Get On Board!  
Entraining Volunteers  
Leadership Day  
Ben Woelk, Community Affairs Committee

**The Community Leader as Ticket Agent**
- Get to know your members (and potential members)
- Meet prospects individually

**Identifying Likely Passengers**
- Who’s hanging out at the station? (regular attendees)
- Who wants be a conductor or engineer? (leadership-related program)
- Who are the business travelers? (companies that support STC)
- Who are the frequent travelers? (former/current volunteers)

**Buying a Ticket to Ride**
- Where’s this train going? (vision for the community)
- What’s expected along the way? (council meetings and other obligations)
- Am I in for the long haul? (time, responsibilities)
- Will it be an adventure? (leadership experience, fun)
- Can I get a discount ticket? (students)
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Providing First Class Accommodations
• Who will make sure I’m comfortable? (mentoring)
• Is there a rewards program? (recognition)

Commissary
• Leadership resources
  http://stc.org/mystc/resources/leadership-resources
• Checklists
• Leadership Webinars
• Outreach Team Reps

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