

THE HONDA SPORT TOURING ASSOCIATION, INC.

GUIDEBOOK

For Successful Motorcyclist Leadership

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HISTORY & BACKGROUND

By Dana L. Sawyer Founder – Member #0001

Why did I start this club? Although I had owned a number of motorcycles before buying a red 1982 Honda V-45 Sabre, I was really taken by that gorgeous motorcycle! Did other people feel likewise? I wrote a short one-paragraph letter to the editors of all major motorcycle magazines in the spring of 1982 and letters started arriving in my mailbox. Texas Dave Nicolson wrote, if you're going to start a club, I'm ready to join. I wrote back, if there was a better bike on the market, I'd be riding it, regardless of the price.

Dave became member #0002 and assumed the duties of Vice President. We discussed things like a logo, name, newsletter name, etc. We gave some thought to calling the club the Sabre Owners Club, but abandoned that idea in favor of letting Magna owners join also.

We thought that Honda would manufacture V-4 engines for a long time and opted for the name Honda V-4 Sport Touring Association. The first paragraph of the first newsletter in August 1982 included the following: A Greek philosopher once said that a journey of a thousand miles must begin with a single step. That step was taken last March when I became the proud owner of a 1982 Honda Sabre! Someone else said that when two Americans meet they form a committee right on the spot and if three or more meet, they start a new organization! Well, we do have a club; it is alive and well and we welcome each one of you (and those that certainly will follow in the months to come!)

We had nine members listed in that first newsletter and close to one hundred when the second newsletter was mailed in October 1982. A bank account was initiated with a \$25 deposit, six regional directors and technical advisor were appointed and paperwork was initiated to incorporate the Association. Seven state representatives were added in December 1982 and our initial members meeting was held during 1983 Daytona Bike Week. Plans were being formulated for our first National Rally, which was held June 13-16, 1983 at Prairie Creek near Rogers, Arkansas.

Our newsletter, which had originally been called the Sabre Tattler for the 1982 issues, was changed to the V-Forum beginning with the February 1983 issue. Our May 1983 issue showed that we had 296 members in 44 states and 3 foreign countries, plus 120 prospects in 37 states and 5 foreign countries! We had nearly 100 persons at that first rally, with Gary Christopher and a couple of other folks from American Honda, plus Joe Boyd from Honda R & D. Gary's wife, Peggy, was our unofficial photographer for that first rally! We registered folks at an open picnic table and most folks camped. We performed technical sessions showing members how to adjust valves, steering head bearings and other similar tasks. Spearheading work in preparation for this rally was Moose Musteen, South Carolina Regional Director and member #0004.

Locations for subsequent STAR (Sport Touring Association Rendezvous) events included Aspen, Colorado in 1984; Galena, Illinois in 1985; Lake Tahoe, California in 1986; Cruso, North Carolina in 1987 (our first rally with Honda demo bikes); Fairfield, Pennsylvania in 1988; Wakefield, Michigan in 1989; Kerrville, Texas in 1990, Mammoth Lakes, California in 1991; Avon, Colorado in 1992; Helen, Georgia in 1993; Nashville, Indiana in 1994; Avon, Colorado in 1995 and Davis, West Virginia in 1996. Incidentally, the name STARReview for our newsletters was suggested by Ohio member Jack Woodruff and the new name was used beginning with the January 1987 issue.

The V-4 designation was dropped from the club name in December 1986. We began to shift our focus to include not only other Honda models but also other brands. Here's what Ambassador Alex Dudley had to say in the December 1986 newsletter...the Association's greatest appeal, to those members who get the most out of their involvement, is the people we meet and the experiences and relationships we share. The quality of the membership experience has been and must continue to be based on the people orientation of the Association. Without this we will become just another owner's group advertising occasionally in the back of a motorcycle magazine...for now we have to attract new members in a changing environment which appears to be evolving, both in terms of what Honda has pending for 1987 introduction and what the other manufacturers are producing, into a growing interest in SPORT TOURING and sport touring machines.

...Nor should we strictly limit ourselves to members who own one brand of motorcycle. We have learned the value of having members who are not Honda V-45 owners. The most important qualification for membership has to remain an interest in sport touring and in sharing that interest with other riders. However, I don't think we can afford to discount the tremendous importance that a brand affiliation has to our continued success. We need to maintain our affiliation with Honda.

Through the years, the members that have stayed with us have been those that have become involved in some way in the Association. Canadian Ambassador Ray Snowdon likes to call it pushing the boat out. If you have been relatively inactive, resolve to change that, starting today. Write or call a member; arrange a meeting; or attend an event located near or far away. As motorcyclists, we are always looking for excuses to ride. Become a more active member and you'll come away a winner!

The most important aspect of the HSTA is our membership! Whereas other organizations tend to be corporate, stiff and impersonal, the Honda Sport Touring Association is informal, friendly and full of wonderful members who would like an opportunity to meet you! Lynn and I count many of our very best friends among the HSTA membership and through the years we have shared numerous experiences that we will remember always.

I end this article with a comment from my first newsletter article: A person with true friends is rich indeed. My association with motorcyclists through the years has endowed me with many wonderful friends, some of whom I see only once in a great while. However, this is truly one of

the benefits of riding out into this country of ours! I hope to meet each one of you in the coming months (and years) and I trust that you will form some lasting friendships as a result of belonging to the Honda (V-4) Sport Touring Association.

Be careful out there and God Bless.

Dana (the Fossil) Sawyer....Lynn and Laura also

RISKS

To laugh is to risk appearing the fool.

To weep is to risk appearing sentimental.

To reach out for another is to risk involvement.

To expose feelings is to risk exposing your true self.

To place your ideas, your dreams before a crowd is to risk their loss.

To love is to risk not being loved in return.

To live is to risk dying.

To hope is to risk despair.

To try is to risk failure.

But risks must be taken, because the greatest hazard in life is to risk nothing.

The persons, who risk nothing, do nothing, have nothing and are nothing.

They may avoid suffering and sorrow, but they cannot learn, feel, change, grow, love, live.

Chained by their attitudes, they are slaves; they have forfeited their freedom.

Only the persons who risk are free.

- Author unknown

Best wishes for safe riding from the Sawyers,

Dana Laura Lynn

ABOUT THIS GUIDE

This guide was created to be a source of information for individuals performing a leadership role in the HSTA. It is intended to be a reference for both procedural items as well as pointers on specific aspects of organizational leadership. For the new leader, be sure to read the section on Liability and Risk Management.

WHAT IS THE HSTA?

HSTA is an acronym for The Honda Sport Touring Association, Inc. (formerly The Honda V-4 Sport Touring Association, Inc.) The association was founded in 1982 and is chartered by the American Motorcycle Association.

The HSTA is an I.R. Code Sec. 501 (c) 7 (non-profit) organization that provides mutual assistance and fellowship to sport touring enthusiasts. The HSTA is not charitable or educational and therefore donations to and expenses incurred on behalf of the club have no special tax treatment or status except that all income and expenses directly related to member services are not taxable. HSTA is a voluntary membership organization.

The primary purpose of the organization is to bring together riders whose focus is motorcycle sport touring regardless of type or brand of motorcycle.

TIME COMMITMENT

The word “voluntary” is key as to a person’s ability to succeed or fail as an HSTA leader. Not only do you have to remember your time is given freely, but everyone you deal with in HSTA also gives their time free and when the demands become too high, we achieve what is referred to as “Burn Out”.

It is important to understand that accepting a role in the HSTA requires commitment to the responsibilities that come with it. If you can organize your time and delegate projects with the proper diplomacy and you have good people behind you, then expect 2 to 4 hours a week to develop and operate a successful program.

These are only estimates. For example; during an event or non-event week, you may devote every waking hour to the HSTA and then lay off for a while. Again, it has to work with your schedule. Each individual will have to determine and justify their time to HSTA.

As a volunteer, encourage other people to volunteer. It allows everyone to have more fun and is the crux behind the organization growing and remaining healthy.

LIABILITY AND RISK MANAGEMENT

Liability is a legal term for responsibility or “legal obligation”. Liability can be incurred under practically any circumstances and is often connected with an image of authority. Authority implies responsibility and when you are responsible in a social context, you may become liable in a legal context.

Liability is sometimes aggravated by a perception of assets. Plaintiffs’ lawyers are not always seeking justice. Sometimes, they are seeking money and their aggression can be directly related to the assets that they know or believe the defendant possesses. Suits are not directed so much at whom is to blame but rather toward whom can pay.

Liability is most directly connected with risk and risk, to a certain extent, can be managed by conducting business and events in a responsible manner. Thus, it is important for leaders in the HSTA to, in good faith, manage their activities in a professional manner.

To help understand your role and ways you can manage risk; it is requested that all HSTA leaders attend an AMA Risk Management Seminar. Also, the HSTA encourages all major events to be an AMA sanctioned. Refer to the [Guidelines for Sanctioned HSTA and AMA Event Planning](#).

HSTA BY-LAWS

- 1. NAME** – The name of this organization shall be the “Honda Sport Touring Association”, hereafter also referred to as “HSTA” or the “Association”.
- 2. LOCATION** – Membership records are kept by the Membership Director. The Association’s checking account and financial records are maintained by the Treasurer. The national headquarters is wherever the current president resides.
- 3. TYPE** – The Association was founded by Dana Sawyer and is chartered with the State of South Carolina. It was incorporated by the Secretary of State (South Carolina) on November 17, 1982. The Association operates as a I.R.S. Code Sec. 501(c) 7 (non-profit) organization.
- 4. PURPOSE** – The organization exists for the purpose of providing mutual assistance and fellowship to sport touring enthusiasts, principally (but not solely) on Honda motorcycles.
- 5. INDIVIDUAL RESPONSIBILITY**– Members are required to sign the release on the reverse side of the membership card, on the application and on the renewal form. Included in the application and renewal are liability releases and statements certifying that the member is in compliance with his/her state’s financial responsibility laws regarding the carrying of proper insurance. Attendees of AMA-sanctioned events (such as STAR) will be required to sign the AMA liability release statement..
- 6. OFFICERS** – The Association’s officers include the Executive Committee and National Officers. The purpose of the Executive Committee and the National Officers are to support and promote the HSTA and motorcycle sport touring.
- 7. EXECUTIVE COMMITTEE** – The Executive Committee (EC) may include any national officer as defined in section 9 of this document. All members of the HSTA EC are required to be members of the American Motorcyclist Association (AMA). The EC is the decision making body of the Association. All members of the EC (except the President) are appointed by the President upon the simple majority approval of existing EC members. Terms of all officers are for two years, renewable on the basis of satisfactory performance. The President is elected for a two-year term upon a majority vote by the EC and National Officers. At the time of appointment, the President must have been an HSTA member for at least one year, must currently be a member of the EC, a National Officer , or State Director for at least 6 months and must have attended at least one National STAR within the last 3 years and be an AMA Member. The President may be removed from office by the EC with a simple majority vote. Reports of resignation intentions must be given to the EC in writing. It is the sole responsibility of the EC to inform the general membership of changes in the President’s office. Officers may serve up to three consecutive two-year terms. This limitation may be waived by a simple majority vote of the EC. Termination authority for all offices rests with the President upon the advice and consent of the EC. All EC members report to the President on a regular basis. All EC officers shall present an annual report at the annual EC meeting. All EC officers will contribute to the STARreview at least once every three months. Each EC Officer who has expenses shall provide budget information to the President upon request. EC members may (and are encouraged to) have others assist them in their responsibilities. Assistants do not have EC voting privileges. It is the responsibility of the EC officers to communicate any appropriate national

level correspondence to any members who may be assisting them. There will be at least one EC meeting a year and each EC member must attend a minimum of one EC meeting a year

- 8. NATIONAL OFFICERS** - The National Officers include all HSTA Executive Committee members and National Staff as listed in the current edition of the HSTA blue book. All National Officers are appointed by the President upon the majority approval of the EC. Terms of all officers are for two years, renewable on the basis of satisfactory performance. Officers may serve up to three consecutive two-year terms. This limitation may be waived by a majority vote of the EC. Termination authority for all offices rests with the President, upon the advice and consent of a majority vote of the EC.
- 9. State/Area Directors** – State/Area Directors are appointed by the Vice President upon the advise of the President and at least on EC officer. They are responsible for serving as points of contact, information and assistance for members and for assisting members in publicizing/promoting the Association within their particular state or area.
- 10. ANNUAL MEETING** – The annual business meeting is conducted in conjunction with the National STAR (Sport Touring Association Rendezvous). The date, time and agenda will be publicized in advance in the STARReview issue which is received by members at least one month prior to the annual National STAR.
- 11. MEMBERSHIP VOTING** – Items of business deemed by the President or the EC to require a vote of the membership will be published in the newsletter along with a ballot. Ballots will be collected and tallied by the Treasurer. A valid membership vote must, at a minimum, consist of receipt of at least 25% return of qualified ballots from the membership eligible to vote at the date of the balloting. A simple majority of written votes cast by mail and received within 30 days will determine the decision.
- 12. MEMBERSHIP** – A membership fee is assessed annually, subject to renewal as indicated on the membership card. Memberships are for one year (twelve full months) following the date of initial application processing, with similar periods for renewal. Discounts are available for multiple-year renewals. Membership in the HSTA is open to all sport touring enthusiasts. The following classifications of membership are offered: **Regular Membership** – all owners of sport touring motorcycles, regardless of brand or model. Full benefits: voting rights, right to hold office, membership card, pin, decal, twelve issues of STARReview, Blue Book, member’s state newsletters and the privilege to attend all functions. **Member of Household** – spouse, family member or riding partner living at the same address of a regular member. Full benefits except no blue book, STARReview and State newsletters. **Dealer Member** – same benefits as a regular member plus special mention in the Blue Book. **Sustaining Member** – Any member wishing to support the Association above the normal membership level. Full benefits, plus 10% discount on all HSTA products, registrations of official HSTA events (STAR’s), special recognition in the Blue Book and an HSTA T-shirt. **Merchant Member** – Any national motorcycling sport related merchant wishing to support the Association above the Sustaining Membership level. Full benefits plus, membership certificate (suitable for framing) six business-card size ads in the STARReview issues of their choice, one business-card size ad in the annual Blue Book, special recognition in the Blue Book and HSTA T-shirt.

- 13. USES OF FUNDS** – **There are** no salaried officers. All funds are used to provide for the member's benefits to which they are entitled. Normal operating expenses of the EC will be paid from the treasury as funds are available upon presentation of adequate documentation to the Treasurer. Official telephone calls and postage incurred by the EC will be paid from the treasury as funds are available, upon presentation of adequate documentation to the Treasurer. State/Area Directors mailing printed materials (newsletters) will be reimbursed for the cost of printing (or copying) and postage upon presentation of a copy of the printed material and a bill to the Treasurer up to a limit of 24 mailings (including 12 newsletters) to their constituents during a calendar year. All profits from the sale of merchandise will go into the national treasury. All profits from regional and national STARS will be transferred to the national treasury within two weeks of completion of such event. All equipment purchased with HSTA funds are the property of the Association.
- 14. FINANCIAL STATEMENT** – An annual financial statement will be published in the STARReview.
- 15. INSIGNIA** – The Association logo, the name (Honda Sport Touring Association), the newsletter name (STARReview) and the acronym STAR (Sport Touring Association Rendezvous) are property of the Association. They are for official use only and may not be used for any other purpose. Their use on items for resale to members must be approved by the Product Director upon advice and consent of the President as necessary.
- 16. STAR** – The National STAR (Sport Touring Association Rendezvous) will be held annually during the summer months. The use of the STAR acronym to promote national events (STAR) and regional events (such as NESTAR, EASTAR, WESTAR, etc.) will be permitted only for events covered by appropriate liability insurance. Regional STARS will not be held within 21 days of the National STAR.
- 17. MEMBERSHIP LIST** – The list of members printed in the Blue Book or the STARReview is not to be used for solicitation or other purposes without written permission from the President and Vice President.
- 18. REPRESENTATION** – No one is authorized to represent themselves as an agent of this Association except insofar as this is confirmed in the newsletter and/or letters sent over the President's signature.
- 19. BY LAW CHANGES** – The By-Laws shall be published once a year in a winter month issue of the STARReview. Any member can propose an amendment to the By-Laws. Proposed amendments shall be submitted to the President. Proposed amendments that do not comply with the IRS code Sec 501-7 will not be processed. Amendments to the By-Laws require a vote of the membership as defined in Section 11 herein.
- 20. DISSOLUTION** – In the event of dissolution of the Association, all assets after outstanding bills are paid shall be transferred to a qualifying charity. This by-law paragraph is irrevocable.

STATE MEMBERSHIP DEVELOPMENT

Selecting State Officers

- Choose both a state director and newsletter editor. There's enough work for two people and it's a real advantage to your club. Be sure that they work as a team.
- Choose a state director who recruits well, is organized, enjoys riding and enjoys people.
- Have a newsletter editor who recruits other writers and writes only as necessary. He or she should edit a lot and write a little! That's why the position is called an "editor".
- It's helpful to have a state director and newsletter editor who uses computers and e-mail.
- Plan to change leadership at least every 2-3 years. People burn out, but they will come back after a rest.

Operating Tips for State Clubs

- Hold at least two meetings a year; the first in the early spring to get a ride calendar and one in the fall to socialize and discuss how the year went. This second meeting is also a preplanning meeting for the spring.
- It's generally better to meet in a home or business conference room so you can spread out maps and stay for several hours. Most restaurants won't let you do that.
- Establish a good ride calendar at the beginning of the year that has ride destinations, ride coordinators and dates chosen. Involve as many members as possible to get wide support.
- Have "Rain Rules" to automatically reschedule rides in the event of bad weather without the need to call or write folks. (See the example at the end of this discussion.)
- Develop a few reasonable "Rider Guidelines" that have an emphasis on fun and safe riding. (See the example at the back.)
- Develop "Ride Coordinator Guidelines" (See the later example.) The Coordinator provides maps, holds a preride briefing, arranges stops, makes sure people are accounted for .. etc.
- Use ride maps with route, rest stops and lunch locations shown. Include a liability disclaimer statement on the map. Also do a preride briefing on the ride plan.
- Arrive for rides early and socialize. Sign up potential members for your club's mailing list.
- The attributes of a good club are also attributes that help with recruiting.

Retaining Members

- Consider the "leaky bucket theory" of volunteer membership. Members come and go all the time. If more members stay and you recruit a few, then the club's membership will grow. How much growth you want depends on the group's philosophy and how much effort members put into recruiting, but the group will need some new members just to stay even.
- Build the loyalty of existing members by operating a club that works well and is fun!
- HSTA is a volunteer organization. People come to it because they can get something and because they can give something. Provide them with both the benefits of membership and the opportunities of personal growth that comes from helping with club activities.
- Treat all members as potential officers, because they are.

- If you are a club officer, spread your attention around. Talk to members that you don't normally talk to. Stay in touch with as many members as possible not just a few regulars.
- Most people want to socialize a little as well as ride. Try for a balance of both on each event.
- Encourage a riding program that has variety (i.e. day trips, overnights, dual sport, lunch rides, Saturday vs. Sunday, different parts of the state ...etc.). Get an idea of the general preferences of the group in doing the planning for the year. Involve as many members as possible in the planning. Make this enjoyable.
- Theme rides can be fun. Focus on topics such as history, geology, twisties, sight seeing, river rides, mountain highs, observatory tours...etc.
- Use many different ride coordinators. Get their commitments on the ride calendar. Spread the duty around and develop your members.
- Ask for help on club organizing work. Spread your requests around; don't use the same people all the time. Try some new folks.
- Consider ride coordination and newsletter contribution as the training grounds for officer and newsletter editor positions. These people have shown that they are organized, responsible and can correctly carry out a task.
- Encourage eating and staying overnight in common places so the group gets to know each other better.
- Go out of your way to welcome new members and their riding partners. Send a quick welcome letter to new members.
- Call or write members that you haven't heard from for a long time.
- Use the Check-Point, the national member list, to determine riders whose memberships have expired. Call or write to see if they really might still have an interest in the group. If possible, find out why they quit.

RECRUITING NEW MEMBERS

- When a member meets a prospect, ask if the prospect would like to be on the group's newsletter mailing list for a few months. If they do, then get their name, address, phone number, email...etc. Carry a short easy form for this. Send the newsletter for one month along with an "Invitation to Ride" brochure.
- Encourage all members to be friendly and recruit for the club.
- Develop dealer and salesman relationships in several cities and with several dealers so they will help you recruit.
- Purchase from local dealers. Sometimes they will give the group a 10% discount. This is worth asking for and provides another member benefit for being in the HSTA.
- Word of mouth from people that have ridden with you or know members of the group is a powerful advertisement. Work to make it a good advertisement.
- Use the HSTA "Invitation to Ride" recruitment brochures for placement at local dealers.
- Go on dealer sponsored rides and recruit there too.
- If your newsletter is good, members will copy it and pass it on. It becomes a recruitment tool. It will also build loyalty with existing members!
- The state director, newsletter editor, and other members should take along a few extra newsletters for new prospects they meet on rides.

RIDER GUIDELINES

NO RULES, JUST GUIDELINES.

- Each rider is totally responsible for their own safety and correct operation of their motorcycle. There may be vehicle or other physical hazards on the road. Each rider must be prepared to deal with these.
- There is no ride leader. There is a ride coordinator, but no “leader” on the road.
- Each person should ride at their own pace. Some riders like to go faster and some enjoy a slower pace. Ride at a pace that is comfortable and safe for you. The group naturally breaks up into smaller groups of 3-5 people that have similar riding styles and pace. Choose a style or group that suits you.
- The rides are for enjoyment and not competition. Don’t let your ego get you in over your head. The club wants you and your bike to be unscratched after every ride!
- There is no ride formation. However, you should keep a 2-4 second or greater interval between yourself and the rider ahead. You will ride better if the taillight of the motorcycle ahead isn’t filling your whole view.
- In towns, bunching up in groups of 2’s and 3’s makes the group more visible and more compact in the slower traffic. Smaller groups give the cars a chance to pass or move through the whole group.
- Passing other riders and cars is OK if done safely and courteously. Pass when you judge the conditions are safe. Think independently. Avoid passing just because the person ahead did. It may no longer be safe.

Ride Coordinator Guidelines for Organizing a Ride

- Choose a ride you’d like to coordinate, route, day, time and lunch location. Let the state director and the newsletter editor know early (a few months if possible) so the ride can be announced.
- Prepare a map for the riders with the route and stops marked.
- At the beginning of the rides, explain that each rider is totally responsible for their own safety and correct operation of their motorcycle. Each rider should be prepared for any road hazard. Encourage safe riding.
- There is no ride leader. There is a ride coordinator, but no “leader” on the road.
- Identify regroup and lunch spots. Stop every 1-2 hours to rest and so slower riders or late starters can catch up.
- The coordinator checks the rider count at these stops. Remind the group that if any one leave or takes another route, that rider should let the group know. It shouldn’t be necessary to look for a rider who’s not really in need.

“RAIN RULES”

A number of rides get canceled at the last minute because of bad weather. When this happens, automatically assume the ride is rescheduled exactly one week later with the same ride coordinator. If the coordinator is unable to lead, he or she should find someone to take their role. The procedure avoids lots of phone calls, mailings and emails.

*This set of ideas and guidelines are provided by Ed Kist, Agile Management, Inc. for use by HSTA organizations. Use by other organizations is prohibited without prior written authorization from Agile Management Inc. Albuquerque, NM 87111

MEETINGS

The HSTA is not a strong proponent of regular meetings outside of riding events or social get togethers. There are exceptions; committee meetings prior to a big event are critical for effective planning and preparation.

Getting positive results from a meeting whether you run it or attend it, is an important skill that all the HSTA leaders need to develop. As an individual handling the meeting it is your job to get opinions, ideas, suggestions and facts voiced and on the floor during the meeting within the scope of business at hand.

Meetings can and should produce acceptable plans, worthwhile goals and profitable decisions and foster a climate that encourages teamwork. If you plan a meeting, make sure it is for a specific reason and use these guidelines to help you be prepared.

HAVING EFFECTIVE MEETINGS

PREPARE

- Set goals and accomplishments for the meeting.
- Arrange for a convenient meeting location well in advance
- Give at least two weeks notice, include specific location, time, date, contact #, map
- Collect and prepare materials and handouts.
- Develop and write down an agenda: Review of minutes, Reports of standing committees, Reports of Select Committees, Unfinished Business, New Business and Good of the Association.

CONDUCT

- Limit or eliminate alcohol
- Start on time
- Take minutes
- Review previous minutes and action items
- Outline what you want to cover
- Recognize visitors
- Follow your agenda
- Ask for ideas and then submit yours
- For controversial subjects, let everyone have their turn to speak one at a time
- Maintain order.

OVERVIEW

WRAP UP

- Ask if you have forgotten anything
- Restate any decisions or plans made
- Make sure anyone who has taken a job or responsibility knows what it is
- How can meetings in the future be improved?
- End in less than 1 ½ hours

SOCIALIZE

- Socializing is a very important aspect of the meeting. Allow a time for socializing before and mainly after the business meeting.

SECRETARY'S DUTIES

- Record and maintain all minutes of meetings.
 - Minutes are to be accurate, contain all pertinent motions and key discussions and be kept as brief as possible.
 - Motions are to be stated exactly and include who submitted them and vote outcome.
 - A summary of the key points of discussion or justification for the motion may be included.
- Prepare and distribute minutes to meeting attendees.
- Maintain minutes from each meeting for the month along with copies of material reviewed during the meeting.
- Maintain an updated copy of the National By-Laws and Constitution.

The common bond of the HSTA is riding and social camaraderie. This organization thrives by members taking the initiative to sponsor activities that cause members to come together. This section provides helpful hints on preparing for events.

If your event is to be AMA Sanctioned, you must follow the Guidelines for HSTA and AMA Sanctioned Events within these documents. This section does not replace this guide but should be used in conjunction.

The content of this section gives an idea of things that should be considered when sponsoring an activity. Keep in mind that not everything here will apply to your activity. If you are planning on establishing an annual Sanctioned Event or a STAR, it will be of great benefit to you to counsel with someone in the organization that has experienced sponsoring such an activity.

A Process for Success

1. Plan a least six months ahead to give ample time for advertising and getting things organized.
2. Select a chairperson with drive, enthusiasm and diplomacy for larger activities. This person must be able to keep people working together and happy and can decide what if any subcommittees are needed.
3. Plan a budget using the Standard HSTA Event Budget Form. Charge fair and reasonable admission and be reasonable on food and beverage.
4. Advertise early to maximize attendance. Place flyers in motorcycle shows, parts stores, etc. Make sure the flyer has complete information; date, time, place, directors, prices, events.
5. Make sure you get all your supplies a week before the event.
6. Delegate the workload during the event and let people who are assigned their jobs, do them. Make a list of jobs arranged in shifts and give everyone some time to kick back.
7. Attitude is **ALL IMPORTANT**. Positive attitude will create a successful event (smile). Put your best foot forward and thank people for coming. "Please" and "Thank you" are your most important words.
8. Use a checklist. One is provided in the forms section. Anticipate problems and have plenty of supplies.
9. Have two people in charge of money and paying bills. Get receipts and do not pay cash.
10. Run your event rain or shine and **HAVE FUN!!**

Standard Event Budget Form Instructions

The form is designed to be used in the planning stages of the event and should be completed by the event committee as soon as possible. A copy of the form, together with any explanatory comments should be made available to the National office as soon as it is completed.

The following is an expanded definition of selected line items and is intended to assist event planners in estimating event expenses.

SPECIAL COMMITMENTS - Any allocation of event proceeds such as benefit runs, Ride For Kids, split proceeds to combining states and allocations to the National office should be clearly indicated and approved in the planning stages.

LOCATION FEES, RENTAL – Facilities rental such as specific insurance requirement, direct fees and/or percent of gate receipts. Special requirements of the site must be included in this category.

TICKET PRINTING, WRIST BANDS – Printing, production and supplies.

FLYER COSTS, MAILING – Special art work, mailing costs and the logistics of distribution.

ADVERTISING – Any special advertising outside of flyers and STARreview such as motorcycle magazines, radio, newspapers, etc.

INSURANCE COSTS – The national office should be contacted to determine the cost of event insurance.

PAID GATE AND OPERATIONS PERSONNEL – Discount or free gate fees for operations people or guests of honor.

FOOD, AND/OR GUARANTEE – guarantee/deposits, food, beverages, eating utensils, condiments and paper products. This area is the most financially abused and requires careful estimates.

REFRESHMENTS, AND/OR GUARANTEE – see above.

DOOR PRIZES – Merchandise given away that will be purchased.

EVENT PRIZES - Trophies, plaques and merchandise awards.

CLEAN-UP – Trash removal fees required by the facility.

SUPPLIES AND ETC. – Miscellaneous sign and site materials. Example, roll of duct tape, poster-board....

PORTABLE RESTROOM FACILITY RENT – Fees required to rent such facilities

OTHER – Significant items not covered under the standard line items.

RAFFLE TICKETS – expected proceeds from raffles, 50/50 pots, etc.

SPONSOR FEES – Proceeds from sponsors.

FOOD, REFRESHMENT SALES – Proceeds from food or refreshment sales.

FIELD EVENT/BIKE SHOW FEES – Proceeds from special event fees.

VENDORS COMMISSION – Sales commissions charged vendors at an event.

Advertising and Promotion

Helpful suggestions on preparing your advertising flyer.

1. **WHAT?** Type of event (poker run, field events, music, second annual) anything special to the point, keep it short and simple.
2. **WHO?** Make it large enough so people will know who is presenting the event. Always identify HSTA!
3. **WHEN** is this happening? Making the dates and important **TIMES** visible.
4. **WHERE?** Tell the people where this event will take place. This should also be large. Directions should be placed at the bottom.
5. **EVENTS.** This is where you give the people reasons to attend. What they will get for their money or involvement. Prizes to be given away (cash, helmets, trophies, etc.) Food and/or drink availability.
6. **HOW MUCH?** Admission price (members/nonmembers).
7. **FOR MORE INFORMATION...**this is **VERY IMPORTANT.** People need a telephone number and name for more information.

Artwork

Artwork of some kind will get the attention of someone just glancing at the flyer (especially when it is next to others). You are trying to get attention and this is one of the best ways to do it.

Flyers need to be ready 90 days before the event to be included in the STARreview. You must have a professional flyer, not a rush job. Remember that this will be the first impression of your event.

Promotion

If you plan a special promotion to communicate the HSTA, preprinted material, banners, association flag and booth display can be made available. You should contact an EC officer for guidance. Examples of promotional events that are excellent for presenting the HSTA is motorcycle shows, auto shows, etc.

Radio

1. What format does the station require? Live, interview spots? Prerecorded messages? Scripts for their personnel to read?
2. How long should the PSA's last? 10,20,30,40 or 60 seconds?
3. Who will write the copy? Should you submit information, or attempt to write a script?
4. Will the station provide production services, such as sound effects or background music? Should you bring tapes?
5. How much lead time (time between first notice and required air date) do they require?

Television

1. Who will appear on screen - you or a station announcer?
2. Do you need to prepare a script or will the station take your information and do the writing?
3. Will the station want to dramatize your message?
4. Can they use background video footage of your activity?
5. Will the station provide production services such as remote film crews, studio effect, and graphics?
6. If you are providing videotape, what size do they need: ½" (VHS), ¾" (U-Matic), 1", 2" reel?
7. Can they use 35mm color slides, or 8 x 10 matte (dull) finish photographs? Should you restrict pictures to horizontal images?

Talk Show or Interview Guests (Radio or TV):

1. How long will you be on the air?
2. Does the host/interviewer need preparatory material, such as info sheets, biographic sketch, and copy of book or pamphlet, list of questions and answers?

Media Releases

The following process should be used in the preparation of materials to the media:

1. Use plain white stock, 8 ½ x 11 inch business size paper and type on only one side.
2. Double space the copy, using upper and lower case letters. Frame the copy with generous margins. Indent each paragraph with five spaces.
3. In the upper left corner, single-space type your name, address and telephone number.
4. Always type "FOR IMMEDIATE RELEASE". Indicate "Hold for Release" and the date if you submit copy early. However, don't expect the editor to act as a filing clerk by sending it in long before the event.
5. Include the date on all material sent. Use date release is written, include in upper right corner.
6. The heading is usually left to the editor. Leave space on release for headline. If you can compose a succinct, catchy phrase that captures the essence of the release, use it.
7. If there is more than one page to release, write "MORE" at the bottom of the page. Don't end a page in the middle of a sentence or paragraph. "Slug" each page as the first (Upper Left, Date, Topic page number). Conclude release with an end mark #####.
8. Proofread, never staple the pages, avoid cover letters, have it arrive on or before media deadline.

ALWAYS HAVE MORE THAN ONE COPY OF THE RELEASE FOR YOUR FILES.

The HSTA lives and breathes by the donations of time and resources from its membership and leaders. At the same time we try to cover regularly occurring expenses required to keep the club growing and thriving. For the most part, only expenses for the monthly newsletter are subsidized. The subsidy is designed to insure all expenses associated with issuing a two page double-sided (plain white paper) newsletter are covered. Exceptions do occur (for example a state this is planning STAR) but be sure to discuss any expenses you expect reimbursement for with the Treasurer before committing funds.

Keep in mind that our effort to control costs is to help us keep membership dues low and direct funds to bigger and better riding events.

Examples of reimbursable expenses:

- Expenses incurred for newsletter printing and postage (two 8 ½ x 11) pages front and back plus one ounce first class postage.
- Postage or shipping expenses of club materials.
- Up to \$50 for flowers or donations to a member or member's family for a related death in the family.

Examples of expenses typically not reimbursed:

- Telephone expenses,
- Internet or on-line service access charges,
- Meal expenses for regular or casual get togethers.
- Travel expenses to a special motorcycle related meeting such as the AMA Risk Management Seminars.

Expense Reporting

An example of a suggested format for submitting State Director Expenses is included in the forms section, however, it is not mandatory. To insure proper reimbursement of expenses and/or the appropriate subsidy, the following information must be included with the Expense Report.

1. Copies of all receipts,
2. A summary of the expenses with a total,
3. Total count of newsletters produced and mailed (when applicable).

INFORMATION FOR AMA SANCTIONED EVENTS

(Revised from the January 1997 version by Jim Petersen)

WHAT IS THE HSTA?

The term HSTA is an acronym for The Honda Sport Touring Association, Inc. (formerly known by all as the “Honda V-4 Sport Touring Association, Inc”). The HSTA is a not-for-profit membership organization which provides mutual assistance and fellowship to sport touring enthusiasts. We are charitable or education and therefore donations to and expenses incurred on behalf of our club have no special tax treatment or status, except that all income and expenses directly related to member services are not taxable.

The HSTA is a **voluntary** membership organization.

DEFINITIONS

1. Rules & Regulations: This document is intended to provide these guidelines.
2. Chairman: Title of responsible person of a specific event per AMA requirement. This person is normally a member of the Event Committee.
3. Coordinator of the Event: The individual(s) identified as coordinating one of the AMA or HSTA sanctioned and scheduled events approved by the EC and NHEC.
4. Event Committee: Members appointed by the Event Coordinator plus those who volunteer their help.
5. NHEC: The National HSTA Event Coordinator. Will be discussed more later in this document.
6. AMA Event Kit: A kit containing all necessary AMA and HSTA documents and instructions pertaining to what to do before, during and after the event. This kit is prepared by the NHEC and must be returned or sent to the next person designated in the kit documentation.
7. Referee: The individual designated for submitting the “Referee Report” to the AMA within 14 days after the event. This person **MUST** know the Risk Management Rules. The address will be given later in this document.

ICO: Insurance Communications Officer. This person is someone at an AMA Sanctioned Event who communicates with the NHEC prior to the event to ensure all sanctioning documentation, the appropriate AMA requirements are to be at the site of the event and the HSTA Event Kit is received and sent to the next Event on the schedule found in the kit. The OIC is charged with ensuring all AMA requirements are met. These are, but not limited to Referee Report, Injury Report; ensuring the yellow “Statement of Liability” posters are posted. The OIC is normally the

Coordinator of the specific event, but can be assigned to anyone on the event committee. This person MUST know the Risk Management Rules.

HOW THE HSTA SYSTEM WORKS

HSTA Sanctioning Event Rules:

1. No national events held next to neighboring State events at the same time
2. No state events held next to neighboring state events on the same date
3. Exceptions to these will be charity events (Ride for Kids, Toys for Tots, etc.)
4. There are two (2) types of SANCTIONED EVENTS:
 - HSTA Sanctioned Event – (formerly referred to as a “non-event”)
 - AMA Sanctioned Event – (automatically makes this an HSTA event)
5. AMA Sanctioned Events have liability insurance paid for by the HSTA. There are some additional requirements you MUST meet. Most of those requirements are listed below. Contact your National HSTA Event Coordinator (NHEC) for more information.

Non-HSTA members attending an AMA Sanctioned Event MUST complete a membership applications and pay a one year membership fee. Membership fee counts toward any registration fee being charged.

GETTING THE EVENT GOING

Let's think about quality events and not large numbers. A lot of thought should be put into these dates. What you will do and if you even need to do it. Do not just pick dates and hope something happens. Once a date is sanctioned, you are obligated to follow through with it. Therefore, DO NOT CANCEL... this hurts your credibility as well as ours. AMA Sanctioned Events require a non-refundable sanction fee when requested FOR YOU. By the National HSTA Event Coordinator. HSTA Sanctioned Events do not require any monies, only the forms filled out and submitted to the National Event Coordinator JUST AS someone apply for an AMA Sanctioned event must do.

HSTA ADVERTISING

Once your dates are set, your event advertising starts almost immediately through the schedule that is supplied by the National Event Coordinator to the STARReview. This way all the State Directors know what's happening for the year. Then during the year, at least 90 to 120 days before your event (at minimum) you send the STARReview Editor the information via a memo or your own flyer if you desire to put one together. After the STARReview Editor receives your flyer, the event will be listed in the STARReview newsletter until you have your event.

Put your local event flyers where non-members will see them; gas stations, laundromats, auto parts stores, grocery stores, motorcycle shops, etc. Do the same with your meeting notices as well as your HSTA business card.

If your event is AMA Sanctioned, your poster **MUST** state that it is AMA Sanctioned **AND** the AMA logo **MUST** appear on the poster and/or any other type of advertising your event committee puts together. (See logo page.)

NATIONAL HSTA EVENT COORDINATOR (NHEC)

You should request the forms required for sanctioning well in advance for scheduling purposes from your NHEC. Normally, every State Director will be sent an event Sanction Form and a Budget Form along with the by-laws of the HSTA in September of each year for the following riding year. These forms are for **HSTA Sanctioned Events** (formally called non-events) and **AMA Sanctioned Events** (such as the national STAR). Each year begins by duplicating the previous years scheduled events. You need to let the NHEC know if you will continue to have that same event and fill in the next year dates. “Traditional” events will be given priority, but still **MUST** be submitted to the NHEC in a timely manner. Any new event is most welcome and will be scheduled as noted under “Sanctioning Rules” (see previous pages).

If your event is to be AMA Sanctioned, you **MUST** prepare the formal documentation and submit it to the NHEC well in advance of your scheduled dates. All AMA Sanctioned Events will get **FREE** advertising in the American Motorcyclist Association magazine if you get your event sanction form to the NHEC and it is approved. (See copies of each of the necessary forms in the forms section.)

There are other benefits of sanctioning your event. A sanctioned event helps keep the national event scheduling in control so we don't have HSTA functions happening right next to each other or on the same dates. This can make your event much more enjoyable, because sanctioning also puts a limit on what happens in your area. Sanctioning by someone else in your area also gives you time to go and enjoy other HSTA events. Remember, there are two types of sanctioning (see the section “How the HSTA Works”) and you must choose which one fits your needs. If liability insurance for your protection is a must, then AMA Sanction your event. However, HSTA “non riding” events can take place at any time, anywhere and by any HSTA member(s) and need not to be sanctioned.

HSTA AMA SANCTION KIT REQUIREMENTS

The HSTA/AMA Sanction Kit will be put together by the NHEC. It will contain instructions on how to use it and where to send it next. It is important that the kit be sent to the next destination per the Instruction Memo within a reasonable time frame, normally 48 hours. Each kit instruction/checklist will contain the following:

1. AMA Sanction Authorization Certificate Number
2. Certificate of insurance from _____ Insurance Company, Inc.
3. Additional Declarations Certificate Number
4. AMA "Before, During and After the Event" instruction form
5. Event Budget Form for this event
6. HSTA membership applications
7. AMA Card data recorder with your event data plate installed
8. AMA data recorder cards which must be used for all AMA members attending
9. AMA Release and Waiver of Liability and Indemnity Agreement Forms which must be used for all who attend the event
10. AMA membership applications
11. AMA minor release forms
12. AMA injury report forms
13. AMA road riding referee report form
14. Two (2) AMA Statement of Liability Posters
15. HSTA flag
16. HSTA banner
17. Miscellaneous items with their use identified with an attached note pad

REASONS FOR LIABILITY INSURANCE

Liability:

Liability is a legal term for responsibility. It is legal obligation. Liability can be incurred under practically any circumstances and in recent years plaintiffs' lawyers and courts have been stretching the dimensions of liability. Liability is often connected with an image of authority. Authority implies responsibility and when you are responsible in a social context, you become liable in a legal context. Consequently, when something goes wrong at an organized event, someone may sue the organizer. The organizer, in his position of authority, is responsible.

Liability is sometimes aggravated by a perception of assets. Plaintiff's lawyers are not always seeking justice. Sometimes, they are seeking money and their aggression can be directly related to the assets that they know or believe the defendant has. Suits are not directed so much at who is to blame but rather toward who can pay.

Liability can be exaggerated when the public is involved. When you advertise your event to the public, your liability increases in direct proportion with the number of people you attract, whether they are participants or spectators. Each is a potential plaintiff.

Liability, Risk and Insurance:

However, it would be wrong to suggest that liability is connected only with the other guy, with the amount of public you attract or the aggression of plaintiff's lawyers looking for someone to sue. Liability is most directly connected with risk and risk, to a certain extent, can be controlled by conducting events in a responsible manner. Any attorney can tell you how to totally eliminate liability. It's simple – you simply go out of business. But for most, this is not an acceptable alternative. We choose to continue what we're doing either because it is profitable or because we enjoy it. In other words, we judge the benefits to be worth the risks.

Naturally, our benefits and rewards will increase at the rate we can control and reduce our risks. But we cannot totally eliminate risk and that is the purpose of insurance. Through liability insurance we contract off the risk to a company that will accept a premium fee against the chance that it will have to fund our potential liability. We, the HSTA, have decided to carry AMA liability insurance. Ask your National Event Coordinator for more information.

Only those who can readily pay tens of thousands in legal fees and perhaps hundreds of thousands in settlements and judgments, can afford to assume the risk for their own negligence.

Managing Risk – Reducing Liability:

There is no way to eliminate the possibility of being sued. There are ways, however, to reduce the likelihood of a suit and there are ways to improve your defense if one comes. Your defense begins the moment you open rider registration. You must decide well in advance if you want the Risk Management and insurance offered by the AMA. Again, ask your National Event Coordinator for more information.

Require Discipline:

As the organizer of an event, you and specifically the person you assign as the Event Referee, carry an enormous responsibility. You will have to exercise sound judgment and practice fairness. While your objective is to provide an enjoyable event, efficient administration will depend upon respect for your authority.

The kind of participant or spectator who won't follow the rules, who questions your decisions unnecessarily or who defies the authority of you and your authorized personnel is likely the type of person who will file a suit. Under these circumstances, politely and immediately refund his admission or entry fee, as well as his new HSTA membership monies if included in his admissions and ask that he leave the event and the property immediately. Legally, you have just changed his status from "invitee" to "trespasser" and you've significantly reduced your liability toward him and the others who choose to cooperate and have a good time. **THIS INFORMATION IS VERY IMPORTANT TO KNOW AND FOLLOW.**

IDENTIFYING AMA REQUIREMENTS:

The context of the AMA requirements below can be found in the AMA booklet titled “Liability and Risk Management for Clubs and Promoters” that can be obtained when attending an AMA Risk Management Meeting/Workshop in your residence AMA district. Contact your NHEC for a copy of this important booklet or simply use the information below as your guideline.

Risk Management Meeting/Workshop:

1. This meeting is conducted across the United States generally beginning in the month of November for the next riding season. **THIS MEETING IS VERY IMPORTANT!**
2. The HSTA National Event Coordinator will send out these important meeting notices as soon as received from the AMA to all State Directors as well as anyone requesting the HSTA schedule.
3. **An AMA sanctioned event requires someone who has attended one of these meetings to be in attendance at the HSTA event.**
4. Attending a Risk Management Meeting is **required every two years** and is held in conjunction with the District Sanction Meeting.

The AMA Sanctioning Process:

1. Prepare applications and submit with fees (this is done by the NHEC).
2. AMA verifies insurance.
3. The *American Motorcyclist Magazine* event advertising requires 90 days notification PRIOR to your scheduled event. This is why it is important to get your sanction form to your NHEC ASAP!
4. AMA delivers certificate and data plate to your NHEC up to 30 days prior to event.
5. The NHEC will forward all necessary documentation to the Coordinator of the specific event.

AMA Event Advertising:

There are a few regulations governing the advertising of AMA sanctioned events. First, the AMA sanctioned logo **must be included** on all advertising for any AMA sanctioned event. If the event is not sanctioned, the AMA sanctioned logo **cannot** be displayed on the event flyer, even if the club is AMA chartered. Copies of the AMA sanctioned logo are included in all club mailings, but newly chartered clubs will have to contact the AMA to receive them.

If the event is sponsored by a brewery, their name can be on the advertising. The Road Riding Rules require that “no reference to the consumption or serving of alcohol may be used in any advertising or literature of an AMA sanctioned meet”.

Any advertisement for an AMA sanctioned event may not contain references to non-sanctionable, unsafe or inappropriate activities which may not be covered by event insurance or which could reflect negatively on the AMA or the HSTA in this instance. Final judgment will be by AMA staff. Please check with the AMA if you have any doubts about what to include or omit in your event advertising.

Release and Waiver of Liability and Indemnity Agreement Forms:

Your national HSTA Event Coordinator will be mailed a small supply of release and waiver of liability and indemnity agreement forms with each sanction. These will be found in the *HSTA Sanction Kit* mentioned earlier. It is your NHEC's responsibility to order an additional supply by filling out the supply order form received in the most recent club mailing from the AMA>

The insurance company release is more commonly referred to as an "adult release" form. This release must be signed by each and every adult participant. The insurance company defines a participant as "all persons who are in the restricted area in an authorized capacity related to the meet, or with the permission of someone having authority to permit entry including but not limited to riders, insured invited guests, actual meet officials and other such persons".

To meet this requirement, you need to get all of your club members to sign the release and waiver of liability and indemnity agreement. Once sign-up begins, not only does the participant need to sign, but each of his family members and invited guests must also sign. **THIS IS VERY IMPORTANT**, if a claim is filed by a person who is determined by the insurance company's definition to be a participant and you are unable to produce a signed release form, the claim will be denied by the insurance company's underwriter and you will have no coverage for such claims. **All original releases must be forwarded to the AMA.**

Road and Off-road Minor Release Forms:

NOTE: any adult who is not the parent or legal guardian of a minor who has accompanied the adult to an event **MUST** have a notarized letter from the parents or guardian giving permission for the minor to attend the event. This includes grandparents, aunts, uncles, friends, etc., and pertains to both road and off-road events. The notarized authorization **MUST** be filed with the liability releases. On the minor release and waiver of liability and indemnity agreement, it is imperative that the parents, guardian or the adult who presents a notarized authorization to assume responsibility on behalf of the parents, **MUST** print and sign their name where designated on the releases. The participant's name **MUST** be printed on this release and the release **MUST** be dated on the day the parents, guardian or authorized adult signs the form. This form **MUST** be witnessed by the person working registration.

Remember, the age requirement for a minor release form is the "*legal age of the majority*" this age differs from state to state. A local attorney should be able to assist you if necessary.

Injury Report:

The injury report forms are included with each sanction package. This report is to be completed by the ICO (Insurance Communications Officer). **THIS IS VERY IMPORTANT!**

You must report every injury that is treated or reported to you at the event. **AMBULANCE REPORTS BY THEMSELVES ARE NOT ACCEPTABLE.** They do not provide all the needed information.

When filling out the injury report, most people do not realized how important it is to mark the correct injury boxes. If someone just gets a cut on his head, but is not knocked unconscious or doesn't suffer a concussion, then it is not a head injury. It should be marked as cuts and bruises. If a person gets their back scraped up, it is not a back injury. **THIS IS VERY IMPORTANT.**

Any of the serious injuries as listed on the front of the injury report must be called in to the AMA the first working day following the event. There is a 1-800 number listed on the front of the form for your use. The injury report **must be mailed to the AMA within twenty-four hours after the completion of the event.** Along with the completed injury report, you must include all original releases that the injured parties have signed. If you sanction a road event and the accident occurs on the road, you must mail a copy of the police report in addition to the injury report. **THIS IS VERY IMPORTANT!**

Call the AMA immediately on the first working day following the event to report any accident involving:

- A fatality
- Serious injury (including burns)
- Head injury (including prolonged unconsciousness)
- Neck injury
- Paralysis
- Serious back injury

PLEASE REMEMBER ALL OF THIS AMA INFORMATION IS VERY IMPORTANT.

Call toll-free 1-800-262-5646, extension #_____ (insurance department) or extension #_____ or _____ (sanctioning department) in the event the insurance department is busy. Advise them "I have an AMA Sanctioned Event injury to report..."

Additional Resources:

The American Motorcyclist Association publishes a number of documents you may find useful. They are:

1. AMA Amateur Competition Rule Book
2. AMA Road Rider Rule Book
3. AMA Chartered Club Guidelines
4. AMA Charted Promoter Guidelines
5. Club Management Handbook
6. Guidelines for Flagmen

All are available to members and chartered organizations of the AMA. Items 2, 3 and 5 will be available from your NHEC or may be found in the "HSTA Sanction Kit". If you desire any of these documents, write :

American Motorcyclist Association
13515 Yarmouth Drive
Pickerington, OH 43147

The HSTA Sanction Kit will contain two posters which are the "Statement of Responsibility – Road Riding Events". It is recommended that BOTH be posted, preferably at both ends of your registration table. If you have not received this poster in time for your event, there is a copy of the form in this document and may be copied and posted in its place until the official AMA poster arrives.

NEWSLETTER GUIDELINES

The monthly state or regional newsletter is one of the most critical tools for maintaining contact with members, enthusiasm in the club and promoting local activities. It is intended to be an extension of the STARReview, with brief reports on local events and schedules.

The club subsidizes State/Regional Directors for the reproduction and mailing of the newsletter. This subsidy will in most cases cover all expenses related to providing a monthly newsletter to your membership.

Format and Distribution:

Design and format recommendations are provided to help control costs and help those that are new to publishing a regular newsletter.

- A one page, front and back newsletter is all that is required to maintain communication and keep members aware of local activities.
- Newsletters can exceed the one page design, however subsidies are based on no more than two sheets of paper, double sided (four 8 ½ x 11 pages total) plus one ounce first class postage.
- The newsletter should be sent to members in your state and or geographic region you are representing and State or Regional Directors in adjoining states.
- Copies of each newsletter are to be sent to the following National Officers as listed in the HSTA Blue Book or most current listing: President, Vice President, Treasurer, STARReview Editor, National Membership Director, STARReview State News Editor.
- More and more of our membership have e-mail addresses and prefer receiving regular mail via that format. It is a good idea to ask if they would prefer receiving their monthly newsletter in electronic format. This method significantly reduces mailing and reproduction expenses.

General Content Suggestions:

The Area Director is encouraged to exercise his or her editorial creativity in the monthly communications. Newsletters are displayed annually at STAR and you can browse through them for ideas and creative ways to communicate with our membership.

There are suggested items to include regularly in your newsletter. They are:

- Schedule of local HSTA and non-HSTA riding events with contact numbers or instructions.
- Date, location and contact information for the National STAR.
- Name and contact information of new members as listed in the monthly Check Point.
- Recognize members that participate and or sponsor local activities.
- Local ride articles.
- Safety reminders.

Articles on local rides should be sent to the STARreview Editor for potential publishing.

Why does your HSTA area need a newsletter?

- Communicates ride information to all members
- Develops a sense of group unity
- Gives existing members another item of value for their membership
- Recruits new members
- Entertains (good, interesting writing)
- Recognizes members who help the club
- Identifies writing and organizing talent in the group
- Develops member skills

What should you put into an HSTA newsletter? (Listed in priority order)

- Publish a list of planned rides at the start of the season
- Have a running two month calendar of rides and descriptions in each monthly issue
- State Director's column
- New member interviews
- Member news and interviews (rotate through the member list as you have time). You can pass on information about member bikes, trips, equipment, work changes ...etc.
- Ride reports or ride experiences
- Technical discussions and reports about member preferences for rain gear, luggage, equipment, tires, riding in the rain, cleaning chains ...etc. Quote the individual member's views on these.
- Member equipment for sale ads
- Request for change of address notification locally and nationally
- HSTA purpose and "how to join" section at the end of the newsletter
- Other occasional items:
 - Rain-out recovery plan, "Rain Rules"
 - Rider guidelines
 - Ride Coordinator guidelines
 - Year end satisfaction survey with self-addressed label
 - Survey results summary published one month later (good and bad results)
 - Complete member list, every 3 months

Secrets of a great newsletter:

- People love to see their names in print and read their own writing

- Every ride report should list all the attendees. Weave the names into the report or just include a list. If a spouse/friend attends be sure to talk to that person and list them too.
- Constantly ask different and new members to write ride reports. This builds variety for the reader and commitment from the writer. Some new members won't write at first, but keep checking with them. Some members just don't like to write, so respect that.
- Sometimes it is the spouse or friend who will be doing the writing, recognize them.
- The newsletter editor should not be the main writer. Strive to "Edit a lot, write a little"
- Web pages can help your club, but these don't substitute for a hard copy newsletter.
- Mention members' businesses in the newsletter when you have an opportunity.
- There are only two rules for writing. Mention everybody's name in ride reports. Don't be too cute in the writing. A little jargon goes a long way.
- Thank people for their contributions. Pay attention to them.
- Understand who your members are. Many are re-entry, technically inclined, intelligent and accomplished people whose families are grown.
- Many HSTA members have technical backgrounds and like an organized, segmented approach to the newsletter.
- Find out what your members want to hear about and what kinds of backgrounds they have. A year end satisfaction survey can help.
- Publish the good and bad items from the survey so members know they'll see a return of information for their time spent filling out the survey.
- Make the newsletter sound something like a "rest stop discussion". These topics are what members want to hear about in the newsletter.
- Use graphics, pictures and formatting to break up the "desert" of only written words.
- Use some bolding to draw attention to important information or stimulate interest.
- If you comment in an article, use parenthesis and italics to set off your remarks (*like this -ed.*).
- Use email to quickly and easily communicate and transmit articles.
- Don't edit to perfection. Try for 95% accuracy. Working to 100% takes too much time and energy.
- It's okay to change newsletter formats every now and then. Experiment. Did you inherit the present format and now just use it automatically.
- If you are not a computer expert, it's okay to make the newsletter simpler if that makes it easier for you to get it out. Do what's reasonable. Learn as you go.

What are the mechanics of a newsletter?

- Provide on time delivery at the end of each month for the next month. It's okay to shut down or slow down for the winter.
- When possible, get writers to submit articles and reports early (2 weeks) before mail date.
- Using email helps get articles into the newsletter easier and faster.
- Mailing and copy costs of the newsletters. These vary as postage rates go up from time to time, you may be able to use copying equipment and staplers at our place of business and you may decide to send out fewer newsletters in the winter months.
- HSTA only pays for copying a two sheet (4 print sides) newsletter and stamps, Try to hold to that standard on average. In some months, the newsletters might be longer and sometimes shorter.
- Fold the newsletters' and close the open edge with two paper seals (file folder labels, "permanent" type, cut in 1/2 lengthwise). These are durable and yet easy for members to open.

The results of the 2001 HSTA membership survey are in and have been tabulated by our hard working Treasurer, George Perry.

AGE:

45-54.....	38%
35-44.....	28%
55-64.....	23%
65+.....	7%
18-24.....	4%

GENDER:

F.....	4%
M.....	96%
Married.....	77%

According to the survey, the vast majority of us are males from 35 to 65. I believe the age is correct, but I am sure that our percentage of female members is greater than 4%

OCCUPATION:

Professional.....	34%
Exec/manager.....	25%
Technical.....	17%
Other.....	9%
Sales.....	6%
Craftsman.....	5%

EMPLOYMENT:

Full time.....	81%
Retired.....	16%

INCOME:

\$100,000+.....	37%
\$50k-\$75k.....	26%
\$75k-100k.....	21%
\$25k-50k.....	13%

EDUCATION:

College grad.....	44%
Some college.....	22%
Post graduate.....	20%
High school.....	7%
Vocational.....	5%

Years as HSTA member?

Average.....	5.65
--------------	------

Belong to another club?

No.....	68%
Yes.....	32%

Of those that belong to other clubs, the majority belong to the AMA with HRCA coming in second.

How many yrs. riding?

Average.....	22 years
--------------	----------

The single largest group had 30 years riding experience. Others ranged from 10 with 0 years experience to 1 with 67 years in the saddle!

MOTORCYCLE USAGE:

Sport touring.....	26%
Day tour.....	18%
Overnight tour.....	18%
Sport.....	12%
Commute.....	11%
General.....	7%
With a passenger.....	11%

How many miles/year?

5,000-10,000.....	35%
10,000-20,000.....	31%
1,000-5,000.....	20%
0-1,000.....	5%
30,000+.....	2%

How many miles per day when touring?

300-400.....	33%
200-300.....	23%
400-500.....	20%
500-600.....	10%
100-200.....	6%
600+.....	3%
< 100.....	2%

RIDER TRAINING

MSF Basic.....	36%
MSF ERC.....	45%
CLASS.....	9%
STAR.....	9%
CSS.....	1%

Clearly, our members believe in rider training to "Promote excellence and safety"

PREFERRED RIDING GROUP SIZE:

1-4.....	74%
Alone.....	16%
4 or more.....	9%

I guess we're just not the parade types J

HOW MANY BIKES OWNED?

Average.....	2.65
--------------	------

This ranged from 10 members that owned 0 to 1 person that had 50! Personally, I have several of those .65 Bultacos in the garage now, waiting to be finished.

TYPES OF BIKES:

Sport touring.....	33%
Sport.....	19%
Touring.....	12%
Standard.....	11%
Dual sport.....	9%
Vintage/antique.....	6%
Cruiser.....	5%
Dirt.....	5%

BRANDS OWNED:

A total of 982 bikes were recorded here. The brands listed were:

Honda.....	599
BMW.....	89
Yamaha.....	87
Kawasaki.....	71
Suzuki.....	69
Triumph.....	29
Harley.....	19
Ducati.....	11
Moto Guzzi.....	8

WHICH IS YOUR PRIMARY BIKE?

Honda.....	75%
BMW.....	9%
Yamaha.....	4.5%
Kawasaki.....	4%
Suzuki, Ducati.....	3%
Harley.....	2%
Triumph.....	1.5%

BRAND YOU WILL PURCHASE NEXT:

Honda.....	69%
BMW.....	12%
Ducati.....	5%
Harley.....	4%
Kawasaki.....	3.5%
Triumph.....	2%
Yamaha.....	1.8%
Suzuki.....	1.4%
Moto Guzzi.....	1%

YEARLY ACCESSORY EXPENDITURES:

Average.....	\$775
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YRLY. MAINTENANCE EXPENDITURES:

Average.....	\$571
--------------	-------

EXPECTED EXPENDITURE ON NEXT MOTORCYCLE:

Average.....	\$9249
--------------	--------

EXPENDITURE ON LAST MOTORCYCLE:

Average.....	\$7994
--------------	--------

YEAR LAST BIKE PURCHASED:
The majority (143) last purchased a new bike in 2000. Replies ranged from 22 members that bought a bike in 2001 to one person who last purchased a bike in 1972!

PLANS TO BUY NEXT BIKE IN HOW MANY YEARS?

2 years.....	34%
1 year.....	24%
4 or more.....	22%
3 years.....	20%

HSTA EVENTS ATTENDED YEARLY:

1-2.....	44%
3-4.....	24%
0.....	18%
4+.....	14%

NUMBER OF STAR'S ATTENDED:

None.....	46%
1-2.....	24%
More than 4.....	18%
3-4.....	12%

I find it amazing that 46% of respondents have never attended a STAR. We must find a way to improve this.

PREFERRED MONTH FOR STAR:

June55%
July16%
May, September10%
August6%
April2%

We now get into the section where members tell us whether they agree or disagree with the following:

WANT THE HSTA TO OFFER MORE EVENTS AND SERVICES:

Agree67%
Disagree7%
Don't care21%

HSTA NEEDS A NATIONAL OFFICE WHERE MEMBERS CAN CALL FOR INFO:

Agree28%
Disagree37%
Don't care35%

IMPORTANT THE CLUB NAME REFERENCES A BRAND:

Agree18%
Disagree63%
Don't care19%

OK TO SIGN LICENSING AGREEMENT WITH HONDA

Agree36%
Disagree30%
Don't care34%

GROWTH IN NUMBERS IS IMPORTANT OBJECTIVE:

Agree58%
Disagree19%
Don't care23%

CHOOSE ONE LOCATION FOR ALL STAR'S:

Agree5%
Disagree86%
Don't care9%

ALTERNATE STAR'S EAST AND WEST:

Agree86%
Disagree4%
Don't care10%

KNOW STATE DIRECTOR AND OFFICERS TO CONTACT THEM ANYTIME:

Agree58%
Disagree28%
Know who?14%

I WOULD LIKE TO VOLUNTEER TO ASSIST IN CLUB ADMINISTRATION:

Agree9%
Disagree91%

This is surprising. We really have to have more participation some way, some how.

CLUB IS MANAGED WELL BY VOLUNTEER OFFICERS:

Agree83%
Disagree4%
No opinion13%

AN ELECTED GROUP WOULD DO A BETTER JOB:

Agree7%
Disagree68%
No opinion25%

Question 33 asked what 3 products or services should we add and which 3 should we drop. There really wasn't an overwhelming trend here on either question. There was an interest in motorcycle insurance from

several respondents. We will look into this and see if any sort of insurance alliance would be realistic and beneficial.

Local rides were also mentioned several times and this is something that we will work on with the State Directors.

There was even less of a consensus on what products or services should be dropped.

DO YOU FAVOR HSTA PROVIDING THE MEMBERSHIP LIST TO APPROVED VENDORS OF MOTORCYCLE PRODUCTS OR SERVICES?

Yes38%
Yes, for a fee38%
No48%

WOULD YOU LIKE A RIDING SCHOOL AT STAR?

Yes51%
No8%
No opinion41%

WOULD YOU PAY TO ATTEND A RIDING SCHOOL AT STAR?

Yes68%
No32%

WOULD YOU SPEND A DAY OF STAR FOR A RIDING SCHOOL?

Yes64%
No36%

DO YOU ATTEND SEMINARS AT STAR?

Yes44%
No18%
Don't attend STAR38%

WHAT TYPE OF SEMINARS WOULD YOU LIKE AT STAR?

(TOTAL VOTES)
Technical245
Model specific159
Introduction133
Safety108
AMA96
Gender specific31



HONDA SPORT TOURING ASSOCIATION

Honda Sport Touring Assoc. • PMB #331 • 4040 E. 82nd St., Ste. C9 • Indianapolis, IN • 46250-4209 • FAX: (317) 841-0111

MEMBERSHIP APPLICATION

New or Renewal (✓one)

Please fill out this application and return it with your membership fee to the address above.

Please Print

Check here if you do **not** want your name and address published in the HSTA **Blue Book**.

Name _____

Address 1 _____

Address 2 _____

City _____ State / Province _____ Zip / Postal Code _____

Items in italics are included in the **Blue Book** (Membership Directory) and **STARreview** — only include these data if you want them published.

() - _____

Home Phone () - _____ Year of Birth _____ Years Riding _____ Occupation _____

Work Phone _____ Spouse / Members of Household _____

E-Mail Address _____ E-Mail Address _____

Primary Motorcycle: [make, model, year] _____ Other Motorcycles : [make, model, year] _____

Major accessories/modifications to your motorcycle _____

Assistance which you would be willing to temporarily provide to help a member in your area:

Tow service Storage Mechanical aid/tools Phone Camp space Lodging Guide/general assistance

How did you learn about this Association? _____ Recruited by: _____

HSTA Member Name and Number (if known)

Services you could provide to your Association: _____

Other motorcycle organizations you belong to: (AMA #) _____

Charge Card information: VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Card Number _____ Expiration Date _____

Please read and sign this release

I understand that the Honda Sport Touring Association can not assume responsibility for any aspect of my safety and that if I participate in any Association event, I do so voluntarily on my own assesment of my ability, the routes, and all facilities, and conditions, assuming all risk; and I release and hold the Honda Sport Touring Association, its officers and members, harmless for any injury or loss to my person or property which may result therefrom. I also certify that I am in compliance with my state's financial responsibility laws regarding the carrying of proper insurance.

Signature _____

Signature Member of Household _____

Signature Member of Household _____

Date _____

Please check membership(s) desired. Make your check or money order payable to HONDA SPORT TOURING ASSOCIATION (U.S. Funds only please!). Please allow up to 6 weeks for delivery.

Type of Membership	1 year	2 years	3 years
Regular Member:	<input type="checkbox"/> \$35.00	<input type="checkbox"/> \$60.00	<input type="checkbox"/> \$85.00
Membership card, personalized name cards, pin, patch, decal, STARreview subscription, and Blue Book			
Member of Household:	<input type="checkbox"/> \$10.00	<input type="checkbox"/> \$19.00	<input type="checkbox"/> \$27.00
Person in same household as Regular Member. Regular benefits except no Blue Book or STARreview. (Be sure you have included their names)			
Sustaining Member:	<input type="checkbox"/> \$60.00	<input type="checkbox"/> \$110.00	<input type="checkbox"/> \$160.00
Regular benefits plus T-shirt, STARreview and Blue Book sent first class mail, 10% discount on events and products, recognition in STARreview and Blue Book.			
Life Member:	<input type="checkbox"/> \$550.00		
Regular benefits, STARreview and Blue Book, special shirt, recognition in STARreview and Blue Book.			
Dealer Member:	<input type="checkbox"/> \$35.00	<input type="checkbox"/> \$60.00	<input type="checkbox"/> \$85.00
Same benefits as a regular member plus special mention in the Blue Book.			
Merchant Member:	<input type="checkbox"/> \$160.00	<input type="checkbox"/> \$310.00	<input type="checkbox"/> \$460.00
Any national motorcycling-related merchant wishing to support the Association's mission and members. Regular benefits plus advertising in the annual Blue Book and 6 issues of the monthly STARreview.			



SANCTION CHECK LIST INSTRUCTIONS

For Event Called: _____ @ Location: _____

Coordinator of this Event: _____ Phone: H W _____

1.0 The Purpose of this "Check List":

This HSTA/AMA Sanction Kit is put together by the National HSTA Event Coordinator (NHEC). It contains instructions on **how** to use the contents of the list, **who** gets **what** next and/or **where** to send next. It is **important** that the forms be **sent to the NHEC** within a reasonable time frame. **Please Note:**
Currently that has been established as 48 hours for 2000/2001 Events.

2.0 HSTA/AMA Sanction Check List Requirements:

NOTE: ALL RED ITEMS LISTED BELOW MUST BE SENT TO THE NHEC UPON COMPLETION OF THIS EVENT. DO NOT SEND PAPERWORK TO ANY OTHER HSTA OFFICER, SEND DIRECTLY TO THE NHEC IN THE ENCLOSED S.A.S.E.. The NHEC address can be found in the HSTA "Blue Book", or more conveniently at the bottom of this form

This HSTA/AMA Sanction List identifies and is sent with the following items:

1. Certificate of Insurance from **Naughton Insurance Company, Inc.**
2. Insurance Declarations Certificate Number: _____
3. AMA Sanction Authorization Certificate Number: _____
4. AMA "Before, During and After the Event" instruction form (orange colored)
5. HSTA Event Budget Form (to be completed **AFTER** event and **SENT to HSTA Treasurer**)
6. HSTA Membership Applications (and/or "Invitation to Ride" Pamphlets)
7. AMA Card Data Recorder: **Will NOT** be sent **Will** be Sent with your AMA Event Data Plate
8. AMA Data Recorder Cards: **Will NOT** be sent **MAY** be used for **AMA Members** attending
9. AMA "Release and Waiver of Liability and Indemnity Agreement" Forms which **MUST** be used for **ALL WHO ATTEND** this Event. **THESE ARE THE MOST IMPORTANT FORMS YOU USE !**
10. AMA **Minor Release Forms**. **THESE MUST BE FILLED OUT FOR ALL MINORS ATTENDING.**
11. AMA Membership Applications or Pamphlets for anyone in attendance wanting to join the AMA. Send **ONLY** completed forms **and the monies to the AMA, not to the NHEC**
12. AMA Injury Report Form (purple colored) **THIS MUST BE FILLED OUT FOR ACCIDENTS**
13. AMA Road Riding Referee Report Form (yellow colored) **SEND TO YOUR NHEC**
14. Two (2) AMA Yellow Statement of Liability Posters (or AMA approved HSTA 8½" X 11" size)
15. HSTA Flag If requested in time for your Event] **Must be returned to NHEC**
16. HSTA Banner If requested in time for your Event] **Must be returned to NHEC**
17. AMA Banner If requested in time for your Event] **Must be returned to NHEC**
18. Additional items with their use identified by an attached note.

3.0 Event Coordinator's Responsibility:

Upon completion of your Event, **PLEASE** send your completed Event documents **AS IDENTIFIED ABOVE** to your NHEC within the allotted time identified **ALSO IDENTIFIED ABOVE**. Your NHEC will in turn review the forms, update or correct if needed, and send to AMA Sanction Department for closure.

DATE SENT TO NHEC: _____

DATE RECEIVED BY NHEC: _____

11.0 ATTACHMENT 2 - EVENT BUDGET FORM

STANDAR EVENT BUDGET FORM		
EVENT NAME: _____ EVENT DATE: _____ EVENT TYPE: _____ SPECIAL COMMITMENTS: _____	AMA SANCTION: YES <input type="checkbox"/> NO <input type="checkbox"/> 	
		HSTA NON-EVENT: YES <input type="checkbox"/> NO <input type="checkbox"/>
REVENUE:	ESTIMATED	ACTUAL
A CHANCE PULLS OR 50 - 50	_____	_____
B FOOD/REFRESHMENT SALES	_____	_____
C MEMBERSHIP SOLD IN LIEU OF REGISTRATION:	_____	_____
D REGULAR MEMBERSHIP @ \$25.00 USD	_____	_____
E MEMBER-OF-HOUSEHOLD @ 7.50 USD	_____	_____
F SUSTAINING MEMBERSHIP @ \$50.00 USD	_____	_____
G HSTA MEMBERS REGISTERED: AT: \$ =	_____	_____
H PRODUCT GROSS PROFITS ON EVENT SHIRTS	_____	_____
I SPONSOR FEES	_____	_____
J OTHER REVENUE:	_____	_____
Q _____	_____	_____
R _____	_____	_____
TOTAL REVENUE	_____	_____
EXPENSES:		
S ADVERTISING	_____	_____
T AMA INSURANCE (Fee Paid By HSTA Treasurer)	201	201
U AMA SANCTION (Fee Paid By National Event Coordinator)	35	35
V CLEAN-UP	_____	_____
W DOOR PRIZES	_____	_____
X EVENT PRICES	_____	_____
Y FOOD, AND/OR GUARANTEE	_____	_____
Z LOCATION FEES, RENTAL	_____	_____
AA NAME TAGS	_____	_____
BB PERMIT FEE	_____	_____
CC PORTABLE RESTROOMS, FACILITY RENTAL	_____	_____
DD POSTAL: MAILINGS, CONFIRMATIONS, ETC.	_____	_____
EE REFRESHMENTS, AND/OR GUARANTEE SOCIAL HOUR	_____	_____
FF SECURITY, OUTSIDE SERVICES	_____	_____
GG SUPPLIES - DUCT TAPE, POSTERBOARD, ETC.	_____	_____
HH OTHER EXPENSES:	_____	_____
II _____	_____	_____
KK _____	_____	_____
TOTAL EXPENSES:	_____	_____
NET PROFIT/LOSS (TOTAL REVENUE MINUS TOTAL EXPENSES)	<input style="width: 100px; height: 20px;" type="text"/>	<input style="width: 100px; height: 20px;" type="text"/>

HONDA SPORT TOURING ASSOCIATION

REQUEST FOR AMA SANCTIONED EVENT 2001

EVENT COORDINATOR,

Please complete and return this form as soon as you have established the proposed date for your 2002 event. The following information is necessary to reserve your requested date, apply for AMA sanction, insurance and for advertisement of the event.

EVENT INFORMATION:

Event Name: _____ Proposed Dates _____

Event Location _____
(Motel, campground, etc.)

Street Address: _____ City: _____ State _____

Zip Code: _____ Phone No. (_____) _____

EVENT COORDINATOR INFORMATION:

Coordinator's Name _____ Member # _____

Street Address: _____ City: _____ State _____

Zip Code: _____ Home Phone No. _____

Work No. _____ e-mail Address: _____

RISK MANAGEMNET INFORMATION;

Name of Risk Manager: _____

Location of Training: _____ Dates of Training: _____

ADDITIONAL INFORMATION OR COMMENTS;

HONDA SPORT TOURING ASSOCIATION HSTA EVENT DOCUMENT CHECKLIST

Event Name: _____ Event Location: _____
Coordinator: _____ Phone Number: _____
Insurance Certificate No. _____ AMA Sanction No.: _____

Within two days following the completion of your event, please send the completed and any unused documents to:

Bruce Eckman
HSTA National Events Coordinator
582 Armand Drive
Troy, Ohio 45373
(937) 440-9401

- *AMA Sanction Authorization form and machine card*
- *A Limit MA Certificate of Liability Insurance*
- *AMA s of Coverage and Special Rules Endorsement*
- *Release and Waiver of Liability and Indemnity Agreement (8copies @ 48 signatures per copy)*
- *Minor Release and Waiver of Liability and Indemnity Agreement for Road Events (6 copies)*
- *AMA Sanctioned Event Injury Report Form (2 copies @ 3 reports per copy)*

NOTE: All accidents must be reported within 24 hours of the event completion. Contact the HSTA National Events Coordinator for processing instructions.

- *AMA Road Riding Referee Report form (1 copy)*
- *AMA Certificate to Report Race Cancellation Card (1 copy)*
- *AMA Before the Meet agenda*
- *AMA Amateur Supply Order Form*
- ***AMA NOTICE! Statement of Responsibility Road Riding Event (4 copies: Minimum of 2 copies of yellow poster must be posted behind the registration table in plain view).***
- *AMA Membership Forms pad (return to HSTA National Events Coordinator, unless instructed otherwise in this packet).*

Return the Budget Form with receipts and check for net profits made payable to HSTA. Forward to:

George Perry, HSTA Treasurer
2221 Spring Meadow Lane SE
Cleveland, TN 37311-7726

- *Standard HSTA Event Budget Form (following event, forward to HSTA Treasurer, with all payments and receipts. Checks must be made payable to HSTA).*
- **Return completed membership forms and attach all dues to the application. Make checks payable to HSTA. Forward to:**
Philip Allgood
HSTA Membership Director
6217 Churchman Way
Indianapolis, IN 46237-9250
- *HSTA Membership Forms*

When a decision has been made for your next event, please forward the Event Request form to:

Bruce Eckman
HSTA National Events Coordinator
582 Armand Drive
Troy, Ohio 45373

- *HSTA Request for AMA Sanctioned Event*, calendar and return envelope.

EVENT COORDINATOR'S CHECKLIST

SITE AND FACILITIES

- Location
- Rental Fee
- Indoors
- Outdoors
- Restrooms
- Large group meeting area
- Activity/games area
- Cooking area
- Concession area
- Camping area
- Electricity/power source
- Water
- Signs
- Gate access/security control
- Lighting
- Telephones
- Parking

REGULATIONS:

- Insurance
- Fire
- Police (city/county/state)
- Permits
- License
- Legal
- Tax
- Contracts
- Safety

EQUIPMENT:

- Tables
- Chairs
- Shelters/tarps/tents
- Signs
- Lighting equipment
- Sound equipment
- Stage
- Power equipment/generators and gas cans
- Refrigeration
- Flashlights

FINANCE:

- Establish budget
- Sponsors
- Donations
- Paying Bills
- Receipts
- Accountability

SANITATION:

- Porta-johns
- Dumpsters
- Trash cans and bags
- Showers
- Drainage
- Fire wood

SECURITY:

- Command post
- ID/T-shirts/vests
- Walkie talkies & bull horns
- First aid kit
- Fire extinguishers
- Batteries and charger
- Rolls of safety ribbon

PLACEMENT AND OPERATION OF EQUIPMENT AND ATTRACTIONS OF FOOD AND BEVERAGES:

- Menu
- Purchase
- Disbursement
- Cost
- Cooking supplies
- Serving supplies
- Leftovers
- Manpower schedule

MONEY:

- Cash boxes
- Change
- Receipt cash book (duplicate)
- Petty cash book (duplicate)
- Money bags, coin rolls and bands
- Masking/elec./duct/scotch tape
- Safe
- Security/handling procedures
- Accountability

TICKETS:

- Gate passes (color code)
- Registration forms
- Copy to printer
- Rolls of tickets (food, beverages, prizes)

ENTERTAINMENT:

- Type
- Budget
- Contracts/payment schedule
- Equipment needed
- Establish and post event schedule

AWARDS:

- Prizes solicitation
- Trophies/plaques
- Display of awards
- Presentation time & people

THANK YOU:

- Keep track/sign in sheets
- Verbal
- Written letters/newsletter

GATE:

- Membership forms & sign in book
- Release forms
- Registration pack
- Maps and directories
- Pens and pencils
- Notebooks & post-it notes
- Poster board & markers
- Stapler and staples
- Scissors, rubberbands, push pins & safety pins
- String, rope, ziploc bags
- Necessary contacts & phone numbers
- Extra extension cords and light bulbs

PUBLICITY:

- Press releases
- Advertising posters & flyers
- Copy to printer
- Media coverage at event
- Program of events
- Photos

GAMES/ACTIVITIES:

- Secure area
- Type, rules, management
- Equipment needed
- Prizes

CLEAN UP:

- Dumpster/garbage bag pick up
- Return borrowed items
- Lost and found items

REPORT TO ORGANIZATION

- Treasurer
- Board and members

***** **NOTICE!** *****

**STATEMENT OF RESPONSIBILITY
ROAD RIDING EVENTS**

You have voluntarily entered an AMA sanctioned road riding event. An AMA sanction indicates that this event is listed in the association's official calendar and that AMA road riding rules may be used as a guideline. It does not indicate that the facilities or course have been inspected or approved by the association, nor does it indicate that the officials have been trained or accredited by the association, nor does it indicate that your safety has been assured by any AMA authority or by the promoter.

To some extent, all motor vehicles are inherently dangerous. You should take part in this event based on your own assessment of your abilities. Today's route may traverse public highways and the promoter is not responsible for their condition or for the actions of other individuals using the public highways.

Regardless of state law, the AMA urges you to wear a helmet and other appropriate safety apparel. The association also urges you to receive professional instruction before operating a motorcycle.

The promoter **does not provide medical insurance.** We urge you not to operate your motorcycle without personal medical coverage.

If you have any doubts at this time about your personal ability to participate in this event, if you have not adequately **prepared yourself and your equipment**, if you question the condition and safety of local and public highways, or if you believe your personal insurance coverage's are not adequate enough to compensate you for any loss that might occur, we urge you to notify the promoter who will immediately refund your entry fee.

THIS YELLOW POSTER MUST BE POSTED BEHIND THE REGISTRATION TABLE IN PLAIN VIEW.

HSTA MISCELLANEOUS INFORMATION

If you have any questions regarding the membership benefits, you should speak to an officer of the Honda Sport Touring Association, their name and numbers can be located in the blue book. However, if you are a new member and have not yet received your Blue Book, simply visit www.ridehsta.com and you should find the information you are looking for.

AMA Graphics



HSTA Graphics



Full size versions of these images can be download from the Graphics folder

