

Keynote Address Topics

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"Ten Commandments for Volunteers and Volunteer Administrators"

The "Ten Commandments" each focus on positive ways to engage, develop and motivate Farm Bureau members and volunteers in daily life. Utilizing humor and raw emotion, a series of true stories collected throughout his career and accounts from Dr. Culp's personal life experiences, a motivational and inspiring message is woven for the audience. People will laugh, sigh, cry, reflect and dream as they revision and reconsider the reason for their own life's work throughout this address.

The Ten Commandments include the following:

Thou shalt be true to yourself.

Thou shalt not steal.

Thou shalt share your success with your neighbors.

Thou shalt be a builder.

Thou shalt build bridges rather than fences.

Thou shalt make a difference in the life of another.

Thou shalt look for the best in others.

Thou shalt serve your Master well.

Thou shalt make someone's dream come true.

Thou shalt use your master's touch to benefit others.

"Life Beyond the Rainbow"

This keynote follows the framework built by the American classic "*The Wizard of Oz*." The audience will learn the four basic, subconscious lessons taught throughout the story by each of the four principal characters. These four characters each symbolize both our Farm Bureau members and volunteers: Dorothy, the Scarecrow, the Tinman and the Cowardly Lion. Additionally, Farm Bureau officers, directors and regional managers will realize that their members are likely to see Farm Bureau's leadership portrayed in the role of one of the story's three supporting characters: Glynnda the Good Witch, The Wicked Witch of the West or the Wizard of Oz. As a result, participants will come to reconsider or envision their role as a Farm Bureau member or volunteer differently as they see themselves recast as either Dorothy, the Scarecrow, the Tinman or the Cowardly Lion; each of whom has a problem to solve and obstacles to overcome. Similar to the characters in the story, volunteers and members can learn to solve problems and overcome obstacles, with the help of a leader who teaches them how to problem solve, think and serve their organization and the community.

"Understanding Multi-Generational Differences"

"Kids just aren't the same today that as they were when I was growing up!" Of course they aren't! Each of us is a product of our own environment. And the world is very different for today's generation than it was for ours. This workshop will help participants understand how people from different generations see and respond to the world in very different ways, based upon their own generational perceptions and beliefs. This keynote will focus on techniques that Farm Bureau can develop for marketing, recruiting, engaging, leading and retaining members and volunteers from multiple generations as well as understanding the differences between these distinctly different groups. Civics, Meditators, Baby Boomers, Gen Xers and Millennials will be identified, defined and compared. Strategies that staff, regional managers, officer teams and directors can utilize in order to reach, recruit, engage and retain, as well as communicate with will all be identified. Finally, the types of activities in which youth are interested in participating, and the types of volunteer roles that each generation is most interested in serving will be identified and compared.

"Get Your Head in the Game!"

(Are you a starter, substitute, manager, coach, spectator or on the injured reserve list???)

Every board, council, committee and organization includes a variety of people who each serve different roles and have differing participation levels. This presentation examines the different "positions" that different people "play" while serving on these groups. These "positions" include: starter, sub, bench-warmer, red shirt, injured-reserve, spectator, cheerleader, manager and coach. Each "position" will be introduced, along with a discussion regarding that position's role and the challenges facing players in that position. Participants will rank the positions in their order of importance for their organization and its programs. The presentation wraps up with an overview of recruiting techniques versus "walk-ons," with the final activity focusing on determining what kind of a "sport" your organization strives to be; spectator, team or individual.