

The Capital

August/September 2019

KIWANIAN

The Official Publication of Capital District Kiwanis | www.capitaldistrictkiwanis.org

**Branding your
Kiwanis Club**

**A Cambodia
Experience**

THE HAPPIEST PLACE

ON EARTH Capital District in Orlando



Kiwanis

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News from Kiwanis International





Peter Mancuso was elected Kiwanis International Vice President-elect in Orlando.

2018-19 LEADERSHIP INFORMATION

GOVERNOR

John Morris
Richmond, VA

GOVERNOR-ELECT

David Lurie
Tysons, VA

SECRETARY-TREASURER

Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR

Jon Rife
Grundy, VA

TRUSTEE - CHESAPEAKE BAY

Jack Hassman
Bridgeville, VA

TRUSTEE - HEART OF VIRGINIA

Dennis Baugh
Harrisonburg, VA

TRUSTEE - MASON DIXON

Fred Lohnes
Westminster, MD

TRUSTEE - NATIONAL CAPITAL

Elana Gardner
Eastern Branch, DC

TRUSTEE - SOUTHEAST VIRGINIA

Ron McCallum
Middlesex, VA

TRUSTEE - SOUTHWEST VIRGINIA

John Montgomery
Roanoke, VA

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The Capital Kiwanian is published bi-monthly by the Capital District of Kiwanis International.

All correspondence relating to editorial content, distribution, or advertising should be sent via e-mail to Jennifer Wolff, Editor, at editor@capitaldistrictkiwanis.org.

The information in this magazine is for illustrative and discussion purposes only. It is intended to provide general information about the subject matter covered.

Governor's Message

JOHN MORRIS, 2018-19 GOVERNOR



(above) Gov. John with his niece, Kelly, a performer at Walt Disney World.

(below) With members at the Kiwanis Fishing Clinic



It's hard to believe that we're coming to the end of the 2018-2019 Kiwanis year. That means the District Convention is coming up. This year, it will be held on August 23 – 25 in Portsmouth. The Convention Committee, led by its chair, Richard Pippin, has arranged for a spectacular convention. We have fabulous key note speakers as well as numerous educational and social networking opportunities. We have 30 amazing workshops. They are arranged around six themes: membership, club resources, service/fundraising, technology, service leadership programs and leadership. An attendee's most difficult choice is likely to be which 5 to attend since they are all so relevant to what we do for Kiwanis and the children of our communities. Thanks go to Governor-Elect David Lurie and Judy Pantiledes for a magnificent job in setting up these wonderful workshops. Please make sure that your club has at least two members attending. It is a great way to obtain ideas from around the District that can help you help your club become stronger and better. And it will be fun!

Although there is still more than a month and a half left, what a year we have already had. The Morris Miler team of Lieutenant Governors and committee chairs has gone the extra mile this year. Lieutenant Governors have been very busy visiting and working with their clubs. Committee chairs have been assisting clubs and the District in many different ways. So far I have made official visits to 12 of the 17 divisions. I have three more visits scheduled before September 30 and hope to have visited all 17 divisions by then. Those visits have helped me to get to know members of clubs in all areas of the District and to learn about the amazing service that you are doing for our children and our communities.

I set several goals at the beginning of the year. Unfortunately, I will not meet each of those goals, although some were admittedly stretch goals. However, the service our clubs and members are providing to our communities is better than ever. For that I am delighted and grateful. We will have met my goal of having the District go from good to great by the end of the year.

We have in many ways strengthened the bonds with our service leadership programs. For instance, at the division council meeting and picnic in Division 8 last month, two



Key Club faculty advisors and about a dozen Key Club members attended. Inviting them to our events will help our Key Club faculty advisors and Key Clubbers feel more a part of Kiwanis. I encourage all divisions to extend similar invitations for their division council meetings and other events.

I have witnessed incredible service this year, from Charlottesville's Cozy Comforts project, which was our nominee for Kiwanis International Signature Project of the Year, to last year's nominee, the Smithfield Club's fishing clinic project. The Kiwanis Club of Waynesboro has had several initiatives to lift the Wenonah Elementary School from being an unaccredited school to having very engaged parents, students that are striving to achieve and accredited status. I also learned about Robin Handleman's amazing service to children and schools in Asia with the assistance of the Kiwanis Club of Rockville. In addition, I witnessed Division 6 Kiwanians and Key Clubbers working together on a project making blankets for families in need. Great work is going on all over the District!

During this year at least three clubs have reached their 100th anniversary: Wilmington, Richmond and Norfolk. Wilmington and Norfolk are having their celebrations later this year. My Kiwanis Club of Richmond celebrated its 100th anniversary with a gala in June. I was delighted that members of other clubs in five of the six regions of our Capital District came to celebrate our anniversary. The number of children that each of these clubs has served and helped over the past century is staggering. We need to make sure that we can continue to provide service to our children and our communities for the next 100 years.

Finally, we had an outstanding International Convention at the end of June in Orlando. The highlight was having our own Art Riley of the Kiwanis Club of Westminster elected President-Elect of Kiwanis International. That means that at next year's ICON in Indianapolis Art will be installed as the President of Kiwanis International and will lead our international organization for the year 2020-2021. Please make plans now to be there for Art's inauguration.

We also enjoyed some outstanding entertainment and educational opportunities in Orlando. We had a great turnout for our District Dinner at the Hoop De Doo Revue. I was thrilled to learn, after we scheduled the event, that my niece was going to be one of the performers. Please look at the photograph on page 12 of Lieutenant Governor Mike Roman joining my niece on stage at the finale of the show. ICON was a great opportunity to learn from and meet Kiwanians from around the world. I am certain that all Capital District Kiwanians who attended had a wonderful time and picked up many ideas they could take back to their clubs.

Special thanks go to my 17 Lieutenant Governors, our 6 Trustees, my fellow officers, our many Committee Chairs and the leaders of each of our clubs. You have made my job both a joy and a breeze. Keep up the good work.

Thank you for allowing me to serve as your Governor this year. I have thoroughly enjoyed serving you and hope that I have lived up to your expectations. I look forward to watching David Lurie take our District to even greater heights next year.



(left to right) With Art, Vickie, and Crickett; at an Ocean City-Ocean Pines Meeting; with past club Presidents at Richmond's 100th Anniversary Celebration



ELIMINATE

maternal/neonatal tetanus



Kiwaniis | **unicef**



Around Capital



WE'RE WAITING FOR THE NEXT BIG DONORS!!

PG JOHN TYNER, II, DISTRICT ADVOCATE

OK, Kiwanians, us cats are keeping your seats warm for YOU, the next group of big donors for Project Eliminate. When you are recognized for your good deed for the children of the World, we'll give you these comfy chairs to join the rest of us who have worked to complete our \$3 million pledge. To be recognized, so far, at the District convention in Portsmouth for continuing our great work are: Major Donors Bob and Nancy Cressy, Major Donors Van and Betty Olmstead, Legacy Model Clubs Bethesda, Southwest Waterfront and Wilmington, Walter Zeller Fellow Diamond Level #37 Tom Varner and Walter Zeller Fellow Diamond Level #53 John Tyner II.

I am delighted to tell those of you who watch with bated breath our efforts to finish our pledge that as of July 31st all we have yet to raise is \$495,000 in cash and we'll redeem our promise. We are awaiting momentary completion of two more legacy model clubs and anticipate four more Zeller Matches to be secured shortly. You can join our tremendous effort at DCON by helping

DONATE TODAY



us towards matching a \$10,000 Challenge offered by one of our members. Decide what you and/or your club would like to do and see me for the details. Please also remember that the District Board's kind agreement to provide a 20% match towards your request for a Walter Zeller Fellow is still in action, having completed 147 matches so far for our members. That means you secure a Zeller for yourself or to present to someone else for \$1,000 with the District matching \$250. Call or email me for details.

I hope you have been reading these articles in the on-line Capital Kiwanian magazine each issue to see the marvelous success we've had working with UNICEF in combating neo-natal tetanus – beginning at 39 countries, we are now down to 13. Let's keep cooking with our efforts and let's make sure each club donates something in this year to help an unborn child.

See you in Portsmouth – come visit with me!!

FROM THE GOVERNOR-ELECT

DAVE LURIE, GOVERNOR-ELECT

Greetings Capital District Kiwanians - I hope you all have been enjoying your summer and ready for more Kiwanis service! The 2019-2020 District Board, Lt. Governors and Committee Chairs are in the midst of finishing their planning, training and working with their counterparts currently in office to effect a smooth handover on October 1. We are striving to make sure that we are here to help the clubs and members in our district achieve ever more in the years ahead.

An essential part of the process is planning and budgeting for the year ahead. The summer is a good time for your club to take stock of what they have accomplished and what they want to do. The goal is always to continue to have a positive impact on the children in our communities. I know many clubs use this time to hold a planning meeting or retreat to see what they want to accomplish. Planning like this takes into account many factors - what are the needs in your community, what is the club membership interested in doing to help their community and most importantly do they have the resources (time, money and of course members!) to carry that out? Many times you find in this process that it requires more of those resources and then you need to also plan to go about obtaining those as well.

This can be a challenging process for any club regardless of size or financial means. It is essential so that we can continue to provide service to our communities that has real and relevant impact. In doing so, we can continue to attract like minded individuals to our organization and continue to increase that impact to the children we serve. One of the best ways to help your club is to learn from others and seek out advice and guidance. That is what your Capital District leaders are here for and we stand ready to serve. Whether it be a Lt. Governor, one of our district chairs or staff members, a club leadership instructor or one of our service leadership administrators, we all volunteer to help the clubs achieve more. Please call on us!

Finally, I hope to see many of you at our District Convention in Portsmouth, Virginia. The convention committee has planned a great event for our district to provide everyone opportunities to learn, meet your fellow Kiwanis members and celebrate our accomplishments. If you have not signed up, please do so right after you finish this article. Thanks again everyone for all you do to serve the children in our communities!



KIWANIS IN THE NEWS

PLG CARROLL BAINS FEATURED FOR WORK ON THE APOLLO II RECOVERY MISSION

[READ THE ARTICLE IN THE VIRGINIA PILOT HERE.](#)





Around Capital (continued)



NATIONAL NIGHT OUT

CAREN SCHUMACHER, DISTRICT MEMBERSHIP COORDINATOR



The second week of August was the 2019 National Night Out (NNO), and clubs around the District participated in this worthwhile community event.

"[In Takoma Park] we saw McGruff, there was a dunk tank, giant Jenga and Connect Four, Corn Hole, a moonbounce, K-9 and Equestrian officers, Volunteer Firefighters, 1st Responder van, street

hockey, hamburgers and hot dogs, face painting, and snow cones," said Trustee Elana Gardner, "I met several individuals who knew about Kiwanis and Key Club. It was FUN!"

"National Night Out was a huge success and our club gave out about 800 hot dogs along with chips, waters and big smiles," shared Poquoson Kiwanis Club President Jean Eddy.

"It was a great opportunity to share information about Kiwanis International," said PG Linwood Watson, who worked National Night Out at Fort Stanton Recreation Center in SE Washington D.C.



WILL WE SEE YOU AT DISTRICT CONVENTION?

RICHARD PIPPIN, DISTRICT CONVENTION CHAIRPERSON

Ahoy Kiwanis Mates,

DCON is happening this weekend, August 23-25! Hopefully by now you have registered and purchased your tickets at the reduced price offered. The Convention experience you will receive is one to be remembered and take back to share with your clubs.

Friday night Service project for Edmarc will provide fun, fellowship, and service to children in Hospice Care. We will be creating "Birthday Party in a Box" for each child in Edmarc's home health and hospice programs. After the service project and dinner on you own in and around Portsmouth, join us for Desert and cash bar for "Frank sings Frank" a Frank Sinatra impersonator in the hotel Restaurant (get your tickets early).

The Saturday workshops will provide an educational experience that you can take back to your clubs and share with your members. The speakers, Dr. Rick Manning (Opening Breakfast), Kevin Thomas (Fellowship Luncheon), and Mark Marrow (Closing Session) will be a rewarding experience. Don't forget the Governors Reception and Banquet where you will hear from Our Governor, the CKI Governor, and Key Club Governor.

Come early and stay late, there's plenty to do in Portsmouth and the surrounding communities. Just to mention a few, there's the Children's Museum, Olde Town Tour, and Portsmouth Seawall Art Festival. After a short pedestrian ferry to Norfolk, there is Nauticus, the



USS Wisconsin, Waterside, Norfolk Naval Station, and Harbor cruises. There are many other activities just not enough room to mention.

Don't forget to go to your phone store and download the "EventsXD" app. After downloading search for "101st Annual Capital District Kiwanis Convention". You will be able to see the entire convention agenda and even customize your own agenda, so you won't miss any of the many opportunities that work for you.

Follow us on our Face Book page "Annual Capital District Kiwanis Convention". Like us so you won't miss out on the updates as they are posted. The District web site will also list the scheduled events.



Connect with Your Community | Make a Difference | Have Fun

NEW CLUBS COMING: » Canton/Fells Point
» South Baltimore
» Catonsville
» Baltimore e-Club

#kidsneedkiwanis



Contact newclubs@capitaldistrictkiwanis.org or you can learn more about us at kiwanis.org



KIWANIS INTERNATIONAL CONVENTION 2019



Capital District Kiwanians arrived in the Happiest Place on Earth - Walt Disney World - ready to attend Kiwanis International Convention, enjoy the sunshine and comraderie, and learn something new to take back to their clubs.

ELECTIONS

Daniel Vigneron, Howald, Luxembourg, was elected president and Art Riley, Westminster, Maryland, USA, was elected president-elect of Kiwanis International at the 104th Annual Kiwanis International Convention at Walt Disney Resort® in Orlando. Peter J. Mancuso, North Bellmore, New York, USA, was elected vice president. All begin their new terms on October 1, 2019.

Trustees elected for the United States and Pacific Canada Region are:

- Gary "Coop" Cooper, Fayetteville, North Carolina, USA
- David W. Hurrelbrink, Kansas City, Kansas, USA
- Cathy Szymanski, Erie, Pennsylvania, USA

Teh Cheng Lian "Lian" from Changkat Jong, Malaysia, was elected during the Asia-Pacific convention in March to represent the Asia-Pacific Region



as a Kiwanis International trustee. Cheng Lian Teh passed away June 27. A replacement will be appointed according to the Kiwanis International bylaws.

The Kiwanis International-European Federation held its convention this past month and elected Gunnsteinn Björnsson from Sauðárkrókur, Iceland, to represent the Europe Region.

AMENDMENTS

Delegates approved a Safe Kids resolution proposed by the Kiwanis International Board. The resolution puts into writing something all Kiwanians believe: All children deserve to be safe.

Delegates overwhelmingly approved an amendment to add a nondiscrimination clause, which was revised to include prohibiting discrimination based on age or sex including sexual orientation and gender identity into the Kiwanis International Bylaws. The amendment was submitted by the Kiwanis Club of East Geauga, Ohio, USA. The approved amendment reads: Kiwanis clubs shall not discriminate based upon race, color, creed, national origin, age or sex, including sexual orientation and gender identity, when considering membership or during any of their activities or operations and shall conduct business in compliance with local nondiscrimination laws.

A second proposed amendment, which was submitted by the Michigan District Board, would have allowed delegates to abstain from voting for the complete number of trustee offices to be filled. The amendment failed.

A new requirement for vice president, submitted by the Kiwanis Club of Venice, Florida, USA, would have required Kiwanis International trustees to have at least a one-year absence from the Kiwanis International Board before subsequently serving in the offices of vice president, president-elect, or president. The amendment failed.

An amendment calling for a new trustee seat for a member under the age of 50, submitted by the Kiwanis Club of Springfield-Downtown, Illinois, USA, was withdrawn. Its purpose was to establish a new seat on the Kiwanis International Board to be held by a person who is age 50 or under at the time of election.

A Family Membership Status amendment, submitted by the Pacific Northwest District and co-sponsored

by the New England and Bermuda District Board, the Ohio District Board, the Southwest District Board, the Texas-Oklahoma District Board and the Kiwanis Club of North Brunswick, North Carolina, USA, failed. The amendment would have permanently adopted a new family membership status that provides a 50% discount on Kiwanis International dues and fees for qualifying members.

LET'S TALK IMPACT

During the House of Delegates session, Kiwanis International Executive Director Stan Soderstrom challenged convention delegates to think beyond service and consider as well Kiwanis clubs' long-term impact.

"Service is picking up trash at a park," Soderstrom said. "Doing a good deed for an elderly person in your neighborhood. These are good things — but temporary things. That's why I'd like to challenge us to think of Kiwanis not as a community-service organization — but a community impact organization. It's impact that helps make us a part of people's lives from an early age."

Examples of Kiwanis service with impact include:

- Service Leadership Programs where club members mentor kids, serve as examples and help youth develop skills that will last a lifetime. Youth programs also prompt students to begin their own journey of service and impact.
- The Eliminate Project that has reduced by half the number of yearly deaths from MNT since Kiwanis joined the effort in 2010.
- The success of our campaign to eliminate Iodine Deficiency Disorders with 86 percent of the world's population now having access to iodized table salt, decreasing these disorders among vulnerable populations.

Soderstrom challenged clubs to add magic to their clubs after the 2019 convention at Walt Disney World®

Resort. "Clubs," he said, "should feel the inspiration, imagination and creativity associated with impacting children."

Vigneron has been a member of the Kiwanis Club of Vielsalm in Belgium for more than 32 years. He served twice as club president and once as governor of the Belgium-Luxembourg District. He also served as Kiwanis International-European Federation president and is a former Kiwanis International trustee.

Riley began as a member of Key Club and has continued as a member of the Kiwanis Club of Westminster, Maryland, for 39 years. Additionally, he is a member of the Centennial Internet Club and the Kiwanis Club of State Line, Maryland. Riley's leadership has been demonstrated as a Key Club lieutenant governor and numerous positions within the Capital District, for which he served as governor in 2007-08.

During his tenure on the Kiwanis International Board, Riley was counselor to 12 Kiwanis districts and traveled to more than 30 districts. Additionally, he and his wife, Vickie, participated in a site visit to Cambodia for The Eliminate Project.



At the Convention in Orlando, PG Jon Rife received the Kiwanis Distinguished Service Award. Congratulations, Jon!



CLUBS CAN BE GREAT TOO

JACK BROCKLEY | JUL 29, 2019

Author Jim Collins wrote his best-selling book "Good to Great" to inspire companies to seek higher levels of excellence. At the 2019 Kiwanis International Convention, he suggested that Kiwanians may find that many of his concepts can be beneficial to their clubs. Here are three examples he mentioned during his convention remarks, taken from "Turning the Flywheel."

The Hedgehog Concept

Look at what your club is passionate about, what you can be the best in the world at and what drives your economic or resource engine. Examine how these three "circles" intersection one another.

Extending the flywheel

Successful businesses — and clubs — tend to make big bets, but only after they'd validated a pay-off.

Stay on the flywheel

Once-great companies failed to confront the brutal facts and strayed beyond the three circles of the Hedgehog Concept, extending themselves into activities beyond their capabilities. "They subvert discipline with bureaucracy," Collins wrote in "Turning the Flywheel."

These principles," he explained, have application within every Kiwanis club. Customize them to your needs.



A Cambodia Experience

BY ARTHUR "ART" RILEY, KIWANIS INTERNATIONAL VICE PRESIDENT

“People change when you’re not looking.” This quote by author Richard Castle seems to be a recurring theme of a trip Vickie and I were fortunate to take to Cambodia with UNICEF staff, two other Kiwanians, and two UNICEF volunteers. Before embarking on the trip, I thought I was as knowledgeable as any Kiwanian about The Eliminate Project. I knew the statistics about the countries the World Health Organization declared on the maternal and neonatal tetanus epidemic list. I had heard the stories of inoculation programs, knew that UNICEF was the partner responsible for the inoculation programs, and I had seen videos of other Kiwanians visiting UNICEF-selected sites. Vickie and I had even contributed to The Eliminate Project.

I had a preconception of the poverty we would encounter, but nothing I had heard, read or seen would prepare me for how this trip would change me. I wish the thousands of Kiwanians who have donated funds to The Eliminate Project could see the results of their efforts. The eight-day journey was educational and eye-opening. The adventures involved travel to remote areas — over roads that had potholes larger than the vehicles we occupied — and traversing bridges that even our UNICEF guides were reluctant to cross. The eye-opening experiences involved seeing health clinics that were “open air,” witnessing the extreme dedication of healthcare workers and seeing the circumstances in which people lived, all while realizing that problems in these nations are not isolated in “silos” but are intertwined.

The lack of infrastructure and nutritional needs are lasting results of the devastating regime of the Khmer Rouge. And the lack of clean water, nutritional knowledge and cultural norms all relate to The Eliminate Project.

In retrospect, the UNICEF staff was responsible for the knowledge and understanding we obtained. The UNICEF team was led by Dr. Etienne Poirot, who has been promoting health improvement in Cambodia for 15 years. A native of France, Dr. Poirot has advocated for the citizens, is setting health standards and promoting preventive health throughout the country.

In a few paragraphs it is difficult to convey the impact that Kiwanis has had in Cambodia. Having only visited Cambodia, I can’t speak directly to the problems or successes in other countries. But Kiwanis’ impact, along with partners such as



UNICEF and Becton-Dickinson (a USA syringe manufacturer), is helping children. The Eliminate Project is not only succeeding in reducing the occurrence of neonatal tetanus, but it’s also enabling the establishment of other immunization programs and health education.

These examples show some of the progress that is the result of the work of Kiwanis, UNICEF and others during the past few years. But it’s still difficult to witness the conditions that are well below what western countries consider minimal healthcare standards. It is hard to accept that deaths occur at birth because of a lack of transportation to regional healthcare centers, that malnutrition is so prevalent because of low income and a lack of understanding of basic nutrition, and that education is not occurring because of a lack of teachers.

Even though the residents we encountered faced many challenges, they were happy, responsive and interested in talking with Americans who are much different from them. We enjoyed our discussions (through interpreters) as we learned about the challenges in their lives. The citizens with whom we spoke dealt with seasonal flooding, farming challenges and limited educational opportunities with smiles and optimism. We witnessed cottage industries in the villages we visited. Returning home reinforced how fortunate we are.



Since my return, I have been asked about my “take-aways” from this experience. Some of my take-aways have made me understand that much of the information we receive is incomplete, the level of assistance varies by country and that comprehensive assistance can only be provided by groups that understand the politics, culture and history of a country. My other take-aways are:

1. Progress is a long-term investment.
2. Partnerships are effective in solving problems.
3. Challenges exist in many countries and will differ from place to place.
4. There are lessons to be learned with each initiative.
5. Money is an important component, but money alone will not solve the problems.

The most important take-away was that I have never been prouder to be a Kiwanian. I now have a better understanding of how Kiwanians are helping children — children whose faces we may never see — and that the effect of The Eliminate Project will extend to children not yet born.

Kids Need Kiwanis. And we are there.



Service Showcase



Division 5

Worcester GOLD made a request to the public for donations in support of their annual "Back to School" program for supplies for students in need. The **Kiwanis Club of Greater Ocean Pines - Ocean City** responded with over \$600 in back packs and school supplies from the club's budget plus additional member contributions.

Division 9

For the monthly Dick Fowler Memorial Service Work Night, a small but hardy group of **Charlottesville Kiwanians** came out to Ronald McDonald House on June 24 and completed several much-needed maintenance projects, including power washing, tree trimming, paving stones relocation, and a thorough sanitizing of dozens of games and toys in the downstairs family room. Then Kiwanis President Eric Lamb took a few moments to present the ceremonial "Big Check" to RMH Executive Director Rita Ralston. The check in the amount of \$4,000 represented proceeds from the 15th Annual Kiwanis Dogwood Pancake Breakfast held on April 27 at First Baptist Church Park Street. In a facebook post, Rita Ralston put it best: "K" is for the Kiwanis Club of Charlottesville and all of the words that describe who they are and who and what they represent: Kids, Kindness, Kommunity, Karing, Kompassion. All words describing generosity and support should begin with "K". Thank you, Kiwanis, for selecting us to be the beneficiaries of your Annual Dogwood Pancake Breakfast. We truly appreciate all that you do.



Division 12

It was a five-year wait, but the **Kiwanis Club of Williamsburg** successfully brought back the July 4 Ice Cream Social, much to the delight of many locals who said they were overjoyed to see it again as they relished their hot dogs, ice cream, and live music by the Michael Clark Band. The idea was first hatched by Gary Ripple, and brought to life by many volunteers led by event co-chairs Mike Rock and Jim Ahearn. Steve Sieling, Thom MacDonnell, and Bob Wildman served up over 500 hot dogs, and we scooped more than six gallons of ice cream donated by Bruster's.

DISTINGUISHED PROGRAM

2019-20

For Kiwanis districts

*The district must be in good standing with Kiwanis International as defined by Procedure 204
– DISTRICT STATUS as of September 30, 2020.*

A. GROWTH WITHIN THE DISTRICT

(Must accomplish two of three)

- **Net gain in membership** over the Kiwanis administrative year, as certified by October 10, 2020.
- **Achievement of the new club opening goal**, as set by agreement of the president and governor (as president-elect and governor-elect). *A district may achieve new club opening credit for a Kiwanis club in another nation under any program approved as such by the Kiwanis International Board.*
- **Increase of at least ten percent (10%) in new members** added by clubs during the administrative year over the previous year

AND

B. SERVICE BY CLUBS WITHIN THE DISTRICT

(Must accomplish two of three)

- **Submission of a club signature project** in the Kiwanis International annual signature project contest.
- **Increase in overall giving to the Kiwanis Children's Fund (including The Eliminate Project)** over the previous Kiwanis administrative year, from all district sources.
- **Achievement of a district's goal of service to children**, as set by agreement of the president and governor (as president-elect and governor-elect). May include:
 - Number of specific or overall Service Leadership Program clubs in good standing increased over the previous administrative year.
 - Monetary fundraising goal by clubs of the district to support a specific need of children within the district. (Must be documented and reported by the district to Kiwanis International by November 1, 2020.)
 - Documented service-hour goal by clubs of the district to support a specific need of children within the district. (Must be documented and reported by the district to Kiwanis International by November 1, 2020.)

For Kiwanis divisions

Each district is encouraged to set criteria for recognizing distinguished divisions. Recommended criteria should reflect growth within the division, including:

- Net gain in membership in the division.
- Opening of a new club within the division.
- Increase in new members by clubs in the division.

The district should determine the means and methods of recognition.

For Kiwanis clubs

Each district is encouraged to set criteria recognizing distinguished clubs. Recommended criteria should include:

- Increase in membership by the club.
- Completion of a signature project by the club.
- Participation by the club president-elect and officers-elect in club officer education.
- Sponsorship/support of Service Leadership Programs.
- Annual financial support of the Kiwanis Children's Fund/The Eliminate Project or other national/district Kiwanis foundations.
- Sponsorship of a new Kiwanis club in Africa.

The district should determine the means and methods of recognition.





Touching Hearts Around the World PART 3

Hello Fellow Kiwanians:

Yes I went back to Asia for a third time! “Why?” you may be asking yourselves. I’m going to share my stupendous story with you. In my last story for the Capital Kiwanian, I shared with you about the students with varying abilities in Indonesia. This visit I was able to bring the five iPads with the Touch Chat program installed, iPad covers, iPad screen protectors, a head stylist, for adaptive hand styluses, converters for charging, and two wheelchair attachments. I am proud to say five students now “have a voice”. Previously they would pull on our hands, bite, or kick to get our attention. They were so frustrated that they couldn’t communicate their wants and needs to their teachers and volunteers. I spent an entire month on training the teachers on touch chat, and working with the students on a one to one basis so they could learn the program and communicate for the very first time in an appropriate manner. The teachers were shocked at how much the students knew. We started with fruits, vegetables, family members and clothing items. I would say, “Please show Teacher Robin the mango.” They would touch the box with the mango, and the board would say the word out loud. The students would get so excited! There was a different page for each category. After learning the vocabulary words and how to navigate to each page, The students will then move to sentences like, “I want some juice.” They will touch the box with the picture for each word so I’ll be for touches in total.

My dream was to give the students a voice and I accomplished it. My work is not done as the school still needs eight more iPads. I was fortunate enough to get the iPads on the Black Friday sales for \$250 each so I’m hoping to do that again. My deepest gratitude goes to

the Kiwanis of Leisure Word, Kiwanis of Rockville, Greater Federation of women, and AARP in Plainville Connecticut, for all these materials were bought and hand-delivered by me. My friends and family also donated giving me a total of \$3000. (Thank you to Kiwanis of La Plata who donated for my 2020 trip)

I will go back to Indonesia for more teacher training and working with the students. We realized that some of the children need another form of communication other than Touch Chat. Two iPads will have a sign language program downloaded on them as all students learn in different ways.

Please donate in any amount to:
 iPads for Indonesia
 PO Box 310015
 Newington, CT 06111
 Thank you in advance for your support.

The students of varying abilities (formally called students with special needs) Loved the disco party we had. I put glitter in their hair from America and they learned all the disco moves. What a special day! Music is communicated in all languages and the students pick up the moves so quickly.

I also had the opportunity to teach English as a second language in the afternoon. The students learned about Valentine’s Day, (an American holiday) by giving valentines to each other and singing Valentine’s Day songs to the students with varying abilities. I’m still told today what an awesome time all the students and teachers had. It’s wonderful to make a difference in someone’s life, and it totally changes you as well.

After Indonesia, I went to Nepal to teach English as a second language. There are no words to describe the Holy Temple Secondary School! I interacted with 400 students, ages 3-18, over two weeks. We made paper bag leprechauns, learned the Irish jig, and a few St. Patrick's Day songs. They loved learning new topics and I loved teaching them. The students were always respectful and kind to me. Many of the older students are friends with me on Facebook. They "travel" to all the countries that I go to without ever getting on a plane. It gives them an opportunity to see the photographs, from Asia and they love it. Facetime is another bonus. They will call me to see my face. They don't say much, but they certainly do a lot of smiling.

One of the many highlights in Nepal was meeting two Kiwanis groups and a Rotary chapter. We talked about membership and what Kiwanis means in Nepal. I was given a beautiful scarf and plaque. The big difference in Nepal is that they do not do any fundraising. The members all use their own money to fund their projects. The main one in Nepal is food. Rice is the staple there and it's common for Kiwanis members to deliver pounds and pounds of rice to villages. They don't want any child to go hungry, and that is such a huge project as Nepal is bigger than one would think.

After Nepal came Sri Lanka as my third country to visit. There I stayed in Amma's guest house with three delicious meals a day, a beautiful room just for me, and a western toilet! I was in heaven! It cost me \$100 a week for room and board, how about that for a deal? I was in heaven! I volunteered in a private school for children with varying abilities and a girls school with the same population. The highlight of the private school was "Brown bear Brown Bear". They loved the story and learned their colors in English very quickly by matching them as I read the book. Then we also made paper bag boy and girl puppets. (I brought 2500 paper bags with me from America) Students who never communicated before were "talking with each

other "in their languages, moving the puppets mouth's. The teachers were astonished and smiled from ear to ear. My wish is for these students to have iPads with touch chat someday too.

Training the teachers in Sri Lanka was also a pleasure. They enjoyed learning new techniques that they don't have the opportunity to learn in their country. Getting the students out of their seats, and having them be active learners, was a new concept for them. They were very willing to learn it and try it out.

The girls school was also a delight to be with. We had a true "girls day" where we polished nails and toes, made paper fans in arts and crafts, and also had a disco party. I find the activities I plan are always appreciated and enjoyed. The bonus at the girls school was I had two additional volunteers from Ireland, so we all interacted with the clients for a day that we will never forget.

Before leaving Sri Lanka, I was able to meet Dania, a gentleman who is in the Kiwanis of Sri Lanka. Their group does not meet on a regular basis but he was more than happy to get together with me and brainstorm about Kiwanis. They do not do fundraising, as they also use their own funds. They do things for the schools as well as the villages. I love my Kiwanis shirt from the Kiwanis of Sri Lanka.

After Sri Lanka, came the country of Pakistan. It wasn't originally on my list to visit, due to all the negative stories we hear in the United States. But I met a director of two schools in Bali, and he "won me over" as they say. He is the director of two students in Lahore: one with 200 students and the other one with 600 students grades PreK through 12. One thing that stands out in my mind is how difficult it was for me to teach without the music component. I believe it has to do with the religion, so I could not include music in my curriculum.





It turned out to be more motivational teaching with me having the children understand that they need to “believe in themselves” first so that they can then pursue their dreams. I also did several teacher trainings so the teachers could learn that the lessons needed to be multi sensory to ensure comprehension. By that I mean the students need to see it, hear it, and do it. For instance, we took the B. The teachers traced it in the year, saying B ball and I showed a picture of a ball. Then six teachers got up and made the B with their bodies and arms. Finally they sat back at their seats and made a big B on a piece of paper. They chased it three times with three different colored pencils saying B - ball. They smiled and they couldn’t wait to try it in their classrooms the next day. They were pleasantly surprised that the students remembered the B on a Monday, and then again on a Friday. Previously they would show be on a flash card and just say B, B, B,. With the multi sensory method, instead of what I respectfully called drill and kill, it ensured the comprehension of the students. Again I was always treated with love, respect, and kindness.

The final country for this trip was Cambodia. I volunteered for the Tuk Tuk for Children. The Tuk Tuk went into the villages and performed puppet shows for the children. First we played group games with them. Volunteers brought games from their countries like Germany, France, And England, and taught them to the children. As we arrived in the village, you will see the children playing games with their flip flops - if they are fortunate to have them, rocks and stones. They are so creative and work together to develop all different kinds of games. With us, they especially enjoyed the bubble ones. They have no toys, televisions, and only some have cell phones.

I read the book Rainbow fish and the boys and girls each became a character and acted out the book with me. I read it in English and someone from the office did it Khmer as the students in the villages do not have the understanding of English as the ones who attend school. I brought colored pencils, markers, and gel pens for them

to color their own rainbow fish which they got to take back to their hot. They especially love the silver paper for their fish which made their fish so special. Then a movie screen on the back of the Tuk Tuk Played a movie for them with snacks of banana for all. The people in the village are so appreciative that we are there for two hours to enhance these children’s lives. They have all helped me to appreciate my world too.

In Pursat, the mornings were spent teaching in a government school. There I taught English as a second language, with shake breaks in multi sensory teaching methods. We also instituted a behavior management system with stickers and charts. They learned to sit in their seats, raise their hands and wait to be called on, and participate in class. They loved all the songs and educational games. On the last day I was there, we invited parents, (those that were not working in the rice fields 12-18 hours a day)to a program performed by the students. For many of the parents it was their first time they ever came to the school! They were so proud and the parents had tears in their eyes. I bought a cake is a goodbye to the students and gave them their own package of colored pencils, pencil, pen, sharpener, and coloring sheets. Hugs and tears were shared and it was a very emotional goodbye.

Volunteering in Asia is my “happy place” I am truly making a difference. If you would like to join me in my volunteering activities I promise it will change your life. Please email me at robin.handleman@gmail.com. I would love for you to join me for any amount of time that fits into your schedule: two weeks to six months-very big smile. I promise you, your life will be changed for the better.

It would be my pleasure to speak to your Kiwanis club about my volunteering efforts. Please let me know of your interest.

In Kiwanis spirit,
Robin Handleman
Kiwanis of Rockville

Family Ties

Updates from our Kiwanis Family Governors

Key Club PAMELA BARRETT, GOVERNOR

Hello Everyone!

Recently, the Capital District attended Key Club International Convention and many clubs won awards. Patuxent High School won second place in the bronze division for the Single Service Award, Christopher Bratcher and Jordan Taliaferro earned the title of "Distinguished" for their past positions, ten Lieutenant Governors won the Robert F. Lucas Award, Lake Braddock High School won first place in the Video Award, and Tabb High School won second place for the Non-Digital Poster Award. We attended workshops and bonded as a District, it was a great experience and for all the Kiwanians who helped us attend International Convention, we thank you!



Currently, we are preparing for our August Board Meeting, and Kiwanis Family Weekend along with our District's publications. Our Editor has also just sent out this year's first issue of the Capital Key, and the Executive Newsletter. If you ever want to be sent these publications, just let us know!

Yours in Service,



Pamela Barrett

CKI TÉA LE, GOVERNOR

Hello Capital Kiwanians!

As the Kiwanis year comes to a close, I'd like to offer my gratitude to all of the Kiwanians who have supported the Capital District CKI in various ways. The support and engagement between Kiwanis and CKI is vital to the success of both of our organizations, and I look forward to seeing such in the upcoming Kiwanis year.



At the end of June, 11 members from the Capital District traveled to Orlando, Florida for our International Convention. During the conference we attended a recruitment pre-convention event, educational workshops, elected our new International Board, discussed, proposed, and voted on bylaw amendments, and got to do various service projects within the Orlando area. While in Orlando, the Capital District received multiple awards including recognition for Outstanding Governor and District Administrator, as well as Distinguished District, and club growth awards. The experience of attending was truly magical!

Looking towards the future, I look forward to attending Kiwanis DCON where Circle K will be teaming up with Key Club to talk about chartering and sustaining SLPs. CKI will also have a table during the resource fair where myself and other CKI representatives will be to talk about what we do in CKI, and how you and your Kiwanis Club can become more involved with us.

In September we'll be at Kiwanis Family Weekend alongside the Key Club and Kiwanis District Boards where we look forward to coming together and learning alongside one another towards the goal of more cohesive partnership. Following that, in October we'll be holding our kick-off recruitment event, Fall Membership Rally, with clubs from all throughout the District attending. We are looking forward to all the upcoming events, and the opportunity to engage with the greater Kiwanis Family!

Yours in Service,



Téa Le

Capital Record



Donations

The Kiwanis Club of Lynnhaven of Division 14 continues to support Patriot Paws, by donating \$1,000 to sponsor a dog who lives with his veteran. The club is in the process of sponsoring another dog. The mission of Patriot PAWS is to train and provide service dogs of the highest quality at no cost to disabled American veterans and others with mobile disabilities and Post-Traumatic Stress Disorder (PTSD) in order to help restore their physical and emotional independence. Patriot PAWS intends to build partnerships with local, state and national organizations to help develop and support this goal.

The Kiwanis Club also supports The Ability Center, which provides programs and services to support the needs of children and adults with cerebral palsy and other developmental disabilities. The Lynnhaven club donates \$750 in November to help with their annual Holiday party and \$750 in the spring to help fund their summer camp. Programs and services emphasize inclusion, independence, social skills and positive relationships between all individuals, regardless of their abilities. Ability Center of Virginia delivers programs and services to Children and adults with disabilities throughout Hampton Roads, the Peninsula, Virginia's Eastern Shore and the Commonwealth of Virginia.

Welcome to Kiwanis

Deborah Giese, Williamsburg
 Steve Sieling, Williamsburg
 Kiwanis Club of New Kent
 Kiwanis Club of Canton-Fells Point

Happy Anniversary

August

Washington	1917
Bassett	1926
Reisterstown	1935
Front Royal	1945
South Arlington	1947
Peninsula at Oyster Point	1959
Virginia Beach Town Center	1973
Greater Hilton	2010
Fort Lee	2012

September

Allegheny Highlands	1923
Georgetown, DE	1935
Abingdon	1942
Montgomery Co-Blacksburg	1946
Wise	1946
Mount Vernon	1953
Denbigh	1967
Western Allegheny	1972
Poquoson	1974
Shepherd Park	1976
Smithfield	1976
Tuckahoe	1979
Olney	1982
Lynnhaven	1983
Northgate	1983
Greater Millsboro	1989

Save the Date

2020 MIDYEAR CONFERENCE

Williamsburg, VA

February 28 - March 1, 2020

BRANDING KIWANIS

COURTNEY RILEY, DISTRICT PUBLIC RELATIONS CO-CHAIRPERSON

Branding is a vital aspect of building a successful business or organization, especially on the local level. The idea that branding is only for big businesses is a misconception that often hurts small businesses, as they either do not brand at all or they try to compete with their larger competition. The same goes for smaller, local chapters of a national or even international organization, like Kiwanis. How you build your brand and the level at which you communicate with your target audience will determine your success. If you are looking to brand your local Kiwanis club, consider the following tips.

Conduct Local Target Audience Research

When branding your club locally, build a profile of your target audience. You need to determine the age group you are appealing to, what their income level is, the values they look for in a business and what online platforms they use the most to name a few factors. Ask these three key questions: Does the target audience clearly understand the purpose of your club and why it exists? Is your club relevant in and to the community it serves? Is your club memorable? You want your club's brand to speak to individuals in your community and leave a lasting impression. The goal is to connect with them on an emotional level and give them a reason to engage with your club.

Utilize Local Publications

Forget big-name magazines giving you a mention or a backlink in one of their articles. While it might be helpful, it would better suit your purposes to utilize local publications. Depending on where you live or where your club is located, there may be several local news sources and magazines circulating that the community looks to for local information. Having one of these publications, or even the local newspaper, write about or link to your club will help build recognition with the audiences of those publishers. This will also earn you recognition with search engines like Google.

Local Search Engine Optimization

Local Search Engine Optimization (SEO) isn't that different from standard SEO; however, it focuses on and targets a specific geographic location through the use of local keywords and citations as well as link building. The most important thing you need for this is an attractive, mobile-friendly website design with a fast loading speed. Additionally, you will want SEO targeting keywords on your webpages and citations in local directories. If your club has a Google My Business profile, use it to your advantage to gain traffic from searches. With that being said, if you haven't already, claim your club's local Google Business page.

Engage with the Local Community

Engage your club's community and build a relationship with them, both in person and online. A great way to do this is to send volunteers to help with local events and build partnerships with local businesses and the businesses of club members. Use social media to connect with your community online through relatable content. You want to post content that's informative, relevant, well-written and engaging while staying true to your club's values. There are plenty of content possibilities, such as: a video testimonial from volunteers, club members and participating businesses; a blog post featuring a recent event at which your club volunteered; or an infographic about how the community can get involved in the club's efforts.

Respond to Reviews

These days there are a ton of platforms for reviews. Some of these, take Google and Yelp for example, allow for administrators to respond to these reviews. Interacting with volunteers and members who have left negative reviews can be a great way to boost your club by communicating to them that you care about their club experiences. You might also thank those who have left positive reviews. A little bit of gratitude goes a long way in making someone feel important and appreciated and they will be even more likely to work with your club again.

By branding and promoting your Kiwanis club, you will better be able to help children in your local community. If you utilize these tips, you will be off to a good start. If marketing just isn't your thing, ask industry experts for help.



Eye on KI

News from Kiwanis International



NOT JUST SERVICE. IMPACT.

STAN SODERSTROM | JUN 13, 2019

Kiwanis is often called a “community service organization.” That’s understandable — every year, thousands of our members do millions of hours of service in their communities.

So you might be surprised to learn that I don’t care for that term. It’s not because I don’t appreciate service, or the people who do it. And it’s not just because “community service” can have an unfortunate connotation (though it’s undeniably a term people associate with sentences for criminal misdemeanors.)

Ultimately, though, I don’t like the phrase because it sells volunteers short. It can even prevent them from developing a larger vision.

After all, what do people in Kiwanis clubs — and in Rotary clubs, Lions clubs and many others — really do at their best?

They make an impact. And that’s a bigger, more enduring thing.

In fact, it’s why I prefer to think of Kiwanis as a “community impact organization.” If you only think in the short term, the concept of service can be reduced to a task. It’s picking up trash by the side of the road. Or it’s mowing the lawn of an elderly person in the neighborhood. Good things, of course — but also temporary.

For me, this points to an important aspect of leadership: clarity about what people do and why it matters. Kiwanis

is a community impact organization because it’s a part of communities’ ongoing improvement.

For that reason, it can also be a key part of people’s lives — and from an early age. To sponsor a youth sports league or team, for example, is to be part of the life lessons such participation brings. To teach a child to read and love books is to help create important habits that will be useful for a lifetime.

Kiwanis members know this. Those who support youth programs develop enduring leadership skills. Working with Key Club, for instance, they mentor high school students in ways that will resonate in the years that come after — whether it’s at a university, in military service or in the early years of career and family.

Kiwanians influence the direction of people’s lives. Sometimes they change the trajectory of a life altogether. In the long run, they provide a lasting inspiration — the kind that moves neighborhoods, organizations and communities. Now that’s true impact.



NEPAL HEADS TOWARD DISTRICT STATUS

JACK BROCKLEY | JUL 29, 2019

A little more than four years since opening its first club, Nepal has been approved to become a Kiwanis district.

At its June 2019 meeting, the Kiwanis International Board granted district status to the current Nepal Provisional District, noting that the nation’s members should be rewarded for their hard work over the past years.

Since the formation of its first club in 2015, Nepal recently reached 1,000 members in 50 clubs, both of which are qualifications for district status. The provisional district also has outlined strategies for future growth, education and service. District officer elections are scheduled at the annual conference in Kathmandu this September.



TAKE ACTION

JACK BROCKLEY | JUL 29, 2019

Three words tell you a lot about Kiwanis International President-designate Daniel Vigneron and about his hopes and expectations for the 2019-20 year: Res, non verba.

The Apostle John, U.S. President Abraham Lincoln and English Parliamentarian John Pym all used variations of the phrase. In his remarks at the Closing Session of the 2019 Kiwanis International Convention in Florida this past June, Vigneron explained why he adopted the Latin adage as his personal motto.

“It means, ‘Things — or actions —not words,’” he said.

“People can talk so much without saying anything. It’s when you are part of a team, putting in the hard work, that has the visible results. That, to me, defines a good Kiwanian. Let your actions speak louder than words, and have a stronger, more positive impact on the lives of others.

“I challenge each of you to lead by example.”

Dance, Dine & Donate



KIWANIS 9TH PENINSULA SEAFOOD FESTIVAL

SATURDAY, SEPTEMBER 14, 2019

11:30 AM - 3:00 PM

GREEK HELLENIC COMMUNITY CENTER

60 Traverse Rd, Newport News, VA 23606

TICKETS: \$45 IN ADVANCE - \$55 DAY OF FESTIVAL

ALL-YOU-CAN-EAT SEAFOOD & BBQ BUFFET

THIS EVENT HAPPENS
"RAIN OR SHINE"
NO REFUNDS

BEER AND WINE INCLUDED IN TICKET PRICE

ID REQUIRED

SILENT AUCTION

Tickets available at
KiwanisShagandSeafoodFestival.com
or call (757) 298-3935
or any Division 13 Kiwanis member



COLLECTING DONATIONS OF SCHOOL SUPPLIES FOR AREA SCHOOLS

www.KiwanisShagandSeafoodFestival.com