

The Capital Kiwaniian

June/July 2012

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



Kiwanian Creates New Libraries in Central America

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Five days of club visits, meet-and-greets, and service projects

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Kiwanis

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Kiwaniis®

The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Vol. 1, Number 2

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2011-12 Leadership Information

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Fairfax, VA

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TRUSTEE-PRESIDENTIAL
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Governor's Message

Jeffrey M. Wolff, 2011-12 Governor

It's officially summer time and that means different things to different people! For parents, it means your kids are out of school. For teachers, it usually means a couple of months of vacation. For Kiwanis clubs, however, it's when we begin preparations for next year. With our new administrative year starting on October 1st, the summer is to time to educate and plan.

Now is the time that Kiwanis clubs should hold planning and transitional meetings between the current 2011-2012 and the 2012-2013 Board of Directors. Not only can this help the club continue to run smoothly in the fall, but it's an excellent opportunity to review your service calendar.

Most Kiwanis clubs have standing projects that they do every year. But when was the last time that your club objectively reviewed those projects and evaluated their effectiveness? Circumstances change all the time, but it's often difficult for clubs to recognize that when they have performed that same project year after year. Perhaps that pancake breakfast your club has been running for the past 20 years has significantly decreased in revenue yet the manpower required to put it on remains the same. Maybe it's time to look for either a way to refresh the project with a substantial change or time to retire it and look for a new project.

Kiwanis International recommends that a club perform the Club Excel-

lence Tool as well as do a Community Analysis every year. The summer is the ideal time for that, just before next year's board plans out the year. But as part of that process, I recommend that the club use the "Stop, Go, Refresh" exercise on all of its projects. If you can classify each of your projects into one of those three categories, it will greatly enhance the impact your club can have in the community.

As part of that, I ask that every club create a new fundraising effort for the 2012-2013 year (as large or small as your club decides) for The Eliminate Project. It is important that we embrace this worldwide initiative, but without compromising the charities that your club already supports. Capital District has already raised about \$400,000 this year as of the last report. Next year, we would like to cross the million dollar mark! We can do it with your club's participation as well as continued support from generous Kiwanis members.

The last area I would like to touch



Governor Jeff and First Lady Jen at the President's Gala

on for this summer is education. It's imperative that your incoming club president and secretary attend Club Leadership Education when it is offered in your area. It gives your officers a solid background in leadership skills as well as Kiwanis nuts and bolts and makes sure that your club is on the path to success in the coming year. In addition, now is the time to make sure that the incoming Board of Directors of your club is being educated on their duties as well. This includes enhancing your New Member Orientation for the new hands for service that you recruit. A proper orientation for prospective members is essential to ensure engaged and long-term Kiwanis members. Too many clubs skip the orientation and wonder why they can't keep new members more than a year or two.

I hope that all of you have an enjoyable summer and I look forward to seeing many of you in New Orleans at the International Convention later this month.

A Capital Idea

Retired Librarian In Peninsula at Oyster Point Club Creates Nine New Libraries For Central American Kids

By Suzi Edwards

Kiwanis Club of Peninsula at Oyster Point/Newport News Division 13

All it took was a presentation a few years ago from an organization called Orphan Helpers at the weekly meeting of the Kiwanis Club of Peninsula at Oyster Point/Newport News for club member and retired librarian Shirley Daniels to know how she could make a difference to the children of the world.

During his talk, Orphan Helpers representative Richard Yeargin mentioned that the organization was trying to expand its work with children in the detention centers in Central America. These young people have had a violent past, but most of their troubles are caused by abandonment, poverty and abuse. One of the ways they wanted to help these children was by creating a library program, but they didn't have anybody who knew about libraries to take charge of this.

Shirley was still grieving the recent loss of her great-great niece, a beautiful and artistically talented young woman, who had died in a car accident in Michigan. Shirley decided then and there to assist Orphan Helpers achieve its goal of providing libraries for the children of Central America, dedicating her work to the memory of this young lady. But even Shirley had no idea how much of an impact she would have.

She collects Spanish language books, packs them for delivery, then goes to the communities herself to paint, build or renovate areas to serve as libraries. She travels with a team of two or a dozen people from here depending on the size of the project. While there, she trains a library staff to manage the facility. Since she began working with Orphan Helpers, Shirley has established nine libraries in

Continued on page 23

Service Project Tip #2:
Plan projects for causes
that your members are
passionate about.



Shirley Daniels, right, in a library she created in the city of San Pedro Sula, Honduras. With her is Maria Felix, a staff member in the New Hope School, part of the children's detention center in San Pedro Sula.

Peninsula at Oyster Point Club Treasurer Barry Layman presents a check for \$500 to Shirley Daniels to help support her work creating libraries for children in Central America.



We Did It Before; We Can Do It Again!

A Message to Capital District Kiwanians From The KI Foundation President

By Hugh Siggins
President

Kiwanis International Foundation

We did it before; we can do it again! That has turned out to be the motto for the ELIMINATE Campaign. At the Nice Convention in France in 1993, Kiwanis International announced the first worldwide service project, the eradication of iodine deficient disorders or IDD. That set off a program in which Kiwanians eventually raised about \$100 million. Some monies still come into the program for sustainability.

At the Las Vegas Convention in 2010 the second worldwide service campaign was announced, but this time it was part of an overall Global Campaign for Children's Health. Thus the ELIMINATE Campaign for maternal and neonatal tetanus was promoted. Together with our partner UNICEF, we have a 5-year project to raise \$110 million. Working with our consultants, the Kiwanis International Foundation or KIF, the fundraising arm for Kiwanis is setting up a global leadership team of about 9,000 Kiwanians, at least one Kiwanian in every club throughout the world.

The KIF Board established a committee consisting of a Chairman and Vice Chairman, a Vice Chair for Service Leadership Programs and Vice Chairs for Europe and Asia Pacific. This Committee established Regional Coordinators, four in the USA, one in Canada, one in South and Central

America, three in Europe and three in Asia Pacific. District Coordinators were found for each of the 48 Worldwide Districts. Here in the Capital District, our Coordinator is John Tyner II. Also in our District, we have six Multi-Division Coordinators and a Division Coordinator for each of our 21 Divisions. At least one member of every club in the District takes a leadership role as coordinator of the Campaign by publicizing and encouraging support of the ELIMINATE or MNT project.

“The Kiwanis International Foundation is setting up a global leadership team of about 9,000 Kiwanians, at least one Kiwanian in every club throughout the world.”

The initial challenge for Kiwanis Clubs is to find those that are willing to accept the challenge to be 100K Clubs, committing to raise \$100,000 for the Campaign over a five-year time period. In the Capital District, we are still looking for that first club to step forward and accept the challenge and make this commitment. The next area that we want clubs to participate is to



be a Model Club, which contributes a minimum of \$750 per member over the same five-year time period. We currently have five clubs, Ft. Eustis, James River, Lynchburg, Rockville and Tysons Corner/McLean who have accepted this challenge. Which will be the next club to join them? Another way of looking at being a Model Club is that if each member contributes 41 cents a day over the five-year period, or less than \$3 a week, then every member will have saved the lives of 417 children and protected their mothers.

These are the challenges that face us. Are we up to it? Remember, we did it before and we can do it again.

(Hugh is a member of the Kiwanis Club of Williamsburg, Div. 23, Capital District)

Your ELIMINATE Funds Already Making A Difference In Places Like The Philippines

By Matt Morris
Kiwanis International Foundation
Major/Planned Gifts Officer

Understanding the importance of giving birth in a clean, sterile setting. Appreciating the complexity of the supply chain that delivers the tetanus vaccine. Respecting the volunteers who hike hours across rugged terrain to immunize a woman. And thanking hospital and health center staff who are working to save or protect mothers and babies.

Each of us on The ELIMINATE Project field visit to the Philippines in mid-April now understands the importance of this project. We are committed to ensuring that mothers and their newborns will no longer suffer from maternal and neonatal tetanus, the silent killer.

Our five-day journey began and ended in Manila, the capital of the Philippines located along the eastern shore of Manila Bay. Manila is bounded by several other cities that bring the area's total population to nearly 12 million people. You really can't tell where one city ends and the other begins. People live tightly packed together. The streets are clogged with motorbikes, cars, trucks and bicycles.

In terms of technology and comfort, the health centers and hospitals we visited paled in comparison to those in more developed countries. In Manila, at Father Jose Fabella Hospital, the halls were crowded with patients and



families waiting for treatment. Expectant mothers were beginning labor or passing time before prenatal appointments. The delivery room sees an average of approximately 80 births daily, the birthplace annually of 20 percent of Manila's reported births.

In the post-delivery ward, it's common for two mothers to share a single bed, their newborns, sometimes two and three together, resting in an adjacent bed. The nurses and doctors are attentive, interacting with the mothers and watching over their day-old infants. Five pounds is a large baby.

But all is well. There is no tetanus among the mothers and newborns. There is education and awareness about the need to be vaccinated against tetanus. It is a different story, however, in nine areas of the Philippines, where the risk of remains high.

Seven hours north of Manila, in Benguet Province, after snaking up the narrow mountain roads in two vans to Baguio City and then to Itogon, we talked with provincial and local health officials who expressed their determination to eliminate maternal and neonatal tetanus. They explained that the nine high-risk areas face a variety of challenges to silencing the silent killer: funding, education, access to those at risk due to terrain and political unrest. But they are determined to finish the work and appreciate what Kiwanis and UNICEF are doing. Whether it was the large, bustling Father Jose Fabella Hospital or the small health clinic at Itogon, we saw dedicated staff focused on helping mothers and babies. And they thanked us for what we are doing to combat and eliminate maternal and neonatal tetanus.

Around the District

More Than 140 Students Participate in Two Key Leader Events; Next One Slated For Nov. 9-11

By Nicole McDermott
Key Leader District Chairperson

A total of 141 students attended the two Key Leader events held at Arlington Echo April 27-29 and at the Jamestown 4-H Center on May 17-19. Many Kiwanis clubs and members generously sponsored students. A big thank you to the Site Coordinators Corey Goggin (Kiwanis Club of Tysons Corner/McLean) and Missy Zimmerman (Kiwanis Club of Williamsburg).

If you are interested in serving on the Key Leader District Committee to help promote Key Leader around the District and in your own area, please contact me at capitalkeyleader@gmail.com.

com or call (703) 829-5481. Our next Key Leader Event will be Nov. 9-11 at the Northern Virginia 4-H Educational Center in Front Royal, VA.

For more information about Key Leader, please visit www.youtube.com/CapitalKeyLeader and watch live student testimonials about the quality of the program. The students featured on our YouTube Channel are all local Capital District students. Also, search "Capital District Key Leader" on Facebook and "like" it, or visit www.key-leader.org on the web.



Legion of Honor January-March 2012

The success of Kiwanis International is largely due to the strong, effective, and active service of thousands of Kiwanians, many of whom have achieved more than 25 years of membership. These dedicated individuals deserve recognition for having helped make Kiwanis the great organization it is today.

The Legion of Honor award was created to extend a token of appreciation to these Kiwanians by recognizing members from their 25th year of service and incrementally every five years thereafter.

Below are the names of Kiwanians in the Capital District who achieved their first or next level of Legion of Honor this administrative year in April, May or June, joining the ranks of many others throughout the District who have also reached these membership milestones.

25 Years

Richard Beauchamp – Bridgeville
Charles Bolton – Troutville
Robert Brailsford – Roanoke
William Cochran – Arlington
Martin Donovan – Georgetown
Jack Feick – Severna Park
Ray Garguilo – West Richmond
Wardell Hardy – Northwest Washington
George Harrington – Manassas
Walter Henss – Hampden-Midtown
Matthew Hill – Central Chesterfield
L. Richard MacDonald -- Chesapeake
James McCannell -- Arlington

Front and Center

Kiwanis International President Alan Penn and First Lady Jeri Visit the Capital District

By Jeffrey M. Wolff, Governor

Every seven years, every district receives an official visit from the Kiwanis International President. This year, Capital District was fortunate to have KI President Alan Penn and First Lady Jeri Penn visiting us from Medina, Ohio. President Alan is a member of Kiwanis Club of Medina-Breakfast, OH.



Since a main focus of this year has been a return to our organizations' roots – service – a strong effort was made to involve President Alan in Capital District service projects during his visit.

Upon arriving in DC on May 4, President Alan and First Lady Jeri accompanied First Lady Jen and me to Division 22's Service Leadership Programs (SLP) Appreciation Night. This event, hosted by the Waldorf Jaycees, attracted almost 300 people, including SLP members, parents and guests. The Kiwanis division awarded scholarships to Key Club Lt. Governors Becky Sanford (22A) and Alex

Szewczyk (22B), and several club foundation scholarships as well. The event concluded with a representative of every SLP club in attendance giving an update on the service they had performed this year.

Saturday morning led off a busy day with a beautification project at Seaton Elementary School in Washington, D.C. Over 70 Kiwanis family members, school staff, students, and parents worked together to install a large-scale art project and reclaim an outdoor student lab that had fallen victim to years of overgrowth and vandalism. Local Kiwanis clubs and the District donated money for the supplies and plans for a follow-up visit to continue the work are in progress. The faculty reported that

this was the first time that Seaton ES had this much community support for any initiative and they are now looking at forming a Builders Club at the school.

Later that day, we paid a visit to the Key Club Governor and Administrator Training Conference, which was being held at the Hilton Crystal City. Key Club Governor Bowden Saunders from Largo High School and Key Club District Administrator Joe Stankus were in attendance for the weekend planning for their year.

The day concluded with a black tie gala honoring the KI President and First Lady at the Hyatt Regency Reston hotel, site of our upcoming District Convention. Eliminate Project District Coordinator John Tyner emceed the event and spotlighted our District's

Continued on next page.

Front and Center *(continued)*



generosity to the Eliminate campaign to date. President Alan congratulated the District on its progress and encouraged continued support for this worthwhile project. He also thanked the Kiwanis Clubs of Rockville and Tysons Corner/McLean who were our first two model clubs in Capital District.

Tuxedos and evening gowns were traded for shorts and baseball caps as we traveled to Lynchburg on Sunday for Lynchburg Kiwanis day at their minor league baseball stadium. One of the promises that I made regarding President Alan's visit was that for any Kiwanis club that pledged to become a Model Club for Eliminate, I would make an effort to bring him for a visit. A Model Club is a club that pledges to donate at least \$750 per member to the Eliminate project over the next 5 years. Breaking that down, that's a donation of 40 cents a day per member.

President Alan threw out the ceremonial first pitch (a strike) for the game that day between the Lynchburg Hill Cats and the Myrtle Beach Pelicans. He also had the opportunity to induct Susan Maes, the newest mem-



Clockwise from top:

Page 9: Alan and Jeri Penn pose at Division 22 SLP Night; Alan, Jerry Peuler, and Jeffrey Wolff outside of the Peulers' home.

Page 10: Jeri Penn (and their traveling Kiwanis Bear) with Dave Lurie at the service project in D.C.; Alan accepts a proclamation at Division 22 SLP Night; Attendees enjoying themselves at the President's Gala; Alan with a Lynchburg Hillcat player before throwing the first pitch.

Page 11: Alan and CKI Administrator Jen Wolff with the CKI attendees at the Gala; With project volunteers in D.C.; Enjoying a laugh during the Gala; Inducing Lynchburg's newest Kiwanis member.



ber of the Lynchburg Kiwanis Club.

Monday morning found us on the other side of Virginia in Hampton for the Annual Division 13 and 23 Prayer Breakfast. President Alan gave remarks following a moving speech by Pastor Mark Morrow about the power of prayer, regardless of religion. President Alan congratulated the Fort Eustis Club for their pledge to be a Model Club.

Traveling north to Richmond that afternoon, President Alan gave remarks to the luncheon meeting of

the Kiwanis Club of Richmond at the Virginia Historical Society. At that same meeting, the Kiwanis club presented the Boys and Girls Clubs of Greater Richmond with a check for \$35,000, continuing their support of the BGCA's summer camp program. Also, while in Richmond, we received a tour of the Children's Intensive Care Unit at VCU Hospital where the annual gift of the Capital District Kiwanis Foundation was presented. VCU Hospital is one of the seven children's hospitals around the Capital District that receives sup-

Continued on page 23



Mark Your Calendars!



Registration Fee For This Year's District Convention in Reston, VA: ZERO! Plan To Be There!

By Derek Dupuis
2012 Convention Committee

Greetings Capital District Kiwanians! Your 2012 District Convention team has been hard at work putting together a great travel itinerary for your upcoming convention. The 94th Annual Capital District Convention takes place Aug. 24-26 at the Hyatt Regency Reston in Reston, VA. This year's theme is "Passport to Service" and many of the activities for the weekend are related to this theme.

Friday night starts the convention with great Kiwanis fellowship at the Kickoff Party! Friday's party will include a live band, moments of recognition, party snacks, and a cash bar. It's sure to be a great time so be sure to register for this portion of the conference to start your convention experience off right!

Saturday kicks off with a great Kiwanis service project: a 3K walk to benefit the ELIMINATE project. Convention attendees are encouraged to

register for the walk to benefit ELIMINATE and help Kiwanis make impacts against maternal neonatal tetanus. This walk is open for convention attendees, Service Leadership Program students, local Kiwanians, friends, and family. The walk will take place in the Reston Town Center area and will be a great way to raise awareness for ELIMINATE and for Kiwanis.

Saturday's focus is education as participants attend workshops and hear dynamic speakers such as John Shertzer from the Kiwanis International Office. John serves as the Director of Kiwanis Programs and will speak on the topic "The Future of Kiwanis: Can You Imagine It?" I'm sure you can't imagine missing this event, so be sure to register for the Leadership Luncheon on Saturday to hear John speak.

Those Kiwanians who attended the 2006 District Convention will remember the spacious rooms and convenient conference layout with all of the convention events taking place on the same floor of the hotel. The

hotel is also conveniently located in the Reston Town Center. You will be a short walk away from restaurants, shopping, and much more.

The new ELIMINATE walk will certainly make this year's convention unique. But there are more "firsts" to celebrate this year. The Capital District Kiwanis Board of Trustees voted this year to reduce the convention registration fee to ZERO! Attendees only need to pay for meals and special sessions as outlined on the registration form. But the basic registration to attend workshops is free.

Be sure to visit our website at www.passporttoservice.org for all the latest information about the convention including how to register. Register for both the convention and your hotel room by August 6 to ensure room availability. Also, be sure to "like" us on Facebook (Capital District Kiwanis District Convention 2012) so that you'll always be in the loop. Please don't hesitate to contact us with questions at info@passporttoservice.org.

Service Showcase

News From Capital District Kiwanis Clubs

Division 1

Northwest Washington Club

Members of The Northwest Kiwanis Club of Washington, D.C., recently participated in observing Kiwanis One-Day at Mamie D. Lee School in northeast Washington. The members read stories with the little ones, used flash cards to identify modes of transportation such as cars, bicycles, and trains. The club provided large posters of different denominations of money (coins and bills). Upon leaving the school, members donated all of the materials to the students of Mamie D. Lee. This was an excellent opportunity for Kiwanis to conduct meaningful service to children and the community. Members Thelma Hardy and President Elton King spearheaded the project.

Members of the Circle K Club of George Washington University and local residents of Costa Rica completed 700 hours of community service in the Central American Country.



Washington, D.C. Club

The Circle K International Club at the George Washington University, sponsored by the Washington, D.C., Club, sent a contingent of members on its 2012 Community Service Trip to Costa Rica. Driven by the Spanish motto *juntos hacemos mas* (together we can do more), they completed more than 700 hours of community service working alongside local community leaders and youth. Volunteers carried out several projects throughout the Bataan, Limon, countryside, including

From left: Northwest Washington Club members Lawrence Carter, Harmon Glover, Hal Jewel, and Otha Washington

beautifying La Margarita Elementary School with educational murals on water conservation and teamwork and organizing a Kids Fest for school children to share its mission of service. They also donated school uniforms, sports equipment, school and art supplies, and educational games. Club member Orlando Carvajal, a member of the Asociacion Costa Rica, was instrumental in making the trip happen.

Division 2

Roanoke, VA Club

Members of six Key Clubs, one Builders Club, the Phoenix Star Aktion Club, the Kiwanis Club of Roanoke Satellite, and the Kiwanis Club of Roanoke came together to participate in the Kiwanis Pancake & Auction Day (KPAD). All proceeds, estimated at \$35,000, went to the Kiwanis Community Service Budget.



Service Showcase *(continued)*

Division 3

Marion, VA Club

The Kiwanis Club of Marion, VA, recently sponsored its semi-annual fundraising concert by featuring two student groups from East Tennessee State University. Students are majoring in country, bluegrass, and cultural music.



J. Graham Caldwell and his wife Carol Jean entertained guests as Regis and Kelly.

Division 9

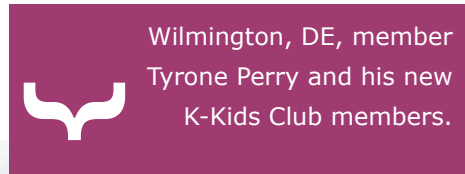
Westminster, MD Club

The Kiwanis Club of Westminster, MD, teamed with the Carroll County Public Schools to focus on the talents of our community's high school students in its fundraiser entitled "Spotlight on Youth." Students participated in an art show, academic challenge, chess tournament, debate contest, film festival, dance performance, floral design, etc. The club presented awards to the winning students and donated \$3,000 for the event and awards.

Division 11

Wilmington, DE Club

Wilmington's newest K-Kids Club at The Brown Boys & Girls Club held its first election this month with a new Kiwanian, Tyrone Perry, as advisor. The 18 K-Kids proudly displayed their new K-Kids handbooks.



Wilmington, DE, member Tyrone Perry and his new K-Kids Club members.



Division 15

Greater Ocean Pines – Ocean City Club

Division 15 Lt. Gov. John Sparkman was on hand, along with members of the nearby Delmar, Chincoteague, and Coastal Delaware Clubs, to help celebrate the 32nd anniversary of the formation of the Greater Ocean Pines – Ocean City Club. The event was held at the Ocean Pines Yacht Club, where the original chartering and installation of officers was performed.

Kiwanian J. Graham Caldwell and his wife Carol Jean, both of the Ocean Pines Players and Radio Airwaves, performed as Regis and Kelly and then introduced their guests, Sharon and Charlie Sorrentino, also of the same group, as well as performers at OC Jamboree. The Sorrentinos did an Edith and Archie Bunker routine to the delight of the crowd.



New Fairfax Club members and their sponsors, from left: Jennifer Deacon, Reed Rossetti, Devie Dragone, Marvin Crawford, Mariann Gabor, Hank Crooks, Dolly Kapani, and Elizabeth Skelley.

Division 20

Arlington, VA Club

In Memoriam: Renice P. "Renny" Myers, 80, member of the Kiwanis Club of Arlington, passed away May 12. Renny was a veteran of the United States Air Force, worked as a manufacturer's representative for more than 35 years and was a partner at Applied Engineering Company in Beltsville, MD. He is survived by his wife of 59 years, Betty Jane Myers; a daughter, a son, and eight grandchildren. Memorial contributions may be made to: Vidant Health Service League of Greenville Inpatient Hospice at P.O. Box 8489, Greenville, NC 27835 or the University City Kiwanis Club at 3057 Dartmouth Drive, Greenville, NC 27858.

President Elect Tom Grantham, on behalf of the Arlington Kiwanis Foundation, presented grant checks for \$500 to "Stop Child Abuse Now" (SCAN), and \$1,600 to the YMCA, Arlington Branch.

Fairfax, VA Club

Fairfax Kiwanis has experienced a growth spurt this year. The club started off the year with 24 members and has grown to 31 members with active recruitment from all of their membership. In April, Reed Rossetti, Dolly Kapani, Hank Crooks and Devie Dragone were inducted by Lieutenant Governor Kristina Dlugozima joining the two other members inducted at the beginning of the year. By the end of the meeting, prospective member Kathy Keys had also submitted her membership application. The new

members have already taken on active roles in the club from attending projects to working on the club newsletter.

Tysons Corner / McLean, VA Club

About 40 members and friends came out to help spruce up and do some landscaping around Clemyjontri Park in McLean, VA, for the club's Kiwanis One-Day Project. This park is special in that it is specifically made so that children of all abilities can have fun outdoors including a brand new



Members of the Tysons Corner / McLean Club helped spruce up Clemyjontri Park for their Kiwanis One-Day Project.



Service Showcase *(continued)*

wheelchair swing. The Tysons Corner/McLean Kiwanis Club has been working with Clemyjontri Park for the last four years. Helping with the project were neighboring Kiwanians as well as members from K-Kids, Key Club and CKI. The staff at Clemyjontri Park were grateful to the work completed as the Kiwanis family members were able to do in one day what it would take the small staff weeks to do.

Division 22

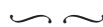
Waldorf, MD Club

The Kiwanis Club of Waldorf held its 8th annual bike collection on May 12, collecting 63 bicycles for Bikes for the World, a nonprofit charity that ships the bikes to developing nations where they are distributed to adults and students to give them transportation to work and school. Some of the 14 volunteers are shown after loading the bikes to be taken to Lorton, VA



LaPlata Kiwanis member Matt Huldich supervises the beanbag toss at LaPlata's Third Annual Fun Fest.

storage, then to the shipping container, with an ultimate destination of Uganda.



LaPlata, MD Club

More than 125 children and their parents attended the club's third annual Fun Fest. Club Member Judi Gorney says the fest was started as a fun thing to do for the kids in the community, and to get others in the community curious about what Kiwanis is all about. Local businesses sponsor the event, providing amusements such as a cookie decorating station where kids created "edible art"; LaPlata High School Key Club members provided face-painting. Kids tossed beanbags at several different games, spun the wheel at Chick Fil-A of LaPlata's game wheel, and putted their way on our miniature golf hole built just for the occasion by Matt Crooks, son of Kiwanian Gale Crooks. Nearly 50 volunteers made up of club members, Key Clubbers, local Explorer post members and other community members helped make the day memorable.



Waldorf Club volunteers, from left: Dorothea Holt Smith, George Smith, Olivia Litten, Harry Kriemelmeyer, Ron Litten, Ernie Wallace, John Harris Jr., Alicia Morrison, Lloyd Morrison, and Millie Kriemelmeyer (seated on ramp). Also volunteering, but not pictured: Earle Knapp, Heather Sells, Mike Rainwater, and Hal Delaplane



Club Leadership Planning

It's Not Too Early For Your Club To Plan For 2012-13

By Carolyn Richar
Governor-Elect

Thank you for all you have each been doing to Increase Hands for Service! As you invite others to help us Change Our World, you help make the dreams of so many come true. Now that we've passed the halfway point in this Kiwanis year, we arrive at the planning stages for our next year. I hope you will each help your club get ready for 2012-2013.

By now, you will have conducted your club elections for the coming year, and the incoming officers are attending Club Leadership Education training sessions, choosing club chairpersons, and developing a budget, planning a calendar of service projects, socials and other events, and discussing any changes that will make your club more inviting to new members.

There are some other preparations to make as well. Some of you might be thinking it is way too early to start thinking about October. You might be tempted to wait until July, August or even September, thinking you have plenty of time. Believe me when I tell you that it is time now to start working toward making next year a success!

One powerful way to do this is to help your club conduct some important surveys in the next 2-3 months. First, each club should conduct an annual club assessment survey – a quick survey that can be done at a club meeting or on-line that gives each



club member the opportunity to rate various aspects of your club's operations. This information is helpful as each club sees what is making club members happy – and what might be driving club members or guests away. This quick and easy survey can be found on-line at Kiwanisone.org.

Also, please plan on conducting an annual – or at the least a bi-annual – community analysis. This analysis is done by contacting community leaders – think school principals, the director of the Boys and Girls Club, local police chief, nursing home administrator, city council member, etc. – and asking them 3-5 questions about what community needs they are encountering in their day-to-day work. The information gained from them will help your club decide if its projects this year are meeting community needs – or if it is time to do away with some projects and add others.

Please let your Lt. Governors or regional district committee representa-

tives know if there are areas in which your club needs help as you start getting ready for next year – while continuing excellent service, social and membership recruiting activities to make this year the most successful one yet! I look forward to working with each one of you as we Change Our World!

New District Staff Positions Coming Next Kiwanis Year

Do you enjoy helping people learn how to change the world by attending district convention? Are you a bit of a computer “geek” who is also great with numbers and details? Are you an expert at great customer service while being able to keep a line moving? Then you might be a good candidate for the new District Registration Specialist positions.

Registration isn't your thing? You say you are more into design and ads? Do you have a knack for putting together an exciting program booklet that is easy to follow and pleasing to the eye? Are you good at recruiting for paid ads and formatting schedules? Then you might be interested in the District Convention Program Specialist position.

Stay tuned for the application process for both positions, which will open up in October. Details will be published in *The Capital Kiwanian*.

Four Easy Steps To A Website Presence For Your Club

By PG Bob Powers
Great Bridge Kiwanis – Division 21

In our last column, we talked about Kiwanis International's ready-to-use, out of the box, largely self-maintaining subscription website service called the Club Management System that you can subscribe to for a nominal amount. This month, we will review the steps required to get your club's own website going.

1. Get a domain name. This is your website address (i.e. greatbridgekiwanis.org) which the management system does not provide. Google "domain name" and you will find many companies selling domain name registration services. You should be able to obtain a domain name for \$5 – \$10 a year, less if you find a sale.

2. Subscribe to the Club Management System. There is an annual fee from \$150 - \$400 depending on club size. It takes a little bit of work to set up the system initially, but once it is up and running your secretary, webmaster, and members will agree it was time and money well spent. Give the developers, Club Resource Inc, your domain name and they will set up the website and hosting arrangements. Visit http://www.clubresource.com/Club_Resource/ to learn more and to subscribe.

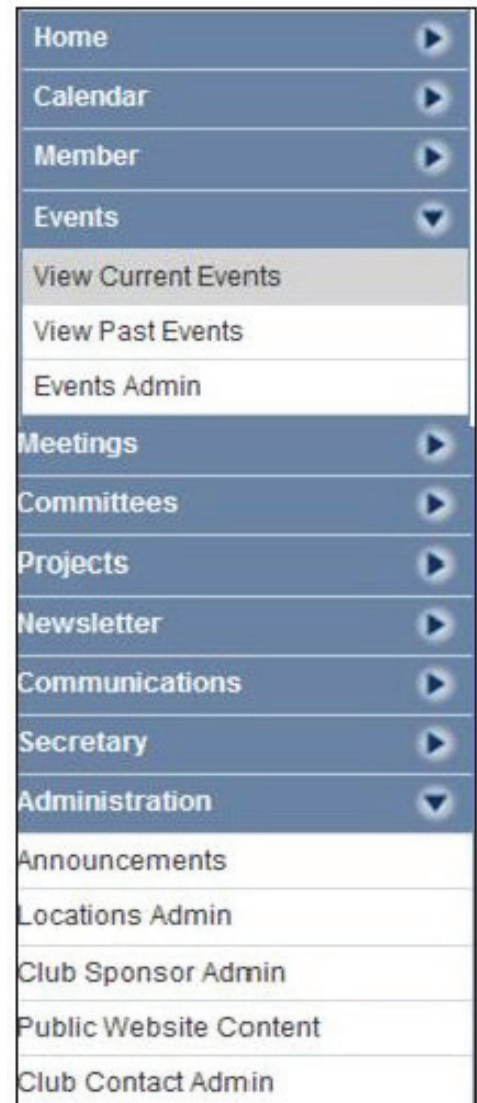
3. Get access to Website Administration functions. The illustration at left

shows the full Management System menu that the system administrator sees when logging into the member area. It will look somewhat different for other members depending on what roles (privileges) the Administrator has assigned to them.

For example, on the Events sub-menu, most members will only see the first two view options. Only Committee and Event Chairs will see the Events Admin option where they can enter and change event details. The webmaster needs access to the Public Website Content option on the Administration submenu. To provide this, the Administrator goes to the Members Admin (Club) option on the Members submenu, selects Assign Roles on that page, clicks on the Pencil (edit) icon next to the webmaster's name, checks the box Admin – Public Website, and saves the change.

4. View the Public Website Management Tutorial. The on-line tutorial takes about 20 minutes to view and covers the basics. Access the tutorial by clicking on Home on the main menu and selecting the Online Tutorials option. You will see some other, more specific tutorials, such as the HTML editor, that we will discuss in future columns.

Congratulations! Your club now has a functioning website, a public presence on the internet. That's all there is to it. If you want, you can cus-



This is the menu your administrator will see when logging into the member area.

tomize your site. In the next column we'll discuss ways to change the look and feel of your website, putting your mark on the site without losing the Kiwanis brand.

Buzz Creation 101

Key To Kiwanis Survival: Get In the Millennials' Fast Lane

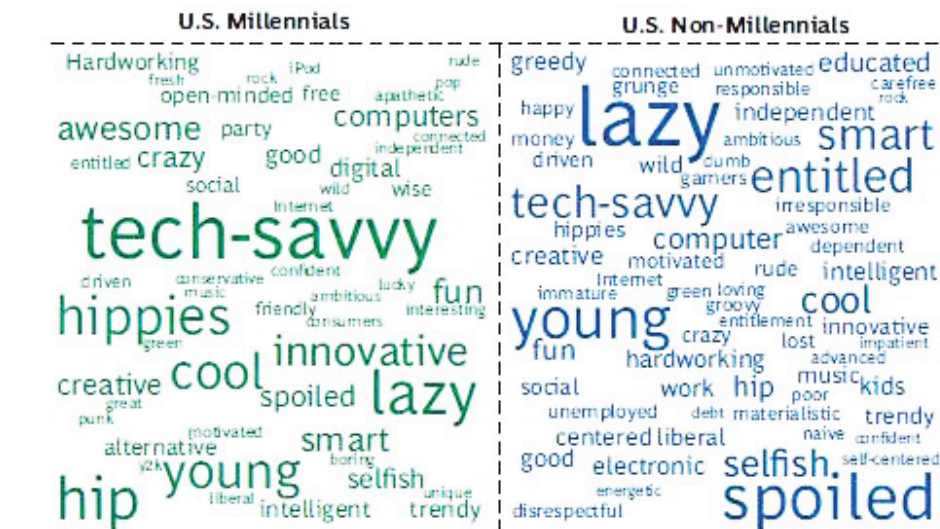
By Jack White, Chair
Communications and Public Relations

Starting this month, the Capital Kiwanian will periodically include a page or two devoted to some aspect of Communications and Public Relations. We'll begin by discussing the topic of "Millennials." Who are they?

We've heard for years about the Boomers. Now we face a new onslaught, this time by the Boomers' children, who are called Millennials. They present new challenges and opportunities for Kiwanis and our clubs.

If you look at a recent study about the Millennials done by the Boston Consulting Group, it is striking how they tend to think about themselves differently than others think about them. Consider the accompanying chart, from the same study. They asked 4,000 Millennials and 1,000 non-Millennials to name one thing that best describes this generation. The larger the words, the more often they were given by study participants. So, how do Millennials characterize them-selves? Tech-savvy stands out. Here, I suggest, Kiwanis needs to begin rethinking and reshaping itself to attract these young prospects for club membership.

Millennials are defined as between ages 16 to 34. For most Kiwanis clubs, that age group is just showing up on our radar. By 2030, the the number of Millennials will be 78 million to 56 million for all others. As Kiwanians, we cannot ignore Millennials and



Source: BCG analysis.
Note: Size of word indicates frequency of response.

hope to survive.

A key finding in the study indicates that Millennials are "digital natives" who grew up with technology and social media. Their communications devices of choice are portable iPods, iPhones, iPads, and other similar items. Millennials are likely to own these devices, and use them interchangeably. If we bring these people into a club (or a church) that still relies on printed materials and communicates as we and our parents did, they could easily become disillusioned and leave.

Consider what a Millennial member of your club could do: Take pictures at your weekly meeting with a cell phone camera, then posted the photos on the spot with comments about the meeting to a Facebook page.

Or they might send brief comments about the meeting to friends as text messages or by Twitter.

Do you choose your speakers with Millennials in mind? Millennials are growing up with multimedia instruction. Their TV anchors use photos and other graphics to help tell the story. Do your speakers at club meetings do the same?

Even appealing to Millennials to participate in your club's service projects will require different tactics. Some describe the Millennials' balanced-life approach as laziness. But they see it differently. Will this trait make a difference when you try to staff Kiwanis projects with members of this generation? You bet it will.

Continued on page 22

Liability Lesson

Clubs Should Consider Liability Issues In Order To Avoid Potential Problems Later

By Mike Rind
District Risk Manager

Recently, I attended a meeting of risk managers from throughout the nation at Kiwanis International headquarters in Indianapolis, where we discussed several items of interest.

First, we spoke about the issue of alcohol liability. For years, Kiwanis's general liability policy provided no coverage when Kiwanians sold alcohol. The written policy now provides that \$36 million per District in coverage is available for use in alcohol sales cases. The net result of several changes over the years is that cases involving the use of alcohol are now treated the same and covered to the same extent as all other cases. Clubs must of course adhere to local and state laws, and alcohol should never be served to minors who may be attending our events. But Kiwanis International officials remind us that, as in other liability cases, clubs should be careful to take prudent steps to shift liability where we can.

If a club is holding an event whose main purpose is to sell alcohol, they should give serious consideration to purchasing a supplemental insurance policy to cover such an event. For example, if a club holds a "beerfest" or a "wine tasting" fundraiser, where the whole purpose of the event is to sell alcohol, and where the risk of alcohol-related injuries may thus be greater, we should be especially care-



ful to safeguard Kiwanis's insurance policy. If we need it, our coverage will be there. But, as usual, we should treat this as we treat our personal insurance. Where possible, we look to shift the coverage responsibility to the other parties involved. This helps preserve our very favorable insurance rates, and it also helps guarantee that other parties involved with these events (such as the country club's

"{D+O Insurance} is intended to protect club officers from lawsuits based on the decisions they are expected to make as club leaders..."

bartender) will act responsibly.

Another matter discussed by the Risk Managers was the optional Directors and Officers ("D+O") Insurance offered by Kiwanis International to clubs and Districts. This coverage

is intended to protect club officers from lawsuits based on the decisions they are expected to make as club leaders, such as which fundraiser to hold, or which student should receive a scholarship. About 15 percent of the nation's Kiwanis clubs have opted to buy D+O insurance. The reason most often given for NOT purchasing it is from smaller clubs who believe they don't make enough "big ticket" decisions that they would need this kind of coverage.

The increasing number of "frivolous" lawsuits led to a discussion of whether D+O should be part of our basic insurance package, rather than remaining an optional coverage which many clubs are ignoring at their peril. Right now, clubs that opt for D+O get \$1 million in coverage (along with legal defense) for \$500 per year. Providing D+O for all U.S. clubs would involve cost that would have to be spread among all those clubs. Every change Kiwanis makes that requires more decision-making

Continued on page 22



PASSPORT TO SERVICE

2012 Capital District Kiwanis Convention
August 24-26, 2012 • Reston, Virginia

When:
August 24-26, 2012

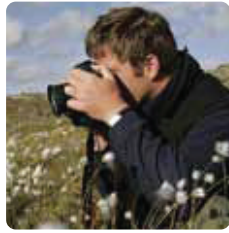
Where:
Hyatt Regency Reston

**For the very first time,
Registration is FREE
to all Kiwanians and
Kiwanis Family Members!**

“We invite each and every Kiwanis Family member to join us at the Hyatt Regency Reston from Aug. 24th through 26th, 2012 for some service, education, inspiration and of course, fun!”

**- Kristina Dlugozima,
Convention Chairperson**

Don't miss:



Personal Development Workshops on Friday, like the Photography workshop given by freelance photographer Kyle Gustafson!

This workshop and others, like "Key Leader for Adults," will have you wanting to get to the Convention early!



A Friday Night Rock Concert with the band “Back-N-Time”

They have guaranteed to keep you dancing for the entire party! So come prepared to kick off the convention with great Kiwanis fellowship and fun. There will be party snacks and a cash bar to keep your legs going. This event will also include key recognition moments.



The Walk for the Eliminate Project on Saturday

Kiwanis Family attendees will be participating in a walk to support the ELIMINATE Project. It will be a 3K walk through Reston Town Center. Aren't able to walk? Sign up to be a volunteer!



John Shertzer, Kiwanis Director of Programs... all the way from Kiwanis International headquarters!

John will be joining us as the Keynote speaker on Saturday of Convention. His speech, entitled “The Future of Kiwanis: Can You Imagine It?” is sure to be a can't-miss event! You can also get some more time with John during one of his Friday or Saturday workshop sessions.

...and much more!!!

Visit www.passporttoservice.org for more info and to register!

Beyond the Call

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

Ralph Chinn

Kiwanis Club of Greater Ocean Pines (Ocean City, MD)

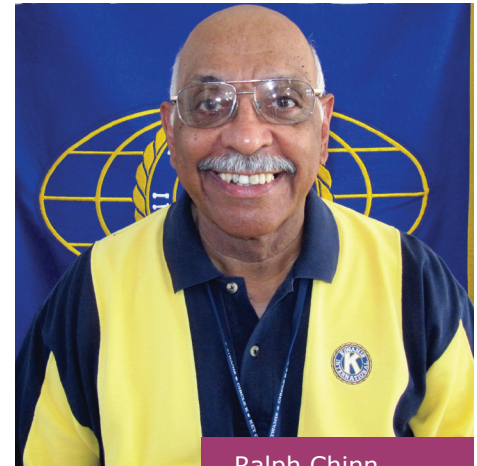
Ralph Chinn had just retired with “meritorious services” from the U.S. Department of the Interior in Washington, D.C., in 1995, and he and his wife Wilma decided to move close to the shore. He had never really considered going the service club route before, so it was with some skepticism that he decided to attend a meeting of the Kiwanis Club of Greater Ocean Pines—Ocean City, MD, not knowing what to expect.

He became a full member of the club in 1996, and immediately became involved. He served for five years as the chairman of the refreshment committee, purchasing most of the supplies. He became the club historian and photographer.

Ralph handles all aspects of the tickets for his club’s three annual pancake breakfasts and two ethnic din-

ners; has chaired the summer pancake breakfast fundraiser for the past six years purchasing all the supplies; and heads the house number sign program committee, painting and installing new address signs that have been cut, primed and carved by other committee members. When requested, he also removes old signs, strips and repaints them and then re-installs the old signs.

In addition to his service to the community, he has served in numerous leadership roles, including as a member of the Capital District Foundation Board; special advisor to the current club president as well as four past presidents; member of the club’s Board of Directors of 12 years; and as Distinguished Lt. Governor for Division 15. He is master of ceremonies for his club’s installation dinners, and has conducted training classes at the



Ralph Chinn

Delmarva Regional Mid-Winter Conference. He is proud to have attended all District conventions since 1999.

For his exemplary service to his club and his community, Ralph has been named a Capital District Foundation Life Member and a Hixson Fellow.

Seventeen years after he took his first hesitant steps into his first Kiwanis meeting, his Kiwanis Club and his community – and, Ralph will admit, he himself – are much better for it.

BUZZ CREATION

cont’d from page 19

Millennials may be good workers, but they will set their own schedules and limits. Interestingly, the study also found that Millennials do not have their parents’ inherent distrust of organizations and authority, or a preference for events rather than a long-term involvement.

Does this mean Kiwanis has a chance with Millennials? I suggest the answer could be yes, if we adapt our-

selves to the lifestyles and sensibilities of this young, upcoming generation. This will require us to make conscious, informed decisions about our core values, as opposed to traditions and the preferences of our graying members. We must maintain Kiwanis’ service-oriented values, while creating some new traditions to attract this new dynamic generation to our clubs.

LIABILITY LESSON

cont’d from page 20

at the club level may increase the desirability of getting D+O coverage, whether by individual clubs as is presently the case, or by including D+O along with general liability in KI’s basic package.

If you have any questions about this or any other risk management issue, please feel free to contact me at mrind@comcast.net.

A CAPITAL IDEA *cont'd from page 5*

the countries of Honduras and El Salvador. To support her work, she has received grants from Kiwanis International, the Peninsula at Oyster Point Club, her church members, and from the United Methodist Church.

The children of Central America have turned out not to be the only ones who benefit from Shirley's initial idea. Her church now donates a room she uses to collect the books she uses to create new libraries. The books that aren't used for the Central American libraries now go to the Mayors' Book Club, a Kiwanis project for the cities of Hampton and Newport News in Virginia. In May alone, Shirley has provided 11 boxes of books and one cart full of books for the Mayors' Book Club.

"Shirley was librarian, so her passion for books and reading made this a perfect project for her," notes Club President Dawn Westmoreland. "But you don't have to be a librarian to do what she continues to do: improve the lives of hundreds of children, both at home and abroad. This is a great idea that I would encourage any Capital District Kiwanis Club to do."

FRONT & CENTER *cont'd from page 9*

port from our district foundation.

Later that evening, President Alan and I helped the Kiwanis Club of James River serve dinner to the guests of the Hospital Hospitality House of downtown Richmond. This is a monthly project done by the club to feed the residents who are in town for medical treatments. The James River Kiwanis club also had pledged to be an Eliminate Model Club earlier this year.

LEGION OF HONOR *cont'd from page 8*

Eric Myer – Clarke County Berryville
Larry Parrish – Crewe
Richard Pippin – Chesapeake
John Shropshire – Greater Landover
Eugene Stastny – Severna Park
Olen Stewart – West Richmond
E. Les Talbot – Troutville
Joseph Teague – Charlottesville
Loretta Watson – Eastern Branch, D.C.

30 Years

Gary Boswell – Bethesda
Thomas Claud – Norfolk
Thorton B. Davies – Arlington
Gregory Engelking – Mt. Vernon
Victor Ludwig – Staunton
Tazewell Taylor – Norfolk
John Tyner – Rockville
John Vaughan – Poquoson

35 Years

Bill Bailey – Eastern Branch, D.C.
Elmer Dulong – Mercury 64 Hampton
David Garland – Martinsville
Frank Longaker – Roanoke
Samuel Madden – Petersburg
Ross Payne – Colonial Capital Williamsburg
Raymond Vernall – Poquoson

40 Years

Frederic Cox – Richmond
Ronald Harvey – Front Royal
J. Marshall Henry – Chester
Alexander Kay – Richmond
William Parish – Grundy
P. Paul Phillips – Frederick
H. Dale M. Sponaugle – Portsmouth
D. Blaine Weaver – Hagerstown

45 Years

Frank Fulton – Hopewell
John Lufburrow – Baltimore City
William Owens – Virginia Beach, Virginia Town Center
Richard Ratcliffe – Bull Run-Manassas
Richard Reed – Princes Georges County

55 Years

John Compton – Virginia Beach, Virginia Town Center

60 Years

G. Beale – Norfolk
H. Jennings Bryan – Warwick

65 Years

J.P. Watkins -- Hampton

Before departing on Tuesday for home, we met with the Vice President of the US Fund for UNICEF and their lobbyist to discuss the status of the work to get congressional support for The Eliminate Project.

All in all, we traveled 1,000 miles around the Capital District and met many Kiwanians from a number of different clubs that had the opportunity to speak with President Alan about the bright future for our organization.

Want to have your club's
event featured in
The Capital Kiwanian?

Copy/photo submissions due:

August/September 2012

DUE: July 18


October/November 2012

DUE: September 17



SHARE YOUR SUCCESS

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



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

www.TheEliminateProject.org

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