

International Order of the Blue Gavel

Fall Regional Meeting

Saturday, October 22, 2016

Del Rey Yacht Club, Marina del Rey, CA

CALL TO ORDER: The meeting was called to order by President Rosalie Davis-Green on October 22, 2016 immediately following the Annual Meeting at the Del Rey Yacht Club in Marina del Rey, California.

ROLL CALL of the Executive Committee: President Rosalie Davis-Green, Immediate Past President Joe Dowdell, President Elect Tony Durieux, 1<sup>st</sup> Vice President Bud Higginson, 2<sup>nd</sup> Vice President Sherry Barone, Treasurer Marshall Nemoy, Northwestern Vice President Lani Lightle, North Central Vice President Mark Vadaj, Southwestern Vice President Kathleen Smith, Southeastern Vice President Robert "Buzz" Bisanz, and Legal Officer Gary Green.

INTRODUCTION OF IOBG INTERNATIONAL PAST PRESIDENTS: Vern Bendsen, Steve Willing, Carol Promessi, Gary McGrath, Joel Kay, Joe Dowdell

President Rosalie Davis-Green dispensed with the self-introductions to leave time for round-table discussions about IOBG's identity, mission and relevance to members and to boating. She went on to say that AVPs are working hard to survey members to discover what the membership wants. We have an identity crisis. For example, we know Boat US's services, but we don't know what the services Blue Gavel provides because districts are doing different things. Need concrete ideas for marketing to young people as well as being the keepers of tradition.

Three round-table groups were formed to brainstorm IOBG's identity, mission, and relevance to our members and to boating.

Reports from groups:

#1 – Carol Promessi and Joan Marsh reported. When Carol was president, she sent out questionnaires asking the same questions as today. Mark Connelly made a marketing plan, which is on the website. Need to implement it again. Up to AVPs to bring it back. What are we known for – meetings, an older group, experts in customs and courtesies.

#2 – Kathy Smith reported. 1. Known for a mentoring board of directors; staying active in the clubs; honorary organization; social. 2. Mission – charitable, comradery, and communitive and civic involvement.

#3 – Dave Breninger reported. Perception and reality don't match. Fraternal – a group sharing common interest. Negative things that are road blocks. Leadership rolls without being controlling. Exclusivity. Tradition. Why not use the old marketing strategies?

Rosalie announced that the Executive Committee will look at the round-table summaries and decide what we need to concentrate on.

Good of the Order: Appointed the same officers as last year.

Adjournment: Gary moved to adjourn; Sherry seconded the motion. Motion carried. Meeting adjourned.

Respectfully Submitted,

Marsha Landreth