

SECRETS OF

SUCCESSFUL

CLUB LEADERSHIP

THE PRESIDENTS GUIDEBOOK

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TGOA/MGCA FUNCTIONS OR, WHO ARE WE?

Now that you are a part of TGOA/MGCA leadership, let's get acquainted. You should know all of our functions and should also make your club membership aware of them, too.

- * TGOA/MGCA promotes and supervises the organization of affiliated garden clubs, and issues club charters as evidence of membership and affiliation.
- * Acts as a clearing house for information benefiting all affiliated clubs: horticultural, administrative, local and national gardening activities.
- * Standardizes rules and regulations for the conduct of flower and horticultural shows encouraging clubs and their membership to exhibit. This is an excellent way to learn and achieve gardening excellence.
- * Prepares and maintains a Judging Manual for the training of Certified TGOA/MGCA Judges and encourages the establishing of region or district judging schools, leading towards eventual certification.
- * Makes available TGOA/MGCA supplies and awards for national, region and club awards.
- * Recognizes outstanding contributions by individuals, clubs and business.
- * Surveys activities of local clubs and regions and develops guides for leadership.
- * Publishes the TGOA/MGCA NEWSLETTER.
- * Develops and makes available a lending library of books, slides, cassettes, and CD's to disseminate gardening and general horticultural learning and advancement.
- * Makes available information and reference sources on various horticulture topics.
- * Receives monies contributed to the Gardening from the Heart horticultural therapy fund for the purpose of endowing or funding projects, grants and scholarships in this field.
- * Receives monies contributed for the purpose of establishing a sound horticultural endowment, investment and fiscal planning program.
- * Offers membership the opportunity to participate in neighborhood and community beautification.
- * Encourages membership to achieve proficiency in horticulture and nature photography through national competition.
- * Offers membership the opportunity to participate in TGOA/MGCA youth programs and horticultural therapy programs, and Home Gardener Training.

* Offers membership the opportunity to participate in region and national activities through meetings, seminars and conventions where business and learning are combined.

* Keeps accurate records of club charter dates, active members and life members.

REGION FUNCTIONS

Regions are the link between your club and TGOA/MGCA. There are regions covering many parts of the country. Regions play a vital role as a coordinator of activities, to serve member clubs, and act as a liaison between the clubs and TGOA/MGCA.

It is essential that you, as president, along with your incoming officers and other club leaders attend region or district meetings. This will enable you to share ideas and plans for club administration, activities, and to get the latest information on the various TGOA/MGCA programs.

The effectiveness of the region depends on participation, leadership, and activities.

Keep in contact with your Region Director.

And now, your function as a CLUB PRESIDENT

The functions as listed might look formidable but as so many presidents before you will attest, the functions flow from one to the other. And, with a little effort from you should provide you with a great term of office.

We will expand on these functions a little in the pages that follow but here they are, in brief:

* Guide the growth and services of the club as the chief executive officer.

* Preside at all meetings: Club, Board, and special events.

* Appoint Committee Chairs and members.

* Be versed in how to conduct a business meeting.

* Be in close touch with your officers and check on the activities of the various committee chairman.

* Be sure all reports are properly prepared and sent to the correct office when due.

* Answer all correspondence promptly.

* Attend region meetings and TGOA/MGCA conventions.

* Provide material for the use of your club bulletin editor.

- * Help develop twelve monthly programs for the club.
- * Check with the Program Chairman to be sure each program is ready to go at the assigned date and time.
- * Lead, but do not order, or change planned events of actions taken in your absence.
- * Urge early collection of dues and maintenance of membership.
- * Promote increase in membership.
- * Be sure the Red Book is up to date and become versed in its contents. Pass the book and all other information on to your successor in the presidency.

We believe you will enjoy your presidency and might want to continue in TGOA/MGCA leadership by taking a region office, a directorship, or national committee chairmanship, or even a national officer position.

All we can do is to plant the seeds. It is you who will have to tend the garden club and see how it grows.

YOUR EXECUTIVE BOARD

Your Executive Board usually consists of officers, directors, and committee chairman. This is the club's governing body and most decisions are made at their meetings.

If at all possible, your Executive Board should meet monthly at a specified time and place. Make sure all members are called and informed of the time and place.

These meetings should take care of all business that does not need the vote of the membership. This gives more time for the programs and makes the club meetings much more interesting. Make out the agenda for the meeting in advance so the board meeting will move along smoothly. The time spent in preparation is most important. A suggested agenda:

| | |
|---------------------------------|---------------------------|
| Call to order | Committee Reports |
| Roll Call | Old Business |
| Reading/Approval of the Minutes | New Business |
| Treasurer's Report | Announcements/Adjournment |

YOUR CLUB BUDGET

At the beginning of your term, you and your Executive Board should adopt a club budget for the coming year. You can use the prior year's budget as a guide, adding and subtracting according to your proposed program for the year.

The adaptation of a budget is the best protection a club can have against financial difficulties. Finances should be handled in a business-like way. The income part of the budget will come from dues, sales of TGOA/MGCA merchandise, plant sales, calendar sales, etc. Emergency expenditures should have the approval of the Board.

RESPONSIBILITIES OF YOUR OFFICERS

Get together with your key officers and discuss with them their areas of responsibility and their relationship to the good of the club.

First Vice President This officer is your right hand man. He/she should be trained in conducting a meeting and take over the duties of president in your absence. Basically, this will be his training year, to assume the presidency.

In many clubs the first Vice President is also the Chairman of the Program Committee. This committee is responsible for the monthly meetings, meeting schedules, and such special events as Arbor Day, delegates to conferences, etc.

Second Vice President This year will also be a training period for this officer, in preparation to assume the next two steps in leadership. It will be his duty to act in the absence of both you and the first vice president. He/she needs your help to receive proper training.

You may want to give him Chairmanship of the important Membership Committee. Here, he will be in charge of increasing membership, assisting in collecting dues, in starting new clubs, introducing new members and visitors, and keeping attendance records.

Secretary Your secretary can be a tremendous help. He/she probably has the duties prescribed by club by-laws and in the performance of these duties should have a free hand as possible.

As you begin your term, you should discuss what part of club administration would be handled by the Secretary and what might be assigned to others. These are some of the typical points to discuss:

- * What is expected of him in connection with committees.
- * Sending notices of meetings.
- * Attendance at board and regular meetings.
- * Keeping records of each meeting.
- * Write letters.
- * How to keep a club history.
- * Importance of making reports on time.
- * Report immediately the names of newly elected officers to the region office and TGOA/MGCA.
- * Responsibilities for dues (or assign to club treasurer).
- * Start early, and record dues paid by whom and follow up on delinquents.

Treasurer You should set a pattern of good teamwork with the club officer. He/she keeps the records of cash received and spent. He/she is the person to keep you and the board advised on the health of the treasury.

The treasurer's records can be extremely simple, a self-balancing cash ledger account being all that is required. If entries are properly designated, the treasurer will have all the data needed for his monthly reports. Insist on a complete report each month! Some clubs need and require an annual report and next years budget from the Treasurer.

Two safeguard measures would be the requirement of two signatures on checks and an annual audit.

YOUR CLUB COMMITTEES

Make your committee appointments as soon as possible after your election. Select chairman who will carry out their assignments, persons who are self-starters. Survey the particular interests of club members before making assignments; a person works best at something that interests them. New members should be given careful consideration for committee assignments. This should be stressed.

If you have committee guides, distribute them to your chairman as soon as they are appointed. If you do not have guides, or suggestions or reports from previous years, the chairman/committees will need to develop their own agendas.

Encourage the chairman to call committee meetings right away when enthusiasm is usually high. Suggest that each committee record all of its plans and decisions. These records or reports should be given to you in writing and should describe their goals for the year and the ways and means to achieve them.

Some suggestions for that first committee meeting agenda:

What activities were conducted last year, or the year before?

Should they be continued? Don't be afraid to change.

Can committees combine efforts on certain projects?

What routine activities can be reorganized to give committee impetus?

What way can the whole club be kept informed about the committee plans and activities?

What way can members not on the committee participate and cooperate?

What is the work of the other committees?

You should review the status of each committee regularly. Replace members when a vacancy occurs. New club members should be appointed as soon as possible. Coordinate committee action when goals are similar. Motivate the committees to take on new challenges.

And...congratulate them on their progress and achievements!

CONDUCTING THE CLUB MEETING

You will want to devote thought and attention to presiding at club meetings. No other phase of your presidency is so exacting. Here are some suggestions for successful conducting a meeting:

Speak up - Be sure everyone can hear you and be brief, to the point.

Be in command - of yourself and the meeting.

Stand - Always stand when presiding. You will get better attention.

Use your gavel - effectively and correctly.

Know parliamentary procedures - the rules of order will help you run the meeting properly and earn you respect and leadership appreciation.

Have a definite schedule - Work with an agenda or guide prepared by you well in advance.

The average meeting can be divided into four basic sections. Here are the suggestions for a meeting agenda:

The Presidents Time (Keep as short as possible for the general members meeting)

- Call to order
- Reading of the Minutes of the previous meeting.
(Secretary stands). Call for approval.
- Reading of the Treasurer's Report. (Treasurer stands).
Call for approval.
- Committee reports.
(Each committee chairman stands when reporting.
- Introduction of guests.
- Old Business
- New Business (Be brief)
- Discuss only what needs membership approval.
- Introduction of new members.
- Recognition of members - birthdays,
presentation of awards, etc.
- Announcements - may include sick members, time and place
of special activities or events. Reports and communication from

TGOA/MGCA, or regional officers, other clubs, etc. Information that is important to the membership should be passed along.

The Program Time

- * Introduction of Program Chairman.
- * Special features of program.
- * Speaker or discussion leader for meeting.
- * Questions & answer session with speaker.

Closing the Meeting

- * Thank the participants and speaker. (Could present certificate of appreciation.)
- * Adjourn the meeting.

Refreshment/Social Time

As the president, it is up to you to check if everything is ready for the meeting: the place, the program, and the refreshments? Have arrangements been made to greet and welcome visitors and members? Did the calling committee do their job?

Before the meeting try to arrange your time to give proper attention to the speaker. During the meeting, try to discover how fellowship can be improved. You have the best vantagepoint for such observation. Then, later, keep a watchful eye on the refreshment service. If slow, or poorly done, tactfully prod the committee into action.

MAKE YOUR CLUB GROW

Club growth is more than new members. It depends upon the club's program and services. Does the program attract new members? Does it keep the interest of present members; keep them active and involved? Are your members proud of their club's accomplishments? Do the members know what the club and TGOA/MGCA stand for?

Here is where your leadership counts. Help your officers and committee chairman to see their jobs in light of these questions. Let the questions shape the objectives of the leadership.

The interest and enthusiasm you display to members usually sets the tempo for the club. Be among the first arrive at the meetings and extend a friendly greeting. Set an example for your other leaders by planning and working on club matters between meetings; if you don't, they won't.

SUGGESTED FORMULAS FOR GROWTH

Membership

* The average club must increase membership by at least ten percent to stay even. Therefore your goal for the year must be higher...and every member must help in prospecting.

* Prepare a list of potential members in the area and assign names to members to contact them. They should be invited and given literature.

* Members sponsoring two or more members, during a calendar year are then enrolled in the "Spade Club." Program applications are available from TGOA/MGCA. First time members receive a pin, ribbon and card. For each additional year he qualifies, he receives a trowel award.

Program

* Have meeting programs contain topics interesting and timely. Change the topics from year to year and use mini-talks to broaden the scope of the meeting. The Program Committee should prepare a monthly calendar of events at the beginning of the year. It can be changed as required but it will be a big help to you in planning and to the members as a recruiting help.

Public Relations

* Good public relations are important to club growth by telling the community about your meetings and informing the members about the topics to be covered.

First, and foremost, you should have a good bulletin editor. This is the person who helps keep up meeting attendance and generates interest and enthusiasm in the club and its activities. Be sure to give your editor all the information they need to do a good job; make them aware of your planning and involve them in soliciting cooperation from the general membership.

Next, appoint a Public Relations Committee - if it isn't to be the bulletin editor. Have

them send news releases to all the local newspapers, radio and TV stations. They should always seek opportunities to tell the public about the aims, objectives and activities of the club.

And while we are on the subject of bulletins...your editor should send one (1) copy to TGOA/MGCA.

Awards

* Recognize those who have made outstanding contributions to the club. Consider recognition, too of those persons and businesses that contribute to the advancement of the organization.

TGOA/MGCA NATIONAL AWARDS PROGRAM

The TGOA/MGCA Awards Manual lists all of the awards available for presentation, or nomination, to individuals, clubs and regions. In a nutshell, here are the awards:

TGOA/MGCA Level - Johnny Appleseed Awards; Silver Medal, Gold Medal; Golden Quill Award, Club Bulletin Journalism Award, Spade Club, Woodson K. Jones and Certificates of Recognition of Appreciation.

Region Awards - Applications for these must be sent to the Region Award Chairman. For the individual member: Green Bronze Medal, Journalism Certificate, Horticulture Achievement Award, and Certificate of Appreciation.

Local Club Awards - Available to you for club member awards. Order from TGOA/MGCA. Bronze Medal; Beautification (individual or business); Certificate of Honor or Appreciation; Spade Club; youth certificates for Big Pumpkin and Giant Sunflower. President's Awards are usually arranged locally.

GOOD GROWTH DEPENDS ON THESE

- * The enthusiasm of each member towards his club and TGOA/MGCA.
- * The awareness of the club image in the community.
- * The quality of your meetings and programs.
- * The community activities in the interest of the public.

And above all, the leadership exhibited by the Club President!