



On the Trail

SATVA Newsletter

Volume 2, Issue #1, January 2014

2013 - A Retrospective

Typically I've tried to keep the newsletters informative, light and entertaining, however 2013 was not a particularly stellar year for recreational ATV users in the province. A record snowfall, followed by a late, wet spring resulted in the cancellation of several ATV rallies along with several trail systems being severely damaged and unusable throughout the province.

We also saw a record number of fatalities last year, with eight people losing their lives in ATV related incidents. In a majority of these fatalities, the driver or passenger wasn't wearing their helmet, which is real cause for concern. Like many of you I follow ATV related social media sites and still see postings showing people riding with no helmet. It is not only the law in Saskatchewan but it can save your life.

But the good news in that several rallies were held, the riding season, although shortened, did see lots of good riding days and all in all an OK year.

We were able to have four of the major ATV manufacturers (and several of their dealers) become members of SATVA. This was a major accomplishment in my opinion as we see this as a partnership that will reap benefits for all involved.

We've approached government on two occasions and looked for their support. Governments by their very nature cater to the public will, and right now ATV riders are generally not looked upon fondly by the general public. Some of that ill will is warranted and some isn't, but most of the press ATV's get is negative. You may not agree totally with everything SATVA is promoting, which is fine and everyone is entitled to their opinion, but please be assured we're in this for ATV riders. We're ATV enthusiasts ourselves and we believe the ATV situation in Saskatchewan can be improved dramatically

SATVA is a relatively young organization and has done its best to support and promote safe and responsible riding throughout the province. We're learning lots from our more established friends as the Saskatchewan Snowmobile Association who continue to offer us support and help to build the organization. I hear all too often the comment "what has SATVA done for us?" or "why should I join a club?" Perhaps a better question is "what can I do to help SATVA create a safer and more user friendly environment for ATV users in Saskatchewan?".

So what can you do to help? Probably the biggest thing you can do is to operate your ATV responsibly. Don't become a statistic. Take part in ATV training for you and your family. Secondly join an ATV club or form one in your area if one doesn't exist. And yes we'd love to have your club become a member of SATVA. Clubs offer a lot of benefits beyond the social aspect (which is significant in itself). Clubs offer a common voice to users in an area and can be the focal point for trail development in that area.



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Finally talk to your MLA with respect to ATV usage in your area. They are your elected representatives and more often than not they only hear complaints of ATV usage and not the positives. Invite your MLA to go on a ride with you or your club and show them that ATV's are a safe and entertaining recreational activity.

The Year Ahead

2014 has tremendous potential for the ATV community and with your help and support, SATVA will be able to make the ATV experience in Saskatchewan much better. As I mentioned in the last newsletter we've formed a strategic directions committee and we'll be meeting shortly to finalize some recommendations for this year. Some preliminary thoughts are as follows:

1. Outreach – SATVA wants to connect with its members more and to interact with potential members and ATV users generally. One good mechanism is to be more active at ATV rallies. We don't want to interfere with the rallies, maybe just have more opportunities to talk with ATV users to get some ideas and concerns from them.
2. Safety – as mentioned earlier the safety record in Saskatchewan for ATV's is a concern. We didn't have data for injuries, however ATV related fatalities in 2013 were at an all time high. In several of those crashes the rider was not wearing a helmet. We hope to partner with SGI and the Acquired Brain Injury Institute on a safety campaign on helmet use and general safety issues.
3. CASI Training – proper training is important when operating an ATV especially for a young person. SATVA wants to do a better job of promoting and delivering ATV Safety Training in 2014.
4. Membership – SATVA is only as strong as its member clubs. We need your support in order to be taken seriously by decision makers. We'll be spending more time dealing with our member clubs and doing what we can to attract new clubs and members.
5. Dealer members – we want to work with our dealer partners in identifying SATVA as a good mechanism to improve the ATV experience in Saskatchewan and we're going to ask them to help us distribute information to ATV riders as their situation allows.
6. ATV Registration – we see this as an important step for both safety and the development of a better ATV experience in the province. We'll continue to lobby government for ATV registration.

Please "stay tuned" for more in this area.



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2014 Raffle

We're changing things up a bit. We like how the SSA does their raffle and we've decided to do something similar. Our first prize will be a choice of 4 quads from member manufacturers or a cash prize alternative. Also we're going to make it more attractive for our clubs to sell tickets. Clubs will now get back 75% of net sales. We'll still have an ATV Trailer as the second prize, a mini-quad for the third prize and a fourth prize of a set of tie downs from "The Quickie"

Dealer Members

We've had more ATV dealers join SATVA. Check the SATVA website for their names and locations. Their support is greatly appreciated.



CASI ATV Training



As always we'd like to remind riders that Saskatchewan has 6 certified CASI ATV instructors in the province. ATV training is required, by law, for anyone 12 to 15 years old (and anyone who doesn't have a driver's license), when operating on public property. As well this training is valuable for anyone to improve their safety and riding skills. To sign up for an ATV Safety Course, visit www.satva.ca where you'll find a link on the main page to register online.



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Discounts

Don't forget as a SATVA member you are offered a 10% discount on personal ATV Insurance through OASIS insurance, and a 10% discount on purchases at Mark's Work Warehouse. We will continue to explore more opportunities to help our members with savings.

Social Media

SATVA's social media sites such as Facebook and Twitter offer ATV users a quick reference to things that are happening in the ATV world. We try to keep the sites updated with the most current information. Please take a moment to check out our sites and provide comments.

Facebook <https://www.facebook.com/#!/groups/175643119160177/>



Twitter <https://twitter.com/InfoSatva>



So far this winter has not seen major snow fall, but has been a little chilly. Before you know it spring will be on us and Rallies will start to show up. Please be patient and stay off the designated snowmobile trails as the Snowmobile clubs spend significant time and resources grooming those trails for their riders.

As always I welcome your comments, suggestions and am willing to debate the issues with you. Contact me directly by email at info@satva.ca, or comment on our Facebook group. We also follow the Saskatchewan ATV Hardcore forums so feel free to voice your opinions there as well.

John

John Meed, General Manager/Newsletter Editor



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*'Ride Safe. Wear your Helmet,
and Don't Drink and Quad'*

