



Job Description: State-level Directors

State-level Directors exemplify MSTA values of safety, skilled riding, helping others, friendliness and promoting the greater MSTA. They coordinate state and area members via activities that center around *fun, safe, skilled and sociable riding*.

State Directors coordinate members within a state.

Co-Directors coordinate members in a secondary area of a state.

Area Directors coordinate members where portions of multiple states converge.

Assistant Directors assist the State Director directly with his/her duties.

Main Responsibilities:

- ★ Strive to build the **3 Foundations** (below) for maximized member fun, activity and success
- ★ Add **Tips** (below) as desired and able, to help you succeed

3 Foundations:

1. Plan scheduled, monthly meetings to engage members, spark ride planning, share ideas and socialize
2. Schedule rides that include a social element (i.e. a restaurant stop, bike show, race spectating, etc.)
3. Maintain regular member contact and the broadcasting of a schedule of ride events via monthly communication (i.e. newsletter, facebook, email or etc.)

Tips:

- You're not expected to do *everything* in your state! Enlist your members to help!
 - Ask specific members to plan rides that include some type of socializing
 - Ask members to write about their riding experiences for your state newsletter and the *STAR* Review
 - Ask a member to manage or assist you with monthly communication to members
 - Ask a member to create and manage your local event schedule via a Facebook page or state web site
- Promote sanctioned and Just For Fun events to involve members with the greater MSTA.
- Get to know each of your members.
- Ask members to invite other riding friends to a meeting to experience your chapter of the MSTA.
- Invite and host the members of a neighboring state to a specially-planned ride in your state.
- Welcome and introduce new members and visitors at monthly meetings.
- Ask specific members to speak at meetings about moto-topics such as GPS, gear, maintenance, travel, etc.
- If a Co-, Area or Assistant Director would be helpful to you, talk to the Vice President for help.
- Contact your Vice President in advance of club expenses (when poss.) for approval and reimbursement.
- Remind those whose memberships are about to expire (based on CheckPoint file information) to renew.
- Look for a successor for your position, and ask them to assist you to give them experience.
- Contact your Vice President for more information or with additional questions.

You are the key leader of your state or area and the Vice President is your primary contact for help and support. The greater MSTA wants to see you succeed, so let us know how we can help! Contact VP Ann Redner at annredner@sbcglobal.net or **248-375-2146** (MI) for assistance and support.

Thank You for your leadership and dedication!

—from the Executive Committee and greater membership of the MSTA

Great Riders. Great Roads. Join Us!

RideMSTA.com