



friendship force
INTERNATIONAL

**2011 WORLD
CONFERENCE**

Hamburg, Germany

26 -30 August, 2011

2011 CONFERENCE SCHEDULE

Friday August 26

10:00 – 18:00 Conference Registration (*Hotel Lobby*)

13:00 – 17:00 German National Meeting
(*Stralsund-Wismar Room*)

19:00 Welcome Dinner (*Ballroom*)

Saturday August 27

6:30 – 8:30 Breakfast for Ramada guests
(*Ramada Restaurant*)

8:45 Late Registration (*Hotel Lobby*)

9:00 – 10:15 Opening Plenary Session (*Ballroom*)

Opening of the 34th World Conference
Introduction of Country Delegations
Greetings from FFI Board of Directors: Boya Marshall,
FFI Board of Directors, Nürnberg, Germany
Host Cup Presentation
The Friendship Force Today and Tomorrow:
George Brown, FFI President

10:15 – 10:45 Coffee Break

10:45 – 11:45 Welcome to Hamburg (*Ballroom*)

Special Presentations by the Friendship Force of Hamburg

12:00 – 13:00 Lunch (*Ramada Restaurant*)

13:15 Delegates gather to depart for
optional tours (*Hotel Lobby*)

Tour 1: Riverboat Tour (13:30 – 16:30)

Tour 2: Countryside Bus Tour (13:30 – 18:00)

Tour 3: BallinStadt Emigration Museum (13:30 – 18:00)

Tour 4: Guided City Walk (13:30 – 17:30)

13:30 – 16:30 Leadership Seminar, pre-registration
required (*Usedom Auxiliary Building*)

Evening Enjoy your evening with friends

Sunday August 28

7:00 – 8:30 Breakfast for Ramada guests
(*Ramada Restaurant*)

9:00 – 10:15 Workshop Session I
Exchange Assignments: 2012 and Beyond** (*Wismar Room*)
Filling Your Exchange (*Stralsund Room*)
The Practice of Leadership (*Usedom Auxiliary Building*)
Exchanges with a Special Theme (*Rostock Room*)
The Friendship Force in Europe* (*Lübeck Room*)

10:15 – 10:45 Coffee Break

10:45 – 12:00 Workshop Session II
Q&A with George Brown** (*Lübeck Room*)
Friendship Force Online (*Stralsund Room*)
Selecting the Best Ambassadors and Hosts (*Wismar Room*)
Strategies for Club Growth* (*Rostock Room*)
Discover USA (*Usedom Auxiliary Building*)

General Information

Conference Name Badge: Your name badge is required for admittance to all conference workshops, meals and events, so please wear your name badge at all times.

Gala Banquet: Wear your national dress or show off any attire that you have acquired during your travels in other countries. If you prefer, party attire is also appropriate.

Friendship Force Global Auction: On Sunday night, you will have the opportunity to bid in the Friendship Force Global Silent Auction. Items for auction are travel opportunities offered by FF members and clubs.

NEW! German and Japanese Language Assistance: For the Saturday morning plenary sessions, headsets will be available for live German and Japanese interpretation. Please arrive a few minutes early and look for the table to receive a headset. In addition, each of the four workshop sessions will have one workshop with language assistance in German and Japanese.

Smoking Policy: All conference activities are non-smoking. Thank you for not smoking during the conference sessions, workshops and meals.

2011 Workshops

Q&A with George Brown

What does FFI do? Do we really have to renew our club charter each year? Where does all the money go? Ask your questions directly to FFI President and CEO, George Brown. He'll give an overview of the FFI global structure; then it's your turn to ask a question or make a suggestion. **Sessions II & IV**

George Brown, FFI President
Peter Jamieson, moderator, Gold Coast, Australia (Session II)
Barbara Stonebrink-Martin, moderator, FFI Germany Coordinator (Session IV)

Here's an Idea!

Let's talk! In this interactive workshop *you* can answer the questions, like how do you recruit good leaders? Should more clubs be established in the USA, where there is a surplus of hosting? Engage with FFI Board Member Andrew Stirling and your colleagues from around the world in this Friendship Force brainstorming session. **Session III**

Andrew Stirling, Ottawa, Canada and FFI Board of Directors
Eileen Howell, Ottawa, Canada

- 12:00 – 13:00 Lunch** (*Ramada Restaurant*)
- 13:15 – 14:30 Workshop Session III**
 Exchange Assignments: 2012 and Beyond
(Rostock Room)
 Here's an Idea** (*Stralsund Room*)
 Education Exchanges* (*Wismar Room*)
 Social Media (*Lübeck Room*)
 Getting to Know Germany (*Usedom Auxiliary Building*)
- 14:30 – 15:00 Coffee Break**
- 15:00 – 16:15 Workshop Session IV**
 Q&A with George Brown* (*Rostock Room*)
 Exchanges with a Special Theme** (*Lübeck Room*)
 FFI Policies (*Wismar Room*)
 Cultural Dances (*Usedom Auxiliary Building*)
- 18:15 – 24:00 Gala Evening hosted by the
 Friendship Force of Hamburg** (*Ballroom*)
 Reception
 Welcome and Recognition of Special Guests
 Dinner
 Entertainment by Alstermoeven Shanty Choir
 Silent Auction
 Dancing to Swing and Sweet

Monday August 29

- 6:30 – 9:30 Breakfast for Ramada guests** (*Ramada Restaurant*)

- 8:45 – 9:45 Staggered departures for sightseeing tour
 by bus** (*Ramada Hotel*)

Check your name badge for your tour departure time.

- 11:00 All tours arrive at St. Michael's Church
 for a short service, concert and tour**

- 12:30 – 14:00 Optional group lunch or free time to
 explore and find lunch on your own**

- 14:30 – 16:00 Meeting at Hamburg City Hall for
 official welcome and reception**

- 16:30 Optional return bus, or stay downtown
 and return on your own**

- Evening Enjoy your evening with friends**

Tuesday August 30

- 6:30 – 8:45 Breakfast for Ramada guests**
(Ramada Restaurant)

- 9:15 – 10:45 Closing Plenary** (*Ballroom*)
 Presentation of Awards
 Reflections: Dave Kalan, FFI Board of Directors,
 Greater Milwaukee, USA
 Invitation to 2012 World Conference
 Closing Remarks
 Singing of "Let There be Peace on Earth"

* German language assistance will be available.

** Japanese language assistance will be available.

Exchange Assignments: 2012 and Beyond

Creating exchanges is a complicated process. Learn how requests become proposals, and get helpful tips to ensure a great year of exchanges. Increase hosting numbers, fill vacancies and create your own exchanges to bring FFI ambassadors from all over the world to visit your club. **Sessions I & III**

Pallie Savoie, FFI Planning Coordinator
Jennie Dyson, Cornwall, UK (Session I)
Betty Jean DeMersseman, Northern Colorado, USA (Session III)

The Friendship Force in Europe

Europe is an important Friendship Force region, with 68 clubs in 18 countries and an additional 17 clubs in nearby Eurasian countries. It is also the most sought after region for exchange partners. Hear a panel of European leaders discuss the challenges and opportunities facing the Friendship Force in Europe. Then it is your turn to ask questions and provide suggestions. **Session I**

Terry Hopkins, Devon, UK and former FFI Board Member
Cecile Bouchet, Limburg, Belgium and FFI Board of Directors
Bob Cross, Somerset, UK and FFI Field Representatives Coordinator
Kurt Haefeli, Solothurn, Switzerland
Boya Marshall, Nürnberg, Germany and FFI Board of Directors
Eva Nagy, Budapest, Hungary

Filling Your Exchange

Filling your exchange is all about getting the word out and sharing your enthusiasm. FFI has some excellent resources to help you, such as the online catalog, ED invitations, regional websites and volunteer field representatives. Learn how to make the most of these resources with an effective recruitment strategy based on proper timing, enticing messages, and multiple approaches. **Session I**

Jillian Walters, FFI Communications Coordinator
Barbara Main, Manitoba, Canada
Dennis Martin, South Wales, UK

Selecting the Best Ambassadors and Hosts

Come learn strategies for selecting the best ambassadors and hosts for your exchange. In this workshop, you will learn about screening potential ambassadors from other regions and about FFI's new health and mobility policy. Get answers to your questions, and discuss how to choose capable participants. Make your next exchange group the best you've ever had! **Session II**

Kathy Thomas, FFI Director of Program Services
Jennie Dyson, Cornwall, UK
Jack Mullen, Western North Carolina, USA and FFI Board of Directors

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Strategies for Club Growth

How can my club grow in this day and age? What a familiar question for Friendship Force clubs around the world! In this workshop you'll learn specific strategies that have been successful. It isn't just about membership recruiting. It's about leadership, community involvement, planning, and, of course, exchanges! **Session II**

Betty Jean DeMersseman, Northern Colorado, USA
Horst Neumann, Varel, Germany and former FFI Board Member
Pat Ghiglieri, Sacramento, USA

Friendship Force Online

Technology has become a valued partner in carrying out the Friendship Force mission. Find out about FFI's website, email campaigns, and social media, and learn how your club can use these tools, too. Hear from an experienced club leader about creating and maintaining an excellent club website for top-notch communication! **Session II**

Jillian Walters, FFI Communications Coordinator
Harolyn Smith, Memphis, USA

The Practice of Leadership

After much success at the 2010 World Conference, this workshop is back by popular demand! The Friendship Force depends on volunteer leaders like you. Learn something about yourself and your leadership style, and get good advice for practicing appropriate, articulate, appreciative, adventurous leadership! **Session I**

Sandra Larson, Kern County, USA and FFI Board of Directors

Exchanges with a Special Theme

Themed exchanges have the Friendship Force global community talking! Find out what the excitement is all about. Ecology, grandparents/grandchildren, music – these are just a few of the themes you'll hear about in this workshop. Hear from experienced volunteers who have planned and led successful themed exchanges, both inbound and outbound. **Sessions I & IV**

Dave Kalan, Greater Milwaukee, USA and FFI Board of Directors
Horst Neumann, Varel, Germany and former FFI Board Member (Session I)
Shirley Twerdun, Manitoba, Canada (Session I)
Barbara St. Hillare, Metro Vancouver, Canada (Session IV)

Discover USA

Look again at the USA: there is much to discover! Friendship Force leaders in the US are developing innovative and exciting new hosting programs. From the Mighty Mississippi to aviation history, this workshop will spotlight some of the fascinating new opportunities for ambassadors around the world to Discover the USA! **Session II**

David Meyer, Northern Illinois, USA and FFI Board of Directors
Patricia Meyer, Northern Illinois, USA
Gary Mitchner, Dayton, USA

Education Exchanges

Exchanges for teachers and students really make a difference in your community! Learn how clubs around the world have implemented successful exchanges for teachers, students, and language learners, and find out how your club can sponsor education exchanges, inbound or outbound. You won't want to miss this engaging conversation! **Session III**

Boya Marshall, Nürnberg, Germany and FFI Board of Directors
Sabine Abraham, Cottbus, Germany
Warren Chambers, Adelaide, Australia
Keith Herbig, Adelaide, Australia

Friendship Force and Social Media

Connect with FFI and your friends around the world online! On our Facebook page you can share messages and pictures with one another and with FFI, and you can spread the word about Friendship Force. Learn what social media can do for the Friendship Force and how you can use social media to engage your club's members, new or old. **Session III**

Jillian Walters, FFI Communications Coordinator
Sandra Larson, Kern County, USA and FFI Board of Directors
Bob Cross, Somerset, UK and FFI Field Representatives Coordinator

Getting to Know Germany

Willkommen in Deutschland! Let's take a closer look at Germany - its customs, culture and people. Following the Cultural Dimension Model of social psychologist Geert Hofstede, you can compare your own cultural dimension with the "Average German." This fun, interactive workshop is a great way to get to know each other and make way for understanding and friendship! **Session III**

Barbara Stonebrink-Martin, FFI Germany Coordinator

Cultural Dances

Dancing brings people together. Learn two cultural dances from Friendship Force ambassadors of Kenya and Burundi. They will tell you the history of the dance and teach you some simple moves – then we'll all enjoy dancing together! No experience necessary – we'll be taking it slow and easy. **Session IV**

Delegations from FF Nairobi and FF Bujumbura

FFI Policies

Learn all about the FFI policies in this workshop, and you'll be ready to lead in 2012! The new guidelines regarding health and mobility will be explained, and you will discuss the new guidelines for recruiting ambassadors outside your community. Plenty of time will be allowed for you to ask your questions and get answers. **Session IV**

Kathy Thomas, FFI Director of Program Services
Andrew Stirling, Ottawa, Canada and FFI Board of Directors
Jack Mullen, Western North Carolina, USA and FFI Board of Directors

Special Thanks

All the volunteers and hosts of the Friendship Force of Hamburg, especially Wolfhart Paucksch, Conference Committee Chairman; Peter Jaross, Club President; Heinz Hensen, Vice President; and Christian Mueller, Honorary President.

Clubs providing post-conference homestays: Bavaria Nuernberg-Erlangen, Cottbus, Freiburg, Halle-Saale, Hamburg, Kiel, Lübeck, Rheinhessen, Schwerin, Varel, and Vogtland.



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