

STARTING A CIVIL WAR ROUND TABLE

A SEVEN STEP PROCESS





STEP #1 - MEETING STYLE

Traditional dinner meeting

Lecture meeting

Discussion meeting

Combination



Dinner Meeting

Pros	Speaker treated like a true guest
	Attendance seldom lags
Cons	Requires food service
	Requires logistics management
	Can detract from meeting focus



Lecture Meeting

Pros	Simple logistics
	Little program interference
	Program delivery straightforward
Cons	Requires cooperating venue
	May incur venue fees
	Liquor may not be available
	Requires technology



Discussion Meeting

Pros	Simple logistics
	Little program interference
	Technology not required
Cons	Requires cooperating venue
	May incur venue fees
	Liquor may not be available
	Preparation necessary



Combination Meeting

Pros	Flexibility
	Options available for additional program components
Cons	Challenging food / liquor logistics
	Can be dominated by single individual



STEP #2 - LEADERSHIP

Availability

Dedication

Multiple skills

Flexibility

Facilitation

Willing to delegate

Open to new ideas & change



STEP #3 - GOVERNANCE

Broad division of labor

Maximize member involvement

Set high expectation levels

Term limits

Develop preliminary by-laws

Insist on apprentice leaders

Document responsibilities & tasks



STEP #4 - PARTNERSHIPS

Scan the community for similarly interested organizations

Engage them & build long-term relationship

Hold mutually beneficial activities/events & invite the community

Coordinate marketing efforts



STEP #5 - PROGRAM

Must fulfill the expectations of members without becoming stale

Traditional CWRT programs

Traditional-Plus programs

Expanded programs

Macro-perspective programs

Combination throughout the year



TRADITIONAL PROGRAM

Campaigns, battles & skirmishes

Command & control

Strategies & tactics

Performance against objectives

Biographies

Include naval activities



TRADITIONAL-PLUS PROGRAMS

Influence of politics

Local politics

Party politics

State/regional politics

Foreign influences

War aims

Causes of war



EXPANDED PROGRAMS

Social & cultural customs and beliefs

Economics - national & international

Business & government finances

Music & entertainment

Medicine

Religion

Education & training



MACRO-PERSPECTIVES

Antebellum America

Reconstruction

Influence of wars before & after the Civil War

Effects on business & agricultural activities

Western expansion & migration

International relations

Technological advances



STEP #6 - MARKETING

Develop a marketing plan & stick to it

Develop an online presence

	Meeting location, date & time
	Program & contact information
	"Contact Me" for prospective members
Involve community assets	



STEP #7 - CWRT CULTURE

Friendly & inviting atmosphere

Assign & train greeters

Simplified registration process

Recognize new members with joining gifts

Set cellphone use standards & expectations

Continuously learn from members

Meetings are fun!



Avoid These Downfalls

- Few leaders with full responsibility
- Constrained by cashflow
- No community presence
- Reluctance to use social media marketing
- No succession plans
- Change not widely accepted

Flowchart for a new CWRT

