

SERVING THE CHILDREN OF THE WORLD® OCTOBER/NOVEMBER 2018

TELLING THE  
KIWANIS  
STORY

# VISIONS OF GREATNESS

2018-19 KIWANIS INTERNATIONAL PRESIDENT **POLY LAT**



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Magazine website: [kiwanismagazine.org](http://kiwanismagazine.org)

### ADVERTISING SALES

3636 Woodview Trace, Indianapolis, IN 46268  
317-217-6196, Fax: 317-217-6196  
Email: [advertise@kiwanis.org](mailto:advertise@kiwanis.org)

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RB Advertising Representatives Inc.,  
8 Binger Way, Cortlandt Manor, NY 10567  
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### FUTURE CONVENTIONS

Walt Disney World, Florida, USA, June 27-30, 2019  
Indianapolis, Indiana, USA, June 18-21, 2020  
Salt Lake City, Utah, USA, June 24-27, 2021  
Minneapolis, Minnesota, USA, June 22-25, 2023

**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.

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ON THE COVER: Poly Lat, Kiwanis International President 2018-19 • Photo by John Bragg

## PRESIDENT'S MESSAGE

POLY LAT • KIWANIS INTERNATIONAL PRESIDENT

### The purpose of life

During my long idle moments of treatment for Stage 4 cancer, I realized that the purpose of life is to praise God and serve others, founded on faith, compassion and love.

Now more than ever, we're called to serve, because kids need Kiwanis. From a helping hand to one child, to signature projects that affect many, we are at our best when we create opportunities for children and their communities. We are all challenged to become change agents, to think innovatively and expand the impact we have.

The mission of Kiwanis leaves a positive touch around the world. We do good work, and now we need to take it to the next level. We must position ourselves to invite new members, open new clubs and create more opportunities for improving our communities and the children of the world.

I am a fan of Jim Collins and his best-seller "Good to Great," so, I've summarized our 2018-19 strategies under the acronym G.R.E.A.T.

- **Grow Membership & Bridge the Gap.**
- **Revitalize Kiwanis Image.**
- **Enhance** Kiwanis Education with Focus on Membership Retention.
- **Address relevant issues of**

the organization, such as the high cost of the international convention, online voting and financial viability.

- **Terminate dependence** on traditional membership dues and generate more nondues initiatives.

We have ambitious plans and goals for the 2018-19 Kiwanis year. For most of us, it will require change. Most things do. Change comes from within, and choosing the way you approach it can make a great deal of difference.

Kiwanis brings out the best in people. Our global achievements to our clubs' service projects give us a sense of pride. Use that pride to keep Kiwanis growing and prospering by inviting others to join our efforts. As we expand our reach, we can serve more children in more communities.

Do you know the difference between a rich child and a poor child? It is described in one word: opportunity. Poor children do not have opportunity for healthy food, good education, adequate health care and strong family support. Kiwanis bridges that gap and provides

opportunity to all children.

Together, let's continue to make a difference!

God bless us all and God bless Kiwanis!



## EXECUTIVE PERSPECTIVE

STAN SODERSTROM • KIWANIS EXECUTIVE DIRECTOR

### Meetin' time

If you consider that Kiwanis exists in more than 80 nations, Kiwanians likely are meeting at every hour somewhere in the world. I've had the privilege of attending Kiwanis meetings on six of the seven continents.

In Europe, I've attended multi-course dinners that lasted late into the evening. In Malaysia, I've enjoyed *nasi lemak*, which members were eager to share with their guests. At a meeting in Canada, we toasted the Queen. And in Anthony, Kansas, I joined in the singing of the "Catfish Song."

The meetings of my own club in Zionsville, Indiana, are very much about having a guest speaker talk about something going on in the community and handling the business of the club.

Perhaps the biggest change to Kiwanis meetings over the years has been the presence of music at the meetings. We recently came across the book *Songs of Kiwanis*, printed in 1921 by the Kiwanis International Committee on Music — which is a committee we do not have today.

The booklet contains 128 pages of songs of the day, many of which I've never heard of. Many of the songs were

about World War I and its soldiers, like "We're Tenting Tonight," "Just Before the Battle, Mother" and "When Johnny Comes Marching Home," which dates back to the U.S. Civil War. Many had a romantic theme, like "Juanita" and "Sweet Genevieve." Most unique, however, were the dozen songs about Kiwanis: "Kiwanis Ideals," "The Song of Kiwanis," "I'll Sing of Kiwanis," "Brother Kiwanians," "The Kiwanis Smile Song," "My Kiwanis" and "It's a Hard Thing to Beat Kiwanis."

I know many of our clubs include a patriotic song in their meeting's agenda, and some still include group singing. And the Kiwanis Store still sells a greatly simplified Kiwanis Songbook. But for most of us, if we want music at our meetings, we are much more likely to play it from a phone, tablet or laptop.

The bottom line is our meetings are important. They are our most frequent time to gather in fellowship as an organization. Whether you include music, singing or good food and drink, I hope

you take the time to participate and make the time together worthwhile.

Thank you for being a Kiwanian.



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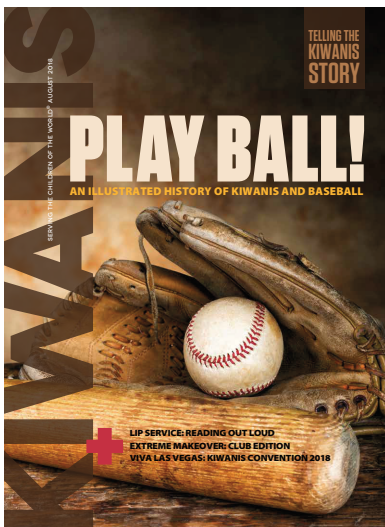
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# Letters

READERS OF KIWANIS MAGAZINE'S PRINT VERSION AND BLOG RESPOND TO FEATURES FROM THE AUGUST 2018 ISSUE. JOIN THE CONVERSATIONS AT [KIWANISMAGAZINE.ORG](http://KIWANISMAGAZINE.ORG) OR EMAIL [MAGAZINE@KIWANIS.ORG](mailto:MAGAZINE@KIWANIS.ORG).



## Play Ball

The article "Play Ball" (August 2018) mentioned the 1951 Kiwanis "Crippled Children's Game" at Gilmore Field in Los Angeles, California. I was at that game as a recipient of the Kiwanis club's generosity. My brother and I were both recovering from rheumatic fever, and Kiwanis was donating to us special orthopedic shoes that would help strengthen our leg muscles. Though we didn't encounter Marilyn Monroe, we did meet several players. We attended a practice session with players from both teams, played catch with them and had many pictures taken. The next day, we watched the filming of "The Jackie Robinson Story" and met Jackie Robinson! We went on news shows and appeared on the field in uniform at second and third base. Before the featured game, organizers had an old-timers' game, and we took home autographs of Hall of Fame stars George Sisler and Ty Cobb plus the rarest baseball autograph of all: Jim Thorpe.

This experience had a lasting effect on my life. First of all, it turned me into a baseball fanatic. I now am a proud proprietor of my own baseball museum in my house with a library of more than 100 books on baseball and its history. It has dozens of artifacts, including kids' baseball games from the 1920s, 30s, 40s and 50s.

Another result of my attending this game was that it made me a Kiwanian for life. I devoted my entire professional life to educating low-income children and providing after-school and summer activities to keep them off the streets. I helped begin and finance a Boys & Girls Club, began a youth soccer league, initiated school camping programs and established a summer camp, which provided hundreds of kids a week in the mountains during summer free of charge. I became involved in foster parenting, finally adopting my 11-year-old foster child — who had been in 22 placements

in his short life. I am now involved in the Rosemead Organization in Support of Youth, a Kiwanis-sponsored program that provides foster children graduating from middle school US\$1,500 college accounts, which mature when they enter college. We established this fund with a \$25,000 grant I received from the Milken Family Foundation.

I am living proof of the lasting effect that Kiwanis has on children — who become adults and remember the largess and kindness of local Kiwanis clubs. I'd call my story a perfect example of Kiwanis' ability to "play it forward" ... their ability to create caring adults interested in going beyond their personal and professional lives and showing concern for those in their community who have little or no voice.

**Bobbi Bruesch**

*Kiwanis Club of Rosemead, California*



"Play Ball" brought to mind the story my uncle told of a favorite childhood pastime. When he was about 12 years old — about 1924 — he and his father enjoyed a game of car-baseball. The contest was played during summer evenings on the front porch of their Cincinnati, Ohio, home. The object of the game was, of course, to score more runs than your opponent. Runs were counted by the number of cars that passed on the street in front of them.

Only non-Ford cars counted as runs, while each Model T that drove past was deemed an out. Thus, for example, if five non-Fords passed before three Fords, the "batter" had five runs.

Inasmuch as modern cars all seem to look alike, perhaps a current version would yield entertainment by incorporating colors and direction of travel. Relax and use your imagination: White and black cars are outs. Red is a grand slam. Blue, a double play. ...

#### **Chuck Klein**

*Kiwanis Club of Cincinnati, Ohio*

"Play Ball" was an outstanding presentation of the longtime relationship of Kiwanis with baseball at all levels. The article prompted me to consider the leadership of a fellow member and of my club's relationship with baseball.

Phillis Adams began her involvement locally with Little League Baseball 41 years ago as a parent and has continued for the past 11 years as president of Richmond Little League Baseball. There was true linkage between her role as both a Kiwanian and advocate for baseball in the lives of children.

Her service is no small thing when you consider the responsibilities of organizing and funding 60 teams, maintaining and improving the many fields, training coaches and umpires and expanding opportunities for children. Her role as chair of both our club and



**Phillis Adams**

Kentucky-Tennessee District Young Children: Priority One committee prompted her to develop 4-year-old teams and a miniature sized Wee Ball Field devoted exclusively to these players.

Not surprisingly, the Kiwanis Club of Richmond has sponsored a Little League team and the name Kiwanis has been prominently displayed on team shirts for almost a half century.

#### **Glen Kleine**

*Kiwanis Club of Richmond, Kentucky*

I have not seen a single word about the tens of thousands of children dying of hunger or drowning in the Mediterranean along with the millions of refugees. Should we be playing ball?

#### **Salvatore "Rino" Ussia**

*Castelletto Sopra Ticino, Italy*

As a former baseball player and as a member of Kiwanis Laren, "Play Ball" is an article close to my heart and very nice to read.

#### **Bert Hagedoorn**

*Kiwanis Club of Laren, the Netherlands*

Our Kiwanis club hosts the Angel League Special Needs Baseball Program for children with disabilities and adults with mental disabilities. No strikes, no outs and every hit is a home run. We celebrate every child for who they are, not what they aren't. We've won local and state awards for this program, and the 2007 Academy of Country Music Home Town Hero National Humanitarian Award. We host 50-60 players each spring and fall.

#### **Pat Turner**

*Kiwanis Club of Rockwall County, Texas*

I've been a Kiwanian for 25 years, and I now discover this new facet of Kiwanis. Baseball does not exist in France. Other sports could be good candidates for such a beautiful integration, which is what Europe needs with the wave of immigrants arriving from different countries. This is a good example of what Kiwanis represents. Well done on this article.

#### **Thérèse Lecluze**

*Kiwanis Club of le Vesinet Boucle de Seine, France*



KIWANIS AND LITERACY

## Educating OUT LOUD

ENHANCE CHILD DEVELOPMENT THROUGH INTERACTIVE READING.  
Words JULIE SAETRE

**A**s a pediatrician, Dr. Perri Klass has long been attuned to the immediate needs of children. So it's not surprising that when she learned about the important role reading aloud to children plays in their brain development, she found a way to use her area of expertise to help kids develop strong minds as well as healthy bodies.

Klass is national medical director for Reach Out and Read, a nonprofit launched by Boston Medical Center in Boston, Massachusetts, nearly three decades ago. Reach Out and Read uses pediatric well-visit appointments as a means to ensure that children have access to books and that parents know how to help

these books make the most impact. "One very important part of that," Klass says, "is to send (children) into preschool and the early grades of school so children who know books, who've been read to, who've read with adults."

That's because reading to a child does far more than provide a way for a busy parent to find a moment of mental peace in the midst of a chaotic day of play. It turns out that reading matters from early and often give that child a big boost in the skills needed to succeed in school and in life.

"Reading aloud from birth is a critical factor in brain development, helping all children absorb new information, learn new words and how skills," says Michael Higgins, chief academic officer for Scholastic Education.

Kids who fall behind often struggle to catch up. According to research organization Child Trends, how a child uses vocabulary at age 9 and 10, The Children's Literacy Foundation, a nonprofit working to encourage reading and writing among children in New Hampshire and Vermont, reports that one out of six children who can't read at age level by the end of third grade won't graduate from high school. It's not just a North American

AUGUST 2018 19

## Educating Out Loud

I'm a retired reading specialist and past president of the local reading council and West Virginia reading association. For many years, my Kiwanis club has helped sponsor the Parent Packs for New Parents with the reading council. We gave funds to the reading council, and I helped organize several important facts for new parents about the importance of reading aloud to their babies. We also included language-development checkpoints for babies through preschool age. During one month a year, the council supplied 200 packets to new parents. Each contained a baby book.

For several years, I volunteered with Read Aloud West Virginia, which trained volunteers to go into the classrooms and read aloud to students. We had major successes turning kids on to reading.

In the spring, our club purchases books for low-income children. This past year, after major flooding in southern West Virginia, we collected and delivered hundreds of books to children in the affected area.

My major goal during my 36-year teaching career was to get my students hooked on books.

### Lois Meadows

*Kiwanis Club of North Parkersburg,  
West Virginia*

Our club has had a Santa Project for the past two decades, where we distribute books to low-income preschool children. This increases the odds of success for this at-risk group. And they love the visit from Santa.

### Claudette Nassoor-Satnick

*Kiwanis Club of Rancheros, San Diego,  
California*

In the United States far too many of our children cannot read proficiently by 8th grade, and these children are basically

condemned to a life less meaningful and potentially less economically secure. Kiwanians can make a difference. Important to realize, though, that the fact children have problems reading in 8th grade didn't start then, or in elementary school or even in kindergarten. It most likely began in the earliest years of life due to lack of enough exposure to words and to books. We must start early.

### Wil Blechman, M.D.

*Chair, Kiwanis International Committee  
on Young Children: Priority One*





# WHERE FAMILY MEETS FELLOWSHIP.

Register today for the 2019 Kiwanis International convention at *Walt Disney World® Resort* in Florida. And bring your loved ones! It's the perfect place to add family to a tradition of fun and fellowship.

Learn more at [kiwanis.org/convention](http://kiwanis.org/convention).

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# What's happening

TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL



## KIWANIS CONVENTIONS

### Our host for 2023 is ...

Where did musical artists Bob Dylan and Prince get their start? What city's name is a mix of Sioux and Greek for *water* and *city*? Where will the 108th Annual Kiwanis International Convention be held June 22-25, 2023?\*

*\*The answer to all these questions is "The Mini Apple," "Flour City" and (one of) "The Twin Cities" ... we're talking about Minneapolis, Minnesota!*

### Start planning for Disney World

The 2019 Kiwanis International convention website is open at [kiwanis.org/convention/2019](http://kiwanis.org/convention/2019). Plan early: Book your hotel, and start dreaming about your visit to Walt Disney World Resort, Florida, June 27-30.

# 14

Countries  
have not yet  
eliminated  
**MNT**

### Be scary good for UNICEF

Key Club, Aktion Club, K-Kids and Builders Club members soon will haunt their neighborhoods to collect donations to save and protect moms and babies from maternal and neonatal tetanus. CKI will raise money for the WASH project. Trick-or-Treat for UNICEF is an easy and fun way for the Kiwanis family to raise funds. Learn more and order donation boxes at [kiwanis.org/trickortreat](http://kiwanis.org/trickortreat).





### Midwife fights MNT in Sudan

In Sudan, maternal and neonatal tetanus continues to put the lives of mothers and babies at risk. Luckily, midwives like Hawa Mohamed Ibrahim are helping expecting moms get the quality health care they need — including the tetanus vaccine. Watch the video at [theeliminateproject/2018sudan](http://theeliminateproject/2018sudan).



### Prematurity Awareness Month

Kiwanis supports the March of Dimes all year by hosting service projects, raising funds and educating communities about preterm birth. Get involved by wearing purple to club activities in November and on November 17, Prematurity Awareness Day. Visit [marchofdimes.org](http://marchofdimes.org).

### Army leadership program

Kiwanians attending the Nebraska-Iowa District and Capital District conventions this past August learned about service leadership from soldiers who practice it daily. U.S. Army soldiers stressed the value of service, leadership and education and discussed effective ways to communicate with and inspire today's young people. Learn more about the U.S. Army and Kiwanis' efforts at [kiwanis.org/army](http://kiwanis.org/army).



### Kiwanis superstars

A contagious transformation has swept through the Kiwanis Club of Dodgeville, Wisconsin, adding 22 members. Learn how at [kiwanis.org/2018dodgeville](http://kiwanis.org/2018dodgeville).



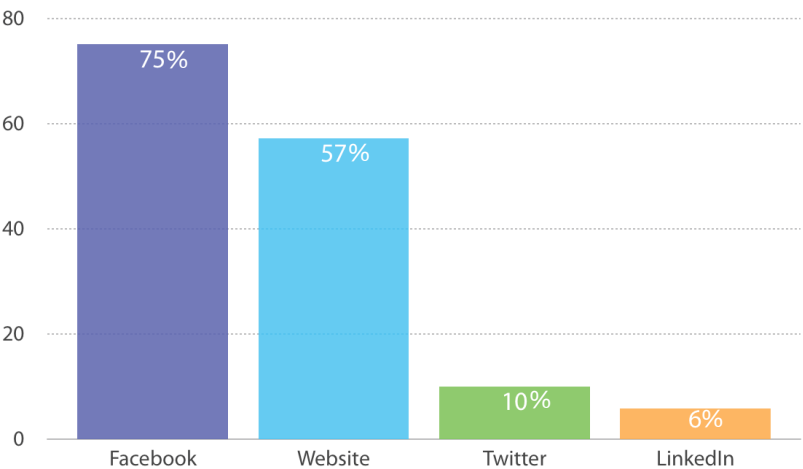


**Calendar for October/November**

- October 10: Deadline for clubs to finalize rosters
  - October 22-26: CKI Week
  - October 27: Kiwanis One Day
  - October 31: Trick-or-Treat for UNICEF
  - November 1: SLP scholarship applications available from the Children's Fund
  - November 5-9: Key Club Week
- Keep up to date and find more info at [kiwanis.org/calendar](http://kiwanis.org/calendar).

**Moving the message**

Percentages of clubs that use online communication channels (*as reported by clubs that file annual reports*).



**Be distinguished**

Clubs and members can earn 2018-19 distinguished recognition. Here's how.

**Club recognition** (*must complete 3 of 4*)

- **Membership and Education:** Net increase in membership or sponsorship of a new Kiwanis club.
- **Community Impact:** Completion of a signature project and sponsorship of at least one Service Leadership Program club.
- **Our Kiwanis Image:** Participation of president and secretary in Club Leadership Education training.
- **Financial Viability:** Per-member donation to the Kiwanis Children's Fund.

**Member recognition**

- **Membership and Education:** Presented to the member who best exemplifies excellence in growing the club.
- **Community Impact:** Presented to the member who best exemplifies excellence in service to the community.
- **Our Kiwanis Image:** Presented to the member who best exemplifies excellence in promoting Kiwanis.
- **Financial Viability:** Presented to the member who best exemplifies excellence in supporting Kiwanis fundraising and/or demonstrating strong stewardship.

Visit [kiwanis.org/2018distinguished](http://kiwanis.org/2018distinguished) for full details.





## TIP OF THE MONTH

### Put PR power behind your story

When you need to tell the Kiwanis story, the Tips & Tools notebook will help get your club noticed.

Branding, key messages, photography, social media, staging an event, crisis communication and more: It's all in this helpful resource, which you'll find at [kiwanis.org/prtools](http://kiwanis.org/prtools).

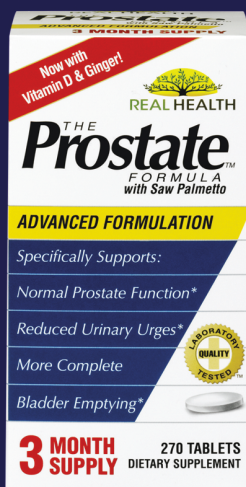
### Tool time

When was the last time your club used the Achieving Club Excellence tools? The toolkit is designed to be used once a year by all clubs to make sure they remain relevant

and vital to their community. Visit [kiwanis.org/acetools](http://kiwanis.org/acetools) to download the full ACE toolkit; then complete it with the members of your club.

### Correction

The article "Boffo Bat Houses, Bat Kids" (August 2018) incorrectly identified the photographer. The photos were taken by Kelly Depriest.



## Prostate problems are no laughing matter. Seriously, we know.

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COMMIT TO BUILDING  
EVEN STRONGER  
TIES WITH OUR  
COMMUNITIES AND  
HELP DEVELOP MORE  
SELF-CONFIDENT,  
HAPPY CHILDREN.”

**POLY LAT** 2018-19 KIWANIS INTERNATIONAL PRESIDENT

VISIONS OF  
**GREATNESS**

# “THIS IS WHY I LIKE KIWANIS. WE WORK. WE SERVE. AND WE HAVE FUN TOGETHER.”

*Story and photos by Jack Brockley*

Three years ago, Florencio C. “Poly” Lat stood on the convention center stage in Toronto, Ontario, enjoying one of the happiest moments of his life. His election as Kiwanis International vice president meant that he would become Kiwanis International president. His supporters rushed the stage. Eventually, sergeants-at-arms asked the still cheering, selfie-snapping celebrants to move outside so the ballroom could be reset for the evening’s gala entertainment.

Less than one month later, doctors and his family — nearly all of whom work in medical professions themselves — feared he was dying. Stage 4 lung cancer was spreading quickly through his body. When his wife, Susan, a registered nurse, asked him to



rate his pain on a scale of 1 to 10, he answered 11.

Three months ago, he and Susan stood on another stage in Las Vegas, Nevada. But this was a different Poly Lat than the one elected by delegates in 2016. After nearly two painful years of prayers, tears and trips to Singapore for treatments, his cancer is in remission, and a grateful Lat has found a new vision for his life: to serve God by serving others and leading Kiwanis to greatness.

As a young boy growing up in Tanauan, Batangas, the Philippines, Lat led two deliberately separate lives.

Academically, he was at the head of his class and respected by teachers and other students. He stood up against bullies who teased the twin Mercado brothers for wearing identical clothes. Classmates came to him to ask — and pay — for homework assistance.

Outside school, Lat wore a baseball cap with the bill tugged low across his brow. He didn’t want other students to recognize the boy who shined shoes or mucked out the animal pens in the shipping yards or ran errands for the gambling houses. He, his parents and 10 other siblings lived in poverty. Though he would graduate as valedictorian of his high school class, Lat claims he learned about money and finances on the streets of Tanauan.

He became good friends of the Mercado twins, who were the sons of a wealthy, popular, philanthropic-minded physician, Daniel O. Mercado.

“I spent a lot of time at their





house, eating meals and spending the night," Lat recalls. "Their father liked me. Even though I was just a boy, he'd asked for my advice."

The doctor's daughter, Susan, was not so easily impressed, but after seeing the kindness in him, she accepted him in her life. She and Lat married in October 1981. They now have three children: Diane, vice president of purchasing at Qualimed Hospitals; Dan, an orthopedic surgeon; and Geline, a physician who is completing her fellowship for radiology.

Lat, now retired from a career in banking, serves as a member of the Daniel O. Mercado Medical Center Board of Directors.

**T**he meeting is over. Members of the Inter City Homes, Muntinlupa,

Metro Manila Kiwanis club have sung "*Lupang Hinirang*" (Chosen Land), the Philippine national anthem. The treasurer and secretary have presented their reports, and subcommittee chairs have reviewed plans for the 30th anniversary celebration. President Dante Crizaldo has put gavel to the gong. Twice.

Now the celebration begins. Kiwanian Celso

Dioko rises from his seat and walks to a table where carvers slice chunks of meat from a roasted lamb, which Muntinlupa Vice Mayor Dioko contributed to his club's pitch-in dinner. Fellow Kiwanian Poly Lat walks up from behind, wraps an arm around Dioko's shoulders and offers, "Thank you!" Nearby, other members unwrap their dishes, including Chinese-style fried chicken; fish in a sweet sauce and, for dessert, *buko pandan*, a gelatin-and-coconut treat. There also are small cups of *papaitan*, a bitter-sour broth that combines lamb offal and bile.





Down just a few steps from the patio of the Kiwanis clubhouse, BUG students perform a series of folk dances, including the Ragrasakan. Balancing baskets on their heads, the children glide through a reenactment of the rice harvest in the ancient terraced rice fields of northern Luzon.

After the dancing concludes, conversations resume until music again pours from the clubhouse speakers and President Crizaldo announces a karaoke challenge. The female members of the club open the competition, singing a medley of popular Filipino love songs. The men follow with "Love Is a Many Splendored Thing" and a medley of Beatles hits. Other solo acts follow, in-

cluding an Elvis Presley impersonation. Lat leans back in his chair and smiles.

"This is why I like Kiwanis," he says. "We work. We serve. And we have fun together."

As Kiwanis International president, Lat hopes to share such Kiwanis experiences with more members. Inspired by "Good to Great" author and lecturer Jim Collins, he summarizes his goals for the year by using the acronym "GREAT."

"G," Lat says, "is to grow



membership so we can, through service, bridge the gap that closes doors of opportunity for children who live with poverty and illnesses.

“DURING MY LONG IDLE MOMENTS OF TREATMENT, I REALIZED THE VERY PURPOSE OF LIFE AND HOW WE CAN LIVE A VERY MEANINGFUL LIFE.”

“R is to revitalize Kiwanis’ image.

“E is to enhance Kiwanis education and focus on membership retention.

“A is to address relevant issues of the organization.

“T is to terminate dependence on membership dues and generate more non-dues revenue initiatives.”

On the stage in Las Vegas this past June, Susan Lat joined her husband at the microphone for the traditional president-designate’s closing session remarks. Poly, however, was not able to speak. His voice hoarse from a weekend of conversations and speeches, he handed the script to Susan.

“During my long idle moments of treatment, I realized the very purpose of life and how we can live a very meaningful life,” she read, as Poly’s lips followed in unison. “I learned that the purpose of life

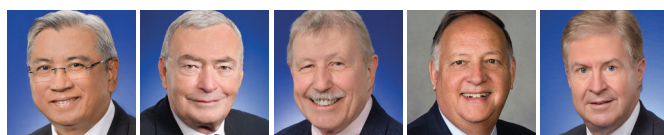
is to praise God and serve others, founded on faith, compassion and love. Guided by faith, love and fresh ideas, we can

commit to building even stronger ties with our communities to help develop more confident, happy children.” ☐



# LEADERSHIP

## Kiwanis International — 2018-19 Officers



President  
**Florencio C. "Poly" Lat**  
*Muntinlupa City, Philippines*

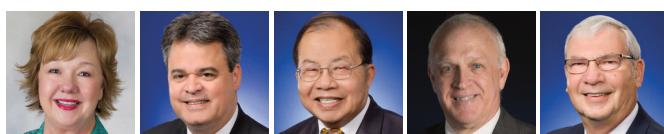
President-elect  
**Daniel Vigneron**  
*Howald, Luxembourg*

Immediate Past President  
**James M. "Jim" Rochford**  
*Peoria, Illinois, USA*

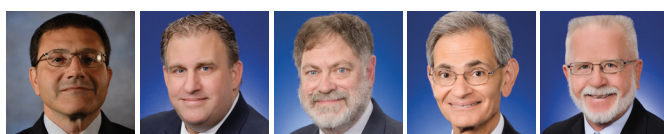
Vice President  
**Arthur N. "Art" Riley**  
*Westminster, Maryland, USA*

Executive Director  
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## Kiwanis International — 2018-19 Trustees



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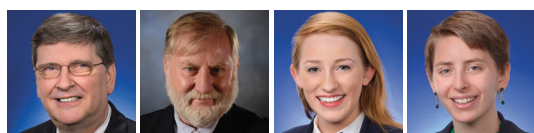


**Elio Garozzo,** *Catania, Italy*  
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Kiwanis Asia-Pacific Chair  
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Key Club International President  
**Emily Rice,** *Fridley, Minnesota, USA*

Circle K International President  
**Laura Belmont,** *Tempe, Arizona, USA*

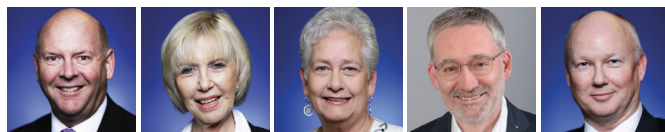
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**Australia**, Robert F. "Bob" Sitters, Flagstaff Hill, South Australia, Australia  
**Austria**, Günter Thurnher, Dornbirn, Austria  
**Belgium-Luxembourg**, Jaak Michiels, Lokeren, Belgium  
**California-Nevada-Hawaii**, Rocci A. Barsotti, Concord, California, USA



**Capital**, John S. Morris III, Richmond, Virginia, USA  
**Carolinas**, Gregory J. "Greg" McDonald, Southport, North Carolina, USA  
**Colombia**, Ana Maria Concepcion Rodriguez de Meza, Bogotá, Colombia  
**Eastern Canada and the Caribbean**, Melford "Mel" Clarke, Nassau, Bahamas  
**Ecuador**, Carlos Gilberto Pacheco, Cuenca, Ecuador



**Florida**, Stephen John "Steve" LeBlanc, Bonita Springs, Florida, USA  
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**Georgia**, Deborah Anne "Debbie" Brilling, Atlanta, Georgia, USA  
**Germany**, Axel Götze-Rohen, Xanten, Germany  
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**New Zealand-South Pacific**, David Gower, Christchurch, New Zealand



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**Ohio**, Faith W. Levine, Columbus, Ohio, USA  
**Pacific Northwest**, Gerald W. "Jerry" Deas, Portland, Oregon, USA  
**Panama Provisional District**, Alberto Sáenz, Panamá City, Panama  
**Pennsylvania**, Philip F. "Phil" Weber Jr., Emmaus, Pennsylvania, USA



**Philippine Luzon**, Rucil D. "Toto" Contrevida, Antipolo City, the Philippines  
**Philippine South**, Peter Miguel, Koronadal, the Philippines  
**Rocky Mountain**, Timothy L. "Tim" Sheppard, Cheyenne, Wyoming, USA  
**Romania Provisional District**, Iuliana Pacurar, Oradea, Romania  
**Southwest**, Donald R. "Don" Levine, Albuquerque, New Mexico, USA



**Switzerland-Liechtenstein**, Tony Schläppi, Liestal, Switzerland  
**Taiwan**, Chien-Kung "C.K." Yang, Hsinchu County, Taiwan  
**Texas-Oklahoma**, Ralph F. Keen III, Stilwell, Oklahoma, USA  
**Utah-Idaho**, Barbara B. "Barb" Mullins, Tooele, Utah, USA  
**West Virginia**, Sam F. Payne Sr., South Charleston, West Virginia, USA



**Western Canada**, Terrence H. "Terry" Ross, Saskatoon, Saskatchewan, Canada  
**Wisconsin-Upper Michigan**, James R. "Jim" Buskel, Brookfield, Wisconsin, USA

# LEADERSHIP

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*North Vancouver, British Columbia, Canada*

President-elect

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**James M. "Jim" Rochford**, *Peoria, Illinois, USA*

**Shih Yu-Mei**, *Changhua County, Taiwan*



**John Tyner II**, *Rockville, Maryland, USA*

**Norman A. "Norm" Velnes**, *Winnipeg, Manitoba, Canada*

**Amy Zimmerman**, *Cincinnati, Ohio, USA*

## Past Kiwanis International Presidents Committee



**Raymond W. "Ray" Lansford**, Columbia, Missouri, USA, 1984–85

**Frank J. DiNoto**, Irvine, California, USA, 1986–87

**Anton J. "Tony" Kaiser**, Hamilton, New Jersey, USA, 1987–88

**Gene R. Overholt**, Plymouth, Michigan, USA, 1988–89



**Wil Blechman**, Miami, Florida, USA, 1990–91

**William L. "Bill" Lieber**, Macon, Georgia, USA, 1992–93

**Ian Perdriau**, Melbourne, Australia, 1994–95

**Eyjólfur "Eddie" Sigurðsson**, Garðabæ, Iceland, 1995–96

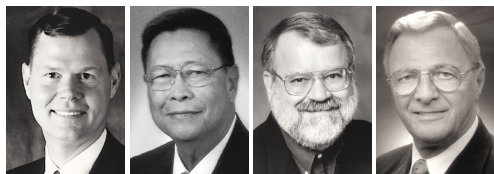


**Gerald P. "Jerry" Christiano**, Geneseo, New York, USA, 1996–97

**Glen M. Bagnell**, Dartmouth, Nova Scotia, Canada, 1998–99

**Nettles Brown**, Natchitoches, Louisiana, USA, 1999–00

**Alex A. "Bo" Shafer**, Knoxville, Tennessee, USA, 2000–01

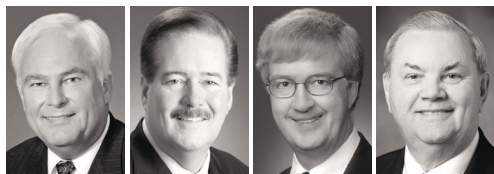


**Brian G. Cunat**, McHenry, Illinois, USA, 2001–02

**Juan F. "Ito" Torres Jr.**, New Manila, the Philippines, 2002–03

**Robert L. "Bob" Moore**, Venice, Florida, USA, 2003–04

**Case Van Kleef**, Bonita Springs, Florida, USA, 2004–05



**Stephen K. "Steve" Siemens**, Des Moines, Iowa, USA, 2005–06

**Nelson Tucker**, Simi Valley, California, USA, 2006–07

**David A. "Dave" Curry**, Butte, Montana, USA, 2007–08

**Donald R. "Don" Canaday**, Fishers, Indiana, USA, 2008–09



**Paul G. Palazzolo**, Springfield, Illinois, USA, 2009–10

**Sylvester "Syl" Neal**, Auburn, Washington, USA, 2010–11

**Alan Penn**, Medina, Ohio, USA, 2011–12

**Thomas E. "Tom" DeJulio**, Bronxville, New York, USA, 2012–13



**Gunter Gasser**, Spittal an der Drau, Austria, 2013–14

**John R. Button**, Ridgeway, Ontario, Canada, 2014–15

**Susan A. "Sue" Petrisin**, Lansing, Michigan, USA, 2015–16

**Jane M. Erickson**, Bellevue, Nebraska, USA, 2016–17

# THE PROFESSIONALS

**LARGE EVENTS AND FUNDRAISERS CAN BE A BLAST FOR YOUR CLUB, OR THEY CAN BE OVERWHELMING. WHEN COMPLICATIONS THREATEN TO DERAIL YOUR PROJECT, IT'S TIME TO CALL FOR HELP.**

*Story by Julie Saetre*

For 21 years, the Asheville Kiwanis club in North Carolina has hosted its annual Biltmore/Kiwanis 5K/15K Classic. During the club's biggest fundraiser of the year, 1,000 runners traverse the lush grounds of the famous Biltmore Estate, a U.S. National Historic Landmark and former home to three generations of the wealthy Vanderbilt family.

In its early years, the event could be managed solely by the Asheville Kiwanians, but as its popularity grew, so did its demands. So the club began to hire race-management

specialists. For this past year's race, however, members decided to go it alone once again.

"We managed it ourselves," says Jessica Stavish, the club's immediate past president. "Lesson learned. (There were) things that you don't think about, like how are we going to get water into the jugs, getting Emergency Medical Services on site. All those small details."

For the 2019 Classic, club members have hired Glory Hound Events, an event-management company that specializes in endurance athletic events such as marathons, triathlons and mountain biking.

"If you're bringing in a professional race management group, that's what they do for a living. That's what they love to do," says

Stavish. "It makes (the event) feel so much more fluid."

Greg Duff founded Glory Hound in 2006. The former competitive swimmer transitioned to participating in

endurance running events and triathlons. His company now produces an average of 17 such races each year.

"We're experts at what we do," Duff says. "And we bring a certain level of expertise to the equation that in most cases the organizations (hiring us) don't have. We have relationships in place with vendors, with

"Even when you hire help, events have to involve pretty much everyone. You can't just leave it to a management group to handle it all."





public safety, that they don't have. So we can do it a lot quicker and easier with folks that we trust. And they know us. There's just a level of understanding and trust that we bring."

Like Asheville, many Kiwanis clubs rely on one major annual fundraiser to support a majority of their service projects. Also like Asheville, it's common for an event to grow while the number of club members able and willing to help plan and run it remains the same, or even shrinks. That's when a professional event-management company can come in handy. But the decision to go with a pro has its own set of considerations.

Whether a club wants to launch a new type of fundraiser, make a current one more successful or get help with a longstanding event, its members should know one thing: Hiring a professional management company doesn't mean everyone else gets a pass.

"Even when you hire help,

events have to involve pretty much everyone," says Susan Shattuck, co-founder of Special Events Unlimited, a New York-based event fundraising, management and marketing firm that specializes in working with nonprofits. "You can't just leave it to a (management) group to handle it all."

Adds Stavish, "It's incredibly frustrating when the larger portion of the club thinks, 'Oh, we've

hired someone and we have a race committee — they're just going to do it,' and they can wash their hands of any responsibility. It's everyone's skin in the game. If we don't make money, we aren't able to donate to charities. We're not able to provide the services that we want to provide."

Many event-management professionals don't handle the actual fundraising. They won't show up at your first meeting with a list of sponsors willing to sign on the dotted line or donors eager to write checks. They most likely won't recruit volunteers for the event either.

What a professional can do, however, is take over certain time-consuming demands: hiring and working with vendors, marketing, and/or addressing key details (like Asheville's water jugs and public safety officials) that you might overlook.

Tori Gaines, a member of the Kiwanis Club of Issaquah, Wash-



“It’s incredibly frustrating when the larger portion of the club thinks, ‘Oh, we’ve hired someone and we have a race committee — they’re just going to do it,’ and they can wash their hands of any responsibility.”

ington, has worked on the club’s fundraisers for 26 years, including an annual auction. Five years ago, she and a fellow club member took on an additional event, Boots, Barrels & Brews, featuring line dancing and tastings of food, wine and beer.

“Last year, I told the club that I could no longer take on full responsibility for the event,” Gaines says, “because our club is getting smaller, and everyone can’t help as much as they could.”

Club members decided to focus on getting assistance with vendor services and promotion. Gaines reached out to a woman who does event planning as a side business.

“She’d get the drink vendors, the food vendors, organizing a lot of that. We already had some relationships, but she still was very good as far as getting the signed paperwork, following up. And she did bring us some new vendors and helped us with publicity and Facebook.”

Likewise, years ago Gaines hired a company specializing in

auctions to provide an auctioneer and handle details on the day of that fundraiser. It saves members from the frazzle of running the event itself, but still allows them to do all the planning.

“We’ve done auctions for at least 30 years or more,” she says. “So we know as a club how to do them. By the time the event gets

even three years — ago won’t necessarily continue to bring dividends today.

“People of course will feel more comfortable with something they’re familiar with doing. To change things is a little nerve-wracking for people, understandably,” Shattuck says. “Because you’re not sure how it will

be received. But there is a lot more leeway than people consider.”

And while actual fundraising might not be offered, some event-management companies will coach you on how to do so more effectively. Shattuck and her business partner offer workshops that help participants fine-tune

their approach to making “the ask” for a fundraising event, whether it’s for a sponsorship or a major donation.

“It helps people not feel afraid of asking for money,” Shattuck explains. “Because people are just terrified. We humanize it for them and make them more comfortable.”

If your club decides an event



there, you already have all the moving parts in place. It’s just a matter of people manning them that night.”

A pro also can help you refresh an event that has become less successful as the years progressed. An experienced management company sees plenty of trends come and go. What worked as an approach or theme a decade — or

could benefit from bringing in a professional, know that it will be an investment. Your cost will depend on the size of the event-management team, the depth of what you would like its members to handle and the type of fundraiser. Hiring an individual to work with vendors or handle social media obviously won't be as expensive as contracting with a company to plan and run a 10K.

Before you begin your search, determine how much you can spend. What are your priorities? What parts of your event would benefit most from a pro's help? What have your members most successfully handled in the past?

"The more focused you can be on what you want from the situation, what you're hoping to get in return, that's incredibly helpful," says Shattuck.

An Internet search can help you find individuals and companies



that manage fundraising events, but you'll want to narrow your number of candidates. Experience with the type of event you're hosting is crucial. A management company's website will list past and current clients; contact a few who have held similar events and ask them about their experience. Think of events that you have

enjoyed and find out if a professional managed them.

Better yet, go to such a fundraiser yourself. When Asheville's Stavish, an avid runner, was looking for someone to manage the 2019 Biltmore/Kiwanis Classic, she remembered that she'd always been impressed with how races unfolded under the direction of Glory Hound Events.

"If someone's thinking of hiring a race director, get a couple of members of your club to sign up for one of their races and run it," she advises. "Did registration go smoothly? What were their frustrations? Was the event well put together? Were they able to address issues quickly? Get that firsthand management (experience) before you actually make a significant investment."

Don't limit your background research to guests of the event. You'll also want to know how effectively the event manager worked with suppliers, vendors



and other key partners.

"They need to have a good reputation, but that's across the board," says Glory Hound's Duff. "It's with the municipalities, it's with the runners who are going to be participating, sponsors they've dealt with before. It all comes down to reputation and the way they handle themselves."

Once you've selected a candidate or two, schedule a personal interview to discuss your budget and priorities.

"Ask them, 'What are your methods? What is the scope of what they can do? How much does it cost to do what they're talking about? What pieces can you give me for (my budget)?'" advises Shattuck.

Also keep in mind that you and your club members will spend a lot of time with the individual(s) you hire. Make sure you're a comfortable fit on personalities as well.

When you've made your selection, a written contract should list in detail what will be handled by the event-management company and what will be done by your club members and volunteers. Stavish also maintains a spreadsheet listing every element of the Biltmore/Kiwanis Classic and who is responsible for each. This helps to prevent tasks from going undone and keeps pros and club members from unwittingly duplicating efforts.

Your contract should also spell out how the event manager and the club will communicate during the planning process. Will you

hold regular meetings or handle most things via conference calls or group emails? The Asheville Kiwanians and Duff plan to meet monthly at first, then increase to twice monthly as the event nears and weekly during the four weeks leading up to the Classic. If you find you want to meet more often than your contract states, expect to dig deeper into your club's funds.

"If you start calling your race director, emailing them, requiring a lot more meetings of them and requiring more of their time, they may have to charge you more," Stavish cautions. "And they can't get your stuff done if they're (always) sitting in a meeting with you."

And to make the most of your event manager's expertise, eliminate this phrase from your club's vocabulary: "But we've always done it that way."

me around, because I can be the bad guy."

Stavish adds, "You've got to trust this person that you hired. That's one of the bigger issues I've always seen. Races start to fall apart when people are holding on to what they used to do."

With the right professional(s), a solid contract and good working relationships, however, a club can roll out an event smoothly and successfully, without running members ragged in the process. Not only can that help increase dollars raised, but it can attract new attention — and possibly members — to your club.

"There are a lot of positives that can result from doing an event in a very effective way," says Shattuck. "Events can have a tremendous impact on constituencies and also on new people. People

Before you begin your search, determine how much you can spend. What are your priorities? What parts of your event would benefit most from a pro's help?

"There's always going to be one person in your room who's really afraid (of change)," says Shattuck. "It takes finesse to manage that and not let them control the conversation. Sometimes that's where it's helpful having someone like

are seeing you. And they're going to judge you. 'Will my money be used well? Where is it going to go?' That's what donors want to know. And they might not only donate money. They might actually join you." □

# FIVE FAVORITE FUNDRAISERS

**KIWANIS CLUBS AROUND THE WORLD ARE GETTING CREATIVE WITH THEIR FUNDRAISING. THESE SUCCESSFUL MONEymAKERS COULD OFFER INSPIRATION FOR YOUR CLUB.**

It's an age-old problem: You've got to make money to spend money. Your club is no different than the next when it comes to money. Everyone needs some. The more, the better.

Over the years here at Kiwanis magazine, we've seen our share of great fundraising events. We've had our taste buds tantalized with incredible food festivals and we've been wowed by one sporting activity after another, from one side of the world to the other. It seems Kiwanians have some unique and fun ideas when

it comes to bringing in the cash, and we wanted to highlight a few of our favorites.

Some of the best fundraisers out there are annual events with decades under their belts. Others are quite new and still knock our socks off.

What are you doing in your community to not only make people aware of your Kiwanis club, but also to make some money

to help provide service to children and families?

We hope you'll get some inspiration from a few of our favorites. Go raise some money. And have fun!





## DINNER IN WHITE

**Kiwanis Club of Nürnberg-Franken, Germany**

Elegant white-themed meals raise money for a hospice service for terminally ill children. The event raises awareness for Kiwanis as well.

**Estimated amount raised:** 4,000 euros

**Estimated attendance:** More than 100

**Tips for your club:** Create enthusiasm through word-of-mouth advertising, fliers with information about the event and your club. Stage the event in an area that has heavy foot traffic so others are intrigued.







## ZOZOBRA

**Kiwanis Club  
of Santa Fe, New Mexico**

Annual event that rids the town of doom and gloom. Residents and visitors write down their worries and stresses. Then their notes are placed inside a 50-foot marionette known as Old Man Gloom. And then set afire.

**Estimated amount raised:**  
US\$100,000

**Estimated attendance:** 60,000

**Tips for your club:** While we know Zozobra is a one-of-a-kind event, we encourage you to take a hard look at the community in which you live and determine what makes it unique. Then build an event around that. The fundraiser could focus on food, music, agriculture, a historic landmark, a waterway. Oh, the possibilities!

# BILTMORE CLASSIC

Kiwanis Club of Asheville, North Carolina

An annual 5K/15K race on the grounds of the historic Biltmore Estate.

**Estimated amount raised:**  
US\$20,000

**Estimated attendance:** 1,000

**Tips for your club:** Road races are a huge success for many clubs and could be for yours as well. Runners take their races seriously. Consider hiring a professional fundraising group to help. (See page 24.)





## ROCK SHRIMP FESTIVAL

**Kiwanis Club  
of St. Marys, Georgia**

This annual festival celebrates the area's sweet delicacy from the sea and offers a parade, vendors, road races and more.

**Estimated amount raised:** US\$14,000

**Estimated attendance:** 5,000-10,000

**Tips for your club:** Street fairs are great fun and can draw big crowds, so plan for food, music, merchandise and fun activities. Center your fair around a local food favorite!





## SKREAMERS

**Kiwanis Club of Orleans,  
Ontario**

Ottawa's scariest haunted attraction offers two haunted barns, zombie paintball, scary wagon rides and more.

**Years in existence:** 14

**Dollars raised:** CAD\$30,000

**Number of attendees:** 6,000-10,000 annually

**Tips for your club:** Start small and grow as public response increases. Scavenge in your community to find inexpensive props. The club produces a manual of rules and trains its 250 student volunteers how to make visitors sKream.



WORKING WITH YOUTH

# Kid friendly

KIWANIS WORK WITH KIDS. IT'S WHAT WE DO.  
HERE ARE SOME THINGS TO KEEP IN MIND BEFORE YOUR NEXT PROJECT.

*Story by Kasey Jackson*

To be a Kiwanis member means to have a special place in your heart for young people. Kiwanians work side by side with people of all ages on fundraisers, service projects and in fellowship all around the world. But exactly how you spend your time with youth is important. Often, it's not enough to just show up. There must be meaning behind your mission. Passion in your presence. Wisdom in your work. Smiles with your service.

So what do you need to know about working with youth in your community?

### SAFETY FIRST

Did you know that all adults working with youth under the age of 18 at a Kiwanis event are expected to read and understand, agree to and abide by youth protection guidelines?

With more than 340,000 members in Kiwanis youth programs and a majority of clubs sponsoring or working with youth in some way, it's important to remember that the safety and welfare of each and every child is entrusted to Kiwanians during these



Celebrate individualism. Value diversity. Recognize that each and every one of us is unique and brings something different to the club.

times. That means safety guidelines and background checks.

Educate yourself. Kiwanis policies related to working with youth are available at [kiwanis.org/youthprotection](http://kiwanis.org/youthprotection).

### REMEMBER: EVERYONE'S DIFFERENT

Celebrate individualism. Value diversity. Recognize that we are all unique and bring something different to the club. Some members will be more excited to do service than fundraising. Some will show eagerness to work behind the scenes with technology. Others will thrive working face to face with the community.

Also remember that our brains develop at different rates. Young members in K-Kids will need a different approach to a project than, say, even Builders Club members, because their brains are at a different stage of development. Key Club members likely will enjoy different projects than K-Kids members. We're all different. We all learn and share in different ways. And that's great. By working together, everyone benefits.

"I'm a big believer in the brain-based approach," says Lisa Pyron, Kiwanis advisor to the College Park Elementary School K-Kids Club in Indianapolis and development specialist at Kiwanis International. "There are wonderful books available about how the brain works and how to best engage youth. I do my best to fit all the learning styles (visual, auditory, verbal, physical) in what we do. I start our K-Kids meetings

## WORKING WITH YOUTH

**“Kiwanians can reach out to Key Clubbers and make a vital impact in their lives. I have been close to many students, and my life has been impacted by their lasting and caring friendships.”** Mary Bowen Fridley High School Key Club advisor

with mindful body movement and everyone, no matter what ability level, stands, focuses on their breath and follows along. We move, stretch and embrace positive energy for what’s next. It’s not only uplifting for club members, but I feel happy, relaxed and engaged as well.”

### BE PRESENT

So your club has a reading project with your sponsored K-Kids club? That’s great. Your members sign up to read to kids a couple times a school year? You could do better.

It’s important to be there often and to offer consistency. Don’t just visit the K-Kids to read a story — visit the K-Kids and be interactive in your storytelling. (Learn more about interactive reading at [kiwanismagazine.org/readaloud](http://kiwanismagazine.org/readaloud).) They’ll be captivated and more interested and will remember your visits and look forward to seeing you again. This is how you build strong relationships, become mentors and make learning and leading fun. Remember this when working on any type of project with your sponsored youth. Don’t

just sign up to sponsor a K-Kids, Builders Club, Key Club or Circle K club and then walk away. Be there on a regular schedule.

“Have fun!” says Fridley (Minnesota) Senior High School Key Club advisor Mary Bowen. “Kiwanians can reach out to Key Clubbers and make a vital impact in their lives. I have been close to many students, and my life has been impacted by their lasting and caring friendships. I became a member of Kiwanis solely because of the outstanding SLPs.”

A few other ways to be present:

- Make sure your Kiwanis club members volunteer with your SLP club’s service projects and fundraisers. Work shifts. Help hang posters. Attend planning meetings. Offer advice on how to ask for and handle money.
- Be available to offer advice anytime. Share contact information.
- Attend SLP club elections and offer to take photos for the club to share on social media.
- Update your Kiwanis club’s website with information about SLPs.
- Be present, but remember that you’re helping students learn to lead. “Remember that Key Club is student-led,” Bowen says. “The hardest thing for me to do is zip my lip. I am a gregarious person by nature, and I’m constantly working on ‘zipping.’”





## LEARN NAMES

Being friendly and personable goes a long way in any situation. When walking into a Key Club meeting, it means a lot more to the club president if you're able to say, "Hi, Kaitlyn! How are you today?" instead of simply, "What's on the agenda for today's meeting?" Building positive relationships will lead to a stronger club.

"A person's name is to him or her the sweetest and most important sound in any language," Dale Carnegie writes in his book "How to Win Friends and Influence People."

## EMBRACE TEACHABLE MOMENTS

Consider this scenario: As a Builders Club advisor, you're attending a meeting and the president is flustered while trying to speak in front of her peers. She laughs, holds her hand in front of her face and makes demeaning jokes about herself. She conducts the meeting, but when it's finished, she's still making comments about how

awful she feels and acts in front of people. You could just walk away and go back to work or home. Or you could pull her aside and give her some positive feedback and pointers for how she could improve. These moments are yours to take. Be the adult who's been there and done that and lived to see another day. Be the mentor you signed up to be.

## DON'T BE AFRAID

It may seem unbelievable, but there are some Kiwanis members who feel uncomfortable working with young people.

Do you think young people talk funny?

Are you worried your interests won't match up?

Is there a technology gap that makes you fear a specific project?

Are you shy?


Are you afraid that the Key Club members won't like you?

All of these insecurities are normal — but you carry a bag of

magic tricks with you that you may not even realize. You have stories to tell. You have a history. You have wisdom. You can offer a sense of relief and confidence that everything will be OK. The more you talk, the more the young person will open up and ask questions. You'll be amazed at how much you will give and get in this relationship. There's nothing to fear.

Mary Bowen has a few tips for any Kiwanian who might be hesitant to work with young people.

"I urge them to visit once, visit twice and go multiple times," she says. "Eventually they'll miss the youth, and the youth will miss them. Also, get a gregarious Kiwanis member to go with shy Kiwanians for the first several visits."

And one more thing, she says: "Keep up with social media! I am nearly 81 years old and had to learn, because this was the only way I could talk to the Key Clubbers and my 10 grandkids. I am very proud of myself for learning." 

# A messy situation

**CALIFORNIA KIWANIANs HELP CHILDREN UNLEASH THEIR INNER ARTISTS.**

*Story by Kimiko Martinez • Photos by Helen Arase*

It's the beginning of summer on a warm Saturday in Santa Monica, California. A small swarm of aproned children gathers around a tarp at the far end of the 26th Street Arts Center, standing over letter-size sheets of paper onto which they're flinging and splattering paint a la Jackson Pollock.

It's perhaps the most iconic scene at Make a Mess Day, an art event for kids sponsored by the Kiwanis Club of Santa Monica.



In what resembles a pop-up carnival of sorts, children of all ages fill the blacktop area surrounded by 30 or so galleries and creative

businesses. Tables are filled with beads, markers, glitter, pencils and other props for art projects that range from Mondrian-style block painting to mask-making, papier-mâché and live figure drawing.

They smile up at hovering parents, pleased with their masterpieces and seemingly oblivious to their now-smudged hands, faces and clothing.

"This is exactly why I wanted to do this," says Phil Brock, gesturing down at a child sitting





## SHOWCASE




on dad's lap with paintbrush in hand. Brock, the club's president and a Santa Monica arts commissioner, pitched Make a Mess Day to his fellow Kiwanians. "All these kids and parents, they're engaged. The parents aren't on their phones. No one feels like they're on a time limit. And these kids can leave messy."

As an arts commissioner, Brock believes in fostering both creativity and community. And



**"All these kids and parents, they're engaged. The parents aren't on their phones. No one feels like they're on a time limit. And these kids can leave messy."**

indeed, more than 500 people filter through the Arts Center during the four-hour event. The complex is filled with laughing, happy children ranging from toddlers to pre-teens, many deeply engrossed in a project. Parents admire the art-making, and some join in at one of 18 project stations.

"This was his first gallery experience," says Jerry Digby, a photographer/director and Santa Monica resident attending the event with his artist wife and 4-year-old son. "He saw these pieces of art, saw the projects and saw the end game of how it all tied together — what he could potentially do." 



# Flight crew

**KIWANIS CLUBS RAISE FUNDS WHILE HELPING BUTTERFLIES THRIVE.**

*Story by Julie Saetre*

In Fort Walton, Florida, many know Kiwanian Ruth Sykes as “the Gardener Lady” due to her love of flora and her assistance with creating community gardens. Now, she’s earning the title through a new venture.

Sykes, past president and current assistant secretary of the Fort Walton Beach Kiwanis club, is spearheading the Butterfly Garden Project, a joint program with the Fort Walton Beach Woman’s Club and the Mary Esther Community Garden.

Many species of butterflies are becoming endangered as their natural habitats give way to property and infrastructure development. The Kiwanians and their program partners wanted to reverse that trend. So they began

selling raised-bed gardens stocked with butterfly-friendly plants.

And they don’t just market the beds; they install and plant them as well. Once a garden is purchased, volunteers visit the site, determine a suitable location and then construct the plot. Each 4-by-4-foot bed is surrounded by a sturdy wood frame, lined with a weed curtain and stocked with organic garden soil, compost, nectar plants for food, and milkweed or similar host plants for butterfly eggs and larvae.

“My goal,” Sykes says, “is to have one in everybody’s yard.”

She and her team also have built gardens on school grounds, and each of the six Service Leadership Programs sponsored by the Kiwanis club has grown plants

to help with supplies. This year, the project added a new option: compact potted container gardens with host and nectar plants.

“I’m planting seeds, you know? And it’s not just physically a seed, but planting a seed about how to grow food and butterflies,” Sykes says. “It’s just beautiful.”

“I’m planting seeds, you know? And it’s not just physically a seed, but planting a seed about how to grow food and butterflies.”

In Texas, the Northeast Tarrant County Kiwanis club’s annual Butterfly Festival, held each September, lets guests get up close and personal with 1,000 of the winged creatures thanks to a 600-square-foot customized tent space. Families feed and interact with the butterflies while learning about the key role they play in the ecosystem.

Up to 2,000 guests visit the two-day festival each year. A silent auction benefits The Eliminate Project and Children’s Miracle Network. At the event’s end, children help to release the butterflies, which are all native to Texas.

“It’s a really fun project,” says Kiwanis club member Tricia Raich. “We can get a butterfly to walk on your nose or hang out on your hand. I have so much fun teaching the kids and interacting with people.” ☐





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# Building the future

**RESTORING A PARK ALLOWS AN OREGON KEY CLUB TO HONE KEY LEADERSHIP SKILLS.**

*Story by John Simmons*

The idea for the Marshfield High School Key Club's biggest project to date began to take shape more than two years ago, when students from the Coos Bay, Oregon, club took a walk to the South 10th Street Park. They found a run-down, weed-infested area with rusted-out playground equipment, a cracked basketball court (with no hoop), no benches and no lighting.

"There was absolutely no reason that anyone would want to play in this park," says Stacy Gulseth, Marshfield Key Club advisor.

Quite simply, the park needed a makeover, and so the Key Club decided to adopt it.

"I think we showed a lot of leadership in stepping up to the plate," says Key Clubber Andrew Sheerin.

In November 2016, club members presented a proposal to the Coos Bay Parks Department manager, the Parks Commission Board and, finally, to Coos Bay City Council members, who approved the project four months later. A budget drawn up by the city estimated that it would cost nearly US\$100,000 to restore the

park. Key Club members pledged to raise \$52,000 of those funds.

They worked hard to receive grants and sponsorships. And then there were the fundraisers: car washes, raffles, garage sales, working school concessions, delivering candy canes and Valentine's Day grams and hosting a Parents Night Out. At the latter, members entertained kids from

flamingo wrangler will remove the flamingos. You can also buy flamingo insurance, where \$15 will keep you flamingo-free for six months and \$25 will protect you for a year. The community's response to Flamingo Flocking has been overwhelmingly positive, and their donations have been very generous."

On May 18, the club participated in the ribbon-cutting ceremony to open the new Marshfield Key Club Pirate Park.

"My grandma used to bring me here, and I used to play in that park, so it was exciting for me to play a part in fixing it up," says former club member Hayden Brick.

Adds member Kyah Brueckner, "We do a lot

of community service work, but this was a big project. I think we were a good role model."

Gulseth agrees.

"The park helped them build self-esteem and develop new skills within themselves. I think we all learned a valuable lesson: that taking on more than you think you can do — and then achieving that goal — can sometimes be a good thing." □



pre-K to fifth grade with games, crafts and a movie so parents could enjoy a fun night out on the town.

And of course, there was Flamingo Flocking, or as Gulseth calls it, "the best fundraiser ever."

"We place pink plastic flamingos outside a 'victim's' home or business with a note that they've been 'flocked' for a good cause," she explains. "For US\$10, a

# Birthdays

**THESE CLUBS CELEBRATE 25TH, 50TH, 75TH AND 100TH ANNIVERSARIES IN NOVEMBER AND DECEMBER.**

## 100TH - 1918

Fort Worth, Texas, November 2  
Wilmington, Delaware, November 19  
Niagara Falls, New York,  
December 12  
Evansville, Indiana, December 14  
Portland, Oregon, December 28

## 75TH - 1943

Pella, Iowa, November 2  
Reading, Ohio, November 11  
Cape May Court House, New Jersey,  
November 30  
Gardena Valley, California, December 8  
Mount Vernon, Ohio, December 13  
Barron, Wisconsin, December 29

## 50TH - 1968

General Santos, Philippines,  
November 3  
Gig Harbor, Washington,  
November 6  
Byron, New York, November 21  
Liestal, Switzerland, November 21  
Basel-Klingental, Switzerland, No-  
vember 28  
Hy-Noon, Ottumwa, Iowa,  
December 2  
Abbotsford, British Columbia,  
December 11  
Namur I, Belgium, December 16  
North Shore, Long Island, New York,  
December 31

## 25TH - 1993

Clinton Township, Michigan,  
November 1  
Zollikon, Switzerland, November 8  
Sigriswil-Thunersee, Switzerland,  
November 18  
Tse Fang, Chang Ho City, Taiwan,  
November 18  
Lu Chu, Taiwan, November 18  
Shui Nan, Taichung City, Taiwan,  
November 18



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# Open an SLP club

**YOUR KIWANIS CLUB CAN CHARTER A NEW SERVICE LEADERSHIP PROGRAM.**

Now that you have tips on how to work with youth (see page 38), it's time to open a new SLP! Service Leadership Programs include **K-Kids, Builders Club, Key Club, Circle K International and Aktion Club** (adults who live with disabilities). Whether your club wants to sponsor a club for the first time or open an additional club, the following steps will get you started.

**Step 1:** Decide where the club should be hosted. Most clubs are school-based (except for Aktion Club).

**Step 2:** Ensure you have set aside funds in your budget to support the program.

**Step 3:** Identify a Kiwanis advisor.

**Step 4:** Meet with the school to introduce the program. Ensure they understand their commitments, namely the appointment of a faculty or staff member to be the faculty advisor.

**Step 5:** Help the school recruit the charter members and identify the charter officers.



**Step 6:** Complete the charter process, membership roster and submit appropriate fees. The club can meet and conduct service projects while you wait for your application to be processed by Kiwanis International.

**Step 7:** Schedule a charter ceremony. Do this once you receive your official charter and club supplies from Kiwanis International.

Get all the information at [kiwanis.org/charter](http://kiwanis.org/charter).





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## WHAT'S YOUR STORY?

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

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