, and we have distributed helmets and gloves at our semi-annual anniversary events. However, we are far from reaching the goals and commitments of the Foundation and the MC. I now earnestly turn to **you**, my fellow riders, State Administrators, Motorcycle Manufacturers, Dealerships, MC Clubs, Organizations, and the many successful training sites for encouragement and assistance.”

Cherene has accomplished such an extraordinary feat all on her own, but this remarkable woman came with a pure heart and with her last breath to the **SMSA Symposium, 2015 in Baltimore**, to find assistance on the final leg. She was overwhelmed by the welcoming arms, open sharing of those of us who have programs

up and running in our States, industry leaders, the amazing educational breakout sessions, and the freely offered guidance by the vast and wise SMSA Executive Committee.

In addition to her soon to open Motorcycle Training Site, Cherene wants to have available what riders need to fully comply with all safety and legal regulations on location, in hopes that this will assist and encourage riders to embrace the new laws: **A)** VI BMV will conduct the Skills Test on the VI KickStart MTS ranges at the completion of the course. The Government has asked her to open a site on the Island of St. Thomas and one on St. Croix. **B)** She would like to open both a small tent store and an on-line store at discount prices for gear, safety equipment and motorcycle parts. **C)** She hopes to be able to offer a table for low cost insurance. **D)** Hold training for riders to help victims via Accident Scene Management in the first crucial hours that it may take for professional help to arrive.



To this end, the SMSA Executive Committee, Janice Bagley from U.S. Insurance, Vicki Sanfelipo from ASMI, Christine Firehock and DianaMotoFund.org have committed to help and advise. Most recently the Snell Memorial Foundation donated 10 Snell rated helmets for training.

For more information on St. Croix Bikers Motorcycle Club (STX Bikers MC) visit them on Facebook at <https://www.facebook.com/stxbikers.motorcycleclub/timeline> or contact [Cherene Williams-Walters](#) or [Christine Firehock](#) with questions about the Virgin Islands Motorcycle Training Academy.

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SKIDBIKE™ Technology, Rider Training and Education in PA

The advent of motorcycle training technology continues to move forward. Often, new and innovative ways to introduce and train students in motorcycle use are cautiously considered. Under the leadership and guidance of Pennsylvania Department of Transportation Deputy Secretary for Driver and Vehicle Services Kurt J. Myers, the Pennsylvania Motorcycle Safety Program (PAMSP) was charged with exploring and innovating the best ways to increase and improve motorcyclist training and education services and sustain PAMSP's 30-year history of excellence.

In response to Myers' challenge, the PAMSP integrated three SKIDBIKE™ units during the 2015 spring training season, which were primarily used as static motorcycle training simulators and motorcycle-event show pieces to promote rider education as part of the Live Free Ride Alive motorcycle safety campaign in Pennsylvania. PAMSP has experienced overwhelming interest and positive feedback at all of the Live Free Ride Alive venues this year and during smaller scale events with motorcycle community organizations. Our early goals, with introducing SKIDBIKE™ technology, included promotion and publicity for PAMSP course offerings however, we have quickly discovered many ideal applications of the technology for new and experienced rider training uses.

The early conceptual applications of SKIDBIKE™ technology include:

- Static simulator mode
- Introductory learning and experiences (non-licensing sessions)
- Integration of SKIDBIKE™ with early skill development and learning
- Teaching and developing threshold braking for novice and experienced riders
- High order skill development in cornering, traction management, and stopping
- Reduction of training mishap probability
- Simulations and practice with full lock and full lean maneuvers
- Remedial or customizable training tools for varying experience levels—student and instructors
- Applications in advanced training courseware

PAMSP's early goals to field a static simulator for the Live Free Ride Alive campaign, provided a relatively easy opportunity to train and introduce the uses of SKIDBIKE™ technology among the instructor cadre. As with any emerging technology, most instructors were intrigued and perplexed with possible uses of the units. The development of standardized training seminars resulted in easily implemented small group instructor training sessions throughout the state, wherein select instructors were introduced and trained to employ SKIDBIKE™ as a static simulator for both non-motorcyclists and motorcyclists experiences during large public events such as Bike-Nights, motorcycle and power sport venues, and motorcycle riding club hosted events. The initial static simulator instructor training sessions also allowed the instructors to explore and discuss other training applications suitable for PAMSP—many innovative ideas quickly emerged and idea development of uses began in earnest.

First and foremost, discussions of advanced training development for students surfaced. The very idea of teaching, or at least introducing development of threshold braking skills, was rather obvious. Before SKIDBIKE™, the concept of introducing and practicing maximum breaking with new or experienced motorcyclists was significantly limited primarily due to risk mitigation and the high potential of a mishap during skill development and practice. We now have a means of removing most of the risk. Our ability to adjust the contact patch (ability to adjust and control traction) enables instructors to develop brake application finesse within the rider and at very low speeds. Previously, teaching threshold breaking required heavy breaking application to induce pre-lock up conditions. The effort to reach the threshold, prior to skidding, was a very narrow window. By adjusting the traction availability of the motorcycle tires, we are now able to shift the impending tire skid "conditions" to the lower end of motorcycle velocity while increasing the impending skid threshold.

The rider is now able to practice the required fine motor skills needed to manage and avoid tire skid while moving at speeds barely above walking velocity and with no fear of injury when traction is exceeded and skids are experienced. With this technology, our students are able to safely experience tire skids and then learn how to avoid exceeding the



traction limits. The rider can now practice the infinite variables of traction management and braking finesse.

Our exploration in adjustable-traction training scenarios resulted in the realization and potential to use SKIDBIKE™



technology as a means of further reducing injury potential in learn-to-ride courses. The key elements of applying this new technology within novice courses include: no-fall skill development training, errant rider fail-safe controls (wireless engine shut-off), low-to-no risk unusual and upset motorcycle attitude, lean angles, and full lock steering. SKIDBIKE™ technology allows for safe learning, experimentation, and difficult maneuvers practice while significantly reducing the potential of risk and training crashes.

Too, we discovered and experimented with reconfigured SKIDBIKE™ setup. By removing all motorcycle lean angle—we replicated multi-track motorcycle handling. Configuring the motorcycle with no lean ability allows instructors to teach skills and provide sensations of three wheel motorcycles such as the CanAm Spyder and trike conversions. We are also exploring uses appropriate for side-car configured motorcycle training.

For more information, please address your inquiries to Brett DePalma, Special Driver Programs Manager at Pennsylvania Department of Transportation.

bdepalma@pa.gov. For more information about our Pennsylvania Motorcycle Safety Program visit: www.livefreeridealive.com

Hector Eide
Program Manager
Pennsylvania Motorcycle Safety Program

SKIDBIKE™ used for CA Professional Development Workshops

In November, SKIDBIKE™ Trainers had the opportunity to work with the California Motorcyclist Safety Program and Total Control Group at four professional development workshops. Utilizing our in-house SKIDBIKE™ equipment, we set up an elective station for interested instructors and motorcycle safety program providers who wanted to take a ride. Over 150 riders experienced a brief snapshot of training on this first-of-its-kind riding tool.

Experiencing the consequences of misuse of the front and rear brakes proved enlightening. The general consensus was that the SKIDBIKE™ could be a life saver when it comes to realizing, from a first-person point of view, what proper braking technique can do to control outcomes. The biggest complaint we received from riders was that they wanted more time on the bike.

Until the rider training industry takes full advantage of the myriad of uses and positive outcomes benefitting from SKIDBIKE™ training, the place to begin integration of this intriguing tool is in addition to already organized curricula. SKIDBIKE™ doesn't change training. It enhances training to make it safer and more clearly focused.

The SKIDBIKE™ also offers additions to training streams that were never before possible. A more exciting static outreach at exhibitions and conferences, an active personal trainer for new or experienced riders, or a personalized 1-on-1 encounter for the first-time rider, are all options to add a positive spin to rider education. For the experienced rider who wants a tune up or just wants to practice their craft, the SKIDBIKE™ can be adjusted to the rider's and or coach's desired grip personality. SKIDBIKE™ is the multi-tool for motorcycle training. Learning to ride should be exciting, fun and safe. SKIDBIKE™ can deliver that experience.

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2016 Rider Training Symposium

The 2016 Rider Training Symposium hosted by SKIDCAR SYSTEM, Inc. is approaching. Presentations will include content on current and future training challenges, new training programs and trends, as well as exposure to and explanations of current and future Motorcycle Safety Control technology. Live demonstrations of motorcycle training technology will be incorporated and opportunities for peer networking with other instructors will be offered.



Rider Training Symposium - April 14-16, 2016

For more information, visit <http://www.skidcar.com/symposium/> or contact info@skidcar.com.

SMSA On the Web

You can find the recently added SMSA Motorcycle Safety Related Data document, 2016 National Training Summit registration information, State Rider Education Program information and so much more on motorcycle safety and rider education on the SMSA Website at <http://www.smsa.org>.



Welcome New SMSA Members

SMSA would like to welcome our newest State Member – the Kansas Traffic Safety Resource Office and Norraine Wingfield, Project Director. Please reach out to Norraine and welcome them to the SMSA Membership.



In the Spring 2016 Edition

In the next issue of the SMSA Spotlight Spring Edition, please look forward to an article from the Nevada Rider Program, the Michigan Shadow program, an article on new Executive Committee Member Andrea Nygard and an Individual article from Dean Baker.

If you would like to have your article featured in upcoming editions, please submit them to the SMSA office. Articles can be about your state safety campaigns, state programs or anything motorcycle related.

Advertisements for Supporting Members: please submit any new advertisements that can be featured in the Spotlight as well as the 2016 Summit Agenda.

Like SMSA on Facebook

SMSA is now on Facebook. Please follow the link below. Check out the pictures from the 2015 SMSA Symposium and Like SMSA! www.facebook.com/smsa1984



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2016 SMSA Training Summit

The SMSA 2016 National Training Summit will be held at the Red Lion Hotel in Portland Oregon, September 21-24, 2016.

The theme of this year's National Training Summit is **Motorcycle Safety – The Next Steps**. There will be training activities each day of the summit on the hotel property. We look forward to seeing you at the 2016 SMSA National Training Summit.



2015 National Motorcycle Safety Symposium Highlights

The 2015 SMSA National Motorcycle Safety Symposium, titled **“Making a Difference through Research, Data, Planning and Collaboration”** was held October 7-10, 2015 in Baltimore, Maryland.



The 2015 SMSA Symposium offered a tour of the Harley-Davidson Motor Company USA York Pennsylvania Plant, indoor and outdoor exhibits, general sessions, breakout sessions, committee meetings, networking opportunities, Annual Members Business Meeting and the Seminar for Enhancing Rider Training Delivery Skills – Classroom and Range Activities.

SMSA would like to extend appreciation to all of the attendees, exhibitors and sponsors for making the 2015 Symposium successful.

Copies of the presentations and a 2016 highlight video are available on the SMSA website at www.smsa.org.



Check out the 2015 snapshots on Facebook! www.facebook.com/smsa1984

SMSA 2016 Summit Sponsorships

The SMSA 2016 National Training Summit provides your company with the opportunity to introduce its services, technology, and products to leaders in the motorcycle safety and education industry. There are various ways to sponsor an event at the 2016 SMSA Summit. If you would like to learn more about customizing a sponsorship opportunity, please contact the SMSA Office at 724-801-8075 or by email at office@smsa.org.

Thank You SMSA Supporting Members

