

The Capital

October/November 2019

KIWANIAN

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



**District Convention
in Photos**

**Participate in the
District Buddy System**

**Kiwanis Improves
the World**

**Ashland Kiwanis
enhances local park**



Kiwanis

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Tom Lopes, retired NCAA basketball official was the guest speaker at a meeting of the Kiwanis Club of Greater Ocean Pines-Ocean City.

2019-20 LEADERSHIP INFORMATION

GOVERNOR

David Lurie
Tysons, VA

GOVERNOR-ELECT

Dennis Baugh
Harrisonburg, VA

SECRETARY-TREASURER

Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR

John Morris
Richmond, VA

TRUSTEE - CHESAPEAKE BAY

Jack Hassman
Bridgeville, VA

TRUSTEE - HEART OF VIRGINIA

Bill Watson
Richmond, VA

TRUSTEE - MASON DIXON

Renee Mackey
Hagerstown, MD

TRUSTEE - NATIONAL CAPITAL

Elana Gardner
Eastern Branch, DC

TRUSTEE - SOUTHEAST VIRGINIA

Ron McCallum
Middlesex, VA

TRUSTEE - SOUTHWEST VIRGINIA

John Montgomery
Roanoke, VA

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Governor's Message

DAVID LURIE, 2019-20 GOVERNOR



Happy New Kiwanis Year! I am excited and honored to be serving as your District Governor this year. I am looking forward to all that our clubs and members will accomplish and hope that you will join in continuing the great work we do in our communities.

Before I talk about the year ahead, I want to recognize our Immediate Past Governor John Morris and his team for leading us in the year just completed. John truly did RAISE THE BAR for our district and set the expectations that we as a District need to continue to move forward and make a difference. John believed we can do more and do better. I know my team has some big shoes to fill.

My focus will be on how Capital District can help our clubs remain that strong positive force in our communities and continue going back into other communities. My theme as Governor this year is GROW FOR THE KIDS and is focused on three areas of emphasis: GROW our membership, GROW our leadership and GROW our Service Leadership Programs.

GROW OUR CLUBS - I have a goal of building 5 new clubs and having a net increase of 300 members in our district. In order to achieve that it will require all clubs to make membership growth and retention an on-going and continuous activity throughout the year. I encourage everyone to find opportunities to help your club grow, retain existing members and/or support the building of a new club. We already have a couple of new club building efforts underway but the real growth will be in adding membership to our existing clubs.





GROW OUR LEADERS is focused on addressing the need for consistent succession planning and training for our club and district leadership. This is not a short term or easy challenge. It will require a combination of having experienced leaders committing to lead now and preparing new leaders for the future. I believe this is key to the long-term sustainability in our clubs. We need to start preparing now. I have been in the Kiwanis family for 40 years and I feel that it is incumbent on us to prepare for the next group of leaders who will lead us in the future. We need to encourage leadership as an integral part of the membership experience and take advantage of the training and materials provided by Kiwanis.

GROW OUR SERVICE LEADERSHIP PROGRAMS – one of the main reasons Kiwanis is held in such high regard is our support of our Service Leadership Programs. However, they have also faced some of the same issues we have in Kiwanis with declining membership and clubs over the last few years. It is vitally important that we continue to ensure that our SLP clubs continue to prosper. We also need to act as role models for our youth as well and be respectful of them. They are not only partners in service but we have the opportunity to show them that adults do make positive change in their communities. Creating those positive experiences will have an important impact on having them stay in the family in the future.

One of the great things about Kiwanis is the variety of our clubs. Each club is unique in its membership and how it serves its community. However, a strong club represents many voices in its community and its members each bring a way they can contribute to the club's success. As long as a club operates that way, it should continue to grow and prosper. The members and the clubs is where Kiwanis happens – it is the expression of the Kiwanis vision. We, as district leaders, are here to help the clubs and members translate that vision into action and face the challenges they are dealing with today. Please call on us if we can be of assistance.

The world and its demands are constantly changing, but the need for Kiwanis is critical. We are relevant to addressing the needs of our community. Not only do Kids Need Kiwanis but the future needs Kiwanis as well. The time to address the future is now.

A handwritten signature in blue ink that reads 'David Lurie'.

David Lurie, 2019-2020 Governor

**“The members and the clubs is where
Kiwaniis happens – it is the expression
of the Kiwanis vision.”**



Service Showcase



Kiwanis Pufferbelly Park Enhancement Dedication

ED HUTCHINSON, KIWANIS CLUB OF ASHLAND

On Saturday, April 27, the Kiwanis Club of Ashland and the Town of Ashland dedicated the recently enhanced Pufferbelly Park family recreational area. The enhancement to the town's park included four new play stations and a permanent park bench. In the works since early 2018, Ashland's Parks & Recreation Committee and the Kiwanis Club of Ashland, working together, planned the addition of new play stations, geared toward children in the 5 – 12 age range. The process involved deciding upon the enhancements desired, costing, selecting the desired play station equipment and securing the funding for the project. Instrumental in this process were Town representatives Ann Martin, Josh Farrar and Matt Reynal as well as Kiwanians Ranny Robertson and Susan "Suz" Morrison.

The dedication included a proclamation by the Town's mayor, Steven Trivett, that April 27 was declared Kiwanis Club of Ashland Day and included a ribbon cutting




ceremony by Club President George Smith, flanked by Town of Ashland officials and other individuals involved in the enhancement project. A free luncheon of hot dogs, chips and soft drinks was provided by the club to the children playing in the park, their parents, and the dedication's attendees.

Pufferbelly Park, nestled along Randolph Street between Myrtle and England Streets in Ashland,

was originally built by the Kiwanis Club of Ashland for in 1997 with \$30,000 of the club's funds and 65 Kiwanians volunteering on Flag Day to provide the labor required. The park's name was selected by some of the area's children. The project earned the club the distinguished service project award that year from the Capital District. In April 2012, the club provided sweat equity for a replacement play station in the park. Fifteen Kiwanians worked for two days to accomplish this.



On Saturday, March 30, Ashland Kiwanians, joined by volunteers from the Tuckahoe and Richmond Young Professional Kiwanis Clubs, several Key Club members and friends worked for the better part of the day assembling and installing the new play stations. Funds in excess of \$70,000 (contributions from the Ashland Kiwanis Charitable Foundation, the Capital District Kiwanis Foundation, the Town of Ashland and several individual contributions) were raised and expended for the enhancement project.



Secretary's Scribbles

PG THOMAS A. VARNER, DISTRICT SECRETARY TREASURER

It is appropriate to start off the new Kiwanis year with some thoughts for the Kiwanians in the Capital District. Part of the motivation for this is to answer some of the concerns that are typically expressed throughout the year.

Lieutenant Governors - We have 17 Divisions in the District and each has an elected administrator referred to as the "lieutenant governor." In addition, each division should have a lieutenant governor-elect who will assist the lieutenant governor and prepare for their year of leadership.

The lieutenant governors serve two major roles. First, they are the communications link to and from the Governor. While our District has regional trustees, these elected officers collectively with the other district officers (Governor, Governor-Elect, Secretary-Treasurer and Immediate Past Governor) form the Capital District Board of Trustees and serve as the policy making body for the District. Each trustee should be in constant contact with the regions' lieutenant governors to provide a second communications channel from the clubs to the Governor and board. Trustees are counselors and not in the chain of command.

Lieutenant governors and the lieutenant governors-elect should be elected in the Spring of each year. Their term as lieutenant governor begins October 1 and runs through September 30. Lieutenant governors can be elected to subsequent terms if their division desires to reelect them.

In addition to having an ongoing communication with their club presidents, the lieutenant governor will visit each club a minimum of three times during the Kiwanis Year. The first of these visits is intended for the lieutenant governor to meet and to introduce themselves to the club officers and members. A second meeting is for the lieutenant governor to review the records of the clubs - minutes of meetings and the club's administrative and service budgets.

Concerns of a club should be reported to the Governor. If needed, the Governor can request the region's trustee to inquire about the concerns and assist with problems identified by the lieutenant governor.

Monthly, the lieutenant governor will read the club's Monthly Report to review successes and concerns of the club. One of the primary items they review are membership. They will know if a club is growing, maintaining, or losing membership. Any of these will let them know how the club is doing.

At regularly convened Division Council Meetings, the lieutenant governor should have a program that may be available to the clubs for a program or the information may be of use to club operations. At the meetings, clubs will learn what their counterparts are doing. Again, this may be of use to each club's future programs or projects.

District Events and Programs - www.capitaldistrictkiwanis.org is the key that unlocks information about the Capital District. When you enter this newly revamped web site, you will see information about upcoming events in the District. A variety of information is available including: a Directory of the Members; summaries and schedules for District Conventions, Conferences, and Meetings; and links to Kiwanis International and the District Foundation.

Should you have any questions about the District Operations, please contact via email at capdistst@gmail.com and I will respond and/or forward you request to a knowledgeable source.

Around Capital



MILESTONES AGAINST MNT IN 2018-19

PG JOHN TYNER, II, DISTRICT ADVOCATE

The 2018-19 Kiwanis year has been important to the fight against maternal and neonatal tetanus. In April, Chad became the 26th country to eliminate MNT since the beginning of The Eliminate Project. It's a remarkable achievement: The country faced severe obstacles, including a large displaced population due to conflict prompted by Boko Haram. Many children have been separated from their families and subjected to exploitation, abuse and recruitment by armed groups. Amid so much strife, it's a significant bit of good news: Mothers no longer fear losing their newborns to tetanus.

The number of babies dying from tetanus each year has been cut nearly in half since the start of The Eliminate Project. A new report shows that 30,848 babies died of tetanus in 2017 — down 47% since 2010, when Kiwanis partnered with UNICEF. The report also showed that the number of newborns dying each day from tetanus decreased from 160 in 2011 to 85 in 2017.

From the beginning of The Eliminate Project through August 2019, 26 countries have been validated for eliminating MNT. "Validation" means that in every district of that country there is fewer than one case of neonatal tetanus out of 1,000 live births.



DONATE TODAY



In some cases, however, it's more effective for regions of a country to be validated one by one. Each of these is called a "partial validation." In February, we celebrated a partial validation in the southern part of Mali — where approximately 90 percent of that nation's population resides. Thanks to the work of so many people, countless women and babies are no longer at risk of this deadly disease. In addition, sustainable health systems are being strengthened.

Here in Capital, we continue to redeem our \$3 million pledge, having just \$450,000 left to cash-in. I want to congratulate the Petersburg-Breakfast Club for becoming our 24th Legacy Model club, leaving just two clubs to finish up. And our Zeller Match (20% discount) has now reached 160 fulfilled requests.

As we look forward to the next few months, consider honoring someone with a Zeller Fellowship, consider making sure your club does a fundraiser benefitting The Eliminate Project, consider making your own tax deductible contribution as tax time approaches, and finally, if you know someone in your community who might be able to make a larger contribution please speak to them and/or refer them to me to explain The Eliminate Project.

ELIMINATE
maternal/neonatal tetanus

 **Kiwanis** |  **unicef**

LEADERSHIP UPDATE

KRISTA LATCHAW, DISTRICT LEADERSHIP TRAINING

Leadership Development

Congratulations new leaders! The Training and Leadership Development team welcome you to your new positions. We appreciate your participation in training sessions over the Spring/Summer and at the Capital District Convention.

Please refer to the Leadership Guide for your monthly calendar of activities. If anyone needs a copy of the Leadership Guide or specific training material emailed to them, please let me know at klatchaw@HuronConsultingGroup.com

Secretaries/Assistant Secretaries

You have been invited to a supplemental training session on Monday, November 4th at 7pm to review the new Monthly Club Report Form and a refresher of the Secretary Dashboard. Meeting information below. If other members want to be added to the meeting, please email me and I will put you on the appointment.

Join Zoom Meeting

<https://hcg.zoom.us/j/464428731>
+16699006833,,464428731# US
Meeting ID: 464 428 731

Support

For all members, if you have any questions on your new job description or any general questions regarding your position, our wonderful CLE Trainers are here to help!! Please email me and our team will find the right resource for you.

Thank You!

We would like to thank the following CLE Trainers for starting everyone off on the right foot:

Carolyn Richar	David Lurie
Dennis Baugh	Ron McCallum
Brian Bell	John McMillan
Andree Brooks	John Montgomery
Ed Daily	Jon Rife
Jeff Dotson	Dave Rothberg
Don Dudey	Nancy Simonelli
Brenda Garrett	Tom Varner
John Hassman	Stephanie Welke
Jerry Jones	Jeffrey Wolff
Ruthann Kellum	Avanti Yamamoto

SAVE THE DATES TO *Leap Into Service*

DAVE ROTHBERG, CHAIRPERSON & CARLA MORIN-DIEHL, VICE CHAIRPERSON, MID-YEAR CONFERENCE

Capital District Kiwanis 2020 Mid-Year Conference dates are set. Join us February 28-March 1 at Great Wolf Lodge in Williamsburg, Virginia.

A fun, family, educational event is planned. Al Clark, former Major League Baseball Umpire will be keynote speaker. Clark spent 26 years with MLB, working 3,392 games, including 2 World Series and 2 All-Star Games. His inspirational stories and major league experiences will be shared. His book, "Called Out But Safe: A Baseball Umpire's Journey" is definitely worth a read.



The Mid-Year weekend will take advantage of the family facilities at Great Wolf Lodge. FREE entertainment will be offered following Friday's dinner. A Kiwanis Kids Camp will be offered Saturday during workshops and seminars, including a meet and greet with Al Clark. Kids meal prices

(at cost) will be offered for each of the five (5) weekend meals. Hospitality rooms will be available both Friday and Saturday nights.

Rooms at the Great Wolf Lodge are expected to go quickly at the heavily-discounted rate. Only \$124 per family suite per night (normally \$399.). Each suite sleeps six (6), and every registered guest receives a wrist band, allowing full water park and amenities access. [Follow this link to make room registrations](#), and use offer code 2002CAPI to receive special Kiwanis room rates for Thursday-Sunday.

More details will be coming before the end of the year, including Saturday educational workshops and Service Project.



Be sure to make a splash for your club as we "Leap Into Service" at the 2020 Mid-Year Conference. For questions or comments, contact us at KiwanisMidYear@gmail.com

Kiwanis Aktion Club

JENNIFER HISCOCK,
AKTION CLUB DISTRICT ADMINISTRATOR

Aktion Clubs within the Capital District are ready for another exciting service year! Having just started their 2019-2020 year on October 1st in partnership with the new Kiwanis year, there are many months ahead for our Aktion Club members to provide service to their communities. I would like to thank the following Kiwanis Clubs who currently sponsor an Aktion Club(s):

Kiwanis Club of Ashland
Kiwanis Club of Blue Ridge, Winchester
Kiwanis Club of Charlottesville
Kiwanis Club of Dover
Kiwanis Club of Greater Ocean Pines-Ocean City
Kiwanis Club of Harrisonburg
Kiwanis Club of Lynchburg
Kiwanis Club of Montgomery Village
Kiwanis Club of Roanoke
Kiwanis Club of Strasburg
Kiwanis Club of Westminster
Kiwanis Club of Williamsburg

It's time for Kiwanis and Agency Advisors to update your membership information, as well as pay members' dues. Each club will earn an early bird banner patch if you finalize your club roster and pay dues by November 1st. In order to update member information, add new members, and generate your invoice, please log into kiwanis.org/reporting.

If your Kiwanis club currently does not sponsor an Aktion Club, I encourage you to think about this wonderful opportunity for strengthening your outreach and impact for service. Aktion Club members are eager to serve alongside their sponsoring Kiwanis club members. No matter the age demographic of your Kiwanis club, an Aktion Club chapter may be the perfect solution for your club to continue making an impact on the local community. For more information on starting an Aktion Club, I encourage members to contact me at hiscockjenn@gmail.com or to read the information located on the Aktion Club website at www.aktionclub.org/join/clubbuilding.aspx

Background Checks for Kiwanis Advisors



JOSH HISCOCK,
DISTRICT YOUTH PROTECTION MANAGER

As the new school year begins, we are seeing renewed energy and a recommitment to service from our K-Kids, Builder's Club, Key Club, and CKI students. Our Aktion Club counterparts continue to serve their communities with passion and excitement. Does your Kiwanis club sponsor one of these service leadership program (SLP) clubs?

If so, now is the time to take advantage of planning joint service projects and finding new and innovative ways to collaborate with your youth counterparts. The best way to ensure that this happens is to communicate regularly and to spend time building a relationship with the faculty advisor and club officers. Does your club have a Kiwanis Advisor appointed to work with each club?

Kiwanis clubs are required to designate a member to serve as an official advisor to each sponsored SLP club. This decision is made by your club's Board of Directors and the assignment is recorded officially by your club secretary in the Kiwanis Connect reporting system. The Kiwanis Youth Protection Guidelines call for each SLP advisor to have a criminal background check administered through Kiwanis International and its approved vendor, Safe Hiring Solutions, every two years. The cost of this background check is \$25. While some clubs may ask individual members to pay this expense on their own, clubs are allowed to budget for it from either the administrative or service account. When a member is added as a Kiwanis Advisor for the first time, he or she will receive an e-mail prompting the start of the background check process. Kiwanians already serving as Kiwanis Advisors will receive an e-mail prompt approximately one month prior to when their biennial background check is set to expire.

Kiwanis International recently produced a new infographic to provide more detail on the background check process. For more information or to ask a question, please contact me at hiscockj@gmail.com.

BACKGROUND CHECKS

Thank you for volunteering to work with our Kiwanis International Service Leadership Programs. You are making an investment in the future of Kiwanis and your community by dedicating time to our future leaders!

Now that you have made this important commitment, the first step is completing a background check with the Kiwanis International-approved vendor, Safe Hiring Solutions.

STEP 1 Log into your Kiwanis portal and click the background check button. If you have trouble finding the background check button, email your club secretary for a member-specific link or contact backgroundchecks@kiwanis.org.

STEP 2 Have your Social Security number, home addresses for the past five years, phone numbers and any other personal identifying information at your fingertips as you complete the Safe Hiring Solutions background check forms. If you are paying for your background check, please have your credit card information (Visa, Mastercard, Discover) nearby to submit at the end of the process, unless your club has made other payment arrangements.

STEP 3 The search begins! What exactly do we check?

IN THE UNITED STATES

Social Security verification
National Criminal Database
National Sex Offender Registry
County criminal search
Federal district search

OUTSIDE THE UNITED STATES

We make every attempt to keep the screening process similar from country to country to ensure that our volunteers and the youth that we serve are safe. If you are outside of the United States, please contact backgroundchecks@kiwanis.org for more information.

STEP 4 Review time: If your check returns any convictions, we will review those and determine next steps. A full list of offenses and which offenses are not suitable for SLP advisors can be found in section 197.2 of the Kiwanis International Policies and Procedures.

FAST FACTS

- Globally, 1 in 4 youth will suffer some type of abuse or maltreatment (World Health Organization).

- 85% of child abuse victims never report their abuse.

- Abuse is usually at the hands of a known acquaintance or family member, NOT strangers.

90%

- More than 90% of abusers are people children know, love and trust.



Kiwanis[®]

SAVE THE DATE
JUNE 17-20, 2020

Kiwanis
CONVENTION 2020
INDIANAPOLIS, IN

Do GOOD.
★
FEEL GOOD.




**IF YOU DON'T LIKE WHAT
YOU SEE IN THE WORLD
CHANGE IT**

SOCIAL MEDIA RESOURCES

Use [these resources](#) like the ones above to share your Kiwanis pride on your own social media channels.



District Buddy System

CAREN SCHUMACHER,
DISTRICT MEMBERSHIP COORDINATOR

Welcome to the new Kiwanis year! In the coming months, as your Capital District Membership Coordinator, I will be encouraging you to keep your current members happy and involved, make recruiting new members a priority, and give serious thought to helping to open new clubs in your region to increase the impact of Kiwanis in communities not currently served.

I hope all club presidents have designated a membership chair and they are already working on building a committee and developing ideas for your club's growth. If you haven't got a membership committee, today is a good day to start one!

When I was at membership training in Orlando prior to ICON, Governor Dave and I learned about a great idea for recruiting new members. It's called the Buddy System, and we have adopted the concept for the Capital District. The information here explains the concept, which is simple: put together twosomes for membership retention and recruitment. Using the strengths of not one, but two Kiwanians makes sense. One could be the conversation opener, and one could be the membership closer! The Buddy System has worked for other Kiwanis districts. I hope it is a tool that can lead to success for your club, too.





Kiwaniis[®]

Capital District

INTRODUCING

THE BUDDY SYSTEM



HOW IT WORKS IN 4 EASY STEPS:

1. Two Kiwanis members (buddies) identify 2 potential new members.
2. Take turns inviting the prospect to a Kiwanis service project or a Kiwanis lunch meeting.
3. Take turns to invite the prospect to a 2 on 1 coffee meeting (with the application in hand) Wink!
4. Each "buddy team" will bring in 2 new club members.

THE GOAL:

Generate a minimum of 200 new members through the Capital District.

Have more hands to help us "Serve the Children of the World".

Have fun!

Kiwanis International offers different types of clubs to meet the needs of a diverse world. These club types were created to attract potential members who share common lifestyles -- and to offer service opportunities to more people.

Kiwanis in the News



WRL TO RENOVATE JAMES CITY COUNTY LIBRARY'S CHILDREN'S AREA

RODRIGO ARRIAZA, [VIRGINIA GAZETTE](#)

If you stop by the children's area at Williamsburg Regional Library's James City County branch today, you'll find rows of bookshelves and tables for reading or studying, but the space will look very different next year.

Williamsburg Regional Library Executive Director Betsy Fowler envisions a large-scale renovation to turn the space into hybrid between a library and children's museum, combining the section's extensive children's book collection with interactive exhibits and activities that will teach kids early skills related to science, technology, engineering, art and math.

WRL Youth Services Director Sandy Towers said the project is part of an initiative to increase programs and events aimed toward families that was introduced by Fowler when she joined WRL in 2017. After noticing the success of Steam Saturdays, a monthly event with hands-on activities that teach kids multi-disciplinary learning fundamentals, WRL leaders began to look for ways to offer similar programs on a more regular basis.

"The thought was, 'let's not just do Steam Saturdays one Saturday a month, let's continue it seven days a week,'" Towers said. "It was Betsy's vision and design to make this place come to fruition, and it's happening and we're excited, and everyone that we talk with about the program and the Ideas Studio can't wait for it to open."

The library's children's area is approximately 7,000 square feet, and hasn't been remodeled since it first opened in 1996, Fowler said. The new children's area, called the Kiwanis Kid's Ideas Studio, will be designed for kids from birth through age 12, and will feature toys and activities that encourage families to learn together and develop critical thinking and problem-solving skills.

"The library is a center for learning in our community," she said. "The best learning environments offer a rich variety of educational experiences. Building on the existing library resources, the Kiwanis Kid's Idea Studio will be an innovative and interactive learning space for families across the region."

Activity stations at the Ideas Studio will include a play village with a market, veterinary clinic and house to teach children vocabulary development and literacy, an area with virtual reality headsets, a microscope station and a viewer box where kids can examine real animal X-rays, she said.

FUNDING FOR THE RENOVATION

The section will bear the Kiwanis name due to a \$100,000 donation that the area's three Kiwanis Club chapters have pledged to the project. Other donations for the project's costs have come in from Publix, Noah's Ark Veterinary Hospital and anonymous donors, Fowler said. The fundraising effort for the project was led by the Friends of WRL Foundation, a nonprofit group that aims to supplement municipal funding for the regional library system's services and facilities. Friends of WRL Foundation President Sam Sadler said its Board of Directors is excited to raise funds for the renovation, and that it will attract families to the James City County library from across the region.

The project is expected to cost a total of \$550,000, Fowler said. While the Friends of WRL Foundation and other donors have pledged funds toward furniture and equipment costs as well as the purchase of children's science exhibits and new wooden shelving, James City County also will pay for the renovation work through its Capital Improvement budget.

The county's Board of Supervisors awarded a contract for the construction work to Virtexco Corporation for \$310,000 at its meeting Sept. 10. The county will pay \$213,000 of that cost, while the library system and the Friends of the WRL Foundation will pay the remaining \$97,000.

Renovations will include the addition of new carpeting, painting, improved electrical and light fixtures and a glass wall to separate the area and to add soundproofing and enhance security. Construction will begin this fall, and is expected to be completed in early 2020.



A conceptual rendering of the play village planned for the new Kiwanis Kids Ideas Studio (Williamsburg Regional Library / HANDOUT)

Missy Zimmerman, president of the Kiwanis Club of Williamsburg, said the club agreed to work with the Kiwanis Club of Colonial Capital and the Kiwanis Club of Toano to fund the project. Together, the three clubs have pledged to donate at least \$100,000 to the project over the next five years, which would repay the Friends of WRL Foundation for the upfront construction costs.

She said the project fits squarely into Kiwanis' goal of supporting children. Kiwanis club members are also interested in volunteering at the Ideas Studio once it's up and running, she said. The Kiwanis Club of Williamsburg plans to raise funds for the project through its yearly fundraisers, including the Shrimp Feast and its annual lobster weekend in November.

"The mission of Kiwanis, which is over 100 years old now, is to improve the lives of children, and there are many ways that you can do that, but a great way is to provide educational opportunities to expand kids' minds," Zimmerman said.



A look at the new bookshelves and reading nook area planned for the renovation of the James City County library children's area. (Williamsburg Regional Library / HANDOUT)

Kiwanis is a Team Sport



ART RILEY, INTERNATIONAL PRESIDENT-ELECT

October starts a new Kiwanis administrative year. It is an honor to be part of the Kiwanis team lead by President Daniel Vigneron, a team dedicated to making a positive difference. This difference will be realized through initiatives that will strengthen Kiwanis and support the service of districts and Kiwanis Clubs. Today Kiwanis needs to focus on meaningful change instead of beginning new priorities each year. As I have been speaking with Kiwanians during the past year, they support this philosophy and are eager to participate in the change that is beginning after years of talking discussing change.

Daniel, Peter (Peter Mancuso, Kiwanis International Vice President), and I are working on three initiatives that will be ongoing during the next three years. First and foremost, is membership growth through club opening, club counseling for “young” clubs and clubs under charter strength, and innovative ways of attracting diverse members. This will be the responsibility of a new international committee with representatives from throughout the Kiwanis world. During the past seven years it has been proven that Kiwanis can grow and open new clubs. It is now time for districts to lead these efforts.

Second, Kiwanis is allocating resources for a review of Key Club with the goal of enhancing the Key Club experience. This task will be performed by a cross-section of Key Club Administrators, former and current Key Club members, and Kiwanians. Additionally, Kiwanis will be addressing the leadership and educational needs of all members of the Kiwanis family. This need has been identified at all levels of the organization and will produce positive effects. Lastly, starting with Governor-elect training in November, Kiwanis will be directing support to districts to enable them to take the lead in growth and service.



Change affecting clubs, however, also comes from sources other than Kiwanis International. Today's environment sees greater scrutiny from regulatory agencies. Clubs, districts, divisions and foundations must be certain that all governmental filings are completed as required. Also, organizations that interact with youth are under increased scrutiny regarding youth protection. It is essential that all members follow best practices when working with SLP programs. In all these areas, Kiwanis employs experts to support clubs. Questions can be directed to the staff in Indianapolis. 1 (800) KIWANIS.

October sees changes in the weather and season. October see changes in Kiwanis leadership. October 2019 will see the start of change that will benefit Kiwanis into the future. Now is the time for Kiwanians to join the team. As a member of the team you can help bring change to your Kiwanis community. The team, with your participation will grow Kiwanis and bring more service to children.

“October sees changes in the weather and season. October see changes in Kiwanis leadership. October 2019 will see the start of change that will benefit Kiwanis into the future.”

Relationships Make Us Stronger

COURTNEY RILEY, DISTRICT PUBLIC RELATIONS CO-CHAIRPERSON

Relationship marketing can be defined as a strategy focused on the retention and satisfaction of clients instead of business transactions, as the long-term relationships developed with clients are more valuable. This is important for clubs and organizations like Kiwanis, where we depend on the goodwill of donors, sponsors, and volunteers to accomplish our mission.

There are many ways to go about relationship marketing; however, an effective method is through cross-promotional campaigns with other organizations and local businesses. By cross-promoting, you can expand through an already-established community, which could provide credible leads and introductions, and help build your brand. Here are a few pointers on how to go about it.

CHOOSE A PARTNER BRAND

When choosing an organization or brand to partner with, look for brands that don't compete with your club. You might partner with influencers, local businesses and nonprofit organizations that support your club's cause. When partnering with a non-competing business, you should establish your club's relevance with that business's network. They might feature your club on their website, social channels or other regular communications with their market. A strategic partnership with a well-known and trusted organization or business can elevate your club's credibility and support, and increase your market traffic. You might also choose an organization with a similar mission or core values to your club, and that will support yours rather than compete with them.

CONSIDER YOUR AUDIENCE

Cross-promoting is a great way to increase your club's brand exposure; however, you need to consider your audience when making these partnerships. Think about the specific audience you want to target and if your potential partner's market or network would play into it. Do you want to reach a particular age group? Are you trying to reach a new audience that doesn't fit into your usual target audience? Answering these questions will help you narrow down potential partners. It is beneficial to both parties, as it enables you to tap into a built-in set of supporters and can likewise introduce your club's supporters to your partner's brand. Keep in mind that an incompatible partnership can harm your club's reputation, so choose wisely.

SOCIAL MEDIA PARTNERS

Social media can be a helpful tool in marketing if you employ it efficiently and correctly. It holds powerful influence over many, especially the younger generations. It can be an effective means of cross-promoting, as you and your partner can share content - the key of social media. You can create stories to emotionally engage both markets by tackling issues in your community. Cross-promote on social media by including social tabs on your club's Facebook page, integrating with email marketing, or using a blog or website. You can also add links inside your content or guest blog in other communities.

These are just a handful of ways that you can create strategic and beneficial partnership campaigns with other organizations and businesses. Determine what exactly you wish to accomplish and keep your mission in mind; this will help you choose the right partner for your club. If you need help with cross-promotional campaigns, Proximo can help you strategize and organize your campaign. Now, get out there and collaborate!

Our Firm Foundation

News from the Capital District Kiwanis Foundation

\$1 The average cost of a candy bar in the check-out line of a grocery store

\$5 The average cost of a coffee at Starbucks

\$50 The average cost of a nice evening out with your friend

\$1,000 The average cost of purchasing holiday gifts for a family of four

\$65,000 The average cost of one year of college

\$671 billion The average annual cost of trauma throughout the country

According to the National Trauma Institute, trauma is the number one cause of death for individuals ages zero to forty-six. In 1986, the Capital District Kiwanis Foundation recognized the critical need to support trauma within the Maryland, Delaware, Virginia, and Washington, DC regions. As Kiwanis' core focus is "serving the children of the world," it was in the 1986-1987 administrative year that the foundation made their first gift to a pediatric trauma center, specializing in children. They made a \$3,500 contribution to the Children's Hospital National Medical Center in Washington, DC.



This contribution was the first of many! Thirty-three years later, the Capital District Kiwanis Foundation donates \$3,000 to each of their partners annually. More significantly, the Foundation has contributed \$739,530 to eight pediatric trauma hospitals. They are:

- Children's Hospital National Medical Center, Washington, DC (1986-Present)
- Children's Center John Hopkins Hospital, Baltimore, MD (1987-Present)
- Children's Medical Center, Medical College of Virginia, Richmond, VA (1987-Present)
- Children's Medical Center, University of Virginia Hospital, Charlottesville, VA (1987-Present)
- Children's Hospital of the King's Daughters, Norfolk, VA (1991-Present)
- Children's Hospital at Community Hospital of Roanoke Valley, Roanoke, VA (1991-Present)
- The Medical center of Delaware, Wilmington, DE (1992-Present)
- Nicewonger Children's Hospital, Johnson City, TN (2013-Present)

However, the Capital District Kiwanis Foundation still recognized there was work to do! This past August, the Foundation unanimously voted to add The Children's Inn on the grounds of National Institute of Health (NIH) in Bethesda, Maryland as the ninth partner.

The Capital District Kiwanis Foundation is happy to impact our local communities and help children. Our contributions would not be possible without the support of Capital District Kiwanis clubs and members. We appreciate your annual club donations and support of the annual Ducky Derby and Caring Corner. Each club is encouraged to give three dollars per member to the Foundation annually, and half of each donation is earmarked for our support of the pediatric trauma hospitals above.

Your generosity is what allows the Foundation to continue making a positive difference!

Family Ties

Updates from our Kiwanis Family Governors

Key Club PAMELA BARRETT, GOVERNOR

Capital District Kiwanis,

For the Capital District of Key Club International, we recently had our Kiwanis Family Weekend in September. Our Kiwanis and CKI Counterparts joined us for a weekend full of bonding, bonfires and board meetings. This weekend was a major success and it allowed us all to collaborate on different plans for the year. Along with this, the District Board is preparing for Fall Rally on October 19th at Kings Dominion. Anyone can attend, so if you're interested, please try and join us. We have a guest speaker, many activities planned and a miracle minute that will take place. After our presentation portion, attendees are allowed to ride rides for the rest of the day! We also have started preparations for our District Convention; the theme will be announced at Fall Rally. Our District Convention is March 13th-15th in Baltimore; we are beyond excited! In the upcoming months, the Capital District Board hopes to collaborate with our local Kiwanis Clubs and make a change. Thanks for reading!



Yours in Service,

Pamela Barrett

CKI TÉA LE, GOVERNOR

Greetings Kiwanis Family!

The start of the new Kiwanis year comes the opportunity for new projects, initiatives, and collaborations with your SLPs. With October comes (hopefully) cooler weather and students who have had more time to settle in to the swing of things, and November is an exciting time for projects as it's Kiwanis Family Month! This is a great month to serve together with your SLPs and celebrate the Kiwanis Family. I encourage you to reach out to your SLP clubs and plan a project that all of you can work on together! Throughout my time in the Kiwanis Family, some of the most memorable moments I have are projects and events done with multiple Kiwanis Family clubs.



On October 11-12th, the Capital District of CKI will be hosting our annual Fall Membership Rally in Appomattox, VA. We currently have 55 attendees registered, which includes members from all over the District, guests from other CKI Districts, and a few Kiwanians! We're looking forward to an exciting time as we hold activities that encompass CKI's three tenants; Service, Leadership, and Fellowship. This weekend will certainly inspire everyone involved to understand what it means to be a CKI member.

CKI Clubs are currently in the process of paying dues. The regular deadline is December 1st, but we've really been pushing for early dues submission! Please reach out to your CKI clubs to ensure a timely dues collections.

Here's to a great Kiwanis Family Month!

Yours in Service,

Téa Le

Capital Record



Welcome

- Charles Grant Keaton, Alexandria
- Joy F McIntire, Fredericksburg
- Arthur L Goff, Waldorf
- Annette & Artie Peltz, Leesburg
- Diane Denk, Greater Ocean Pines - Ocean City

Kiwanis Welcomes New Teachers

The Kiwanis Club of Poquoson welcomed a new crop of teachers in Poquoson's school district, introduced by Superintendent Jennifer Parish. Each new teacher received a \$50 gift certificate to Office Max/Office Depot to help get their classrooms set up. This welcoming ceremony is one of the many ways the Kiwanis club supports the students and teachers of the local schools, including sponsoring Key Clubs for high schoolers, Builders Clubs for middle school, and K-Kids clubs for elementary schools. In addition, the Kiwanis club supports the Poquoson Education Foundation in its fundraising activities. At the end of the meeting, a school bus waited outside to give the new teachers a Poquoson city tour.



Happy Anniversary

October

- Manassas 1924
- Crewe 1924
- Chesapeake 1927
- East Baltimore 1947
- Mercury 64..... 1962
- Capitol Hill..... 1963
- Gloucester 2008

November

- Wilmington 1918
- Roanoke..... 1919
- Pocomoke City 1953
- North Richmond 1953
- Greater Richmond 1956
- Waldorf 1979
- Annapolis..... 1980
- Central Chesterfield 1983

Mark Your Calendars!

2020 MIDYEAR CONFERENCE

February 28 – March 1, 2020
Great Wolf Lodge
Williamsburg, VA

2020 DISTRICT CONVENTION

August 22-24, 2020
Richmond Marriott
Richmond, VA

Eye on KI

News from Kiwanis International

YOUR ACTIONS SPEAK LOUDER THAN WORDS

A message from 2019-20 Kiwanis International President Daniel Vigneron

You are part of a team that puts in hard work to make life better for children. Thank you.

I challenge you to lead by example this new Kiwanis year. It takes every Kiwanian working together to create more opportunities for children.



My personal motto is res non verba, which means actions, not words. I hope you will join me in letting your actions speak louder than your words.

Kiwanis is doing great things in your community and in communities all around the world. We can all be proud of our work and of the positive difference we are making. Continue to show your community and the world all the good Kiwanis does for children through your actions.

With warm Kiwanis greetings,



Daniel Vigneron
2019-20 president

ANNUAL REPORT RELEASE

The Kiwanis Children’s Fund has released their Annual Report. In the report, you’ll read about children and families in Lumberton, North Carolina, who received coats, food and new school supplies after Hurricane Florence devastated their community just weeks after the school year started.

You’ll celebrate life-changing work in the fight against maternal and neonatal tetanus and iodine deficiency disorders, including the elimination of tetanus in Kenya. You’ll see how the Children’s Fund helps the younger members of the Kiwanis family, from scholarships and grants to support for Key Club service projects.



This year’s report also highlights how the Children’s Fund, along with Kiwanis International programs and partners, work toward the common goal of serving the children of the world. [Read it here.](#)



WORLD PAYS TRIBUTE TO KIWANIS LEADER

It is with great sadness that Kiwanis International announces the death of 2018-19 Kiwanis International President Florencio C. “Poly” Lat. Lat, of the Philippines, served as the president of Kiwanis International since October 1, 2018, until his death. He was 62 years old.

President-elect Daniel Vigneron said Lat would be remembered for the joy and compassion he brought to Kiwanis. “Poly was a true servant leader and Kiwanis is a better organization for his membership and leadership,” Vigneron said. “As the organization moves forward, we will continue to realize Poly’s dream of making Kiwanis a great organization.”

Eye on KI (continued)

Lat joined Kiwanis in July 1988 and became president of the Kiwanis Club of Inter-City Homes, Muntinlupa, Metro Manila, in 1991; lieutenant governor in 2000; district governor in 2011-12 and was a Kiwanis International trustee from 2013 to 2016. He was elected president at the 103rd Annual Kiwanis International Convention in Las Vegas, Nevada, USA. He was a charter member of the Kiwanis clubs of Inter-City Homes, Muntinlupa, Metro Manila; Manila Bay and Fort Bonifacio Global City.

He was one of the distinguished district governors honored at the 98th Annual Kiwanis International Convention in Vancouver, British Columbia, Canada. He was a recipient of the Presidential Inspiration Award and Legion of Honor. The Kiwanis Asia-Pacific region conferred awards as a Champion in New Kiwanis and Service Leadership Programs Club Building in Colombo, Sri Lanka. The Philippine Luzon District also won the Asia-Pacific region's Best Service Project Award during his term as district governor.

Under Poly's leadership, Kiwanis received The Outstanding Philippine Leadership Excellence Award in Philanthropy (TOPLEAP Award) for Environment from a joint project of the Rotary Club and Jaycees International. At the 2015 Kiwanis Asia-Pacific Convention, he was presented the Centennial Award, the first for members in that region.

He is survived by his wife, Susan; three children, Diane, Dan and Geline; and three grandchildren, Iñigo, Nica and Lia. Kiwanis leaders, members and friends worldwide responded to the news of Poly passing [in this video](#).



MAKE A DIFFERENCE ON KIWANIS ONE DAY

What do you do on Kiwanis One Day? Every year, Kiwanis clubs around the world participate in a day of service — Kiwanis One Day — to show the world the impact the Kiwanis family makes every day. In 2019, Kiwanis One Day will be observed on October 26. The submission time for the One Day contest has ended. The winning club will be announced by October 18 and will have its project featured on Kiwanis communication channels.

Your Kiwanis One Day project should benefit kids and involve other members of the Kiwanis family, such as Aktion Club, Circle K International, Key Club, K-Kids or Builders Club. Kiwanis One Day is a great way to provide programs and services that kids need but aren't receiving. It's also the perfect time to team up to clean a park, paint a shelter or provide maintenance at a playground.

Start planning today for Kiwanis One Day:

- Toolkit. Got a game plan? Click to get one, including project ideas.
- Media resources. Here is a customizable news release, social media posts and graphics, an invitation to help, opening remarks and the Kiwanis 'Just The Facts' fact sheet. Visit the media relations page for tips and more resources on how to work with the media and create awareness for your club.
- Contests. The Legacy of Play Contest with Kiwanis partner Landscape Structures awards US\$25,000 in playground equipment.

How will your club make a difference in your community on Kiwanis One Day? Let us know at pr@kiwanis.org.

HOLIDAY TRAVEL MADE EASY

Did you know your membership includes benefits to help you travel — for less? Check out these helpful resources as you plan your next trip.

- Kiwanis Travel: Our partnership with Collette can save you up to US\$650 per trip. Collette has 168 tours traveling to 59 countries across all 7 continents.
- Emergency Assistance Plus: While you and your family travel, purchase this protection to cover costs your health insurance would not cover, such as medical evacuation. Yearly rates start at US\$114 and cover any travel outside your home state.
- Hilton: Members can reach Hilton Honors Gold status with the exclusive Fast Pass to Gold program.
- Avis Budget group: Take advantage of up to 25% off Avis or Budget when renting a vehicle.
- ProtectAmerica: While you're away, rest assured your home is protected. Members save at least 20 percent off top-rated home security packages.

DISTINGUISHED RECOGNITION

A member or club can be identified as being distinguished by meeting certain criteria. [Learn more here](#).



DISTRICT CONVENTION RECAP



Clockwise from top: Attendees give Governor Morris the proper send-off; Mark Morrow speaks of "The Value of Children", PG John Tyner and Governor-Designate David Lure sit at the Childrens Fund table; PG Scott Zimmerman delivers the resolutions to the House of Delegates in a memorable way; Bob Wright and Charles Marks announce the winners of the Ducky Derby



Clockwise from top: Students from Oscar Smith High School perform during the reception; Van and Betty Olmstead (along with Bob Cressy) were awarded special recognition for their contributions to The Eliminate Project; K-Kids Speaker Jaylon Pittman gives moving speech; Secretary-Treasurer Tom Varner helps induct new class of Lt. Governors; SLP Governors Pamela Barrett (Key Club) and Téa Le (CKI) enjoy each other's company at the head table; Governor-Designate David Lurie with his home club of Tysons, VA; Charlie Adams retires as Secretary of the District Foundation after 18 years of service (pictured with President Nancy Simonelli); PG Linwood Watson with LTG Avanti Yamamoto





Clockwise from top: Caring Corner gift baskets that benefited the District Foundation; the Convention Committee (led by Richard Pippin) was busy at arrivals; KI Trustee David Hurrelbrink, along with his wife Pat, were thanked for their visit; LTGs and District Officers were retired on Sunday morning the CKI Adult Committee with their students



April 24 - 26 2020 Jamestown 4-H Education Center Williamsburg, VA

What? Kiwanis Key Leader is a weekend program for today's young leaders to prepare them to change their schools, communities, and the world. This NASSP certified and life-changing event includes small group workshops, discussions, and team building activities.

Who? High School Students & 8th Grade Students

Cost? \$175 for students and \$150 for student facilitators

Chaperones? Male and Female Chaperones provided

Questions? Contact Site Coordinator Stephanie Feinberg at sfeinberg94@gmail.com or District Chair Charles Marks at capitalkeyleader@gmail.com

Stay Tuned! Follow us on Instagram, Twitter, and Facebook @capkeyleader

Registration opens in January 2020
at capitaldistrictkiwanis.org

