



Idaho *STAR* Program

2015 Media Kit



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Boise, ID 83714

idahostar.org



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Basic Information

Media Contact Information

Idaho *STAR* Program

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Director of *STAR*

Sunshine Beer

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Social Media Account Information

Facebook: Idaho *STAR* Motorcycle Safety Program

<http://www.facebook.com/IdahoSTAR>

Twitter: [@STARmotorcycle](https://twitter.com/STARmotorcycle)

YouTube: Idaho *STAR* Motorcycle Program

<http://www.youtube.com/user/IdahoSTARProgram>

Images Library

Flickr: Idaho *STAR*

<http://www.flickr.com/photos/idahostar/>

Address of Headquarters

3500 W. Chinden Blvd.

Boise, ID 83714

[\[Link to Google Map\]](#)



About Idaho **STAR**

Established in 1994, the Idaho **STAR** program is dedicated to reducing crashes and fatalities involving motorcyclists. The Idaho **STAR** program provides rider training and education programs designed to enhance the safety of riders across the state and is a respected public resource for motorcycle and scooter safety information.

FAQs

What does Idaho **STAR** stand for?

- Skills Training Advantage for Riders

Why was the Idaho **STAR** Program developed?

- To enhance the safety of motorcycle and scooter riders on Idaho roadways

Who teaches the courses?

- There are 64 **STAR** instructors across Idaho who are rigorously trained to provide straightforward guidance and feedback to riders

Who can benefit from the trainings?

- Riders of every skill and experience level

Why should a rider get involved with Idaho **STAR**?

- To gain the knowledge and skills necessary to prevent and survive crashes

Besides training, what else does Idaho **STAR** offer the public?

- **STAR** helps educate the public with strategies to reduce crashes and fatalities involving motorcyclists through local and regional communication channels and community outreach. **STAR** is also actively involved with motorcycle and scooter safety awareness efforts across the state

What months are riding courses or clinics offered?

- Trainings are scheduled to coincide with the riding season and are generally offered between March and November

Vision

Idaho **STAR** is the premier organization for educating the public with strategies to reduce crashes and fatalities involving motorcyclists.

Mission

Idaho **STAR** provides high quality:

- Motorcycle rider education, training, and testing
- Drug and alcohol awareness
- Public education and awareness of motorcyclists

Values

- Integrity first
- Service before self
- Excellence in all we do



Where are rider trainings offered?

- Trainings are offered in:

Northern Idaho:

Hayden
Lewiston

Treasure Valley:

Boise
Gowen Field (Boise)
Nampa (2 sites)
Meridian (2 sites)

Eastern Idaho:

Idaho Falls
Pocatello
Shoshone
Twin Falls

Are there different levels of training?

- Idaho **STAR** offers courses for every level of rider, including:
 - Introduction to Riding
 - Basic I
 - Basic II
 - Experienced
 - Braking Skills Practice
 - Cornering Skills Practice
 - Precision Riding Clinic
 - Sidecar/Trike

Courses

- **STAR** training sites: 12
- Rider trainings held in 2014: 335
- Total **STAR** instructors statewide: 64

Riders

- Riders trained in 2014: 2,858
- Riders trained through 2014: 37,395

Impact

Idaho Motorcycle Fatalities

2009 – 34
2010 – 28
2011 – 17
2012 – 22
2013 – 24
2014 – 25

1996- 2010: A review of all 7,738 motorcycle crashes statewide revealed that 84% of those involved had not attended a **STAR** training class. Further research of this data indicated that **STAR** training is associated with a 79% reduced crash risk. There was also an 89% reduction in the risk of a fatal crash. It is estimated that if the 292 “untrained” fatalities had received **STAR** training, 258 would not have died.

- Courses are designed to grow rider skills and abilities to safely and effectively navigate today’s roads on a motorcycle or scooter. Whether students are new to the sport or have ridden thousands of miles, we have a course that will challenge them and enhance their riding ability



History Sheet

1994

- The Idaho **STAR** Motorcycle Safety Program was created in 1994 under Title 33, Chapter 49 and Title 49, Chapter 3 of the Idaho Code

1995

- September: the first **STAR** coordinator was appointed

1996

- Spring: Statewide rider training begins

1998

- September: The motorcycle licensing skills testing system is fully implemented

2005

- Two-year study funded by the National Highway Traffic Safety Administration (NHTSA) ranked Idaho **STAR** as one of the top two programs in the nation

2006

- Fall: **STAR** staff formalizes vision, mission, and values to reflect the core of the **STAR** Program.

2007

- The “Think! Look twice for motorcyclists” public service announcement wins a national award. Many states have requested to use the PSA, which was developed jointly by **STAR** and the Idaho Transportation Department
- A review of all 4,282 motorcycle crashes statewide from 1996 through 2006 revealed that 87% of those involved had not attended a **STAR** training class. Further research of this data indicated that **STAR** training is associated with a 71% reduced crash risk. There was also an 81% reduction in the risk of a fatal crash. In addition, it is estimated that if the 185 “untrained” fatalities had received **STAR** training, 159 would not have died

2008

- August: Basic II course is launched, significantly increasing **STAR's** training capacity
- Idaho **STAR** trained a record 2,964 students

2009

- Legislation passes to move Idaho **STAR** under the Division of Professional-Technical Education (PTE), effective July 1, 2009
- June: Sidecar/Trike Course is launched with two staff members certified to teach the course
- Idaho **STAR's** alcohol awareness campaign for riders is aired



2010

- **STAR** instructors train 5.0% of the estimated 54,568 riders (based on registered motorcycles) in Idaho
- **STAR** has grown an average compounded rate of 16% per year since 1996, while expenses have only grown 9% compounded annually

2011

- June: the first Precision Riding Clinic is launched to the public with four instructors certified to teach this course
- A review of all 7,738 motorcycle crashes statewide between 1996 and 2010 revealed that 84% of those involved had not attended a **STAR** training class. Further research of this data indicated that **STAR** training is associated with a 79% reduced crash risk. There was also an 89% reduction in the risk of a fatal crash. It is estimated that if the 292 “untrained” fatalities had received **STAR** training, 258 would not have died
- Idaho **STAR** launched a Facebook Fan Page and Twitter account
- Idaho **STAR** began an email newsletter (over 1300 subscribers)

2012

- Idaho Received the 2012 Outstanding State Award from the National Association of State Motorcycle Safety Administrators (SMSA)
- Idaho **STAR** organizes the first three Spring Openers
- The Riding Practice Session is offered to Idaho **STAR** students who qualify for a retest

2013

- March: the first Introduction to Riding Course is launched to the public with 20 instructors certified to teach this course
- May: the first Cornering Skills Practice and Braking Skills Practice classes are launched to the public with 21 instructors certified to teach them
- The Riding Practice Session is offered for the first time to all Idaho **STAR** graduates who have taken a Basic I, Basic II or Experienced Course

2014

- College of Southern Idaho opens a Twin Falls range and classroom for **STAR** classes.

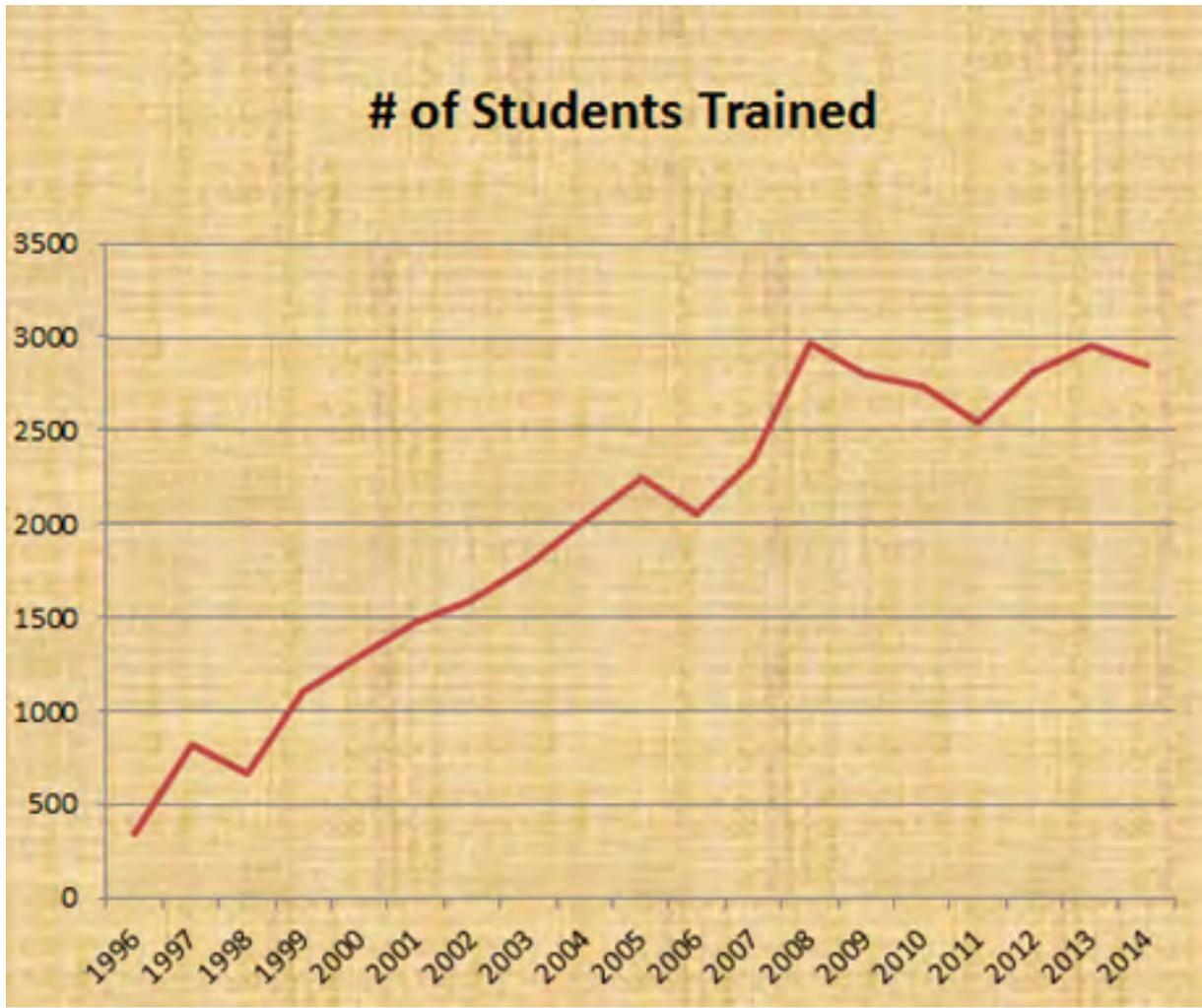
2015

- February: Sunshine Beer named new Program Director.
- March: New range and classroom in Meridian opens at High Desert Harley Davidson.



1995-2014

- 37,716 students have been trained by dedicated **STAR** instructors





Team Bios

Sunshine Beer is the Director of the Idaho **STAR** Motorcycle Safety Program. She has been riding motorcycles since 1998 and has been involved in motorcycle safety and *rider education* since 2003.

Sunshine teaches all levels of rider education from introductory classes to precision riding courses for expert riders. Sunshine is one of five Evergreen Safety Council's Sidecar/Trike Education Program's Chief Instructors, and she is a Mentor Instructor and Instructor Trainer for **STAR**. Sunshine served as the **STAR** Program's Training Manager from 2008 to January of 2015.

Sunshine is the co-author of several **STAR** courses and can also be credited with helping Idaho **STAR** to become one of only two basic rider training programs to be recognized by a national organization as meeting the National Highway Transportation Safety Administration's (NHTSA) Model National Standards for Entry-level Motorcycle Rider Training.

Sunshine is a voting member of the National Association of State Motorcycle Safety Administrators (SMSA) and served on the Executive Committee for two years as the Western Region Representative and Executive Committee Secretary.

Her goals are to lead others to knowledge, encourage thought and action, inspire excellence, and change the world and save lives, one motorcycle rider at a time.

Sunshine enjoys all types of riding and has owned a variety of motorcycles over the years. She currently rides a 2013 BMW R1200GSW and a 2011 Suzuki GSX-R750.

Training Manager of Idaho **STAR**. (vacant). Manages the recruitment, training, and professional development of instructors, mentors, and trainers statewide. Monitors and promotes program quality assurance and oversees curriculum development for rider training.

Robert "Shawn" Beer is the Statewide Site Manager of Idaho **STAR**. He started teaching for **STAR** in 2006 and has filled the role of Instructor, Mentor Instructor and Instructor Trainer. He served as a voting member on the Idaho **STAR** Advisory Committee from 2009 to Aug 2013. As the Statewide Site Manager he oversees a team of Site Managers and Regional Site Support personnel to keep **STAR's** sites, equipment, and the fleet of over 170 motorcycles running smoothly for Instructors and students alike. He enjoys all forms of riding and currently rides a 2013 BMW R1200GSW.

Carly Oppie is the Office Manager for Idaho **STAR**. Originally from Montana, she has been with the program since 2008 and resides in Boise with her husband. Although



Carly is not a rider, she has taken the Basic I course and had a ton of fun. She enjoys her fun and talented co-workers, as well as serving the riders and communities of Idaho.

Kris Turner is a **STAR** Administrative Assistant. Originally from Eastern Idaho, Kris moved to the Treasure Valley and has resided there for 20 years. She is excited to be a part of the **STAR** family, as her husband is an avid rider and sets a great example for her two young boys. Who knows? Maybe we'll be seeing her on a bike before too long...

Scott Dufford is a **STAR** Office Specialist Assistant. Originally from Alaska, where he was born and raised, Scott moved to Boise in the fall of 2013. He loves the weather and the town. His passion is flying, and he is a licensed pilot. Scott rode for 25 years in Alaska, and currently rides a Kawasaki KLR650.



Awards and Recognition

- 2014** – Idaho **STAR**'s Basic I curriculum is recognized by the SMSA as meeting the National Highway Transportation Safety Administration's (NHTSA) Model National Standards for Entry-Level Rider Training.
– Idaho **STAR** received the 2013 Idaho Press Club Award, 1st Place, under the category of Public Relations-*Brand Management*
- 2013** – Idaho **STAR** Director Stacey "Ax" Axmaker, received the 2013 *Outstanding Contribution Award* from the National Association of State Motorcycle Safety Administrators (SMSA)
- Idaho **STAR** Director Stacey "Ax" Axmaker, elected to serve on the SMSA Executive Committee for a 2-year term
- Idaho **STAR** staff presented two workshops to a national audience of program administrators at the SMSA Conference:
- "Applying the National Standards to Entry Level Curricula: Idaho's Experience"
 - "State Motorcycle Safety Programs – State Motorcycle Safety Plans and Working with Coalitions"
- 2012** – Idaho received the 2012 *Outstanding State Award* from the SMSA
- Idaho **STAR** staff in partnership with TEAM OREGON presented a breakout session to a national audience of instructors at the State Motorcycle Safety Administrators (SMSA) Conference:
- "The 'You Can't Fix Stupid' Dilemma"
- 2011** – Idaho **STAR** received the 2011 Idaho press Club Award, 2nd Place, under the category of *Website General Excellence*
- Idaho **STAR** staff presented the primary workshop and breakout session to a national audience of instructors at the SMSA Conference:
- "What's Next for our Course Graduates? Putting Rider Training in its Proper Perspective"
 - "Achieving Results in Motorcycle Safety through Interagency Collaboration"
- 2010** – **STAR** Training Manager, Sunshine Gillett, elected to serve on the SMSA Executive Committee for a two-year term
- 2010** – Idaho **STAR** staff presented a primary workshop to a national audience of instructors at the SMSA Conference:



- “The Professional Motorcycle Safety Instructor/Rider Coach and the Circle of Success”
- 2009** – Idaho **STAR** staff presented a breakout session to a national audience of instructors at the SMSA Conference:
- “Instructor/Rider Coach Resource Fair: Tools to Facilitate Success in the Field”
- 2008** – Idaho **STAR** staff presented two breakout sessions to a national audience of instructors at the SMSA Conference:
- “Maximum Braking – Evaluation & Coaching”
 - “Guided Discussion – A Simple, Consistent, and Effective Classroom Teaching Technique”
- 2007** – Idaho **STAR** staff presented a breakout session to a national audience of instructors at the SMSA Conference:
- “The Bubble of Awareness”
- 2006** – Idaho **STAR** staff co-presented two breakout sessions to a national audience of instructors at the SMSA Conference:
- “Passing the Torch”
 - “The Basic Rider Training Curriculum – A Panel Discussion”
- 2005** – Idaho **STAR** Program ranked second (nationally) for *Promising Practices in Rider Education and Licensing* in a research project sponsored by the National Highway Traffic Safety Administration (NHTSA)
- 2002** – Idaho hosted the national conference of the SMSA
- Idaho **STAR** Director, Ron Shepard, elected to serve on the SMSA Executive Committee as Chairman for a two-year term
- 2001** – Idaho **STAR** Director, Ron Shepard, elected to serve on the SMSA Executive Committee as Vice-Chairman for a two-year term
- 1998** – *Rider Course Promotion Award* given to Idaho **STAR** from the national Motorcycle Safety Foundation



Student Testimonials

"Had no idea there was so much to a motorcycle. Probably saved me from doing something stupid."

-Kai C.

"This was, by far, the best class I've ever taken, including college classes and work training. It was fun and taught me very important information and ideas. The teachers were enthusiastic, knowledgeable, engaging, and fun."

-Bryan E.

"FANTASTIC COURSE!!! I am a teenager with dirt bike experience, and I found this course very informative and useful! I would recommend the course to anyone wanting to ride and operate a motorcycle properly!"

-Braxton C.

"At 50, I didn't think I needed to take this class, but I went ahead and did so. Turned out I really needed it. It is a great program and I would recommend it everyone who is considering riding!"

-Dean E.

"Excellent - great calibration point to show that my skills don't yet match my confidence. Feedback was specific and excellent. Thank you."

-Lisle P.

"Very professional & up-beat. Instructors seemed to be excited to be there."

-Tyler G.

"An excellent course which I recommend to everyone who has no/little experience in riding a motorcycle. Theoretical (classroom) section good as well. Much better than the [manual] from the DMV."

- Juergen S.

"Everything was great. Everything was constructive, even when mistakes were made; I never felt insulted or dumb when being corrected on a problem. Highly Recommended Course."

- Cory B.

"Absolutely great course. Consummate Professionalism throughout. Inveterate dedication to each and every student, and demonstrating a sincere concern for their advancement."

- Don W.



"I learned so much about what I didn't even know I needed to know that I would recommend this class to anyone, even those who have been riding for a while. I feel prepared to handle most situations (with additional practice, of course) and overall feel more aware and confident as I continue practicing & learning."

– Jana F.

"This class has been infinitely helpful, my Instructors are wonderful, knowledgeable, and patient, giving coaching as needed, and never making a student feel inadequate or slow. And, on top of all that, it was fun fun fun!"

– Lael C.

"This course was very well put together. Coming in as someone who has never ridden before, I feel surprisingly confident in my knowledge and abilities after taking this course. The instructors were extremely helpful, and taught the material in a relaxed, non-threatening manner. They were very approachable and helped significantly in my success."

– Cade W.

"This course was excellent - better than expected. All information was useful, practical, focused on safety. VERY WELL organized & efficient! Well worth the \$ and I would recommend it to anyone interested in riding. Thank you for doing this."

– Deborah M.

"Very helpful. Love to hear what I was doing wrong and right. The learning environment was pleasant and encouraging. Treated each student with respect. Even when mistakes were made it was a calm atmosphere. Thank you very much!"

– Mindi R.

"Outstanding job by all!!! Probably the best course I have attended (retired military). Breaks were timely, communication was excellent, ensured each student had a good knowledge of what was expected of them. Compassionate & understanding to all. I will definitely use all I learned. Thank you!"

– David S.

"I strongly feel that taking this class may have saved my life."

-Steven C.