

WORLD® APRIL/MAY 2016

GIANT COMIC 25¢

THE EXETER KIWANIS

WFO

Festival

Flying saucers!
Where do they come from?
What do they want?



SEE THE ALIEN
VISITORS!

CRASH SITE
INVESTIGATION!

OUT OF THIS WORLD
FUNDRAISING!



55 million
women and babies

It's time to turn commitment into impact.

Thousands of Kiwanians have joined the fight to eliminate maternal and neonatal tetanus—by pledging a gift to The Eliminate Project. Now it's time to honor that pledge. Fulfill your promise to save the lives of mothers and babies. Make your gift...and your impact.

Be a proud part of the moment when we make history.

Give now at TheEliminateProject.org/give.

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



Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

2015-16 OFFICERS, KIWANIS INTERNATIONAL

PRESIDENT Susan A. "Sue" Petrisin, *Lansing, Michigan, USA*
PRESIDENT-ELECT Jane M. Erickson, *Bellevue, Nebraska, USA*
IMMEDIATE PAST PRESIDENT John R. Button, *Ridgeway, Ontario, Canada*
VICE PRESIDENT James M. Rochford, *Peoria, Illinois, USA*
EXECUTIVE DIRECTOR Stan D. Soderstrom, *Indianapolis, Indiana, USA*

TRUSTEES Kenneth A. "Ken" Alovera, *Roxas City, the Philippines*; Patricia "Patti" Barsotti, *Concord, California, USA*; Bruce Berven, *Winnipeg, Manitoba, Canada*; Kevin Dean, *Morgantown, West Virginia, USA*; John E. DeVilbiss, *West Alexandria, Ohio, USA*; Patrick R. Ewing, *Victoria, British Columbia, Canada*; Lance M. Incitti, *Denville, New Jersey, USA*; Koshiro "Kit" Kitazato, *Tokyo, Japan*; Marcel A. Kreienbühl, *Waldkirch, Switzerland*; Florencio C. "Poly" Lat, *Pasay City, the Philippines*; Arthur N. Riley, *Westminster, Maryland, USA*; Dewey Smith, *Albany, Georgia, USA*; Barbara K. Thompson, *Saint Louis, Missouri, USA*; Daniel Vigneron, *Howald, Luxembourg*; Terry A. White, *Evansville, Indiana, USA*

MAGAZINE STAFF

EDITOR Stan D. Soderstrom
CHIEF COMMUNICATIONS OFFICER Amy Wiser
PUBLISHER/CIRCULATION MANAGER Jack Brockley
MANAGING EDITOR Kasey Jackson
ASSISTANT EDITORS Curtis Billue, Ariana Gainer
ART DIRECTOR Andy Austin
CONTRIBUTING EDITOR Tony Knoderer

ADVERTISING SALES

3636 Woodview Trace, Indianapolis, IN 46268
 317 217 6170, Fax: 317-217-6570
 Email: advertise@kiwanis.org
New England and Mid-Atlantic:
 RB Advertising Representatives Inc.,
 195 Cleveland Dr., Croton-on-Hudson, NY 10520
 914-769-0051, Fax: 914-769-0691
 Email: Info@RBAdvertisingreps.com

KIWANIS INTERNATIONAL OFFICE

3636 Woodview Trace, Indianapolis, IN 46268-3196
 800-KIWANIS (in US/Canada), 317-875-8755
 Fax: 317-879-0204
 Email: magazine@kiwanis.org
 Websites: kiwanis.org (public)
KiwaniOne.org (members)

FUTURE CONVENTIONS

Toronto, Ontario, Canada, June 23-26, 2016
 Paris, France, July 13-16, 2017
 Las Vegas, Nevada, USA, June 28-July 1, 2018
 Orlando, Florida, USA, June 27-30, 2019

KIWANIS (ISSN 0162-5276) is published monthly except February, May, July and November by Kiwanis International.
POSTMASTER: Send address changes to Kiwanis, 3636 Woodview Tr., Indianapolis, IN 46268-3196. Periodicals postage paid at Indianapolis, IN and additional mailing offices. (CPC Pub Agreement #40030511) Return undeliverable Canadian addresses to Kiwanis, 2835 Kew Drive, Windsor, ON N8T 3B7.
 Member's annual subscription is US\$8. Nonmembers may subscribe for US\$12 per year.

The information in this magazine is for illustrative and discussion purposes only. It is intended to provide general information about the subject matter covered and is provided with the understanding that Kiwanis is not rendering legal, accounting or tax advice. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax or accounting obligations and requirements.

Copyright © 2016 by Kiwanis International



TABLE OF CONTENTS

APRIL/MAY 2016 | VOLUME 101, NUMBER 3

departments

04

VOICES

PRESIDENT'S MESSAGE; EXECUTIVE PERSPECTIVE; FIRST PERSON

08

NEWS

UPDATE YOUR PLAYGROUND; KEY CLUB EXPANSION; PATRIOTIC FUNDRAISING; BOOST YOUR BUYING POWER; FREE MONEY; GET HELP; BY THE NUMBERS; THE ELIMINATE PROJECT; 2016 CONVENTION UPDATES; THE FORMULA

34

SHOWCASE

GIVING GIRLS A CHANCE; REPAIRING LIVES; SAFETY MATTERS; ONE ORDINARY DAY; MARCHING PAST HARASSMENT; OLD MADE NEW; SAVE THE DATE; BREW MASTERS; KIW! HOSPITALITY; BIRTHDAYS

50

BACK PAGE

WHAT'S YOUR BRANDING IQ?

features

14

CLOSE ENCOUNTERS OF THE KIWANIS KIND

THE TOWN OF EXETER, NEW HAMPSHIRE, TAKES UFOS SERIOUSLY—AND HAS A FUN FESTIVAL TO PROVE IT.

22

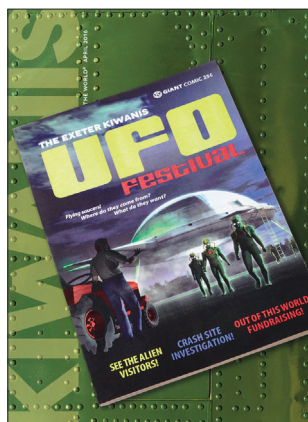
COMMUNITY CENTERED

KIWANIS HAS ALWAYS FOCUSED ON COMMUNITY. BUT THESE DAYS COMMUNITY CAN MEAN DIFFERENT THINGS TO DIFFERENT PEOPLE.

28

BRANDING 101

DON'T KNOW JACK ABOUT BRANDING? WELL, HERE'S TIP #1: WE CAN HELP.



< ON THE COVER

THE EXETER, NEW HAMPSHIRE KIWANIS CLUB'S UFO FESTIVAL.

PRESIDENT'S MESSAGE

SUE PETRISIN • KIWANIS INTERNATIONAL PRESIDENT

A PLACE FOR ALL

I am in awe of the diversity of Kiwanis. Each of our 16,000 youth and adult clubs has its own projects and priorities, but the element that unites us is our focus on children. Some clubs focus their impact on a select community. Other clubs see the entire world as their community.

Community can be based on an address. But it's also an association of people with similar interests and values. Every Kiwanis club is a community. Kiwanis International is a community. I am proud to be a part of these communities.

However, over the years, I've learned you can't force everyone to be a part of your community.

My Kiwanis Club of East Lansing, Michigan, welcomes everyone. I believe it's important for every club to be representative

of its physical community along the lines of gender, race, age, ethnicity, sexual orientation, political beliefs and any

other way society classifies people. Great service happens for the children of the world amongst diversity.

Despite my club's inclusivity, not everyone I ask to join accepts the invitation. Our lunch meetings may not fit their schedules. Others don't connect with our service projects. Still others say it's too much of a commitment at this point in their lives. That's when I tell them about other clubs in the area that might be the right community for them.

In Kiwanis, there's a lot of flexibility to create the kind of club that meets the needs of your community. For some, a traditional club is the answer. For those who want more service and less time in meetings, there's the 3-2-1 club, where time is divided into three hours of service, two hours of fellowship and one hour of meeting each month. There are young professional clubs for those

who want to be in a club of people who are young like them.

There's a Kiwanis community for

everyone. They just have to be invited. Invite someone to join a Kiwanis community today.



EXECUTIVE PERSPECTIVE

STAN SODERSTROM • KIWANIS EXECUTIVE DIRECTOR

PUTTING THE "I" IN THE I-PLAN

Over the past two years, Kiwanis International has crafted a strategic plan. We call it the *I-Plan*, mostly because several of its key words begin with "I."

The first of the plan's four priority areas is membership. Our members are the *inspiration* for Kiwanis, both within and outside of the organization. The primary strategy under this goal is The Formula, our multi-year initiative to strengthen and grow our membership.

Our second priority is service, especially our service to children. That's the *impact* we deliver in communities around the globe. Our most impactful clubs have signature service projects, and we're building partnerships and developing resources to help our clubs be stronger with their signature service.

The third priority is building our brand, which strengthens our *image*. By developing consistency in our branding, the Kiwanis image becomes better known in every community. (See "Branding 101," page 28.)

Our fourth priority is

ensuring financial strength within every part of the organization—to be able to *invest* in the important work before us. By building new revenue streams, providing stronger support for club treasurers and helping our 1,100 Kiwanis club, district and national foundations manage their resources efficiently, every part of our organization should benefit from this investment.

The I-Plan is all about community (page 22): building a Kiwanis network globally and locally, and engaging donors, partners, governments, alumni and others in the work of Kiwanis.

Take a few minutes to view the I-Plan at kiwanis.org/iplan. You'll have a much better understanding—and appreciation—about where Kiwanis is headed in our second

hundred years.

The final "I" in the I-Plan is the one that personalizes it to each member. I am a Kiwanian.

I am proud to

be a part of Kiwanis. I am confident in our organization's future.

I hope you are too.



Your next fundraiser is about to bloom



This Spring see what Kiwanis Peanut Day can do for your club!

If you never tried KIWANIS PEANUT DAY before, this is a perfect time to try us out! KIWANIS PEANUT DAY will fill your every need, from helping you incorporate our products into your existing primary or secondary fundraisers.

Be sure to check out our future ads and website for new fundraising ideas for 2016!

CALL For Your FREE Fundraising Kit

1-888-PNUT-FUN (1-888-768-8386)

Be sure to visit our web site at

www.kiwanispeanutday.com



Kiwanis®

1011 State Street • Lemont, IL 60439 • 630/257-0400 • fx: 630/257-0076

***A non-profit, Kiwanis sponsored fundraising program exclusively for Kiwanis Clubs.**

FIRST PERSON

ADAM HOOVER • SENIOR ACCOUNT DIRECTOR, AND JEFF MORRIS • VP/CREATIVE DIRECTOR, BORSHOFF

MAKING THE CASE FOR CORRECT KIWANIS BRANDING

We began the creation of a new Kiwanis brand with awareness research. And it revealed a very clear fact: No one knows what Kiwanis is.

That's what nonmembers told us. They know your name (74 percent recognition), but they don't know what you do, who your members are, or what your mission is (8 percent awareness). That's not good. But it's not wholly bad, either.

The public views Kiwanis with no preconceived notions. They hold no negative viewpoints, nor do they see you through a lens colored by scandals or pages of vitriolic posts on social media.

Research also told us something else that helps your cause: Beyond all other philanthropic or community service efforts, helping kids is #1 in the eyes of the public.

So you have a blank canvas and a community already positively predisposed toward your mission. All we had to do was paint the brand picture for all to see, while also giving you the needed tools to communicate that brand in your communities. Here are a few highlights of this work:

1. Your visual brand

Your mission stirs positive emotions. The Kiwanis brand will enhance those feelings through its use of engaging photography, warm, inviting colors and typefaces and design that clearly communicate your messaging.

A common misperception is that your logo is your brand. While it is one of your brand's elements, it's

only one of the many facets that make up your brand. In fact, the existing Kiwanis logo is unchanged.

2. Your elevator speech

If you're asked "What is Kiwanis?" you now have the tools to succinctly communicate the mission.

Read the suggested elevator speech on page 6 of the Brand Book (Kiwanis.org/brand) and customize it to be your own. Focus on the fact that "Kids need Kiwanis."

3. Your key messages

As a global service organization, you affect communities in a multitude of positive ways. But if you try to communicate *everything* about those efforts, you run the risk of homogenizing your mission and not saying anything at all. That's why it's not enough to just say "we help our community" as you may have in the past. Your key messages will help present a common brand position from Boise to Zaragoza.

- **Purpose**—Kiwanis focuses on serving children around the world so future generations will thrive.
- **Relevance**—Kiwanis unifies generations with opportunities to make transformational differences that leave a legacy in communities around the world.
- **Service diversity**—Kiwanis values the enthusiasm of members to pursue creative ways to serve the needs of children in their communities.

- **Mission connection**—Kiwanis is a global community of clubs, members and partners dedicated to improving the lives of children (page 23).

Those are just a few of the high points of your new Kiwanis brand. And very soon, you'll start to see an international brand/advertising campaign that will begin the larger task of telling the world about your mission.

We believe your new brand reflects the work you do. We believe it represents your investment in children in every community. And, ultimately, we believe it looks a lot like the person you see in the mirror.

BIO:

Adam Hoover, senior account director, and Jeff Morris, vice president/creative director, led the recent branding effort for Kiwanis International. Employed by Borshoff, an Indianapolis-based advertising and public relations firm, they have more than 40 years of combined marketing experience. The Kiwanis brand book they helped create is available for download at Kiwanis.org/brand and the follow-up brand/advertising campaign will debut at our Toronto convention, June 23–26.



ATTENTION MEMBERS



Arthritis Foundation

**Ease of
UseSM**



**LIFETIME
LIMITED WARRANTY**



Financing available
with approved credit

A Safe Step Walk-In Tub will offer independence to those seeking a safe and easy way to bathe right in the convenience and comfort of their own home. Constructed and built right here in America for safety and durability from the ground up, and with more standard features than any other tub.

- ✓ **Carefully engineered hydro-massage jets strategically placed to target sore muscles and joints**
- ✓ **New! MicroSoothe Air Therapy System** – which oxygenates, softens and exfoliates skin while offering life-changing therapeutic benefits
- ✓ **A NEW heated seat providing warmth from beginning to end**
- ✓ **The highest quality tub complete with the most comprehensive lifetime warranty on the entire tub**
- ✓ **Top-of-the-line installation and service, all included at one low, affordable price**

SAFE STEP
WALK-IN TUB CO.

www.BuySafeStep.com

You'll agree – there just isn't a better walk-in tub on the market. So take your first step towards feeling great and stay in the home you love. **Give us a call today!**

**For your FREE information kit and DVD,
and our Senior Discounts, Call Today Toll-Free**

1-888-717-9078

www.BuySafeStep.com

Call today and receive exclusive savings of

\$1500 OFF

for a limited time only

Call Toll-Free 1-888-717-9078

News

TRENDS, TIPS, FACTS AND FIGURES
FROM KIWANIS INTERNATIONAL



Update your playground

From new products that shade the kiddos from the sun, to activities that challenge and promote development and strategic thinking, Landscape Structures, a Kiwanis International Vision Partner, offers some great new pieces that will fit perfectly into your Kiwanis playground.

Our favorite? Rhapsody outdoor musical instruments—a collection of chimes, metallophones and drums. Learn more at playlsi.com/rhapsody.



Key Club expansion

Key Club International welcomes the newest Key Club nation: Japan! Key Club is now in 37 countries around the world.

Patriotic fundraising

Searching for a unique service project this summer? Consider beginning a flag subscription program. During each patriotic holiday, U.S. clubs can line city streets with Old Glory and raise money as well! Learn more at Kiwanis.atlasflags.com.





Boost your buying power

The Kiwanis Rewards VISA® card, available soon in April, will allow members and clubs to support Kiwanis International programs and earn rewards by using the card for personal and club-related purchases. Learn more at commercebank.com/Kiwanis.



Free money

Applications for Kiwanis International Foundation grants must be submitted by April 15, 2016. Learn more at Kiwanis.org/foundation/grants.



The Eliminate Project

We did it! Now is the time to turn our commitment into impact. Mothers and babies are depending on us.

They're waiting for us to fulfill our pledges—so we can turn promises into funding; funding into vaccines; and vaccines into lives saved and futures protected.

Learn how at TheEliminateProject.org/give.

Get some help

Kiwanis International Foundation district chairpersons are great resources for members within their districts. Not sure who represents you? Find out at Kiwanis.org/foundation/chairpersons.

By the numbers

The Kiwanis International Foundation Annual Report will be available in early April. Review where we've been and see where we're headed at Kiwanis.org/annualreport.



News | CONVENTION



Why Toronto?

Toronto recently was named the seventh-best city to visit in the world by the New York Times. Wondering what to do there?

At Kiwanis.org/convention/2016todo, check out the list of 13 things every tourist should do in Toronto.

Read up

It's that time again—time to prepare yourself as a delegate to the 101st Annual Kiwanis International Convention. Here's a snapshot of just a few of the proposed amendments up for discussion and vote during the Business Session:

- To allow Kiwanis International dues to be adjusted by no more than US\$2 annually, with a cap of US\$5 over a five-year period.
- To clarify the Kiwanis International Board's authority regarding use of the Kiwanis names and marks.
- To allow secure web-based voting for Kiwanis International amendments, resolutions and elections.

For more amendment proposals and additional information—including candidate biographies—visit Kiwanis.org/convention/business.

May I have your autograph?

A popular, fun and interactive activity is back at convention this year. Watch for the international autograph contest details in the program book and meet new friends by asking for their autograph! Gather signatures of Kiwanians, then get your page stamped at the Paris 2017 booth and receive a unique gift (while quantities last).

Toronto 101

Need information about Toronto before heading to convention? Don't worry. Just visit the convention promotion page at Kiwanis.org/convention/2016promotion and download the "Toronto visitor sheet."

Get the worm

Be an early bird and secure your Kiwanis International convention registration at the lowest rate. Registration fees go up after April 15. Register at Kiwanis.org/convention/registration

Choir!Choir!Choir!

Get ready to have some serious fun during the Closing Session of the Kiwanis International convention in Toronto! According to the Choir!Choir!Choir! website, the group is "a well-oiled, hit singing party machine." Warm up your vocal cords and join us in the Kiwanis singalong!





Kiwaniis
TRAVEL



2016
TO 
RON
 **TO**
KIWANIS INTERNATIONAL
101st annual convention

Kiwaniis Travel proudly offers two exciting programs as bookends to our **101st annual Kiwanis International Convention**. During our pre- and post-extensions, we invite you to relax in cozy, first-class hotels, stimulate your palate with French cuisine and make your own discoveries during ample free time.

Kick off the convention with a **three-night visit to tantalizing Niagara Falls**. Immerse yourself in the beguiling Niagara region famed for its pristine countryside, tantalizing wineries and lakeside vistas. Awaken your senses during a captivating sojourn to the most powerful waterfall in North America, and explore the charming boutiques, museums and architecture of Niagara-on-the-Lake. (**Trip dates: June 19 – 22, 2016**)

Following the convention, unwind with fellow Kiwanians during a **six-night holiday to Montréal and Québec City**. Treat your inner Francophile as you admire stunning European architecture, linger in heavenly aromas of sidewalk bistros or comb cobblestone streets for memorable treasures. Québec's panoramas and soothing mountain breezes will awaken your soul and invigorate your spirit. (**Trip dates: June 26 – July 2, 2016**)

Join us by choosing one of these exciting opportunities—or both!

Learn more at our website, kiwanis.ahitravel.com. And don't forget to check out other Kiwanis Travel opportunities for 2016—including Danube Cruise, Switzerland and much more. Or call our travel experts at **877-572-5159**.





Tips for enticing young professionals:

- Make meals and meetings optional.
- Consider alternating meeting times.
- Use website, Facebook and email to keep members in the loop.
- Consider satellite membership.

Download our toolkit for engaging with young professionals at Kiwanis.org/YPtoolkit. Or listen to a recent webcast by visiting Kiwanis.org/YPwebcast.



Flexibility and fun are key when attracting young professionals

One Indiana club has some advice for others about how to attract more young professionals looking to serve their community.

"This age range thrives on activity and service projects, not just meetings and donations," Merrillville Kiwanis Club President Ryan Marovich says. Here's what works well:

- **Service first.** The 29-member club has maintained a steady focus on service and fellowship to keep members excited and meetings fun.
- **Evenings and weekends.** To ensure even busy members can participate, the club changed its meeting format and often holds service projects on weekends or in the evening.

- **Electronic updates.** Regular Facebook posts and email announcements keep everyone engaged.

But the club isn't all business. "We have monthly to bi-monthly birthday dinners, as well as other social events which patronize local businesses, thus helping to spread the word about our club," Marovich says. "This bolsters camaraderie and has made our club an attractive and fun club to join."

Their success illustrates that being a Kiwanian isn't just about what you give to your community—but also what you get in return.

"I have had many new members tell me how glad they are to have joined Kiwanis and how much it has enriched their lives while improving the community around us," he says.

Enter the Legacy of Play Contest!



Riverside Park
Iola, Kan.
Iola Kiwanis Club
2014 Contest Winner

Create a legacy of play for your Kiwanis club by gifting your community a playground. Submit your entry to the *Legacy of Play Contest*, which will help a deserving Kiwanis club bring a playground to their community on or around Kiwanis One Day 2017. The winning club, announced in June 2016, will receive (US) \$25,000 in playground equipment from Landscape Structures Inc. Get more information and enter at KiwanisOne.org/oneday.

Better playgrounds. Better world.®

LS
**landscape
structures®**



Kiwanis®



©2016 Landscape Structures Inc.

CLOSE ENCOUNTERS

OF THE KIWANIS KIND

THE TOWN OF EXETER, NEW HAMPSHIRE, TAKES UFOS SERIOUSLY—AND HAS A FUN FESTIVAL TO PROVE IT.

STORY AND PHOTOS BY CURTIS BILLUE

When walking in the heart of Exeter, New Hampshire, one feels the past at every turn, where famous forefathers of U.S. patriotism left their mark on the town. George Washington ate breakfast at Folsom Tavern. Paul Revere came from Boston to meet with the New Hampshire Congress and returned to his foundry to cast the town bell. Captured gunpowder used at the Battle of Bunker Hill during the American Revolution was stored across the river at the Powder House. Around every corner, historical markers stand guard before charming colonial buildings and declare each architectural gem's significance on the U.S. calendar.

But if you ask passersby, they'll say September 3, 1965, is just as

important to the town's identity.

That's the night a handful of Exeter residents say they saw an unidentified flying object in the sky above Rockingham County. And it's a night they still acknowledge 50 years later.

ALIENS IN THE STREETS

The "Exeter Incident," as those extraterrestrial encounters came to be called, was considered one of the best documented UFO accounts on record. A half century later, the event is celebrated with fun, wonder and curiosity. But it hasn't always been that way.

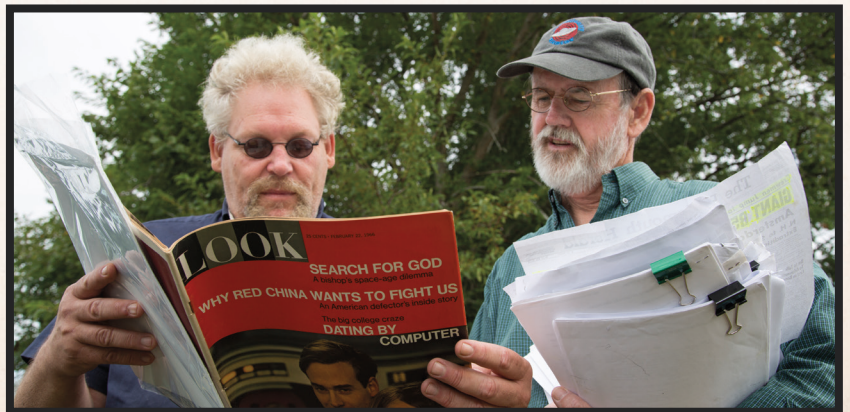
In the past, townspeople had been a little reluctant to celebrate such an interesting slice of folklore, but in recent years, something has changed.

And today, it's obvious.





Top left: Kiwanians sell T-shirts for a good cause. Above: UFO historian Richard Dolan emcees the Exeter UFO Festival. Below: Founder of the festival, Dean Merchant (right), shares Look magazine with a friend. The magazine features John G. Fuller's article, "Outer Space Ghost Story," about the Exeter sighting.



Shop owners display aliens in their store windows. Kids and adults alike tuck green beings under their arms as they shop along Water Street, strolling from Whirlygigs Toy Shop, past D Square Java and on to Stillwells Riverwalk Ice Cream. The Groove Lounge Cantina Band plays at the historic bandstand. Residents and visitors proudly display sci-fi-themed T-shirts and buttons—all to celebrate what happened here on a cloudless September night in 1965. All for the 6th Annual Exeter Kiwanis UFO Festival.

Some people, according to Exeter Area Kiwanis Club President Bill Smith, feel the festival is total bunk and embarrassing. Smith, however, has a more pragmatic perspective.

"I believe in raising money for local children's charities," he says. "So if you believe, then buy a hot dog from Kiwanis. If you

don't believe, then buy a hot dog from Kiwanis anyhow. Help us raise money."

The Exeter Area Kiwanis Club has funded Big Brothers, Big Sisters programs, built a climbing wall at the Kingston YMCA's Camp Lincoln, and raised money for a helicopter pad at the Exeter hospital and for the Kiwanis Pediatric Trauma Institute in Boston. Whether it's free Thanksgiving turkeys for Head Start families or providing for a family down on their luck, Smith says the club distributes the money where the needs are the greatest.

"Our most recent project is the End 68 Hours of Hunger program, which we were introduced to through our Builders Club at the middle school," he says.

Exeter store owners recognize the value of having Kiwanis in their community and readily support its festival.



"I CALL THIS UFO ALLEY, BECAUSE FROM AMESBURY, MASSACHUSETTS, ON THE MERRIMACK RIVER UP INTO EXETER, NO PLACE HAS MORE SIGHTINGS."

"We love this weekend," says Kathy Lemerise, owner of Trends Gift Gallery. "It's out of this world, and Kiwanis is a great cause."

On the other side of the Squamscott River, directly across from Lemerise's shop, children and parents roam an alien "crash site" in Founder's Park, sifting through empty egg cartons, cardboard tubes, rolls of tape and other recyclables. They're looking for anything that can be reassembled as robots, extraterrestrial figures or some other sort of celestial model. A plastic cherry tomato container, for example, becomes an interdimensional spaceship. One dad, visiting with his two kids from nearby Newfield, says he has come to the festival for the past couple of years.

"And I've made a rocket," he says. "I'm quite proud of it actually."

OPEN DOORS

Inside the town hall, there's a serious buzz of excitement. Some of the preeminent speakers in UFOlogy are there: Stanton Friedman, the granddaddy of UFOlogy; historian Richard Dolan; and award-winning documentarian Jennifer Stein,

to name a few. And it doesn't take much to get in on the fun. For a small donation to Kiwanis, you can hear two days' worth of discoveries, figure out equations on gravity and propulsion, test theories about UFOs, watch films, dabble in government secret operations and cover-ups, and share in the belief that life might exist outside of Earth. Curious skeptics sit next to confirmed believers.

Kiwanian Dean Merchant started this festival six years ago. He's become somewhat of a local expert on UFO phenomena, so he knows that the mysteries of Exeter don't stop at the "incident." He guides groups on tours of the different locations where sightings have been reported. During the Cold War, he tells his audiences, there seemed to be a connection between UFO sightings and nearby military bases.

"I call this UFO alley, because from Amesbury, Massachusetts, on the Merrimack River up into Exeter, no place has more sightings," he says.

Next time you're in Exeter, who knows? With an open eye and open mind, maybe you'll see your own version of the unexplained zipping around in the inky night sky. [K]



Top left: Stanton Friedman has more than 50 years of experience investigating UFO sightings. Middle row: Festivalgoers look for treasures in the trash at a "UFO crash site." Bottom right: Exeter Area Kiwanis Immediate Past President Bill Smith is proud of his club and its role in helping kids.



THE EXETER INCIDENT

AS TOLD BY DEAN MERCHANT

Exeter, New Hampshire, Police Officer Eugene Bertrand was on patrol at 1 a.m., September 3, 1965, cruising through and around the town beneath a clear sky. Out on the bypass, he discovered a car parked on the side of the highway. Inside, he found a young woman visibly shaken, too upset to drive. She said a bright, flying object with flashing lights had followed her car for several miles. When she stopped, it disappeared.

Around 2 a.m., 18-year-old Norman Muscarello saw a bright light moving toward him while he was hitchhiking south of Exeter on Route 150. Afraid he'd be hit, Norman jumped into a ditch. The "thing," as he later called it, turned and vanished behind some trees. Muscarel-

lo caught a ride to Exeter and burst into the police station to tell his wild tale. Bertrand, who'd been recalled to the station, suggested they return to the scene.

The squad car pulled up to an open field with its headlights reaching out into the darkness. Nothing unusual. Bertrand and Muscarello walked toward a corral. The horses seemed agitated, and dogs could be heard barking and howling. From behind a row of pines, a large object rose like a silent, floating leaf, a hundred feet above them. Bertrand instinctively went to one knee

with his revolver drawn, yelling, "I'll shoot it!" But thinking it unwise to fire at an unidentified object, he grabbed Muscarello and both ran back to the car and called for backup.

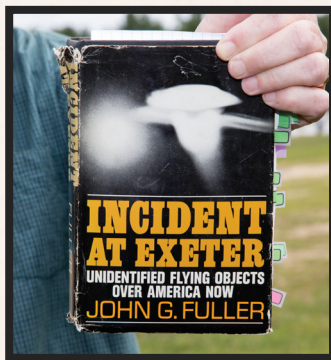
Fellow Officer David Hunt arrived, and the three men watched the object float and wobble in the sky. Bertrand, who served four years in the U.S. Air Force, later would say he saw the craft "do things that no plane could do."

As quickly as it appeared, the craft darted over the trees toward the city of Hampton.

The U.S. Air Force issued a series of statements, attempting to explain the lights, including twinkling stars and military air operations.

The Exeter incident and a rash of mid-

1960s sightings propelled UFOs—and the government's investigations—into public debates. A U.S. congressional hearing convened. CBS News Anchor Walter Cronkite moderated a one-hour program titled "UFO ... Friend, Foe or Fantasy?" Journalist John G. Fuller launched his own investigation into the New Hampshire encounter and published interviews and findings in the May 14, 1968, issue of *Look* magazine. His book, titled "Incident at Exeter," became a best-seller and put the charming New England town of Exeter in the center of a unique history.



COMMUNITY

KIWANIS HAS ALWAYS FOCUSED ON COMMUNITY. BUT THESE DAYS COMMUNITY CAN



CENTERED

MEAN DIFFERENT THINGS TO DIFFERENT PEOPLE. STORY BY JACK BROCKLEY





What is a **Kiwanis** community?

It may be defined by a city's limits. Or not.

It may be confined to a nation's boundaries.

But not necessarily.

A neighborhood? Possibly.

A school or a specific cause? Certainly, but not exclusively.

The word *community* has been tied to Kiwanis from its very beginning, and it is the foundation of our future. Our 91-year-old Kiwanis Objects direct us to "provide, through Kiwanis clubs, a practical means ... to build better communities." Our 10-year-old defining statement says we're "dedicated to improving the world ... one community at a time." The Kiwanis I-Plan—adopted in 2015—uses the word community repeatedly as it sets Kiwanis' strategy for a rich second century of service and fellowship.

Some Kiwanis clubs already have identified the communities they serve. Others have even founded communities. The I-Plan calls each club to take an additional step and be the most inspiring, most impactful, most recognizable, most valuable service asset within its chosen community.

Following are examples of four very different Kiwanis communities. What is your Kiwanis club's community?

CITY LIMITS

Redmond, Oregon

Ask anyone you meet in Redmond, Oregon, about Kiwanis, and you're certain to get an earful.

They're the ones who built the swimming pool ... the football stadium ... Sam Johnson Park ... a new roof on the Boys and Girls Club.

At Christmastime, they ring the Salvation Army bell with Key Club members to raise funds for the Salvation Army.

They and other local groups line city streets with about 1,400 flags on national holidays. That's why Redmond is called "Flag City, USA." Look it up in the Congressional Record.

There's a lot more: US\$13,000 this past year in scholarships, backpacks to provide weekend meals for children on the schools' subsidized program, an annual prayer breakfast each May.

Established in 1937, the Kiwanis Club of Redmond has forged its high-profile reputation by developing strategic partnerships. The club works with the Redmond Ministerial Association on several programs to support homeless persons. A fish fair, organized with the fire department, attracts up to 1,000 kids hoping to reel in the largest catch. The sheriff's department relies on the club for support of its Shop with a Cop project.

This past year, as Kiwanis celebrated its 100th anniversary, the Redmond Kiwanis Club hosted one of the Centennial Tour stops to

break ground for a new Landscape Structures playground at Sam Johnson Park. The project fulfilled a dream of a group of mothers who wanted a place where children of all abilities could play.



NEIGHBORHOOD

Orlando, Florida

Much like the Kiwanis Club of Redmond, the Orlando, Florida, Kiwanis Club is a visible agent of service within their city's 110-square-mile limits—and beyond. But its presence is most notable west of Interstate 4 in neighborhoods such as Washington Shores and Parramore, which record the highest poverty rates in the city.

Orlando Kiwanians have been serving there for nearly 100 years as the benefactor of the Orlando Day Nursery. Founded as a day-care center for mothers widowed by World War I, its first building was a house donated by the Kiwanis club. Now in its fourth location, the nursery's arrangements remain virtually the same.

"Without Kiwanis, Orlando Day Nursery would not be here," says Executive Director Mata Malaina Dennis. "They've always owned the building, and we pay US\$1 a year for rent."

The relationship has also benefited the club in an unexpected way.

"Every building before the current one has been taken for road-widening projects," says Steve Johnson, past president of the club's foundation. "The monies from this last purchase allowed us to buy another property, build a US\$1 million building and put the rest in the foundation."

Those funds were put to good use, generating grants to support more programs for the

nursery, its surrounding neighborhoods and the City of Orlando.

"We try to engage on the macro and micro level," says club Secretary Robert Bates, "with major grants of US\$100,000 or so and mini-grants of a couple thousand."

A contribution to the Dr. Phillips Arts Centre allows children of low-income families to pursue interests in music, theater and other creative careers. Another grant supported an annual Youth of the Year awards dinner, an important event for the Boys and Girls Club of Central Florida, because it helps the BGC build community relations.

Meanwhile, members are active volunteers. Once a month, they cook dinner at the Ronald McDonald House. Year-round, they help the Orlando Repertory Theatre stage family-focused performances from classic and contemporary children's literature. Their annual Christmas party treats more than 100 kids to lunch and a visit with Santa.



GLOBAL COMMUNITY

Switzerland-Liechtenstein District

Near or far, Kiwanis clubs serve wherever there is a need. The entire Kiwanis family has supported The Eliminate Project to eliminate maternal

and neonatal tetanus worldwide. The Federal Way, Washington, Kiwanis Club and the Kiwanis International Foundation support the delivery of medical care into the Honduran cloud forest (August 2015 Kiwanis magazine). The Sentinel, Missoula, Montana, Kiwanis Club sends books, desks, chickens and more to a Ugandan orphanage (March 2015 Kiwanis magazine).

From Central Europe, Kiwanians are reaching across borders to help the people of a nation more than 1,000 miles away.

On September 1, 2007, a group of Swiss Kiwanians loaded three 18-wheeler trucks and two school buses with furniture, musical instruments, computers and building materials and drove southeast to Shkodër, Albania, on a mission to upgrade schools.

"Our contacts with Albania go back to around 2001, when Albania started to recover from its socialistic past and depended on every support it could get from the free world," says Jürg Kreis of the Kiwanis Club of Rheintal, Switzerland.

Parallel to the delivery of donations, Swiss Kiwanians began opening clubs in Albania's northern districts. Kiwanis fellowship flourished.

The support, the new clubs and the friendships came just in time. Between December 2009 and January 2010, a series of floods in northern Albania left more than 2,500 families homeless. Newly organized Kiwanis clubs were ready and able to organize shelter and food, while their European friends worked with the Kiwanis International Foundation and Kiwanis International-European Federation Foundation to send financial assistance. (Kiwanis Norway and Norwegian Aid sent relief teams and materials too.)

Why do Swiss, Norwegian and Liechtenstein Kiwanians serve the Albanian community?

"Albania does not make big headlines, and not much is known about Albania," Kreis says. "It is still battling with a poor and slowly developing economy, including high unemployment, especially among its young people."



A WORTHY CAUSE

Malaysia District

Communities are not always defined by geographic boundaries. Many Kiwanis clubs, through their involvement with Service Leadership Programs, have established their reputations in local education communities. In Canada, Kiwanis is recognized in the music and senior-care communities.

In seven Malaysian cities, the Kiwanis name is firmly attached to the Down syndrome community.

Prior to the opening of the first Kiwanis Down syndrome center in 1989, there were no organizations to assist children who have Down syndrome. Often, parents retreated from society and tried to raise their children on their own.

For the past 26 years, the Kiwanis Down Syndrome Foundation has built a network of families, doctors, educators, universities and supporters: a Down syndrome community.

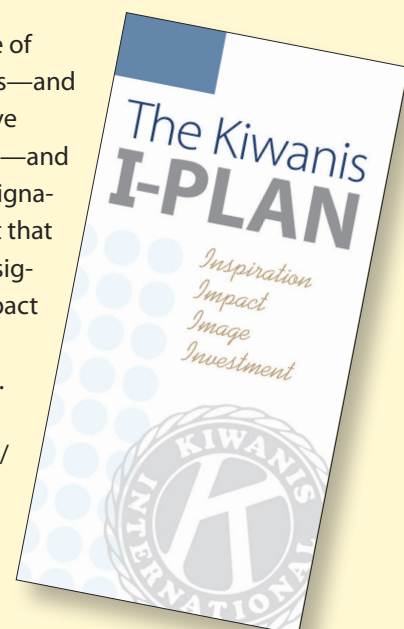
"Once we knew our son was a DS child, the doctor told us, 'Look for Kiwanis; they can help you,'" says Nicole Chan, mother of six-year-old Chin Sen Qin, who enrolled in the National Centre at five months of age. "My son could walk at 16 months. I think that is very good results."

In recent months, the Kiwanis foundation has hosted delegations who are interested in the Malaysians' success as models for founding Down syndrome centers—DS communities—in Mongolia and China. ☐

Find your community

Ask yourself and ask your club: What is our community? Then, ask yourself and your club: Are we making a major impact within our community? Here are four ways to help your club identify its community and initiate a signature project that ensures a positive impact within your community:

1. Develop a strategic plan that complements the Kiwanis International I-Plan. Resources: Kiwanis.org/iplan.
2. Apply The Formula so your club is strong, healthy and prepared to perform meaningful service. Resources: Kiwanis.org/theformula.
3. Conduct a survey to discover areas of need within your geographical area or beyond. Resources: Kiwanis.org/analysis.
4. Choose one of those needs—and its respective community—and develop a signature project that will have a significant impact within that community. Resources: Kiwanis.org/signatureproject.



BRANDING 101

**DON'T KNOW JACK ABOUT BRANDING?
WELL, HERE'S TIP #1: WE CAN HELP.**

STORY BY KASEY JACKSON

Kiwanis focuses on serving children around the world so that future generations will thrive. So it should come as no surprise that thousands of Kiwanis clubs are doing a lot of things right. But the flip side of the coin shows that many well-intentioned Kiwanis clubs are doing a lot of things wrong. Hard to believe? Wonder if your club is on the right track?

Consider this: Research shows us there's a disconnect between what Kiwanis does and what the public thinks Kiwanis does. Why would this be? Bad branding can be at least part of the problem. Here's why.

Consistency is key to a strong brand and image. With almost 8,000 clubs around the world, that's 8,000 potential versions of the Kiwanis brand. If a club uses the Kiwanis logo incorrectly, it makes it more difficult for people to recognize Kiwanis and the work your club is doing to make the community a better place to live. And the logo is just the beginning.

So, read up and find out: Is your Kiwanis club a branding pro, or do you have an image problem that rivals the latest celebrity gossip?



IMAGE MAKERS

POSTER CHILD

Meet Jack. He's been a Kiwanis member for 60 years—and has never missed a club meeting. To help him celebrate, our club surprised him with a cake ... and a special scholarship in his name: the Kiwanis Jack Scholarship, complete with posters and a logo to help advertise to the local high schools. Now, Jack's face and the Kiwanis name will be plastered over every bulletin board in every high school and bus stop in town. That's Jack's face ... right in the center of the Kiwanis seal and with the Kiwanis K right on top. I designed it myself! It's the perfect way to get the word out about Kiwanis—by offering free money. And we have a new tag line: "Don't know Jack about Kiwanis? Well, now you do." It's brilliant! ~ Sally Jane, proud Kiwanian



BANNER CLUB

The Kiwanis Club of Nowhereville is almost 100 years old and boasts a membership of 56 men and women of all ages. The club sponsors three Service Leadership Programs—one Key Club, one Builders Club and one Aktion Club—and it has always highlighted its own history. In fact, we've recently taken to the streets of Nowhereville with new banners we had printed. Some have photos of our earliest members selling popcorn at the Lions Club Spring in the Park event, while others show the first office we used for our club—right on Main Street! All of our signs feature the Kiwanis logo ... a really cool one we designed to look old. And, to focus on our history, all signs feature vintage photos of our members. Black and white photography is popular again! ~ Bob, Kiwanis Club of Nowhereville



IN THE PINK

The Kiwanis Club of Lunduntown has a long record of successful service projects. So when one of our longtime members, Florence van Buckle, recently became the president of her Pink Flamingo Club, some of us—we're all Kiwanis members!—came up with a great idea. Why not take the flamingos to our next Kiwanis club meeting and talk about selling them as a fundraiser? We think this would be a great fundraiser, and it would be fun to become the club known for the pink flamingos. We've already made our club website pink to get ready for the first fundraising event! Everyone loves flamingos, right? Can't wait to see how this goes! ~ Billie, Lunduntown Kiwanian



CRASH COURSE

WHAT'S WRONG WITH THIS PICTURE?

IF you haven't figured it out, these three examples are not real. But they're not that far from reality, either. Kiwanis members have, for more than 100 years now, had the best intentions. They've always wanted to help. To do the right thing. But sometimes, we can do harm to Kiwanis' brand even when we're doing good.

Kiwanis' image is important; whether you're representing Kiwanis through service in your community, showing off your club to a guest or just wearing the Kiwanis logo at the grocery store. Our brand is key. It's what connects potential members, donors,

partners and even our existing members to who we are, what we do and why they should care to be a part of Kiwanis.

But our brand is more than a logo. It's how we talk about Kiwanis and our club. It's focusing on our mission. It's everything people see and hear about us.

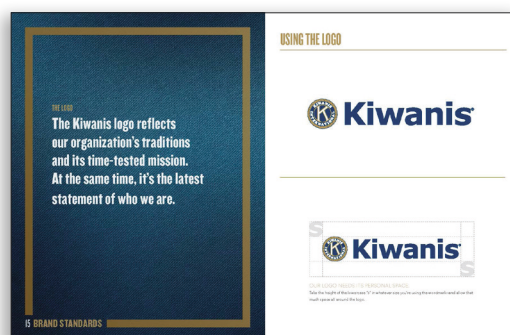
Sound intimidating? It doesn't have to be. If you don't know brand promises from Pantone colors or key messages from mission statements, don't worry. You don't have to be a marketing expert to get our brand right. We're here to help.

It sounds intimidating. But really, it isn't.



5 THINGS YOU CAN DO TO STRENGTHEN THE KIWANIS BRAND IN YOUR COMMUNITY

1 Download or view the Kiwanis Brand Book at Kiwanis.org/brand. You'll find everything you need to know to get your club on the right track. If you only do one thing on this list, this one will cover everything. Do it. Now.



3 Don't add a pink flamingo. Please. Kiwanis has, as mentioned, an official logo. It's trademarked. Use it. Don't stretch it. Don't put it upside-down, and for the love of Pete, don't add a pink flamingo to it. Or a photo of Jack. No matter how much you love the guy. A logo is not art, nor clever, nor customizable. It's an essential element of our brand.

2 Nail your elevator speech. No, you don't have to memorize it. But have an idea of what you'd like people to know about Kiwanis, and be ready to confidently talk about it when asked. Or even when you're not! As we like to say, kids need Kiwanis. It's almost as simple as that. Think of yourself as a salesperson; tell anyone who will listen about the good your club is doing. Read more about elevator speeches on page 4 of the Kiwanis Brand Book.





4 Use only the correct Kiwanis logo. Unlike the previous scenarios, it's important that all Kiwanis clubs around the world use the one-and-only, official logo. We understand you're proud of your history—but don't use an old logo you found in a magazine or one you created on your own. It might not seem like much, but it weakens Kiwanis' image and brand strength when clubs use different versions of the logo.

With more than 8,000 clubs in the world, if we don't pay attention to our logo's integrity, we could have 8,000 different logos! Think of it this way: You'd never see different logos used at the same time by top brands such as Coca-Cola, Nike or Starbucks. Their brands are strong; their logos are instantly recognizable. We want to be recognizable—from the U.S. Midwest to the Australian Outback. We want to have a strong image. You know, like Coke. And no, not that weird "New Coke." That's actually a good example of what happens when you mess with a good thing. Kiwanis is a good thing. Don't mess with it.

5 Show off the kids, not yourselves. Vintage, sepia or black-and-white photos of your club members selling popcorn in 1940 will not tug at heartstrings. Nobody is going to want to join your club or give your club money with photos like this hanging from lampposts in the center of town. Really. Keep those for the history section of your club's website (which is perfect!) and stick with colorful, silly, fun photos of children in your community instead.

Get up close. Think freckles and missing teeth. For tips on photography use, see page 22 of the Kiwanis Brand Book.



ANOTHER HAPPY ENDING

Jack just wasn't cutting it as the "face" of Kiwanis. Someone started drawing mustaches on our logos and blacking out his front teeth. The comedy duo on our local drive-time radio program lampooned us every morning for two weeks. What a disaster! I found Kiwanis' brand guidelines online, and we're using the official logo everywhere. People are noticing the "K" now, not Jack. One of our local firms just hired a new CEO from Norway. He recognized the logo as the same one his club used in Oslo. He came to our meeting last week and just sent us his application. I can now say I know Jack about branding. And it isn't about Jack. ~ Sally Jane, very proud Kiwanian

Download the Kiwanis Brand Book at Kiwanis.org/brand



GIVING GIRLS A CHANCE

QUEBEC PHILANTHROPIST LEARNED SERVICE AT HER KIWANIAN FATHER'S SIDE.

STORY BY TAMARA STEVENS • PHOTOS BY NEGIN ATASHBAND AND MARTINE MICHAUD

Ten years ago, a young girl in Afghanistan was sold to a warlord by her own father for CA\$750. Only a few years earlier, a young girl in Canada served at her father's side at Kiwanis service projects. In 2016, that woman, Wanda Bedard, helps young girls everywhere determine their own futures.

After reading an article about the girl in Afghanistan, Bedard and

a group of eight women formed a foundation called 60 Million Girls. Since 2006, the Montréal, Quebec-based foundation has donated more than CA\$2.1 million to support educational programs in communities where young girls are marginalized and forgotten, including Zambia, Kenya, Afghanistan, Honduras, Zimbabwe, Indonesia, Ethiopia and Nicaragua.

"We've supported 19 projects in 14 countries so far," Bedard says. "It's an opportunity to change what I want to see changed in the world. If I can do a little bit, I feel a little bit better."

One of the many supporters of 60 Million Girls is the Kiwanis Club of Lakeshore, Montréal. The connection to Kiwanis is not coincidental. Wanda's father, Peter Bedard, has been a Kiwanian for nearly 60 years. He said his daughter has been

helping with Kiwanis projects since she was about 12 years old.

"She's been connected in Kiwanis forever," he says. "She used to work on fundraising projects with me — all my six kids and my wife did."

Wanda cites her early childhood experiences working with her father on Kiwanis community-service projects as a profound influence on her desire to help others.

There are an estimated 124 million children and adolescents around the world who are out of school, according to 60 Million Girls' website. Wanda and her group of 25 foundation volunteers work to increase educational opportunities for girls.

"I realized that through a girl's education, you can change her life, her family's life and a community," she says.

"I still get very upset when I see what's happening to girls all over the world," she says. "They don't have a chance to develop their talents. Every person has a great talent to contribute to the world. I'm just trying to do something to help."







REPAIRING DISASTERS' DAMAGED LIVES

A KIWANIS CLUB IN NEPAL LAUNCHES PROGRAMS TO SUPPORT VULNERABLE COMMUNITIES.

STORY BY ARIANA GAINER

In middle-class societies, a life without nutritious food, clean water, warm clothing, quality healthcare and sustainable education is unimaginable. But in many communities around the world, such necessities are luxuries. The Kiwanis Club of Lumbini, Nepal, has taken on the

responsibility to ensure their neighbors have what they need, especially in times of disaster.

In the Himalayan country, where floods, landslides, fires, hailstorms, drought, famine and earthquakes shake communities to the core, residents' focus quickly transitions from

getting a good education for their children to merely surviving. In such desperate times, children are at even higher risk of neglect, child abuse and malnutrition.

"Now, we are serving the earthquake-affected rural area of Nawalparasi," says club President Deepak Bhandari of the tremors that killed more than 8,600 persons this past year. "First, a few Kiwanis members and other volunteers visit the affected place and monitor the area. After collecting the data we decide where to serve."

Bhandari's club runs a computer-learning center for children in the Nawalparasi District to help them become literate and learn to use technology. Some of these children had never heard of or seen a computer before visiting the center.

The next goal for the Kiwanis Club of Lumbini is to purchase land on which to build a children's home to house, feed and educate the region's neglected children.





SAFETY MATTERS

A FAMILY TRAGEDY MOTIVATES YOUNGSTER TO KEEP KIDS SAFE.

STORY BY KAREN PYLE TRENT

Gage Duke was in kindergarten when his 15-year-old cousin, Allen, was killed in a bicycle accident in

2012. His family's loss motivated Gage to prevent other families in his community from experiencing a similar tragedy by keeping kids safe as they ride their bikes.

Gage became concerned when he saw children riding their bikes without helmets, and he asked his mom if there was something he could do about it. It turns out, there was. He founded Just Cuz Helmets Matter, a nonprofit organization that provides bicycle safety information and helmets to children who can't afford them in Rockwall County, Texas.

Now 10, Gage and his organization regularly hold bicycle

safety events that he calls the Bike Rodeo at an elementary school.

To keep the bicycle rodeos free for the students who attend, Just Cuz Helmets Matter uses contributions and grants to fund the events and provide free helmets to kids in attendance. In 2015, the Kiwanis Club of Rockwall County supported the project after receiving an application from Gage on behalf of his organization.

"The application process for Kiwanis was a great learning experience for him," says Gage's mother, Laine Duke.

Gage also was invited to speak to the Kiwanians to tell his story. His mom says he loves the opportunity to promote bicycle safety in his community, but most of all, he misses his cousin.

"Gage is one of the shyest people I know, and he is quick not to want the spotlight," Laine says. "He would trade all of this attention to have his cousin back."





ONE ORDINARY DAY

WHEN FLYING A KITE IS PRECISELY THE RIGHT MEDICINE.

STORY BY LAURA NEIDIG

Kite flying is not on any list of medical protocols to treat kids who are HIV positive.

What does it treat? Their spirit.

The Kiwanis Club of St. Augustine, Trinidad and Tobago, works with children who are HIV positive. According to Leslie-Ann Baxam, past president, the club provides the kids with an ordinary day of childhood.

"We did this for our Kiwanis One Day project," Baxam says. "We prepare lunch, eat cake ... childhood things. The kite flying is a joy for them."

These ordinary experiences are moments of discovery for the children. The Kiwanians take them away from the orphanage, often to a savannah where they can run.

The kids are wards of the state.

They grow up in the Cyril Ross Nursery, run by the St. Vincent de Paul Society, which is the only orphanage in the country that will take children with HIV.

Normally, the Kiwanis club buys the kites for the children. This year, the Kiwanians showed the kids how to make them. And the spirits of the kids? Soaring high.



CUISINE CHINATOWN GREEKTOWN SIGHTSEEING CANADA LITTLE ITALY PINS
 OLD FRIENDS NIAGARA FALLS
 EXPLORATION SPEAKERS JEWEL
FELLOWSHIP
 INSPIRATION MUSEUMS NATURAL BEAUTY SHOPPING
 CONNECTIONS
 CONCERT WINE LITTLE KIWANIS GEAR
 WORLD WORKSHOPS INDIA GLOBAL CULTURE EDUCATION MOTIVATION
 100 YEARS IN CANADA LEARNING
 CASA LOMA THE FORMULA VOTING
 CELEBRATION CN TOWER
TOURS SHARING EXCITEMENT
 ANNIVERSARY PARTY
 #KIDSNEEDKIWANIS
 NEW FRIENDS



Kiwaniis®

2016
TO →
RON
 ← **TO**
 KIWANIS INTERNATIONAL
 101st annual convention

JUNE 23-26 / KIWANIS.ORG/CONVENTION

MARCHING PAST HARASSMENT

KEY CLUB STUDENTS COMBAT CATCALLING WITH AWARENESS WALK.

STORY BY LAURA NEIDIG • PHOTOS BY JERREY ROBERTS, DAILY HAMPSHIRE GAZETTE

"Hey, smile!" "What's a fine looking girl like you doing alone?"

Such intrusive commands and pseudo compliments are what catcallers use to insert themselves into the personal space of their victims, causing feelings of anger, disgust, nervousness and fear.

Shining a light on a problem that often is brushed off is the mission of Northampton High School Key Club in Massachusetts. March organizers Ella Zimbalist, Sheila Carpenter and Sarina Hahn, all victims of catcalling

themselves, led about 60 young people from their high school to City Hall, in what they hope to make an annual march.

"We meet once a week," says club President Zach Dietz. "During one meeting, the resounding feedback was that guys didn't realize this was happening."

With the success of their march, members started planning their next steps, focusing on education and what exactly is classified as street harassment. Middle school might be a

good place to do this, Dietz says, because that's when students begin to learn about healthy and unhealthy relationships. The Key Club also worked with another student group in the high school to host an expert from the University of Massachusetts to discuss the topic of street harassment and catcalling.

"I think this march was successful because we started a conversation and an open dialogue," Dietz says. "And it was a starting point for our members to effect change."



EDUCATION FOR CLUB SECRETARIES



Get ready. Get set.
Get the knowledge you need.

New and returning club secretaries have to hit the ground running. Learn what you need to know—before you begin. With Kiwanis International's club secretary education, you can learn online. Or you can choose a classroom setting at your district convention. Either way, get started on the knowledge your position demands.

Check out your district website for details—including classroom sessions at your district convention.



Kiwanis
UNIVERSITY



OLD MADE NEW

FOR DOZENS OF ECUADORIAN CHILDREN, A BICYCLE IS MORE THAN JUST A MEANS OF TRANSPORTATION.

STORY BY ARIANA GAINER

Dozens of boys and girls in the impoverished town of Rio Caña, Ecuador, run frantically, laugh boisterously and smile proudly. Such unrestrained behavior is way out of character for these kids. Oftentimes, even the youngest of them may have to forgo an education to help support their families financially. But not today.

Today they don't have a care in the world. Today's the day they receive a gift: a bicycle. To some, it may just be a bicycle. But to these kids, it's an important mode of transportation, as well as an opportunity for some much-needed fun.

What was once a pile of gears and chains and handlebars is

now a source of happiness for the children. When Ecuadorian Kiwanis members go to Rio Caña, they organize a party for the children, during which the young guests choose their very own bicycle.

"I like the fact that the members transformed old iron into something useful for a group of children to enjoy," says Manta Kiwanis Club member Atenaida Macias de Espinoza, governor of the Ecuador District-in-Formation.

There's a line of shiny, colorful pint-size bikes lined up against a building. That's why the kids are running, laughing and smiling. They're eager to find the perfect bike for them. A curly-haired little girl in a red shirt chooses a pink bike with flowers on it. She hops onto the seat, eager to try it out. Once everyone has chosen a bike, the kids fly down the dirt road, turn and pedal furiously back to the Kiwanians. The echoes of their laughter follow them and surely will for a time to come.



SAVE THE DATE

WISCONSIN KIWANIS CLUB DISTRIBUTES CALENDARS TO NURSING HOME RESIDENTS.

STORY BY SHAWNDR A MILLER

Arnie Lange collects calendars. All kinds of calendars, from wall-hangers to date books. With all kinds of themes: flowers, Americana, farming, spiritual, wildlife, dogs, cats, birds, landscapes, spacescapes, history, world travel. ...

The Wausau, Wisconsin, Golden K Kiwanis Club member spearheads a project that distributes donated calendars to nursing home residents. This past year, the club collected more than 1,000 calendars to brighten residents' walls. A former member, the late Thomas H. Peterson, began soliciting calendars about 10 years ago for delivery during the holiday

season. As medical director for two nursing homes, Peterson realized many of his elderly patients lacked a way to track appointments, family birthdays and other events.

The Kiwanis club took on the project after Peterson's health began to fail. Since his death, they've placed receptacles in grocery stores and solicited calendars from other club members and churches. At Christmastime, the Golden K's visit five Wausau-area nursing homes, bearing bundles of calendars in their arms, just in time to ring in the New Year.

Lange sees the project as a way to honor its founder.

"Dr. Peterson was a very caring individual, and a good friend of ours," Lange says. "We want to dedicate this project to him."



K Corps

Global Community Service Exchange

Invite the World into your Home

K Corps, Kiwanis International's new two-week international exchange program for Kiwanis-family teens (15-18), is looking for members to serve as host families this summer.

- Provide a bed and three meals a day.
- Encourage the visiting teen to engage in the everyday life of your country.
- Participate in the regular activities and fellowship of your Kiwanis club.
- Make a new friend and learn about a new culture.

Become a K Corps host family today!

In cooperation with PAX Eurasian Exchange

800.721.7474 • www.kiwanis.org/youthexchange



BREW MASTERS

DAD'S KIWANIS WORK SHAPES GENEROUS ENTREPRENEUR.

STORY BY CINDY CONOVER DASHNAW

Tiffany Fixter has spread joy at a camp for children who have cancer and sought career opportunities for people who live with disabilities. She credits growing up in Kiwanis for a life spent helping others.

Her father, Robert, was a member of the Lincoln, Nebraska, Kiwanis Club, and Tiffany joined Key Club

while attending Lincoln High School.

"I did a lot of volunteer work with my dad through Kiwanis," says Fixter. "I think that kind of experience makes you a compassionate person, and that's what led me into teaching people who have special needs."

After a nine-year teaching stint

in Missouri, Fixter headed up a day-care program in Denver, Colorado. After being laid off, she became a part-time coach to help people who have disabilities find employment. That's where she had an epiphany. All it took was a conversation with a co-worker who brews beer.

"Usually, jobs for people who have special needs are things like sorting or sweeping," Fixter says. "I just said, 'They could totally brew beer!'"

An overwhelmingly positive response led to a Kickstarter campaign in October 2015, which raised a whopping US\$127,000. Two months later, she discovered a turnkey brewery for sale in Denver, which fit well with her plans for Brewability Lab.

"We teach the craft and art of brewing to adults who have developmental disabilities, giving them a viable source of rewarding employment while also showing the world the talent that this population has," Fixter says.



FOR NEW CLUB PRESIDENTS



Leaders need knowledge.
Get it before you begin.

A new club president earns respect by putting knowledge into action. Get it with Kiwanis International's education for club presidents. Be the leader who improves the club experience—and takes members' energy to new heights. Learn to use tools such as member surveys. Find ways to stabilize or increase membership. Increase participation at international and district events.

And there's a lot more. Sign up—so you're ready to hit the ground running.

**Check your district website
for times and locations.**



Kiwanis[®]
UNIVERSITY



KIWI HOSPITALITY

TWINS MEET SECOND FAMILY 11,000 MILES FROM HOME.

STORY BY SCOTT N. MITCHELL

Leaving family and friends behind to travel to the southeastern tip of the world is daunting. But it's just a bit less daunting when Kiwanians are waiting with open arms at your destination.

It was with that in mind that 18-year-old twin sisters Rebecca and Michele Winzig set off from Germany for a six-month adventure in New Zealand. With the help of their father, Eberhard Winzig of the Möckmühl Kiwanis Club, they contacted Kiwi Kiwanis clubs to

make arrangements for their stay. Three months and 11,000 miles later, they arrived in New Zealand to embark on a challenging but wonderful journey. That journey, they say, would not have been possible without the kindness and support of individuals and couples from Kiwanis clubs who, according to Michele, "treated us like family members."

While attending a Kiwanis Club of Takapuna meeting with members Tony and Marcella Popplewell,

Michele and Rebecca mentioned they were searching for a car for sleeping and camping. Members of the club immediately rushed to their aid, offering items like mattresses, gas cookers and cutlery. Kiwanians Julie and Geoff Wright even donated pillows from their own bed.

But the girls' most touching experience, according to Rebecca, was when she and her sister opened a Christmas gift the Popplewells had given them. The tag read: "From your New Zealand parents."



Editor's Note: Kiwanis recommends that youth exchanges be arranged through K Corps, a structured program that connects Kiwanis-family teens to other cultures. Over a two-week period, youth, families and clubs develop global relationships and intercultural communication skills by doing what Kiwanis members do: attending meetings, experiencing fellowship, raising funds and participating in service projects. Discover K Corps at Kiwanis.org/kcorps.

Reach out to our partners. And reach more children.



Your club changes children's lives. When you partner with organizations that have similar missions, you make a difference in even *more* lives. So reach out to a Kiwanis partner. Create a new bond. Increase your visibility. And enhance your club's next signature project. Go to [kiwanis.org/SPToolkit](https://www.kiwanis.org/SPToolkit).



Have suggestions for other Kiwanis partners?
Let us know at partners@kiwanis.org.



Kiwanis®

showcase

BIRTHDAYS

These clubs are celebrating their 25th, 50th, 75th and 100th anniversaries in May and June. For a complete list of birthdays, visit Kiwanis.org/birthdays.

100TH—1916

Rochester, New York, May 1
Saint Paul, Minnesota, May 6
Columbus, Ohio, May 10
Lockport, New York, May 17
Dayton, Ohio, May 31
Toledo, Ohio, June 10
Cincinnati, Ohio, June 15
Canton, Ohio, June 21

75TH—1941

Fortuna, California, May 5
Greenwich, Connecticut, May 26
Cabool, Missouri, June 3
Aurora, Colorado, June 5
Newburgh, Indiana, June 25

50TH—1966

Thomas County, Colby, Kansas, May 11
Mannheim-Ludwigshafen, Germany, May 18
Columbia-Boonslick, Missouri, May 23
Nagoya, Japan, June 3
Nancy, France, June 10
West End Puget Sound, Washington, June 28

25TH—1991

Stow Munroe Falls, Ohio, May 1
Zierikzee, Schouwen-Duiveland, Netherlands, May 2
Mason Golden K, Michigan, May 8
Sárospatak-Zemplen, Hungary, May 8
Kearney Golden K, Nebraska, May 15
Kosice, Slovakia (Slovak Republic), May 16

Saint-Louis Regio, France, May 22
Westmoreland, New York, May 23
Oosterzele Land Van Rhode, Belgium, May 27
Teva-Tahiti, French Polynesia, May 31
Lu Hsing, Changhua Hsien, Taiwan, June 2
Wädenswil, Switzerland, June 3
Faroe Islands Rosan, Faroe Islands, June 3
Mondorf Les Bains, Luxembourg, June 4
Gdansk, Poland, June 5
Fairfield, Illinois, June 6
Sunrise Butte, Montana, June 12
Big Easy, New Orleans, Louisiana, June 13
Pu Li, Taiwan, June 15
Barbados Central, Barbados, June 17
Raleigh Highwoods, North Carolina, June 26
Groningen, Netherlands, June 28

Club website keeping you up nights?

Make it easier with Portalbuzz. For service organizations, it's the best public website and member/administrator management system. You get:

- Mobile-ready, Kiwanis-branded templates.
- Tools that make your site easy to create—and easy to update.
- A member portal with tools for managing events, meetings, members, billing, volunteer signups and more.


Come see what over 1,000 Kiwanis clubs are buzzing about.

FREE 30-DAY TRIAL Sign up for the full version of the website creator and member portal. No credit card required.



Portalbuzz

Portalbuzz.com/kiwanis



The Formula starts with
what's in your heart.



We're creating Kiwanis' future with The Formula. It starts with what you care about. Your club. Your service projects. The children you impact. And it works because you share that with others. It's your formula for increasing Kiwanis' impact—in your community and the world.

Because when you're making the world a better place,
passion is the one thing you can't start without.

THE FORMULA 

kiwanis.org/theformula

LOVE IT. SHARE IT. LIVE IT.



Kiwanis[®]



Download the Kiwanis Brand Book at Kiwanis.org/brand.

WHAT'S YOUR BRAND IQ?

THINK YOU KNOW HOW TO BRAND YOUR KIWANIS CLUB CORRECTLY?
WE HOPE SO. BUT SEE HOW YOU DO WITH THE FOLLOWING QUESTIONS:

**Which of the following is
the correct Kiwanis logo?**

Hint: There can only be one.



TRUE or FALSE?

- ① The Kiwanis motto is:
Serving the children of the world.
- ② Stretching the Kiwanis logo to fit the
space on your flier is OK.
- ③ Backside shots and big checks make
great storytelling photographs.



CLUB LOGO FIRST AID +

Need help with your club logo?
Turn to the marketing experts at Kiwanis
International and get a custom-designed
logo for your club. Check out [Kiwanis.org/
customlogo](http://Kiwanis.org/customlogo) for more info.



Answers: logo C; 1. True 2. False 3. False



PASS IT ON

Kiwanis magazine is filled with great stories, but only Kiwanis members get to see the magazine. So how about we spread our Kiwanis stories all over social media?

Visit kiwanismagazine.org to read about great Kiwanis projects, then share those stories and photos via social media buttons found right on the page. It's that easy.

When you read something you love, pass it on.

#kidsneedkiwanis #kiwanis

facebook

twitter™



Instagram



Kiwanis®

Kiwanis Intl. 3636 Woodview Tr. Indianapolis, IN 46268-3196 USA

ELECTRONIC SERVICE REQUESTED

WHAT'S YOUR STORY?

If your club has a success story, simply email a summary and a few photos to shareyourstory@kiwanis.org to be considered for possible future use in Kiwanis International publications.

DON'T JUST READ THE STORIES, REACH OUT AND TOUCH THEM.



Experience the exciting Kiwanis magazine app.

This free, interactive and entertaining app brings new dimension to Kiwanis magazine through video, slideshows, audio and other exciting features. Touch the heartwarming stories of Kiwanis' impact on children around the world, and be touched in return.

You'll find the iPad version in Apple's **Newsstand** and the Android version in the **Google Play Store**.

Download the Kiwanis magazine app now, and experience the future of storytelling.



Now available for
Android tablets!