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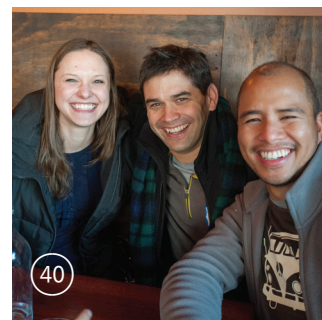
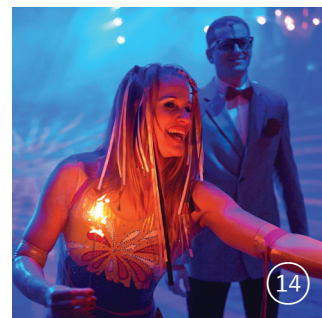
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Cover photo by Hardy Müller

PRESIDENT'S MESSAGE

JOHN BUTTON | KIWANIS INTERNATIONAL PRESIDENT

ENGAGEMENT: A REASON TO STAY

Year 2 of The Formula is the Year of Engagement, a year during which we engage, mobilize and motivate our members to invite prospects to our meetings and introduce Kiwanis to new communities. We need also to engage those members we already have—engage them in Kiwanis.

Over the years, we've learned that our problem is not attracting new members but keeping them. We've learned that members leave Kiwanis because their experience hasn't lived up to their expectations. They haven't received "take-home" value for their investment of time, talent and treasure.

For many years, I've believed that the "take home" value of Kiwanis is fun, fellowship and relevant service—relevant not just to the community but, equally as important, relevant to the member.

Our members need to find their membership fun.

Kiwanians who are having fun gladly contribute to club activities whether they are meetings, social activities, fundraising or service

projects. And they can't wait until the next Kiwanis opportunity. A member of my club once told me, "I wish Thursday night came twice a week."

Fellowship is so much more than friendship. The word "fellowship" is derived from an Old English word meaning "partnership." Kiwanis partners have an interest in each other, their wellness, success, mentoring and experience. They care about each other. They maximize one another's Kiwanis experience. Fellowship makes Kiwanians out of members. It happened to me.

Service that improves the lives of others is how we, as an organization, but more importantly how we as individuals, have impact and make a difference. Kiwanis clubs need to offer their members opportunities to make the world, locally and globally, a better place. In Barbados, they say, "The Lord doesn't give. He sends."

Kiwanis clubs need to "send" their members.

In this Year of Engagement, we need to engage our members. We need to give them a reason to stay.



Henry J. Elliott, the first Canadian president of Kiwanis International, said in 1919, "The future of Kiwanis lies fundamentally in

the enthusiasm and activity of the individual member." This is still so true in 2015.

If not you, who? If not now, when?

EXECUTIVE PERSPECTIVE

STAN SODERSTROM | KIWANIS EXECUTIVE DIRECTOR

PREPARING FOR THE FUTURE

In the five years I've served in this position, I've enjoyed seeing Kiwanis flourish in so many ways. Our worldwide membership of all groups now exceeds 630,000 members. We're involved in a successful fundraising campaign for The Eliminate Project. We've introduced liability protection measures to shield our clubs and members as well as the children we serve. Our consolidated balance sheet has grown from US\$37 million to US\$67 million. We've launched a strategic plan that focuses on supporting our clubs in their communities. As a result, we've initiated partnerships that provide resources to our clubs. (The Kiwanis I-Plan is highlighted in the January 2015 Kiwanis magazine.)

And we've done all of that without raising membership dues. As a matter of fact, we haven't adjusted our dues since 2002.

But, we're now at a point where the buying power of US\$42 in 2002 has eroded to where we must ask our members for permission to increase dues. The

way we do this is to present a proposal to delegates at the 100th convention in Indianapolis in June. We will carefully make the case for increasing

the dues amount by US\$10. And delegates representing all the clubs will vote whether or not to approve that request.

We have big plans for the future. Rev up The Formula—the membership-strengthening initiative. Initiate a branding campaign in 2016. Forge new partnerships to bring external resources to our clubs and their signature projects. Engage more young people in service and leadership development.

We invite every member to review our annual report (www.kiwanis.org/annual-report). I think you'll agree that our organization is making a huge difference in thousands of communities and for millions of young people.

In June, we'll celebrate our first 100 years and begin the next Kiwanis century. I hope your club will commit to a strong financial future of our organization. I likely won't be here to see what Kiwanis



looks like in 50 years, but I hope my children and grandchildren will proudly wear the K as they make a difference in local and

global communities because we paved the way for them to do so.

Let's create a bright Kiwanis future.

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LETTERS

KIWANIS MAGAZINE READERS RESPOND

CLUB INVOCATIONS

I read with great interest an article in the Kiwanis magazine of December 2014 titled "The Kiwanis Creed." At every meeting of our club, following the Pledge of Allegiance, there is an invocation delivered by a different member. While the invocations do not refer to particular religions, they always invoke "God," "the Lord" or the "Creator."

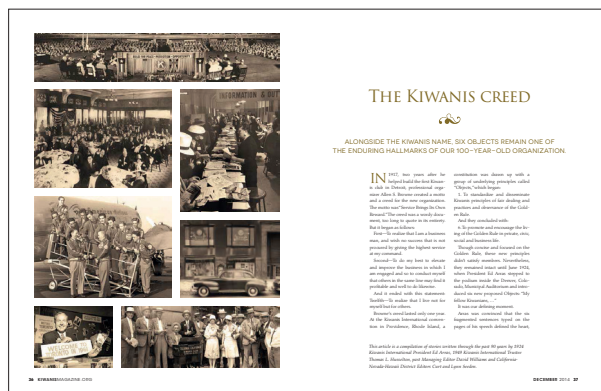
Recently, at a board meet-

ing, I brought up the difference between the Kiwanis Objects as described in the December article and the invocations starting our weekly meetings. There was a brief discussion of this topic that was concluded by a decision to continue with present practices.

Is it consistent with the Kiwanis Objects to have a religious invocation at the start of each meeting?

RICHARD W. KIRSCHNER | KIWANIS CLUB OF ALBUQUERQUE, NEW MEXICO

Editor's Note: *Kiwanis International has no affiliation with a specific set of beliefs, religion or denomination. Historically, the style of invocation has been left to the discretion of each club. Therefore, styles vary among clubs worldwide. Some clubs do not use invocations in their club meetings. Others use a Kiwanis booklet, which is available at <http://kwn.is/kiinvocations>. Others—as a way to get to know one another better—allow each member to choose his/her style of invocation.*



We welcome your comments on Kiwanis magazine content; email your letter to magazine@kiwanis.org.

I GOT YOU, BABE

As an eight-year member of Kiwanis and an avid baseball fan I was just a little disappointed in your January/February 2015 100th Anniversary Issue magazine—particularly concerning the reporting of the 100 years of service Kiwanis has provided around the world. On page 19 at the bottom is a great little story how Babe Ruth made appearances at Kiwanis events.

However, the photograph you choose to use in your article is not George Herman Ruth Jr. I believe that photograph is of an impersonator/actor. Whoever did the research for this section of the magazine did a very poor job and did not double check their source.

After a few minutes of research I found the photograph you used in the magazine at this website <http://www.vanmartinpro.com/look-alikes1.html>. It also appeared in a blog and some other minor website locations.

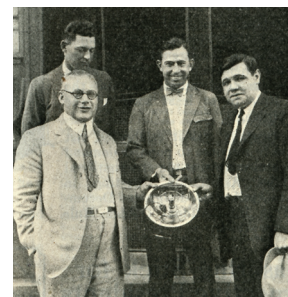
Please try and do a better job if you are going to cite a truly great American and his contributions to baseball and use the correct photograph.

I will say that normally I enjoy reading the magazine and the information provided and share the articles with my son Conner who is a member of the Purdue University Circle K Club and a former Key Club member.

Keep up the good work!

DAVID MCGUIRE | KIWANIS CLUB OF GOSHEN, INDIANA

Editor's Note: *The photograph (below, left) was provided by a reputable stock image provider, which describes the photo as one taken shortly before Ruth's death. To be certain we have a true photo of the real Sultan of Swat, here's a 1924 Kiwanis Magazine photo of Ruth (right, at right) when he and fellow Yankees were hosted by the Utica, New York, Kiwanis Club.*





Share your story.
Strengthen our future.



Think about what you love about Kiwanis. The service. The impact. The fellowship. Then think about people who would love those things too—and the impact they could help us make. That's where you come in. And that's why your story matters.

Share what you love. So you can live what you love.
Make your story a part of your formula for the future.

THE FORMULA 

kiwanis.org/theformula

LOVE IT. SHARE IT. LIVE IT.



Kiwanis[®]

WHAT YOU NEED TO KNOW

TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL



INDY CONVENTION

Online registration closes May 15.

Log on to www.kiwanis.org/convention to register today.



BOOK FAIR

Want to celebrate Kiwanis' 100 years in a memorable way? Then the Kiwanis Centennial Book Fair is perfect for you! The fair, sponsored by Kiwanis partner Scholastic Books, offers an affordable and meaningful way to deliver books to kids in need. There are two versions of Book Fair kits, which will be shipped directly to your club's chosen school.

For more information, visit <http://kwn.is/100bookfair>.

KIWANIS ON TOUR

The **Kiwanis Centennial Tour**, led by Kiwanis International President John R. Button, will finish up with stops in six more locations before ending in Indianapolis, Indiana, where we will celebrate the past 100 years during our annual conventions. At most locations, Kiwanis will leave a legacy of service to children through special playground builds. Here are the final dates:

St. Louis, Missouri:

April 9-12

New York, New York:

April 23-26

Chicago, Illinois:

April 30-May 3

Milan, Italy:

May 28-31

Luxembourg City, Luxembourg:

June 4-7

Indianapolis, Indiana:

June 25-28



ON SOCIAL MEDIA

Kiwanis Club of Belton, Texas, on **Twitter**

"Thank you Belton Early Childhood School! Our members are enjoying reading to your children. Kiwanis is making a difference one child, one community at a time."

KIWANIS ONE DAY

What is your club doing for Kiwanis One Day? Upload a video of your project for a chance to win a GoPro camera. Visit <http://kwn.is/kionedaycontest> for official rules.

ANNUAL REPORT

The Kiwanis International Annual Report and financial statements are not printed in the magazine this year, but can be found online at www.kiwanis.org/annualreport.



GOAL FOCUSED

"Key Club has been focusing on The Eliminate Project, but our board has made a true effort to increase awareness and funds through communication with our 33 districts. Our goal is US\$1.4 million, and we'll do all in our power to help reach our Kiwanis family's \$110 million goal and eliminate maternal and neonatal tetanus from the face of the Earth."

Maria Palazzolo, *president, Key Club International*

NEWS



((HUGS))

Tim Harris has Down syndrome. Ever since he was a child, he knew he wanted to open a restaurant. Now he owns "Tim's Place," where you can get breakfast, lunch and hugs. And Tim wants to give you a hug too. Come hear featured speaker Tim at the 2015 Kiwanis convention's Opening Session and find out why he thinks "hugs are the best part."



FOCUS ON MEMBERS

APRIL IS MEMBERSHIP MONTH!

So ask yourself: How strong is your club? What more could you do if you had more members? Talk up your club's impact—and Kiwanis' legacy. Find tips and more at www.kiwanis.org/memberevent.

ON SOCIAL MEDIA

W. Joseph Sosky
on **Facebook**

Living Word Shanghai High School just became a member of Key Club. Thank you to Vancouver, Washington's Cascade Park for being our sponsoring Kiwanis club. And a special thank you to the Camas High School Key Club for offering to be our sister mentoring club. We have 52 members.



INDY BUSINESS

There currently are nine amendments up for vote in Indianapolis during the 2015 convention. Will you be there to make your vote count? Sign up to be a delegate and vote.

Learn more about the amendments, including one that proposes to increase dues and one that would allow online voting for Kiwanis International business. Go to www.kiwanis.org/amendments and www.kiwanis.org/elections.



EDUCATION FOR CLUB SECRETARIES



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



Kiwanis
UNIVERSITY

NEWS

GET TO KNOW THE FORMULA TEAM

Club openers.

They bring Kiwanis to new communities. Working with club counselors and lieutenant governors, they identify potential sites. They learn about the community and connect with its leaders to understand the needs Kiwanis could fill.

Club counselors.

For both new and existing clubs, club counselors provide coaching to help clubs become more impactful. They share best practices. They guide club leaders and members to resources. They help instill habits that make clubs self-sufficient.



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SIGNATURE CIRCUS



**GERMAN CLUBS RAISE KIWANIS' PUBLIC
PROFILE WITH A SUCCESSFUL SIGNATURE
PROJECT. WELCOME TO THE CIRCUS!**





Willkommen in Heilbronn.
Willkommen im Zirkus!
Welcome to Heilbronn.
Welcome to the circus!

Step into the tent for a behind-the-scenes peek inside the Kiwanis Circus Palace.

Janaan is here. She's a 13-year-old refugee from Syria, and this is her first visit to the circus. Her favorite part? The horses. She smiles and says, *chukran bezaaf*, which means thank you in her native Arabic.

Nalan Demir is here with her son, Mehmetcan. They are Turkish and living in Germany. Nalan is a teacher of languages and mathematics and brought children from her school to the circus.

In its second year, the Kiwanis Circus



PHOTOS BY HARDY MÜLLER

REPORTING BY ISABEL ALVAREZ AND HARDY MÜLLER

Palace is the brainchild of the Kiwanis Germany District, a fully loaded, hands-on project bringing 11 clubs from Division 18 together to bring joy to thousands.

"It is an event for children, that is important—for children!" says Günter Wohlfarth, lieutenant governor Division 18. "We can enable people to go to a circus who have otherwise no money for it. Everybody gets a box lunch, popcorn, drinks and every child gets six Kiwanis coins, which they can use to buy something. I think there is no event like this in the world. It's fun. No ... it is a pleasure, absolutely."





Uwe Deuster is here too. As this year's organizer, he has his hands full with last-minute preparation for what comes next.

"Today, or within the next days, we turn donations of 30,000 euros over to social organizations," he says of the money raised through ticket sales. "And when you look into the happy eyes of the children, that's the profit, that is the incentive to take action."

Modern clown and comedian César Dias (on cover) was in Heilbronn last year for the first Kiwanis Circus Palace.

"It is great and very fulfilling for my work when I see that the children like my show," says the fourth-generation circus performer. "To make children smile is great for a comedian. Children are the most demanding audience, more than adults. You think children and clowns, that works. But that's not true. It is more dif-



ficult to reach children by doing comedy."

Most days, circus presenter and singer Fabian Egli (right) can be found in the theater as a musical and opera singer—this circus thing is just a sideshow for him. But he loves every second of it. "It's a great atmosphere," he says. "When the people have fun, I'm having fun too."



Ten-year-old Jona is enjoying the circus too. He lives right here in Heilbronn. He loves the sea lions, especially when they flap their flippers, which he says is "very funny." He also loves the Chinese acrobats with their stunning high jumps.

He wouldn't be here if it weren't for the hard work of about 60 Kiwanis volunteers in Germany, who put in countless hours to stage such a large-scale event. Kiwanians, like Uwe Deuster of the Weinsberger Tal e.V. club.

"I joined Kiwanis because I wanted to do more than other people ... to do social work is meaningful, good and necessary," says Deuster.

In all, Kiwanians provided free entry to about 2,500 guests, mostly to large families, children from orphanages and school groups, says Günter Wohlfarth. That's a lot of children and families enjoying everything from high-rope acrobats and flying artists to exotic animals from all parts of the world. Oh, and music and clowns, of course.

After the circus ended its first run in Heilbronn in 2014, Alexander M. Duecker of the Kiwanis Club of Heilbronn St. Kilian had this to say: "We proved that it is possible to achieve goals that are regarded before as more or less impossible. Everybody in our division can be proud of the results; many of us made new friends from other clubs and appreciated the work of our fellow Kiwanians."







It's difficult to measure which performers garnered the most ooohs and ahhhhs, but it goes without saying that the audience had to catch its collective breath as the Duo Vanegas took to the Wheel of Death. And as contortionist César Pindo folded himself into a human origami piece.

It was Pindo's first time at the Kiwanis Circus Palace in Heilbronn.

"I like it really much, and the show is of great quality because numerous great artists from all over the world perform in one show," says Pindo, shown at right.

And about those moments when the audience members are catching their breath? The Wheel of Death (left) was a



popular answer when many were asked to pick a favorite moment from the circus.

"Yes, it is a dangerous show with a high risk, lots of adrenaline," says Wheel of Death performer Alejandro Vanegas, who performs with his nephew, Michael Ricardo Daza Vanegas. "It is very popular with children because of the danger." ®

GET THE APP

For more information and photos about the circus, download the Kiwanis magazine app for iPad in the Newsstand or for Android in the Google Play Store.





SIGNATURE PROJECTS

One of the four pillars of Kiwanis International's strategic plan—the I-Plan—is for clubs to perform meaningful service. In one word: Impact. And one of the strategies of that goal is to encourage the development of a signature project in each club.

A signature project is a fundraiser or act of service that addresses a need so effectively that it establishes Kiwanis' reputation in the community. It answers the question, "What is Kiwanis?" Clubs of all sizes can have signature projects. Just choose one that makes a difference—a significant difference.

A by-product of being an agent of community change is stronger membership. People want to be part of great, effective, meaningful service.

making your mark

**ALL KIWANIS CLUBS HAVE
THE OPPORTUNITY TO
MAKE A LASTING IMPACT IN
THEIR COMMUNITIES WITH A
SIGNATURE PROJECT.**

On these pages are examples of Kiwanis signature projects that are improving Kiwanis communities while also strengthening clubs' membership. They are reported here not as projects to be copied, but to inspire Kiwanis members to find signature projects that best fit their communities.

Does your club have a signature project? Email details to shareyourstory@kiwanis.org.

Project: Kiwanis Safety Town

Club Name: Kiwanis Club of Hudson, Ohio

Important Info: Hudson Kiwanians recently led a community effort to revitalize Safety Town, which teaches children about bike, fire, electrical, weather, water and animal safety.

Impact: "The Hudson Kiwanis Club is looked at as a leader (in the community)," says member Grant Aungst, who also is director of Hudson Community Education & Recreation, which operates the program. "We are an organization that can do, that changes and grows with the community."

Read more about Safety Town at <http://kwn.is/OHsignature>.





Project: Kiwanis Kids' Day Football

Club Name: Kiwanis Club of Springdale, Arkansas

Important Info: The people of Springdale love football, and every August, first- through sixth-grade youngsters suit up for their first gridiron experience at Kids' Day Football, where they learn football fundamentals and sportsmanship.

Impact: "People know what Kiwanis is," says project Chairman Jim Ed Reed. "We're heavily involved in the school district, not just with the football program, but in many ways. We're a strong club and have well-respected members of our community in the club."

Read more about Kids' Day Football at <http://kwn.is/ARfootball>.

Project: River Walk Fiesta

Club Name: Kiwanis Club of Alamo, San Antonio, Texas

Important Info: Fiesta Noche del Rio is a multicultural singing and dancing revue featuring the music of Mexico, Spain, Argentina, the Caribbean and the US. Over the past 58 years, it has raised more than US\$2.5 million for children's charities.

Impact: "Because of our lengthy presence on the River Walk each summer and the requirement that each of our members volunteer for at least three work shifts during run of the show, the community is exposed to our members and our message of helping those less fortunate," says 2014 Fiesta Chairman Harry Balling. "The fact that we are providing positive role models creates an excellent image for the club."

Read more about Fiesta at <http://kwn.is/TXfiesta>.





SIGNATURE PROJECTS

Project: Horse Show

Club Name: Kiwanis Club of Brecksville, Ohio

Important Info: One of Brecksville's great traditions, the Kiwanis Horse Show is an end-of-summer gathering for horse lovers. In addition to jumping competitions, a carriage candlelight parade and English and Western riders, there are special activities for children, such as a stick pony event where every broom-handle rider receives a ribbon.

Impact: "People are familiar with Kiwanis and often say, 'Oh yes, I've been to the horse show many times,'" reports club Secretary Kevin Brusk. "As an organization, we hope that this event will continue to foster our bond with the community for many years to come."

Read more about the horse show at <http://kwn.is/OHhorse>.

Project: Playgrounds

Club Name: Kiwanis Club of Napa, California

Important Info: Over the past 16 years, the Napa Kiwanis Club has built 60 playgrounds for schools, park departments and various other organizations, including a secret home for battered women and their children. Without the club and its commitment to serve children, many of these playgrounds might never have been built.

Impact: "Many of our members joined our club because of this one project," says member Jim Roberts. "Our club consistently attracts folks who want to be a part of us and thus contribute to their community in so many, many ways."

Read more about this playground project at <http://kwn.is/CAplayground>.



Project: Christmas Parade

Club Name: Kiwanis Club of Cortana, Baton Rouge, Louisiana

Important Info: More than 75,000 people attend the annual Christmas Parade, which features marching bands, floats, dancers, troops and local celebs. The parade, which involves other area Kiwanis clubs, raises funds for many charities, including children's hospitals, food banks and a domestic violence center.

Impact: "The volunteer opportunities that the Christmas Parade generates for Cortana Kiwanis helps the club attract and recruit new members," says parade Chairwoman Heather Folks. "Not only are there opportunities to get involved with the parade's logistics, but because of the funds the parade generates, the club can contribute time and resources to philanthropic projects throughout the year."

Read more about the parade at <http://kwn.is/LAparade>.



Project: Baby Shower

Club Name: Kiwanis Club of Titusville, Florida

Important Info: For the past 18 years, the World's Greatest Baby Shower has been teaching expectant moms how to be moms, with educational classes on car-seat safety, feeding, Sudden Infant Death Syndrome and more. The most popular class invites parents to ask questions of a panel that includes a pediatrician, dentist, anesthesiologist, obstetrician and nurse.

Impact: "This really shows the community that Kiwanis cares about kids and wants the best for them," says club Secretary Kari Bollinger. "Education for mothers is where that starts."

Read more about the baby shower at <http://kwn.is/FLshower>.

SIGNATURE PROJECTS

Project: Food Bank Gardens

Club Name: Kiwanis Club of Olympia, Washington

Important Info: Three gardens, totaling 1½ acres, produce an average of 28,000 pounds of fresh vegetables per year, and it's all donated to the Thurston County Food Bank. "The long-term health benefits to those who do not have access to healthy foods cannot be overstated," says food bank Director Robert Coit.

Impact: "We were invited to use a half acre on the State Capitol Campus, where we teach gardening to youth and community volunteers, demonstrate to visitors the impact of community gardens and serve our community in partnership with the Thurston County Food Bank," says Olympia Kiwanian Derek Valley.

Read more about the gardens at <http://kwn.is/WAgardens>.



Project: Chocolate Walk

Club Name: Kiwanis Club of Lititz Area, Pennsylvania

Important Info: The Chocolate Walk consistently raises more than US\$50,000 for a variety of charities by bringing together more than 25 artisans to create chocolate treats for 2,000 ticket-bearing customers to sample.

Impact: "While we have always been small—about 25 members—many of our new members over the past 13 years have come to us because of the Chocolate Walk, either as retailers who have seen the benefit the walk brings to the town and their business or because they want to be part of the organization that puts on such a successful event," says walk Chairman Mark Freeman.

Read more about the walk at <http://kwn.is/PAwalk>.



ASSESSING THE SITUATION

**WHY DOES YOUR CLUB DO WHAT IT DOES? IT'S A SIMPLE ENOUGH QUESTION—
AND ONE THAT MOST KIWANIS MEMBERS SHOULD BE ASKING MORE FREQUENTLY.**

BY COURTNEY MEYER

COMMUNITY SURVEY



Your club clocks hours upon hours working on multiple projects a year. You help countless families and get great feedback on your projects. But is your club really doing what's best to support your community?

Answering this may be more complicated than you think. Communities change constantly. But there is a way for you to ensure you're doing what's

best for everyone—by conducting a community survey.

That's exactly what the Kiwanis Club of Deltona-Southwest Volusia in Florida did. And once members started asking questions this past year, they were astounded with the results. By simply talking to a teacher, librarian, real estate agent, pastor, police officer, school counselor, small business owner and health care

worker, as well as the city manager, the club found there were two top needs: food and community unity.

The club serves five cities, which members estimate have a combined population of 120,000 people. Unfortunately for residents, the economic conditions have caused the number of families living in poverty to double over the past seven years.

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**THE COMMUNITY
SURVEY OPENED
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munity is suffering through this recession more than many, we were shocked to find so many in need of food,” says Carolyn Martin, the club’s community outreach committee chairwoman. “The community survey opened our eyes to the poverty around us.”

What to do? Where to begin? They began inviting the public to learn about the depth of the issue, hearing from social workers, teachers, a county human service representative and food pantries. What they learned: One in seven homes in their community of 100,000 were currently in (or had previously been in) foreclosure. The high school had the highest number of homeless students in the county. And no public- or United Way-supported food pantries were filling the gap that was left after churches and nonprofits could not help.

Members donated cans of food every week. They reached out to area restaurants, asking to host monthly Dining to Donate evenings to raise additional funds for the Southwest Volusia Fund. They reached out to the Rotary club and Moose Lodge to join them. They

assisted at food-distribution events and a Christmas outreach. They made donations to the food bank and the public schools’ food pantry.

All of these things had never been attempted before.

“We enjoyed many more visitors to our club meetings to hear the speakers, and we believe our club received greater community recognition,” says Martin. The club has added new members too.

The surveying process was also an opportunity to assess current projects to make room for the new. The club discontinued its pancake breakfasts due to declining revenue.

“It helped us develop an action plan incorporating informational local community speakers, connecting area clubs and restaurants into a fundraising focus on food and opened more areas where our members could provide hands-on help to local needy families,” Martin says.

Most importantly, though, the process increased the community’s awareness of Kiwanis—and helped to engage not just the club, but the entire community in fighting hunger together. ®

HOW TO DETERMINE WHAT YOUR COMMUNITY NEEDS



STEP 1: Create contact lists

Brainstorm to identify community members who could provide the most useful information.

STEP 2: Identify team members

Put together small teams to conduct interviews. Look for members who are eager to learn and are comfortable interviewing people.



STEP 3: Schedule and conduct interviews

Ask about the community's needs. What makes the community great? Where could it use improvement? How can Kiwanis help?

STEP 4: Debrief and reflect

How can your club make itself even stronger and more relevant? Compile the input from the interviews and discuss ideas for potential new service projects or fundraisers, partnerships or sponsorships and even potential new members at the next board and/or membership committee meeting.



For even more details, download the Achieving Club Excellence tool "Rediscovering Your Community" at www.kiwanis.org/ACEtools.



Just your type

WHETHER YOU'RE CLASSIC OR MODERN, HI-TECH OR A YOUNG PROFESSIONAL, THERE'S A KIWANIS CLUB THAT'S A PERFECT FIT FOR EVERYONE.

One hundred years ago, the Detroit Kiwanis Club No. 1 met weekly for a meal. Members recited a patriotic pledge, prayed an invocation, laughed and learned something new from interesting speakers. Outside their meetings, the Kiwanians took on projects to improve their community and serve children.

This 100-year-old style remains the standard of Kiwanis clubs worldwide. But in 2015, you'll also find clubs that don't sing. Clubs that don't pledge.

That don't pray. Don't even meet, except at service events.

Over the past couple decades, Kiwanis has tested new types of clubs. The Kiwanis Club of Tombstone, Virginia City, Montana, was founded in 2000, on the Internet with members from around the world. This past February, the Young Professionals Germany Kiwanis Club organized, joining a youth revolution started in the early 2000s.

Officially, there are five types of Kiwanis clubs. Several

are hybrids, mixing new styles with the old. This variety meets the needs of a diverse, changing world—from the burgeoning population of retiring Boomers to the busy, career-focused Generation X'ers, many of whom have developed a passion for service and acquired leadership skills through Kiwanis' Service Leadership Programs.

Where does your club fit? Are there opportunities for different styles of clubs in your community? Read on.

THE CLASSICS

Most Kiwanis clubs fit under the “classic” category. They range in size from small to Birmingham, Alabama’s 528. They are tried-and-true machines of service. Though they are patterned after 100-year-old practices, they remain “modern” by adapting to their communities’ changing needs and societal preferences.

The Kiwanis Club of Saint Marys, Georgia, is the very definition of classic.

“We have excellent meals, well-structured meetings that begin and end on time, involve all members immediately upon joining, maintain a reasonable dues structure and have only two major fundraisers, each of which is very successful and involves all members,” says club Secretary Herb Rowland.

With a roster consistently hovering around the mid-60s,



Saint Marys stays strong with quality service activities and pride of membership.

“We are all proud to be Kiwanians,” Rowland says, “and we let folks know it. We are popular because of our reputation and our signature projects (a Rock Shrimp Festival and a July 4th Festival). Our members work with every outreach program in the county, so we are known by our involvement in the community.”

The club also sponsors a fleet of K-Kids, Terrific Kids, Builders Club and Key Club programs.

At least twice a year, the club conducts membership drives, but the best results are achieved through “the old each-one-reach-one method,” according to Rowland.

“We are very open and friendly,” he adds. “We tend to make our major projects into social events, and we are constantly in the news for our good works, both as individuals and as a club.”

For more than 10 years, the 53-year-old Saint Marys Kiwanis Club has met at the First United Methodist Church (opposite page). Meetings almost always follow a set agenda of lunch, introduction of visitors, prayer, pledge, meet and greet, happy bucks (above and below), announcements and a program.



Saint Marys photos by Fran Ruchalski



The Hui Hsin, Pan Chiao City Kiwanis Club organized in 1992 as an all-women's club. Following a tradition found in other Taiwan clubs, the club strengthens team spirit with a uniform wardrobe, which includes a formal jacket with pants or skirt, T-shirt, polo shirt and vest—something for all occasions.

President Wang Si-Hsi describes her Hui Hsin, Pan Chiao City Kiwanis Club as a sisterhood. Teamwork and passion are the strengths of this classic Taiwan club.

"We combine fellowship, service and branding in one project," she says. "For example, on a mountain-cleaning project, we went hiking, had fun and a picnic and enjoyed the view. And we never forget to wear our Taiwan Kiwanis vests while we are together."

The club is very attentive to maintaining membership strength, making certain every new member understands the Kiwanis mission, culture and expectations.

"You need to take very good care of new members," Wang says. "Sustainable development is the forever goal in the Kiwanis Club of Hui Hsin."

GOLDEN AGE

For many of Kiwanis' early years, clubs involved retirees in "golden" activities, but it wasn't until the 1970s that consideration was given to forming clubs of senior citizens.

Today, there are more than 100 such Kiwanis clubs with "Golden K" in their names. These clubs focus on service and fellowship opportunities that are suited to the interests and needs of retired people.

Within the 63-member Cape Breton Golden K Kiwanis Club in Nova Scotia, members serve as drivers for local conferences, PGA and hockey tournaments. They also greet cruise ship passengers with information and maps to scenic locations, historic sites, restaurants and shops. The list goes on and on: music festival, mock jail fundraiser,





Photo by Warren Gordon

skating jamboree, blood pressure clinic, meal deliveries to home-bound residents and day-care children. ...

"Camaraderie, empathy, wanting to participate and the ability to get along with others is paramount," Secretary Lynn Pollock says. "Your members are your ambassadors."

SERVICE COUNTS

Meet less and do more. That's the philosophy behind 3-2-1 Kiwanis clubs: Three hours of service, two of social activities and one hour devoted to meeting each month.

The Kiwanis Club of Bald Eagle and Nittany Valleys, Pennsylvania, actually calls itself a 3-2-1+1 club, because it adds a second monthly meeting for its board.

Since organizing in February 2012, the club has grown in membership each year. President Bill Henning attributes that strength to the club's emphasis on service. And with so much of the 3-2-1+1 ratio devoted to service, Henning says they can't identify just one signature project.

"We have several," he points out, listing a 5K/10K run to support the club's commitment to be a Model Club for The Eliminate Project; an Easter egg hunt, Kids' Day, food drives for Salvation Army and Winterfest with Santa to name a few.

"Never invite prospective members to meetings," he advises other 3-2-1 clubs. "Follow up with orientation, get them involved as soon as possible and let them know that even the smallest involvement is appreciated."

TWO IN ONE

In Tennessee, the Kiwanis Club of Murfreesboro applied the 3-2-1 formula when forming its new satellite.

A satellite is not a type of club; rather, it's an extension



of an existing club. The satellite group meets at another time and may operate independently or like a committee of its club.

"Our roster shows a membership of 50," reports member Becky Lanham. "Twenty-eight members participate in the traditional way and 32 participate with the 3-2-1 satellite."

The classic-style Murfreesboro club launched the satellite because too many people were passing up the opportunity to be Kiwanians due to schedule conflicts.

"3-2-1 members plan their own projects, but also work with the main club on many occasions," Lanham says. "Once a month, the groups join forces at the VA hospital to play bingo with patients."



ONLINE MEET-UPS

The Egg & I diner is the meeting place of record for the Greater Chicago-eKiwanis Club. But you'll also find the 23 members of this Internet-based club interacting in chat rooms, on social media, sending emails or texting.

"Our members can attend our meetings from any location that has an Internet connection," says club President Jerry Scheuing, who describes

those meet-ups as "fairly traditional" with an agenda and committee reports.

With the entire suburban Chicago area as its territory, members may drive more than 30 minutes to participate in projects. A favorite is packing a cake, party hats, streamers, plates, napkins, books and gifts as a birthday party kit for children in difficult situations.

"It's a fast and easy project, but makes us feel we are contributing to a child having a good birthday," Scheuing says.

Internet clubs, he advises, need lots of projects and social activities to keep members active and interested.

"It's too easy to lose someone if they aren't participating," he adds.

Chicago's eKiwanis Club members show up at a Relay for Life in luau gear (top). Initially, the Murfreesboro club (left) invited young women and men to its satellite but found the concept attracted older members too.





YOUNG PROS

Young professional Kiwanis clubs meet the needs of young women and men who are looking for a service outlet that's compatible with schedules packed with the responsibilities of starting families and launching careers.

To fit into its 25 members' busy calendars, the Kiwanis Club of Downtown Scottsdale Young Professionals of Arizona operates a little differently from classic-designed clubs, according to President-elect Jennifer Phillips.

"We meet for happy hour," Phillips says. "Our meetings last less than one hour. We conduct a lot of business via email, and we're very efficient, often combining our service projects with a social gathering afterwards."

Another challenge for young professional clubs is that some members have not yet estab-

lished roots in the community, which makes it difficult to maintain a healthy roster when members move.

"Within the past three years, we've had several active club members—even board members—who have moved away for new jobs and family purposes," Phillips explains. "We compensate for this turnover by actively recruiting and bringing in new members as often as we can—usually every month." (K)

The Scottsdale Young Professionals' annual kickball tournament (below) raises money for The Eliminate Project and two local charities. Other club projects include sponsoring a K-Kids club (above), cooking dinners at a Ronald McDonald House and volunteering at a food and clothing bank.







HUMAN CAPITAL

FROM HAPPY HOUR TO SERVICE POWER, ONE D.C. CLUB IS BUILDING A BASE WITH YOUNG PROFESSIONALS | STORY BY KIMIKO MARTINEZ | PHOTOS BY ALEXIS GLENN

Nothing in Washington, D.C., lasts forever. Administrations change. And staffers and students come and go. But one Kiwanis club is thriving amidst this constant sea of change.

“D.C. has a large population of young professionals and almost everyone is a transplant looking to meet like-minded people,” says Amanda Guelzow, president of the D.C. Metro Young Professionals Kiwanis Club, which turns 10 this year. “However, the fact that many young people are transient or at a stage of life where life can drastically change from year to year—graduate school, promotions, marriage, relocating, etc.—means that some people may only be involved for a short time or when their schedule allows.”

So how do they do it? They tailor the club to fit the needs of its 25- to 35-year-old members: Instead of a typical monthly meeting, they have happy hour meet-and-greets at bars and restaurants. There are no attendance requirements. And since they do so much of their communicating via email and social media, business meetings are only held quarterly, often on weeknights and generally with no program.

“Our emphasis is really on getting people engaged with service while meeting new people and building friendships in the process,” Guelzow says. “Projects are hands-on, widely promoted and require little commitment in advance, but offer a meaningful experience for volunteers. Afterward, we’ll usually go out to socialize over a meal to help people continue to get to know each other.”



“WE KNOW MEMBERS WILL SHOW UP WHEN

About one-third of the members have previous Circle K or Key Club experience, but many find the club through their social networks. Happy hours are advertised on Meetup.com and social media, and people are encouraged to bring friends or co-workers.

“We try to maintain a casual, inviting atmosphere and almost always have first-timers attend to see what we are all about,” Guelzow says. “We never pressure anyone to become a member at their first event, but instead invite them to join us at an upcoming service project or other activity and get to know other members.”

A weekly e-newsletter keeps people in the loop regarding upcoming events—usually around two to three volunteer opportunities each month with a variety of causes around the city.

“Our general philosophy is to offer hands-on service projects and socials that are convenient to young professionals in the working world,” says Troy Dibley, club secretary and past Circle K International president. “We know members will show up when we plan exciting and worthwhile events.”

The model has worked well for the club, which averages around 30 members each year and has established two large-scale annual projects (co-sponsored by the Kiwanis Club of Northwest Washington): a Halloween Carnival and a Spring Carnival, which provide fun, educational events for underserved children in the area. They’re a favorite of members and also attract new members who come to volunteer at the event.

“We’re fortunate to have a core group of dedicated members who have provided continuity in the club for many years,” Guelzow says. “But we are always actively recruiting members and future club leaders.” ©



WE PLAN EXCITING AND WORTHWHILE EVENTS.”



YOUTH MOVEMENT

'60S ROCKER DRUMS UP NEW MEMBERS TO REVITALIZE 93-YEAR-OLD CLUB.

STORY BY SAM STALL

Ray Kepler is in his mid-60s, but the former musician and ex-hippie is still young at heart. He's worked hard to impart that same mojo to the Fort Collins, Colorado, Kiwanis Club, by raising its profile among the area's teens, 20-somethings and 30-somethings.

"It's the future," says Kepler. "But I think most people in my age bracket just don't see how to connect with young people. They make it tough on themselves. But if you just hang out around them, you'll find they're very open-minded people."

Spreading this gospel didn't come quickly or easily for Kepler, a former rock drummer who played with the band the Willo-bees.

He joined the Fort Collins club 17 years ago, then watched its membership dwindle from approximately 50 to six. Clearly something had to be done—and soon.

"One of my club mentors charged me on his deathbed not to let the club die," he recalls.

Kepler initiated a recovery plan during his three-year stint as president. Recognizing the need to attract more youthful members, he approached pretty much every young professional who seemed even remotely interested in community service. Slowly the work paid off, and the club brought in a cadre of youngsters who have dropped the Fort Collins club's aver-

age age into the 30s, while bumping up its membership to 23.

The 24th member is Krista Churchill, a 49-year-old teacher at nearby Fort Collins High School and a firsthand witness to the club's youth movement. She had a front-row seat thanks to a two-year stint as advisor to her school's Key Club.

"I joined because of the people and what they do," Churchill says. "The impact they have on the community is very moving. I want to be a part of that."

She also appreciates her club's strategy of pairing Key Clubbers with Kiwanians, in hopes of forging strong bonds to the group that will last into adulthood. It's an approach that Kepler and the rest of his club have taken up with almost missionary zeal.

"He's still young at heart, and he sees how important it is to connect with young people and get them turned on to volunteerism and service," Churchill says of Kepler.

The efforts of the Fort Collins club have created an ever-increasing pool of youngsters for them to work with. Most tellingly, the roughly 40-strong membership of Churchill's high school Key Club now handily outnumbers that of its sponsoring Kiwanis chapter. If even a portion of those kids one day become full-fledged Kiwanians, the future is indeed bright. Churchill certainly thinks so.

"As we're grooming our high school students and then moving them into college, I think that after college, becoming a Kiwanis member would be a natural progression," she says.



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KNOW YOUR AUDIENCE

IT'S CLUB MARKETING 101: MAKE MEETINGS ACCESSIBLE AND FUN TO ATTRACT NEW MEMBERS.

STORY BY LAURA NEIDIG

"Does Columbus even want this?" was a question asked at an early planning meeting to consider opening a new club in the eastern Nebraska community.

The answer was "Yes!"

"Kiwanis Next Generation, a 3-2-1 club in Columbus, Nebraska, has been on a roll ever since receiving its charter in 2013.

Why? Club President Cassie Jeffryes says it's all about knowing your audience.

"We've made the meetings family-friendly," says Jeffryes (second from right).

Members enjoy one hour a month for a meeting, two hours of social outings, and three to volunteer. They've launched their own events and volunteer for others, and kids are welcome at most get-togethers.

Inviting prospective members comes

naturally for the effervescent Jeffryes, and promoting the good works of the club on social media and in the press builds excitement.

"Some folks would consider it bragging, but if we believe in Kiwanis, then why wouldn't we talk about it?" she asks.

Building on that belief, the club plans to organize a Bring-a-Guest night.

"We cater to everyone," says Jeffryes.

"Families with five kids. Single moms. Couples without kids."

The club has been encouraged by Steve McNally, 2014–15 governor of Kiwanis' Nebraska-Iowa District. "He told me our club may not be doing things as they've been done in the past, but we're not doing them wrong."

At 54 members, clearly the club is doing quite a bit right.

"SOME FOLKS
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IT BRAGGING, BUT
IF WE BELIEVE IN
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ABOUT IT?"



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BIRTHDAYS

These clubs celebrate their 25th and 75th anniversaries in May and June 2015. For a more complete list, visit www.kiwanis.org/birthdays.

75TH—1940

Lemoore, California, May 8
 Plymouth, Massachusetts, May 9
 Griffin, Georgia, May 20
 New Wilmington, Pennsylvania, May 20
 Pineville, Louisiana, May 22
 Laurens, South Carolina, June 4
 Hingham Weymouth, Massachusetts, June 26
 Roane County, Tennessee, June 26
 Winfield, Kansas, June 27

50th—1965

Downtown Hutchinson, Kansas, May 5
 Twentynine Palms, California, May 11
 Mastics (The), New York, May 19
 Greater Merrill, Wisconsin, May 25
 Freeport, Grand Bahama, Bahamas, May 26
 Oxford, Mississippi, June 3
 Corning, Arkansas, June 8
 Penn Hills, Pennsylvania, June 10
 Metz Doyen, France, June 14
 Jonesboro, Georgia, June 21
 Norton, Ohio, June 23
 Seward, Nebraska, June 30

25th—1990

Steenbergen, Netherlands, May 1
 Ogallala Big Mac, Nebraska, May 14
 Platte Valley, Saratoga, Wyoming, May 18
 Moss Jalund, Norway, May 21
 Sauk Prairie, Prairie du Sac, Wisconsin, May 23
 Port Antonio, Jamaica, May 29
 New Delhi L, India, June 6
 Providence Montego Bay, Jamaica, June 8
 Zwolle, Netherlands, June 12
 Pont A Mousson, France, June 17
 Alger County, Michigan, June 20
 Capitol Gateway, Phoenix, Arizona, June 20
 Attnang Puchheim Phönix, Austria, June 23
 St. Georges Buff Bay, Jamaica, June 23
 West Friesland, Netherlands, June 25
 Adelaide Hills (The), Australia, June 27
 Wolfsberg, Austria, June 29

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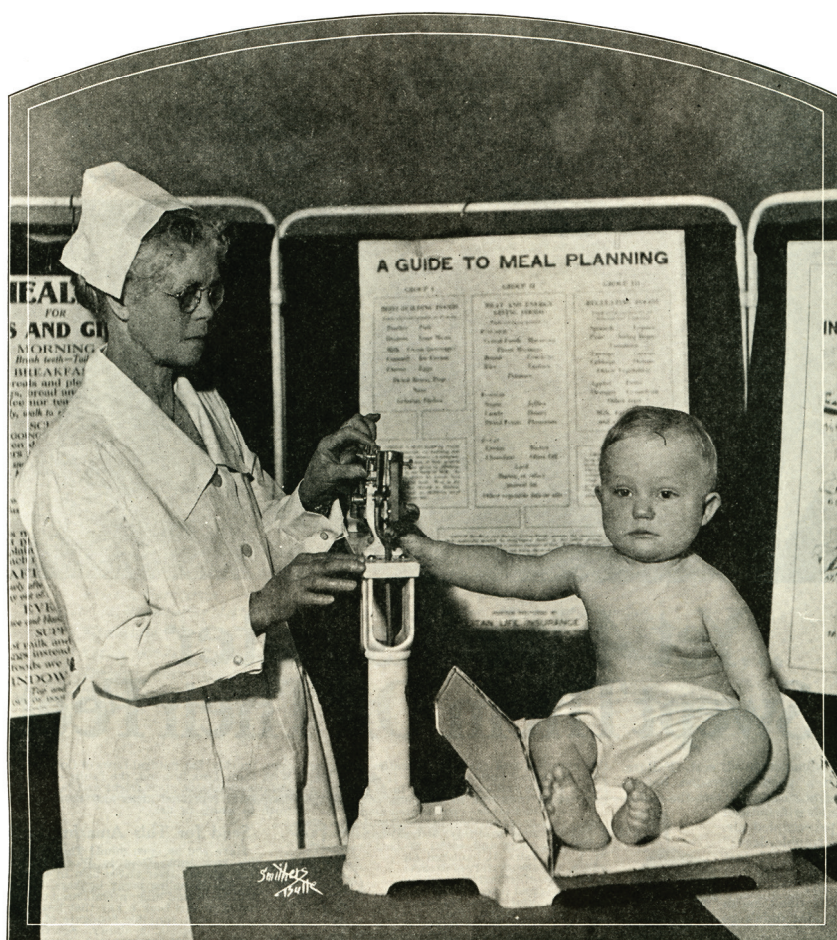


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RETROSPECTIVE



One of the challenges North American communities faced during the Great Depression was health care. The Kiwanis Club of Butte, Montana, joined the fight against tuberculosis and other diseases by supporting a nurse who traveled across the vast county working with prenatal, infant and preschool cases.

the business men of Lowville who were glad to plunk down their checks for the privilege of belonging to a club that does things." (Read about the Lowville club's success at <http://kwn.is/kilowvilleny>.)

In Florida, Lakeland President Don Miller—"a handsome stalwart in his early 30s"—announced that the club's 29-member roster ought to be doubled. Members eagerly took up his challenge.

"There was no noisy campaign," wrote Lakeland Kiwanian Harris G. Sims. "There wasn't even a slogan. The 29 members simply set a 100 percent increase as their goal and kept on climbing until they got there." (Read about the Lakeland club's success at <http://kwn.is/kilakelandfl>.)

Meanwhile, Kiwanis clubs everywhere revved up their service activities to meet growing community needs: Mel-fort, Saskatchewan, Kiwanians, for example, shipped boxcars of vegetables to drought-stricken regions of southern Canada. The Omaha, Nebraska, Kiwanis Club collected old shoes, sent them to older students interested in shoemaker careers and gave the fixed footwear to needy children. And the Kiwanis Club of Burlington, Iowa, sponsored a US\$40,000 community swimming pool with a 60-dressing-room bath house.

A TALE OF THREE CLUBS

THREE CLUBS PROVE THAT KIWANIS THRIVES IN TIMES OF GREATEST NEED.

These were hard times, the 1930s. A Great Depression swept around the globe, and Kiwanis felt the impact. Membership that had peaked in 1930 at 102,150 fell to 74,577 in 1934. It was a time when communities needed Kiwanis most, and the organization soon began to rebound and surpassed 140,000 before the end of the decade.

At the heart of that recovery was a can-do spirit exemplified by three clubs profiled in the March 1932 Kiwanis Magazine: Madison, South Dakota, with a 35 percent gain in six months; Lowville, New York, at 77 percent and Lakeland, Florida, topping them all with a 100 percent increase.

"What we have done, others can do," wrote Madison President Karl E. Mundt. "The formula is a simple one. First, keep the corners of your mouths turned up. Second, present Kiwanis to the uninitiated as a much-needed antidote for the pessimistic poison which is so rampant today. Third, believe it can be done. Fourth, do it. "Mimic Madison," he added. "Press on."

(Read about the Madison club's success at <http://kwn.is/kimadisonsd>.)

O.T. Anderson, secretary of the Lowville Kiwanis Club, scoffed at the idea that declining economic conditions would affect membership adversely. "Depression?" he asked. "Well there were 19 of

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