



SMARTER Board Elects New Members, as Two Iconic Board Members Step Down

The Skilled Motorcyclist Association - Responsible, Trained, and Educated Riders (SMARTER) Board of Directors has approved Ken Conden of “Riding in the Zone” and Larry Crowe, formerly of the New Hampshire Rider Education Program, to join the Board. The Board also re-elected Deanna Ward-Foy, a Motorcycle Safety Foundation Certified Rider Coach Trainer, for another term. Longtime member and Board Chair Richard Henrion has officially stepped down, along with founding member Dr. Dan Petterson, former President and CEO of SMARTER, who has served the organization since its inception:

“2026 has begun with significant challenges for the Motorcyclist Safety and Rider Education sector, including threats to funding, a lack of responsible, essential research, and a general sense of uncertainty across many state programs. SMARTER remains an underutilized resource that continually works to educate and inform all riders and programs on evidence-based methods for reducing fatalities and injury severity among motorcyclists,” said Dr. Donald Green, new SMARTER Board Chairperson and Owner of Rider Choices – Rider Education and Consulting. “The challenges will persist for us into 2026 and beyond. In addition to typical motorcyclist crash statistics, we will see many changes over the next few years due to technological advances, evolving definitions, and policy changes. The association will continue working toward the goal of promoting and protecting motorcyclists in the U.S., and I look forward to the contributions Ken and Larry will bring to the board, as well as those of all the current Directors, Dr. Xu Simon—our President and CEO—and all our members. I also want to thank Rich and Dan for their tireless efforts, contributions, and service to the board and the association.”

Dan Petterson Retires as Board Director and becomes Board Ex-Officio



Dr. Dan Petterson has an extensive background in both public K-12 and motorcyclist safety education. In 1990, he earned not only a doctorate in education but also certification from the Motorcycle Safety Foundation (MSF) as a chief instructor (RiderCoach Trainer). He retired from public education in 2000 and decreased his official motorcyclist coaching in 2020.

Dan’s individual work and his efforts as CEO of SMARTER have earned national recognition. He is the recipient of the following awards:

- 2003, RiderCoach Trainer of the Year – *Motorcycle Safety Foundation (MSF)*.

- 2011, one of five individuals nationally to receive recognition by the *Motorcycle Safety Foundation* for “Extraordinary Contributions to Motorcyclist Safety.”
- 2014, recipient of Silverdale Award, the purpose of which is to recognize persons nationally who have made outstanding contributions to traffic safety education, by the – *Michigan Driver and Traffic Safety Education Association* (MDTSEA).
- 2021, *Richard H. Austin Traffic Safety Award* for long-term contributions and commitment to traffic safety for the Skilled Motorcyclist Association – Responsible Trained and Educated Riders, Inc., by the – *Michigan Governor’s Traffic Safety Advisory Commission* (GTSAC).

Dan developed MSF curriculum components, served as Michigan’s motorcyclist safety coordinator, and has presented at both state and national safety conferences, including SMSA and IRETS. He is SMARTER’s representative and PPE expert on NHTSA research projects, and was SMARTER’s President and CEO from 2007 to January 2025. He remains a key supporter of SMARTER, representing it at several events, including state motorcyclist gatherings.

Rich Henrion Retires from Board

Rich Henrion is a Detroit-area native who lives in Michigan’s Upper Peninsula and taught High School Auto Technology for four decades until retiring in 2015. Upon retirement, Rich continues to spend time with his five grandchildren, serves as a Cub Scout Den Leader, and is an avid motorcycle rider.



Rich won the BMW Motorcycle Owners of America North American summer of 2018 mileage contest with an amazing 45,680 miles. Rich holds double master’s degrees in education and is a Master Mechanic, a now-retired Motorcycle Safety Foundation RiderCoach (1980), RiderCoach Trainer (1986), MSF Chief Instructor award winner, long-time Iron Butt member, and multi-time guest author for the BMW Owners Association magazine.

Rich is also a third-party tester for the State of Michigan and conducts both motorcycle

and automobile tests. He is an active member of the Upper Peninsula (UP) of Michigan Traffic Safety Council. Rich rides a BMW R 1200 RT. He is the best choice as a long-distance travel companion because he never gets lost (GPS expert), has the skills and tools to fix any potential breakdown, and carries them with him. After serving on SMARTER’s board of directors in various capacities since its inception, Rich was elected chair in January 2013.

Current Board

The SMARTER Board includes representation from across the United States in the Research, Safety, and Rider Education. The full board roster beginning in 2026 will be:

- Chairperson Dr. Donald L. Green, Rider Choices – Rider Education and Consulting
- Vice Chairperson Eugene Pratt III, President of Ace Tool and Engineering.
- Director Ken Condon, Author and President of Riding in the Zone.
- Director Larry Crowe, Motorcycle Safety Foundation RiderCoach Trainer.
- Treasurer Deanna Ward-Foy, Motorcycle Safety Foundation RiderCoach Trainer.
- Secretary Justin McDonald, Nevada Motorcycle Safety Program Administrator.
- Director Rita Murphy-Lybek, President of Murbek Rider Education and Training.
- Director Henry “Hank” Waters, Former Virginia Motorcycle Safety Program Manager.
- Ex-Officio Dr. Dan Petterson, Director and President Emeritus.

Executive Staff

The SMARTER Executive Staff includes:

- President and CEO Dr. Xu Simon, PhD. - Massachusetts Institute of Technology (MIT), and Master of Business Administration in Global Business from Bentley University.
- Administrative Assistant Susan Koths, CEO of Org Services – administrator extraordinaire.

"SMARTER's strength comes from the collaboration between our members, our board, other organizations, and programs that work with us to educate motorcyclists and decision-makers in every community in the country," said Dr. Xu Simon, President and CEO of SMARTER. "As the rest of the Motorcycle Industry navigates economic, regulatory, and policy challenges, our board plays a critical role in helping guide the priorities and ensuring we remain focused on evidence-based motorcyclist safety efforts. I'm grateful for the continued service of our board members, excited to welcome new perspectives, and appreciative of the current and new members who have helped position this association for the work ahead."