

**The Ties (and Scarves)  
that Bind - An Eliminate  
Fundraiser**

*Page 5*

**Kiwanis at the White House!**

*Page 9*

**Kiwanians Celebrate at  
District Convention**  
*A Passport to Service jam-packed  
with education, entertainment, a  
changing of the guard, and fun!*

# 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 1

## In this Issue

### GOVERNOR’S MESSAGE ..... 4

A story of destiny and the power of the Kiwanis Family.

### CAPITAL IDEA

The Ties (and Scarves) that Bind..... 5  
The Capital District has raised over \$6,000 for The Eliminate Project selling ties and scarves.

### OUR FIRM FOUNDATION ..... 7

Updates from the Capital District Kiwanis Foundation

### THE CAPITAL RECORD ..... 8

Learn the happenings of the Capital District and its members.

### EYE ON KI

Help Youth Clubs Trick or Treat for UNICEF ..... 10  
Service Leadership Program Trick or Treaters will be turning down candy in exchange for donations to The Eliminate Project.

### AROUND CAPITAL

Women in Kiwanis Toolkit..... 12  
My Kiwanis Moment..... 12  
White House Honors Kiwanians as Champions of Change..... 13

### FRONT AND CENTER

Members Celebrate at District Convention..... 14  
Attendees enjoyed inspirational speakers, entertainment, workshops, and fellowship at the annual District Convention.

### FAMILY TIES ..... 18

Updates from our Kiwanis Family

### SERVICE SHOWCASE ..... 19

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

### TECH WATCH

Adding the Bells and Whistles..... 24  
Learn how to add navigational menus or ads to your website.

### GETTING THE WORD OUT

How Can We Do PR? (Part 1)..... 25  
Here are some easy tricks to promote your Kiwanis Club!

### BEYOND THE CALL

Honoring Jim Jacobs ..... 26  
Past Key Club Lt. Governor Stephanie Feinberg honors her Key Club advisor, Jim Jacobs.

## 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.



# Kiwaniis®

## Governor's Message

Carolyn S. Richar, 2012-13 Governor

**Once upon a time, a college freshman, several hundred miles away from home, was homesick and second guessing the decision to go to college so far away. She questioned what direction her life should go in and what role her family's values and beliefs would play into her life. She'd been invited to all sorts of meetings – but had turned down the invitations. What good would meetings do to help her figure out her future?**

Finally, a new friend in her dorm invited this lonely homesick college freshman to a service project – helping throw a Halloween party at a local foster home filled with children with special needs. This freshman went along for the party and in so doing had her world changed forever – by Kiwanis.

Kiwanis had sponsored the CKI club that was putting on the party. The local Kiwanis club invited the CKI members to attend their weekly meetings. (Since when can college students turn down free food?) Kiwanis members worked alongside the CKI club members at CKI projects, such as painting and gardening at the local Ronald McDonalds club. Kiwanis invited the CKI members to help them at the annual Peanut Day fundraiser. Kiwanis sponsored the CKI members to attend their International Convention where the club took home the first place award for Single Service Projects.

Later, both local club Kiwanians

and Kiwanians who held district offices supported not only this CKI member but many others in service projects and leadership development through club, district and international offices - and with amazing fellowship. Lifelong friendships were formed and many CKI alumni became Kiwanis members. Kiwanis changed the world again – one child – one person – one community at a time until the whole world became a better place.

This story is not a fairy tale – but a real story – an autobiography of sorts for me. Kiwanis changed my life decades ago when I was that lonely homesick college freshman. I am so grateful for all that Kiwanis has done in my life. I am grateful to each one of you for being a Kiwanian!

You each have the power to be a Kiwanian that changes the world today! You can be the hero of the story – a white knight who helps those most in need in your community and around the world. You can be the



Governor Carolyn Richar

Kiwanis club advisor to your K-Kids, Builders, Key Club and CKI that gives of your time, enthusiasm and advice to students who are looking for a direction in life. You can role model a life of service and fellowship that speaks more loudly than any words ever can.

As we begin another year of service, I ask each and every Capital District Kiwanian to continue to change our world this year. We have many challenges and opportunities in front of us. Our communities are filled with children and others in need – and we have much we can offer to them. I believe we can change our world in wonderful ways and ask each Capital District Kiwanian to commit to the following goals this year:

1. Be a part of at least once hands-on service project a month;
2. Invite a member of your community to join you at a service project – and then invite another person to do

# A Capital Idea

## The Ties (and Scarves) that Bind

“Ooo’s” and “ahhh’s” filled the room as Kiwanis International Executive Director Stan Soderstrom took to the stage. It was June 2011, and Kiwanians were gathered for the launch of the worldwide service initiative, The Eliminate Project, in Geneva. The reaction from the crowd was in response to what Mr. Soderstrom was wearing, a striped tie in The Eliminate Project colors: royal blue, cyan, and white. When asked where he acquired the tie, Mr. Soderstrom responded, “I went all over Italy with the color swatches to get a tie with colors that matched.” Members complimented him. It was a huge hit.

Capital District members Jeffrey and Jennifer Wolff noticed the enthusiasm over the tie. “I had designed ties for another organization,” Jennifer said, “We saw this as an excellent opportunity to raise funds for the project.”

So the Eliminate Tie and Scarf Project was born. Jennifer designed a tie and scarf in royal blue, cyan, and white stripes. A US vendor that Jennifer had worked with in the past was selected to make the products, which would be 100% silk. The price was set at \$25 so that there would be a \$10 profit to The Eliminate Project with each item purchased. Jeffrey set to work promoting them. “Our hope was to sell them throughout this District, and possible a few members beyond Capital,” Jeffrey said, “We didn’t expect what would happen next.”

News spread like wild fire about the ties and scarves. Other Districts wanted them for their members. Orders were coming in daily. Not only did Kiwanians want them, Service Leadership Program members did too. “All of the guys love the ties!” exclaimed CKI Governor Mikail Clark, “We wanted to support The Eliminate Project as much as the Kiwanians.” It was in fact the Service Leadership Program members that inspired an expansion of the product line: bow ties! “Bow ties are becoming very popular with our age group,” added Mikail.

With the ties and scarves now being worn by members all over the world, the Capital District Tie and Scarf

*Continued on next page*

Service Project Tip #3:  
Identify a need and try to  
fill it.



Kiwanis International President 2011-12 Alan Penn wears the Capital District Eliminate Tie at Kiwanis International Convention.

**Order your ties and scarves by visiting  
the Capital District Kiwanis Website:  
[www.capitaldistrictkiwanis.org](http://www.capitaldistrictkiwanis.org)**

# A Capital Idea *(continued)*



Project has truly made its mark on the culture of The Eliminate Project and Kiwanis. This was made clear when the entire 2011-2012 Governors Class decided to take the stage wearing them at Kiwanis International Convention in New Orleans. "We wanted to show a united front for The Eliminate Project," said Jeffrey.

Since the tie and scarf project began in August 2011, the Capital District has sold over 600 ties and scarves to date with a profit of over \$6,000 going to The Eliminate Project, and there is no sign of slowing down. "We hope that the ties and scarves will continue to sell to the newly elected leadership within Kiwanis International next year," said Jennifer, "The goal of this project was increased awareness and funds raised for MNT, and we have certainly achieved that!"



Clockwise from the top: SLP members purchased a large amount of ties and scarves at their District Conventions; Nicole McDermott and Jennifer Wolff showing off the ladies' scarves at the Kiwanis District Convention; Kiwanis International President Tom DeJulio wears the tie in a new member orientation video; Circle K International President Steven Spriggs wears his tie during International Convention.

# Our Firm Foundation

## News From Our Capital District Kiwanis Foundation

### Our New Website: A Tool to Help Our Mission

The CDKF would like to invite you to go to our new and greatly improved website. Find out who we are, what we do, how to help fundraise, and get valuable resources. See our financials, our minutes, download brochures, find your Division Trustee, and much more. It's all there.

There's two ways to find us:

1. Go to the Capital District Website and click on Capital District Foundation:  
<http://www.capitaldistrictkiwanis.org>
2. Go directly to the foundation website:  
<http://foundation.capitaldistrictkiwanis.org>

### The Ducky Derby - 2012

Thanks to your generosity, we were able to raise over \$11,000 at the Capital District Kiwanis Convention this past August. We had more prizes to offer this year than ever before thanks to the donations made by your Capital District Kiwanis Foundation Trustees. Even the printing was donated by the Breeger Media Group from Newport News, VA. Many thanks to Sandy Sammons!

One hundred percent of those monies, less the CDKF's \$1,500 prize money, plus any additional donations, will go to the seven designated pediatric hospitals

### 2012 Ducky Derby Winners and Donors

PRIZE	WINNER	DONATED BY
\$500	Bud Good	CDKF
\$400	Corey Jerome	CDKF
\$300	Mark Atchison	CDKF
\$200	Jacquelyn Lowe	CDKF
\$100	Mike Dasovich	CDKF
\$ 50	Williamsburg Club	John Fox
\$ 50	Lauren Barboza	Roy Sheets, Jr.
\$ 50	Martin Siegal	Don Jones
\$ 50	J. M. Henry	Don Jones
\$ 50	Tovi Nguyen	Don Jones
\$ 50	Greater Westminster Club	Jon Rife
\$ 50	Ralph Martin	Rosemary Cummings
\$ 50	S. Papadopoulos	H. L. Marks
\$ 50	Will Dibling	Bob Cassada
\$ 50	Norma Wilson	Harry Kriemelmeyer
\$ 30	Diane Parr	Jacquelyn Lowe
\$ 25	Tom McIsaac	Mike Dasovich
\$ 25	Williamsburg Club	Ron Reynolds
\$50 Gift Certificate	Bernice Oden	Roger Diehl
\$50 Gift-Certificate	Rose Aquilino	Jeffrey & Jennifer Wolff
\$50 Gift-Certificate	S. L. Ewart	Brian Bell
\$25 Gift-Certificate	Gary Duerk	Stan Miller
\$25 Gift-Certificate	Joan Moore	Stan Miller
\$25 Gift-Certificate	Ron Reynolds	Joe Maranto/Loch Raven Club
\$25 Gift-Certificate	Jim Barron	Joe Maranto/Loch Raven Club
\$25 Gift-Certificate	Mike & Susan McClure	Joe Maranto/Loch Raven Club
\$25 Gift-Certificate	Mike Hipple	Joe Maranto/Loch Raven Club

here in the Capital District. Due to additional donations, last year we divided \$24,500 between the hospitals.

### Club Gifts are the Kind that Keep on Giving

Many thanks to the clubs that sent your 2011-12 "Club Gift," in to the foundation. (Suggested, \$2, or more, per member, per year, before October 1st, 2012.) Your gift is the main funding that your foundation receives in order to give out grants, scholar-

ships and financially support our SLP's. So your donations do come back to you in many ways.

Also, it's time to budget for your 2012-13 donation. Send it in immediately after October 1st, 2012 so that you do not have to worry about it later. Club Gifts should be sent to: Marion S. Allen, II, CDKF Treasurer - P.O. Box 6545, Richmond, VA 23230.

### Questions?

Contact H.L. Marks, CDKF President  
[hl@hlmarks.com](mailto:hl@hlmarks.com)

# The Capital Record

## Married



**Serena Bearman** (Kiwanis Club of Washington, D.C.) and Christopher Bell were united in marriage on Saturday August 4, 2012 in East Lansing, Michigan. The couple plan to honeymoon to New Zealand and reside in Arlington, VA. Fellow Kiwanis Club of Washington, D.C. members **Brian Egger** served as the bride's Man of Honor and **Darren Page** was an usher.

## Honored

Past Lt. Governor **Joe Richard McCray** was recognized as a "Honored Benefactor" by the Kiwanis International Foundation



in light of his recent contributions. Joe Richard now has attained Diamond Level 8 Hixson status and is also a Hixson Ambassador. Over his 40+ years in Kiwanis his philanthropy has been the example for his home club Eastern Branch, a KIF Honor Banner club.

The Waynesboro Kiwanis Club was happy to recognize longtime member **Woody Huffman** was awarded a Capital District Foundation Life Membership at their October 3rd banquet for his many years of service to the club.

They also awarded a Hixon to long time member **Rudy Yobs**. Rudy has chaired many of their committees, and was club President in 2000-2001.

They also recognized Past Lt. Governor **Bob Pardee** with a Kiwanian of the Year award. Bob was Lt. Governor in 2003-4; Club President in 1992-93 and has served as club Administrative Treasurer since the mid 1990s.

## Retired

For 35 years, **Stephen Vajs** (Kiwanis Club of Mt. Vernon) has worked for the Federal Government, with time



in Census, Coast Guard R&D, Postal Service and 28 years at the Treasury. He worked in cash management, moved to risk management, was head of cash forecasting, and moved to debt management. During the crisis, Stephen was the acting director of debt management for 18 months. For the last year and a half, Stephen worked in International Affairs advising other governments in how to better manage their borrowing. Stephen plans to spend his retirement traveling and spending time with family. He has recently been contracted by the World Bank.

## District Foundation

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

**Asher L. Wheeler** (Georgetown, DC)  
**JoNika S. Yarborough** (Denbigh)  
**Dawn-Marie Singleton** (Harrisonburg)

## Happy Anniversary

### October

Norfolk .....	1919
Harrisonburg .....	1922
Reisterstown .....	1935
Georgetown .....	1935
Abingdon .....	1942
Front Royal .....	1945
Wise .....	1946
Montgomery County-Blacksburg .....	1946
South Arlington .....	1947
Colonial Heights .....	1963
Virginia Beach Virginia, Town Center..	1973
Accomack, Onancock .....	1973
Poquoson .....	1974
Far East Washington .....	1983
Fort Eustis .....	2010
Greater Hilton .....	2010

### November

Staunton .....	1922
Alleghany Highlands .....	1923
Manassas .....	1924
Hampton .....	1925
Chesapeake .....	1927
Odenton .....	1953
Mount Vernon, Fairfax County .....	1953
Georgetown, Washington .....	1955
Northwest Washington .....	1955
Mercury 64, Hampton .....	1962
Capitol Hill, Washington .....	1963
Denbigh, Newport News .....	1967
Western Allegany, Cumberland .....	1972
Shepherd Park, Washington .....	1976
Smithfield .....	1976
Tuckahoe, Richmond .....	1979
Annapolis .....	1980
Lynnhaven-Virginia Beach .....	1983
Central Chesterfield .....	1983
DC Metro Young Professionals .....	2005

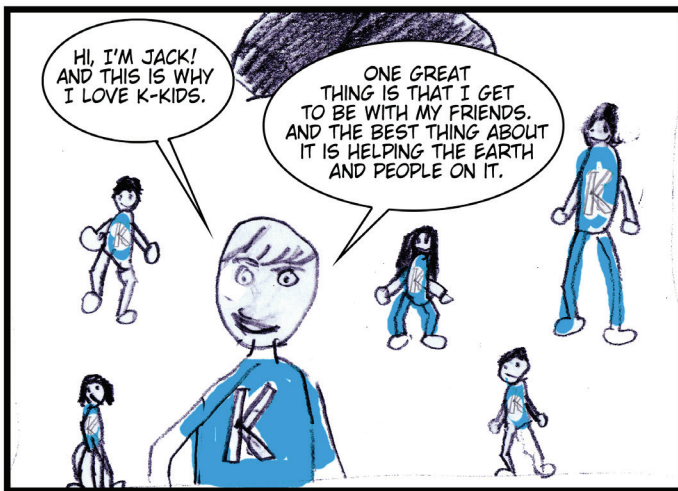


## Welcome to Kiwanis!

The Elkton Kiwanis Club inducted an amazing twelve new members at their 80th charter celebration on September 27th. A big Kiwanis welcome to Robert and Sandra Curley, John and Karen Wallach, Harry Delawder, Kristy Echols, Dawn Gremminger, Joanna Shea, Jill McCoy, and Donna Ellis.



### What is K-Kids? by Jack Gallagher, Pinecrest School



Calling all little artists in K-Kids and Builders Club! Submit a comic to the Capital Kiwanian!  
Email [editor@capitaldistrictkiwanis.org](mailto:editor@capitaldistrictkiwanis.org) to receive a template.

# Eye On KI

## News from Kiwanis International

### Help youth clubs Trick-or-Treat for UNICEF

Make sure that the youth in your area are collecting coins instead of candy this October 31, with Trick-or-Treat for UNICEF. Partner with your Service Leadership Program clubs to help them plan a fundraiser, distribute Trick-or-Treat for UNICEF collection boxes and get excited about participating.

Just like last year—when Kiwanis-family clubs collected more than US\$600,000—funds raised by clubs will benefit The Eliminate Project. This is an amazing way for kids to help kids, and have fun doing it.

Speaking of fun, you'll notice that this year's collection boxes are white. They're a blank canvas for Trick-or-Treaters to decorate their own. Host a box-decorating party for your SLP members, take photos of their creations and enter them in the Create a Character contest. Winning designs will be used on the 2013 Trick-or-Treat for UNICEF boxes.

Learn more about how to participate by visiting: <http://youth.unicefusa.org/trickortreat/>

### Top 5 go-to resources for Kiwanis leaders at every level

Whether you are a seasoned club secretary or a first-time club president, everyone can agree: There's a lot to



know about running a Kiwanis club. To support the new club leaders taking office within the next month, we've gathered the most helpful information into one list: our top five resources for running your club.

- 1. Club Leadership Tools.** A list of linked resources specific to each leadership position, including targeted sections of the Leadership Guide with essential monthly to-do lists  
[<http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=203>]
- 2. Grow and Build Clubs.** Instructions and ideas for improving the member experience and growing your club membership  
[<http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=184>]

- 3. Membership Development Manual.** Chapters of step-by-step guidance on assessing your club and community, developing a strategic plan and recruiting and keeping members

[<http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=385>]

- 4. Webinars.** Live or archived discussions of topics that are current and pertinent to your Kiwanis club

[<http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=379>]

- 5. Club Leadership Education online.** A refresher course you can visit any time during your year of service

[<https://www.kiwanisone.org/kiwanisonlinetraining/login.aspx>]

In addition to running your club well, you can manage your club wisely with online club management tools. Kiwanis International recommends the KiwanisOne Club Management System powered by Portalbuzz (Club Resource Inc.). This suite of tools, including a public website, will turbo-boost your club and member experience. Test drive the system for free at [www.KiwanisOne.org/manageyourclub](http://www.KiwanisOne.org/manageyourclub).

## Get out and get active on Worldwide Day of Play

On October 6, Nickelodeon, a cable network whose programs children and teens know well, will host its 9th annual Worldwide Day of Play. Plan some play time and encourage members of your club's K-Kids, Builders Clubs and Key Clubs to join you. The station will "go dark" in order to encourage kids to get out and get active.

With their favorite shows unavailable, what will these kids have to do? Well, what did you like to do as a kid?

- Organize a tournament of basketball, baseball, flag football or even bean bag toss.
- Set up a badminton net and give lessons.
- Remember the playground your clubs cleaned up last April? Try out those swings.
- Build an obstacle course and time participants' efforts.

When you run out of ideas, there are plenty more online in Nickelodeon's Playbook. Register your event online for a chance at some on-air recognition. As you begin to promote your event, use some of our Worldwide Day of Play graphics [http://community.kiwanisone.org/media/g/ready-to-runs\\_magazine\\_web\\_ads/default.aspx](http://community.kiwanisone.org/media/g/ready-to-runs_magazine_web_ads/default.aspx) to spice up your communications.

## Feeling lucky? Enter to win Vancouver travel tours and more!

If you've registered for the Kiwanis International convention, October may be your lucky month. And if it isn't this month, maybe November or December. Or it could be January or February. The Kiwanis International convention Vancouver Expe-

rience Prize Giveaway runs from October 1, 2012, to February 28, 2013. The earlier you register for convention, the more likely you are to win one of three or four prizes drawn each month. Prizes include fabulous excursions and hotel stays: a plane ride over Vancouver's harbor, a Rocky Mountaineer train journey to nearby Whistler, 2 nights at the luxurious Fairmont Chateau Whistler, a whale-watching boat trip and more. Register for the Kiwanis convention in fabulous Vancouver. Then enter for a chance to win one of these travel treats!

Complete information regarding hotels, flights, tours, ticketed events, candidates' list, workshops, online scheduling tool and travel insurance will be available on the Vancouver convention website in October. So make plans for your time in Vancouver!



# Around Capital

## Join the Diversity Committee!

By Elana Gardner, Chairperson  
District Diversity Committee

Different  
Individuals  
Valuing  
Each other  
Regardless of  
Skin  
Intellect  
Talents or  
Years....

that's Diversity! Is it in you? If so than the 2012-2013 Diversity Enhancement Committee needs you. This committee is tasked with the responsibility for ensuring that diversity is incorporated into everything the District does; reviewing all District programs and processes and recommending ways to increase diversity in those processes where necessary. Goals include increasing and retaining membership and introducing more service project diversity by brainstorming ideas and presenting them to the district. Looking to shake things up in your club, division or region, this committee is for you! Together we can encourage one another out of our comfort zones into a more vibrant, respectful fun and growing organization as we change our world. Please contact Chair Elana Gardner at [elangrdnr@aol.com](mailto:elangrdnr@aol.com) or 240-491-8612 for more information or to have your name submitted to Governor Carolyn for appointment.

## Women in Kiwanis Toolkit for Clubs

Did you know that women represent 28.1% of the Capital District's membership? By now you are probably aware that we are celebrating 25 years of women in Kiwanis and your club can join in the celebration—honoring women of the past and reaching out to new members for the future. We need to get the invitations to our celebration to every corner of the district and Kiwanis has created a toolkit to help you in this endeavor. The toolkit contains: event ideas; a Women in Kiwanis video; a Women in Kiwanis "I care!" recognition certificate; slide, hand-outs and workshops you can use at meetings; PR templates; logos; the Women in Kiwanis brochure and Women in Kiwanis "Power Players" magazine article. Don't forget



to check out the Kiwanis store for Women in Kiwanis merchandise and to order Legion of Honor items: rewarding 25 years of membership. Find the toolkit on the Kiwanis One website via this link <http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=552>

## My Kiwanis Moment

### Jerry Peuler - Kiwanis Club of Waldorf

My club always sponsors Christmas gifts and baskets of food for the needy in Charles County, Maryland. One very cold and raw Christmas Eve I was on the delivery detail to a family that had, for whatever reason, fallen on extremely hard times. When we arrived at the delivery location, we were met by a mother and two very small children. Had it not been for the kindness and thoughtfulness of Kiwanis, this small family would have had no Christmas that year. To this day, I am not sure whatever happened to this young woman or her children. All I can tell you is that was a moment in time for me that I will never forget. It made that Christmas and every other Christmas more meaningful to me as a Kiwanian and human being.



## White House honored members of Kiwanis International as “Champions of Change”

On Friday, September 21, the White House welcomed Kiwanis International members from across the U.S. for a daylong briefing and to recognize Kiwanis members as “Champions of Change.” The Champions of Change program was created by President Obama to honor ordinary Americans doing extraordinary work in their communities.

These leaders demonstrate how Kiwanis International members have leveraged their national service experience to become influential in their careers and leaders in their communities. Each Kiwanis Family member had the opportunity to share their stories with Administration officials during this day-long event.

The Capital District’s own Josie Grant, a high school senior, was recognized as one of the champions. She is the current Capital District Division 9 Lieutenant Governor for Key Club. Motivated by her young cousin’s illness, visiting other family members in hospitals and seeing pediatric patients in such a quiet and serious place, at age 13 she developed the idea for her own foundation, Josie’s Smiles for Pediatrics, in hopes of making pediatric patients smile. In 2008, Josie made her first donation, collecting more than \$2,100 worth of items for pediatric patients at Carroll Hospital Center in Westminster, Maryland.



“I continue to contact individuals, and local and national businesses, to encourage them to make donations to the Pediatric Unit and Family Birthplace at Carroll Hospital Center. Through my endeavor, I have coordinated donations of more than \$26,000,” said Josie.

She has also inspired the involvement of others, including thousands of dollars worth of items from her fellow members in Key Club.



Kiwanis’ Champions of Change, from left: Bradley Blizard, a representative for Sheena Curley, Sanjuana Zavala, Josie Grant, Sanford Tollette, William Beard, John Mayfield, Emily Lang, Robert Moore, Brenda Batschelet, Pam & Danny Spittle, Susan Hennum, and Jeffrey Woods.

# Front and Center

## Members Celebrate at District Convention

Kiwanians were treated to a trip around the world for the 94th Annual Capital District Convention. The Hyatt Regency Reston Hotel was home to the event "Passport to Service" which took place August 26-28, 2012. Convention Committee Chairperson Kristina Dlugozima, along with members of the Kiwanis Clubs of Tysons Corner/McLean and Fairfax worked tirelessly to ensure a top-notch convention experience for all that attended.

"The committee started working sixteen months ago to ensure that this was an unforgettable District Convention," said Kristina, "their hard work really paid off with engaging speakers, interesting workshops and raising almost \$5,000 for The Eliminate Project amongst many other highlights of the weekend."

On Friday evening, members were able to attend a New York City style concert featuring the band 'Back-N-Time.' The party did not stop when the concert ended, however, as the region and divisional hospitality suites were in full swing until the wee hours.

Saturday morning kicked off early with a charity walk for The Eliminate Project. 175 Kiwanis family members took to Reston Town Center for a 1.8 mile walk (a tip of the hat to the \$1.80 that it takes to vaccinate a mother against tetanus). The event opened with Pinecrest School K-Kids member Noah Hush speaking about what his club is doing for Eliminate. Aarti Singh, Senior Fellow in the DC



Governor Wolff and Governor-Elect Richar lead the walk for The Eliminate Project.

Office of the US Fund for UNICEF, also spoke to the crowd about the importance of The Eliminate Project. \$4,000 was raised from the walk alone, which will save 2,222 mothers and their future babies.

---

*"The committee started working sixteen months ago to ensure that this was an unforgettable District Convention..."*

---

Following the walk, the attendees had some time to relax, view the exhibits on the convention floor, and do some shopping in the Kiwanis Store and Caring Corner. The "25 Years of Women in Kiwanis" merchandise line was a big hit and sold out very quickly. Members could choose from a

wide array of educational workshops to help make their new Kiwanis year a success. Free registration provided by a change in District policy this year contributed to record attendance numbers for the convention.

Attendees were transported to Rome, Italy for the Fellowship Luncheon. CKI and Key Club members held a "Miracle Minute" during the luncheon, collecting spare change from the attendees in giant baby bottles. Within one minute, they had collected over \$1,000 for The Eliminate Project. District Eliminate Project Chairman John Tyner acknowledged the latest Capital District donors and helped kick off the 1st Annual Parade of Checks. Representatives from 70 Kiwanis clubs came up and announced the amount their club was donating to Eliminate this year. The Capital District has already passed the half million dollar mark in gifts and pledges to date.

The luncheon also celebrated service accomplishments by Kiwanis clubs and commemorated 25 years of women being members of Kiwanis clubs. John Sherzer, Chief Program Officer of Kiwanis International was the Keynote Speaker for the luncheon. His speech, "Kiwanis as a Vehicle for Service," was both humorous and thought provoking and a big hit with the crowd. "Imagine that there are individuals walking down this road of service, and imagine that Kiwanis Clubs are cars," John said. "We have to spread the message that it is a much more fun and efficient experience to join the Kiwanis Club rather than to walk the road alone."

After lunch, workshops continued until the House of Delegates. Amendments (sidebar) to the District Bylaws were voted on by the delegate present from each club in attendance. District Secretary/Treasurer Tom Varner gave his State of the District address.

Convention attendees dressed to the nines for the Governor's Reception, with a jazz quartet from George Mason University performing. The fun continued with a trip to London, England during the Governor's Banquet. Key Club Governor Bowden Saunders and CKI Governor Mikail Clark gave remarks on the activities of their respective organizations. Then came the farewell address of the Kiwanis Governor Jeffrey Wolff, which was kicked off by an introduction by First Lady Jennifer Wolff who got the crowd laughing with remarks that highlighted Jeff's Kiwanis family background. Governor Wolff gave a touching recount of his time this past year as well as what the District

## Approved Amendments to the Capital District Bylaws

**Articles V, VI, VIII, X, XI:** Added standard language from Kiwanis International for districts that have the District Trustee model. Changes clarified sections of the Bylaws that relate to officer terms and processes related to officer nominations, elections, and vacancies, and added language to utilize past District Trustees in the District Trustee nomination and election processes.

**Article XIX:** Added Section 5 which allows the Bylaws and Policy Committee to make basic edits (ie. spelling, capitalization, format-

had accomplished and recommendations for its future.

"Whether its feeding children within your local community who might otherwise starve, or adding iodine to salt to prevent birth defects, preventing mothers and babies from dying painfully from a disease we have the cure to or whatever global initiative Kiwanis concurs next, we have a reason to exist. We MUST exist because the children are counting on us," said Jeffrey.

The election session of the House of Delegates took place early Sunday morning. Carolyn S. Richar of the Kiwanis Club of Fairfax and P. Scott Zimmerman of the Kiwanis Club of Williamsburg were elected to the offices of 2012-2013 Governor and Governor-Elect respectively. International Trustee Jerry Peuler presented a resolution wishing Secretary-Trea-

ting, numbering, etc.) to the Bylaws without the approval of the delegates and delegates-at-large at the District Convention House of Delegates.

**Articles V, XVII:** Listed the District Policy Statements as a governing document and clarified the duties of the district officers.

**Article V:** Added the requirement of attendance at District Board meetings consistently to all officers.

**Article IX:** clarified the location of the rules of the House of Delegates as being in the Standing Rules rather than the Orders of the Day.

**Article II:** Made changes that further clarify the role and purpose of the district, in accordance to changes made to the Standard Form of District Bylaws and an amendment to the Kiwanis International Bylaws.

**Articles V, VIII, X, XI, XIV:** Eliminated all types of membership other than active (ie. senior, honorary), a mandatory change submitted by Kiwanis International.

**Article XV:** Added requirement that the district reports their finances to the Kiwanis International Board when requested, an amendment submitted by Kiwanis International in compliance with governmental reporting requirements.

**Article VIII:** Added language which allows District Convention to be held in conjunction with the Kiwanis International Convention if the Kiwanis International Convention is held within the geographic boundaries of the district, a mandatory change submitted by Kiwanis International.

*Continued on page 27*

# Front and Center *(continued)*



Clockwise from the top: The District Convention Planning Committee with Chairperson Kristina Dlugozima; Kiwanians enjoying the New York City-

themed Friday Night concert; K-Kid Noah Hush addressing the walk attendees about The Eliminate Project; Kiwanians cutting a rug Friday night;





Members took to the streets for the Walk for The Eliminate Project; SLP members and alumni pose for a photo; First Lady Jennifer Wolff receives the Kiwanis International President's Award for her work with SLPs.

# Family Ties

## Updates from Our Kiwanis Family

### Key Club Bowden Saunders, Governor

Hello Kiwanis! I am elated to bring in a new year full of service, leadership, and fellowship. This year the Capital District Key Club board is going above and beyond! We are pushing ourselves to new heights through projects, events, and size!



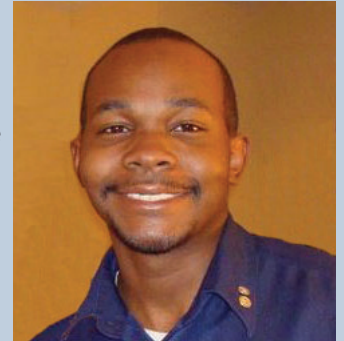
Our district project this year is the Eliminate Project. As a district, we plan to save three lives per member; this is equal to about \$80,000! Also, the governor's project this year is Super K. The goal of Super K is to not only increase service hours, but to strengthen our Kiwanis Family ties as well. This can be done by attending a local Key Club meeting, having a joint service project with a CKI, or chartering an Aktion Club. Super K is a great way to connect with all members of the Kiwanis Family and I encourage you all to participate.

In events, we are preparing for our Fall Rally. This event is October 20th at Kings Dominion and is only \$45; the cost includes park admission, a buffet lunch, and a free tee shirt. Fall Rally is open to anyone and we hope to have over 500 people this year. We would love to see more Kiwanis members at this exciting event. I look forward seeing all of you at Fall Rally.

The Capital District is the 4th largest district in Key Club International (Florida is the 3rd largest). My goal is to bring Capital back to number three by the end of my term. Although this is a difficult goal, I know we can do it. We can accomplish all of these goals not only through Key Club but through all areas of the Kiwanis Family; moreover, I know Kiwanis is behind me! I am excited once again to share my year with all of you and I can't wait to attend even more great Kiwanis events.

### CKI Mikail Clark, Governor

Greetings from your CKI family! Although our school year has just begun, I can confidently say that our service year is off to a wonderful start. During the summer, our joint International Conventions in New Orleans gave us a wonderful opportunity to celebrate



our organizations. I had the amazing pleasure to participate in a memorable CKI flash mob during the opening session of Kiwanis International Convention, and during my time in New Orleans, I exchanged texts with the President of my own sponsoring Kiwanis club who was also in attendance. My time in New Orleans was amazing and I can't wait for Vancouver next summer!

My board and I thoroughly enjoyed our time with our Kiwanis and Key Club family members at Kiwanis Family Weekend. It was great to partner with Kiwanis and Key Club in dining, fellowship, and a service project. Along with Governor Carolyn Richar and Governor Bowden Saunders, I am dedicated to improving our Kiwanis family relations. If each branch continues to amicably work together, there is no telling how much Kiwanis can accomplish in our district and beyond.

In this fraternal and sororal spirit of Kiwanis family camaraderie, I would like to invite each and every one of you to our District Large Scale Service Project/Total K Day. DLSSP/TKD will take place on Saturday, November 3, from 9am to 5pm on the campus of James Madison University in Harrisonburg, VA. While the first half of the day consists of various in-house service projects for the Eliminate Project, the second half of the day consists of more service projects and fun activities for the entire Kiwanis family! Please come out and bring friends and those interested in learning more about Kiwanis!

As always, I am thrilled to have such noble characters as you as mentors and friends. I am very excited for what the year has in store for our family. Until next time...

# Service Showcase

## News From Capital District Kiwanis Clubs

### Division 2

The **Kiwanis Club of Lynchburg** was honored to help with Camp Timothy, a program undertaken by Churches for Urban Ministry for the benefit of inner-city children. Camp Timothy celebrated its 60th anniversary this year with a cook-out at Westminster Presbyterian Church on July 13, the last day of Camp. Over 100 children, parents and counselors enjoyed hot dogs and hamburgers cooked by members of the club. Jim Minear picked up a barbeque grille big enough for a pig roast from Aztec Rental and delivered it to the church. In addition to Jim, Freddie Barbour braved the smokey haze and assisted “Chef” McCann in cooking and distributing the cooked items and President Chris snapped a few pictures. Attendees were entertained by the children singing and enjoying themselves with the counselors, and the club was recognized for its contributions to the program. Afterward, the children participated in a variety of outdoor games and activities.



Members of the Kiwanis Club of Lynchburg prepare the food for over 100 attendees at the Camp Timothy.

### Division 4

In Middlesex County, where thirty-eight percent of the school children are eligible for free or reduced-price lunches, a program called “Backpack Buddies” provides an extension of nutritional meals for pre-school through third grade children. **Kiwanis Club of Middlesex** members are among the key volunteers who collaborate with the county’s

elementary school to manage the program and fill 400 backpacks that go home from school with children on Fridays. Each backpack contains foods to supplement the child’s diet throughout the weekend. On Tuesdays, the children return the backpacks to school and the cycle is repeated. Filling back-packs, providing the funds to purchase the food, and knowing that kids won’t go hungry is fun and rewarding.



Middlesex Kiwanis members put together backpacks for 400 disadvantaged children of Middlesex County.

# Service Showcase *(continued)*



Every summer, members of the **Kiwanis Club of Richmond** enjoy the annual tradition of going to summer camp at Camp Little Hawk. Located on 67 acres in Goochland County, Camp Little Hawk is owned and operated by the Boys and Girls Clubs of Metro Richmond, providing a free five-day camping experience for more than 300 inner-city children from the greater Richmond area each summer. Kiwanians visit with the campers on Thursday evenings throughout the camp season, helping with camp activities such as fishing and judging relay races.

## Division 5

Leadership representatives from all five of the high school Key Clubs sponsored by the **Kiwanis Club of Charlottesville** were in attendance

for the quarterly Presidents' Council Meeting at Pen Park on Sunday afternoon, August 12, 2012. Six Kiwanians also attended, including, Service Leadership Program committee chair, Don Foss, who prepared a delightful cook-out. Division 5A Key Club Lt. Gov. Danielle Horridge of Albemarle High School prepared the agenda, introduced and welcomed her fellow young leaders, and led them through an Officer Training Refresher program. The youth and the adults then worked side by side in a service proj-



Members of the Kiwanis Club of Richmond visit with the children of Camp Little Hawk.

ect, making 40 packaged meals for the use of the Interfaith Humanitarian Sanctum, a small Charlottesville charity whose mission is to provide emergency assistance to those families traveling long distances to visit UVA Medical Center.

## Division 12

For over a year now, the **Kiwanis Club of Parkville** has been making dolls for the children at Franklin Square Hospital. Lately, the new Perry Hall High School Key Club has been helping with the stuffing. The children in the Surgical Care Unit use markers to draw features and clothes on the dolls. The Parkville Kiwanis make and deliver 30 dolls a month to the hospital.



Members of the Kiwanis Club of Charlottesville and their Key Club members made 40 packaged meals for charity.



## Division 13

Recently the **Kiwanis Club of the Peninsula at Oyster Point** took ten children shopping for school clothes. Referred by Social Services, these children needed shoes, clothes and backpacks. Target stores gave the club a \$50 store credit and helped with the shopping tasks. Each child purchased \$100 worth of items for school.

The Young Professional Educators, a satellite of the **Kiwanis Club of Downtown Hampton**, had an amazing service project on July 30th. They held a Teaching Extravaganza event at Christopher Newport University, which was a membership rally/service project. They invited recent graduates, particularly those still looking for new teaching jobs, graduates of the program who are still in the area who could come and share their expertise on hiring

Kiwanian Tareva Lister speaks to the attendees of the Teaching Extravaganza at Christopher Newport University.



Kiwanis Club of Peninsula at Oyster Point members Troy Collier, Phil Keator, Dru Bowman, John Hughes, Chuck Root, Bob Huggard and Carolyn Hughes prepare to shop!

and first year survival process, and administrative experts from surrounding school divisions to share about the hiring process. It was a huge success with over 50 attending! Individual teacher goody bags were provided which included many “have-to-have” items for their classrooms. Door prizes were also provided. The best part was the expertise shared by the members as well as other professors and dignitaries who were invited.

## Division 15

On Friday August 24th the Kiwanis Ducks took to the water at Frontier Town for the 11th Annual Duck Race to raise funds for the **Kiwanis Club of Greater Ocean Pines – Ocean City Scholarship Foundation**. Before the race, there was a picnic catered by the food service at Frontier Town which featured a whole roasted pig. Then the featherless swimmers hit the pool for the race which resulted in 23 winners of which the top 3 were cash prizes of \$1000, \$300, and \$200. How often do ducks help to send kids to college? Answer: At least once a year at the Annual Kiwanis Duck Race!

# Service Showcase *(continued)*



## Division 16

The **Kiwanis Club of Ocean View Beach** has made another year-long commitment to supporting “For Kids” in Norfolk, VA with bimonthly collections for both the homeless shelter and the after-school program for the children living in the shelter and transitional housing. The club provided almost \$600 worth of backpacks and school supplies in August and will supply snacks in October, food in December, medicine chest supplies in February, linens in April, and paper products in June. The Kiwanians have been very generous and have gathered all these items themselves. This is in addition to direct club donations to help their programs.

Across the United States, the pre-teen and teenage youth are at the highest risk for drowning. In light of this information, the **Kiwanis Club of Lynnhaven** donated funds for youth in the Seatack area to address this issue with a Teen Empowerment group. While only 7 teens ages 11 -16 took advantage of this



Students learn to swim thanks to the Kiwanis Club of Lynnhaven.

opportunity, great strides were made in improving their swimming skills and provided them with water safety education as well. The funds will also be used to run a Junior Lifeguard class for 10 to 15 year-old youth. This class includes 12 hours of instruction in water safety and basic rescues and prepares them to take the American Red Cross Lifeguard Training certification when they are 15 years old. Upon successful completion of this class, participants are certified as Junior Lifeguards and are encouraged to volunteer with pool programs to assist with supervision of youth groups and special events. Once they complete 40 hours of volunteer time and are 15 years old, they can take the American Red Cross Lifeguard Training class for a significantly reduced fee and then hopefully they can work for Parks and Recreation as a paid Lifeguard.

## Division 17

The **Kiwanis Club of Olney** celebrated its 27th year leading the Toys for Kids collection in Montgomery County. It was a banner year – both in number of toys collected, and numbers of organizations and children served. Included among those assisted were: Urban Housing of Montgomery County (through the Wheaton Kiwanis), Linkages to Learning, the NIH Cancer Center, the Georgetown University Pediatric Unit, the Regional Institute for Children and Adults, the Avery Road Women’s Shelter, the Upper Montgomery County Recreation Department, Oakdale Emory Methodist Church, St. Anne’s Infant Home, the Lutheran Church for Needy Families and numerous other individual needy families. In total over 3000 toys were distributed to over 1400 children.

## Division 20

For the third year in a row, the **Kiwanis Club of Arlington** has sponsored and assisted with the Lose the Training Wheels program. Lose The Training Wheels is a camp designed to teach children with disabilities how to ride a two-wheeled bicycle. With their adapted bicycles, specialized instructional program, and trained staff and volunteers, participants are up and riding on a two-wheel bicycle in 5 days. The club sponsors the t-shirts and does the administrative work for the week that the program takes place. About 40 children are in the program each summer.

The **Kiwanis Club of Tysons Corner/McLean** is a teaching site for the Safe Sitter Program with members as certified instructors. Safe Sitter Inc. provides a class curriculum that teaches 11 to 13 year-olds how to be safe and effective babysitters. The curriculum includes choking rescue, first aid, childcare essentials, and preventing problem behavior, as well as other topics. The club's latest class was held on September 15th, and all 18 students graduated. Classes have been held by the club since 2007, with over 600 graduates.

## Division 22

**Kiwanis Club of Waldorf** held its Ducky Derby on August 22 with the winning ducks selected by a mermaid. The prizes were donated and all tickets were entered into the District Foundation's Ducky Derby raffle at DCON. \$630 was raised for Capital District Kiwanis Foundation

## Division 23

In conjunction with the Bruton Key Club and the guidance office, eighteen members of the **Kiwanis Club**



**of Colonial Capital** presented a career day at Bruton High School. This was the first such event for the school involving an important community resource, the members of the Kiwanis Club. All juniors and seniors at the school, over 350, took part in the program. The dual goals to give higher visibility to the efforts of the key club and to give an opportunity for the Kiwanis club members to provide a service to older youths in our community were clearly met.

In an annual tradition, the **Kiwanis Club of Poquoson** welcomed new teachers in the Poquoson School System at its regular morning breakfast on Tuesday, August 21, 2012 and in-



Members of the Kiwanis Club of Colonial Capital presented a career day at Bruton High School.

troduced them to the many services the local club provides for children of Poquoson. Dr. Jennifer Parish, Kiwanis Club member and Poquoson School Superintendent, introduced visiting school staff and the new teachers. Former School Superintendents Raymond Vernall and Marilyn Barr, both club members, also attended the meeting. Club president James S. Christol presented each new teacher with a \$50 gift certificate to help defray the teachers' costs in equipping their classrooms.

Pictured back row (l. to r.), Superintendent Parish, Michael Smith, David Turner, Nicole Lantz, and Cheryl Piercy, PES; Stacey Godsey (PMS). Front row (l. to r.), Valerie Skinner and Rachel Ostrander, PES; Stacy Barry PHS; Laura Knight and Jennifer Gunderman, PES.



## Your New Website: Adding the Bells and Whistles

By PG Bob Powers  
Great Bridge Kiwanis – Division 21

This column discusses editing the menu or site navigation system and the advertisements you can display on your site. When editing the site, remember that the material the public sees is stored on the KiwanisOne server. You edit from your own computer and must save the edited material on the KiwanisOne server before it can be viewed by the public.

### Navigation System

Viewers use the menu to navigate through your web site pages. Each option on the menu is a link to either another page in your site or another site. Except for the Member Login Option which is hard wired into the menu, you have complete control of what viewers can access. You can add or delete options, change the label on the option, create sub-menus, and rearrange the order of the options through the *Edit Menu Layout* option on the Public Website Content page. This takes you to the public web site editor (notice the grey editor menu bar across the top) and opens the Public Menu Setup page. At the top is an option to add a new menu item, followed by a line for each menu item with an edit (pencil) and delete (x) option for each line. If you delete a menu item, you are just breaking the link to a page. The page remains on the KiwanisOne server although the public

cannot access it. You can reestablish the link by adding a new menu item whenever you want. To rearrange the order of the menu labels, click and drag the label to its new position. Scroll down and click *Save Menu* to implement your changes.

---

---

*“Use [the business card display] as an incentive for members and event sponsors and to showcase club projects.”*

---

---

Both the add and edit options open the Public Menu Setup form shown in the figure. Enter or change the menu label in the top box. If you want to link to another site, for example Kiwanis.org, enter the address (URL) in the second box, scroll down and *Save the Menu*. On the left is a list of all your pages stored in the KiwanisOne server. To link a page to this menu label, click on the page and drag it to the box on the right. Dragging more than one page to the right will create a submenu for this label. Remove pages by dragging them from the right back to the list on the left. When you have the menu the way you want scroll down and click *Save Menu*. Return to Management System by clicking on the *To Portal* option on the grey menu bar at the top of the page.

### Advertising

Beneath the menu is space for up to five business card ads to roll through a continuous loop. This can be a very important tool for your club. The developers' idea was for clubs to sell this ad space to businesses to help offset the cost of the management system. Some clubs do. Others use it as an incentive for members and event sponsors and to showcase club projects. We display our members businesses and the main sponsor of our golf tournament for one year.

This is the one tool not under the Public Website Content option. Someone with the role of Administrator- Club Sponsor, can access the Club Sponsor database by selecting *Club Sponsor Administration* under the *Administration* option. Each line in the database contains the image to be displayed, the website URL, start and end dates as well as tools to edit or delete the line. The five lines with the newest start dates that does not exceed the end date are displayed on your site. Control the display by using the edit tool to adjust the dates. You can change the display as often as you like.

Before you add a new sponsor, put a digital image of the business card in your computer (154x79 pixels is the best display size) and get the sponsors website address. Click on the *Add New Sponsor* link at the top of the Sponsor Administration page and fill in the form that opens. Browse to the location where you stored the digital image.



# Getting the Word Out

## How Can We Do PR? (Part 1)

By Jack White, Chairman  
District Public Relations Committee

In the last issue, we asked why clubs should be involved in public relations. Today, let's discuss how members and clubs can promote Kiwanis in their communities. In the next issue, we will focus on promotions that work in certain places but not in others.

### Ourselves and What We Wear

Every Kiwanian can promote his or her club simply by wearing branded clothing, pins and badges. I am an attorney and was entering our local federal courthouse one day when a friendly man walked up, told me he was the new Lutheran minister in town and commented on the Kiwanis pin in my coat lapel.

"I was a Kiwanian in a place where I used to live," he said. Long story short, I invited this man to one of our meetings and he joined our club—just like that.

Our regional representative from Kiwanis International tells how she was driving in Virginia when a State Trooper stopped her for speeding. The trooper asked about the Kiwanis pin on her shirt collar, and ended up letting this lady go with a warning. Understand, you might not fare so well, but good things can happen when people know you belong to this organization.

At club meetings, you probably



wear a Kiwanis name badge. Also wear that badge when you work on club projects. Folks will know your name and that you are a Kiwanian. When you call on people in the community for your club, give them a Kiwanis business card. Personal cards are easy to print on your computer, or Kiwanis sells them.

Besides pins and badges, clothing is available with the Kiwanis name or emblem—things like tailored shirts, sport shirts, t-shirts, jewelry, neckties, neck scarves, sweat shirts, aprons, zip-up jackets, vests, and the ubiquitous logo caps. All of these and more can be bought from the Kiwanis Store, which is online at <http://store.kiwanis.org>. Each club also receives a printed catalogue from the Kiwanis Store.

At an International Convention, I met the man in charge of the Kiwanis

Store. He told me that, when he took this job, Kiwanis branded clothing was inexpensive and not very attractive. So he began upgrading to quality brands, names you know and may buy already. As a result, today's Kiwanis clothing can be worn for work or leisure and you will look good. I mean, why should we promote Ralph Lauren's polo pony when the name Kiwanis could be on our garments? Ditto for the license plate on your car if your state offers special Kiwanis plates.

### The World Around Us

When your club supports a service project, is your name connected to it? For years, our club paid the \$5,000 cost of our public library's Children's Summer Reading Program. But the

*Continued on page 27*

# Beyond the Call

Nominate a deserving Kiwanian for *Beyond the Call*. Contact editor@capitaldistrictkiwanis.org

## Jim Jacobs

### Westminster Kiwanis Club

By Stephanie Feinberg  
Immediate-Past Lt. Governor, Div. 9  
Capital District Key Club

Throughout the past four years of being a member of Key Club, one Kiwanian stood out to me as if he had the biggest heart out of all of them. This man has made Key Club become what it is to me now. He has become more than just a Kiwanis Advisor, he has become like a grandfather to me. I could not be more thankful to have Mr. Jim Jacobs as my Kiwanis Advisor.

Mr. Jacobs is the advisor for South Carroll Key Club, and even started a Key Club at Linganore High School. In addition to these two clubs, Jim Jacobs is also very involved with Mount Airy Kiwanis' third sponsored Key Club at Liberty High School. It is not unusual to see a blue car with a Kiwanis license plate in the parking lot at South Carroll, simply because Jim tries to attend as many meetings and events as possible, even if that means meeting with the Faculty Advisor or even the Principal.

Jim encouraged me to make the most life changing and best decision of my life; to run for Lieutenant Governor of Division 9. Since then, Jim has invited me to attend every Kiwanis meeting, making their entire club my second family. At each meeting, Jim finds some way to boast about their three sponsored Key Clubs; Liberty, Linganore, and South Carroll, keep-



ing the Kiwanis club updated about events as much as possible.

Key Clubbers from many clubs in Division 9 have become familiar with Mr. Jacobs because of his effort to talk to every club in attendance at divisional meetings. A Kiwanian from Westminster says, "One of the things that stands out about Jim is that he gives 110 percent effort in all that he does. As a Kiwanis Advisor myself, his genuine concern is for all of the

members of Key Club. When I grow up I want to be just like him!"

Mr. Jacobs continues to make a difference in Key Club every day in every way possible, but I'm positive that it is not possible for Jim to make a difference in someone's life more than he's made a difference in mine. I would not even dream of having a better Kiwanis Advisor, mentor, or honorary Grandfather.



## Submit articles to The Capital Kiwanian!

December/January Issue: November 7

February/March Issue: January 7

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

the same;

3. Be a part of at least two hands-on service projects with your sponsored SLP clubs this year; and
4. Take part in a club survey to help make sure your club is the best club it can be. Honor traditions that bring life into your club – let go of traditions that no longer help the club thrive.

In this edition and future editions of the Capital Kiwanian, you will find a range of articles to help you change our world. Some of the changes will be internal within our Kiwanis clubs – others will be changes that our communities need. Please take the time to read this wonderful resource from the front page through to the back page.

I look forward to hearing your stories of Kiwanians who have become heroes – who have Changed Our World for the better – who have become role models for today's children, youth and young adults. I look forward to hearing the story about you – about how you have changed our world through your service, fellowship, and leadership.

Not The End of the Story!

---

## GETTING THE WORD OUT

### *cont'd from page 25*

public never knew it. So I talked to the children's librarian, who ran that program. Of course, she said, and our logo soon appeared on all signs the library displayed for this program. When I was club president, parents of the 1,000 students who participated in this program were given a letter I

wrote, explaining Kiwanis and why we were glad to sponsor this program for their children. I knew the library director was a Rotarian, but invited the children's librarian to join our club. She did and now is an active Kiwanian and member of our board. If you just ask, good things can happen.

When your club has a fundraiser or other project, is Kiwanis prominent in your publicity and promotions? Do your news releases have a paragraph that explains what Kiwanis is and how we serve the community and its young people? Remember, you are not just selling a pancake breakfast; you also should be selling Kiwanis. Also, underneath the Kiwanis name or logo on your signs and banners, include something like, "Serving Children" or "Serving the Mills Ridge Community" so the public can learn what this former Native American name now stands for.

## You Need Eyes and Ears To Look for Public Relations Opportunities

This has been said before, but it needs emphasizing. Your club should have a person, or better still a committee, whose job it is to promote the club and Kiwanis. This person or committee can have special days for members to order logo clothing, then urge them to wear it. I noticed our meetings were not listed in some of our community directories, so a club member was asked to be in charge of this. Now, we scarcely miss an opportunity to put our name before the public.

Finally, our daily newspaper recently began publishing photo pages about certain community events, often gala dinners. As I write this, a page of color photos from an "Art in Public Places" event in open on my desk. When our Rotary friends in North-

east Tennessee hosted their Governor for a regional event, this newspaper published a photo page from that dinner. I assumed these pages were advertisements, but was told when I called that the publisher handles them personally. It began to sound like a PR project for the newspaper. Our club will be celebrating its 70th anniversary in November, so a call has been placed to the publisher to ask whether we can get a photo page for our event.

Asking is such an easy thing to do. Over the years, I have followed the rule that all they can do is say no. And more often than I can remember, the people who were asked have said yes.

---

## DCON Recap *cont'd from page 14*

surer Emeritus Ellis Stroup a speedy recovery on his upcoming surgery.


Sunday morning's Inspirational Breakfast took members to Sydney, Australia with a keynote address by Dr. Gary Jones, CEO of Youth for Tomorrow. Dr. Jones spoke of the work his organization does for at-risk youth, and how that work and the children have personally touched his life. The convention concluded with the retirement of the 2011-2012 Board of Trustees and Lt. Governors and the installation of the 2012-2013 officers. Governor-Designate Carolyn Richar addressed the crowd with her hopes for Capital District Kiwanis and the things we can achieve together.

Plans are already underway for the 95th Annual District Convention in Williamsburg, Virginia. The convention will take place from August 16-18, 2013 at the Williamsburg Hotel and Conference Center. Mark your calendars now for what will surely be a memorable event!



## 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** 