

# etra

emerald trail riders assoc.

## Newsletter 2012 vol. 1



Can you fix my bike?



### Greetings ETRA Club Members!

Happy New Year everybody, wishing all of you a year full of outdoor recreation and all that goes with it: Memories. Friends. Healthy activity. Volunteering. The Good Fight. Flat tires. Smelly helmets. Sore bodies. Mud. Dust. Sweat. Lots of laughs. Etc.

The following newsletter is one days work, so don't expect too much. I wanted to blurt out some good words to all of you for supporting our club and also throw a few tidbits of information at you. Read on.

### 2012 Calendar

I see a very healthy amount of activity in the pipeline for this year and I encourage everyone to get involved to some degree. Our usual cash cow, the Funky Chicken, is scheduled for June 16th and 17th this year. That will require as much support as we can get, whether it be work party worker bees or just some staff help on the big weekend. We will also be conducting YSEP sessions for the kids once every month. These require a half day commitment of easy volunteering. We also have a work party scheduled for March up at Huckleberry to help Wendy Z. and the Forest Service complete the new riders shelter there. I mentioned to the BLM Mike's at Shotgun that a Poker Run might be fun after fire season this year. They were thinking the same thing! Then there is the club ride schedule to be ironed out. I will make sure that club sponsored rides will be offered, we just need to set the dates. There are numerous poker runs to choose from as well, let's crash the party!

### Elections

December was election time and it slipped by all of us. This was not intentional and I would certainly welcome any nominees for President and Secretary (those positions are up for ballot on even years). The terms are 2 years each. Jen and I are willing to stay on in our positions but we don't want to limit the clubs potential. Anyone willing to commit to it should try it out. If you are interested, please contact us and we'll give you a good idea of what we do, what's involved and what could be improved. That said, we're looking forward to this year and putting a good effort into it no matter what roles we have.



## Bang for the Membership Buck

\$30...Hmmm. Let's see what 30 bucks can buy today.

- Dinner for two? Maybe, if you share.
- A tank of gas for your truck? Good luck.
- A manicure? Do it yourself!
- 3,000 gumballs?
- Annual ETRA membership. Hey, now we're shoppin'!



Our math is a little unconventional. We take \$30 for an annual family membership, multiply by the group number, subtract much more than that through meeting meals, cash points rewards, club sponsored rides, raffle items, etc., and still come out ahead.

It looks like this: [ \$30(yy) - \$xxxx = You! ].

It defies logic so far but when we kick in the event and program incomes, we settle the books with winning numbers. It's clear that your membership fee is a good investment. The catch is... there is no catch. The \$30 annual commitment is the only thing we expect from our members. Your further involvement and activity in the club is not obligated by us, it's obligated by yourself if you have the time and willingness to help.

This year, we are paying closer attention to member status. This is not about the money. It's about risk management. We are catching up on protecting the clubs property and liability interests with an insurance policy. This means we have to define our member roster in black and white, not grey. There are a few members out there that need to make the choice: "Is my \$30 working for me at ETRA or not?." We don't want to make the hard sell, and renewing is easy, so we are simply going to drop members if they aren't caught up. We won't be sending out plaintive emails begging for dues. In fact, the only people getting emails from ETRA will be current members. We hope this is not interpreted as bullying. It's really about fairness to those who are willing to support the club and enjoy it's privileges, benefits and camaraderie.



"Only Robinson Crusoe had everything done by Friday" Author Unknown

We prefer the weekend anyway.

Thanks!

## Club Momentum

There is proof out there that the ETRA is making an impact on OHV legislation, trail development and a positive public image. Our consistent involvement and interest in our sport is gaining respect from our lawmakers and public agencies throughout Oregon. The "granny gears" of government move very slowly, we know that. Our actions from 1,2 or 3 years ago are now playing out. A broad array of examples like the 3-Trails (Mowich) OHV area, Shotgun, the Lead Ban victory, Youth Safety and many others prove that patient, persistent attention to OHV issues pays off. You should be proud.

As a result of our expanding efforts (i.e. the Youth Safety Evaluation Program) we expect more members to roll into the ETRA snowball. With this growth we will have more power to impact OHV-positive issues as they come. The intent is not about greed, money or ego, it's about securing the future of our beloved sport. By having more members involved, we show up with more volunteers at work parties, have a stronger voice for public comment opportunities, staff events easier and bring together our fellow riders for that most important element, FUN! Keep it coming folks. The sport needs you!