



friendship force

CENTRAL
NORTH CAROLINA

Fast Facts ~ July/August 2009

Lake Norman Outing: Saturday, August 22nd

Marilyn Baird has—reviving an old tradition—once again graciously invited all FFCNC members to meet at her Lake House for swimming, socializing and barbecue lunch from 11 a.m. on. Lunch, including sides, will be at 1:00—lemonade and tea included. Bring your own beer or wine.

Guests are welcome! What a wonderful way to introduce a friend to FFCNC!!

If you haven't reserved yet, don't delay: send your check—with your name and phone number—for \$6/person to Pam Kahl, 611 Arbor Road, Winston-Salem, NC 27104-2331.

Directions: Take I-40 West to I-77 South. At exit 36, turn right onto Route 150 (also known as River Road.) Drive 3 miles on Route 150. Turn right on Robinson Road, just before Big Daddy's Restaurant. Go 1 mile on Robinson Road to gray house on left, #369 Baird.

Marilyn's phone number at the lake is 704-664-2141. Her cell number is 831-3115. In the event of very bad weather, this will be rescheduled for Sunday afternoon at 1 p.m.

Meet Your Hostess

Marilyn Baird has been hosting Friendship Force members and guests for many years. Her affiliation with Friendship Force goes back to the mid-1980's when Gloria Griffin recruited Marilyn and her friend to interview potential ambassadors for an out-bound exchange to Japan. As these ladies conducted the interviews they became more and more interested in the trip themselves. Marilyn told her husband that her friend's husband had agreed she could go on the exchange if Marilyn joined her. Marilyn's friend told her husband the same. Both husbands agreed their wives could travel and thus began many years of involvement with Friendship Force and many exchanges. One of Marilyn's favorite exchanges was to New Zealand and included a side trip to Tahiti. But it was that first trip to Japan that has resulted in decades of friendship with her Japanese host family, their children, and even their grandchildren – all of whom have visited Marilyn at one time or another.

As for Marilyn's lake house, it has been the site of many Friendship Force gatherings including in-bound exchanges from South America, Australia, New Zealand, and England, but it was a

group from Belgium that elicited the strongest reaction of all. Marilyn could not determine why the Belgium guests were so excited and laughing as they began swimming so she asked someone in the group who spoke English. The response – they couldn't believe how warm the water was compared to the North Sea, their usual swimming venue!

Marilyn grew up in Yadkinville, attended Appalachian State (as did everyone else in the family), and returned to Forsyth county to teach elementary school. Between her three children she now has three grandchildren who live in Hendersonville and Boone, so she has lots of opportunity to enjoy being a grandmother.

Much of Marilyn's spare time the last twenty-five years has been spent singing with the Morning Glories, a group in Winston-Salem that performs twice a week singing, dancing, and performing skits for senior citizens. Perhaps we can persuade her to provide us with a little entertainment on the 22nd!

Roundtable on Citizen Diplomacy

The Piedmont Triad Council for International Visitors is hosting a Roundtable on Citizen Diplomacy to discuss the reasons why citizen diplomacy and international exchange programs are important to business. This event will be a luncheon featuring Tom Miller, Vice President of Business for Diplomatic Action (BDA.) Mr. Miller assists CEO's to improve their organization's cross-cultural listening skills and to better understand the cultural values and aspirations that drive decision-making among leaders and consumers in other cultures. He is a founding board member of BDA, an organization dedicated to fostering better understanding and mutual respect across cultures, and between America and the world.

On Wednesday, September 9, 11:30-1:00 at the High Point Country Club, Mr. Miller will speak on International Relations in a Global Economy. The cost of the lunch, sponsored by the HP Chamber of Commerce, is \$30.00 per person. This will be an event of interest to many of our members, and will also be an opportunity to showcase Friendship Force of Central North Carolina as our president, Peter Peiffer, will also be speaking about the role of Friendship Force in international understanding. Reservations may be made through the website www.highpointchamber.org after Friday, August 14. For additional information, contact Ralph Cauthen at 299-2089.

Membership: the Baby Boomer Challenge (Continued)

The following are suggestions made by FFI President George Brown in his presentation at the Mid-Atlantic Regional Conference in New Jersey regarding the recruitment of baby boomers—FFI's best target demographic. This is a continuation of his remarks excerpted in our June newsletter. The FFCNC Board will be discussing various parts of his five-page report...and would welcome your comments and suggestions. The document is posted in our website archive, for your reference.

- **Ask baby boomers what it would take to attract them to the Friendship Force.** Convene a focus group (children, friends, community leaders) to seek answers.
- **Create a flexible approach to membership.** With the Internet it is now possible to communicate with growing "circles of members" without any additional cost. The inside circles are the most committed and regular members. The outer circles are those who support the

organization and who occasionally join in. Chapters should make it clear in policy and practice that the occasional member has just as good an opportunity to host or travel as an ambassador as the “old timers.”

- **Recruit baby boomers directly into leadership positions.** Put them on your board, maybe even as president—change the public image of your chapter overnight. There is no better way to attract baby boomers as members than to have one at the front of the room!
- **Consider changes in chapter structure that make it less imposing for new leaders.** The basic FF chapter structure was created before personal computers and the Internet—exchanges were much larger and ambassadors always traveled together. Is it possible to change to a “chapter lite” version, making the leadership tasks less daunting? One club in the US did away with electing officers from the membership and instead elected a “leadership council”—which in turn made other leadership assignments. There isn’t much practical difference, but the individual commitments are less onerous. Fewer meetings and more programs is another technique.

Keep committee assignments to a minimum, assigning tasks that are specific and with a fixed time frame. Instead of a membership chairman who is supposed to give a report and introduce a few new members at each meeting, consider one big recruiting event each year that is intense, but ends concretely.

- **Be responsive to the need for flexibility.** Avoid responding to questions with “this is the way we do it.”
- **Recognize that “making friends” just isn’t enough to attract baby boomers to the Friendship Force.** Emphasize cultural understanding and other new themes offered by FFI.
- **Find a solution to the perception of your chapter as a place for old people—if that is accurate.** Tell prospective baby boomers that you need their help in becoming more “user friendly” for their generation. Ask for suggestions. Informal dinners at ethnic restaurants with a cultural presentation by the owner of the restaurant may be more interesting than a long, formal meeting. In planning your next chapter party or hosting activity, ask baby boomers to suggest the entertainment (usually tells a lot about the age of those planning the event!)
- **Consider a separate sub-organization or “branch” for younger members.** It is fine to see the chapter as an umbrella group, creating space for various interests or neighborhood branches. Or you may accomplish the same result by scheduling a variety of activities rather than a fixed chapter “meeting” that all members are supposed to attend.
- **Convince your current membership to be open to change.** Most chapters like things the way they are: Why should they change? The answer is simple: If the chapter consists primarily of people in their 70’s and 80’s, without change, it will die out in a few years.
- **Set a goal and reach it!!** Decide to recruit at least X new members under the age of 65 this year. What is good about this approach is that it is simple and can be measured—and it also reflects the reality that success will come only if we are able to recruit a bunch of baby boomers. They will not want to join if they are the only ones under 65!

George has asked members to communicate directly with him about their ideas, suggestions and experiences! Please email him at gbrown@thefriendshipforce.org.

Fourth of July Greeting

In 2007 two of our FFCNC members hosted Ben Franklin Fellows, teenage participants in a US State Department program. The following message was sent this July 4th from Armend Armeni, a Ben Franklin Fellow from Macedonia.

Happy 4th of July. I wish to your family and all the American people all the best in the following years and centuries. I know this is an important day for the American people, but it is also for all the people in the world when the strongest country in the world continues to try, in cooperation with smaller countries and nations, to bring peace in every corner of our little planet.

In today's world the US is an example to be followed from other nations, and I hope strongly this will continue forever.

I hope God and the people will award everyone that brings peace and punish those who break it.

*Best Regards,
Armend*

Do You Remember...??

Many FFCNC members have enjoyed an exchange to Japan—three groups have traveled there in the past 15 years. Here's a little quiz to see how much of the culture and language you recall!

- A. True or false: In Japan, agreements tend to be legalistic and are always written.
- B. True or false: The time perspective that guides decision-making in Japan is the future.
- C. True or false: Writing in simple English on a pad is often effective in communicating with Japanese people.
- D. Which of the following is not a variety of Japanese noodle?
Udon Soba Lo Mein Ramen
- E. Which of the following is a Japanese red bean and is a popular ice cream flavor?
Edamame Sashimi Yakitori Azuki
- F. The word for “check” in a Japanese restaurant is _____.
Hashi Raisu Kanjo Obento

- A. False: Trust between individuals is usually the basis for a Japanese agreement. Written documents are more frequently used in American society.
- B. False: The past is much more of a determinant in Japanese culture.
- C. True: Many Japanese can read English even though they cannot understand the spoken word.
- D. Lo Mein. E. Azuki. F. Kanjo.

It's still not too late to join the group of fifteen going to Aichi Prefecture (Nagoya) November 8—22...so call Peter Peiffer (336-288-0014) TODAY if you are at all interested! You will learn the answers to many more questions!!

FFCNC Membership Directory

Please correct the telephone number in your directory for Sue Schoch. It is 883-6028.

Calendar of Upcoming Events

August 22	Picnic at Lake Norman
September 9	Roundtable on Citizen Diplomacy, HP Country Club, 11:30 AM
September	LEO Let's Eat Out – gatherings in homes around the Triad
September 17	Board meeting, 11:45, Kernersville
October 29	Annual Meeting; Kernersville, Main Street UMC
November 9 - 15	Out-bound exchange to Aichi, Japan
December 3	Board meeting, 11:45, Kernersville