



Virginia JCI Senate

1015 Miller Park Square 2nd Floor
Lynchburg, VA 24501
434-845-7069/434-847-0523 (fax)

2009-2010 Mid-year Report
As of January 31, 2010

February 24, 2010

To all Virginia JCI Senate members:

This report card on the Senate is an account of the activities thus far that are meant to match the two main goals of Returning the Favor to the Virginia Jaycees and demonstrating that we are a truly highly functional business and social organization. The intent is to outline the specifics of what has been done to meet these goals, where we are on target, where we need help and hopefully demonstrate the value of your membership in the **Virginia JCI Senate** - your Return on Investment for making our organization better.

This information is by no means, meant to be a 'pat on the back' account of our activities. To that concept, all successes are credited to a team of people collectively working toward those said goals and not one individual. Therefore activities/responsibilities are listed by position title and not by name as it relates to the overall team. All members of the Board of Directors contributed to the report based on their respective areas.

As for the goals of the organization for the 2009-2010 year, elements have been placed in the following categories:

- I. Committed to Returning the Favor to the Virginia Jaycees
 - a. Relationship with the Virginia Jaycees
 - b. Return the Favor Program

- II. Exhibiting the elements of a highly functional business and social organization
 - a. Financials
 - b. Socials and Business
 - c. Communications
 - d. New Senators and Membership
 - e. Products
 - f. Programs
 - g. Virginia Jaycees Life Member Association
 - h. USJC Ambassadors

- III. Conclusion/Wrap-up

Please note, this is a snapshot, (report card, state of the organization), on key elements of our organization as of January 31, 2010. For Section I, Areas of Improvement are included as a result of conversations with members of the 2009 Virginia Jaycees Executive committee. Section II, is where we need your help. This is a review of the organization as seen from the Leadership team – however, there may be areas of improvement where we have not considered that need to be captured in this report. Please send your written feedback to me and Vice President, Rod Williams, so that it can be accurately captured and considered in a timely matter for subsequent years to address. We need your *perception* of our activities to ensure the *reality* of the success of the future of our organization.

The following pages outline the substantiating documentation of the two main areas of focus for this year; committing to Returning the Favor and exhibiting elements of a highly functional business and social organization.

I. Committed to Returning the Favor (RTF) to the Virginia Jaycees

1. Relationship with the Virginia Jaycees

- First-Timers program – We continue to host the First-Timers program on Friday night of the State Meeting. Over the last 3 meetings (August, November and January), we have had a total of 27 participants. All participants are given a token magnet highlighting and thanking them for their participation in the program from the Senate. The first place winners are announced at the Saturday night Virginia Jaycee banquet and are given a 7-inch acrylic tabletop award which we financially sponsor. The First-timers chair has a productive and collaborative relationship with the Virginia Jaycee Executive committee member assigned to the program that fosters an environment that ensures if any issues/problems arise that both parties are kept abreast of the situation and work together toward resolution.
- Registration table at State meetings – We provide manpower on Friday night and Saturday morning at the registration table. We have averaged 11 Senators over the last 2 meetings to support our efforts in securing one Senate suite free night at the host hotel.
- Receptions – The organization has not only hosted the First-timers reception in conjunction with the program, but also the Virginia Jaycees State President Performers’ reception after the Saturday night banquet at State meetings. We have averaged hosting over 40 Outstanding Jaycees and their guests at the November and January meetings.

Areas of improvement:

- First-timers program – there is such excitement surrounding the program, that first timers tend to ‘hang-out’ in the Senate suite after the reception and program instead of networking and socializing with others that are of Jaycee-age. With the cooperation of the Virginia Jaycee Executive Committee Event chair, we have been able to acknowledge the

enthusiasm surrounding the first-time presence in the Senate suite, but also emphasize the importance of participating in Jaycee sponsored activities.

- Registration Table - we tend to rely on the same Senators to ‘work’ the registration table and there is concern that we may overuse them and ‘wear out’ their welcome. Thankfully, our Vice President and Director-at-Large, who has taken over the duties of this area and has successfully, worked diligently to request that no one works more than a 90-minute to 2-hour shift. Some Senators are willing to work more; however, there is a need to make sure that every volunteer is treated fairly.
- Receptions – more time for the Jaycees at the Performers’ reception. At the November meeting, the reception was about 30 minutes. While lessons learned dictated that our room size was not ideal to not only support the Jaycee Performers, but also the Outstanding Young Virginian honorees and their guests along with Senators in attendance for the 40th Anniversary celebration and honoring 4 new Senators. It was a lot going on at once. We have since indicated that our receptions for the Jaycees and supporting their efforts for outstanding performance would be at a minimum of 45 minutes to an hour. This would allow us to give them the proper accolades and attention in hopes that a reception in their honor would add to the excitement of the weekend and inspire them to continue their performance. We have also separated honoring the new Senators from the Jaycee Performers as well.

2. Return the Favor Program – USJCI Senate

- Submissions to the USJCI Senate documenting our activities;
 - i. 14 Senators (November) – total hours – 366.5
 - ii. 17 Senators (January) – total hours – 355.55
 - iii. Averaging 144.41 hours of support over a 5 month period
 - iv. 31 Senator names submitted – 26 of the Senators were documented in both submissions
- Examples of documented support for the Virginia Jaycees have been posted on the website as well as RTF forms that are in Excel and a fillable Adobe format for ease of submission.
- Chapter/affiliate representatives are contacted by the Senate RTF Chair to put a value on the contribution of a Senators’ activities with ratings of 1-5 - (1 designates - no impact at an event, 5 designates - high impact at an event). This documentation not only adds metrics to demonstrate our value to an event, but also how we as individuals and an organization can provide better support to the ever-changing needs of chapters. Virginia Senators have been averaging a rating of 4.0.
- For her work with measurement, our RTF Chair was honored as the USJCI Senate’s Most Outstanding Senator at the Fall Meeting in Pittsburgh.

Areas of improvement:

- More documentation of contributions at a chapter or affiliate function. We're very fortunate to have Senators that are dedicated to helping the Jaycees; however, we need more documentation. When chapters ask what kind of help we have provided, it's good to not only provide information on what we have done for the state, but equally important to give examples of what has been done for their chapter as well as the region in the past.

II. Exhibiting the elements of a Highly Functional Business and Social Organization

1. Financials

- All dues-paid Senators have the right and opportunity to have access our financial information which has also been available at every State meeting. This information is not posted on our public website. Our balance sheet lists our Assets and Liabilities and Equities along with our actual, proposed and over/under expenditures per elected and appointed office. In addition, our Treasurer has provided a trending report that highlights our spending habits over the last three years at the January timeframe. This detailed and summarized report includes income (checking account interest, hospitality, products and raffle,) as well as expense (President, Treasurer, Liaison, products) trending with explanations. This is the first of this report to be compiled as it will identify areas of strengths and weaknesses so that future executive boards can plan not related to the previous year, but over a calculated period of past performance. This quarterly report is on a request only basis available to dues paid members.
- The option of PayPal as a payment method was introduced in August. All members have the option of membership dues, registration fees, etc., via check, money order, credit card and PayPal. There is a surcharge of using PayPal, of which we pass on to the user. To date, no one has expressed concern over the minimal surcharge fee.
- We are financially sound, are within budget with no liens or outstanding debts. To date we are operating at a profit of over \$90.
- Key monies raised to date outside of membership dues;
 - i. **\$370.00** USJC Foundation Scholarships
 - 1. November - \$295
 - 2. January -\$75
 - ii. **\$330.00** USJCI Senate Presidential raffle
 - 1. November - \$210.00
 - 2. January -\$120.00

- iii. **\$150.00** Mentors magazine
 - 1. Summer Outing- \$20
 - 2. November - \$100
 - 3. January - \$30

- iv. **\$590.00** Hospitality room fees
 - 1. November - \$500
 - 2. January - \$90

2. Socials and Business

- o State meetings - with the exception of the November meeting (100 Senators), we are on target with attendance. January's meeting attendance was low (25) due to the snow storm. The business portion of the organization as been conducted at the Summer Outing and the November and January meetings. Quorum was met at all meetings to allow any initiatives that required a vote. The Secretary and Treasurer's reports for previous meetings were reviewed, discussed and approved by the membership for official filing.
 - i. Bar – The Director has set a goal for the Suite to be open by 3pm on Friday for all State meetings. In addition, there are drink contests and a Sundays- Mimosa, Bloody Mary and Coffee bar options available to all dues paid members and their guests to increase socialization in the suite after 'official functions.' Primary bar consumption has been bottled water, vodka and wine. Soft drinks and beer are not consumed as much as in previous years.
 - ii. Hospitality – Themes for the weekend are set by the Hospitality Director to provide an atmosphere that is conducive for everyone that enters the Suite. It is estimated that the Director has provided 'food' for over 250 people throughout the weekend at the Summer Outing and November and January meetings. From desserts, to snacks to a full catering effort – the results have been more than favorable by our members and the Virginia Jaycees for their receptions. The Sunday send-off is an initiative that is in collaboration with the President, Hospitality and Bar Directors to gather together as a group to not only help in clean-up of the suite, but also as a last chance to socialize before members depart.

- o National meetings – The delegation to National meetings has increased with support from and support of our Region III - National Vice President from Virginia. We have had an average of 10 attendees at each National meeting – Pittsburgh and Florida and anticipate having our largest delegation to date at the MAI Meeting in Delaware in April – 15 Senators are expected to attend. The year in meeting in Concord, CA is where we a highlighting participation since we will say our final goodbyes to our NVP on the National level as well as promoting this event as a summer vacation for the family after school closing.

- Outings – The personal goal of the Director was to have an event listed every month where Senators could meet and greet each other. Whether it was a local, regional or national meeting – all members had options. The Summer Outing was in Norfolk with 17 attendees and 2 Senators who we haven't seen in over 8 years, followed by support for the Maryland Crabfeast where we doubled the amount of anticipated attendees, the Holiday Social with 22 attendees, two of whom renewed their membership onsite and our upcoming Spring Social at Charles Town Races and Slots in West Virginia. We are anticipating 25 Senators at this event. The West Virginia, DC and Maryland Senates have been contacted to participate.

3. Communications

- Yahoo Groups – initiated in August to the date listed on this report – 25 messages have been sent to the membership. This averages 5 messages per month over a 5-month period to highlight communications on a regular basis. All new members are automatically included as an added value to their membership. There have been no requests to be removed. This is a controlled site, only the President and Vice President have full message posting rights. All approved members can post on Facebook at anytime. (See bullet-point #4)
 - i. The Board of Directors – also has a separate yahoo group communication in which every Board member can communicate at any time. This group is closed to only the Board of Directors, the National Vice President and the Presidential Advisor.
- Website - the new website was launched in September. In conjunction with the launch, we exercised the option of purchasing and fully owning our domain name of vajcisenate.org. The site has 16 pages for the public to view. Ideas moving forward are a members only section as well as a number of 'hits' (views) that we are receiving on the website (including per page of the 16pages) to gauge an interest in a particular topic area. The newsletter Director has taken on the role of Photographer and Website to ensure that we have timely photo-journalistic documentation of our activities – as a result we have documentation for every major event.
- Newsletter – as in previous years, an email newsletter is available to all members as posted on our website 4 times a year. To minimize costs, email is the preferred method of quarterly communication. However, there are approximate 30 members that have requested newsletters be mailed. Hardcopy newsletters are sent to the elected Executive Board National officers and emailed to State organizations that have made the request directly to the National Vice President, Region III, Virginia JCI Senate President, Vice President or Newsletter Editor.
- Facebook – the Facebook page was an innovative idea implemented by last years' President, now Immediate Past President (IPP), who updates and maintains the page with the Return the Favor chair. The IPP approves all new members as well as invites dues paid member to join. This site is open to only Virginia JCI Senators as approved by the

Executive committee with no objection from the general membership at the Summer Outing business meeting.

4. New Senators and Membership

- New Senators – The goal was to induct 4 new members into the organization. That goal was met at the November meeting. One new Senator was inducted in January and we're on course for *at least* one more to be inducted in May. It is entirely possible and an achievable assumption that we may exceed the initial goal by at least 50%. The Liaison not only submits notifications to the Virginia Jaycees communication listserv, but also makes a Senate presentation at each Board meeting (August, November and January) about the organization – our vision and goals, Return the Favor and the process for submitting an application for membership. All new Senators are presented medallions to wear (provided their chapter pays for that option) at the time they are inducted at the Saturday night banquet. After the reception in the Senate suite, they are provided with the New Senator manual, (history, bylaws, and constitution); along with the write-up of their accomplishments that was read and a welcome gift bag. Thereafter, new Senators are given a 'write-up' of what to expect at their first Senate business meeting as well as the process for the overall Senate weekend at a State meeting.
- Membership – Membership renewal letters are sent quarterly from the Treasurer and President to serve as a reminder for active dues status as well as an opportunity to update the official Senate roster with accurate information. To date, we are at growth with (+5) and are on track to end the year at growth as well. Members have the opportunity to renew at anytime even if letters are not sent and are encouraged to communicate if they do not have the intent of renewing at a particular time as to not incur additional mailing costs.

5. Products

- Our product line has increased to include – mouse pads, baseball caps, magnets, coffee mugs and the official Virginia JCI Senate canary yellow polo shirt as presented by the 2005-07 Senate President. We were fortunate enough to have the 40th anniversary to expand the product line to include items relative to that event which helped increase product revenue by 35%. The inclusion of the 40th Anniversary photo book also helped generate revenue with approximately 20% of our active membership purchasing the item. The next item from our product line will be short and long sleeve t-shirts to be introduced in mid-March. A product order form is available online for member convenience and can be purchased using the methods outlined in the financial portion – Section 1. All members should allow 3-6 weeks for delivery. Faster return on order placement is being addressed with different vendors with cost to the member and quality of the product as major factors.

6. Programs

- Senator Spotlight – our latest feature was launched in January so that all Senators would have better insight in knowing each other. Nominations from dues paid members are accepted by the President, Vice President and the Newsletter Director. Final selections are made by the President or Vice President; interviews are conducted and thereafter updated on the website every 4-6 weeks. A past Senator Highlight section is also on the website to honor those recipients from previous months.
- 40th Anniversary – this has been the greatest success of this year, lead by a former State President and National officer. In conjunction with the Newsletter Director, their dynamic duo team with 8 committee members, lead to a successful project completion netting a profit of approximately \$200.00. The event details; over 100 Senators and guests in attendance from 7 different states, membership renewals from 11 Senators and National guests to include, but not limited to, the National President, Secretary, Chief of Staff, Chaplain and appointed chairpersons. A paper copy of the final CPG will be available at the May State Meeting.

7. Life Member Association Relationship

- The Life Member Association (LMA) and the Senate initiated a combined Dutch Treat dinner that was traditionally a Senate event about 4 years ago. It became obvious that both organizations were pulling ‘loyalty’ issues at a State meeting over something as simple as having dinner. It became a better idea to pool resources and enjoy each others’ company rather than to decide which dinner to attend. As a result, in collaboration with our Rooms, Reservations and Outings, Director and the LMA Liaison, collectively, we have had an average of **40** attendees over the last two meetings (November and January) of LMA and Senate members. This relationship continues to be one in which everyone forgets whether or not you’re a Life Member and/or Senator – but more importantly focuses on post-Jaycee life for a few hours.
- Consequently – it has been an unwritten rule over past years, that no official Senate business activities will take place at a state meeting so where there is an official LMA meeting. It is important to note that within the last 5 years – all LMA Presidents are also dues paid Virginia JCI Senators. We appreciate their service and dedication in ensuring that both organizations work proactively – TOGETHER.

8. USJC Ambassador Relationship

- The relationship continues with the Ambassador organization as the Senate supports its renewed growth. The Counsel General is also a Past Senate President who understands the processes of both organizations. It’s been an easy and extremely positive relationship to foster. All USJC Congresswomen and Ambassadors are welcomed to the Senate suite at State meeting with a paid hospitality fee and as guests at business meetings at official Virginia Jaycees State meetings. We also extend an invitation at the Saturday night banquet

to honor the new Ambassador(s) and their guests in our suite and are invited to all Senate socials. For this year, this applied to one Ambassador who is also serving as our Region III National Vice President.

Finally, this year has been one of remembering and supporting each other through good times and bad. Our Chaplain has sent many a card or made phone calls on behalf of the organization, in sharing the joys of weddings, anniversaries and births, but has also asked that we pray for each other when health is in need of strengthening. We have shed tears in the lost of 4 of our Senate family members since July;

- Ronald Howell, #18480, Portsmouth
- Ernie Pifer, #17784, Vienna
- Brenda Wright, #57786, Chesterfield
- Dave Repass, #44851, Bristol

Please continue to keep their families in your prayers of comfort.

As we move forward to year-end on June 30th – my wish is that you will read this document and understand that in order for us to have been so productive thus far is that know that the 2009-2010 team has been extremely fortunate to have a solid foundation from previous years of strong leadership. Without that foundation from leadership teams in the past, we could not be where we are today and allowing this years' team to do the same. A heartfelt thanks to all Past Presidents and Boards of Directors.

The 2009-2010 Board of Directors has been committed on every level – with enthusiasm, long hours and lots of ideas. Believe me, they are not averse to letting me know when something isn't working, however, they always have a solution as to how to make it better. It has been my blessing to have the opportunity to work with them. The time goes by so quickly.

I hope you can see the value that we bring in Returning the Favor to the Virginia Jaycees and of course, our support for each other in our post-Jaycee lives. If you have been inactive – I urge you to consider renewing your dues of \$35, so that we can remain a highly functional business and social organization. For those that have remained active, I can thank you enough for allowing the Virginia JCI Senate to move forward with innovative ideas and demonstrating the value of your membership and appreciation for your dedication.

I truly DO believe, THIS is the way LIFE should be!

Yours in the SPIRIT of the Virginia JCI Senate and respectfully submitted,

Ariel Jones

Ariel Jones, #65423
President, Virginia JCI Senate
2009-2010

MID-YEAR REPORT

2009-2010

“The Way Life Should Be...”