



Executive Council Statement of Candidacy

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Name Jenifer M. Schnettler

Big Red Number 6594

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

1. There's an old saying- "find the busiest person you know and they'll get the job done." That fits me to a tee! When given the chance to engage in new and unique opportunities, I welcome those challenges with enthusiasm and tenacity. It would be my great honor to serve on the Executive Council for our WBCCI Airstream Club to advocate for our members in both their individual capacities as well as their Local Club affiliates.

Long ago I met a physician who displayed his diplomas on his office wall, but only his kindergarten diploma and his medical school diploma. His answer when I asked about it was, "All you need to know is that I played well with others, and I graduated from the Medical College of Wisconsin." Basically, he was right. I got an S+ in scissors and graduated from the Case Western Reserve School of Dental Medicine as an Endodontist.

More important than lots of letters after my name is my involvement in last year's restructuring of the Administrative component of our Club toward a forward-thinking format that encourages a significantly greater voice of every member in the management and decision-making of the WBCCI Airstream Club.

2. What is your passion for the Club?

2. My Club passion came as a bit of a surprise to me! The image I had of the typical Airstream Club Member was someone like my crabby Uncle Al. Camping with his family as a child gave me the impression that RV's smelled awful, food was terrible, and fun? No! The experience was something to be endured and never get in Uncle Al's way. I had no intention of revisiting these awful camping "adventures".

Five years ago John and I went on an epic cross-country journey. It was at the Redwood Forest that I saw my first Airstream up close and I became intrigued with the idea that maybe camping wasn't so terrible after all.

Eventually we found a 1965 Caravel, gutted it, and with restoration complete, John joined the Airstream Club. Uh oh, I thought, here goes my future with more Uncle Als. Boy was I ever wrong! Who knew that the most embracing, accepting, and interesting people I have met drove those silver bullets? I love being a part of you.

You make it so easy to become involved - this inclusive attitude makes me want to bring my very best into the service of our Club.

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

3. I have been granted the privilege of serving in many capacities of leadership, in dentistry as well as civic. The hardest part of leading- whether as the President of the Stark County Dental Society, as the President of the Village Council for the Village of Hills and Dales and its Mayor, was reaching the end of the elected term and running out of time to accomplish all of the intended goals. One of the

most important changes from our one-year elected office terms on the previous Executive Committee is the two-year term of the new Executive Council. The expanded time-frame allows the opportunity for goals established through the Strategic Plan to come to fruition. I know how fast the time flies when trying to achieve an objective, and most previous Executive Committee members I have spoken to agreed that a two-year term will offer a better format to initiate and complete Club goals. If I am selected to become a member of the Executive Council, I know that those two years will fly by and I will end the term with mixed feelings of pride in helping strive toward goals and sadness that such an amazing experience is finishing.

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.)

4. I am going to expand a bit on my past education and fill you in on one more diploma... my Bachelor of Science degree in Business Administration from Illinois State University. In my early working years, I was the Controller of a small Savings and Loan in Illinois. The rules of the game changed radically in the mid-1970's and branch banking suddenly allowed large corporate banks to purchase small banks creating mega-banks. My job ended when we were bought by the Harris Bank in Chicago. So, I stayed home with our son Billy, shifted gears, began dental school and served as the student liaison to Case Western Reserve University's Board of Trustees for 3 years. Soon after I began practicing endodontics in Ohio, the Ohio Dental Association recruited me to serve as a Diplomat for the Board of Directors, and my local Dental Society elected me to multiple leadership positions, ultimately leading to the Presidency. After publishing a 3-volume encyclopedia of the History of Dentistry in Stark County, I was appointed a life-term as our Society's Historian. I will bring every one of these diverse leadership opportunities to service in our Club's Executive Council if honored with your vote.

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?

It has been interesting to see different businesses and civic organizations tackle challenges – especially as the economic and social climate has shifted these past few years. One undeniable fact spans all different sectors – we need a vibrant, young influence in our leadership to sustain future growth and remain relevant.

Wally Byam may have been the “youngest” of them all and we too need to continually refresh, assess, and implement new ideas for the Club.

One of the best examples of leadership ingenuity I have been involved in was my appointment to a search committee seeking a new Federal Judge. As the non-attorney on the panel, I asked the Chief Judge for guidance of the criteria I should be looking for in the candidates. She told me that I had to decide what values I felt were needed and my lack of judicial experience meant that my vision for the ideal candidate would be seen through “fresh eyes”. That appointment was a leap of faith by the Chief Judge, and I was so grateful for the opportunity to participate.

My intent, if elected to the 2023-2025 Executive Council is to encourage young leadership and take those leaps of faith.

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

In 2006 I was elected as a councilwoman for the Village of Hills and Dales in Ohio. The Village decided to switch to a new charter form of government, allowing greater flexibility in managing their contracts and bids for outside services. Additionally, a 27-member full-time police department was developed. On Council, I was appointed Chair of Streets and Sanitation. I knew absolutely nothing about managing any of these responsibilities! What I did know, however, was how to reach out to the professionals engaged in these services and learn from their expert guidance. Tapping into their resources led to repaving all our streets, new trash contracts that for the first time allowed recycling, upgrades to all the

water lines, launching the campaign for sanitary sewers to replace existing septic systems, and the addition of beautiful custom street signs that really enhance the beauty of this Village. During my tenure on the Council, which led to the positions of Council President and Mayor, costs were reduced and services were increased. Although our Village has historically been crime-free, the establishment of the new Police Department led to a ranking as the “Safest Place to Retire” in US News and World Report 2018.

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

One would typically seek information on new or alternative ideas from the experts in that field. This is a great approach, but often what is recognized as “expert” can translate to the way it’s always been done in the past. Another approach may yield exciting and innovative ideas – go to the Non-Experts. Seek intelligent, enthusiastic, and oftentimes younger viewpoints to shift the prism and let new light shine on the challenge. This aligns with my personal leadership philosophy that the fresh eyes often see more clearly. It is so difficult to change perspective by continuing to sit in the same old easy-chair. In 2021, the WBCCI Airstream Club began exploring alternative organizational opportunities while considering expanding the terms of International Office from one to two years. I was so fortunate to be included in this process and saw multiple examples of outstanding leadership as this evolved through the Special Committees. There was a true marriage of tradition and innovation as new concepts were evaluated while always respecting the intention of our Club’s core values.

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

8. EVERY viewpoint is correct. No one is more correct than anyone else, but it helps if all viewpoints can recognize a common goal. The WBCCI Airstream Club has only one goal – service to our members in the pursuit of fellowship and friendship. So, beginning from this premise, it’s simple to acknowledge the similarities instead of focusing on the differences. Naturally, although we ultimately seek the same goal, arriving at methods to achieve it can vary greatly. This is where listening from the heart serves us best.

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

The classic children’s book written by Antoine de Saint-Exupery describes the travels of a child prince as he visits many planets and develops an understanding of friendship, loneliness, loss, and love. The “Little Prince” is a gentle exploration of humanities’ most basic emotional needs. Regardless of whatever category one identifies with, meeting those needs is essential to the human condition. More than a charming children’s book however, is the simple moral that recognizes the connection every human shares through seeking the acknowledgment of one’s intrinsic worth in the family of man. The very foundation for inclusion is a deep understanding of the value of every individual to the completion of the whole.

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 greatest opportunity for our Club is handing-off the baton to the next generation. The Club has positioned itself to remain relevant to the needs of future members while acknowledging its foundation to the vision of Wally Byam. He was fearless in forging ahead with innovations that led to improvements. This is his legacy.

What will today’s leaders’ legacy be? We have a unique opportunity to provide new direction for our Club’s next 60 years by being responsive to the new demographic of Airstream owners. It’s not enough to watch our new-member numbers grow, we need to see retention grow at this same pace. It would be useful to ask non-renewals why they chose to. Often, members leave because they never made that personal connection in the Club. I have heard from Local Clubs that this issue of membership retention and the difficulties in filling leadership roles is their greatest difficulty. This is where opportunity and challenge become the same – inspiring new members to recognize their essential place in their Club, allowing them to have a seat at the table, and encouraging their input. Honoring the

traditions of Wally, our Club can be fearless in exploring our new direction.

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

The greatest challenge to social organizations is time. Demands on our time are accelerating, and the challenge for our Club is offering members real value for their investment of time. Our membership isn't predominantly retired folks with abundant time to camp – we have the whole gamut now including those working from their Aluminum homes! Just how does this expanded demographic fit time into their schedules to relax and go camping?

The bar is set too high. There was a time when perfection wasn't the goal, but quality of life was. The most enduring value of our Club is fellowship and friendship. Many members seek the simplicity of camping with friends for the nostalgic pull of a more nurturing lifestyle. This message needs to be emphasized, especially to new members. A personal member-to-member contact remains the most effective way to communicate the focus of this Club. Establishing this personal contact will serve several purposes: acknowledgement of the new members' importance, discovery of new-member concerns, and sharing opportunities for Club activities and future leadership goals. Often we hear the reason someone never got involved was because no one asked them to. This surely can be fixed, yielding increased retention and involvement.

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:

Dear Airstream Club Friends;

Above are responses to questions addressing why I am seeking your vote for the 2023-2025 Executive Council of the International Board of Trustees. I humbly ask you to read the information above, and consider supporting my candidacy for this most esteemed leadership position. I would welcome your comments or concerns, and look forward to working with you in the spirit of service to our Club. Jenny Schnettler

I am available to either speak to anyone, text, or email at any time.

Contact information:

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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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Terms and Conditions

Accepted

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