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A few notes from the Regional Conference April 21, 2017 - (Lots of info in one day)

Meeting started with **Jeremi Snook** – CEO – Skype Of course the computer connection didn't exactly work right away – so a delay in getting Skype started – Good info from Jeremi but he talked too long after we sat waiting for it to start. Jeremi is young and has some great ideas – doing lots of work on new updated website – changing terms – like changing the word Exchange to Journey. Exchange is not a word used in some cultures.

I think Allison Lindsey should be CEO – She knows everything about Friendship Force and can answer any question put to her. She's GOOD!!!!

I think Jeremi said he is still learning in this job – maybe only been in it a year and a half.

Jeremi did say all clubs are having issues with attracting new members – members aging out – members not able to travel as much. Need to develop new/different programs to attract people at different seasons of their life. Those who have limited travel time – families – etc. – maybe Youth Ambassadors.

FFI – new database and website going to be new – Member/Resource page will be new and out in about 6 weeks.

Festival in Moscow – 2018 or 2019

Cruise in 2018 – Festival at Sea (Cap at 100) – Transatlantic – day at sea and port stops

**Allison Lindsey** – working on the new websites – lots of new features – and working on all the other things she does for the organization.

There will be Featured Journeys Website with an Overview - Itinerary – Details information (Allison showed the whole program of the summer **Winston-Salem Inbound** – it looks really good and everybody was really impressed with the website and the inbound program.)

**Dave Kaplan** – (He was great – very organized – knew what he was talking about – seemed to have a very very active FF in Milwaukee – don't know how he has the energy to do all his FF does there) –

He talked about the Ambassador Program – He says Ambassadors and Hosts need to be vetted – a Host Home needs to be screened also. There have been problems. People will say they are in good health and arrive with oxygen – on a walker – not what you expect. If you have a new

home host person you can maybe get around making a big deal about checking out the living condition by just making a new member visit to their home to talk about being a member of FF, ask someone who has been in the home, find some way to find out if a home stay with those members is a good idea - Handling this issue is a “tricky” situation. If the Host Home is not working out the person planning the Journey should know before moving the people to another place, like another home or hotel. Don’t just allow people to move without proper notice.

**Travel Insurance** – FF Policy is your secondary policy – Can use this policy for any travel not just FF. Making the insurance better understandable - members should be encouraged to buy it for their trip – a good buy.

**Leadership** – Handout – Post Offices/Responsibilities of Office Holder

Establish **SMART** Goals -

S – Specific

M - Measurable

A – Attainable

R – Relevant

T – Time-bound

**Membership** –

Reach out to groups of people

Change your club image so family members would like to join

Host membership events

Seek diversity

**Reach out to Groups of People** –

Clubs

Organizations

Professional Organizations

Religious Groups

**Survey Members to see Community Connections –**

Volunteer Organizations

Professional Organization – Retired Professionals

Like minded Groups

Ethnic Groups

Local Universities – OLLI, Language Depts., something to involve university people

**Interest Groups/Clubs –**

Biking, Hiking, Photo, Birding

Gardening, Nature, Environmentally Minded

Arts/Food

Language Learners

Women's Organizations

**Go Out and Sell FF –**

Presentations

Open Activities to the Public

Newsletters

**Community Service –**

Exposure to Community

Diversity Dinners – Potluck, Current Topic, ESL Lessons

Food Drive

Collect Books (for local children/foreign country)

**Best Practices –**

Social Activity – Eat Out at different times/places

No General Meetings – Social, Learning, Community Service

Meet in Restaurants – Bars – Fun Places

Include Families in Events

Mentor to New Member

Join for ½ price

There is an Under 30 Club in Switzerland

Rick Steves was Guest at an Olympia, WA Club (Wow)

Nara, Japan has something called an Associate Member

Find out from [jalpscott@gmail.com](mailto:jalpscott@gmail.com) how their club got 200 members

How does your club raise money?