

**2010 YPIowa Leaders Academy
Coralville, Iowa**

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Celebrate and promote why we're in Iowa and why Iowa's great. Don't let others tell your group what you should be. YP Organizations are important because young leaders are creating a new culture. YP groups should be more than just networking, it's important to get people connected and promote the local area. That connection helps keep people in the state and area.

In a world of technology and things being delivered to you, you have to find a way to go out and get people to connect to one another. The best interaction happens in small groups (5 – 8 people).

Metache Affect
Community – Peter Block

Regionalism – Moderated by Christian Fong & Chuck Peters

Generation X: Generation of Masters of Self-promotion, we broadcast well but don't communicate well

Generation Y: Natives to the Internet & technology

Problems:

- Hemorrhaging young people
- 2000 – 2008, rural and small cities have lost 16% of young working (22 – 45) population
- 2000 – 2008, medium size cities (15,000 – 50,000) lost 12% of same population
- 2000 – 2008, large cities are static or at best gaining 1%
- Only 3 regions in Iowa growing: Des Moines, Ames, Iowa City in young professional age group
- People are willing to work for 10-15% less money than those working outside Iowa in the same jobs. (problem or not?)

Representing both regional and local is difficult. But turning local problems, needs, etc into something bigger than that is/should be the goal. Be purposeful/mission-al in what you do/choose.

Brand is not a logo/tagline, it's an experience.

When people are making a decision about where to live/work/play, they look at natural economies. (Look at community college districts)

When you hear regionalism, what do you think about?

- Find local groups/organizations with a similar mission
- Can't think that is a region is a natural community – rather, celebrate the natural communities and realize that each community interlocks within the region
- Create a differentiating strategy, play on natural strengths
- What are the right roles for the state, region, community

Success in a regionalism

- Muscatine and Quad Cities are working together to have joint events
- Jones Country (between Linn and Dubuque counties) has struggled because of the county-wide groups. People have drawn lines and don't want to leave their community to go to another event in a neighboring community.
- Cedar Rapids and Iowa City tried doing events together but still had issues with territorialism. With the newly forming Iowa City, the two groups are thinking about exchanging a board seat.
- West Des Moines group has struggled moving events outside of the West Glen area for fear that people won't come if it's in a downtown location.
- Quad Cities merged two YP groups (the Chambers have also merged)
- Omaha and Council Bluffs: Omaha wants to lead the effort in creating one group but Council Bluffs tends to be more resistant to the change
- Other things that can come out of regionalism – not just events but about contacts and people going through what you might be
- Connecting groups helps encourage membership engagement

Quality vs. Quantity: Member Value

- How to create quality programming vs number of events for members
- Who are your 'sweet-spot' members? What does the ideal yp member look like?
 - Rely on corporations to get info out about yp organization in Muscatine as it was started by a local corporation. Went to the local chamber to say a ypo was needed and then it was created and encouraged by those corporations. A packet is given to EVERY new employee.
- Pro-rated memberships throughout the year have helped other ypo's.
- People that are engaged and connected tend to stay in communities.
- Statistics and evidence are our biggest asset.
- Brain drain can be positive. If the ypo is helping show yp's how to move forward, they will talk about it being a yp group that taught it to them.
- 3 committees with 3 focus areas is what ImpactCR to uses determine what events are done. After a survey to the membership and then work by the new board, those areas were created.
- New groups focus on the networking aspect.
- Remember there are no sacred cows. Just because it has always been done, doesn't mean it HAS to be done.
- Both bar events and those held in the community are important.
- Professional Development has been very successful for most YPO
- A monthly luncheon with other YPO leaders in the community has helped to focus each group in that community.
- Sponsoring sports teams has helped to encourage yp's with like interests to get together.
- New member get together over something 'fun' such as a bags tournament.
- Measuring success – how to do it?
 - Just getting the word out – for new groups
 - Positive verbal feedback
 - Can be based on pre-determined number of attendees
 - Energy in the room can certainly be a measurement
 - Feedback from employers
 - Getting sponsors/funding
 - Length of time people spend at the event
 - New members to sign up at the event
 - Number of volunteers
 - Media exposure

- Different groups of people at different events
- Examples of stopping an event or series of events
 - Golf event
 - Social events in Marshalltown decreased so they asked the membership what they wanted and out of that came professional development series which filled a niche that wasn't being met.
- See mostly people that are from out of the community as members of the ypo in Muscatine
- YPO can seem 'clique-y' if there are too many of the members from the local area
- YPO are unique in that they are very different from area to area so there is no 'book' to show you how it is done.
- Matching a yp with a new person to town.
- Student coordinator position on the board that works exclusively with students from the local colleges. Starting a yp organization for students specifically beginning in the fall this year in DSM.
- If members don't see the value, they won't come.
- Location of events is HUGE! If an event is someplace that is interesting, they will come.
- Being a clearinghouse can be something that yp groups can certainly the focus.
- Collaborating with others for volunteer opportunities has worked well.
- Family event that worked – Santa Claus meet and greet
- Quantity as it relates to budget
 - Difficult even if you have to cancel as it can be perceived as instability
 - Reliance on sponsors has helped with the issue above
 - Supply prizes for give-aways
 - Chamber support is huge as it relates to budget
 - Fundraising/Sponsorship Chair going to corporations to get money/sponsorships
- Case Studies from YPIowa to help individual organizations begin, work through issues, etc.
- Create a listserv to help network between the organizations to help NOT recreate the wheel.
- YP Day on the Hill has seen a decrease in attendance. What should yplowa do?
 - Had little interest from local groups
 - Can interfere with other 'Days on the Hill' for other groups during that same time.
 - Have one or two from each YP group attend that are passionate about it
 - Include a training on how to get people civically engaged and how to talk to your legislator or to lobby
 - It's a lobbying day on the hill. Sometimes difficult to get people to engage in

Cedar Rapids Jaycees

- Figure out what your members want and what's in it for them
- Every member comes to events for different reasons

New group discussion

- Sponsorships
 - Various levels get different benefits, free memberships, etc.
 - How do you ask for sponsorships when you're competing with your parent organization (i.e. Chamber of Economic Development) for the same dollars?
- Dues vs. No Dues: Range from no dues to (\$20, \$25, \$35, \$45) 'family' dues of \$50.
- Sub-committee structure: Social, Charitable, Professional Development – make sure committees have a clear focus

- Affiliation: County-wide economic development, Chamber
- Volume is important for corporate sponsorship – shows the impact the group has and the size of an audience a business has access to
- Charge more for lunch & learns or professional development (because there is a higher return on investment)
- Policies & procedures – Must be in place to help create focus for the group, protect board members and volunteers
- Survey membership to figure out what people want
- Staff person is responsible for making nametags, taking banner/signage to events, keep things moving forward
- Marketing/Promotions: Evites are a great way to communicate events
- Document needs: Bylaws, meeting agendas, etc. are available through YPIowa
- BTS: Bigwig Lunch Talks (CEO Roundtable discussion)

Established Group Discussion

- Structure
 - The Network – associated with the Chamber with a staff person, Leadership Council (no less than 12)
 - No membership dues, must be an employee of Chamber member
 - \$15 fee to attend luncheon, networking free
 - YP Muscatine – associated with Chamber, staff liaison, administrative and financial support
 - Social, Membership, Community and Professional Development, Public Relations
 - \$50/year, \$75 per couple, prorated for the year
 - Interns members \$10/year
 - Cedar Valley YP – not associated with Chamber
 - Jones County Economic Development – mainly insurance coverage
 - Executive Board, 4 subcommittees
 - Carroll Chamber of Commerce - .25 admin, financials, minutes, Chamber Board position
 - Marshalltown YP – discounted dues if your employer is a Chamber member
 - \$45 chamber members
 - YPC - \$20/year dues from day you join
 - Member and nonmember event fees
 - Monthly free networking events
 - ImpactCR – corporate memberships come with allotted number of memberships – fairly new program
 - Jones County – corporate members more supportive of membership and involvement
 - Burlington YP – sell t-shirts themed, many send to family members outside of the area
 - Raised \$7500 - \$8,000 last year
 - \$15/shirt

How to re-engage your group?

- Muscatine – golf event failed – monthly social event with chipping contest and lessons
 - Yearly wine tasting – made it one of the monthly social events

- Burlington – programming stalled after 3 years

Tools to market

- Monthly newsletter, Chamber newsletter – events posted, website takes RSVPs, recently completed marketing piece – educational for HR professionals

Succession planning

- Term limits
- Representation from different parts of community

30 Second Ideas:

- Professional Development
 - Cedar Rapids: Bigwig Lunch Talks (BLTs) – CEO from a local organization to talk about leadership, their business, etc.
 - Muscatine: Intern event, HR issues for young professionals
 - Quad Cities: Etiquette luncheon
 - Cedar Valley: Get connected – 10 leaders from around the community and YPs got to ask leaders questions with limited number of attendees available
 - Muscatine: Personal development like tax planning, credit history
 - Quad Cities: summer professional development series with Dale Carnegie presenter
 - Cedar Rapids: Leadership advice at a Farmers Market (25 cents for advice)
 - Marshalltown: Community tours, like manufacturing plants, newspaper, etc.
 - YPIowa: Regional events with local YPs, business leaders, etc. with discussion around workforce issues
 - Quad Cities: Gubernatorial candidates invited to luncheon
 - Cedar Rapids: What it means to be a good board member
- Leadership Development
 - Marshalltown: Have a full voting rights position on the Chamber board
 - Quad Cities: 22 weeks to complete 22 hours of community service, 2 local organizations, 2 educational session about board responsibility, attend 2 YPO events
 - Quad Cities: Graduates from leadership programs to connect to local YP leadership opportunities
- Marketing/Promotions
 - Evites are online evites
 - Doodle.com for meeting planning and polls
 - Muscatine: Send newsletter out to as many people as you can (HR directors, CEOs), to show what you're doing in your organization
 - Quad Cities: "Shower", "Wedding" and "Wedding Reception" for merger of two groups
 - Burlington: T-shirts (people will wear them!) for free advertising
 - Designate someone to do your social networking on Facebook, Twitter, Linked In, etc.
 - Burlington: Use all mediums and use HootSuite so there is an assignment for each of the mediums
 - YPIowa: Set a Flickr account in addition to Facebook to share photos
 - Des Moines: Social media manager as a board position
 - Cedar Valley: Google docs
 - Muscatine: Use a brochure with membership application that HR directors give to new employee (also utilize realtors)
 - Mason City: Put upcoming events on business card
 - Cedar Rapids: Print up coasters with logo, etc. and leave them at local bars
 - Don't forget sign-in sheets!

- Burlington: Gist (input contacts & it will contact you when your contact has been blogged about, Googled, etc.)
 - Have table tents at your events
 - Mason City: Have sign outside restaurant or location promoting group
- Social
 - Marshalltown: Murder Mysteries – www.nightofmystery.com
 - Cedar Rapids: Ugly sweater party - \$5 to get in which goes to local community organization
 - Carroll: Reinvest in Carroll County – Rent a bus and go to 4 different bars
 - Cedar Rapids: Siren Wednesdays – city tests emergency system on 1st Wednesday & reminds people of the social event that evening
 - Muscatine: Band/music fest for community
 - Burlington: Bus tour of community
 - Cedar Rapids: The Walk, go bar to bar in a particular neighborhood
 - Marshalltown: Progressive dinner - Appetizers
 - Cedar Rapids: Dinner around the world – different restaurant each month with a different world cuisine
 - Muscatine: Downtown showcase – bar crawl
 - Des Moines: Dinner around Des Moines, speakers on a particular culture and enjoy cuisine
 - Cedar Rapids: “Connectors” – members are assigned to new members to help get new members connected
 - Mason City: Partner with Chamber Business After Hours – connect with a business leader who can help them get connected
 - Quad Cities: Escort service – Meet with prospective employees in the community to take them to local games, restaurants, etc. to introduce prospect to the community and share quality of life
- Civic Engagement
 - Marshalltown: Co-sponsor candidate forums with Chamber
 - Burlington: Eggs & issues – discuss legislative issues during the session
 - Generation Iowa: Focus groups on various topics for YP groups
 - Cedar Rapids: Meeting with new mayor
 - Generation Iowa: Commission member will come do meeting with your YPO about what issues they see for young professionals, talk about legislation
- Advocacy
 - Des Moines: YPC sponsors one member to attend the Greater Des Moines Partnership's annual Washington DC trip
 - Cedar Rapids: Encourage participation at YP Day at the Capitol
 - Cedar Rapids: Communicate advocacy on a local level
 - Quad Cities: Issue forum – select an issue and host a community forum for input
 - Des Moines: Mayoral panel with metro mayors for local conversations with YPs
- Fundraisers
 - Iron Chef competition/Bartender competition
 - Marshalltown: Wine tasting events
 - Carroll: basketball tournament
 - Burlington: t-shirt sales, limited availability
 - Fort Madison: Board member auction
 - Des Moines: Work concession stand on senior night so senior parents can participate in senior night activities with concession stand income going back to a local organization that provided the manpower
- Community Outreach/Development

- Carroll: Partner with non-profit for Angel tree, YPs pick an angel and pick an appropriate gifts for low-income families
- Council Bluffs: Partnership with Main Street group on downtown showcase event
- Cedar Valley: Job readiness outreach for 14+ year olds
- Quad Cities: Trick-or-treating at the zoo
- Quad Cities: Historical scavenger hunt
- Cedar Rapids: CR Uncovered – get into various organizations and businesses to learn more about your local resources
- Des Moines: Encourage YPs to take the bus/ride bike/walking and tie to Earth Day
- Quad Cities: i-Intern program engages interns for the summer
- Des Moines: Started a Young Rotary group to help feed new members into current Rotary clubs
- Adopt-a-non-profit program
- YPIowa: Ambassador program – connecting people who are new to the community, want to move to the community, etc. and helping connect people with job opportunities, YP group, etc. (Contact Amanda Hess for more details)