

Eastern Canadian FF Clubs WebEx Meeting Minutes October 28, 2016 at 1:00pm

Participants: All Eastern FF Clubs participated except FF North Bay and FF Haliburton Highlands
Also on the call were Bill Harkness who manages the Canffex website, Allison Lindsey, Kristin Harrison and Dave Kalan from FFI.

Facilitator: Angie Grikis, Chair of Council of Cdn FF Clubs and Christiane Beaupré, Eastern FFI Field Rep

1. Angie opened the meeting and asked participants to introduce themselves, state the club they represented and approve the agenda.
2. **2018 Exchange destinations:** Participants provided a list of their club's requests for 2018 destinations and indicated if their club would likely fill the exchanges. See chart below.

FF club & rep	2018 outbound destination requests	Comments
Montreal Pres Guy Bedard	Eastern Europe (Tallinn, Bratislava, Vienna) & US (Sacramento) recipicol	Exchanges usually filled
Quebec Pres Ginette Delage	New Zealand (reciprocal)	Exchanges usually filled
Sherbrooke Pres Lise Plante	Guadeloupe Hawaii	Sometimes not filled but partner with 3 French clubs Medicine Hat could partner
Ottawa Pres Wendy Adams	Hungary, S Africa, NE USA, Australia (Sydney/Adelaide) recipicol	Usually filled
Capitale Canadienne Jacques Bouliane for Pres Jocelyne Tessier	Costa Rica, Netherlands, Japan, Austria	
Haliburton Highlands Barry Smith for Pres Pat Reynolds	New England, NZ/Australia, England/Ireland	
Toronto Gloria Tuck for Pres Gordon Hamden	Russia (St Petersburg & Moscow)	
Niagara Pres Karin Lampman	Taiwan –Taipei reciprocal US – Greater Chicago, Romania	Usually filled
Hamilton Burlington Pres Heather Oliver	New Hampshire & Long Island (reciprocal)	Past year has been difficult to fill exchange
Stratford St Mary's Pres Murry Pink and Peg Dodds	2 wks UK, Japan	Usually filled

Following the round-table of each club's 2018 request, Kristin, who assigns the exchange destinations at FFI, provided comments/suggestions about the clubs' selections:

- Hosting is limited in NE USA, Europe, Eastern Europe, Hawaii (2 clubs only)
- Costa Rica not likely since Canadian clubs have already visited recently (Niagara in 2017)
- 4 clubs have closed in England and the club in Ireland has also closed.
- Good availability in Australia/New Zealand, Japan (1 club to each region), Russia, Guadeloupe

Angie previously distributed to all a document listing factors affecting a club's selections for 2018 (please send Allison a copy too). Angie also stated that a 3-year summary of Canadian club exchange destinations will be created for next year and updated yearly for use in making realistic selections. Kristin confirmed Canadian fees to FFI are consistently \$140 US for all destinations.

There was discussion about the effect of global exchanges on club exchanges. Kristin clarified that club exchanges are the centre of FFI and that global exchanges are an addition to club exchanges. Clubs who feel strongly about global exchanges should communicate their ideas to Jeremi Snook. Allison clarified that while global exchanges usually last 3 or 4 nights, club exchanges are traditionally 7 days.

- 3. Summer meeting of field reps in Atlanta:** (Appendix C) Christiane reported that FFI has a strategic plan for the future with new initiatives in
 - revitalization of clubs and exchanges – new models, mentors, cruises
 - leadership development – training, more field reps to assist in recruitment, leadership development and club revitalization
 - branding/marketing – a consulting company has assisted in developing tools such as a promo video, e-newsletter and templates for promotions in newspaper
 - technology – updated, user-friendly FFI website available Dec 2016, new database for ED's and field reps, WebEx more often
- 4. Dave Kalan, FFI Strategy & Innovation Committee** (See Appendix B) commented on new FFI initiatives: strategic planning for clubs, needs assessment in a club, enhancing exchanges and creating an open environment for change in clubs. He is a resource for clubs along with the field reps.
- 5. Club initiatives for Canada's 150th anniversary in 2017** – Christiane reported on the 5-city exchange in Quebec and Ottawa. 20 of 40 applicants were selected for this exchange. Hamilton/Burlington and Ottawa have organized a reciprocal mini exchange and Quebec clubs will meet as they have in the past 4 or 5 years (not an exchange).
- 6. Leadership Conference for Eastern Canada FF clubs** (See Appendix A) Clubs gave feedback to a proposal distributed previously by Christiane for a leadership conference in Nov 2017. While there was support for the goals of the initiative and the conference, there was also concern about the busy schedule of the 2017 and the potential conflict with the FFI international conference in Manchester in August 2017. Suggestions included moving the date of the conference to 2018 and using the WebEx technology to address the goals of the conference in the meantime.
- 7. FFI Travel insurance** – Allison reported on the new travel insurance program now offered by FFI to all FF members. She suggested that FFI members compare the benefits of their present travel insurance with the new one and consider enrolling – FFI receives commission on sales. This coverage is for all travel, not just exchanges.

Christiane thanked everyone for their participation in the WebEx and suggested everyone visit the Canffex website. Angie also thanked everyone for their participation and stated that a running blog on the Canffex website for particular topics of interest to all the clubs was a possibility in the future.
Adjournment 2:30pm

Appendix A

Proposal for a Leadership Regional Conference in November 2017

Christiane Beaupré, Field Rep for Eastern Canada

Background:

The last Eastern Canada Regional Conference was held in February of 2003. Chaired by Jocelyne Tessier, current president of Canadian Capital Region, this two day conference regrouped the participants from: Hamilton, Niagara, Ottawa, Quebec, Sherbrooke, Montreal and of the Canadian Capital Region Club and also the Field Representative for Eastern Canada.

Topics covered included membership fees, exchanges, transparency in managing our business, by-laws, the FF strategic plan and finally questions around liability insurance for the Canadian clubs. Since that date, no conferences were held in Eastern Canada. Regular regional conferences are held in the USA and it contributes to information sharing and to building the dynamism of these clubs.

Current situation:

In recent conversations with Eastern Canada Presidents and with all the changes around the management of FFI, it has become clear that a regional conference in Eastern Canada could be useful and welcomed. A regional conference open to all members of all clubs could be agreed to at a later date, if it represents the desire and the need of the Eastern Clubs.

It is proposed that a conference of the leaders of Eastern Canada Clubs be held in November 2017.

The participating clubs would be: Quebec, Sherbrooke, Montreal, Canadian Capital, Ottawa, Hamilton-Burlington, North Bay, Toronto, Niagara, Haliburton/Highlands et Stratford St-Mary's.

Participants: Participants to this conference would be Officers of their club: President, VP Exchange or the person responsible for exchanges, Secretary/Treasurer, VP for Recruitment or the person responsible for recruitment. This list could be discussed among the organizing committee.

Themes:

Under the theme "**Leadership and Imagination**" this conference would touch on three major topics for all clubs:

- The first one being related to Leadership Development and the training needs of Officers;
- The second topic would look into recruitment issues;
- The third would examine revitalization and renewal of clubs.

The agenda of the Conference:

To establish an agenda that would be successful and which would respond to the needs of the clubs, it is proposed that the agenda be developed by representatives of the clubs who could meet via WebEx in the month prior to the conference.

Costs:

The organizers would ensure that all costs associated to this initiative be kept to the minimum by using WebEx and that for in person meeting/the conference that hosting be offered.

Location for the conference:

To be determined

Request:

If this proposal is agreeable:

- It is suggested that one or two officers from each club be identified to work with the Regional Representative to the organization of the conference (Organizing Committee). Of this group, three persons will be identified to take charge of three identified topics.
- The members of the Organizing Committee would be appointed before December 30th.
- A first teleconference would be held in January and possibly a meeting in person could be held in April.

Christiane Beaupré

Regional Field Representative for Eastern Canada

October 24th 2016

Canadian Oct 28th WebEx Call – Mentor Initiative as reported by Dave Kalan

I am on the FFI board and chair the Strategy and Innovation Steering Committee. FFI, board members and volunteer leaders around the world have been working on the 2015-2018 FFI Strategic Plan for the last two years. We have made a lot of progress and have learned a lot. Now it is time to share the knowledge with clubs to help with club revitalization, leadership development and club strategic planning. That is the goal of the Mentor Initiative.

Clubs are indicating that they are having troubles finding leaders and it is the same group of people having to take on the leadership roles. Also, club members are aging and declining in numbers. Club leaders need to be thinking about the following topics:

Leadership Development

- Survey members to understand their interests, backgrounds and skills
- Identify leaders and match their abilities and interests to club leadership positions
- Clearly define the responsibilities of each position
- Train and mentor
- Develop personal leadership skills: Working with volunteers, delegating, communication, innovating
- Perform succession planning as well continuity during leadership changes

Club Goal Setting

- Brainstorm the strengths and weaknesses of the club (use Needs Assessment Form)
- Establish goals, create plans, assign responsibilities, set priorities, establish a budget, create a timeline
- Possibly align club's strategic plan with the FFI strategic plan
- Communicate strategies to the whole club and get their participation
- Monitor progress

Leaders Need to Develop Strong Sustainable Clubs

- Membership: Reach out to groups of people to grow membership, change the club image, plan membership events, promote diversity
- Club Activities: Create activities which are fresh, varied and exciting to current and potential members
- Exchanges: Avoid having the same program for all inbound exchanges. Consider adding some of the following types of activities to keep members interested and to attract a broader age range of participants : active, flexible, options, more non-programmed time, more authentic cultural and people-to-people experiences, themes, possibly a Friendship Force in Action (humanitarian) activity.

Mentors and the FFI Leadership Team have done a lot of work:

- Loaded resources onto the Leadership Toolkit on the FFI website
- Made presentations at conferences
- Created exciting exchanges to attract a broader audience
- Jeremi's April, 2016 News and Updates included information on the NextGen initiative and the role of the Mentors
- Organized weeklong leadership exchanges and one day leadership training sessions

Still some clubs haven't heard of the Mentors and don't know how to begin club revitalization.

In various regions of the world, we are trying to bring together a team of leaders to help clubs who are open to change. The team may include Field Reps, Mentors, FFI Leadership Team and FFI Board Members. The approach won't necessarily be the same for all regions but we can learn from each other. Also there isn't one solution for all clubs in a region. Instead, the leadership team needs to work individually with a club to:

- Help a club to identify their needs
- Guide the club in creating a development plan
- Present possible resources and information to accomplish the tasks in the development plan.

In Canada, the Mentors are offering to be a resource that the Field Reps can use to support struggling clubs when needed. However, the Field Reps provide the first-line support for clubs.

Dave Kaplan
Chair of the Strategy and Innovation Steering Committee

Information of interest for FF Presidents – Eastern Canada Americas' Field Representatives Meeting July 2016

This meeting I attended in July has convinced me that FFI is certainly looking to the future. Here are some good elements of interest for you:

The Board of Director is following its strategic Plan 2015-2018 – initiatives are launched at a very dynamic rate. Many of these will have a direct impact on all clubs. For your review here are **some** initiatives: Revitalize exchanges, maximize participation and hosting, NextGen for everyone, Leadership development, branding and marketing, modern technology, developing Partnerships and Enhancing revenue streams.

What will you see come out of this?

In terms of exchanges:

- New types of exchanges are posted regularly on FFI website and on Canffex. New models will be tested. FF Mentors, around the world, are looking at new opportunities and new avenues;
- FFI Cruises business line is being examined.

In terms of technology:

- the new website is coming sometimes this fall and will be supported with training at all levels of the organization;
- Felix - a new data base for EDs and Field reps - will allow access to information on exchanges; it will be opened soon;
- WebEx will be used more and more to connect us.

In terms of branding and marketing, a consulting company is now surveying different parts of the organization on different strategies and products. You should see new tools for example:

- Promotional Videos
- A new E- news letter will be published to keep us informed: the first one to be launched shortly.
- Templates for promotion in newspapers will be available to clubs.

FFI is working at developing tools for the membership and the leaders

- Leaders development and training conferences/events; continual improvement of the Leadership Tool Kit.
- Mentoring through a network of mentors and Field reps to develop strong sustainable clubs around the world: in Canada Cécile Latour will be our Mentor; we are two FR: Mavis and Christiane
- A network of regional managers, located in other countries, is developing: two recent appointments were made in Munich to help European countries and one in Brazil;
- Appointment of a Field Rep for Brazil: Helcio Lanzonni

Support of your Field reps, working on 3 important areas:

- Recruitment : how to improve it and to provide best practices for it;
- Leadership development : supporting the training of leaders to strengthen leadership competencies;
- Club closures: supporting clubs un difficult situations with the optic of avoiding club closures.

We will also help in:

- the development of sound club structures and helping in the development of goals and succession planning
- the organization of upcoming regional conferences which you will hear about soon.

Information pour les présidents de l'Est du
Canada- Conférence des Représentants
régionaux des Amériques – Juillet 2016

La rencontre à laquelle j'ai participé en juillet m'a convaincue que FFI regarde vers le futur. Voici quelques bons éléments d'intérêt pour vous.

Le Conseil de direction suit sa stratégie d'affaire 2015-2018 et les initiatives sont lancées à un rythme fort dynamique. Plusieurs initiatives auront un impact direct sur l'ensemble des clubs. Pour n'en nommer que quelques unes, mentionnons la revitalisation des échanges, les initiatives portant sur la capacité à maximiser la participation et l'hébergement, l'ouverture de NextGen à tous, le développement du leadership, le positionnement et le marketing, l'utilisation de technologies de pointe, le développement de partenariat et la maximisation des moyens de générer des revenus.

Que verrez-vous ressortir de ces efforts?

En termes d'échanges:

- De nouveaux types d'échanges sont régulièrement affichées sur le site FFI et Canffex. De nouveaux modèles seront testés. Les mentors de FFI, établis partout dans le monde, sont à la recherche de nouvelles possibilités et de nouvelles avenues.
- Le secteur d'activité des croisières est en cours d'examen.

En termes de technologies:

- Le nouveau site Web sera lancé cet automne et il sera suivi d'une formation à tous les niveaux de l'organisation;
- Felix - une nouvelle base de données, accessible aux directeurs d'échanges et aux représentants régionaux - sera mis en place pour pouvoir accéder à de l'information sur les échanges;
- WebEx sera utilisé de plus en plus pour nous relier les uns aux autres.

En termes de stratégie de marque et de marketing, une société de conseil mène maintenant une enquête auprès des différentes parties de l'organisation sur nos différentes stratégies et produits. Vous devriez voir de nouveaux outils, comme par exemple:

- Des Vidéos promotionnelles
- Une nouvelle lettre électronique sera publiée pour nous tenir informés: le premier numéro sera lancé prochainement.

- Des gabarits pour la promotion dans les journaux seront disponibles pour les clubs.

FFI travaille à l'élaboration d'outils pour les membres et les dirigeants par:

- des conférences de formation et de développement du leadership;
- l'amélioration continue de la trousse d'outils de leadership.
- Le mentorat par le biais d'un réseau de mentors et de représentants régionaux pour développer des clubs forts et durables partout dans le monde: au Canada Cécile Latour sera notre mentor; nous sommes deux représentantes régionales: Mavis Grant et moi-même;
- Le développement d'un réseau de gestionnaires localisés à l'étranger: deux nominations récentes ont été faites à Munich pour aider les pays européens;
- La nomination d'un représentant régional pour le Brésil: Helcio Lanzoni.

Les représentants régionaux des Amériques ont convenu de travailler en comité sur les 3 domaines suivants:

- Le recrutement, comment l'améliorer, fournir les meilleures pratiques pour le recrutement
- La formation des leaders; soutenir le développement du leadership, le renforcement des compétences;
- les fermetures des clubs : aider les clubs qui sont en situation difficile dans la lutte pour éviter les fermetures;

Nous travaillerons également à

- Aider au développement de structures (des clubs) performantes; à l'élaboration d'objectifs et de planification de la relève;
- L'organisation de conférences régionales à venir dont vous entendrez parler bientôt;

Prepared by/préparé par

Christiane Beaupré

31 octobre 2016