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# FIRST

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NEW CENTURY AS THE ORGANIZATION'S  
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## 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](mailto: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](mailto: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](mailto:magazine@kiwanis.org)  
 Websites: [kiwanis.org](http://kiwanis.org) (public)  
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KIWANIS' FIRST FEMALE PRESIDENT, SUE PETRISIN. PHOTO BY BRIAN KELLY.





## PRESIDENT'S MESSAGE

SUE PETRISIN | KIWANIS INTERNATIONAL PRESIDENT

### CHANGE: EMBRACE IT

A few years back, my Kiwanis club had a heated discussion that affected the entire club. Two longtime members argued about a proposal, saying the club had never done it that way and shouldn't start now.

Their argument didn't sway the voters.

The members of my East Lansing, Michigan, Kiwanis Club voted and decided to allow women to join the club.

Think if that vote had gone the other way. Many of us, myself included, who wanted to make a difference in the lives of children would not have been allowed to join. Fewer children would have been helped by the Kiwanis Club of East Lansing. The club would not be as strong and vibrant as it is today.

Society has certainly changed since a group of businessmen in Detroit, Michigan, decided to get together in 1915 and form what would become the first Kiwanis club. Undoubtedly, society will continue to change. As we enter the next century of Kiwanis, I hope you agree that it must look

very different from our first century. It is time to change our organization to match the world we live in—and give those who follow us

the freedom to keep Kiwanis evolving to meet the needs of the times. Let's review the way we operate.

A weekly lunch meeting used to be part of the social fabric of the community. I believe you would agree that a lunch meeting is not quite as important anymore in some communities. Times have changed.

People are less willing to spend their time in formal club meetings. They want meaningful activities and experiences during their free time. My time is important to me. Thankfully, I find my time with my Kiwanis club meaningful. Do you?

Now is a good time to find out if your club is offering value. Poll your club members. Ask what the club can do better. Have an honest discussion. Find out what isn't working. It's the only way to make your club stronger. We need stronger Kiwanis clubs

because kids need Kiwanis.

We start the new Kiwanis year on October 1 with new leaders, new ideas and new energy. Let's

stop saying, "That's not how we do it."

Change is good. Change is inevitable.

Let's embrace it.



## EXECUTIVE PERSPECTIVE

STAN SODERSTROM | KIWANIS EXECUTIVE DIRECTOR

### WHAT'S IN IT FOR ME?

Much has been written and spoken in recent years about the value proposition of selling anything to anyone. And many a marketing strategist has suggested that any salesperson who desires to make a sale should be able to first answer the question, "What's in it for me?" There's even an acronym, WIIFM, that has been used to simplify, if not popularize, this all-important question.

Over the years, I've listened to leaders of various service organizations discuss this concept as a critical part of selling membership to others. Of course, we all want new members, so logic follows that we must understand how someone joining a service club will personally benefit from being a member. Some even go so far to suggest it must include intrinsic value, and the ability to receive benefits that have a price tag.

A recent conversation with Michigan State University Alumni Association Executive Director Scott Westerman (page 17)

shined a different light on this entire concept. Scott pointed out that in any organization dedicated to helping others and making a difference, this

question should be reversed. What you are going to get out of Kiwanis really is not the point. What is important is what you will do as a member of Kiwanis that will make an impact in your community—especially for its youth and children. In our conversation, we even went on to agree that if you have to ask the WIIFM question, Kiwanis might not be the right organization for you.

In my youth, I was inspired by John F. Kennedy's words that inspired a generation: "Ask not what your country can do for you; ask what you can do for your country."

Later in life, my Kiwanis service caused me to feel a great connection to another quote attributed to Winston Churchill: "We make a living by what we get, but we make a life by what we give."

Today, we spend much of our time thinking about ourselves. As we begin the

second century of Kiwanis, let's make sure our focus is helping others. Next time someone asks you what he or she gets from

Kiwanis membership, I urge you to redirect the question to, "What can I give as a part of Kiwanis?"

Thank you for giving.





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# voices

## LETTERS CAPITAL CLUBS

For the August 2015 Kiwanis magazine article "Kiwanis in the Capital," it would have been interesting to learn those clubs that were present and their service projects.

**Darryl Meyer**, *Kiwanis Club of Day-Breakers, Albert Lea, Minnesota*

**Editor's Note:** The Kiwanis-family clubs invited to the Community Leader Briefing in Washington, DC, this past April—and their signature projects—were:

**Montgomery, Alabama:** Alabama National Fair

**De Amigos, Arizona:** Track and field day for middle school students

**Springdale, Arkansas:** Spring and fall youth baseball and football programs

**Napa, California:** Playgrounds for all ages and abilities

**Highlands County, Florida, Aktion Club:** Diaper and blanket collection

**Little Havana, Florida:** Carnival Miami

**Trafalgar Middle School, Florida, Builders**

**Club:** Garden for local soup kitchen

**St. Mary's, Georgia:** Shrimp Festival

**Valley Isle, Hawaii:** Keiki Fest

**Idaho Falls, Idaho:** Teen film festival

**Murphysboro High School, Illinois, Key Club:** Toy and food drive

**Goshen, Maple City, Indiana:** School supply warehouse for teachers

**Shelbyville, Indiana, VC Aktion Club:** Christmas ornament sales

**Iola, Kansas:** All-inclusive playground

**Louisiana's Dawn Busters, Metairie; Kenner North; and Algiers:** Feeding the homeless and other projects

**University of Michigan Circle K Club:** 24 hours of continuous service

**Fridley Senior High School, Minnesota, Key Club:** Multiple activities, including Trick-or-Treat for UNICEF and Dresses for Africa

**Mankato, Minnesota:** Holiday Lights display

**Bozeman, Montana:** Clothing warehouse

**Montville Township High School, New Jersey, Key Club:** Fundraising supports The Eliminate

Project, Children's Miracle Network and area food banks

**Rutgers University, New Jersey, CKI Club:** Dodgeball fundraiser

**Santa Fe, New Mexico:** Zozobra burning

**Bowling Green Elementary School, New York, K-Kids:** Get Out the Vote campaign

**Ogdensburg Free Academy, New York, K-Kids:** Supplies for soldiers

**Lititz Area, Pennsylvania:** Chocolate Walk

**Alamo, San Antonio, Texas:** Riverwalk Fiesta

**Jeb Stuard High School, Virginia, Key Club:** Scarves for charity

**Pinecrest School, Virginia, K-Kids:** Collections, including books and food

**Olympia, Washington:** Community garden for food banks

**Huntington, West Virginia:** Day care for children

**Fond-du-Lac Lakeside, Wisconsin:** "The World's Largest Fish Fry"

**Cheyenne, Montana:** Pancakes at Frontier Days

For more details about these clubs and their projects, visit [kwn.is/2015capital](http://kwn.is/2015capital).



## KCorps

Global Community Service Exchange

### Help Kiwanis Teens Go Global

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

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# news

TRENDS, TIPS, FACTS AND FIGURES  
FROM KIWANIS INTERNATIONAL



## Budget for Toronto

Kiwanis turned 100 in 2015, but Kiwanis Canada turns 100 in 2016. We aren't done celebrating yet! Be sure your club has a voice at the 2016 Kiwanis International convention in Toronto, Ontario, June 23–26. Keep a place in your club's budget to send two delegates to the convention. Need help budgeting? Go to [kiwanis.org/convention/budgeting](http://kiwanis.org/convention/budgeting).

## SPOTLIGHT



## App content

If you haven't downloaded the free Kiwanis magazine app yet, you are really missing out on some great additional content that you could use during your club meetings. Need entertainment at your next meeting? Show a video from the app. Quiz members about stories in the magazine and app—and give a fun prize to the winners. Brainstorm ways your club could be featured in the magazine and/or app. Send us your ideas at [shareyourstory@kiwanis.org](mailto:shareyourstory@kiwanis.org).

## In this month's app:

- A mouth-watering video visit to Elaine Petrisin's kitchen, where she, her grandson Brandon and daughter, Kiwanis International President Sue Petrisin, get busy baking cookies.
- An art exhibit of sorts, via a slide show of Luxembourg Kiwanis clubs' Dolls on Parade (page 42).
- An exclusive video flight with the Chablis Saint Vincent Kiwanis Club of France, as it takes children for their Baptême de l'air.



## Kiwanis Family Month

It's that time again—time to plan how your club will celebrate Kiwanis Family Month during the month of November. Partner with another Kiwanis-family club (K-Kids, Builders Club, Key Club, Circle K, Aktion Club) to make an even greater service impact in your community. Invite Kiwanis-family members to your next meeting. Watch the Kiwanis "What If?" video ([kwn.is/2015whatif](http://kwn.is/2015whatif)), and brainstorm what your Kiwanis family can do to make children's hopes and dreams come true. Celebrate family. Celebrate Kiwanis. Then, you know what to do. Live it. Love it. Share it.



## IDD legacy

We have great news! Picking up on Kiwanis' iodine deficiency disorders project, the Micronutrient Initiative (MI) in Ottawa, Ontario, has partnered with the University of Toronto to secure grant funding for quadruple salt fortification—focusing on adding iodine, folic acid, iron and Vitamin B12 to salt.

MI and Kiwanis International are co-founding organizations of the Global Network on Sustained Elimination of IDD.



## Structure change

Changes in several district standing committees and leadership roles in 2016 will align with Kiwanis' strategic plan. Some new leadership roles, including a new PR coordinator role, have been designed for a multi-year commitment (up to three years) to promote continuity and build upon skills. Changes do not take effect until October 1, 2016, and are outlined in the minutes from the June 2015 Board of Trustees meeting. Visit [kiwanis.org/June2015minutes](http://kiwanis.org/June2015minutes).

## Trick or treat?

We're down to the wire, folks, and every single penny will count toward our goal. So the question is: Will you—and your Service Leadership Programs—Trick-or-Treat for UNICEF this year to benefit The Eliminate Project?



# news

## Go places

Have you been itching to get out of town? To go on the adventure of a lifetime? Kiwanis and AHI Travel have partnered to create Kiwanis Travel, and the first trip is November 1–9, 2015, to Cuba! Time is running out to book this fantastic getaway. If you need more time, check out the website and peruse the future excursions, including the next trip: an 11-day adventure in Barcelona. Learn more at [kiwanis.ahitravel.com](http://kiwanis.ahitravel.com)



## MNT has big news

This just in: Kiwanis International has reached US\$100 million in cash and pledges for The Eliminate Project. This new total includes a matching grant from the Canadian government and more than US\$8.3 million raised during district Kiwanis conventions—a record US\$7.5 million in one weekend. This is wonderful news, but we aren't finished yet. We still have one final push to reach our US\$110 million goal by December 31. Learn more at [TheEliminateProject.org](http://TheEliminateProject.org).

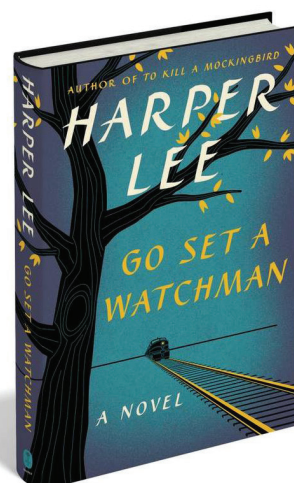


# short takes

- The Monumental Pancake Lunch, which was served at the 100th Annual Kiwanis International Convention in Indianapolis, Indiana, netted US\$6,100 for The Eliminate Project—accomplished with our partner IHOP's 240 gallons of pancake batter and 189 gallons of maple syrup!



- The Eliminate Project's Centennial Award is now available through the end of December. Learn more about how you can honor your commitment to Kiwanis and our 100-year history at [TheEliminateProject.org/recognition](http://TheEliminateProject.org/recognition).
- Need a fun video to share at your next club meeting? Check out the cute kids at [kwn.is/2015whatif](http://kwn.is/2015whatif).
- Kiwanis is mentioned in Harper Lee's newest book, "Go Set a Watchman."

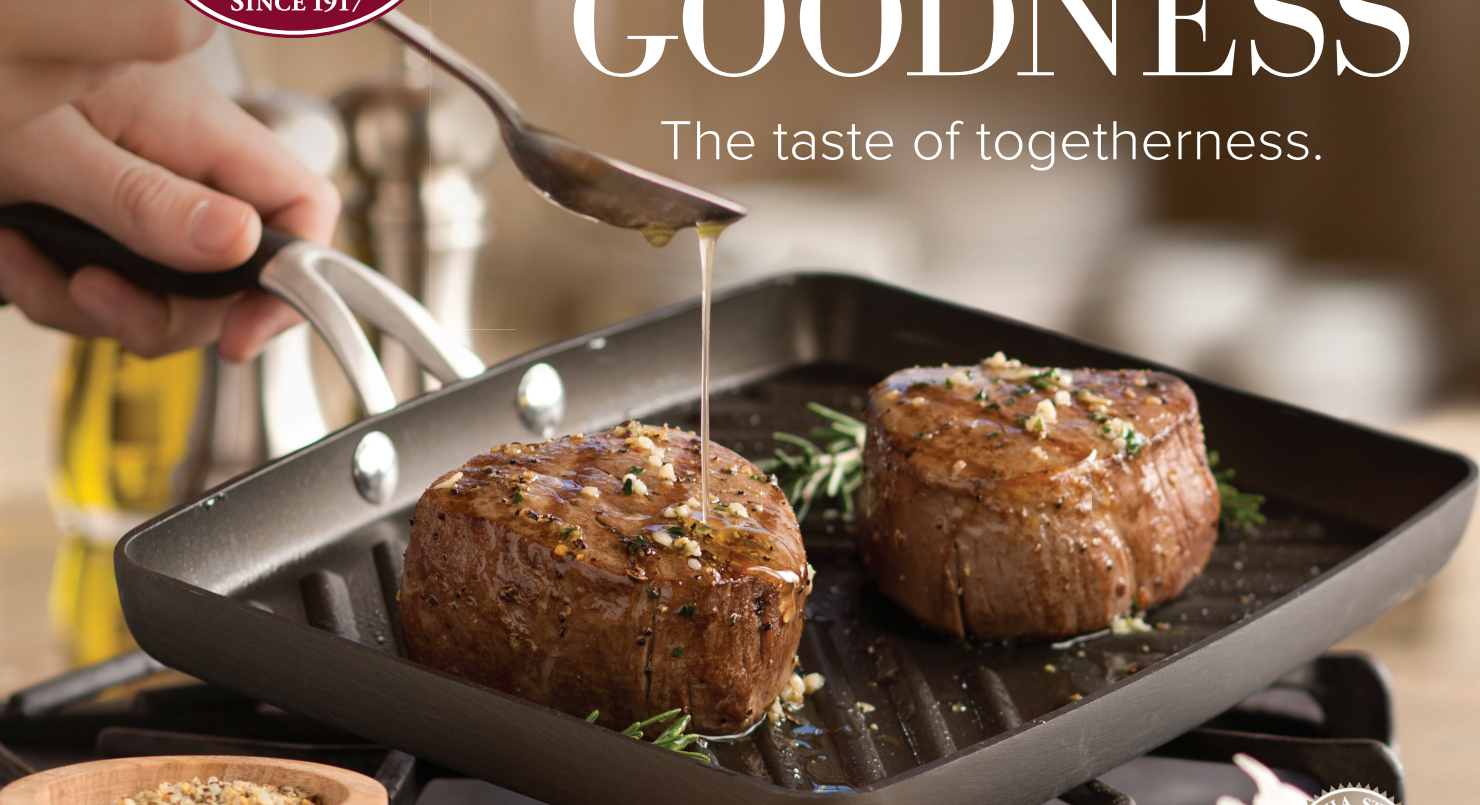






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# first

SUE PETRISIN LEADS KIWANIS INTO A NEW CENTURY  
AS THE ORGANIZATION'S FIRST FEMALE PRESIDENT.

STORY BY JACK BROCKLEY

PHOTOS BY BRIAN KELLY AND JACK BROCKLEY

## "Congratulations, Sue."

Those two words—spoken by Kiwanis International Executive Director Stan Soderstrom in a curtained "green room" behind a convention stage in Vancouver, British Columbia, Canada—were the first announcement that Kiwanis had made the historic decision to elect Sue Petrisin as its 2013–14 vice president.

Within minutes of receiving the news, the East Lansing, Michigan, Kiwanian was swept up in a wave of pandemonium.

She remembers nearly missing her cue to get on stage as the election results were announced to the House of Delegates. She remembers spotlights and cam-

era flashes that blinded her as she looked for her mother in the audience. And she remembers returning backstage and being greeted by Kiwanis' then-PR Manager Jo Lynn Garing saying, "You've made history."

"What?" Petrisin asked.

That's when she remembered what her election meant for Kiwanis. She'd be the first woman elected as a Kiwanis International officer. And keeping with Kiwanis tradition, she would—in two years—be the first woman to serve as president of Kiwanis International.

As of October 1, 2015, that day has arrived. And though she's hesitant to consider it a personal achievement, she's well aware of what her place in history means to Kiwanis.

"I understand what it took for Kiwanis to get to this place. That it took about 75 years for service organizations to open their membership and another 20-plus years before a woman was elected president. But we did, and we're the first among all the world's major service club organizations."

"I honestly don't think I thought about being the first woman," Petrisin says. "That was never part of my thought pattern when I decided to run for a spot on the Kiwanis International Board. I looked at this as an opportunity to serve an organization I love—an organization that has given me so much."

"On the other hand, I understand what it took for Kiwanis to get to this place. That it took about 75 years for service organizations to open their membership and another 20-plus years before a woman was elected president. But we did, and we're the first among all the world's major service club organizations. I'm proud that Kiwanis was first."

At another convention—a 100th anniversary Kiwanis-family celebration in Indianapolis, Indiana, this past June—Petrisin learned how important her election would be for other female leaders. Standing outside the main exhibit hall, she was approached by a young woman wearing a Key Club badge.

She was crying.

She apologized for her tears.

"She said she was honored to meet me and that I was her idol," Petrisin says. "She'd read about me and wanted to meet me and she had to build up the courage to talk with me."

"I thanked her for the work she was doing and her commitment to helping children. I told her to never give up and that she could do anything she put her mind to."

Like running for Kiwanis International president.

**Sue** Petrisin likes the word *like*. She uses it like a shrug. And it's often followed by a soft OK. Like when she explains her first venture into Kiwanis-family politics, which occurred while attending a Key Club Michigan District convention in 1978.

"They were looking for somebody to run for treasurer, and my friends were saying, 'Sue, you should do this.' So I'm like, 'OK.'"

It's not used with indifference, nor is it a rallying charge into the fray. It's simply a quiet willingness to try. But behind that simple expression are personal characteristics equal to any challenge. Those who know her define her with words such as *creative, calm, sensible, collaborative, problem solver, life-long learner* and *organized*.

Lisa Parker is one of Petrisin's co-workers at Michigan State University's Alumni Association, but their friendship began in the early 1990s when Parker arrived on the East Lansing campus and joined the MSU CKI Club. Petrisin was the club's faculty advisor.

"I remember she had this Franklin Covey planner book loaded with notes and organized, and the penmanship was so perfect," Parker says, grinning as if she's telling secrets on her best pal. "I had my trusty little calendar from the book-





[ There are three families in Sue Petrisin's life: She's been a member of the Kiwanis family (top, left on stage at Kiwanis' 2015 convention) since her Key Club days. She's been a student and employee at Michigan State University (top, right with her Alumni Association staff). Her MSU and Kiwanis connections frequently merge, as on a Kiwanis trip for The Eliminate Project (bottom, left) in Cambodia, where she was greeted by MSU alumni who, having learned of her arrival in Asia, drove six hours from Vietnam to meet her. The Petrisin family is led by mother Elaine, whom you'll meet in a cookie-baking video on the Kiwanis magazine app.





[ Up to 75,005 fans fill Spartan Stadium on autumn Saturdays, but Sue Petrisin is there year-round. Her office is on the third floor.



store, and I'd tuck it away in my backpack hoping Sue would never see it because hers was so thorough and perfect. Sue's one of the most organized people I know."

As executive director of the MSU Alumni Association, Scott Westerman is Petrisin's boss. He recalls her interview for the position of the association's director of programming. It would be a big change for someone who'd worked 25 years in the university's residential and hospitality division, where her job involved blueprints, forklifts, nuts and bolts. Westerman was looking for an "imagineer, a big-picture strategist."

"Within minutes, the interview became almost like a consulting session," he says, describing how Petrisin led the group through a collaborative, brainstorming workout. There was no doubt whom the next program director would be.

"She really brings a neat combination of both left brain and right brain to the job, which is perfect for a senior leader. They have to be able to understand the creative side but also understand the mechanics of how to get it done and that there are personal relations in making things happen.

"These are the same strengths she brings to Kiwanis."

**Sue** Petrisin loves Michigan State University. Sue Petrisin loves her Ki-

wanis family. The collar of her green or white blouse or jacket always carries a Spartan and "K" pin.

"They're really very similar," Petrisin says. "MSU's tenets of lifelong learning and public service parallel Kiwanis' commitment to serving the needs of children and communities."

And both are adjusting to a changing world. In recent years, the MSU Alumni Association has transformed from an organization that expected support from its members to a customer-focused entity. It has been, Westerman says, a bold, sometimes difficult change of philosophy. Petrisin, he adds, was one of the architects of that change.

Now, she's president of Kiwanis International.


"Kiwanis," she wrote on her campaign website (suepetrisin.com), "is in a very fragile position. As membership continues to decline, we must give immediate attention to this challenge facing our organization. We have allowed our great organization to develop a management structure that is too complicated."

Then she listed ideas: Lead differently. Message differently. Refocus on the power of the members. And make it easier to operate a Kiwanis club.

"I come from a family of seven children," Petrisin says. "My parents operated a summer resort in northern Michigan; so it was important that we children did our work to

maintain the resort. As the big sister, I learned that my role was to make sure that my younger brothers and sisters were taken care of, that they had what they needed to get their work done.

"That's how I see my role as Kiwanis International president: that board members have what they need to get their work done so our clubs have what they need to succeed."

That, she plans, will be the real legacy of the first woman to serve as Kiwanis International president. 

## Other firsts

Here are six other Kiwanis International presidents who were firsts:

- 1916, George F. Hixson, New York, the very first
- 1919, Henry J. Elliott, Quebec, first Canadian
- 1994, Ian Perdriau, A.M., first Australian and first non-North American
- 1995, Eyjólfur "Eddie" Sigurdsson, Iceland, first European
- 1997, Walter Sellers, Ohio, first African-American
- 2002, Juan F. "Ito" Torres Jr., Philippines, first Asian



## Kiwanis International — 2015-16 Officers

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# Sole Man



TOMS SHOES FOUNDER BLAKE MYCOSKIE DISCOVERS  
THAT ONE GOOD IDEA CAN IMPACT MILLIONS.

INTERVIEW BY KASEY JACKSON | PHOTOS COURTESY OF TOMS SHOES



In 2006, Blake Mycoskie took a trip and got an idea that would change the world. Sounds like an overblown statement, but it is not. It's just a drop in the bucket. In reality, life for millions of people around the world changed because of the vision of one young man who wanted to make a real difference. And he's not done yet.

Mycoskie founded TOMS after a trip to Argentina moved him to help the children there—children he met who had no shoes. Born with TOMS Shoes was the One for One idea: Buy a pair of TOMS Shoes for yourself and someone in need, somewhere, gets a pair of shoes as well. *For free.*

Since that initial idea, the One for One promise has grown into a clean water initiative, an eyeglasses project and now a project focusing on something very close and dear to the Kiwanis family: maternal health and safe birthing practices.

We reached out to founder Blake Mycoskie to see what he's up to now, and to pick his brain a bit about how he comes up with such life-changing ideas.

**You seem to be quite an “ideas guy.” You’ve kept a detailed journal for years, complete with sketches of your ideas. Is this how you keep up with all of your ideas? And how do you know which ones to really go after?**

Writing in a journal is so special to me; it's almost like my Linus blanket. There's something that is so timeless and classic and somehow more permanent when an idea or thought is written down by hand, much more so than typing something up on a laptop or iPhone. I don't quite know why that is, but I get a lot of pleasure in going back to journals I've kept from seven or eight years ago, when TOMS was struggling to become relevant, and just seeing some of the things we were struggling with or trying to solve. The problem with having so many ideas, of course, is that they are not all good ones, but fortunately I have had close associates I've confided in over the years who have helped me weed out the good from the bad. But when they're good—really good—you just know.

**You've had so many successful ventures. TOMS just happens to be the most popular, most recognizable. Tell us a little about one of your latest big ideas: TOMS Roasting Co.**

We've known for several years that TOMS needed to go beyond giving shoes, that we have a responsibility to do more, especially as we've become successful. So we followed up shoes with TOMS Eyewear, which helps save and restore people's sight, and then last year launched something completely different

and unexpected, which was coffee. But not coffee for coffee's sake, but coffee for water. I'm not sure most people realize how important water is to the coffee-making process. It takes a tremendous amount of H<sub>2</sub>O to wash and preserve high-quality coffee beans. At the same time, many of the people in coffee-growing countries don't have access to safe water. So that was our “ah-ha” moment. TOMS works directly with farmers and, in return, invests in long-term water systems to help provide safe water to communities without it. So with every bag of TOMS coffee you purchase, we will give one week of clean water to a person in need. One for One.

“The numbers are pretty humbling today. And even though we have given nearly 40 million pairs of new shoes to children in need around the world, saved or restored the sight of over 300,000 people, and provided for over 100,000 weeks of clean water for people who need it, there is still so much left to do. We feel like we've only just begun.”

**How many pairs of TOMS shoes have been given away to date?**

The numbers are pretty humbling today. And even though we have given nearly 40 million pairs of new shoes to children in need around the world, saved or restored the sight of over 300,00 people, and provided for over 100,000 weeks of clean water for people who need it, there is still so much left to do. We feel like we've only just begun.

**What are you most proud of in all that you've accomplished?**

I believe that business can be used to improve people's lives. That was just one lonely thought I had to myself nine years ago, and when I first described the idea of giving a new pair by selling a pair, people thought I was crazy. But now, the idea that giving can sit comfortably alongside business and profit and not feel strange at all, and actually feels *necessary*, is what I am most proud of. To see that so many people in their personal and professional lives have been so inspired by the belief that we are all here for one another to make the world a better place—not in some idealistic hippie-like way but by using the power of entrepreneurship—is something of which I am extraordinarily proud. We've got imitators in virtually every category of products and business, and that is a very good thing for the world.

**Do you have any regrets?**

I actually have no regrets, and I don't like to live in the past.

**There is quite a specific feeling that pulls people to help others in need, and you obviously know exactly how this feels.**

**What would you say to people out in the world who feel that same way and want to do something, but they just don't know what to do or how to get started?**

I think if you're passionate about something, you should try not to worry about the actual size of the problem or the need, or how big the solution needs to be. You might even want to distill it down to helping one person. Get it right in a small way first, and chances are you will learn so much through the process that can be applied to dozens or hundreds or thousands more people. What a lot of people do—especially entrepreneurs—is create these business plans and raise money they really don't need because they want to get big fast, which is one of the biggest mistakes you can make. The main thing is whatever you're going to do, do it really well and do it small and if you're successful there, the size and scale will come. So that's my big piece of advice: Start small, focus, get it right and then let the growth come.

**Your book, "Start Something That Matters," puts into words the importance of doing something that will better the lives of others. What (or whom) would you say put you on this path of helping others? Did you have a strong role model who instilled this passion in you?**

Growing up, my family and especially my parents played such an important role in allowing me to feel comfortable going down a path like this. My father is a doctor, and my mother was always rescuing and taking in stray animals and pets—she has such an amazing, caring and giving heart. When you witness these kind acts of selflessness daily or weekly during your formative years, it can have an effect on you—as it did me. There is real spiritual and emotional power in giving to others, and that's something I learned early on in life. I'd like to think that that—combined with persistence, hard work, character and integrity—will put most people on a good path.

**For the past several years, Kiwanis members around the world, along with our partner, UNICEF, have focused their efforts to eliminate maternal and neonatal tetanus from the face of the earth. If you had one message for these thousands of volunteers who are working to change the world one child and one community at a time, what would it be?**











My message is to not give up. The fact that innocent babies are dying unnecessarily is heartbreaking. From what I know about this issue, I know that even though the task will sometimes feel insurmountable, if you stay focused and committed and passionate, MNT can be prevented and even eliminated one day. We have faced an issue at TOMS called podocniosis that felt the exact same way, but thanks to our partners, we have made great strides over the past five years and continue to make strides. It takes time, and yes, often it takes money, but it can be done.

**What's your next big idea going to be? Any spoilers?**

My next big idea is here: I became a dad for the first time! Seriously, though, our newest One for One product, the TOMS Bag Collection, launched recently to address the issue of maternal health, which I am now more than quite familiar with. While in the field, I've met mothers and entire families who have been affected by the physical and emotional repercussions of giving birth alone or in unsafe environments. We feel it's our responsibility to change this through the TOMS business model, and we're so proud to be able to present the first TOMS product that can actually help save lives.

**Some people will argue there are enough families and chil-**

**dren in need right in our own backyards that it seems wrong to help people in other countries before "helping our own." Others will argue that helping anyone helps the entire world. What do you think?**

That really is an "either/or" argument which is difficult to win. Obviously, most people can relate easiest to what their own experience is, so I understand why they feel compelled to help in their own backyard, especially in a tough economy. The TOMS community has clearly told us that they want us to do more and to give more in the U.S., which is why we committed to giving over 1 million pairs of shoes last year to people in need in America. We worked closely with our partner Save the Children to integrate shoe distributions into their initiatives in Kentucky, Louisiana, Mississippi, South Carolina and Tennessee. What's even more exciting for us is that the children in Save the Children's SummerBoost Camps and after-school programs received our new TOMS Sports Shoe, which were specifically designed for lots of physical activity, playing games and being a kid.

**In your opinion, what is the biggest threat we face in our world today and how can we each step up to make a positive change? If**

**servant leaders wanted to tackle a project based on this problem, how would you suggest they get started?**

The biggest threat is to do nothing. I mean that. It's so easy to complain about what's wrong with the world or your community, but today with social media and technology it's never been easier to do something about it. So my suggestion is to do something, to start small and not try to change the world all at once. When I started TOMS, I wasn't even interested in starting a new business or company. I thought I'd only be helping 250 kids in a village in Argentina. My goal was small, but obviously the idea turned out to be bigger than I ever imagined. Today's and tomorrow's leaders can do the very same thing.

**What's your favorite pair of TOMS Shoes?**

Well, I am partial to many of the new men's styles we have, from the brogues to our new lace-up chukka boots, but at the end of the day the answer is pretty easy. They are the red university classics with a rope sole and red- and white striped canvas. The more sun-bleached, the better. If I'm going to Fiji or somewhere, I'll take a couple of pairs and let them sit out in the sun to fade. Like most classics, they only get better with time. [K]

[ Learn more about TOMS and its One for One promise at [toms.com](http://toms.com)







# MAD LAB

VISITORS, BEWARE! IN THIS HAUNTED IDAHO LABORATORY, YOU MAY JUST LEARN A THING OR TWO ABOUT SCIENCE.

STORY BY BRETT A. HALBLEIB | PHOTOS BY WILLIAM SCHAEFER

One by one, grade school students walk up to the glass beaker full of clear water. Then they stick their hands inside. In the water, they see their hands but nothing else. Yet, they feel something—something they can't see but feels a lot like . . . eyeballs!

Jaws drop. Eyes widen. Lungs gasp.

The youngsters feel a twinge of fear (are those *really* eyeballs?) and a wave of fascination (why can't I see them?), as college students and Kiwanis volunteers explain the science behind the illusion, called Ghost Eyeballs.

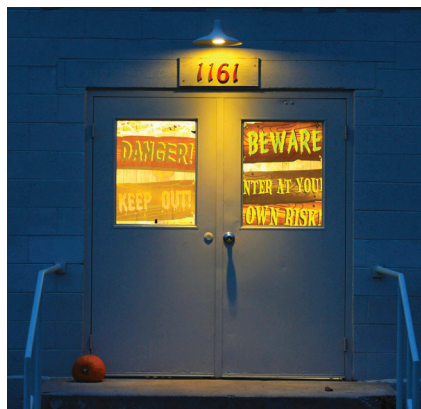
The "eyeballs" actually are a marble-sized polyacrylamide polymer—the same stuff used in diapers to absorb liquid. The polymer refracts light the same way

water does, meaning you can't distinguish the polymer from the water.

Ghost Eyeballs is one of about 50 exhibits in the Haunted Science Lab, an event held every October by the Kiwanis Club of Pocatello, Idaho, and the Idaho State University Society of Physics Students. The lab is the brainchild of Kiwanian Steve L. Shropshire, a physics professor at Idaho State.

"The whole idea is to inspire and educate kids with science in a nontraditional

and nonthreatening way," says Shropshire, who designed and engineered most of the exhibits. "Let them play around with some cool stuff. Spark their curiosity, inspire them to learn a little bit more."



### TONING DOWN THE FRIGHT

Area schools make annual field trips to the lab, which opens for a week every year, enabling students to immerse themselves in cool stuff like electrostatics, lasers, phosphorescence, magnetism and, yes, smoke and mirrors. On Saturday, there are even hovercraft rides. It's like Bill Nye nirvana.

Most of the exhibits, like Ghost Eyeballs, are hands-on. Shropshire adds a spooky twist to each, though he admits to trial and error in finding the right degree of fear. He cites the "Spooky Chair" exhibit as an example.

"Spooky Chair" uses glass and reflections to create an illusion, and it's based on an established magic trick called Pepper's Ghost. Shropshire built a maze out of wood and plastic sheets. As the very first group of students walked through the maze, they were warned, "Beware of the spooky chair ahead." When they saw an empty chair at the end, the students were unimpressed. Until, suddenly, a ghoul (a person in a mask) magically appeared in the chair and lunged at them. Instead of going back through the maze, the screaming children "ran right through the walls," Shropshire says. "We had to close the exhibit."

But word quickly spread about how scary it was. So Shropshire quickly











[ With help from fellow Kiwanians, Professor Steve Shropshire (top, right) uses Halloween's creepy mysteries to teach science.



reconstructed the maze and brought a second group through—and the same thing happened: Terrified students again ran through the walls. Since then, “We’ve toned it way down,” Shropshire says.

Afterward, the students learn about what they just saw—in this case, they learn about reflections and how light behaves. Elsewhere, they might learn about the Magnus Effect and Bernoulli’s Principle when watching a levitating table-tennis ball.

#### ENCOURAGING LEARNING

The lab gets students “really excited about science,” says Norma Jordan, principal at Lillian Vallely School in Blackfoot, Idaho. “They can’t take their eyes off what’s happening. Dr. Shropshire sets it up so the students become curious. They see something that seems magical. Then he teaches them what’s actually happening. He teaches them the science behind it, making them understand there’s a scientific process involved.”

Jordan takes her entire school to the lab, and she says the younger children look forward to it from hearing older children talk about it. “I think it gets their little minds excited about science.”

Megan Bullock, a fourth-grade teacher at Lewis and Clark Elementary in Pocatello, says she likes how the lab “encourages hands-on learning. Kids get to touch it or feel it or see it or experience it. I think it

creates a lasting memory.”

Bullock says she notices a difference even with children who sometimes struggle in class. “They get so excited about what they’re seeing and doing,” she says. “They’re really on task and learning.”

The lab attracts students of all ages, “all the way through high school,” Shropshire says. “There’s enough here for college students to learn a few things. We try to make it accessible for just about all ages.”

Descriptions for each exhibit are written at about a fifth-grade reading level.

#### LAB ASSISTANTS

Shropshire and the Physics Club had been doing the lab on their own for several years before the Pocatello Kiwanis Club got involved. Back then, the lab opened for just a couple of days. “We simply didn’t have the manpower.”

Kiwanians joined the fun about four years ago. The club sets up and runs some of the exhibits. Past President Ed Bowman says the club also contributes money to pay for student bus rides and materials to create the exhibits. “We are heavily involved and we love doing it,” Bowman says. “It’s a positive project.”

Shropshire says Kiwanians really help out during the week, when many of the students have class and are unavailable. “Kiwanis enables us to put this up for an entire week. It has increased by a factor of 10 the

“Any Kiwanis club that has a university nearby should get together with the physics department or the science department and put one of these things together. We all dress up in Halloween costumes, and it really is a lot of fun. The kids just love it and they learn a lot.”

— Ed Bowman, former president,  
Kiwanis Club of Pocatello, Idaho

number of people we can reach.”

Though it’s grown, the lab still can’t meet demand, Shropshire says. “There are more schools that want to come to our lab than we have time available.”

The professor estimates about 1,000 children visited the lab in 2014. He’s hoping to keep it running even longer, and he might have the manpower to do it. The Bannock County, Pocatello, Idaho, Kiwanis Club has agreed to help out as well.

He also thinks the haunted lab is a great project for other clubs.

“This is easily reproducible,” says Shropshire. “And Kiwanis is all about helping kids. One way to help kids is to teach them.” □

# PICTURE A STORY

**PHOTOS DO AN AMAZING JOB OF TELLING YOUR (OR YOUR CLUB'S) STORY.  
AND DON'T WORRY. IT'S NOT ABOUT THE EQUIPMENT.**  
AS TOLD TO KASEY JACKSON | PHOTOS BY SARAH LEEN

Sarah Leen knows a thing or two about storytelling—both visual and narrative. While a student at the University of Missouri School of Journalism in 1979, she was named the College Photographer of the Year, a prestigious honor that would lead her to an internship at National Geographic, a magazine held in high esteem by many photographers for its stunning visual impact. That internship ended up lasting seven months and led to her first feature in the magazine, “Return to Uganda,” which was published in 1980.

Leen is now director of photography at National Geographic. Kiwanis magazine spoke with Leen about her love of photography, the power of great visual storytelling and exactly what type of equipment she suggests for capturing fantastic photos.

Here is an excerpt of the discussion, in her words.





[ Women clean the square after a busy market day at the Great Mosque in Djenné, Mali.



[ Avacha, a live volcano, looms over apartment buildings in Petropavlovsk, Kamchatka.







[ A family enjoys the first day in their new home, built on an almond orchard in Fresno, California.

I was an Army Brat (my father was a career Army officer) so we moved around a lot when I was young, but we settled in the Midwest for my school years. I went to grade school in Minnesota, high school in St. Louis, Missouri, and spent one summer as a foreign exchange student in Turkey that changed my life. I went to the University of Missouri, Columbia, for undergraduate work in Fine Art and did graduate work at their School of Journalism.

Today, people are more visual than ever; they are communicating all the time with images on social media. It's a language that more and more people are becoming fluent in. Good storytelling photography is more important than ever for publications and online. Photography speaks

beyond language and goes straight through your eyes to your heart.

I love how people are communicating with each other through images. It's a very exciting time for photography and photographic storytelling. There are so many options and platforms, something for everyone. I feel this makes the role of the professional storyteller even more relevant and valuable. We have so much to teach people and they want to know how to do it. And they are coming to us.

Do I have a favorite photo? There are too many to mention! I am very eclectic and love all types and styles of photography, from fine art to photojournalism from landscape to still life. I just love good photography on any topic. There is a lot of great photography out there these days.



As for me, if I could have only one camera and lens with me at all times, I'd have to say that right now it's my cellphone.

Since I am no longer shooting professionally, the camera I have with me, my phone, is my favorite camera. (But when I was working professionally, it was my Nikon and a 24mm lens.) I love how easy it is to have a small camera with you at all times. The cameras in phones are so good and the file sizes keep growing so you can make very nice professional-quality images with them. I think good photography is not about the equipment but about the photographer's vision and how they perceive the world. A great photographer can make a great image no matter the equipment.

Does a picture really paint a thousand words? I think what this means is that a photograph can contain a world of ideas, emotions and information, and you can receive much of that in an instant. What might take a few paragraphs in words can all be contained in one image.

You want images with a high aesthetic value, images that are emotional, beautiful, engaging and compelling. For every story, the imagery is unique.

There are no formulas. ☐







[ After picking potatoes, women from the village of Baikalskoye, Russia, enjoy a picnic lunch and a song.



Thermal vents create a frost in Yellowstone National Park, Wyoming.



"Some people call it style, some voice. Either way, there are photographers whose work you can look at and with no other information than the image, you can guess whose work it is. They have a world view and a way of image-making that is extremely personal and their own. Each sees the world differently, but the best photographers also express what they see, how they feel about what they see in a very particular and individual way. It's wonderful when you see work at that level of maturity and sophistication."





## About Sarah Leen

Sarah Leen is the director of photography for the National Geographic Society. She joined the staff as a senior photo editor in 2004.

In 2010, Leen was curator of National Geographic's exhibit "Water is Life" at the Annenberg Space for Photography in Los Angeles. She curated "Beyond the Photograph" at the National Geographic Society headquarters in 2011, and in 2013 curated "The Power of Photography: National Geographic 125 Years" at the Annenberg Space.

She worked as a staff photographer for both the Topeka Capital Journal and the Philadelphia Inquirer until 1982.

Leen has won numerous awards for her photography in the Pictures of the Year (POYi) and the World Press Photos competition. In 2007 and 2008 she won first place Magazine Picture Editing Portfolio from POYi and second place in 2011.



Great photography can help promote your club projects. Need a few photo tips? Kiwanis magazine editors have you covered on page 50.

# showcase



## DOLLS ON PARADE

THEY'RE BIG. THEY'RE PIECES OF ART. THEY'RE HELPING SICK CHILDREN.

STORY AND PHOTOS BY FABIENNE APRIL

"I started with a blank page, an idea and not a single euro," says Arlon, Belgium, Kiwanis Club member Claude Lardo with a twinkle in his eye. Inspired by Cowparade, a global fundraiser in more than 80 cities during which artists decorate cow statues for exhibit and then auction them for charities, Lardo asked: Why not Kiwanis dolls?

Why not giant, colorful Kiwanis dolls?

Toy-size Kiwanis dolls, which comfort hospitalized children, are very popular in the Belgium-Luxembourg District. The Kiwanis Club of Luxembourg has delivered more than 26,000 over the past 20 years.

Workers in India make the dolls' fabric envelopes. (These jobs made it possible for 50 women to buy sewing machines, which can also make kids' school uniforms, thus increasing the seamstresses' incomes.) The forms are shipped to Luxembourg, where the Luxembourg Kiwanis Club's project chairman, Alex Nicola, arranged for disabled workers to finish the dolls.

Andréa Sonntag is responsible for sewing the dolls shut after co-workers have stuffed the figures. She tears up as she explains, "It's important; we help sick children."

The process creates about 2,000 dolls annually, but funding has not kept up with demand. Manufacturing and auctioning life-size doll statues, Lardo believed, could ensure that more children could receive the toy-size dolls, while also increasing awareness about the project and Kiwanis.

An industrial designer by trade, Lardo came up with a statue design, secured funding from the Kiwanis International Foundation and the Belgium-Luxembourg District and proceeded to visit district clubs with the following proposal: A club

would lend 1,250 euros or more, and Claude's team promised to return the loan plus 10 percent of the auction proceeds, with the understanding that all proceeds go to service projects benefiting children.

The clubs suggested artists (opposite page, bottom) to decorate their dolls. One of the artists, Elisabeth Herckes, knew Kiwanis through the doll her son, then five years old, had been given by Kiwanians. "As a mother, I wanted to give back by sharing my passion and my art with Kiwanis," Herckes says.





In Luxembourg City, during the Kiwanis International-European Federation convention this past June—and in the context of Kiwanis' 100th anniversary—25 colorful doll statues were exhibited for a week on private and public properties, such as banks, stores, buildings and philharmonic orchestra grounds, to the delight of tourists and convention attendees. Some enthusiasts played a “Take a photograph next to each doll” game. A German tourist from Wuppertal laughed: “I think sometimes even adults could use a doll while at the hospital! Great project!”

The statues were also exhibited in a shopping center. At an auction this past July 10, half of the big dolls sold for a total 65,300 euros.

“We had never hoped to get such an amount,” Lardo exalts.

The remaining statues—joined by 10 new ones—were sent to Belgium for display and auction.

“The project was difficult,” Lardo admits. “It took a long time, but we did it all with immense pleasure, met unbelievable people along the way, made new friends.

“And if I had to do it all over again, I would.”





## WORDS OF ENLIGHTENMENT

THE BOYNE CITY KIWANIS CLUB ASKS A SIMPLE QUESTION AND GETS AMAZING ANSWERS.

STORY BY CATHY USHER

"If you had US\$100 and could give it to any local charity, what would you do?"

The Kiwanis Club of Boyne City, Michigan, poses the question to area fifth- and tenth-grade students each year. Their responses always amaze.

The Eddie Essay Contest is an opportunity for area students to write about their favorite organizations and possibly garner a donation.

The contest begins with the club visiting area schools to explain the program and rules. "We leave a two-page handout explaining everything," says Bernadette Beyer, who helps coordinate the contest. "Then they have about a month to write their essays."

The club picks up about 125 essays each year.

"We read and rank them all," Beyer says. "We always have a box of tissues on hand when we read them."

The winners, parents, school administrators, press and representatives of the winning students' organizations then join the Kiwanians for their Thursday morning meeting where the awards are given to the students—and passed along to the charities (right). The budding authors don't mind passing on the checks. "They get it," Beyer says. "You win and get to give the prize to someone else."



## LAND OF EXTREMES

KIWANIS SCARVES PROTECT KIDS FROM MOORS' CHILL.

STORY BY JACK BROCKLEY

It's early morning in the Ecuadorian highlands, and there's frost on the ground. There, in the shadow of the glacier-capped Chimborazo volcano, temperatures average about 35 degrees Fahrenheit. Extreme climate. Extreme poverty. Because of the harsh temperatures, children dress in ponchos and caps. Yet they still suffer with colds and lung diseases.

That's one of the reasons members of the Kiwanis Club of Ambato drive 60 minutes up into the moors in vehicles loaded with food and clothing, including warm, "Kiwanis"-embroidered scarves.

"For the past six years, our club has been trying to improve the quality of life for the people there," says club President Fernando Xavier Navarro Avalos. "In addition to the inclement weather, the lack of infrastructure makes it difficult to introduce social development."

Families walk up to three hours to meet the Kiwanians at a school house, where food and clothing are handed out. "Though it sounds incredible, these children still live in isolated tribes, disconnected from many of the things that happen and exist in our modern world," Navarro says.





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## FEEDING MIND AND BODY

SLUMS' CHILDREN HAVE DREAMS, HOPES TOO.

STORY BY JACK BROCKLEY

Kiwanians in Kisumu, Kenya, worry about the children of their community. In area slums, child prostitution is on the rise and HIV/AIDS is prevalent. Defeated by poverty, families give up on educating their children.

That's why the Kisumu Kiwanis Club set up its Early Childhood Development preschool in a church near the slums.

"Teachers walk door-to-door to talk with parents who do not even care if their children attend preschool," says club Secretary Anne Ombewa. "These children are so vulnerable in terms of poverty and are so hungry for learning."

Prospects are much different for children attending the Kiwanis school.

Most days, for example, Asha can be found coloring. Stacy probably will be working with numbers. Emmanuel most likely will be singing a song like "Picking up paw paws; put 'em in a basket. ..."

Every day, they're fed. The school serves a breakfast of porridge and a protein-enriched lunch of ugali with vegetables, chapatti, rice and beans.

"Asha," Ombewa says, "would like to be a TV news broadcaster. Stacy wishes to be a teacher, because she loves her teacher. And Emmanuel wants to be a nurse when he grows up."

## MELON MONDAYS

DAILY FRUIT COMBATS CHILDHOOD OBESITY. STORY BY ALISON STILWELL

The Kiwanis Club of Tri-County, Illinois, serves up daily fruit to young students to establish healthy eating patterns and combat childhood obesity. The program, known as Fruit of the Room, was born as an idea in the mind of Woodbury Elementary School Principal Shirley DeCorte, who wondered whether children would eat more fruit if it was always available. The club adopted the program in 2012, its charter year.

The club, which is located in Sandwich, Illinois, raises funds annually to provide a daily dose of nature's seasonal bounty to Woodbury's preschool through third-grade students, occasionally offering vegetables from the school's garden. The fundraisers, supplemented with donations from parents and businesses, have allowed this perennial project to thrive. Combined with nutritional lesson plans and positive peer pressure, students try new foods.

Early research showed a 10 to 60 percent increase in students eating fruit daily. That's an A+ for Woodbury.







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## birthdays

These clubs celebrate their 25th, 50th and 75th anniversaries in November and December 2015. For a more complete list, visit [kiwanis.org/birthdays](http://kiwanis.org/birthdays).

### 75TH—1940

**Logan, Iowa**, November 12

**La Guardia Airport, New York**, December 6

**La Grange, Georgia**, December 18

### 50TH—1965

**Fairfield, Iowa**, November 3

**Simi Valley, California**, November 8

**Flower City (The), Brampton, Ontario**,  
November 10

**Amsterdam, Netherlands**, November 12

**Liege, Belgium**, November 15

**Charleroi Ellipse, Belgium**, November 17

**Salzburg 1, Austria**, November 22

**Thun, Switzerland**, November 24

**Lugano, Switzerland**, November 27

**Mariemont, Ohio**, November 30

**Geneve-Carouge, Switzerland**,  
November 30

**Holmdel, New Jersey**, December 2

**Boulder, Montana**, December 13

**South Bakersfield, California**, December 17

**Thousand Oaks, California**, December 17

**Greater Tacoma, Washington**, December 21

**Greenwood, Indiana**, December 28

### 25TH—1990

**Oro Valley, Arizona**, November 1

**Wyandotte, Sunrise, Michigan**, November 2

**Pelican Bay, Naples, Florida**, November 12

**Roseau, Dominica**, November 17

**Chung Hsiao, Taipei City, Taiwan**,  
November 18

**Daphne-Spanish Fort, Alabama**,  
November 28

**Central Dupage County, Illinois**,  
November 29

**Rolling Hills Estates, California**,  
November 29

**Ta Tsun, Changhua Hsien, Taiwan**,  
December 1

**Versailles Royal, France**, December 5

**Marietta Golden K, Georgia**, December 6

**Westchester Village, Bronx, New York**,  
December 13

**Tarboro Golden K, North Carolina**,  
December 19

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## SHOOTING STAR

### 7 WAYS YOU CAN BE A BETTER PHOTOGRAPHER (AND WHY IT MATTERS).

*Every Kiwanis club member should have a role in telling a club's story. One way to do that: Capture your club projects through photography. No, you don't need a high-end, expensive camera. Nowadays, most of us carry a quality camera in our pockets and purses—attached to our cell phone. You'd be surprised what you can get with a phone! Or, if you do have a digital SLR camera (also known as a DSLR), set that beauty on its highest setting and snap away.*



**Shoot RAW.** That's what we were talking about when we said to set the camera on its highest setting. This will allow for images to be edited and blown up to huge sizes, in the event you capture an award-winning picture. Or, in the event your club's image is to be used in a publication

such as Kiwanis magazine (hint, hint). (If your camera doesn't shoot RAW, select the highest resolution and size.)

**Get CLOSE.** Don't be afraid to get in their faces. These are your friends, after all, so get up close and personal. People love to see emotion and smiles and freckles and people having a good time. Show it off.

**Step BACK.** Just as you should get close, you should back up as well for an "overall shot" of the event. Show everyone how many people were there. Set a scene. Make us feel like we were there.

**Use LIGHT.** Lack of light will kill a photo. Take advantage of natural light when at all possible. If you are having trouble with light, especially indoors, consider bringing in lamps or using alternative light sources (flashlights, the light on your phone) to add some brightness to a scene.

**Show ACTION.** We all want to see what was happening, not someone's backside. If your club is having a pancake fundraiser, shoot photos of people flipping pancakes. Get details of the batter. Show a close-up of a smiling face. Give us an overall view of the entire event. Make us smell the syrup. Show a child enjoying her plate of flapjacks. Cover all angles of the scene and show an event that is full of life and fun. Don't just take a photo of a pancake.

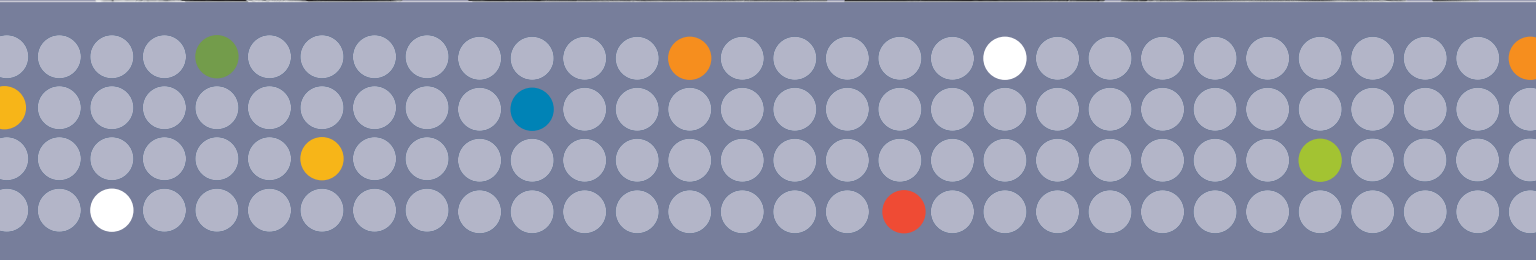
**Get PERMISSION.** If your event is public, it's likely fine to take photos of everyone and everything. But if you're in a hospital or school, for instance, the rules change. Be smart. Get permission. Read more and download a consent form at [kiwanis.org/photorelease](http://kiwanis.org/photorelease).

**Have FUN.** Take time to move around your event. Meet people. Introduce yourself. Be in the Kiwanis moment. Love it. Live it. Share it.





# KIWANIS FAMILY MONTH



## Strong families stay in touch.

The Kiwanis family has members of every age and ability. We're all inspired to serve. So why not do it together? That's the idea behind Kiwanis Family Month. This November, reach out:

- Invite SLP members to a Kiwanis club meeting.
- Have job-shadowing days with SLP club members.
- Write encouraging notes to an SLP club.
- Create a project or fundraiser for multiple clubs, such as a park clean-up, coat drive or pancake breakfast.
- Host an event for parents of SLP members.

Let's strengthen our impact *and* our bond. Who knows—getting together might become a habit.



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