



## The “Unofficial” PCA Region President Handbook

Welcome, new President! And thanks for your service. At this point, you might be asking, *Now, what ...?*

Because most of us had that very same question, we came up with a brief list of items to consider, which should help as you step into your new role within PCA. Each Region has different needs and each President has his or her own leadership style, but this quick checklist should offer some general guidance as you start out.

As always, the Region Procedures Manual (RPM) will be the source for all-things PCA, but consider this Handbook your “CliffsNotes” to keep in your pocket. Good luck, and remember to reach out to your Zone Rep or other National Leaders whenever needed!

*The 14 Zone Reps of PCA, June 2019*

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- What are the main aspects of the President’s role in a Region?
  - Being a leader; being able to delegate; always helping
  - Focusing on finding, leading and nurturing Volunteers
  - Making decisions for the good of the entire Region
  - Setting a good example
  - Being the voice of reason
  - Handling National responsibilities - attending Board of Directors teleconference calls twice a year and the annual Zone Presidents Meeting
- What should I probably do at first?
  - Know your responsibilities
    - Read Bylaws
      - Life is easier if you follow your Region bylaws and the National Bylaws
      - There could be consequences for not following them
        - Loss of insurance
        - Lawsuits
        - Discord in the club
        - Financial repercussions for the board members
    - Read, understand and follow your election process
    - Provide and encourage recognition
    - Be open about club business and communicate often with members
  - Read the latest Region Procedures Manual; after becoming President, you’ll receive a hard copy - but you have online access at any time through PCA.org
  - Hold a board meeting with the outgoing and incoming boards
  - Review the PCA website (pca.org)
  - Attend the Region Presidents 101 Webinar (presentation is also posted on PCA.org)
  - Check Pano’s “From the Regions” columns and *RegionFocus* for ideas
  - Make sure the Region’s Redbook is filled out/up to date (found at the end of the RPM; should include all pertinent club info/passwords)
    - Bank account information
    - Any other account information
    - Website credentials
    - Social media sites credentials



- Work with the outgoing President to complete the Region Report (“continuity checklist”), before January 10 (sign into PCA.org and go to the [Region Report Form](#))
- Contact your Zone Representative to introduce yourself and get initial insight
- What are some good tips regarding leading a Region?
  - Be open about club business and communicate often with members
  - Be encouraging
  - Delegate; empower others; and remember to let go when appropriate
  - Mentor officers and general members
  - Remember: You’re leading a non-profit Volunteer organization, not employees
  - Allow all board members to speak and be heard
- What may be involved on the “managing” side of things?
  - Helping to encourage the Volunteers to volunteer
    - Learning why members fear to commit
    - Giving them resources to be successful
    - Finding those resources inside or outside your Region
    - Watching your Volunteers’ backs
    - Mentoring a Volunteer’s replacement
    - Not settling for “we always do it that way”
    - Trying new types of events or finding ways to keep events fresh
    - Partnering with another Region on new events
  - Assisting with conflict resolution
    - Remember: Don’t fuel the fire!
    - Respond to emails within 24 hours, just to let the sender know you received it – but don’t reply to negative emails immediately; in some cases, it may be better to wait a day or two; or, just delete it; consider your email responses very carefully, perhaps delaying replying until you have all the info you need
  - Handling an incident at an event (yes, sometimes bad things do happen; help where needed)
    - Confirm an incident report was submitted
    - Ensure leadership knows not to post/circulate photos/videos or discuss anything with the media or other members; ask Social Media Chair to remove any related posts/pics
  - Succession planning (always keep your ears and eyes open for potential leaders)
- How should I plan/lead Board Meetings vs. Membership Meetings?
  - Board meetings are for club business but anyone can attend, so invite your membership
  - Have an agenda and stick to it – don’t allow your meeting to get hijacked
  - Use the same “agenda template” each meeting; then if the VP has to stand in, they’ll know the drill
  - Make board minutes available to membership
  - Membership meetings are primarily social
- What are the basic Dos and Don’ts?
  - Don’t voice your opinion – when you write or speak don’t interject thoughts that are not relevant to the topic at hand
  - Do know and enforce social media etiquette
  - Do ask your board members to not sit together or with their friends at events, so they can socialize with other members
  - Do more listening than talking
  - Do attend as many of your Region events as possible
  - Do recognize new members at each event
  - Do remember a happy co-member is a long-term member
  - Don’t be afraid to ask for help!



## Event Planning Timelines

### **6 months ahead**

- Put event on Region Calendar
- Put on Zone Calendar
- Create event budget

### **4 months ahead**

- Secure venue (may take longer for a DE)
- Put article in newsletter, post on website
- Start sponsorship discussions

### **3 months ahead**

- Secure any orders or contracts needed (for food service, give-aways, etc.)
- Request insurance from PCA
- Contact/Recruit Volunteers
- Create/Publicize online registration or RSVP (may be longer for a DE)
- Hold event conference call or discuss agenda item at monthly meeting

### **2 months ahead**

- Confirm arrangements
- Validate RSVPs
- Post event on social media site
- Go/No-go based on responses
- For tours: Validate route, stops, contingent route

### **1 month ahead**

- Update on social media site
- Meet with support team and Volunteers

### **2 weeks ahead**

- Send reminder to registrants
- Touch base about arrangements, venue, etc.
- Validate things with sponsors
- Visit venue

### **1 week ahead**

- Confirm arrangements

### **Day of event**

- Have fun!
- Thank sponsors
- (If necessary, submit incident report)

### **1 week after the event (or sooner)**

- Submit Post Event report
- Thank sponsors
- Submit budget actuals
- Plan to report lessons learned, successes at next monthly meeting
- If big enough, submit article to Pano - From the Regions
- Post social media pictures