



Executive Council Statement of Candidacy

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Name John Becker

Big Red Number 2048

1. Please tell us a little about yourself, most importantly why you are interested in serving on the Executive Council.

I joined the club in 2013, and have been a local club President (Piedmont NC Airstream Club). I am currently a national caravan leader and Chair of the Caravan Committee for the Airstream Club.

The Executive Council should have representatives with direct caravan experience. Ideally the representatives would include those who have both developed and lead national caravans.

2. What is your passion for the Club?

When we joined the club, we were relatively new residents of North Carolina. We joined the club with some reservations - but our local club was very welcoming. We have returned the favor whenever we can to new members. It has also been a joy to be with people who like travel and new experiences.

3. What has inspired you to commit to a two (2) year term on the Executive Council?

As Chair of the Caravan Committee I have been urged by a number of national caravan leaders to commit to the role so they can have their voices heard. But also, my wife and I have benefited from the time and effort of many others who contributed to the management and leadership of the club - at any level.

4. What areas of expertise would you bring to the Executive Council, and ultimately our membership? (E.g. Strategic Planning, Financial Management, Marketing, Leadership, etc.)

I have a Masters Degree in Applied Economics and Finance and spent five years as a business strategy consultant. My work experience also included many years leading global Information Technology functions and in Operations Management. I have also been on the receiving end of many internal financial and food quality audits.

5. If you have served, or are serving on one or more professional, recreational, city/county/state, charitable or other volunteer board(s), how would you bring those experiences to the members of the Executive Council and how do you envision positioning the Club for continued and sustainable growth?

I have served on a professional Board of Directors. We had to work together to achieve consensus on some extremely difficult decisions, primarily whether to terminate the Chief Executive Officer. I hope the Executive Council doesn't face a similar situation, but if we do, I bring the experience and mental toughness to work with the Council to get to a decision.

To position us for the membership growth we have now, our local club management teams need to be as effective as possible. They really are the "face" to new members, much more than Region Teams or the Executive Council.

6. What accomplishments related to a project, board, business life, or other activity achieved a positive change?

I was VP Operations for the Kraft Cheese Division. I found a way to sell a cheese manufacturing plant instead of simply closing it, which would have been the easier path. It took significant effort to overcome many objections (e.g., legal liability, financial).

In the end, we were able to sell the facility with a supply agreement to a new owner. The plant was one of the largest local employers and purchasers of milk. This was a very good outcome for the employees, the local community, and the company. (And 25 years later it is still operating).

7. Where would you go to learn more about an alternative perspective presented to you, and from whom would you gather the information?

The first place I go is my wife. Secondly, I rely frequently on the current group of national caravan leaders. They are direct in their responses and are not shy. Whenever I want alternative perspectives, they are eager to provide them!

When I was a local club President, I also relied on members of the Region Team. They were very helpful when I had a tricky membership related question. In my current role as Caravan Committee Chair, our past Chair (Jay Thompson) is a great resource. It helps that he has served as a Region President, a standing committee chair, and of course as an experienced national caravan leader.

8. What strategies have you used to build consensus with those who held differing viewpoints?

I am a good listener, and am willing to change my mind when presented with new information. Because I see both sides, I tend to argue both sides of an issue to get to a consensus. This can be a little confusing/frustrating to some I work with, but I feel it is the best way to get to consensus.

At times, a consensus is not going to be easy or possible. I am not afraid to make a decision myself when I have to, and will fully support a decision made by the majority.

9. Describe how you would create and ensure an inclusive environment.

I have had 3 International assignments, and responsibility for a corporate function for as many as 72 countries. Different people/cultures view/solve problems in very different ways. I am very comfortable in that type of environment. Culture can work for you; it can also work against you. A flexible and adaptable management style helps.

It is critical that people feel they were heard. They may not always achieve the outcome they want - but what is worse is if they feel they were never heard.

10. What do you feel is the single greatest opportunity for our Club? How would you work with the International Board of Trustees to expand the opportunity?

The large increase in membership is both opportunity and challenge. The club has made great strides

since I joined in 2013. Think about what our website used to look like. Think about a membership database that could not easily handle two members with different surnames. Think about all the supporting changes to our marketing, logos, etc.

I hope many new members completed the recent survey and I look forward to seeing what they want and would value in the club. As a member of the Board I look forward to discussing the implications of their feedback and developing our action plans.

As we move forward, we also need to respect the people and the ways of the past.

11. What do you see as the single greatest challenge for the Club? What steps would you take to course correct the challenge?

Many of our members just want to go camping - and hope/trust there is a board somewhere looking after the mechanics and finances of the club.

We have a surprising number of new members. The face of the club to all these new members is the local club leadership. The executive teams at the local level matter most - and what they do has the greatest impact. I found one of the biggest issues when I was in local club leadership was ensuring we had capable and willing members to serve in leadership position.

The International Board of Trustees and the Region Teams need to take steps to ensure we have quality local leaders in place, train them, retain them, reward them, and thank them. I look forward to working with the rest of the Board to do this.

12. Have you served two (2) years on the International Board of Trustees as a Region President or Executive Council member?

No

Our members may wish to learn more about you, or ask some additional questions regarding your candidacy. Please indicate your preferred method of contact and include hours of availability & time zone:

Best way to reach me is to email me at john_becker@mac.com. If we need to talk we can set up a time - I am pretty flexible and am in Mountain Time Zone

E-mail john_becker@mac.com

Phone Number (336) 504-8769

ACKNOWLEDGEMENTS:

Please review the following statements and check the corresponding boxes to reflect your acceptance.

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Upload a high-resolution picture of yourself, a minimum of 300 dpi. It is recommended that the photo you submit should be front-facing, well-lit, and clearly show what you look like. It is also suggested to wear appropriate attire in the photo.



Watch candidate video