



## Executive Council Statement of Candidacy

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**Name** Kathy Geese

**Big Red Number** 236

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

I am the current Region 10 President (Northwest US and Western Canada). Midwest born and raised, I grew up tent camping across the West and Canada with my grandmother and it was the highlight of my childhood. I neglected to use camping as a criterion when choosing a spouse but David took a job transfer to the Pacific Northwest (which we now call home) and how could I live in the most awesome, geographically spectacular camping region in the country and not camp? We compromised and I bought our first Airstream in 2015. Turns out while David hates tent camping, he loves camping in the luxury of an Airstream, the camaraderie of the Club, and the wonderful experiences we've had and the friends we've made the past 8 years. Why am I interested in serving on the Executive Council? The past two years have been marked by a significant change in the organization of our leadership and I would like to continue the work that has just started by joining the Executive Council when my tenure as a Region President ends in August 2023.

### 2. What is your passion for the Club?

In addition to my Region 10 volunteerism, I contribute currently at the local club level by hosting multiple rallies, writing for our Region newsletter, and organizing and leading regional caravans. I love this opportunity to use the skill set I developed during my career and with other volunteer organizations. My passion is developing new leaders as I look to the future of this club. I believe I have received so much more than I give and want to support this wonderful organization's continued growth sustainably. We have an amazing history and exciting opportunities ahead.

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

As the President of the quickly growing and third largest Region in the Club, it has become evident to me we need to improve support to all of our local clubs with better processes for finance, recruiting and welcoming new members, member retention, leadership identification and training, and effective communication to all WBCCI/ACI members. We have so many "best practices" at the local club level that need to be shared and I think those shared ideas should be a top priority at the International Club level. With the experience I have gained, I want to see the momentum continue in a way that is respectful of our past but like our founder, Wally Byam, always looking to the future.

### 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.)

As a project manager for a vendor to Costco, I was asked to develop the account from \$50,000 to \$10m annually in sales which I accomplished in three years. I worked with the Costco buyers accessing their product needs, was responsible for coordinating design and engineering efforts, developed product pricing and marketing budgets, and built out the product specifications and marketing information on the costco.com website. I retired in 2018 but the website template I

developed is still being used. Communication, ability to analyze complex financial information, and team leadership skills I acquired through my career are transferable and necessary for the future of the WBCCI/ACI.

**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?**

1) I was extensively trained as a volunteer guardian ad-litem for three years in Kansas City before being asked to chair the board for the Court Appointed Special Advocates program. CASA is a nationwide advocacy program for children who come into the juvenile justice system due to abuse or neglect. As the board chair, I trained with United Way on public speaking, did fundraising, worked on strategic planning, and advocated for the program within the judicial system. 2) As a current member of the WBCCI/ACI International Board of Trustees, I have actively worked to support the local club Presidents and represent the members of both my Region and General Membership at the International level. I was asked to serve on the transition team for the new Executive Council structure, contributed to the National Event Rally handbook, submitted several motions on behalf of my region, and believe I understand both the challenges and opportunities.

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

I graduated college Summa Cum Laude at 30 with an eight-year old and my marriage intact while simultaneously chairing the CASA board. With my degree in hand, I launched a successful career in manufacturing but my proudest moment was receiving a phone call from a child, now an adult, that I had represented through the termination of parental rights and adoption. His infant sibling had been murdered by an ex-boyfriend of his schizophrenic mother. Upon completion of my role, I was no longer allowed contact but the child I had represented tracked me down to thank me a few years ago. He is now a co-owner with his adoptive father of a plumbing company and proud father of two children. I doubt that experience can be topped in my lifetime.

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

For alternative perspectives, I would go to my local club presidents whose role is to be the eyes and ears of their members. In addition, my two years experience on the IBT allowed me to meet a number of experienced board members that graciously allowed me to use them as a sounding board. I have made so many great friends through my local club and rely on them to listen and advise. Last but certainly not least, my spouse is also my trusted advisor and always willing to give advice but does his best not to take it personally when I don't.

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

"Seek to understand before you seek to be understood." There is no substitute for listening and from there, trying to find common ground and consensus. I am capable of being firm in my beliefs but also know that there can be more than one "right" way to accomplish goals.

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

The same way I host rallies – timely communication, introducing myself to those I don't know or who look like they are feeling uncomfortable, and checking back with members to make sure they feel included.

**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?**

We have a tremendous opportunity with the recent restructuring and changing of the "hierarchy of command" into a "collaborative leadership team", with each member valued for their contributions to serving the members and the goals of the club and not based on their rank. Our strength is in our

volunteers and they are our greatest resource. Creating a comfortable environment where even the quiet members can be heard and no member dominates due to perceived rank, would be one of my goals in working with the IBT.

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

Recruitment, retention, and training of volunteers at both local club and International levels is our biggest challenge as we look to the future. Membership numbers can grow but without parallel leadership growth, any organization faces stagnation. I would advocate providing training and organizational tools, found easily on the website. Local club leadership changes in the majority of the clubs yearly and continuity is a constant challenge. We focus on the next year when we need to be looking at the next 5-10 years. In my region and as the president, I have dedicated, interested, talented volunteers lined up to become President for the next 8 years. Will that happen exactly as planned? Maybe not but the mentality of continually identifying leaders is a value I would encourage us to embrace throughout the organization.

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

Yes

**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:**

Email: kathygeese@gmail.com  
Phone: (206)390-6794  
Available: 9:00am-7:00pm Pacific Time

**E-mail** kathygeese@gmail.com

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**ACKNOWLEDGEMENTS:**

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

**Terms and Conditions** Accepted

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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**