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CHIEF COMMUNICATIONS OFFICER Ben Hendricks

PUBLISHER/CIRCULATION MANAGER Jack Brockley

MANAGING EDITOR Kasey Jackson

ASSISTANT EDITORS Curtis Billue, Julie Saetre

ART DIRECTOR Andy Austin

CONTRIBUTING EDITOR Tony Knoderer

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

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Photographed by Fien De Geyter

PRESIDENT'S MESSAGE

JIM ROCHFORD • KIWANIS INTERNATIONAL PRESIDENT

LEADING BY EXAMPLE

As Albert Schweitzer said, "Example is not the main thing in influencing others. It is the only thing." I am proud to have worked with a group of people, most notably, my class of governors and Eye of the Tiger team, who lead by example.

We've been supported by The Formula team, the Kiwanis International Board and staff, exemplifying 1+1=3: When we work together, what we achieve greatly exceeds what we could do individually.

As of this past July, we have a strong shot at achieving our goal of adding 409 clubs. These are clubs not for numbers' sake, but for impact sake.

We recently opened a club where the world's third-largest Key Club had not had a Kiwanis club in the community for more than 10 years. I've spent about 80 percent of my time on the road opening clubs, but even more importantly, teaching others how to do it. I find the experience reinvigorating, because it supports what we do best: service and sponsorship of our Service Leadership Programs, as well as supporting our Children's Fund and The Eliminate Project.

I am proud to say the average overall age of members of our new clubs is much lower than our

average age. At the same time, we appreciate all the hard work our longtime members do year-in and year-out.

Kiwanis enthusiasm is at an all-time high! We can't take our eye off the ball. Remember, there's no substitute for hard work in spreading Kiwanis to new communities.

It truly has been an honor to have the opportunity to lead by example and help grow our membership for only the second time in the past 26 years. This needs to be part of our DNA, not just one year and done.

We must continue to rebuild our membership so we can continue cutting-edge service and support our SLPs for years. Our 2018-19 Kiwanis International vice president, Art Riley, said the legacy of this year — rather than just opening clubs — will be the people we taught how to do it.

Thank you for the opportunity to serve this great organization!

A big thank you to The Formula for Americas Chair Jim Dooley and Eye of the Tiger Chair Kendra Skidmore

for working with me for the past two years to provide all the recognition tools to help achieve the results we are attaining.



EXECUTIVE PERSPECTIVE

STAN SODERSTROM • KIWANIS EXECUTIVE DIRECTOR

A MUST-READ

If you read only one column this year ... please make it this one.

As a matter of fact, I invite you to take this to your next club meeting and read it aloud to the membership.

At our 103rd Annual Kiwanis International Convention in Las Vegas, Nevada, this past June, I reported to delegates on the remarkable progress we have made during this 2017-18 Kiwanis year in opening new clubs. At that time, with three months left, we were on track to set an all-time club-opening record in our 100-plus year history.

Being part of a growing, thriving organization should be something in which we can all take pride.

I know most Kiwanians are members of a Kiwanis club for the community service we generate and the fun and fellowship that goes along with it. Working on building a new Kiwanis club in another community is not something you signed up for. And that's OK.

What I hope you will read in this column is that we have had a phenomenal year of inviting new members into our clubs.

But at the end of September, club secretaries make a final adjustment to

the rosters, dropping any members who have left the club in recent months. On the average, we experience a drop of about 5 to 6 percent in this annual adjustment.

Here's my special request: If your club and club president have worked hard this year, use the month of September to invite a new member to join. Head off the membership drop your club may experience by introducing a new Kiwanian. Your club needs a gain to be recognized as a distinguished club for the year. Your president will get the recognition he or she is due. And your club will be stronger to start the new year on October 1.

Take out your cell phone and scroll through your contacts. I'll bet you can find at least three friends who might be right for Kiwanis. Then call them and invite them to your next meeting.

It's just that easy.

Remember why you joined your club and who invited you. Think about what makes Kiwanis a worthwhile experience for you. And use those thoughts to share with those

whom you invite.

Thank you for a successful Kiwanis year.

And best wishes to our leaders who take office on October 1.





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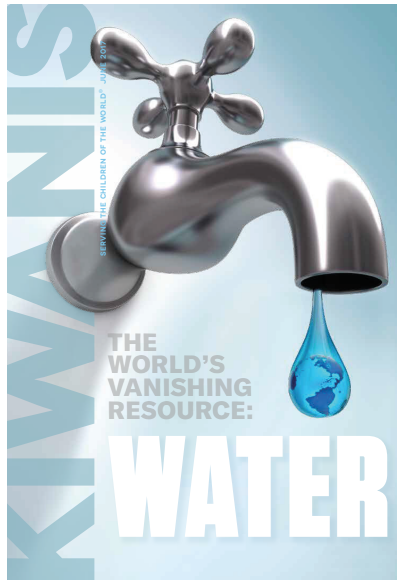
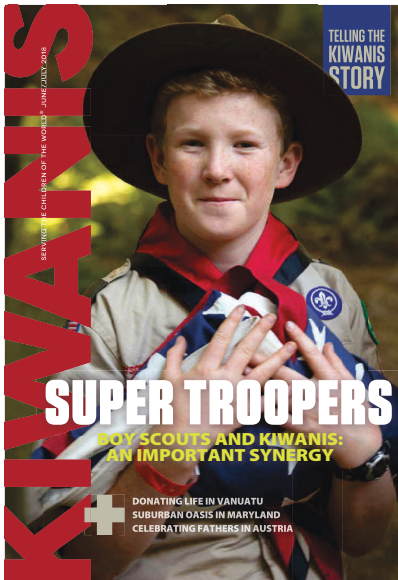
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Letters

Readers of **Kiwanis magazine's** print version and blog respond to features from the June/July 2017 and 2018 issues. Join the conversations at kiwanismagazine.org or email magazine@kiwanis.org.



SAFE HAVEN

Congratulations to these motivated young women. Escaping the yoke of tyrants is always liberating. Hopefully their social options will permit their continued learning and achievements.

Richard Berling

Kiwanis Club of Downtown Madison, Wisconsin

RESCUE MISSION

Boy oh boy! Another story that makes me feel proud to be a Kiwanian.

Susan B. Jones

Kiwanis Club of Maryville, Tennessee

This story makes me feel satisfied that I have spent 48 years as a Kiwanian.

G. Ray Peek

Kiwanis Club of Karrinyup, Western Australia, Australia

What a fantastic project! It has everything: Empowerment, practicality, game-changing, and it's a true down-to-earth initiative!

Jim Puskas

Kiwanis Club of Rideau, Ottawa, Ontario



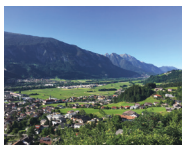
SIGNATURE PROJECT

Celebrating FATHERS

KIWANIANS IN SCHWAZ, AUSTRIA, HAVE BEEN PUTTING DADS IN THE SPOTLIGHT FOR DECADES.

Words and pictures KASEY JACKSON

Schwaz, Austria, is a picturesque city in the state of Tyrol, situated in the Lower Inn Valley at the foot of the Kaffersjoch mountains. Locals speak proudly of its strong heritage — it's still known today as "silver town" because of its abundance of silver (and copper) back in the 15th and 16th centuries. You might've even seen the iconic and very photogenic Schloss Frensdorberg in a photo at some point. It's a stunning castle perched atop a hill overlooking the valley below. The city looks to be straight out



of a Hollywood film, but it's very real. And about 15,000 people call it home. Every second Sunday in June since 1986, the Kiwanis Club of Schwaz has hosted its Vätertag — a Father's Day Celebration

that brings together ... well, practically everyone in Schwaz and the surrounding towns has attended this festival at one point or another. "It's a very good idea to do this every year, meeting each other and coming together," says Martin Vica, a vice-mayor and member of the Tyrolean State Parliament. "I'm so happy to have a chance to go out and have fun on Father's Day. And the Kiwanis volunteers help so much in such a direct way. If something happens here, Kiwanis is first to help. They do such a great job."



JUNE/JULY 2018 31

That is a truly inspiring story. I hope to visit one day and see these women working.

Feanna Jattan-Singh

Kiwanis Club of Worcester, Massachusetts

As a person from Kenya, I don't remember seeing such an amazing project where young women train and drive heavy farm machinery. I call it "extraordinary" and bless the heart of (Kiwanian John) Eanes for doing such a wonderful mission in Africa where farm equipment is a rare thing to see or find and if you find one it would be super expensive to hire. When I grew up, we used to use the so-called *pangas* in Swahili — or machetes — to plant and weed crops. We also used a tool called *jembe* in Swahili — or hand plow — to cultivate land. This was very tiresome. We need such projects in Kenya at-large to boost farming practices and eradicate poverty in marginalized communities. I'm so proud of the young women who are going through this empowerment. The sky is the limit.

James Kantet

CELEBRATING FATHERS

Awesome way to celebrate dads!

Thalia

BLOOD LINES

It's nice to get some encouraging news once in a while, and it sounds like there

are good things happening in Vanuatu. Keep up the good work!

Wolfram Andrews

Kiwanis Club of New Holland, Pennsylvania

I'm amazed to see so much enthusiasm and fervor to help this small community with a tender heart. Their joy is pleasant and immense.

Jocelyne Lepel Cebarec

SERVICE AROUND THE WORLD

Blood lines

KIWANIANS IN VANUATU RAISE FUNDS AND ORGANIZE VOLUNTEERS TO SUPPORT A SCHOOL AND A LIFE-SAVING BLOOD CENTER. Words and pictures KASEY JACKSON

It's heartwarming, and the energy at Pikinini Playtime is palpable. Children dart to their classroom doorways to try and catch a glimpse of the visitors who have come to their school. Some offer a shy hello and a giggle.

Pikinini Playtime Early Childhood Care and Education Cen-



ter is located in Vanuatu on the island of Efate, situated in the Pacific Ocean. On this day, visitors from the Kiwanis Club of Port Vila (the capital city of Vanuatu) have come to say hello. Several kindergarten students are thrilled to share their news. They'll be going on a field trip to Shark Bay in a couple of days.

Kiwanians in Port Vila have been helping at the school for a few years now, offering prizes for the school's playground and sponsoring students by paying their tuition costs. Pikinini Playtime Principal Carol Batten says every bit helps, especially because the school has changed a lot since its earliest days. "Originally, we started with just children, and we had six

children," she says. "And we've grown from there since 2012. We've added a class every year. So some of the children who were with us on day one are still with us, and two teachers who were with us on day one are still with us. We've grown together."

There are now 150 students on each of the two campuses.

Anna Wille (left) is one of the students sponsored by the Port Vila Kiwanians. She sits in her wheelchair and watches as her friends bounce past her, on their way to the playground after finishing lunch. She's all smiles as she poses for photos with her Kiwanis friends. There are about 25 children with disabilities at Pikinini Playtime, Batten says. "Anna was born as a child," Batten explains. "She was in a



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Moving pictures

A BELGIAN VILLAGE STAGES A NATURE-THEMED FILM FESTIVAL AT TWO HISTORIC SITES.

Words **KASEY JACKSON** • Pictures **FIEN DE GEYTER**

Tucked in the heart of the rolling hills of the Flemish Ardennes in the province of East Flanders, Belgium, a group of Kiwanians is busy with last-minute preparations before several hundred guests arrive. Everything is coming together for a very special three-day film event these volunteers have been planning for more than a year.

Blikveld was born out of enthusiasm for film and love for the nature of the area, says Hans 't Kindt, event chair and a member of the Kiwanis Club of Universus Oudenaarde. The films were chosen for a reason: people and nature merging in unique locations.

"Blikveld shows eight large and small classics for young and old," 't Kindt says. "Stories about past and present, friendship and love, encounters and farewells. Films that derive their character from this unique landscape: undulating emotions, sweet or threatening, vulnerable but overwhelming."

Two locations were chosen for the screenings: The Marca, a cultural event space located in the former St. Eligius Church of the district of Maarke; and Saint Vincent Chapel, which dates back to the 12th century. The spaces



are located within an easy 10-minute walk of one another.

“When we started working on Blikveld, we wanted to do something new and different that would surprise the people in our region,” ’t Kindt says. “Kiwanis Universus has a tradition of trying to surprise people with new ideas and projects. In past years, we made our own 600 bottles of Limoncello and organized a party in an old factory. Since we live in a region without cinemas nearby, we started thinking of a film festival in beautiful historic locations which would add something to the selected movies.”

The event, which included two after-parties and Sunday brunch, was a success, with more than 700 people of all ages in attendance. Proceeds support four local partnerships and national and international social projects focusing on children, including The Eliminate Project and Happy Child, a European project created in response





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*“I am very proud that as a club
we worked together on Blikveld.
We were friends before Blikveld and
our friendships became stronger.”*

HANS 'T KINDT
KIWANIS UNIVERSUS OUDENAARDE



to the refugee crisis in Syria.

But the project did more than raise money for future Kiwanis projects. It brought the club closer together.

"I am very proud that as a club we worked together on *Blikveld*," 't Kindt says. "We showed respect for each other and worked in a positive vibe. That is what I'm really proud of. Friendship is one of the values we share in Kiwanis. We were friends before *Blikveld* and our friendships became stronger."

Want to stage a similar project? Learn about this and more at kiwanismagazine.org. 











***“Kiwanis Universus
has a tradition of
trying to surprise
people with new
ideas and projects.”***

HANS 'T KINDT
BLIKVELD CHAIR





TEACHING TECH

**TEENS KNOW HOW TO TEXT AND USE SMART PHONES.
AND THEY'RE SHARING THAT KNOWLEDGE WITH SENIORS.**

Words **JULIE SAETRE**

Three years ago, at a senior center in Albuquerque, New Mexico, a group of older adults had just completed an introductory mentoring session with Teeniors, a business that hires tech-savvy teens and 20-somethings to mentor senior citizens on the basics of smart phones, laptops and other modern devices.

Trisha Lopez, who founded Teeniors in 2015 after winning first place at New Mexico's Startup Weekend Women's Edition, moved through the room, surveying the adults about their experience. When she approached one woman and asked for her feedback, Lopez was taken aback by the response.

"She just started bawling," Lopez recalls. "She said, 'I can't tell you what this has been like. For someone like me, who has no young people in her life, no family to speak of, you all have given me hope. Someone will help us and not yell at us. You welcomed me the moment I walked in. You didn't make me feel stupid or condescended to. I hope you realize the impact of what you're doing here for people like me.'"

While tears aren't typical at a Teeniors session, similar grateful reactions are commonplace. Teeniors and groups like it not only bring the benefits of technology to older citizens, but they build bridges between two generations.



“We guarantee you that you will connect more often with your daughter or son or grandkids if you learn to text as opposed to hoping they’ll call you every Sunday.”

TRISHA LOPEZ
FOUNDER OF TEENIORS

“In our society, we tend to isolate people as they age,” Lopez says. “We’re like, ‘Why don’t you stand over there to the side?’ We prioritize youth and beauty, so they’re even more isolated.”

Isolation’s impact on older adults can’t be underestimated. The AARP Foundation reports that more than 8 million American adults age 50 and older are affected by isolation, while the Campaign to End Loneliness reports that 1.2 million older people in the United Kingdom are chronically lonely. Both the AARP Foundation and the Campaign to End Loneliness add that social isolation carries the same health risks as smoking 15 cigarettes a day. And a 2013 study published in the scientific journal *Proceedings of the National Academy of Sciences* linked social isolation in older men and women with a higher mortality rate.

When young people teach tech to older adults, they lessen isolation risks in several ways. The tech knowledge itself allows seniors to use smart phones, laptops and tablets to more easily keep in touch with children and grandchildren, as well as other relatives and friends. Even learning how to text opens new channels of communication.

“What seniors fail to realize is that texting has replaced letter writing and the telephone,” says Brenda Rusnak Cassaday, president of Best Part Productions and executive producer of “Cyber-Seniors,” an award-winning documentary that evolved into an international program pairing volunteer teen tech mentors with older people. “If you want to continue to have a relationship with your grandkids who live out of town, and even those who live in town, this is a great way to do it.”

One question Lopez and her Teeniors pose to their mentees is: “Who in this room knows how to text?” For the seniors who don’t, Lopez makes an appealing promise.

“We guarantee you that you will connect more often with your daughter or son or grandkids if you learn to text as opposed to hoping they’ll call you every Sunday.”

With the basics of texting behind them, seniors can progress to other forms of communication, including taking, sending and receiving photographs and Skyping with family. Teen mentors also help them learn to understand and download apps, which introduce an even wider world. GPS-based apps enable seniors to find their way to a friend’s

house, a theater performance or a group gathering. Music services allow them to listen to favorite tunes of the past or find new artists to enjoy. Mentors guide them through creating a playlist of 1950s pop hits, streaming a Beatles channel or downloading a favorite album.

YouTube, with its wide range of entertaining and informative videos, offers seniors new ways to experience old favorites. A senior who loves baking has access to seemingly endless recipes and tutorials, while a theater-loving person no longer must wait for a favorite performance to come to town. Cassaday recalls one senior telling her mentor about the first opera she ever attended. The mentor helped her find a video of the opera online.

"The look on her face as she was watching it and listening to it, it was just like she had been transformed to 50 years earlier," Cassaday says.

Another Cyber-Seniors client had her own moment of rediscovery through Google Earth, which allowed her to visit her hometown virtually.

"She couldn't believe that she was able to see the house that she was born in and her old community," Cassaday says. "She said that back in her day, there were no cars, and suddenly her old street was lined with vehicles. That was a huge aha moment for her."

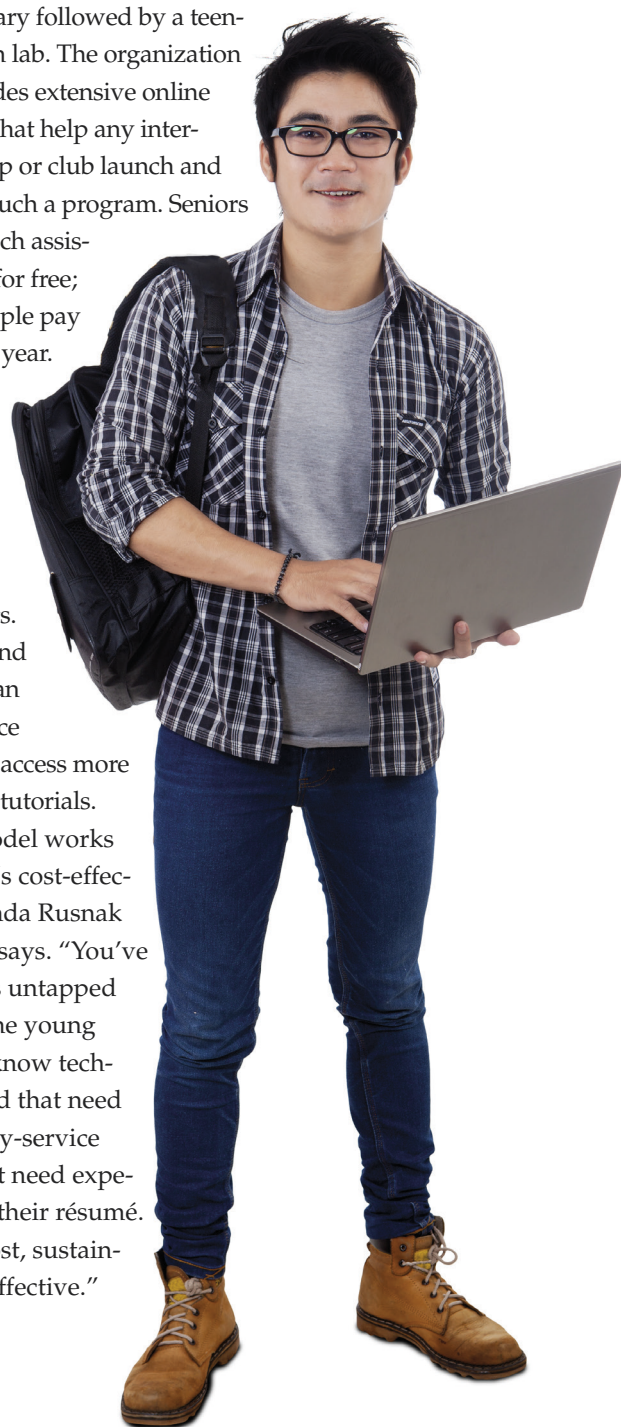
Such "aha moments" were behind the 2014 "Cyber-Seniors" documentary, directed by Saffron Cassaday, one of Brenda's daughters, and conceived by Saffron's sisters Macaulee and Kascha Cassaday. After their grandparents learned to use email, Face-

book and Skype, the young women began hearing from them several times a week. If technology transformed their own family's communications, why not give that opportunity to other seniors?

Today, Cyber-Seniors has organized more than 300 community events, usually involving a screening of the documentary followed by a teen-taught tech lab. The organization also provides extensive online resources that help any interested group or club launch and maintain such a program. Seniors wanting tech assistance join for free; young people pay US\$25 per year.

For \$250 annually, a group or club receives 30 mentor log-in spots. Students and advisors can track service hours and access more than 1,200 tutorials.

"The model works because it's cost-effective," Brenda Rusnak Cassaday says. "You've got all this untapped talent of the young kids that know technology and that need community-service hours, that need experience for their résumé. It's low-cost, sustainable and effective."



Teenior's Lopez launched her business after watching her mother struggle to use technology. In her model, seniors pay for private mentoring: \$49.95 for an hour at the Teeniors office or \$59.95 for an in-home session. A senior center or residential facility can choose to hire mentors for onsite training as well. As independent contractors, mentors receive payment for hours worked.

"Our goal," Lopez says, "is to empower older adults, to connect them with their loved ones, engage with their communities, while providing meaningful paid jobs to young adults."

Teaching tech to an older audience also sets the stage for future career opportunities. As the number of senior adults

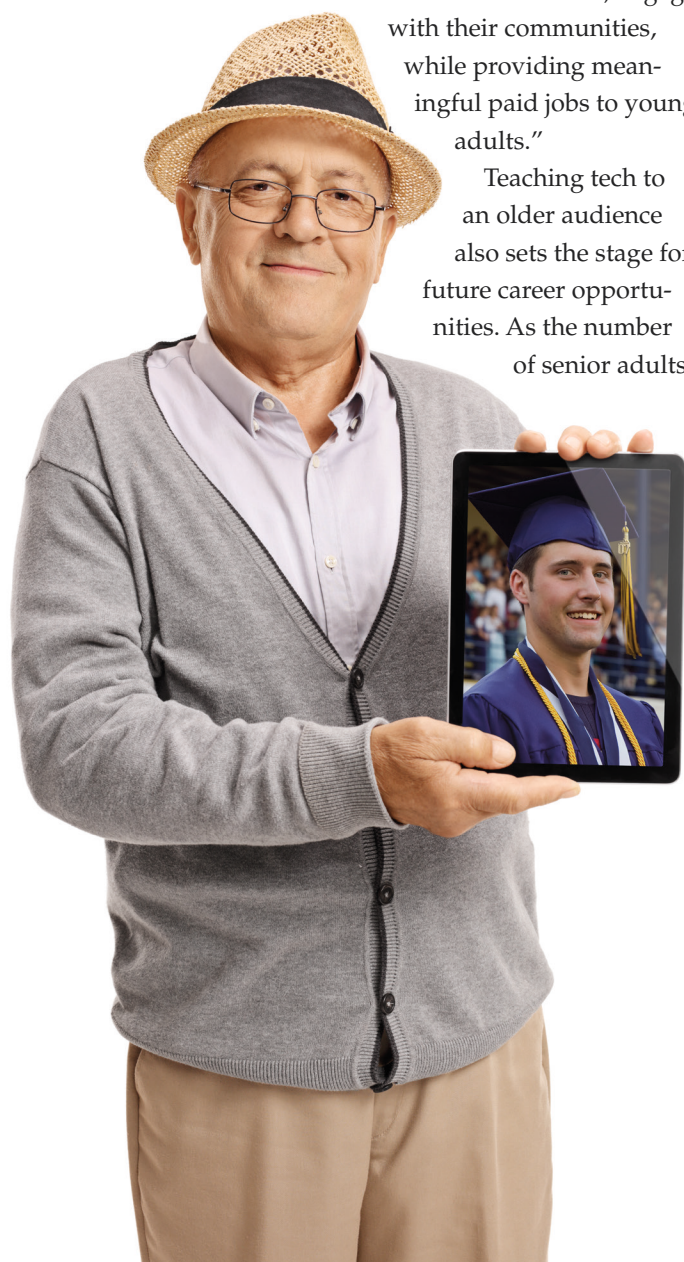
continues to swell, so does the need for careers serving that population. Some universities require participation in Cyber-Seniors by students studying to become medical professionals, recreational therapists, pharmacists and other jobs that involve working with older adults. And coders and other tech wizards will be in demand to find solutions for age-related issues.

"Most kids are interested in technology — it's the sexy subject," Cassaday says. "(Mentoring) allows them to combine technology with a real-life work situation. Not all of them will come away thinking, 'Gee, I've decided I want to work with seniors.' But some of them will come away thinking, 'Gee, maybe I should focus on developing technology that addresses some of the challenges that we as a society are going to face because of the aging tsunami.'"

Even young people who don't have career aspirations involving technology or seniors benefit from participating. Lopez has seen introverted students blossom when they realize how much they have helped their grateful mentees.

"These kids go from being completely underestimated and marginalized — like many seniors, actually — to being the most valued person in the room," she says. "They're respected for their knowledge. They're appreciated for their help. They really, really do shine in these settings. They're just like rock stars in that environment. And it totally boosts their self-confidence."

Teeniors and Cyber-Seniors train young people before they begin any coaching sessions. Cyber-Seniors



mentors complete six online training sessions, each one featuring a video followed by a quiz. Students must pass all six quizzes to become a certified mentor. At Teeniors, the young people attend an in-person two-hour orientation and then volunteer for two hours of mentoring to make sure they are a good fit.

Both groups stress the importance of individual mentoring sessions over a classroom setting.

"That is by far the most successful way not only for seniors to learn, but also for the young people to get the real value of it," Lopez says. "For both of them to get incredible impact that has nothing to do with tech support."

And that impact is perhaps the most surprising benefit of such programs. Brothers Brock and Logan Chenicek, students at Leon High School in Tallahassee, Florida, volunteer as tech coaches through their Key Club's participation in a program called Mentor Up. Both have discovered that their mentees value time spent with the teens as much as they do the knowledge they gain.

"It surprised me how often the seniors ask me about myself," Brock says. "Just about everyone I have worked with so far has asked where I go to school, where I want to go to college and what my aspirations are in life. It's really fun getting to know them, and it makes it a very personal experience."

Logan recalls discovering that one of his mentees builds ponds in his spare time.

"He pulled up some pictures of one he built. I just never thought someone would build ponds on their own,

"What seniors fail to realize is that texting has replaced letter writing and the telephone."

BRENDA RUSNAK CASSADAY
PRESIDENT, BEST PART PRODUCTIONS

but it was extremely interesting to hear about."

Leslie Spencer, associate state director for advocacy and outreach at AARP in Tallahassee, facilitates the Key Club's monthly Mentor Up events. Spencer held a screening of the Cyber-Seniors documentary at the Tallahassee Senior Center and asked if any of the Leon High School members would like to volunteer as mentors at the film's conclusion. The sessions went so well that club members readily agreed to make the program an ongoing one. Since that time, Spencer has been moved by the cross-generational bonding that takes place at each event.

"It's just beautiful, because sometimes they end up taking selfies together," she explains. "The participant will be talking about their grandchildren, and then the student will be talking about what they're doing in school and their aspirations. It's been really heartwarming to see."

Lopez sums it up neatly.

"After doing this hard core for the last three years," she says, "I now realize the main service we provide is not tech support. It is human connection." ☒



Safety first

CANADIAN KIWANIS SPONSOR A TWO-ACRE TOWN SIMULATION THAT TEACHES CHILDREN ABOUT HOME AND BIKE SAFETY.

Words and pictures **CURTIS BILLUE**

A high-pitched, electronic beeping pierces the quiet night. You wake up confused and drowsy and see nothing but thick, black smoke. You hear a distant crackling and the thud of objects falling to the floor. The walls creak, light bulbs pop and glass shatters in nearby rooms.

Do you stand up and open the bedroom door to see where the fire is? No.

Standing up into smoke and poisonous gases could disorient you. Inhaling super-heated air, up to 315.6°C (600°F), can scorch the lungs and melt clothes to skin. Opening a door could add more oxygen to the fire as it bursts into the room, resulting in burns.

A home can be consumed by fire in five minutes, so every second counts. You're panicked, mind racing of what to

do, wishing you were better prepared.

Especially if you're 5 years old.

Enter the Kiwanis Club of Brantford, Ontario, and the Children's Safety Village of Brant, a two-acre site with classrooms, a fire-hazard apartment and miniature town with roads and working traffic signals. The village is designed to teach kids about safety in any situation, even the most dangerous ones.

Over the past 12 years, more than 80,000 students, kindergarten through eighth grade, have benefited from the police and fire training at the safety village. The innovative, hands-on approach for emergency situations and accident prevention has prepared children for dangerous scenarios and taught them how to lessen the chance of life-threatening injuries.



SPARKY'S APARTMENT

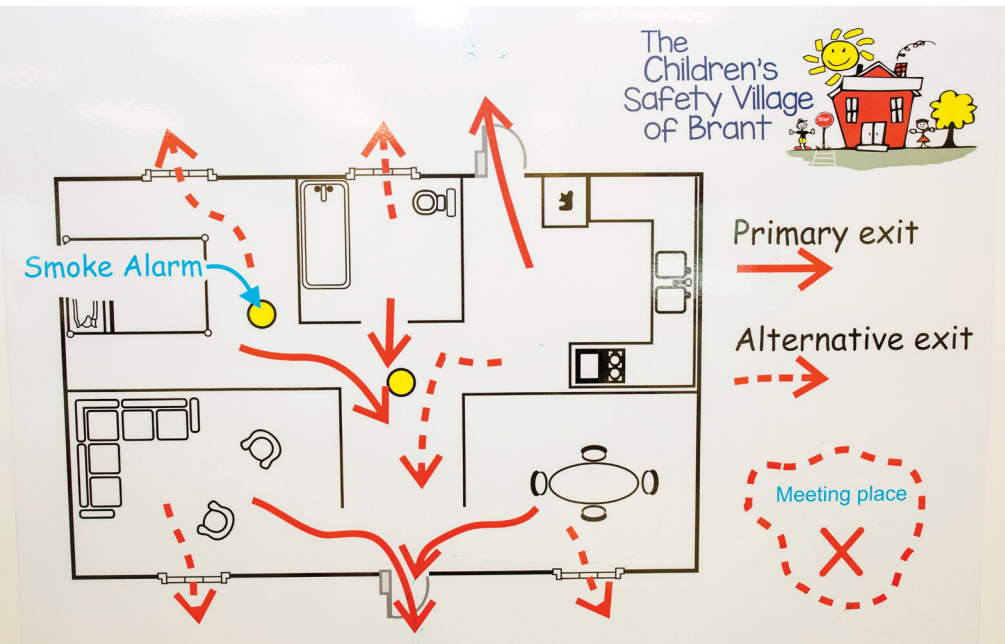
Sparky the Fire Dog, introduced in 1951 by the National Fire Protection Association, is the mascot of fire safety, akin to Smokey Bear. Students follow instructor Bob Sproul, fire prevention officer at the Brantford Fire Department, from the classroom into Sparky's apartment.

At first glance, his apartment is littered with hazards. An electrical cord dangles, where a child's pull can bring the hot iron falling to the floor. Pizza boxes in the oven could catch fire.

Sparky must be one forgetful dog.

Sproul holds an empty scented wall plug-in diffuser and turns it to show a blackened plug where a flame had started. There are stunned expressions around the room, including from Sainte-Marguerite-Bourgeoys Catholic Elementary School teacher Marie-Sol Harding.

"I couldn't believe it. I always have scented oil plug-ins in the wall," says Harding. "I didn't think they'd catch on fire if you leave them empty. It will cost me (to replace them), but it's worth it."



A six-outlet wall adapter, not meant for kitchen appliances, hides a charred base where a fire began. Kids raise their hands with great questions for the instructor.

Students point out more hazardous situations: a cardboard box with newspapers too close to an unscreened fireplace, a radio set on the bathtub.

The smoke alarm goes off and suddenly Sparky's bedroom fills with white smoke. Now it's time to put the instructions and demonstrations into action. Quick discussions break out from the students about what needs to be done.

Kids crawl to the door and feel it with the back of their hand, which they learn is more sensitive than the palm. The door is warm to the touch, so they crawl to the second escape, the window, and climb out.

Down the hall is the neighbor's house, the designated meeting spot, where they call 911 from the phone on the wall and hear a taped conversation of an emergency operator and a child.

"I do believe they apply this at home, because my children ... came here to the village," Harding says. "They came

home and asked me to do a safety plan, about our fire meeting area.

"Sometimes as parents we forget," she continues. "We know we should change the batteries in the alarm systems, but we don't do it. So I think it's just as good for the parents to learn from whatever their children are learning here at the village about fire safety."



MINIATURE STREETS

On the police side of the village, there's a large traffic light, and a cross-walk sign flashes behind the instructor, Constable Chad Crawford, crime prevention and community safety officer. He's demonstrating proper bicycle maintenance and safety checks. He discusses how to properly fit your bike helmet, use hand signals when turning or stopping and what the different traffic signals and signs mean.

It might seem tedious for adults because of their daily experiences with road signage and rules of the road, but to a child, it's new territory.

*According to the
Public Health
Agency of Canada,
unintentional injuries
are the leading cause
of death among
Canadian children
and youth from 1 to
19 years old.*

According to the Centers for Disease Control and Prevention, in the U.S., over 1,000 bicyclists died and over 404,000 bicycle-related injuries occurred in 2016. Approximately 30 percent of the total bicycle injuries were kids ages 1-14.

A sign with an X shape appears ahead. Some of the kids are confused. Constable Crawford reveals it is a railroad sign. He points out that it's easy to fall off your bike or get a tire stuck in a railroad track when crossing.

As the students get ready to test their bike and road sign knowledge in the scaled-down town, Crawford says, "I know this is possibly the worst news you're gonna get today, but every time you go over that railroad track, I want you guys to stop your bike, get off your bike and walk across it."

BIKE AND JEEP RODEO

During the next day's event, parents and grandparents bring their kids to a bike and Jeep rodeo. Kids beam with big toothy smiles as they ride around in motorized Jeeps, learning the rules of the road.

Other children on bicycles practice essential cycling skills, turning through cones and making figure eights. Police officers check off each child's safety task list, teaching them about obeying traffic signals and lights.

The parents are happy. The kids are happy. Lisa Lesnicki-Young, executive director of Children's Safety Village of Brant, is happy.

"The safety village is special because it is best practices in action," she says. "I know that the safety village prevents tragic injury and death, so that's why I'm here. And that's a difference I know this place makes."

Leo Vos and Bob MacLean, president and vice president of the safety village, as well as the Kiwanians responsible for bringing it to one of the smaller towns in Ontario, are proud of their community impact.

"Accident rates in this county are higher than average for the province of Ontario," says MacLean. "We felt a safety village would help children have a better understanding of safety and how to deal with hazards in the home and on the streets."

And it's not just the kids who are happy about what they've learned.

"Certainly parents we talk to are really grateful and enthused about their kids coming here," Vos says.

There's pride among the fellowship of safety officials, instructors, parents and Kiwanians, watching the kids make their laps, seeing children learn and act safely.

"The safety village would have never been built if not for the Kiwanis Club of Brantford," says Young. "I can't say enough about this Kiwanis club. They are absolutely amazing, an inspiration to the entire community." [K]



RUST

never sleeps

THE LARGEST KIWANIS CLUB IN THE WORLD WORKS TO RESTORE AN ICONIC COMMUNITY STATUE AND SURROUNDING PARK.

Words **JULIE SAETRE** • Pictures **MEG MCKINNEY**

There's something you need to know if you visit Birmingham, Alabama. Perched high on Red Mountain, the world's largest cast-iron statue overlooks the state's largest city. But please don't call it "the statue." His name, thank you very much, is Vulcan. And even if he had a surname, Birmingham residents would still be on a first-name basis with the big guy.

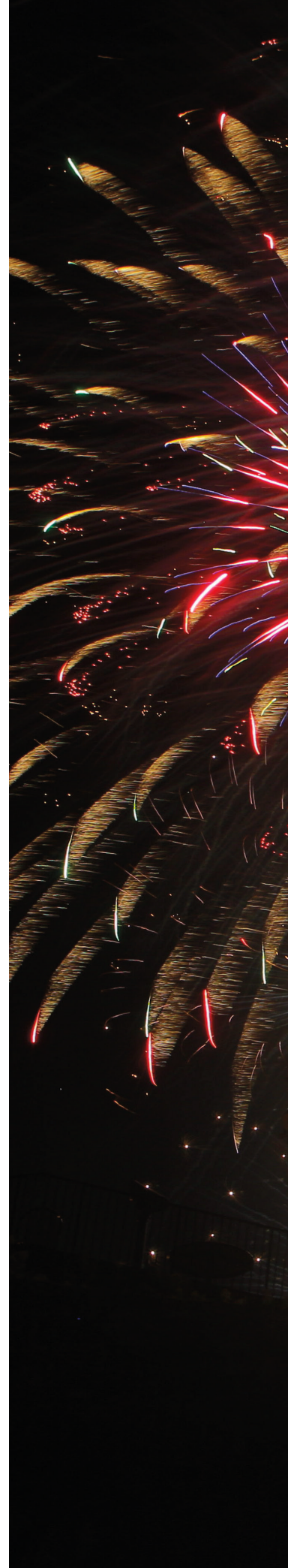
"We call him 'him,'" says Darlene Negretto, CEO and president of Vulcan Park & Museum, which lie at Vulcan's feet. "He is a person to us."

So when the world's largest Kiwanis club, the Kiwanis Club of Birmingham,

asked for project ideas to mark its centennial anniversary, it's not surprising that members decided on a proposal that centered around Vulcan.

"In the 1930s, our club had the idea of putting him up on Red Mountain," explains club President Tom Thagard. "It makes him the most prominent part of the city. I'm sitting here looking at him, and it's like the Statue of Liberty is to New York City. It's the iconic image of Birmingham."

Negretto partnered with staff at the Freshwater Land Trust, a nonprofit that conserves land and creates trails in central Alabama. The Land Trust's







most ambitious project to date is the Red Rock Trail System, which upon completion will include 750 miles of trails, parks, bike lanes and sidewalks.

“Over time, we realized that public access to land, connecting folks to conserved land, is a really important part of ensuring that people have bought into the conservation mission,” says Mary Beth Brown, communications director for the Land Trust.

Negretto and the Land Trust staff submitted a proposal to create Vulcan Trail — 2.2 miles that would serve as the Red Rock Trail System’s backbone — and connect it with Vulcan Park & Museum.

“It’s the central piece of the trail system,” Brown explains. “It runs right through the middle of Jefferson County and Birmingham. This trail really opens doors in terms of developing connector trails.”

The park and the trail would be unified by restoring an area that had served as a streetcar stop and pedestrian entrance for those viewing Vulcan in the ‘30s. When a 1960s park modernization blocked off the area, kudzu and native plants and trees took over.

“It was fenced off from down-

town Birmingham,” Thagard says. “The only way you could get to Vulcan was to drive to a different city and drive up from there.”

The Kiwanians loved the joint proposal, but they had even bigger plans.

“What they came back with,” Negretto recalls, “was embellished with a light show and new lighting (on Vulcan), which visibly reconnects him with the community. They took what we gave them and really ran with it and created something that is just a stunning addition to our community and to the skyline.”

To understand how much Vulcan means to Birmingham, you have to return to his roots.

Back in the early 1900s, the leaders of Birmingham — then barely three decades old — decided to create a display for the 1904 World’s Fair in St. Louis, Missouri. Hoping to attract new residents, they wanted to focus fairgoers’ attention on the city’s strength: iron. Birmingham is the only place in the world where all ingredients for making iron — coal, iron ore and limestone — can be found within a 10-mile radius.

That’s where Vulcan came in. His namesake was the Roman god of fire and forge. What could be more representative of the force that would drive Birmingham’s success? A big project needed a big name behind it, so city leaders sought out Giuseppe Moretti, an Italian native and sculptor who then lived in the United States and was known for creating notable public monuments.







Moretti designed Vulcan, whose parts were cast in Birmingham under the sculptor's watchful eye.

"The iron that was used came from Red Mountain," says Negretto. "He was literally forged from the elements that lay beneath us."

Those pieces were shipped to St. Louis and assembled by Moretti. Vulcan stood 56 feet tall from his toe to the tip of his raised spear. He proudly took his place at the World Fair's in the Palace of Mines and Metallurgy, where he won the Grand Prize in the mineral department. Moretti also received honors.

Vulcan's return home was not as triumphant. Disassembled for transport, his pieces were left unceremoniously along the railroad tracks and remained there for 18 months while city leaders clashed over what to do with them. Still, Vulcan's impact on World's Fair guests remained strong.

"Twenty-million people went to St. Louis," Negretto says. "Vulcan captured their imaginations, and he inspired folks to move their families and their businesses to populate our area. Vulcan did just what he was intended to do. The city grew by leaps and bounds."



Vulcan wound up being reassembled — without Moretti and incorrectly — on the Alabama State Fairgrounds, supposedly for a short term. Because his arms and hands were not placed correctly, he could no longer properly hold his spear. Someone saw an opportunity for a marketing ploy, and as his temporary stay dragged on for 30 years, Vulcan suffered the indignity of hoisting a pickle spear, a soda pop bottle, an ice cream cone and other advertising gimmicks. In a particularly grim iteration, he had to sport a giant pair of overalls.

Finally, the community decided to return him to a place of honor. Vulcan Park was created in the '30s, and the Kiwanians relocated him to his new home on Red Mountain in 1939. The spear, however, didn't make the trip then either. In the mid 1940s, Vulcan began holding a light as the centerpiece of a traffic-safety program. If drivers were operating safely, the light shone green. When a traffic-related fatality

occurred, the light changed to red.

"People were coming back from the war, and it was more common for folks to be able to afford a personal automobile," Negretto says. "Traffic safety was very important. That was planned to be six months, but it was so successful that it stayed for nearly 50 years."

"It sounds kind of morbid," says Thagard, "but there are all of these intergenerational memories from kids and adults and grandparents from all over the southeast of that green and red light. It made a tremendous impact on anybody who came through."

In the 1990s, Vulcan's future again came into question. The years and the elements had taken their toll, and Vulcan had fallen into disrepair. A engineering study revealed that his condition was so dire that he must be removed from the park immediately, and the city lacked funds to undertake the extensive restoration work. So residents sprang into action.

"The community banded together and worked to achieve the goal of restoring and saving Vulcan," Negretto says. "They couldn't



Photo courtesy Vulcan Park & Museum



allow him to literally rust away.”

Major corporations and government entities got on board, but so did school students and adults on limited incomes. The effort not only raised the necessary funds, but it helped heal a community still haunted by the memory of violent responses to peaceful civil-rights protests in the 1960s.

“It was remarkable, the outpouring of emotion, the desire to work together to save Vulcan,” says Negretto. “It was a turning point for our community, because we were still struggling with our past. And how perfect that our unifying symbol brought us together to save him.”

The resulting restoration project, complete with Vulcan’s spear returned to his lifted hand, received the highest honor in the nation from the National Trust for Historic Preservation. Vulcan was back.

Marc Brickman is on tour with Neil Young, overseeing light design for the famous Canadian singer-songwriter’s series of solo shows. Brickman himself is world-famous as the lighting designer behind headliner projects that include performances by the

band Pink Floyd, Olympics ceremonies in Spain and Japan, and Empire State Building light shows set to music by iconic artists.

Brickman also designed the light show for Vulcan. The Kiwanians knew what they wanted — “something incredibly dynamic,” says Thagard — but they couldn’t find someone to pull off their vision. Then a few members came across online videos of Brickman’s Empire State Building shows. Brickman remembers receiving a phone call from the club in 2017.

“I have an unlisted phone number,” he says. “I keep a very low profile. You have to work hard to find me. I looked at the number when it came in — Birmingham, Alabama — and thought, ‘It’s probably one of these sales calls trying to sell me carpet cleaner or something.’ I answered the phone a little rudely. And then when I realized who they were, my tone changed immediately.”

Once again, as with Vulcan’s creation, a big project had attracted a big name.

“I loved the whole idea of it,” Brickman says. “Once I found out the history of the

statue and the history of that Kiwanis club, I was really excited. I loved all the energy. It was fantastic.”

Brickman sought to instill that energy into the light show.

“Everyone’s putting a big investment into the technology,” he says. “Three years, five years from now, it’s going to grow in terms of what people want it to do. What I brought was to make it have more of a life and to keep making it more versatile and accessible.”

It’s July 4th, and hundreds of people have gathered at Vulcan Park & Museum to watch the state’s largest fireworks display. Anticipation is high, because Vulcan’s light show debuts after the fireworks finale.

The premiere will complete the three-pronged centennial project. The 550-plus Birmingham Kiwanians pledged US\$1.6 million

CONTINUED ON PAGE 43





Something to talk about

GOING DEEP FOR PUBLICITY DOWN UNDER.

Words **JULIE SAETRE**

Rod Moore didn't know anything about Kiwanis when a member of the Newcastle, Australia, club invited him to speak at a meeting. Moore had recently

says Ken Archer, a member of the Newcastle Kiwanis club and a past governor of the Australia District.

Moore quickly decided to help.

"I thought, 'I want to try and get the name out there, so I better do another walk somewhere that everyone knows,'" he recalls. "And everyone in the world knows Sydney Harbour."

Moore has always enjoyed sports that lean to the extreme. (He stresses that he is an adventurer, not a thrill seeker.) He's dived the Great Barrier Reef and soared

above the earth in a hang-glider. So he didn't take his planned five-kilometers-long, 15-meters-deep trek across the harbor floor lightly.

While Lake Macquarie is relatively shallow and flat-bottomed, Sydney Harbour reaches depths of 30 meters, with large sandstone boulders dotting its base, jetties and boats on the surface and sharks navigating the murky space in between. Moore traversed the harbor floor, breathing through a tube attached to one of multiple air tanks on board a support boat.



walked three kilometers on the bottom of Lake Macquarie — one of Australia's largest coastal saltwater lakes — to raise money for an orphanage in Bali. (Three decades earlier, he had done the same walk as a fundraiser for children with disabilities.)

During his visit, Moore learned that the Newcastle club supported Bali orphans as well, so he decided to join. After talking to other members, he discovered that he wasn't the only one unfamiliar with Kiwanis.

"That's a big issue for us,"





To keep sharks at bay, he traded his homemade mesh-and-steel back shield for an electronic device that creates a three-dimensional electrical field around those using it. Sharks search for food using short-range electrical receptors in their snouts; the Shark Shield causes those receptors to spasm, driving the carnivores away.

Moore's other tools included a compass, an arm guard, what he calls a "Crocodile Dundee" knife and a reserve air tank. The latter came in handy two hours into his five-and-a-half hour walk.

"I was down 15 meters. It was a dark, rainy day, not very nice at all.



“I want to try and get the name out there, so I better do another walk somewhere that everyone knows. And everyone in the world knows Sydney Harbour.”

ROD MOORE
NEWCASTLE KIWANIS CLUB
MEMBER

And things went wrong up top,” he matter-of-factly explains. “They cut my air off. I had to switch over to my reserve.”

Without sunlight to brighten the depths, he made his way in the dark, maneuvering around the sandstone boulders.

“The average one would be the size of a small truck,” he says.

“Some are as big as houses. And the challenge is, ‘Do I go left, do I go



right, or do I try and climb over it.”

At one point, his air hose snagged on a yacht’s keel and had to be released by the support crew. Occasionally, a shadow would pass over him, a shark cutting its way through the water. He resisted the temptation to glance upward.

“I don’t look,” he says. “If you look, you see. If you see, you know. And once you know — I just don’t look.”

He broke the tension once by surfacing in front of the Point Piper community, where Australia’s prime minister lives.

“I surfaced there and gave him a wave,” Moore says.

When he safely reached the end of his route, Moore emerged from the water pushing a bike that had been abandoned in the harbor.

As the next few days unfolded, so did the public mentions of Kiwanis. The story was picked up by Australia’s national media, and a paper in the United Kingdom ran an article.

“It went ‘round the world,” says Archer. “There’s been an extreme increase in the number of hits that we’ve had on our Newcastle website and our district website. People are looking us up. None of that would have happened if Rod hadn’t come to a meeting.”

Moore’s not stopping there, though. He’s already done additional underwater walks in Australia, and now he’s got a lofty new plan in mind.

“I’ll be getting recertified in hang-gliding, and the intention is to do some altitude record-setting in this country,” he says. “I’m envisioning the hang-glider to have Kiwanis written on it. There are big wings — you get your name right across it, get the publicity and once again, people will be talking.”



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Kiwanis
MARKETPLACE

Riding solo

GEORGIA CLUB HOSTS A BIKE-RIDING CAMP FOR CHILDREN WITH DISABILITIES.

Words **LYDIA JOHNSON**

Learning how to ride a bike is a monumental childhood moment. But for many children with disabilities, that accomplishment is difficult to attain.

Dewey Smith, president of the Albany (Georgia) Kiwanis club, wanted to make the joy of riding a bike possible for every child. This past June, his club hosted the iCan Bike Camp, a program of iCan Shine. Participants learn how to ride a bike in just five days.

"It's unbelievable," Smith says. "It's probably the best program we've ever done."

Funding was provided by Albany-based nonprofit The 11 Foundation and the Georgia District Kiwanis Foundation. The Challenger

League, a group of parents of children with special needs, referred participants.

The camp took place in the gymnasium of Darton State College. iCan Shine staffers supported volunteers, modified bicycles and facilitated lessons for 24 participants, who ranged in age from 8 to 16.

Every 75 minutes, a new group began its daily lesson. Participants started with a custom-adapted balancing bike that fit their specific height and weight.

Riders worked with two volunteer spotters, who provided encouragement and assisted with fall prevention and balance issues. Those volunteers came from CKI clubs, Key Clubs and the Albany Kiwanis club. Marines from the nearby Marine Corps Logistics Base Albany also helped.

As riders moved on to conventional bicycles, lessons progressed to pedaling and navigating. Parents cheered from the bleachers as their children learned new skills.

"They couldn't get down on the floor and be with them; that would be a distraction," says Smith. "But it was a sight to see the enthusiasm the kids had."

At camp's end, riders transi-



tioned to practicing outside on an empty parking lot. By the final day, 17 participants were able to ride a conventional bicycle on their own.

All participants received a certificate and ribbon for their hard work. As a special treat, Albany Kiwanis club members purchased a bike for one participant in each group.

Smith says the pride and self-confidence gained from learning how to ride a bike can make a big difference in a child's life.

"They could do something that they had not done before, and I think that was a tremendous accomplishment."



RUST NEVER SLEEPS

CONTINUED FROM PAGE 36

toward the more than \$5.8 million endeavor and raised the rest. Tonight marks the pinnacle of that investment.

The Vulcan Trail opened in late March, guiding its guests from vast city views to serene surroundings under a canopy of trees. Despite a particularly rainy spring, 10,000 visitors enjoyed it during the first three months alone.

"A lot of times, people think if you want a pristine, native-species area, you need to get out of an urban space," says the Land Trust's Brown. "This illustrates that you can have both."

Kiwanis Centennial Park opened the same day as Vulcan Trail. Gone is the overgrown land on the park's north side. Now, holiday revelers stroll around a new plaza,

surrounded by landscaping incorporating native plants. Around a splashing fountain, amphitheater-style stone seating allows guests to rest and gaze out over downtown Birmingham. Steps lead up to Vulcan, newly spotlighted with architectural lighting.

"Now," says Thagard, "he's by far the most prominent thing on Birmingham's nighttime skyline."

As dusk arrives, Vulcan soon will shimmer under a mesmerizing blend of LED light configurations that dance to the tunes of "Sweet Home Alabama" and Birmingham's own "Tuxedo Junction." Afterward, the emails will pour into Thagard's inbox, calling the show spectacular, stunning, significant.

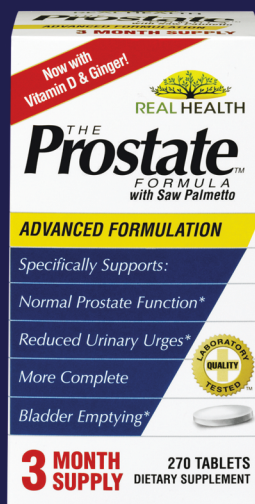
Brickman, who left the Neil Young tour to be here, ("I told Neil, 'I've got to go. You've got to do Detroit without me.'") already

is planning the next stages, which will include seasonal presentations and, he says, much more.

"We have a couple of initiatives that I actually haven't done anywhere yet in the world," he hints. "We're going to introduce some new technology that will allow it to really connect with the city of Birmingham. I guess that is really what Kiwanis is all about. It's about outreach."

And of course, at the center of it all, still will be Vulcan.

"He reminds us of where we came from and what we can achieve as a community," Negretto says. "He's an inspirational symbol. He's a connection to the generations past, and he'll be standing and connect us to the generations yet to come. He is very much a part of our community in a very personal way." [K]



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Planting love

BETTERING THE COMMUNITY AND EARTH, ONE TREE AT A TIME.

Words **WENDY ROSE GOULD**

A little more than 15 years ago, an idea sprouted at the Kiwanis Club of Capilano, West Vancouver, British Columbia, one that would turn out to be monumental in the following years. Kiwanian John Howell saw British Columbia residents rally around the idea of planting evergreens in naturally forested areas of the province and posed this question to his fellow members: Why not plant trees as part of a fund-raising project in West Vancouver too?

With enthusiastic support from club members and the community at large, The Tribute Tree Program quickly took root. The program allows any individual or group to donate a planted tree, accompanied by a commemorative plaque, for a tax-exempt CA\$1,500 donation.

The trees are donated for a variety of reasons, from celebrating a 50th anniversary or 100th birthday, to acknowledging a significant community contribution or honoring a deceased loved one.

"The Kiwanis Club of Capilano has an exclusive agreement with the District of West Vancouver's Parks Department, which provides Kiwanis with dedicated locations throughout the municipality," explains Neil Carlson, the club's past president and head of the tree

program. "Donors may choose from decorative trees such as cherry blossom, magnolia, red bark maple and more, depending on the location available."

Historically, the DWV Parks Department has been responsible for providing and planting the trees, pro-

viding bronze dedication plaques and caring for the trees. Recently, though, the Tribute Tree Program initiated a sub-program through which local at-risk youth care for the trees and plaques as part of a work-experience program. This joint initiative with Community Youth Services has been the most significant advancement of the project, says Carlson, and is one club members look forward to nurturing in the coming years.

"The Tribute Tree program is our club's single most important fundraiser," says Carlson. "To date, over 190 Tribute Trees have beautified

our community. Proceeds from this fundraiser are split 50/50 with the district (which bears all of the costs), resulting in donations raised of nearly \$150,000."

Club members are exceptionally proud of not just the funds they've been able to raise over the years, but that their program benefits the environment, along with every member of the community.



Birthdays

THESE CLUBS CELEBRATE 100TH, 50TH AND 25TH ANNIVERSARIES IN OCTOBER.

100TH — 1918

Tacoma, Washington, October 8
Salt Lake City, Utah, October 10
Kansas City, Missouri, October 12

50TH — 1968

Verviers, Belgium, October 1
Early Risers, Worthington, Minnesota,
October 10
Allouez, Green Bay, Wisconsin,
October 21
Roberval, Quebec, October 22
Peninsula (The), Hewlett, New York,
October 30

Bogota, Colombia, October 30
La Chaux de Fonds/Le Locle,
Switzerland, October 31

25TH — 1993

Malabon Achievers, Philippines,
October 1
Barentin Agnes Sorel, France, October 5
Oostende Mercator, Belgium, October 5
Würzburg-Mainfranken, Germany,
October 18
Lienz-Osttirol, Austria, October 20
Gars-Kamptal, Austria, October 27

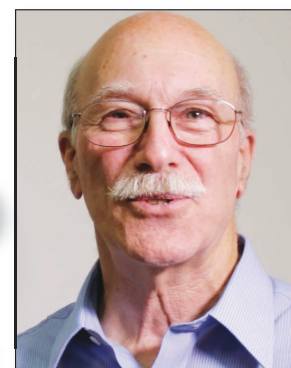


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Teamwork did it

NEW YORK TURNS MEMBERSHIP IN A POSITIVE DIRECTION.

Words **JACK BROCKLEY**

I am so proud of the people and clubs that have worked so hard in New York,” says Governor Candace Corsaro, as she reflects over the district’s membership accomplishments in 2017-18.

By mid-July, New York had added 280 members in new clubs. That success spurred growth within existing clubs, adding another 400-plus members, many of them in clubs with declining rosters.

“We started the year with 68 below-charter clubs,” Corsaro says. “Now, we only have 21. That’s an

80 percent improvement!”

After learning recruiting techniques from the Eye of the Tiger team, New York Kiwanians applied their newfound skills to boost rosters of existing clubs.

“Appointments are key,” Corsaro says. “We’ve found that calling ahead, making appointments and then visiting potential members works extremely well.”

Kiwanis International President Jim Rochford has taken notice.

“There is no place with more passion than New York,” Rochford

says. “They’ll hit double digits in new clubs this year, and it’s due to the work of Governor Corsaro, Formula Chair Eric Paul, Vice Chair Joe Eppolito, and a cast of many others. It’s truly been a team effort in the New York District.”



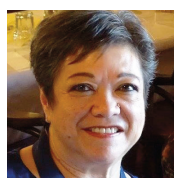
CANDACE CORSARO
GOVERNOR, NEW YORK DISTRICT

ALL-STARS



MEMBER SPONSOR
DAN BENNETT
DANVERS, MASSACHUSETTS

As governor of the New England and Bermuda District, Bennett has been involved in all of the five clubs opened in the district this year, leading by example all year long.



CLUB OPENER
KATHLEEN MOYLAN
LYNNWOOD, WASHINGTON

Whether she is in Georgia, Ohio or the Pacific Northwest, Moylan continues to open clubs. She is very organized and has a passion for new-club opening.



GOVERNOR
DAN LEIKVOLD
MINNESOTA-DAKOTAS

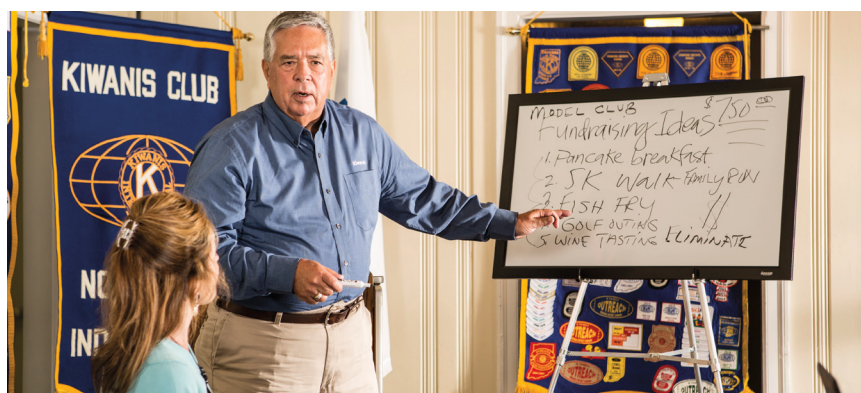
Leikvold is a superintendent of schools, yet he finds time to focus on opening clubs and increasing membership. He’s dedicated to double-digit openings in 2017-18.

Read about all of the all-stars at kiwanis.org/roar.



STAFF
MICHAEL DOWNS
INDIANAPOLIS, INDIANA

As point person for Kiwanis International conventions, Downs gives attention to details and is willing to deliver bad news — while maintaining a positive upbeat attitude.



Key resources for your club

Kiwanis has developed a set of resources to help your club succeed. Chosen as our top resources by those in the field, they are broken down into three categories: resources for club opening, resources for strengthening your club and impactful, mission-driven videos. All are proven tools for spreading the benefits of Kiwanis. Visit kiwanis.org/keyresources to start using them today.

KEEPING SCORE

During the 2017-18 Kiwanis year, each issue of Kiwanis magazine has listed top club openers and member sponsors. Watch for the December 2018 issue for a special report on the year's membership efforts and information on how you and your club can increase Kiwanis service by strengthening its membership.



TOP 5 DISTRICTS FOR CLUBS OPENED

Rank	District	Clubs opened*
1	Philippine Luzon	31
2	Philippine South	24
3	California-Nevada-Hawaii	19
4	Taiwan	15
5	Illinois-Eastern Iowa	11

TOP 5 DISTRICTS FOR MEMBERS ADDED

Rank	District	Members*
1	Taiwan	2,870
2	California-Nevada-Hawaii	1,521
3	Philippine Luzon	1,267
4	Florida	1,060
5	Philippine South	921

TOP 5 INDIVIDUAL CLUB OPENERS

Rank	Club opener	Clubs opened*
1	Jim Rochford	31
2	Valarie Brown-Klingelhoef	17
3 (Tied)	Alan Guire Kendra Skidmore	15
5	Anna Wu	13

TOP 5 INDIVIDUAL NEW-MEMBER SPONSORS

Rank	Sponsor	New members*
1	Anna Wu	111
2	Jim Rochford	73
3	Kendra Skidmore	72
4	Emilia Gugliuzza	55
5	Stefania Panea	49

* Numbers current as of July 10, 2018



FRIENDS FLY FREE

Kiwanis partner Landscape Structures has a special offer exclusive to our clubs: Purchase US\$35,000 in LSI playground equipment and receive a free Friendship Swing. This multi-user swing is one-size-fits-all, from two kids to a multi-generational family. The Friendship Swing is an ideal spot to gather with friends or even meet new friends, because everyone loves to swing. To find your local playground consultant for more information, visit playlsi.com.

FAMILY DAYS

Save these dates for our 2018-19 Kiwanis-family observances:

- October 21-27: CKI Week
- October 27: Kiwanis One Day
- November 4-10: Key Club Week
- February 17-23: K-Kids Week
- March 3-9: Aktion Club Week
- March 17-23: Builders Club Week



LET YOUR SERVICE SHINE

Kiwanis International is making it easier for prospective members to find your club and see the impact you're having in your community. The updated kiwanis.org club locator now allows clubs to show off their signature projects. Discover more at kiwanis.org/2018locator.



NEW LEADERS FOR KEY CLUB, CKI

Chicago, Illinois, was the place for both Circle K International and Key Club International to elect their respective 2018-19 leaders. **Laura Belmont**, *above right*, a member of the Circle K Club of Arizona State University in Tempe, Arizona, will guide CKI. And **Emily Rice**, *above left*, a member of the Key Club of Fridley Senior High School in Minnesota, will lead Key Club International.

MEMBERSHIP PERKS

New member benefits are available exclusively to Kiwanis members. Check out the latest, including partnerships with LegalZoom to support your legal needs and Avis Rental Cars to assist with your travel needs. kiwanis.org/marketplace.

OPEN ENROLLMENT SEASON

If you're nearing age 65 and a member of a U.S. club, be sure you're aware of your options with Medicare during the upcoming open enrollment season. Utilize our partnership with United Medicare Advisors to receive a free quote. kiwanis.org/uma.



REACH OUT TO PARTNERS. AND REACH MORE KIDS.

Kids need Kiwanis. And sometimes Kiwanians need people who can help us serve them. Kiwanis International has a whole roster of partners whose missions are similar to ours. Team up to extend your reach, increase your visibility – and enhance your club's next signature project.



Learn about them at [kiwanis.org/partners](https://www.kiwanis.org/partners).

Tech-savvy seniors

If your Kiwanis club wants to start a mentoring service to help seniors learn technology (see “Teaching Tech” on page 18), your sponsored Key Club is a great place to start. “(Members) are always looking for great community engagement activities, and they need those

service hours,” says AARP’s Leslie Spencer, who facilitates such a program with the Leon High School Key Club in Tallahassee, Florida. A CKI club might also get involved. Next, follow this advice from those already leading successful mentoring initiatives:

- **Stress commitment to youth recruits.** “It’s very different from doing a community-service event where you’re picking up garbage or cleaning up a park,” Spencer cautions, “because those seniors are relying on them to be there. It’s really important that they understand that personal connection.”

- **Consider a partnership.** Reach out to a senior or community center or residential facility to explain how a tech-focused program can benefit its guests/residents. In the United States, you can also contact the closest AARP office to see if staff would be willing to help you reach out to interested seniors.

- **Find a sponsor.** The international Cyber-Seniors program works with the Best Buy Foundation. Comcast recently hired a mentoring business called Teeniors to teach online safety to older adults in New Mexico and Arizona.

- **Train your teens.** “Kids know a lot about technology, but they don’t necessarily excel at teaching it to somebody who’s never heard the terms before,” says Brenda Rusnak Cassaday of Cyber-Seniors. “It’s like teaching somebody a brand-new language.” In addition to exploring the best ways to explain technical concepts, potential mentors learn how physical aspects of aging impact the use of a smart phone or laptop. For example, students pick up a small, round object with chopsticks to simulate how a person with limited hand mobility might feel when using a computer mouse, or they wear

gardening gloves while typing on a keyboard to mimic the effect of stiffened joints.

- **Timing is everything.** Launch your program when demand is naturally high. “There is a very large uptick in requests for this after the (December) holidays,” says Spencer. “Children will give their parents a device and say, ‘Mom, we can stay in contact this way.’ (The seniors) will bring it in the box with the cord and instructions and say, ‘I just got this, and I don’t even know how to turn it on.’”

- **Put down that device.** “At Teeniors, our golden rule of thumb is the

senior touches the device,” says founder Trisha Lopez. “You do not grab the iPhone and say, ‘Here, let me show you.’” Adds Spencer, “And please don’t do anything on your phone while (a senior) is asking you for help on their phone. For that hour, that individual has your undivided attention.”



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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 to be considered for possible future use in Kiwanis International publications.

READ KIWANIS MAGAZINE ONLINE

Enjoy the inspiring stories you love from Kiwanis magazine, plus added content, slideshows and video.

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

When you read something you love, pass it on.

#kidsneedkiwanis #kiwanis



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