

MIDLAND KIWANES



Kiwaniis®

President: Cathy Devendorf
Secretary: Richard Kopple
President Elect: Ralph E. Wirtz
Treasurer: Cheryl Whitman

Location: Valley Plaza, The Great Hall
Time: Monday Nights, 6:00 PM

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Website: www.midlandkiwanis.org
www.mi.kiwanisone.org
www.kiwanis.org

President Cathy opened the meeting at 6:30 PM.

Program Next Week: March 12: Young Children committee

Program Upcoming Meetings:

Committee Meetings this week: Community Services – Fred Eddy to talk about Whiting Forest.

Committee Meetings next week:

Secretary's Report: Dick Kopple

- No report

Anniversaries: None

Birthdays: None, although Dick Heiny's wife Sue did have one.

Guests: Maria Jechoutek

Announcements:

- **Cathy:** Announced that STEM Committee meeting is moving from March 26 to April 23, and that the Committee Updates would move to March 26. Elections would remain April 23.
- **Earl:** Reported that the past two weeks were good for Eliminate dollars, and that the Pink buckets are on the table ... Give 'til it HURTS!

Happy Dollars:

- **Charlie:** thanked Earl and Cathy for their part in helping switch the STEM meeting to aid Dow students with their presentation
- **Randy:** Reported that his son Matt and a friend Jason Harner developed a game called "On Earth" that was presented last August at GenCon, a gamers convention at draws 50,000 people. The game is now available at Barnes & Noble bookstores, including the one in Midland!!!
- **Kevin:** Was thankful for his mission trip to Guatemala, even though he came down with what he called "gi distress" while there.
- **Bart:** Put a solemn dollar in the pig in remembrance of the three dead staff people at the California VA hospital who were shot by a former patient of the center who was asked to leave. He reported that the center has helped

more than 500 patients in the 10 years after he helped start it.

- **Cathy:** Was thankful her baby granddaughter decided to join the walking world and that Roger Briggs was able help with classes for first, second and third grade students at CNC

Program: Bart Buechner present information from the Membership Committee.

He talked about The Formula that was developed for the 100th Anniversary of the Kiwanis International with the slogan "Love It. Share It. Live It." The Formula is an effective tool for strengthening Kiwanis.

In a movie about The Formula that Bart presented toward the end of the meeting, Michael Frailly, The Formula Chairman for the Americas, presented the reasons why Kiwanis needs to remain strong and be successful.

"Well, it's not about us. It not about numbers or dollars or heirarchy or titles. ... It's about something incredibly powerful in its simplicity," he said. "It's about kids. It's about making your community better."

"Kids need us," he said.

Frailly noted The Formula is working as the number of clubs has risen the rate of membership loss has slowed. Bart also played a move made for the Kiwanis 100th-year anniversary during which it was noted that there is a lot of power in the Kiwanis brand worldwide, and that that brand has played a tremendous role in making impacts on children's lives, from working with UNICEF to help end neonatal tetanus through ELIMINATE in many countries around the world.

They talked about Kiwanians in Ecuador, in Malaysia, in Detroit and many other places and the services provided through Kiwanis.

"That's why The Formula is so important," Frailly said. Be Kiwanis Proud was one of the slogans in one of the movies.

New member Brad Bahr talked about his reasons for joining Kiwanis. He knew early on about the club and good deeds it does in the community because his wife is with the Educational Service Agency, which has been the recipient of many services through Kiwanis. His daughter is in the Aktion Club. And, he said, he enjoys serving. "I am looking forward to doing a lot more with you," he said.

After the movies, Bart and the Kiwanis in attendance talked about how to improve the outreach of our local Kiwanis Club, including doing more through social media such as sharing the movies we watched at the meeting with people in your networks.

We also talked about getting the word out on some of the good things Kiwanis does, such as donating to the ELIMINATE program, or what the members are doing in conjunction with Central Park Elementary School.

Kevin noted that we as members are looking for people for membership who look like us, instead we need a broader reach. He called that a hurdle. A second hurdle to build membership is that we meet every week, which many people don't want to or can't do.

Bart asked everyone to think about the possibilities for enriching our membership push.

Below are the urls to the videos we watched. Please share them.

Kiwanis 100 Year anniversary video

<https://www.facebook.com/kiwanis/videos/10153133243614673/>

“The Formula” video:

<https://vimeo.com/177079675>

Club Resources:

<http://www2.kiwanis.org/theformula/strengthen-your-club#.Wqfi9GbMwes>

Meeting adjourned at 7:29 p.m.