The Carolina Kiwanian

Upcoming DEADLINES:

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SEND ARTICLES:
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SUBMIT COPY:
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Dear Kiwanians,

Another Kiwanis year has begun.

Congratulations to all the new club officers. I was fortunate to attend a number of installations. The enthusiasm shown, the plans brought forward, and the commitment given by all the members was wonderful to experience. If every club had those same experiences at their installations, we will have a tremendous year.

You can see on the home page of the district website an outline of the goals I shared at the district convention. Although I believe all the goals are vital to achieve to keep Kiwanis and our District vibrant and growing, increasing our membership is, by far, the most important. We just received the October 1 membership numbers, and in spite of Doug Day’s team working hard all year, the District membership continued to decline by approximately 300 members. We all need to work together to get membership growth going again.

I ask all of you to ask one person to come to a Kiwanis event and then ask them to join. The Trustees and LTG’s have all agreed to build one new club in each region. So far we have agreed on three sites and should have the rest soon. We will then do site surveys before the holidays and then start building the clubs after the new year. When asked, please try and give a little of your time and help recruit.

We need to grow our membership to support our growing Service Leadership Programs. Already this year we have started two Aktion Clubs, two Circle K Clubs, and three Key Clubs that I’m aware of. I am sure there are more. We had record attendance by our Key Clubs and Circle K clubs at Fall Rally. There were over 2200 students there.

The Carolinas District just reached a wonderful milestone for the Eliminate project. We just went over the $1,000,000 mark on our way to our goal of $3,500,000. That means we have already saved 555,555 lives. Thank you for all your contributions. We still have a ways to go but are well on our way.

Thank you all for being Kiwanians and giving your time, treasure, and talent to help children, not only in your community, but globally as well. I look forward to a great year and look forward to meeting as many of you as possible.

Yours in Kiwanis Service,

Tom Currier
Governor
Hickory Kiwanis raises $10,000 for the Zahra Baker Scholarship Fund

In August, the Kiwanis Club of Hickory received a check for $10,000 from the sale of the book *Step Monster* written by the staff of the Hickory Daily Record. Proceeds from the sale event are to go to a scholarship fund named for Zahra Baker to be distributed by the Hickory Kiwanis Foundation. They gave a $1,000 scholarship this past year to a student who is a cancer survivor.

What's your Kiwanis Club up to?

Wouldn't it be great if clubs in your division brought an interclub to your next fundraiser or service project? Need some old fashioned support? Send us your news and we'll add it to the mix. (Don't forget to send your SLP Service Projects and Fundraisers too!)

Monday and Tuesday, November 5th and 6th

The Kiwanis Club of Tobaccoland and the Kiwanis Club of the Friendly City will be hosting their annual Pancake Jamboree at the Armory in downtown Durham. Monday hours are 4:00-8:00 p.m. and Tuesday's hours are 6:30 a.m. until 8:00 p.m. Tickets are $6 in advance and $8 at the door.

Wednesday, November 7

Boone Kiwanis is starting their first Kiwanis Community Day where they partner with a local restaurant and charity to boost the economy and help the community. Eat at Pepper's Restaurant Wednesday, November 7 and mention Santa's Toy Box for 10% of your meal's cost to be donated to Santa's Toy Box.

Friday, November 30

The Greater Greenville Kiwanis Club will hold their Christmas auction from 6:00 - 10:30 pm
Ticket Cost: $35
Reservation Deadline: November 25.
Includes Dinner Buffet, Live and Silent Auctions. Cash Bar
Tell your story, enter to win!

Share your convention experience story for a chance to win a $50 Kiwanis Family Store gift certificate!

Simply tell us about your favorite convention experience. We’ll put the best ones on this website and in other Kiwanis International publications. Let your fellow Kiwanians know what made the Kiwanis International convention a positive experience for you--and help them understand the benefits of attending.

Entries through November 2012 will be eligible for selection as the best story. The winner will receive a gift certificate for US$50, valid for the purchase of merchandise from the Kiwanis Family Store! The winner will be contacted by email and announced by January 15, 2013.

Convention clinic

Q: Can my husband and daughter participate in a ticketed event without being registered for the convention?
A: Yes. Just order the total number of tickets you will need on your registration form. You may also book Kiwanis tours for your non-registered guests. Note: Each convention registrant is given one free pass that allows their non-registered guest access to the exhibit hall for one day of their choice. All other events (general sessions, workshops, unlimited access to the exhibit hall) are closed to non-registrants.


E-mail your convention question to: convention@kiwanis.org.

2012-2013 Distinguished Club Criteria

The following criteria must be achieved:

- **Enroll a minimum of three (3) new members** in any of the Object categories; (multiple new members in any one Object category is acceptable)
- **Certify completion of required club leadership education** programs
- **Satisfy at least eight (8) additional criteria within the Six Objects** achieving a total of twelve (12) items completed.

1. **GIVING PRIMACY TO THE HUMAN AND SPIRITUAL**
   - Participate in the ELIMINATE Project
   - Honor a member or community volunteer with 25 years of service
   - Enroll new member committed to Six Objects of Kiwanis

2. **ENCOURAGING THE GOLDEN RULE IN ALL RELATIONSHIPS**
   - Complete a project involving Character Education
   - Recognize a local hero who saved child from harm
   - Enroll new member involved in youth services, mentoring

3. **ADOPTING HIGHER SOCIAL, BUSINESS, PROFESSIONAL STANDARDS**
   - Work with Service Leadership Programs or other youth club to protect the environment
   - Obtain $50 or more donation payable to Kiwanis Int’l Foundation from private business
   - Obtain $50 or more donation payable to the District Foundation from private business

4. **DEVELOPING BY EXAMPLE A MORE AGGRESSIVE AND SERVICEABLE CITIZENSHIP**
   - Project advocating for Young Children /Early Childhood Development
   - Certify club participation in Kiwanis education & training program
   - Enroll new member who is former Key Club or Circle K member

5. **FORMING ENDURING FRIENDSHIPS TO BUILD BETTER COMMUNITIES**
   - Connect and interact with Kiwanis club in another Kiwanis district or nation
   - Initiate and complete a new service project involving at least two (2) new members
   - Certify club participation in either: International Convention or District Convention

6. **CREATING PUBLIC OPINION TO SUPPORT PATRIOTISM AND GOODWILL**
   - Launch a traditional or social media campaign to promote Kiwanis service
   - Complete a project to benefit the children or families of heroes
   - Enroll new member involved in media or government service
A Culture of Recruitment

By Kevin Dean, Kiwanis International Trustee

As a kid, I loved “Looney Tunes,” the series of Warner Brothers cartoons dominated by the antics of that “wascally wabbit” Bugs Bunny. I think the genius of these one-act plays was that the majority of the stories involved a classic struggle (and really cool gadgets and gizmos). Whether it was Bugs and Elmer Fudd, Bugs and Daffy Duck, Sylvester and Tweetie, Foghorn Leghorn and Henery Hawk, Pepé Le Pew and Penelope, Ralph Wolf and Sam Sheepdog, or my personal favorite, Wile E. Coyote and the Roadrunner, we could relate to these characters because they were what they were. It was Bugs’ job to eat carrots, it was Elmer’s job to hunt Bugs, it was Henery’s job to try to eat Foghorn and the other chickens, it was Sylvester’s job to try to eat Tweety, and in a brilliant artistic flourish, it was part of the story line that Ralph Wolf and Sam Sheepdog actually were both working a job. They were friends outside of the “office,” but on duty Ralph schemed to capture sheep and Sam always thwarted his plans. These stories also evoke a simpler time: a time we think back on with nostalgia when there were no cell phones, no personal computers, no Internet, and three television channels.

And Kiwanis had more than 300,000 members.

As of September 30, 2012 our membership is, for the first time in decades, below 220,000 members. Not one district in North America grew in 2011-2012, and in the preceding years there have never been more than one or two which were able to grow. So how is it then that we can see our clubs aging, we can see our membership dwindling, we can see clubs closing, we can see districts literally evaporating before our eyes, we know that fewer members means diminished relevance and reduced ability to help those in need, we know intuitively that we are not on the path to recovery but on the path to oblivion, and yet year after year we watch our numbers continue to decline and can’t seem to fix it?

Have we been beaten into a sense of futility, or are we, like Wile E. Coyote, stubbornly continuing to execute the same, flawed, failed strategy over and over again, to the same end? We knew in watching these stories what the formula was going to be before it even started. Wile E. Coyote was going to order items from the ubiquitous Acme Corporation that would mysteriously arrive by post almost immediately, items he would always use to hatch an overly-complicated plan. He was always going to forget about the Law of Gravity. And he was always, always going to underestimate the Roadrunner’s simple straightforward approach. The Roadrunner wasn’t trying to maim, crush, blow up or otherwise kill Wile E., he was just trying to eat a little birdseed and go on about his business of darting around the desert. Wile E. always did it to himself. And meanwhile, we could knowingly chuckle at which horrible end he was going to meet today. Would it be the anvil or the safe previously launched in the air, a forgotten guided missile, or the inevitable fall from the cliff? Although the means and method of his comeuppance changed regularly, we knew that it was never going to end well for Wile E. Coyote, super genius.

Unfortunately, Wile E. Coyote also had the shortest memory in the animal kingdom. Not only was he totally inept in achieving his intended goal, with each new episode and each recovery from his terrible injuries, he was right back at it doing the same thing over and over, day after day, year after year, and achieving the same result, or from his point of view, not achieving it. Certainly he got points for being persistent. That appealed to us. But how many anvils on the head was it going to take before he figured out that his strategy wasn’t working?

The same is true for Kiwanis.

Read more here.
At Fall Rally a Kiwanian matched Key Club’s MNT donation of $35,531.03.

Even after this great donation, for this school year, the bar has been raised. There is a perfect opportunity to raise over $200,000 saving another 133,000 lives, which is more than the population of Wilmington, NC or High Point, NC.

- If every Key Club would generate $10 per member for MNT by December 31, this would generate $120,000. In order to encourage this, generous Kiwanians have made it possible to have a drawing among every member of every Key Club that is successful in generating $10/member before New Years. The winner drawn will get a new I-Pad, and the president of the winner's Key Club will also get a new I-Pad.

- Also, all funds raised by the Key Clubs prior to Dec. 31, 2012 will be matched. That, potentially is another $120,000, giving us a total of $240,000.

- **NEW:** the president of the club that generates the MOST FUNDS for Eliminate before December 31 will also get an I-Pad.

Help your key club and close to a quarter of a million dollars would be raised saving many people.

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**Key Club Week November 5-9**

Do your part to make sure Key Club Week—November 5-9, 2012—starts Kiwanis Family Month with a bang.

A: Remind your club that Key Club Week is November 5-9.

B: Wednesday, November 7, is “Connect the Ks” day, and is a great opportunity to conduct joint service projects, fundraisers, or social events. If you have a nearby high school with a Key Club, take this opportunity to visit them. More information about Key Club Week can be found online at [http://www.keyclub.org/service/kcw.aspx](http://www.keyclub.org/service/kcw.aspx).
I never thought it would happen to MY child!

I was so excited when I heard that my wife was delivering our first child. The pregnancy had been difficult, but all was well. The mid-wife had reassured us that the baby was healthy, and not to worry. When our son was delivered, something terribly wrong happened. We couldn’t get to the clinic, and had the baby delivered in the village by some of the women. Apparently, our son got an infection of tetanus during the moment when his cord was cut. We didn’t have sterile instruments, and used the knife we had available that I used every day at work. I thought all they needed was a sharp knife. But it apparently carried an infection that struck my son. Within days, he was in convulsions, screaming and extremely sensitive to light or touch. We could only watch and pray, because they said there was nothing that could be done. HE died in a week and a half. I guess this should not really shock us, because it happens to a lot of families in our community, but I never thought it would happen to my family. I am just lucky that my wife did not also get the infection and die.

So, how do you tell this father that his son could be alive today if his wife had access to a shot that cost a mere $1.80? This is the challenge that UNICEF and Kiwanis have determined must be stopped. The project, to ELIMINATE neo-natal and maternal tetanus, will save a life every 9 minutes. These are children that deserve a chance to grow up and make a contribution to our world. This has been ignored as a problem in our society because they are from mostly poor and underdeveloped countries. I cannot imagine this being allowed to happen in the U.S. or other major industrialized countries.

In order to eliminate this horrible infection, Kiwanis committed to raise $110 million over five years. In the first year, as we began the educational phase, we raised $18,200,000 representing saving over 10 million lives! You see, Kiwanis does more than just good things in our own communities. These are children and mothers who will never have the opportunity to thank you, but who really do matter. We proclaim that we “SERVE THE CHILDREN OF THE WORLD”, and so this is a chance to show it!

We hope that your club will commit to becoming a “model club”, representing a pledge to raise $750 per member over five years. Our District has 18 model clubs to date, and would like every club to consider accepting this challenge. We would really like every member to contribute to this effort. You may make a one-time gift or a recurring gift monthly, quarterly, or annually. Many clubs have been able to match contributions of members in an effort to assist in the donations. Some of our clubs have developed special fund raisers to assist in generating the contribution. And many members have approached local businesses for tax-deductible contributions saving lives. A donation of $1,250 over two years will be acknowledged with a Zeller Award. If your business wants to make the contribution, this can be a plaque suitable for hanging in the office. We are encouraging the Key Clubs to also aggressively get involved. Last year, the Key Club International raised over $500,000 toward our goal, and expects to do better this year.

It is great to be a Kiwanian. It is awesome to have a chance to impact children less fortunate than ours. It is also wonderful to be a part of an organization that cares about others. Please consider joining this effort. Download the pledge form here.
Devote at least one of your evenings to learning to make an impact on your club meetings, club website, community projects and Kiwanis members worldwide by attending these free webinars:

**October 30—Providing Effective Feedback**

In your role as a leader, a mentor, or even as a friend, you may be called on to give—and accept—effective feedback. Effective feedback when delivered properly can help improve a relationship or change behaviors—which can then allow your club to go from mediocre to world class. Learn how to convey feedback in a sincere way that will have a positive or constructive impact and leave no one on the defense.

**November 13—Club satellites: Why? How? What’s next?**

A club satellite may be just what your community needs—as well as a way for your club to grow Kiwanis and retain members. A club satellite is a group of individuals who become members of an existing Kiwanis (host) club but hold separate meetings and service activities. Now you know the What of club satellites: Attend this webinar to learn the Why, the How, and then What’s Next.

**November 27—Til death do us part**

Many members leave their clubs for understandable reasons, but most leave for reasons that could have been prevented. An effective membership retention effort doesn’t just happen. Learn the best practices used by successful Kiwanis clubs to retain active members.

**December 4—Be Significant**

Is Kiwanis a household word in your community? Does everyone on the street know about how you are contributing to your community? No? Then you need to make some changes. Come learn what your club needs to do, what choices you need to make to be significant in your community.

**December 11 - Membership committee II**

You are three months into the new Kiwanis year. Are the right people in place for your membership committee? Are the right priorities set? We will explore best practices of successful clubs and the membership committee and sub-committee ideas that help make them that way.

**December 18 - Reveal your growth potential: Stay flexible**

Your club's growth potential will expand when you reach out to people in different ways. The more flexible your club, the more attractive it will be to new members. This session may inspire you to try something new—or improve your current model. You’ll learn about club satellites, 3-2-1 clubs, corporate memberships and company-based clubs.

**January 8 - Tremendous tips for the sponsorship of a new club**

Do you like chocolate, vanilla or red velvet cake? Sponsoring a club is a piece of cake! Your club will reap the rewards for this selfless undertaking in ways you’ve never known. It’s time to grow in diversity and culture for strength in service to our communities and around the world. The cake is there for the taking...what kind do you want?