

The Capital

October/November 2014

Kiwanian

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

**Kiwanis throws Fall
Festival & Halloween
Night Event**

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**Get a Personal Donor
Page for The Eliminate
Project!**

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**Foundation Raises
Money for Pediatric
Trauma Hospitals**

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District Convention

Engaging Speakers, Celebrations, and Casino Night!





SAVE THE DATES

Kiwanis Centennial Tour
JANUARY - JUNE

Detroit 100th
Anniversary Celebration
JANUARY 23-24

100th Anniversary Celebration
at the Kiwanis International Convention
Indianapolis, Indiana
JUNE 25-28

www.kiwanis.org/kiwanis100



Kiwanis

The Capital Kiwanian
The Official Publication of Capital District Kiwanis

Volume 4, Number 1

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2014-15 Leadership Information

GOVERNOR
R. Brian Bell
Woodbridge, VA

GOVERNOR-ELECT
David Heppner
Lynchburg, VA

SECRETARY-TREASURER
Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR
P. Scott Zimmerman
Williamsburg, VA

TRUSTEE-CHESAPEAKE BAY
John Sparkman
Chincoteague, MD

TRUSTEE-HEART OF VIRGINIA
John Morris
Richmond, VA

TRUSTEE-MASON DIXON
Ted Zapalowicz
Baltimore, MD

TRUSTEE-NATIONAL CAPITAL
Jeffrey M. Wolff
Tysons Corner/McLean, VA

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THANK YOU
John Westervelt (Winchester, VA) for the District Convention photography.



Governor's Message

R. Brian Bell, 2014-15 Governor

Welcome to the 100th Anniversary year of Kiwanis International! I am excited to have this opportunity to lead the great Capital District Kiwanis during this year of celebration. We have a tremendous servant leader in Dr. John Button as our Kiwanis International President. Dr. John believes that servant leaders challenge and empower by getting rid of obstacles and encouraging risk taking and non-traditional innovative thinking.



"If it doesn't serve the members, we don't need it." For this reason, he reduced the number of KI committees from 34 to 10. Dr. John really wants to empower the grassroots members and return the organization to them, and he has challenged each of us in the role of servant leaders to help him accomplish this. Please support our District Board of Trustees and your Division Lt Governor. They are your resources, and each has made a significant commitment to serve on your behalf.

I share Dr. John's theme and priorities for Kiwanis International, and have adopted them for our Capital District. The KI theme for 2014-15 is "The Way Ahead". Our priorities are Growth, Eliminate, and Celebrate. To increase our service, we must grow. That is why Kiwanis has embraced The Formula, a multi-year, member-led growth initia-

tive. During Immediate Past Governor Scott's year, the groundwork has been laid. One New Club Opener and two Club Counselors have been selected for each division. District Formula Lead PG Carolyn Richar is working with her Formula team to identify target locations for new clubs and to assign club counselors to existing clubs to help strengthen them and build a foundation for membership growth. Please welcome their assistance and support their efforts. The Formula Team is working for you!

We are entering the final year of The Eliminate Project, our global campaign with UNICEF to eliminate Maternal and Neonatal Tetanus (MNT). This deadly disease steals the lives of nearly 60,000 innocent babies each year. Under the leadership of District Chair PG John Tyner, Capital District contribu-

tions to The Eliminate Project have now surpassed \$1.5 Million – over 50% of our goal. More importantly, we have protected the lives of over 800,000 mothers-to-be and their future children. Become a Zeller Fellow and/or a Model Club – and save lives.

This is truly a year to Celebrate – 100 years of service to our local communities through Kiwanis. My Governor's pin says Celebrate: Reflect, Refresh, Renew. We should proudly Reflect on the past successes and accomplishments of our great organization, and specifically what your club has meant to your community. However, we must Refresh our approach to membership, the member experience, and ways to serve our communities. Has your club recently conducted a Community Analysis and used the Club Excellence

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Around Capital

The Formula for an Enthusiastic Kiwanian

By PG Carolyn Richar
District Chairperson, The Formula

Science has now developed the ultimate formula to ensure the development of an enthusiastic Kiwanian. I am pleased to share The Formula with each of you as you seek to make your Kiwanis experience – your Kiwanis club – the best it can be.

There are some variations on this ultimate Formula – because people and Kiwanis clubs are not all the same. But the basic Formula is the same:

LOVE IT

Strengthen your club with great hands on service projects, exciting fundraising, active involvement with your service leadership programs, lots of fellowship within your club and through interclubs – and some effective worthy meetings. Call on a divisional club counselor for advice and resources – look at the Kiwanisone.org website for lots of Love It resources that will help you make your club stronger. Now you are making the world a better place one child and one community at a time!

SHARE IT

Once you love your club, you are ready to share it with everyone you meet. Brag about the service you do, invite others to help out at service projects

and fundraisers, take every opportunity to share the joy that making the world a better place – that making the life of a child better – brings into your life. Invite friends, neighbors, colleagues – heck even a few strangers – to come share the experience of Kiwanis. Don't forget to invite your service leadership program members – K-Kids, Builder's Club members, Key Clubbers, CKI members – to join Kiwanis when they are ready. Make sure they know we want them to continue to be a part of the Kiwanis Family throughout their lives!

LIVE IT

Look each day for a way to make the world a better place through your Kiwanis experience. Look for ways to be a role model in your community for what community service and support mean. Does your community or the one next door need more help than your Kiwanis club can offer? Are there schools that want to have a Key Club

or K-Kids club – but your Kiwanis club is not able to sponsor more service leadership programs? You could be the perfect team member to join with your divisions' club opener – and help start a new Kiwanis club. By helping open a new Kiwanis club – you can multiply the positive change that will make the world a better place!

Love it, share it, live it – this is the Formula for development of enthusiastic Kiwanians. If you want more information on this – contact the Capital District Formula Chairperson, Carolyn Richar at carolynsrichar@hotmail.org – or call her at (703) 505-0265.



A Capital Idea

Kiwanis Throws Fall Festival and Halloween Night Event

*Service Project Tip #12:
Plan projects around holiday occasions to engage the public*

This past October 2013 was an exciting time for the McClure Kiwanis Club. On a warm fall Wednesday evening, October 30th, 2013 at the McClure River Kiwanis Park and Little League Field, bright lights illuminated the baseball field and the first ever Fall Festival and Halloween Nite came alive in a quaint little town known as McClure, Virginia.

For as long as anyone could remember, trick-or-treating was always the night before Halloween. The Kiwanis Club members decided it was time for this little town to have something for the children to look forward too besides just trick-or-treating. A committee was formed within the Kiwanis Club to organize the Fall Festival and Halloween Night and to do door-to-door public relations with the McClure residents. From this committee was born the annual "Fall Festival and Halloween Night at the McClure Little League baseball field.

Residents from the town of McClure, along with several local businesses and local churches, set-up at the ball field, giving out treats to all the kids. And the McClure River Kiwanis Club had different games set-up for the kids to play with prizes awarded. As kids came thru the gate, they registered to



"The Kiwanis Club members decided it was time for this little town to have something for the children to look forward too besides just trick-or-treating."

The first ever Fall Festival and Halloween Night was a reality. And so much fun was had by all. Approximately 700 in attendance, the McClure Kiwanis Club members were smiling at the end of a successful event.

enter a costume contest for ages 0 to 3, 4 to 7, 8 to 11, and 12 to 18 with new bicycles awards to kids 11 and under and an ipad and gift certificates awarded to the teenagers, who won the costume contest. All prizes was donated. Cake walks was enjoyed by all ages. Even Wings Helicopter landed at the ball field.



Service Showcase

News From Capital District Kiwanis Clubs

Division 5

The **Kiwanis Club of Greater Ocean Pines-Ocean City** makes OPA-approved house number signs available for purchase by residents of Ocean Pines. The reason for the signs is to assist first responders of the fire department and police department to identify which residence is in need of assistance. Kiwanis members install the signs out by the street to enable easy visibility, as many house numbers are not easy to see from the street, especially in the dark. The sign is brown with orange numbers. While the cost of the signs is not intended to be a fundraiser, any monies left over after material costs, is applied to the club's budget.



A house number sign made by the Kiwanis Club of Greater Ocean Pines-Ocean City



Peninsula at Oyster Point members back-to-school shop for local students.

Division 6

The Kiwanis Club of **Wilmington, DE** included the city Police and Fire Departments to their monthly "Reading to Tots" at the local Salvation Army offices. Officers from the Police and Fire Departments assisted the Kiwanians in reading to the preschool tots who were in awe of the uniformed officers! Try it in your town too!

Division 13

The **Kiwanis Club of the Peninsula at Oyster Point** held its annual back-to-school shopping event in August. Club members shopped for shoes and clothing for nine students selected

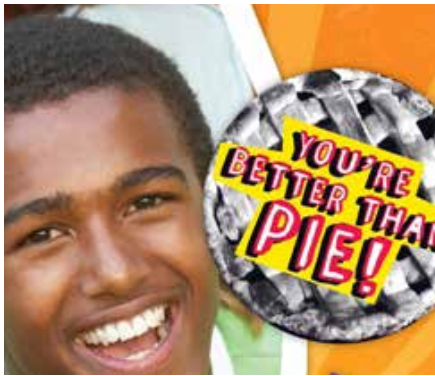
by social services. Kohl's department store provided shopping assistance for this project.

The YMCA Bright Beginnings is a program which gives disadvantaged children, as determined by social services, \$150 per child for the selection of back to school clothing, shoes, and supplies. Last year the **Kiwanis Club of Smithfield, VA** sponsored 7 children for the local Smithfield Luter YMCA. The "7 to 70" Boston Marathon initiative fundraiser (goal to raise \$10,500 to support 70 children) was presented during a January meeting and approved with enthusiasm. They

Continued on page 23

Eye On KI

News from Kiwanis International



Key Clubs spread happiness to high schools

Last year the Kiwanis International board challenged the leaders of Kiwanis' Service Leadership Programs to help put an end to bullying in schools. Research shows that anti-bullying campaigns were actually making the problem worse. So Key Club teamed up with the nonprofit Project Happiness to create a happiness toolkit that clubs could use to spread happiness in their schools and communities.

Kiwanians, please support this program wholeheartedly: share what makes you happy and volunteer for your local Key Club's projects, plus tell faculty advisors to watch for the fall mailing, which includes Project Happiness materials. When students increase their personal happiness they not only become healthier, more productive and kinder people, they also feel a call to serve others. Start now at www.keyclub.org/projecthappiness.



Invite others to join your Kiwanis club

Do you love your club? Share it with others! Here's how:

- Share your story. You don't need to know everything about Kiwanis. You just need to start with what it means to you—and then share that story to connect on a personal level about addressing community needs.
- Talk about your impact. Regular communication about activities will lead to the name recognition your club deserves—and help attract more members. Posting pictures on your club's Facebook page, updating your club's website, using community calendars and sending news releases to local media outlets all help to create awareness.
- Share it. One organized way of sharing what you do is to host a membership drive, an event specifically for new members to help them learn what you do.

Find details about these and other ideas at www.kiwanis.org/theformula/strengthen-your-club.



Don't just celebrate history. Make it.

Celebrate Kiwanis' 100th anniversary by giving to The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. Kiwanis will honor your US\$1,500 donation made during the centennial year with the Centennial Award—complete with a framed medallion and other exclusive recognition items.

The Kiwanis International Foundation is accepting early gifts and pledges now, and recognition will be available beginning in January 2015. Help eliminate maternal and neonatal tetanus and claim your place in Kiwanis history today. Give now at www.TheEliminateProject.org/give.

UNICEF, Kiwanis team visits Indonesia

A delegation from Kiwanis International and the U.S. Fund for UNICEF made a special visit to Indonesia in September for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus (MNT). They went

to observe UNICEF's immunization activities.

Indonesia, located in Southeast Asia, is one of 24 countries where MNT remains a deadly threat. Elimination efforts there have been encouraging. To date, 30 of 33 provinces in Indonesia have eliminated the disease.

The Kiwanis delegation included Past Kiwanis International President Alex "Bo" Shafer and his wife Jane Shafer, Kiwanis International Foundation Trustee Ron Smith and his wife Joanne Smith, and Emilia Gugliuzza, Florida District Coordinator for The Eliminate Project. See photos from their experiences.



Help youth clubs Trick-or-Treat for UNICEF

Make sure the youth in your area are collecting coins this Halloween through Trick-or-Treat for UNICEF. Partner with your sponsored K-Kids, Builders Club, Key Club, CKI and Action Club members to maximize their efforts and funds raised. Help them plan a fundraiser, distribute Trick-or-Treat for UNICEF collection boxes and get excited about participating. Plus, make sure they send in their hard-earned funds by December 31, 2014.

Just like the past three years—when Kiwanis-family clubs collected more than US\$1.7 million—funds raised by clubs will benefit The Eliminate Project. Trick-or-Treat for UNICEF is an amazing way for kids to help kids and have fun doing it.

Pin it to mark 100 years

Attend Kiwanis' 100th anniversary celebration events and collect unique commemorative pins! A Detroit anniversary pin will be given to all who celebrate with the Detroit No. 1 Club in January 2015. Catch a centennial tour event near you and receive the tour's official pin. And at the Kiwanis 2014–15 international convention in Indianapolis, a commemorative 100th anniversary pin and a limited edition pin set will both be for sale. Don't miss out!

Apply now for foundation grants

If your club, district or district foundation is facing a financial gap for a project, apply now for a grant from the Kiwanis International Foundation. Applications are due November 15, 2014! It takes time to compile the requested information so start now, following these tips:

- Fully answer all of the required questions and include all requested information—no more, no less or your application won't be considered.
- Include a balanced budget and

explain how your club is contributing both financial resources and volunteer time.

- Specify exactly how the project will affect the lives of children. Projects helping the youngest children are given priority.

Find details and application instructions for Kiwanis International Foundation grants at www.kiwanis.org/foundation/grants. Apply today!

Register for Detroit celebration, win prizes

Celebrate the centennial in Detroit, Michigan, where Kiwanis began. Kiwanis International and the Detroit No. 1 Club are throwing an exclusive celebration with dinner, a dessert reception, history and a concert. Register by November 17, 2014, to benefit from discounted rates, and you could win gift certificates to the Kiwanis Store online. Kiwanis is why you're coming but don't miss these other Motor City highlights:

- The city's crown jewel, the Detroit Institute of Arts
- A drive back in time to the Henry Ford Museum ... and see the cars of the future at the Detroit auto show
- The sounds of the Motown Museum
- The world's largest institution dedicated to the African-American experience at the Charles H. Wright Museum

Register at www.kiwanis.org/detroit. See you in the Motor City!



ELIMINATE

maternal/neonatal tetanus



Kiwaniis | unicef 

Raise Funds for The Eliminate Project with a Personal Page

Saving women and babies through The Eliminate Project is now easier. Reach out to friends and family and share your mission to end maternal and neonatal tetanus with your own fundraising page. Start here:

1. Build it. Complete the online registration to activate your page at <https://secure.qgiv.com/hobnob/event/34434>. Click “edit personal page” to set your fundraising goal, and then describe your mission and upload photos and videos to personalize.
2. Spread the word. Click “share/send emails” and use Facebook and Twitter to ask for support. Donations go directly to The Eliminate Project.
3. Track results and say thanks! See who has made a contribution on your donation dashboard and thank them personally. Post



updates about the campaign’s progress and your success.

Make giving easy. Spread the word to help protect millions of lives—and help the Kiwanis family make history through www.TheEliminateProject.org.

Our Firm Foundation

News From Our Capital District Kiwanis Foundation

By Roy Sheets, President
Capital District Kiwanis Foundation

This has been quite a year for the CDKF and its expansion of the Pediatric Trauma centers. The last hospital added that made our seventh on the list was The Medical Center of Delaware at Wilmington in the 1992-93 Kiwanis year. This year the Niswonger Children's Hospital in Johnson City, TN became the eighth on the list to receive CDKF contributions. This hospital serves a lot of people in Southwest Virginia along with those in Kentucky, North Carolina, and Tennessee when there is a very sick child in the family. Niswonger Children's Hospital is one of only six children's hospitals in the nation to be affiliated with St. Jude's Research Hospital in Memphis. It is well equipped to serve the children of the region. Niswonger is much closer for people in that area than the long drive to Roanoke for a lot of folks in the far Southwest Virginia region.

We have completed our 2013-14 giving year, but are already working on collections for 2014-15. Checks representing Club gifts are still showing up. There has been some improvement in our fundraising. Each of the eight hospitals received a check for \$3,000. Since this project started in the 1986-87 year CDKF has contributed \$619,513 to the Pediatric Trauma Center hospitals.

PEDIATRIC HOSPITAL SUPPORT

Ducky Derby Raffle Tickets
\$13,837.00

Caring Corner
\$1,400.25

Individual Contributions
\$2,000.00

International Trustee Art Riley and his Key Club helpers selling CDKF pins
\$1,120.00

Grand Total
\$18,357.25

With the change to a Spring District Convention, Bob Cassada will have the Ducky Derby tickets ready for distribution at the November 2014 CDKF board meeting. Please remember to sell outside the box as well as to ourselves. These ticket sales are also a good recruiting tool because of the opportunity to talk Kiwanis when we ask someone who is not a Kiwanian to buy.



Submit articles to
The Capital Kiwanian!

Dec/Jan Issue: Nov 14

Feb/Mar Issue: Jan 14

ADVERTISE YOUR CLUB EVENTS IN *THE CAPITAL KIWANIAN*

\$30 (quarter page ad)

\$55 (half page ad)

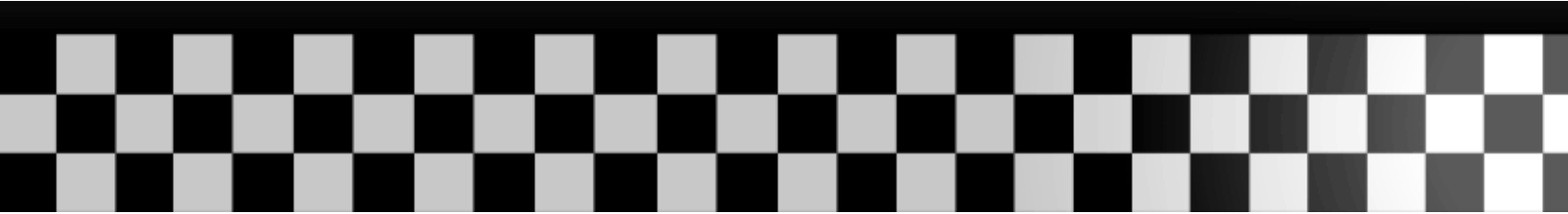
\$100 (full page ad)

editor@capitaldistrictkiwanis.org

Save those great service photos!

This year, Capital District Kiwanis will be producing a photo album to commemorate the 100th Anniversary of Kiwanis. This photo album will depict a year of service in the Capital District. More details will follow, but please start taking and saving photos and captions of your clubs service in action within your community!

Front and Center



The 2013-14 District Leadership Team

District Convention 2014



Kiwanians met up in Reston, VA at the Hyatt Regency Reston August 22nd to 24th for the 96th Annual Capital District Kiwanis Convention. The weekend, themed Formula One, started off with exhibits, meetings, and personal and leadership development workshops. Friday evening held the first ever District Casino Night to benefit The Eliminate Project. Kiwanians gambled with play money and purchased raffle tickets, raising a total of \$16,300 to fight maternal-neonatal tetanus!

Speakers for the weekend included Rhonda Vrell from Kiwanis International, who spoke about The Formula: Kiwanis' new membership campaign. Ken Strafer presented on his organization, Operation Enduring Pride, which supports wounded warriors. Past Kiwanis International President, Dr. Wil Blechman, was the Inspirations Breakfast speaker, informing the public about children's health issues and what can be done. Key Club Governor Anastasia Slepukhova and CKI Secretary-Treasurer Nicole Tardif were also in attendance and presented on their organizations.

During the House of Delegates, Brian Bell (Woodbridge, VA) was elected Governor, and David Heppner (Lynchburg, VA) was elected Governor Elect for the 2014-15 Kiwanis year. During the installation/retirement ceremony, Kiwanis International Trustee Marcel Kreienbühl retired the outgoing board members, Immediate-Past Governor Carolyn Richar, Governor Scott Zimmerman, Chesapeake Bay Trustee Rose Poole, and National Capital Trustee John Tyner. John Sparkman and Jeffrey Wolff were installed as Trustees, along with Bell and Heppner as Governor and Governor-Elect.

The weekend, planned by a committee headed by David Diesselhorst (Fairfax, VA) and Kelly Boswell (Olney, MD) as co-chairs, also included club operations workshops, hospitality suites, and fundraising opportunities for the Capital District Kiwanis Foundation. Many attendees were honored with Walter Zeller Fellowships for their contributions to Kiwanis and The Eliminate Project.

The 97th Annual Capital District Kiwanis Convention will be held April 10-12, 2015 in Roanoke, VA. More information for this convention, which will be celebrating Kiwanis' 100th Anniversary, will be coming soon!

Front and Center





Clockwise from top left: Trustee Marcel installs David Heppner and retires Scott Zimmerman; attendees sing Auld Lang Syne to end the convention; PG Carolyn Richar is the winning "horse" at Casino Night; Key Club and CKI students kid around; Dr. Wil Blechman address the attendees; Immediate Past Governor Zimmerman with newly-installed Governor Brian Bell and First Lady Diane; convention attendees enjoy the hospitality suites; Washington DC club poses with a momento from International Convention.

The Capital Record

Appreciation

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 19, 2014 and introduced them to the many services the local club provides for children of Poquoson. After breakfast, 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 Kiwanis club members, also attended the meeting. Club president-elect Rex Evans presented each new teacher with a \$50 gift certificate to help defray the teachers' costs in equipping their classrooms.



duty when LA-Miss-Tenn hosted the International Convention in 2012. He's employed by Caesar's and works in finance. Welcome, Ron!

Donations

The **Greater Millsboro Kiwanis** donated a check for \$250 for school supplies to the Long Neck Elementary school on September 2, 2014.



Baby News

Lt. Governor Wesley Brown of Division 13 is proud to announce the birth of his two granddaughters. Stella May Brown was born on February 25, 2014 to his son, Kevin and Amber of Carrollton. Samantha Anne Dunn was born on August 18, 2014 to his daughter, Kimberly and John of Virginia Beach. A warm welcome to two future Kiwanians!

Happy Anniversary

October

Manassas	1924
Crewe.....	1924
Chesapeake.....	1927
East Baltimore	1947
Chesterfield.....	1950
Georgetown, DC.....	1955
Mercury 64.....	1962
Capitol Hill	1963
Gloucester	2008

November

Wilmington.....	1918
Roanoke.....	1919
Lexington	1925
Pocomoke City.....	1953
North Richmond.....	1953
Greater Richmond	1956
York.....	1963
Waldorf.....	1979
Annapolis.....	1980
Central Chesterfield	1983
DC Metro Young Professionals	2005

Welcome to Kiwanis

At Interclub Night in Division 6 at Ripken Stadium, the **Kiwanis Club of Bel Air, MD** inducted their newest member. Ron Lonicki has been a member in several districts. He was club president in Wisconsin Upper Michigan district. He has served in New Orleans and even did convention

Special Guests

Senator Tommy Norment visited the **Kiwanis Club of Poquoson** at their regular Tuesday morning meeting September 16, giving an update on happenings in Richmond. Senator Norment has been a familiar face at the Poquoson Club, having addressed the members frankly and openly on many occasions.

District Foundation

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

Robert Bacon, Coastal Delaware
Elton King, Northwest Washington
William Natnan, Northwest Washington
Mack C. Allen, Capitol Hill
Kevin S. Meade, Botetourt County
Charles P. Geiger, Botetourt County
Allan Kujala, Dover, DE
Jessica Raymond, Dover, DE
Kristi Wagner, Grundy
Jason W. Hand, Staunton
Noelle Grosso, Chester
Jesse Vanderwende, Bridgeville
Melinda Dalton, Danville
Stephen D. Blood, Alexandria
Nicole McDermott, Tysons Corner/McLean
Jamie Arca, Tysons Corner/McLean
Amy Robertson, Chesapeake
Tim Boschen, Ashland
Steve Bevis, Arlington
Danielle Dean, Harisonburg
Beth Chandler, North Richmond
Edwin C. Daley, Hopewell

Thomas D. Wagstaff, Hopewell
Jesse Springer, Tuckahoe
William Bailey, Eastern Branch
Lawrence Carter, Northwest
Jeri E. Wasco, Northwest
Kathy Archer, Shepherd Park

Linda F. Peters, Mitchellville
Glenna Morris, Eastern Branch
Frederick Glime, Seaford
Glee Butts, Mount Airy, MD

My Kiwanis Moment

Bob Cassada

Kiwanis Club of Chester, VA

I cannot think of anything more terrible than losing a child. We know that the old must die, but the young can too. The impact on a young family is devastating. When I read a child's obituary my heart goes out to those parents because we almost had to walk in their shoes. My youngest son spent a month in one of our pediatric hospitals when he was nine days old. We came very close to losing him.

When a child dies, the parents search for that one thing that they can say in the obituary that will comfort them and tell the world that their child did amount to something. Quite often the parents focus on the fact that their child was identified as a Kiwanis Terrific Kid. It does not matter what club touched that child, we all did. Even in dire adversity Kiwanis becomes a positive influence. I swell with pride knowing that I am part of an organization that reaches out to children in all situations.

The Terrific Kids program certainly means more than just comfort to be-



reaved parents. But, I think it is wonderful that Kiwanis is able to provide that one thread that parents can hang on to when they are trying to come to grips with a major tragedy in their lives. Through our sister and brother Kiwanians, we are all standing beside those parents and letting them know that we agree that their child really was terrific.

I love being a Kiwanian. The pride I feel, especially when we are able to reach out to parents who have nowhere else to turn for solace, guarantees that I will always be a Kiwanian.

Share YOUR Kiwanis Moment! Email editor@capitaldistrictkiwanis.org

Kiwanis' 100th Birthday Sample Club Presentation

Need help promoting Kiwanis' 100th to your club? Take this sample presentation and make it your own!

Introduction

- Quick quiz (things that happened in January 1915)
 - United States House of Reps rejects a proposal to give women right to vote
 - "My Favorite Martian" actor Alan Hewitt is born
- Kiwanis is Founded in Detroit, Michigan

Centennial

January 21, 2015 marks Kiwanis' official 100th birthday; big plans beginning in California, spanning the world and culminating right here in Indianapolis.

- Kick off January 1, 2015 in Pasadena, California, with a 100th Anniversary-themed Rose Parade float
- 100th Birthday Party in Detroit, Michigan, January 23-24
- Centennial Tour stops in 12 cities
- Culminate in Indianapolis for the 2015 International Convention and Centennial Celebration; usher in the next 100 years of Kiwanis

Centennial Tours

- Take the place of Presidential Visits
- 10 Cities, each chosen for the amount of clubs within a 3 hour driving distance:
 - Seattle, Washington
 - Atlanta, Georgia
 - Orlando, Florida
 - Los Angeles, California
 - Taipei, Taiwan
 - Kuala Lumpur, Malaysia
 - St. Louis, Missouri

- Chicago, Illinois
- New York, New York
- Washington, DC
- Luxembourg City, Luxembourg (with KIEF convention)
- Milan, Italy
- Besides celebrating, these are great opportunities to raise awareness of Kiwanis. Each stop includes:
 - Opportunities for President-Elect John to meet with media, major and potential donors
 - A celebration designed and hosted by the city's host district (casual, fun for everyone)
 - A community playground build as a lasting legacy to commemorate the event
 - Some include an Up With People concert

Indianapolis 2015

- Plans are continuing to take shape, and we want this to be an experience like non-other for Kiwanians in our beautiful city
- Celebrate our history, celebrate the conclusion of The Eliminate Project, Kick off our next 100 years, raise awareness of Kiwanis as a force for good.
- A few highlights:
 - Held concurrently with Circle K, Key Club and Aktion club's annual events
 - Pancakes on the Circle/fundraiser for TEP
 - Birthday Party on Georgia St.
 - Game at Victory Field
 - Kiwanis International scavenger hunt downtown

- Lighting IPL building with a K/display windows
- Dressing up the Kiwanis International Office--offering tours
- Dressing up downtown Indy with Kiwanis International 100th anniversary branding
- Playground build
- Celebration of The Eliminate Project
- Celebration of the next century
- A committee is working on locating land and organizing a large-scale playground build; working with partner LSI

What your club/division can do

- Encouraging all clubs to celebrate!
- PR toolkit for clubs to use the 100th anniversary as a media hook
- Do a meaningful service project to commemorate the anniversary
 - Playground projects
- Make or increase commitments to The Eliminate Project-- new opportunities around the 100th anniversary; opportunity to give our anniversary gift to the world
- Have a celebration, and use it as a membership-drive event
 - If your club ordered a party kit, they will arrive late October or early November of this year-- the orders were a pre-order to determine the number of clubs interested so we could budget items for each kit appropriately
- Visit the website:
www.kiwanis.org/100

Family Ties

Updates from Our Kiwanis Family

Key Club Anastasia Slepukhova, Governor

It was such a delight to get to know many of you at the Kiwanis District Convention in August! Thank you for making the Key Clubbers feel so welcome, and teaching us what Kiwanis is all about. It was quite remarkable to see the fellowship and servitude you all have for serving your communities.



This fall, Capital District is busier than ever! We will be holding our second Key Leader of the year in West River, MD we are also excited to host our Annual Fall Rally on October 18th in Kings Dominion! This one day event has a bit of everything; it is informational, educational and allows a great time for socializing. Fall Rally happens to fall on Kings Dominion's Halloween Haunt- what a great way to end a day of fun than with zombies following you around?! Unleash the inner you, take a rise and come out to our Fall Rally! All are welcome!

Finally, Key club is heavily focused on The Eliminate Project in the month of October. Trick or Treat for UNICEF is the biggest fundraiser we have all year, and has proven to be the most successful. Kids all over the world joyfully collect spare change in a small cardboard box, and along the way save lives. Maternal and Neonatal tetanus is 100% preventable, and it is up to us to eliminate it. Help Kiwanis International with our global campaign and order your own Trick or Treat for UNICEF boxes to put in local businesses and restaurants. You can find the link here: <http://goo.gl/5j9ztU>

Thank you for your perpetual support.

Yours in Service,



Anastasia Slepukhova

CKI Benjamin Romano, Governor

Happy Kiwanis New Year! To all of those who have just finished your term, congratulations. To all of you beginning your term, I'm sure you'll do amazing.



This past month, I, along with the rest of the Circle K Board attended Kiwanis Family Weekend. This year, Circle K was fortunate enough to have our committee chairs attend, allowing them to participate in the regional planning that occurred. Be on the lookout for more collaborative events between the members of the Kiwanis Family, because I heard some great plans in the making while we were there!

Since the last issue of *The Capital Kiwanian*, Circle K has been hard at work planning our fall event, Fall Membership Rally (FMR). This is a camping experience for Circle K members where we all come together to learn more about Service, Leadership, and Fellowship. It's my favorite event of the year, and we get to play games, roast s'mores, and meet new people from all over the district. This year, FMR is on October 24th-25th at the Northern Virginia 4-H Center.

Our membership numbers recently reset to 0, so we are right into the heart of recruiting season. Clubs are hard at work trying to get new members to join the Kiwanis Family. Invite your Circle K partners to your events so that they can learn what it really means to be members of the Kiwanis Family.

I wish all of you the best of luck during this Kiwanis Year!

Yours in Service,



Benjamin J. Romano

Getting the Word Out

Start Making Plans to Promote the Kiwanis 100th Anniversary

By Caren Schumacher, Chair
Capital District Public Relations

Is your club making plans to celebrate the Kiwanis 100th Anniversary? This is the perfect opportunity to hold a special service project, community celebration or fundraiser focused around this significant benchmark in the life of Kiwanis.



One of the most important elements of planning any event, is the promotion plan. Getting the word out about your event or project before, during and after it happens is paramount to its overall success. While it makes perfect sense to promote an event beforehand (of course, that's how you get people there!), do you contact your local media outlets to actually attend the event or have protocol to follow up with pictures and information after the event?

I'm on my "we need to be better storytellers" soap box, can you tell?! Making sure our communities know about the good works of Kiwanis is a big job! It needs a commitment from one or more persons and it needs to be consistent. Too much media coverage about your Kiwanis Club should never be a problem! Sound overwhelming and like too much work? Do not worry, my friends, help will be on the way! I am excited to share with you that the Capital District Public Relations Com-

mittee is building a team of advisors to help your club get your promotional efforts up and running! A group, representing regions throughout the Capital District, met last August at DCON to begin discussions and brainstorming how we can successfully tackle this effort. Following are the individuals who participated in the meeting and/or have made a commitment to be a part of the team:

Chesapeake Bay

Van Olmstead
Carolyn Dryzga

National Capital

Kelly Boswell
April Gassler
Jan Hamell

Heart of Virginia

Jim Hart

Mason Dixon

Bud Goode

Southeast Virginia

Karen Lawson
Vivian Kruger
Amy Thorstad

Southwest Virginia

Hiawatha Nicely
Jack White

While it is great that we have a at least one representative from each region, we do need more help. If you are interest in becoming part of this team, please email me at carenkiwanis@aol.com The team will be regrouping soon to continue our brainstorming. Also, if you do public relations/publicity for your club, please send me an email with your contact information. This will be helpful as we build our list from around the Capital District.

Hope to be hearing from you soon!

Service Showcase *cont'd from page 6*

solicited local support through several newspapers, the local cable TV station, and from Kiwanis members, and were able to raise over \$6,500 which will help provide back to school needs for 43 children.

Smithfield Kiwanis member, **Darrell Nagy**, ran the Boston Marathon this year and took pledges for "7 to 70". Darrell also generated positive press for Kiwanis in local news media.

Governor's Column *cont'd from page 4*

Tool to find out how members feel about your club? We also need to Renew our commitment to the Objects of Kiwanis, our Service Leadership Programs, and meaningful community service.

As we build on our past success and strive to do more good deeds in our communities, let's Celebrate the Power of One. One can make a difference; one

does make a difference – one member, one club, one division, and one district – one child and one community at a time. Also, remember to have Fun and enjoy great Fellowship along the way. These are important factors in any healthy club, together with strong leadership, interesting programs and proactive succession planning.

Here are my five District Goals for 2014-15:

Growth: One new club for every two divisions; one new member for each five current members.

Service: One new service project per club; one more hour of service per month per member.

SLPs: One new SLP activity per club with SLPs; one new SLP per club without SLPs.

The Eliminate Project: 60 lives saved per member in 2014-15; 690 lives saved per member – cumulative.

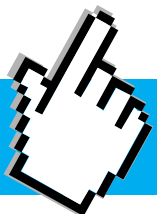
Celebrate: One 100th Anniversary Celebration event in each Division and each Club.

We have an exciting year before us filled with opportunities for growth, service and celebration. Mark your calendars now for these upcoming celebration events: Detroit 100th Anniversary Celebration (January 23-24); Capital District 100th Anniversary Celebration at Roanoke DCON (April 10-12); Kiwanis International 100th Anniversary Celebration at Indianapolis ICON (June 25-28). I look forward to seeing many of you at these events, as well as your Division and Club celebration events.

Finally, I would like to document this "Year of Service" in the Capital District in a photo album that each member can have to commemorate the 100th Anniversary of Kiwanis. All proceeds from the sale of this album will go to The Eliminate Project. More details will follow, but start now saving digital photos of your club involved in hands-on service within your community.

Have fun!

Visit the
KIWANIS STORE
for the latest apparel,
meeting items, and more!




store.kiwanis.org



SHARE YOUR SUCCESS

If your club has a success story, simply email a summary and a few high resolution photos to 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.**

1 U.S. Fund for UNICEF/Cambodia

www.TheEliminateProject.org

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