

Vintage Japanese Motorcycle Club Field Representative's Guide

2023

Suggestions and Guidelines for the VJMC Field Representatives

One of the primary challenges facing the Vintage Japanese Motorcycle Club is that of increasing membership engagement. Through an ongoing effort by many club volunteers who have devoted countless hours of their personal time, the club has grown to approximately 3300 members.

An important factor for the VJMC's future success depends on actively engaged Field Representatives nationwide. . As Field Representatives, you play an important role in providing leadership for the VJMC members in your area. As most existing Field Representatives know, the more activities that occur in your area, the more interest there will be in the VJMC and the more people there will be wishing to join us as VJMC members.

The more interaction there is among those people in your area who share our interest and passion for the vintage Japanese motorcycle hobby, the more satisfying most people find the VJMC experience to be.

Please take 10-20 minutes and review this guide. It is intended as a guide, not a rule book. If you are already engaged and working actively in your area, we thank you for your efforts. If you are not engaged, and don't know how to start, this guide should be helpful to you.

Please pay particular attention to the Duties and Goals of the Field Representative's section. It is understood that we are volunteers and that each person's time and energy is limited.

It should be the goal for each Field Representative to organize and hold at least ONE local area event per year. This may include a holding a bike show, ride, meetup for coffee or lunch, and/or booth setup at local motorcycle race or swap meet.

Thank you for your willingness to serve in this important role.

Our current national Field Representative Coordinator is Floyd Finch (843 309 6886 or ffcad3d@gmail.com) who has served as a representative in S.C. for many years. Please contact him with any questions or concerns you may have in your VJMC role.

Developed by past Field Representatives Lloyd Blythe, Steve Passwater, Sean Carrigan, Floyd Finch, and Tom Kolenko (2023).

I. DUTIES AND GOALS OF A FIELD REPRESENTATIVE

- Maintain communications with area members using email messages and provide a local VJMC telephone contact.
- Promote networking among the VJMC members in your area.
- Organize and promote vintage motorcycle events (shows, rides, lunch gatherings, picnics etc.) for present and prospective VJMC members in your area.
- Increase the visibility of the VJMC by representing it at local, regional and national events in your area. (dealer grand openings, car & bike shows, etc)
- Represent the VJMC members in your area in the day to day management of the Club.
- Lead the effort in your area to help the VJMC grow by introducing prospective VJMC members to the benefits and value associated with VJMC membership.
- The most important goal of participation in the VJMC should be to gain a sense of enjoyment and satisfaction from your activities with the club.

II. SUGGESTED FIELD REPRESENTATIVE COMMUNICATION ACTIVITIES

Since all field Representative are expected to have internet and email capabilities, the VJMC website can be your best resource. Once logged in as a field representative you have access to the Field Rep menu of services as well as the Event Support section. Please familiarize yourself with both areas to smoothly execute local events and contacts with local members. This also permits coordination with national services like membership, events, and regalia.

• CONTACTING MEMBERS IN YOUR STATE

You may obtain a list of members in your state by contacting Mark Wheeler at Cornerstone Registration, mark@cornerstonereg.com and he can send you a list of current members in your area with contact information. However, please consider using the VJMC's Director of Communication (currently Bob Kelly, superhawk65@gmail.com, 720-837-9090) to send important communications to your whole state. He uses our Constant Contact system to send mass emails to whole states or regions of our members. You can email him your message and/or flyer and tell him your target member group and he will send it out for you. If you do decide to send out a large area email using the information from Cornerstone please make sure that you **hide** all the members email addresses by using the blind copy (bcc) feature of your email. Use the blind copy email feature in all your communication with members when sending out emails in your state to prevent an unwanted release of member email addresses.

•**Send Introduction Email Blast.**

Upon your appointment to the Field Rep position, it would be useful to introduce yourself to all state members in an email message to all active members in your state. You may wish to include a sentence or 2 on your background, bikes owned, favorite local events, sites or rides, etc. Another paragraph may include events you plan to undertake in the upcoming year like rides, shows, etc.

Encourage folks to participate in the group's planned activities. Request any members wanting to help in events to contact you with their interests: planning, staffing, communications, etc..."Many hands make light work."

III. ORGANIZATION OF INFORMAL EVENTS

Activities can be as simple as meeting at a local restaurant one evening per month. The objective should be to give the members an opportunity to interact with each other and to do so while enjoying their vintage bikes. Email is the best method for communicating with our members and planning events.

Examples of activities that members have enjoyed in the past include:

1. Ride to local coffee shop or café or landmark.
2. Cookout at a member's house or park.
3. Home showing of motorcycle related movies.
4. Technical demonstration by member on restoration procedures such as tire changing, tune-up methods, or carburetor synchronization, etc.
5. Group ride to a local motorcycle shop bike show.
6. Member garage tours for members with mini garage museums.

IV. ORGANIZATION OF PLANNED GROUP RIDES

A. Guidelines for Group Rides:

- For major advertised and promoted club rides have all participants sign the VJMC Rider Event Waiver form available on VJMC website under "Event Support". Have sufficient copies of the waivers for the number of riders expected.
- Identify where you will meet in your selected riding area. Remember to pick a location with ample parking for those who may be trailering their bikes to the starting point. It is helpful to select an area near services like gas stations and stores that offer refreshments. Examples of locations to meet are shopping center parking lots, dealer's lots, or local parks.

- It is advisable to provide at least 4-6 weeks' notice prior to the date of a planned ride. The notice should include all of the pertinent information pertaining to the ride such as the starting point, the departure time, the destination, and the estimated time of return.
- It is advisable to send a reminder one week prior to the ride. Repeat all the pertinent information again in the reminder message. Ask all participants to arrive ready to ride with gas tanks full and tires properly inflated, (eg. Kickstands up 9 Am.)
- The leader should arrive early for the ride to greet the participants as they arrive. It is important to be punctual to start the ride on time. Most participants will appreciate the fact that the event is taking place within the scheduled time.

Ask for an experienced rider familiar with the planned route to ride "sweep". The "sweep" rider goes last and should never pass any other rider. This ensures that the group has someone who can stop to assist anyone that has a problem during the ride.

- Before departing, determine the distance the bike with the shortest range can travel, and plan fuel stops that accommodate that range.
- VJMC insurance requires that all participants in our group rides to wear a helmet. There can be no exceptions to this policy.
- For major events needing insurance protection, familiarize yourself with the Insurance Documentation information on VJMC website under "Event Support". Incident report instructions should also be reviewed in that area and any accidents or incidents documented as soon as possible..

B. Suggested Rules for Group Rides

- Recommend that all participants dress properly. If you are going to higher altitudes or where colder weather is expected, make all participants aware of that fact in advance of the ride. Helmets are always required on VJMC rides.
- Prior to starting the ride, exchange cell phone numbers of the ride leader and sweep rider with all participants.
- The route you take on a ride should be clearly identified and shared with the participants. Consider having a copy of written directions available for each rider or a map of route.
- The pace of the ride should be appropriate for all of the bikes in the group. Consider the speed capability of the slowest bike in the group when choosing the speed at which the group travels on highways and freeways.
- Suggest that the group use a staggered formation during the ride.

- The leader should always keep in mind the size of the group that is participating when negotiating intersections. The leader should wait for breaks in traffic large enough so that the entire group can leave the intersection as one if possible.

The leader should never leave an intersection until the entire group has arrived there. If not done in this manner, pressure is placed on those at the back of the group to keep up and can cause them to take unnecessary risks negotiating the intersection.

- Before the start of the ride, it should be explained to all riders that they are responsible to ensure that the bike behind them is in sight of the group. If they lose site of the bike behind them, they should stop. This procedure will result in riders at the rear of the group being able to catch up and will result in riders not being left behind.
- The most important concept to explain to all of the riders is that they are ultimately responsible for their own safety. They should never feel pressured to ride at a pace or in a manner that is beyond their capability to do safely.
- Try and pick lunch spots or stops that do not serve alcohol since riding and drinking do not mix and can endanger others.

V. REPRESENTING THE VJMC AT EVENTS

- Make contact with the sponsor of the event in which you want to participate with adequate lead time for their planning and for yours.
- Identify any costs associated with booth space rental required at the event. Most promoters will donate free space for non-profit clubs like the VJMC since you help market the event and contribute to the variety of exhibitors and attendees.
- If space rental is required, you should request approval of the expenditure by the VJMC Event Coordinator (currently Pete Slatcoff, events@vjmc.org, 850- 624-8811 two months in advance of the event.
- Involve your area members in planning and staffing a VJMC booth. If you are requesting them to bring bikes, select the best examples available for the display.
- For long two or three day events, consider adopting an hourly staffing schedule so that the time each person spends at the VJMC booth is fairly shared and that everyone gets an opportunity to enjoy other activities at the event.
- Be sure you have ample supplies of membership applications, tent cards, kickstand pads, and past issues of the VJMC magazine, etc., for the event that you are attending. Submission of an event kit request at least 2 months before the event is encouraged. A VJMC banner can be requested as well. Contact Local Events Support Coordinator Tony Barry at 919-518-4742 or rab92motorsports@gmail.com for this kit.

- Plan for whatever components are required for the display such as a table, chairs, pop-ups for shade and rain cover that may be needed for your event.
- Remember, you're representing the club; we all appreciate your effort in representing the VJMC in the most positive constructive manner possible.

VI. SCHEDULING EVENTS, PROCURING SUPPLIES, HANDLING OF CLUB FUNDS, AND REIMBURSEMENT FOR EXPENSES

- Be sure and post the event to the VJMC website calendar. National Event Coordinator, Pete Slatcoff can help you accomplish this if needed. Pete can be contacted at events@vjmc.org or call him at 850-624-8811.
- Membership applications should be available at all events. These are available on the website, just print them off. The top portion of each completed application is to be returned to VJMC Membership Services, P.O. Box 1715, Maple Grove, MN 55311. They can also be reached at 763-420-7829 M-F, 9am to 5 PM CST. Each newly signed member should receive the bottom portion of the application as a paid receipt.
- Payments for new member sign ups, regalia items or other payments to the VJMC can be consolidated in a personal check (to VJMC) and sent to the VJMC Membership Services along with the completed new member applications.
- Each VJMC Field Representative is budgeted up to \$100 annually to support a local event in their area if they submit receipts and a short magazine article with photos for inclusion in the magazine. Reimbursable expenses can include food, printing expenses, supplies, space rental, etc., which support the event up to \$100. Alcohol purchases are not eligible for reimbursement.
- Procurement of services or products in the name of the Vintage Japanese Motorcycle Club will not be reimbursed unless they have received prior approval by the National Events Coordinator (currently Pete Slatcoff) or Treasurer Bob Leonard. Personal Field Representative travel or food expenses are not typically covered expenses.

VII. MISCELLANEOUS ITEMS TO CONSIDER:

- While involved in any event, from a simple meeting to a show or a planned ride, consider writing an article for the VJMC magazine about the activity. If you decide to do this, you will need names, dates, places, and photographs, etc.
- When attending national events, consider volunteering one or two hours of your time to work at the VJMC booth or display. These events require a lot of effort to manage and present; if everyone pitches in, it's much easier.

- If you recruit four new members per year, your dues are free the following year. This is referred to as the "Freebie Four Program". Be sure to ask the members that you sign-up to designate you as the person who assisted them with the sign-up. Any member signing up 4 new members when listed on the application form is eligible for the 1 year free membership.
- The third Saturday in May is our annual VJMC day. Many field representatives plan rides or club gatherings on "VJMC Day". We would love for every area to hold an event on this day.
- Club regalia are available through the VJMC website store or at many large events (e.g., Mid-Ohio, Barber, etc.) at which the VJMC has a booth. It is possible for you to display your affiliation with the VJMC by proudly wearing its regalia.
- Consider networking with neighboring Field Representatives. If you schedule an event, copy them on the e-mail and ask that they do the same for the members in their area.
- For VJMC events scheduled months in advance, forward the information or flyer to the VJMC magazine Editor (currently Mike Fitterling, editor@vjmc.org, 863- 632-1981. Mike can publicize it in the future issues of the magazine. Always keep in mind that the lead time for printing our magazine is normally 2 months.
- As a representative of the VJMC your personal conduct in this role should reflect professional standards of behavior. Profanity, disrespect for others, or using your FR role for personal gain or business enrichment is discouraged.

Hopefully, this information will provide you with general guidelines for serving your area as a VJMC Field Representative. You should always feel free to contact any of the club officers, members of the Board of Directors, or experienced Field Representatives if you have questions or need direction on how to carry out any of the suggested activities described in this guide.

Thank you again for your willingness to serve the VJMC.

Respectfully submitted,

Board of Directors
Vintage Japanese Motorcycle Club of North America