

Kiwanis Insider



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For the Leadership of Kiwanis International

October 8, 2007

Dear Kiwanis Leaders:

Financial Update

When an organization is preparing to make the leap from good to great, financial strength and stability is critical. I could share with you numerous examples of businesses and organizations with big dreams that were never realized because they did not have their financial house in order. In an effort to position Kiwanis for exponential growth we have been working diligently to free-up money to invest in the areas that will spur that growth. In that regard, I am pleased to report that Kiwanis will finish this administrative year in a very strong financial position. While this has not been easy to do, we are committed to continue to operate as efficiently as possible so that we can invest in things that are of value to our members and will have some type of measurable impact. The Kiwanis International Board of Trustees has taken important steps to reduce the cost of governance of the organization, and your Kiwanis International staff has dramatically reduced spending in a number of areas. All of this has been done with a commitment to increase our direct service & support of our members and to position us to grow.

International Staff Update

Given our current environment of declining dues revenue, the money available to fund our work continues to decrease. Although we know our investments in growth will begin to pay dividends in the future, in the meantime we need to find a way to do more with less. This year we are anticipating collecting \$500,000 less in dues than the previous year. This reality should provide additional motivation to get laser-focused on the things that will improve and grow our clubs so that more people will be attracted to joining our organization.

Two weeks ago I shared with you our Top Ten Organizational Priorities for the next three years which you can find at www.kiwanisleader.org. These priorities are guiding how we spend our time and money. Since staff costs are a large portion of the international budget, it is critical that we have the right people in the right seats to deliver on these organizational priorities. Over the past few months we have been working on a new global staff structure that is intended to position us to make the leap from good to great. This new plan is built around our firm commitment to supporting and empowering our volunteers to lead this organization to greatness. Kiwanis was built by volunteer leaders and we are convinced that our future success is fully dependent on our ability to build and inspire leaders who can make this happen.

The new staffing plan dramatically shifts our resources from the top (and middle) of our old organizational chart to fund new positions that will have a direct impact on our services to clubs and members. In an effort to lead by example, my personal commitment is reflected in the elimination of two Assistant Executive Director positions as well as the elimination of the entire executive and board services department. This is a reduction of seven positions at the executive level over the past fourteen months. Over-all the plan reduces the number of directors from seventeen to nine, and the total number of supervisors from 35 to 20. By not filling vacant

positions over this past year we were fortunate to be able to find positions for all but eight of our employees. These changes will free resources to be invested in growth, leadership development, technology, marketing and branding, and direct service to our clubs and members. The new plan organizes our staff into four departments:

Global Operations includes all support functions for our clubs, members, leaders and KI staff including member services, finance, retail and fulfillment, human resources, risk management, and building services and is led by our Chief Operations Officer, Jeff Oatess. Also in global operations is global technology that includes web services, network infrastructure, new technology platforms and next-generation technologies and is led by our CTO Scott Smith.

Global Impact includes everything that we do that has an impact on the world including: Leadership Development, Kiwanis Programs, Education and Training, Club Growth, and Classic Governance. Stan Soderstrom will be providing leadership to this department.

Global Marketing includes all of our branding, communications, public relations and cause-related marketing. We will be doing an international search for a new Chief Marketing Officer who can lead us to greatness in this area. Our Director of Marketing, Karen Yakovac, is currently leading that department.

Global Development includes all of the work of the Kiwanis International Foundation and any other work that generates contributions to our organization. As Executive Director of the Kiwanis International Foundation John Sloan also will serve as the Chief Development Officer for the Kiwanis Family so that we have all of our resource development work coordinated by one department.

No changes were made in the Kiwanis International Foundation, or in our regional service centers outside of North America. The regional service structure is under review and decisions on the best support structure for Europe, Asia-Pacific and Latin America will be made with input from the members and leaders from those regions. I will continue to share additional details about this new support structure over the coming weeks and as always am open to any questions that you might have. Just send me an e-mail at robparker@kiwanis.org and I will respond asap.

Asia Listening Tour

October 10-21st I will be in our Asia-Pacific region visiting with members and leaders from Japan, Taiwan, Malaysia and the Philippines. The goal is to hear from as many members as possible about what kinds of services they expect from Kiwanis and how we can assist them in improving and growing their clubs. Asia-Pacific is very diverse in language, culture and geography and we are very aware that one approach to service may not work for all of these districts. A separate trip to Australia and New Zealand is being developed in conjunction with the leaders of those districts.

Board Update

Both the KI and KIF Boards were in town this week. I will prepare a report with the highlights of the meetings and include in my next Insider. This update will most likely be written from the coach section on a 20-hour flight from Indianapolis to Tokyo!

Thanks for leading.

Rob