

MONDAY

MORNING

MEMO

**MARCH
2009**

**Volume 53
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A Message from President James

I want to start off with some good news. I have visited many chapters this last month and I am astonished at the quality of projects they are running. You are an awesome group of people and I ask that you continue to meet the commitments that you have made to your members and those in your communities. I know that the weather is getting warmer and we will be running many more projects. I am anxious to get out there and visit your chapters and help you accomplish your goals. Keep up the great work!

Brandon Stewart, President of the BMH Jaycees, contacted me a few months ago to let me know that his chapter was headed into red chip status. He knew the urgency to turn things around in order to keep his charter. Several members of the state team offered ideas and support to help Brandon. Brandon displayed a level of energy that I can't even find words to describe. He was determined to accomplish his goal for the BMH chapter. I am happy to report that the BMH chapter is out of "red chip" status and well on their way to much success in 2009. I want to thank Brandon and the rest of the BMH chapter not only for their commitment to that chapter and their communities but for the inspiration they gave to me. Good Job BMH Jaycees!

On a similar note, we need to talk about membership. I wish that we were already meeting our membership goals and I did not have to talk about it. I would much rather talk about training, new projects, visitations, community needs and so on but the real truth is that it takes members to even be able to discuss those things. When we made the decision to raise membership dues to meet our state budget goals, it was a tough decision to make. The other part of that process though was balancing a budget that relies on our state growing by 300 members in 2009. If we do not have that growth, we will not have a balanced budget.

The easiest thing to do here is get our membership back up. Honestly I never would have imagined we would have ended February at -91. Our membership goals for 2009 are based on +25 members each month. We have at least 5 extensions planned and this means that realistically, at the most, we would need to be +17 each month. This means that 17 of 64 chapters should be +1 and everybody else should be even to make it work. This seems easy enough despite me knowing



**James Danley
88th State President**

that we can far exceed these goals.

It is time that we re-evaluate what we are doing? We now have 4 chapters this month facing "red chip" status. Our membership numbers are a key indicator that our chapters are either successful or in trouble. What worries me is that every single time that we have a *MMM* issued or a state meeting to attend, or an *IMPACT* article to read, we hear how the state team wants to help our chapters. Is the state team being fully utilized? No, not in my opinion. If our prospects are not joining, we are failing somewhere. If our members are not renewing their membership, we are failing somewhere. I want to help fix these issues. There has to be a reason why people are not renewing or joining. I do not believe it is the dues amount. I can give you many reasons why I do not believe that but the main one is that a \$7.00 per month dues bill is cheap compared to other "growing" organizations.

The US Junior Chamber lost 4,087 members and 104 chapters in 2008. That is bothersome isn't it? If you are reading this then I believe you are already committed to making our chapters stronger in 2009. I also know that nobody wants to see our chapters be anything but successful. HOWEVER, we have to be committed together to the same goals. Take this opportunity and read our state plan of action. Is it in line with what we are doing as individual chapters? If your main goal for 2009 was to be a successful chapter then I know that new members and member retention is imperative. All the pieces of the puzzle have to fit together for us to reach our goals. Membership is a huge piece of that puzzle and drives almost everything we do. I do not want to see any chapters lose their charters. I consider myself to be a fighter and I find success by staying focused, determined and through hard work.

I care about making our chapters better. That is why I serve as your State President. That is my main goal. I am not serving as your State President because I want to attend a chapter function and have fun. I can do that as a general member in my home chapter. I am your State President because I believe that I am a leader and I can drive success and make a difference in our various chapters. I can't do that if we are not all on the same page. I am more than committed to helping each of you reach your potential in this organization. I am a fighter and I will do whatever it takes to drive success but I need to know what that is. To know what that is means that I know what your individual goals are and how committed you are to achieving them.

I have stated before that now is the time to act. Our communities need the Jaycees more than ever. Now is the best time to grow our organization because there are a lot of people out there who want to make an impact where they can during troubled times. Seek them out. Work harder to recruit. Let others see our strong passion for our organization when working to recruit them; it can be contagious. Find yourself always talking about the Jaycees because you believe in what we do. If we have something to offer our prospects then they will sign up. If we have something to offer our members, they will renew. If we are failing at these tasks...time to get to work to fix some areas in our chapters. I will be calling each chapter personally over the next couple of weeks so that we can go over your goals. In the meantime, let's work hard in March and start making up the ground we lost in February.

I continue to believe that now is the best time to be a Jaycee. Losing is not an option for the Missouri Jaycees. Losing membership, losing hope, losing faith, losing vision, or whatever it may be is not an option. WE have a statement to make and now is the time to make it. All I have asked from you thus far in 2009 is to go out there and make a local impact. If you are doing that, the rest will fall into place. I assure you that I am committed to the Missouri Jaycees organization and members and ..." *THE HEAT IS ON!*"

President James

James Danley
88th President

Vice President Sandy Backes

Hello Missouri Jaycees! I got my reminder message from James earlier today reminding me to write this article. Of course this was while I was at work, so I told him that I would write it while I was at my weekly church meeting. So James asked me to look for inspiration. So what inspires you???

A friend (English Major) told me that her definition is "To be that what makes one want to better them self". So what makes you want to better yourself? Is it the smile on a child's face from Wonderland Camp after their experience that Jaycees help them have? If yes, use that when you talk with your friends and ones that are soon to be your friends. Why not use what inspired and motivated you to be a member and stay a member to recruit new members. I have always found that my best recruiting tool was why I joined and why I have stayed a member all these years. Believe me, I have been there, when friends, family or co-workers say they think I am crazy for donating all my time to Jaycees. But then they see how much fun I am having and how many friends I have all over the state, it excites them too.

Use your own inspirations as your motivation and excitement to help yourself and your own chapter to recruit those needed new members. Remember that with the economy that we are in now, how there is friends, fellowship and networking within our organization. Let them know that we are the organization of choice because we have the most to offer. What other organization will help you when you are down. And yet when you are on top of the mountain, you have the capabilities to share your wealth. Please note that "wealth" is not always money. Sometimes wealth can be measured by friendships

Speaking of friendships, I like to make new ones, so send me your events to add to the state calendar. If you don't see your meeting dates out on the calendar, send me an email confirming the dates, times and place. Please send me any corrective information as well. I don't like sending people to the wrong place or at the wrong time.

National Convention is coming up in a few weeks. I am looking for spending a little time in some warmer weather in Crystal River, Florida. I wish all the Missouri Jaycees were going. I look forward in sharing with you what I learn at the trainings and telling about new friends from around the US that I met. I am currently working on a pin for the convention. It is still in the works and Ed Hart was optimistic that it would be finished on time. So if you are interested in one, just let me know.

As reported in last month's memo, I need YOUR help. I can't do this project on my own. Show me who my friends are Missouri Jaycees. I need ad sales for the upcoming Spring state convention in Macon. I think my friends in Macon are working on an ad from the local emergency room. We sent them some business last year. Can everyone say Tug O War Disaster! I have created the following sales figures so each of you know what the prices are. (Jaycee member rates are in parenthesis)

	<u>Business Card Ad</u>	<u>1/2 Page Ad</u>	<u>Full Page Ad</u>
Spring Mtg	\$15.00 (\$10.00)	\$30.00 (\$20.00)	\$60.00 (\$40.00)
Fall Mtg	\$15.00 (\$10.00)	\$30.00 (\$20.00)	\$60.00 (\$40.00)
Winter Mtg	\$25.00 (\$15.00)	\$50.00 (\$30.00)	\$100.00 (\$60.00)
All 3 package	\$40.00 (\$25.00)	\$80.00 (\$50.00)	\$160.00 (\$100.00)

So please, I am begging you to go out and sale the ad spaces. It does not matter if you are holding a local or state board position, a senator or if you are a brand new member. Please sell ad spaces!!!

I am still looking for challenge ideas. Do you have any ideas? Let me know what inspires and/or motivates you. That may help me come up with a challenge.

Oh back to my church meeting, Fr. Frank stated that "Communion is the nourishment of your soul." So, in my faith, yes Communion is the nourishment for my soul, but over the years Missouri Jaycees, you have been my extended family. Thank you for sharing it with me and let's go out and share/extend our family a little more.

I hope to see you soon! To contact me: call me at 573-690-1884 or email me at jayceesandy@hotmail.com.

Sandy Backes

Sandy Backes
State Vice President 2009



Sandy Backes
State Vice President

Vice President Stephen Coffey

Missouri Jaycees, we are already half way through the first trimester. How are things going in your chapter, your district, your region? Are you already evaluating where you are at and is that on track with your chapter plan? I strongly encourage you to be evaluating your plans. Don't wait until mid year -- do it ongoing and encourage your board and membership to help in the review process. Encouraging this type of involvement will help everyone to gain a sense of ownership in your chapter and beyond.

I want to ask the chapter presidents, have you recently evaluated the training needs of your members? This includes both Jaycee and non-Jaycee specific training. Is your board up to speed on their position and are they fulfilling their duties? What training interests does your general membership have? What do they want to learn or experience? We have several very qualified Jaycees right here in our state certified to train in many areas both Jaycee and non-Jaycee specific material. Please make use of these individuals as they have worked very hard to develop their skills and become certified trainers.

In the past couple of months we have seen some struggle with our membership statewide. We know this is always a challenge and maybe it will always be, however I see a couple of areas we can improve in to make the closeout process run smoother. The first thing we need to address is missing information; I see that a great number of chapters are not reporting in a timely fashion. This poses many unnecessary pressures on your District, and Region directors as well as your State VPs. We work many hours on the phones as a team trying to gather just the basic information; this is simply not how it should be.

If you are a Jaycee you know we have closeout every month. I am sure most of you know what a struggle it is to gather the information. I ask you to please step it up to the next level and get that information to us as it comes in. The sheer number of hours spent chasing down closeout information could be spent in many other areas to help us to improve ourselves across the state. I know a lot of people avoid calling in or emailing because maybe they are not at growth and perhaps are apprehensive about letting us know that or maybe you're not renewing several members.

I want you to know that's fine, at least let us know that in a timely fashion. No, we don't want extra time to pressure you, we need the time to try to figure out what may be happening in your area so we can try to figure out what we can do to help that area. Or take that opportunity to look at other areas in the state that may be doing better that month. I can not impress upon you all enough the nightmare this missing information causes so please let's pull it together and help this state be the success we all know it can be.

Moving forward, keep in mind warmer weather is coming and with it we have many, many fundraisers. I want to take a moment and talk about Wonderland Camp. As many of you already know we are revamping the pool area. This project will impact our Camp participants in many positive ways and thanks to all of the chapters and the projects you run, this is possible. We are also looking more closely this year at the walkway to the lake. It has deteriorated to a point that much of the railing

system is hazardous. I ask you all to please look around your community and see where we may be able to find lumber and funding for this project.

We are also looking to revive the original school bus and turn it into an all access library for our Campers. This would not only be an educational addition to our facility it would be an historic one as well. This bus is what Camp used in it's first sessions and giving it new life I feel speaks to the heart of Wonderland Camp and the dream that started all of this and lives on to this day. Support for this project is needed in many ways from financing to restorative work to interior work it needs to be fully accessible. We will need books and other educational items it needs to be comfortable and functional.

We are still looking for an Access Day Program Manager. If anyone is interested, talk to President James -- he would be very excited to hear from you. I look forward to the many projects already in place to support this magnificent event. Remember, that for most of the individuals who come to our state fair, this is the most profound event they will experience each year. We are also hoping you are all looking around your communities for the next OYM/OYF Honoree. This is an honorable and moving experience for everyone involved so please contact Jason Morff for more details.

In closing, I want you all to keep in mind our new state focus project of 2009... the Whisper Ride. This is an event centered on raising awareness about Ovarian Cancer. This is a silent killer and affects 1 in 52 women. Cara Harms is working tirelessly on this project and in the coming months will need all the help we can throw at her. This is shaping up to be a huge event. We will ride bikes from Kansas City to St Louis working cities along the way to raise money and awareness. Please join us in any way you can. Bless you all and I will look forward to seeing you all soon.

Stephen Coffey

Stephen Coffey
State Vice President 2009



Stephen Coffey
State Vice President

Vice President Paul Myers

Missouri Jaycees ... Membership is not a passive thing that just happens. We need to work on it, on an ongoing basis. We need to have a formal membership plan that anticipates who we expect to be leaving our chapters and then make sure we have some events to help replace those members. We lost 91 members last month alone. That is almost half of what we lost for the entire last year. If we continue to run our organization in this manner we will be nonexistent by the end of the year.

Our organization is heading in the wrong direction. It is evident by the consistent membership numbers that we put up as a whole. The first thing we need to identify is why we are going in this direction. Then we need to take positive steps so we can correct where we are failing.

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I strongly believe it is a lack of training that is causing our current direction. We need to make sure our members are not only activated in our chapters but trained on how we do things. Right now our infrastructure is weak but not unfixable. We have too few leaders that have been trained properly on what we are about and what direction we need to be heading.

Look in to your own chapter and find out what you are missing and ask for help. The State team is here to help you not only reach your goals but help you find ways to adjust and make your chapter stronger. Each of us is committed to helping you create positive change in your community and to grow your chapter. Every chapter has different needs so call us, email us, or text us.

I would be remise not to mention some of the chapters that have been really working and setting the example out there. A shout out needs to go to the Bridgeton/Maryland Heights Jaycees, for getting off red chip. They asked for some specific help in developing a plan to go after some new membership and they had a successful M-Night and are starting to work with their Chamber of Commerce which can only lead to more success in the near future.

The Hannibal Jaycees ran two big projects and actively recruited at both and are right now at +17 for the year!!! Huge start to the year! Thanks for all your extra work!!!

Everyone knows I get on a soap box about how important visitations are so I want to give a special shout out to the Macon and St. Charles Jaycees who are out there supporting their fellow Jaycees at their projects. Macon had 10 people and St. Charles had 6 at the Hannibal Chili cook off. Later that evening St. Charles had 7 at the O'Fallon Karaoke night.

The State team is here to help you reach your goals for the year. Let us know what we can do to help you. You can reach me at my new email address of vedderjam@live.com, my home number of 636-926-8458 or my cell 636-448-1575.

Let's make this an exciting year to remember because the heat is on!

Paul Myers

Paul Myers, C.N.T.
State Vice President 2009



Paul Myers
State Vice President

"To provide development opportunities that empowers young people to create positive change"

Whisper Ride '09

1 in 52 women will be diagnosed with ovarian cancer in their lifetime. There is no early detection; therefore 74% of those diagnosed will die within a year. By spreading the word, YOU can make a difference!

Happy March, Missouri Jaycees. Winter is coming to an end and spring is rolling in. With spring comes baseball, and speaking of baseball, I have tickets available for the St. Louis Cardinals vs. the San Francisco Giants for Monday, June 29, 2009. Game time will be 7:15 pm. The tickets are \$16 per seat and are available on a first come, first serve basis. 2009 Missouri Jaycees President James Danley and Ovarian Cancer Survivor Maribeth Wagner will be throwing out the first pitch. Come join us for a night at Busch Stadium with the Cardinals. You can contact me for tickets at mojcwisperride@gmail.com.

We are still working on the route of the bicycle trip across the state. I hope to have the details available by the April issue of the *Monday Morning Memo*. Our tentative plans are to have the Kick-off celebration at the Cancer Survivors Park in Kansas City on Saturday, Aug 29. The ride would then start on August 30 and would stop in a different community each night, where we would take part in a celebration of life honoring those both living and past that have fought this disease. I am hoping to arrange a candle light ceremony at the capital in Jefferson City and much, much more. Please contact me if you have questions or if you can help.



Cara Harms
Whisper Ride
Program Manager

Cara Harms

Cara Harms
Whisper Ride Program Manager

Parade of Chapters

We are starting our 3rd month of the Jaycee year and hopefully you have been saving your paperwork to be submitted for POC. Don't forget that there is a new visitation form. It can be found on the Missouri Jaycee web site by clicking on "Programs" then clicking "Parade of Chapters". This is the only form that will be accepted for visitations.

As a reminder of the incentive that I mentioned at Tan-Tar-A, here is what it is:

POC Incentive

This only pertains to chapter(s) that did not participate at all last year. - A chapter(s) that did not participate last year (2008) but participates this year (2009) in ALL 3 TRIMESTERS and their packets are postmarked on or before the deadlines, I will personally reimburse the postage

for all 3 packets at the end of the year or offer my services. (Reimbursement not to exceed \$30.00)

If a chapter assists another chapter that has not participated on POC and that chapter submits POC packets for all 3 trimesters, I will personally reimburse the postage to that chapter that assisted that chapter for all 3 packets as well or offer my services. (Reimbursement not to exceed \$30.00)

This pertains to the chapter(s) that somewhat participated last year. - If a chapter(s) that submitted one packet last year (2008) but this year (2009) submits all 3 packets, I will reimburse 2 of the 3 packets postage. If a chapter(s) that submitted two packets last year (2008) but this year (2009) submits all 3 packets, I will reimburse 1 of the 3 packets postage.

Rules

- ❖ All participating chapters are to adhere to the general rules as it states in Missouri Jaycee 2009 Parade of Chapter's Guidelines to qualify for the incentive. That means all packets are to be mailed to the POC Program manager and postmarked on or before the deadline. Late submissions will disqualify the chapter for the incentive.
- ❖ If there is a chapter that did not participate last year but does participate this year and does not submit packets for all 3 trimesters will be disqualified.
- ❖ Postage will be reimbursed in the form of a Quik Trip Gas Card and will be given out at Winter State Meeting 2010 (not to exceed \$30.00). If you elect for my services (assist with project, takes notes at your meeting, make tickets for your next raffle, etc), it is good for one time only and that offer is good till Dec. 31, 2010
- ❖ 2009 POC Program Manager has the final say on all decisions.

I hope to see all of you participate in POC this year. A little birdie told me that the Senate is even submitting packets for POC. How cool it that?!?!? Good luck and see you around!

Amy Munoz

Amy Munoz
POC Program Manager



Amy Munoz
POC Program Manager

Wonderland Camp

Greetings to my fellow Jaycees! I know we have already had an active calendar for events to raise money for Wonderland Camp and I'd like to thank every chapter that has raised money to date!

The Codes for Camp program is going strong and I continue to receive codes from different chapters. That's great news! Coke has changed the rewards program on us but I still believe that

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we can do some great things with this program. Keep sending them in! Flo Valley, St. Charles, Joplin, Washington and St. Peters have all sent in codes to date.

Remember to send Sandy (jayceesandy@hotmail.com) your calendar of events and let her know of any fundraisers for Camp so I can make it to as many projects as possible. I look forward to visiting your chapter in the near future.

The Spring Camp Work Weekends are just around the corner. I hope to see you at one of the weekends! April 3-5 is the Corp Work Weekend and that's where the pool decking is going to be worked on. April 17-19 is the all region work weekend. Come out and let's get the Camp ready for the campers!

I would like to hold a silent auction at the May Convention in Macon. This will be in conjunction with the Whisper Ride as we plan to split the profits in half for each project. If your chapter or you have something that you would like to donate to the auction, please let me know so that I can prepare my listing for the auction.

Thanks everyone. Please feel free to contact me with any questions regarding Camp!

Kristi Webb

Kristi Webb
Wonderland Camp Program Manager



Kristi Webb
Wonderland Camp
Program Manager

Region 9 Director Julie Morff

Hello Region 9 - I wanted to take a minute and introduce myself. For those of you who don't know me, my name is Julie Morff and my home chapter is Jefferson City. I have been a member for six years holding the positions of Management VP and Chapter President in 2007. Last year I served as the Region 9 District 3 Director and have the privilege of serving as your 2009 Region 9 Director for the state this year. I reside in Jefferson City with my husband Jason and our daughter Aubrie; which I hope you all have the privilege of meeting as I attend your events this year.

I want to ask that you all mark your calendars for the Region 9 meeting (hosted by Jefferson City) March 14, 2009 from 9am - 1pm. I hope you all can plan on joining your chapter and the rest of Region 9 so we can plan for the rest of the year. There will be breakfast, including biscuits and gravy that morning. I am working on a JCI speaker who will help us all gather a wider perspective of what JCI is all about. Many chapters are gearing up for their events so check the state web-site calendar often. I know you may think why should I attend others events, or why should I go to Region, State or Nationals meetings? I have always said that I truly believe you get out of the Jaycees what you want. So if you want training you will get it, if you want to meet people

Top Growth District Directors for February:

- none

Top Growth Region Directors for February:

- none

Membership Call-In Deadlines for 2009

By the posted Call-In Deadline, we need to know who is renewing for the following month AND we need information on all new members (name, address and DOB). Chapters should forward that information to their District Director, Region Director, assigned Vice President and Executive Director Joe Jerkins by the following deadlines:

Month	Day	Close Out	Information Needed
March	Thursday	March 26 th	Mar new members & Apr renewals
April	Thursday	April 23 rd	Apr new members & May renewals
May	Thursday	May 28 th	May new members & Jun renewals
June	Thursday	June 25 th	Jun new members & Jul renewals
July	Thursday	July 30 th	Jul new members & Aug renewals
August	Thursday	August 27 th	Aug new members & Sep renewals
September	Tuesday	September 29 th	Sep new members & Oct renewals
October	Thursday	October 29 th	Oct new members & Nov renewals
November	Tuesday	November 24 th	Nov new members & Dec renewals
December	Tuesday	December 29 th	Dec new members & Jan (2010) renewals

EARLY RENEWAL DUES REBATE OFFERED!

Renewal Dues for 2009 are \$65.00, which is the same as dues for new members. HOWEVER...chapters who submit their renewals (with payment or open check on file) by the posted closeout deadlines will receive a rebate credit of \$5 per renewal. If you have any questions, please contact Executive Director Joe Jerkins or any state officer.

Chapter & Officers Directory

Please let me know if there are corrections for the [Chapter and Officer's Directory](#) and I'll update the version that's available for download from the website. Click the link above for the latest version. Check back often to ensure you have the most recent contact information for everyone.

Open Check Policy for Monthly Membership Dues

Hopefully, your chapter is participating in the open check program for membership closeouts! If not, please contact [Joe Jerkins](#) at (573) 634-2321 for more details. It is really helpful when it comes to membership closeout when we must have a payment in hand before we can turn in your membership to the national organization.

Joe Jerkins

Joe Jerkins
Executive Director



Joe Jerkins
Executive Director



