

## The Road Warrior – Rich Henrion, SMARTER Board Chairman

Norway, Michigan resident Rich Henrion is the runner up in the 2019 BMW Motorcycle Owners of America North America Mileage contest with 50,136 miles. He was national numero uno in 2018 with 45,680 miles and sixteenth in the nation and first in Michigan in 2017. All total he has logged more than **147,649 miles** in the past four summers.

Rich is the chairman of the Skilled Motorcyclist Association – Responsible, Trained and Educated Riders, Inc. (SMARTER at [www.smarter-usa.org](http://www.smarter-usa.org)). SMARTER is a national non-profit motorcyclist safety education association known as the one stop spot for accessing motorcyclist safety research.



*“I hope this will be an inspiration to everyone who is retired and had a few health issues to get out there and chase their dreams.” (Rich Henrion after winning the 2018 mileage contest)*

Rich rides two BMW motorcycles - a 2016 R1200RT with 115,000 miles on it and a 2014 K1600GT Sport. As the chairman of a national motorcyclist safety association he “wears all the gear, every time he rides.” Rich also adds safety features such as additional lights and as a 6’7” rider Rich does lots of modification so his motorcycles fit him comfortably for 700 to 1,100 mile days.



Long distance riding is Rich’s passion. While many riders say it is not the destination but the journey, Rich has always been destination driven. He has ridden his motorcycle to the four corners of the U.S., is among a select group of adventure riders who have ridden to the Arctic Circle, visited Yellowknife,

ridden the Trans-Labrador Highway, the Continental Divide trail, completed the 2006 summer ALCAN 5000, is a multi-time completer of a Saddle Sore 1,000, Bun Burner Gold 1,500, Great Lakes 100, National Parks Tour Series and a finisher of many Iron Butt Association certified rides.

Rich retired in 2015 after a 39 year career in education having earned Master of Arts degrees from Northern Michigan University in Industrial/Vocational Education and Educational Administration and Supervision. Rich served the Michigan Rider Education Program for 35 years as a Motorcycle Safety Foundation RiderCoach, RiderCoach Trainer and Regional Coordinator for the rider training program sponsored by Northern Michigan University. He received the Motorcycle Safety Foundation National Instructor Achievement Award in 1989. In addition to his service on the SMARTER board he is also an active member of the U.P. Traffic Safety Committee and is President of Beemer UP - an Upper Peninsula (of Michigan) Club of BMW motorcycle riders.

Even with all the time spent in the saddle and as a motorcyclist safety advocate, Rich remains actively involved with his community and his grandchildren. As a Dickinson-Iron Intermediate School District employee he served and chaired numerous committees including co-chairing the Norway-Vulcan Area Schools bond issue which passed on the first time voted upon. He is active with the Evangelical Covenant Church of Norway, having served many years on the board and as financial secretary.

Rich's grandchildren Gray, Reed and Miles Harrison and Emmett and Elise Rice are his current love, in addition to his spouse Beth and own children. He is involved in Cub Scouts and is currently the Bear Den Leader. His grandchildren are learning from Rich about fishing, boating and a love for the outdoors and nature, care for others, commitment, honor, the benefits of hard work and the importance of family and community.