

## President's Message

February 24, 2010

Dear Fellow Quotarians,

The mid-term board meeting was held in Washington, D.C., in early February. We settled in behind closed doors for an intense meeting and emerged to a winter wonderland. Washington was experiencing its greatest snowfall in almost 90 years, and it soon became evident that our "wonder" would not be this beautiful white landscape, but...*how we were ever going to get home?*

All was not doom and gloom, however. The New Orleans Saints won Super Bowl XLIV and your president and president-elect, both avid Saints fans, watched and cheered this feat, the first in the football team's 43-year history. We were joined by our remaining board members, whom (we would like to believe) we converted into Saints fans, but who may just have been a little afraid of us and our exuberance. Nevertheless, if you have to be snowbound, what better way to do it than with really good friends helping you to celebrate a victory.

But, I digress. What you're really interested in is what the board meeting produced and particularly whether the board determined that a cost-of-living adjustment (COLA) was in order. Please know that it was a major concern as we reviewed data from the U.S. Bureau of Labor Statistics that declared a 2.7 percent increase as of December 31, 2009. Although we do not want to find ourselves again falling behind in our fundamental support of our organization, we could not in good conscience implement an increase for the 2010-2011 budget year while the world economy remains in critical condition and so many people are still out of work.

The majority of the meeting focused on investing in Quota's future through a three-year strategy to create the Quota of Tomorrow. The first step in the six-step plan is to strengthen our clubs and their leaders.

And because a successful club begins *with* you, Cynthia D'Amour of People Power Unlimited will be offering eight hours of general session motivational and life-changing personal coaching at Convention 2010, coaching that WILL change your life at work, at home, and in Quota. Guaranteed!

- Are you feeling overworked and overcommitted at home, at work, and/or in Quota?
- Would you like to learn steps for getting more done with less effort?
- Do you want to sharpen your leadership and management skills and focus on the real work of the leader—steering, motivating, and making it a fun and rewarding experience?
- Do you want to achieve your personal dreams and the dreams of your Quota club?

If you really want to take your life and your club to new heights, Convention 2010 is for you. The board had the opportunity to talk with Cynthia through a conference call on the first day of our meeting and remained on a creative "high" that hasn't diminished yet, and she has an impressive track record with turning around declining chapters and clubs. [To register for Convention 2010 and learn more about tours, [click here.](#)]

In other actions to help strengthen clubs, the board amended some rules of procedure and proposed bylaw changes designed to increase the flexibility with which current clubs operate. One of the things we have learned through Leaders as Listeners is that clubs want and need to set their own requirements, not just to be able to operate more efficiently, but to respond to the needs of their current and prospective members.

Those of you who attended your area meeting last year will remember the gumbo lesson, which was analogous to organizing a new club. Many of you signed up as explorers of possible communities to be matched with service projects, leading to the organization of new clubs. Step two of the Quota of Tomorrow strategy is to organize 18 traditional Quota clubs by Convention 2010 and is already in progress. Area directors reported on the status of those efforts to date. Board members committed to supporting those efforts, including recognizing successful efforts at convention. Remember that March, Quota Cares Month, is an excellent time to get the attention and participation of prospective Quotarians.

We have heard your concern about not being able to recruit and retain younger members. Also, some have expressed the belief that there are some groups that could embrace Quota's mission but are not interested in the traditional club model. Step three is aimed at attracting new constituencies and non-traditional clubs. Part of the training to be presented at convention will focus on younger people and how to attract them to Quota. The board has begun research into new types of clubs that have been created in other service organizations. Additionally, the board agreed to support a series of focus groups to be conducted by volunteers in the 2010 to 2011 Quota year—an initiative we will be calling our Quota Listening Tour. The object is to collect feedback from young people about how they would want to participate in Quota, and we are hoping your club will host one of our discussions in your community.

Step four will expand, celebrate, and promote Quota's service through Club-to-Club World Service, the Junior Club mentoring program, and new public relations tools currently under development. This effort will also include a convention workshop on publicity to include helping clubs understand and use social media to promote their efforts.

Step five is about strengthening our Quota connection with current and past leaders. A speaker's roster and new guidelines have been developed and made available to district governors to assist them in planning a meaningful district conference. Also, the Governors Training Seminar is being revised for the 2010 convention.

Step six is absolutely necessary if there is to be a Quota of Tomorrow. It involves reorganizing, streamlining, and modernizing Quota's operations and systems. This means translating our manual and database systems to a total Web-based operation. Some of our programs are very labor-intensive and need to be streamlined. Members want access to their own donation and other information without having to go through a staff member. We lag behind other volunteer organizations in this regard. Making the change to a Web-based

operation will free our staff to support the most important activities that will make the most difference to the future of Quota and its current and future members.

We ended our board meeting as we had experienced it—with excitement, optimism, and eagerness to move forward.

Deputy Executive Director Nancy Fitzpatrick (right, seated) multi-tasks as she and board members work to rebook flights canceled due to the blizzard.

In closing, I cannot say enough to encourage you to attend Convention 2010 in Vancouver—not just your club's voting delegate, but YOU. The board members truly believe that we are at a turning point and that NOW is the time for us to unite in *Creating the Quota of Tomorrow* by providing more options through which members can experience Quota. This will be an exciting convention that is guaranteed to change our mindset from yesterday to tomorrow. Come to convention and *Spice Up Your Life with Quota*.

Yours in Quota,

Rosemary Hannie  
2009-2010 President