

# The Capital

December/January 2013

# Kiwanian

The Official Publication of Capital District Kiwanis | [www.capitaldistrictkiwanis.org](http://www.capitaldistrictkiwanis.org)

## Kiwanis Family Fun Festival

*Page 5*

## Protecting Our Children and Our Clubs

*Page 15*

## Another Successful Key Leader... More to Come!

*Page 13*

## The Membership Issue

*Tips and resources to get your club  
growing and serving!*



# Your ad here!

**For half the regular rate, your division or club can advertise its activities, fundraisers, projects; or send congratulations to a deserving Kiwanian or community member. Here are the rates:**

**Club/Member Rates:**

Full Page: \$100

Half Page: \$55

**Non-Club/Member Rates:**

Full Page: \$200

Half Page: \$110

If you are interested in placing an ad in *The Capital Kiwanian*,  
contact Editor Jen Wolff for assistance:

Jen Wolff: [editor@capitaldistrictkiwanis.org](mailto:editor@capitaldistrictkiwanis.org)



# Kiwaniis®

The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 2, Number 2

## In this Issue

**GOVERNOR’S MESSAGE** ..... 4  
Give the gift of Kiwanis this holiday season (and all year round!)

**CAPITAL IDEA**  
Kiwaniis Family Fun Festival..... 5  
Heart of Virginia Region hosted an event that boosted Kiwanis visibility in their community.

**OUR FIRM FOUNDATION** ..... 6  
Updates from the Capital District Kiwanis Foundation

**THE CAPITAL RECORD** ..... 8  
Learn the happenings of the Capital District and its members.

**EYE ON KI** ..... 10  
Eliminate recognitions, Kiwanis stamps, Vancouver, and more!

**AROUND CAPITAL**  
Supporting the Kiwanis International Foundation..... 12  
Key Leader a Success!..... 13  
My Kiwanis Moment..... 14  
Protecting Our Children and Our Clubs ..... 15

**FRONT AND CENTER**  
More Hands to Change Our World ..... 16  
Read about the many resources and tips our there to help you grow your club.

**TECH WATCH**  
Fundraising Technology at Your Fingertips..... 19  
Learn how to add navigational menus or ads to your website.

**FAMILY TIES** ..... 20  
Updates from our Kiwanis Family

**SERVICE SHOWCASE** ..... 22  
Clubs from throughout the District demonstrate that there is no limit to the ways of offering service to the community.

**GETTING THE WORD OUT**  
Club Public Relations: Tips to Increase Club Visibility ..... 30

**BEYOND THE CALL**  
Honoring Chris Brewer ..... 32  
Elana Gardner raves about this fine Kiwanian and Historian.

## 2012-13 Leadership Information

GOVERNOR  
Carolyn Richar  
Fairfax, VA

GOVERNOR-ELECT  
P. Scott Zimmerman  
Williamsburg, VA

SECRETARY-TREASURER  
Tom Varner  
Ashland, VA

IMMEDIATE PAST GOVERNOR  
Jeffrey M. Wolff  
Tysons Corner / McLean, VA

TRUSTEE-DELMARVA  
Rose Poole  
Seaford, DE

TRUSTEE-HAMPTON ROADS  
Carla Morin  
Toano, VA

TRUSTEE-HEART OF VIRGINIA  
Betty Bell  
James River, Richmond, VA

TRUSTEE-MASON DIXON  
William Hand  
Crofton, MD

TRUSTEE-NORTHERN VIRGINIA  
David Lurie  
Tysons Corner / McLean, VA

TRUSTEE-POTOMAC  
John Tyner II  
Rockville, MD

TRUSTEE-PRESIDENTIAL  
Kathryn Johnson  
Waynesboro, VA

TRUSTEE-SOUTHWEST VIRGINIA  
Jon Rife  
Grundy, VA

---

**MAGAZINE STAFF**  
EDITOR  
Jennifer Wolff  
editor@capitaldistrictkiwanis.org

*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

Carolyn S. Richar, 2012-13 Governor

**Happy Holidays! Sing along with me "Making a list, checking it twice – I have to figure out a gift for each friend. The holidays are coming real soon." What to get for someone that they will appreciate, perhaps even treasure – it can be a real challenge! Whether it is for Christmas, Hanukah or other winter holiday celebrations, gift giving isn't always easy.**



Oh yes, and then there is also the barrage of holiday projects that your Kiwanis club is busy doing – if your club is anything like mine. At least one project each weekend between Thanksgiving and Christmas – and sometimes two or three! My club is always stretched to have enough people to get everything done. But how can we say no to the many children in our community who have such great needs?

Each issue seems to be a challenge! We want our friends to know how much they mean to us. We want to reach out to those in need this holiday season to make their lives brighter and better. How can we have enough time to go to the service projects and find gifts for those who are near and dear to us? Hmmmm.....

What if there was a way to solve two problems with one solution? Might it be possible to help even more children and others in need – AND give our loved ones and friends a gift

that would not only be appreciated for a short while but would make their lives much better?

Here's a thought – what if you gave your friend or loved one the gift of a Kiwanis experience? Invite that person to join you in doing a service project (maybe even two or three projects!) this December. Give that person the gift of helping a child, a needy family, a lonely nursing home resident along with the fellowship that comes from serving side by side. Introduce this friend to the Key Clubbers and CKI members who are serving with us and open up the possibility of being a Kiwanis advisor to a service leadership program! Hopefully, this experience would inspire you to offer a second gift to your friend/loved one – invite them to join Kiwanis!

A gift of joining Kiwanis? Some of you might be wondering how I could think of this as a gift. Let me answer your question with a question. How has being a Kiwanian been a gift in

your life? Do you have a favorite project and do you finish that project feeling better about your own life? Are you a Kiwanis Advisor for a Key Club, Builder's Club or other service leadership program where you've helped a student become a leader – seen that young person grow and prosper due in some way to your help? Have you made friends in Kiwanis - good friends who are the source of great fellowship and support?

Kiwanis is a gift to each one of us – a gift that has led us to change the world and make it a better place for so many in need. By sharing all the wonderful ways that Kiwanis has been a gift in our lives, we give a gift that is beyond all measure.

So how do we give this gift? What size box is needed? What's the best wrapping paper to use? This gift can be given in a very quick and easy way – just invite the friend/loved one to join you in one or two of the projects you are doing this month. Let them

# A Capital Idea

## Heart of VA Region's Kiwanis Family Fun Festival

Does your club have a way to promote Kiwanis to the masses, which providing a service to the community? Here is an idea that could catch on for you. The Heart of Virginia held its inaugural Kiwanis Family Fun Festival on August 11 at St. Joseph's Villa, providing games and activities for over 200 children and family members in the community. The event provided free summer fun for area families including face painting, balloon making, bouncy houses and numerous ball games. There was also health information and screening available. Fifteen Kiwanians and attendees donated a pint of blood each at a Kiwanis blood drive at the Festival.


The Festival was sponsored by five clubs in Division 4: Ashland, Greater Richmond, North Richmond, Richmond and Tuckahoe. More than fifty Kiwanians from these clubs plus two volunteers from the James River Club in Division 18 participated. In addition, the Kiwanis Clubs of Chester and Midlothian in Division 18 provided assistance and guidance during the planning stages.

"The Festival not only provided a fun day for the children and their families, it also raised awareness in the community of the aims and good works of Kiwanis, including the Eliminate Project," said Immediate Past Lt. Governor John Morris. "There are discussions by other clubs in the Heart of Virginia region to have similar Family Fun Festivals in their communities."

Tracie Grady of the Kiwanis Club of Greater Richmond chaired the event. For the benefit of other Kiwanians, she has prepared a planning packet, with all of the information and templates required to run such an event. "It truly was a labor of love, but I hope it will help others to produce a great community event in their area" If anyone is interested in receiving the packet, please contact [editor@capitaldistrictkiwanis.org](mailto:editor@capitaldistrictkiwanis.org).

*Service Project Tip #4:  
Team up with other  
Kiwanis Clubs to make a  
greater impact.*



 From the top: two young clowns enjoy the festival; Joe Stankus and area SLP member run a food booth; the bounce house was a popular activity at the festival.

# Our Firm Foundation

## News From Our Capital District Kiwanis Foundation

Do you know about our Capital District Kiwanis Foundation? Do you know what this charitable arm of our organization does? Well, let me fill you in!

Your Foundation does a lot. For example last year we supported the seven pediatric hospitals by donating \$24,500, which came to \$3,500 for each hospital. (Since we first started gifting the seven pediatric hospitals, you've donated well over a half-million dollars.) We also sponsored, 'The Teenager of the Year' and 'The Robert H. Turner' Scholarships. We gave matching funds for the 'Kiwanis International Foundation Scholarships' and we supported our 'SLP's' with donations.

It's all online. Just visit your Foundation's website to read our minutes and financials. You can enter our website two ways. Either go to the Capital District's website and click on Foundation, or, go directly to the Foundation by visiting <http://foundation.capitaldistrictkiwanis.org>.

You'll find that our new and improved website is totally transparent. See our minutes, financials, bylaws, and policy. See where and when our Board meets, the meeting agenda, and how your money is spent. See who your Division's CDKF Director is. (Be sure to make an announcement at your Club meeting that all the Scholarship Applications can be downloaded from our website.) As you look around, you'll see many other features. If you can't find the information that you want, or if



you have any questions about the Foundation, email or call me and we'll see if we can get it online.

The CDKF began in 1972 with the purpose of assisting needy persons, particularly young people, in attaining vocational excellence, and to aid handicapped persons in regaining happy, useful lives. We're a 501(c)(3) Organization and all Capital District Kiwanians are members of the CDKF. But please don't confuse our Capital District Foundation with the Kiwanis International Foundation (KIF). They're two separate foundations.

The governing body of your CDKF consists of, one Director from each Division in the Capital District, plus the District Governor, the District Governor-Elect, the District Secretary-Treasurer, the immediate-past District Governor, and the immediate-past CDKF President. Additionally, the

Foundation's Secretary, the Treasurer, and our Financial Advisor are appointed by the Board.

Now, armed with the above information, you can think about joining us and becoming a director of the CDKF. Just contact your division's Lt. Governor to get the information on how you can be a part of this very rewarding service.

Oh yes, if your Club hasn't already sent in their \$2+ per member, per year, Club Gift to help us to continue supporting all of these activities, please do it now while you're thinking about it. Many smaller Clubs send in \$100 or more and a lot of Clubs match the KIF \$5 per member request.

Questions?

H.L. Marks, Pres. CDKF 2011-13  
[hl@hlmarks.com](mailto:hl@hlmarks.com) - 757-672-2222



**With optional  
background  
checks, it's  
easier than ever.**

For Kiwanis clubs, trust and integrity are a must. Thanks to criminal-history background checks, club leaders have an option for making sure members meet those standards. Kiwanis International's relationship with Safe Hiring Solutions gives you access to a secure electronic process. There's no paperwork for you or your club. So it's easier than ever to protect the children you serve—along with members' confidence and your club's reputation.

Learn more and get started at  
**[www.KiwanisOne.org/  
backgroundchecks](http://www.KiwanisOne.org/backgroundchecks)**.



**Kiwanis**

# The Capital Record

## Our Growing Family

K- Kids club at Grafton Village Elementary in Fredericksburg, VA

## Honors



Four Hixson members (**Charles Marks, George Nemith, Doug Moore, Ray Montsch**) were recognized at the **Kiwanis Club of Dover** induction ceremony on October 3rd.



On October 14th, the **Kiwanis Club of Old Point Comfort** presented PLG **Dorothy Murray**, current area coordinator for K-Kids and Aktion clubs, with a Hixson Fellowship for being a dedicated Kiwanian.

## In Memoriam

**Charles E. McManus Jr.** (East Baltimore)

**Andrew John Hungerman III** (Williamsburg)

**Nathaniel Collier** (Petersburg)

**Roesch Gordon** (Virginia Beach)

## Welcome to Kiwanis!

**Kiwanis of Blue Ridge** inducted new member **Gary Auerbach** on November 1, 2012. Gary was sponsored by club secretary Kyle Homan. Gary owns his company, FrisbeeGuy.com. He is a World Freestyle Frisbee Champ, and his business involves seminars to schools, camps, and parties.

**Kiwanis Club of Tysons Corner** inducted **Brandon Shultz, Jamie Arca,** and **Scott Scholz** on October 2nd.



On October 13, 2012, the **Kiwanis Club of Mitchellville** inducted a new member, **Cynthia Norris**. Ms. Norris is an attorney and is excited about serving the community.

## Appointments

**Jeffrey Wolff, Kiwanis Club of Tysons Corner/McLean**, was recently appointed the Vice-Chairman for SLPs for the Eliminate Project. Jeff is replacing International Trustee Sue Petrisin (MI District) in this position through the end of the project in 2015.



## District Foundation

Congratulations to the following recipients of Capital District Kiwanis Foundation Life Memberships for the months of August and September:

**Julia L. Wright** (Arlington)

**Alan D. Biskey** (Staunton)

**Marilyn Franklin** (Capitol Hill)

**Rose B. McClyde** (Mitchellville)

**James Chellew**

(Great Bridge-Chesapeake)

**David J. Landis**

(Greater Ocean Pines-Ocean City)

**Lana Borgie** (Tysons Corner/McLean)

**Timothy Gillette**

(Tysons Corner/McLean)

**Dana D. Burnett** (Middlesex, Saluda)

**Dave Falls** (Poquoson)

**Michael D. Bradley** (Virginia Beach)

**Robert "Bob" Timms** (Lynnhaven)

**John Howsmon** (Chester)

**Rebecca Linn** (Toano)

**Judith A. Burroughs** (Waldorf)



## Something to Celebrate

The Kiwanis Club of Charlottesville commemorated its 90th year of “service to the children of the world” at a gala anniversary dinner meeting held Monday evening, October 22. An impressive slide show compiled by Don Foss was shown as a complement to a unique re-enactment of the charter night ceremony that actually took place on May 25, 1922. At the end of the evening, guests were invited to browse the display of historical artifacts from the club’s illustrious record of service to the community over the past nine decades.



18 past presidents of the Kiwanis Club of Charlottesville



## Make holiday plans that include your service leadership program clubs

How is your club’s December calendar looking? Before it fills up, contact CKI, Key Club, Builders Club and K-Kids clubs to plan a holiday party or joint service project. Find out what those groups are doing to celebrate the holidays as a club and lend your support.

Looking for some fun ideas of how to spread holiday cheer? Try one of these:

- Bake cookies and deliver some to fire stations, Ronald McDonald houses, or homeless shelters.
- Collect small toys, toothbrushes, card games and candy and fill stockings for children at area shelters.
- Write holiday wishes on strips of colorful paper then link them together to create a paper chain to decorate your school hallways.

## Happy Anniversary

### December

Crewe.....	1924
Chincoteague.....	1946
East Baltimore .....	1947
Chesterfield.....	1950
Hampden-Midtown, Baltimore .....	1952
North Richmond.....	1953
Pocomoke City .....	1953
Gloucester .....	1964
Northgate Washington, DC .....	1983

### January

Wilmington.....	1919
Roanoke.....	1920
Lynchburg.....	1920
Hopewell.....	1925
Lexington .....	1926
Towson-Timonium .....	1929
Westminster.....	1932
Parkville .....	1945
Mountain Road, Anne Arundel County	1952
York.....	1964
James River, Richmond.....	1974
Blue Ridge, Winchester.....	1990
Greater Millsboro.....	1990
Greater Richmond .....	2012

# Eye On KI

## News from Kiwanis International

### NEW: Eliminate recognitions for your Kiwanis-family clubs

Every US\$1.80 counts when we're talking about protecting mothers and babies from maternal and neonatal tetanus. We know it will take the efforts of every Kiwanis-family member to reach our US\$110 million goal. That's why Service Leadership Programs (SLP) -CKI, Key Club, Aktion Club, Builders Club and K-Kids club- and their members are being recognized for their contributions.

New this Kiwanis year, starting October 1, 2012, Kiwanis-family clubs are eligible for special annual recognition when their contributions reach an established level of giving.

- Elimidallion: award given to any SLP member or advisor who makes a one-time donation of US\$625
- 1K Clubs: status given to SLP clubs reaching the US\$1,000 donation level in one year (Oct. 1–Sept. 30)
- Global Service Society: gold, silver and bronze levels of recognition, based on the SLP's per-member average of their contributions within one year (Oct. 1–Sept. 30)

Visit the New Resources page on The Eliminate Project website and download the Kiwanis Family Recognition brochure to find out more about these awards.

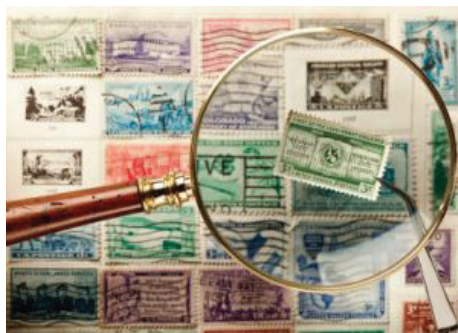
### Everything you need to know about the new club bylaws

Last month, the Kiwanis International Board approved the final version of the new Standard Form for Club Bylaws. What does that mean for your club? In a word: flexibility.

The new club bylaws present clubs with fewer rules and more options than in the past, plus new club policies that can be adapted to each club. For example, the minimum number of club directors will be three (not five).

The revised Standard Form is being prepared now for clubs to submit online beginning approximately December 1. In the meantime, go to [www.KiwanisOne.org/NewClub-Bylaws](http://www.KiwanisOne.org/NewClub-Bylaws) to preview the new copy and consult the updated FAQs.

### Help put Kiwanis on a stamp



Ever wonder how the United States Post Office decides what to put on their stamps? The stamp collectors among us probably know that a group called the Citizens' Stamp Advisory

Committee recommends subjects and designs to the postmaster general. These recommendations are guided by 12 major criteria.

Here's the one we're most interested in: "Events of historical significance shall be considered for commemoration only on anniversaries in multiples of 50 years." If you feel that the formation of Kiwanis International was historically significant, let's hear from you--and let's get Kiwanis International's 100th anniversary on a postage stamp.

Download the Sept Kiwanis International Update for information about this topic. Fill in and sign the CSAC letter and mail it in. Don't forget to affix a stamp!

### Looking forward to the 2013 convention in Vancouver

The Vancouver convention is not that far away. Plans are being finalized on a daily basis. Because you like to be in the know, here's what you can do to keep up with the latest convention happenings.

- Register and pick the ticketed events you wish to attend.
- Have a vote. Become a delegate. Download and print the certificate of election of club delegates and alternates to the Kiwanis International convention.
- Tell your friends about your travel plans and RSVP to the Facebook

event.

- Enter the Vancouver Experience Prize Giveaway.
- Making your travel plans? Check out the Kiwanis cruise and tours, then plan your stay accordingly.
- Book your hotel—at Kiwanis hotel rates!
- Flying to Vancouver? Get preferred convention rates from airlines serving Vancouver—thanks to Kiwanis International and Gant Travel Management.
- Consider group travel insurance through Kiwanis International and Seven Corners.
- Check out the convention speakers and entertainment.
- Create your personal convention schedule.
- Bookmark the convention website and check back regularly as we add speakers to our lineup as well as tour and entertainment options.
- Sign up to get regular e-mail updates!

## Vienna beckons: Celebrate Kiwanis’ 50th anniversary in Europe

In March 2013, Kiwanis will celebrate 50 years in Europe with an anniversary party in Vienna. And you’re invited.

Why Vienna? It’s one of the world’s most culturally important cities—and the birthplace of Kiwanis in Europe. Vienna-Europe 1, which



was organized in 1963 as Europe’s first Kiwanis Club, invites members worldwide to a golden anniversary celebration, March 15–17. Kiwanians and their guests will be treated to a special Vienna Boys’ Choir concert, an evening at a typical Viennese wine tavern, a performance by the Lipizzan horses at the Spanish Riding School and guided tours of the Vienna Museum of Fine Arts, the National Library and the historic city center.

For more information on event schedules and discounted travel packages, visit [www.vienna2013.org](http://www.vienna2013.org).

## A shift in distinguished member status

Several changes have been made to the distinguished member criteria. The 2012–13 Kiwanis International Distinguished

Member Award will be granted to a member in good standing who:

- Sponsors two new members.
- Participates in one Kiwanis branded Service Leadership Program project or activity.
- Participates in one service project involving the health, education or safety of young children in their developing years.

Award recipients will receive a letter and a special gift from 2012–13 Kiwanis International President Tom DeJulio, along with a Distinguished Member pin and certificate.

Criteria for other distinguished programs also has changed. For instance, to qualify as distinguished, a club must, among other things, satisfy criteria based on the six Objects of Kiwanis. To learn more, visit [www.KiwanisOne.org/distinguishedclubs](http://www.KiwanisOne.org/distinguishedclubs).

# Around Capital

## Capital District earns 10 matching scholarships from the Kiwanis International Foundation

By P. Scott Zimmerman  
Governor-Elect

Congratulations are in order again to the Capital District. For the second year in a row the Kiwanis Clubs of the Capital District have shown their dedication to the children of the world by sharing their treasure with The Kiwanis International Foundation. The benchmark of \$5.00 per member was exceeded with an 11th hour surge of generosity from Kiwanis Clubs and Kiwanians from throughout the District. At our District Convention at Reston Town Center in August the Capital District was nearly \$3000.00 short of this mark. During the second half of August through the end of September 2012, Kiwanis Champions stepped up from throughout the District and stated in no uncertain terms that they cared about the future of Children in the world... and that includes Children right here in our own District. Going from an average per member of around \$4.49 Kiwanians contributed enough to The Kiwanis International Foundation to reach an astonishing \$5.48 average per member, ranking the Capital District sixth in the entire world in terms of Annual Club Gifts to our signature Kiwanis International Foundation.

Supporting our Kiwanis International Foundation Annual Gift Campaign fuels the Foundation to allow

Kiwanians to support The Eliminate Project which reaches out to the world to save babies lives. These annual gifts allow the Foundation to continue to support and promote all of our Service Leadership Programs as well as Key Leader. Our Foundation is able to provide grants to Kiwanis Clubs throughout the world (including right here at home) which support programs which empower children and promote their health and basic needs.

---

---

*“These annual gifts allow the Foundation to continue to support and promote all of our Service Leadership Programs as well as Key Leader.”*

---

---

In return, for our support The Kiwanis International Foundation also provides Districts with funds to award matching scholarships to our Key Clubbers and CKI members . For the second year in a row the Capital District has earned ten of these matching scholarships which are tradition-

ally matched by our own Capital District Kiwanis Foundation <http://foundation.capitaldistrictkiwanis.org/> . Together these scholarships provide \$10,000.00 worth of educational support to our SLP members. You may check on our Key Club website <http://www.capitalkeyclub.org/> and our CKI website <http://www.cdcki.org/> to find out how deserving students may apply for these scholarships.

Once again thank you to ALL of the KIWANIS CHAMPIONS who stepped up to show their support. In the end 19 out of 21 Divisions reached or exceeded the benchmark of \$5.00 per member. To see the end of the year results go to <http://sites.kiwanis.org/Kiwanis/en/Foundation/Club/ACG.aspx> and scroll to the bottom of the page where you may download the results for the District and the world. Special thanks are in order to Divisions 11, 18 and 20 which all exceeded \$6.44 per member. Leading the entire Capital District in philanthropy was Division 22 which reached the incredible average of \$8.58 per member. This is a true tribute to The Children of the World. Thank you again to every club and every Kiwanian in the District who contributed to this effort.

## Key Leader 2012 Season Finishes, But Spring Is Just Around The Corner!

The weekend of November 9-11, 2012, Capital District held its first Fall Key Leader event and third of the 2012 year. We were fortunate to have our own Josh Hiscock (Crofton, MD) as the lead facilitator for what was a great and transformative experience for our attendees. This event was also the first time we utilized the Northern Virginia 4-H Educational Center in Front Royal for Key Leader. This camp is used every year for the District's Kiwanis-Family Weekend and for the last couple of years has also been the new home for CKI's Fall Membership Rally.

Jaime Jeffers (Woodbridge, VA) served as site coordinator for the event which saw 65 student attendees, 8 student facilitators, as well as 17 adult chaperones participating in the weekend-long event focused on the principles of service leadership. This was also the final event for Nicole McDermott (Tysons Corner/McLean, VA) as District Chair of the Key Leader program here in Capital. This year, she takes over as chairperson of the Kiwanis International Committee on Key Leader. Governor Carolyn Richar (Fairfax, VA) as well as Kiwanis International Trustee Stephen Hill (Norwalk, CT) and Dick Peterson, Key Leader Program Manager from the KI Office, were also on hand with us for the weekend.

We are very grateful to the clubs



and individual members who generously donated funds to allow many of our students to attend the 2012 events, particularly the Front Royal camp. Several student attendees have already expressed interest in starting Key Clubs at their local high schools as a result of the experience they had.

Kiwanis clubs are asked to sponsor at least one student each year to help make the experience available to everyone. If your club would like

to financially sponsor an attendee to a 2013 event but are unable to locate a specific student, please contact me at [capitalkeyleader@gmail.com](mailto:capitalkeyleader@gmail.com) and I will recruit a deserving student for you.

In 2013, Capital District will once again host three sites for Key Leader and we are going to focus on recruiting more student attendees who are not already in Key Club so that the Kiwanis message is spread to new communities.

### 2013 Capital District Key Leader Events

#### **April 19-21, 2013 –**

Jamestown 4-H Educational Center, Williamsburg, VA

#### **May 17-19, 2013 –**

West River Center, West River, MD

#### **October 18-20, 2013 –**

Northern VA 4-H Educational Center, Front Royal, VA

Registration is open now, so don't delay! Encourage your 14 to 18-year olds to register today at [www.key-leader.org](http://www.key-leader.org)

# Around Capital

## 8 Personal Steps to Inclusion

By PLG Elana Gardner  
District Diversity Chairperson

1. Know Self - Who am I? What do I Stand For?
2. Value Self - What are my unique gifts?
3. Acknowledge your Prejudices - In what ways do I exclude? What are my blind spots?
4. Open Yourself to Change - What are my opportunities to grow?
5. Learn About Others - How are others different from me? How are they the same?
6. Value Differences - What can I learn from others? How do the differences enhance who I can become?
7. Include Others & Include Yourself - How do I include others to optimize on our differences? How do I expand my circle? What can I do to feel more included?
8. Embrace Continuous Improvement - Keep asking yourself, where am I now on the journey? What changes do I need to make? What am I not doing?

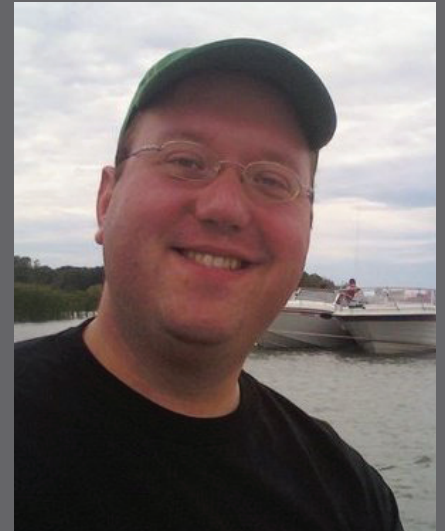
## My Kiwanis Moment

Justin Garrow - Kiwanis Club of Parkville

I actually had my first Kiwanis moment when I was in Key Club back in the New York District. My sponsoring Kiwanis Club of Niagara Falls had an annual event they hosted at the local Salvation Army. It was a Christmas Party for area children in need. We would provide lunch for all of them and, normally, I would always help with the face painting or the balloon animals. However, there was one fateful year where the Kiwanian who was our Santa Claus put out his back and could not come. We were at a loss because we had to have Santa there to give out the presents!

Well, after we saw the costume there was only one person who could fit into it...me. At first, I didn't want to do it, but I begrudgingly put it on. I thought for sure the kids would know I was not the real thing because my shoes couldn't even zip up since they were about three sizes too small!

It came time for me to walk out with a great big, "HO HO HO!" Never before had I ever had such a welcoming when walking into a room! I went to my chair to talk to the children and give out the presents. Right away all the children started to line up. After a couple of kids had come through the line I had a little boy about the age of six who was next. Seeing it was his turn he ran up to me and gave me the BIGGEST hug a six year old could give. With tears in his eyes he said, "I love you Santa! Thank you, if you didn't come today I wouldn't have Christmas!" I hadn't even given him a gift yet! My heart melted immediately. I looked him in the eye and said, "I know you've been a good boy this year...you deserve this." I gave him the biggest and best gift I could get my hands on and one more hug for the road. Before this experience I had never had a moment that had moved me to tears. The rest of the day was such a blur of happiness that I was surprised that it had come to an end so quickly. In that instant I knew I had just experienced something so special. I knew that being a member of the Kiwanis Family had made a mark in my life that day. It has stayed with me all these years. I knew then that the Kiwanis Family would forever be a part of my life because of the impact that I can have on the life of others.



## Protecting Our Children and Our Clubs

**By Mike Rind**  
**District Risk Manager**

An April, 2012 Kiwanis Magazine article discussed how criminal background checks can help protect both children and Kiwanis. It said that Safe Hiring Solutions is available to help Kiwanis by ensuring criminal history records are gathered in a timely, accurate and secure manner so no parent need worry if their children are at any risk from Kiwanians.

We try to serve the children of the world, and to do so safely. Sometimes this means taking on a situation with an element of risk. When we sponsor a baseball team, there is always the danger someone may be hurt during the course of the game. We maintain the field, secure the bases, and use all the proper equipment.

In short, we do everything possible to ensure the game will be an enjoyable and rewarding experience for the players and fans. If someone is hurt despite these efforts, our insurance helps provide for medical care after the injury. It's the best we can do after the fact.

What we're doing is managing risks, which is an important part of our responsibility as Kiwanians. Of course, we have insurance coverage in case something goes wrong. But the best way to manage a risk is to do everything we can to avoid the problem in the first place. Criminal background

checking can be a key part of this.

Every day we see on tv or read in the news about an organization being sued for alleged misconduct by its leaders or members. Frequently, the allegations refer to sexual misconduct directed toward the very youngsters whose care has been entrusted to that organization.

A recent case claims the Boy Scouts maintained records of persons who volunteered to help in scouting activities, but who, for whatever reason, were now no longer eligible to work with youth.

The inference was that the Scouts had decided these individuals should no longer be permitted to work with youth, but that they failed to alert parents or others responsible for the youngsters' care about this. This legal case may grind on for years, and it is

not my purpose to discuss the legal issues here.

For some years, KI has required that all Kiwanis International Officers, including District Governors, Governors-Elect, and any persons with administrative responsibilities involving youngsters in the Kiwanis Family must be background checked.

In addition, the Capital District decided some time ago that all District Officers would be routinely background checked before being placed in those positions.

The question now is whether, in light of the way this issue has come under such intense public scrutiny, we must do something more. We seek not only to give the younger members of the Kiwanis Family an enjoyable experience, but also to develop younger

*Continued on page 33*



# Front and Center



## More Hands to Change Our World

By Chris Bryant  
District Membership Chairperson

**Is your club stronger than it was four years ago? What will your club look like four years from now? Is your club relevant to the needs of your community and does your membership reflect the goals your club wishes to accomplish?**

These questions should be at the heart of your new administrations' mission. All too often we Kiwanians think too short term and last minute. Our focus cannot be limited to our next speaker and ordering supplies for SLP partners. Although those are worthy tasks, they do not define the scope of what will propel our club into a successful team who can change the world—starting with our local community. Your first step to gauging your effectiveness as well as defining



your strengths and weaknesses might be completing the Club Excellence Tool provided by KI. This simple task should be conducted on a high level within your club. This resource should be completed at a board meeting or even by the membership at a regular club meeting. The results of this analysis must be important to you, as it will give you valuable insight into the strengths and weaknesses of your club. These results are conclusive. DO NOT DISMISS THEM. Do not try and rationalize them. The results are the truth and are extremely important to the growth and direction of your club. This is the first step of your growth process as it uncovers the areas for future success of your club and most importantly shows you what your goals and expectations really look like.

This new vision looks different for each and every club as our analysis produces different findings. No two clubs will look and feel the same and that is one of the very cool things about our organization as a

whole. We all share the same focus to change the world one child and one community at a time but each of our clubs fulfill that mission in uniquely different ways. What is likely to be exactly the same amongst every club is our mutual desire to grow, to recruit more members so we may serve more people in return. So how do we grow our club? Easily--with a plan! A well organized and strategic plan. First, start with the results of your Club Excellence Tool. Growth without addressing the findings of this tool will surely disappear in short order. Next, check out the growth tools and models

KI have in place to help you succeed in your membership goals at [www.kiwanisone.org](http://www.kiwanisone.org). Specifically, look for membership tools at: <http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=190>. Here you will find information on several programs to help you reveal your club growth, recruiting new members, improve your club, planning your clubs

*Continued on page 18*

## Reveal your growth potential

If you invited guests to your club meeting, what would they notice? A well planned, well-attended meeting with lots of participation and fellowship? Would they feel welcome? Would they be drawn to the numerous options for service projects? Putting some thought into your club's health and the impression your club makes on potential members is the first step in preparing to grow. It's like planning the garden before tilling and planting. Start your planning by assessing what aspects of your club need some attention with the Club Excellence Tool. Once you've weeded, pruned and fertilized your club, use these tools to focus your growth efforts.

## Grow & Build Clubs

Strong Kiwanis clubs with many involved, dedicated members mean more children in your community, your state, your country, and the world can benefit. Just as importantly, larger clubs have the opportunity to inspire more neighbors, friends, and strangers who see Kiwanians selflessly working to make a difference. Here are some tips for keeping your club healthy and growing.

- **Stay and serve.** Always have a group of members at every club service project or event from beginning to end. That way, the club always has a presence and someone who can "talk up" Kiwanis.
- **Throw a party.** Send out personal invitations for a Special Guest Day, then follow up with phone calls and e-mails. Why not invite special guests to your club several times each year?
- **Be flexible.** Consider changing your meeting times and frequency. Some clubs meet only every other week. Some meet online.
- **Reach out.** Participate in every community activity and event you can. It's great publicity. Learn more about how public relations can help you grow.
- **Learn from the best.** Visit other clubs to get ideas. Get involved at the division, district, and international levels. Find a club now.

# Front and Center *(continued)*

success, and the call to Kiwanis.

While starting and creating a plan may be simple as I have expressed, the hard work is following the plan and executing the process correctly. Kiwanis International has made finding information easier than ever. I would also encourage you to reach out to the vast amount of Kiwanis volunteers who are more than willing to assist you in your growth success. Your first calls can be to your local Lt. Governor and to me as the Club Growth Chairman. I am more than willing to help you and look forward to working with you to reach your club's goals.

There are virtually dozens of tools, power points, videos and communication tools at your disposal. These are merely resources until your club leadership and membership make growth a priority. I look forward to hearing from and rolling up our sleeves together to ensure the next four years are filled with continuous growth and prosperity.



## **We doubled our club's size!**

"On August 14, 2012, the Petersburg Kiwanis-Luncheon club hit a milestone, surpassing the 100% increase in membership in one year. The club grew from 21 active members to 44, and is still growing!

We credit the members with a desire to expand and better serve our children by increasing the hands available to serve. Every speaker that comes to a club meeting is asked if they would like to join. Additionally, the President has emphasized recognition of members and sponsors using Kiwanis Key pins as they bring in new members. The club's goal is to now reach the milestone of 60 by the end of this year. So far, they are on their way with another induction of four more members on the horizon!"

Cassandra Conover  
Kiwanis Club of Peterburg (Luncheon)

## **How did we increase our membership by over 25%?**

"Back in 2006, the Kiwanis Club of Tysons Corner/McLean made it a priority to have (at least) 2 solid projects that a number of members could go to per month. Quantity isn't always the answer when you have only two or three members attending. Prospective members join a club to do service because they want the comradery- otherwise they would do service on their own. We also found it important to have two fun social events per month. Service projects are important, but you also need opportunities for the members to get to know each other on a more personal level, which can sometimes be hard in a meeting setting. We promoted the club on Craigslist, not under "Groups" which would be the obvious location, but under "Volunteers." People that are searching under the Volunteers section are looking for ways to get involved NOW, and that is how we engaged them."

Jennifer Wolff  
Kiwanis Club of Tysons Corner/McLean, VA

## Fundraising Technology at Your Fingertips

By Jeffrey M. Wolff  
Immediate Past Governor

Small transactions via credit card have become a staple of our society in the 21st century. More and more individuals prefer the comfort of swiping their credit or debit card for payments instead of using cash. The benefits are obvious...you don't run out as easily, you don't have to keep change in your purse or pocket, many credit cards have rewards attached to every dollar you charge and your credit card statement allows you to track your spending better than with cash. Many people no longer carry checkbooks, but they always have a credit or debit card handy.

In the past, businesses needed to establish a merchant account with a bank and purchase or rent an expensive device that needed phone connectivity to accept payments by credit card. The high fees involved kept this process out of reach for the type of small infrequent transactional business that a Kiwanis club would benefit from. As society has changed the way it transacts business, several companies have developed solutions that allow your Kiwanis club to inexpensively accept credit card payment for dues, fundraisers or anything. In this article, I'm going to cover the two most popular methods.

**Square** - Square was the first to market with their solution which provides a free credit card reader and app for

your Apple or Android mobile phone or tablet. Once you create your account at [www.squareup.com](http://www.squareup.com), and you provide the checking or savings account that you want the funds deposited to, they will ship you the reader. You plug it in and start swiping. They charge no activation fees, no termination fees and no monthly fees. It's simply one flat transaction fee of 2.75% for any transaction you conduct using their reader and app. The funds are deposited to your linked bank account the next business day automatically.

**PayPal Here** - Many of you have probably heard of PayPal. They started as a service allowing you to send and receive money from your friends by attaching your bank account to a PayPal account. For a long time, PayPal has functioned as a merchant service, allowing businesses to use a PayPal account to accept credit card payments, typically for eCommerce transactions via websites. Recently they launched PayPal Here which lets any individual or business with a PayPal account accept credit or debit card transactions using their Apple or Android mobile phone or tablet device without any monthly fee. Like Square, when you sign up, they send you a free card reader that plugs into your mobile phone or tablet that works with their free app. You can then swipe any



Visa, Mastercard, Discover or American Express and charge any amount to that card. The funds are deposited within minutes into your PayPal account which you can use for payment, directly spend with a PayPal Debit Card or transfer in 2-3 business days to any connected checking or savings account. Like Square, the only fee collected by PayPal is 2.7% of the transaction amount.

Both services have their benefits, but PayPal Here seems to be more the more flexible of the two and is very slightly less expensive (.05% per transaction). The funds take a little longer to transfer to a linked bank account though so your club may decide that Square is the right option if time is of the essence to have the funds. Either way, your club now has a new way to enhance their fundraisers by taking advantage of the swipe of plastic.

# Family Ties

## Updates from Our Kiwanis Family

### Key Club Bowden Saunders, Governor

Hello Kiwanis members!

It is my pleasure to deliver this second message on behalf of Key Club. As I said in my previous address, our District project this year is the Eliminate Project. As a district, we plan to save three lives per member.



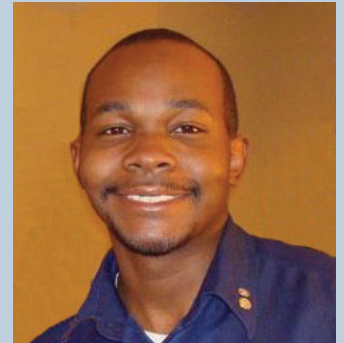
Our most recent fundraiser for Eliminate was Trick or Treat for UNICEF. In events, we recently had our Fall Rally. This event was October 20th at Kings Dominion and I am happy to say that we set a new record for attendance. We had over 500 high school students sign up this year and the event went wonderfully; furthermore, I was glad to see so many Kiwanis and faculty advisors join their Key Clubs for the day!

Now it is time for something very important: Dues! It is now officially Dues season for Key Clubs everywhere. As a district, we are pushing to be the 3rd largest district in Key Club International; however, we cannot do this without Kiwanis! So if you sponsor a Key Club or you are a Kiwanis advisor for a Key Club, be sure to be on the lookout for dues! As thanksgiving draws closer, I am so happy to be involved in my K-Family; moreover, I know Key Club members everywhere love their Kiwanis support! I have enjoyed my time as Governor and I know there is more work to be done. I have had so many great experiences this year and I know there are more to come. So until the next update, enjoy the holidays and celebrate another great year of service!

### CKI Mikail Clark, Governor

Dear Kiwanians,

I hope you are off to a wonderful start to this beautiful autumn season. This month, CKI was happy to hold its annual District Large Scale Service Project/ Total K Day (JMU) on the campus of James Madison University. We held an Amazing Race competition in which teams competed to complete various small service projects for which they gained points. Afterwards, our Total K Day was filled with trivia, dancing, and fun. In the end, we raised over \$200 for the Eliminate Project!



I am excited to announce that registration is officially open for our 53rd Annual Capital District CKI Convention! This year's convention will be held at the Hyatt Fairfax at Fair Lakes, February 22-24, 2013. Registration is free to Kiwanians, so please come join us for this can't-miss event! We are currently looking for any Kiwanians who are interested in dealing blackjack or poker, as we will be having our Casino Night Friday of convention to benefit the Eliminate Project!

I am always looking for opportunities to interact with Kiwanians. If your club has any events that you would like me to attend, please let me know. You can reach me at (434) 219-7102 or at [governor@cdcki.org](mailto:governor@cdcki.org). As always, thank you all for your constant support of CKI, and May God bless you and your families!



WELCOME  
TO *Fabulous*  
**CDCKI CONVENTION**

HYATT FAIRFAX at FAIR LAKES

**CELEBRATING THE  
HIGH ROLLERS OF SERVICE**

THE 53RD ANNUAL CAPITAL DISTRICT CKI CONVENTION  
FEBRUARY 22-24, 2013

**The Hyatt Fairfax at Fair Lakes**  
12777 Fair Lakes Circle Fairfax, VA 22033

**Register online:**

[https://fs6.formsite.com/CapitalCKI/DCON2013/secure\\_index.html](https://fs6.formsite.com/CapitalCKI/DCON2013/secure_index.html)

\$99++ per night for a room. Rooms are guaranteed until 11:59pm on **February 1st.**

**Reserve your room online:**

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=9441457](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9441457)

# Kiwanis Tidbits

## The Kiwanis Rose Float

If I told you I can show you the world shining, shimmering, splendid and open your eyes, wonder by wonder, over, sideways and under to unbelievable sights, indescribable feeling, that we'll be soaring, tumbling, freewheeling through an endless diamond sky on a magic carpet ride, would you join me?

On January 1, 2013 I invite you to join me in viewing the Tournament of Roses Parade as the Kiwanis Rose Float takes you on A Child's Magic Carpet Ride.

The first Kiwanis float in a Tournament of Roses Parade appeared in 1965 when Kiwanis was celebrating its 50th anniversary but it wasn't until 1986, when its permanent position in the parade was established.

More than 6,500 members of the Kiwanis family participate in building and skillfully decorating the Kiwanis float. The decorating (placing of flowers, seeds, fruits and vegetables, leaves, etc.) of the float begins the first week-



end of December and continues each Saturday from December 26th thru 31st.

Float riders in 2013 include the Kiwanis International President Thomas E. "Tom" DeJulio; Circle K, Key Club and KIWIN'S Governors; and representatives of Special Olympics and Children's Hospital. The Kiwanis Interna-

tional Rose Float promotes Kiwanis to approximately 450 million television viewers worldwide every New Years Day, clearly a significant public relations tool. What are you doing New Year's Day? A whole new world; that's where I'll be A thrilling chase A wondrous place...for you and me.



# Service Showcase

## News From Capital District Kiwanis Clubs

### Division 1

On November 2, nearly 200 children from the Columbia Heights neighborhood of Washington, DC enjoyed a fun, family-friendly Halloween celebration at the Annual Kiwanis Halloween Carnival. Each fall, the **DC Young Professionals (DCYP)** and **NW Washington Kiwanis Clubs** partner to organize this event that includes a variety of Halloween-themed games and activities, arts and crafts, food, candy, and of course, costumes. Despite being rescheduled due to Hurricane Sandy, the enthusiasm and excitement of the volunteers, the staff, and especially the students was contagious this year.

The carnival, which draws students of all ages, takes place at the Rita Bright Family and Youth Center, part of the Latin American Youth Center (LAYC). Students “trick-or-treated” at carnival-style game stations where they received candy and won tickets which could be cashed in for souvenirs at a prize booth. Additional activities included pumpkin decorating, face painting, sack races, and a healthy



A DCYP Kiwanis member gives a young attendee of the Halloween Carnival a special treat.

dinner menu. More than 25 Kiwanians, many in full costumes, volunteered at the event. The LAYC staff participated as well by dressing up and turning an entire wing of the youth center into a spooky Haunted House.

In conjunction with Kiwanis International, the **Kiwanis Club of Washington, D.C.**, hosted a reception for 75 people in September at La Loma Mexican Restaurant on Capitol Hill.

The reception followed an awards presentation in the Senate Dirksen Office Building and offered the Kiwanis Club of Washington a unique opportunity to network with Kiwanis International leadership, staff, partners and sponsors in the greater Washington area. A number of guests that attended the reception participated in our club’s Change of Command meeting in October, have committed to participate in a future project or meeting, and have even joined our club!



(Counter clockwise from l-r) KI Executive Director Stan Soderstrom; KI President-Elect Gunter Gasser; Joe Ressa; KI President Tom DeJulio; Cindy Crist; Immediate Past President Alan Penn; Brian Egger

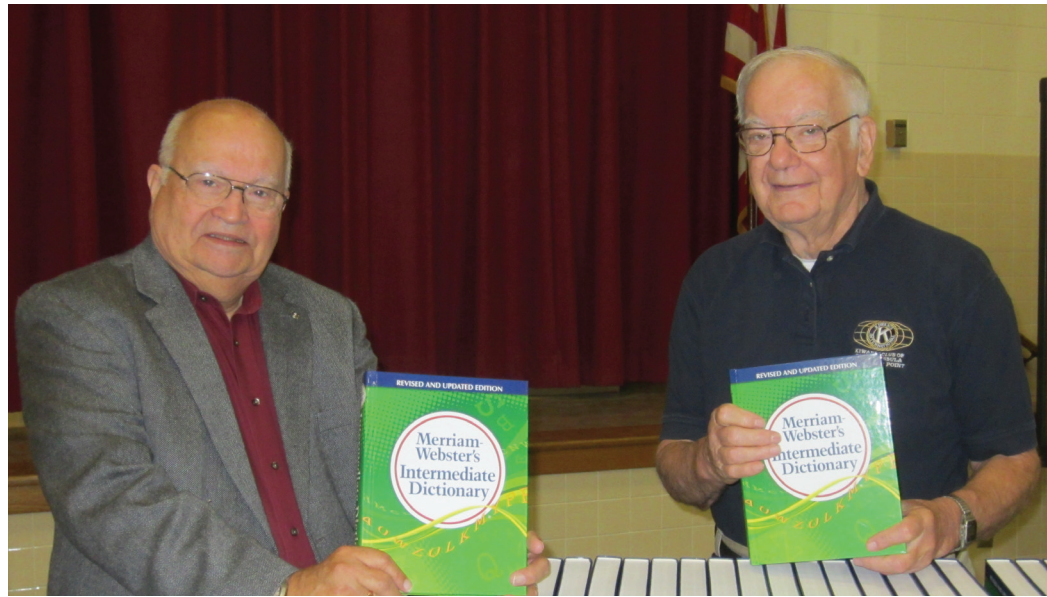
# Service Showcase *(continued)*

## Division 3

Each year the **Kiwanis Club of Marion Virginia** Foundation has two shows at the Historic Lincoln Theatre in downtown Marion to raise funds to cover project expenses. One show is scheduled for the fall and one is scheduled for the spring. These shows have a variety of music ranging from Bluegrass performed by talented musicians from Southwest Virginia and Northeast North Carolina to Golden Oldies performed by bands from Atlanta and the East Coast. Our Annual Christmas Show has been especially successful; it has been a sell-out.

## Division 10

The **Woodbridge Kiwanis Club** recently conducted its annual Peanut Days Sales Campaign to benefit local charitable organizations including ACTS (Action in the Community Through Service), Boys and Girls Club, The Salvation Army, and the Woodbridge



Senior Citizens Center. This fundraiser netted over \$2,000 from sales at local supermarkets over several weekends in October and November.

**Potomac High School Key Club** members Catherine Phan, 15, Angelica Tuazon, 15, Emily Moessner, 16, Annie Truong, 16, and Joeelyn Canseco, 16, and **Kiwanis Club of Woodbridge** members Frank Dunn and Al Knehans sorted out donated food at the ACTS (Action in the Community Through Service) warehouse in Dumfries, VA on November 1. ACTS held volunteer days to begin its annual Operation Turkey. Volunteers continued sorting the 20,300 canned food items up until Nov. 16, when distribution to some 1,700 families began.



Eric Shuette, Woodbridge Kiwanis Club, collects donations for local charities

## Division 11

The **Wilmington Kiwanis Club** of Delaware invited members of four of their Key Clubs and one of their K-Kids Clubs to an evening meeting. Each club detailed both last year's finished projects, and also their projected projects for 2012-2013. It was so much fun and one-up-manship at it's best! Needless to say all were motivated by each other! These youths are our future! "One child at a time!"

For more than a decade, the **Kiwanis Club of Dover** has sponsored a Halloween Trick or Treat event for children of all ages at the Dover Agricultural Museum, complete with various categories for costumes worn by children at a range of ages. This past October, their celebration drew attendance by 942 children!



Pictured are Kiwanis Club members Chuck Root and Bob Huggard.

## Division 13

The **Kiwanis Club of the Peninsula at Oyster Point** is a partner in education with Palmer Elementary School in Newport News. On October 11, 2012, club members visited the school to give a hardcover dictionary to every fourth grade student, transfer students and new teachers. Over 150 books were given out at a Dictionary Day assembly.

**Division 13** sponsored "Shag at the Food Bank" on September 27th. The event, chaired by PLG Amy Thorstad, featured live music from The Original Rhondells that had everyone up and shagging to their popular "Beach Music." Over 800 ticket holders enjoyed barbeque and seafood prepared and served by The Virginia Seafood Council. Included in the festivities was a live auction of donations from Kiwanians and community supporters.

The event focused on supplying the Food Bank with peanut butter and jelly. One ounce makes one sandwich and by the end of the collection the Food Bank received 1311 lbs. for 20,976 sandwiches. In addition, a donation of \$5,275 went directly to the Food Bank with \$20,000 going back into programs within the community.

Pictured is the Kiwanis Kitchen Crew getting ready to prepare the food: (L to R) Dave Landis, Steve Rosen, Skip Dennig, Phil Lassiter and Lee Brooke.



Sharon Wightman, KCO Downtown Hampton president served as the auctioneer encouraging bidders to be generous.

was great in support of the fundraiser to benefit the club's scholarship fund from which local graduating senior high school students receive scholarships.

## Division 16

The **Town Center Kiwanis Club of Virginia Beach** hosted their 18th annual Taste of Town Center 5K Run/Walk on November 3, 2012. The event included a 5K run and walk, followed by an after race party with tastings from local Virginia Beach Town Center restaurants. The club was able to raise over \$15,000 for their Charity Account in order to give back to the charities they support, including Seton Youth Shelters, Special Olympics, and CHKD.

## Division 15

On November 4th the **Kiwanis Club of Ocean Pines-Ocean City, MD** served up its menu of tasty German food at the Annual Germanfest in the Ocean Pines Community Center. The turnout



# Service Showcase *(continued)*

The event was a great team effort, with 75% of their active members volunteering as event planners, race course marshals, and event-day crew. Most of their registrations were done on-line, which provided an opportunity to introduce prospective members to their club via their club website. They look forward to hosting this event next year on November 2nd.

## Division 17

The **Kiwanis Club of Olney's** biggest Major Emphasis Program is the Toys for Kids Toy Drive and Distribution. The needs of the community significantly increase each year. Approximately 300 to 350 families in Montgomery County Maryland have benefited from the collection each year. The Toy Drive collects over 4,000 toys each year. Besides being distributed to the families in Montgomery county, the toys also go to the following organizations as requests came in to the club: Urban Housing of Montgomery County, Montgomery Housing Partners, Linkages to Learning - Silver Spring, National Children's Learning Center, NIH Cancer Center, Georgetown University Pediatric Unit, Sandy Spring Slavery Museum, Plum Gard Upper Montgomery County Youth, Linkages to Learning - Kensington/Wheaton, RICA, Gaithersburg Holiday Basket Program, Avery Road Women's Shelter, and Upper Montgomery County Recreation Department.



Racers young and old enjoyed the Chester Kiwanis 5K & 1 Mile Run/Walk.

## Division 18

This past fall, the **Kiwanis Club of Chester** held their first annual 5K & 1 Mile Run/Walk. With 8 years of experience as a race coordinator and event timer with her company Running Kids, club member Noelle Grosso was able to bring all of her skills and experience to the planning table and lead a committee to success. The club was able to secure 27 sponsors and had 160 racers, raising over \$8,000 for the club's service activities.

The entire Club along with some of their Sponsored Youth volunteered race day. Lessons were learned from the first time experience, but it definitely built a strong foundation for future races.

## Division 19

**Kiwanis of Blue Ridge** has been the presenting sponsor and provided volunteers for the City of Winchester's International Children's Festival since its inception in 2009. The purpose of this free festival is to celebrate the area's diversity and to promote awareness and understanding of the different cultures around the world. Over 20 countries were represented this year through educational country exhibits, live cultural entertainment and international food vendors. Children get a "passport" when they enter, and each country stamps the passport when the child visits the booth to learn about the country. It is estimated that over 2,000 people attended this year and all the families, volunteers and vendors seemed to have a great time. More about the festival can be found on the City's website at <http://www.winchesterva.gov/icf/>.


## Division 20

It may not have been the type of parade locals are used to, but there was indeed a parade. In an effort to keep the **Leesburg Kiwanis Halloween Parade's** 56-year tradition alive, the Town of Leesburg and the Kiwanis Club staged a small, five-car procession down King Street yesterday afternoon. "I thought it was fantastic," said Suzanne Wright, Leesburg Kiwanis member and long-time parade organizer. "We were very thankful to the Town for recognizing the importance of our unbroken record since 1956 and helping us to maintain it."

The Halloween Parade is a Leesburg institution, with thousands of locals lining the streets of downtown Leesburg each October 31st for their chance to grab some candy and see the array of costumed characters.

"I think it is a wonderful tradition. It seems to bring the whole town




  
Leesburg Mayor Kristen C. Umstatt rides in the Halloween parade.

together," said Wright. However this Halloween, Hurricane Sandy loomed large in the days preceding the event and required Town staff to prepare and react to local emergencies. The extensive staff response required for Sandy's arrival and aftermath prompted the Ki-

wanis Club and local officials to cancel the parade in the name of public safety and staff considerations. "We were disappointed, but we understood," said Wright about the cancellation.

The Leesburg Kiwanis are optimistic about next year's parade and look forward to making the 57th annual parade a success.



  
L to R - Roger Zearth's grandson Michael, current Div. 19 Lt. Governor Charlotte Fritts, and Blue Ridge Kiwanian Earl Yancey.

## Division 21

Members of the **Kiwanis Club of Chesterfield** participated for the third year in the "Tools for School" project coordinated by Chesterfield-Colonial Heights Social Services. The Tools for School program provides essential school supplies to hundreds of children whose families are served by the Chesterfield-Colonial Heights Department of Social Services to ensure a posi-

# Service Showcase *(continued)*

tive start to the school year.

The Kiwanis Club of Chesterfield was provided with a list of student's first names, the schools they attended and a list of school supplies each one needed. Armed with this information, club members shopped for backpacks, notebooks, pens, pencils, binders, composition books, highlighters and so forth for those children in need. Chesterfield Kiwanis spent over \$1000 to make sure that 16 Chesterfield County elementary, middle and high schools students had a backpack full of supplies to begin the school year properly equipped. They are very proud to be a part of this extremely worthwhile project and look forward to "Serving the Children" in our community by providing school supplies again next year.

## Division 22

The **Kiwanis Club of Waldorf** "hammer and saw dudes, the hard-charging over-the-hill gang," fulfilled the requirements of the Club's United Way Day of Caring service project by planning, fabricating and installing 17



eight-foot long benches for the outdoor amphitheater in the woods at the Melwood Recreation Center in Nanjemoy, Charles County, Maryland. Eight members performed more than 250 service hours. Beetle Bailey, the terrier, kept spirits high on the October 20th work day as 34 post holes were dug, 34 posts were planted, and the 17 pre-built seats were screwed to the posts.

On Tuesday, September 25th, the **Charles County Kiwanis Club** sponsored Division 22's District Council Meeting (DCM) at Mama Stella's

Shown left to right are Mike Rainwater, Ray Detig, Harry Kriemelmeyer, Ernie Wallace and Hal Delaplaine. Russ Talcott took the picture. Not shown are Jerry Peuler and George Morton.

Restaurant in Bryans Road, Maryland. Members from the Kiwanis Clubs of Calvert County, Waldorf, LaPlata and St. Mary's County were in attendance. In addition, they were happy to have representatives of the Westlake Key Club!

Outgoing Lieutenant Governor, Jenny Plummer-walker passed the baton to Fred Sanford, member of the Charles County Kiwanis Club and teacher at General Smallwood Middle School, who became the newest Lieutenant Governor of Division 22!



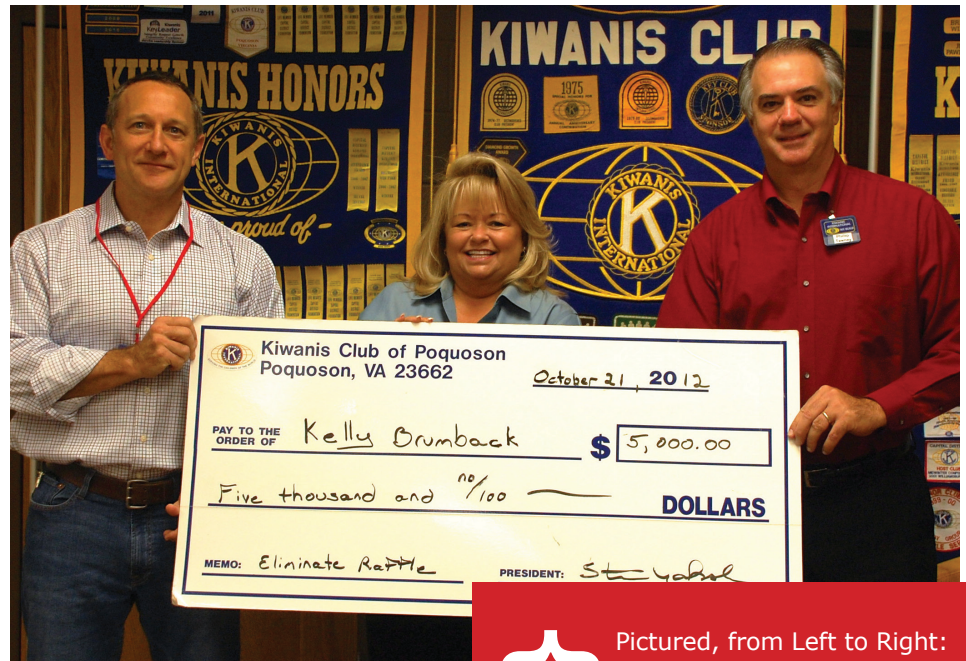
Attendees at the 2nd Annual Bunco fundraiser have a blast raising money for the Eliminate Project.

Lieutenant Governor Sanford shared his thoughts regarding being a Kiwanis member: "Service is the rent we pay for the space we occupy. We all need to serve our communities in some capacity whether financially and/or through community service. That is what we do in Kiwanis."

After conducting official business, the Kiwanis members and their guests enjoy a wonderful buffet-style dinner. Later, a silent auction benefiting Project Graduation and Christmas Connection was held as part of the evening events.

**The Kiwanis Club of LaPlata** held its 2nd Annual Bunco social fundraiser on October 8, 2012. Everyone who came had a great time and is looking forward to next year's event! Judi Gorney, fundraising chair, was happy with the turnout, especially given the fact that a windstorm came up just before the festivities began. Many club members, their family and friends, rolled the dice and laughed throughout the night. Because of the generosity of sponsors; James J. Gorney, Attorney at Law, Tom Agostinelli, owner of T.A. Wealth Management, Terri Osburne, owner of DMS Properties, LLC, Rick Alpert, owner of Legal Investigations, Inc., Bonnie Morris, owner of Arrow American Pest & Termite Control, Old Line Bank and several of the Club's members, there were plenty of door prizes, and everyone who came won something fun to take home. They had special prizes at the end of the evening for people who rolled the dice 'better' than others!

The Kiwanis Club of LaPlata recently pledged to raise \$2,000 over



several years to assist in the Eliminate Project campaign. The Bunco social fundraiser was the start of our efforts towards this goal. The evening was a huge success as we raised over \$800!

## Division 23

The **Kiwanis Club of Poquoson** raised \$5,000 with their inaugural Community Raffle for the Eliminate Project drawing, held at the Poquoson Seafood Festival on Sunday. Dave Callis, Director of Economic Development for the City of Poquoson, pulled the winning ticket on the Festival center stage.

The club's members sold 100 tickets at \$100 each in this inaugural fundraiser, enough to save over 4,000 lives. The winner of this year's drawing, Kelly Brumback (she's newly married so now it's Kelly Bravo) of Hampton, claimed her check at the Club's regular Tuesday breakfast meeting in Poquoson. Kelly said the timing



Pictured, from Left to Right: Steve Yakshe, Poquoson Club President, Kelly Brumback (Bravo), and Phil Tawney, Poquoson Club Eliminate Committee Chair

was perfect, "We're closing on our new house today."

Tuesday, October 23, 2012, Sandra Allen, President of the **Kiwanis Club of Grafton**, installed the officers of the Builders Club of Grafton Middle School. Assisting her were Dana Jurgens, Faculty Advisor, Linda Meadows, Student Leadership Program Chair, Barbara DellaValle, former Grafton Middle School teacher, and Bill Monroe, Club member.

Following the induction of officers the Club busied themselves with preparing for their next service project: collecting canned foods for York County Citizens for Thanksgiving. Their goal – 1,000 cans. They expect to surpass that number. Go Builders!

# Getting the Word Out

## Club Public Relations: Tips to Increase Club Visibility

Much conventional wisdom about public relations for Kiwanis clubs is dated, or is fast becoming that way. What do we mean?

### Newspapers Have Changed and So Must We

Remember when we could write a news release for the local newspaper about new club officers, a pancake-breakfast, or a reading program at the library – and expect it to be published? Well, newspapers have changed and we must change with them.

This is especially true in large metro areas where the major media are far removed from the communities where our clubs exist. In the Capital District, think Washington DC, Norfolk/ Tidewater and Richmond in Virginia, and Baltimore in Maryland. But smaller markets are affected too, places like Roanoke, Charlottesville and Newport News in Virginia and Dover in Delaware.

So what can we do in those areas to promote the Kiwanis “brand” and individual clubs? And what things can clubs in smaller communities do that may not work in metro areas?

### Market Your Club to Other Community Organizations

Every area, large or small, has business and community organizations. Think Chamber of Commerce and other groups where community leaders gather. See that your club is represented, by a compatible person who will and has the ability to get involved



This is our town’s service club board, at a prominent Main Street location. The Kiwanis logo is highlighted.

in the group and become known to its leaders. If you are that person, be sure the others know you are representing Kiwanis -- by pins, badges and, where appropriate, branded clothing. And do not hesitate to hand out your club’s brochure to the people with whom you work.

Clubs should have a printed handout. It can be a three-fold flier or a two-sided display card. But it should be in full color, have photos as well as text, and be sized to mail in a #11 envelope. Get professional help with layout and text. To work well, it should look good and be interesting. When high-profile events occur in your community, your club should be there and make its presence known. A representative from the local Relay for Life told our club recently about levels of contribution and how we would

be recognized for each -- things like our name on the Relay tee shirt and our name with the Kiwanis logo on a banner hung across a major street in town. The costs were reasonable and the community exposure should be great. They said we also could enter a team, which would mean presence at the event and also a chance display Kiwanis. Ditto for things like a fence sign at the Little League field.

### Court Community Media - and Occasionally the “Big Boys”

Even if the Washington Post is your daily metro newspaper, there are community publications, some daily or weekly newspapers and some give-aways. But they all need material to fill pages and if your stories are timely and interesting -- and a

high-quality photo is attached -- they are likely to be printed and read by your neighbors. And don't forget the community bulletin boards that most larger papers publish, in print and online. Be sure your meetings and other events are listed. Online, there may also be place for your club to post its press releases.

And on the rare occasions where your club has a high-interest story, maybe growing out of a service project, don't be afraid to try to sell it to the Post or your metro area newspaper. Beforehand, you should have identified the right contact person. Assign this task of pitching this story to your club's best sales person. Remember, even large metro newspapers need good human-interest stories. If such a story involves your Kiwanis club, you could win big time.

Maybe the large TV and radio stations in your metro market are not candidates for club news items, but look for radio stations that serve just one area of the larger region. Get to know their news people and those responsible for public service announcements, which most radio stations still broadcast without charge. The same applies to the public access channels on your cable television systems.

### **Banners, Signs and Service Club Boards**

Get and keep a supply of banners and signs that can be displayed at your functions, and use them for pre-event promotions. If you cannot hang a banner across a major street, there may be places where you can display a big yard sign to promote your project. Have a local sign shop make a few of

these, sturdy enough that they can be repainted and reused several times. Most smaller towns still have sign boards on which local service clubs can display their logos. If your club is in such a community, be sure you are on that board and that your emblem is fresh and attractive. If no such display board exists, find out if the local government will let you place individual Kiwanis signs on highway entrances to town with your meeting time and place.

Finally, don't forget the new digital media. Your club should be on Facebook with a page that is frequently updated with interesting things that you do, photos, and even short videos. In fact, that page could become your new club newsletter. If you have a club website, its information must current. Your newsletter (if any) should be on the website for people to read, and you should post timely reports and photos of club events. In short, make your website an interesting place that people will want to visit and revisit.

### **Make PR a Year-Round Job in Your Club**

By now, it should be obvious that good public relations for your club is no hit or miss matter. Every club needs two or more members whose jobs are to make sure you are known favorably in your community -- in the ways mentioned, and others. And your PR team needs a plan to publicize the club, and full support of its leaders and members.

We have talked about Club PR in three issues of this magazine. Now, it's time to get to work.



From the top: Rather than a traditional tri-fold, our club designed and had 3,000 copies printed of a laminated, two-sided information card that was distributed widely, through counter-top boxes in local businesses, at the library, and at club events; An electronic billboard may be just the ticket to promoting your club's mission.

# Beyond the Call

Nominate a deserving Kiwanian for *Beyond the Call*. Contact [editor@capitaldistrictkiwanis.org](mailto:editor@capitaldistrictkiwanis.org)

## Chris Brewer

### Kiwanis Club of Northwest Washington, DC

By PLG Elana Gardner  
Kiwanis Club of Eastern Branch

“To encourage the daily living of the Golden Rule in all human relationships”

Whenever I see this Object of Kiwanis, Dr. Christopher Brewer immediately comes to mind. He has such love for all and his humility before God is a beacon to others. It is because of this that Chris lives Kiwanis moment to Kiwanis moment as anyone who has ever heard him deliver a speech will attest. Chris is a Distinguished Past-president of the NW Washington, DC Kiwanis Club of which he has been a member for 14 years, Past Division 1 Human and Spiritual Values Chair and a Key Club/CKI alum having served at the international level for both Service Leadership Programs.

He’s been a holiday greeter, played Santa, judged the Ms. Wheel-

chair DC pageant and he’s been a tour guide of historical landmarks for those who have chosen to call America their home. He’s blessed with a sense of humor and is a recognized historian with a PhD from Harvard where his focus was on President Abraham Lincoln.

Chris’ love and knowledge of history are what have made him a beloved and often requested speaker for both Kiwanis and Rotary events. He’s even consulted on PBS specials about the Civil War. Many Kiwanians in the Potomac Region could share how prolifically he weaves the history of our founding fathers and his personal faith with what Kiwanis stands for and is dedicated to achieving.

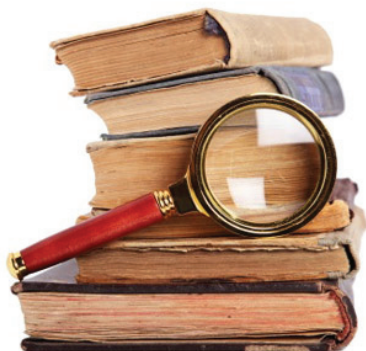
Every story Chris tells is so thought provoking and often times spiritually moving. Whether the tale of the Purple Crayon, the Christmas



Feast, or Why Abraham Lincoln and Frederick Douglass would’ve made Great Kiwanians, and dozens of others, his experiences are worth telling and hearing. My favorite thing about Chris is that he always tells his audience, “I love you.”

*Editorial Correction: October/November Beyond the Call honoree Jim Jacobs is from the Kiwanis Club of Mt. Airy, not Westminster.*

## Kiwanis Historical Facts: The Club Key Number



The club key number identifies a club. Each club has one number. Today we know that an earlier Key Number signifies an older club and that is a correct assumption, if the club was organized after August 1919. Prior to that date it was not the case. Past District Historian and Past Governor Fred Terrell found the answer as to why Baltimore (K0009) has an earlier Key Number than Washington (K00131). In 1915 there is Detroit (K00001) and Cleveland (K00002). January 31 Pittsburg became K00003. After that if you list the next 152 clubs alphabetical, your answer will be given.

- John Fox, District Historian



## Governor's Message *cont'd from page 4*

know that there you could use a little help to make your community a better place – and ask them to give you an hour or two of help. Make sure that you introduce this friend to some other club members. If time allows after the project, go out with this person and a few other Kiwanis members for something to eat. Invite your friend to the next few projects.

Don't rush things too fast – but once you know your friend/loved one is enjoying the projects and fellowship, offer the gift of an invitation to

become a Kiwanian. I am so thankful that a good friend offered me this gift many years ago. Of all the gifts I have received, this is by far my favorite!

My holiday wish for each Kiwanian is that the season will be filled with hope and joy. May you each receive the gift of meaning – for your service is giving meaning to life. Many in our communities feel alone and abandoned this time of year when so many seem to be so blissful. Knowing that someone out there is willing to help – willing to give without any expectation of a return – that can be a gift of hope for someone in need. As a part of the Kiwanis

family, I wish that you will look to the future and see a better world because you have given from your own heart to make that happen.

Be blessed by the knowledge that babies are smiling and cooing as they are held by loving parents - because you have worked to make that happen through the Eliminate Project. Hug the thought that children in your community have more of what they need for school, for hungry stomachs, for growing bodies – because you have given hours and dollars to ensure these needs are met. And finally, be courageous enough to give Kiwanis a future by inviting others to join us in changing our world!

## Protecting Clubs *cont'd from page 15*

leaders for the future. Do we therefore owe them and ourselves greater protection against predators who are clearly 'out there'?

If you think about it, we are a natural 'target' for any predators. We are unique among service groups for the many levels and different ages of youngsters in our care. For that reason, we have to be especially vigilant in our efforts to prevent such a problem here before it starts.

We have many options, and our District Leadership is assessing them now. Some Districts now perform background checks on all Kiwanians within that District. Others are looking

into expanding background checks to include not just those who administer programs for youngsters, but virtually all Kiwanians who have regular contact with youngsters. It is a District decision, at this point, but we need input from the clubs to strike the proper balance.

One way to handle this would be for each club to background check all club members who have contact with younger Kiwanis Family members. This could help ensure that nothing in the Kiwanian's background would suggest that he or she should not be entrusted with such a serious responsibility.

This would be a major step toward the goal of doing the best we can to prevent this very serious problem from arising in the Capital District. It would, however, be a costly step, and much if not all of that cost would have to be borne by the clubs agreeing to do this. This issue will be discussed by the District Board in February, and they would benefit greatly from input from members.

*Read more information on this ongoing topic in upcoming issues of The Capital Kiwanian.*



### Submit articles to The Capital Kiwanian!


February/March Issue: January 7

April/May Issue: March 7



## SHARE YOUR SUCCESS

If your club has a success story, simply email a summary and a few high resolution photos to [editor@capitaldistrictkiwanis.org](mailto:editor@capitaldistrictkiwanis.org) to be considered for possible future use in a Kiwanis publication.



**\$1.80** is all it takes  
to **protect**  
the **connection**  
between a **mother**  
and **her child.**

[www.TheEliminateProject.org](http://www.TheEliminateProject.org)

**ELIMINATE**  
maternal/neonatal tetanus  
 **Kiwanis** |  **unicef**