

GWRRA



International Couple of the Year Program Handbook

Effective: October 31, 2019



Mary and Dan Costello
Assistant Directors
Membership Enhancement Program
Couple of the Year
GWRRR

Email: mepad.icoy@gmail.com
Phone: (732) 261-2883

Welcome Member Couples!

Step forward to your next wonderful adventure! We have everything you need to help you get started on your journey in the GWRRR Couple of the Year Program. Being a part of this long standing GWRRR tradition brings a lifetime of rewards. You are all part of a calling that is representative of the very best that GWRRR has to offer.

This program offers you the unique opportunity to get to know people from all walks of life and geographical locations, and to develop friendships to last a lifetime. As you expand your horizons, you will feel a strong sense of community with the GWRRR organization that is priceless in value.

What sets a Couple of the Year apart? To be selected as the Chapter Couple of the Year, you have already demonstrated your interest and enthusiasm for your fellow chapter members. Not only have you shown that you are a team player, but you've also given selflessly of your time and attention. You are already a role model within your chapter. And as a result, you have been honored with the distinguished title of Chapter Couple of the Year.

Once you make the decision to continue forward within the Couple of the Year Program to the District level, you will build upon the solid foundation that you've already set. Your actions and positive attitude are promoting awareness and showcasing your leadership abilities. You are inspiring and motivating those who have not yet started their own journey. Your confidence as a role model is growing.

This vital and dynamic role offers you an amazing opportunity as you begin your transformative journey from Chapter Couple of the Year through to District process and on to the ultimate thrill of participating in the International Couple of the Year selection process. Your journey to the International level involves a proactive team engagement strategy that brings together District Couples from all across North America in a bond of friendship and camaraderie. At each step of your path you will become aware of what to expect, and you will never feel alone.

GWRRA International Couple of the Year Handbook

As you face the excitement that lies ahead, you have the entire Membership Enhancement Team to support you every single step of the way. We are here to provide you with mentoring support as you navigate through the Couple of the Year system.

As Assistant Directors of Membership Enhancement specifically in charge of the Couple of the Year Program, we aspire to making your journey a happy and successful one. Most of all, we want it to be fun! Contact us and we will be happy to answer any questions you may have.

Mary & Dan Costello

Assistant Directors
Membership Enhancement Program
Couple of the Year

Email: mepad.icoy@gmail.com

Phone: (732) 261-2883

COUPLE OF THE YEAR PROGRAM OVERVIEW

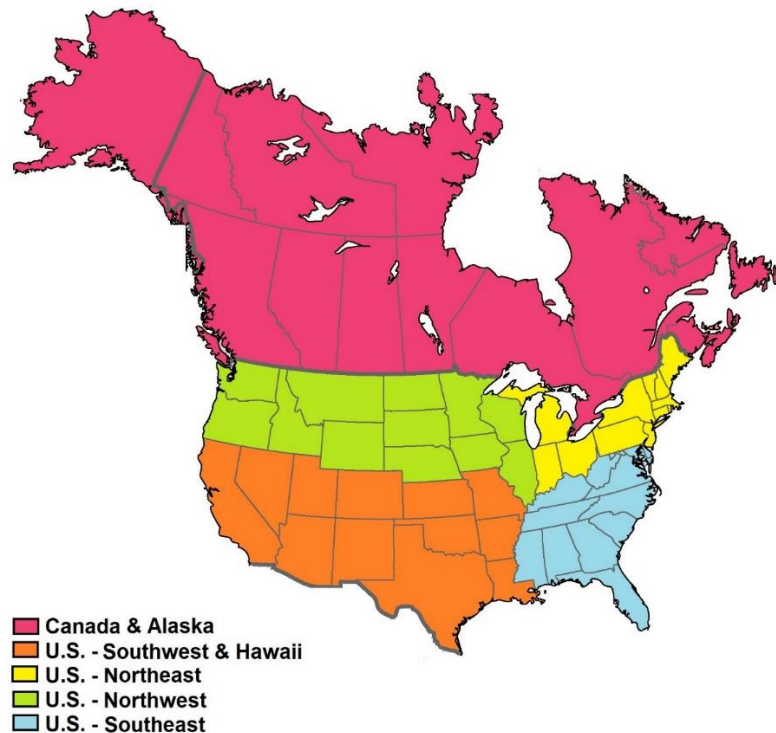
History and Purpose

GWRRA's Couple of the Year Program was instituted in 1988 as a successor to our nine-year tradition of selecting a Wing Ding Queen to serve as ambassador for our association. First and foremost, the program provides an opportunity for local Chapters to recognize and honor a Couple each year for their dedication, accomplishments and participation within the Chapter. Secondly, it establishes a process for identifying outstanding Couples who can serve their Districts, and ultimately the International GWRRA organization. These Couples demonstrate what it means to be a committed, involved, and supporting member of the GWRRA family.

The Couple of the Year Program is one of the premier programs of GWRRA and with the changing dynamics in membership demographics, the Program is continually evolving to adapt to the needs of the membership. We are now moving from a single International Couple of the Year Selection covering North America, to the establishment of six International Couples of the Year covering five North American territories and one territory encompassing all Overseas membership. This will allow our Couple of the Year Program greater physical coverage of our membership on a global scale and offers our Couples a more attainable goal as the field opens up.

The emergence of the four geographical territories within the United States is only applicable to the Couple of the Year Program. These territories were created to equitably divide membership numbers throughout the USA. Canada and Overseas will each be considered a separate territory.

Couple of the Year Territories



GWRRR Membership Enhancement Program Territories

Northeast U.S.	Southeast U.S.	Northwest U.S.	Southwest U.S.	Canada
Connecticut	Alabama	Idaho	Arizona	Provinces
Indiana	Delaware	Illinois	Arkansas	Alberta
Maine	District of Columbia	Iowa	California	British Columbia
Massachusetts	Florida	Minnesota	Colorado	Manitoba
Michigan	Georgia	Montana	Hawaii	New Brunswick
New Hampshire	Kentucky	Nebraska	Kansas	Newfoundland & Labrador
New Jersey	Maryland	North Dakota	Louisiana	Nova Scotia
New York	Mississippi	Oregon	Missouri	Ontario
Ohio	North Carolina	South Dakota	Nevada	Prince Edward Island
Pennsylvania	South Carolina	Washington	New Mexico	Quebec
Rhode Island	Tennessee	Wisconsin	Oklahoma	Saskatchewan
Vermont	Virginia	Wyoming	Texas	Territories
	West Virginia		Utah	Northwest
	Territories			Nunavut
	Puerto Rico			Yukon
	Virgin Islands			U.S. States
				Alaska

MEP Territories_XL V2.3.xlsx

- FOR ARL AND COY PROGRAMS USE ONLY -

12/20/2017

The American territories will be representative of members living within each of these broadly defined geographical areas: Northwest USA, Southwest USA, Northeast USA and Southeast USA. The remaining two territories of Canada and Overseas will complete the six Couple of the Year territories.

These five Couple of the Year territories are shown on the map above. The Overseas territory is not shown on this map but the Overseas territory includes all other global GWRRR locations.

An Honor or a Responsibility?

Being selected a Chapter Couple of the Year is an honor bestowed on a deserving couple who has shown dedication and commitment to their Chapter. At the Chapter level, a Couple can simply continue doing the things that led them to being selected as the Couple of the Year, such as participating in Chapter events, rides and visiting other Chapters. Many Couples find that after being selected Chapter Couple of the Year they want to take part in the District Couple of the Year Selection, and look forward to the recognition and increased participation that the next level will bring.

When the decision is made to move forward to the District level in the selection process, the Couple generally becomes more involved and takes on more responsibility. As a result, they are looked up to by others and viewed as leaders in the organization. Being selected as District Couple of the Year allows the Couple to represent GWRRR at a higher level.

Should a District Couple decide they would like to take on further responsibilities and commitment, they can make the decision to move forward to the International Couple of the Year Selection Process. Couples should become familiar with the new program restructuring changes before they make their final decision.

A Note to the Couple of the Year

Congratulations! You have been selected to be ambassadors and spokespersons for GWRRR, which is quite an honor. Your fellow members feel you are extra special and so do we. You have arrived at this point because of your continued involvement in and support of GWRRR, your Chapter and District, and we wish to thank you for all that you have done.

You might be asking "So, now what do we do?" The best advice anyone can give you is to have fun and be yourself! As Couple of the Year, you will become aware of the high esteem in which you are held. Other members will view you as the "gold standard" of what it means to be a member of GWRRA, so keep this in mind as you go forward. Remember, as a Couple of the Year, you are a TEAM member for your Chapter or District, so you will want to support your TEAM to the best of your ability. Most of all, it's a fun, once-in-a-lifetime experience that will reward you with many wonderful memories. You will meet new people and make new friends. You will also form a special bond with your fellow Couples of the Year.

If you have questions as you serve as Couple of the Year, check with your Couple of the Year Coordinator or Membership Enhancement Coordinator. If they don't have the answers, they will know how to find them. The information in this handbook is very helpful and will prepare you for your journey.

A Special Message for all Chapter and District Directors

The Couple of the Year Program recognizes couples for their dedication, accomplishments, and participation - couples who exemplify the GWRRA image of fun, safety and knowledge. Couples of the Year promote GWRRA both within the Association by helping with retention, and outside the Association, by attracting new Members into the GWRRA family. Thus, the Couple of the Year at each level should be a couple whom you would be proud to have represent you and the Association. Judge them fairly - select them wisely.

Communication between you, your team, and the Couple of the Year is of paramount importance. You should let your Couples of the Year know of the opportunities to assist you as part of your team. As they progress in their journey, these opportunities will help prepare them to move to the next level.

As the Couples progress, they are building their resumes. A Couple of the Year may participate in the next level after three months in their current position in order to afford them adequate time to participate, attend rallies or other events, and get to know other Couples of the Year. The benefit to the Couple will pay off in increased knowledge, experience and maturity as they progress.

The Couple of the Year program should be promoted as a fun event. You will want to make the selection process as stress-free as possible. This is why we encourage you to inform your Couple of the Year fully so they know what to expect. The more prepared they are to handle the events, the more fun they will have. A brunch or luncheon with just the Couples of the Year, and a social hour with the selection committee are very beneficial. If your Couple of the Year decides to participate in the Couple of the Year selection, make a big deal out of it. Encourage your Members to attend the selection, make noise in support of your Couple and show the other Chapters and Districts the pride that you have, not only in your Couple but in GWRRA.

Be sure that the Couples of the Year are scored fairly, utilizing the standard Score Sheet found on the MEP website. Your Membership Enhancement Coordinators are the Couple of the Year Coordinators unless they choose to appoint a Couple of the Year Coordinator as their assistant to oversee the Couple of the Year Program and handle the selection process at your level.

Couples of the Year should not be pressured to go beyond their financial means. It would be appreciated if visiting Couples of the Year were invited to be "house guests" by Members and provided with complimentary meals at GWRRA functions. This is where Chapters and Districts can especially offer reciprocity. If at all possible, District Couples of the Year from within your territory should be provided with complimentary registrations when attending your District rally, just as your Couple of the Year should be comp'd when attending other rallies in your territory. Give them the opportunity to serve at your rally by judging events, presenting seminars if they are qualified, or any other activities where their presence will

generate interest.

As well as being viewed as a demonstration of what it means to be a committed, involved member of GWRRA, being selected as a Couple of the Year should also be viewed as an honor. Recognition should be afforded Couples of the Year at all events, preferential seating provided when feasible, and placement in the front section of parades arranged. Afford your current Couple of the Year the opportunity to place an article in your newsletter, rally book, or on your website. Include them in your media events when possible. The more positive exposure they receive, the more the program will thrive. The Couple's experience will be very rewarding and fulfilling, resulting in the transformation of the Couple which in turn will reflect positively on the Association. The couples will radiate with pride not only for themselves but for GWRRA.

Participation doesn't end after their Couple of the Year term has ended. Most often the Couples of the Year go on to assume various positions within GWRRA. They are avid supporters of GWRRA, and enthusiastic about remaining involved. The bottom line is, Couples of the Year are Members just like you - they are an important part of the GWRRA family. They, like you, are Friends for Fun, Safety, and Knowledge, and will work hard with you to help our Association grow.

CHAPTER COUPLE OF THE YEAR

Requirements

- The Couple must consist of one male and one female.
- Both male and female must hold Individual or Family Membership in GWRRA.
- Membership must be valid through the conclusion of the term of the Chapter Couple of the Year position they are seeking.
- The Couple must have completed at least one-year membership in GWRRA prior to being named Chapter Couple of the Year.
- A Couple may not be selected as a Chapter Couple of the Year in consecutive years. If a Chapter does not have a new Couple of the Year to replace the current Couple, that Couple may continue to serve as the Chapter Couple for a second term. However, they may only participate in the District Selection in the first year.

Selection Process

- The Chapter Couple of the Year should be enthusiastic about GWRRA and the Chapter, actively involved in Chapter functions, positive about the Association, and eager to be of assistance wherever needed. At this point, no consideration should be given as to whether or not they might participate in the District selection process. This award is for the sole purpose of honoring a couple who has made significant contributions to the Chapter during the prior period.
- The Chapter Director may appoint a Couple of the Year Coordinator and/or Couple of the Year Committee to oversee the selection of the Chapter Couple of the Year. Many Chapters establish a committee to identify candidates, review their contributions, and make the selection. Possible committee members are current and past Chapter Couples of the Year, Chapter Membership Enhancement Coordinator, and other team members. Chapters should never vote or take a survey when considering candidates for their Couple of the Year.
- The announcement is made at a Chapter event, i.e., Christmas party, Fun Day, picnic, or regular

monthly gathering. Announcements should be celebratory and FUN.

Awards and Recognition

Awards are naturally based on what the Chapter can afford. They should be meaningful and lasting. It is also recommended that the Chapter Couple of the Year be featured in the next Chapter newsletter following their announcement as Couple of the Year. Some suggested awards follow and should be presented at the time of the announcement – use your imagination and make it special and fun.

- Plaque or certificate
- Couple of the Year Packet can be ordered from Home Office and contains two name badges, two medallions with lanyard, Certificate with folder, two Couple of the Year pins with related hanger bars.
- Flowers, corsage and boutonniere
- Personalized shirts with GWRRA 10" logo on back and "Chapter ____ Couple of the Year" (can be ordered from Home Office)
- 10" GWRRA back patches and embroidery or Chapter Couple of the Year rockers for their vests. (can be ordered from Home Office)
- Additional Chapter patches or pins
- Registration and lodging (if affordable) at District event if participating in the selection process.
- An article in the local newspaper about the naming of the Chapter Couple of the Year is a great way to get exposure for your Chapter.
- Feature them on the Chapter Facebook page and other social media.

The Chapter Couple of the Year becomes a member of the Chapter TEAM and should always be recognized at all Chapter functions. Being named Chapter Couple of the Year is an honor given to a Couple who has demonstrated active participation in their chapter. After feeling the excitement of being named the Chapter Couple of the Year, many Couples will increase their level of participation by becoming even more involved or by taking part in the District selection process. This is a decision left to the Couple, and they will examine their time, talents and resources to determine what level of participation is right for them. Since the Couple of the Year Program beyond the Chapter level utilizes the Couples as ambassadors and spokespersons, it is logical for the Chapter Couple of the Year to become more involved in Chapter public relations types of activities, particularly if they are considering moving to the next level. These activities provide the Couples with an opportunity to increase their interaction skills and spontaneity, as well as with the chance to make new friends. Some suggestions for involvement in these areas are:

- Assist Chapter Membership Enhancement Coordinator or Public Relations Coordinator with contacting media, community leaders, Honda dealers, etc., and speaking at non-GWRRA events/clubs (i.e., Chamber of Commerce, etc.) about GWRRA and Motorist Awareness.
- Serve as greeters. Sit with and introduce first-time guests.
- Serve as membership coordinators contacting inactive or expired GWRRA members to renew interest in GWRRA.
- Conduct 50/50 sales.
- Assist at registration desks or "goodie" tables at events.
- Assist at Mall Shows
- Submit articles for the Chapter newsletter.

- Maintain the history of the Chapter and Chapter Couples of the Year.
- Visit neighboring Chapters.

DISTRICT COUPLE OF THE YEAR

Requirements

- Couples must consist of one male and one female.
- Both male and female must hold Individual or Family Membership in GWRRA.
- Membership must be valid through the end of the term of the Couple of the Year position they are seeking.
- An eligible Couple must be a current Chapter Couple of the Year if being considered for District.
- If a Chapter Couple of the Year continues to serve for the second year (in the event that the chapter does not have a new Couple of the Year selected), then that Chapter Couple may only participate in the District Selection in their first year.
- Chapters may have only one Couple of the Year participate in the District selection process in any year.
- A Couple may not be selected as a District Couple of the Year in consecutive years. If a District does not have a new Couple of the Year to replace the current Couple, that Couple may continue to serve as the District Couple for a second term. However, they may only participate in the International selection the first year.
- The couple, or either one of its partners, cannot be a past National or International Couple of the Year.
- All Districts will provide or create an annual opportunity (District rally or special meeting) for any interested chapter couples throughout their District to participate in the District Couple of the Year Selection Process. Notification of this event must be communicated to each chapter to allow them time and opportunity to advise their respective couples. This selection process should include the personal interviews with properly selected judges, a 5-minute on-stage presentation followed by one or two questions asked and to be answered by each person and a scoring procedure to officially record the scores and determine the final Couple.
- The Selection Process should be adhered to even if there is only one Couple participating in the process. Failure to follow the guidelines for the selection as noted above will result in the chosen Couple being ineligible for the International Couple of the Year Selection
- District Couples do have the option of staying as District Couple for the course of their term and thereby choosing NOT to move forward to the International Couple of the Year Selection Process.

Selection Process

- The District Couple of the Year should be enthusiastic about GWRRA and the District, eager to be actively involved in District functions or projects, positive about the Association, and willing to be of assistance wherever needed. At this point, no consideration should be given as to whether or not they might participate in the International selection process.
- Couples interested in pursuing District Couple of the Year selection are asked to submit a six-age Resume, undergo an interview process with the selection judges, make a five-minute on-stage presentation and answer one or two questions at the selection event. The District presentation event is

open to the Members and is held at a District rally or event. The selection process is judged on GWRRA commitment and involvement as reflected in the Resume (30%), interview (21%), oral presentation (28%), moderator's question (15%), and appearance (6%).

- The District Director may appoint a Couple of the Year Coordinator to help arrange, promote and/or oversee the selection process for all Chapter Couples who choose to participate in the District Couple of the Year Selection Process at a District rally or event.
- The District Selection Process should be celebratory and FUN!

Before the Selection Process

The following outlines the steps to be taken prior to the selection process:

- The District COY Coordinator should send a letter or email to all selected Couples of the Year congratulating them on their Chapter achievement and giving them valuable information about the steps and procedures that lie ahead should they choose to move forward in the Selection Process.
- At least two months prior to the District Couple of the Year selection rally or event, the District COY Coordinator should contact their Chapter Couples and ask whether they wish to move forward in the Selection Process. Should the Couple desire to move forward, the District COY Coordinator should gather their names and contact information.
- The District COY Coordinator should send the Couples the following information: a) name and details of the selection event, b) time and place of the selection, c) a description of the selection process, and d) an explanation of duties Couples of the Year will have during the event. The email should also include a sample Score Sheet, a copy of the Resume and either a copy of the handbook or instructions for accessing it on-line, along with instructions for returning the completed Resume - to whom, by what date, and by what method. Note: Electronic transmission of the Resume is preferred, and is the required method at the International level. This is particularly true for Coordinators working with Chapter Directors and Chapter Membership Enhancement Coordinators, and especially when Chapters have not previously participated and may not be familiar with the process.
- Prior to the event, the Coordinator will send a final notice to all participating Couples of the Year notifying them of any last-minute changes and reminding them of specific dates and times.
- Completed resumes can be viewed by the Couple of the Year Coordinator for review provided that the resume prominently displays the word "DRAFT". If submitted without the word "DRAFT", the Couple of the Year Coordinator must consider the resume to be their final resume submission, and as a final copy the resume cannot be altered in any way.
- Once the final Resume is submitted to the District COY Coordinator, it cannot be altered in any way.
- At the District level a minimum of 4 judges should be selected. The District COY Coordinator will forward candidates' Resumes to the Judges as soon as feasible but no less than two weeks prior to the event.
- The District COY Coordinator will forward Score Sheets and any specific instructions pertaining to the event to the Judges along with the Resumes. If the judges are couples, be sure to specify whether they are to complete one or two score sheets for each participating Couple.
- As questions arise prior to the selection process, those questions and answers should be forwarded to all involved - Couples of the Year, Directors, and Membership Enhancement Coordinators - so that everyone is provided the same information. Communication, Communication, Communication!

At the selection event (rally, winter event, etc.)

- It is suggested that a reception or other informal gathering be held with Couple of the Year candidates, Judges, current Couples of the Year, and District, and International Team, as appropriate.
- Judges will be given the opportunity to meet for 10-15 minutes with each Couple prior to the on-stage portion of the selection. This gives the judges time to ask questions in order to begin to complete the "Interview and Questions" section of the score sheet and determine whether or not the Membership pin, 4" patch, and 10" back patch is in place. Judges should take 2-3 minutes to fill in scores immediately after the interviews while impressions are fresh. Note: Partially completed score sheets should not be collected at this time.
- Prior to the selection process, each Couple of the Year draws a number to determine the order of presentations. The Coordinator may place the numbers on mementos that can be kept by the Couples.

In the Holding Room before Stage Entrance and during the Selection Process:

- The Holding Room is where the Couples are stationed while waiting to take their turn to present their Oral Presentation. While in the Holding Room, the following ground rules will apply:
 - No cell phones or communication devices will be permitted in the Holding Room. If a couple brings a cell phone or other communication device into the Holding Room, it will be turned over to the Holding Room attendant until the Selection Process has been completed.
 - If necessary, two Holding Room attendants (one female; one male) shall be assigned to assist the couples that remain in the Holding Room while the other couples are being escorted on and off the stage. These attendants will escort anyone requiring restroom breaks, etc.
 - Once the selection process commences, only authorized Selection Process participants will be permitted in the Holding Room.

During the District Selection Process:

- The Oral Presentation portion of the Selection Process is open to all Members and should be a fun and exciting event, with opportunities to show Chapter and District spirit. It helps the Couples relax as they see their friends in the audience supporting them.
- The requirement for the couple to perform four-point turns is no longer valid.
- Each couple makes an oral presentation of no more than five minutes. The Couple should keep in mind that the Judges have copies of their Resume so it is not necessary to recite all of their activities. The Judges are interested in seeing their sense of humor, comfort level, spontaneity, and personality, as well as their knowledge of and involvement in GWRRA. It is important that both individuals "shine" and that neither one "steals-the-show". A timekeeper will be positioned to let the Couple know when they have "1 minute" remaining, "30 seconds" remaining, or when it is time to "STOP".
- Following the oral presentation, a designated person will ask the Couple one or two questions to see how they "think-on-their-feet". Each partner should spend about the same amount of time answering the questions. The questions come immediately at the end of the Couple's presentation. The same questions will be asked of all candidates. The most important thing is that the Couples answer the question that was asked. Answers should be succinct and to the point, and Couples should address the Judges when answering. Questions should be relevant to GWRRA.
- The use of music, props, costumes or other special effects is not permitted any time during the Selection Process, including during the introduction of the Couple by their Directors, and will result in disqualification of the Couple. Hats are acceptable if they are normally worn by the Couple, and are not distracting (e.g., Krazy hats).

- Judges will not score their own Couple of the Year (i.e. Chapter Directors will not score their own Chapter Couple of the Year in the District selection).
- Upon completion of the selection process, the Coordinator (or their designee) will tally the results. It is suggested that 2 or more individuals be involved in the tallying so that figures can be double checked. All scores are to be kept confidential. If there is any question about the selection, no announcement will be made until the question is clarified and the selected Couple is confirmed by the Coordinator (or their designee) and the individuals involved in the tallying of the scores. The selected Couple will be announced by name. No props are to be used in the announcement process.
- All documents related to the Selection Process (Resumes, score sheets, any tally sheets, etc.) are to be securely disposed of after the announcement of the new Couple of the Year has been made. Score sheets are confidential and final tabulations will not be shared.
- Announcement of the new Couple of the Year should be made as soon as is feasible at an assembly of the Members at the event and early enough to give the new Couple of the Year an opportunity to share their excitement throughout the event.

Awards and Recognition

Awards are naturally based on what the District can afford. They should be meaningful and lasting. It is also recommended that the District Couple of the Year be featured in the next District newsletter following their announcement as District Couple of the Year. Some suggested awards follow and should be presented at the time of the announcement – use your imagination and make it special and fun.

- Plaque or certificate
- Couple of the Year Packet (can be ordered from Home Office). This packet contains two name badges, two medallions with lanyard, Certificate with folder, two Couple of the Year pins with related hanger bars.
- Flowers, corsage and boutonniere
- Personalized shirts with GWRRA 10" logo on back and "District ___ Couple of the Year" (can be ordered from Home Office)
- 10" GWRRA back patches and embroidery or District Couple of the Year rockers for their vests. (can be ordered from Home Office)
- Additional District patches or pins
- Registration (and lodging, if affordable) at District events.
- An article in the local newspaper about the naming of the District Couple of the Year is a great way to get exposure for your District. Feature them on the District web page, Facebook page and other social media.

The District Couple of the Year becomes a member of the District TEAM and should always be recognized at all District functions. Being named District Couple of the Year is an honor given to a Couple who has demonstrated active participation in their District. After feeling the excitement of being named the District Couple of the Year, many Couples will increase their level of participation by becoming even more involved or by taking part in the International Selection Process. This is a decision left to the Couple, and they will examine their time, talents and resources to determine what level of participation is right for them. Since the Couple of the Year Program beyond the Chapter level utilizes the Couples as ambassadors and spokespersons, it is logical for the District Couple of the Year to become more involved in District public

relations activities, particularly if they are considering moving to the International level. These activities provide the Couples with an opportunity to increase their interaction skills and spontaneity, as well as with the chance to make new friends. Some suggestions for involvement in these areas are:

- Assist District Membership Enhancement Coordinator or Public Relations Coordinator with contacting media, community leaders, Honda dealers, etc., and speaking at non-GWRRA events/clubs (i.e., Chamber of Commerce, etc.) about GWRRA and Motorist Awareness.
- Serve as greeters. Sit with and introduce first-time guests.
- Serve as membership coordinators contacting inactive or expired GWRRA members to renew interest in GWRRA.
- Conduct 50/50 sales.
- Assist at registration desks or "goodie" tables at events.
- Assist at Mall Shows
- Submit articles for the District newsletter.
- Visit neighboring Chapters within their territory and encourage other members to join the fun.

INTERNATIONAL COUPLE OF THE YEAR

Effective January 1, 2019 the Couple of the Year Selection Process changed from the selection of one International Couple of the Year (covering the United States and Canada) and one Overseas Couple to the selection of a total of six (6) International Couples of the Year. These six International Couples consist of four couples from the United States who represent four United States territories created based on membership and geography, one Canadian Couple representing the four Canadian Districts, and one Couple representing the Overseas membership.

Requirements

- Couples must consist of one male and one female.
- Both male and female must hold Individual or Family Membership in GWRRA.
- Membership must be valid through the end of the term of the International Couple of the Year.
- Districts may have only one District Couple of the Year participate in the International Couple of the Year Selection Process each year.
- District Couples interested in moving forward to the International Couple of the Year Selection Process must complete the NOTICE OF PARTICIPATION OF THE DISTRICT COUPLE OF THE YEAR IN THE INTERNATIONAL COUPLE OF THE YEAR Form indicating their intention to participate in the International Couple of the Year Selection Process to the Membership Enhancement Program Assistant Directors or their MEP Assistants on or before January 31st.
- All selected International Couples must complete and sign a Letter of Understanding on or before January 31st, which signifies agreement that, if selected as one of the six International Couples of the Year, they will attend Wing Ding to represent their Territory as one of the six International Couples.
- A Couple, or one of its partners, may not be selected as International Couple of the Year more than once.

Working together through the Process

- The MEP Assistant will contact all selected District Couples of the Year within their territory congratulating them on their District achievement and giving them valuable information about the steps and procedures that lie ahead should they choose to move forward in the Selection Process. District Couples are under no obligation to move forward. They do have the option of enjoying their time as District Couple without feeling any pressure to go beyond their comfort zone. The MEP Assistant will enquire whether each Couple has decided to participate in the International Couple of the Year Selection Process.
- If the Couples decide to move forward to the International Selection, then the MEP Assistant will send them the Notice of Participation and Letter of Understanding forms for them to complete and return. The email should also include a link to the online International Couple of the Year Handbook so the Couples can become familiar with the rules and requirements of the International Selection Process.
- The Couples will be required to provide an updated resume and will be given deadline dates and information. Once the Resume is submitted to the MEP Assistant, it cannot be altered in any way, and once accepted, it is to be forwarded to the judges. (Note: see “Resume Preparation and Submission” below, for an exception to this.)
- Electronic transmission of the Resume is the required method at the International level.
- A panel of impartial judges will be established by the MEP Assistant or MEP Assistant Director. Prior to the event, the MEP Assistant will send a final notice to all participating District Couples of the Year notifying them of any last-minute changes and reminding them of specific dates and times.
- The MEP Assistant will electronically forward candidates' Resumes to the Judges as soon as feasible but no less than two weeks prior to the event. Those Resumes are then emailed to the named judges who will print their own copies and retain resumes electronically as a backup copy.
- The MEP Assistant will forward Score Sheets and any specific instructions pertaining to the event to the Judges along with the Couples' Resumes. If the Judges are couples, they are to complete two score sheets for each participating Couple.
- As questions arise prior to the selection process, those questions and answers should be forwarded to all involved – the Couples, Directors, and Membership Enhancement Coordinators - so that everyone involved is provided the same information.

The Steps to International

- Couples interested in pursuing International Couple of the Year selection are asked to submit a signed Notice of Participation form to signify their intent to participate in the International Couple of the Year Selection Process. This form will contain all the Couple's contact information and must be submitted to the MEP Assistant on or before January 31st of each year.
- Couples will also update and submit their six-page Resume, undergo an interview process with the selection judges and make a five-minute presentation. The International selection will be made with the judges via teleconference. The selection process is judged on GWRRA commitment and involvement as reflected in the Resume (30%), interview (21%), oral presentation (28%), moderator's question (15%), and appearance (6%).
- Resume deadlines are March 1st of each year.
- Between March 20th and April 15th of each year, District Couples who choose to participate in the International Couple of the Year Selection Process will be given an appointment time to meet with the panel of Judges via teleconference. At this teleconference meeting, the District Couple will be

interviewed by the Judges (approximately 15 to 20 minutes) and then they will make an oral presentation (5 minutes) for the judges. They will be scored by all the participating Judges and the marks forwarded to the MEP Assistant. Results will be tabulated and the new International Couple of the Year for that territory will be announced by April 20 of each year by the MEP Assistant Director.

- All of the selected International Couples will be expected to participate in the teleconference mentoring process offered by the Membership Enhancement Program Assistant Directors. This mentoring process will typically run from April to June and provides a valuable opportunity to meet and form friendships with the other International Couples. Couples will also be prepared for their Wing Ding experience.
- Couples will attend Wing Ding and will be welcomed and introduced on stage to the membership as the International Couple of the Year for their territory. Couples will be given 5 minutes to address the audience and will then be asked a question by our Co-Founder, Shirley Stephens-Garcia or her designate.
- Couples will be expected to demonstrate their leadership and volunteer qualities as they help out in various capacities throughout the week of Wing Ding and beyond.

Dates & Timelines

Dates and timelines are available on the MEP web page. They apply to both District and International Couple of the Year selection processes. Extensions and/or changes can only be permitted with the express consent of the Membership Enhancement Program Assistant Directors.

Awards and Recognition

Meaningful and lasting awards will be given to all International Couples. These may include, but are not limited to, the following:

- International certificates and medallions
- International hanger bars for Couple of the Year head pins.
- Rosettes for all International Couples of the Year.
- Name tags with the International Couple of the Year title.
- GWRRA Home Office provides complimentary Wing Ding registration for all International Couples of the Year being honored at Wing Ding.

Responsibilities

The International Couple of the Year is typically selected based upon their level of ongoing service to the GWRRA organization, and their demonstration of what it means to be a committed, participating member of the Association and their territory. They are ambassadors for GWRRA. They can be a tremendous help to the Directors and Team. The Couple's strong points should be emphasized and abilities utilized. They should always be included in media events and should be promoted as the typical GWRRA couple. Some possible responsibilities are listed below. These activities provide the Couples with an opportunity to continue to increase their interaction skills and spontaneity, as well as with the chance to make new friends.

- Assist Membership Enhancement Coordinator and/or Public Relations Coordinator with media events, charity events, etc.

- Speaking at non-GWRRA events/clubs about GWRRA (Chamber of Commerce, etc.)
- Present Couple of the Year seminars at rallies, workshops, and other events.
- Assist in promoting District events throughout their territory.
- At rallies, serve as greeters, work the information or GWRRA "goodie" table/store, handle 50/50 sales, talent show judging, etc.
- Maintain contact with other Couples of the Year in your "class" providing encouragement and guidance.
- Participate in rallies, winter events, Chapter kick-offs, and other Chapter or District events throughout their territory whenever possible.
- Serve as a mentor to Couples of the Year who follow.
- Write articles for the newsletter or for *Wing World Magazine*.

COUPLE OF THE YEAR RESUME

Overview of Resume Forms

The Couple of the Year Resume is an important document used by the judges during the selection process. The Resume format can be found on the MEP website. Both fillable PDF and Word versions are available for the Couples' use, and either can be utilized. Just as in the job market, the Resume provides a first impression and should be neat and easily read. The Resume can easily reflect on the Couple's commitment and interest in GWRRA. The overall Resume will be scored by the Judges who will consider it for accuracy, content, use of correct forms, and completeness of the information. If the Microsoft Word version is used, each section of the resume must remain on its respective page as shown in the document included in this handbook. It is the responsibility of the couple to ensure that the basic format remains unchanged.

- Page 1, Part I - Candidates' Information, contains contact information, membership information, photo, and a copy of both Candidates Membership card.
- Page 2, Part II - Certifications, is updated as the Couple advances through the District, and/or International levels. The original of this form should be retained by the Couple after the selection process so it can be completed and forwarded with the Resume to the next level.
- Page 3, Part III - Nominator's Comments, is to be completed by the Chapter Director or Assistant Chapter Director in the Couple's local Chapter at the time the Couple makes the decision to commit and participate in the District Couple of the Year Selection. These comments will remain a part of the Resume in its original form as the Couple progresses to District, or International levels.
- Pages 4, 5 and 6 - Part IV - Narrative and Involvement, should be clear and concise, and will be no more than three pages in length. As noted on the Resume, some sections will only include activities from the preceding five (5) years. The Couple should review the Resume for specifics on what can be included. Resume Narratives containing more than three pages or activities beyond the preceding five (5) years from date of the final submission deadline will not be accepted. When preparing the Narrative, the Couple should read over its five sections carefully and construct it so that information can be easily found by the judges. Bullet points are easiest to read and are the preferred method of relaying the relevant information. Couples should refer to the Score Sheet to familiarize themselves with what the judges will be looking for. They may find it difficult to limit the information to three pages, so when deciding what to include, the score sheet should be considered in the process. To verify the number of

new recruits, Couples may contact their Chapter Director, Membership Enhancement Coordinator or the GWRRA office. Remember the number of recruits is a combined number for the Couple.

Resume Preparation and Submission

- Resumes should be in the hands of the Couple of the Year Coordinator at least four weeks prior to the selection process so that it may be forwarded in a timely manner to the judges. The preferred method of Resume submission to the Coordinator is electronically via e-mail, and this is the required method at the International level. Hard copies may be mailed to the Coordinator if the Couple is unable to submit their Resume electronically. However, if sending via US Mail, the Couple should provide sufficient time to ensure that the Resume is received at least four weeks prior to the selection process.
- Completed resumes can be viewed by the Couple of the Year Coordinator for review before the due date of March 1st provided that the resume prominently displays the word "DRAFT". If submitted without the word "DRAFT", the Couple of the Year Coordinator must consider the resume to be their final resume submission, and as a final copy the resume cannot be altered in any way.
- Once the final Resume is submitted to the Coordinator it cannot be altered by the Coordinator in any way and is to be forwarded to the judges in the form it was received. Resume Narratives containing more than two pages, or activities beyond the preceding five (5) years will not be accepted. Questions concerning the information that may be included in the Narrative can be discussed with the Couple of the Year Coordinator at the appropriate level prior to the Resume being submitted. Failure to submit an acceptable Resume by the deadline set by the Coordinator will result in disqualification of the Couple. When a Resume is not accepted the appropriate District Director, and Couple of the Year Coordinator will also be notified.
- Resume Forms are available in fillable PDF and in MS-Word format from Couple of the Year Coordinators, Membership Enhancement Coordinators or on the MEP web page so that completing them is just a matter of "filling in the blanks".
- Resumes are to be completed using only an Arial 11 pitch font.
- Please be sure that all information listed on the resume and other paperwork is accurate. Inaccurate paperwork may be considered invalid, resulting in a possible disqualification of candidates.

Resumes are to be kept confidential and viewed only by authorized Coordinators and Judges. Resumes are not to be shared with others unless written permission has been granted by the Couple that submitted the Resume.

The Top 10 Reasons Why Your Chapter Needs a Couple of the Year

(These suggestions were compiled after many discussions in Couple of the Year seminars over a 3-year period and then were prioritized by seminar participants. They are presented in their order of importance as determined by those members.)

- 1) Selecting a Chapter Couple of the Year is a way your Chapter can "give back" to a couple who has worked hard for the Chapter and deserves recognition. Being Chapter Couple of the Year should be viewed as an honor and not a job.
- 2) Visitation with other Chapters by the Chapter Couple of the Year can increase inter-chapter activities and improve relationships with other Chapters.
- 3) Chapter spirit can increase when Chapter participants show support and demonstrate their pride for their Chapter Couple of the Year.
- 4) Selection as Chapter Couple of the Year often leads to personal growth for the couple, and they usually take on other Chapter leadership positions.
- 5) The Chapter Couple of the Year can bring more awareness within the community about our association which ultimately leads to new members. Wearing a shirt or vest with their Couple of the Year designation often causes others to ask about the title. News articles about them and public appearances by them can also bring awareness.
- 6) Through participation in the District Selection Process, a Chapter Couple of the Year can help gain recognition for your Chapter within the district.
- 7) As your Chapter Couple of the Year visits other Chapters, Couples of the Year from those other Chapters will, in turn, visit your Chapter and probably bring others with them. Increased visitation translates into several positive things including increased experiences or even revenue for your Chapter through 50/50 sales or other means.
- 8) Your Chapter Couple of the Year can promote your Chapter's upcoming events as they visit other Chapters.
- 9) Chapter Couples of the Year can, and often do, provide support to their Chapter through Recruiting and Retention efforts such as contacting potential members and those about-to-expire. It's a natural activity since the honored couple is likely to be enthusiastic about GWRRA and their Chapter, and eager to "spread the word."
- 10) With the excitement and enthusiasm usually exhibited by Chapter Couples of the Year, they often are found serving as cheerleaders for the Chapter Team and can be important in maintaining strong Chapter morale.

COUPLE OF THE YEAR FORMS

For the Dates and Timelines, Couple of the Year Resume, Score Sheets, Presentation Sequence form, Tally Results, and Sample Questions – go to the MEP web page at <https://mepgwrra.org> and select the “Couple of the Year” tab.