

VGWC BOD Retreat and Leadership Workshop
Wednesday, July 6, 2022

**Attendees: Laura Blackburn, President – Patricia Ribera, Secretary – Barbara Solis, Treasurer – Connie Hampton, Director Membership – Joan Neumann, Director Club Support – Darlene Cross, Director Development – Elise Saunders, Director Special Projects – Nancy Greenfield, Director Friendship Trees and Rosie Mckenna, Director Leadership and workshop hostess
Absent: Edie Oumedo-Abrams, Vice President – Lynn Reim, Director Programming – and Susan McMahon, Director Charities**

The incoming VGWC Secretary is Patricia Ribera, replacing Darlene Cross who is assuming duties as the Director of Development. The board approved the change which will be reflected in the change of signatory on the VGWC bank account.

Kicking off the program, Rosie introduced today's speaker, Lucy West, outstanding leadership trainer and author of the poem "The Woman I Wonder About". Lucy administered Brian Tracy's Pace Palette program, which was aimed at increasing our abilities to work together toward reaching our shared goal as an effective board. The team building exercise was both enjoyable and illuminating to each of us.

Rosie reported that our membership goal is 400, with current total of 285 and a diminished number of renewals at 135. The membership year is from June 1st thru May 31st. Focusing on expansion of volunteer opportunities among our membership, our goals include two ultimate purposes – Socialization and Charity. The BOD and branch members should work toward increasing membership amongst our current (non-renewed) members, our new and developing sponsors, our charitable organizations and our community at large.

Discussions centered on developing an "Elevator Speech" or "Branding Story", a 30-60 second statement which concisely highlights the features, benefits and advantages of being a VGWC member. Suggestions for how to target the speech toward the various personality types of potential members included our newly learned "colors" of the Pace Palette. We were reminded of the many benefits of our 501(c)3 status and to include those in outreach to both potential members and sponsors.

We received copies of the summary of the Duties and Responsibilities of the Officers and Board of Directors (dated 1/21/2022) for review. Each attendee offered their perspective on their individual tasks, and briefly explained their personal qualifications and interest in their

role on the BOD. Rosie explained our roles with the assignment of “Board Buddies” as we work together to support each other in attaining our goals.

Our focus on Charitable Exploration by Susan McMahon was postponed to a later date as Susan was unable to attend this meeting.

The VGWC ‘tag line’ is Socializing with a Purpose which defines and clarifies our general mission and purpose. Of significance was the Affection / Understanding / Respect / and Trust qualities for which the leadership team strives in pursuit of our goals as a successful and effective BOD.

Laura shared the current status of the club and the vision for our future, and she led the group in gathering insights into “Knowledge is Potential...Action is Power”. Attendees offered suggestions on multiple fronts, adding sticky notes to a collection of future events. Laura has a more complete list.

Included were:

- Recruit someone to manage Facebook page for publicity
- Develop “Block Captains” to target events to recruit members
- Provide VGWC business cards for BOD members (Especially Director of Development)
- Members to provide suggested sponsorships by local businesses
- Highlight “3Fs” Friendship, Fundraising, and Fun as benefits to potential members
- Consider “Envelope Raffle” as a fundraiser during multiple holidays

This successful workshop provided an opportunity to each of us to enjoy each other’s company, energize our individual and collective purpose and focus on the goals of the upcoming 2022-2023 year.