

Just Imagine . . .

. . . a monthly gathering of fellow writers, kindred spirits who come together to share ideas and challenges, to celebrate writing successes and to support each other through rough patches.

The meeting venue is warm and inviting ... a friendly smile greets members and guests alike at the check-in table ... the business meeting is entertaining and much-anticipated ... the guest speaker leaves you revved up and inspired, with that “can’t wait to get back to my writing” feeling.

The monthly meeting is only part of your California Writers Club branch activities. The group is also busy planning retreats, contests, anthologies, conferences ... your branch really has become the literary hub of your community, the “go-to” place for writings of all levels and interests.

As a valued volunteer at your branch, *you* have the power to make it happen.

**It all starts at the CWC-NorCal Group
“Building Better Branches”
Conference.**



California Writers Club — NorCal Group

BUILDING BETTER BRANCHES CONFERENCE

Saturday, October 1
9:30 a.m. — 3:30 p.m.
DeVry University, Fremont



Just Look at What We're Packing into One Day . . .

- Peer-to-peer sharing – meet volunteers from other branches who have jobs similar to yours – share ideas and brainstorm solutions.
- Learn the secrets for attracting and nurturing members from the president of our largest branch.
- Concurrent sessions on topics of mutual interest:
 1. “Leading the Leaders” – Keeping Your Volunteers Committed and Motivated
 2. “Generation Text” – Attracting Younger Members to CWC
 3. “Promoting Teamwork” – The 5 Dysfunctions of a Team and How to Overcome Them
- Includes lunch and morning coffee/pastries in a clean, quiet, modern corporate setting.
- You'll go home bursting with new ideas to try out at your branch, and charged up to make 2016-17 the best year ever!



“Building Better Branches” Agenda

9:30	DOORS OPEN – Grab a cup of coffee, pick up your nametag, and get settled in for a great day!		
10:00	OPENING REMARKS – Carole Bumpus, NorCal Group Chair WELCOME – Joyce Krieg, California Writers Club President BRANCH INTRODUCTIONS		
10:20	KEYNOTE ADDRESS – Sandy Baker, President, Redwood Writers, “Secrets for Attracting and Nurturing Members”		
11:00	BREAK		
11:15	PEER-TO-PEER BREAK-OUT SESSIONS		
12:00	LUNCH – Continue peer-to-peer sharing		
1:15	PEER-TO-PEER CONCLUSION – Key ideas, insights, inspirations		
1:30	CONCURRENT SESSIONS - Choose one:		
	1 “Leading the Leaders” – Motivating Volunteers and Keeping Them Committed	2 “Generation Text” – Attracting and Keeping Younger Members	3 “Promoting Teamwork” – The 5 Dysfunctions of a Team and How to Overcome Them
2:30	BREAK		
2:45	CONCURRENT SESSIONS CONCLUSION – Key ideas, insights, inspirations		
3:00	TAKING IT HOME – Sharing that “one big idea” to bring back to the branch		
3:30	CONCLUDING REMARKS/EVALUATION - Have a safe trip home!		