

2022-2023

FALL 2022 ISSUE #1





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Providing young adults an opportunity for personal growth, friendships, and leadership development while improving the quality of life for the underserved children in our communities.

## PRESIDENT'S MESSAGE

**Greg Carl** 

Hello Members! I hope you are enjoying the 1st of 4 quarterly newsletters. As many of you have heard me say before, the 4 most important practices for a successful 20-30 experience are the following, in order:

- Have fun
- Help kids
- Make friends
- Engage prospects/new members

I am going to take the opportunity in each of these newsletters to elaborate on what makes each of those important. I'm going to go right down the line, let's start off with Have Fun.

This isn't a club for your grandparents, this is a club for young people. People in their 20s and early 30s these days are accustomed to being entertained during their free time. They are often just starting off in their careers and have to spend most of their time finding a way to make ends meet until they advance professionally. If we want them to contribute some of the scarce free time that they do have to help their communities and build their leadership skills with Active 20-30, it is our duty to keep things interesting and fun.

A lot of work goes into putting on fundraisers, hosting giveback events and volunteering in the community. I'm definitely not saying to put aside the work and have fun instead. Most of the aspects of "Work" don't need to feel like work - many duties such as brainstorming for event activities, attending meetings, reaching out to sponsors/donors and trying to find new members can be fun, with the right mindset. Every year or two, a couple of Petaluma #30 members have been organizing a "Storage Unit Organization Day" and the way they talk about it you'd think it was an annual club trip to Disneyland. If putting on and/or planning your events isn't fun, this is an easy fix! What do you consider "fun"? Find a way to apply it to your process. While not everyone has the same idea of what is "fun" everyone DOES have the same idea of what is BORING. Put some personality into your events & meetings - if members aren't having fun, they might not keep coming back.





## PRESIDENT'S MESSAGE

**Greg Carl** 



I've already been able to visit 9 clubs to volunteer at their events, and it's been a great experience. A few weeks ago I was able to be the official scorekeeper at Greater Roseville #36's Pub Crawl Scavenger Hunt event, where participants had to follow instructions to post photos/videos of 5 different activities at 5 different venues. All of the members and participants were having a great time, and what's even better is that all of the 5 venues were packed with people in their 20s and 30s. I was donning the Crown and Royal Vest, and at least 25 random people dropped what they were doing to approach me to ask me about my attire, to ask about 20-30. People in our communities are turning 20 years old every day. They won't know what we are or what we do unless we stay active and show them how much fun this can be.

Wearing a loud & festive costume during 20-30 activities in public works for me, but it's not for everyone. There are countless other ways to get the attention of our target demographic for new members. Get together with your club and brainstorm, then get out there in your community! Plan social events in your city at places that young people frequent. Spend some \$ and register to have a float in a local parade. Set up a booth at a city/county fair, 10-year high school reunion or other local event and talk to attendees about joining (or even sell tickets to one of your club's fundraising events). Having a club social event or business meeting? Don't have these at a club member's home. You want random people walking by wondering who all of these smiling people are with nametags on. Even if the people are 75-years-old, they could have kids, grandkids, nieces, nephews, co-workers, favorite store clerks, medical personnel, or any other type of relationships with potential prospects.

Keep having fun everyone! If I don't already have your club on the calendar for me to volunteer at one of your big events, reach out to me.



Yours in service.

Grefal

Greg Carl
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## **2023 Midterm Conventions**

# International Midterm Convention

Join us in Panama for International Midterm January 19-22, 2023 and compete in the 20-30 Olympics! Compete in a Softball Tournament, Soccer Tournament and/or indoor games such as Ping Pong and Chess. More information including pricing, an itinerary and accommodation details about the all-inclusive resort, The Westin Playa Bonita, can be found at

https://clubactive2030panamapacifico.com/medio-termine. If you have any questions please reach out to International Relations Officer, Roger Hebert of Santa Rosa #50.





## **National Midterm Convention**

The Active 20-30 Club of Redding #143 is excited and pleased to host you for National Midterm 2023 on February 17-19 at the Americana Modern Hotel in downtown Redding. Visit https://www.redding2030.com/midterm for tickets. Registration is \$143.00 until December 15 when it goes up to \$175.00. Contact Immediate Past President Kelsi Sprague for more details.





## **2023 Conventions**

## **International Convention 2023**

Mexico City is the locale for International Convention July 12-16, 2023! The Barceló Mexico Reforma Hotel is located in the heart of the city. This all-inclusive resort boasts dining options, a gym and even an indoor heated pool.

More information including pricing, an itinerary and accommodation details and can be found at <a href="http://active2030mexico.com/cdmx/">http://active2030mexico.com/cdmx/</a>. If you have any questions please reach out to International Relations Officer, Roger Hebert of Santa Rosa #50.









## 2022 Centennial Convention Pre Tour Fun!

Amanda Erlendson (Sebastopol #63 & Past National Board) and Roger Hebert (Santa Rosa #50 & National Board) arranged home hosting, transportation from three different airports to Sonoma County, planned some pre-convention activities and transportation to and from Sacramento for nearly two dozen International members (and a couple Arizona members) in the week leading up to the Centennial Celebration in July. Big thank you to Amanda and Roger, the McCormick family for letting us borrow their 12 person van as well as Andy Bain, Ben Lehr, Brandon Bone, Cory and Danielle Lucas, Evert Fernandez, Garry Beverlin, Geoffrey Cheung, Glen Newcomber, Jeana Barella, Jeff Okrepkie, Catherine Lindquist, Max Potter, Nick Mancuso, Rachel Anderson, Sam Williamson, Samantha Vance, Tiffani Montgomery. Their help with home hosting and transportation was instrumental and appreciated beyond words!



## 2022 Centennial Convention National AGM

National AGM was held on Thursday July 14, 2022 at the Embassy Suites in Sacramento, California. In addition to electing the National Board for the 2022–2023 term, there were National Bylaw changes that were voted in this year at Convention. Five Bylaw amendments were passed, and two were voted down by membership. Here is a summary of the 4 that passed:

- 1. The "Objectives" section was added to match the International bylaws: The Objectives of ACTIVE 20-30 are:
  - a. To develop leaders for the service to the community.
  - b. To serve the community and especially children.
  - c. To develop friendships and promote fellowship between members.
- 2. Wording cleanup: 501(c)4 was added to Article III, Section 1.
- 3. "Senior Active" is now an option as a type of member. Members between the ages of 40–45 can remain in the club but are not able to vote on club/national matters or to hold board positions (unless already elected and in a position of automatic succession). This is based on the international bylaws as well as discussion with multiple countries regarding what they are doing. Senior Active was already an option in all associations except the US & Canada. See the amended bylaws on the website for more details <a href="https://www.active20-30.org/Our Resources">https://www.active20-30.org/Our Resources</a>. If your club's bylaws have a "Membership" section, it is recommended (but not mandatory) that you make an amendment to that section if your club's board wishes to initiate the use of this type of membership.
- 4. Article IV: Discipline added wording to reinforce the existing clauses: "All disciplinary decisions of the Board of Directors are final and non-appealable." "The National Board is not required to follow the above procedure when imposing lesser discipline such as a private reprimand, assigning trainings, probation, or placing a member on an improvement plan."
- 5. Article V: Interpretation added wording concurrent with the bylaw change above under #4 to exclude Disciplinary actions against members from being appealed in-person during AGM.





# 2022 Centennial Convention National AGM



Chris Ibanez getting congratulated after his Rochambeau win for Region #4 Director.



Roger Hebert with Greater Sacramento #1032 members.



Members of Redding #143.



2021-2022 outgoing National Board members



# 2022 Centennial Convention National AGM



Past National Presidents from Eugene #920.



Stacie, Lauren, Joline and Michele of Greater Sacramento #1032.



Greg Carl, Joellene Vakulich, Amanda Erlendson and Grant Stoltz taking a break from National Board duties.



Joline and Julianna causing trouble in the back of the room.



Jimmy "The Big" Koch of Eugene #920, Richard Middlebrook of Bakersfield #27, Tom Thompson of Bakersfield #27 and Garry Beverlin of Santa Rosa Evening (also honorary member of Sebastopol #53.

# 2022 Centennial Celebration



International and National members on the first night in Sacramento!



Andy Bain and Nick Mancuso of Santa Rosa #50 showing off their bromance.



Past Active Ladybugs from Greater Sacramento #1032 enjoying Gala Night.



Caitlin Kurasek, Chris MacPhail, Geoffrey Cheung, Kelly Peters, Hillary Erbert, Jessica Kozlowski, & Matt Larrabure in the hotel lobby.



Rachel Anderson, Renea Eure, Danny Marguglio, Geoffrey Cheung, Joellene Vakulich, Jeana Barella and Lu Davalos Fernandez dressed to the nines for Gala Night.



Current and past members of Redwood Empire #1029 at Gala Night.

# **2022 Centennial Celebration**



Members after our service project, Comfort Cases, on Saturday morning in Sacramento.



Incoming National Presidents & International Board Members being sworn in at Gala on Saturday night.



Smiles for our Comfort Cases service project!



Members from Redding, Feather River and Folsom.



The Convention Committee at Gala Night.

# **Membership Growth & Retention**

Greetings fellow 20-30 members! Greg Carl, last year's Growth & Retention Committee chair here, to show you one of the projects the Growth & Retention committee performed during the 2021-2022 term. Below are the results from a presentation we put together in February of 2022 regarding the internet presence of all of the clubs in our National Organization. You'll see what happened when the Growth & Retention committee members tried to look you all up, as if they were a potential prospect/sponsor.

#### Our research parameters were:

- •Does the club have a website?
- •Is there a "Sales Pitch" to Prospective Members on site?
- •Are Upcoming Events listed on the site with current dates?
- •Is Business Meeting info available to the public? Dates/Day of the Week? Times? Location(s)?
- Does the club have a Facebook page? If yes, what is the date of most recent post?
- Does the club have an Instagram account? If yes, what is the date of most recent post?
- Does the club have a Twitter account? If yes, what is the date of most recent post?
- Does the club have a LinkedIn profile? Any other Social Media platforms?

If you have a lot of Red under your club, that means they couldn't find you, or they could find you, but it looks like a ghost town. If everything is Green, you're doing great! The research was conducted in February of 2022, so if you've already addressed what you see in Red below, your club is in good shape for Growth. Thank you to Lydia Rau (Napa #57) and Lauren Himmelspach (Chico #100) for your help with the research!



# **Membership Growth & Retention**

## Region 2

#### Sacramento #1

- Events on site Facebook Sales Pitch to Post – past month Instagram Prospects Business meetings • Post – past month
- Twitter Dates · Post - past month · Other - LinkedIn Locations

#### Greater Sacramento #1032

- Sales Pitch to · Post - past month Instagram Prospects Business meetings · Post - past month Times
   Twitter
  - · Other Meetup Locations

#### Greater Roseville #36

 Facebook Events on site Sales Pitch to · Post - past month

- **Prospects**  Instagram Business meetings · Post - past month · Times Twitter
  - Dates Post 2 years ago Other Locations

#### Portland #122 http://www.portland2030.org/

Events on site Facebook Sales Pitch to. · Post 2 months ago Prospects Instagram Business meetings · Post 2 months ago Twitter Dates

Locations

## Region 3

#### Tucson #82

Events on site Facebook Sales Pitch to · Post 2 months ag Instagram Prospects Post 2 years ago Business meetings Twitter Dates

Locations

· Other - LinkedIn

Brentwood #1037

- Events on site Sales Pitch to · Post - past month Instagram Prospects
- Business meetings · Post - past month Twitter Dates
  - Other Locations

#### Albuquerque #103

- Events on site Sales Pitch to Post 2 years ago Instagram Prospects Business meetings
- Times Twitter · Dates Locations

## Region 3

#### Phoenix #99

Facebook

- Sales Pitch to Post 2 months ago Instagram **Prospects** Business meetings Post – past month
  - Twitter Times
    - Other Locations

#### Glendale #131

- Events on site Facebook Sales Pitch to Instagram Prospects **Business meetings**  Times Twitter
- Valley of The Sun #1028

Sales Pitch to · Post - past month Instagram Prospects Business meetings Pos
Times Twitter · Post - past month · Post - past month

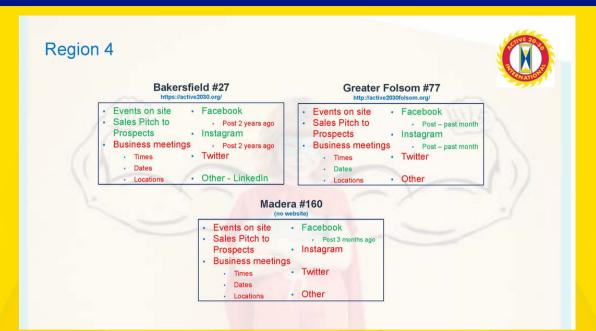
Locations

 Other – Youtube, LinkedIn

Dates



# **Membership Growth Presentation**



#### Region 4

#### Carson Valley #85

Facebook

- Events on site Sales Pitch to Post - past month Prospects Instagram
- **Business meetings**  Twitter Times Dates
  - Other
  - Gold Rush #1034
- Events on site Facebook Sales Pitch to Instagram Prospects
- Business meetings · Post - past month Times Twitter
  - Dates Post · Other - LinkedIn

#### Carson City #140

- Events on site Facebook Sales Pitch to Post – past month
- Instagram Prospects Business meetings · Post - past month
- Twitter Times • Dates Locations

#### Hangtown #43

- Facebook Events on site Sales Pitch to Prospects Instagram
- **Business meetings**
- Twitter Times Dates Other

## Region 5

#### Petaluma #30

- Events on site Facebook Sales Pitch to · Post - past month Prospects Instagram Business meetings Post - past month
  - Twitter Times Dates Locations Other

#### Rohnert Park/Cotati #656

 Facebook Events on site · Post – past month Sales Pitch to Instagram Business meetings · Post - past month Twitter Times Dates Post Locations Other

#### Napa #57

 Facebook Events on site Sales Pitch to · Post - past month Prospects Instagram Business meetings Twitter · Times • Dates Locations

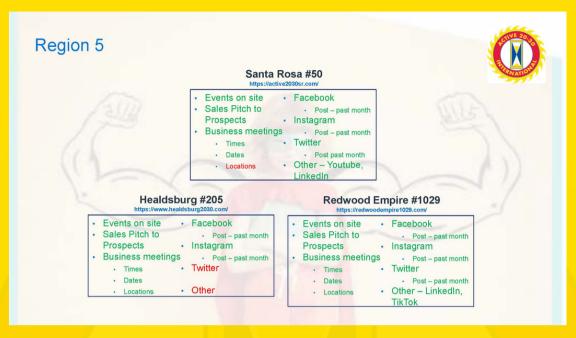
#### Sebastopol #63

Events on site Facebook Sales Pitch to · Post - past month Instagram Prospects Business meetings · Post - past month Twitter Times · Post - past month Other Locations





# **Membership Growth & Retention**



We found that while many of the websites do list events, many are showing events that have already occurred. In some cases, the events occurred over 4 years ago, even before Covid halted everything. A few clubs do have websites, but they weren't showing up on an internet search (using Google). They were only accessible through either the Facebook page or the National Website's links. If you aren't sure, try to look for your own club on an internet search and see how easy you are to track down!

No matter where you live, everyone in their 20s and 30s has a phone. If they hear about 20-30 through the grapevine, the first thing they will do is look you up to see if you are legit & worth their time. Potential Sponsors/Donors will do this as well. Some clubs have a broader virtual presence than others. And some operate differently. For example, some of our large Arizona clubs have a bit of Red by their names. They pride themselves on having a cap on membership, which creates a demand from the perspective of exclusivity. Having prospects randomly come upon their business meetings wouldn't be a big help to them, so publishing the meeting times, dates & locations isn't of value; meaning their Red items are not in need of being addressed. On the other hand, for smaller clubs, especially those who currently aren't in good standing, every avenue to attract new prospects needs to be explored, especially one as simple as maintaining an up-to-date website. During our presentation at Midterm, a few clubs mentioned that they've been getting traction from the app Bumble BFF, which is not a dating app like the regular Bumble, but a version of the app you can use to find friends in your area. Give it a shot and let us know how it works for your club!

Every member of Active 20-30 is here to help people, whether it's the children in our communities, or each other. If you have a lot of Red under your club, check out some of the other clubs on this list that are in the Green. Reach out to them to help your club get to the same level. If you are one of the clubs in the Green and see a club you have a relationship with that is Red-heavy, get in touch with them to see if they need help.

Our Growth & Retention committee is looking for a new committee chair & committee members. Please reach out to myself at executive016@aol.com if you'd like more details on the other project we worked on and how you can help come up with ideas for our clubs to grow & maintain members. If anyone has a passion for Marketing and/or a background in Marketing, your help would be greatly valued by the organization.







## Region 2 Director: Charles Thompson, Eugene #920

- National Member of the Year 2020-2021
- Former National Technology Committee Chair







## Region 2 Highlight: Sacramento #1 Kids Day at Fairytale Town

On September 24th, Sacramento #1 hosted Kids Day at Fairytale Town, a local theme park for kids. Approximately 100 children with neurodiversities got to enjoy the park with their families, free of charge. They spent time with the animals, played games, and even walked the crooked mile! The club also put together a special area for them to 'cool off', set up with a number of games, coloring books, and refreshments. The 'cool-off' area was paramount for both children and parents.







## Region 3 Director: Kevin Volk, Tucson #82

- Member since 2014
- Past President, Tucson #82







## Region 3 Highlight: Re-Chartering of Southern Arizona #1027

Featuring a Roaring 20-30s theme, Southern Arizona #1027 had a Gala event to celebrate their re-chartering along with the installation of President Ando Andros. This event also acted as a fundraiser, with an auction to raise seed money for the club's new bank account. Former #1027 members from the original chartered club were in attendance and celebrated the club's history. As shown on the above photo on the left hand side, the table is set and the future awaits. Excitement is in the air in Tucson!







## Region 4 Director: Christopher Ibanez, Hangtown #43

- Also involved with local chapters of Rotary & Moose Lodge
- Current President of Hangtown #43





## Region 4 Highlight: Hangtown #43 Swing For Kids

Hangtown #43 had the pleasure of hosting their annual Swing for Children softball tournament on September 10th. This year they partnered with Holly and Austin Reininger from Walk with Austin, who are raising funds to build a handi-accessible park for children in the nearby city of El Dorado Hills.







## Region 5 Director: Jeana Barella, Healdsburg #205

- National Member of the Year 2021-2022
- Hourglass Award Recipient









## Region 5 Highlight: Healdsburg #205 Barn Dance

Healdsburg #205 was excited to host their annual Barn Dance this September. Live music, delicious BBQ, and an eclectic silent auction contributed to a fun filled night. Funds raised support the Paul Graham Memorial scholarship, established by the club in 2019, supporting graduating students from Healdsburg High School.

# Wine Country SIP

The Active 20-30 Club of Santa Rosa #50 has our next big fundraiser right around the corner. Wine Country SIP is back, and we are making a big push for auction items. We are offering a chance for all Active 20-30 Clubs to participate. We are offering the following to any club donating auction items:

- 75% of the gross sale price of any items donated to the auction to the club it is donated by
- 25% of the gross sale price of any items purchased by a current or past member

#### Examples of some of the types of items we are looking for are:

- Wine, beer, or spirits
- Wine, beer, or spirit tastings
- Signed bottles or Signed swag/memorabilia
- Large format bottles
- Hotels/Vacation Rentals/Overnight stays
- Outdoor experiences (zip lining, golf, camping, hiking, etc.)
- Professional Services
- Transportation Services
- Activities
- Etc. (anything we can put up as an auction item)

Please note: SIP will be held November 25-29, 2022

It doesn't have to be specific to Sonoma/Napa County or even the US. Anything someone would likely want to bid on in an auction is good to go.

To contribute to Wine Country SIP, please email <u>SIPOActive2030SR.com</u>, call Stephen Zang at (707) 484-4522, or by mail at P.O. Box 391; Santa Rosa, CA 95402.



## WineCountrySIP.com

# **GET INVOLVED**

# **Monthly Board Calls**

We invite you to be part of the monthly National Board calls so you can hear what the organization is up to on a more frequent basis. Below are the dates, time, and Zoom information for the upcoming months.

October 17, 2022 at 6pm November 21, 2022 at 6pm December 19, 2022 at 6pm

https://us02web.zoom.us/i/83994447471

Zoom meeting ID: 839 9444 7471

Password: 287344

Please ensure your username displays your first and last name when logging on.





## Join a National Committee

We are always seeking committee members on a National Level! Check out some below and if you are interested in these committees or others, please reach out to Greg Carl and the chair of the committee.

**Awards** - Organizes annual Member Clubs Awards Program to be presented each year at National AGM. It shall strive to create interest and competition among the clubs. The purpose of the program is to provide positive recognition and share best practices among clubs. The committee shall publicize to the clubs the various National Awards, and review the rules and conditions.

Chaired by: Hilary Grider, Greater Sacramento #1032 hilary.grider@gmail.com

**New Charter** - Responds to people who have reached out to the organization about chartering a club and sets up interviews when applicable. Helps start a "Virtual Member-At-Large Club" as an incubator for potential clubs to be chartered. Develops related support programs for Members-At-Large to get into position to charter. Amend the New Charter Manual to make Chartering a club as seamless as possible for interested parties.

**Co-Chaired by:** Shania Sweikar, Carson City #140 ssweikar@gmail.com Trevor Cameron, Tucson #82 trevor@azmedicarehelpers.com

Scan QR Code or Click Hore to Join a National Committee

