



## 2021 National Vicepresident Candidate



### Ryan Henry, Tennessee

I joined the Sevier County Jaycees in 2011, after being introduced to the organization by two of my best friends. I had helped with the chapter's yearly flag program for several years, but never really understood exactly what, or why I was helping put flags out ten times a year. I was looking for ways to get involved and meet people in my community. However, the Jaycees were an organization I knew little to nothing about. I had no idea that a simple yes, and one chapter meeting later would send my life in a totally different direction. Through this organization I have had the opportunity to grow personally and professionally, while being able to make a difference within my community. The

various leadership positions I have had the opportunity to serve in locally, and with the state have helped me grow as an individual in so many aspects.

In 2019, I served as the 80th JCI Tennessee State President. My main focus during my year was recruitment, retention, and activation. As a membership driven organization we often get lost in the word "recruitment," and completely forget about retention and activation. During my year I challenged individuals to not only step out of their comfort zone and recruit new members, but to also reach out to those members who had not showed up to chapter events in a while. These are the members that often get overshadowed by recruitment, but we as an organization have to remember that everybody joined for a reason. It is our responsibility to activate and engage the members that have already said "yes" to making a positive impact. I realized during my time as state president, that I wanted to continue to make an impact not only in my local community, but by serving on the national level as well. I was appointed and currently serve as the 2020 HOBY Program Manager, which is the partnership JCI USA has with the Hugh O'Brian Youth Leadership Program. I believe that this is an important program not only to help recruit new members who are already giving back to the community, but to also support the younger generations and help them make an impact within their communities