TAKE ADVANTAGE OF THIS TIME OF YEAR

In ancient Rome (prior to Julius Caesar instituting the Julian Calendar), the Roman year began in March and ended in December (hence October, November and December having the Latin roots for “8”, “9”, and “10” in the name of the month). After December there was an open time of approximately 60 days. The Romans felt like the middle of winter was a dead period and nothing happened during that time, so there was no need to name it. A Roman King named Numa Pompilius eventually decided that there should be two months in that time frame: January and February.

Today, we still talk the winter “blahs,” especially in the northern part of the northern hemisphere. As Kiwanians, we should not and cannot allow ourselves to succumb to the winter doldrums. We should continue to attend meetings, participate in service opportunities and invite others to join us.

In fact, winter is actually a great time for us to further the mission of Kiwanis. There are fewer outdoor distractions for many and more down time. In addition, many people use the new year as an opportunity to resolve to serve others or become involved in community activities. You may find more positive responses to your invitation to attend Kiwanis activities and club membership.

May 2018 be a fulfilling year for you and your family within Kiwanis and in general.

Larry Hunter
District Governor Utah/Idaho District

MOVING FORWARD IN 2018

2018, Is this the year your club gets out of its’ Comfort Zone and tries something new? Can you believe Christmas and New Years have come and gone already? Our District should be on the road to stronger membership and stronger clubs with stronger service for the children.

What is your club doing differently this year? What new projects have you started or considering for your club. Get out of that comfort zone we all get in. Try something new.

Membership is the key to keeping your club alive and projects are one of the keys to membership. Members tend to drift away without something for them to do that they feel is important and rewarding. Helping others, service, is the glue that keeps Kiwanis clubs going and growing.

Plan on coming to mid-winter leadership training. As I suggested, get out of your comfort zone and come, associate with other Kiwanians, learn how to grow your club, come, have fun. Looking forward to seeing many of you in Ogden in April.

*Remember the Kiwanis Vision: Kiwanis will be a positive influence in communities worldwide…so that on day, ALL CHILDREN will wake up in communities that Believe in them, Nurture them and Provide the support they need to Thrive. What an awesome vision to remember as we work within our clubs. Thanks for your service.

Barbara Mullins Governor Elect
The Utah District was organized March 24, 1919, at Salt Lake City. Salt Lake City appointed Alexander Eberhardt to act as governor. The Executive Committee of the International Board added Idaho to the territory of the district on November 27, 1920.

The Utah-Idaho District came into existence as of December 16 of the same year. By mutual agreement, ratified by the International Board, the panhandle of Idaho consisting of 10 counties north of the Salmon River was added to the Pacific Northwest District in July of 1925. The Utah-Idaho District’s first convention was in Salt Lake City on December 16, 1920.

At that session, Herbert Van Damn, Jr. was elected governor at a convention in his home city. The first club in the district was Salt Lake City, completed October 10, 1918. The second club was Pocatello, Idaho, on August 5, 1920, and the third club was Boise, Idaho on August 10, 1920.

**TABLE OF CONTENTS**

1 Governor’s Message
1 Governor-Elect’s Message
3 Viva Las Vegas … Viva Las Vegas
3 Future Kiwanis International Conventions
3 Important District Dates
3 – 4 Kiwanis Children’s Fund Report
5 About the Kiwanis Children’s Fund
5 Partnership Information – March of Dimes
6 – 10,16 Risk Management Techniques for General Liability
7 Eliminate Project Update
11 – 15 Kiwanis International Convention – Las Vegas
15 Rediscover Your Community’s Needs
15 Community Impact
16 – 17 Creating a Culture of Appreciation
17 – 18 Achieving Club Excellence
18 Tips and Tools for Inviting Others
19 Flexible Membership Options
19 – 24 The Formula – Public Relations Toolkit
24 Gerald Eugene Nielson Obituary

**THE OBJECTS OF KIWANIS**

The six permanent Objects of Kiwanis International were approved by Kiwanis club delegates at the 1924 Convention in Denver, Colorado. Through the succeeding decades, they have remained unchanged.

Object 1 - To give primacy to the human and spiritual rather than to the material values of life.

Object 2 - To encourage the daily living of the Golden Rule in all human relationships.

Object 3 - To promote the adoption and the application of higher social, business, and professional standards.

Object 4 - To develop, by precept and example, a more intelligent, aggressive, and serviceable citizenship.

Object 5 - To provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service, and to build better communities.

Object 6 - To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism, and goodwill.

**THE KIWANIS MISSION**

Kiwanis empowers communities to improve the world by making lasting differences in the lives of children.

**THE KIWANIS VISION**

Kiwanis will be a positive influence in communities worldwide so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.
VIVA LAS VEGAS…VIVA LAS VEGAS…
VIVA…VIVA …LAS …..VEGAS....!

What a neat time we’ll have in Las Vegas, come June 27th, 2018! The Kiwanis International Convention for 2018 will be conducted in Las Vegas, beginning with registration on June 27th, and run through Saturday 30th, with the rock group THREE DOG NIGHT performing on Saturday evening.

Throughout the days of the convention, there will be workshops to teach clubs’ methods to increase their numbers, make meetings more productive, and offer ideas how a club may reach those of influence in the community to stress how important Kiwanis is for the betterment of the children among them. Please begin your registration today by pulling up the www.kiwanis.org, and click on convention. You will be glad you did, and a better club for the effort!

See you in Vegas…

In Kiwanis Service,
Captain Jim Vaughan, Immediate Past Governor

See Information on the International Convention in this issue

---

As 2018 begins, there are five incredible projects that Utah-Idaho Kiwanians have made possible by giving to the Kiwanis Children’s Fund:

- Disaster relief. Our funds helped Kiwanians provide essential first aid, food and water to children and families devastated by natural disasters.
  - Texas-Oklahoma District – Greater Houston area
    Following the destruction left by Hurricane Harvey in Houston, Texas, the Kiwanis District of Texas-Oklahoma quickly formulated a plan to take necessary supplies to victims in the area. Marshall Kregel, chair of the district’s efforts, made a funding request to the Children’s Fund. Approval came within 36 hours. They used this and other funds raised to send 18-wheelers with pallets of supplies to clubs throughout Texas who then distributed the items to people displaced from their homes.
    “We’re not FEMA, we’re not the Red Cross,” Kregel shared, “but we are making a difference. People are going to remember Kiwanis for the rest of their lives.”

---

FUTURE KIWANIS INTERNATIONAL CONVENTIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Convention Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 28-Jul 1, 2018</td>
<td>Las Vegas, Nevada</td>
</tr>
<tr>
<td>Jun 27–30, 2019</td>
<td>Walt Disney World, Florida</td>
</tr>
<tr>
<td>June 18-21, 2020</td>
<td>Indianapolis, IN</td>
</tr>
<tr>
<td>June 24–27, 2021</td>
<td>Salt Lake City, UT</td>
</tr>
</tbody>
</table>

---

IMPORTANT DISTRICT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 20 – 21, 2018</td>
<td>Ogden, UT: Board Meeting (Full Board) / Mid-Year Training</td>
</tr>
<tr>
<td>June 30, 2018</td>
<td>Board Meeting, Conference Call (Full Board)</td>
</tr>
<tr>
<td>August 9 - 11, 2018</td>
<td>2018 District Convention (99th Annual District Convention), Twin Falls, ID. Board Meeting (Full)</td>
</tr>
<tr>
<td>August 8 – 10, 2019</td>
<td>2019 District Convention (100th Annual District Convention), Salt Lake City, UT</td>
</tr>
</tbody>
</table>
U & I KIWANIANS IMPORTANT DATES

ACCEPTING CONTENT E-MAILs
CONTENT DEADLINE
SUBMIT FOR PRINTING
EST. DELIVERY DATE

Mon, February 12, 2018
Thu, February 22, 2018
Thu, March 8, 2018
Thu, March 29, 2018

SERVICE LEADERSHIP PROGRAMS.
We support members of the Kiwanis family of all ages and abilities. This year, that included BREAKTHROUGH—a new service immersion program in which Key Club members work directly with community leaders to address local issues.

THE ELIMINATE PROJECT—SPECIAL MESSAGE FROM PRESIDENT-ELECT POLY LAT. “FELLOW KIWANIANS, I AM BOTH HONORED AND HUMbled TO SHARE NEWS WITH YOU ABOUT THE ELIMINATE PROJECT THAT IMPACTS ME IN MY NATION: THE PHILIPPINES HAS BECOME THE NEXT COUNTRY TO ELIMINATE MATERNAL AND NEONATAL TETANUS. THE PHILIPPINES REPRESENTS THE THIRD COUNTRY TO ELIMINATE MNT IN 2017, FOLLOWING ETHIOPIA AND HAITI, AND THE 24TH COUNTRY TO ACHIEVE ELIMINATION SINCE KIWANIS INTERNATIONAL BEGAN THE ELIMINATE PROJECT IN PARTNERSHIP WITH UNICEF.

“ISS FEAT WAS NOT AN EASY ONE. IN 2015, 16 OF THE 17 REGIONS OF THE PHILIPPINES HAD BEEN VALIDATED FOR MNT ELIMINATION. HOWEVER, HEALTH WORKERS FACED CHALLENGES REACHING MANY COMMUNITIES IN THE LAST REMAINING REGION, THE AUTONOMOUS REGION IN MUSLIM MINDANAO, AS MANY ARE GEOGRAPHICALLY ISOLATED OR AFFECTED BY CONFLICT. DESPITE THE OBSTACLES, MOTHERS AND BABIES IN THE PHILIPPINES ARE NOW PROTECTED FROM THIS TERRIBLE DISEASE.”

IODINE DEFICIENCY DISORDERS.

In April 2016, UNICEF began phase one of a new salt-iodization program for Cambodia, with a strong focus on sustainability. With assistance of a grant from the Kiwanis Children’s Fund, UNICEF will begin phase two of the program in 2017, to include more frequent monitoring and more effective regulation of the production of iodized salt.

CLUB AND DISTRICT GRANTS.

In Georgia, 45 children from disadvantaged backgrounds got to participate in a kids’ camp conducted by the Tattnall County Kiwanis Club.

You can support projects like these with a gift to the Kiwanis Children’s Fund. (http://www2.kiwanis.org/childrensfund/impact-and-programs#WkjkrpFzS4)

2017-2018 Utah-Idaho District Giving Report As of November 31, 2017

<table>
<thead>
<tr>
<th>3-year average</th>
<th>Club Giving</th>
<th>Individual giving</th>
<th>Total</th>
<th>President’s Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7,967</td>
<td>$1,519.00</td>
<td>$100.00</td>
<td>$1,619.00</td>
<td>$8,764</td>
</tr>
</tbody>
</table>

EXTEND YOUR CLUB’S IMPACT WITH A KIWANIANS TRADITION

Each year, the Kiwanis Children’s Fund conducts its Annual Club Gift campaign from October 1 through September 30. Your club’s support helps the Kiwanis family serve more children in communities around the world through grants, extending your impact on children’s lives.

Your club’s participation in this campaign enables the Children’s Fund to provide grants that serve disaster-relief efforts, Service Leadership Programs, The Eliminate Project, club and district service projects, and the sustained elimination of Iodine Deficiency Disorders.

EARLY BIRD ANNUAL CLUB GIFTS

Make your club’s gift before January 31, 2018 and help Kiwanians reach more children. Your early gift will also help the Children’s Fund plan and budget for the year, contain fundraising costs and dedicate more time to helping clubs with fundraising, non-profit management and grant applications.

Plus, as a thanks for your club’s gift of $500 or more before January 31, 2018, your club will receive an invitation to a special Children’s Fund V.I.P. area at the Kiwanis International convention in Las Vegas in July 2018.

MAKE YOUR GIFT

Use our convenient, secure online form to make your Annual Club Gift. Or download our gift/pledge form and mail your club’s gift.

I am available to speak at any club meeting about the Kiwanis Children’s Fund. Contact me at revisturner@outlook.com
ABOUT THE KIWANIS CHILDREN'S FUND

Kiwanians care. We come together. We serve communities. We change children’s lives.

The Kiwanis Children’s Fund is where we extend our Kiwanis impact. When you give to the Children’s Fund, you can make a difference in your own hometown, and you can make a difference in lives a world away.

With assistance from the Kiwanis Children’s Fund, your generosity has a positive impact near and far, today, tomorrow and forever.

The Kiwanis Children’s Fund partners with clubs and districts in all our Kiwanis nations to help children of the world through Kiwanis-led service projects promoting:

- Healthy Children
- Educated Children
- Leadership Development
- Priority Children’s Issues

To better reflect our mission of serving children, the Kiwanis International Foundation changed its name to the Kiwanis Children’s Fund in October 2016. Our new name better conveys the purpose of our organization: We serve children. And it describes how: We raise funds to support Kiwanis initiatives. Learn more in a message from Kiwanis International Immediate Past President Jane Erickson and Kiwanis Children’s Fund President Chia Sing Hwang.
Risk management techniques for general liability

GENERAL
The purchase of commercial insurance is frequently the first choice as a method for providing financial protection against accidental losses. However, there are a number of alternative methods of protection which can also be used to protect your local club, Kiwanis International and your commercial general liability insurance program from unnecessary lawsuits. The following paragraphs outline several of these alternative methods, each of which is available to Kiwanis International and its member clubs. The guiding principle behind all of these alternatives is the transfer of exposure to loss and/or payment of loss from Kiwanis International and the local club to others, whether they are facility or service providers (property owners, contractors, subcontractors, promoters, performers) or participants.

STANDARD CONTRACT
Clubs frequently use facility and service providers in the course of fundraising and service activities. Such situations can present a substantial exposure to loss. The guiding principle here should be the transfer of loss exposure to the provider of the facilities or the person performing the activity from which the exposure arises. We suggest member clubs consult with a local attorney to develop a standard contract which requires the outside provider of facilities or services to assume all liability arising from the event. The contract or agreement should be in writing and should include the following provisions:

1. A hold-harmless provision whereby the operator/provider/performer agrees to hold Kiwanis International and its member clubs harmless from any and all claims for liability for bodily injury or death resulting from the event, or for damage to property of others which might arise from the event.

2. The operator/provider/performer should be required to furnish the Kiwanis club, as the event sponsor, prior to the event, evidence of liability insurance to cover any claim that might arise, with a combined single limit of not less than US$1 million per occurrence bodily injury and property damage. Such evidence shall be in the form of a standard certificate of insurance.
Progress in the field

2017 was an incredibly successful year for MNT elimination. Ethiopia, Haiti and the Philippines are all MNT-free, thanks to the generosity of Kiwanians like you.

Early in 2018, Kenya will undergo a validation survey, and plans move forward with immunization campaigns in Guinea and Nigeria — provided that funds are available. Let’s make 2018 just as successful as 2017!

Urgent funding needs

In the next three months, health workers in Guinea will begin an immunization campaign to reach more than 3 million women. To be successful, the campaign requires US$1.5 million. Guinea faces several major challenges to MNT elimination—only 60 percent of pregnant women receive routine immunization. But UNICEF and Kiwanis are dedicated to this cause. Make a contribution today.
HOLD-HARMLESS AGREEMENTS
This method is a contractual commitment whereby a facilities/service provider, participant or attendee agrees to hold Kiwanis International and your club harmless, and thus provide payment for losses that occur as a result of activities specified by the contract. The hold-harmless agreement is normally incorporated into the body of a standard contract and/or the waiver of responsibility. When this type of arrangement is used, it is imperative that a certificate of insurance be obtained from the service provider evidencing general liability coverage including contractual liability in order to be certain that the hold-harmless agreement is properly insured.

GENERAL LIABILITY INSURANCE
The purchase of commercial general liability insurance is a prime example of the contractual transfer of liability for payment of losses. In consideration of the premium paid, the insurer is obligated to pay claims on behalf of Kiwanis International after the occurrence of specified losses. This coverage is our primary line of defense, but by using the methods outlined above, we can effectively reduce our potential for loss and thereby prevent our own insurance from being subjected to unnecessary liability insurance claims.
The combined effects of the use of standard contracts that clearly define responsibility/liability, certificates of insurance, waivers of responsibility and hold-harmless agreements aid in the process of shifting exposure/liability from Kiwanis International to the appropriate parties generating the risk. It is equally important that Kiwanians not sign contracts, waivers or hold-harmless agreements that result in the assumption of liability by their club or by Kiwanis International. It is understood that this is not always possible, but as a general rule, such assumptions of liability should be avoided whenever possible. The use of the techniques outlined above will allow the insurance protection afforded to Kiwanis International and its member clubs by the insurer to function properly. As a result, Kiwanis International can proactively control exposure to loss, and thereby control long-term insurance and loss costs.

Hylant
10401 North Meridian Street
Suite 280
Indianapolis, IN 46290
1-800-678-0361 (U.S. only)
+1-317-817-5000 +1-317-817-5151 (fax)
How and when to use the affirmation and liability release form for general liability claims

Since 1972, Kiwanis International has provided a program of general liability insurance for its local clubs and their members. The purpose of this insurance is to protect Kiwanis clubs against claims for bodily injury or property damage caused by the negligence or the wrongful actions of a club member during a Kiwanis activity or event.

However, because of the highly litigious nature of our society, claims have been filed, in the past, against Kiwanis clubs for simple accidents that occur during an event even though the accident was not in any way caused by Kiwanis. Certainly if someone is injured due to the negligence of a Kiwanian, Kiwanis should be held accountable, but frivolous claims have been filed under this insurance for accidents incurred for which no one is to blame.

After many years of study and working with the insurance company to resolve this problem, the Kiwanis Board of Trustees, together with the Kiwanis insurance advisor and legal counsel, is recommending to all local clubs the use of a Waiver of Liability form.

The purpose of this form is to require people to take responsibility for their own actions and to assume the risk of foreseeable injuries when they voluntarily participate in a Kiwanis event. We are requesting that every local club ask each participant in an athletic event to sign a Waiver of Liability. The forms should be retained, on file, by your club for a period of two years following the event. This form is designed to cover participatory events such as:

1. Marathon or 10K races
2. Basketball, football, and various leagues and tournaments
4. Tennis and golf tournaments
5. Baseball leagues and tournaments

Kiwanis has determined that there is a foreseeable risk of injury as a participant (not a spectator) in these types of athletic events and that this risk should not be borne by Kiwanis as sponsor, but by the participant.

(Continued on Page 16)
BECOME AN EXPERT ON KIWANIS

Attend the Las Vegas convention to engage and exchange with fellow Kiwanians, and to gather tools you will use once you're back with your club. And make sure your club has a voice: Vote for the future leaders of Kiwanis and weigh in on proposed amendments. The convention will take place June 28–July 1, 2018, and include exhibits, education and general sessions. All events will take place at the Paris and Bally's hotels, which are connected. For more information, visit the convention website (http://www.kiwanis.org/convention/2018).

If you plan to be a delegate for your club, fill out the certificate of election of club delegates and alternates to the Kiwanis International convention (http://www.kiwanis.org/docs/default-source/training/governance/form_certificate-of-election_pdf.pdf).

Kiwanis conventions aren’t all about business. Experience inspiring speakers and entertainers, and purchase tickets for additional meal and fellowship events. Of course, fellowship is foremost during the convention. Come meet old friends and make new ones in Las Vegas!
**KIWANIS 2018 INTERNATIONAL CONVENTION**

### Schedule

**Wednesday, June 27**
- Afternoon
- Registration
- Kiwanis World Showcase

**Thursday, June 28**
- All day
- Registration
- Kiwanis World Showcase
- Educational workshops for club presidents-elect and lieutenant governors-elect
- Evening
- Opening Session

**Friday, June 29**
- All day
- Registration
- Kiwanis World Showcase
- Morning
- Educational workshops
- Lunchtime
- The Eliminate Project luncheon (ticketed)
- Afternoon
- Business Session
- Opening Session
- Evening
- Kiwanis Children's Fund reception (ticketed)
- Service Leadership Programs alumni event (ticketed)

**Saturday, June 30**
- Morning
- Registration
- Kiwanis World Showcase
- Educational workshops
- Signature Project recognition breakfast (ticketed)
- Afternoon
- Closing Session
- Evening
- Gala event (ticketed)

The schedule is subject to change

**Book Your Hotel**

One of the benefits of being a Kiwanian: You can book your hotel at preferred rates. The official hotels are the Paris and Bally's hotels, and they are connected.

**To Book Your Hotel Online go to:**

and Click on the link on the page.

- **Bally's Las Vegas**
  - 3645 Las Vegas Blvd South,
  - Las Vegas, NV 89109
  - USD 106.00 - 131.00

- **Paris Las Vegas**
  - 3655 Las Vegas Boulevard South
  - Las Vegas, NV 89109
  - USD 117.00 - 147.00

*Rooms will be offered as early as June 20 and as late as July 4 at group rate, based on availability.*

Please use this site to create and manage your convention housing reservation(s). This website was developed exclusively for your group to ensure you enjoy a secure and seamless reservation experience.

Please note that upon booking your reservation, your credit card will be charged a deposit equal to the first night's room and tax. To avoid forfeiture of deposit, please ensure all changes and cancellations are made at least 72 hours prior to scheduled arrival date.

A daily resort fee of $25 per night (subject to applicable tax) will be added to your reservation upon check-in. The resort fee includes the following services: In-room high speed Internet each day (TWO DEVICES PER DAY), daily access to the fitness room at our spa for 2, and local calls.

---

*Photo credit: Las Vegas News Bureau*
The convention will take place June 28–July 1, 2018 and includes exhibits, education and general sessions. All events will take place at the Paris and Bally’s hotels. These two separate hotels are connected. Register online at http://www.kiwanis.org/convention/2018/attend-the-convention then click on the Book Your Hotel link.

Volunteer

Become a sergeant-at-arms
Consider volunteering for the Sergeant-at-Arms Committee. Sergeants-at-arms play an important role by providing logistical assistance and support at all sessions, forums and events. They enjoy a behind-the-scenes role—with plenty of time left over to enjoy other convention activities. Make sure to indicate your wish to be a sergeant-at-arms on your registration form.

Education

This year’s sessions are divided into six subject tracks. Attendees can choose to strengthen their knowledge of one subject area or build a diverse schedule. Choose from the following tracks and workshops:

Membership
New club opening blitzes within a district
Bridging the gap between Key Club alumni and Kiwanis clubs

Good to great
How well are you analyzing your impact?
How does recognition influence a club’s success?

How to
How to create cutting-edge district conventions
How to build a club website
How to spread the word about service projects

Leadership
Club president education
Club treasurer education

Kiwanis family
Key Leader training
Partnerships and Service Projects
Building a successful anti-heroin campaign

Would you like to be a presenter? Fill out the form (link on http://52.2.212.148/convention/2018/experience-the-convention/education). Kiwanis International staff will examine all submissions and choose those that best fit the education format.

Do you have a question or suggestion? Email education@kiwanis.org.

Travel insurance and emergency assistance

The following coverage options are available for Kiwanis club members as they plan their Las Vegas trip.

Travel insurance
Kiwani International offers travel and medical insurance to Kiwanis members and their families, including attendees traveling outside their home countries. This insurance is provided through Seven Corners, Inc. The group coverage plan offers affordable coverage for accident and medical issues, with two deductible options, plus coverage for interruption of trip and loss of checked luggage (see Program Summary on Seven Corners’ registration page for more details). The plan also provides 24-hour assistance in multiple languages for any issues while traveling.

To apply for this travel insurance plan, please complete the online registration form:
https://hybrid.sevencorners.com/insurance/custom/?tracking_code=KIWINT

Find out why you should be getting travel insurance.
For questions about this travel medical policy, please contact Seven Corners toll-free in the USA/Canada at 1-800-335-0611 or worldwide at +1-317-575-2652, or by email at cs@sevencorners.com. Make sure to reference the Kiwanis International CHIP policy.

Emergency Assistance Plus®: 24-Hour Emergency & Medical Back-up Plan*

Any time you have an accident or sudden illness while traveling away from home, the Kiwanis endorsed Emergency Assistance Plus program provides a crucial safety net that helps pay for emergency medical expenses your health or travel insurance generally will NOT cover. With more than 20 assistance benefits, EA+ steps in to provide medical evacuation, medical assistance, travel assistance and assistance for companions. You’ll even have access to the valuable Nurse Escort benefit, which will provide members with a nurse escort, if deemed medically necessary, to help ensure you get proper medical care during your trip home. For more information, visit emergencyassistanceplus.com/kiwanis or call toll free 1-844-292-4353.

*Open to US members only.

Amendments and Proposals

Don’t just have an opinion. Put it into action. Important amendments and resolutions are submitted for votes at the convention every year. As a convention delegate, you’ll be a part of the discussion.

If you plan to represent your club as a delegate in 2017, it's easy to prepare. Download the certificate of election of club delegates and alternates.

If your club wishes to propose an amendment to the Kiwanis International Bylaws or a resolution to be considered by the House of Delegates, consult the guidelines for making a proposal.

Elections

See Page 14
Elections

ANNOUNCED CANDIDATES FOR KIWANIS INTERNATIONAL BOARD
To be elected during 2017–18, for terms beginning 2018–19
(as of November 16, 2017)

PRESIDENT: (one (1) one-year term to be elected)
Florence C. “Poly” Lat, Metro Manila, Philippines

PRESIDENT-ELECT: (one (1) one-year term to be elected)
Daniel Vigneron, Howald, Luxembourg

VICE PRESIDENT: (one (1) one-year term to be elected)
John E. DeVilbiss, West Alexandria, Ohio, USA
Gary Levine, Owen Sound, Ontario, Canada
Arthur N. Riley, Westminster, Maryland, USA
Terry White, Evansville, Indiana, USA

TRUSTEES: Six (6) trustee offices will be filled as follows:
UNITED STATES AND PACIFIC CANADA — Three (3) three-year terms to be elected at the 2018 Kiwanis International convention in Las Vegas, Nevada (June 28–July 1, 2018) by delegates from the United States and Pacific Canada Region. Announced candidates are:
Katrina J. Baranko, Albany, Georgia, USA
Leigh A. Chagnon, Knoxville, Tennessee, USA
Tom Currier, Greenville, South Carolina, USA
George R. Delisle, Westfield, Massachusetts, USA
Steve Emhoff, Yakima, Washington, USA
Ronald E. Smith, Fountain Hills, Arizona, USA

ASIA-PACIFIC REGION — One (1) two-year term to be elected at the Kiwanis Asia-Pacific Convention in Kuala Lumpur, Malaysia (March 8–10, 2018) by delegates from Asia-Pacific. Announced candidate is:
Cheng Lian Teh, Perak, Malaysia
Ernesto V. Marcos, Cagayan de Oro City, Philippines
Tony Gunn, Melbourne, Victoria, Australia

CANADA AND CARIBBEAN REGION — One (1) three-year term was filled by Kulwant “Sam” Sekhon at the 2017 Western Canada District Convention in Winnipeg, MB, Canada (August 11–13, 2017) by delegates from the district.

EUROPE REGION — One (1) three-year term to be elected at the Kiwanis International-European Federation Convention in Braveno, Italy (May 26–27, 2018) by delegates from Europe.
Elio Garozzo, Catania, Italy
Henk Oostdam, Boskoop, Netherlands
The At-Large seat does not have a guaranteed trustee seat open for the 2017–18 administrative year.

CONTACT: Denise Parker: dparker@kiwanis.org, 1-800-549-2647 x245 or +1-317-217-6245.
Candidates will be announced as they are declared. Candidates' pages will be posted as information is received from the declared candidates.

Kiwanis clubs in good standing are allowed two representatives in the House of Delegates, along with two alternates. Download the certificate of election of club delegates and alternates to the Kiwanis International convention.
REGISTRATION

The convention will take place June 28–July 1, 2018 and includes exhibits, education and general sessions. All events will take place at the Paris and Bally's hotels. These two separate hotels are connected.

Watch for registration to open in early 2018.

REDISCOVER YOUR COMMUNITY’S NEEDS

Kiwanis > The Formula > Strengthen your club > Rediscover your community’s needs

Communities change constantly. People move. Families grow. New organizations arrive. The best Kiwanis clubs evolve with the times.

Kiwanis clubs change too as new members and leaders offer new ideas and visions of how Kiwanis can support the community’s needs.

Community surveys help your club learn about its service impact, partnership opportunities and possibilities for expansion. Scheduling surveys annually keeps the club’s service relevant and helps evolution feel natural.

To get started, download the Rediscovering your community tool. It will walk you through the steps of conducting a helpful survey.

Step 1: Create contact lists

Brainstorm to identify community members who could provide the most useful information. These individuals may be partners or business and community leaders—anyone whose opinion will help your club understand where members’ hearts and hands are most needed.

Step 2: Identify team members

Put together small teams to conduct interviews. Look for members who are eager to learn and 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? Collect 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 membership committee meeting.

COMMUNITY IMPACT

Shape the future of your club and the service that impacts your community.

A net increase of 3,549 Kiwanians have joined the Kiwanis family this year.

4,061 LEADERS HAVE MADE STRENGTHENING KIWANIS A PRIORITY SINCE THE START OF THE FORMULA

KIWANIS CLUBS HAVE BEEN OPENED IN 843 NEW COMMUNITIES SINCE THE START OF THE FORMULA.

*CURRENT AS OF JANUARY 3, 2018
Creating a Culture of Appreciation

Kiwanis > The Formula > Celebrate success > Creating a culture of appreciation

—Mary Kay Ash

Volunteers give a part of themselves. They invest their time, energy and skills to make a difference in their communities. Being able to make a difference brings a sense of satisfaction worth more than money. The paycheck for volunteer work performed is much less tangible, but oftentimes more valuable—friendships that develop with those they serve with, a sense of self-worth and the feeling of being appreciated, to name a few.

INSTRUCTIONS FOR USE

1. This sample liability release is intended to serve only as an example to assist your attorney in drafting one appropriate for your event. It may need to be modified to meet the specific needs of your event or your local laws. Neither Kiwanis International nor Hylant accepts any responsibility for your failure to seek competent legal advice prior to using this document.

2. A release of liability is only valid when it is an informed release. Therefore, you should supply written information to each participant concerning the hazards and risks inherent in your event. They should acknowledge receiving, reading and understanding it in writing, and this acknowledgment should be kept on file with the affirmation and liability release.

3. It is critical that all individuals signing the release be of legal age in your jurisdiction or have the co-signature of parents or guardians. Whenever in doubt about the age of an individual, ask for proper proof of age. A release improperly signed by a minor is worthless.

4. Please refer any questions to your attorney. Since local laws vary, neither Kiwanis International nor its insurers can give you specific advice about how to proceed.
If the service a club performs comes from the heart, the thanks we express should come from the heart too. Showing sincere, heartfelt appreciation involves taking the time to find out what form of recognition each member finds meaningful. Personally knowing each other will help you tailor your gratitude to each recipient and situation.

Recognizing a person’s value, investment and contribution is key to retaining members—and motivating them to stay invested in your club. Get to know them, why they give of themselves and what they get in return for the energy they give.

Learn more about the difference between awards and rewards. A good mix of both can foster a club experience that inspires members to share it with others.

Let everyone know they are important
Here are some suggestions of how to make members feel valued.

● Recognize them. If you appreciate someone, tell them. Better yet, show them.
● Celebrate together. Doing something simple for personal landmarks like birthdays, Kiwanis anniversaries or promotions can make members feel extra special.
● Teamwork. Empower members by providing the support they need to get the job done.
● Listen up. Encourage creativity and new ideas, then show respect by listening.
● Share it. Keeping members informed at club meetings, via email or newsletters will help them feel like knowledgeable representatives of the club.

ACHIEVING CLUB EXCELLENCE
Kiwanis > The Formula > Strengthen your club > Achieving Club Excellence

Survey your members. Analyze your club’s fundraising. Find new ideas for strengthening your club. Do them all using the Achieving Club Excellence tools.

These tools will help your club create opportunities in fundraising, service and fellowship—based on what your members love most. Interested in seeing what the tools tell you?

Download the tools—complete with instructions—and have a member of your club lead the exercises. (Links to download these tools are on the web page this information was taken from)

Use one or all of the tools, depending on your club’s needs. Try this method when you plan to do just an annual club assessment or need ideas for improving one or two aspects of your club experience. Each tool includes exercises designed to create dialogue, gain perspective and lead you to ask insightful questions that will help your club remain relevant, impactful and strong.

Find the tools you need based on this list of common concerns.

<table>
<thead>
<tr>
<th>CONCERNS</th>
<th>TOOLS THAT CAN HELP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your club is unsure of its purpose in community.</td>
<td>Creating the purpose</td>
</tr>
<tr>
<td></td>
<td>Developing community partnerships</td>
</tr>
<tr>
<td>Members of your club seem disinterested or dissatisfied.</td>
<td>Measuring Member Satisfaction</td>
</tr>
<tr>
<td></td>
<td>Analyzing your impact</td>
</tr>
<tr>
<td></td>
<td>Celebrating success</td>
</tr>
<tr>
<td>Your club is losing members.</td>
<td>Measuring Member Satisfaction</td>
</tr>
<tr>
<td></td>
<td>Hosting an open house</td>
</tr>
<tr>
<td>Your club wants to become more visible in the community.</td>
<td>Developing community partnerships</td>
</tr>
<tr>
<td></td>
<td>Rediscovering your community</td>
</tr>
<tr>
<td>Your club’s signature service project is losing member interest.</td>
<td>Rediscovering your community</td>
</tr>
<tr>
<td></td>
<td>Measuring Member Satisfaction</td>
</tr>
<tr>
<td></td>
<td>Analyzing your impact</td>
</tr>
</tbody>
</table>
Your club's annual fundraiser is netting less than it used to.

Analyzing your impact

Your club has ideas but needs direction or goals.

Planning for excellence
Rediscovering your community
Club scorecard
Analyzing your impact

Your club needs ideas about how and how often to recognize individual and club accomplishments.

Celebrating success

Your club wants to increase its capacity to serve the community by adding more members.

Hosting an open house

Request support from a club coach.

A club coach is a leader in your division trained to provide support for Kiwanis clubs. He or she can visit your club and serve as a mentor in your quest for excellence. Requesting a visit takes only a minute.

TIPS AND TOOLS FOR INVITING OTHERS

Kiwanis > The Formula > Strengthen your club > Tips and tools for inviting others

Around the world, Kiwanis clubs make their communities better through more than 6 million hours of service each year. Every member represents 36 hours that improve lives every year. Think about what could happen if we all shared our Kiwanis stories—and inspired others to become a part of our movement to improve the world.

In addition to their hearts and hands, new members can bring new ideas, leadership and enthusiasm. Here are some tips for inspiring more people to join your Kiwanis club.

Share your story
You don’t need to know everything about Kiwanis. You just need to start with what it means to you—and then share that story, connecting on a personal level about addressing community needs.

After all, 74% of members joined a Kiwanis club because someone invited them—and for 48% of them, it was a friend or relative.

Your club can also host an open house or special guest day, or invite the community to take part in your Kiwanis One Day event or other club projects. Need ideas of who to invite?

● Follow up with people you met while doing a community survey.
● Conduct a roster analysis.
● Make a prospect list with a few simple prompts.

When you’re ready to invite them, we have resources to help you prepare for their visit.

Talk about your impact
Your club is making a positive impact in the community. Does the community know? If you don’t tell them, who will?

Regular communication about your activities will lead you to the name recognition your club deserves—and help attract more members. Posting pictures on your club’s Facebook page, updating your club’s website, using community calendars and sending press releases to local newspapers all help create awareness.

Keep members for the long run
When new members join, help them feel valued.
Assign a mentor.
Provide them with orientation.
Get them involved early.
Keep in touch with their ideas and opinions—survey them often.

For members who have become inactive, don’t forget to reMEMBER.

Of course, inviting or retaining members sometimes requires a little flexibility. Consider creating a club satellite to reach out to a different group of members or offering corporate memberships.
FLEXIBLE MEMBERSHIP OPTIONS
Kiwanis > The Formula > Strengthen your club > Flexible membership options

Things change. That’s why Kiwanis offers alternative membership options. Explore some ways to add members, not paperwork—and to keep current members engaged.

Corporate membership
Your club can offer corporate memberships to local organizations or companies.
How it works:
● The organization joins the club as a member like an individual ordinarily would through a representative.
● The company is represented at meetings and events by a designated employee.
● If the designated employee changes jobs, a new employee can be designated to take his or her place without being charged a new member fee.

For companies interested in corporate social responsibility, this membership is appealing because of the value of affiliation with a well-respected service organization. The club wins too: The member represents company interests within the club and develops a relationship between the company, Kiwanis and other community groups.

Satellite members
Satellite members are an extension of your club. They typically meet at another time and often operate independently. They help clubs expand into a new area or demographic—particularly if the group isn’t large enough yet to become its own club.
How it works:
● Both the host club and its satellite members establish the guidelines of the relationship.
● The host club’s board authorizes service and fundraising activities, and maintains financial oversight.
● By retaining the affiliation to the parent club, satellite members remain focused on their service impact rather than administrative concerns—making it a great option for busy lifestyles.
● Since they are still part of the host club, satellite members enjoy the benefits of Kiwanis, including elected positions, attendance at conventions, Kiwanis magazine and insurance coverage.

From:
This public relations toolkit will provide you everything you need to share what your new or existing club is doing in your local community. You’ll educate your community about Kiwanis and club activities. You’ll represent Kiwanis as a spokesperson by promoting special events. You’ll also tell the larger story of Kiwanis International and the impact we make on communities around the world. And, you’ll help create public awareness about the Kiwanis brand. Remember, all external communication is branded Kiwanis. This keeps your message simple and easy to understand!

We’ve designed this toolkit to make your job as easy as possible. New clubs will find resources to publicize special milestones—the charter ceremony, first fundraiser, first service project and first membership drive—to help raise awareness about the new Kiwanis club and its mission. Existing clubs will find resources to publicize service projects and fundraisers to raise awareness about your club and its mission.

Enthusiastic local participation will be the key to your success. We encourage you to customize these materials to fit your club. Feel free to contact us along the way for help, feedback and advice at pr@kiwanis.org.

GETTING STARTED

Your Personal PR “Kit”
No one knows Kiwanis better than you do! Enclosed you will find your own virtual public relations toolkit to help you turn that knowledge into relationships with members of the news media. You’ll find everything you need to be successful at telling the Kiwanis story to your local media.

Remember, the more publicity you attract, the more you’ll share the Kiwanis story with your community, and the more potential new members you’ll attract. Be sure to review the kit and customize the materials for your club and for your community.

We’ve included the following materials:

Public relations training
1. How to build a media list: To start spreading the word, you’ll need to build a local media list. Before you start publicizing, you need to find out who should receive these lists. This is the first step to getting great publicity.

2. Media relations: This document will walk you through the best ways to approach the media and give you tips to make sure your pitch and story idea stand out.

3. Interview training: This document will help you prepare for in-person and phone interviews with the media, and it provides tips for use before, during and after the interview.

4. Capturing clips: This document will help you keep track of any media placements you secure and provides information on how to share clips with the Kiwanis International public relations team.

5. Website: Visit www.kiwanis.org for additional tools, such as the templates listed below, the Kiwanis logo and brand guidelines.

Templates and tools
1. Media alert: This media alert will help you inform your local media about special events, such as the chartering ceremony or the first service project. Send these out one to two weeks lead up to your event.

2. Press release: This news release is a great way to spread the word about your new club and what it will do for the local community. You’ll see we’ve made it easy to customize with your information; all you need to do is fill in the highlighted areas. We’ve also left a placeholder for quote from a charter club member. Existing clubs can also use this template to announce a new club focus or a new signature project.

3. Just the Facts: This document can be sent to the media along with your press release. It’s a quick overview of Kiwanis International.

HOW TO BUILD A MEDIA LIST

To spread the word about Kiwanis and to build buzz in your local market, you need to know where to begin—and with whom. The best way to start is by building a media list. Here’s how.
1. Build your media list the same way you would build your professional network.
   Relationships are the best starting point when pitching your story. Think for a minute about who you know. Do you have any contacts on staff at the local newspaper or TV/radio stations? Do you know anyone else who might? If so, those contacts might help you get your foot in the door. And if the media professionals you contact say they aren’t the right reporter or editor, they’re usually kind enough to refer you to the appropriate person.

2. Identify the media outlets that might be interested in your story, and start to make a list.
   Think about the following types of media that are in your town or within a radius of about 30 miles. For smaller towns, you might want to opt for a larger radius.
   - Print (magazines and newspapers): What is the biggest newspaper in town? Does your community/neighborhood have a smaller newspaper as well? How about a city or regional magazine that focuses on what people are doing in your community? Try to focus on the biggest media outlets in your club’s community, as well as any neighborhood publications close to your club.
   - TV: What are the major TV stations in town? Do they have morning or midday shows that feature interesting events or organizations in your community? Do any TV news anchors specialize in philanthropy or service—and for that reason have a natural interest in your story?
   - Radio: Your club’s project or event would make a great interview opportunity for radio morning shows. Think about the most popular radio hosts in your town. Would they be good fits for a philanthropy or service story? What morning shows do you listen to in the morning?

3. Once you’ve identified media outlets, check each outlet’s website for contact information.
   Many stations list contact information for a newsroom, editor or reporter. Search for email addresses and phone numbers to add to your list.

4. Identify the right contacts at each media outlet.
   Your contacts will have different titles based on media type:
   - Print (magazines and newspapers): Regional magazine editors, newspaper volunteer section or philanthropy section editors. At smaller newspapers, ask for the name, phone number and email address of the managing editor or special sections editor.
   - TV: News assignment editor, as well as the producers of the station’s morning, midday and/or talk shows.
   - Radio: News director, producer of the station’s morning and/or talk shows. Be cautious about approaching “shock jock” stations that may not handle your news in a tasteful manner. Usually, news or talk stations are more receptive to pitches because they have more room for stories that are not timely or “breaking” news.
   - Online: If the website is run by one individual, you only have one option. If you are targeting an online news site, look for someone who covers community news.

5. If you can’t find a particular reporter’s email address or phone number on the website, start making phone calls. Ask the receptionist or newsroom contact for the correct person to approach regarding philanthropy or service. Keep records of everyone to whom you talk, and make sure to get the correct spelling of names, email addresses and phone numbers.

6. Understand how much time (“lead time”) various media outlets need when you distribute press materials to the people on your list.
   - Daily and weekly newspapers, radio stations and television talk shows usually require about two to three weeks’ notice.
   - Magazines usually prefer a few months’ notice, so don’t expect to see coverage right away. Since most city magazines set their own print deadlines, it’s best to simply call and ask how much advance notice they require on a story.
   - Local television and news assignment editors prefer only a week or a few days’ notice.
   - Online sources can post items very quickly, so send the information a few days or a week in advance.

Congratulations on building a great media list! Now it’s time to get your information ready to send to everyone on your list.
We appreciate your efforts to raise awareness about your Kiwanis club. Every opportunity to further Kiwanis' brand awareness and highlight your club will create opportunities to build membership!

Once you've created your media list, pitch your event to create public awareness opportunities. Be sure to use the customizable templates!

Using a new club opening as an example, here's how:

- New-club announcement: Write and distribute press release announcing new club.
- Charter celebration ceremony: Write and distribute media advisory.
- First fundraiser: Write and distribute media advisory prior to event. Use the press release to summarize the event's success.
- First service project: Write and distribute media advisory prior to event. Use the press release to summarize the event's success.
- Membership drive: Write and distribute media advisory.

Be sure to send out your media materials via email and follow up over the phone with your contacts to encourage them to "spread the word."

A step-by-step checklist

1. **Customize the press release or media advisory.** We've provided you with a "shell" of a release that includes details about Kiwanis. Now you just need to fill in the release with your localized information (community facts, what you're doing for an event, your contact information, etc.) and you're ready to go! Remember: The more local the story, the more appealing it will be to the media.

2. **Distribute your customized press release or media advisory to your media list.** Email is probably the best and easiest way to send your information in a timely and cost-effective manner. Do not send the release only as an attachment in your email. Copy and paste the it into the body of the email, and include any additional information as an attachment. Consider a catchy subject line to make sure it doesn't get lost in their inboxes. Be brief, get to the point and emphasize the local angle—but don't be afraid to be creative.

3. **Make follow-up calls.** After you've distributed your media materials, pitch your story idea to your media contacts. If you email the information, you can begin making your follow-up calls the very next day and subsequent weeks thereafter.

4. **Be efficient.** When making calls to your contacts, remember:
   - Reporters, editors and producers are almost always working against deadlines, so keep your conversations brief and to the point. The best time to reach print reporters is usually before 3 p.m. (unless the newspaper is an afternoon paper). Television reporters and assignment editors are usually available to discuss story ideas between 10 a.m. and 2 p.m.
   - Don't ask, "Did you receive the materials I sent?" Reporters hate this question. Try saying, "I sent you information a few days ago. I'd be happy to tell you more and get you additional details if you're interested."
   - Be prepared to talk about your story. When you've got your media contacts on the phone, it's a great opportunity to explain more about any events or fundraisers you're hosting.

5. **Think about what the media really want.** Overall, the media love local stories—what's happening to people in their community, how it fits into an overall national trend, what impact it has on other people in town, etc. That's where your story will resonate the most. If you remember these three things, remember these three: local, local, local.

In addition, different media outlets respond to different key points. For example, television news programs respond to visual scenes, so make sure you send them visuals—such as photos or even videos—to use as well. Radio stations respond best to one-on-one interviews, so mention that you could come in for an in-studio interview or be available for a live phone interview. Print contacts usually ask for the most detail and for statistics to prove the validity of your story. Print contacts also appreciate visuals.

6. **Realize you might have to re-send the information.** Newsrooms are hectic places, so don't be surprised if your contact mentions he or she has misplaced the news release, or that the materials have been routed elsewhere. Be prepared to send another copy.

7. **Meet deadlines.** While your contacts already have the news release, they may require additional information or want to interview you for a longer story. Always return phone calls and requests for information in a timely manner. Most publications have specific issue dates and deadlines that cannot be extended.

8. **If the media respond, be ready.** Read and review your message points. And remember, media relations is a lot like sales: You may have to talk to many people to close just one deal. But it's worth it—one local story gives thousands of people an opportunity to learn more about your Kiwanis club.

INTERVIEW TRAINING
If a reporter or editor is interested in a story about Kiwanis, he or she may want to interview you in person or over the phone. Interviews are a perfect opportunity to share your messages with the public, so make sure you’re prepared.

**Before the interview**

1. **Get as much information as possible about the interview.** Most reporters will share what they hope the article will discuss—and what they hope you will bring to the story.

2. **Know your key messages.** The better acquainted you are with the messages you want to deliver, the more easily your story will flow. Don’t memorize a script, but try to make the words your own. Practice answering questions in a quiet space at home or even in front of a mirror. The more you speak your key messages out loud, the more comfortable you will be when it’s time to answer questions.

3. **Rehearse with a fellow club member, friend or coworker.** This may sound silly, but practice with another person helps you get comfortable using the message points when you’re asked questions during the actual interview.

**During the interview**

1. **Pace yourself.** If the interview is for a television or radio station, ask whether the interview will be live or taped. Live interviews normally last only two or three minutes, and there is no opportunity for editing. A taped interview might last five or ten minutes, because the reporter will have time to edit the story before it airs.

2. **Think of the interview as a conversation.** You can even think of the reporter as a potential new friend—but be aware that the reporter’s main objective is an interesting story. Don’t share anything you don’t want to see in print or on television. That said, relax—the reporter isn’t an enemy. He or she knows you are a volunteer and promoting your club, and might want to help spread the word.

3. **Remember, the media like to tell stories in personal terms.** Think about the impact your club has had on your community or share a story of someone who inspired you.

4. **Weave key messages into your story.** You can make your points most effectively when you can use your personal experiences as examples.

5. **Relax and be yourself.** You don’t need to pretend you have information or expertise that you really don’t. If you don’t know an answer, just say so.

**After the interview**

1. Ask the reporter whether there are other facts or information he or she will need to complete the story.

2. Find out when the story will run—or ask for the reporter’s estimation.

3. Make mental notes about the interview—how it went and what you will do differently the next time.

4. Reward yourself for a job well done!

**Additional tips for television interviews**

- Know what you want to communicate, and don’t be afraid to repeat yourself. Live by your key messages.

- Short answers are better than long ones. Stop talking when you’ve done making your point.

- This is not a confrontational interview. Why not smile while you’re talking? You’ll sound more enthusiastic.

- Don’t overlap the interviewer’s question. Begin your answer when he or she is finished.

- Speak in complete sentences.

- Avoid jargon, abbreviations and acronyms (e.g., SLP, ICON, etc.). Speak simply.

- Don’t repeat a negative. For example: If you were asked, “Aren’t you an alien?” you wouldn’t reply, “I’m not an alien.” You might say, “Actually, I’m from Cleveland.”

- Keep your hands free, open and animated. Gesture as you normally would.

- Plan what to say if asked, “Is there anything else you’d like to say?” You should recap each of your message points as a response.

- Always assume the camera is on.

- Resist the urge to lean into or grab the microphone.

- Television is an intimate medium. Speak in personal, anecdotal terms. Use analogies to illustrate your point. Don’t be afraid to tell “your story.”

- Body language is important for television. Practice by talking in front of a mirror. People will remember how they felt about you more than they’ll remember what you said.
Gerald Eugene Nielson
Dec. 7, 1930 ~ Dec. 22, 2017

Our beloved husband and father, Gerald Eugene Nielson, passed away peacefully at his home in Salt Lake City of congestive heart failure on December 22, 2017. He was 87 years old.

Jerry was born in Nephi, Utah. He was the oldest child of Glen and Eudora Nielson. He married the love of his life, Leila Ruth Allred, on October 22, 1954 in the Manti Temple. They were happily married for 63 years. After serving as an officer in the Navy for two years, he began his civilian career as a carpenter. He worked his way through the University of Utah and law school at the U. as a carpenter, and did the carpentry work on the family home that he lived in for 55 years. He later worked for the County Attorney’s office and in private practice as a real estate lawyer.

An avid fly fisherman and hunter, he was an active member of the Stone Fly Society and the Kiwanis club. He particularly enjoyed ringing bells at Christmas time with the Kiwanians. He enjoyed golf and tennis.

Jerry was an honest, direct man of great integrity. He was a thoughtful non-conformist who relished any opportunity to represent the underdog. He had many life-long, loyal friends who enjoyed his sense of humor and engaging personality. A devoted family man, he loved having his family around him.

He served faithfully in many callings in the LDS church. He particularly enjoyed teaching. He served in a branch presidency at Millcreek Care Center for four years. He studied Church topics with a cherished group of friends, the Study Group, for 45 years.

He is preceded in death by his parents, brother, and two sisters. He is survived by his sister, Lorraine Ross, brother, Jay Nielson, wife, Leila Nielson; three children, Camille Tarics, Eric (Catile) Nielson, and Gretchen (Paul) Siebach; eleven grandchildren, Clayton, Allison, and Jacquelyn; Stephanie Lauritzen, Laura (Sean) Newbold, Grace (Daniel) Clyde, Grant and Clark Nielson; Kirsten, Jeffrey and Chloe Siebach; and three great-grandchildren.