

The Capital Kiwaniian

April/May 2015

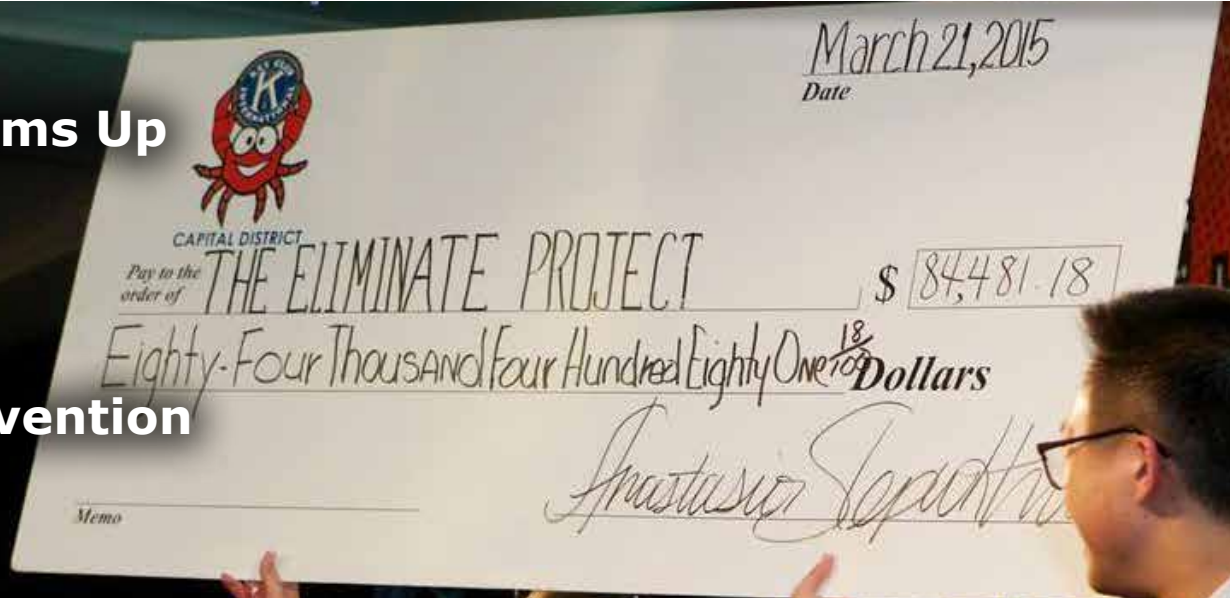
The Official Publication of Capital District Kiwanis | www.capitaldistrictkiwanis.org

Kiwanis Teams Up with YMCA

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Last Call for District Convention

Page 28



Service Leadership Programs

Read about how the future of Kiwanis is leading the charge into the world of servant leadership.



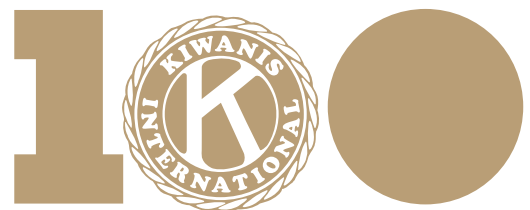
Celebrate Kiwanis' 100th in Indy

June 25–28, 2015



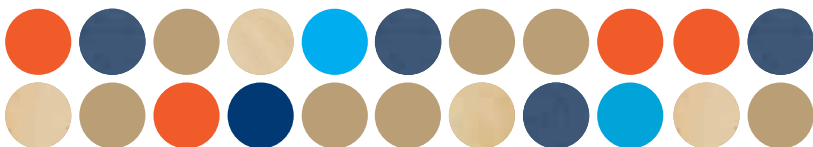
If ever there was a can't-miss convention, this is it! Come make history. And years from now, be able to say: I was there!

Kiwanis 2015



INDIANAPOLIS

kiwanis.org/convention





Kiwaniis

The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 4, Number 4

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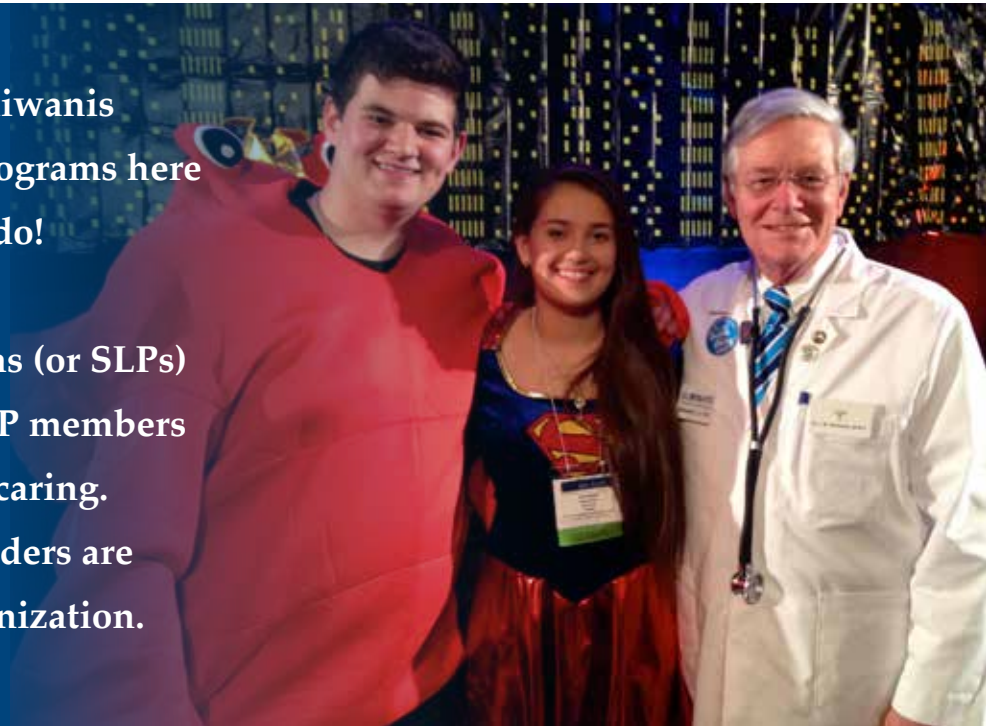


Governor's Message

R. Brian Bell, 2014-15 Governor

Wow, do we have an awesome Kiwanis Family of Service Leadership Programs here in the Capital District? Yes, we do!

Our Service Leadership Programs (or SLPs) are strong and growing. Our SLP members are dedicated, enthusiastic, and caring. These young student servant leaders are what brands Kiwanis as an organization.



Through Kiwanis' Service Leadership Programs, we bring the Kiwanis message to: Kiwanis Kids programs in elementary schools, Builders Clubs in junior high or middle school, Key Leader weekends, Key Clubs in high schools, Circle K International clubs in universities and colleges, and Aktion Clubs for adults with disabilities. We provide opportunities to serve, to lead, to grow and to belong. Sponsoring Kiwanis Clubs, and club advisors, provide support for each SLP club in the form of financial sponsorship, training for advisors and leaders, and guidance in event and meeting planning.

SLP experience empowers young people to become competent, capable, and compassionate leaders by help-

ing them learn to help others. Once a young person fully understands the concept of learning by helping others, he or she begins to grow personally as a leader. Servant Leadership, a term coined by Robert Greenleaf, "begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead." Our SLP leaders certainly get this!

Having recently attended our Capital District CKI and Key Club District Conventions, I can tell you that these young leaders are all about service – service to their schools, service to their communities, and service to children of the world. One has only to look at the themes they've chosen for recent DCONs: "Superheroes of Service", "A

Little Service Never Killed Nobody", "The Wonderful World of Service", "Service Through the Decades", and "We Put the Party in Service".

I love the Mottos for our Service Leadership Programs; each clearly conveys their organization's purpose: Aktion Club: "Where Development Has No Disability"; CKI: "Live to Serve, Love to Serve"; Key Club: "Caring – Our Way of Life"; Builders Club: "Building Leaders"; and K-Kids: "We Build".

Aktion Club is the only service club for adults with disabilities, with more than 12,000 members worldwide. CKI is the world's largest collegiate organization dedicated to service and

leadership development, with more than 13,000 members. Key Club is the largest and oldest service program for high school students in the world, with over 250,000 members. Builders Club is the largest service organization for middle school and junior high school students worldwide, with over 45,000 members. In K-Kids clubs worldwide, over 35,000 children are learning leadership through service.

Key Leader is a weekend experiential leadership program for today's young leaders. This life-changing event focuses on service leadership as the first, most meaningful leadership-development experience. A Key Leader will learn the most important lesson of leadership—it comes from helping others succeed. Since April 2005, Key Leader has served more than 24,000 students at 510 Key Leader events in 39 U.S. states, 5 Canadian provinces, Malaysia, Brazil, Cayman Islands, El Salvador and Singapore.

Associated with K-Kids, we also have the BUG or Bring Up Grades program, designed to provide recognition to students who raise their grades into an acceptable range and maintain or continue to raise them from one grading period to the next, and the Terrific Kids program, a student recognition program that promotes character development, self-esteem, and perseverance.

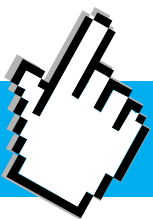
Your Capital District SLP adult leadership is outstanding. District SLP Chairs are: CKI District Administrator Jen Wolff, Key Club District Administrator Joe Stankus, Key Leader District Chair Bill Hand, Builders Club District Chair Dru Bowman, K-Kids District Chair Mitra Shultz, and Aktion Club District Chair Jennifer Hiscock. Your SLP adult team also includes Zone Administrators for CKI and Key Club, Site Coordinators and Facilitators for Key Leader, Kiwanis Club Advisors and Faculty Advisors. These leaders deserve our

deep appreciation and strong support.

This year, I've had the distinct honor and privilege of serving with CKI Governor "Crabby" Ben Romano and Key Club Governor "Super" Anastasia Slepukhova. These are two outstanding student servant leaders. They have truly made a difference in their respective organizations. We will certainly be hearing more from and about Ben and Anastasia. Thank you for your leadership and commitment.

A special "shout out" to Anastasia and Capital District Key Club for exceeding their goal of \$80,000 for The Eliminate Project -- with a check for \$84,481.18 (47,000 lives saved!) -- and giving up 8 inches of her hair! Key Club District Administrator Joe Stankus also gave up most of his beard. Congratulations, Joe, on your selection to receive the prestigious "Key of Honor", the highest recognition award that can be presented to an individual by Key Club International!

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



store.kiwanis.org

A Capital Idea

Middlesex Kiwanians Team Up with YMCA for Mardi Gras Fundraiser

On February 28, 2015, the Kiwanis Club of Middlesex, in partnership with the Middlesex Branch of the Peninsula YMCA hosted a fundraising event to help children and youth in Middlesex County, VA. The event had a Mardi Gras theme and was appropriately dubbed the "Mardi Gras fundraiser for Middlesex."

Over 300 people attended the event which provided an opportunity for many to express their inner Mardi Gras with colorful masks, costumes and of course lots of beads. Over 50 volunteers helped to staff the event many of whom were young adults from Middlesex who willingly gave their time and labor to support the paying attendees.

Overall, the event raised over \$34,000 which will be divided between both partnering organizations. "We relied heavily on sponsorship and donations from local area businesses and they really came through for us with their generous support," said Club President David Valadez.

The event was a success, not only because it raised money for scholarships and other youth education and children support programs, but also because it showed the capability of community organizations like Kiwanis and the YMCA to lead and



*Service Project Tip #15:
Work with another area
organization to make a BIG
impact!*

bring community members together for a fun time and a worthwhile cause. David Cryer, club member and organizer of the event said, "We anticipate increased interest in Kiwanis membership as a result of the positive feedback we are receiving from our guests."

"We anticipate increased interest in Kiwanis membership as a result of the positive feedback we are receiving from our guests."

*Battlefield of Manassas Invites You to the
100th Anniversary of Kiwanis & the 55th Annual Steak Fry
May 14, 2015 at 6:00pm*



For the past 14 years the Steak Fry has been held at The Inn At Vint Hill. Please join us this year to help celebrate Kiwanis' 100th Anniversary with the Capital District. Clubs from VA, DC, MD and DE will be celebrating this wonderful event.

Fellowship and social hour will begin at 6:00pm, followed by a Steak or Chicken dinner served at 7:00pm.

The Inn at Vint Hill is a restored 1860 mansion located midway between Manassas and Warrenton at Vint Hill Station, a former Army Signal Corps facility. This site promises so much in a beautiful historic setting.

Reservations are a must for this wonderful event. Cost of the Steak Fry \$35.00 in advance: \$40 at the door.

Questions? Please contact David Reinhard at oneskipar@aol.com.

PLEASE RSVP no later than April 15, 2015



Around Capital

The Formula and You: Why Kiwanis needs new clubs!

By PG Carolyn Richar
District Chairperson, The Formula

Heaven knows Capital District Kiwanis has several clubs who are struggling right now to find new members. Formula club counselors have been working closely with division Lt. Governors to provide coaching and counseling to any and every club that wants help to strengthen and grow. In the past 5 years, we have several clubs decide to turn in their charters and fold operations. So it is not surprising that many club members are not thrilled to hear that we are looking for clubs to help sponsor new Kiwanis club. Why does Capital District Kiwanis need new clubs?

As Formula district chair, I am excited that we opened our first new Kiwanis club in a few years – in 2014 – the Richmond Young Professionals Kiwanis Club. The people who formed this club were looking for a type of Kiwanis club that didn't yet exist in Richmond. There are some very successful clubs in Richmond – but they did not have the focus, affordability nor the schedule that matched the needs of those involved. This was a group that consisted of many K-Family alumni from Key Club and CKI – they wanted a club that focused on hands on service – a lot of hands of service! They needed a club that was easily affordable – only

\$10-15/month. They needed a club that only met once a month in the evenings. So – with the help of Trustee and Formula Club Counselor, John Morris, a group began meeting and having service projects a year ago. They officially chartered with 20 members last summer – and have grown by at least 20% in the past 6 months with more new members in the wings. The Richmond Young Professionals club is bringing in new members to Kiwanis by meeting a need!

I am now working with our current district board and Formula team members on several new club opening sites. In each case, we have looked at the closest Kiwanis clubs and are designing a new club that will meet a need that isn't currently being met. We could certainly use your help to identify anyone you might know in these areas who would be a great Kiwanian! Here are our new club building sites as of 3/23/15:

DIVISION 1:

Prince George's County Young Professionals Kiwanis
Club Opener: Linda Peterson
fayepete@msn.com
Meeting in Largo currently.
MEET-UP Group available.

DIVISION 2:

Reston Kiwanis
Club Opener: Jeffrey Wolff
jeffrey@wolff.net
Meeting in Herndon/Reston area.
MEET-UP Group available

DIVISION 2:

Annandale/Falls Church area
Club Opener: David Diesselhorst
dhorstg@cox.net
Plans to begin meetings/projects in late Spring 2015.

DIVISION 3:

Swan Point
Club Openers: Emily Ferren & Kelly Boswell
kellyboswell@verizon.net

DIVISION 4:

Pasadena Young Family Kiwanis
Club Opener: team effort at this time led by David Blanch
dblanch259@aol.com
Setting up information meetings at Big Vanilla Fitness club in Pasadena MD.

DIVISION 6:

Goldie Beacom Kiwanis Club
Club Opener: Van Olmstead
vandy@olmstead.net
Will meet at Goldie Beacom College in Wilmington DE area.



THE FORMULA

LOVE IT. SHARE IT. LIVE IT.

DIVISION 6:

Baltimore City area
 Club Opener: Don Dudey
 dldudey@gmail.com
Exploring potential sites now.

DIVISION 7:

North Carroll County Kiwanis
 Club Opener: Art Riley
 rxarthur@aol.com
Scheduling organizational meetings to start in April.

DIVISION 9:

Luray Kiwanis
 Club Opener: Dennis Baugh
 dennis@valleychildrenscenter.org
Working to set up foundations for club to be opened in the 2015/2016 Kiwanis year.

DIVISION 12:

Franklin Kiwanis
 Club Opener: Richard Pippin
 rapippin@cox.net
Plans on hold currently but potential to reopen efforts if nucleus of new members can be identified.

These are just the tip of the iceberg in some communities in our region that don't have an active Kiwanis club. Some of these communities have fantastic Key clubs that don't have a Kiwanis sponsor. We need to

build at least 6 new Kiwanis clubs by September 30, 2015 – and we need your suggestions and nominations for new Kiwanis members for these sites. Please email those I listed – or email me – with your thoughts/advice/ideas to help us open new Kiwanis clubs in the Capital District.

Our biggest need is for Kiwanis clubs to sponsor an opening club. Sponsoring Kiwanis clubs provide support by having a few members attend meetings and service projects of a new club. Club officers are mentors for the new club officers. Sponsoring clubs invite new clubs to attend the sponsoring club's service projects, meetings and social events. Some sponsoring clubs provide a donation to the new club's service account to help fund the first service projects. One interesting fact is that sponsoring Kiwanis clubs tend to become stronger and add new mem-

bers as a result of sponsoring the new Kiwanis club!

The Formula team is here to help your club and your division grow stronger – through better service, more inviting meetings, new members, and new Kiwanis clubs! Please let me know how we can help your club and your division!

Questions?

Contact Carolyn:
 carolynsrchar@hotmail.com
 cell phone: 703-505-0265

Around Capital

Capital District is on to Indianapolis!

By Missy Zimmerman
On-to-International Convention
Chairperson

The 2015 Kiwanis International Convention in Indianapolis, (June 25 - 27) will be a major celebration of the Centennial of Kiwanis as an organization. One hundred years of full hearts and willing hands doing service worldwide is something to celebrate! The Convention itself will focus on our birthday celebration to a certain extent but the main focus will be The Next 100 Years. If you have not yet registered for this International Convention consider doing so now! You can see the agenda, all the fun activities and register at www.kiwanis.org.

As usual, specific hotels are suggested for individual Districts. Capital is staying at the Crowne Plaza at Historic Union Station in the heart of downtown Indianapolis. This historic hotel is only 2 blocks from the convention center! Rooms are at the special Kiwanis Convention rate of \$155. Staying at the suggested hotel for our District is a delightful experience as you meet old friends in the lobby and gather for a District Caucus to discuss who and what will be voted on in the House of Delegates.

There's one super opportunity for Capital to come together during convention on a social basis: The District Dinner! This year's District Dinner



will be on Thursday, June 25th. We will be dining at Harry & Izzy's which is practically next door to the District hotel and walking distance to the opening session that night. We have a special menu with four delectable choices and a cash bar starting at 4:30-7:00. The link to the restaurant is www.harryandizzeys.com. They are considered one of the best restaurants in Indianapolis.

The cost will be \$55 per person, and reservations must be made in advance, as usual. District Secretary Tom Varner will be collecting the

money and reservations for the District. If you are registered to attend the convention you will get an email with more details some time in May that will tell you have to reserve your seat at the table.

So put on your birthday hat and come to Indianapolis for a fantastic celebration of what has been accomplished and a pep rally for what we, Kiwanis, will be doing for the next 100 years.

Kiwanis 2015



Get to know the convention host city—Indianapolis

Kiwanis-family members set to attend the 100th annual Kiwanis International Convention and Centennial Celebration in Indianapolis, Indiana, in June are in for a surprising treat. This midwestern capital years ago shook off its sleepy nicknames and transformed into a bustling, vibrant city. The country's 13th-largest city boasts a glittery, growing downtown, and has hosted everything from NCAA Final Four men's basketball games to the Super Bowl.

National surveys call it the best convention spot and there are plenty of reasons why. Downtown Indy is very walkable. In fact, many venues are connected by elevated walkways, meaning weather is never a concern. Visitors can go from the convention center to the mall to a restaurant with an easy walk above the bustling traffic. Downtown and

surrounding neighborhoods offer a multi-cultural dining experience full of hidden treasures. Getting around is easy, so planning side trips and evening excursions is a breeze. There is an Indyland interactive map to show you the highlights. Indy is full of traditions and home-grown hospitality. The city frequently gets high marks from visitors for the politeness of residents and helpfulness of staff wherever you go. As the crossroads of America, Indianapolis may surprise you with its world-class museums, zoo and botanical garden in the heart of downtown, affordable attractions, downtown canal, greenspaces and eclectic boutiques.

Indy is also home to many historical attractions. Did you know that Indy is home to more monuments honoring veterans than any other U.S. city aside from Washington, D.C.? It's true—don't miss out on visiting these unique photo opps. The city is host to the Congressional Medal of Honor Memorial in White River State Park that lights up at dusk and broadcasts audio stories. You can also visit the 9/11 Memorial that features two beams from the Twin Towers and the USS Indianapolis Memorial, both on the downtown canal. You won't believe how much history you can take in just during a stroll around the city, including dining options with historical significance.

Learn more about this incredible host city and plan your stay in Indianapolis at <http://www.visitindy.com/kiwanis15>.

Make your vote count at convention

Attendees at the 2015 Kiwanis International convention will vote on 9 proposed amendments to the Kiwanis International Bylaws. They will also receive reports on two previous administrative resolutions on the topics of new forms of membership and online voting. Review the proposed amendments and resolutions.

We hope your club will make its voice be heard by sending 2 delegates to the convention. In addition to registering for convention, delegates and alternates must also be registered for voting credentials by the club no later than April 30. The club president or club secretary can download the certificate of election of club delegates and alternates and submit it to Kiwanis International to meet that requirement.

**Good news!
The deadline to register for the convention at the lower registration rate has been extended.**

Register by April 17 to get a discounted rate!

Service Showcase

News From Capital District Kiwanis Clubs

Division 2

At their March 3rd club meeting, the **Kiwanis Club of Tysons Corner/McLean, VA** members spent time creating cards of encouragement for Special Love. Special Love is a nonprofit organization that gives children and young adults with cancer and their families a chance to enjoy normal childhood activities that healthy kids often take for granted.

Division 5

Valentine's Day was a cold and blustery day, but that didn't deter the community from turning out for the Annual Kiwanis Winter Pancake Breakfast, put on by the **Kiwanis Club of Ocean Pines-Ocean City** at



Kiwanians and Key Clubbers working the Winter Pancake Breakfast.



Kiwanians participating in "Adopt-a-Street"

the Ocean Pines Community Center to raise funds for the Kiwanis Club's Scholarship Foundation. It was warm enough inside for everyone to enjoy the hot pancakes and sausages with family and friends and Kiwanis. Serving was a joint effort by (Above L-R) volunteer Judy Li of Hunan Garden Chinese Restaurant in Pines Plaza who has worked at the last 3 Pancake Breakfasts, Kiwanians Charlie Warner, Ron Graybill, and Stephen Decatur High School Kiwanis student Key Club members Hailey Brown and Kristen Cabrera. Thank you all for supporting Kiwanis and its events.

Division 8

Sheriff Les Taylor, a member of the **Kiwanis Club of Old Town, Winchester, Va** placed a "clean up" sign on the Club's Adopt-A-Street sign to mark the beginning of the clean up activities. The club selected Mall Blvd. as the area they would be responsible for litter pick up and separation of recycles from other trash.

Division 12

What began as one family's efforts to heal after loss has become a premier soccer tournament on the Virginia Peninsula, impacting hundreds of players, volunteers, and families

Our Firm Foundation

News From Our Capital District Kiwanis Foundation

every year. The Christine Garvey Memorial Soccer Tournament, now in its 16th edition, was held March 17-19.

The first tournament in 2000 was a labor of love. Pat, seeking a way to overcome his grief and honor his first wife, organized the event with a dozen friends. The next year he teamed up with the Kiwanis Club of Poquoson. Just as the tournament has grown to include players from all over the region and beyond, the Kiwanis support grew too and now includes sponsorship from numerous clubs throughout the area.

Per Christine's wishes, funds raised from the tournament went to a national organization for breast cancer research and education. Three years ago Pat decided to work with two nonprofits a little closer to home - Beyond Boobs! and Edmarc Hospice for Children.

The Tournament is sponsored and supported by the **Kiwanis Club of Poquoson** and numerous other Kiwanis Clubs and Key Clubs in the local area.

Ways individuals can give to the foundation

By Roy Sheets
CDKF President

As most are aware the CDKF supports Key Clubs, Circle K Clubs, Teenager of the Year, grants to various Kiwanis clubs for community service projects and we give annual contributions to the eight hospital pediatric centers from Northern Delaware to the far Southwest tip of Virginia that we support.

We have the first quarter of 2015 behind us and we hope you may be considering a gift to Capital District Kiwanis Foundation this year. Of course an unrestricted gift of cash is most beneficial to the CDKF. We would like to offer another suggestion that would be equally beneficial to us and potentially more beneficial to you as a donor. Because of the gains in the stock market over the past couple years a gift of stock that you have owned for more than one year may be an appropriate and financially beneficial way for you to give.

Given stocks that are worth more than you paid for them are deductible at their full current value if you have owned them for more than one year. The result is that you can deduct not only what you paid but also for any appreciation or gain and you avoid capital gains tax because the assets



are given to a IRS 501(c)3 recognized charitable organization.

Additional ways to give are through planned giving. Giving through your will can be a convenient way to leave a lasting legacy. After first providing for your loved ones, you may decide to make a charitable gift of a specific amount, a percentage of your estate, or all or part of what remains after family and or friends have been remembered.

Giving through a living trust is an idea to think about. Many make use of trusts created during life to provide for the management and future distribution of assets. Then at the termination of the trust, direct that a portion of the remaining assets be used for charitable purposes. A simple amendment can be all that is required to make a gift this way. Then there is giving through life insurance. The need for life insurance can change as life goes on. You may

Continued on page 17

Eye On KI

News from Kiwanis International



Focus on members this month

April is now membership month! How will your club celebrate and make the most of this time of the year?

One idea: Follow up and invite community members who participated in your Kiwanis One Day event to remain involved. Organize a membership drive where they can learn more about your club. Membership drives are special meetings designed to teach guests about your club's impact in the community and around the world. Once you tell everyone about your club's commitment to children and to the community and ... who wouldn't want to join?!

Use our step-by-step guide to put together your team and organize an event. There are also club brochures, a roster analysis worksheet and tips for sharing your Kiwanis story.

For additional resources and inspiration, visit www.kiwanis.org/theformula.



Skip a meal in April to support the KIF

Has your Kiwanis club, family or neighborhood participated in Skip-A-Meal? It's a program in which an individual or group "skips" a meal and donates the equivalent cost of that meal to the Kiwanis International Foundation. Your US\$5 meal can feed seven children, helping extend your Kiwanis impact to children at home and around the world.

Skip-A-Meal starts April 1. Join the Kiwanis International Foundation during April and help us reach our goal. Skip your morning coffee, take your lunch to work or eat in instead of eating out. You could even invite friends, family and fellow Kiwanians over for a Skip-A-Meal dinner and share the Kiwanis story with them.

Find out more about Skip-A-Meal at www.kiwanis.org/foundation/skipameal. Plan your "skip" day, download a placemat and table tent and then donate your contribution.



Kiwanis celebrates inclusiveness

Kiwanis International, with clubs in more than 80 nations around the world, is dedicated to serving the children of the world while celebrating and fostering inclusiveness. Our delegates adopted a resolution in 2008 that encourages and empowers clubs to create environments that develop and nurture mutual respect for all, and to celebrate the inclusiveness of all Kiwanis members.

In Indiana, recent legislation that will take effect after our 2015 convention in Indianapolis, appears to thwart that sentiment. Called the Religious Freedom Restoration Act, this law would go into effect July 1, 2015. (Our Kiwanis International 100th Anniversary Celebration and Convention is June 25–28.) This legislation has received media attention around the world as there are concerns that the law would allow business owners to discriminate against individuals based upon religion, sexual orientation, or for other reasons. Lawmakers on both sides of the political aisle are continuing to debate this and expect changes to the law this week. Kiwanis International

does not support this legislation as our foundation is built on welcoming people of all walks of life into our clubs around the world.

At Kiwanis, which has been headquartered in Indianapolis since 1982, we believe in equal rights for everyone and have worked for 100 years to open our clubs to all members of the communities we serve. Our convention this year in our headquarters' home city, revolves around Hoosier Hospitality. We encourage our members to attend our convention and patronize the businesses that welcome all citizens to Indianapolis.

For those who are concerned about visiting Indianapolis for our convention, we refer to our Kiwanis International 2008 resolution that says:

“CELEBRATING AND FOSTERING INCLUSIVENESS

Therefore, be it resolved that the delegates assembled at the 2008 Kiwanis International convention in Orlando, Florida, and all Kiwanis leaders and members to take action to create a culture and club environment that develops and nurtures mutual respect for all and celebrates the inclusiveness of our beloved Kiwanis.”

Kiwanis members will know that the first three of our six permanent objects speak to this current debate in Indiana:

- Object 1 - To give primacy to the human and spiritual rather than to the material values of life.
- Object 2 - To encourage the daily

living of the Golden Rule in all human relationships.

- Object 3 - To promote the adoption and the application of higher social, business, and professional standards. We also want Kiwanis members to know that Stan Soderstrom, our executive director, has spoken out against the legislation and has been quoted in the Indianapolis Star. The Indiana tourism office, Visit Indy, offers information on its website for individuals who are concerned about the legislation.

“At this time, we think it’s important to take a moment to reflect on our Kiwanis clubs, our members and the reason we joined Kiwanis,” says Soderstrom. “We believe that like-minded individuals working together can strengthen communities, help children and create everlasting goodwill.”

We encourage you to join us in Indianapolis in June where you’ll find real Hoosier hospitality.



Make a child’s day with plush toys from DollarDays

Spread the word about Kiwanis. Celebrate our 100th anniversary. And make a child’s day. Sound like a lot of work? Well, here’s a simple idea from a Kiwanis partner: place an order of 100th Anniversary plush toys from DollarDays.

The items make great giveaways for events with small children. In fact, they’ve been a big part of the Kiwanis Centennial Tour—as participants such as 2014–15 President John Button can attest.

Thanks to the commemorative anniversary ribbon, the items also help you share your pride in Kiwanis’ past and present. With every purchase, DollarDays even donates a portion of the funds to Kiwanis International.

The plush toys aren’t your only option. When it comes to promoting Kiwanis and serving children, DollarDays has all kinds of items for you and your club. Fun stuff for children. Useful tools for service projects. And everything in between.



Do you have a game plan for Kiwanis One Day and the new video contest?

This year, instead of giving a video to the Kiwanis club with the most creative Kiwanis One Day project, we’re asking all Kiwanis clubs to create their own One Day video. It’s easy—if you have a smartphone, you can make a short video. Everyone will have an

Eye On KI (continued)

opportunity to vote for their favorite video and the winning club (with the most votes) gets a GoPro camera!

Watch our instructional video to see how easy it is to shoot a video during your project. Then read the official rules and start planning your video. Entries will be accepted starting April 13 on the Kiwanis International Facebook page's contest tab.

If you take any photos during your project, don't forget to share them on Facebook, Instagram and Twitter using the hashtag #KiwanisOneDay.



Scholastic offers an affordable centennial service project

As part of our promotional partnership with Scholastic, the world's largest publisher of children's literature, Kiwanis International is excited to announce special literacy-based service projects that your clubs can use to celebrate Kiwanis International's 100th anniversary.

In honor of our centennial year, Scholastic has created the Kiwanis Centennial Book Fair to help your clubs get high quality books to kids who need them most. Also, clubs continue to have the opportunity to build a Kiwanis Family & Community Reading Oasis in a low-income pre-kindergarten or elementary school.



Kiwanis magazine receives honors

Kiwanis magazine recently received three honorable mentions at FOLIO's 2014 Eddie & Ozzie Awards. The magazine was honored in these Association/Non-Profit (B-to-B) categories: App, Feature Design and Cover Design. It was the first time in many years the magazine entered the prestigious competition. For more on the winners, visit www.folioawards.com/winners2014.



Canadian government steps up as funding partner in fight against MNT

The Canadian government will match every dollar raised by UNICEF Canada and Kiwanis Canada up to CAD\$2.5 million for The Eliminate Project.

This exciting news came during a meeting in Ottawa, Canada, attended by Kiwanis International President John Button, Canadian Prime Minister Stephen Harper, philanthropist Bill Gates, and other prominent leaders around maternal and children's health issues in developing nations worldwide.

Kiwanis International President and Canadian citizen Dr. John Button attended the meeting, which focused on global efforts to improve the health of mothers and children in developing nations.

"Canada's announcement is an unprecedented government commitment to join with Kiwanis and UNICEF to rid the world of this terrible, preventable disease. Matched funding will leverage the work of UNICEF Canada and Kiwanis Canada to support a \$5 million campaign focused on MNT

elimination efforts in Chad, Kenya, South Sudan, Sudan and Pakistan,” Dr. Button said.



Help your SLP members get to convention

This summer, your Kiwanis club-sponsored Key Club and CKI students need your support to attend their annual international conventions. Both programs are holding their conventions alongside the Kiwanis international convention in June in Indianapolis.

Every club sends at least two delegates and advisors, though many clubs send all of their officers and other key people, too. With the convention host city being so centrally located in the U.S., it offers the opportunity for many more students to attend than ever before.

Attendees will be offered leadership and personal development, earn awards, take part in hands-on service, attend workshops, hear amazing speakers and elect officers. Students are encouraged to follow a one-third fundraising plan: they'll save a third of the cost on their own, fundraise another third and then ask their sponsoring Kiwanis club to help out with the rest. Contact your Key Club or CKI club now to offer your aid.

Your Key Club and CKI members are already looking forward to learning, making new friends and conducting official business.

Our Firm Foundation *cont'd from page 30*

have a life insurance policy that was purchased to pay final expenses and taxes but is no longer needed for that purpose. Maybe it was a policy to fund the children's education but they are now self sufficient. In either case you can name the Capital District Kiwanis Foundation to receive all or a portion of the policy proceeds that are no longer needed for their original purpose. You could also transfer ownership of an existing policy on which premiums are still being paid or purchase a new policy naming the Capital District Kiwanis Foundation as the owner and charitable beneficiary. In either case future premiums can be tax deductible.

To learn more please contact Bob Cressy at 301-998-6104 (O) or 301-340-9265 (H)



The Kiwanis Legacy eBook

Everyone knows Kiwanis was founded in Detroit in 1915, but do you know why Kiwanis was founded and how the first club survived its first year? Learn all the facts every Kiwanian should know about our history, from the earlier years to 2010. Discover the service projects that shaped the organization that we know and love today. Read quotes from every Kiwanis Interna-

tional president. Track membership numbers and Kiwanis international convention attendance through the decades.

The Kiwanis Legacy is available in English for download for US\$1.99 from all major eBook distributors. To download your copy, just search for *The Kiwanis Legacy* in your favorite eBook store.

Front and Center



Kiwanis Service Leadership

Everyone is talking about it: Nobody does Youth Programs like Kiwanis International! Read on to learn more about our Service Leadership Programs, and how they are the bright future of Kiwanis!



By Mitra Shultz, Administrator

All school year long, Capital District K-Kids members have been actively serving the community.

K-Kids is the program for elementary school-aged students who learn leadership through service. There are over 36,000 members of K-Kids worldwide. The beauty of the program is that it is student-led. Even at a young age, students in the setting of their school can perform service projects, make friendships and develop leadership skills. Planning and participating in serving projects instills a sense of responsibility in the students who run the K-Kids club. K-Kids clubs are important because they give children the understanding to identify problems in their school and community and discuss ways to solve them. By doing community service they are given the power to make a difference.

K-Kids is the earliest entry point into the Kiwanis family. For this reason, it should be looked at as an opportunity for Kiwanis clubs to expand their outreach in the community exponentially. There have been three K-Kids Clubs

chartered in the Capital District since October 2014, bringing the total number of clubs to 58. We also have several clubs in formation including Fox Mill Elementary School in Herndon, VA which just held it's first officer's meeting. This growth is encouraging, as it means we will have more hands for service.

Division 3 has been exceptionally successful in building and maintaining K-Kids clubs. The Kiwanis Club of Waldorf sponsors nine K-Kids clubs, which is the most of any club in the District. Dedicated sponsoring Kiwanis clubs like this one ensures that our youth will be able to participate in this program for years to come. Lt. Governor, Emily Ferren, attributes her division's success to the meeting she had with the School Superintendent of Charles County Public Schools. There she outlined the benefits of having a K-Kids Club in each public school. She

says, "We almost have a club in every school--our only deterrent is getting enough Kiwanis advisors to work with the faculty advisor for each club."

Becoming a Kiwanis Advisor is an incredibly rewarding experience. I would encourage all Kiwanians to work with K-Kids. There are many simple projects that can be done in the school setting, including food drives, penny wars, selling loom bracelets, lemonade stands, and cleaning up/landscaping their school. In big and small ways K-Kids are changing the world around them. But the most significant change happens in the kids themselves. A K-Kids member at Pinecrest School in Annandale, VA says, "Thank you so much for K-Kids! Before it, I never knew how much I loved helping people!"



Front and Center (continued)

By Dru Bowman, Administrator

Builders Club is the largest service organization for middle school and junior high students, with more than 45,000 members worldwide.

The first Builders Club was chartered in 1975. Today, there are more than 1,600 clubs in Aruba, Australia, the Bahamas, Barbados, Bermuda, Canada, Italy, Jamaica, Korea, Martinique, Netherlands Antilles, Philippines, Suriname, Trinidad and Tobago, and the United States. So this year when Kiwanis celebrates 100 years of service, Builders Clubs will celebrate 40 years of providing leadership opportunities.

Builders Club is a student-led community service organization. Community-based Builders Clubs can also be established at churches, libraries, Boys & Girls Clubs, YMCAs, lodges or similar facilities. A Kiwanis club, composed of like-minded, service-oriented people from the community, serves as the club's sponsor.

The Capital District has had over 100 Builders Clubs in middle schools during the past 5 years. Several of the clubs are inactive while 80 are still providing students with the opportunity to be involved in projects to help communities. Many of the inactive Build-

ers Clubs could be reinstated with the help of local Kiwanis Clubs. Two new Builders Clubs have been chartered in 2014-15 Kiwanis year in the Capital District and several others are being worked on by middle school advisors. Middle Schools in the Capital district have donated thousands of dollars to The Eliminate Project saving thousands of mothers and children. Fund-raising projects can be found at the Builders Club website which is www.buildersclub.org. This website provides information on how to start a new Builders Club, suggestions on how to run a meeting, information on how to train Builders Club officers and several videos that can be used with school personnel or parent/teacher organizations to promote the objectives of a Builders Club.

For more information or help starting a Builders Club, please contact Dru Bowman at the e-mail address dbowman8@cox.net or call (757) 869-8203.





Joe Stankus, Administrator

Key Club is the largest student run service organization in high school.

There are over 265,000 students in 5000 clubs in 30 countries.

Capital is currently the fourth largest Key Club district in the world. We finished last year with 252 active clubs with 15,281 members. Key Club has added several new divisions to its district structure in the last several years based on continuing growth. A District Governor, Secretary-Treasurer and Editor, who are elected annually at our District Convention by the delegates, lead the organization. These individuals along with the 33 Lt. Governors make up the District Board, which meets 5 times a year.

Although we have chartered 13 new Key Clubs in the past two years, we have 24 others who have become inactive. Our current membership of 13,743 is down due to the suspension of 29 clubs for non-payment of dues, which were due December 1. It is my hope that our sponsoring Kiwanis clubs will assist in getting these clubs to turn in their dues and help re-activate some of these Key Clubs so our numbers will return.

As Kiwanians, we need to support all of our SLPs by actively attending their meetings and service projects; supporting them financially, and being there as mentors and friends.

Every year, we encounter new schools that want to start Key Clubs but are

unable to find sponsoring Kiwanis Clubs. In these cases, some have become Interact Clubs sponsored by Rotary. Several others may charter as "orphans", meaning that they have no relationship with a Kiwanis club or Kiwanians. We already have several "orphan" Key Clubs in our district, mainly as a result of a loss of their sponsoring Kiwanis clubs. This is a trend that we MUST reverse. Kiwanis International created the largest student run service organization in high school and many Kiwanis clubs do not even participate.

Chicken or the egg? Do successful Kiwanis Clubs sponsor SLPs or are they successful because they do sponsor SLPs? In the Capital District, almost one-third of our Kiwanis clubs, do not sponsor a Key Club. Yet, there is one Kiwanis Club that sponsors 10 by themselves. There are 12 other Kiwanis clubs that sponsor at least 5 Key Clubs and 26 others that sponsor at least 3 Key Clubs. These clubs are helping fill the void left by Kiwanis clubs yet to realize the benefit of sponsoring a Key Club.

If you are interested in more information on how your Kiwanis Club can become part of this experience, please contact Joe Stankus at keyclub@verizon.net. This could be the KEY to revitalizing your club, the KEY to expanding your service projects and the KEY to membership growth.

KEY CLUB®

Front and Center (continued)

By Jennifer Wolff, Administrator

Circle K International, the largest university service leadership organization in the world, performs half a million hours of service each

year. With more than 13,700 members in 17 nations, CKI is making a positive impact on the world every day. The Capital District is home to almost 900 CKI members, making it the third largest district in Circle K International.

We have a committee of nine Kiwanians that works with the students in CKI, specifically the District Board of Officers. Like Kiwanis, they have a

Governor, Secretary-Treasurer, Editor, and Lt. Governors that serve their twenty four clubs within the District. In addition, there are nine student-run committees: service; public relations, long range planning; technology; membership development & education; laws, regulations, & awards; Kiwanis family relations; conventions & conferences; and club building & revitalization.

In addition to doing service on the local level, Circle K members participate in service initiatives such as The Eliminate Project, the March of Dimes, Students Team Up to Fight Hunger (STUFH) and Relay for Life.

How can you help CKI?

1. The Adult Committee is always on the lookout for those interested in

servicing as a Zone Administrator or helping at a District event.

2. Does your club have a CKI? Be the best sponsors you can be! Go to their meetings or service projects. Invite them to yours. Utilize them! Does your club want a Facebook page? Get a CKI member to do it!
3. Your club doesn't have a CKI Club? Build one! Contact District Administrator Jen Wolff at administrator@cdcki.org if you need help. If you can't build a club, please donate to the Capital District Kiwanis Foundation's Youth Outreach Program and designate it to CKI.

Working with CKI members can be such a fruitful experience. The college students are learning life skills and developing into exceptional leaders because of their membership. Witnessing the transformation is amazing. These are our future Kiwanians and any support that you can give them is appreciated. Help them fundraise for travel to International Conventions. Volunteer at a service project or visit them at their meetings. Give them professional career advice. Cook for them. (Who knows how long it has been since they had a home cooked meal!)



CKI
Circle K International



By Jennifer Hiscock, Administrator

Aktion Club is the only service club for adults with disabilities and has more than 12,000 members worldwide.

This is the fastest growing branch of the Kiwanis family in the last 4 years! Aktion Club is founded on the four core values of character building, leadership, inclusiveness, and caring, which helps to accomplish the mission of “providing adults living with disabilities an opportunity to develop initiative, leadership skills and to serve their communities.” George D. “Jake” Swartout, 1988-1989 Governor of Kiwanis International’s Florida District, organized the first Aktion Club for adults who live with a disability in Putnam County, Florida, in 1987. Aktion Club became an official Service Leadership Program of Kiwanis International on October 1,

2000. Today, there are clubs in Canada, Barbados, Malaysia, Jamaica, Bahamas, Philippines, Australia, and the United States.

A Kiwanis club can form an Aktion Club by enlisting interest from a supporting organization. Examples of organizations in your community could include the local ARC, Easter Seals, Special Olympics, or Centers for Independent Living. Once an agreement is in place, the Kiwanis Club is encouraged to underwrite chartering costs and provide a Kiwanis advisor to the club, just as you would with any SLP. Key Clubs and CKI clubs often get involved with Aktion Club, providing excellent role models. Joint sponsorship, where multiple branches of the Kiwanis Family come together to charter an Aktion Club, is a winning combination.

Aktion Club within the Capital District is quickly growing, as membership in



the District has increased 10% from last year! There are currently 314 members in 16 clubs, all of which are spread throughout the District.

Within the Capital District, Aktion Club members stay busy with service projects such as making arts and crafts with assisted living members, collecting canned goods for local food banks, assembling welcome bags for newborns at their local hospital, ringing the bell for the Salvation Army during the holidays, and making holiday cards for local senior centers.

If you are interested in learning more about sponsoring an Aktion Club, becoming involved as a member of the Capital District Aktion Club committee, or have an idea of how to further educate Kiwanis and SLP members about the value of having an Aktion Club in your community, please feel free to contact Jennifer Hiscock (Capital District Aktion Club Committee Chair) at hiscockjenn@gmail.com.

SLP 2015 District Conventions!



CKI: A Little Service Never Killed Nobody

Screams rattled the audience as the lights unexpectedly shut off on the opening ceremony of this year's 55th annual Capital District Circle K International District Convention right as the MC was introducing Governor Ben Romano who was nowhere to be found. Then, the darkness was broken by a cryptic message from Governor Ben appearing on the screen saying: "If you are watching this, then I must already be dead."

"A Little Service Never Killed Nobody" was an often perplexing, yet highly amusing, 1920s murder mystery that this year's attendees got to try their hand at solving. District Board officers got in touch with their inner mobster or flapper girl to per-

form in dramatic skits at each session and awarded clues at workshops, making for an eventful and memorable DCON indeed.

The excitement didn't end there however, this year's DCON also featured a fun casino night put on by Kiwanis volunteers and an upbeat dance party. We held a Penny War to fundraise for The Eliminate Project and pied the unfortunate District Officers who earned the least points. During our parade of checks, we raised over \$9.93 per member for The Eliminate Project, proudly surpassing our goal of \$9.00 per member. Our Keynote speaker Leana Wen, M.D., a CKI alumna and author of *When Doctors Don't Listen* provided helpful tips

on how to do our part to serve in the here and now, a topic which really hit home for CKI members who already love to serve. We also welcomed International Trustee Shivam Patel and representatives from our K-family to share their love of service and the Kiwanis family at our sessions. During House of Delegates, our non-delegates made "plarn," or plastic yarn to send to a company who makes plastic birthing mats for Ugandan mothers. Finally, as always, we gave out awards for outstanding CKI and Kiwanis clubs and members and elected new district officers whom we hope will put on just as spectacular a convention next year.

Key Club: Super Heroes of Service

During the weekend of March 20-22, 1,000 “superheroes” from Delaware, Maryland, Virginia, and Washington D.C. attended the 66th Annual Capital District Convention. During these 3 days, Key Clubbers got to celebrate a year of service, learn more information on how to better their clubs, and elect the 2015-16 Executive Board.

The Convention was officially called to order during the opening session on Friday night. This session held a lot of spirit with each division showing off their pride through their cheers and mascots. It was also a time to learn more about our Kiwanis Family counterparts with speakers Albert Park & Derek Hamburg, representing Builders Club & Aktion Club, respectively. Keynote Speaker Nancy Denney inspired students to be more vocal and energetic with their passion.

Lastly, Capital District performed the annual Parade of Checks and had a miracle minute, raising approximately \$900 in just 60 seconds.

Saturday was a day full of knowledge from workshops, the Service Fair, and the Awards Banquet. Key Clubbers learned how to better their clubs, whether it be within the membership or the actual service. From the service fair, Key Clubbers got to learn new service project ideas to freshen up their clubs. At the Awards Banquet, clubs were recognized for their successes the past service year. Governor Robert Brian Bell gave us words of wisdom on how to grow as servant leaders. The highlight was the results of the Parade of Checks – Capital District surpasses its goal of raising \$80,000. By raising \$84,481.18, Capital District is able to save 46,933 babies

from Maternal & Neonatal Tetanus.

Sunday marked the final day of Convention as well as the Capital District 2014-15 Board’s Term. During the closing session, club officers and advisors were recognized as well as Lieutenant Governors for going above and beyond during their terms. After Immediate Past Governor Anastasia Slepukhova gave her final address, the board retired. The new Board of Trustees were installed and the gavel was passed to newly elected 2015-16 Key Club Governor Arshad Fakhar from Dulaney High School.

Special gratitude goes to Capital District Kiwanis for aiding Key Clubbers during their terms and helping us host a “crabtastic” convention! This weekend was one that Key Clubbers will never forget.



The Capital Record



Sponsors

Douglas Butler, a member of the Kiwanis Club of Old Town, Winchester, Va, donates a speaker stand to Betty Hartzell of the Kiwanis Club of Strasburg, Va. The Winchester Club sponsored the Strasburg Club and is presently assisting with their new member recruitment project.

Welcome to Kiwanis

Jen Stoltz,
Kiwanis Club of Williamsburg
Stacy Whitehouse,
Kiwanis Club of Tysons Corner/McLean
Steven & Meg Rayford,
Kiwanis Club of Tysons Corner/McLean

In Memoriam

Roland M. Neifeld,
Kiwanis Club of Parkville

Welcome to the Family

Congratulations to our newly-chartered SLP clubs and their Kiwanis sponsors!

- **CKI Club of Virginia Western Community College**
Sponsored by Kiwanis Club of Roanoke, VA
- **CKI Club of the University of Richmond**
Sponsored by Kiwanis Club of Richmond, VA

Happy Anniversary

April

Charlottesville	1922
Elkton.....	1932
Ellicott City	1940
Wythe County	1948
Mount Airy	1949
Williamsburg	1958
Churchland	1974
Greater Landover	1979
McClure River	1981
Calvert County.....	1981
Midlothian	1990
Montgomery Village	2003
Strasburg	2010

May

Danville	1921
Alexandria	1921
Harrisonburg.....	1922
Frederick	1922
Seaford.....	1923
Cumberland.....	1924
Pikesville	1935
Suffolk.....	1947
Christiansburg.....	1949
Rockville.....	1950
Crofton.....	1976
Old Point Comfort.....	1981
Shenandoah Valley	1981
Bull Run Manassas	1985
Clinch River.....	1988
Mitchellville.....	1995
Greater Westminster	1996
Old Town	2006
Central City Newport News.....	2009

My Kiwanis Moment

Jennifer Wolff

Kiwanis Club of Tysons Corner/McLean

When I was a CKI member, I did not have much exposure to Kiwanians. I saw the same two Kiwanis members at our events, and I went to a few Kiwanis meetings where we sat and ate chicken, and otherwise just stayed at our table and talked amongst ourselves. I did not have an understanding of the special relationship between Kiwanians and our Service Leadership Programs until I joined the Capital District CKI Board as a Committee Chair.

It was my first District Board meeting and I was pretty excited about it. All twenty students were going to spend the weekend getting to know each other and learn our roles. When the CKI Governor informed us that we would ALL be staying at a Kiwanian's home, I was flabbergasted. Who would be crazy enough to house twenty college students in their home for a weekend? He didn't even know most of us.

That "crazy" Kiwanian was PG John Tyner II. And little did I know, that that trip to his beautiful, eclectic home in Rockville would be the beginning of a wonderful friendship. I could gather that Mr. Tyner was a busy man. He had other plans that weekend with another organization he was working with; he was just lending us his home and supplied us a meeting location not far away. We were very grateful.

The first morning of our board meeting, he tossed us the keys to his house



and said, "I am going to be gone all day. Just make sure to lock up, please!" I just kept thinking, "Not only are you letting twenty college students stay at your house that you do not know, but now you are leaving us here with the keys!" (Granted, I grew up with a former police officer for a father, so I have an unhealthy level of paranoia.) Of course Mr. Tyner had nothing to worry about. We took care of his house as if it was our own, and it was a wonderful weekend.

Looking back, I did not have the understanding of what a true Kiwanian was until I met John Tyner. I also did not realize that I was in a group of students that could be trusted with someone's home. Service Leadership Programs are made up of members that are interested in leadership development and com-

munity service. Kiwanians are the very same thing, and together, we make up a Kiwanis Family. All of the family members may not know each other personally, but through our membership we know each other's values.

Now, as CKI Administrator, there are several weekends a year that I lend MY home to a ragtag bunch of college students with a crazy idea that they can change the world. And every year at that first board meeting, I will have a few bewildered board members say to me, "I can't believe you are letting us all stay here. We promise we won't burn the house down!" I always laugh, and think of John Tyner.

Share YOUR Kiwanis Moment! Email editor@capitaldistrictkiwanis.org



We are excited to welcome you to Roanoke, Virginia for the 97th Capital District Convention, April 9-12, 2015! Our host location is **The Hotel Roanoke** – one of the Grand Old Ladies – a historic hotel known world-wide for glamour and grandeur. This is a landmark year as we are celebrating 100 years of helping others and supporting our communities.

We can't wait for you to experience life in the Star City – Thursday is an optional pre-convention Golf Outing at famed Ballyhack Golf Club in Roanoke www.ballyhackgolfclub.com. Those who want to play should call the course at (540) 427-1395 to arrange a time. Tee times are on a first come first served basis. The cost for golf and cart is \$60 per player payable at the course upon arrival. Directions to the golf course will be available at the Hotel Roanoke or, if driving straight to the course, the club will email directions. Please request the need for directions when you call for a tee time.

Fun times to be had at the **Roaring '20s Speakeasy & Casino Night** – period attire is optional. This event is a fundraiser for Eliminate – please consider sponsoring a table.

On Saturday will be the Opening Breakfast, inspirational Fellowship Luncheon featuring renowned speaker and International Past-President **Steve Siemens**, followed up with the **Governor's Banquet** in the evening.

Throughout the convention we will host **professional development** workshops for Kiwanians, in addition to interesting **self-development** workshops – including dance lessons, gardening, digital photography – all taught by professionals in our area.

And don't forget about our vendors! Several of our Kiwanis partners will have displays, as well as items for purchase.



Family Ties

Updates from Our Kiwanis Family

Key Club Arshad Fakhar, Governor

Dear Kiwanis Family Members,

My name is Arshad Fakhar, and I am incredibly honored to serve Capital District as Governor. Capital District of Key Club International's 66th Annual convention took place on March 20-22 in Baltimore, Maryland. With over 1000 attendees from Maryland, Virginia, Delaware, and Washington D.C., Key Clubbers got to meet new friends, share new ideas, and celebrate the achievements our District has made this past service year!



Capital District soared to new heights this past year, as we were able to exceed our fundraising goal of \$80,000 towards the Eliminate Project! As a District, we raised \$84,481.18, saving 46,933 babies from Maternal and Neonatal Tetanus. Because of this, Immediate-Past Governor Anastasia Slepukhova cut 8 inches of her hair off. This goal would not have been achieved without all of the support that Kiwanis gives us so I would like to thank each and every one of you for wisdom that you give to Key Clubbers around Capital.

April is a busy month for Capital District as we have a Key Leader weekend coming up from the 17-19 in Fredericksburg, Virginia and Capital District Board Training the following weekend. What makes this weekend so special is that Capital District's Key Club, Circle K, and Kiwanis Boards will all be trained together. This is a perfect way to unify our Kiwanis Family as the new Key Club year starts. We also cannot wait for International Convention in Indianapolis in June to celebrate the 100th Anniversary of Kiwanis International.

I am very excited to see what lies ahead during my term as Governor and I cannot wait to see you all at Capital's Kiwanis Convention on April 10th!

Yours in Friendship & Service,

Arshad Fakhar

CKI Matthew Johnson, Governor

Hey Capital Kiwanians:

Our Circle K District Board is excited to meet with the incoming Kiwanis District Board at our upcoming joint officer training event. In CKI, we've just transitioned all of our officers at the club and district level, so we've got a bunch of college kids ready to get the ball rolling before the summer hits.



Luckily, our summers will also be filled with some fantastic Kiwanis Family bonding, as we all meet up again in Indianapolis to celebrate 100 years of Kiwanis. It's bound to be the highlight of my summer, and I hope that many of you are planning to attend as well. We'll be completing our CKI transitions, as we elect our new international board—hopefully we'll get some representation from the Capital District this year.

While our clubs might wind down for the summer, I know all of your Kiwanis clubs are hard at work serving our communities all year long. This makes for a great opportunity for Kiwanis family events. If your club is planning any events over the summer that might interest our members, feel free to let me know. I'd be happy to share information about anything that you'd like a few more hands at.

As always, I'd love for every Kiwanis club to be involved with Circle K. If you or your club would like more information or are interested in sponsoring or working with a Circle K club, feel free to reach out to us to find a school or CKI club near you. You can visit our webpage at cdcki.org or contact me at governor@cdcki.org or 707-780-2541, and we'd be happy to work with you.

We're looking forward to working with all of you as we move forward throughout this year.

Humbly Yours,

Matthew W. Johnson

Getting the Word Out

Promoting Your Kiwanis Family

By Caren Schumacher, Chairperson
Capital District Public Relations

Is your club touting its work with the Service Leadership Programs (SLPs) you support? If the answer is “no,” you are missing a huge promotional opportunity!

If someone in your family - child, grandchild, niece, nephew, etc. - makes you proud, don't you spread the news to other family members, friends, or anyone that will listen? I know I do! It should be no different with our SLPs; they are our Kiwanis family.

There are many great reasons to promote your SLPs. The general public is not well informed about the connection between Kiwanis and our Service Leadership Programs. That's a fact. And not surprisingly, if you survey members of a Key Club, for example, you would learn that many of them don't get it. If they don't get it, their parents or guardians don't get it. BAM!

Perhaps a Key Club Advisor could take five minutes at a meeting to explain the



Kiwanis connection and who Kiwanis International is. While I am fully aware that many pieces of paper remain crumbled and unread in a student's backpack, perhaps a one-page Fact Sheet could be sent home with a Key Club member that has to be signed and returned. That's just one idea.

“There are many great reasons to promote your SLPs. The general public is not well informed about the connection between Kiwanis and our Service Leadership Programs.”

Successful inward promotion of Kiwanis to our SLPs must be tailored to the audience — your audience. Maybe your SLPs already understand the connection. If they don't, we are missing the chance to get our message to potential Kiwanis members. Every parent or guardian of an SLP member is a potential Kiwanis member. In addition, it is important that we plant the seeds of Kiwanis with all of our SLP members so that someday, a member of K-Kids, Builders Clubs, Key Clubs, CKI or perhaps even an Aktion Club will want to become a member of a Kiwanis club. Shame on us if we miss this opportunity.

Have you thought about arranging for an interview at your local radio station

Does your club have a PR chair?

When your club has a service project, is hosting a pancake breakfast or giving a scholarship or award, your PR chair can write a simple press release and make sure it gets to the right member of the news media, as well as social media posts to Facebook, Instagram, etc.

The Kiwanis International Board has recommended that all clubs and districts add a public relations chairperson to help share stories with their communities and boost image and marketing. The chair should organize all PR efforts and manage news releases, blog posts and help coordinate social media posts. This club member should identify local media and reach out to community newspapers, daily newspapers, radio stations, TV stations and bloggers.

To help clubs with PR efforts, Kiwanis International's award-winning PR department has developed a new resource called Buzz Builder, a monthly newsletter that will be sent to all PR chairs. This newsletter features tips from industry insiders and best practices from other clubs. Buzz Builder will showcase effective ways clubs have used public relations to get stories placed in newspapers, on television and with radio stations.

To ensure your PR chair receives this new monthly newsletter, please be sure they are listed with your club officers on the secretary dashboard, under Club Elections in KiwanisOne.org's reporting system (login required). Scroll down and list the member(s) under Club PR and Marketing Chair, for the 2015-16 year.

with your club president and an SLP member? Are your SLPs involved in your fundraisers and other activities? Have you contacted your SLPs to participate in your Kiwanis One-Day project?

Outwardly promoting how your club and SLPs work together can help the general public make the connection. Your camera should travel with you to capture these opportunities when they happen. Submit your pictures to your local newspapers regularly. The press loves photos with young people!

I challenge each of you to invest some time into coming up with new and innovative ways to promote your SLP Family and the Kiwanis connection. I believe it can be an investment for a lifetime.



Beyond the Call

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

PLG Doug Butler Kiwanis Club of Winchester

By Eric Zhao,
Intern

As Kiwanis begins its 100th year, we look to the future and the endless possibilities for Kiwanis in the coming years. However, it is also important to look back at the past and appreciate just how much Kiwanis has changed and grown. One amazing and exceptional Kiwanian has seen and experienced this change and growth firsthand: his name is Doug Butler.

1949 was the year when Doug, a fighter pilot in World War II, first joined the Kiwanis Club of Winchester. He was invited to the club and joined because he was interested in working on projects to help his community. Doug turned 90 years old this past December and 2015 marks his 66th year as a Kiwanian. Doug is currently part of three clubs in Virginia: Winchester, Old Town Winchester and Strasburg. He serves on the board for two of the three clubs and as the Secretary for Old Town Winchester.

Doug says that he was able to stay such an active member because he became involved in club committees and then recruiting new members

for all three clubs. Some of the major reasons he has stayed motivated include service for the children and Service Leadership Programs such as Key Club and Circle K.

Since joining Kiwanis, Doug has stayed busy and contributed a remarkable amount to the Capital District. He has served in several roles such as the President of the Kiwanis Club of Winchester and the Lieutenant Governor of Division 8. His most memorable Kiwanis experiences include starting two clubs that are now both very active: the Kiwanis Club of Strasburg and then the Key Club of James Wood High School.

Two of the most significant changes that Doug believes he has experienced with Kiwanis are the opening of membership to women in 1987 and the worldwide expansion of Kiwanis from the United States and Canada beginning in 1962. According to Doug, admitting woman made an overwhelmingly positive impact on Kiwanis at a local and international level. Many doors were opened for service opportunities, especially those



involving younger children. The expansion of Kiwanis has been more than beneficial in not only making the organization more diverse, but also increasing the number and variety of activities and projects.

Doug Butler has one main piece of advice for Kiwanis members, especially newer Kiwanians, and that is to share Kiwanis with other people in their community. Doug serves with this advice and over the past 66 years, he has personally brought in over 100 new members into Kiwanis! His fellow Kiwanians describe him as a ball of energy, a go-getter and someone who lives, eats, sleeps and breathes Kiwanis. Doug is truly an extraordinary and incredible Kiwanian.



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www.kiwanis.org/kiwanis100



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