

Informational Webinar on Peer Group Conference

Do you have questions about Peer Group Conference? Not sure what to expect?

Ted Nelson is hosting an informational webinar next **Wednesday, February 17, 2016 from 8:00 a.m. to 9:00 a.m. CST** to familiarize club directors with the conference. Whether this is your first time attending Peer Group or you've been many times before, this is the perfect opportunity to learn what this event is all about.

If you haven't yet decided to go, [register now](#) to participate in the informational session on why Peer Group is such a valuable experience. If you have questions about this webinar, please contact our office.

[Register now to attend the webinar!](#)

We Appreciate Our HCI PTOs and Partners

Whew! It seems like just a few days ago I was wishing you a happy new year, and now we've already flipped the page on the calendar. During January, Don and I reflected back on the trips we took last year while we completed our HCI renewal and travel report. [Mayflower Tours](#) organized a fabulous cruise on the Rhine River. We had a great time visiting Alaska with [Islands in the Sun](#). The Seine River Cruise in France with [Globus Family Brands](#) was a smooth and beautiful travel experience. Our club had an exceptional stay at the [Honey Creek Resort](#) when we spent time there this past year. In the past we have also had the pleasure of working with [Sight & Sound Theatres](#) in Branson, the [Grand Hotel](#) on Mackinac Island and the [Bentonville CVB](#) in Arkansas.

Our Heritage PTOs and Partners take very good care of us. Make sure you take a moment to thank them when you see them at [Peer Group](#) next month. I know that we are all very busy planning trips for this coming summer. Don't forget to check out the [HCI website](#) to find other partners in the areas that you are considering traveling to. They are anxious to make planning your next club trip enjoyable and hassle-free while providing your club members with an amazing and memorable travel experience.



Looking forward to Peer Group Conference! If you haven't [registered](#) yet, it's not too late!

Sincerely,

Jan Ruhde, CBCD
HCI Advisory Board Chair

P.S. Don't forget to [like HCI on Facebook!](#)

The Good Neighbors Club in Burlington, Iowa, had not been to England in the fifteen years that Renee Zaiser had been the club's director, and she wanted their first time there to be amazing. Renee chose Collette to plan her club's tour of the British Landscapes in October of last year. "I like to use Collette because they have a spectacular insurance policy," said Renee. Collette's representative Zack Sayles stopped in to visit with her and she looked through the Collette catalog of tours. All she had to do was choose the one she wanted and Zack took it from there. "He ran the Travel Show in April and offered a discount for members who signed up that day," said Renee. "Not all tour companies do that." Thirty-three passengers signed up for the tour.

Collette set up all the transportation - from Burlington, Iowa, to the Chicago airport. There was someone who met them at the airport when they arrived and stayed with them through the entire trip to England, Scotland and Wales. "I keep track of my people, and he keeps track of all of us," said Renee. Collette took care of everything, and it was a fabulous tour.

Collette takes the hassle out of travel risks. Renee remembers another international tour that Collette led for the Good Neighbors Club. There was a medical emergency during the tour that required her to stay back and miss all of the pre-arranged transportation connections. "Collette did a superb job of getting us back home," she recalled.

Collette's worldwide travel collection features comprehensive land tours, river cruises, rail journeys, small group tours, garden holidays and more. They offer incredible destinations across all seven continents. Heritage Clubs International is proud to have Collette as one of its Preferred Tour Operators.



The Good Neighbor Club visits England.

There is still time! Register for 2016 Peer Group Today!

[See the Agenda and Register Online](#)

Member Spotlight: Debbie Sundall

The bank club at Farmers Trust and Savings Bank in Spencer, Iowa has been in existence for 26 years and Debbie Sundall has been at the helm since its beginning. She recalls the day when her bank president approached her after hearing about other banks with clubs. He wanted to know if she would be interested in leading one at their bank. She had already been at the bank for 16 years and at that point agreed to become the club director. After spending three days in Charles City doing training in April 1990, she returned home to launch the club with her assistant Julie Schultze. And the rest, as they say, is history.

The club celebrated its 25th anniversary last year and made a few changes at the same time. The name of the club was changed to Adventure Club and the age requirement was dropped. These changes were good but not without challenges. "We are seeing younger members join the club, but they are not coming on trips," Debbie says. "We need to find out what they want, what attracts them." She has found that younger members prefer to have more free time on trips while the older members want less free time and more structured schedules. Debbie and Julie are looking forward to Peer Group because it is an opportunity to network with other club directors to find solutions to these types of issues.



Debbie Sundall

Peer Group is also a terrific time to find out the current "hot destinations" from the vendors and other directors. These connections are what make HCI so important to her. She has been able to send some of her members on trips with other member bank clubs in order to afford them the opportunity to travel to destinations that her club alone could not provide. She loves being able to give her members wonderful lifelong memories.

One of her own memorable bank club trip experiences is from last

April when the club toured the Danube River in Budapest by boat. While on this trip one of her members started experiencing pain in his arm. It became severe by the end of the trip and she worked hard to make him comfortable so he could enjoy the trip with his wife. When they returned home the man learned that he had bone cancer and it turned out that this trip would be the last that he and his wife would have together. Debbie turned that experience into a moral. "We supply wonderful memories, and we never know how cherished they'll become." She warns, "Don't put it off!" She loves providing experiences that will become cherished memories.



Julie Schultze

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