

WHAT IS THE BOTTOM LINE...

We have all heard this "catch phrase" over the years, and what is the bottom line seems to be the most prevalent in recent times. The company Accountant uses it when addressing the CFO or CEO's question as to how the company is performing. The bottom line there is in the profit / loss figures, and should the firm continue on its' present course of action to improve or adjust the future bottom line. A salesperson may use the phrase as to a final pitch-- a take it or leave it approach: " That's the price, so what is your answer, and how many thing-a-ma-jigs do you want to buy? " The bottom line can kick you into reality too! Using the line as a finality may cost a sale, and upon returning to the office could result in a "carpet dance" in the Sales Manager's suite.

Service organizations, as in the business world, address their own bottom line. They are disguised as goals and strategic plans, but the result is the same. As members of Kiwanis, we are in the children business. The Kiwanis tag-line "Serving the children of the world..." is a phrase that has been around since I joined Kiwanis in 1987. I remember hearing also "Children, Priority One" when I moved to Utah and transferred my membership to the Clearfield Club in 1990. Our main District goal is to serve the children, many that cannot serve themselves, through local programs. Kiwanis International, with the support of local clubs and districts, selects world-wide projects to serve the children, as in the Iodine Deficiency project, and the Eliminate maternal / neonatal tetanus. Many remote parts of the world benefit from these projects, and the recipients we will probably never meet, but we must remember kids are kids, no matter where they call home.

I am proud, and humbled by the trust that has been placed in my hands to act as Governor of the 2016-17 Utah-Idaho Kiwanis District. I feel we have a great team of Officers, Lieutenant Governors', Past Governors' available for counseling, Key Club / CKI /Key Leader Administrators', and Chairpersons' of the various special projects, assembled to conduct our District with integrity and productivity. A successful District also needs the support of its members, and my main goal is to increase membership via the Formula concept, and promote greater interaction throughout the District with Inter-Clubs and convention attendance. Where people gather, the ideas will flow.

Let us go forward, and develop the Utah-Idaho District into one of the best Districts in Kiwanis. We are large in area, and travel throughout the District can be somewhat difficult. However, the benefits of travel to functions can outweigh any difficulty when one remembers what we are expending our efforts for. Thank you for your service to your communities, and your loyalty to the Kiwanis organization. Together we can experience a positive "Bottom line", and please keep in mind..."It's for the kids..."

In Kiwanis service,

Captain Jim Vaughan
Governor, Utah-Idaho Kiwanis District