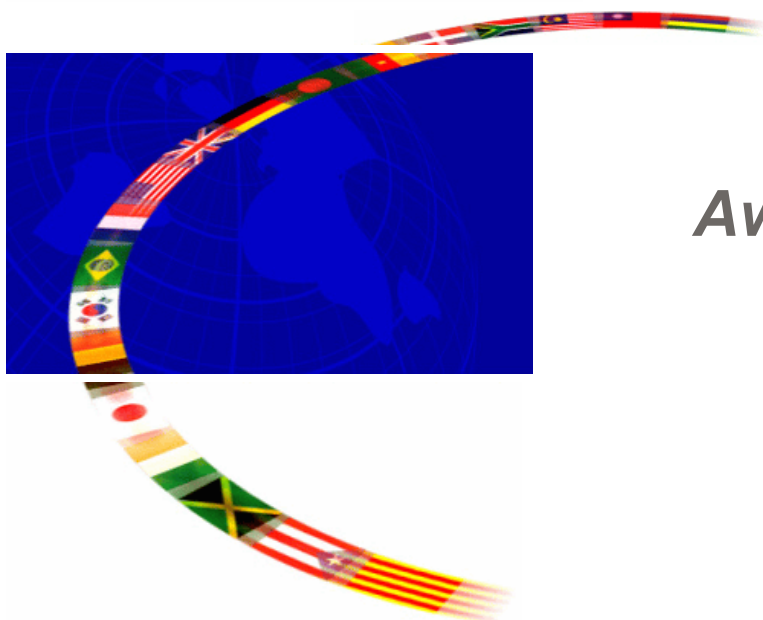




**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs



## *Awards Entry*

2005 National Convention  
Catherine Laffey  
Jci Galway  
Most Outstanding Member



**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs

#### Entry Information

Award Program: 2005 National Convention

Category: most outstanding member

#### NOM Information

National Organization: Junior Chamber Ireland

National President:



**James Corcoran**

E-mail: [corcoranjames@yahoo.com](mailto:corcoranjames@yahoo.com)

#### LOM Information

Local Organization: JCI Galway

President:

President Email:

#### Status of Scrapbook

Scrapbook Approval: **DONE**

**Basic Information**

Senator Number: : N/A

Years as a member: 4.5

List Offices Held (with JCI Galway (LOM) • 2002 Sports & Social Officer • 2003 Chairperson - corresponding dates) in Tourist Guide • 2003 Co-chairperson - Christmas Ball & Awards • 2004 Junior Chamber Development Officer • 2005 Deputy President • 2005 Director - Spring Organization: Conference JCI Ireland (NOM) • 2005 Director of International Affairs on JCI Ireland National Executive

## Award Category criteria

# 1

### Support to own LOM/NOM

SUPPORT TO OWN LOM Catherine attended her first JCI meeting in February 2001 and attended several training and social events during her three months probationary membership. In June that year, she participated in a new member's project to select an entrant to the Galway Oyster Festival Pearl Competition and attended her first National event - a social weekend hosted by JCI Waterford. Later the same year, Catherine was part of the Galway Young Entrepreneur of the Year project committee and organised the launch of this competition. In November 2001, Catherine assisted another new member in organising the Christmas Ball and Awards Ceremony. In 2002, Catherine assumed the role of Sports and Social Officer on the local board, offering a variety of programmes for members throughout the year. She solicited feedback from the membership and incorporated their suggestions into the programme of activities as much as possible. In the same year, Catherine also participated on several project committees including the Tourist Guide, Galway Young Entrepreneur of the Year Competition committee and the Christmas Ball organising committee. The following year, 2003, Catherine chaired the Tourist Guide project, which is JCI Galway's biggest and longest running project. The advertising revenue generates much needed income for the branch which enables JCI Galway to run charity events and contributes to the day-to-day running of the branch. In 2003 the Tourist Guide brought in a record €11,000 profit for the branch. In the same year, Catherine also co-chaired the Christmas Ball organising committee. In October 2003, she took over the role of Development Officer, a position she held until the end of 2004. While in this role, Catherine developed and maintained links with the business community. She also looked after JCI Galway's patrons and kept them informed of our events and projects. In October 2004 Catherine organised the first patron's breakfast, which was a tremendous success. As part of the Development brief, Catherine also initiated a survey of existing and previous members to establish the areas the membership wanted JCI Galway to focus on. These findings have been invaluable in forward planning for the branch. In 2005, Catherine holds the position of Deputy President in Galway. As in her previous years of membership, Catherine attends all council and general meetings and has been of tremendous support to her LOM president and her fellow council members. She has spent much of the year focusing on her plan of action and involving the members in forward planning for 2006. SUPPORT TO OWN NOM In January 2005, Catherine joined the National Executive of JCI Ireland in the position of Director of International Affairs. Despite already holding a position on her local board, Catherine was eager to serve on the national board in this historic year for JCI Ireland. Catherine has participated fully on the National Executive this year, attending all meetings and providing support to the National President and the rest of the executive. She has met and exceeded ambitious expectations for Irish participation at International conferences. As Director of International Affairs, Catherine has travelled

extensively representing JCI Ireland at International events. So far in 2005 she has been to Edinburgh twice, for Scottish National Conference in April and for the International Weekend in August, to Poitiers, France for European Conference, to the JCI UK Regional Conference in Newry in June, and to Chemnitz, Germany in September where she was chief Irish delegate at the German National Convention. For the remainder of the year, Catherine has plans to attend World Congress in Vienna in October and the Big Weekend in Leeds in November. Catherine's contribution to JCI Galway and JCI Ireland has not gone unnoticed. At National Convention in 2003, Catherine received an award for Best External Publication for her work on the Tourist Guide project and in Galway that December, she was named 'Most Outstanding Member' as well as being member of the month on two occasions. Photo Captions Top Left: Catherine with Helen Flatley at the launch of the Galway young Entrepreneur of the Year Competition in October 2003 Top Right: Catherine with her committee at the launch of the JCI Galway Tourist Guide in April 2003 Bottom Left: Catherine receiving the award for Best External Publication at National Convention 2003 Bottom Right: Enjoying an evening meal at Spring Conference 2005



## Award Category criteria

# 2

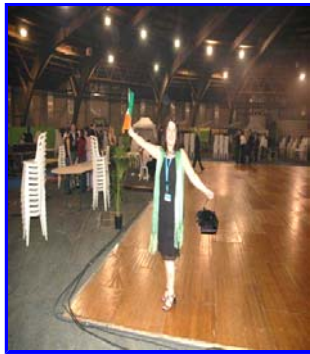
### Extension of LOM/NOM

**EXTENSION OF LOM** Since she first joined JCI Galway Catherine been a committed member and is very active at local and national level. As well as performing her designated role on the local board, Catherine is always on hand to offer support and assistance to her fellow council members and the general membership. Catherine's membership and participation in JCI Galway is of paramount importance to her and, at some time in her four and a half years of membership, she has been involved in every project run by JCI Galway. In fact, Catherine seldom misses any JCI Galway meeting or event. Catherine always tries to involve members, especially new members, in activities and, while always available to offer advice and support, gives them the maximum opportunity to learn for themselves. Since becoming a member, Catherine has seldom missed an opportunity to attend national and international events with some of the highlights being national convention each year as well as European Conference in Lausanne, Switzerland in 2004 and Poitiers, France in 2005. Projects and activities that Catherine has managed have always been run to a very high standard and always within budget! Projects and activities led by Catherine have often attracted publicity, which has in turn attracted potential new members as well as promoting JCI to the wider public. Wherever possible, Catherine shares her professional expertise, personal contacts and knowledge in the best interests of JCI Galway. Catherine has always recognised the importance of attracting new members to JCI and has been actively involved in membership recruitment from the earliest days of her involvement with JCI Galway. Whether hand delivering fliers or explaining aspects of JCI to potential new members, Catherine always plays a role in organising open evenings and new member's activities. She was especially active in organising the membership recruitment drive in January 2005 and developing strategies for membership recruitment and retention has been a high priority for the whole year.

**EXTENSION OF NOM** Since taking on the role of Director of International Affairs on the National board in January 2005, Catherine has never missed an opportunity to promote the International area of opportunity to members. She has kept members regularly informed about international conferences and events and provided assistance to those planning on attending these conference. In particular, she has encouraged new members to consider attending and promoted the First Timers subsidy to this end. At present, there are 30 first timers from JCI Ireland registered to attend World Congress in Vienna. Catherine is always eager to represent her NOM at International events and has been in Edinburgh, Coventry, France and Germany already this year with further trips to Vienna, Leeds and Edinburgh planned before the end of the year.

Photo Captions Top Left: Some of the JCI Ireland Delegation at the Irish Party night at European Conference 2004 in Lausanne, Switzerland Top Right: Catherine with potential new members at the JCIG Open Night in January 2005 Bottom Left: Flying the Flag for JCI Ireland in Poitiers, France in June 2005 Bottom Right: Members of JCI Galway at National

AGM 2004 hosted by Galway



### Award Category criteria

## 3

### Training and orientation programs conducted

Since joining JCI Galway in 2002, Catherine has attended many local and national training events. She has supported and assisted the local Training Officer with suggestions for training courses and has used her personal contacts to secure trainers for JCI events. Catherine has also participated in LOM and NOM Officer's Training in preparation for her various roles. In February 2003, Catherine participated in PRIME in Enfield, Co Meath, which was one of the highlights of her JCI career to date. Since graduating from PRIME, Catherine has facilitated a local training course in 'Time Management and Life Work Balance' and co-wrote and delivered 'The PR Toolkit' at JCI Ireland AGM in 2004 along with National PRO, Máirín O'Reilly. Catherine has been invited to deliver training to JCI Cork later this month. In preparation for her year as LOM president in 2006, Catherine attended the British-Irish Leadership Academy in Coventry in July 2005. LEAD was a fantastic experience for Catherine and she has remained in contact with her fellow graduates, sharing ideas and supporting her colleagues in the deputy president role in other branches. Catherine is a member of the JCI Ireland Training Institute and the only certified ACHIEVE trainer in Ireland having completed the ACHIEVE Train The Trainer Programme in Poitiers, France in June 2005. It is Catherine's goal to accrue enough training experience and hours to participate in JCI Excel at some point in the future. Photo Captions Top Left: A team-building exercise at the British-Irish Leadership Academy 2005 Top Right: Participating in the teambuilding circus skills training at Spring Conference 2005 Bottom Left: Catherine with her fellow graduates of the British Irish Leadership Academy 2005 Bottom Left: Catherine with Stephen and Claire participating in one of the JCI LEAD activities





## Award Category criteria

# 4

### Initiative and innovation

Catherine is always keen to explore fresh ideas and new ways of doing things in order to prevent the branch from stagnation. In her four and a half years of membership, Catherine has introduced initiatives and innovations to re-vitalise the branch and her input has helped to create a lasting interest and freshness in the organisation. Catherine's input into how projects and events should be run, and who to target has been a contributing factor to the growth and development of JCI Galway. Catherine is never afraid of giving constructive feedback and will never accept JCI being a voluntary organisation as an excuse for a half-hearted effort or running an event in an unprofessional manner. Catherine is very positive and enthusiastic and has a 'can do' attitude. She will always get stuck into coming up with solutions rather than sitting back and waiting for someone else to fix the problem. Catherine has worked hard with local council over the past number of years to make changes to management and operation of the branch and has encouraged self-evaluation and long-term planning. These developments are beginning to bear fruit and have contributed to the success of the branch in 2005. One example is that Catherine has helped to re-introduce a fun element into the general meetings with ice-breakers, games and quizzes designed to integrate new members into the group and to encourage members old and new to leave their comfort zones and interact more with each other. In 2004, Catherine undertook a qualitative research project which involved surveying members, past and present, to ascertain their frank and honest views about JCI Galway's focus, vision and objectives as well as evaluating our projects and seeking suggestions for the recruitment and retention of members. In some cases the findings were not very complimentary and there were some harsh lessons to learn. It was crucial that this research be undertaken at a time when membership was declining and we were no longer meeting our members expectations. As a direct result of these recommendations, including: changing the format of the general meetings; reintroducing the fun element of membership and the introduction of initiatives to recognise the contribution of members, such as subsidies for tickets to various events. Members are happy to see that their opinions were valued and that changes have been made and are now more supportive and eager to give feedback. In October 2004, Catherine introduced the idea of hosting a Patron's breakfast for the first time. Previously a golf outing had been held but members had lost interest and there had been no activity geared specifically at patrons for some years. The objectives of the event were to encourage our patrons from the business community to become more involved in our activities and events and to give our patrons and members a networking opportunity. A number of patrons turned up to the event, which is planned to become an annual event in the future. In April 2005, Catherine took on the running of Spring Conference and organised a highly successful national conference. Resulting in a vigorous marketing campaign to branches, there was a total attendance over the weekend of 71 delegates from 10 branches around the

country. The programme for the packed weekend, which had a team-building theme, included a series of innovative activities including having delegates design their own name badges and circus skills workshops. The weekend was a resounding success for the branch and also made just over €400 profit. Throughout the year, Catherine has run a series of themed evenings locally to promote the international events including a Scottish evening with shortbread and Scottish whiskey, a French evening in a French wine bar and restaurant and, most recently, a Viennese evening of waltzing and German lessons, washed down with some schnapps! These efforts have resulted in an increased interest in the international area of opportunity at a local level and many members of JCI Galway including several new members have attended, or will be attending, international events this year. As Director of International Affairs on the National board this year, Catherine has helped to forge closer links and increased co-operation with JCI UK and JCI Scotland. She has worked very closely with her counterparts in the UK (Cathy Doherty) and Scotland (Neil Ritchie) to share information and co-ordinate efforts to promote International conference and to secure travel and accommodation for delegates. Evidence of this was seen in the run up to and during European Conference in Poitiers, France where resources were pooled and tasks shared among the three officers. Catherine also attended a JCI UK Regional Conference in Newry in June 2005 to and forster better links between JCI Ireland and the JCI UK branches in Northern Ireland. Photo Captions Top Left: National President James and Catherine discuss plans for the Irish party night in Vienna Top Right: Contributing to the debate at National Council meeting in Cork at the President's Day meeting Bottom Left: Stephen Murray at the Scottish themed evening organised by Catherine to promote Scottish National conference Bottom Left: Members of JCI Galway participating in an ice-breaker game at the general meeting in March 2005



## Award Category criteria

# 5

### Contribution to public image of JCI

Catherine takes her membership of JCI very seriously and lives by the JCI mission statement. She sets a good example to other members and is a great ambassador for JCI Galway and JCI Ireland. She wears her JCI pin with pride and encourages others to take pride in their membership. Catherine takes advantage of every opportunity to promote JCI and talks to others about JCI Galway whenever she can. She endeavours to encourage people to get involved and become members – through her involvement and enthusiasm, several of Catherine's contacts and friends have become members of JCI Galway. During her time in JCI Catherine has been very involved in the promotion of JCI Galway in the media. Through her work on various project committees, and in her professional work, Catherine has developed effective relationship with local journalists and broadcasters and has contributed several press releases and articles to the local media in Galway ensuring that the JCI Galway is in the public eye as often as possible. She is also a regular contributor to the JCI Ireland newsletter, making sure that Galway events as well as International events were well publicised. JCI Galway is often contacted by charities looking for volunteers for their fundraising activities, flag days, etc. Through her membership of JCI Galway, Catherine has assisted many charities in Galway city including: AWARE Daisy Days, People in Need, Cancer Care West, Brainwave and Rehab Care. For the past two years, Catherine has co-ordinated a group of volunteers from JCI Galway to sell green noses in aid of Rehab on Green Nose Day (St Patrick's Day). As well as raising funds for these worthy causes, she has encouraged others to get involved also. JCI's involvement with other charities and voluntary organisations, raises the profile for JCI, ensures media coverage and help JCI Galway to develop more links with the community. Catherine recognises the importance of forming strategic alliances and working in partnership with other organisations to raise the profile of JCI. Catherine was very involved in initiating the pilot project with NUIG of its Mentoring Programme. Thanks to this partnership, JCI was visible in NUIG and we could avail of opportunities to target students as potential members in the future. JCI Galway is well recognised as a great asset and a major contributor to community and business life in Galway city and county. As a result, we receive invites to events such as launches, corporate evenings and networking events. Catherine appreciates the value in accepting these invitations and representing JCI Galway at events organised by other organisations, corporate and voluntary. Whenever possible Catherine attends these events in her capacity as Deputy president and uses these opportunities to further promote JCI and to raise its profile. Photo Captions Top Left: Catherine with World President Kevin after a meeting with Galway Chamber of Commerce and Industry Top Right: With fellow leprechauns selling green noses in aid of Rehab on St Patrick's Day Bottom Left: Members of JCI Galway at the Mayoral Ball in May 2004 Bottom Left: Some of the JCI Galway 'Duck Squad' selling ducks for the Duck

Race fundraiser in August 2005

