

The Cunning Cabinet Planning Meeting Saturday November 17, 2018

Members in attendance: Mark McDonald, Gary Jander, Greg Fox, Jeff Wilson, Natali Galt, Bob Erikson, Roy Talley, Sara Tobias, Geoff Tobias, Dave Schmitt, Tom Leahy, Cheryl Millham, Tom Millham, Carole Farris, Bill Hooper, Steve Geraci. Attending telephonically, Rich Fuller. Unable to attend: Pete Horton, Ann Isaacs, Greg Mason, Fuchsia Ward, Tony Molino, Robert Davis, Audrey Kagawa, Anna Wu, Patti Ryder.

Housekeeping

On any official printed or graphic materials, Tim wants his full name "Timothy" to be used (does not apply to these notes).

World's Best Kiwanian Mug (bought by Tim at KI, but is in poor taste to buy for one's self, so Tim sought a volunteer to present such a prestigious gift to him, Gary Jander stepped up to present the mug to Tim. Gary owes Tim the \$17.00 cost of the mug (just kidding)).

Official photographs were taken in Indianapolis. Tim has posted two of them to his Facebook Governor-elect page. One is with sunglasses, the other is without. Either picture can be used for publication to suit the user's purpose.

Icebreakers and Introductions

We went around the room making introductions and Tim asked each person 3 random icebreaker questions per person.

Opening Remarks

Why are you here? A lot of thought went into who should be on this cabinet, we wanted representation from the entire district, and we wanted people who essentially have Tim's back. Cabinet members should be eyes and ears in their area and share a free flow of information and ideas.

Bob Erikson used this time to pass out “Ginger Snaps” t-shirts to the past governors in the room. He also passed out a list of interesting facts about Gingers.

Tim wants us to avoid negative political things and gossip that happen from time to time.

Some governors have had counselors who get assigned to various regions. Should we have them?

Tom – counselors are good, especially if you have people separated throughout the district. Cabinet often does the same thing,

Gary – used some during his year. Especially helpful when dealing with issues in Nevada and Hawaii.

Roy – started the year without counselors but quickly appointed some when troubles started.

Bob – Didn’t have counselors but did have people that could serve as his representation.

Mark – Had counselors. Make sure they are representing your interests and your ideas. Sometimes they only meet here (at the cabinet meeting) and never get together again.

Tim would like to have at least brief cabinet meetings at both Mid-Years and DCONs. Most Cabinets only meet this one time, Tim wants us to be actively engaged for the next 2 years.

Vision / Passion

Res, non verba! This is Daniel Vigneron’s motto for his year, it translates to “Act, don’t talk!” We need doers, not talkers.

The campaign was exceptional. Creative. Energetic. Engaging. At MYS the table was so energetic and engaging. We need to create this atmosphere in everything we do.

How can we bring that energy to the District? How can we get people to go to Mid years, DCON, RTCs, and CLE Training?

The product is the meeting. We can’t grow membership without relevant meetings. Improve the membership experience. (Relativism)

Is there room for improvement? Always

Numbers and Leadership, 12 equals 13! In order to accommodate past KI President's goals the Kiwanis year has been extended from 12 months to 13 months.

Tim was given a lot of material at his training in Indianapolis. There was general KI material, and material that was specific to Cal-Nev-Ha. Tim noticed that, on the graphs provided to him, we get what we focus on, and last year the singular focus was on building clubs, but at the expense of helping and strengthening existing clubs. He also noted that our District membership declines correlate directly to our leadership in those given years. **Our membership woes as an organization stem from the lack of effective leadership training at all levels.**

KI wants to know what we are going to do to cure the list of sub-charter strength clubs. Our list, as of October 1, had 125 sub-charter clubs, it is currently down to 115.

Tim's honest assessment of the KI Governor-elect training was that it was poor. There was no leadership education nor any motivation or inspiration. Most of the lectures were of important and relevant information, but there really was no training.

Gary – a good strategy would be to focus on the job at hand and not focus on the numbers.

Tim presented a "KI State of the Union" which went over some of the numbers that were shared, how they were shared, and that he believes that there is more to the numbers than just the black and white, and that we were being given numbers that they wanted us to see and believe.

While membership decline has been going on for some time, Tim discussed his views on the declines since 2007. What 2 historic events happened in 2007?

- 1) The Great Depression of 2007. We lost a lot of members whose companies stopped sponsoring memberships.
- 2) The release of the iPhone. The age of instant gratification.

Tim's Want List for the District:

Creativity, Humor/Fun, Action, Salad, Music

Problem – Tim doesn't like the word "problem", instead let's use words like Issue, Challenge, Situation, and Opportunity. Additionally, for every negative, there is a positive.

The Line

Tim acknowledges that there's a line (humor) that shouldn't be crossed. We don't intend to cross that line, but it sometimes happens. Our job is to protect Tim and keep him from crossing that line.

Theme

We did a group activity leading up to the big reveal of the theme for the year and the pin design (photos attached to this email).

Team Attire

Tim presented a cadre of orange garments including underwear, socks, and shoes. Discussion ensued:

"Not all will be men. Needs to be flattering to women as well."

"Cost Effective?"

"Most everybody has a black jacket, and black goes well with Orange."

"Orange would stand out."

"The polo will likely be black with the pin design on it"

"Possibility of having white as an option as well for the polo"

"Can possibly have the torch made into patches much like the Team Ginger patches. (Patch placement could be a problem)"

Bob talked about the importance of having a color that stands out. He feels that's why people aren't excited about being in the organization nowadays.

Mark cautions about using a colored jacket that's only worn for one year. Cost. Florida wears orange jackets.

Tom mentions that if 50 different people order 50 different jackets, they'll end up with 50 different shades.

Color ties you together as a team.

Gary states: If you're not wearing an orange jacket, you're not seen as part of the team. There are LTG's who can't afford or won't afford a jacket like that.

Black jacket with an orange shirt? Perhaps a black tie with the torch on it? (Seems to be the general consensus)

Scarves

Mark can get a mock up of both the ties and the scarves.

CLE Training

Tim has felt for a long time that CLE Training is more club management than leadership training.

Clubs aren't liking paying for the same material where only the date has been changed.

The failure is ours.

We aren't providing our presidents with the training necessary for them to do excel or succeed in their jobs.

Greg states that we spend way too much time on rhetoric and not enough time on the actual nuts and bolts. They give you no skills. You get that from your past leaders who share their experiences, and it's up to you to incorporate that.

We need better curriculum – not just management

Pacific Northwest Governor Elect stated she won't be using the CLE material provided. The Georgia District has developed their own and will be sharing it with Tim.

Greg – **EDGE – Explain – Demonstrate – Guide – Enable** (from his son's Scouting Life. It should be more than just your relationship to your club but also your relationship to your community.

Tim thinks part of CLE training should be Key Leader for Adults with Listening skills, and Team Building Skills.

Dave – PEPC – President Elect Planning Conference – It was all leadership for presidents back in the day.

Bob wonders if it would be beneficial to form a committee of people who understand education and can make it a true training program that would be beneficial to people.

We have to stop wasting attendees time.

Gary – the right people have to be the one presenting the material.

The general mindset is that they don't want to remove "seasoned" CLE Trainers because they don't want to hurt their feelings....

Mark says that people have to let them know via the surveys that are sent that the CLE trainers are ineffective.

Bill says that we need to stay in the general geographical areas. Also, it's beneficial to work as a pair.

Tim says we can't send trainers out that aren't trained properly. (Train the Trainers)

Roy, Bob and Tim will work hard together to revamp CLE Training.

LTG Training

Tim thought Rocci's training was very good.

Pete Horton will be the chair for LTG Training.

Tim got to experience real leadership training at Gary Jander's LTG training. Gary had brought in Jane Erickson, and that had a profound impact on Tim.

Tim wants to do the same thing, and he's talked to Jane. He wants to bring her back for his LTG Training.

Tim realized that she had incorporated a lot of Key Leader concepts into his LTG Training. He feels that's what has been missing lately.

He was offered an a-la-carte menu of topics for LTG training (to be presented to our membership KI employees) by his KI handler. He told her his agenda was done and he didn't need it. And her response was "...and that's Cal-Nev-Ha".

He wants it to be interactive.

LTG Training will be May 16-19, 2019.

Will cabinet members be at LTG Training? We need to look at the budget and the resultant costs.

Bob states that he feels training more effective when only the LTG's are at the training.

Gary thinks it's important that the counselors (Cabinet?) be in attendance. They will do what you tell them to do.

Steve – Is there added value to having them there?

Gary – Everybody who was at his training had a job.

(Mark states that Jane will be our speaker at both midyears, so it would be a good opportunity for her to pop in at Tim's meetings with his elects)

Lunch

Post lunch activity (word puzzles) to keep everyone awake and challenge the way we look at and perceive things.

Goals

KI wanted a number from Tim as to how many clubs are we going to open for the year? He wants to open real clubs. 15 of them.

Rochford opened 411 clubs in 13 months. Historically, 40% of new clubs close in the first five years. (160 clubs give or take)

Rochford is the membership chair for Poly Lat. We don't know if he will continue under Daniel.

Gary – New club discounts for Midyears? Can we have new club forums at midyears and district to create synergy? We need to keep seminars fresh and relevant.

Dave – at the Trustee retreat they were assigned to contact all of the new clubs to make sure they've had CLE etc (The 30 new clubs that were built last year)

Tim – Some clubs that were formed this past year were told "just sign up and you don't have to worry about paying dues." They have no skin in the game. Additionally, some new clubs were told not to send people to CLE for fear that it would scare them away.

Tim wants to focus on increasing the number of “hands of service” which is by improving our meeting experience (the product), and that applies to both existing clubs and new clubs.

Tim has not yet compiled a full list of goals for his term.

CNH Foundation

Two weeks ago they were in Santa Ynez for the Foundation retreat.

One of Tim’s main goals is to improve the relationship between the district and the foundation. They’re the same organization. The foundation is the fundraising arm of it.

Normally when the foundation recommends a person for the foundation board, the trustees accept it. They don’t have to do so, though.

Founders Day - \$5 per member with a minimum of \$150

Rocci has some good goals with DSA’s and CSA’s that will benefit the foundation.

First Lady’s Project

She wants to benefit kids or babies. We would like to offer a Youth Service Award (sample photo attached), with the funds going to the CNH Foundation (as unrestricted funds).

Gary cautions that we don’t get into a competition with ourselves (DSA or CSA)

Could go to advisors, key club presidents, scout leaders – wide open

We will do what we need to do to help benefit the foundation

Mid Year Conferences

We do not have contracts yet for 2020.

More than likely San Gabriel for the South. Still working on finding a location for the north

We need to figure out what to do to create excitement and energy. How to get people to the conferences.

We have to change the mindset that it's the same old stuff.

Sara suggests – ask the clubs what they would like to see at the conferences.

Natali – cost of transportation and meals are the issues.

Tim – we have become so small that we have very little buying power now with hotels and venues.

Gary – Get a busload and go someplace that adults like to go to – like a winery. (Like the Key Club members do when they go to Fall Rally)

Bob – bring seminars back – Making Clubs exciting

Tim – Create a wave of energy

Bob – we may be at the point where we need to think about centralizing our Midyear conferences, Fresno? Ontario? Rancho? Bakersfield? Modesto? Stockton?

Steve – Burbank, Monterey and San Ramon were successful locations.

DCON

Issues regarding DCON attendance and seminars are the same as mid-years, so those items were not discussed in any further detail here.

August 15-17, 2019 Las Vegas

August 13-15, 2020 Sparks

ICON

Orlando 2019

Indianapolis 2020

Salk Lake City

Philippines

Minneapolis

Committee Chairs

A list was passed out to discuss names of people to fill the various committee chair assignments.

Meeting Adjourned at 3:30 pm

NOTES FROM RICH FULLER WHO LISTENED IN ON THE PHONE:

"had some input on your upcoming decisions;

- 1- how about an orange bow tie on black shirt?
- 2- With your anticipated change to officers training curriculum, how about a name change too. ...LYC(leading your clubs) it kind of reinforces your "breath of fresh air approach" and helps to set those changes in motion. In regard to curriculum changes perhaps a two tier approach . Dividing all that you wish to convey in to two distinct 'seminars' that run concurrently throughout the year at myn/s & DCON.....your 'trainers' can be made available for RTC's and/or DCM's to provide opportunities for all members. Of course your successor would have to buy in! The feedback I continually receive at CLE is it's too long and not interesting. You fully intend to address the interesting/relevance issue. If we break it up also, and make it more available perhaps it may reach those it's intended for, and whet the appetite of future leaders.
- 3- Regarding your LTG retreat thoughts, and the assimilation of Key Leader methodologies, sounds fabulous. My only input is in my many years of participating and attending those weekend retreats is that there are more impactful 'trainers' than Jane and who could lend great insight into what you plan for next May. Carole, Mike Akana, and Kathi Tran would be helpful in that regard.

Rich F."