PENN ELECTED 2011-12 PRESIDENT

Alan Penn was elected 2011-12 president at the 96th annual convention in Geneva, Switzerland.

“I’m committed to our mission of serving the children of the world,” says Penn, who is a member of the Medina, Ohio; All Ohio-Medina and Tombstone Virginia City, Montana Kiwanis clubs. “As well, I am devoted to our new global campaign for children, The Eliminate Project, and to growing Kiwanis worldwide.”

The House of Delegates also elected these new international officers and board members:

President-elect: Thomas E. DeJulio, Kiwanis Club of Fordham, Bronx, New York.

Vice president: Gunter Gasser, Spittal an der Drau, Austria.

Trustees, United States and Pacific Canada: Jane M. Erickson, Bellevue-Offutt, Nebraska; Stephen T. Hill, Norwalk, Connecticut; Warren F. Mitchell, Greeley, Colorado

Trustee, At Large: Clinton Green, Napier, New Zealand.

At the 2011 Kiwanis Asia-Pacific Convention this past March, Lee Kuan Yong of the Kuala Lumpur, Malaysia, Kiwanis Club, was elected to fill represent the Asia-Pacific Region on the Kiwanis International Board.

THE HOUSE OF DELEGATES HAD TWO PROPOSED AMENDMENTS

The House of Delegates had two proposed amendments on its agenda during the 96th Annual Kiwanis International Convention in Geneva. Neither were considered, due to a lack of a motion:

A proposal from the Kiwanis Club of Blue Island, Illinois, to establish real-time online broadcasts of convention activities.

A proposal also from the Kiwanis Club of Blue Island, Illinois, to establish real-time online voting during convention.

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At the opening session of the Kiwanis International Convention, Sylvester Neal looked back on his year as international president. “It was my intent to light fires in the hearts of our members,” he said, donning a firefighter’s helmet.

While the children Kiwanians serve are born into their situations, he added, Kiwanians make a choice every day to help improve those lives. And those choices light fires of inspiration and hope around the world.

Neal's speech hinted at the blaze of inspiration this convention is becoming. Speakers shared stories of Kiwanis clubs’ successes and service throughout the year. Videos showed great Kiwanis moments. And The Eliminate Project officially launched its fundraising campaign, which will raise US$110 million by 2015 to help eliminate maternal and neonatal tetanus.

That wasn’t all. Dr. Goodall, whose reputation and achievements in service have resulted in world renown, spoke to a standing-room-only crowd.

Beyond the opening session, Kiwanians got tips and insights on making their clubs even more effective—thanks to forums and sessions on new club building, working with youth and much more.

In the evening, The Eliminate Project celebrated its fundraising launch with a gala at the beautiful Starling Hotel—one of several opportunities for convention attendees to socialize with Kiwanis members from other clubs and regions, and to experience the beauty of Geneva.

Another day has come and gone in Geneva for the thousands of members assembled for international convention.

Today members began to filter into the convention center at 9:00 am for district caucusing and workshops; however, the big news of the day came as the delegates assembled for the business session. As no amendments were moved, business immediately turned to the elections, where Alan Penn of Medina, Ohio, was elected Kiwanis International president for the 2011-12 Kiwanis year. Tom DeJulio of
Bronxville, New York, was elected to succeed him as the Kiwanis International president-elect, and Gunter Gasser of Spittal and der Drau, Austria, was elected vice-president.

Jane Erickson, Stephen Hill and Warren Mitchell were also elected each to 3-year terms as Kiwanis International trustees. Tomorrow the winner of the contested at-large trustee seat will be announced. Stay tuned!

INTERNATIONAL CONVENTION - DAY 3

July 12, 2011

The final of day of convention is always bittersweet. But this year, Kiwanians are returning to their home clubs with a very specific charge: eliminate maternal and neonatal tetanus.

Around the world, we’re united by our mission to serve the children of the world. Thanks to The Eliminate Project, the global nature of this mission includes a very specific opportunity. Throughout convention, workshops and seminars were held, educating members about MNT—and empowering them to raise the US$110 million necessary to eliminate the disease.

Convention culminated in the closing session, with Jamie Lee Curtis taking the stage to a standing ovation. Her message was thrilling; everyone in the audience was stirred, including Curtis herself. At the conclusion of her speech, President Sylvester Neal presented Curtis with the Kiwanis World Service Medal for her commitment to service and her work as a children’s author. President-elect Alan Penn also named Curtis an honorary Kiwanian.

Penn brought the convention to a close by sharing his personal connection to the Eliminate Project: as a child of missionary parents, he helped his mother vaccinate women against tetanus. His job was to hold the babies while their mothers stood in line. His life will come full circle when he takes the reins as president in October and helps lead our effort to eliminate MNT.

Throughout convention, one thing was clear: Kiwanis members serve their communities with passion. They came to Geneva to be inspired and empowered, and they are leaving with the enhanced ability to increase the organization’s impact.

In June 2012, Kiwanians will arrive in New Orleans after another year of tireless service—eager to renew our commitment to serve the children of the world.

***

Always do everything you ask of those you command.
- George S. Patton

Develop success from failures. Discouragement and failure are two of the surest stepping stones to success.
- Dale Carnegie

UPCOMING U & I KIWANIAN DEADLINES

<table>
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<th>Issue</th>
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</thead>
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<tr>
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<td>Thu September 15, 2011</td>
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<td></td>
<td>Thu November 10, 2011</td>
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<td></td>
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<td>Submit Issue to Printer</td>
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<td>Material Content Deadline</td>
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<tr>
<td></td>
<td>Submit Issue to Printer</td>
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</table>
DO YOU KNOW ANY DISTINGUISHED MEMBERS?

Has your club checked your roster to see if they include any members who have met the Distinguished Member criteria?

1. Sponsor two or more members during current year
2. Attend either a mid-year, zone or regional conference, or registered to attend the international or district conventions
3. Participate in two or more service projects during the year

Every club needs Distinguished Members who “light the fire” for membership and help grow their club!

To register your members, the club president and secretary can fill out the 2010–11 Distinguished Member online form.

Distinguished Members will be awarded a lapel pin and will receive a special thank-you from President Sylvester Neal, which includes a “Light the Fire” lapel pin. This pin is awarded to members who are continuing to grow the Kiwanis organization by sponsoring new members. Special recognition will be bestowed upon these leaders at the 2012 international convention in New Orleans.

Let’s get the pins ordered and worn by these members now to inspire others to strive for Distinguished status.

DESires

By Jim Terry, Human & Spiritual Values Chairman

Recent in a talk by Dallin H. Oaks he said “That desires dictate our priorities, priorities shape our choices, and choices determine our actions. In addition, it is our actions and our desires that cause us to become something, whether a true friend or a gifted teacher. Roger Bannister was a medical student in England in the 1950s who was filled with an ambitious hope. He desired to be the first man to run a mile under four minutes. Critics said it was impossible, and even suggested that the human body was not physiologically able to run at that speed. The first recorded record of the mile was in 1865 and it was 4:36.5. In 1945 the record was 4:01.4. During this 80 year period the time was still over 4 minutes. By 1951 Bannister had captured the British title in the mile and felt ready for Olympic competition. Unfortunately, last minute change in the schedule of the events at the 1952 games in Helsinki forced Bannister to compete without resting between events as he was accustomed to. He finished fourth in the 1500 meter run and endured the scorn of the British sports media, who blamed Bannister’s rejection of conventional coaching and training methods. Bannister resolved to redeem himself by breaking the world’s record for the mile, the seemingly insurmountable four-minute barrier. By this time he was undertaking full-time medical studies at St. Mary’s Hospital Medical School, and setting aside only 45 minutes a day for training. But he was convinced that slow and steady training would enable him to break the record. Bannister’s opportunity came on May 6, 1954, in a meet at Oxford, with Bannister competing for the British Amateur Athletic Association. He had arranged for his friends Chris Chataway and Chris Brasher to set the pace for the first laps so he completed the first three quarter-mile laps in under three minutes. Finishing the last lap in less than a minute, Bannister broke the tape and collapsed as the announcer delivered his time to the cheering crowd: 3:59.4. The unbreakable record had been broken. At age 25, Roger Bannister had made history. He had the desire and set about to active his goal.

But hope and desire are not enough. Stephen E. Snow, a former judge commented, “Hope can inspire dreams and spur us to realize those dreams. Hope alone, however, does not cause us to succeed. Many honorable hopes have gone unfulfilled, shipwrecked on the reefs of good intentions and laziness.” We are the ones that have to make the effort. If we desire to be more honest in who we are, WE are the ones that will be upfront and open with who we are and how we live our lives. It isn’t enough to just SAY you want something. You have to put action behind it. You have to act upon those desires. If you want a better Kiwanis Club then you have to act upon those desires and make your club better. If you want your club to be involved with more service you need to take the initiative and help your members to be more excited about providing service.
DESIREs (Continued)

Over a hundred years ago, a little-known poet, Walter D. Wintle, wrote a poem called "The Man Who Thinks He Can." In a timeless way, it captures the simple but powerful effect of resilience, persistence, and positive thinking.

If you think you are beaten, you are;
If you think you dare not, you don’t;
If you’d like to win, but think you can’t,
It’s almost a cinch you won’t.
If you think you’ll lose, you’re lost,
For out in the world we find
Success begins with a fellow’s will;
It’s all in the state of mind.
If you think you’re outclassed, you are;
You’ve got to think high to rise.
Life’s battles don’t always go
To the stronger or faster man;
But [sooner] or [later] the man who wins
Is the man who thinks he can.

The question we must ask ourselves is: "What do I truly desire?" If you are falling short of that, you now have to ask the next question of, "Since I am not currently experiencing the type of X I say I want, what do I desire more that might be standing in my way?" You might discover that what you actually desire more than X is to focus on your career or hobbies; or to spend time in front of the television or computer rather than with the desire you really want.

A beloved folk tale from the Philippines illustrates this principle well. A monkey and a turtle were sitting by the side of a river when they saw a banana stalk floating by. The monkey suggested that they plant the banana stalk, but since he could not reach the stalk and could not swim, he asked the turtle to retrieve it.

When the turtle returned with the banana stalk, the monkey suggested that they divide it in half. In a moment of selfish stupidity, the monkey took the top half with the bananas on it for himself, and he gave the lower portion with the roots to the turtle.

Each went home and planted his portion of the stalk. In a short period of time, the monkey had eaten the bananas, and his stalk without roots had withered and died. However, the turtle’s portion of the stalk took root and produced bananas for many years to come.

How often have we exchanged the long-term blessings of a selfless life for the short-term pleasures of a selfish one? Whenever we give in to self-centered desires, we deprive ourselves of more enduring feelings of joy. Worse, we withhold from others help and comfort that they may urgently need.

KIWANIS ANNUAL CLUB GIFT CAMPAIGN

By J. LaMar Anderson, U-I International Foundation chairman

During the two week period ending June 30th, the Kiwanis International Foundation received annual club gift contributions from five of our Utah-Idaho Kiwanis clubs: Bonneville, Buhl, Twin Falls, Santa Clara, and Ontario. Thanks to these clubs the total contributions from Utah - Idaho Kiwanis clubs during the 2010-2011 fiscal year as of June 30th was $10,346.00 which amounted to $6.33 per member for our district. Thanks again to all clubs that have contributed so far.

All clubs in Divisions 4, 5, and 6 have contributed to this year's campaign. Clubs in Division 1 that had not contributed as of June 30th were Orem, Pleasant Grove, Price and Saratoga Springs. Division 2 clubs that have yet to contribute are Capitol Hill and South Davis County. Division 3 clubs that have yet to contribute are Brigham City and Wasatch, Roy-Riverdale. Cedar City in Division 7 has yet to contribute. Midvale, Fort Union in Division 8 has also yet to contribute. Clubs in Division 9 that had not contributed as of June 30th include Nampa, New Plymouth, Payette, and Weiser. Division 10's Payson and Springville clubs have also yet to contribute to this year's campaign.

Japan District had contributed $20,000.00 as of June 30th ($12.12 per member) and leads all Kiwanis Districts on a per capita basis; Utah-Idaho had contributed $10,346.00 ($6.33 per member); Kansas had donated $13,260.00 ($5.40 per member); Southwest District had donated $15,494.00 ($4.68 per member); West Virginia had
KIWANIS ANNUAL CLUB GIFT CAMPAIGN (Continued)

Utah-Idaho has contributed $4,703.00 ($4.54 per member); Capital District had donated $28,505.00 ($4.50 per member); Illinois-Eastern Iowa had donated $36,587 ($4.46 per member); Indiana had contributed $32,378.85 ($4.30 per member); and Nebraska-Iowa had contributed $27,447.50 ($4.08 per member). As in the past several years, Utah-Idaho Districts continue to lead all districts in qualifying for the number of Key Club and Circle K matching scholarships that we can award next year.

Sincere thanks to all clubs and individuals who have contributed to the Kiwanis International Foundation so far this year!

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**Utah-Idaho Districts**

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<tr>
<th>District</th>
<th>Division</th>
<th>Club</th>
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<th>$93/08 membership</th>
<th>Per Capita '10/11</th>
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Success is more permanent when you achieve it without destroying your principles.
- Walter Cronkite

You have to learn the rules of the game. And then you have to play better than anyone else.
- Albert Einstein

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That time is upon again for the District Annual Convention and the District Foundation fund raiser. This year you will have more chances to win the grand prize. For every dollar you give you are entered into the drawing. The more dollars you give the more chances you have to win. So bring your dollars and enjoy a fun game. You never know, you might be the winner.

We hope that everyone in attendance will at least donate $20. Just remember all the donated funds go to the District Foundation to help support our youth service programs and to give out matching scholarships. IT IS TIME ALSO FOR EACH CLUB TO DONATE TO THE DISTRICT FOUNDATION. $6 PER MEMBER OR $100 WHICHEVER IS GREATER. This helps us to match the money that is given back to us from the International Foundation in scholarships. Remember that we would like each club to donate a gift basket for the silent auction.

A newly emerging school of thought suggest that a simple, age-old principle may be part of both the prevention and the cure for depression. There’s no shortage of research showing that people who give time, money, or support to others are more likely to be happy and satisfied with their lives and less likely to be depressed. Could helping others be the key to weathering the inevitable storms of life? In a report by MSN Health & Fitness found that many studies suggest this. “Numerous studies have found that happy people are more helpful,” says Dr. David Myers, a social psychologist at Hope College and author of The Pursuit of Happiness. “Those who’ve just found money in a phone booth are more likely to help a passerby with dropped papers. Those who feel successful are more likely to volunteer as a tutor.” It list 5 things that we can do to help others.

1. Volunteer
2. Informally offer help to family, friends, and neighbors
3. Donate
4. Listen
5. Make other people and yourself smile.

Now isn’t that what Kiwanis is all about. Let’s make a special effort doing these things and see what happiness we can bring into the lives of others and into our lives.

**NO GREATER HONOR THAN HELPING ANOTHER**

A firm handshake, a nice note and a pat on the back are great ways to say “thank you.” But sometimes we’d like to do more, especially when an outgoing officer, club member or community leader has gone way above and beyond to help kids in need. By making a US$2,000 donation for the Tablet of Honor or US$1,000 for the George F. Hixson Fellowship membership for a special individual, your gift does double-duty: the honoree knows how much their service means to your club and the Kiwanis International Foundation pays it forward by serving even more children in that person’s name.

Whichever award you choose, the person you’re honoring will receive beautiful commemorative items that they will cherish for a lifetime. Tablet of Honor recipients get a custom-engraved plaque, lapel pin and pocket crest, while George F. Hixson Fellows receive a lapel pin and two numbered medallions on blue-and-white ribbons: one to be worn and another encased in a custom-engraved walnut display box.

It’s easy to make your gift online at www.kiwanis.org/foundation/tablet or www.kiwanis.org/foundation/hixson, where you can also learn more about these prestigious honors. Or you can call 1-800-549-2647 ext. 267 (toll-free in the US and Canada) or +1-317-217-6267 for assistance.

**A CONVENIENT WAY TO LEARN ABOUT GIVING**

The Kiwanis International Foundation has created three new donor publications for your convenience. Information about individual and club giving opportunities is now available in separate downloadable components so you can print just the information you need.

Check out the new remittance form (http://www.kiwanis.org/foundation/givingform) and publications about individual giving (http://www.kiwanis.org/foundation/individual) and club giving (http://www.kiwanis.org/foundation/club) that include updated information about KIF’s grants and other programs.
You’re doing all you can now to give back to your community through Kiwanis. But what about after you’re gone? How can you ensure that your legacy of caring will have an impact for many years to come? A carefully thought-out gift, planned with your legal and financial advisors in conjunction with Kiwanis, can provide income during your lifetime, help you transfer assets and reduce or eliminate tax burdens. And it creates the warm glow of giving.

Kiwanis’ Plan-A-Gift™ online tools include personal calculators, estate and will planning advice, even language to use in a bequest to make giving easy. Learn how you can continue to give to your community—and benefit yourself and your heirs—by making a planned gift to Kiwanis at www.kiwanis.org/foundation/plannedgiving.

**UTAH – IDAHO KIWANIS DISTRICT FOUNDATION DONATION/CONTRIBUTION FORM**

Fill Out and Send with your Donation/Contribution to:

Marvin D. “Marv” CHAMBERLAIN  
P. O. Box 25  
Twin Falls, ID 83303-0025

The only source of funding for the Foundation is through the generosity of its members, Kiwanis Clubs, and other interested persons/corporations. Each year the Foundation makes an appeal to all Kiwanis Clubs to consider a club gift to the foundation. We ask each club to donate $6 per person or $100 whichever is greater. With 100 % participation by the clubs the Foundation would be able to award up to five matching scholarships each to Key Club members and Circle K members.

The annual campaign is the primary source of income and determines much of the Foundation's impact, particularly in the areas of supporting Kiwanis sponsored programs.

Name: _____________________________________  Phone: ( ____ ) _____________________

Address: _____________________________________  Div: _____________________

City/State/Zip: _____________________________________  Club: _____________________

**Club** | **#** | **Amount Each** | **Total Item Amount**
--- | --- | --- | ---
Annual Club Gift  | Greater of $6.00/Member or $100.00  | -- | --  
Reed Culp Medal  | Awarding to:  | $1000.00  |  
Other  | Specify:  | --  | --

**Individual** | **#** | **Amount Each** | **Total Item Amount**
--- | --- | --- | ---
[ ] Total Paid  | [ ] Partial Payment  
Reed Culp Medal  | Medal for: [ ] Myself  [ ] Gift  | $1000.00  |  
Other Amount  |  |  |  
Total Paying  |  |  |  

**VIDEO: DOING MORE WITH DOWNLOADS**

You might wonder what else you can do with a Kiwanis video file once it’s downloaded to your computer. Kiwanis International allows members to duplicate video files for educational and membership growth activities. Here are some options for sharing the Kiwanis message with others:

- Share a Kiwanis video during a club meeting or presentation—view it from your desktop or laptop screen for a one-to-one meeting, or connect your computer to a projection system for a larger audience.
- Burn a video file to a DVD and play it in a DVD player connected to a television. (Instructions can be found on the Internet.)
- Transfer video files to your iPhone or Blackberry.
- Download videos to your iPod or iPhone to play on your television.
- Convert a file to a different format if it is not in a format compatible with your preferred device.

For instructions and links to perform these tasks, download and read the Video & audio troubleshooting PDF at www.KiwanisOne.org/support.
When tetanus affects a baby within one month of age it is called “neonatal tetanus”. Similarly, when a woman gets tetanus during childbirth, it is called “maternal tetanus”. In poorer communities, where women have limited or no access to healthcare, women and newborns can become infected by tetanus through open wounds, such as the cut end of the umbilical cord just after delivery. Unsanitary conditions, unhygienic instruments and traditional harmful practices also contribute to maternal and neonatal tetanus.

Success is not final, failure is not fatal: it is the courage to continue that counts.
- Winston Churchill

Do you want to know who you are? Don’t ask. Act! Action will delineate and define you.
- Thomas Jefferson

Don’t measure yourself by what you have accomplished, but by what you should have accomplished with your ability.
- John Wooden
• 1 baby dies every nine minutes from neonatal tetanus (NT), equivalent to 160 newborns each day.
• Tetanus kills almost 60,000 newborn children every year; in addition, a significant number of women also die of maternal tetanus.
• It is estimated that more than 100 million women still live in areas at high risk for MNT in 38 countries.
• Maternal and Neonatal tetanus rips families apart—what should be a joyful day welcoming a newborn into the world becomes a wrenching tragedy.
• With a case fatality rate of over 95% in areas lacking treatment facilities, tetanus is almost always deadly for newborns.
• Maternal and Neonatal Tetanus (MNT) is known as a "Silent Killer" that affects the most marginalized and underserved populations and areas. This is because so many women and newborns die at home and both the births and the deaths may go unreported.

1 CHERG, Global, regional, and national causes of child mortality in 2008: a systematic analysis. Lancet (online) May 12, 2010 DOI:10.1016/S0140-6736(10)60549

2 In early 1990s, WHO estimated that 15,000 - 30,000 Maternal Tetanus related deaths occurred every year. No official figures have been published since. However, it is very probable that maternal tetanus deaths have declined proportionately with Neonatal Tetanus deaths.
And imagine – someday soon…
Kate tells story from Philippines or Cambodia… “Just a few months ago, I had the opportunity to travel to Cambodia… It made me feel… I know Elimination is achievable because…

What progress has been made?
Success in 20 countries
Partners with a shared commitment & past successes
Governments of at-risk countries will do their part

UNICEF and its partners, including the World Health Organization, have already eliminated the disease in 20 countries.
- Neonatal deaths have decreased over the last 10 years from 200,000 to approx. 60,000 annually
- 38 countries remain where MNT needs to be eliminated (work is ongoing in most of them) [will become 39 countries with the split of Sudan in July]
- The goal for elimination is 2015.
What Does Elimination of MNT Mean?
• There is a difference between Elimination and Eradication—Elimination: Less than 1 case of Neonatal Tetanus (NT) per 1,000 live births in every district of the country—validated by the World Health Organization

  Eradication: Zero cases worldwide and no trace of any of its pathogens. This cannot happen with tetanus, because tetanus spores will always be present in the earth.

  This initiative provides 3 rounds of vaccines, syringes, safe transport and storage, education of communities, training of health workers and more.
  Immunizations and Clean Birthing methods are top methods of supporting elimination efforts.
  Clean birthing methods include increasing the proportion of births attended by skilled health personnel.
  Also includes promoting clean cord care practices to prevent infection.

Why We Still Have MNT
- Limited or no access to services
- Poverty, lack of information and education
- Stigma and social taboo
- Retains traditional practice

What makes progress possible?

I firmly believe that any man’s finest hour, the greatest fulfillment of all that he holds dear, is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle – victorious.

- Vince Lombardi
What makes progress possible?

- The commitment and passion of dedicated and caring individuals, such as the members of Kiwanis International
- UNICEF’s expert field staff
- Access to marginalized communities
- Strong relations with governments, health ministries
- Government commitment and leadership; some governments are able to buy their vaccines and injection equipment; Local Non-governmental organizations (NGOs) also play a vital role in reaching the more challenging communities
- Financial resources and advocacy efforts

UNICEF provides technical expertise during macro and micro planning of the immunization activities.

To be effective, activities must take into account the schedule of the community. In Nepal, when the community was consulted, it was decided that the best timing for the immunization sessions was in the morning before the women went to work in the fields.

In Cambodia, with many women leaving rural areas for the factories in the cities, immunizations were held at over 400 garment factories where close to 300,000 women were reached with the vaccine.

What we need to do

- Over one hundred million women need to be immunized
- US$110 million needed

What Needs to be Done to Eliminate MNT by 2015?

- Over 100 million women must be immunized
- Over 300 million vaccines will need to be administered
- $110 Million needed: supplying the vaccines, safe storage, transportation, & skilled medical workers all needed.
  
  - We mentioned partners, they have committed funds and resources
  - $110 million is what has not been committed by other entities already
  - We need the compassion, commitment, and service of every member of the Kiwanis and UNICEF family. We need YOU.

A partnership to change the world

- Kiwanis’s strength in reaching leaders and communities
- UNICEF’s global staff and unbeatable supply chain
- Reaching those not served by anyone

- Goals are achievable and elimination is achievable
- Kiwanis is lending their voice to an issue of which not enough people are aware
- Kiwanis’ strength in reaching communities and leaders, UNICEF’s global staff and unbeatable supply chain, will help wipe out this centuries-old disease
You can learn more about The Eliminate Project from our website www.TheEliminateProject.org.

Here you will find:
- General information about the project
- The history of the Kiwanis and UNICEF relationship
- News and updates from our blog
- Resources to help your club coordinate services and fundraising events and spread awareness of The Eliminate Project within your communities
- Information about how to give to The Eliminate Project

We encourage you to submit all your service and fundraising stories to TheEliminateProject@kiwanis.org, so that we may share those stories on our blog.

In the coming months, new sections of the website will be added, including:
- A password-protected resources section for club officers
- A progress page, which will include a visual map of our MNT elimination progress and the total amount we have raised toward our US$110 million goal
- A recognition page, which will highlight donors and detail the ways to achieve different levels of recognition

To raise the $110 million needed to eliminate MNT, we need to engage people in valuable service and fundraising efforts.

- We need to share stories, news and inspiration—about The Eliminate Project and about our own clubs’ efforts.
- We need to interact with friends, family members and people throughout our communities.
- That’s where social media comes in. It’s fast, it’s free and it’s everywhere.
  - Social media channels like Facebook, Twitter and YouTube are the perfect way to generate interest.
  - Social media is also a great tool for encouraging people to explore online giving opportunities.

With social media, we are asking you and your clubs to do three things:

1. Find The Eliminate Project’s online presence and get connected
   - Like our Facebook page
   - Follow us on Twitter @EliminateMNT
   - Use the hashtag #ELIMIN8 whenever you tweet anything related to The Eliminate Project
   - Subscribe to our YouTube Account
   - Subscribe to our Kiwanis Flickr photo stream

2. Share what you’ve found

When you hear something good about The Eliminate Project, share it with your friends. The message doesn’t have to come from an official publication of The Eliminate Project to be sharable. Videos, photos, status updates, tweets and fundraising events are all worth sharing.

When you see someone doing something noteworthy, share it and spread the word!

Examples:
- Share our news, updates, photos, videos and links on Facebook, Youtube and Flickr
- ReTweet ours and other’s Tweets
- Pick up our social media bookmark from our booth and share it with others

Tell your story - Each of you will have our own unique perspective as we join together in the fight against MNT, so tell others about your journey through social media. Your story is what will move others to become involved, and we need your voice to help save and protect the millions of lives at risk.

Examples:
- Publish your own blog posts about your involvement with The Eliminate Project
- Use Facebook to reate, promote and invite your friends to your service and fundraising events
- Upload your photos and videos highlighting your involvement with and enthusiasm for The Eliminate Project
From the resources section of our website, you will find toolkits to help your clubs raise money, coordinate service and fundraising events, educate your members and spread awareness of The Eliminate Project.

Toolkits will cover the following topics:
- Service projects
- Education presentations
- Fundraising
- Public Relations
- Social Media

You’re invited to share your story with us.
Let us know why you are excited about The Eliminate Project.
Let us know how you are motivating others to support The Eliminate Project.
Let us know when you are planning service or fundraising activities.
And finally, let us know what we can do to support your efforts.

The assignment
- Secure media attention for The Eliminate Project as it relates to maternal and neonatal tetanus and Kiwanis International, reinforcing Kiwanis International’s long-standing commitment to serving children
- Secure media attention for local club-related fundraising activities for The Eliminate Project
- Strengthen relationships with local media for future use

In the toolkit...
- Key messages
- Fact sheet
- How to build a media list
- Media relations 101
- Interview training
- Capturing clips
- Copy style guide
- Templates
  - News release
  - Pitch emails
  - Fundraising media advisory
  - Service project media advisory

News release & media alert
You Can do this: an example of ‘success’

- Alabama Kiwanis clubs
- Used key messages
- Reached out to local media
- Successful story placed in local media

Next Steps

- Appoint a public relations chair
- Visit TheEliminateProject.org and familiarize yourself
- Attend an upcoming training webinar (August or September)
- Review the toolkit materials
- Distribute The Eliminate Project news release
- Plan your first fundraising event and publicize it
- Use international office as a resource
- Good luck!

Act now

- Attend next workshop focusing on the fundraising campaign
- Subscribe to The Eliminate Project newsletter
- Plan fundraising and service activities
- Visit our website
- Collaborate with local SLP clubs
- Visit our booth

What’s new with Kiwanis Kids?

- New website: www.kiwaniskids.org
- New promotional video
- Members will receive an annual handbook
- Potential new resources focused on topics such as bullying and financial literacy
- Resources to help clubs locate business sponsors

What’s new with Builders Club?

- New website: www.buildersclub.org
- Members will receive an annual handbook
- New online Advisor Handbook coming
- New cost options for chartering
If your club’s looking for its next great service project, you will soon be able to check out the Service Project Database (English). This online resource will allow Kiwanis-family clubs to browse through various projects, find ideas, read helpful tips, view downloadable resources and more.

To gear up this new tool, clubs are asked to submit their best service project for consideration into the database. If you have a great success story or project idea, submit your details to service@kiwanis.org now.

**KIWANIS INTERNATIONAL WEBINARS**

NOTE: Webinar time is Eastern Standard Time.

To change the time zone to reflect your time zone, click on "Show time in my time zone when you register."

Register at http://www.kiwantisone.org/webinars.

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<td>August 23</td>
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<td>Invest in leadership</td>
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<td>Quarterly Membership Campaign: Walk the talk</td>
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<td>Sept 13</td>
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<td>Sept 19</td>
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<td>Rock your community with Kiwanis service projects and programs</td>
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<td>Sept. 20</td>
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<td>Great SLP clubs start with great Kiwanis sponsors</td>
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<td>Sept 27</td>
<td>8 p.m.</td>
<td>ABCs of growth</td>
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</table>
The 2012 Kiwanis International Convention in New Orleans is scheduled for June 28-July 1.

Venue: The convention will take place at the New Orleans Ernest N. Morial Convention Center.

The full schedule is being planned now and will include many exciting workshops, speakers and ticketed events, including a special ticketed concert with New Orleans music legend Aaron Neville!

Please make plans now to attend and be sure to allow enough time when planning your trip to take advantage of one of the Kiwanis tours!

**SPECIAL CONCERT WITH AARON NEVILLE**

New Orleans native Aaron Neville will perform during a special ticketed event for Kiwanis members at the 97th Annual Kiwanis International Convention in New Orleans, Louisiana, USA.

Over the past five decades, the indelible spirit of New Orleans has been synonymous with the musical dynasty known as the Neville Brothers. For Aaron Neville the solo artist, there is an equally intimate connection between his music and the faith that has sustained him for his entire life. Through challenge and tragedy, he’s managed to thrive, protecting both his heart and his voice. Ask him how and he says simply this: “He who sings once, prays twice.”

Neville celebrates his 50th year in recorded music with the release of his latest album, "I Know I've Been Changed," a musical masterpiece that showcases his talents in grand New Orleans style.

Plan to attend convention in New Orleans, and don't miss the chance to see Aaron Neville perform in this special event that is only for Kiwanis members!

**REGISTRATION**

Registration for the 2012 Kiwanis International Convention in New Orleans, Louisiana, USA, will open October 3.

What do I get with my registration?

- Access to all sessions—Opening, Business and Closing
- Entertainment on stage, including shows and international celebrities, during the Opening and Closing sessions
- Training sessions and workshops
- Access to special ticketed events (at additional cost)
- Access to the convention exhibit hall (including exhibitors, Kiwanis Family Store, various Kiwanis-related booths, family lounge, etc.)

**Facts about New Orleans, Louisiana**

**Getting here**

**Airport** Louis Armstrong International Airport is only 15 miles from the Central Business District and French Quarter, and is easily accessible by bus, shuttle, taxi or limousine.
Getting around
The city offers numerous car rental agencies, taxi and limo services. It only costs US$1.25 to take an RTA bus or one of the city’s famous streetcars, which travel the Riverfront and Canal Street.
AMTRAK offers easy access with its Union Passenger Terminal (UPT), served by a couple different bus lines. You also have the option of riding one of the many horse-drawn carriages around the city! But don’t forget: New Orleans is an easy city to walk, so bring comfortable shoes and take in the sights and sounds of the streets of The Big Easy!

Weather
The average maximum temperature in June and July is 90 degrees (Fahrenheit). The minimum temperature is 72. Days will be mostly sunny at this time of the year.

Sightseeing
New Orleans boasts some of the finest cultural attractions in the nation, including the New Orleans Museum of Art and Besthoff Sculpture Garden, the Ogden Museum of Southern Art and the National World War II Museum, which is undergoing a $300 million expansion that will quadruple the size of the existing facility and will be completed in phases by 2015.

Shopping
Shops and boutiques—from the French Quarter to Magazine Street—offer the finest and most eclectic shopping options in the U.S. And there’s more good news: Louisiana was the first state to initiate the Tax Free Shopping program, offering international visitors tax-free shopping while traveling within the state.

25 FREE THINGS TO DO IN NEW ORLEANS

1. People Watch in the French Quarter
2. Walk Our Historic Districts
3. Get Jazzed
4. Go to a Festival!
5. Visit the Jean Lafitte National Park
6. Enjoy New Orleans Jazz National Historical Park
7. Take a Jazz History Walking Tour
8. Experience Our Parks
9. Go to Market
10. Art About Town
11. Be Moved by Our Spectacular Churches
12. Go Gallery Hopping
13. Discover The Sidney and Walda Besthoff Sculpture Garden
14. Gather at the Piazza d’Italia
15. Watch the Waters Dance at Spanish Plaza
16. Call on Old Man River
17. View Our Statues (and We’re Not Talking Mimes)
18. Catch the Fun at the Germaine Cazenave Wells Mardi Gras Museum
19. Take Yourself on a Literary Tour
20. Visit Haunted French Quarter Sites
21. Go on a Rock ‘n’ Roll Tour
22. Tailgate at the Louisiana Superdome
23. Stroll Down Historic Exchange Alley
24. Read The Famous Door
25. Be a “Voluntourist”
1. Beignets at Café Du Monde Just one suggestion: don’t wear black.

2. The Cabildo on Jackson Square Go see Napoleon’s death mask and lots of other fascinating stuff.

3. Dueling pianos at Pat O’Brien’s For a tip, they’ll play just about anything.

4. Streetcar ride For US$1.25, the streetcar will take you back in time.

5. Slots at Harrah’s Ten dollars might not take you too far, but you never know …

6. Street performers Come on. Give a mine a buck.

7. Roman Candy Wagon One gooey stick will take you back.


9. Snowballs Take the family out for an authentic New Orleans snowball. Nectar cream is a local favorite.

10. Lucky Dog You haven’t been to New Orleans till you’ve had one.

*Courtesy of the New Orleans Metropolitan Convention & Visitors Bureau*

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**7 TO SEE IN NEW ORLEANS: ARCHITECTURE**


2. Beauregard Keyes House A raised Creole cottage once inhabited by Confederate General Pierre G. T. Beauregard and author Frances Parkinson Keyes.

3. Gallier House The former home of James Gallier Jr., the city’s most famous architect.

4. Longue Vue House and Gardens Called “one of the country’s finest city estates” by Southern Living.

5. Madame John’s Legacy One of the few buildings to have escaped the great fire of 1795.

6. Edgar Degas House Storied house near City Park that was the home of artist Edgar Degas during his time in New Orleans.

7. The Merieult House One of the few buildings to survive the 1794 fire that all but destroyed the French Quarter. Part of the Historic New Orleans Collection.

*Courtesy of the New Orleans Metropolitan Convention & Visitors Bureau*

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Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.

- Henry Ford

Weakness of attitude becomes weakness of character.

- Albert Einstein

Better to fight for something than live for nothing.

- George S. Patton

Change will never happen when people lack the ability and courage to see themselves for who they are.

- Bryant H. McGill

What lies behind us and what lies before us are tiny matters compared to what lies within us.

- Ralph Waldo Emerson
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CAN YOUR WEBSITE HOME PAGE PASS THE 1-2-3 TEST?

Anelis C. of South Dakota said it best: “I think it is very important to keep your website updated. If someone is interested in your club, they would like to know what’s happening now …”

Make sure these three areas of your club or district website home page are current (nothing older than 30 days):

1. Club news
2. Events calendar
3. Welcome message or details about your club, club meetings

Need help with fresh content? Get ready-to-run news briefs at www.KiwanisOne.org/readytorun. Schedule at least 1 event per month and put your meeting dates on your calendar. Post a welcome message and a little info about your club front and center on your home page. In addition, if you missed the June webinar, “Best Practices for Club Websites, Part 2” you can replay now at www.KiwanisOne.org/webinararchives.

SET YOUR SITES ON 'IDEAL'

Kiwanis-family clubs and districts now have an example to follow when seeking to create the best website possible. There’s a model of an ideal club website, illustrating good navigation and appropriate content and images, at www.KiwanisOne.org/idealsite.

Using this example should make creating a site faster and easier for busy webmasters. The site also serves as an ongoing site management tool by illustrating proper formatting and content, which will be updated often, just like the best websites should be. Feel free to copy the content and personalize it for your own sites. Pick and choose sections to "borrow" for the programs that your club wants to promote online. That’s what it’s for!

NEW TOOL: PAYPAL PLUGIN FOR CLUB WEBSITES

A PayPal control has been added! The new PayPal control is the latest addition to the tools available in the Club Management System. Upgrades and improvements, such as this new PayPal control, are automatic (and no additional charge) to subscribers of the Club Management System in www.KiwanisOne.org. This new control can be found in the public website admin area of the system once you log in. Simply drop the control on any page and you instantly have the ability to collect funds for member dues, event tickets, raffle items, donations or anything else you need. To install the PayPal control on a page of your website, you must create a PayPal account or use an existing one. The control will ask for your account number to complete the setup. View the tutorial video (http://www.screencast.com/users/KiwanisWebinars/folders/KiwanisOne%20CM%20Tutorials/media/9dacefd8-4151-9798-3df420edff3) for extra help.

Note: Dues collection is not integrated with the Kiwanis International database and/or dues billing for your club. PayPal charges about 2.75% for each transaction. There is no additional fee to clubs from Club Resource (www.clubresource.com) for the PayPal integration.

NEW ONLINE HOME FOR KIWANIS KIDS

Just in time for back-to-school planning, The Kiwanis Kids programs for elementary school students—K-Kids, Terrific Kids and Bring Up Grades—are getting an all-inclusive, newly refreshed website. Check it out at www.kiwaniskids.org. The new site, actually five websites in one, will help users instantly recognize each separate Kiwanis Kids program, with logos, descriptions of each program’s purpose and goals and other FAQs. The sites also includes resources for club advisors, educators and parents as well as students, making it easier to start a Kiwanis Kids program and help youth in your community by instilling Kiwanis values at an early age.

Let us know what you think of the new Kiwanis Kids website through the Contact Us page at www.kiwaniskids.org or by sending comments to kkids@kiwanis.org.
CKI: EXTREME WEBSITE MAKEOVER

The next generation’s leaders have a new website to lead the way and illustrate their passion for service and serving children. Visit www.circlek.org to view the new expanding navigation that displays resources at a glance, even before the first click. News and important announcements are front and center, as are social media links and calendar of events. Discover the new Circle K online!

SECOND ANNUAL TREASURE VALLEY KIWANIS GOLF SCRAMBLE

May 13th was the date of the Second Annual Treasure Valley Kiwanis Golf Scramble at Hunter’s Point in Nampa. Highlights included a hole-in-one by fellow Kiwanian, David Ferdinand. He won a golf club from hole sponsor Dan Wieboldt Ford. Check presentations for $1000 each were made June 14th at the morning meeting to Camp River Run which offer children who battle life-threatening or disabling medical conditions an outdoor camp experience, and Wishing Star which helps make children’s wishes come true. To provide wish kids with hope through uplifting and rejuvenating experiences refocusing on the joy of life.

SPANISH FORK CLUB NEWS

The Spanish Fork Utah Kiwanis Club would like to invite everyone to help celebrate our club’s 90th Birthday. We are holding an open house on November 5th from 1-3. More details will be available at the district convention in Pocatello.

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The Spanish Fork Kiwanis Club sponsored a banquet for all the Junior Livestock Show participants and their families. This year we fed over 500 at this banquet. This is an annual event that the club is involved in.

RUPERT CLUB NEWS

CURTIS STOKER RECEIVES THE ABOVE AND BEYOND AWARD

The Above and Beyond Award is given in limited numbers by state ESGR (Employer Support of the Guard and Reserve) committees. It recognizes employers, businesses and individuals who have gone above and beyond the legal requirements in providing support for military men and women who are serving our country.

Idaho Employer Support for the Guard and Reserve, Region 5, presented the award to Curtis Stoker, of Condie, Stoker and Associates, for his service to men and women in military. When Mary Shaw, region 5 ESGR Chair, awarded the plaque to Stoker she said it was brought to the attention of the state committee that although Stoker does not currently have active military as employees, he has discounted his CPA services to military personnel as a thank you for their service.

Stoker stated, “I not only discount them, I do it for free.” He prepares federal and state tax returns for active military personnel as a free service to thank them for their service. After the award was presented Stoker said that he felt it was not a big thing for him to do. Stoker currently has a son serving in Iraq.

(Pictured are l-r: Pattie Lopshire, Executive Director of United Way; Mary Shaw Region 5 ESGR Chair, and Curtis Stoker, Rupert Kiwanis Treasurer.)
ACEQUIA ELEMENTARY K-KIDS

Spring weather has made planning outside activities difficult. Our Acequia kids also planned a clean-up day, K-Kid officer installation, and a barbeque to culminate the school year. The cleanup was cancelled, but the installation and barbeque were both successful.

Minico Key Club members presented an outstanding program for the May 10 luncheon meeting. They discussed the activities the group is involved in as well as school events and the activities other clubs at Minico. The young people in our communities and their leaders are the greatest! (Pictured l-r: Garrett Christensen, Staci Branaum, Kaylee Kostka, advisor Debbie Branaum, and Mahrika Wheeler.) Kaylee and Mahrika are the 2010-2011 co-presidents of the club and will also be the Key Club leaders for the 2011-2012 year.

EAST MINICO MIDDLE SCHOOL BUILDER’S CLUB

In addition to the East Minico Builder’s Club May Prayer Breakfast, the group’s officers visited our club and provided the luncheon program discussing their activities during the school year. Mrs. Short will be moving to Minico High School next year and Ruth Lovejoy will join Darla Holl as part of the club’s advisory staff.

K-KIDS NEWS FROM RUPERT & PAUL ELEMENTARY SCHOOLS

Our K-Kids Clubs are busy. Rupert Elementary planned to have a Family Night on May 17th and had rescheduled their clean-up activity for the week of the 23rd. Paul Elementary has been making cloth dolls for traumatized kids.

I not use all the brains that I have, but all that I can borrow.
- Woodrow Wilson

Experience is the name everyone gives to their mistakes.
- Oscar Wilde