

## **Gyro International First Vice President Annual Report – June 2021**

To all my fellow Gyros, it has been a privilege to serve as your 1<sup>st</sup> VP this past year. The Executive Council had an unusual start last May due to the pandemic impact on our usual way of doing business and the untimely death of Bryan Flanigan in the spring of 2020. Thus, two new Vice Presidents came on the EC. I and Peter Carter joined Alan Pentney, Ted Shewchuk, and Mike McNally. Many zoom meetings occurred quickly, as we tried to 'not miss a beat' in being supportive of clubs and districts throughout Gyro International, as they tried to maintain activity during the restrictions caused by the pandemic.

As I reviewed my calendar, there were fifteen executive council meetings, eleven Board of Governors meetings, and twelve membership committee meetings in which I participated. I also had the privilege of attending, virtually, several district meetings, installing officers and getting to know more Gyros. Along with other EC members, I presented to the governors in BOG educational sessions on governance, running meetings, and other topics related to their positions. We tried to make personal telephone contact with all club presidents. I personally talked with 15 club presidents, getting the individual's insight on current status of the club, what were issues locally and with the overall organization, what unique activities the club was doing to maintain and even recruit new members, and whatever else the president wanted to talk about. Those calls were very positive. The presidents I talked with were all upbeat in saying that their clubs would come out of this time, and they were looking forward to the future.

My main emphasis this past year was chairing the membership committee. President Alan asked me to be involved in this ongoing committee activity. Members serving this year included: Dan Bliss, governor D III; Harold Bernard, governor D VI and PIP; Don Patterson, IPDG D IV; Matt Johnson, PIP; Derm Jackman, governor D VIII; Mike Eisner, governor D IX; Larry Duba, PIP; and Roger Lindley, PDG D IX.

This group was dedicated to addressing our organization's most pressing problem – declining membership. Several tasks and many ideas have been worked on. The New Member information, which is sent out to all new members, was updated and shortened significantly. The question was clarified that a club may keep emeritus members and/or widows of members in the International database if they wish, in order for them to get notices and emails. As of this writing, the process of obtaining consultation from a recruiting firm is in high gear, with compilation of survey data from members and former members, and then having a 4 hour meeting with the consultants and the full committee to develop new directions and tools to help clubs maintain and increase membership. Another idea of member discount card has been extensively explored, but currently is on hold as the recruitment firm activity is the main focus.

In closing, I express my gratitude again for the opportunity to serve as one of your officers at the executive council. I look forward to the next year, working with the Board of Governors, club officers, and all Gyros 'for the good of Gyro'.

In Gyro Friendship,

Blanton Bessinger

